

FALL SPECIAL

JUL 25 1944

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The Billboard



DON RITCHIE



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(With a Hole in Her Stocking)

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•

August 5th thru 17th
ONE-NIGHTERS—BALLROOMS—THEATRES

•

August 18th thru 24th
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•

August 25th thru September 5th
ONE NIGHTERS

•

September 6th thru October 3rd
 Return Engagement—4 Weeks
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Tony

PASTOR

FARDOM GIRDLS FOR VICTORY

Plenty of Pic In Fall Ether

Three New York stations plan program skeds as a 'Preview of Post-War Tele'

NEW YORK, July 22.—The fall looks like the most active video season here since the beginning of the war. The three active tele orgs are set to experiment, within war-imposed limitations, in programming, equipment, techniques, make-up and sets. DuMont, NBC and CBS are getting set for the what one tele man calls "the preview of post-war television." The boys are trying to ready themselves for commercial operation and their ambitious plans reflect it.

The DuMont studios are going to spend a good deal of their time working over their equipment, trying to streamline it and reduce the size of cameras so that they are not so cumbersome. They are trying new ways of mounting the camera and mike to see if it's possible to operate with only the lens and iconoscope in the studio. Sam Cuff, DuMont's New York general manager, says that their feeling is that the smaller the camera and the fewer booms hanging around, the better scanning can be. One theory that they will try is mounting of the camera and mike overhead. The camera itself may be placed in a special booth off the floor. And a new studio is being readied for a September 7 preem. Sunday, Tuesday and Wednesday remain the DuMont telecasting nights.

DuMont programming will follow its present pattern with work by Storm (See Fall to See Plenty on page 12)

Good Fall for Orks Forecast

Headaches of band leaders are lightened—jobs and \$\$ seem better than past

NEW YORK, July 22.—It's going to be a good fall season for the boys in the band biz. There's more money being paid, and some of the headaches that have haunted leaders the past season are slowly being cured.

The pattern of the coming fall season is a familiar one. Bands that performed at hotels last year find themselves booked for the same stands for the coming season. Theater dates are a little confused in some spots due to long run holdover pictures, but one by one, double bookings are being eliminated, and gradually the future becomes clearer, to the point that most orks today have a rather definite sked ahead for the days before snow flies.

Increased dough for dates for the bigger, better bands, is not always balanced by increased publicity for the show case spots orks play to keep up their prestige—radio wires are few and far between. But even here a ray of light shines thru. Bands do get on the air, and records are being made by Decca and independent companies—and just around the well-known corner there seems to be some kind of a solution of the record ban that has kept so many biggies from waxing for 10 to 15 many months.

A solution to the record problem would possibly be the most welcome would possibly be the most welcome (See NAME BANDS SET on page 13)

No Spirit of Defeat Mingled With Sorrow of Circus Folks

By Beverly Kelley

Author of Circus Books and Magazine Articles and Radio Publicity Director of Ringling Show

THE Hartford circus fire is still smoldering. It is smoldering in the eyes of circus people, still staring and dazed at what they saw. The look will go out of their eyes in time, but it is seared into their memories forever.

The proud banners of The Greatest Show on Earth are trampled in the charred ruins of the foremost tragedy ever to befall the outdoor amusement world. Its trumpets are silent, ground into the dust.

The fire still burns in the plight of the Big One, in the hands of authorities. Some of its officials are charged with manslaughter—with responsibility for inadequate safety measures. What comes of this will all be written into court procedure. It will all be there—all except the ache in the hearts of trouper and that remembering look in their eyes.

Circus people know that there was no intentional lack of vigilance where safety was concerned. But they know, too, that the best of intent is not always sufficient in the swift onslaught of misfortune. They remember the saying that

the streets of hell are paved with good intentions and they have remembered it since they stared into the open maw of hell while helping to carry the bodies of children from the place that had been a happy haven of make-believe a few moments—or a thousand years—before.

The first thought of show people from time immemorial never has been for its own. Always the guest has had first consideration when disaster struck. That is why May Kovar, British wild animal (See Circus People Sure on page 46)

Niteries Plan Better \$\$ and Acts for Fall

Ops Are Optimistic Again

By Bill Smith

NEW YORK, July 22.—Three months ago night club ops, in New York, anyway, were running around like Henry Penny in the nursery rhymes, screaming that the sky was falling down. Business, they all agreed, would not only be lousy on account of the cabaret tax, but what was worse, would never pick up. Many a spot, seeing what it considered to be the writing on the wall, cut out its taxable talent, tried to buy cheaper acts, slashed operating expenses to the bone, or, in some cases, called it quits and hung out a "Closed for the Summer" sign.

But all that was three months ago. Today the same gloomy owners are not only looking at their books with smiles on their faces, but what is better, are planning to spend a lot of folding money for talent when the leaves fall.

On Broadway, Lou Walter's Latin quarter is spending \$9,000 a week for acts, or about the same it paid for talent in 1943. Last summer, Walter said, nitery biz was terrific. But that he attributed to special causes. The gas restrictions and traveling difficulties kept people in town. So, instead of large going-away week-end parties, customers jammed niteries. When the 30 per cent tax went into effect April 1, grosses naturally dropped. April biz at the spot was off 30 per cent as compared with April, 1943.

Walter Sees Big Fall

The fall outlook, according to Walter, is excellent. The only fly in the business ointment that he can see is the (See Clubs Like Budgets on page 24)

Food Themes Again to Fore

Third wartime year sees numbers swell — Pearl Harbor dated enlistment

CINCINNATI, July 22.—More agricultural fairs on this continent have joined the "Food-Fights-for-Freedom" parade this season than have been on the rolls since 1941. The great majority of the 2,000-odd State, district and county annuals that draw 50,000,000 people thru their gates yearly will be held in this third year of World War II.

The enlistments for maintenance of public morale which began on the day of Pearl Harbor have constantly swelled until now practically only the plants in military use or those affected by peculiar local conditions will not in '44 be show windows of the nation to reflect its produce output, to bolster every phase of the war effort, to educate in conservation of war necessities and to entertain the multitudes who annually crave the surcease of the grandstand shows, tracks and midways.

With the food theme are slanted patriotic and military features, including combat shows, displays of fighting equipment and commercial exhibits which give a glimpse into future living. War-aid efforts will include sales of War Bonds and Stamps, for which fairs have been officially issued by the Treasury Department in Washington. Victory Gardens, Red Cross work and blood donations, food preservation classes, morale-sustaining exhibits, emergency relief-fund raising, entertainment of armed forces, protracted youth activities, educational presentations of army, navy, marine corps and WACS, WAVES and SPARS and running the gamut of (See Revivals Swell Roster on page 22)

All Regulars Back on Fall Network Air

Time Tight on Senior Nets

NEW YORK, July 22.—New shows, public service spots and sponsors looking for a good slot are going to forego the pleasure of a seg on the senior nets, unless there are a lot of cancellations ahead, which doesn't seem possible now.

The fall line-up of shows will be different in a number of cases but the same sponsors will be paying the bills and the bills will be in the same round numbers... a little up here and there. On the Junior nets, the Blue and MEX, there's still choice time available, and since few commercials left the air, the fall changes are more in the form of a changing approach to programming rather than a changing seg line-up.

Of the NBC summer replacements which seem to be catching on and which may land a permanent place in the ether line-up, Alan Young, Harry Savoy and Charlotte Greenwood seem the most likely to last out the summer vacations. Only Harry Savoy, however, seems to have his summer sponsor on the hook for the fall.

The parade back, at the moment, starts August 15, with Burns and Allen (See Fall Skeds Set on page 5)

Fall Road Big; UBO Has 90 Shows Booked

Guild Has Top Plans

By Bob Francis

NEW YORK, July 22.—While the heat and general summer doldrums have belted a heavy body blow, all signs point to a fall road renaissance which looks to add up to a play crop as good or better than last year. Of course, many plans are still merely a glint in a producer's eye, but there are enough fairly definite commitments already to signpost both the road and Broadway for what can turn out to be a banner season.

Not counting all the "ifs and whens," the United Booking Office already has some 90 productions on its ledgers for a fall start. About a third of these are skedded for Broadway after a test unveiling. The rest are due to trek. So, it appears that increasing transportation difficulties and travel priorities to the contrary, the hinterland is due to get its full share of live shows.

The Shubert plan to send out the (See Bookings Indicate Top on page 30)

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Markova, Dolin Prove Concert-Terp Pull Again

NEW YORK, July 22.—As heretofore reported, the ballet has been cutting itself an important slice of showbiz cash and kudos. There is nothing odd about a sellout any more when the tulle-and-tighters get together on a stage. However, when two artists, even such top performers as Alicia Markova and Anton Dolin, pack the Lewisohn Stadium to the tune of 22,000 customers for a duo concert dance program, it goes a long way to prove the entrechats and twirls are completely in the groove with mass audiences. Their single appearance at the stadium had the balletomaines hanging by their eyebrows from the colonades for the biggest turnout so far this summer.

In spite of the fact that the evening got off to a slow start, it built successfully for a conclusion which brought

(See MARKOVA, DOLIN on page 30)

"Minneapolis Aqua Follies"

(Reviewed Thursday Evening, July 21)

For the second straight year, Al Sheehan, WCCO radio exec, has a winner in his 1944 Aqua Follies, again the top-flight attraction of the annual Minneapolis Aquatennial. Altho Follies is five years old, this is Sheehan's second year as production chief and he has covered himself with even more glory than in 1943 with this presentation. As in past year, Follies was staged in the 5,000-seat amphitheater in Theodore Wirth Lake at the western edge of the city.

Preview to the two-hour show presented by eight-year-old Dianne Rigens, Minneapolis product. National anthem, sung by Penny Perry, accompanied by 12-piece Water Follies orchestra directed by Verne Rooney, opened.

Dave Barry, mime-ensee last year, is back this season, and is better than ever. First production number, *Summertime*, has 16-girl dance line on stage for some excellent steps created by John Williams, stage production director. Costuming is excellent and girls are Twin City tops with looks and ability. The home-bred 24-girl water ballet (University of Minnesota students directed by Helen Stary) takes to water for number titled *Tango—De Aquas Espanolas*.

Local water ballet in a few short years has become one of the best in the nation. Their precision swimming is something worth seeing. Best of the numbers is the chain swimming.

First diving event from the three and five-meter springboards on both sides of the pool was presented by Patty Fairbrother, Marion Mansfield, Dorothy Ziegler, Earl Clark, Al Greene, Charlie Dehl and 16-year-old Whitey Hart.

Three Carroll Sisters, Minneapolis vocalists who got their start at Curly's night club here three years ago and have since gone places in radio, are back home for the Follies. Their *Old Gray Sower* in swing and *Those Great, Big, Sensational Eyes* got big hand.

Cid Canale, funnyman diver, takes over for a few minutes of comedy patter with Barry to big applause. Gloria Callen, Follies star, was in the pool for her initial appearance. The gal has looks, ability and form galore.

Memory Lane, second production number, was on comedy side. Participating in the 16-girl line, dressed in various Gay '90s costumes, and a male barbershop quartet singing oldies. Number is climaxed by Libonati Trio, father-son-daughter xylophone act. Brother and sister do some comic dance steps, while dad handles xylophone. Winds up in a fast jitterbug turn that has audience in the aisles. Act has to beg off.

Second diving act from the two high towers brings gasps from the audience, as Jimmy Patterson, June Brock, Patty Fairbrother, Marion Mansfield, Dorothy Ziegler, Earl Clark, Al Greene, Charlie Dehl and Whitey Hart perform their stunts. Barry takes spotlight to himself for his mimicry billed as *The World Today*. His impersonations got big hand. Funniest act on the bill was Larry Griswald, water clown, lively and breath-taking. Does a drunk on a diving tower. Griswald's act gets better and more thrilling each year. Uproarious applause. Production number features the water ballet on surf boards and is highlighted

GI's OK Billboard

WASHINGTON, July 22.—The army announced last Wednesday (19) that among the 180 magazines which it has okayed for distribution to troops without scrutiny, was *The Billboard*. BB was the only showbiz trade paper included in the list, which was the result of a survey conducted since last April among the soldiers in 17 army posts.

An actual sampling poll among some 250,000 GIs was conducted to compile this list and this sampling was combined with an analysis of sales in post exchanges as well as a study of the subscriptions taken out for and by the GI's overseas.

While GI interest in *The Billboard* might have surprised the general public, it was no surprise to amusement industry itself, since USO-CSI units and special service officers report having seen BB wherever they have been sent to entertain. The army announcement was just official recognition of *The Billboard's* standing with showbiz troops here and abroad.

Quiz Bar for Teen Canteen

FORT WORTH, July 22.—A quiz bar has been inaugurated as a weekly feature for the Teen Canteen, maintained for high school students. Each Friday night KPJZ will conduct a quiz from the soft drink bar at the canteen. Cash prizes will be offered for right answers.

Those who are quizzed will be taken from the dance floor between dances where juke box music is enjoyed. Occasionally the canteen hires an orchestra.

The canteen is sponsored by leading business and professional men and women as a solution to the juvenile delinquency problem.

WCFL Program Labor's Example On How To Reach an Audience

CHICAGO, July 22.—Labor organizations in this area will have a new chance to bring their public relations messages to radio listeners by means of a series of programs now being planned by WCFL, local indie owned by the Chicago Federation of Labor, AFL. Station hopes to start sometime in September a weekly half hour dramatic series in which AFL leaders will be able to show how their activities prove the contention that "labor's gains are America's gains." Unique but understandable point of the entire scheme, however, is that because WCFL is owned by the Chicago Federation of Labor, and therefore AFL all the way, the CIO will not be given time during the series.

Kick-off of the plan will be a special hour's program on Labor Day. For this opus, which will use a large dramatic cast and full-size orchestra, Studs Terkel, who is climbing to popularity here after a long tenure in Detroit radio, and Lou Schofield, president of the Radio Writers'

by Lu Cellia, exotic dancer. Her gyrations very good. Big hand. After she leaves stage, water ballet turns surfboards into frogs.

Miss Callen and partner, Howard Crane, do precision swimming to glue club's offering of *Amor*. Very good. Cid Canale's diving mania turn the pool into a riot with their comedy. All the divers, men and women, take part. In this one, Finale is salute to the armed forces. Penny Perry warbles *Goodnight, Soldier*, followed by *White Christmas*, as Christmas tree lights go on all over stage in prayer for the war's end and the boys' return by yuletide. Barry then does monolog on navy's part in war, and a dozen or more sailors attired in whites come jumping off the two high towers into the water.

Thearle-Duffield Sreworks display winds it up. Prem had barely 4,000 in stands because of chilly weather.

Jack Weisberg.

Ina Claire Wins Tax Appeal On Biz Deductions

HOLLYWOOD, July 22.—Performers are getting their first break in the tax situation here now that California Circuit Court of Appeals has ruled that taxpayers have the right to deduct from their returns expenses which were incurred while on business trips. Decision was handed down when Ina Claire filed an appeal, after U. S. tax court refused deduction actress had made for expenses while away from home. Amount was \$4,630 and was deducted from 1939 return.

Result of decision of appeal court is expected to have widespread effect in showbiz, for new ruling would allow actors, directors, producers and execs to deduct their traveling expenses while on business trips.

Ivory Ticklers Big Mex Stuff

MEXICO CITY, July 22.—There's a big demand in Mexico for piano thumpers. Every cabaret, cocktail lounge and restaurant has one, and they are running the juke a close second for popularity. Most tunes played are popular American numbers mixed in with the best of the Spanish ditties.

CBC Shifts Three

TORONTO, July 22.—H. G. Walker, former prairie representative for the CBC, has been put in charge of the corporation's Dominion net. James Finlay succeeds him as prairie rep.

At the same time Ernest Morgan was moved to Toronto from his job as program director on the Coast to the newly created position of supervisor of exchange programs.

Guild, have written a history of labor in America from the 17th century to date. Script presents the thesis that, as well as fighting for its own gains, organized labor has crusaded for free education, women's suffrage and many other social advantages.

Howard Keegan, WCFL's manager, hopes that the format of the show will point out to AFL locals here the public-relations merits of a labor program that holds listeners' interest with topnotch drama. After the initial program, other AFL orgs, such as bakers, painters and bricklayers, will be given a chance to present their histories in the same manner. According to present plans, WCFL will denote the time and the unions will pay production costs for the series.

Radio leaders here view the planned WCFL series as another step toward the goal line which will be crossed when all labor organizations realize that to get their message to the air and retain listener interest they must have programs that are equal to, or better than, existing commercial airings.

Billboard Caseys

NEW YORK, July 22.—Behind the stellar short-stopping of Joe Caisa of *The Billboard* and the superb third basing of Marty Schrader of *The Billboard*, neither of whom made more than three errors per inning, the trade press pulverizers overwhelmed the NBC ringers by the top-sided score of 15-14 before a cheering mob in Yankee Stadium today. Winning run was driven in by Iron-man Joe Caisa in the second inning when the score was two-one. Schrader threw John Royal, NBC v.-p., out at first base in the first inning.

Steaming into second base on a sensational steal in the first half of the first, Schrader was critically injured and rushed to Polyclinic Hospital by way of Toots Shor but not before he had put the trade team in a position to make a Garrison finish by committing two errors, thus allowing seven unearned runs for NBC.

Several others also played on the trade team. Paid attendance: 8.

Club Booker Finds Spielers OK for \$\$

CHICAGO, July 22.—James A. Roberts, booker and personal manager here, has just rounded out a list of adding a speakers' bureau to his list of activities, which gives him the distinction of being the first club date booker to specialize in the handling of speakers and lecturers.

Roberts entered the field because of the demand for this type of talent for dinners and luncheons. In less than a year's time, this new department has been responsible for 15 per cent of the total business of the office, receiving anywhere from \$100 to \$1,500 for a date, depending on the celebrity and the occasion. It also has offered other agents an opportunity to secure speakers for their special accounts.

Office's stable now includes Irving Plaum, foreign editor of *The Chicago Times*; Preston Bradley, Arch Ward and Bob Becker, of *The Chicago Tribune*; Al Wynkoop, humorist; Art Briese, Margaret Dodd Brown, Suif Bengalee, Dr. Gerhard Schacher, "Private" Leland Strupson, James K. Thompson, P. Harold Orman and Dr. James C. Hollenbeck. In addition, Roberts also has been offering Upton Close in this territory.

Newark Stage Door Canteen Closed for Summer Fix-Up

NEW YORK, July 22.—The Newark (N. J.) Stage Door Canteen will close Sunday (23) for the rest of the summer for re-decoration and repairs which include the installation of a ventilation system.

Canteen has been open just over a year and has served 94,000 uniformed men. The American Theater Wing plans to reopen the basement bistro early in September.

Long, New Yorker, July 31

NEW YORK, July 22.—Johnny Long and ork go into Hotel New Yorker here July 31, and not July 21 as was typographically mis-stated in Long's ad in last week's issue.

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Fall Skeds Set With Regulars

India May Be Sock Market Come Peace

100 KW Station To Help

NEW YORK, July 22.—Most significant development in the history of radio in the Far and Middle East, according to Art Feldman, Blue newscaster just returned from India, London and Algiers, is the erection by the All-India Radio Corporation and the British Ministry of Information of a 100,000-watt station in New Delhi. This station, said Feldman, is currently broadcasting only psychological warfare propaganda, but the trade thinks that it may be the forerunner of extensive broadcasting development in radio-backward India and a consequent market for American techniques and sets.

India at present is served by the most rudimentary of radio equipment, Feldman said. He told of the prevailing situation in which no telephone lines are available and all relays have to be accomplished for as short distances as 25 miles by low-power short-wave transmitters. With the coming of American troops to the country, attempts were made to install an American forces network similar to the one in operation in England, but it was nixed by the Indian Nationalists who hold all but two key posts (news director and chief engineer) in All-India Radio. One low-power station was installed in New Delhi, none anywhere else. However, the new 100,000-watt, it is felt, represents not only a substantial step in improving the wartime India radio problem, but is also said to have tremendous post-war possibilities.

Several radio men queried, said that the big station at New Delhi there, particularly if BBC goes commercial in '46, will have something to sell. American sets, at cheap prices, can be sold to the Indians, and American know-how will be in great demand. Following this should come the demand for American products.

One figure in the trade said: "There (See *India May Be Socks* on page 9)

CBS Prexy Visiting U. S. for Conference On Psycho Warfare

WASHINGTON, July 22.—Returning to the United States for what he described as a "very short" stay, William S. Paley, chief of radio, psychological warfare division, SHAEF, arrived by plane from England Saturday (22), directly following a trip of inspection through the areas of the Normandy Peninsula occupied by Allied troops. Mr. Paley, who is on leave of absence to the Office of War Information from his position as president of the Columbia Broadcasting System, said that while here he will confer in Washington with officials of OWI and the War Department about further plans for the functioning of his section of the psychological warfare organization.

Paley likewise declined to make any comment on post-war broadcasting in the United States or the plans of CBS in this field. Paley doubted if it was proper for him to comment, in his proper status, on his company's future activities, and suggested that such inquiries be directed to Paul W. Kesten, CBS executive vice-president, who is in charge of the company during his leave of absence.

New CBS War Correspondent

HOLLYWOOD, July 22.—Tim Liemert, CBS staff announcer, has been made assistant to Wesley Edwards, network correspondent in Honolulu. Liemert will be given rank of war correspondent for the web in the Pacific Area.

Editorial

Dangerous Silence

WHEN several months ago Nathan Straus, new owner of WMCA, New York, announced that he would follow a policy of airing controversial issues, within certain limitations, many segments of the radio industry jumped on him and predicted the day when the crackpots, enemies of the nation and an assortment of pleaders for special causes would make of WMCA a sounding board for their ideas. Said Straus at that time: "We will try to make reasonably certain that purely partisan attacks will not go unanswered and that no one will make statements over our station that are detrimental to the national welfare."

On July 7 a skedded speech by New York State Senator Fredric R. Coudert was censored on the grounds that it was a purely partisan attack on the administration instead of an expected patriotic oration. It also, said WMCA, stirred one of our allies. Immediately, that section of the press which seems to wait for a chance to lash out at radio and/or liberal thinking, seized upon the incident to make political and business capital. Telling its readers that this act represented typical radio operation under the New Deal-dominated FCC, Hearst's *New York Journal-American* implied that the only reliable source of information in the country was the newspaper, and even so different a paper as the staid *New York Times* said that Straus was in the wrong.

The political implications of the case do not concern us here. What does concern the industry is the fact that those who originally attacked Straus on the grounds that he would not monitor his material, are now strangely, almost vindictively silent.

To the radio industry, then, an ill turn is being done by its own members. For when a man stands on his rights as a station owner, and when he carries out his stated policy in a manner that is, in general, agreed upon by all the industry, he deserves the support of his colleagues. And even more than that, by its brooking silence radio is allowing itself, thru WMCA, to be slandered, reviled and held up as a horrible example to the reading public. By closing tight its oft-times vociferous mouth, the industry allows to be cuffed, beaten and slashed its most vaunted possession, the freedom to determine, within reasonable bounds, what will go on the air.

If the industry continues to hide in its corner, what Mr. Straus calls "the pressure groups that are trying to stifle our (radio's) freedom," will become again and again hoarse-throated in their slanders against radio.

WMCA is a New York indie. But webs, too, can be attacked. And the longer the silence on WMCA, the greater the nets vulnerability to these same attacks.

Precedents are dangerous things.

Chi Sees Shift From Packages To Net Staff Talent Shows

CHICAGO, July 22.—Nets and stations here seem to be stopping the buying of package shows from talent bookers. According to one of the best-known bookers in town, three instances occurred in the past two weeks which indicate that nets and stations are compelling sponsors to use staff talent already on the net's and stations' pay rolls. According to this same booker there is a possibility that unless this trend is reversed talent offices here will soon be selling no shows at all to radio.

Rule 12A of AFRA, passed in 1943, says that nets and stations can not handle talent, but it said nothing about packaging of shows by these same sources, so the move is entirely permissible and open and above board. Its principal implication is that eventually there might be no such thing here as the selling of talent to radio by bookers. Unless AFRA changes its rules, say bookers here, there is little that can be done to change existing conditions. In Hollywood the Artist Managers' Guild has been strong enough, because of its affiliation with Screen Actors'

Guild, to prevent such a move. Here the Entertainers' Management Association is not that strong.

Must Use Staff

In one of the illustrative cases here, a sponsor was willing to use a variety package show suggested by a booker, but a station said that if a staff newsmen was not used the time could not be purchased. At a net just about the same thing happened.

The logical and understandable theories of the stations and nets seems to be this: If we package our staff talent we don't have to pay it much more than salary for commercial work. But, on the other hand, we can charge the sponsor for talent, and the difference will look good in the bank.

Morgan Back on Maxwell Aug. 31

HOLLYWOOD, July 22.—New Frank Morgan show for Maxwell House will kick off August 31. Format of airer is due to be mailed next week at Benton & Bowles when Morgan planes in from Mexico City.

No details of show have yet been set but it is expected that plenty of top talent will be included in the line-up so as to cut Morgan's burden.

While no one will get star billing except Morgan, there will be plenty of assistants on hand to be sure the show doesn't bog down. Whether half hour stanza will be devoted to type of comedy Morgan used on Maxwell House last season or not will be decided upon at meeting next week.

Senior Nets Really Tight

Savoy catching on with two others getting audiences; Sunday battle best

(Continued from page 3)

returning to CBS on that day. Frank Sinatra treks back on the following eve, August 16. Newsies for the fall that precede the E. & A. return are the Cudahy Packing Company show, *Time and Tim*, which bows in August 7, for a cross-the-board swim from 3:15 to 3:30 and the *KC Jamboree* featuring Curley Bradley, cowboy singer over NBC. And on the Sinatra day (18) Jack Carson returns to his former time, 9:30 to 10 p.m.

The end of August sees Kay Kyser back on the air in the same slot as before, and the Davis-Haley Sealtest shindig pushing Edward Everett Horton off his summer spin. They're looking for a story slant to change the Joan Davis man-chasing character but they're worried that Joan, without a man to chase, may not be so plucky on the Hooperatings.

Starts in September

With August out of the way, the parade back really starts. *Henry Aldrich* slips in September 1, a little ahead of advance skeds. *Mayor of the Town* shifts to Saturday, September 2. On the third, *The Great Gildersleepe* lightens up Sunday's NBC evening; Edgar Bergen brings back the little wooden-head, Charlie. The Lux Radio Theater is skedded back the following night. *Lockheed's Man Named X* (holding down part of the Lux Theater time for the summer) hasn't caught on enough yet to assure its being shifted to another net spot, although CBS hopes to hold the Lockheed account and expects that X may catch itself an audience. *Schenley* will drop its sock *The Doctor Fights*, on the 6th for *This Is My Best*.

Truth or Consequences is set for September 9 with Ralph Edwards without current draft worries. *Information Please* gets back on NBC on the 11th. *Columbia Presents Corwin*, CBS ace sustainer, bows off September 5, and will be replaced by the Wrigley bank-rolled *Service To the Front* on the 12th. This is a shift from a Friday to a Tuesday show and is no doubt made because Corwin and (See *FALL SKEDS SET* on page 14)

CAB Goes After Producer Agent "Membership" Biz

NEW YORK, July 22.—The Co-Operative Analysis of Broadcasting organization this week tipped off the reason why program producers and talent agents have been receiving build-up mailings on the org. The co-op org that makes available the Crossley ratings has decided to sell the releases in the form of "memberships" to indie producers and agents, at the rate of \$75 a month. If the company buying the services does both producing and repping of talent it will cost them \$100.

It's something new for the CAB to sell its services but George Allen, general manager of the group, did not think this shift in policy was worthy of a news release. "It's just," said Allen, "an expansion of our services."

The Hooper organization, on the other hand, has always sold producers or anyone desiring the Hooperatings, the service, setting a figure that was in line with the earning power of the subscribing organization. An exec of CAB explained that since Hooper was in the survey business, the figures naturally have always been for sale.

Democratic Convention Scoop Show

Nets & Indies Land Firsts

Radio reporters prove that the other fellow still can be beaten getting news

By Cy Wagner

CHICAGO, July 22.—"I think radio has done a marvelous job of covering this convention." These words, spoken by Senator Sam Jackson, of Indiana, permanent chairman of the 1944 Democratic National Convention, summarized all the praise voiced here by statesmen and lay listeners for the work done by the radio industry of the United States in its all-embracing description of the convention. With special pre-convention broadcasts from the Stevens Hotel, convention headquarters, and with later programs from the Stevens and from the Chicago Stadium, the hall in which the delegates met, radio, according to trade and neutral leaders, did a job equaled only by its coverage of the invasion.

Radio executives claimed the industry did a better job covering the Democratic Convention than was done during the broadcasts of the Republican conab here a few weeks ago. Proof of this, they say, was indicated by the scoops scored by all nets and some independents. The scoops and "firsts" came so fast that before the convention was over it became apparent that more than ever before, radio proved its superiority as a news disseminating agent.

With its ability to reach the public with news quicker than the newspapers, radio, of course, has an inherent advantage. But the way in which the industry used this advantage was the best indication of the work done by radio's news and special events men. One case, involving a news beat scored by the Cowles stations, KRNT, WNEK and KSO, is a good example. On Tuesday (18) at 9:30 p.m. the Cowles staff was able to interview Dick Mitchell, Democratic candidate for governor of Iowa. Mitchell described in essence the speech he intended to use in placing Henry W. Wallace's name before the convention for the vice-presidential nomination. At least 24 hours later this information was given to the wire services by CBS. The wire services, not having the information before, then used it for the first time.

The Mutual "Beat"

Mutual had a case that was illustrative. Mrs. Olive Clapper, wife of the late Raymond Clapper, Representative from the state of Michigan, and Secretary of Labor Perkins on one show. The wire services covered the broadcast and used information gathered there in later stories. These are just examples and many more could be cited for all the nets—NBC, CBS, Mutual and Blue.

Just a few other examples, however, prove conclusively that radio reached new importance as a news gathering medium during and a few days before the convention. For one show, CBS can take a bow. One of the most important questions discussed before the convention started was whether or not President Roosevelt was going to back Henry Wallace. Realizing this and discovering where Senator Jackson was going to read the contents of a letter from Roosevelt answering this question, CBS men, under the direction of Special Features Director Paul White, arranged to be there when Jackson read the letter at a press conference. Neither Jackson nor the newsmen knew that Bill Slocum had run a line and a mike into the room. When Jackson started to read the letter John Daly shoved the mike in front of his face, and the news went out to nation. When Henry Wallace arrived in town, CBS and NBC scored a joint beat. They had microphones at his first press conference, to the chagrin of the news- (See Dem. Conclude Scoop on page 8)

More Radio Tubes For Rest of 1944

WASHINGTON, July 22.—At least 100 and possibly 200 per cent more radio tubes for civilian use will be manufactured and distributed in the last half of 1944 than in the first half, according to figures released Thursday (20) by the NAB. Between 95 and 40 per cent of the sharply increased production is expected to be shipped in July and August.

Now It's "Real" Stories

NEW YORK, July 22.—Mutual preems July 31 a new seg called *Real Stories From Real Life* (3-3:15 p.m. EWT), featuring dramatizations of stories from *Real Story* mag. Show originates from WOR, New York, and is being backed by Hillman Periodicals, pubs of *Real Story*.

Radio adaptations will be done by Frank Dahm, with Jock McGregor handling the producing chore until Joe Ripley returns from vacation two weeks after the preem.

Jean Harstone to Kudner

NEW YORK, July 22.—Jean Harstone, until recently assistant director of network promotion for NBC, has joined the public relations staff of Arthur Kudner, Inc.

Last season Miss Harstone organized and directed the national campaign for NBC's *Parade of Stars*. Before joining NBC, she was for eight years an account executive for the McCann-Erickson Agency.

Blue's Crew-Type of Coverage Gets Okay From Convention

Johnny Johnstone builds rounded news staff for Chi and gives it its own head to do a job—result is coverage that makes politics like it and makes listeners listen to Blue

CHICAGO, July 22.—One of the best radio jobs done at the 1944 Democratic National Convention, said many of the politicians at the Stevens Hotel, convention headquarters, was the work of the Blue Network's crew under the direction of G. W. (Johnny) Johnstone. Not of much importance now is what was done by Blue. But the plan behind it, the Johnstone plan, is of importance now and points a way to successful special events operation in the future.

Johnstone's plan based upon a theory of developing a newsmen's individual ingenuity and expression and having an expert for every conceivable fact of a major news event will be used at the Peace table and for every other important news event in the future. Johnstone even sees it as the plan of operation at some later date, of a crew of newsmen who will roam the country as a smooth-working team presenting a series of analytical, descriptive special events shows.

In Johnstone's crew at the Stevens and the Chicago Stadium, convention hall, were Baukhage, William Hillman, Leon Henderson, Henry Taylor, Cleo Roberts, Ray Henle, Walter Klernan, Martin Agronsky, Bryson Rash, Patricia Dougherty, Earl Godwin, and Harry Wismer. Baukhage treated farm angles; Hillman, foreign affairs; Henderson, domestic policies; Roberts, the serviceman's viewpoint; Taylor, interviews; Klernan, human interest sidelights; God-

Midwestern Commentators Bypassed at Conventions Despite Ability, Says Borroff

Newsmen Point to Swell Job by Mutual's Brickhouse

CHICAGO, July 22.—One fact brought out by the radio coverage of the 1944 National Democratic Convention, in the opinion of Ed Borroff, vice-president in charge of Blue Network's Central Division, was radio's mistake of not using more Midwestern commentators and newsmen. Borroff told *The Billboard* that up to now radio has not made a strong enough effort to develop men whose reactions to news events reflect the Midwestern mind and the Midwestern approach to problems of national and international importance.

Borroff admitted that men trained in Washington have much to add to a national convention. But he also stated that surely the nets should realize many highly competent newsmen are at work in the Midwest and should be used more extensively than they have to date. Borroff said he felt some of the Midwest's top newspapermen should have been given a chance to cover the show by radio. "Why is it," he said, "that for every news event of major importance we move in a staff of Eastern experts? Surely we could find trained newsmen out here."

Peoria Man Steps Out

Proving that Borroff's theory was sound was the work done for Mutual by Jack Brickhouse, a product of Peoria, Ill., and Chicago radio. Brickhouse had the job of being the co-ordinating commentator for Mutual. His was the job of vocally tying together the efforts of

other Mutual analysts. Theirs were the specialized assignments. He was the emcee. Experienced newsmen, even those of competing nets, admitted that Brickhouse did one of the top radio jobs at the convention. He gave his reactions. He described the scene, as well as acting emcee. Using the Midwestern approach all the way, Brickhouse managed to keep his work simple and understandable, cosmopolitan radio row agreed. And Brickhouse has never been assigned to the Senate Press-Radio Gallery.

Admitting that nothing could be done at such a late date to get the Midwestern newsmen more into the convention radio picture, Borroff concluded with the statement that much could, and should, be done in the future: He said there would be many more important radio news assignments in the future and that something ought to be done to have the Midwest better represented. He firmly stated that he, anyway, would continue to work towards that end.

Pathe Editor Says Film a Must on Shows

Claims Convention Proves It

CHICAGO, July 22.—For many years, believes Al Butterfield, Pathe News editor who was in charge of the newsreel crew shooting film for NBC's television coverage of the Democratic Convention, television's best coverage of news will be done on film.

With a crew of nine men using five cameras, Butterfield shot 50,000 feet of film per convention day for WBNT, NBC's television station. Doing this, Butterfield learned much that will, he thinks, be applicable to television news shows of the future.

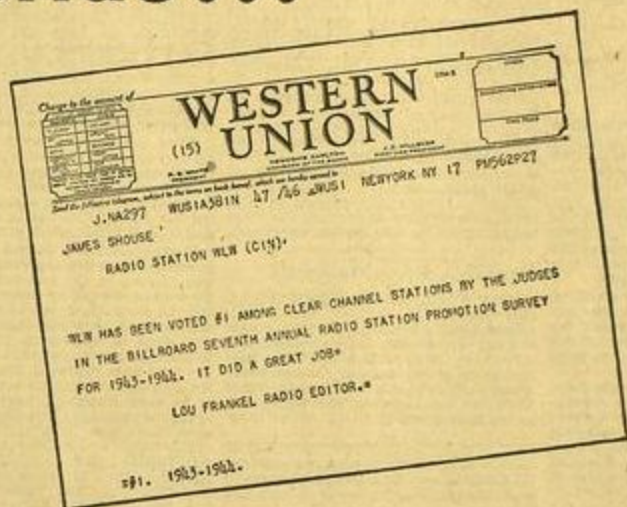
Butterfield said he thought film cameras will be used for television at least until electronic cameras weighing only a few pounds are developed. This, he believes, because only with small cameras can a complete job covering all angles be done. A few heavy cameras, even with telescopic lens, would not, he believes, be able to completely cover something like a political convention. His men, with small cameras were able to catch every important event at the convention no matter when it took place.

Editing Important

The freedom which can be exercised in the editing of film, believes Butterfield, makes film cameras best suited for news coverage. It would be almost impossible, for example, to use a battery of television cameras under the direction of one man and have nothing missed. He would have to see what was being caught by all his cameras at once and then would have to cut in the right camera at the right time—an almost impossible task. But with film the best parts can be picked out in the cutting room and a smooth-running, all-embracing show put together.

The loss of time taken to ship, develop and edit film did not bother Butterfield. Only 10 hours after shooting time NBC (See Films Must, Says Ed on page 14)

with pride...



following are excerpts from
The Billboard of July 22, 1944:

"In announcing its Seventh Annual Radio Station Promotion Survey, The Billboard said: 'It's the promotional intelligence back of what you're doing and how you present it that will stir the committee to vote.'"

"WLW came down in front by virtue of over-all promotional excellence; both in appearance and content it was the superlative. It used a duo-three-pronged approach; program and audience, dealer and merchandising, agency and client. Showmanship and savvy were superb all the way."

"When it came to dealer promotion, WLW was way ahead of the field. This was point-of-sale promotion with a bang."

"The same intelligence was applied to the agency and client promotion."

"WLW simply sees its duty and does it with éclat, thoroughness and dispatch."

2

...it was Charles Munn who said: "Compliments are like perfume; to be inhaled, not swallowed". So we shall not permit our pride to drift into a feeling of complacency over something achieved... rather must we accept the honor as an inspiration, and a challenge.

WLW HONOR LIST

- 1936 • VARIETY
"Special Citation for Program Originating Station"
- 1938 • VARIETY
"Special Award for Program Originating Station"
- 1939 • VARIETY
"Award for Nationally Exploited Station"
- 1940 • BILLBOARD
"Outstanding Achievement in Radio Publicity and Exploitation"
- 1940 • GEORGE FOSTER PEABODY AWARD
"For Outstanding Meritorious Public Service"
- 1941 • BILLBOARD
"Outstanding Achievement in Radio Publicity and Exploitation"
- 1941 • VARIETY
"For Patriotic Leadership"
- 1942 • VARIETY
"For Promoting Better Understanding of War Issues"
- 1943 • ALFRED I. duPONT AWARD
"For Outstanding Public Service"
- 1943 • VARIETY
"Individual Enterprise on War Issues"
- 1944 • BILLBOARD
"Outstanding Public Relations"
- 1944 • BILLBOARD
"Clear Channel Station Promotion Award"

WLW

The Nation's Most Merchandise-able Station
DIVISION OF THE CROSBLEY CORPORATION

BBC Life Made Hazardous Thru Nazi Buzz Bombs

NEW YORK, July 22.—Buzz bombs have blasted BBC broadcasters to a point where the Nazi's new robots have seriously interfered with the corporation's personnel sked, overseas operations, and home airing techniques, according to Jack Hooley, BBC's New York senior program operations manager, just returned from a five months' stay in London. Hooley said that the "secret" weapon has upset skeds to a point where working skeds have gone up as much as five hours and cut all outside recording work.

Altho the BBC does not contemplate moving out of the bombing area, Hooley did point to one instance when a robot hit one of the buildings while a Czechoslovakian communique was being prepared. The bomb hit two stories above, blew glass over the department, destroyed the script and injured the staff. A new news report was brought in from a basic English department, translated and broadcast by a gauge covered announcer.

No work can be done out-of-doors, Hooley said, because Southern England is considered a front-line area and the same security regulations against live shows in the open air prevail as in Normandy.

The length of the alerts, sometimes five or six hours, he said, has upset working skeds to a point where it may take 18 hours to do an eight-hour job. Glass has become a weapon, and when an alert sounds, all personnel must move to a "security" area where crowding prohibits fast, efficient work.

Despite all these handicaps, Hooley said,

Blue Preems Home Show Aug. 19 for Chef Boy-Ar-Dee

CHICAGO, July 22.—Blue Network will start a new home economist show on the complete net August 19. Program, to be sponsored by Chef Boy-Ar-Dee, will feature Beulah Karney on Saturdays from 10:30 to 10:55 a.m. (GWT) and will originate in Chicago.

The McKinley Agency, Chicago, will handle the show. Repeat to the West Coast will be aired at 1:30 p.m.

"Light of the World" Staff Increased by Dr. Clinchy

NEW YORK, July 22.—Dr. Everett R. Clinchy, proxy of the National Conference of Christians and Jews, has been selected to fill the gap in the clerical advisory board for the CBS *Light of the World* show left by the recent death of Dr. James Moffatt.

Light, a dramatized version of the Bible, is under the supervision of Protestant, Catholic and Jewish clergymen.

Brooks' 4 for Musicraft

NEW YORK, July 22.—Joan Brooks, CBS singer, has fulfilled one waxing commitment for Musicraft, with whom she has just signed a long-term contract. Backed by Jerry Bittick and ork, Miss Brooks recorded *Someday, Somewhere; What a Difference a Day Made; If You Were the Only Girl in the World* and *Seven Days a Week*.

BBC is still doing an invasion coverage job that has received a great deal of praise from the public and even some from the press.

Dem Conclave Scoop Show

(Continued from page 6)

paper and wire servicemen represented. After this conference one news photographer said, as he looked at his prints, "Where the hell is Wallace? All I can see are microphones."

First Recorded Conference

WLS, local Blue affiliate, claimed a radio first, too. They were able to have a wire recorder present at a press conference conducted by Mrs. Charles Tillett, a party leader. This, WLS officials and heads of company which made the recorder, claim was the first time a press conference has ever been recorded.

When the news of revolt in Germany flashed across the country, Jack Brickhouse, of Mutual, became the first radio announcer ever to address a national convention. Grabbing a dispatch carrying the news, he rushed to the platform and read it to the crowd at the Stadium.

Senator Jackson proved again and again he knew the important part radio was playing in the convention. At one time when the gallery audience was booing, he used his gavel to restore order and said, "I know you have the American right of expressing your feelings. But let us not forget that you are not the only ones following this convention. An audience of millions are listening to it in their homes. Consider that they are anxious to have this convention proceed. Let's give them a chance."

The fact that a major press conference was recorded and re-broadcast for the first time, plus the beats scored by CBS and NBC when they broadcast nationally the first press conferences of such

Healy Heads New Tele Dep't for A. & S. Lyons

HOLLYWOOD, July 22.—New television department is being formed at A. & S. Lyons Agency, headed by Frank Healy, former RKO radio contact.

Healy, who takes over the new post, will also front for the radio department at the agency and arrange package deals for Lyons's clients. Healy was recently given discharge from armed forces.

major importance, caused much interesting speculation among the radio, press and the politicians at the convention. Some seemed to feel that from now on radio would have a better chance of broadcasting from important press conferences. Others turned thumbs down on the idea.

D. Harold McGrath, supervisor of the Senate Press-Radio Gallery, said radio would never be present at presidential or senatorial conferences. For one thing, he said, much of such conferences are off the record. And for another, a politician or statesman without a radio personality would be at a decided disadvantage.

Those who thought that some day the people of America would have a radio ringside at all major press conferences, said that it could be done and might bring about a day in which the man who knew how to conduct a press conference with radio production technique might be the most influential. They saw a future day with cues and many miles being used at press conferences. They saw a day wherein a man holding a press conference would have to come prepared to answer any question, for there would be no "off the record." This, it was said, would bring about more careful speaking on the part of our leaders. This, they said, would be good for the country.

Heavy "Language" Coverage

Even as some at the convention were remarking about the work done by American radio, others commented about the large representation from the foreign-language press and radio both from this country and from abroad. Arrangements made under the directions of Charles Olson, former assistant chief of OWI's foreign language division, resulted in the accommodation of 45 representatives of domestic foreign language stations.

There were 75 from foreign language papers in this country and about 16 representatives from papers and networks outside the United States. BBC and CBC had a staff on hand. So did Reuters; Tass, the Russian news service; the Chinese news service and two Stockholm papers.

According to Olson, the dispatches from foreign newspapermen would undoubtedly be broadcast by stations in their home country. The opinions of the 75 newsmen from foreign language papers in this country undoubtedly would, he said, be utilized by OWI and other short-wave stations for propaganda and news broadcasts to foreign countries.

Officially recognizing the excellent work done by radio and the press at this convention and in the past, the Democrats put into their platform a plank favoring freedom of expression and communication. "We believe," read the plank, "in the world right of all men to write, send and publish news at uniform communication rates and without interference by governmental or private monopoly and that right should be protected by treaty."

6 MONTHS' HOOPERATINGS

BASED UPON PROGRAMS THAT MADE THE "FIRST FIFTEEN" DURING THE FIRST 6 MONTHS OF 1944 AND THE RELATIVE STANDING OF EACH SHOW EVERY TIME IT WAS RATED.

The programs are listed in order of their combined ratings for the year. Bob Hope, who achieved more firsts than any other broadcast, is No. 1. Fibber McGee and Molly, who held down the No. 2 slot in most ratings, actually doing better than a "two" average, is second. Eddie Cantor, who made the ratings only once and then only as No. 13, is the final program listed, No. 21.

PROGRAM	JAN.	JAN.	FEB.	FEB.	MAR.	MAR.	APR.	APR.	MAY	MAY	JUNE	JUNE
	15	30	15	28	15	30	15	30	15	30	15	30
Bob Hope	1	2	1	1	1	1	2	1	2	1	Vacation	
Fibber McGee & Molly	2	1	2	2	2	2	1	2	1	2	1	
Aldrich Family	4	5	5	3	11	14	11	12	7	5	11	
Charlie McCarthy	3	3	3	4	3	4	3	3	4	6	Vacation	
Jean Davis & Jack Haley	5	6	7	7	6	8	12	6	8	4	2	
Lux Radio Theater	6	6	5	4	6	9	5	6	9		3	
Bing Crosby	7	11	10	12	15	15	14	15	●	11	8	
Jack Benny	8	4	4	8	9	3	6	7	5	12	Vacation	
Frank Morgan & Fanny Brice	9	9	11	13	13	●	●	●	●	●	7	
District Attorney Abbott & Costello	10	8	12	11	7	10	7	8	9	15	6	
Screen Guild	12	●	13	10	8	13	10	10	12	8	4	
Take It or Leave It	13	13	14	14	12	9	8	9	11	7	9	
Walter Winchell	14	10	8	6	5	5	4	13	10	13	10	
Key Kyser (First Hour)	15	12	15	15	●	●	15	14	15	14	12	
Fred Allen	●	14	●	●	14	12	●	●	14	Vacation		
Your Hit Parade	●	15	●	●	●	●	●	●	●	●	●	
Red Skelton	●	●	●	●	●	7	5	4	3	3	—	
Charlotte Greenwood	—	—	—	—	—	—	—	—	—	—	5	
Hildegarde	—	—	—	—	—	—	—	—	—	—	14	
Eddie Cantor	●	●	●	●	●	●	●	●	●	●	13	

* Not on air in show rated.

— indicates the program was not on the air at this time.

VACATION indicates that the program was off the air for the summer or for illness.

● indicates that the program for this period did not make the "First Fifteen."

RCA VICTOR
and other Record Companies use this 3x5" VISUAL record of song hits of over 100 publishers, plus old favorites. Includes lead sheets and lyrics of chorus.
Samples free.

1619 Broadway
New York 19

TUNE-DEX

PHOTO REPRODUCTIONS
Now doing work for FRANK SINATRA, EDDIE CANTOR, GUY LOMBARDO, HELEN FOLEYMYER, etc. Quickest as low as 5¢. Write for price list. 100—\$6.60
ROSS PHOTO SERVICE, 165 W. 46, N. Y. 19

No Time To Sell, 80 Wise Station Ops Just Visit

NEW YORK, July 22.—Agency men around town are registering pleasant surprise at the actions of some of the top station execs in the biz now making calls on the trade. Seems these men are coming in for a chat and chat, and acting as tho they had something to sell, even tho they haven't.

As one agency man put it: "It's a novel experience, these days, to have a station exec come by for a 'hello.' Mostly the boys, now that time is at a premium, ignore us. We know they haven't anything to sell but we also know that the boom isn't going to last forever."

Which is just why many a station owner, operator and commercial manager is making a long and arduous trip that means nothing financially. These people, they're in the smarter class, have long memories.

They cannot forget the days when they chased all over town to sign a contract for a spot announcement. They also cannot forget the days when they wooed and bowed to agency time buyers. Now that they've got hold of a bonanza they cannot get rid of those old memories.

They just gab about old times and the good days when there was time available. Also they talk about how sorry they are that they can't handle the business and pass along info and tips about what is available in the town.

It's a form of life insurance that time buyers like, especially these days when most station operators sit at home and take orders instead of selling. Only trouble, as one agency guy put it, "Is that enough stations aren't doing it. When the balloon breaks they're gonna wonder why they have no friends."

HOLLYWOOD, July 22.—Format of the Old Gold show has been set, according to J. Walter Thompson Agency, with Andy Russell staying on the air as a second lieutenant.

Dr. I. Q., D. D.

OMAHA, July 22.—Mara Candy Bars' Dr. I. Q., the off-mike \$2-year-old Jimmy McClain, who has just closed a six-week tour at the Paramount Theater here, has revealed that he some day will trade his "And a box of 24 Milky Ways to that gentleman" for a pulpit.

Saying he has not found radio work "completely satisfying," McClain disclosed that he has arranged with his sponsors to commute by plane from Chicago to the scene of each week's broadcast without interfering with his studies at Seabury-Western Theological Seminary, Evanston, Ill. McClain hopes to complete his theological course in three years and then plans to take over the pastorate of a small church in the Kentucky hills.

McClain has been the I. Q. quizmaster for six years, having replaced the original quizzer, Lew Valentine.

Von Zell Lands A. T. Hit Parade Slot

HOLLYWOOD, July 22.—Harry Von Zell has landed announcing berth for the summer on the *All-Time Hit Parade*, with Tommy Dorsey.

Show goes back to its old spot when Jack Benny takes up the time October 8. Von Zell will then step back to the Cantor show to handle commercials.

Murphy a 1-Shot Crosby

HOLLYWOOD, July 22.—Contrary to rumors, no one has been set to replace Bing Crosby on the Kraft show, according to J. Walter Thompson Agency. George Murphy has been penciled in for the August 3 show but he will definitely not be a permanent fixture for the summer.

Cantor Just Cantor on Air; 'Smile' Tag Out

HOLLYWOOD, July 22.—When Cantor show resumes in the fall, the tag, *Time To Smile*, will be dropped and the airer will be known as the *Eddie Cantor Show*.

Comic has new maestro in the person of Leonard Sues, who takes over September 27 in place of "Cookie" Fairchild. Cantor figures that with Sues's legit experience he should prove to be one of the best.

INDIA MAY BE SOCKO

(Continued from page 5)

are 400,000,000 Indians. Very few of them have radios. However, post-war plans that have been offered them will probably raise their standards of living considerably. As their income rises, a potential market will be created. If radios can be put into their hands and decent programs given them with a signal like the one which this new station has, radio in Southern Asia will go places. The 100,000-watter should provide the opening wedge.

Feldman also told of a comparatively unpublicized Nazi propaganda station called Radio Metropole (after the Belgrade outfit) that has been doing one of the smartest of all the European propaganda jobs. This station, he said, has a "make-believe ballroom." Using Martin Block's stages one, two, three and four that has new pop records "almost as soon as listed in *The Billboard* Pop Chart" and a *World News Parade* that uses a very effective technique. *Parade* takes Allied news segs, picks out lines from them, which used out of contexts and along with other plucked lines, confirm with Nazi propaganda. The dubbed disks are then aired and the GI's hear familiar net voices giving out with the German line.

Radio Metropole also broadcasts a dramatic show hacking away at the same theories.

Spot News?

NEW YORK, July 22.—The best clip-sheet writer in the world is not supposed to be able to get spot news into his org's flask production. That goes without saying, yet NBC's newspaper size clip sheet carried a feature about Alex Dreier this past week saying that Adolph Hitler would be assassinated before the end of the year.

The clip sheet was placed in the mail Friday, July 21. Hitler's life was almost bombed out Friday, July 21.

Trade hasn't yet figured out whether Dreier's underground connections tried to make Alex's story look good or whether he had an inside track and knew it was going to happen on schedule.

KECA Becomes Blue's Aug. 1

HOLLYWOOD, July 22.—Final okay on the Blue Network purchase of Earle C. Anthony's KECA has been given by the FCC, with the web taking over active ownership August 1.

Green light has also been given by the WPB, and alterations started this week on the network's playhouse at Sunset and Highland. Until remodeling is completed, Blue will operate KECA from the Anthony Building.

Extensive local advertising campaign will be undertaken by the network to acquaint the public with the fact that the Blue has acquired ownership of the Station.

Roche Handling Young Show

NEW YORK, July 22.—Jack Roche, Young & Rubicam producer, is back from Coast to handle the Alan Young show for the hot months. Roche returns in time for the tee-off of *Duffy's Tavern* October 4 over the Blue.

WFIL is proud of Billboard's Award!

CLASS OF SERVICE
This is a Bill-
board Telegram or Letter
gram which has been
checked by a suitable
method shown on pre-
ceding the address.

WESTERN UNION

SYMBOLS
EJ=One Letter
M=Multiple Letters
M=Multiple Cords
M=Two Cords Multiple Letters
One Station

NB208 54=EJ NEW YORK NY 16 1206P

1944 JUL 18 PM 12 38

RADIO STN WFIL=
PHILA=

WFIL WAS PHILADELPHIA'S ONLY BROADCASTER TO RATE AN AWARD IN THE BILLBOARD SEVENTH ANNUAL RADIO STATION PROMOTION SURVEY. THE JUDGES, CARLOS FRANCO (YOUNG & RUBICAM) LINNEA NELSON (J W THOMPSON) AND FRANK SILVERNAIL (BATTEN, BARTON, DURSTINE & OSBORNE) CITED THE STATION FOR DOING "A THOROUGH HOME MARKET PROMOTION." IT WAS AN UNUSUAL CONCENTRATED JOB!

LOU FRANKEL RADIO EDITOR.

WFIL

560 KC

Award Citation "Reasons Why"

12 Stations Honor Tabbed

Seventh annual kudos and the special station promotions that won nods

NEW YORK, July 22.—Twelve of the 111 entries in the Seventh Annual Radio Station Promotion Survey stood out so solidly that even the judges (Carlos Franco, Young & Rubicam; Linnea Nelson, J. Walter Thompson, and Frank Silverman, Batten, Barton, Durstine & Osborn) did not vote them one of the 10 general awards, they all felt that only a special citation for each would justify the job done by the stations.

As a matter of record, all the 23 winning stations rated among the nation's top merchandisers of radio programs. They differ, only to a minor degree, in their promotional intelligence and their follow-thru.

Station KPO, which won its award for *The Best Job on the Pacific Coast* in nearly every promotional effort, went beyond the expectations of sponsors and ad agencies. When they promoted the pic *Behind the Rising Sun* they staged a Ju-Jitsu vs. boxer battle on the stage of the RKO theater where the pic was to play and broadcast it thru by throw. They had James R. Young, the author, make "round-the-clock" appearances at shipyards, and in order to sell the promotional job that KPO was doing they staged a luncheon at the San Francisco Advertising Club at which Young and the star of the pic, Margo, appeared. This was that extra something—doing a good selling job for the sponsor—and then showing what KPO did to all the advertisers in the San Francisco area.

And the fact that KPO didn't stop with its promotion of commercial programs also added weight to its bid for promotion honors. There was the series, *Here's To Youth*, in which not one but 10 youth groups worked with the station to do a job to fight juvenile delinquency. And there was the Stanford U.-KPO-NBC summer radio institute in which the station worked 100 per cent on eight individual courses of study and sold the idea to its listeners and the industry as well.

KPO Did a Job

In every department KPO did a job. It developed a "Miniature Letter" campaign, it used posters, it developed special campaigns for its programs and it made itself felt in the trade and with the public. Special note should be made about the fact that KPO's job is one headed by a girl, Helen Murray, sales promotion manager of the outlet.

The second clear channel special citation awarded by judges went to another net owned and operated outlet, WABC, CBS's key station in the East. Jules Dundas, promotional head of WABC, chose to submit, as evidence of the job WABC has done, just two campaigns—its Fourth War Bond and its Lots January selling job. The industry and the Treasury Department still feel the impact of the continuous selling of bonds that WABC did in the Fourth (KPO also did a top bond-selling job with Eddie Cantor and that was part of their presentation) and the Lots January series of articles that seem to have broken into every one of the slick mags was really impressive. It's one thing to sell a program that's on the air at regular hours and it's a selling job of another color to build up an audience for a fem at 5:30 a.m. Station WABC did it not only during the period covered in the Seventh Annual Award but during the previous year as well. It was this continuous effort that motivated the judges to cite WABC for *A Tough Job Well Done in a Big City*.

WHCU's Rural Job

Third slot among the special citations in the clear channel division went to WHCU, Ithaca, for doing *A Rural Job*

Enforced Lapses

NEW YORK, July 22.—One of the most difficult assignments confronting the judges of *The Billboard* Seventh Annual Radio Station Promotion Survey was the necessity of erasing from their mental considerations any knowledge they had of promotional efforts that were not listed in the station's entry. Several outlets and at least one key station of regional web missed out on an award because they did not tell the story of some of the good things they had done.

Undoubtedly much of this was due to wartime man-power problems. But whatever the reason some outfits missed a prime opportunity to pick a pretty pony.

The answer is simple. Let every promotion and publicity man start now a file for the next year's survey for which plans have already been laid. Then, when entry time comes, they'll not forget to toot their tooters about something worth tooting about.

in a *Crisp, Commercial Fashion*. Most small stations are satisfied if they cover their own city and the cities directly around them, but WHCU proved that it was promotion-wise by doing its job in every area where it was laying down a signal. It tied up window displays in 60 stores in 27 communities and placed 150 posters per store—with each poster receiving at least a three-day break. CBS commercial shows rated 7,360 posters to the non-net commercial's 1,680. Window displays were just one medium used to sell the station and its programs.

Typical of WHCU's merchandising was the job done by the Rym Berry program for Babson Bros.' Dairy Equipment. Five different kinds of printed matter, from a cattle weighing tape to post cards, were used to bring the story of Babson to dairy prospects.

WHCU's postscript to the effect that Babson is now a "round-the-year" sponsor was hardly necessary—but it did go to prove that merchandising what a station has does pay off—in other ways than thru a *Billboard* citation.

Last of the clear channel special citations went to Station WNYC for *Making New York a Better Radio Town*. The station has kept not only New York but all stations interested in public service programming on their toes, and the presentation by M. S. Novik for the station gave ample evidence of just what WNYC and its FM affiliate were doing.

Six Regional Citations

Whereas only four clear channel stations won special awards, there were six in the regional classification that rated salaams, which ranged from that presented to KSAL for its merchandising follow-thru to WHP for its program promotion.

Heading the list was Station WFIL of Philadelphia. This station always has been noted for doing an extra-point-of-sale-job. Where a normal station uses car cards, WFIL loves double spreads in the cars and bases a goodly size of its promotion not on network programs (albeit it does use top Blue programs for promotion) but its local babies. For this reason the judges cited WFIL for *A Thora Home Market Promotion*.

Second among the regional specials was the award given to KSAL, Salina, Kan., for *Top Merchandising Follow-Thru*. Here is a station in the Middle West which is far away from most big centers to have been excused if it didn't do anything extra. Not only did it do more—but its presentation sold what it did beautifully. It took one program, Jack Armstrong, and followed thru practically until the judges were eating Wheaties—and when ad agency men are sold a product—that's news. One thing the KSAL presentation pounded home—a fact little thought of by nets and agency men—is that some stations (where there aren't four net stations in a town) double or triple the national rating of a show. The national rating of

Jack Armstrong is under 10; the Salina, Kan., rating is over 20. Proof that merchandising sells, especially if, as in the case of KSAL, it follows-thru to point-of-sale.

KRNT, the "Everything" Station

FOR the third regional channel citation the judges turned to KRNT, Des Moines, which submitted a folder for each type of station promotion and filled each folder full of evidence that KRNT used everything to sell.

The judges stopped at the KMBC, Kansas City, Mo., entry for a smile and a liberal education on how to create and sell a radio station trade-mark. KMBC presents itself as "the heart of America" and has created a series of characters, each of whom is a giant heart and each of whom has a specific job to do selling KMBC to the advertising fraternity and the public. Naturally, after the study they awarded a citation to KMBC for *Outstanding Trade-Mark Promotion*.

The Cowles' job at WNAX, Yankton, N. D., was well known to the judges, but they left behind their previous knowledge of what the station with "the tallest tower in the world" had done and found in the station's two-fold entry (one devoted to the tower promotion and the other to the Midwest farmer job) ample evidence that the Cowles had taken a station in the middle of nowhere and made it synonymous with Midwest farming. The citation to WNAX reads: *Superb Rural Audience Promotion*.

One of the two local station citations went to WDSM of Superior, Wis., for its job of selling *Breakfast at Sardi's*. It was such a complete job that the ad agency execs could only use the words—*Big-Time Promotion in a Small Town Area* to describe it—and they did.

The second local station to rate kudos was WIBX, Utica, N. Y. This station decided to really cover a hot majority elec-

tion and sold the idea to Socony-Vacuum. It was a job as thoro as any done by a big network for a presidential sweepstakes. Because it did the job and sold it, the ad agency execs insisted that WIBX's award read: *Super Public Service, Covering a Majority Election*, and that's the way it will be enshrined when it reaches Elliott Stewart, the exec v.-p. of the station.

Half and Half Station

The final special citation goes to CKLW, America's half-and-half station—half U. S., half Canada. The citation which reads *Prime Promotion on Both Sides of the Border* was given for just that. CKLW, in Detroit, bought over 23,000 lines of ad space to sell itself. This wasn't as much as WJR spent locally, but since it was all planned by CKLW without an assist (WJR had a CBS lift on its ad budget) it was notable for an indie station. CKLW worked with Italian-Americans to help bring about a turn of events in Italy, it held post-war planning sessions for women, which in Detroit answered a need of thinking women, and it landed more publicity than any other station in the town. Detroit is a town that hasn't had a radio column in five years—so landing free space is a promotional achievement of no mean dimensions.

And in Windsor, Canada, it did a typical Canadian job, too—which is why it's one of the 22 stations which in 1944 have been tabbed the nation's promotion-wise 22.

The Seventh Annual Radio Station Promotion Survey has come to an end. In the works now is the tabbing of the job being done by ad agencies in the radio program promotion field, for it takes nets, stations, sponsors and ad agencies to make broadcasting the great showbiz industry that it is.

It happened at 1220



CONGRATULATIONS from the radio to the radio station WABC for its 1220 program, and included details of better program than ever before.



ONE THOUSAND NINE HUNDRED AND TWENTY... WABC... THE... THE... THE...



THANKS TO CARLOS FRANCO, LINNEA NELSON, FRANK SILVERMAN

MOVE from one side of town to the other, and inside still will locate you. But, change the whereabouts of a radio station, and you can't simply leave a little note hanging at the old spot on the dial. That is why WABC, the Friendly Station, in Clerks' Park, spent all out in a swathing campaign to get listeners on its new shift to 1220 kilocycles.

Radio announcements, newspaper ads and street-to-street signs started people talking when, with prominent talk, they asked, "what's happening at 1220?" Then, in rapid-fire color at the changeover date, came the answer through those same media, plus game party of bonds, 24-7 letters, tick lists, and other displays in downtown and neighborhood stores—through book matches, correspondence letters, playing card giveaways, tent cards in restaurants and cards direct-mailed to select lists.

As one Clevelander put it: "you can't expose your ears of open ears without not missing that WABC has moved to 1220 on your dial."



TWENTY-FOUR HOURS... WABC... THE... THE... THE...



THANKS TO CARLOS FRANCO, LINNEA NELSON, FRANK SILVERMAN

Promotion Survey Tabs Net Follow-Thru With Affiliates

CBS garners 11 awards; NBC and MBS, 3, with Blue moving up with 5 tallies—no webless station broke into the "top 22" among selling stations

NEW YORK, July 22.—In selecting 22 radio stations to honor for outstanding achievement in audience and trade promotion, the judges of *The Billboard's* Seventh Annual Radio Station Promotion Survey inferentially paid tribute to the promotional staffs of the networks with which the top stations are associated.

Even of the 22 honored stations are associated with the Columbia Broadcasting System. Five of the broadcasters are affiliated with the Blue Network, with one of the five sharing that affiliation with Mutual. Mutual, in turn, has two other stations which were tabbed for top merchandising and audience-selling ability. The Blue took second place among clear-channel outlets with WOWO, Fort Wayne, Ind., and the second slot also among locals with WOH, Newport News, Va. The senior network, National, one of them, KPO, pointing up again the terrific job being done by the NBC Pacific Coast network.

No unaffiliated station made the top 22, but one Canadian station, CJAT, Trail, B. C., ran ahead of all Canadian entries because of its complete job of adjusting its program service to the territory which it serves.

Not only did CBS numerically run away with the promotional survey, but three CBS-owned stations were cited, two for third place honors, and one, WABC, for doing New York's top promotion job—"A Tough Job in a Big City."

Among NBC's winning three was a first place in the clear-channel group, which was won by its Powell Crosley affiliate, WLW, which beyond the shadow of a judge's doubt rated first place promotion-wise throughout the nation. As mentioned before, the NBC owned and operated San Francisco outlet, rated as doing the best job on the Pacific Coast. The third NBC winner was little WGKV, a basic supplementary station of the network, which

sold itself and its network affiliation with an interesting entry entitled, *Dear Diary* (for details see "The Judges and Special Citations" in another section of this issue of *The Billboard*).

CBS made a clean sweep of the entire three places in the regional channel group and almost covered the nation with the three awards: the East with WEEL, Boston; the Middle West with WGAR, Cleveland, and the Rocky Mountain Region with KLE, Denver. Of the Columbia stations which rated, seven were basic network, three were supplementary, and one optional, indicating that all of the various classes of CBS affiliates were in there pitching.

Just as in the publicity poll, the follow-thru of web stations has been indicated this year by station winners, just so is the promotional follow-thru of the stations tabbed by their entries in the Seventh Annual Radio Station Promotion Survey. A network continues to be made up of individual stations from the sea-power indies to the clear-channel biggies. Unless all variety of broadcasting outlets are in there pitching it isn't hitting on all watts, and there's no doubt but that doing a top promotion job is part of perking at par in broadcasting.

NOW Exclusive on KFEL!



"My Views of the News"
Sherlah Carter



THANKS TO THE BILLBOARD

For Conducting the Seventh Annual Radio Publicity Survey in Which Radio Editors Voted KFEL the Number 2 Slot in the Denver Area.

GENE O'FALLON - KFEL Manager

Represented By **JOHN BLAIR & CO.**

FOR TOP AWARD BILLBOARD 7th ANNUAL PROMOTION SURVEY

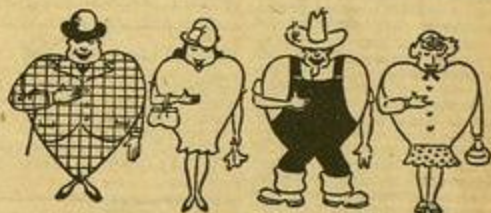
WGAR 1220

WHAT'S HAPPENING at 1220

WGAR NOW 1220

WGAR 1220

WGAR starts uplink at 1220



IN BEHALF of Casey and Kitty, Kansan and Aunt Polly...

KMBC's trademark family for the Heart of America... KMBC thanks BILLBOARD for its citation as the "Outstanding Trademark Promotion" of 1943-44 in Billboard's 7th Annual Radio Station Promotion Survey.



SINCE 1928, THE BASIC CBS STATION FOR MISSOURI AND KANSAS

Fall To See Plenty of Air Pix

Live Shows To Come From All

Programs and techniques to be tested every eve on one or more stations

(Continued from page 3)

Agency, Rutherford & Ryan, WOR and RKO. All of these will try new stunts involving two-hour legit revivals (the first will be *Journey's End*, which will be televised in mid-August), original two-hour musicals (*Storm's Boys From Boise*, September 7, will be the first experiment), movies integrated into live shows to provide flashbacks and local color, and commercial participating shows.

CBS, which won't be selling equipment, is setting its guns on programming and techniques rather than equipment. The basic pattern into which the web's work will fall is one of three categories:

(1) An attempt to sharpen and improve some of the shows they have (*Will You Remember?* and *Opinions on Trifles* are the examples given by Manager Tony Miner); (2) format changes for the quiz and variety programs, and (3) a showcase, already being used, on which to try out new ideas.

CBS Has Five Plans

In the first classification, the attempt will be to work out the camera, light and production problems, sharpen the formula and live the talk. Sets here will also get a big play. In the second, the never-too-effective quiz format will get a thorough going over in the hope that a salable pattern can be worked out. Three variety shows are currently getting a series of once or twice monthly airings. They are *Ballets*, *CBS Small Coye* and the live show featuring the recently contracted Una Mae Carlisle. From those three experiments, Miner believes a workable format can be evolved. The third class, the showcase, will total 45 minutes each week. During that time chances will be given to drama, educational shows, disk jockeys (for daytime video that doesn't require full visual concentration and women's problem shows like the *Letter to Margaret Arlen* (premiered Thursday night and reviewed elsewhere in this section)). Net will continue its 8-10 Thursday and Friday sked.

A new lighting arrangement will be tried in an experimental portion of the studio, an area 30 by 25 feet, where the set-up will be worked over until satisfactory lighting can be achieved. Instead of the blue lipstick still in use throughout most of the country, CBS is trying a red-brown paste that is said to be a substantial improvement. Combined with a heavy theatrical make-up, and deep eye-shadow, it has produced effective results over the air, Miner says, and doesn't look so eerie to the studio audience.

NBC Says Plans Not Definite, But—
Altho both Vice-President John Royal and tele head John Williams have stated that NBC has no definite fall plans set at this time, the trade understands that the tentative NBC sked has been set as follows:

(1) Two evenings a week will be spent in televising special documentary tele news pix, each to run between a half and three quarters of an hour. RKO-Pathé will provide the background shots from its files and NBC itself will make the special material. The appointment of Paul Alley as video pic director is said to point the way to more movie making by the web.

(2) There will be, it is said, one musical show per week in the hall aimed at the long-hair audience. The purpose of the hair stunt, trade says, is the NBC-RCA belief that the upper income brackets will be, as before, the first to buy sets. The more money, NBC is said to think, (See *Plenty Pix in Fall on page 14*)

Irna Phillips Tests Her Video Ideas on Radio Studio Audience

CHICAGO, July 22.—Theories which she hopes will eventually give her the secret to the successful daytime television serial of tomorrow are now being put into practice here by Irna Phillips on her three NBC dramatic shows, *Today's Children*, *Woman in White*, and *Guiding Light* (1 to 1:45 p.m. CWT).

Irna's theories, worked out with the collaboration of Carl Wester, co-owner of the shows, are built upon the premise that tomorrow's housewives are not going to be able to watch television shows constantly and still keep a family happy. So for the past two months, during which time a studio audience was allowed to watch a murder trial plot unfold, she has been trying to make her shows entertaining to hear and to see. With this writing and production plan used successfully for television, Miss Phillips believes she can keep an audience which would only hear a show for a while and see and hear it for another while, and thus everyone—sponsor, net, audience, and husband—would be happy.

Audience, 15,000 in 2 Months

During these two months the serials have been geared to please the 15,000 who have attended the shows in NBC's studios and the listening audience, too. She has written sequences requiring action on the part of the cast. She has had the cast work without scripts part of the time. She has used simple sets.

The plan has worked perfectly. Contrary to many prevailing expectations the cast required only its usual daily hour of rehearsal, even when they didn't use scripts all the time. The studio audience has been pleased. The actors have been stimulated by the demands of the technique and the presence of a studio audience and have been giving better than

B&K Plans Not Set

CHICAGO, July 22.—B. & K. Video, only tele outfit here, has substantial plans in the works for fall programming, but everything is in the idea stage now. Until the plans are definitely set, station refuses to go out on a limb with forecasts.

Jurisdictional Dispute Hits "Process" Experimentation By RKO at Don Lee Video

IBEW Stops IATSE—Web Says "It's the Unions' Problem"

HOLLYWOOD, July 22.—Labor dispute has temporarily halted RKO television activities over the Don Lee station W6XAO, but according to studio, plans for video experiments will go forward as planned. Trouble started when RKO wanted to truck equipment to Mount Lee, where telecast station is located, in order to run off some process shots. IBEW, which has been granted tele jurisdiction in this locality, stepped in when RKO wanted to bring up IATSE projectionists. Latter union agreed to call off their men and at the last minute refused their projectionists permission to run films.

Question has arisen in the trade as to just what the situation is going to be if process shots are to be included in the general run of live telecasts, as IBEW has few projectionists in its ranks. With IBEW having jurisdictional rights in this area, it is expected that trouble may develop between this union and IATSE, which has most of the projectionists.

usual performances. Letters from listeners have attested to the fact. Commercials are often meant for visual as well as audio impact and demonstrations of the sponsor's products have been carried out during the reading of commercials. Ed Prentiss, master of ceremonies weaving the three shows together, has had this task, and, says Miss Phillips, the sponsor (General Mills) has been more than pleased with results.

Three-Act Play Daily

In the days of television Miss Phillips believes her plan will give the home audience a three-act play daily. To do this she intends to have her characters used more interchangeably in the three shows. Therein will lie the principal similarity to a three-act play, and in this case it will be a three-act play using a small, inexpensive cast but losing no dramatic content.

This fall, it is planned that the three serials will be broadcast before an audience in one of Chicago's theaters. Then Miss Phillips plans to put her theories to a more stringent test.

Carlisle, Sneed & Southern Sons Signed by CBS Tele

NEW YORK, July 22.—CBS tele has signed Una Mae Carlisle, singer-pianist; the Southern Sons, Negro quartet, and Ray Sneed, septet dancer, to do a three-week series of shows starting July 27.

Trade believes that the singing, following on the heels of Vera Massey's contract, is part of CBS's plans to get ready commercial shows for fall sale.

Farnsworth To Issue Booklet To Explain Tele to Laymen

FORT WAYNE, Ind., July 22.—The Farnsworth Television & Radio Corporation will issue next week a many-colored booklet, *The Story of Electronic Television*, which is supposed to explain video to the man in the street.

This is the book written by Dick Hubbell while he was still with N. W. Ayer.

Muggin' Is Nix For Air Vision

HOLLYWOOD, July 22.—Time-tried art of mugging will have to go thru a refining process before many pic leading lights and legit stars stand up under the all-seeing television camera video experts here believe. Mannerisms of prominent thespians may look okay from the fifth row but on a television screen even mild mugging in a close-up comes over as something reserved for the Dracula fraternity.

According to present standards video dramatic coaches believe that the best performers are those who can get force into their speeches without resorting to odd facial expressions for added emphasis. In close-ups the television camera picks up every movement. Sometimes a lift of the brows becomes a scowl and a slight movement of the lips a leer.

Even warblers will have to tone down the head-twisting grimaces that help sell a song to vaude or night club customers and revert to a more casual style in putting their stuff across the video audience.

While most performers are easy to handle, it is expected that when the new medium begins to show promise and big names are attracted the trouble will start. Some in the trade believe it will be as decisive a day for troupers as it was when pictures found a voice.

Those who are playing along with television now will have the acting formula down pat when the big day comes but rapid inclusion of thespians from other branches of showbiz may throw the works out of gear. Old-timers will have to learn an entirely new set of rules and those who have played their characters with the voice without benefit of mugging will be in great demand.

Some of the top other actors who have confined their acting to spots on comedy shows will have to tone down when they get before the television cameras. Too many of them have grown careless with the passing years and are in the habit of going overboard in the mugging department to get a laugh from the studio audience.

Set Post-War Mexican Video

NEW YORK, July 22.—Believing Mexico is due for terrific television biz, Emilio Ascarraga, Mexico's leading radio and movie house owner, is here negotiating for post-war television material. Ascarraga, who owns the Alameda Theater and radio stations XEW-XEQ, plans to operate tele for the home and theater. He's talking to equipment manufacturers, program producers and networks. He wants sports as theater attractions if possible.

First Movie-Tele House

WILDWOOD, N. J., July 22.—William C. Hunt, who reopens his newly built Baker's Theater next week, discloses that his house is the first motion picture theater in the country to make definite provisions for post-war television. House was rebuilt as a result of a fire last year. Hunt disclosed that in addition to projection booths, booths for television were also put up. The resort playhouse also claims a first in being the first movie house in the country to be entirely staffed by women—from manager all the way down to janitress.

Transatlantic Call Changes

NEW YORK, July 22.—New producer and new director of the CBS-IBEW exchange show, *Transatlantic Call*, are Robert Heller and Rogers Brackett, recently assigned by the American outfit. Heller, who was Norman Corwin's assistant on the *This Is Her* series, succeeds Leon Levine in the producing spot, and Brackett takes John Becker's directorial job.

NBC Television

Reviewed Thursday (20) 8-8:30 p.m., 9-9:30 p.m. Style—Opera Newscasting. Sustaining on WNBC (New York).

The place of music in the video world has been a question mark for some time. Two opera bits (the first live program in some time from NBC) presented the case of long-hair music for the visual air this evening, and it left music's case where it was before the NBC airing. The reasons are very simple. Only consummate opera singers will be able to get by before the video camera, and none of the three "stars" of the evening would even pretend to have arrived at the stature of great yet. Both John Hamill and Lols Eastman, are nice youngsters with potential opera voices, but Hamill, as Rudolph, gave a typically stiff Met performance which was made stiffer by the tele camera, and Miss Eastman was an all-too-healthy Mimi (the first excerpt was from *La Boheme*). When the Eastman Mimi swooned it was the nicest fem pass seen before the cameras in a long time. It just went to prove that a new set of acting and make-up standards will have to be solved before the looker-in starts to believe what he's seeing.

Production wise, the camera work was adequate. Adequate is darned good for today's televising. The setting of the scene thru a commentator's reading the story of *La Boheme* from a book that was legible to the video audience was very effective, and the garret setting into which the cameras panned, after a still shot of the snow-covered roofs of Paris, had nothing of a tele set about it. It's disturbing to have the scene in which Mimi and Rudolph's candles both blow out just as light as when both candles are supposed to be okay, but it was better that way than to have the scene played in a dim half-light. Dim half-light is had on the eyes of the looker-in today.

The credits on what appeared to be a miniature stage, the credits being on curtains that were pulled up one after another, were professional. If they heightened the artificiality of the entire proceedings that was not the fault of the idea, which can be used time and time again. (See NBC TELEVISION on page 14)

TELEVISION REVIEWS

DuMont Television

Reviewed Wednesday (19), 8:15-9:45 p.m. Style—Variety and films. Sustaining on WABD (New York).

DuMont's recent shows in general and tonight's offering in particular brings up the question of whether or not anything is being gained in this experimental period of tele. The same old production mistakes, the identical technical errors and the selfsame performers' blunders of 15 months ago are repeated week after week at 515 Madison Avenue.

Both the agencies and DuMont staffers have what appear to be convincing alibis—lack of adequate studio space, absence of replacements for vital equipment and no dough. There's a real scarcity of all these things. Imagination should be added to the list.

For example, the Charles M. Storm Agency is still using a "comic" professor as emcee. Tonight the hackneyed role was played by Jules Racine in *Gornegie Hall*. He brought entertainers to the screen with the regularity of a cuckoo clock. There was a hazy kind of idea behind his capers, based, as near as could be gathered, on the battle between long-hair and swing music. The prof tried unsuccessfully to control his students' yen for bounce.

With the exception of Robert Tower, *Follow the Girls* baritone, cast began its performances of classic numbers and, egged on by Sam Medoff's piano, went into swing and other modern versions. Thruah Eleanor Bauers, radio actress Amy Sedell, comic singer Anita Anton and dancer Bobbie Jean Bernhardt came on in quick succession. Of the group Miss Bernhardt made the best appearance. Her ballet that changed to an excellent toe shuffle would have been wholly entertaining had the camera matched her agility.

Camera work on close-ups of the others was better than average. Tower enjoyed a combination of light and camera that made for a clear, well-balanced pic. In his appearance, both his face and the (See DuMont Television on page 14)

B&K Television, Chicago

Reviewed Tuesday (18), 7 to 8:45 p.m. Style—News, variety. Sustaining on WBKB.

Tonight's show at WBKB hit a new high. Program content was varied and entertaining. Cast and production staff worked with close co-operation and efficiency. Everything went smoothly and with well co-ordinated timing. True, for a very short while the station had technical trouble when a generator went on the fritz and the picture became blurred and flickery. But that can be attributed only to the inferiority of present tele equipment and not to station neglect.

Gloria Swanson was the headliner of the evening. Altho her contribution consisted only of an interview, it was good television entertainment. She is more than telegenic. She is beautiful—potential material. Her life has been exciting enough to provide interesting subject matter for an interview. One thing apparent during this portion of the show is worthy of special comment, however. Miss Swanson, in spite of her many years on the stage and in the movies, was a little less poised than Fran Harris, the gal who interviewed her during this, Miss Swanson's first video appearance. Which only goes to prove that name stars are not always best equipped to do a tele job if they have no experience before the medium's cameras. To be good in television, you have to be experienced in television.

Running second to Miss Swanson in the race for top-ranking honors was Eugene Gersteln, "lawyer by trade, hypnotist by avocation." Gersteln was the first hypnotist ever to appear on WBKB, and judging by his work, he ought not to be the last. His hypnotizing of subjects whom he made act like children and split personality patients was eerie and interest-holding. The audience was sitting on the edge of their chairs, biting their fingernails before he had finished. A special bouquet should be given to the production staff for their part in Bern- (See B&K TELEVISION on page 14)

CBS Television

Reviewed Thursday (20) 8-10 p.m. Style—Variety and films. Sustaining on WCBW (New York).

It is with great joy that report is made that CBS's tele quiz, for the first time within the memory of the oldest inhabitant of video row (not to be confused with Allen's Alley) entertained its audience. Credit for this amazing phenomenon goes to Quizmaster Ben Feiner, who acted as tho he was actually taking an interest in the going-on; Producer-Writer-Director Frances Buss and a group of lively contestants.

To Mr. Feiner: A deep bow for getting out of his usual didrums and keeping a rapid-fire stream of, if not funny, then amusing remarks moving. To Miss Buss: A mitt for several new questions with real visual interest. And to several members of the Simon & Schuster publishing staff: Thanks for being more than a set of storewindow dummies.

Major Cause of the improvement, aside from better talent clearance, were questions that showed Miss Buss's realization that she is working in a visual medium. One of them, really nothing more than a parlor game in which contestants knelt around a table and tried to blow a ball off into the others' faces, has lively movement and real interest for the viewer. Another, an adaptation of an idea tried several weeks ago, had the contestants pinning arrows on a map to try to locate the island of Yap. That, too, was fun to see.

On the debit side, it must be said that the problem of how to eliminate the entrance of participants from in front of the camera, with its consequent blurred focus, has still to be solved.

A new seg, *Show Case*, in which experimental programs will get an airing, started with this scanning. The first was *Letter To Margaret Arlen*, a rather talky bit that tried to solve women's problem thru the method of guest experts. It's a good idea, but for no longer than 15 minutes.

Vera Massey was on hand again with *Will You Remember?* Her usual songs and talk show that she maintains an evenly entertaining keel. The Gal was (See CBS TELEVISION on page 14)

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Hollywood Tele Plans Center In Par, RKO and Don Lee Net

HOLLYWOOD, July 22.—Telecasting in this area will assume greater proportions than ever before when projected new program ideas are given the green light on fall skeds. Leaders in the field here are Don Lee, RKO and Paramount with web activity practically at a standstill.

Charles B. Smith, new tele head for RKO, said that experimentation with video at Don Lee W6XAO would be carried on a large scale during the fall. So far RKO has made two telecasts over the Don Lee station with a third coming up August 7. Smith said "By fall we hope to be into commercial television." He went on to say that RKO is experimenting with new devices which will facilitate the delivery of commercial plugs. He believes that for the present at least, live bank-rolled shows will be the thing as they can be produced much cheaper than films and would be a better bet for the advertiser for that reason. There is talk here that FCC may relax ban on commercial telecasting by fall. Even if green light isn't given, there is chance to do commercial television here as long as continuous experimenting is carried on.

Smith To Look Over N. Y.

Smith trains out August 15 for a swing around country to see what television activities are taking place in Chicago and New York. While in Manhattan he will discuss recent labor difficulties between IBEW and IATSE which have slowed down RKO experimentation. Inasmuch as process films for video are concerned, he stressed that there was no serious trouble that could not be ironed out at a conference table. In the fall RKO is going ahead with all types of live television shows, variety and drama getting the top spots. Studio has excellent facilities for carrying on experiments, with its own stock company and technical advisers.

Little news of proposed activities could be gleaned from the Don Lee station W6XAO. Trade says one of Mutual's big advertisers is interested in a possible commercial television program. This was neither confirmed nor denied by the Don Lee station. Harry R. Lubeck, director of video for the web, issued a statement regarding the station's position at the present time. He said, "During necessary wartime activities, W6XAO will continue to carry out its experiments in program production and technical operation on the same pattern established during the past 14 years of telecasting."

Paramount Has Real Plans

One of the most extensive video programs for Hollywood is planned by Klaus Landsberg, director of television for Paramount Studios. Operating over W6XYZ, Landsberg plans two full productions each week utilizing Paramount stock players and top names. He telecasts a half-hour variety show every Wednesday, featuring such performers as Cass Daley, Susan Hayward and Allan Ladd. Renny M'Boy, who was recently seen in *The Story of Doctor Wassell*, will be the new emcee for the weekly video feature. On the same night, Landsberg also has what he calls a *Domestic Class*, title is *Keep Slim With Jim*, and features Jim Davis, Par-

PLENTY PIX IN FALL

(Continued from page 13)

the more likely a leaning to opera and concert music. If the demand can be built, NBC will become, as the trade sees the thing, the listening habit of early set owners. Later on, the musical trend will be down, with middle-brow getting the play, and later, much later, live.

Contracts are also supposedly being signed to insure NBC protection against pix in televising sports events. NBC has adopted a new policy of keeping mum about its future plans. The trade points to the fact that NBC's new operation series was announced just one week before its debut, obviously an impossible time in which to prepare material, build complicated sets and rehearse the cast. It is also said that this silence is a smart move, as it gets publicity thru a reverse method, the method of arousing curiosity in trade circles.

The fall season shapes up as an active one, but its greatest value, video row says, is still as a dress rehearsal of the real thing.

mount studio physical director. This is a 15-minute show, with appeal to fems. Another feature is *Tele-Toons*, a cartoon serial, which has been on the air for some time. Cartoon is drawn in front of the cameras and narration is handled on off-stage mike. On Fridays there is a general information program where the video audience is invited to *Meet Unusual People*. The program also takes in world events. Landsberg said, "For instance, if Spain is in the news for the week, we will pick up museum pieces dealing with this locality, with narrator to handle explanations. When questioned about television activities for the fall, the Coast offices of the major webs had little to say. CBS said they were playing a waiting game. Only advance made by this network is acquisition of television transmitter site near Mount Wilson. Spokesman for NBC said, "We feel that when television finally breaks it will break here and not any place else. This is the logical center for the medium." In the meantime NBC is keeping in close touch with film studios regarding their television plans.

CBS TELEVISION

(Continued from page 13)

particularly good in a bit of real dramatic work on a phone that called for more than the usual mush that's handed her. CBS had better beware, tho, that they don't ruin a potentially valuable property thru type casting. The formula is a good one, but even Shakespeare can get tiresome.

Bellefleur is still another that won't bear too much repetition. So little can actually be done in the way of varying its harp, songs, terp pattern, that it starts to wear. One suggestion that can be made about this show is to ask that the camera stop trying for shots thru the harp. They aren't good. The instrument's strings produce a fuzzy effect and destroy the values. Newcaster Ev Helles, his maps and the cameramen were in their usual fine news rattle, altho Helles, as pointed out last week, persists in reading his script as tho he were invisible.

Two British pix rounded out the two hours.

Marty Schrader.

NBC TELEVISION

(Continued from page 13)

time again to introduce live plays for Opera.

The sets were good, the costumes not so good. The reason for the latter is that apparently the producer, Herbert Graff, doesn't know yet that a light-colored dress or blouse attracts the light in such a way that you have to look thru the reflected dress light to get to the face of the performer. Rudolph was dressed in dark clothes and he came thru the iconoscope okay.

The lighting was better than most video lighting, altho a baby spot on Miss Eastman's face and crosslighting to avoid her fading into the background would have contributed plenty.

Between *Le Bohème* and the second operatic bit there was a pause during which some music was played and the miniature curtain came down with the word "intermission" painted on it. An intermission is a swell way to lose a video audience.

Figaro's aria from *The Barber of Seville*, the second opera offering, was better than either Miss Eastman's *Mimi* or Hamill's *Rudolph*. If the Barber didn't quite come off it was because there weren't enough closeups during the barber-shop scene. There's something very impressive about bestridged brocaded characters that can only be overcome by making them real, and with the exception of the barber himself, the looker-in never got close enough to see what the other three characters, two men and a girl, really looked like. Even the kids at the end of the scene

were dancing dolls, because they were seen from the distance.

Credit NBC with no production stinting. With NBC and CBS both doing live shows it's going to be fun to watch the competition. Of course it's not understandable why NBC couldn't have picked Monday night when they normally transmit pix to do live shows instead of Thursday when CBS is scanning a two-hour show. It's cheating the small video audience.

Following the opera presentation, NBC brought before the cameras an interview bit with Don Pardo doing the interview and the interviewee being the New Zealand Mary Margaret McElriche. Dalay Basham, Aunt Daisy Down Under. Aunt Daisy was okay on the interview but Pardo seemed ill at ease, an uneasiness that was heightened by his being out of focus most of the time. NBC followed the interview with its second set of pictures from the Democratic convention. Since nothing happened the first day of the convention, nothing worthwhile showed up in the Pix. It was a shame, too.

Joseph Koehler.

B&K TELEVISION

(Continued from page 13)

stein's offering. Evidently because of many hours of patient rehearsal or because of accurate judgment and coordination during the show they saw to it that close-ups were used when necessary, subjects were always properly lighted and no important action lost because of insufficient planning.

Ted for third place were June Merrill's *Food for Thought* and Ann-Marie Gayer. June had Frank Westmore, one of the famous Westmore Hollywood make-up artists, do one of his expert jobs on the face of a Spar who herself ought to be in Hollywood. Even tho the television camera was not able to show much difference before or after make-up, it was a pleasure to see such a face smack in front of the camera for 15 minutes. Miss Gayer provided a good change of pace following Miss Swanson's interview, but in the future she should remember that long piano concertos, perfect for radio, are boring for television.

In his place, just about where they belonged, were Jo Wilson and Jim Campbell, news commentators. It's becoming monotonous to say this over and over again, but maybe if it's said often enough that video newsmen ought to use maps and chalk talks, the truth will begin to sink in.

Cy Wagner.

DuMONT TELEVISION

(Continued from page 13)

background were kept in focus, a feat rarely duplicated in these studios.

That the commercials were dragged in by Virginia Smith as a frumpish gal who wanted to sing but to whom the prof wouldn't even listen. Tho her best friends hadn't told her, Racine did. Her clothes just weren't right. He followed thru with the suggestion that a 15-cent box of the dye would solve all her troubles. During their intimate little talk the Tintex label was superimposed over the duo. That's commercial!

Planis Sam Medoff managed to somewhat lighten this white man's burden bit, tho. The reason for the latter is that apparently the producer, Herbert Graff, doesn't know yet that a light-colored dress or blouse attracts the light in such a way that you have to look thru the reflected dress light to get to the face of the performer. Rudolph was dressed in dark clothes and he came thru the iconoscope okay.

Twenty-five painful minutes were devoted to a bewhiskered Andy Clyde pic. Unless films of some entertainment value are available, it might be advisable to drop them altogether. Bad pix don't improve with age.

Puppets have been used successfully on other shows, but Ruthrauff & Ryan in presenting the talented Frank Paris and his string manipulated dolls didn't hit the mark. In its show for Lever Bros, the agency had Paris at a disadvantage. When he appears in vaude his hands and the puppets are spotlighted. On the tele screen only his legs were in the frame with dancing dolls. The entire point was missed and the net result wasn't a show.

To a casual observer the performance was inexcusably bad. The agency's tele director, Lee Cooley, explained that it was impossible to use two cameras since one was set for Sam Cuff's map talk. The one was trained on the puppets and his movement was limited by studio bit. One camera then went from long shots to close-ups, panned over to Pat Murray and back to the puppets. Considering the difficulties, it's easier to understand why the show was bad. Phil Thompson's continuity was pretty ragged and commercial, with Pat Murray at an

Fall Skeds Set With Regulars

(Continued from page 5)

has built an audience for Tuesday 10 to 10:30 p.m. Another Wrigley shift brings *America in the Air* to a Saturday 7:30 to 8 p.m. slot September 16, from its present Sunday spot. The day previous will see *The Thin Man* move from NBC to CBS. It's due to hold dialers on Fridays from 8:30 to 8:55 p.m.

Different Sundays?

There'll be plenty different on Sundays starting September 17. Fannie Brice minus Frank Morgan takes over the 6:30-7 p.m. spot on that date for Maxwell House Coffee and is followed from 7 to 8 p.m. by Kate Smith. Kate, who will battle Jack Benny when he comes back to the air October 8, will have a few under her belt before the competish starts. She'll have the Fitch Bandwagon against her for the second half of her show and that, too, is solid competition of a Sunday evening. As yet, no top ratings show has held its top rating against another top rated show, but everything has to have a first time—and it may happen in 1944—a lot of other things have.

Another CBS favorite program *Report to the Nation* will be replaced by a show featuring Nelson Eddy, September 20. The sponsoring electric light companies feel a little lightness is in order on the air and also feel that *Report to the Nation* is a great program—for someone else.

Bonus and Andy will be re-setting up NBC times September 22, with Fibber McGee and Molly, due on the 26th and Eddie Cantor on the 27th.

Bob Burns will be back with *Arkansas* October 5, on which date *Charlie Chan* goes back to the moth balls. Later, that same evening, Abbott and Costello will replace Harry Savoy, who as noted before, seems assured of another spot for the same sponsors.

Jack Benny ends the parade of the stars who have been taking their summer hiatus October 8.

No one is certain when Danny Kaye will take over for Pabst and there are a few odds and ends which also seem too indefinite to report in the middle of summer. However, it does seem as Dick Haymes is catching on and will be renewed after his 13 weeks which end September 17. Same is true about Hildegarde's *Raleigh Room*. There are some questions on how Eddie Mayehoff, who took over *Beat the Band* from Hildegarde is making out but the agency seems satisfied to play along with him for the time being.

All in all, the fall seems as good as any of the past and it gives every indication of being lots better.

FILMS MUST, SAYS ED

(Continued from page 8)

was televising in New York the scenes shot in Chicago. And, said Butterfield, eventually television stations would have their own planes on which the developing and editing would be done. Later there would be tele nets and then the film transporting problem would no longer exist.

The advantage of film would be seen, too, he said, when stations desired to reach the maximum audience with a news show. If a news event happened at two in the morning, for example, film could be shot and televised when a larger audience was available. News events during the day could be shot on film and then edited into a composite, long show for the evening audience. The largest now in radio and undoubtedly the largest tomorrow in television.

"You got to think of hitting that largest possible audience," reasoned the Pathe News chief. "The people pay the freight, and you got to see that you give them a good ride for their money."

enormous Rinco box pulling out white clothes while explaining to one of the puppets just what the soap would do, dragged.

Cuff was introed by device of Paris and Miss Murray in interview. The newscaster walked into the frame, met Paris, who asked him about the war and moved into his map talk from the three-way conversation.

Everybody concerned is looking hopefully forward to moving to DuMont's enlarged studios. It's agreed that if the shows don't improve a brand-new set of excuses will be in order.

Wanda Marvin.

Name Bands Are Set for Fall

Cugat Cuts 100 - Side E. T. Series

To Coast After Mex

NEW YORK, July 24.—Xavier Cugat and his ork tomorrow wind up a series of transcription sessions for World Broadcasting, which started July 7 and during which maestro and his crew cut 100 sides, doing as many as 15 sides per day, some days. All the while the band was carrying on with its Waldorf-Astoria stint and doing its Wednesday Dubonnet radio show (Wednesday 26, is last show of Dubonnet deal). The Latin-American maestro wasn't fiddling around. Sessions were directed by Leonard Joy, and many tunes featured Del Compo vocals and choir.

WB transcriptions will be issued as a Cugat package of 20 15-minute shows, five times per quarter hour. Deal calls for Cugat to get an advance big enough to cover crew's recording time, with a little left over, plus royalty arrangement of 25 per cent of the sale price of the series to any station or sponsor. Cugat is protected in his World contract on any straight commercial radio deal he may land. If maestro's next regular sponsored air job is for a ciggie sponsor, for instance, World series may not be sold to any other ciggie maker.

Cugat leaves for Cuba Thursday (27) a.m. and will head from there to Mexico, Cuba-Mex jaunt is primarily a vacation, the maestro will conduct Mexican Symphony Ork on several dates. Original arrangement to take five key sidemen from his own band down to Mexico with him was nixed because Mex Musicians' Union wouldn't permit Cugat sidemen to work down there. Bob Diamant, leader's big manager, will round up the band and have them on the Coast September 1. Band will play Ciro's and make pix out there. Won't return East until January of 1945.

James Sets High For Aragon, 11G

CHICAGO, July 22.—The record for a one-night stand at the Aragon Ballroom this year was hit by Harry James when he brought his crew here Friday (14).

Over 7,500 terpaters crowded into the spot, ringing the cash register for approximately \$11,000. Fans paid \$1.50 per to hear the leader and virtually turned this swank spot, which has always catered to straight dancing, into a hot fivery, keeping the maestro in a swinging mood practically during the entire evening.

James was at the Aragon in April, last year, hitting a high for the year at that time.

James Booked Back East

NEW YORK, July 22.—Harry James is skedded to play Frank Dalley's Terrace Room not later than November 14 of this year. He can go in either that date or the week previous, and stint is for two weeks. He must also play two weeks by May, 1945. James played the room some time back, but this coming engagement is not an option, but a new contract that was drawn up between James and Dalley.

It's understood that if James doesn't play the date by November 14, he will pay Dalley an agreed sum for each week he misses. Also unconfirmed, sum is said to be between \$5,000 and \$10,000. Dalley wouldn't comment. Same deal goes for the two weeks coming to Dalley before May, 1945. James is also slated to play the Hotel Sherman, Chicago, some time this year, altho date isn't known.

One In, One Out

NEW YORK, July 22.—William Morris band department seems to have a jinx on it. No sooner does one member come back from a siege of illness than somebody else has to call in the medical.

Willard Alexander, head of the dept., just returned from a five-month illness, and now Bill Burnham, who handles locations, has been out, sick for the past week.

B. Goodman Looks at Orks --New Band??

Band Spot Tour Starts Talk

NEW YORK, July 22.—Benny Goodman made the rounds of the hotels playing bands last week with his little black book. According to leaders who said "hello" to B. G., he's eyeing several men in various bands, tantamount to rebuilding his own outfit. Humorous part of story came out when at least two leaders went over to Goodman's table and said, in effect, that he (Goodman) could take anyone he wanted—they had subs who were just as good. Of course, Goodman couldn't see their crossed fingers.

Paramount Theater, which has a commitment from Goodman to play there again, having done a stint last September, has been talking to the clarinetist about an engagement to take place either in October or November. Nothing definite has been set.

J. Dorsey Cuts "Dream"

For Deca August Issue

HOLLYWOOD, July 22.—Jimmy Dorsey and ork waxed *Noche Duranda* (And So I Dream) for Deca this week.

Record is set for early-August release. Tune is Peer's Southern Music.

PALLADIUM'S POST-WAR PUPS

Cohen Planning Ballroom Chain

National hoofery network notion cues chain chit-chat in trade—all maybe

HOLLYWOOD, July 22.—Maurice Cohen, prey of the Palladium here, revealed plans this week for a post-war Coast-to-Coast chain of danceries, built and operated along the same lines as the mammoth Hollywood spot. Naturally, neither materials nor man power for putting the plan into effect are available at the moment, but Cohen and the Palladium dough boys seem to have gone at least a little beyond the dream stage.

Maurice T. Perrine, industrial building consultant, has been retained by the Palladium interests, and will make a survey of ballroom sites in 14 key cities

Many Orks Back to Spots They Played Last Season

Lifting of record ban would solve final problem of orchestra leaders—theaters, hotels, fill books for fall season with few taps remaining

(Continued from page 3)

News most ork leaders could hear at the present day. When it comes there will be rejoicing on all sides, because this remains the chief cranium pain for the name boys.

Who'll Be Around

It's pretty much of a settled fact as to who is going to be around, now that the draft board has made up its mind over 28's. A look at the coming New York sked, shows repeats for many names that played hotel spots last year at almost the same time. For example, Vaughn Monroe goes into the Hotel Commodore September 28 for 10 weeks. He was there same time in 1943. Count Basie is going back into the Lincoln Hotel some time in November (date not actually set); and Frankie Carle, who received his first break at the Hotel Pennsylvania in New York last year, goes back there September 3, following Woody Herman. Latter follows Les Brown, present band, starting August 21. Twist about Carle following Herman, is that same band follows Herman on the Old

Dozen Trumpeters For Two-Month Job

NEW YORK, July 22.—Speaking of difficulty of keeping sidemen! Tony Pastor's brass section at Hotel New Yorker has taken an awful beating.

No less than 11 (count 'em) trumpet players have been in and out of the section since band has been at the spot past couple of months. Topper comes when Pastor leaves hotel end of July and loses Al Beck, lead trumpet man, who wants to stay in town because his wife is giving birth.

Gold show starting October 4. Herman took the show over for the summer starting July 26, for 11 weeks. It's the show that Carle got and gave up for the summer.

Guy Lombardo comes home to the Roosevelt Hotel; Johnny Long, who has played the ice shows at the New Yorker for the past couple of years, starts at that same spot at the end of July and will coast into September. Maria Kramer's hotels, the Lincoln and Edison, both are tentatively set. Dean Hudson and Chris Cross respectively, are there now, and only known returnee is Basie, who goes into Lincoln later on in year. Eddy Howard, Midwestern leader who made his first entrance into the East this summer, playing Frank Dalley's Terrace Room in Newark, N. J., comes back into the place this fall, and also goes into the Hotel Baltimore.

The above mentioned bands are slated to lose dough at the places, taking over because of the well-known prestige and air time gained from the spots. It's known that James lost \$15,000 or thereabouts in his six weeks at the Astor early this summer. The Carles, Longs, Monroes, et al, are again losing dough, but as the past proves, it's worth it in one-nighter and theater returns.

Theater Prices Not Up

Speaking of the theaters, according to the bookers, the price of bands hasn't jumped much above last season. That's radically different from last year and the annum before. But bands are getting anywhere from \$7,000 up for a week's work as a gander at the coming fall list shows—top names get top prices.

New York Capitol is only theater that has bookings up to first of the year. Gene Krupa's new band opened there Thursday (20) and will probably stay two months. He's setting close to \$10.—(See NAME BANDS SET on page 22)

In which Cohen plans Palladium carbon copies. Tho it will be unquestionably a number of years before any such national chain of ballrooms actually operates, the Palladium's plans are looked upon by the trade as one more indication of the boom in the ballroom phase of the band biz, which can be looked for come V-Day. (Other indications of this trend were covered in the "Ballroom Biz Booming" story in the July 1 issue of *The Billboard*.)

Trade Interest Aroused

Trade is also doing some plain and fancy speculating on the reasons for and the ultimate outcome of the Palladium Coast-to-Coast chain-idea. It is an open band-and-music biz secret that one of the motivating factors behind the recent purchase of near-by Casino Gardens by Tommy and Jimmy Dorsey and Harry James (Wayne Dillard, formerly operator of the Pacific Square Ballroom, San Diego, is also in on the deal) was the band leaders' dissatisfaction with the short moola the Palladium was dishing out to top names, considering the kind of business the spot does. Bookers, managers and orkmen are watching with considerable interest the effect of the band leaders' new, hotter competitor in the Hollywood dancery. Sonny Dunham is at the Palladium now, and will be followed by Henry Busse, Woody Herman and Stan Kenton, while the line-up

skedded for the Casino Gardens (name incidentally will be changed to Colonades) is Charlie Barnett to follow Tommy Dorsey; then Harry James and Jimmy Dorsey.

Will Others Compete?

If the Palladium operators eventually control 14, or even a few less, top terpalaces in key cities, some segments of the trade figure they may be even tougher on band dough than they have been in the past. There is some music-row gossip to the effect that the ballroom operating band leaders may be laying plans for a chain to compete with any such network set-up by Cohen and his cohorts. No facts, however, to bear out such gossip have yet been divulged.

If the Palladium national chain actually develops, and if it is followed by other Coast-to-Coast ballroom chains, leader-operated or otherwise, there is little question that such hoofery networks would bring about some changes in the band biz. Independent operators (even tho a number of them have operated sectional chains in the past, as witness Cy Shrimman in New England) will face new and stronger chain competition. The booking and management offices, such as Music Corporation—General Amusement Corporation, William Morris, Frederick Bros. and others would probably take steps to protect their interests, and a fine time would be had by all.

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ON THE STAND

Reviews of Orchestras Playing Hotels, Night Club and Ballroom Locations and One-Nighters

Ray Benson

(Reviewed at Pump Room, Ambassador East Hotel, Chicago)

THIS band is made to order for any class spot, excelling in danceable music that has become a favorite with the patrons of the Pump Room. Benson clicked at the Stock Club, New York, during his three engagements there with a modified society style that makes for terp appeal.

Instrumentation is centered around the piano and sax (3) section, backed by the soft tones of the muted trumpet, as well as skin-beating and bass fingering. Benson at the piano adds a good lift to the melodies with his fine keyboard technique. Sells well with the customers. Arrangements are handled by Frank Monico (bass) and Jack Baddeley (tenor sax). Book includes many show tunes and Latin American numbers. Interposed in performances are Afro-Cuban laments, sambas and boleros. Library also includes French and Spanish tunes.

Repertoire is an asset as it offers a set up that pleases all types of dancers. Vocals are done by Frank Fleming, who handles the show tunes and ballads, and Lon Lewis, who specializes in French and Spanish. Novelty is Benson's ability in associating various tunes with people and playing them upon their entrance into the room. Appearance of group is smart, and boys have pleasing personalities.

Jack Baker.

Red Saunders

(Reviewed at Club De Lisa, Chicago)

DRUMMER-RED SAUNDERS puts a lot of enthusiasm into his job, vim and spirit that is conveyed to the other members of his band and to the customers as well. Instrumentation, four reed, two brass, and three rhythm, "Stump" Whitlock, good as hot trumpeter, also handles vocals.

The ork gets a lot of jump into hot music but manages to make it dance music, too. A competent job of playing for the show in this nitery proves the aggregation considerably more than a group of anxious-to-play individuals. Swing numbers were not neglected in keeping with the spot, but current pop tunes were as well done as Saunders's originals, *I Don't Know* and *It Makes Me Blue*.

Playing the De Lisa for some months, the ork may move to a Loop spot in October.

Larry Mizon.

Henry Jerome

(Reviewed at Plantation Room, Hotel Dixie, New York)

HENRY JEROME ork, which changed over from exclusive out-and-out swing some three months ago, appears headed for a commercial spot in the band world for the first time in its career. Present group, which numbers 13 instrumentalists, counting the trumpet-blowing maestro, dish up a not-too-complicated brand of music and consequently audiences get a break both for dancing and listening.

It's the latter factor that's the biggest asset here. Jerome has only one other trumpet player beside himself, but has four trombones, four reed and three rhythm. He figures to get plenty of melody out of lead horn, backed by slide horns and axes. It works, and when band doesn't blare, Jerome comes up with a combo that approaches something that spells moola. It's the old story; too much musician's music, no dough; pay more attention to melody and listener's untrained ears, and the cash register gets a chance to ring.

High spot in the evening's performance is a complete set of odds, which band does well. There's nothing spectacular about the arrangements, musicians or leader's horn blowing, but when they concentrate on playing dance music the germ of a commercial idea is heard. Biggest flaw in the band's present make-up is the lack of another trumpet, which means that leader has to help make up the brass section. This also means that he plays a good deal of horn, as do other leaders who handle horns, only Jerome isn't in their class.

If he were to add another horn he could do less playing and concentrate on fronting, giving band more personality, which it could stand. Vocalists are Bea Abbott, gal who broke into his short time ago with Boyd Raeburn, and Buddy Stewart, who acts as tho he is making his singing debut with the band. Latter is a loss on the floor in manner of presentation but his voice isn't bad. Miss Abbott is a cute chick who will improve with more experience. Her voice is true and pleasant.

Show, featuring Dale Roberts, female comedienne, is held over, and gal continues to draw big hands for her impersonations. She has talent, but material could stand pruning.

Paul Secora.

MUSIC GRAPEVINE

Axel Stordahl, Sinatra's arranger and musical conductor on radio and record work, will also conduct all The Voice's numbers in MGM's *Anchors Aweigh*. . . . Bob McGrew and ork in fourth season at Broadmoor Hotel, Colorado Springs, Colo. . . . Eddie Heyman signed to write lyrics to Morton Gould's music for United Artists' *High Among the Stars*. Lieut. Bob Crosby, now at the marine base at Camp Pendleton, Calif., will take a band to the South Pacific in September. . . . Les Brown's ballad, *On a Sentimental Journey*, due for release by Mayfair Music. Leader collaborated with Bud (Once In Awhile) Green and Ben Homer on the tune. . . . Hal Wasson ork will have completed 26 weeks at Club Royale, Savannah, Ga., when he closes there September 9. . . . Baron Hugo band removed at Totem Pole, Axburdaire, Mass., for rest of season after winding up a 26-week run there July 14. . . . Sammy Cahn tune, *I Begged Her*, skidded for Gene Kelly hooding spot in MGM pic. . . . Dick Byron stepped out of the Broadway Matinee choir last week to pinch-hit for Ronald Graham, kayped by asthma.

Xavier Cugat paid Val Olman \$200 for *Holiday for Strings* arrangement. . . . Johnny Richards has added thrush Reathia Stevens to his ork which is doing a little better than breaking—even an accomplishment for an unknown band starting out in these parts. . . . Formata, South American music and bookie pub, going into his as rep for U. S. pub. . . . Short Sherock, Heidi's trumpeter who starts out with his own org in October, will have three trombones, three trumpets; five sax, four rhythm and fem vocalist.

"Thrill" for Dorsey

Tommy Dorsey and ork report to MGM this week for *Thrill of a Romance*. . . . Barry Wood offering a two-week vacation on his Connecticut farm to person giving information leading to his signing a lease for a New York City apartment. . . . Andy Russell waxed *Te Quiero D'Isite* for Capitol. . . . Jack Austin ork in 10th week at Child's Paramount Restaurant, New York.

Woody Herman's former drummer, Frankie Carlton, has joined Lew Gray's ork at Zucca's, Hermosa Beach, Calif. . . . Lieut. Harry Tyl, known in Philly territory, staged jungle jam session for American forces about 75 yards from the Japs recently. The beasts evidently felt the music soothing — they didn't shoot. . . . Max Steiner starts recording his originals, "The Conspirators," for Warner's this week.

From "Coast to Coast"

Red Norvo, currently at Downbeat Club, New York, inked for long run at

Most requested numbers on WDY's Hill Country hit parade last week were "Chime Bells," "I'm a Coward With Old Glory in My Heart," "Oklahoma Lullaby," "New San Antonio Rose," "Nashville Blues," "Columbus Stockade Blues," "Yesterday's Tears," "Cleaning My Rifle," "When My Blue Moon Turns to Gold Again" and "Precious Jewell." . . . Bea Abbott, former Boyd Raeburn and Herb Fields thrush, to Henry Jerome. . . . Lennie Garmon, featured tenor saxman with Jerome, drew 1-A rating.



PART 1—The Billboard Music Popularity Chart

Week Ending
July 20, 1944

SONGS WITH MOST RADIO PLUGS

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

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

TITLE	PUBLISHER
A Fellow on a Furlough (F)	Block Amor (F)
An Hour Never Passes	Melody Lane
And So Little Time	Shapiro-Bernstein
Apple Blossoms in the Rain (F)	Lincoln
Come Out, Wherever You Are (F)	Southern
Every Day of My Life	T. B. Harms
Going My Way (F)	Paramount
Goodnight, Wherever You Are	Burke-Van Heusen
How Many Hearts Have You Broken?	Advanced
I Don't Want to Love You	Chelsea
I Dream of You	Embassy
I'll Be Seeing You	Williamson
I'll Get By (F)	Berlin
Is You Is or Is You Ain't? (F)	Leeds
It Could Happen To You (F)	Famous
It Had To Be You (F)	Remick
It's a Crying Shame	Morris
Kentucky	BMI
Let's Sing a Song About Susie	Harms, Inc.
Long Ago (And Far Away) (F)	Crawford
Milkman, Keep Those Bottles Quiet (F)	Feist
Pretty Kitty Blue Eyes	Santly-Joy
San Fernando Valley	Morris
Some Day I'll Meet You Again (F)	Witmark
Some Peaceful Evening	Campbell-Porgie
Sweet and Lovely (F)	Feist
Sweet Lorraine	Mills
Swinging on a Star (F)	Burke-Van Heusen
Time Waits for No One (F)	Remick
Together (F)	Crawford
Too Much in Love (F)	Barton

BEST SELLING SHEET MUSIC

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

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

Other Sheet Music Reported in Best Selling Lists by Sections

EAST: You Always Hurt the One You Love—Sun Music Company;
A Fellow on a Furlough (F)—Block
MIDWEST: Some Day I'll Meet You Again (F)—Witmark
SOUTH: San Fernando Valley—Morris; Some Day I'll Meet You Again (F)—Witmark
WEST COAST: How Blue the Night (F)—Robbins.

"HARLEM" HIT PARADE

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

POSITION Last/This Wk.	TITLE	Artist	Label
1	1. G. I. Jive	Louis Jordan	Decca 8659
2	2. Straighten Up and Fly Right	King Cole Trio	Capitol 154
4	3. Cherry Red Blues	Cootie Williams	Hit 7084
5	4. Tilly Then	Mills Brothers	Decca 18598
7	5. Is You Is or Is You Ain't? (F)	Louis Jordan	Decca 8659
3	6. When My Man Comes Home	Buddy Johnson	Decca 8655
6	7. My Little Brown Book	Duke Ellington	Victor 20-1584
10	8. I'll Get By (F)	Ink Spots	Decca 18579
9	9. Body and Soul	Coleman Hawkins	Bluebird 30-0825
8	10. I Can't See for Lookin'	King Cole Trio	Capitol 154

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

Lucky Strike HIT PARADE

GS, Saturday, July 22, 9-9:45 p.m. EWT.

TITLE	PUBLISHER
1. I'll Be Seeing You	Williamson
2. Swinging on a Star (F)	Burke-Van Heusen
3. Long Ago (And Far Away) (F)	Crawford
4. Amor (F)	Melody Lane
5. I'll Get By (F)	Berlin
6. Goodnight, Wherever You Are	Shapiro-Bernstein
7. Sweet Lorraine	Mills
8. And Then You Kissed Me	Miller
9. Milkman, Keep Those Bottles Quiet (F)	Feist

And the Following Extras: Darktown Strutters' Ball, Sweet Georgia Brown, I've Got Rings on My Fingers and Bells on My Toes, and Dark Eyes.

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

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

Hollywood Radio Room, starting in October. . . Joy Caylor adding trombone and sax to her all-gal org, bringing the crew to 15.

Les Brown will plug his sidemen's tunes Tuesday (25) at the Hotel Pennsylvania. Pianist Jeff Clarkson, arranger Frank Comstock and vocalist Gordon Drake will have their songs played. . . Matt Pelkonen Music Company has brought out "Tear Drops From the Sky," written by Pelkonen, Eugene Wellman and Corp. Jack Adams.

Andrews Sisters Hymn Singers
Andrews Sisters will sing three hymns with Minneapolis Symphony during the ice festival. . . Paul Sawtell scoring Pearl of Death and House of Fear for Universal. . . Herb Fields has replaced through Dottie Reed with Lorrie Lynn, and lead trombonist Bruce Blake with Bill Grazow. Grazow moved over from Harry James.

Barnet Calls TD "Boss"

Charlie Barnet at Tommy Dorsey's ballroom, Cottonolades, for three week-ends, including Saturday swing shift. . . Lennie Hayton batoned the MGM org in recording session with Judy Garland. . . The Interests, clefted by Roger Edens and Kay Thompson, waxed for Ziegfeld Folies. . . Jimmie Lunceford org leaves Hollywood August 2 for series of one-nighters which will take them to New York.

It Can Happen to Everybody

Mitch Ayres, Art Kassel, Bob Chester, Boyd Ruben, Jo Staffed, Bing Crosby and Dinah Shore will record "It Could Happen to You" from Paramount's "And the Angels Sing" thru a deal worked out by Sidney Kornheiser, of Famous Music. . . Bill Snyder, leader at the Mayfair Room, Chicago, has teamed with his old partner, Jerry Glidden, for series of double-piano concerts at Purdue University.

Vincent Lopez plays some one-nighters, including Hershey Park, Pa., and Pleas-

ure Beach Park, Bridgeport, Conn., after New York Strand engagement. . . Ray Herbeck opens at Muehlebach Hotel, Kansas City, Mo., August 11. . . Julie Styne and Sammy Cahn will cleft tunes for Dave Wolper's new musical, tentatively called Here a Good Time. Robbins will publish the music.

52 Weeks Solid

Emil Coleman and rk wind up shooting at Universal this week and go into Hollywood Macambo for year's engagement. . . Josh White waxed "Motherless Child," "Prison Bound," "Fare Thee Well," "Work Blues," "Lass With the Delicate Air" and "When I Lay Down and Die Do Die" for Asch Records. . . Gene Kardos into Roseland Ballroom, New York, for two weeks, while Gene Alton and rk vacation. Band will alternate with Clyde Lucas.

Harry James org on vacation before opening at Tommy Dorsey's Hollywood Ballroom July 28 for five week-ends. . . Amy Arnell, former Tommy Tucker vo-

calist, in acting role in Early To Bed at Moque Theater, Newark, N. J. . . Bus Moten, pianist, featured in Moorshah at Plantation Club, Nashville. . . Ed Fishman returns to Coast this week after short bit trip to Frederick Bros.' New York office.

More "Canteen"

Jimmy Dorsey cut his one-night tour short to check back into Warner Bros.' studio for added scenes of "Hollywood Canteen." . . Carlos Molina, winding up a 10-week run at the Palace Hotel, San Francisco, will finish out the season as result of option pick-up. . . Vera Tully, New York MCA receptionist, to Massachusetts for two-week vacation. . . Tudor Williams named musical supervisor on WB's "The Corn is Green."

Joshua Johnson, boogie-woogie pianist, cut 20 sides for World and Decca, of which 12 were his own numbers, soon to be published by Northern Music. . . Hal Pearl, intermission organist at Aragon Ballroom, Chicago, is sharing broadcast with Art Kassel over WGN-MBC.



Victor's sensational romantic vocal list sings the song that's tops with the dough-boys. It's *Lili Marlene*—successor to *Mad'moiselle* from Armentières and greatest song of World War II. Sure to be a terrific coin-getter. On the reverse Perry sings about the distaff side of the army in a toe-tapping tune titled *First Class Private Mary Brown*. Order Victor Record No. 20-1592.



MAKE HAY WITH KAYE!



Sammy Kaye, the Maestro of Swing and Sway, records two numbers that are packed with coin appeal. Better get yours right away.

VICTOR RECORD **HAWAIIAN SUNSET**
NO. 20-1590 Vocal by Marty McKenna
 IF I KNEW THEN
 Vocal by Tommy Ryan

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

BUY MORE WAR BONDS!

THE TUNES THAT NAB THE NICKELS ARE ON
VICTOR
 AND BLUEBIRD RECORDS

RCA Victor Division

Radio Corporation of America, Camden, N. J.



PART 2—The Billboard

BEST SELLING RETAIL RECORDS

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

POSITION		NATIONAL				
Last Wk.	This Wk.		East	Mid-west	South	West Coast
1	1	I'LL BE SEEING YOU Bing Crosby—Decca 18595 I Love You (M)	2	2	1	2
2	2	SWINGING ON A STAR (F) Bing Crosby—Decca 18597 Going My Way (F)	1	1	2	9
3	3	I'LL GET BY (F) Harry James-Dick Haymes—Columbia 36698 Flatbush Flanagan	4	7	4	1
—	4	I'LL BE SEEING YOU Tommy Dorsey-Frank Sinatra—Columbia 20-1574 Let's Just Pretend	7	4	7	10
10	5	G. I. LIVE Louis Jordan—Decca 8659 Is You Is or Is You Ain't? (F)	6	—	3	—
4	6	AMOR (F) Bing Crosby—Decca 18605 Long Ago (And Far Away) (F)	3	6	—	—
—	7	HIS ROCKING HORSE RAN AWAY (F) Betty Hutton—Capitol 155 It Had To Be You (F)	—	—	6	7
—	8	GOODNIGHT, WHEREVER YOU ARE Russ Morgan—Decca 18598 Louise (F)	—	3	—	—
9	9	LONG AGO (AND FAR AWAY) (F) Jo Stafford—Capitol 153 I Love You (M)	—	—	—	3
7	10	AMOR (F) Andy Russell—Capitol 156 Day After Forever	—	—	—	4

Other Records Reported in Best Selling Lists by Sections

EAST: Long Ago (And Far Away) (F)—Helen Forrest-Dick Haymes, Decca 25317; Long Ago (And Far Away) (F)—Bing Crosby, Decca 18608; You Always Hurt the One You Love—Mills Brothers, Decca 18599; I'll Walk Alone (F)—Dinah Shore, Victor 20-1586.

MIDWEST: Long Ago (And Far Away) (F)—Bing Crosby, Decca 18608; Time Waits for No One (F)—Helen Forrest, Decca 18600.

SOUTH: Some Day I'll Meet You Again (F)—Ink Spots, Decca 18579; I'll Get By (F)—Ink Spots, Decca 18579; How Blue the Night (F)—Dick Haymes, Decca 18604; You Always Hurt the One You Love—Mills Brothers, Decca 18599.

WEST COAST: I'll Walk Alone (F)—Martha Tilton, Capitol 157; It Had To Be You (F)—Betty Hutton, Capitol 155; It Could Happen to You (F)—Jo Stafford, Capitol 158.

MOST PLAYED JUKE BOX FOLK RECORDS

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

POSITION		Last Wk.		This Wk.	
4	1	Is You Is or Is You Ain't?	Louis Jordan	Decca	8659
2	2	So Long, Pal	Al Dexter	Okeh	6718
3	3	Too Late To Worry	Al Dexter	Okeh	6718
—	4	I Can't See for Lookin'	King Cole Trio	Capitol	154
5	4	Soldier's Last Letter	Ernest Tubbs	Decca	6098
—	4	Hurry, Hurry	Lucky Millinder	Decca	18609
—	5	Texas Blues	Foy Willing	Capitol	162
5	5	Cherry Red Blues	Cootie Williams	Hit	7084

ADVANCE BOOKINGS

BLUE BARRON: Blue Moon, Wichita, Kan., July 28-Aug. 3.
 FRANKIE CARLE: Palace Theater, Columbus, O., Aug. 8-10.
 BENNY CARTER: Rainbow Raveau, Salt Lake City, July 31 (2 weeks).
 JOY CAYLOR: Starlite Ballroom, Wildwood, N. J., Aug. 11-17.
 BOB CHESTER: Eastwood Gardens, Detroit, July 28-Aug. 3.
 AL DONAHUE: Camp Helen, Palacios, Tex., July 26; Naval Air Station, Corpus Christi, Tex., 27; Army Air Field, Marfa, Tex., 28; Chamber of Commerce, El Paso, Tex., 29; Army Air Field, Alamogordo, N. M., 30; Army Air Field, Pecos, Tex., 31.
 JIMMY DORSEY: Dream Bowl, Vallejo, Calif., Aug. 9; Auditorium, San Jose, Calif., 10; Auditorium, Stockton, Calif., 11; Auditorium, Sacramento, 12.
 FREDDIE FISCHER: Warfield Theater, San Francisco, Aug. 8-14.
 HORACE HEIDT: Palace Theater, Cleveland, July 28-Aug. 3.
 WOODY HERMAN: Million-Dollar Pier, Atlantic City, Aug. 6 (week).
 ART KASSEL: Lake Club, Springfield, Ill., July 29 (2 weeks).
 SAMMY KAYE: State Theater, Hartford, Conn., Aug. 4-6.
 STAN KENTON: Coney Island, Cincinnati, Aug. 1; Idora Park, Youngstown, O., 2; Buckeye Lake, O., 3; Joyland Park, Lexington, Ky., 4.
 JOHNNY LONG: Hotel New Yorker, New York, July 31-Oct. 7.
 CLYDE LUCAS: Playground, Booklyn, Aug. 7; Playground, Jackson Heights, N. Y., 8; Poe Park, Bronx, N. Y., 9.
 JIMMY LUNCEFORD: Sweets Ballroom, Oakland, Calif., July 30; Auditorium, Oakland, Calif., 31; Riverside Park, Phoenix, Aug. 3-4; Auditorium, Tucson, Ariz., Aug. 5.
 ABE LYMAN: Oriental Theater, Chicago, July 28-Aug. 3.
 TONY PASTOR: Owyne Oak Park, Baltimore, Aug. 5; Palomar, Norfolk, 7-8.
 GEORGE PAXTON: Roseland Ballroom, New York, Aug. 8-Oct. 2.
 LOUIS PRIMA: Million-Dollar Pier, Atlantic City, Aug. 9.
 IAN SAVITT: Golden Gate Theater, San Francisco, Aug. 9.
 JACK TEAGARDEN: Trianon Ballroom, Southgate, Calif., Aug. 1 (4 weeks).

Music Popularity Chart

Week Ending
July 20, 1944

MOST PLAYED JUKE BOX RECORDS

Going Strong

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

- I'LL BE SEEING YOU (14)**—Bing Crosby (John Scott Trotter Ork) Decca 18595
(Tommy Dorsey-Frank Sinatra, Victor 20-1574; Louis Prima, Hit 7082; Hildegarde, Decca 23291; Billie Holiday, Commodore C-553)
- I'LL GET BY (15)**—Harry James (Dick Haymes) Columbia 36698
(Link Spector, Decca 18599; The Four King Sisters, Bluebird 30-082); Jan Garber, Hit 7079; Kitty Carlisle, Decca 23320; Billie Holiday, Commodore C-553)
- G. I. JIVE (13)**—Louis Jordan Decca 8659
(Johnny Mercer, Capitol 141)
- SWINGING ON A STAR (10)**—Bing Crosby (John Scott Trotter Ork) Decca 18597
(Gray Rains, Hit 7086; Freddie Slack, Capitol 160)
- AMOR (4)**—Bing Crosby (John Scott Trotter Ork) Decca 18608
(Andy Russell (Al Sack Ork), Capitol 156; Xavier Cugat, Columbia 36718; Eric Madriguera, Hit 8033; Percy Faith, Decca 23344; Wayne King, Victor 20-1587; Lawrence Welk, Decca 4444)
- YOU ALWAYS HURT THE ONE YOU LOVE (9)**—Mills Brothers Decca 18599
- LONG AGO (FAR AWAY) (12)**—Helen Forrest-Dick Haymes (Camarrata Ork) Decca 23317
(Perry Como, Victor 20-1569; Jo Stafford, Capitol 153; The Three Suns, Hit 7095; Guy Lombardo, Decca 18602; Jan Garber, Feature 1002; Bing Crosby, Decca 18608)
- I'LL BE SEEING YOU (8)**—Tommy Dorsey (Frank Sinatra) Victor 20-1574
(See No. 1)
- LONG AGO (FAR AWAY) (3)**—Bing Crosby (John Scott Trotter Ork) Decca 18608
(See No. 7)
- SAN FERNANDO VALLEY (19)**—Bing Crosby (John Scott Trotter Ork) Decca 18586
(The Four King Sisters, Bluebird 30-0824; Johnny Mercer, Capitol 150; Johnny Long, Decca 4437; Jan Garber, Hit 7079)
- MILKMAN, KEEP THOSE BOTTLES QUIET (11)**—Ella Mae Morse (Dick Walters Ork) Capitol 151
(Woody Herman, Decca 18603; The Four King Sisters, Bluebird 30-0824)
- AMOR (2)**—Xavier Cugat (Carmen Castillo) Columbia 36718
(See No. 5)
- I'LL WALK ALONE (1)**—Martha Tilton Capitol 157
(Mary Martin, Decca 23340; Dinah Shore, Victor 20-1586; Louis Prima, Hit 7083)
- GOODNIGHT, WHEREVER YOU ARE (8)**—Russ Morgan Decca 18598
(Blue Baron's Ork, Hit 7081; Mary Martin, Decca 23340)
- STRAIGHTEN UP AND FLY RIGHT (6)**—Andrews Sisters (Vic Schoen Ork) Decca 18606
(King Cole Trio, Capitol 154)
- I LOVE YOU (15)**—Bing Crosby (John Scott Trotter Ork) Decca 18595
(Eric Madriguera, Hit 7077; Jo Stafford, Capitol 153; Perry Como, Victor 20-1569; Jan Garber, Feature 1001; Wilbur Evans, Decca 23337)
- LONG AGO (FAR AWAY) (2)**—Guy Lombardo (Tony Craig) Decca 18602
(See No. 7)
- HOW BLUE THE NIGHT (3)**—Dick Haymes (Emil Newman Ork) Decca 18604
(Bob Chester, Hit 7088)
- DON'T SWEETHEART ME (17)**—Lawrence Welk (Wayne Marsh) Decca 4434
(Blue Baron's Ork, Hit 7080; Tex Grande, Deluxe 5005)
- IS YOU IS OR IS YOU AIN'T? (1)**—Louis Jordan Decca 8659
- AMOR (5)**—Andy Russell (Al Sack Ork) Capitol 156
(See No. 5)

Coming Up

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

- PRETTY KITTY BLUE EYES**—The Merry Macs Decca 18610
- G. I. JIVE**—Johnny Mercer (Paul Weston Ork) Capitol 141
- TIME WAITS FOR NO ONE**—Johnny Long (Patti Dugan) Decca 4439

Territorial Favorites With Juke Box Operators

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

- IT'S LOVE, LOVE, LOVE**—Guy Lombardo Decca 18589
(Toronto)
- MEMPHIS BLUES**—Harry James Columbia 36713
(St. Louis)

Happy Days Again: 12-18 Remotes for Hudson & Howard

NEW YORK, July 22.—Last week for some band leaders around town was like old-times, so far as remotes are concerned. Due to stand-bys last-minute cancellations, etc., Dean Hudson at the Lincoln and Eddy Howard, who departed Frank Dalley's Terrace Room Thursday (20) had themselves a windfall.

Hudson, who usually gets about five shots a week, got 11 wires, all before 1 p.m., which gave the contact men a feast. He had seven MNS and four CBS wires. Eddy Howard was on six times Saturday (15) and 12 times the rest of the week, giving him 18 shots in all. It was just like the old Meadowbrook and Glen Island Casino days before the war when bands got over 20 wires a week.

Sammy Kaye Recovers; Rejoins Ork July 27

NEW YORK, July 22.—Last three days of Sammy Kaye's stint at the Capitol Theater, ended Wednesday (19), was done without leader, who was out ill. Band was bated by Billy Williams, vocalist, during Kaye's absence.

It was fifth week for band, which had done hefty bit at the house, registering close to \$60,000 last week. Ork is off on vacation until 27th of this month, when it goes into RKO-Boston for a week. It plays New England, then comes into Hotel Astor here August 9.

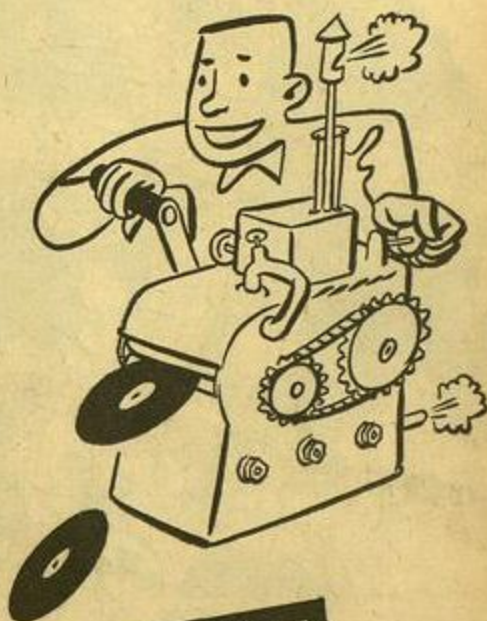
Kaye's feature, "So You Want To Lead a Band," was dropped during Kaye's absence. He'll rejoin band in Boston.

Hudson Into Lowe's State

NEW YORK, July 22.—Dean Hudson's ork skedded to go into Lowe's State early in August. Band is currently at Hotel Lincoln here for an indefinite stay. Band cut 15 transcriptions for Langworth last week.

more

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PART 3—The Billboard

RECORD POSSIBILITIES

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

SWINGING ON A STAR ... Bing Crosby (Williams Brothers' Quartet-John Scott Trotter and Ork) ... Decca 18597B

This is a typical example of why the groaner sells and continues to sell year after year. He kicks the devil out of his number and leaves nothing—well almost nothing—for anyone else to do with it. The Williams Brothers do an assist that's something to talk about and the entire dishing is ace. This should sell well up into the hundreds of thousands and garner enough nickels to pay for the clinkers that land in every juke box.

BOLERO AT THE SAVOY ... Gene Krupa and His Ork ... Columbia 36728

Krupa is hot news these days and while this waxing is pre-disk ban there's enough of Krupa in it to carry it right along into the top dough. Krupa opens and carries the platter almost all the way thru with a pleasant assist by Anita O'Day on the vocals. Skin beating by Krupa has always been a fine art—and two and a half years hasn't aged this platter at all. Across the counter and on the automatic turntables this is going to sell, but solid.

COME OUT, COME OUT, WHEREVER YOUR ARE ... Eddy Howard and Ork (Vocal by Roy Baat) ... Feature 1003-A

Eddy Howard has been fairly solid in the Mid-West for some time and this dishing should serve to do some platter selling for him in the East where he's been playing lately. There's a nice rhythm and some solid orchestration in this number and the vocals by Roy Baat are far better than the usual band vocalizing. While Eddy Howard may not sell this, the notes that are on the disk—for nickels and everything.

POPULAR RECORD RELEASES

(From July 20 thru July 27)

AMERICAN WALTZ MEMORIES

ALBUM	Paul Lavalle	Musicraft 62
A Kiss in the Dark	Paul Lavalle	Musicraft 294
Always	Paul Lavalle	Musicraft 297
Beautiful Ohio	Paul Lavalle	Musicraft 296
Let Me Call You Sweetheart	Paul Lavalle	Musicraft 297
Missouri Waltz	Paul Lavalle	Musicraft 296
Remember	Paul Lavalle	Musicraft 295
That Naughty Waltz	Paul Lavalle	Musicraft 295
Wonderful One	Paul Lavalle	Musicraft 294

COME OUT, COME OUT, WHEREVER YOU ARE ... Eddy Howard ... Feature 1003

DANCE WITH A DOLLY (With sEvelyn Knight (Camarata Hole in Her Stocking) ... Ork) ... Decca 18614

DEAR OLD PAL OF MINE ... Tommy Tucker (Don Brown) ... Columbia 36728

TOMMY DORSEY, STARMAKER

ALBUM	Tommy Dorsey	Victor P-150
Everything Happens To Me	Tommy Dorsey (Frank Sinatra)	Victor 20-1577
Little Man With a Candy Cigar	Tommy Dorsey (Jo Stafford)	Victor 20-1578
None But the Lonely Heart	Tommy Dorsey (Tommy Dorsey)	Victor 20-1576
Not So Quiet, Please	Tommy Dorsey (Buddy Rich)	Victor 20-1579
Oh! Look at Me Now	Tommy Dorsey (Frank Sinatra, Connie Haines, Pled Pipers)	Victor 20-1578
Swing High	Tommy Dorsey (Ziggy Elman)	Victor 20-1577
Swingin' On Nothin'	Tommy Dorsey (Sy Oliver and Jo Stafford)	Victor 20-1579
Will You Be Mine?	Tommy Dorsey (Connie Haines)	Victor 20-1576

ESTRELLITA (MY LITTLE STAR) ... Horace Heidt (Fred Lowery) ... Columbia 36727

FORGET-ME-NOTS IN YOUR EYES ... Eddy Howard ... Feature 1003

GOOD NIGHT, SWEETHEART ... Kitty Carlisle (Harry Sosnik Ork) ... Decca 23347

I CAN'T HELP IT (IF I LOVE YOU) ... Eddy Howard ... Feature 1004

(See Pop Record Release on page 90)

Lou Martin-Fred Coots Tune Pubbed by Maestro

NEW YORK, July 22.—Lou Martin has now launched his latest song, *What Are You Gonna Do With All Your Money?* thru his Martin Publishing Company. He and J. Fred Coots collaborated on the tune. The leader, who until last month conducted the show band at Leon & Eddie's, is rehearsing a new 11-piece outfit. After establishing something of a record with a nine and-a-half year stay at the 52d Street spot, Martin wants to play dance music.

He plans to work with the band for a couple of months before taking on job. In the meantime he's devoting his time to the publishing firm.

Eddy Howard Will Be Back

NEW YORK, July 22.—Eddy Howard, whose ork left Frank Dalley's Terrace Room Thursday (20), is slated to do another stint at the same room later on this year. Altho date hasn't been actually set, it will be sometime in November, which will mark leader's second appearance in the East with his band.

Writing Waiter

NEW YORK, July 22.—Irving Berlin once said the United States was made up of 130,000,000 composers. Here's an example: Waiter at Hotel Dixie's Plantation Room named Buddy Butler got a hold of Hank Simon, piano player with Al Trace's band, and tore off a tune *Short and Squatty Sgt. Lee*. Mayfair Music is publishing. It's Butler's first opus.

other stint at the same room later on this year. Altho date hasn't been actually set, it will be sometime in November, which will mark leader's second appearance in the East with his band.

After playing Dalley's, he's inked for a New York theater and hotel. Latter said to be the Biltmore, but confirmation is lacking.

Music Popularity Chart

Week Ending
July 20, 1944

POPULAR RECORD REVIEWS

By M. H. Orodener

FRANK SINATRA (Victor)

"Night and Day"—FT; V. "The Lamplighter's Serenade"—FT; V.

It was just three years ago that Tommy Dorsey's arranger and the band vocalist teamed for a couple solo sides on the Bluebird label. It was an association that has carried on to this day, with Alex Stordahl still creating the orchestral settings for Frank Sinatra. While the records created little or no interest in that day, the record company now has the chance to clean up on what was once only a wild bet. Standing on his own, Sinatra was at his best in making the "top valiant" confessions contained in Cole Porter's "Night and Day." The romantic urge is just as pronounced in its spinning at this later day. Matching the lyrical delight is his singing for Hoagy Carmichael's "The Lamplighter's Serenade." It's pep piping all the way, with Stordahl's scoring for the silky strings setting a fanciful stage for the voice.

The music boxes are ripe for an overflow of nickels with Frank Sinatra needing, particularly for the everlasting "Night and Day" favorite.

CLAUDE THORNHILL (Columbia)

"Moonlight Bay"—FT; VC. "There's a Small Hotel"—FT; VC.

Altho the call to arms cut short his career before his band had a real chance to catch on, this re-issue of Chief Petty Officer Claude Thornhill is bound to create a fresh wave of more pronounced enthusiasm for the brand of music he created. The full-bodied voicing of the instruments, sprinkled with the maestro's own Shilbyway distinction, creates a sense of full satisfaction for both the listening and the dancing. The incentive is pronounced on both scores for Peter Wenrich's perennial, "Moonlight Bay," and for the Rodgers and Hart familiar, "There's a Small Hotel," from the "On Your Toes" musical of old. A marked rhythmic beat, peppered with the maestro's pianology and the trumpeter's noodling niceties, makes for brightness in the case of "Moonlight Bay," while the mood-inspiring characteristics of the band are more developed for "There's a Small Hotel," which has Thornhill spreading ivory stardust on the keyboard. On both counts, smooth vocal versions are entered by the well-knit blends of a mixed quartet, The Snowflakes.

The music of Claude Thornhill, with its richness and fullness, is well-adapted for juke box use, and operators should find plenty of encouragement for the "Moonlight Bay" evergreen.

THE FOUR TONES (A-1 Records)

"I'll Follow You"—FT; V. "Do, Do Baby"—FT; V.

Another newcomer to the needling fraternity, A-1 Records comes to the fore with attractive vocal calisthenics offered up by the Four Tones, septa male quartet. Boys possess fine voices, blended well, with their singing in high commercial order to attract attention to the new label. It's a cross between the Mills Brothers and the Ink Spots in their singing, retaining the better techniques of both in accenting the sustaining harmonies to bank the solo singer, and in the bass singer talking out the lyrics. The zooming bass notes of the singer keep the rhythms sharp and pronounced, and it's restful and effortless singing all the way. "I'll Follow You" is a pleasant ballad of merit, with the Four Tones taking it in good stride, while "Do, Do Baby" accents their rhythm singing qualities.

The singing of the Four Tones, particularly for "I'll Follow You," packs much merit for the phono play, and the music ops could well tempt the possibilities of their plattering.

(See Pop Record Reviews on page 60)

FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Orodener

CLIFF CARLISLE (Bluebird)

"Lonely"—FT; V. "Blue Dreams"—FT; V.

Singing in the tradition of the great outdoors, Cliff Carlisle, joined by the top teaming of Little Tommy, makes for rustic niceties in the duet-dwisting for "Lonely." Accompanied by string bass and guitar, and taken at a bright tempo, it's the supplication to think of me when I'm old. "Blue Dreams," a pleasant dream song serenade, is taken by Carlisle on his own, with fiddle and guitar providing the accompaniment, and keeping the tempo ever bright. While the label credits Carlisle with yodeling, such designation creates confusion since the spinning is devoted to the straight up-and-down singing. Both sides should also serve the music box operators well away from the urban locations.

G.I.'s Hit "Hit Kit"; Prefer Nickel and Dime Lyric Mags

WASHINGTON, July 22.—Lots of raised eyebrows around music biz this week when word came down that Hit Kit (pop song collections) was being dropped from the army library service free list and would no longer be sent to soldiers overseas. In some quarters, Kit had been looked upon as a sure-fire means of building widespread G. I. interest in pop music, which might ultimately be reflected in heavy post-war sheet sales, etc.

Decision to drop Kit came about as a result of a combined poll and survey of soldiers' preferences for magazines and periodicals. Poll-survey was conducted by War Department, started April of this year. Army asked soldiers in 17 United States posts with total population of 250,000, and G. I.'s in a number of overseas bases to state their periodical preferences. Also checked sales of magazines at army post exchanges and made a study of Magazine Publishers' Association figures of subscriptions taken out by soldiers. Army claims that out

of the 28 "pony" editions (Hit Kit was included among these) which were being sent to soldiers cuffs, seven did not make the new preferential list as determined by the poll, and would consequently be dropped. Kit was one of the seven.

What makes the set-up even stranger is that while the Kit was not included in the G. I.'s preferential list, six privately published, commercial lyric magazines were. These are Broadcast Songs, Hit Parade, Radio Hit Songs, Sing Songs, Song Hits and Song Parade.

The compilers of the tunes to be included in the Kit, of course, had the run of the publishing field and could pencil in the hit tunes of any publisher. The lyric magazines, on the other hand, each have contracts with individual publishers or groups of publishers and can run in their sheets only the lyrics of tunes controlled by the pubs with whom they have deals. This, of course, means that the Kit should and did have many more

(See G.I.'s Hit Kit on page 22)

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Ray Benson To Get 17½¢ At Baker Hotel, Dallas

CHICAGO, July 22.—When Ray Benson completes its engagement at the Pump Room here he will add four men to his unit and play eight weeks at the Baker Hotel, Dallas. Reported price for band on Dallas date is \$1,750 per week.

Following the Baker Benson is inked into Roosevelt Hotel, New Orleans, with 14-piece band. Leader is having string arrangements made for his book preparatory to Dallas date.

Brown Re-Signed for Penn; Good Pix Dough, No Pix

NEW YORK, July 24.—Les Brown, doing good biz at the Hotel Pennsylvania, will return to same spot sometime next year, exact date not yet set.

Ork, which came in July 3, leaves in August to play theaters in Midwest and then bows into Sherman Hotel, Chicago, November 8. Contract signed today for

Feather's Blues

NEW YORK, July 22.—With the big comes the little! Altho some Victor royalty checks were way up in five figures, some were in three figures and divided by a decimal point, yet.

Probably smallest Victor check for last half went to Leonard Feather, who wrote Dinah's Blues. He got munificent sum of \$1.51 from the company.

coming Penn stint. Brown, who is under contract to Paramount Pictures, has collected \$15,000 for four weeks and band put in on the lot, but never appeared in a picture. This took place earlier this year. If he isn't used by November 1, Brown will get \$14,000 more, making \$30,000 in all, without doing a lick of work for it. He's on a two to three-week notice call from the studio.

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Name Bands Set for Fall; Many Return to Old Spots

(Continued from page 15)

000. Horace Heidt follows, then Tommy Dorsey, both bands will get from \$10,000 to \$15,000 straight salary as New York theaters refuse to play on percentage. Theaters throughout the rest of the country do, but that's because, for the most part, they keep orks a single week, while in New York bands are in for a hefty stay.

Longer Runs

That hefty stay is more pronounced today, because the length of run on a Broadway pic is gradually becoming longer and longer. Whereas, a couple of years ago, a three-week run was good, today, 10 weeks doesn't create too much of a stir. Consequently, if a band gets a break and goes in with a good pic and a half decent salary, there's a good chance of coming out with some real change. Capitol's two remaining bands that are set are Jimmy Dorsey and Xavier Cugat, but no dates are known.

Paramount has Vaughn Monroe coming in August 9, with Mitch Ayres and Andrews Sisters opening September 6. This will go as far as the end of October, when there's a possibility that a new Benny Goodman band may take over. Roxy has Duke now, with Fred Waring making his first theater appearance in some years, August 1. Roxy execs don't know when show will change, and only other set date for the place is Count Basie who comes in around first of the year. Basie played the house last year and did a good job, and he's getting a substantial increase over last year's check. Strand has Tommy Tucker coming in August 4, only known booking.

Niteries Take Orks

New scene on the horizon for bands is recent change in policy at the Copacabana, New York niterie, now playing Shep Fields. Band isn't making any dough at the place, but it's a prestige booking and a New York spot. Abe Lyman follows Fields, opening in September, with George Olson coming on in December. Lyman may do a double at the Strand while in. Fact that booking is successful is known, in that Fields is slated to come back next spring. Although no other New York niterie spots have signified their intention of using name bands, there's always the fact that success in one place starts a trend—and so onlookers may see name bands vying with each other from niterie spots. Of course, Dave Wolper's Hurricane has used Duke Ellington who is slated to play the place for 10 weeks this fall or winter some time. He owes the spot that time, having moved out this summer when his fell off due to the 30 per cent tax. And across the street from the Burrigane is the Zanzibar, which has signed Cab Calloway, starting early in August. He'll hang over into the fall.

Chicago Spots Set

In the Chicago area, the Oriental Theater has Les Brown, Lawrence Welk and Gene Krupa for one-week stints starting October 27; Charlie Spivak plays the Chicago Theater week of September 1, then heads into the Circle, Indianapolis; Palco, Youngstown, O., and Palco, Columbus, O. Jerry Wald goes into the Hotel Sherman August 11 to September 7.

Les Brown plays the Riverside, Milwaukee October 27 and comes back to Chicago to the Sherman in November. Woody Herman's dates include the Palace, Cleveland, week of September 24, after which he heads for the Palladium in Hollywood. Sonny Dunham, Frankie Carle, Jimmy Dorsey, Stan Kenton, Clyde Lucas, all appear in the Midwest during the fall season.

Dates Inked on the Coast

Palladium has lined up three bands for the fall season. Henry Busse September 2, followed by Woody Herman October 17. Stan Kenton opens there November 27. Harry James may play place around January 1, Tommy Dorsey-Harry James' new Colonades, where T.D. is now playing week-ends, has inked Charlie Barnet, Harry James and Jimmy Dorsey, also dates aren't set as yet.

Jan Savitt will be playing during the fall at the Palace Hotel, San Francisco, going in August 19. Lionel Hampton stands take at Trianon September 27. Erskine Hawkins goes into the Plantation November 2, while Henry King and

ork make the Biltmore Hotel starting August 14. Earl Hines follows Count Basie into the Plantation some time in October. Freddy Martin continues at the Cocoanut Grove at the Ambassador Hotel, Los Angeles, thru the fall.

James To Make Pix

While on the West Coast, Harry James will make pix for MGM, going to work soon on Cabbages and Kings. However, he's slated to make his way back east in the fall, having a contract with Frank Dailey for his Terrace Room in November, and also one with the Hotel Sherman, Chicago, some time this year. On pic side, Harry Romm, of General Amusement Corporation, is slated to do a pic in the fall featuring Will Osborn's band.

Freddy Slack is set to make two pix, one for RKO and the other for Universal. Lionel Hampton, now out doing one-nighters, heads into Hollywood some time in October to work for Warners. Louis Armstrong, Jimmy Dorsey and Carmen Cavallaro are also on the WB lot for Hollywood Canteen. Les Brown is on two-week call from Paramount before November 1, and Tommy Dorsey is slated to do another for MGM.

Miami Spot Builds

Switching to South, it appears as the Miami Frolics Club will become a must spot for bands to play, pay is high, and already top bands are slated for spot. Spot is booked by General Amusement, which splits commissions with other agencies handling bands not belonging to GAC. Clyde Lucas, Jerry Wald, Jack Teagarden, Stan Kenton, Sonny Dunham and Abe Lyman are in the fall the first of the year starting in October.

One-Niters Better

One-nighter situation throughout the country is bound to be a top coin earner for many bands. This is made partially possible thru Harry James' recent 14-day jaunt, on which he got \$54,000 from 10 one-nighters. He took out \$11,000 from Hershey, Pa., on one night alone. Although other bands won't make that much on one-nighters, the net to leaders looks like plenty of the long green.

Along the same line, college proms which were once a constant source of loot, and which almost dropped out of existence due to the war, may come back in the fall. Although nothing definite has been indicated, there is talk that many places that used to run dances for the boys, and are now rooming houses for some branch of the service, may resume as halls in the fall.

Back From Wars

Band leaders who will come back on the scene this coming fall include Rudy Vallee, who was recently discharged from the U. S. Coast Guard. He's going back into radio. Artie Shaw has been given a discharge from the navy, and will be around with a band. He may do a pic and also a radio show, and at the same time tour theaters. Skinny Ennis is out of the army and will resume with Bob Hope on the latter's radio show. Fred Waring is set to do a new radio show, once-a-week, for a new sponsor. And, of course, all bands will get their continued radio coverage from Coca-Cola's Spotlight Band show and remotes from hotels.

All in all, band picture this fall, providing disk ban remains the same, will keep orks stepping to make up for the known scarcity of bands. A few new ones will make their appearance, for example, George Paxton, who comes into the Roseland Ballroom in August for a skedded 10 weeks; Johnny Morris, now drumming with Tony Pastor, and Billie Rogers, gal trumpet player, who is going into Pelham Heath Inn in August with a new combo.

Transportation problems are sure to come up, along with sidemen being lured away by bigger offers, but for the most part, bands will make plenty of dough this coming fall. Even without records. And if the ban is settled, many top grosses of the past will fall by the wayside in bunches.

Marie Hannibal, secretary to MCA's Harry Moss, vacationing. . . Robbins has published *New Air Song*, with music by Peter DeRose and lyrics by Lieut. Arthur Kurlan.

Bandboy to Barn

NEW YORK, July 22.—Dean Hudson is losing his bandboy, Harvey (Tex) Hopgood, who opens at the Village Barn this week. While most bandboys are teen-agers, nuts about bands, Hopgood is in his 30's, stands six feet and did a hillbilly and magic set up till four months ago when he came to town with Hudson.

Herbert Suit Tests 1909 Copyright Law

NEW YORK, July 22.—A second suit testing the 1909 Copyright Law as it refers to mechanical rights of songs composed before the enactment of the law, has been brought in Federal Court.

This suit, by the heirs of composer Victor Herbert, asks royalties for phonograph reproductions made by leading record companies in three separate actions. Complaint alleges that the 1909 law gave writers rights not previously held, and asks compensation on the basis of these rights. Current suit is based on song, *March of the Toys*. Previous, yet untried, action, is on composition *Toyland*.

Nat Towles 1-Nighters Set

NEW YORK, July 22.—Nat Towles and his 15-piece jump band have been signed to a three-year contract by Howard Sinnott of GAC. The Midwest territorial ork recently toured with Marva Lewis and has just cut *You Send Me, Baby, Kansas City Minnie, I Would If I Could* and *Stuggs* for Decca.

Sinnott has the colored crew solidly booked from August 15 to September 12 thru the South. Opening date will be in New Orleans. Up to now Towles has operated as an indie.

Irene Mills and Joe Timmins are set for vocals with the ork that is booked for \$500 to \$600 per on the tour.

Prima To Play Frolics

NEW YORK, July 22.—Louie Prima ork will open at the Frolics, Miami, August 15 for three weeks, moving from there to New Orleans, leader's home city, where a week at the St. Charles Theater has been inked. Ork will play string of one-nighters en route to Florida, starting at Million-Dollar Pier, Atlantic City, August 9. Two Coca-Cola shows will be done on the road.

GAC Lines Up Frolics Orks

NEW YORK, July 22.—Frolics Club, Miami, has been set for band engagements from September to March, 1945, with General Amusement handling all dates. Clyde Lucas, Jerry Wald, Jack Teagarden, Stan Kenton, Sonny Dunham, Abe Lyman, Jimmy Dorsey, Sammy Kaye and Tommy Tucker all set.

GAC splits commission with MCA on dates for Lyman, Kaye, Tucker and Teagarden.

G'S HIT "HIT KIT"

(Continued from page 21)

real hit tunes than any single one of the lyric books, but still the G. I.'s liked the Kit, and okayed the lyric sheets. And this despite the fact that they got the Kit on the cuff, and have to ante up a nickel, or in most cases a dime for the lyric mags.

Opinion around the Alley on the peculiar turn of affairs is expressed largely by shoulder-shrugs, and range from accusations that the Kit was badly handled right from scratch, to fancy explanations about how the lyric mags are all dressed up with pix of glamour gal band singers, name leaders, etc., while the Kit was a pretty straight and, some say, deadily dull-looking job. No salesmanship. Out of the 188 mags which the army guys voted onto the preferential list, almost 50 were comic books. Maybe that the Kit compilers should have done was make a deal with Superman, or anyway, Dick Tracy.

BOB POWER

AND HIS ORCHESTRA

On location with Uncle Sam
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More Tax Talent Booked; Lounges See Better Biz

NEW YORK, July 22.—The plague of non-tax talent which hit lounges after April 1 seems to have run its course, according to cocktail agents. Spot after spot, they say, has decided to experiment with tax talent in the hope that the 30 per cent bite won't affect biz as much as it was feared.

Among the first to bring back vocals and dancing is the Stuyvesant Hotel, Buffalo. On August 3, management will open its dance floor and hire a couple of sets to keep Lou Lang Trio (now current) company. Place is also hiring a small rumba combo to spell Lou Lang.

The Crystal Cocktail Lounge, Troy, N. Y., is another place that is bringing the warblers and the canaries back. The Music Bar, Schenectady, and Burke's Log Cabin, Utica, and the Elwood Club, Paterson, are other lounges which have tried to give customers just music. They have come to a decision that music by itself isn't enough.

New York spots which are on a non-tax basis also have plans to bring back taxable talent but prefer to see what the month of August brings with it. Some lounges, say agents, are doing so well with non-taxable talent that they see no reason for changing. But there are many others who feel that a little dancing and singing may help customers loosen up.

If small night clubs do a big biz (as ops expect) then lounges will not hang back too long. In any case trade expects cocktail lounges to do a terrific business in the latter part of the year.

2 New Cocktail Rooms Open On South New Jersey Shore

ATLANTIC CITY, July 22.—Two important hotel cocktail rooms were added this week to the South Jersey resort scene.

Here in Atlantic City, the Hotel Knickerbocker opened up a holiday room featuring the Adrian Rollini Trio, with Lee Barrett for songs. At neighboring Wildwood, the Wildwood Manor Hotel unshuttered its new Surf Room, featuring the Three Aces and a Queen.

Cocktail Pianist on Air With Symphony Ork

NEW YORK, July 22.—Charlotte Tristone now at the Cocktail Room, Park Lane, Buffalo, has been invited to become a guest pianist with the Buffalo Symphony when it goes on a Coast-to-Coast hook-up August 8.

Di Cicco Wins 8-Month Date

DETROIT, July 22.—Prize contract for eight months at the swank Penobscot Club, only sky spot in town, went this week to the Johnny Di Cicco trio, with Jane Palmer, vocalist. The unit played briefly at the same spot, and subsequently worked the Uptown Grand Terrace Casino. The new contract is on a sliding scale, opening for two months at one figure, followed by a raise, and another raise at the end of five months.

Blue Room Sans Dave

NEW YORK, July 22.—The old Dave's Blue Room in Long Branch, N. J., has just had its face lifted and the word "Dave" removed from the marquee. Spot now being run by a couple of real estate lads connected with Clark-Robinson, of New York, have hired Al White (ex-Arrowhead Inn, Saratoga) to produce and manage the room. Place has just hired a couple of new canaries, Blue Drake and Jean Campbell, who will deliver between dance sets.

East:

ANDREW DUPONT begins at Doc's, Baltimore, August 1. . . . HURST and O'MALLEY set for the Martinique Club, Wildwood, N. J., Aug. 3. . . . SANDOZ and DEEMS MAJORS start at Park Lane, Buffalo, July 31. . . . KAY ARDEN TRIO now at Jay's, Asbury Park, N. J., on a six-week paper. . . . SANDY WOLF, EXTRA lounge per center, now with an advertising agency. . . . GEORGE CARDINI starts cocktail sessions at Aquarium, N. Y., Aug. 8. . . . HAL BLACK QUARTET open at Rose Room, Newark, Aug. 1. . . . BAXTER and WHITE now current at spot. . . . GENE CEDRIC (ex-Pats Waller) just closed at Panther Room, Chicago, and opens at Lou's Germantown Lounge, Phila., July 31. . . . BETTY CARPENTER set for Musso Village, Phila., Aug. 1. . . . BILL PIRRO and the Three Smoothies current at Pal's

Reviews

Hal Leaming and His Shoreliners

(Reviewed at the Preview, Chicago)

The Shoreliners are strictly a rhythm group, consisting of Hal Leaming on the electric harp; Harold Otvos, piano, doubling on violin; Frank Whitehead, bass, and Westly Howe, guitar.

Music is subdued, leaning to the melodic side, with a mood inspiring touch. Arrangements vary from pops, ballads, old favorites to Latin American tunes, and are dashed out in ear-pleasing and toe-ticking style. Lads all come in for neat solo work. Leaming holds the spotlight with his unusual fingering on the harp. Otvos plays tricks on the violin, as well as doing a good job on the keyboard. Whitehead's bass pounding shows fine technique and Howe has a neat style in selling his guitar.

Combo makes a smart appearance and are well suited for any spot. They work hard, and their playing and showmanship holds attention. Jack Baker.

Jimmie Flora

(Reviewed at Pennsylvania Hotel, New York)

Jimmie Flora's trio is starting its fifth year at the Pennsylvania with a sizeable following of friends. Hetzie Schulman, violin, and Billy Stack, guitar, work well with Leader Flora whether he uses accordion or turns to the piano. Flora also plays solovox, but was not heard with this instrument.

Playing in the Cafe Rouge as relief band this trio kept the dancers going, mainly with rumbas and Viennese waltzes. In the cocktail room of the hotel a much more varied style was demonstrated, with many request numbers ranging from semi-classical to current pops.

Both Schulman and Stack handle vocals competently when regulations do not prohibit.

The unit is okay for class-spot cocktail rooms, and all three have showmanship on the stand, Flora's friend-winning smile being a decided asset.

Larry Nason.

Airlane Trio

(Reviewed at Terrace Room, Hotel Dixie, New York)

Three-piece combo, Hammond organ, guitar and accordion, headed by Tony Lane on the stringed instrument, stir up plenty of music. There's no frill, fuss or fury about the playing. Just plenty of listenable, well-filled-out chords and phrases, and the result is way up in the pay-off side.

Ralph Prince, accordion; Al Young, organ, and Lane, are competent as soloists and accompanying harmonists on their respective instruments. Happy feature about the ensemble is the drifting away from flashy stuff to just solid music that makes a good cocktail lounge a better one. Here the trio do more than justice to the room and to themselves.

Combo runs the gamut of selections, playing everything, and all well. They play both for listeners at tables, and over the bar which is set beneath the musicians. Payees at either end of the room have no trouble hearing, and what they hear is plenty okay. Paul Secor.

OFF THE CUFF

Cabin, West Orange, N. J. . . . GEORGIE LOPEZ ork at Atlantic, Coney Island. . . . THE PLAYGIRLS (3) with Mary MacCannan (ex-Phil Spalmy) at Aquarium, N. Y. . . . LOUMELL MORGAN at El Rancho, Chester, Pa. . . . RAY RAFFLES QUARTET current at Park Terrace, Brooklyn. . . . MARS TRIO held over at same spot. . . . STERLINGS go into Anchor Bar, Buffalo, July 31. . . . KADODLERS now working at Glen Park Casino, Williamstown, N. Y. . . . HELEN EVERETT at Imperial Room, Perth Amboy. . . . KAY DARE and Sonny Claire still at Calvert's, Cleveland.

Chicago:

"SCATMAN" CROWTHERS, piano, inked in for the Cafe Society. . . . DAVE LACEY (3) is at the Hill Club. . . . SIMPSON AND ROBINSON skedded for the Club Silhouette. . . . THREE NOTES are at (See OFF THE CUFF on page 29)

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CLUBS HIKE FALL BUDGETS

Nitery Ops Are Optimistic; Big Bucks for Best Acts

New York leading clubs plan bigger and better shows with more money paid than ever before—AGVA reports all clubs closed by tax are planning to reopen

(Continued from page 3)

elections. But once they are out of the way grosses should amount to record highs.

The Zanzibar is another club which seems to feel that it is over the hump. Carl Erbe says that while business is not all he would like it to be, it is certainly not bad. Grosses are up, but unlike the Latin Quarter, net hasn't kept pace. Nevertheless, the Zanzibar also feels that fall activity will jump and is spending \$2,000 a week more for talent than it did a year ago.

Big Shows on N. Y. East Side

But if nitery biz and plans on the West Side look up for the fall, plans don't hold a candle to what some of the East Side spots are planning. The Copacabana, with a nut running into the high four figures, had its sad days with the 30 per cent bite. But, as it pointed out, it has never cut its talent coin. A Sophie Tucker, a Joe E. Lewis or a Bert Wheeler builds a budget. Such acts cost anywhere from \$2,000 to \$3,000, not counting the rest of the cast, costumes, scores, etc. Yet, so optimistic is the Copa that for the rest of 1944 it is planning to bring back not only the Truckers and Lewises for more dough, but its recent name-band booking is not just a one-shotter, but the beginning of a new policy.

If Copac's 1944 talent plan involves dough, what it expects to put on the line for 1945 becomes terrific in comparison. Booking so far in advance is, of course, possible but in showbiz it is improbable. Yet the Copa says it is dickering with Fannie Brice, Frances Langford (when back from USO) and Mae West (in event *Catherine Was Great* folds). An authoritative source even admitted that Bing Crosby had been offered \$10,000 by the Copa, tho it was granted that likelihood of the groaner coming east for a night club date is small.

Cafe Society Uptown also looks forward to the fall with confidence. Biz at Barney Josephson's place is according to him, not only holding up but is better than last year. Josephson, like

Donegan, Bates and Cab With Zanzibar

NEW YORK, July 22.—The new Zanzibar show set to open August 10 will have Dorothy Donegan, Peg-Leg Bates, Sister Tharpe and Fay Canty in addition to Cab Calloway's orchestra.

Spot will be redecorated and an extra wire will be put in. A Mutual wire is now in. Remodging will be done by Calloway, tho Pee Wee Marquette will intro the rock leader.

Irv Carroll's orchestra will stay on as the second outfit.

Doc Marcus's New Nitery Set for Sept. Opening

NEW YORK, July 22.—A new night spot is skedded to open in September under the aegis of Doc Marcus (who doesn't know about it yet) and Carl Erbe.

Nitery, an East Side spot, will be called Doc Marcus's Clinic and, according to Erbe, will not take reservations but "appointments." Place will be run on the lines of the 18 Club but with more observance of the Dorothy Dix rules of decorum. In addition to Doc Marcus, who will sport an operating gown and do gags and bits of his in medical jargon, there will be three or four additional acts plus two small orks.

Proser, is also a big-name op. He, too, sees this fall as a record-breaker. In Cafe Society Downtown, however, Josephson says his operation is a lot different. The whole bill at his downtown spot doesn't cost him as much as one act (a Jimmy Savo or a Hazel Scott) uptown. Result is that while downtown grosses are smaller, nets are bigger than at the uptown spot.

The Versailles, possibly the worst hit of the East Side clubs with a big-show policy, is also planning to unveil heavy-sugar talent in the fall. In April, May and June, grosses at the Versailles took a shallaquala. Expenses were cut to the bone and for the current show spot went in for low budgets. But even with the nut down, Nick Pronski admits talent cost ran around \$10,000. For the autumn, however, the room expects to raise its talent budget to \$15,000. Dwight Fleke will come in, and with him will come additional acts.

D. C. Troika To Reopen

In Washington Helen Hamilton's Troika is another casualty of the high tax. On September 6 spot will open with Joe E. Lewis to see how things work out. If enough customers come in the Troika will go back to names and will again be a big talent buyer.

In Chicago, the Chez Paree, operating on the same basis as the Copa in New York, is also putting big money up for top talent. And like the ops in New York, Chez management feels that fall biz will be way up.

In the Northwest Oregon ops had been hit hard by a combination of factors. The tax, naturally, took a heavy toll, but what hurt almost as badly was the local law forcing rooms to close at midnight. But recently the latter restriction was lifted permitting clubs to remain open until 2:30 a.m. Oregon ops now state they, too, will put on shows that will run into big figures.

All Spots To Reopen

Matt Shelvey, AGVA head, says that there won't be a spot now closed on account of the tax that won't be open in the fall. Performers who have been thrown out of work when the tax shuttered nitery are back in the running. More than 1,000 acts have gone back since the 20 per cent figure went into effect. And before the year is over this figure should grow by leaps and bounds. Agents are also unanimous in saying (See **CLUBS JACK UP** on page 28)

Entertainment Industry Exemption From WMC Rule Covers All Show Business

Clubs, Radio, Theater, Restaurants—All Included

NEW YORK, July 22.—The exemption of men in the entertainment field from the provisions of the War Man-Power Commission referral system as granted in the New York City area is of considerable importance nationally. Forecast in the July issue of *The Billboard*, the ruling specifies that all men employed in the entertainment industry will not be required to get permissions from the War Man-Power Commission when they want to change jobs. As long as the worker stays in the entertainment field no permits are required. Workers leaving es-

Names and Nags

NEW YORK, July 22.—Abby Greshler insists the following is true and cites himself as the guy it happened to. Seema he was outside of the RKO Building and the boys in the lobby were all hot and bothered about a hay enter called Music Hall. Abby, who can tell a hunch if properly approached, put five bucks on the horse. It paid off \$18.40.

That same afternoon he went out to the National Biscuit plant to talk showbiz with the cracker makers and discovered that the guys there were putting their dough on another carriage puller called Miss Biscuit. Greshler, who was already hunch-conscious and by this time was rolling in mola, proved his favorite hockie and played the horse across the board—five bucks worth.

"'N' wadda ya think happens?" exclaims Abby gleefully. "It paid \$18.10 to place 'n' \$8.30 to show."

A. C. Earle Sold As Site for Stores

ATLANTIC CITY, July 22.—Warner Bros.' Earle Theater, originally opened in 1926 at a cost of \$1,000,000 to give the resort a de luxe vaude house, but turned out to be a turkey, was sold by the movie chain last week to the Southwestern Market Company, which proposes to raze the building and improve the site with new stores. House is located away from the Boardwalk on Atlantic Avenue, resort's main business thoroughfare. Purchase price was \$135,500.

Warners reopened the house in the spring for a policy of picture revivals. When first opened in 1926, house played the first-run flickers plus big-time vaude, but with little success, and darkened about a dozen years ago. Later, house was leased for legit, burlesque and even for grand opera. Most successful operation was two years ago when the army air forces used the theater as a lecture hall.

Earlier this month, Warners peddled its Earle Theater building, Philadelphia, to the W. T. Grant chain stores, which will raze the building to set up a department store on the site.

Blind Date to Capitol

NEW YORK, July 22.—*Blind Date*, radio show, which has been playing the RKO houses in the East, is skedded to come to the Capitol, New York. The package with Ariene Francis will open at the Metro Flaghouse after Horace Heidt run is finished.

Live Talent Returns to 3 Philly Clubs

Nabe Nitery Shows Back

PHILADELPHIA, July 22.—In spite of poor after-dark business, and with cooling systems failing in face of the heat wave, past week marked a spurt in nitery activity. As a result, this week sees the return of floorshows to three nabe niteries, cut down originally because of the federal tax.

Tom O'Byrne has returned floorshows to his Cadillac Tavern, with Dick Thomas heading a show that takes in the Two Zephyrs, Judy Willbur and DeTrotter and Mimi. Joe DeSimone, in buying the Yacht Club, junks the musical bar policy and returns floorshows to the spot, with Raps and Taps topping the first revue. Sun Ray Gardens, which also junked the floorshows in favor of the musical units, brings the floorshow policy back, with Agnes Willis returning as emcee.

Benjamin Franklin Hotel shutters its Garden Terrace August 26 for alterations, reopening September 5. Fall date will find the return of floorshows to the hotel room, management figuring on bringing in another ice show. States recently closed an 18-month run there. Frank Palumbo's theater-restaurant, closed for the hot months, indicated that reopening will be September 4, with a name floor policy in force again.

City of N. Y. Seizes Clubs in Tax Dispute

NEW YORK, July 24.—Owners of New York niteries are huddling with attorneys in an effort to come up with an answer that will remove the "custodians" now installed in their clubs and avoid payment of sizable sums claimed due on account of city sales tax. Saturday (22), at dinner hour, officials of the city of New York moved in on a number of local clubs, including the Stork, Copacabana and La Vie Parisienne, demanding payment of claims for alleged shortages in city tax. When club owners refused to ante up forthwith, the city technically took over the operation of the clubs and installed a custodian as representative and protector of the rights of the municipality. Big squawk from club owners is that custodians collect buck an hour, which owners must pay.

Claims come after many weeks auditing nitery books and, according to city officials, are based on law giving city breakage. Clubs estimate tax to even cents in collecting from customers, and in past are reported as having paid city per cent on total sales. The difference between collection and payments or breakage, is said to be basis for present claim.

Bill to Stork is \$186,000, covering six years back. Copac check is \$7G.

Last Frontier Books Name Acts for Season

LAS VEGAS, Nev., July 22.—Ramona Room of Hotel Last Frontier here is taking no chance on talent and is booking well in advance.

Handled by Maxine Lewis, acts to play the spot include Ethel Shurtz, opening August 4; Low, Hite and Stanley; Loria Lee, and Stewart and Lea, August 18. Miss Lewis will appear on the show opening September 1 with the Cappy Barri Boys. Harry and Polly Carroll are inked for October.

Dave Apollon and Company and the Duncan Sisters are also slated to play the spot soon.

(See **Industry Exemption** on page 28)

NIGHT CLUB REVIEWS

Grand Terrace, Chicago

Talent policy: Dancing and floorshows at 11, 1 and 3. Production: Vivian A. Taylor. Management: Charles A. Taylor. Prices: Minimum, weekdays, \$1.50; Saturdays and Sundays, \$2.50.

The opening show at the Grand Terrace, dark for past three years, didn't seem to click with the audience when caught. Tho the entertainers strived to please they lacked the punch that makes good entertainment, which was probably due to the quick opening and lack of rehearsals.

Headliner Billie Holiday failed to dish out in her regular style. Sang two numbers, *In My Solitude* and *No Love, No Nothing*. Came back for an encore of *Do Nothing Till You Hear From Me* and only received a fair applause. Gal appeared as if she was singing because she was under contract and was glad when she left the floor. Two Aristocrats, dance team, did a fair ballroom routine but lacked color and rehearsals, which resulted in many mistakes.

Jessie Davis, tapster, however, proved that he was a good dancer, executing intricate steps and clever splits. Everett (Baby) Seals added some comedy with his pantomime and clowning in a black-out number, supposedly built around a what happens in a clip joint. Panto was very fair and didn't impress. Two Bits of Rhythm, gal tap duo, did a neat job of dancing. Worked hard and gave the show its badly needed action. Marie Haynes, fan dancer, offered a nice fan novelty and then broke into a hot jungle routine. Lonnie Johnson, singing guitarist, warbled *I'll Get By* as well as a race number. Lad bowed off to a nice hand. Charles Calloway also came in for some warbling. Did *Lovely Way To Spend* as a backing for a production number.

Darlings of Rhythm, all-girl ork with (See GRAND TERRACE on page 27)

Oval Room, Copley Plaza, Boston

Talent policy: Dance band and floorshows at 8 and 11:30 (Saturdays, 10:45). Owner-operator, Hotel Copley Plaza (Newton L. Smith, managing director). Publicity: Herbert Frank (Hershon-Carfield Agency). Prices: \$2 minimum; \$1 cover after 10.

While quite suitable in general aspect for a plushy atmosphere, the new show at the Copley Plaza, featuring ex-ballet dancer Bernice Parks as a singer, and tap dancer Johnny Mack, is definitely low-voltage entertainment. Billed as "The Fashion Plate of Song," Miss Parks is perfectly dressed for the room and makes a stunning appearance in highly chi-chi togs. Johnny Mack's stylized taps are fine.

Miss Parks reveals at once her training as a dancer. She moves freely and easily about the stage sometimes carrying a hand-mike. She even indulges in a few "grinds" that would do credit to a burly queen. But she is overdressed (green satin Empire period gown, for instance) both for the torchy numbers she sings and for her style of deportment, which should be toned down for the Oval Room.

Vocally Miss Parks is well equipped. Her voice has good range, from clear soprano to a low throaty contralto. But she falls into parlando occasionally and she needs some coaching. Fine niterly voice and personality, however. Follow *The Girl* made a good, swingy opener, and *Sugar Hill* was pretty tenuous. As with several of her numbers, it is an over-extended production. Another example is *Victory Garden*, a miniature production about a pansy government agent. It was both dull and in bad taste. *Do It Again* was a poor selection for the town's classiest spot. *Embraceable You* was better, but made overly showy. Miss Parks hits

Percenterers Require Licenses In NYC, Says Commish Moss

Must take out employment agency permits and commissions for job-getting can't run over 5 per cent—AGVA says 10 per cent okay for extra services

NEW YORK, July 22.—Unlicensed fee splitters are in for a flock of headaches once Commissioner Paul Moss catches up with them, it was learned last week. There are many per centerers running offices in New York without an employment agency paper, under the assumption that the law doesn't apply to them. Among these are some of the large talent agencies, whom, it is said, feel that the services they offer need not be covered by any New York City permit.

Chief reason for failure to get a license is the difference in commission permitted. The AGVA franchise, for example, says in effect that agents can charge up to 10 per cent. Commissioner Moss's office says no more than 5 per cent can be the bite. AGVA says the added 5 per cent is for added services.

City Gets List of Agents

Vincent D. Calenda, legal advisor to the Department of Licenses, admitted

the high spot with a 100 per cent register in *I Wanna Get Married*. Here she would give Gertrude Nelson a run for her money. Arrangement was well.

Johnny Mack's style is still in flux; hence he dances with snatches here and there of Astaire, Robinson, Jack Donohue and other greats. But his technique is clean and sure, his routines nicely varied and his style pleasantly unburied. Routine with drum sticks sets well with audience. Impression of Bill Robinson dancing to *Tea for Two* very neat.

All told the show is mildly diverting, tho not completely satisfactory. Harry Green's ork competently supplies tunes, both for show and dancing. Bill Riley,

that a drive to bring unlicensed fee splitters into the fold is underway. The first step has already been taken when Calenda requested Mortimer S. Rosenthal, associate counsel for the AGVA, to furnish him with a list of unlicensed agents. Rosenthal said that no agents are issued franchises without a city license. He admitted, however, that there are a number of per centerers who do not have such licenses, explaining that many of these got their AGVA franchises long before the city required them to have licenses.

According to Calenda, an unlicensed agent besides facing a jail sentence or fine, also has no standing in court. An act of his can leave him at any time no matter what contracts have been signed. More than that the act can flatly refuse to pay such an agent and the agent will have no redress in a court of equity.

Everybody Needs a License!

Occasionally a lawyer, voice teacher or personal manager gets jobs for his clients. For some reason, says Calenda, these people feel they need no license. "If there are any such, they can stop disillusioning themselves."

He also pointed out that a license taken out now, tho it may avoid future penalties, doesn't protect agents for deals in the past. No matter how long an act has been with an agent, no matter what kind of a paper has been signed, if the agent didn't have a license at the time deal was made the act can walk out and all the agent can do is yell "I've been robbed."

License costs \$25 a year plus \$1,000 bond.

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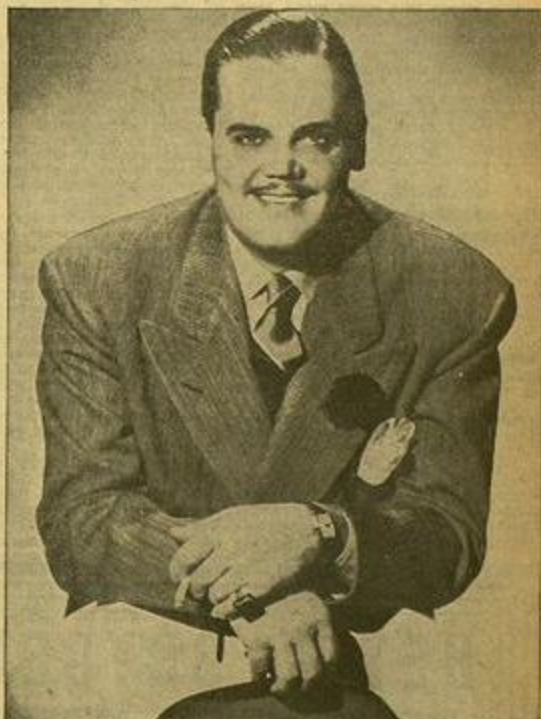
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Loew's State, New York

(Reviewed Thursday Afternoon, July 17)

Current stage show leans strongly on singing. Singing, if it's good, doesn't go so bad, but if it's mediocre and comes in bunches, the result is anything but pleasant.

Top hands went to Irving Caesar (Irv Marks on piano). Songwriter proved a top seller with practically every number. His nostalgic warbling of some of his old pops drew good mites. Showbiz knows him best for his songwriting, but the public remembers him for his Safety Songs. So latter numbers won him the best applause. As a stage attraction, Caesar knows how to handle himself. His arm waving delivery, gags and bits of business got over with plenty of zing. For show purposes his Russian number (written by him for Willie Howard) proved the top seller. Caesar's *White Man's Burden*, an overlong flag-waving number can turn out to be a good money maker, but not at his hands.

Coley Worth showed little new since his last engagement here. His half-sidde, Inner Sanctum and Groucho Marx bits are all the same but drew titters from the hand-sitting crowd. Coley's gags are still on the aged-in-the-wood side. Delivery is good and he ought to capitalize on it by investing in some new material. Bits with wife (Marcia) were on the blue side but drew yawns.

Ann Lester, a bunette of the shouter voice school, might get somewhere once she decides what she wants to do. Lunges are good for torcheros but gal decided to lean heavily on ballads with special arrangements. Some of the notes were apparently beyond her reach as evidenced by voice breaking two or three times. Best number was *Bub-Nickel* after which canary should have walked off. Instead she came back to do some old-time pops which slowed her down to a crawl.

Dave Apollon (held over from last week) added one new bit to his routine, a *Four Ink Spot* gag with an aside which got a good reception. Apollon's full routine was reviewed in *Billboard*, July 22.

The Graysons, acro team, open the bill. Male is a tall, dark guy and gal is a slight blonde who works nicely with her partner. Team does okay with its standard acro bits. But while work is good so far as ability is concerned they fall down where showmanship is concerned. Change of pace never varies. Changing pace and building up their top bits to better timing should help.

Pic. *White CH's of Denver* (second week). Biz fair. Bill Smith.

Olympia, Miami

(Reviewed Wednesday Afternoon, July 19)

Everything goes on this week's bill from a fire-eater to a pair of trained monkeys. As a whole, the show is satisfactory.

The Winters Sisters a trio of fems, boofers above the ordinary, mixing in some acrobatic twisters, earn several bores.

Manuel Viera has a pair of well-trained monks, together with two jumping dogs. Good patter helps put the act over to a nice hand.

Marion Coidy emcees. Thrush is good locker, with plenty of personal charm. Slings oldsters and for encore, *Is You Is or Is You Ate's*, well liked.

Dick Leslie is a comic that the customers were slow warming up to. Experience should teach this boy a lot. Impersonation of a souze radio an (See *Olympia, Miami* on opposite page)

VAUDEVILLE REVIEWS

Capitol, New York

(Reviewed Thursday Evening, July 20)

In what is probably one of the most favorable circumstances for any band to head back into the Big Time, Gene Krupa's present Broadway showing takes place. The drummer man, recently freed of federal charges, and now fronting what is easily the best band he's ever had, makes the most of some 25 minutes of uninterrupted music by Krupa. Unlike many other orks at Broadway houses, Krupa's band is the whole show, and he gets a chance to dig into his library and hit pay dirt.

Ork only does four shows a day, because MGM's 169-minute, *Since You Went Away* is the pic. But in those four shows Krupa demonstrates that he's still the prime showman he always was. He's got a flare for the unexpected, both musically and otherwise, and when he's thru, the payees can't complain about a thing. In many cases, the theater usually attributes a high take to the film where a band and a good pic appear on the bill. Here, Krupa will play no mean part in the skysward b. o. that's sure to result.

General impression, when informed that a band is only going to do a 25-minute show, his ork won't have a chance to get in his links. But that assumption is proven wrong. For, with no other acts to get in the way, the customers get a minor Broadway production. It's ably paced and staged by Alan Zee, breaking in as Capitol producer. Zee can take a bow for this one.

Krupa seems more youthfully contagious than ever before, and this latter trait is customer catching. Whether on drums, which duties he divides with Joe Dale, or up front clapping his hands or stomping around, he's got all eyes on him. The band, made up of top sidemen, numbers seven brass, five saxes, nine strings and four rhythm. Add to that five vocalists, Peggy Mann and the Four G Notes, and there's as many as 30 people on the stage at one time. It's quite a nut for Krupa to carry, counting managers, publicity, etc., but he's getting close to \$10,000 per week, and should be here for two months.

In 25 minutes band does nine numbers, four backing vocalists, five on their own. First two demonstrate versatility, switching from *St. Louis Blues*, to an authentic-sounding rumba version of *Amor*. Brass section is sparked by first trombone man, Tommy Peterson, who gives the whole trumpet-trombone combo plenty of lift and drive. Between him and Krupa on rhythm, band gets up an exciting beat, and maintains it all the way thru.

Other three tunes are specials. *Deep River*, featuring Peterson, *Bolero* in the *Jungle* and cleaner-upper *Drum-Boogie*, they all click. In *Bolero*, tiny drums in front of each man (an old Krupa custom), light up in different colors, with stage lights low. Krupa solos on a tom-tom drum with his hands, kids in the audience eat it up, as do adults, for it's first-class showmanship. Entire show gets a final kicker in *Boogie*, when after a jump band intro, stage is blackened, and only Krupa is spotlighted. Lights show on the backdrop two huge clearly outlined shadows of him hitting the hides.

Peggy Mann, gal who's been around with plenty of bands, handles both ballads and rhythm tunes well. Warbling *It Could Happen to You* and *Hed To Be You*, she's a singer who phrases well and (See *Capitol, New York* on opposite page)

Oriental, Chicago

(Reviewed Friday Afternoon, July 21)

Ted Pio Rito plus *Caprice Chinois*, all-Chinese revue, and Cordyn and Sawyer as the added attraction is the triple-threat bill at the Oriental Theater this week. Pio Rito, who only shared 24 minutes of the one hour and 15-minute show, does a fine job, cramming plenty of music novelties, and singing into that short space of time. Music session was concentrated on the specialties of the maestro, singers and sidemen. Sammy Skolnick, trumpet, did a good solo of *Do Nothin' Till You Hear From Me*, Mal Stephen, lead trombonist, scored with *Melancholy Baby*, and Frankie Sooolow, tenor sax, drew heavy applause for his solo work. The sax section (5) also shared the musical honors with an original version of *One o'Clock Jump*. Pio Rito held the spotlight with his pianatics, dishing out a medley of songs he wrote during the past 15 years.

Cordyn and Sawyer, gal duo, who are making their first theater appearance here, show-stopped with their antics and song patter. Cordyn carries the load with her many expressions and contortionist movements. Sawyer, who plays the straight part, also does a graceful cape dance, finishing with a burlesque touch by her partner. Team has a good flare for comedy and create plenty of laughs. Bowed off to a heavy applause.

Second half of the show featured the Chinese revue, a colorful production that has a touch of the n. c. style. Hit of the revue is *Kim, magi*, who drew heavy hitting for his Oriental tricks. Others include Peter Chan, who acts as emcee, sings and also doubles on the accordion. Does Chinese version of *Paper Doll*.

Mel Lings add color to the show with their graceful ballroom dancing. Team makes a fine appearance and are accomplished dancers. Wong Sisters appear in a smart jitterbug-tap routine which has plenty of class, stepping is fast and well executed.

Kathryn Lee Chang's song styling makes a good impression. Gal has personality and a fine pair of chords. Did two numbers that clicked with the audience. Show is well balanced and offers plenty of variety. Pacing is fast and holds the attention thruout the entire performance. Pic. *Secrets of Scotland Yard*. Jack Baker.

Music Hall, New York

(Reviewed Thursday Afternoon, July 20)

Titled *Sky High*, the bill is good enough even if it does not approach the altitude designated by the title.

Opening the stage show the Music Hall glee club presents Richard Rodgers and Oscar Hammerstein II's *We're On Our Way*. An acceptable G. I. number, Edwin Steffe, soloist, did fairly well with it, altho most of the time the effectiveness of Hammerstein's lyrics were lost due to over-emphasis from the ork or weakness in the public-address system.

Settings and background were dramatic and drew applause.

Titled *Queen of the Night*, the Rockettes' number was well staged. Assembled in a huge florist's box, a group of the dancers made a beautiful orchid display, almost as striking as the final scene when the entire group assembled to appear as a mass of the expensive flowers draped from the shoulder of the figure of a woman at the rear of the stage. The precision dances were well received.

Wally West, comedian, got a variety of audience titters and some heavier laughter with his impersonations of celebrities known to radio listeners.

Choreographer Florence Rogge produced one of her better efforts in *Poets of the Dance*, utilizing the Corps de Ballet, augmented by the Rockettes in ballet dress. Ballerina Patricia Bowman drew applause for a competent performance, but the most spontaneous mixing came for the ensemble work, which in several cases was quite striking. The Chopin music around which the ballet was built was a bit different from previous presentations of the corps de ballet, and presented opportunities which were not neglected by Miss Rogge.

The stage show ran 26 minutes. Pic. *Dragon Seed*. Long lines for opening day performances. Larry Niron.

Chicago, Chicago

(Reviewed Friday Evening, July 21)

Current show is a thoroly entertaining bill, headlining the Four Ink Spots, the Shyrettos and Fred and Elaine Barry supporting. Closers are the Ink Spots, who carry away the honors. *Did Jaws Bite, Will Get By* and *Don't Sneezeheart Me*. Bill Kenny's tenor voice wows with his ever-popular *If I Didn't Care*.

Deek Watson, who handles the blue pants, and deep pattered voiced Happy Jones, also came in for a good share of applause. Audience called for more and boys had to beg off after a thank you.

Arthur Blake, satirical Impressionist, did a fine job in impersonating movie personalities. He also does a good burlesque of Bette Davis, which received plenty of laughs. Lad has technique. Bowed off after three curtain calls.

Fred and Elaine Barry, terpseters, presented several dance routines that were well received. Display polish and grace in their neatly executed ballroom numbers. Rated a good hand.

The Shyrettos, two men and an orb-filling blonde, opened. Did well with their comedy and difficult balancing on bikes and unicycles. Gal member is unusually clever, performing many feats with her partner on the two-wheeler. Is a flash act that merits attention.

Show opens nicely with Lou Breese and his ork playing *The Post and Feast*. Number is dished out in a classic vs. jazz style. Leading off with a fine symphony arrangement then breaking into a sharp swing bit. Later in the show they do *Milkmen Keep Those Bottles Quiet*, featuring the hot trumpet playing of Porky Panico.

House opened good. Pic. *Going My Way*, now in its seventh week. J. B.

DOUBLE OR NOTHING going into the Coliseum Room following Myra. PAUL WINCHELL goes into Loew's State August 10.



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RKO-Boston, Boston

(Reviewed Thursday, July 20)

For a long time stage and screen people have been picking up shekels in radio. But just recently the situation has been reversed and legit and vaude houses have profited considerably by the booking of radio stars. *Blind Date* (Blue Network show), which recently played the RKO-Boston here, was an example. Another is Jackie Keik, the Homer of the Aldrich Family program, who went over socko in a show starring Frankie Carle's band.

Show includes, beside Carle's fine band, three vocalists, guitarist Lee Colombo, pert Phyllis Lynne and newcomer Paul Allen, the stock variety act of Dick and Dot Remy, and Buster Shaver with his midget dancers, Olive and George. It adds up to one of the best all-round bills of variety entertainment seen here in a coon's age.

Keik's act starts at a leisurely pace and builds to a nice finish. His material is good and needs only a small amount of editing to make it practically perfect. Delivery is sure and unburied, nicely balanced for effectiveness. Essence of act is kidding of himself as Homer Brown. He then launches into a skit about how he fails to make headway with his girl because she can think of nothing but Sinatra. And it's sung to the tune of *Holiday for Strings*. Fairly brought down the house with: "You know Sinatra used to be a waiter. But he didn't have strength enough to pick up the tips." Nitery ops should see him.

Outstanding in the show was Paul Allen, a near six-foot-three-inch baritone who uses a big warm voice with style and taste. He ought to go places. *I Love You* had real feeling, without sentimentality, and a new piece, *I Had a Talk With the Lord*, story of a Bougainville marine, was given honestly. It's a new candidate for place formerly accorded *Comin' in On a Wing and a Prayer*.

Dick and Dot Remy and Buster Shaver

Mental Exercise

NEW YORK, July 22.—A couple of the boys at AGVA were arguing about Myrus's membership status. One claimed he's paid up; another said he's not even a member. One piped in that Myrus (billed as the wizard of Mental Telepathy) doesn't know himself if he's paid up, or even a member.

Mort Rosenthal, legal brains of AGVA, chimed in at this point. "The guy must be a fine mental wizard when he can't tell if he's a member or not."

and his pals score as usual. The Frankie Carle band gets better each time it makes the circuit. Arrangements have a fresh, clean style; musicians are expert and play without breaking the eardrums; Carle's piano tinkling gets more and more satisfying. Pic was *This Is the Life*, and business at opening was solid, especially considering the dog days.

Bill Biley.

Orpheum, Los Angeles

(Reviewed Tuesday Afternoon, July 18)

Bill Robinson, Buck and Bubbles, and Tiny Bradshaw and orchestra are billed in this order here this week. While the show is packed with sepien talent, there was no push for seats at the opener. With deletion of a band number, Robinson cutting down his time, and a general tightening, show should be pretty solid. It wasn't too closely knit for the opener.

Bradshaw emceeds in a Coney Island talker fashion and his announcements are repetitious. Musically, the band does fine. Band (six brass, five reed and three rhythm) follows the opening theme with *C-Jam Blues*, then hitting out on *Holiday for Strings*, featuring well-blended muted brasses. Bradshaw's vocals of *After You've Gone* is followed by a neat arrangement of *Rhapsody in Blue*, the drummer, Earl Walker, putting in a good beat here. Bradshaw's vocals on *Chicken Ain't Nothing But a Bird* were well received. *C-Jam* is handled with a lot of antics which the band is unable to follow in later tune renditions. Having shot its wad at the outset, band is up a tree. A fast two-minute would have sufficed and left something up the sleeve for later, when it was needed.

Buck and Bubbles go well: their banter and pianologs are good. Buck's ivorizing is short. It could have been given more prominence.

Hefty June Richmond gets off to a slow start on *I'll Be Seeing You*. Tune is not for her, yet she works hard to put it over. Her interpretation of an opera singer doing *Darktown Strutters' Ball* is more up her alley. *Hif That Jive, Jack* is it. *Jive* is strong for her, and brings her back for *You Made Me Love You*. Mugs effectively and is a first-class entertainer.

Bill Robinson's "symphony soft-shoe dance" and eccentric tap, the latter to *In An 18th Century Drawing Room*, bring down the house. Bo-Jangles is still a top stepper. His routine as he will do it 40 years from now is good. His banter garners some laughs but it's corny.

Opening house well filled. Pic, *Call of the Jungle*, with Ann Corio.

Sam Abbott.

CAPITOL, NEW YORK

(Continued from opposite page)

Intones nicely. G-Notes, three males and a fem, are standard quartet. They look well, do two rhythm tunes and bow off to good returns. Vocally, the band is quite adequate, and there's almost relief to be found in the absence of a male singer.

Music dished up here is strictly for show—and this is a distinct feather in Krupa's cap, for he's one band leader who doesn't do a stage stint just repeating what he would do on a dance floor—but it's easily discernible that the band will do plenty well either on locations or one nighters. Musically, the arrangements used were supreme, denoting taste, and Krupa got plenty out of ballads as well. There's always a heat that's rockin', which makes for good dancing, and with the Krupa man to get hot on drums, the band will make plenty of moola all ways. Paul Secor.

Follies, Mexico City

(Reviewed July 12)

The Follies, Mexico City's leading two-day vaude house, is packing them in. Average show consists of a dozen acts, a line of 12 and good ork music. The theater's 1,500 seats are nearly always filled when curtain time arrives. Average price of admision is 2.50 pesos (50 cents).

This week's show is topa. After a couple of peppy numbers by a 12-piece band, line gives out with a snappy number, followed by ace American contortionist, Jacqueline Joyce. It was practically a home-coming for Jacqueline, who recently finished a 27-week consecutive booking at the same theater. The Jitterbugs, consisting of three couples (Chinese, American and Mexican) just about tear the stage apart with their dance antics, and were followed by the Panucos, sister act, who rated heavy applause for their singing and playing of several musical instruments. Blanca Negri, Spanish spitfire, brought the house down with three solid Spanish songs.

Second half opened with slow number by the line, followed by 15 minutes of top comedy offered by Tin-Tan and his partner, Marcello. Tin-Tan, youthful zootsuited comic, brings the house down with his Pachuco type (half English-half Spanish) songs. His imitations are in the groove, and his take-off of an operatic soprano doing *Cheri Berti Bien* just about makes Tin-Tan a national hero. He's in his 29th straight week here, and there's no end in sight. Anita Muriel, Argentine singer, does a couple of so-so numbers.

Four Aces, Cuban acros, are crowd pleasers as they make tough tricks look easy. Padilla, local comic, is on next with a company of five doing a doctor's office number that smacks of burlesque. The crowd eats it up. Mary Lou, cute kid of 16 from radio, does a bolero and blues number.

Rosita Segovia, lanky, dark-haired dancer from South America, handles a couple of gypsy numbers that rate 100 per cent with the crowd. She's making her debut in Mexico and it looks like she'll be around. Line girls close with a snappy dance number, which spotlights them at their best. Ruddy, juggler, didn't show because of illness.

Shows are held at 7:30 and 10:30 nightly, with an extra 4 p.m. show on Sundays. Owners are Cesar Guerra and Americo Mancini; Marcelo Chavez is stage director and Rafael Rodriguez handles the dances.

Dennis Landry.

OLYMPIA, MIAMI

(Continued from opposite page)

bouncer beat he offers and proves a show-stopper. Beg-off talk is funny.

Char Chase, panto-comic who has been around a long time, eats his way to a hit. Lighted matches, cigarettes, paper, flowers and many other trifles satisfy his appetite. Stuff a little on the blue side, a strip-tease bit wors customer. A Russian dance is a sock close. A great act.

Pic, *Double Indemnity*. Big very good.

L. T. Berliner.

Follow-Up Review

LA VIE PARISIENNE, New York: The tall, dark, exotic Luba Malina, who doubles in here from *Mexican Hayride*, appearing for supper only, is definitely a click at the spot. Punching out numbers sans mike, Miss Malina demonstrates top selling ability. On looks the gal registers well with the chair warmers. On delivery she lives up to her looks.

On night caught Tuesday (15) she opened with a throwaway, then followed with *Nina From Pasadena*, *I Wanna Marry, There Must Be Someone* and finished with a Russian double talking version of *Mamma Done Tole Me*. Where tune calls for voice the gal shows good pipes. When number demands comic interpretation plus acting ability and bits of business, Miss Malina demonstrates considerable savvy.

Whoever wrote canary's material knew his job. Gal would be a sock act for any class room.

Bill Smith.

WESSON Brothers open at Ches Parce, Chi., August 31. . . JOE E. LEWIS starts at Troika, Washington, September 6. . . FRANK PAY current at Rio Cabana, Chicago. Comie's West Coast radio deal postponed.

Rule B Violations Reported to AGVA

NEW YORK, July 22.—Violations of rule "B" concerning the 15 per cent commision where two agents participate have reached such proportions that AGVA is gathering documentary evidence on which to base formal charges when it presents its case to the Artists' Representative Association in the immediate future.

Worst offenders according to well-informed sources, are not the smallest, but the large agencies who at an ARA meeting only a few weeks ago voted unanimously to continue the 10-5 split. But despite the all for one and one for all voting at the meeting, observance of the regulation is already a dead letter if complaints of higher percentages registered with the AGVA are any indication.

AGVA, it is understood, feels quite strongly on the matter. It has compiled a long list giving names, dates and places. And even if an agency can worm out of one violation it cannot twist out of all, AGVA spokesmen say.

If violation is proved, an agency may have its franchise suspended, a heavy fine assessed and in some cases franchise may be permanently revoked.

GRAND TERRANCE

(Continued from page 25)

the exception of one man, played for the floorshow as well as dancing. Instrumentation: Four reeds, piano, bass, drums, three brass and two trumpets. The line of girls appeared in three production numbers. Co-ordination only fair.

Jack Baker.

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Strong Bills Hike Grosses For All Broadway Houses

NEW YORK, July 22.—Good weather plus strong bills pulled practically every vaude house on the Stem up from previous week's takes. Only one, the Music Hall, dropped. But even there the last week of the old bill did handsomely.

Radio City Music Hall (6,200 seats; house average, \$100,000), for the third and final week with Don Cosack Chorus, Russell and Renee and *Once Upon a Time*, took in \$101,000 as against \$111,000 for the second week. Opener brought a near record high of \$130,000. Gross for entire run was \$342,000.

Roxy (6,000 seats; house average, \$75,000), for the opener with Duke Ellington ork, Ella Logan, Jerry Lester and *Take It or Leave It*, got \$77,000.

Paramount (5,654 seats; house average, \$75,000), with Jerry Wald ork; Perry Como, Mr. Ballantine, Oxford Boys and *And the Angels Sing*, took in \$77,000 for the initial week.

Capitol (4,627 seats; house average, \$55,000) counted \$58,000 for the fifth and final week of Sammy Kaye's ork, Paul Winchell, Three Ross Sisters and *Two Girls and a Sailor*. Opener was \$88,500 followed by \$71,400, \$78,000 and \$57,000 successively. Current bill has Gene Krupa's ork and *Since You Went Away*. Strand (3,779 seats; house average,

\$45,000), with Vincent Lopez ork, the Pitchmen, Hal Sherman and *Merik Toasts*, collected \$39,500 for the first stanza.

Loew's State (3,500 seats; house average, \$25,000) tallied \$37,000 for Dave Apollon, Bomo Vincent, Lois Andrews and *White Cliffs of Dover*. Previous week's take was \$33,000. Current bill has Dave Apollon, Ann Lester, Coley Worth, Irving Caesar and *White Cliffs*.

30G for Rochester And Sherwood; Near Detroit House High

DETROIT, July 22.—Gross of \$30,000 was rung up by Rochester, playing with Bobby Sherwood's ork, at Downtown Theater (2,800 seats; house average, \$23,000) last week, setting the second highest mark since the house opened, topping \$29,000 made by Ted Lewis two weeks earlier. *Good Night, Sweetheart* on screen. Business in town generally on upgrade in first-run pic houses, due to cooler weather. Current show, Bob Chester's band and *Guy '90s Revue* started off slower and is expected to gross around \$24,000. Show appears to appeal to two extremes—older folks and the young crowd, with in-between crowds not turning out in usual numbers.

CNS Barn Dancers Chalk \$21,000 at L. A. Orpheum

LOS ANGELES, July 22.—CNS Barn Dance, with Smiley Burnette and Tex Ritter, drew \$21,000 at the Orpheum (2,200 seats) week ended Tuesday (18). Figure is considered good here but much more was expected from this show. Talking off strong opening day, patronage fell, but staged a comeback Saturday night.

Also on the bill were the Foy Willing and Elders of the Purple Sage, Carolina Cotton, and Cottenseed Clark. Pic, *The Yellow Rose of Texas*.

House charges 93 cents tops.

Johnny Richards Ork Does 9C at Bridgeport

BRIDGEPORT, Conn., July 22.—Johnny Richards, making his first appearance in the East, did fairly well at Pleasure Beach Ballroom here last Sunday (16), drawing 750 persons, and with admission at \$1.20, grossed \$900. Band well liked, according to Managing Director Perry Rodman.

Monroe drew largest crowd of season so far at same spot July 9, drawing 1,482 persons for a gross of \$2,498.40.

Lyman Good 28G Hub RKO

BOSTON, July 22.—Abe Lyman didn't touch his last year's record of near \$35,000 at the RKO-Boston for the stanza ended July 19, but considering everything, he did okay, with \$28,000 in the till. Show got okay reception. Gene Sheldon got top billing and credits. Featured were Rose Blane, Frankie Connors, Bob Dupont. Sing a Song With Lyman contest helped to spark show. Flicker was *Ghost Catchers* with Olsen and Johnson.

Frankie Carle opened Thursday (20), with Jackie Kalk, the Homer of radio's *Aldrich Family*, featured, Sammy Kaye and ork due July 27.

Here and There:

GAPPY BARRA Boys in for four weeks at Blue Room of Hotel Roosevelt, New Orleans. . . BILLIE HOLIDAY and Andy Kirk's ork to share the spot with the Mills Brothers at Club Plantation, St. Louis, September 1. . . CAROL JOYCE and Dick Hutton filling in between dance acts at the Mohawk Cafe, Boston. ELEANOR FRENCH and Johnny Mack go into the Baker Hotel, Dallas, after winding up at the Civic Opera, that city. . . PADDY CLIFF at Beverly Hills Country Club, Newport, Ky. . . JEAN COLLINS begins at Steel Pier, Atlantic City, August 8 with De Artega's ork. . . THE HERZOGS join the *Roller Skating Veneties* in Montreal September 2. . . BLAIR AND DEANE and Jane and Dodge now at the Clover Club, Miami. . . JULIO AND JEAN TUDELL winding up at Palomar Theater, Seattle.

LEN MAYFAIR, ex-ork leader, now a fee splitter with Creative Entertainment Bureau, Philly. . . THE BORDENS at the Continental Club, Chesapeake, O., after working most of the season in Miami. . . ROY ROGERS gets a six-week holdover at the Walton Roof, Philly. . . ARNAUT BROTHERS begin three-weeker with Charlie Spivak's ork at Chicago August 18. . . CY REEVES goes into the Carman, Philly, August 18. . . CONGEROO DANCERS start three-week date July 31 at Three Sixes Club, Buffalo, September 7.

SID TOMACK into the Chase Hotel, St. Louis. . . PATRICIA KING on the Shell show which plays army camps. . . SHEILA VAGELLE, first opera singer to appear at the Casino Theater, Toronto, being held over.

CUBAN DIAMONDS into the Clover Club, Los Angeles. . . TYLER, THORNE AND ROBERTS set for Club Candy, Syracuse, beginning July 24. . . DAVE KARR, Betty Hampton, Charlotte Payne, Dolores Abbott, Ronnie Gilbert and Peggy Hayden scattered around the country on USO chores. . . ROSE MARIE into Slappy Maxie's Hollywood, late in August. . . LIVIA CHILDS current at Silver Rail Club, Utica, N. Y. . . FAIRY CUNNINGHAM appearing at Cafe Colombo, Reno, Nev.

THE ALBINS, comedy dance team, linked for the Trocadero, Reno, Nev. . . JOAN SLATER, dancer, skidded for the Paramount Theater, New York, starting August 2.

EDDIE FOY and Cats at the Club Belvedere, Springfield, Ill. . . THE CABINERS joined Erskine Hawkins in

Gypsy Markoff Uses Her Accordion Again

NEW YORK, July 22.—Gypsy Markoff, whose accordion-playing days seemed over after the Clipper crash, is back working with the groan box. Previous appearances since her accident have been without the instrument.

Gal breaks in her new material, with accordion, at McVan's, Buffalo, July 24, where she is billed as an extra added attraction.

Hyers-Harrington Tour

NEW YORK, July 22.—Frankie Hyers and Pat Harrington have pulled out of the 51 Club and are now on a tour of their own. Team opens an indefinite engagement at the 21 Club, Baltimore, August 2.

Comic's deal at the 51 Club called for a salary plus percentage. But after Joe White stepped in and Lou Meyers stepped out a new arrangement was made.

Norman Runs Erie House

ERIE, Pa., July 22.—Columbia Theater, Erie's only vaude outlet, is now under management of L. B. Norman, former stock company player and minstrel man. Norman replaces V. O'Neil now in the army. The L. B. Norman Distributing Company, handling show cards and paper for several years, continues operation. Columbia is a Warner house.

Fay to Copa

NEW YORK, July 22.—Frank Fay will go into the Copacabana when Bert Wheeler winds up there on or about July 27. He is expected to stay in Proser's spot until mid-September when Joe E. Lewis is due.

IN SHORT

Washington, then go to Baltimore and the Middle West. . . VICTOR VINCENT at the Clover Club, Los Angeles. . . DARYL HARPO appearing at the El Cortez, Reno, Nev.

MARTY SCHRAMM and his ork, featuring Jamie Knight, vocalist, are at Club Brazil, Willow Beach, Houston, Pa. New this week are BEN ALDERSON'S Vocalists trio. . . At Hotel Henry, in downtown Pittsburgh, GEORGE WELLS's ork keeps the Silver Grill lively. MARJORIE LONG does the vocals.

CONGEROO DANCERS start a return date at the Three Sixes Club, Detroit, on July 31. . . KAS CAROLE on USO. . . ELLA MAE MORSE set for Midwest houses with the Ada Leonard band, beginning August 1 at the Palace, Columbus. . . JUNE PREISSER joins the Morse-Leonard unit at the Oriental, Chicago, on August 4. . . BETTY JANE HUNT current at the Henry Grady Hotel, Atlanta.

Clubs Jack Up Fall Budgets

(Continued from page 24)

that fall nitery his will be terrific. But here they draw the line between commercial cabarets and the so-called intimate rooms with a one-act policy. The former, they say, are much more concerned with the drawing power of big-name acts. The latter buy one act because of a personal following. As far as the personal following gimmick is concerned, the trade is not optimistic. The heavy spenders who followed an act from spot to spot are now in the armed services. A commercial club isn't concerned with individual followings as it is with name values with a national reputation. And even if such names come high, ops feel that they pay off a lot better in the long run.

Agents say, however, that the big money standard acts got last year is a thing of the past. Seldom would an op haggle over \$50 or \$100. But today if an act asks for \$500 and the op is paying \$400 it takes a lot of arguing to get the difference. And frequently if the act is stubborn it just doesn't get the job. This refusal to pay, say fee splitters, is an attempt by ops to control their expenses. And if the fall outlook proves as good as the trade believes, the expense pruning should lift grosses to very satisfactory proportions.

So in three months' time the wheel has made a complete revolution. Where only a few short weeks ago after-dark bis was believed to be strictly from hunger, today ops, looking forward to the fall, rub their hands in anticipation of the terrific bis they all expect to have.

INDUSTRY EXEMPTION

(Continued from page 24)

to the operation of a theater or a night club is exempt from the law.

So far this new interpretation applies only to New York City area. But, according to Matt Shelvey, national administrator of AGVA, and Mortimer S. Rosenthal, associate counsel, the law stands a good chance of being the pattern for the entire State. The AGVA officials were largely responsible for presenting facts to the WMC on which the ruling was based.

So far as the rest of the country is concerned, each area will have to be tackled individually, said Shelvey. Around Seattle, San Francisco and Detroit, the man-power condition is critical. The lifting or changing of regulations in these zones to help showbiz may take a lot of doing. Shelvey plans to make personal tours of these areas and discuss the problems of the industry with the various war man-power area directors.

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Heidt Good 34G; 'Tars' 64G in Chi

CHICAGO, July 22.—Two vaude-pic houses here went over the top last week, with stand-out crowds paying plenty dough thru the box-office. Chicago Theater (4,000) headline Tars and Spars, plus the sixth week hold-over of the pic *Going My Way*, drew a strong \$64,000. Spot has kept over the \$62,000 mark during the entire run of the pic, regardless of changing the stagers during that period. Current bill, starring the Four Ink Spots, with Fred and Elaine Barry, Arthur Blake and the Shyrettes supporting, and the seventh week run of the pic, opened big, the house being filled at the beginning of the show.

Horace Heidt also drew plenty at the Oriental (3,200), the house hitting a good \$34,000 for the week. New show, headlining Ted Fio Rito and Caprice Chindola, all-Chinese revue, opened slow, but picked up during the second show. Should hit around \$29,000 for the week.

Lena Horne Hits 38G, Teagarden 25G in S. F.

SAN FRANCISCO, July 22.—Lena Horne, the languorous sepiu songstress, made it tops at the Warfield (2,690 seats, 45-65-85 cents) with a bang-up \$38,000 for week ending July 17. Supporting acts measured up well. On the bill were Cassell and Barrett, June Edwards and the Radio Rogues, with Al Lyons, substituting for Walt Boesner, conducting the orchestra. Pic, *Johnny Doesn't Live Here Anymore*.

Golden Gate (2,850 seats, 45-65-85 cents) hit house average of \$35,000 for week ending July 18, with bill including Jack Teagarden and his orchestra, Phillis Lane, Terry Howard with Ralph Rio, Robinson and Martin, Dick Buckley and the Three Wells. Pic, *Marine Raiders*.

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ROUTES

Acts • Units • Attractions

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

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

A

Adams, Joey (Leon & Eddie's) NYC, no.
Akin's, Bill, Pursmore (Indiana) Fort Wayne, Ind.
Anders, Louis (Marie) Phila, t.

B

Baldwin & Bristol (Riverside) Pennsville, N. J.
Barker Trio (500 Cafe) Atlantic City, no.
Barrett, Magbie (Diamond Horseshoe) NYC, no.

F

Faye, Ethene (London Chop House) Cleveland, no.
Fay's, Bob (Rio Cabana) Chi, no.

G

Gale, Gerri (Latin Quarter) Chi, no.
Galin, John (Alpine Village) Cleveland, no.

THE TWO G'S

GLENNA & GAYLE, Piano and Song
HANNA GRILL, Cleveland, O.
MARTY GAINE, Cleveland, Ohio

H

Hale, Freddie (Latin Quarter) Chi, no.
Hansford, George, Family (Fair) Saskatoon, Sask., Can.
Hanson, Dan (Pan-American Room) Chi, h.

I

Ink Spots (Chicago) Chi, t.
Jack, Three, & Joker (Capitol) Washington, t.

K

Kaalhoe, Johnny (Park Plaza) St. Louis, h.
Kane, Johnny (Tropic Isle) NYC, no.

L

Labbe, Paddy (Borsellino's) Cleveland, no.
LaFleur & Madden (Apollo) NYC, t.

M

McHenry, Red (Zombie) Cleveland, no.
Mae, Desmond (Michigan) Detroit, t.

Moore, George (Empire Room) Chi, h.
Morgan, Leonard (El Sandino) Chester, Pa., no.
Moro & Yaconelli (Barley) Washington, t.

N

Nilsson, Walter (Michigan) Detroit, t.
Novellos, The (Hollenden) Cleveland 17-23, h.

O

O'Neil, Danny (Rio Cabana) Chi, no.
O'Toole, Ollie (Capitol) Washington, t.

P

Page, Carol (Mt. Royal) Montreal, h.
Page, Joe & Nona (Tivoli) Sydney, N.E.W., Australia, until Sept. 22, t.

R

Rae & Waterfall (Marie) Phila, t.
Rae & Pedro (Blackhawk) Chi, re.

S

Saloway, Ann (State) Baltimore, t.
Sauer, Gene (Doris) San Antonio, no.

T

Taylor, Frank (Oriental) Chi, t.
Teece, Milt (Dixie) NYC, h.

U

Uhl, Elmer (Montmartre) Phila, t.
Uhl, Elmer (Montmartre) Phila, t.

V

Vallerie, Vic (Sawdust Trail) NYC, no.
Valentine (Carmen) Phila, t.

W

Warren, Annette (Carter) Cleveland, no.
Wayne, Choby (Normandie Room) Cleveland, no.

X

Xanthopoulos, Jack (Theater) NYC, no.
Xanthopoulos, Jack (Theater) NYC, no.

Vincent, Villa (Kit Kat Klub) San Antonio, no.
W
Warren, Annette (Carter) Cleveland, no.

WHITSON BROS. Lenter & Buddy
Curse
Paul Small's Variety Revue, "STAR TIME"
Corran Theatre, San Francisco, Calif.

Williams, Chick (Lenny's) Cleveland, no.
Wicks, Six (Nick) Baltimore, t.

Young Sisters (Carmen) Phila, t.
Z
Zinn, Audrey (Latin Quarter) Chi, no.

Ice Shows
Francy's, Dorothy, Ice Time (Adolphus Hotel)
Dallas.
Hals Off to Ice (Center Theater) NYC.

OFF THE CUFF
(Charlotte from page 23)
the Bill is... RED DUNCAN is playing
the piano at the Tropics...

WINGY MANONE and combo are being
held over at the Jade on Hollywood
Boulevard. Crew now consists of Jake
Flores, trombone; Howard Robbins,

West Coast:
WINGY MANONE and combo are being
held over at the Jade on Hollywood
Boulevard. Crew now consists of Jake
Flores, trombone; Howard Robbins,

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Burka, Judy (Swing Club) NYC, no.
Burton's Birds (El Regis Hotel) NYC, h.

Cahn Boys (Capitol Lounge) Chi, no.
Caesar, Irving (State) NYC, t.

Chase, Catherine Lee (Oriental) Chi, t.
Chic, Paddy (Beverly Hills) Newport, Ky., no.

Dainty Francis (Bijou) Battle Creek, Mich., t.
Dance Sensations (Chicago) Chi, t.

Darcy, Phil (Dubonnet) Newark, N. J., no.
Davis, Kay (Capitol's) Cleveland, no.

Duffy, Kathryn, Dancers (Beverly Hills) Newport, Ky., no.
Dupont, Myrtle (Ferber Field Police Show)

Edwards Bros., Three (State) NYC, t.
Evelitt, Helen (Imperial Room) Perth Amboy, N. J., no.

Bookings Indicate Top Fall Road

Travel Aches Won't Cut In

Theater Guild and nearly every top stem producer has plans to tour shows

(Continued from page 3)

Perennial Blossom Time and Student Prince troupes. A tour of Gilbert and Sullivan rep. headed by Florens Ames and Kathleen Rocha, is also skidded, as is also a traveling Merry Widow troupe. Sons o' Fun will road it again, and there will be a No. 2 company of Ten Little Indians.

On the Schubert schedule, too, is a first-class revival of De Koven's *Robin Hood*. Everett West may take the title role. However, it has not yet been decided whether this one will be booked for the road or come in for a Stem stay. Road plans for the Follies are likewise status quo. Latter depends on willingness of Milton Berle to take to the high road.

Max Gordon's fall start begins with the reopening of *Over 21* at the Cass Theater, Detroit, August 27, and later moving it in for a stay at Chi's Harris. His newest, which of course, will give the road a pre-Broadway break, are Ruth Gordon's *Journey to a Star* and *The Late George Apley*. George Abbott's office announces that in addition to the No. 2 *Kiss and Tell* company, currently holding forth in Chi, and the No. 3 troupe, which is finishing a Detroit stand prior to heading for Washington and Baltimore, there will be a Coast company sent out in September. No. 4 troupe will start from New Haven, Conn., head south and then west.

"Corn Is Green" on Shelf

Up to the moment, Herman Shumlin is stymied for a road show. He would send out *The Corn Is Green* if Ethel Barrymore were available. Unfortunately for a Corn tour, the latter has signed up for the lead in the Guild's *Embezzled Heaven*. But the Shumlin office is keeping its fingers crossed. Heaven might not make the grade. And if it shouldn't—well, Miss B., they say, has told them to keep Corn wrapped up in cellophane for her.

The booking of Oscar Serlin's No. 6 *Life With Father* company for Washington, as of August 13, has been canceled. The opening date is now set for Boston about September 1. Serlin will not be satisfied with less than a bang-up troupe and has been dickered for certain names. He hopes to have the casting completed within the next few days. Tour will cover New England and then make for the Coast via Philly and Chi. Some new territory will be covered.

Dave Wolper will not concern himself with the hinterland for the present. There will be no second company of *Five O'Clock*. Eventually, he will move the show to Chi, but believes he has at least another Stem year in the bag before he has to think about that. Currently, he is concerning himself with *Men to Sea*, which Eddie Dowling is directing for a September 11 unveiling at Ford's Theater, Baltimore. Philly will get it for two weeks and Boston maybe for three or four more before *Sea* comes in. Also, there is the new musical, *Have a Good Time on the* (See Bookings Indicate on opposite page)

Medico Farce Aims At Stem Showing

CLEVELAND, July 22.—*Zone of Quiet*, hospital comedy scripted by Dr. Leon Dembo, children's specialist here, appears likely for fall production on Broadway. Author and chief of local backers were in New York last week, interviewing producers interested in staging farce. Understood that Mike Todd has inside track.

Zone of Quiet was presented at Hanna Theater here three years ago by amateur cast. Despite inferior staging and acting, comedy turned away people last two days of short run. Since then, Dembo has polished up the script, and local friends have anted up more than \$20,000 for early production.

Dembo has written other plays, but this is first to reach production stage. *Quiet* treats hospital life with a humorous twist, the first play about medicine that doesn't emphasize the serious overtones.

Heat Let-Up Juices Hub B. O.

BOSTON, July 22.—The weatherman was kind to theatergoers in the Hub this week. So, *Three's a Family* prospered at the Colonial, and the Cambridge Summer Theater gross hopped a couple of points.

Altho no money was lost on it, *Family's* \$7,000 last week was dangerously close to the nut. This week's take rose to better than \$8,500, with six now selling until August 5. At Cambridge, *Oh, Boy*, revival of 1917 musical by Jerome Kern, P. G. Wodehouse and Guy Bolton, starring Patti Pickens, did a fine \$3,250.

Boston actress Mabel Acker makes a comeback in *The Little Fozes* opening Monday (24), with Jean Muir following July 31 in a new play by Shirland Quinn, *Here's To Us*. Several tryouts are to be made at Cambridge in the next month.

Still no definite bookings for the fall season here, but more than 25 shows are mentioned to open before the last week in October.

Markova, Dolin Prove Concert-Terp Pull Again

(Continued from page 4)

the pair an ovation. It is possible that the forward-slanting stage at the stadium may have put them under some handicap for the first two numbers. In any event, their opener, *Grand Pas De Deux* from *The Sleeping Princess*, seemed effortless on the lifts and too carefully over-stylized in Markova's accents and descents. Dolin's solo, *Solero*, preceded by an over-long ork intro, didn't help much either. It is repetitious and tiresome.

However, when Markova soloed *The Swan* in memory of Pavlova, dancing it, incidentally, for the first time in New York, things began to pick up. Markova is exquisite in one of the most difficult of ballet patterns. Terp lovers should bow thanks to Fokine for giving her permission to bring it to life again.

The second stanza of the program continued the build-up. Markova and Dolin paired in the familiar waltz-duo from *Les Sylphides*, which they have made one of the bright spots of Ballet Theater productions. Both appeared to have overcome any stage difficulties and gave a splendid performance. Finale was the *Dischord* duet from *Aurora's Wedding*. It teamed them in sequences in which both excel, altho Monday night's performance was the first time they had done them together in this country. The combination was close to perfection and deserved the ovation it received. The musical background thru-out was furnished by the Philharmonic Symphony Orchestra under the baton of Antal Dorati.

Dolin and Markova leave immediately for the Coast to join the Ballet Theater, which will tour the West Coast for the rest of the summer. Troupe comes east in late September for a fall season at the Met. Contrary to previous reports Markova and Dolin plan to take a leading part in the B.T.'s autumn terzets. Later, they will go into rehearsal for Billy Rose's *Seven Lively Arts*.

Bob Francis.

'Henry the Eighth' May Be the First of Billy Rose's Operas To Hit Main Stem This Fall

"Seven Lively Arts" Opening in No. 2 Slot

NEW YORK, July 22.—It is still a toss-up which of Billy Rose's double entry in the fall legit sweepstakes will come to the Stem post first. However, according to the latest bulletins from the Rose office, *Henry the Eighth* will bow in early in November and *The Seven Lively Arts* a few weeks later. Both are classed as Rose magna opera, top-heavy with names, with *Henry* budgeted at \$150,000 and *Arts* at \$250,000.

Casting of the two leading male roles for *Henry* is yet undecided. Basil Rathbone has been wanted for Cardinal Wolsey and Charles Laughton for Henry. Laird Cregar, Frederic March and Claude Rains are also possibilities. Marta Abba will handle the leading fem assignment. Margaret Webster will direct and Robert Edmund Jones will do the sets. Rose is anxious to get into rehearsal about September 15, and is dickered for a Stem house for it to pop.

Arts cast will be headed by Beatrice

Lillie, Bert Lahr, Alicia Markova and Anton Dolin, Gracie Fields, Richard Haydn, Russell Swann and John Charles Thomas have been spoken of for additional spots. Cole Porter will do the songs and Jay Sommer, Nathaniel Curtis and Norman Corwin the sketches. Igor Stravinsky will contrib a ballet and Agnes De Mille is being bid for the choreography. Haasard will stage and sets will be by Norman Bel Geddes. Rehearsals sked to begin October 2 for a Philly opening, November 6, at the Forrest. Ziegfeld Theater preem is tentatively set for December 7.

Nellie Bly, Emily Brady and Money, Money, Money are still definitely on the Rose production list, but will take a back seat until *Henry* and *Arts* are main stemmed. Office plans to keep *Carmen* Jones sticking around at the Broadway Theater at least until the end of the year. So it is more than likely that the Stem will see three major Rose productions running concurrently.

No "Stars" Shine In New Showcase

NEW YORK, July 22.—The notion behind *Stars of Tomorrow*, which unveiled Wednesday (19) at the little Main Theater, could be a good one. A vaudeville show, run on the principle of a glorified Amateur Night, with the customers encouraged to razz or cheer as will, might be acceptable, even if not particularly novel summer entertainment. It could also, as the title implies, be a spring board for little people and unknown acts to bigger and better things theaterwise.

Apparently this combination is what *Stars* sets out to be. Via lobby signs, it may be assumed that the performers get nothing or next to it for doing their stuff on the stage. It's a case of a hope and a prayer for future rewards. Unfortunately, both are nebulous, because a certain amount of talent is a pre-requisite for a paying job behind the foots—and talent is something of which *Stars* is woefully short.

On the other hand, it falls equally short from a customer point of view as a revival of the old-fashioned, burlesque Amateur Night. If it were carried out in the rough-house groove of heckling, hooks and gags on the performers, it might be fun. However, *Stars* plays itself as a straight vaude show with emcee, Jim McGarry, merely introing the acts with an occasional wisecrack. McGarry, incidentally, is one of the few bright spots in the proceedings. The actors for the most part take themselves seriously enough to be pathetic. And it is hard to jeer when someone is up there trying, but just doing it very badly.

So, whatever producer Jules Denes had in mind has missed the boat on both counts. Denes, who is reported to be a Viennese refugee, is obviously a new comer to Stem matters. He may be forgiven something on that account, but he has yet to learn that it takes more than a stage and a curtain to put on a show.

Out of some 16 numbers on the program there might be four or five which could have a chance of building themselves into a club date or a vaude program. Any of them would need considerable polishing to make the grade. Top of the list would be Chico, a very smart pup, which could develop into a smart variety act with improved salesmanship from his master. Young Kathleen Kova shows distinct chanting promise and with a little experience would be a mike asset for a good band. Nash Austin, billed as a winner in the John Golden recent talent quest, shows club possibilities as an impersonator. There could be local spots also for Rose Mortel and Maria Karolyi in Viennese or Magyar cabarets.

However, it isn't likely that *Stars* is going to put any of them anywhere. Because unless Denes puts some steam and imagination into his show, nobody is going to sit thru it long enough to see 'em. As it is *Stars of Tomorrow* will hardly set up any new constellations.

Bob Francis

Chi "Gander" Notices Mixed

CHICAGO, July 22.—Harold J. Kennedy's *A Goose for the Gander*, which opened Tuesday (11) at the Blackstone after a short tryout elsewhere, received mixed notices, ranging from the veteran Claudia Cassidy's Tribune scoldulous remarks to youthful Ann Marsters' Herald-American strappy praise. While most of the critics found plenty of bugs in the show the first-nighters, a typical Good Night, Ladies audience, registered approval. Strictly a summer-weight comedy, the show is good hot-weather entertainment.

Nat Green.

Calif's Last Barn Lights

SAN FRANCISCO, July 22.—Hillban, California's only surviving summer theater opened its fourth season Friday (14) at San Mateo with the Pacific Coast premiere of *The Skin of Our Teeth*, directed by Robert Brauna.

New Semi-Pro Strawhat

BOSTON, July 22.—Another strawhat has entered the New England sweepstakes. Russ Offhaus, Hub radio gabber, has taken over the Oceanic Theater, Magnolia, ritzy summer resort, and is presenting revivals, with semi-professional company, Monday, Tuesday, Thursday and Friday nights. No matinees. *Accent on Youth* opened July 17. Goodbye *Agnes* follows July 24.

Stem Legit Buys \$146,500 in Fifth

NEW YORK, July 22.—Special Treasury Department representative for legit theaters, Dick Baron, this week announced the bond buying tally of legit shows for the Fifth War Loan. The personnel of 27 Stem shows and the members of the Association of Theatrical Agents and Managers subscribed for a grand total of \$416,500 in bonds.

Organized in co-operation with Milton Weintraub, exec treasurer of ATAM, the drive included actors, office help, managers and stagehands.

'Made in Heaven' Due For a Stem Showing

BOSTON, July 22.—It seldom happens that a summer theater try-out play gets to Broadway. It practically never happens that a film company buys one until after a successful production. So be it, the Valley Players, who have been operating the Mountain Park Casino Theater, Holyoke, for the past several summers, have set a precedent with *Made in Heaven* bowing Tuesday (25).

A new comedy by Muriel Roy Bolton, Hollywood script writer, *Heaven* has already been acquired for film production by RKO and a Broadway production is planned. Story has to do with a woman who, learning incorrectly that she has only a short while to live, tries to set her affairs in order and find a new wife for her husband. All treated comically, of course.

Moving lights of Valley Players are

Six Chi Legit Houses Buck Hot Weather; Biz Holds Up Well

CHICAGO, July 22.—Despite temperatures ranging in the top 80's, legit houses are going along at an excellent clip and at least six will continue right thru the summer. *Oklahoma*, which has grossed over \$1,000,000 in 300 performances, continues a sellout at the Erlanger. At the Harris, *Kiss and Tell*, starting its 63d week, has felt the effects of the heat but still is hitting around \$10,000 and will tentatively skedaddle to follow it in *Over 31, School for Brides*, in the also-cooled Civic Theater, has steadily built in the seven weeks it has been running and will close a profitable run July 29, moving to the Royal, New York, August 1. The operetta season at the Civic Opera House (3,600 seats) has been fair. *New Moon*, second offering, did a little better than \$20,000 in its closing week, and *Wildflower*, current offering, is doing well.

The Great Northern's *Uncle Harry*, touted by the critics as "best show in town," didn't live up to expectations and closed Saturday (8) after nine weeks of light business. So far nothing is slated to follow it. The Blackstone relighted Tuesday (11) with *Gloria Swanson in A Goose for the Gander*, and next Monday (17) *Zasu Pitts* comes into the Selwyn with *Koshchick Inn*.

Voice of the Turtle is skedded to open at the Selwyn October 2.

Dorothy M. Crane and Carlton Guild, leading players include Grace Briscoe, Steven Elliott, Jean Guild, Bruce Riley, Beatrice Newport, Helen Wagner, Peter Griffith.

Routes Dramatic and Musical

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

Brent, Tommy (Milford) Milford, Pa. Early to Bed (National) Washington. Goop for the Gander (Blackstone) Chi. Good Night Ladies (Hiltmore) Los Angeles. Janie (Fox) Spokane, 23. Kiss and Tell (Harris) Chi. Kiss and Tell (Shubert Lafayette) Detroit. Oklahoma (Erlanger) Chi. Pitts, Zasa, in Ramothau Inn (Selwyn) Chi. Tomorrow the World (Geary) San Francisco. West, Mae, in Catherine Was Great (Forrest) Phila.

Torrid Week Puts Hub Legit on Ropes

BOSTON, July 22.—The weather man said it was the worst week (for combined heat and humidity) the Hub has had since the weather bureau began keeping records. He might well have been making his observations for legit business which has been as equally depressed as the spirits of the population.

At any rate, both *Three's a Family* at the Colonial (only operating intown house) and *Dark Eyes* at the Cambridge Summer Theater withered and suffered. *Family* was about at rock bottom with less than \$7,000 to show for the week and two full stanzas to go. Cambridge did poorly with less than \$2,000 in the till. At Cambridge next week the Jerome Kern-P. G. Wodenhouse-Guy Bolton musical *Oh, Boy!* will be revived, with Patti Flickens starring. *The Little Foxes* skedded for July 24.

So far, no late-summer or early-fall bookings have been made at the local Shubert offices. But more than 20 shows have been mentioned for Boston by late October.

Bookings Indicate Lucrative Fall Road

(Continued from opposite page)

fire. He has signed Lupe Velaz, Jane Withers and Eddie Withers for this one, and expects Leon Leonidoff to do the staging.

'Turtle' Starts in Buffalo
The Chi company of *Voice of the Turtle* will open a split week in Buffalo September 14. Detroit will get it for a two-week stay before it finally settles down in Chi October 2. K. T. Stevens and Hugh Marlowe will have the leads. Second gal has not yet been cast.

The De Laigre Office will sponsor the new Van Druten play, as yet untitled, but will probably not go into production before late fall or early winter. Van Druten has the prior chore of directing *Mame's Bank Account*, which he adapted for Richard Rogers and Oscar Hammerstein.

According to advices from Wolf Kaufman, drum-beater, Billy Rose has no immediate road plans. It's impossible to send out a No. 2 edition of *Carmen Jones*, due to the difficulty of getting together an adequate cast. Judging from inquiries as to booking, there are Rose believes, at least 30 good touring months to be had out of the show. When he'll do it depends entirely on how Stem big holds up. From current indications, *Carmen* is due to stick around at least until the first of next year.

Mike Todd is still pondering a road company of *Star and Garter*. Later would eventually hole-up permanently in Chi.

The Theater Guild, of course, has the most impressive road schedule of all. Some of it is still in the tentative stage and, like previous Guild programs, subject to drastic revisions in the course of a season. However, at the moment it looks fat and full.

'Othello' Thru Canada
Othello, of a certainty, leads off September 1 for a trek thru Canada to the West Coast and back across country for a full season. Thereafter, the Guild's tentative bookings by cities are as follows:

Boston will get the musical version of *Lilons, Embellished Heaven, Ballet Flies, Rebecca* and a Shakespeare opus, *Romeo and Juliet, Much Ado About Nothing* or *As You Like It*. Chi skeds to get *Jacobowski and the Colonel, Othello, Cherry Orchard, Ballet Flies* and a Shakespeare opus. Cincinnati calls for *Oklahoma, Othello, Jacobowski, Orchard* and *Ballet*. Detroit gets *Oklahoma, Othello, Jacobowski, Orchard, Rebecca*, and *Ballet*. St. Louis is set for *Oklahoma, Jacobowski, Orchard, Rebecca, Ballet* and Shakespeare. Baltimore gets *Jacobowski, Tomorrow the World, Orchard, Ballet* and Shakespeare. Washington will see *Embellished Heaven, Orchard, Ballet, Shakespeare, Rebecca* and possibly a new Barry play. Cleveland rates visits from *Jacobowski, Othello, Orchard, Rebecca, Ballet* and Shakespeare. Oklahoma, *Othello, Jacobowski, Orchard, Rebecca* and the *Ballet* skedded for stops in Columbus. Philly is down on the list for *Oklahoma, Embellished Heaven, Rebecca, Ballet, Tomorrow the World, Orchard* and Shakespeare.

Just how the Guild is going to fill in this schedule is something of a Chinese puzzle. Some of the offerings like *Lilons* and *Embellished Heaven* are definitely pre-Broadway and will have to be sandwiched in before their Stem opening dates. *Jacobowski*, from all appearances, won't take to the road before spring and, of course the Shakespeare job hasn't even been selected as yet. However, with *Tomorrow the World, Rebecca*, and *Orchard* added to their list via American Theater Society and with probably more to come thru the same channel, there should be ample fare for the Guild's backyard subscribers.

It is a bit early to make any sort of a final tally. There will be the usual subtractions and additions to the booking score, but there doesn't seem to be much question but that the road will get a generous play during 1944 and 1945.

JACK MANN
Comedian
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"ONE TOUCH OF VENUS"
46th St. Theater
New York City

BROADWAY SHOWLOG

Performance Thru July 22

Opened	Perfs.	Opened	Perfs.	Opened	Perfs.
Dramas					
Angel Street (Golden) .. 12-5, '41	1,109	Pick-Up Girl (40th St.) 5-3, '44	93	Mexican Hayride (.....) 1-28, '44	204
Electrician Bill Noon has been assigned to the chore of buying sets and costumes for the five shows which the Katharine Cornell-Brian Aherne troupe will do overseas for the boys within the next few weeks. Rep consists of "Barretts of Wimpole Street," "The Doughgirls," "Angel Street," "Man Who Came to Dinner" and a revue.					
Chicken Every Sunday .. 4-5, '44	125	Searching Wind, The ... 4-12, '44	118	June Havoc discharged from Hospital for Social Surgery Wednesday after operation on injured knee. Now at home recuperating. She will not be able to work for several months. No permanent replacement has been made for her as yet. Company treks to Manhattan each Sunday (23) to give show for Coast Guard. Lew Hearn, understudy for Bobby Clark, headed a group from the show for a stint at the Stage Door Canteen Friday (21). Wilbur Evans honored by Evans-Macrid Tuesday (18). Sang number from show.	
Reports give it under \$7,000, which would seem to give it about an even break. Edward Cross leaves for Coast to organize a No. 2 company. Plans for four to six weeks in L. A. and a permanent stand in San Francisco.					
Doughgirls, The .. 12-30, '42	660	Ten Little Indians .. 6-27, '44	31	Oklahoma! (St. James) .. 3-31, '43	
Closes Saturday (29). Will go on Loyalist circuit immediately for a five-week trek. Opens Sunday (30) in Atlantic City. Lella Ernst has signed for the tour and a large part of the New York cast are expected to sign up also. Pic will be released next month.					
Jacobowsky and the .. 3-14, '44	153	Company gives capsule version of show for GI's at Mitchell Field August (14). Ralph Riggs leaves Monday (24) for vacation. Betty Garde on Mary Small program (Blue) Sunday (24). The Guild Drama Group (youngsters from terping and chanting lines of the show) are rehearsing "Hay Fever" and "Bill of Divorcement." Lou Polan has left Chi company and is now in New York. Richard Robert replaced him.			
Phillip Coolidge leaves cast Monday (31) for a rest by reason of poor health. May return to troupe after Labor Day. No replacement selected as yet.					
Kiss and Tell (Biltmore), 3-17, '43	572	Musicals			
Strawhat "Little Women," directed by Jessie Royce Landis for the Stamford, Conn., production, received such hot notices that Gus Schlimmer is considering a Stem stand for it. Schlimmer would like to bring it in for a pre-holiday run between Thanksgiving and Christmas.					
Life With Father 11-8, '39	1,979	Carmen Jones .. 12-2, '43	269	One Touch of Venus ... 10-7, '43	
Running at slightly better than \$9,500. Peter (Clarence Day) Youmans leaves the company Saturday (5) to keep a date with Uncle Sam's navy. James Allen will replace him. Troupe vacations started Monday (17) with Dorothy Bernard taking a week's leave. Elaine Ivana has been filling in for her. Ruth Hammond gets a two-week furlough starting next Monday (24). Elaine Ivana will sub for her also.					
Closes Saturday (22). Talk of Chi opening in September, but plans depend entirely upon Milton Berle. Sarah Ann McCabe to open at Bowery Club, Detroit, Monday (24). Harry Kaufman, co-ordinator of Shubert musical, is all at Doctor's Hospital.					
Follow the Girls .. 4-8, '44					
Dorothy Keller, featured dancer, has been out of the show since Tuesday (18) with an infected foot. Terry Kelly has been subbing for her steps. Former is expected back in cast Monday (24). Jackie Gleason has been interpolating his mite club routine to fill in the Keller solo spot. Show gal, Joan Myles, has been appointed understudy for Karen Stevens. Irina Baronova became an American citizen Friday (14).					

ICE SHOWS
Hats Off to Ice .. 6-22, '44

Still holding to capacity plus standees. About \$44,000 for the week. Arthur Wirtz is ready to spend up to \$100,000 to set-up a run-of-the-day rink near Prospect Park, Brooklyn. Rink will be used to train straight and comedy skaters of which there is a severe shortage. If he gets one good comedian out of the notion, it will be worth it, he says.

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Magic

By Bill Sachs

EDDIE COCHRAN, now in his 14th month overseas for USO, hopes to gain the distinction soon of being the first American pro magician to return to the European Continent since the war began, now that he is slated to journey to the French invasion sector to entertain the fighting lads. USO is giving priority on the invasion job to performers who have been overseas longest on USO entertainment duties. And, incidentally, the magic desk will soon be sporting a cigarette lighter made from a 50 calibre machine gun bullet fired from a Flying Fortress on a mission over Europe, which Cochran has mailed from England. . . . BILLY MONROE, comedy magician, is back in Jacksonville, Fla., working a few local dates until September, when he will head out for Percy Abbott's annual magical get-together at Colon, Mich. . . . MAL B. LIPPINCOTT, after a long season of one and two-night stands in the South with a spook opsy, recently fished several fair dates for the Edna Deal-Ray Shute Agency, St. Louis. After a layoff at his wife's home in LaPlata, Mo., last week, Lippincott and Company resumed Monday (24) at the North Vernon (Ind.) Fair, from whence they move into Fontaine Ferry Park, Louisville, for a three-weeker. Lippincott infers that the third annual magicians' picnic will be held at Fontaine Ferry Monday and Tuesday, August 14-15. . . . LIEUT. LEE ALLEN ESTES, Safety First Magician of the Kentucky Highway Patrol, hastens to report that he put in one of the happiest days of his life last Thursday (21), when he spent the afternoon and evening with his ventriloquist idol, Edgar Bergen, in Danville, Ky., where the latter entertained at Darnell Hospital there. After the show and a dinner at nearby Beaumont Inn, famous for its cuisine, the gang returned to a Danville hotel to pitch a party that ran into the wee sma' hours. "Wish you could have been with us," writes the Loot. "This Bergen guy's a swell fellow." Estes entertained Bergen at his home in Lexington,

Vocco and Spitzer Back From Coast

NEW YORK, July 22.—Rocco Vocco, of BYG, and Henry Spitzer of Morris Music, returned from trips to the Coast last week. Vocco, while on the Coast secured several film scores, titles of which were carried in a recent issue of The Billboard.

Spitzer went out about two weeks ago to join Buddy Morris, owner of Morris Music, about a deal that has been kept hushed. It's said that there's a pic deal involving Morris Music and a major motion pic firm, but no details were revealed. However, it's known that MGM offered Morris \$750,000 for his three firms, Morris, Mayfair and Melrose, within the past year. Deal was never consummated, however.

Canadian-ASCAP Peace

NEW YORK, July 22.—Recent discussions between ASCAP and Canadian Performing Rights Society over certain matters concerning public relations appeared to be settled last week. At a special meeting of ASCAP's board of directors here last week, counter proposals made by the London Performing Rights Society concerning Canada, to proposals made formerly by ASCAP were presented and passed on by the directors.

A letter is now on its way to London okaying the counter proposals. Canadian Performing Rights Society was originally set up in 1923, with Canadian fees collected by the Canadian Appeals Board. It's understood that the present matter between ASCAP and CPRS in no way concerns differences over fees collected.

Ky., Friday night, after which the latter entrained for Cincinnati en route East.

BERT BASLEY, the "tipsy trixter" from out San Francisco way, now on the wind-up of a two-weeker at the Primrose Country Club, Newport, Ky., was a visitor at the magic desk last Friday (21). A little later on, over a bottle of amber and a steak, we had the pleasure of hearing from Bert himself of the progress he has made in magic in three short years, or since he changed from dancer to deceiver. He made his initial Midwestern appearance at the Edgewater Beach Hotel, Chicago, has just completed a two-month run at the Bismarck Hotel there, and from the Primrose heads for a fortnight's stand at the Hollenden Hotel, Cleveland. . . . JOHNNY PLATT, Chicago rabbit hider, is due in New York July 31 to embark soon for an off-shore tour for USO Camp Shows. . . . JACK HERBERT is currently showing his wares at the Continental Club, Chesapeake, O. . . . AL SHARPE (C. J. Brown), stationed at the army air base, Sioux City, Ia., typewrites that he caught Clifford's Ghost Show (Clifford Ackermann) at the base July 14, and found it highly enjoyable. "After the show," writes Sharpe, "I went backstage. Found Clifford short-handed, so I sweated and toiled for a half hour to aid him in packing. It was worth it, tho, for I spent the next day with his lovely daughter, Gayle Martin, who had just returned from a tour with Harry Blackstone. Ackermann travels with one girl assistant." . . . TWO MYSTICS headlined the bill at the Towers Theater, Camden, N. J., last week. . . . GARVA, with his comedy magic, handles the emcee chores at Nick's Tavern, Delair, N. J. . . . SIR EDWARDS infers from Indianapolis that he and John Wilson, formerly known as the Great Darrel, have just purchased several new illusions, and that he and Wilson will combine magic and metallism in a 16-piece unit for the road. . . . CHARLES RUBENS, who holds down a civilian job with the Navy Department in Washington, postals that magic is more or less dormant in the capital, but that Galli-Galli clicked solidly on his recent engagement at the Earle Theater there. Rubens recently did his magic at the Stage Door Canteen in Philadelphia.

LOU MEYER at Dorney Park, Allentown. . . . CAESAR AND ROSITA appearing at the Charles Club, Baltimore.

Burlesque Notes

By Uno

BOBBY MORRIS, Joyce Baselle and Lionel Murray are with the USO unit now in Porto Rico, and Palmer Cote, with another, playing Africa and Italy. All Charles H. Allen bookings. Charles (Peanut) Bohn and Kenza Vinton soon headed for overseas for same office. Kenny Brenna and Jack Buckley are on the Victory Circuit with USO Unit 249. . . . HOWARD MONTGOMERY, ex-producer and dancer, promoted from a private to a non-com officer, the guest of Pal Brandeau last week.

JACK BECK again managing the Globe, Atlantic City. Rudy Kahn is assistant; Harry Harrington, ex-comic, ticket taker; "Judge" Eddie Shafer, stage manager, and Bernie Ferber, supervisor. . . . MAX COHEN, manager of the Mayfair, Dayton, O., doing similar duties over the summer for the Cleveland Club, Atlantic City. . . . EDITH MARKWOOD selling tickets at Hirst's Bijou pic house, Philadelphia. . . . JACK HOWARD, former burly character straight and quartet singer, now an engineer on an oil ship.

HARRY PARROS, owner and manager of the Liberty burly stock, San Francisco, keeps his talent in good cheer by allowing a week's vacation with pay to those in his employ one year. Also presents bonuses when business warrants. This happened three times in 1943. Also at Christmas time is a Santa to all with gifts of cash and merchandise. Two actors last Yuletide who came in just three days before the 25th fared ditto.

BENNY (WOP) MOORE closed at the Republic, Ocean View Park, Norfolk, and opened July 31 for two weeks at the Casino, Toronto. While here between dates, he hosted "Red" and "Beet" Sobol, vacationing from Cincinnati, where they operate the Stage Door Bar across from the Gayety. . . . CHALIE SCHULTZ, straight man, spends his vacation as barkeep at Toland's Tavern, Philadelphia. . . . HOWARD, Boston staff heading as best as possible to requests from burly fans in all the war zones for pictures of their favorites. Margie Hart and Ann Corio lend, but Evelyn Taylor seems to be the most popular of the newer crop of burly acts. . . . EDDIE CHESTER, emcee, resting in High Falls, N. Y., after a stay at Ernie's, Greenwich Village.

LOU MEYER at Dorney Park, Allentown. . . . CAESAR AND ROSITA appearing at the Charles Club, Baltimore.

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Turner Chi Stevens P. A.

CHICAGO, July 22.—Al Turner, editor of *Nite Life* magazine here for the past six years, has been appointed director of advertising and publicity of the Stevens Hotel. Turner succeeds Fred Joyce, who, in addition to his advertising activities, handled the entertainment for both spots.

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THE FINAL CURTAIN

ADAMS—Charles, 50, member of the Pacific Coast Showmen's Association and in show business for more than 25 years, at the Veterans' Hospital, Sawtelle, Calif., July 15. Services under the direction of the American Legion in Los Angeles. Burial in Forest Lawn Memorial Park, Glendale, Calif.

AICKELIN—Dr. Hans W., 59, film expert, at his home in Summit, N. J., July 16. Survived by his widow and three daughters. Services at Burroughs Funeral Home, Summit, N. J., July 18.

APPLING—W. Dugan, 55, treasurer of Ellers Auditorium, Memphis, at his home in Bartlett, Tenn., July 11. During the winter season he was in charge of the Auditorium b. o. and in the summer worked for the Memphis Open Air Theater in the same capacity. Survived by daughter, two brothers and two sisters.

BAIRD—Pvt. Joseph, musician, of Chicopee Falls, Mass., and formerly with orchestras in Springfield, Mass., killed in action.

BARTLING—Gwendolyn Lynne Owen, 43, member of the Owen Sisters, vaude and radio singing team, July 14 at Elaine Hospital, Detroit, following a six-week illness. Her husband and two children survive. Interment in White Chapel Cemetery, Detroit.

BLANCE—Jefferson J., 81, former tab show operator and builder of circus cars and wagons, following a short illness in East Liberty, Pa., May 5. He built wagons for Johnny Jones and had leased an outfit to Mike Welsh. About 45 years ago he had winter quarters in Verona, Pa., and was quoted in the *Mugwag & Bowers' How's Great London Shows* and many others. He was in the transfer business in Pittsburgh at the time of his death. Survived by his son, Charles S. Masonic services in East Liberty.

BOFTZ—Leo, head of Bortz Show, as the result of being struck by a truck while pushing two children to safety, in Newport, Ark., November 9. It has just been learned. Survived by his widow, Mae; four brothers, Moe and Sam, New York; Jack, Minneapolis; Louis, Chicago; a sister, Marion and his mother, Mrs. Max Bortz, Los Angeles. Services at Weinstein Funeral Chapel, Chicago, with interment in Westlawn Cemetery there.

BRODY—Ann (Auntie Costello), 69, pic and legit actress, in Hotel Flinders, New York, July 16. Noted for her mother roles, she celebrated 50 years in showbiz in 1937. First theatrical appearance was at the Children's Theater, New York, in 1887 when she was six. Her last stage role was in 1940 in *Time of Your Life*. Survived by a sister.

CHONTOS—Anthony, 33, member of the Pacific Coast Showmen's Association and a concessionaire before entering the paratroop division of the army, in action on Anzio Beach, Italy. Survived by a sister.

COOK—Will M., 75, composer, in Harlem Hospital, New York, July 19, after four weeks illness. At 13 he matriculated at Oberlin (O.). Completed study of music and won a scholarship there to study violin in Berlin under Josef Joachim. Returning to the States in 1895 he studied under Anton Dvorak. His music was first heard on Broadway in 1898 when he wrote the score for Paul Laurence Dunbar's *Clorinda, the Original of the Cakewalk*. He organized three orchestras, the Memphis Students, the American Synopated Orchestra and the Ciel Club Orchestra. Among his songs are *Mandy Lou, Happy Jim and Red, Red Rose*. Choral works include *Swing Along, Exhortation, Rein Song, String Along, Down Lovers' Lane* and an opera, *St. Louis' Omen*. Funeral at Rodney Dade Funeral Home, New York, July 24. Interment in Woodlawn Cemetery, Washington.

CUTELLI—Giovanni Gaetano Mazzaglia, 55, Italian mobster, credited with the ability to give more than 2,000 different sound effects, following heart attack in Seattle railroad station July 16. He is best known for his Porky sound effects in *Looney Tunes* cartoons. A commander in the Italian navy in World War I, Count Cutelli fled to this country in 1923 when Mussolini attempted to drive Masonic orders from Italy. He became an American citizen, adopting the name, Tano Cutelli, for his private life. After a career in vaude as an imitator, Cutelli took his talent to the motion-picture industry. He recently returned from a six-month tour of army camps with a USO unit. Survived by his widow, a son, a daughter and his mother in Italy.

DRANZO—William (Santom), theater manager, at the home of his daughter, Thelma, in Baltimore July 9. He was a partner of Al Deanzo, Pittsburgh, and appeared with the Deanzo Brothers and Thelma Deanzo Sisters and Company. Deanzo Brothers toured with Primrose

and Dockstader minstrels and Ringling show. Survived by his widow, Geraldine; daughters, Thelma and Sally, and a son, William.

Thanks

More than I can tell you for the floral offerings, telegrams, letters and cards of sympathy sent me on the death of my husband.

Mrs. Edmund C. Drumm

DELOHME—Mrs. Victorena, 72, one-time member of the chorus of the Metropolitan Opera Company, New York, July 10 at her home in Wildwood, N. J., following a heart attack.

DE VOL—Herman, 56, musical director and AFM local prez in Canton, O., July 14. He had been a violinist with Canton Symphony Orchestra, director of pit orks at Loew's Palace and the Grand Opera House, and was prez of the Canton-Massillon (O.) Musicians' Protective Association at the time of his death. Survived by his widow and son, Frank, director of KILJ, Van Nuys, Calif.

DINEHART—Alan, 48, veteran actor, producer and author, at Hollywood Hospital July 17 of a heart ailment induced by a recent attack of pneumonia. Dinehart, a former Broadway star, left the stage to become a screen actor in 1931. He studied dramatics as a student at the University of Montana and his first play on Broadway in David Belasco's *Girl of the Golden West*. After his first motion-picture role in *Bachelor Affairs*, he played in such films as *The Whistler, Fast and Loose, Two Bright Boys, Everything Happens at Night, Slightly Honorable* and *Girl Trouble*. He recently completed a comedy role in the picture, *A Wino, a Wao and a Marine*, soon to be released, and was scheduled to resume work in August at RKO. Dinehart was born in St. Paul and had been identified with the theater since many days of vaude. Survived by his widow, a son, Mason Alan, and a son by a former marriage, Alan Jr., now serving with the army overseas. Services at Forest Lawn Memorial Park, Glendale, Calif.

EMMETT—Michael, 69, vaude veteran, in Manhattan State Hospital, New York, July 9. Survived by widow and sister. Interment in Kensico (N. Y.) Cemetery.

FIELDS—Jack, 49, circus advance agent, following a heart attack at Essex Hotel, Newark, N. J., July 9. He was a World War I vet and managing director in charge of promotion of the American Legion Newark Post Circus. Survived by a sister and three brothers in Philadelphia, where services were held July 12.

GRAHAM—Robert A., 52, head of Graham Original Texas Rammers, rodeo music outfit, following a heart attack in Company of Mary Hospital, Chicago, July 11. He had acquired stroke and was forming a small circus rodeo when stricken. Survived by his widow, Bue; a son, Bob, and daughter, Betty. Services from Beverly Chapel, Chicago, July 13, with interment in Oakwoods Cemetery, Chicago.

HARMON—George, 46, dwarf clown with Beam's Attractions, in Vandergrift, Pa., July 17. He was formerly with Ringling, Dodson World's Fair and Cetlin & Wilson shows.

In Memory of Our Friend
Mrs. Pearl Harrison
with deepest sympathy to her son FRANK
and husband, DICK.
MARLENE & COSTA STERTIQU.

HARRIS—Mildred, 41, star of the silent screen, at Cedars of Lebanon Hospital, Hollywood, July 20. She began her career at 10 as a child star for Thomas H. Ince. She played in Universal's first all-talking picture, *Melody of Love*. She was the first wife of Charlie Chaplin, whom she married at 18. She was the mother of his first child, who died in infancy. She was divorced from Chaplin in 1922. In 1924 she was married in Mexico to Everett McGovern, real estate broker. They were divorced in 1930, and she was given custody of the one son, John, who is now serving in the armed forces. She was married once again, to William Fleckenstein in 1934 in Asheville, N. C. Pictures in which she appeared were *The Doctor and the Woman, Fools Para-*

diser, Price of a Good Time, Lingerie, Heart of a Follies Girl, Power of the Press, No. No. Nancie, Ranch House Blues, Side Street, Lady Tubber, and recently in *The Story of Doctor Wassell and Here Comes the Waves*. From 1931 to 1941 she made a personal-appearance tour in theaters and night clubs throughout the United States, Canada and Europe. During recent years she has appeared in burlesque shows and legit. Services conducted by Pierce Brothers' Hollywood Mortuary.

HEISMAN—Robert, 60, band musician, at his summer cabin on Long Lake, Harrison, Mich., July 8. He resided in Midland, Mich., and formerly played on showboats and with the Cole Bros.' Circus. He also operated a store in Midland. Services from his home, with interment in Midland Cemetery July 11.

JACK—Burt M., 73, former vaude comedian, of heart disease at his home in Webster Groves, St. Louis suburb, June 18. Survived by his widow, four sons and a sister. Services June 19 from Webster Groves Presbyterian Church, with interment in Oak Hill Cemetery, Kirkwood, Mo.

JEFFRIES—Lester, 40, for many years associated with the management of the Fay's Theater, Philadelphia, July 13 in that city after an illness of several years.

LATHI—Eugenie, 65, former opera singer, fell or jumped from the window of her apartment in Brooklyn July 17. She had been despondent and in ill health for the last six weeks since the death of her brother.

LANCASTER—John, 68, talent manager and pic pioneer, in Hollywood July 14. Was production manager for MGM at one time during his 45 years in showbiz. He retired last year after 13 years as a Hollywood talent agent.

MAYER—Karl, 50, pic director, in London July 3. Best known for *The Cabinet of Dr. Caligari* which he made in Germany in 1919.

MAY GUY MEE

Passed away on July 29, 1943.

Ever in My Heart.

Your Husband,

TOM MEE

MORDKIN—Mikhail Mikhailovitch, 63, ballet master, at his home in Millbrook, N. J., July 15. He was the first male ballet dancer to become popular in the U. S. and appeared in New York in 1910 as Pavlova's partner. He was born in Moscow and entered the Imperial Ballet School when he was nine. After his appearance with Pavlova here he returned to Russia where he had been ballet master and choreographer at the Imperial Theater of the late Czar Nicholas. When he came back to the States in 1924 on a six-month visa he extended his stay and became a citizen. That year he was featured in the *Greenwich Village Follies*. In 1925 he founded his school of ballet in New York. In 1939 he presented and appeared in *The Goldfish*, and the next year his newly reorganized Ballet Theater offered *Trepak, Voices of Spring* and a rearranged excerpt from *Susan Lake* at the Martin Beck Theater, all with choreography by Mordkin. Last year he lectured on reconstruction classes in ballet at the Master Institute of United Arts, New York. Surviving are his widow, Bronislava Poljatskaya, ballet dancer; their son, Mikhail Mordkin Jr., a sergeant in the United States Army, and a brother in Moscow.

MOSKOWITZ—Anna, 80, in her home at Kew Gardens, N. Y., after a brief illness. She was the mother of Charles C. v-p. of Loew's, Inc.; Harry, head of Loew's construction department; Arthur, Joseph, New York studio rep of 20th-Fox; Martin, also of 20th-Fox, and three daughters, Mrs. Maurice Scopp, Mrs. Jack Harris and Mrs. Irving Snyder. Service at Riverside Chapel, New York, July 21.

NORENBERG—Charles, 50, formerly with various circuses, July 14 in Chicago. Norenberg was a brother of Mrs. Carrie Royal, widow of Rhoda Royal. He was a veteran of World War I and at the cemetery he had an escort of six veterans, with a military salute at the grave. Survived by two brothers and five sisters, all of Toledo except Mrs. Royal, who lives in Chicago. Services in Toledo.

PASCARELLA—Frank, 70, musician-

leader, in Cleveland July 11. Pit band leader, organizer and conductor of Pascarella's Concert Band.

STODDARD—George E., librettist, 68, in Community Hospital, New York, July 19 after three-year illness. His works, totaling over 25 musical comedy books and lyrics, included *The Isle of Spice; Listen, Lester; Jim Jam Jems, China Rose, Shar-lee, The Royal Chef, Go-Go, Marked Model, Just a Minute and Town Gossip*. He wrote the lyrics of songs *Mary and At the End of the Road*. Stoddard had been out of showbiz for the last 15 years, during which time he was Eastern rep of Charles Herendeen & Son, Inc., Chicago, manufacturers of bread improvers, the president of which, Frederick Herendeen, was co-author with Stoddard of many plays, including *The Elopers*. Survived by his widow, Mrs. Violet Stoddard, and a stepson, Nelson C. Robischon. Services in Utica, N. Y., July 21.

TABLER—Isabel (nee Farge), wife of Frank C. Tabler, manager of Arcade Aldrome, St. Louis, and mother of Jean Spear, Seattle, WB salesman, in St. Louis this month. She had managed the Bureka and Ivanhoe theaters in St. Louis.

TUCKER—Gabriel (Gabe), 43, veteran elephant man, instantly killed July 13 at Chehalis, Wash., by Lucy, female Indian elephant of the Beatty-Russell circus herd. Tucker's head and chest were crushed by a blow from Lucy's trunk as preparations were being made to load the elephants at the conclusion of the evening performance. He had been associated with various shows belonging to the American Circus Corporation and in recent years had worked as an assistant to Cheerful Gardner and Walter McClain, and this season had been an attache of MacDonald, head bull man of the Beatty-Bussell show. He was a native of Indiana. Survived by a brother, Charles, Peru, Ind., and a sister, Beadie, also an elephant trainer. Remains sent to Peru for burial.

VAN NUY—Ray S., showman for the past 20 years, in Dawson Springs, Ky., July 21. Survived by his widow and a son, Dane, overseas. Interment in Garland Brook Cemetery, Columbus, Ind., his home.

WEISS—Max, 63, member of the Pacific Coast Showmen's Association and a concessionaire with the West Coast Victory Shows, in Klamath Falls, Ore., June 28. Weiss was in show business over 40 years. Survived by his widow, Estelle Weiss. Services and cremation in Oregon with the ashes later sent to Los Angeles for interment in Showmen's Rest, Evergreen Cemetery there.

Marriages

GRANNAN-KING—Paul V. Grannan, trumpet with Hal Wasson's orchestra, to Dorothy King, nonpro, in Savannah, Ga., July 1.

SNAPP-McGEE—Joseph Henry Snapp, nonpro, to Lila Mae McGee, singer, at Matawan, N. J., July 9.

STOLTZ-LENNON—L. F. Stoltz to Pauline Lennon in Salem, Ark., July 18. Both with Pike Amusement Company.

Births

A daughter, Elaine Zoe, to Mr. and Mrs. George Mitchell June 1. Father is tenor sax with Hal Wasson's orchestra.

A son to Mr. and Mrs. Charlie Gaines July 9 in Philadelphia. Father is orchestra leader at Club Harlem, Atlantic City.

A son to Mr. and Mrs. Henry G. Bowen July 18 at Fitchburg, Mass. Father is president of the New England section, NAAPP, and head of the Whalom Park Amusement Company.

A daughter, Julia Danielle, to Mr. and Mrs. Sam Herschaft July 11 in New York. Grandfather is Joe Fields, comedian.

Divorces

Hazel Church from L. C. Church, both professionals, in Columbia, S. C., July 17.
Doc R. (Garfield) Hall, operator of the Hall of Science on Endy Bros.-Prell Shows, from Hazel G. Hall April 14.
Joan Blonoff from Dick Howell, in Hollywood July 14. Both are movie stars.

Jesse Matthews, British film and stage star, from John Robert Hale Monroe, in London July 3.

Betty Bond, film actress, from Harold Coulter in Los Angeles July 5.

BIZ BEATS '43 FIRST HALF

Conklin Nears Calgary's Top

Frolicland within \$300 of all-timer of '41—crowds out till 1 a. m. at close

CALGARY, Alta., July 22.—At the record-gate Calgary Exhibition and Stampede, July 10-15, Frolicland of the Conklin Shows came within \$300 of the all-time midway mark set by the Conklins here in 1941, said President J. W. (Patty) Conklin. The show is, of necessity, cut to 12 railroad cars this year.

Swimcade, managed by Alfie Phillips, and the Moon Bucket were the top grossers. Before tearing down for the hop to Regina, Frolicland was operated at the closing until 1:30 a. m. because of waiting crowds.

Weather was perfect except for a few high winds. The fair set an attendance record by an increase of 18,228, and plans are already under way for an addition to the grandstand and other improvements.

Regina Figures Grow

REGINA, Sask., July 22.—Opening days at Regina Exhibition, July 17-22, topped grosses, as compared with other years, for Frolicland of the Conklin Shows. President J. W. (Patty) Conklin reported that on the first day, Children's Day, adult business showed an increase of 100 per cent. Gross on the second day was ahead 26 per cent.

Severe dust storm on opening day kept down trade from kids, but an increase (See Regina Opens Zoom on page 36)

Peaks for Page Bring Up Takes

HUNTINGTON, W. Va., July 22.—Since their opening the J. J. Page Shows have set some new gross records this season, and some spots that previously had been just fair have turned out excellently, said R. E. Savage. Top-biz spots have included Johnson City, Tenn.; Appalachia, Va.; and Harlan, Middleboro, Hazard and Fleming, Ky.

Fleming was the July 4 date and crowds grew nightly, Independence Day and Saturday giving record results, while last week in Paintsville, Ky., over 6,000 amusement-hungry patrons milled and spent until the gong sounded at 1 a. m. Sunday.

In Huntington, first spot in this State for the show in over nine years, opening brought satisfactory crowds. The help situation, although good for the first 10 weeks, is on the decline now, but new help is beginning to arrive. Concession row has new arrivals nearly every week. Minstrel Show and Hollywood Revue have been taking top honors. In the ride division it has been the Ridee-O, Chair. (See Page Reaches Peaks on page 36)

Sutton Chalks Best Still Date

DE KALB, Ill., July 22.—Great Sutton Shows playing Galeburg, Ill., July 10-15 chalked the biggest week for a still spot since organization of the show. Saturday gave largest gate receipts for any single night, reported Jack Woods. Committee of the VFWD Post there cooperated fully and support was given by city officials.

Two new shows added and arrival of more new blue canvas have completed line-up on the midway. Mr. and Mrs. Jack Smith added their toy shop and Whitely Minnear and family added two concessions. Lieut. Frank M. Sutton Jr. (See Sutton's Champ Still on page 36)



ON THE MIDWAY of the Frank Burke Shows before a record crowd began to gather for the War Show in El Paso, Tex., July 4 these showmen and an ex-showman got together. Left to right: Corp. Al Sweeney, former auto race promoter and circus press agent; Harry Gold, ball game operator; Bob Berkshire, co-owner of amusement center in El Paso with Pete Kortez; Frank Burke, owner of the Burke Shows; Mrs. Frank Burke; Denver Kid Curley, cigarette gallery operator, and Jack Carswell, hoop-la operator.

SLA Ups Activity For Fund Raising

CHICAGO, July 22.—Showmen's League of America has been exceptionally active this year in fund raising in connection with the war effort. Its Red Cross activities, under leadership of J. C. McCaffery, have already resulted in contributions of nearly \$8,000 this year, and the more recently inaugurated Mustering-Out Fund campaign, which has been in progress only a short time, has brought in more than \$3,000, with more coming in every week.

President Floyd E. Gooding, who is directing the Mustering-Out Fund drive, has enlisted co-operation of many leading outdoor showmen and before the campaign is over a tidy sum will be assured for distribution among League members in the armed forces when they return to civilian life.

West Coast Registers Banner 4th Trade

EUGENE, Ore., July 22.—Playing Buckaroo Days and July 4 Celebration in Klamath Falls, Ore., for the 12th consecutive year, West Coast Victory Shows had the biggest July 4 week in their history, reported Special Agent Ed Kemp. Celebration committee was headed by (See West Coast 4th Best on page 36)

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

—By Starr De Belle

Hart Balm, Ind.
July 22, 1944.

Dear Editor:

The personnel of this midway is famous for its big heartedness and trust in its fellowmen. Our golden rule is: "It is more blessed to give than to receive." When a member of this troupe dies you can bet two to one that he passed away from an over-enlargement of the heart. Our company doctor reported some 50 cases of "sympathetic nervousness." We are believers in: "There isn't an ailment that kindness won't cure." Dinner time in the cook-house almost always winds up in a near-riot over whose turn it is to pay the checks. Often the cookhouse operator won't take anything because of

Smith Rings Up 40% Hike Over 15 Weeks; Free Gate Pulls 'Em

SCALP LEVEL, Pa., July 22.—A 40-per-cent hike in grosses marked the 15th week of the season for the George Clyde Smith Shows in Conemaugh, Pa., July 9-15. Manager George C. Smith said that with a free gate attendance had topped that of other years by far in the same territory.

Shows, rides, and about 40 concessions are transported on 12 trucks and semis. Since the opening new fronts have been added with modernistic lighting. Shows and rides are office owned and newly painted. Bobby Kork, show operator and publicity agent, left to join the J. C. Weer Shows. Staff includes George Clyde Smith, owner-manager; Prince Omwah, secretary; Paul Goodman, sound system; Frank Code Jr., Joe superintendent; Clarence E. Seitz, chief electrician, mail and The Billboard sales agent.

Shows are Oriental Villa, Happy Wars, manager; Lew Moore, front; Marietta, Stella Dallas, Bobbie Stubins, Clara Barnett, Ella Cinders and Kittle Gordon, dancers. Circus Side Show, Dave Gorman, manager; Harry Stewart, front; James Johnston, tickets; Patay Lee, juggler; Mme. Armina, mentalist; Elsie, fat girl; Prince Edward, magician; Mrs. Dave Gorman, sword swallower; Ooo-ooo, the bird girl, annex. Gay Nineties. (See Smith Grosses Up 40% on page 36)

Cavalcade Peek Has Big Leadoff For Aqua's Run

MINNEAPOLIS, July 22.—Bismarck turned out well for Al Wagner's Cavalcade of Amusements July 11-15, said William B. Naylor, publicity director. Heavy country billing did the trick and crowds were on hand nightly. Children's matinee Saturday was one of the best of the season. Show train was loaded by Sunday afternoon and made the run over the Northern Pacific to Minneapolis, arriving Monday afternoon.

Unloading started at daybreak Tuesday and practically every wagon and ride was given new paint for the preview showing Thursday, under auspices of the annual Minneapolis Aquatennial. About 4,500 were at the preview, shows and rides did good business and there is a long concession line supervised by A. J. (Whitely) Weiss.

Visitors here included Senator William E. Dahlquist, who highly approved the midway which will play his fair at Thief River Falls, Minn., next week. Show will then make the long jump to North Montana State Fair, Great Falls, with Billings and Butte to follow. Two big street parades during the Aquatennial celebration are expected to bring big turnouts to the showgrounds. There is to be a big matinee each Saturday of the engagement. Radio and newspapers have been used extensively. Mrs. Hattie Wagner got plenty of help for the cookhouse for the first time this season. Several ride men and other workmen joined her. So far the show has been lucky as far as weather is concerned, losing only three days since opening at East St. Louis.

Conklinites Dig Up Sweet Sum To Aid Muster - Out Fund

REGINA, Sask., July 22.—While the Conklin Shows were playing Regins Exhibition this week President J. W. (Patty) and Vice-President Frank B. Conklin "went around" the midway of their Frolicland Tuesday and in two hours raised over \$1,500 for the Mustering-Out Fund of the Showmen's League of America and for the American Red Cross.

"Nearly all of the donors are members of the League and they join us in the opinion that the plan conceived by SLA President Floyd E. Gooding is most deserving of support," said President Conklin. "The donors felt that they could well afford their contributions and were glad to participate in this movement and there will be no effort to apply pressure to get funds from the rank and file of our organization."

"Of the amount contributed, \$1,000 will go to the Mustering-Out Fund and \$500 will be given to the American Red Cross."

Donors were J. W. (Patty) Conklin, \$150; Frank R. Conklin, \$150; Al Kauf- (See Frolicland Feeds Fund on page 36)

Crash Damage Stalls Alamo on Texas Run

ABILENE, Tex., July 22.—Movement of the Alamo Exposition Shows from Fort Worth to Abilene was one of the worst in the history of the show since becoming motorized, reported Ted Custer. The truck used to haul the kiddie ride and to pull the office was struck by a bus. The crash resulted in wrecking the bus and the show equipment, the office being damaged most. Several trucks didn't arrive till Monday night, so opening was postponed until Tuesday, when a good crowd came out.

Curly Maynor has charge of the Ferris Wheel. Mr. and Mrs. Jack Nuckolls. (See Crash Delays Alamo on page 36)

FROM THE LOTS

Happyland

Ontonagon, Mich. Week ended July 15. Location, Field lot. Auspices, Metropolitan Club Auxiliary. Weather, fair. Business, excellent.

Gross here was upped 30 per cent over any previous year's. Shows, rides and concessions all had a bang-up week and paid gate admissions were over 30,000. Al Renton's Side Show topped the shows, with Dr. C. C. Grouseur's Hall of Science, Jerry Gray's Monster Show and the John R. Boyles Caravan of Wonders running close seconds. Nan Hankine entertained several women friends from Hennies Bros.' Shows, which were in Lansing. Saturday afternoon the show hosted orphan children, with free rides, soft drinks, custard and popcorn and gifts from concessionaires and each kiddie received a new dollar bill from the management. Eddie Jamison, former Minstrel Show operator with the Johnny J. Jones Exposition and Beckmann & Gerety Shows, joined here to take charge of the Pin-Up Girl Revue, being associated with Eddie Miller with that attraction. It is his first venture back into show business since his discharge from a hospital, where he was treated for injuries received while a member of the Merchant Marine. PAUL D. SPRAGUE

Dodson's World's Fair

Fremont, Neb. Week ended July 15. Auspices, American Legion Post. Location, Moller Park. Weather, rain. Business, mediocre.

Monday and Tuesday were lost to rain. Fair business Wednesday was registered, also the show followed the McMahon Shows in. Friday night was lost because of rain and threatening weather. During the afternoon a small tornado struck about five miles from Fremont and President M. G. Dodson decided to keep the midway closed. Business Saturday afternoon and night was fair, but the town was too small for the size of the show. The auspices committee co-operated in every way. The entrance front designed by President Dodson and constructed by George (Pinkie) Edgars was erected for the first time, with its multiple neon lights and streamlined effect. In preparation for the stand at Grand Island, Neb., was the new Wild Life Exhibit, operated by Ray Cramer and George Golden. On a 30-minute broadcast over Station KORN, Ray Cramer, Slim Curtis, Big Bertha and Marion Perry were interviewed and musical background was by Jack Campbell and the show's band. The Fremont Guide-Tribune was generous with space. PAUL BARRON.

Buckeye State

Belvidere, Ill. Week ended July 15. Location, Belister's showgrounds. Auspices, American Legion Post. Weather, warm. Business, excellent.

Move of 82 miles from Morris, Ill., was fast. Sailor Katzy's Side Show had top gross for attractions, with the Ride-o-getting tops for the rides. Sandra Lee joined as annex attraction in the Side Show. Benny Segal joined and took over the Minstrel Show. Ray Ellis, Pop Kelly and Red Eaves, concessionaires, joined here. Mrs. Gaylor Henderson and Bill

Myers had a joint birthday party. Mrs. Henderson getting, as a gift from her husband, a \$1,000 War Bond. Mr. and Mrs. Gus Foster, who celebrated their 32d wedding anniversary, received many gifts from show folks and other friends. Bob Parker visited Eddie Barbour. Sammy Stein was in and out almost daily while the show was near Chicago. Evelyn Levine and Gladys Brod made a two-day shopping trip to the Windy City. Bob and Blanche Heth, who visited friends in Ekhardt, Ind., returned with a new de luxe living trailer. Loretta and Francis Rosen spent their vacations on the show, visiting their uncle, Mike. Little Marcia Hyman and Lois Rosenberg visited Mrs. Rosen several days and made themselves useful around the cookhouse. Mrs. Rosen also had several members of her family as visitors, including Mr. and Mrs. B. M. Hyman and Aron, and Mrs. LeRoy Hyman, Marjorie, Mrs. Sam Alter and Mrs. May Garfield, Chicago; Mr. and Mrs. Joe Hyman, Carol Ann and Jimmy, Elgin. Gay colors are spread and repairs are being made for the fairs, which start at Portage, Wis. H. B. SHIVE.

Bantly's All-American

Clearfield, Pa. Week ended July 15. Auspices, Veterans of Foreign Wars Post. Location, Driving Park. Weather, hot. Business, fair.

Wednesday night was lost because of heavy rain. Friday and Saturday were fair and Saturday matinee below expectations, also heavily advertised in newspaper. Showfolks took advantage of the lull by repainting and readying for the fairs. Jolly Dot Carlson, away from the show for several weeks, is back and doing big business. Leroy Harder is back and now manager of the Funhouse. Fred-Freda Van is annex attraction in Gilbert Tracey's Circus Side Show. Billy Lane arrived from Florida to visit her husband, Paul. Vivona Bros. joined with frozen custard. Walter Langford's Wild Life Exhibit had a heavy play, feature being Lady, four-month-old lion cub, former mascot of Fort Worth air corps. Frank Sheppard, chief electrician, has designed some new lighting effects. WALTER D. NEALAND.

John H. Marks

Coalington, Va. Week ended July 15. Auspices, American Legion Post. Location, brickyard showgrounds. Weather, spotty. Business, good.

Monday night opening was missed due to transportation difficulties. Tuesday had a good crowd of spenders, also Wednesday. Thursday a heavy rain about 6 p.m. hurt. Friday night was good and Saturday, thru co-operation of The Virginians, there was the second biggest matinee of the season. Saturday night there were 11,237 paid admissions. Station WKEY co-operated well. Willie Lewis, who visited his home in Richmond, Va., where his wife is ill, reported her much improved. Jack Wilson, co-owner of the Cetlin & Wilson Shows, was a visitor. T. A. (Red) Schultz, The Billboard sales agent and mailman, continues active. O. P. Henry joined as billposter. HARRY H. WILSON.

Alamo Exposition

Fort Worth, Tex. Week ended July 15. Auspices, Texas State Guards. Weather, hot. Business, satisfactory.

Mr. and Mrs. Joe Murphy were nightly visitors from Brownwood, where he is stationed in the army. Due to illness at his home, Owen Jones left for a few days. Visitors were Mike Burns and party, Old Sundown and group, Mr. and Mrs. Ray Culbertson, operators of tourists' courts at Fort Worth and Grand Prairie, Tex., and Mrs. Ruby Walridge and Hope and Billie Basinger, now residing in Fort Worth. Joe Murphy and Denny Pugh, former owners of the World of Today Shows, came from their ranch to spend the week-end with Manager Jack Ruback. Equipment has been overhauled for West Texas and New Mexico. Mr. and Mrs. Texas Kidd visited several times. Hypo Denoche entertained his agents at Lake Worth with a fish fry and dancing. Martha Rogers, Sophie Mullen and Rosemary Ruback will be hostesses at the second outdoor picnic and dance at Abilene. Show will not be

cut down, as was planned. Albert Wright, legal adjuster, spent several days at his Lake Worth cottage. Mr. and Mrs. Albert Carpenter, San Antonio, joined. Joe Alcar sent wife, Babe, home on plane due to her mother undergoing an operation. Season, with all bad breaks, is 20 per cent ahead of last year's. TED CUSTER.

Allen & Nickerson

Postoria, O. Week ended July 15. Location, Fox Field. Auspices, L.L.L. Weather, hot; showers Wednesday. Business, satisfactory. Inclosed midway.

Short move from Findlay, O., and everything was ready Monday night. Hot weather again retarded attendance but business picked up the latter part of the week. Great Fuzsner joined with his spiral ball act as free attraction and helped to swell front gate receipts. Two more shows were added. Co-Owner S. W. Nickerson made a business trip to Bucyrus, O. William (Bill) Perry, who left for Pittsburgh to visit his family, was to return to Zanererville, O. Memory's pages: The writer played this town with L. J. Heth Shows seven years ago and the show spent July 4 on railroad tracks when Lovain, O., which had been booked, was devastated by a tornado. George Spaulding and Tommy Allen will remember. WALTER B. FOX.

BALLYHOO BROS.

(Continued from opposite page)

they have an advanced week's privilege in the office.

New arrivals often wonder why we have two men at the cash register in the dining car. It's not because we mistrust them; nor are they there to watch each other. We trust everyone. The extra man is merely there to bite the silver before it is rung up. Husbands on this show treat their wives differently than they do on other shows. Last week one of the boys, who hasn't worked in two years (but his wife has had a steady job), presented her with a new trailer home. All of our men are good providers. They put the comfort of their families before their work.

We have what we call the Carnival Protective Association. Each member pays 50 cents per week so that they will have \$15 to their credit at the end of a 30-week season. Benefit No. 1: On closing day he or she is to receive one-third of the amount on deposit or \$3 (providing the treasurer still has it). Benefit No. 2: Should any member become sick during the winter, then he or she is entitled to our free medical information. By sending a paid wire, we refer them to a good hospital and drop a letter to the hospital, advising it that the patient is a member and is entitled to any medical treatment necessary, providing he has sufficient funds to cover the hospitalization. Benefit No. 3: Should any member be stranded in any part of the United States, then he or she will be entitled to our free travel information. By sending in a sworn-to affidavit to the effect that he or she is without funds, road maps will be mailed at the Protective Association's expense. Those who live in winter quarters will be given free examinations by our embryo-show lecturer.

Nothing is too good for our people. As Loose-as-a-Whatyoumaycallit Jake Ballyhoo said: "Thru the kindness of our people, the funds raised thru the association wintered the show." MAJOR PRIVILEGE.

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Midway Marvels in Post-War

Verne Vistas Are Visioned

Air transport, robot operation, new materials seen in advanced-age trouping

By Herman Bantly

Manager, Bantly's All-American Shows

SOME time ago, John W. Wilson, of the Cetlin & Wilson Shows, wrote an article for *The Billboard* on what he thought was going to be the metaphor in outdoor show business perhaps 50 years from now, or even sooner. Mr. Kiddy, of the World of Mirth Shows, was dubious about this, not only from the standpoint of the cost of materials that was suggested, but also the cost of flying a large show by plane.

As a carnival owner and manager, I believe I shall cast my lot with Mr. Wilson and even go a bit further. After all, nothing could have been written better and with more vision than Jules Verne's *20,000 Leagues Under the Sea*. People at that time of writing shook their heads and said it could not be done. Fulton with his steamboat, Edison with the electric lamp, Whitney with the cotton gin, Bell with the telephone and the Wright Brothers with the aeroplanes are also just a few that people laughed at. They thought it couldn't be done.

Lower Rates Coming

But let's take a few facts and figures as of today on transportation of the equivalent of a 40-car railroad show. It is my thought that Pan-American Airlines are going to cut their passenger



MR. AND MRS. HERMAN BANTLY

rate from 5 cents a mile to 1½ or 2½ cents a mile. That would be a competitive rate, I believe, among all the lines which are represented by the Air-Transport Association.

Henry Kaiser and Howard Hawks are working on an airplane that will carry 120,000 pounds at a speed of 400 miles per hour, with a cruising range of 4,000 miles. Budd company has already produced and has in service what it terms a "flying box car," which will put it in direct competition with railroad express, possibly at 5 cents a ton mile. This is for express. What, then, can one expect a freight rate to be? There will be many other large airplane manufacturing companies making plans to do the same thing.

By the time we are ready to transport carnivals by plane, weather reporting, rocket engines and necessary safety devices will be so far advanced that what we consider good today will look like child's play.

Master Midway Robot

As for a master robot in the center of the midway to operate all rides that could be feasibly so handled, something similar is already being done in big railroad yards. One man in a tower can control 50 different switches and place 50 trains on different tracks in less than one minute's time.

Let us take, for instance, a new ride of tomorrow that will be operated by electricity but will still have the basic engineering of yesterday and today and with cars moving on a track, such as the Ride-O. The one man that is on the ride for safety pushes a button so the robot, which automatically starts the ride. The moment that it starts an electric magnet on the safety bar contacts one on the car. This holds the passengers in place until the ride is over. Then the contact is broken and the magnets release the safety bar, which allows the people to step out after the ride is finished. This in itself would be a much more effective safety measure than the ones in use today when the customer can at any time release himself and step out while the ride is in operation. I know this has been done, because we have already had accidents happen that way.

New Lighting Certain

The length of the ride, with the robot in operation, would depend upon the time set on the dial of the panel on the robot, such as one minute, two minutes and so forth. There would be no ticket sellers or ticket takers but turnstiles such as are now in operation at various subway stations. With one slot for the admissions and one slot for tax coins, various change booths would be located about the midway.

The end of light bulbs on midways is also drawing nearer, which will mean the end of light sockets, stringers, and require less wiring. I predict that on the show of tomorrow they will be replaced entirely by fluorescent lighting located indirectly and showing a new panorama of the beautiful colors of the new colored plastics and thus giving a more brilliant light with a more striking effect than ever. Because fronts will be made of plastic or garden (gardium) will be a metal with chrome-like finish, one-quarter-of-an-inch thick and light as tissue paper but stronger than the toughest

steel) they may be built 75 feet or higher and 200 feet or more long. Back braces will be made of telescoped tubing of the same material, so light that one man will be able to carry the entire bracing for a 200-foot front.

Savings in Operation

There is today being used for military aircraft purposes a plastic that is stronger than steel. It cannot burn, rot or decay. It will not swell nor shrink with moisture changes and resists acids, oils and corrosive vapors. It is light in weight, has ability to stand shock and, when placed for public use, it will be inexpensive. Therefore, if such a material is available now, what can we expect for the show of tomorrow?

To sum it up, it is my contention that a 40-car show of tomorrow will be transported 50 per cent cheaper, move 100 per cent faster, with a cost to build 50 per cent less, and will operate 40 per cent lower than at present.

This has been written about the show of tomorrow. What about the shows of the day after tomorrow?

REGINA OPENS ZOOM

(Continued from page 34)

In this type of biz was shown, particularly on rides. All shows and rides went for a nickel on Kids' Day. Frolicland shared the 25 per cent increase at the main gate and grandstand on the two first days.

Alvin Phillips did not operate the Swimsade on Monday because of cold water. Norris (Corky) Kellam, of the Swimsade, was hospitalized with a leg infection. Arrival of the Conklin Shows from the Calgary Exhibition in Canadian Pacific freight service was at 5:45 Monday morning and everything except three attractions was operating at 2 p.m.

PAGE REACHES PEAKS

(Continued from page 34)

plane and Ferris Wheel, alternating in different weeks. For the fair season rides were given new paint here.

Frank, Dot and James Earle, old friends of the show, arrived in Richmond, Ky., and will stay until Shelbyville (Ky.) Fair, when they will leave, he to make several State fairs and she and son, James, to their home in Louisville. Mrs. Ollie Scott, mother of Mrs. Earle, was a visitor. Mrs. E. Haag, of the former Mighty Haag Show, arrived in company with her grandson, Harry Jr., and will stay until school opens. Joe J. Fontana, general agent of the L. J. Heth Show, was a recent visitor, as was Shan Wilcox, Playland Shows, which day and dated in Lexington, Ky.

SUTTON'S CHAMP STILL

(Continued from page 34)

and Mrs. Sutton arrived Sunday for a two-day stay before his departure overseas. Several parties were given in his honor. Lester L. Brown, co-owner of the Side Show and Girl Show, who returned from New Orleans, announced his marriage to Karin Ellison, dancing teacher, of that city. Several acts have been added to the Side Show. Joe Drake still handles the inside. Sales representative Lucile Norwood reported the largest sales of *The Billboard* in years.

Bill Norwood, 24-hour man, has kept equipment running and, altho the show is moving weekly in long jumps, not an opening has been lost. Stretcher, III, the Fourth of July spot, produced a midway packed all day and night with free spenders.

CRASH DELAYS ALAMO

(Continued from page 34)

formerly on the road and now in cafe business, were visitors. Mrs. Jim Schencko, wife of General Agent Jim Schencko, Harry Craig Shows, entertained show folks at the Shanghai Amusement Center in Ablene with an after-show dine-and-dance party. Hypo Kierkegaard has his crew an outing at Lake Ablene, as did Joe Alcar. Andy Twining and Bob Mayes, electrical department, rebuilt the front arch, which was badly damaged at Fort Worth in high winds Thursday evening of last week. A friend of Albert Wright, Lieutenant Mulford, Portland, Ore., was entertained at a luncheon July 20.

A terrific heat wave in Texas has so far not curbed attendance and business continues better than last year's.

Fair List

A list of fairs and expositions will be found in the List Section of this issue.

WEST COAST 4TH BEST

(Continued from page 34)

President O. D. Mathews, assisted by Dr. Charles Eunt, J. J. Hoskins and others, who made the rodeo a huge success. Show was a part of the Buckaroo Fun Trail presided over by the queen of the celebration.

Business was near capacity from opening day, June 27. After the Fourth the show remained five days at the location, making two weeks in Klamath Falls. General Agent W. T. Jessup booked, billed it and promoted the spot. A. H. Lea, secretary-manager of Multnomah County Fair, was a visitor to the rodeo and midway.

Show was saddened by the death of Max John Weiss, who died of a heart attack June 27 in Klamath Falls Hospital. He was 78 years old and had spent most of his life as a concessionaire in the East and has been with the show for the past six years with a radio concession. His widow left the show for her home in San Francisco. Word was received of the death of Anthony Chantos, a former employee of Jack Christenson, and killed in action in military service. He was a member of the Pacific Coast Showmen's Association.

SMITH GROSSES UP 40%

(Continued from page 34)

Peggy Ewell, manager; Elsie De Fordin, Irene Taylor, dancers; Fred Kutch, Frank Hall of Science, Jimmy Pay, manager; Dick Dunn, front; Dixie Dugan, nurse; Henrietta, two-headed baby; annex, Neoma, African python, Peggy Ewell, manager; Henry Aldrich, tickets.

Rides: Eddie Miller, superintendent; Ferris Wheel, Bob Hill, foreman; Edward Lee Rowles; Chairplane, Blackie Thatcher, foreman; Jimmy Styen; Kiddie Auto, Frances Warner, foreman; Kiddie Chairplane, Pee Wee Code, foreman. Sam Collier, penny ride.

Concessions: Bingo, Mr. and Mrs. Jack Rockaway; Dorothy Rockaway, caller; Paul Boyser, assistant; Mr. and Mrs. Hiram Best, 10; Mickey Vogel, six; Mr. and Mrs. Jack C. King, five; Mr. and Mrs. John Kerschgen, photos; Joe Orlando, cigarettes; Robert Hill, fishpond; Pop Selts, pan game; Dolores Mae and Mary Lee Smith, pitch-till-win; Jessie Miller, ball game; Porky Miller, darts; Mrs. Pudde Dunn Smith, one Donald Justice, three. Midway Cafe, Ous Rogakas, manager-owner; Lynn Rainey, griddle; Jimmy Costa, headwaiter; Jack Tracy, cook; Helen Taylor, cashier.

FROLICLAND FEEDS FUND

(Continued from page 34)

man, \$50; Simon Koven, \$50; Al Cohn, \$50; Charlie Taylor, \$50; Ed Gamble, \$50; Nick Maltezo, \$50; Bill Levinaky, \$35; Lou Leonard, \$25; Paul Olson, \$25; Joe Beckman, \$25; Betty Herman, \$25; Butch Russell Herman, \$25; Maxie Herman, \$25; L. Drillick, \$25; P. Lindover, \$25; J. Westlock, \$25; J. Granopolski, \$25; Ralph Vogel, \$25; John May, \$25; Russell Dean, \$25; J. Lobb, \$25; Harry Sauve, \$25; E. Dolg, \$25; F. J. Duff, \$25; S. Soladan, \$25; Sam Ousky, \$25; A. Allison, \$25; T. Abrams, \$25; M. Mandrick, \$25; S. Pottaskey, \$25; Howard Speers, \$25; George Carr, \$25; Walter McChuskey, \$25; Jack Rae, \$25; Alpha Phillips, \$25; Charlie Luozas, \$25; Minnie Simmons, \$25; Alex Maltezo, \$25; R. J. Speers, \$25; Jimmie Hosack, \$25; Charlie O'Brien, \$25; W. Andrea, \$10; Tony Walters, \$10.

C. I. O. CELEBRATION

Fairgrounds, West of Dayton, Ohio, Sunday, July 30, 40,000 tickets, already sold. Fairfield, Ohio, July 31-Aug. 14; Germantown, Ohio, Aug. 15-21.

MIAMI VALLEY SHOWS

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No. 1 Cards, heavy white, 5¢. No duplicate cards. 85 cards, \$3.50; 90 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.00; 150 cards, \$5.25; 200 cards, \$5.50; 250 cards, \$5.75; 300 cards, \$6.00. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.

No. 2 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—put up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on white, postal card (300 cards). Can be retained or discarded. 3,000, \$28.00; 500, \$4.75; 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.

Large Numbers Board, 6 in. type, 4 R. by 18

10. In 3 collectible sections, non-electrical \$75.00

\$500 Jack Pot Slips (stripes of 7 numbers),

per 1,000

M. W. Cards, 6 1/2 in. White, Green, Red,

Yellow, \$2.00 per 100.

\$500 Small Thin "Brevity" Bingo Sheets,

300 cards, 2 1/2 in. x 3 1/2 in., per 1,000 \$28

\$500 Flashweight Bingo Sheets, 5 1/2 in.

Large, \$1.40 per M.

Round Gray Cardboard Markers, 1800 for...

Thin Plastic Markers, brown color, M.

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Mellen's Lunch C. F. Mellen C. J. McCarthy	Crispy Corn and Candy Mr.-Mrs. Van Zile Mr.-Mrs. Pence	3-Concessions-3 Mr.-Mrs. J. R. Carroll and Dickie Sue <i>Third Season With a Fine Show</i>	Hoop-La J. J. Richards <i>Already Booked for Next Year</i>	4-Concessions-4 Mr.-Mrs. F. J. Wozniak <i>Strictly for This Show</i>	Palmistry Mr.-Mrs. R. F. Keating <i>Predicting Big Things for This Show</i>
Color Game Al Kelly Don Bishop <i>Doing All Right</i>	Rotary Merchandisers Mr.-Mrs. Warren Murphy <i>First Season and Satisfied</i>	2-Concessions-2 Danny Corr <i>With It and For It</i>	6-Concessions-6 D. W. Leslie <i>Having a Fine Season With Real Showfolks</i>	2-Concessions-2 Sam Solof <i>Good Enough To Be With and For</i>	5-Concessions-5 Forrest Poole <i>Second Season With This Outstanding Show</i>
Photos Mrs. Thelma Elliott <i>Having a Big Season</i>	5-Concessions-5 Mr.-Mrs. Wm. Postelwaite <i>Five Years With the Aristocrat of Michigan and Satisfied</i>	Frozen Custard and Jewelry Mr.-Mrs. LeRoy Crandell <i>Best Wishes to Our Son, Richard, in the Service</i>		3-Concessions-3 Happy Adams <i>Swell Show, Swell Folks, Swell Season.</i>	Pitch-Til-U-Win Mrs. A. Troul <i>Taxie (Agent)</i>
WILD LIFE UNBORN REPTILE FARM	Pennants George Ankrim <i>Your Name on Hats, Pennants, Emblems. Buy More Bonds</i>	De Luxe Bingo Mrs. John Quinn, Owner Jack Walsh Ernest Abbott Oliver Ferryman James Beaudrie		Silo Drome R. V. Ritz <i>Best Wishes To All My Friends</i>	Fun House Chas. VanArsdale <i>Glad To Be With Michigan's Best</i>
Playland Arcade K. C. Ries <i>Second Season With the Best</i>	Parisian Follies French Casino F. W. Miller <i>Always Pleading</i>	Krazy Kab Kompany S. A. Baker <i>With It and Contented</i>	Circus Sideshow Chas. H. Hodges <i>My Best Season</i>	Pony Ride Mr.-Mrs. R. A. Kelly and Family	THE RIDE BOYS <i>With It and for It, Rain or Shine.</i>
Silver Streak Harry Whalon Tom Brooks	Merry-Go-Round Addo Riker <i>Twin Ferris Wheels</i> Troy Scuggs	Tilt-A-Whirl Ted Arthur <i>Spitfire</i> Art Krause	Rolloplane Lloyd French <i>Octopus</i> Earl Gerhart	Kiddle Autos Ernest Barger <i>Miniature Train</i> Dale Kelly	Compliments of Chas. A. Lenz <i>Showmen's Insurance Man</i>

We invite correspondence from outstanding attractions for our 1945 tour

MIDWAY CONFAB

Communications to 25 Opera Place, Cincinnati 1, O.

STARTING fair?

W. A. (BOB) HALLOCK, general agent of the Johnny J. Jones Exposition, accompanied by Mrs. Hallock, was in Cincinnati on business July 19.

MARTIN (MUTTLE) BYRNES and son, Francis, joined the Green United Shows with concessions. Mrs. Byrnes is recovering from a recent operation.

WITH about 30 guests present, William E. (Red) Hicks, well-known general agent, and Mrs. (Rose) Hicks celebrated their 25th wedding anniversary at their home in Rutherford, N. J.

WHAT ever became of the two-headed quaters used in tossing for locations?

MR. AND MRS. ZABROWSKI, formerly of the Sunflower State Shows, are operating a funhouse in Wichita Falls, Tex., and she has a photo gallery and restaurant.

TINY AND CORIE ZIMMERMAN, formerly with Dodson's Shows and Cavalcade of Amusements, are operating Dick Nugent's cookhouse on the Fred Allen Shows.

LOUISE AND JIMMIE CHAVANNE and Father Everett, World of Today Shows, visited Skeeter and George McAllan.

bration dates at North Baltimore, O., July 24.

MRS. ANNIE MAE LUCAS, for the past three seasons with the World of Today Shows, has taken over management of a beauty shop in Dallas, operating it for Mrs. Walker Asche, who moved to Austin, Tex., where her husband is stationed in the army.

REGISTRATION and Social Security cards proved that some trouperes have other names than Red, Whitey and Slim—even the Red, Whitey and Slim won't admit it.

FRANK ZORDA, who has added two attractions to his No. 2 Side Show on the All-American Exposition Shows, reported good business. Personnel includes Madame Zelda, Roa Lee, Tiny O'Keefe, Chief Wah Hoo, Tom Ryan and Bill Simmons.

ENGAGEMENT of the L. T. Shows at Liberty Avenue and Sutphin Boulevard, Jamaica, L. I., N. Y., was reported highly successful by members of Morelle Hargrave Post, American Legion, and a War Bond drive held in connection went over far beyond expectations.

DURING the Sunset Amusement Company's engagement in Mascataine, Ia., the World of Today Shows played Rock Island, Ill., and visits were exchanged.



ALL THAT WAS LEFT of Al Tomajni's Side Show and Ed Ferrari's Hawaiian Show after a 96-mile gale hit the James E. Strates Shows in Rome, N. Y., July 12, demolishing eight show tops, numerous concession tents and dealing damage estimated at \$10,000. Much canvas was replaced from quarters in Elmira, N. Y. It was the second Strates blowdown within a month, \$4,000 damage having been sustained in North Tonawanda, N. Y., week of June 19.

concessionaires, on Tivoli Exposition Shows at Wapello, Ia.

WHAT is probably the first midway lending library is being conducted on the John H. Marks Shows by Margaret and Lena Harrison. For a fee they are lending out novels and other fiction and magazines and have over 400 books.

GENERAL house cleaning down at the runs is more readily endured when it doesn't include our key men.

THE seven-pound nine-ounce daughter, born to Lieut. Johnny J. Jones, air pilot, and Mrs. Jones in St. Petersburg, Fla., July 11, and granddaughter of the late Johnny J. Jones and Mrs. Hody Jones, has been named Andrea Marion.

WITH the Barkoot Shows earlier in the season, Mr. and Mrs. George Lay, photo operators, and Earl Wagner, concessionaire, are at Forest Park, 15 miles east of Toledo. They will resume cele-

Seen on the Sunset lot were Mr. and Mrs. Eddie Clark, Mr. and Mrs. Jess Jordan, Dorothy Lesouer and Mr. and Mrs. E. G. Henderson, World of Today Shows.

IF all the white-collared stiffies who keep on telling the boss how to get the show up would give him a lift, it would almost solve the problem.

AL GIFFORD, owner-manager of Gifford Bros.' Miniature Three-Ring Circus and Mechanical Farm Show, was reported seriously ill in St. Joseph Hospital, Denver. The No. 2 show, managed by O. B. Roweth, is with Ralph Forsythe's rides. Mrs. Gifford is residing in Denver.

PLAYTIME SHOWS had fair business in Concord, N. H., in the week ended July 15, reported Jimmy Mitchell. Three nights of rain cut grosses. Friday and Saturday were big. Clyde Hippel has six concessions. Ed Burr carries Ferris Wheel, Fly-o-Plane, Swings, Kiddie Auto Ride and Merry-Go-Round. Show went back to Massachusetts.

F. A. NELSON, general agent of the Parada Shows, who reported excellent weather and good business, with shows never missing a Monday opening, said ride help has been satisfactory. Rides are Ferris Wheel, Merry-Go-Round and Mixup. Shows have 18 concessions.

WINNERS!!!

Rank	Wheel Med.	Location	Receipts
1st	No. 10	Fl. Dak.	\$281.25
2nd	No. 12	Oregon	928.50
3rd	No. 8	Oregon	801.00
4th	No. 5	Oklahoma	706.00
5th	No. 6	Manitoba, Can.	725.05
6th	No. 9	Manitoba, Can.	705.70

Total \$5047.10
Average per wheel for the day ... \$41.18
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GAMES—Time Required
Buckets and Tracks, Pan Joints and Roll Downs, Wheels and Posts, Waterfall Blowers, Bingo Blowers.

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60 H. P., 40 KW.
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CRESCENT AMUSEMENT CO.
Clinton, Tenn., This Week;
Lake City, Tenn., Week July 31

SPITFIRE FOR SALE

Ride in first-class shape, just painted, all safety device, new invention on ride, no straps; when passengers get in, close the bottom, bar locks across their laps. Outside loading time in half. Ride can be seen in operation at Flat Park, Flint, Michigan. Real buy. CASH ONLY, \$2500.00. BEULAH MILLER, 118 Davenport, Apt. 28, Detroit, Mich. Telephone Temple 16720.

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Loop-o-Plane, A-1 condition, complete with fence and ticket box. Booked on permanent location, but can be moved. Best offer taken. Contact O. W. "HOPPY" MOORE at Oceanide Beach Amusement Center, or write Box 779, Oceanide, Calif.

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12" Ball, 95¢, Yarn Game, 15" Kite, \$1.10
Bottle Kite, 14" Kite, \$1.25; Alaskan Kite, 16"
Kite, \$1.25 each. All made of heavy Ball Duck,
stuffed with wool, have 2" x 3 1/2" slanted
wood bottoms, are finished in hand's wood and
painted flashy contrasting colors, two sides.
LA MANGE, 722 Marlen, S. E., Atlanta, Ga.

GOLDEN WEST SHOWS

Can place Cook House or Grab, Corn Game, a few
more legitimate Concessions, Tilt Man, Wheel Man,
Chair-o-Plane Help, Girls for Dancing Show, Girl
or Man and Wife for Posing Show. Agent for Chuck
Shows with own equipment. I still date, 10 fall
fairs following. Don't write, wire.

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FOR SALE QUICK

Brand-new Tony Turner Fun House. Can be seen
in operation on show playing Fernandina, Florida,
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wories will be—trying to get ac-
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FOR SALE**Completely rebuilt, perfect condition. Alls Chal-
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have International Tractor and 20 Ft. Semi-
Trailer to haul same on, for \$1,500.00 cash.
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L. C. McHENRY, CRESCENT AMUSEMENT CO.

Clinton, Tenn., This Week;
Lake City, Tenn., Week July 31.**H. F. HARVEY SHOWS**

Open early in August.

Playing Arkansas, Mississippi.

Will book Rides and Shows with own transpor-
tation. All Concessions open. Chick
Rosen, Pete Hendrich and all people with me
last year, get in contact with me. All replies:

120 Coleman St., Cleveland, Miss.

WILL PAY SPOT CASHLate Model 7 Car Tiltwhirl or Streamlined
8 Car Whip, with or without transportation.
Consider Caterpillar Ride, late model. No
junk. Wire per route.

Crescent Amusement Co.

Clinton, Tenn., This Week;
Lake City, Tenn., Week July 31.**WILL BUY FOR CASH**Roll-o-Plane or Octopus; must be in
first-class condition.

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I. SCHORE

119 Chambers St. New York City



HARRY ALLEN LINIGER, son of Mr. and Mrs. Paul Liniger, Gatesville, N. C., formerly of Liniger Bros.' Shows, recently graduated from Harlingen (Tex.) Army Air Field aerial gunnery school, receiving a diploma, pair of aerial gunner's wings and a promotion in grade. His address is Harry Allen Liniger, 34670187, APO 16209, care of Postmaster, New York.

Mrs. Nelson was ill during the date in Oswatimie, Kan.

NEXT time you see a foreman trying to put up a ride without any help, pretend that you don't see him and don't ask: "How're you doing?"

FORMER girl-show operator with Al Wagner, Art Lewis, Ralph Decker, Endy Bros. and Frank West, and player of club dates in New York, Boston, Chicago, Detroit, Cleveland and other cities, Peggy Murray, member of the Caravans and AOVA, is seriously ill at 204 Northeast Second Avenue, Miami, reported her husband, R. G. (Bob) Murray.

VISITING the W. S. Curl Shows at Golf Manor, Cincinnati, were Mr. and Mrs. Leo Becht and children and Mr. and Mrs. James Lucas, taking a week's vacation at Lauterback's Grove, Cincinnati. Mr. and Mrs. J. Y. Randolph, Gerens United Shows, visited Harry and Sunshine Lewis. Fritz Evans, agent for Lewis, left to pick cherries in Michigan.

TEX PETTA, The Billboard sales agent of Gerens United Shows, reported good business for the Aurora, Ind., engagement ending July 15. From the front Fred Haynes, with his public address system, is telling about Capt. Billy Sells, free act. All rides have new paint. Popcorn, snowball, cotton candy and photo gallery concessions are getting excellent play. New Death Valley Show, owned by Captain Sells, is doing okay.

WHILE the Sunset Amusement Company was in Muscatine, Ia., Mrs. T. M. Henderson, assisted by Mrs. K. H. Garman, Mrs. Harry Lamson and Mrs. Tom Fleming, surprised Mrs. Robert Cougills with a baby shower at the Muscatine Hotel July 12. Show women attending were Mrs. W. O. Weaver, Maydean Weaver, Eloise Marchbank, Mrs. Lucille Bunch, Mrs. Buddie Wagoner, Nedra Kyle, Mrs. Jack Thomas, Mrs. Tom Brewer, Mrs. Floyd Kyle, Mrs. Louis Keyes, Mrs. Billie Keyes, Mrs. Mary Cunningham, Mrs. Minnie Straus, Arlene

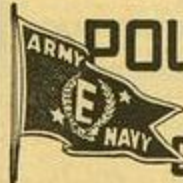
Word Wedding

IN his fifth season on the staff of the Johnny J. Jones Exposition, now co-owned by E. Lawrence Phillips and Morris Lipsky, Louis Rosenberg comes up with this one: "Should American relations with Russia continue to be friendly after the war and should the Jones show decide to play that territory, it would be very simple to arrange the owners' names like this: PHILLIPSKY. That ought to please the Russians."

"First Things First"

Our first responsibility is to the men at the Fighting Fronts and our policy of 100% co-operation with Uncle Sam as evidenced by the award of the Army-Navy E pennant for our "all-out" war effort.

At this time we regret that it is impossible to accept civilian orders until the end of the war. Then we will be able and happy to take care of your canvas needs.

**POWERS & CO.**

MANUFACTURERS OF

CANVAS GOODS

PHILADELPHIA, PA.

CHICAGO, ILL.

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EVERLY AIRCRAFT CO., Manufacturers, Salem, Oregon

CRESCENT AMUSEMENT CO. WANT

3 Big Dates—Clinton, Tenn.; Lake City, Tenn.; Oak Ridge, Tenn.
Biggest U. S. Gov't Project in South. Over 150,000 People Working,
With 10 Fairs, Closing Armistice Day.

WANT Independent Shows with own equipment. Circus Side Show, Animal, Wildfire, Unborn, Girl Show with three or more Girls. Will buy Girl Show Banners and Top. Colored Performers and Musicians, Comedian to feature. Trombones, Trumpet, Sax, wire Doc Anderson. Salaries paid by office.

RIDES: Will book or pay cash any late Ride. Roloplane, Octopus, Tiltwhirl or Whip, Dual Loop-o-Plane, Ride Help that can drive semi trailers, Second Men for Twin Wheels, Chairplane. If you drink, don't answer.

CONCESSIONS, write what you have, we can place you. Sell exclusive Custard, Novelties, Lead Gallery. Want Penny Arcade, Hi Striker, Bumper, Pitch Tilt Win, Hoopla, Roller, Scales Age. Will buy Tripod Scales.

Address L. C. McHENRY, Mgr.

Clinton, Tenn., This Week; Lake City, Tenn., Week July 31; Oak Ridge, Tenn., Aug. 7. Fairs Start Asheville, N. C., Last Week in August.

THE WORTHY SHOWS, INC.

"America's Second Best"

Want for Gowanda, N. Y., Firemen's Convention, Week of July 31 to August 5 and for Caledonia, N. Y., Fair, August 8 to 13.

Roloplane, extra Ferris Wheel or any other Ride other than those we have. Cookhouses, Stock Concessions, High Striker. We hold fence to fence contract.

Address MARTIE SMITH, General Agent

Niagara and Ontario St., Buffalo, N. Y., Week of July 24 to 29

BISTANY'S GREATER SHOWS WANT

For four weeks in Jacksonville, Florida, different locations, where ship yards are working night and day, starting August 8. For following date already booked. All winter's work, all fairs. Those listing now give preference. Colored State Fair, Jacksonville; American Legion Fair, Starke; American Legion Fair, Gainesville; Ocala Fair, Orlando, White and Colored Fairs, Dania Fair, Porcupine Fair, Melbourne Fair, West Palm Beach White & Colored Fairs; all Florida; then seven weeks around Miami. We have fairs booked until middle of April, 1945. Rides: Two Major Rides with transportation. Prefer Roll-o-Plane, Spit Fire and Tiltwhirl. Shows: Have tent, stage and seats for complete Mitted Williams, set in touch with me. Concessions: Can use all kinds of Ten-Cent Grid Concessions that we stock. No Coupon Shows or Wheels wanted. Good proposition for Bingo, Cook House and Grab. For Sale—20850 Cook House, complete. Will book same on show. Fun House or Topsy Turvey, brand new. Nothing else it on the road today. Good money getter. Present owner must sell at a sacrifice at once. Leaving for the armed forces. In operation here. Help: Ferris Wheel and Merry-Go-Round Foremen. Top salary and bonus. Also Lot Man. All winter's work for everybody. Any other Ride Help that want twelve months' work with top salaries. Will pay cash for small Sidewalks and Motorcycles; must be in good condition. Write or wire L. M. BISTANY, Fernandina, Florida, two weeks.

**ATTENTION, ALL SHOWMEN
COMMUNITY AMUSEMENT PARK**

Across from main entrance to Kentucky State Fair, Aug. 28 to Sept. 4. Have space for Rides that don't conflict. Shows of all kinds. Country Store, Slum Joint, String Game, Hi-Striker, Guess Weight and Age, Stock Joints of all kinds, X on everything booked. Write F. J. BENNETT, Amusement Park, Queen Avenue at Central, Louisville 8, Ky.

WHERE THE CROWD IS YOU WILL SEE THE BIGGEST HIT ON THE MIDWAY

"KNOCK THEIR BLOCKS OFF"

It's more popular today—It's big business



- ★ Easy to set up
- ★ Throwing distance, 14 feet
- ★ Big life size figures, 56" high
- ★ Coats are padded
- ★ Flashy colors
- ★ Portable

RUSH YOUR ORDER—TODAY

Each Game (1 figure) \$ 9.50
 Your Choice of 3 figures \$124.50

Illustrated Circular With More Details on Request

FRENCH GAME & NOVELTY MFG. COMPANY

1437 NORTH 16TH STREET

(Since 1920)

MILWAUKEE 5, WIS.

BUY WAR BONDS NOW

BUY WAR STAMPS NOW

AFTER THE WAR BUY A NEW

TILT-A-WHIRL

In the meantime keep your old rides safe with the original builder's parts.

SELLNER MFG. CO.

Faribault, Minnesota

FLAVORS

FOR ICE BALLS, ICE CREAM, FROZEN CUSTARDS AND DRINKS

A Complete Line of Flavors, Certified Colors, Citric Acid, Versa-Lily Oups and Safety-Edge Tin Spoons.

WRITE FOR SAMPLES AND PRICES.

All Flavors Guaranteed to Comply With Pure Food Laws.

PURITY EXTRACT MFG. CO.2101 Franklin Avenue,
St. Louis, Missouri**J. F. SPARKS SHOWS WANTS**

FOR GERMANTOWN KENTUCKY FAIR, AUGUST 8-12

AND BALANCE OF SEASON, INCLUDING

MIDDLE TENNESSEE DISTRICT FAIR, LAWRENCEBURG, TENN.

NORTH ALABAMA STATE FAIR, FLORENCE, ALABAMA

JACKSON COUNTY FAIR, MARIANNA, FLORIDA

BAY COUNTY FAIR, PANAMA CITY FLORIDA

Legitimate Concessions of all kinds, including Long Range Gallery, Jack Smith, answer. RIDES — Will book one or two nice Kiddie Rides. WANT Grind Shows with own equipment. Fat Show, Life or Unborn, Big Snaks, Sellivan and Moss Smith, answer. WANT Ride Help on all Rides. Prefer those who drive semis. Place Performers and Musicians for Minstrel. Salary out of office.

All replies J. F. SPARKS, Salem, O., this week; Newark, O., July 31-Aug. 5.



Takes the place of Balloons on Dart Games. Reaping repeats wherever operated. A Top Money-Getter for the Fairs. A real color flash that tops all other Dart Games. Send 3c stamp for illustrated circular.

FRANK M. WELCH, 735 East Main St., Rochester 5, N. Y.

ROYAL EXPOSITION SHOWS WANT

To join on wire siber and reliable Wheel Operator that can drive semi, Second Man on Merry-Go-Round. Have opening for Frozen Custard, Popcorn, Candy Apples, small Cook-house or Crab (Mickey Martin, answer), American Palmistry, Penny Arcade, Animal Show, Kiddie Rides, Octopus or Roll-o-Plane. Address:

This week, Valdosta, Ga.; July 24 to Aug. 5, Moultrie, Ga. MANAGER, ROYAL EXPOSITION SHOWS.

P.S.: Deacon Sechrest, wire J. P. Bolt.

WANTED—COOKHOUSE HELP—WANTED JOHNNY J. JONES SHOWS

LONG LIST OF FAIRS. NO LOST TIME.

Dinner Cook that can do pastry, Griddle Men, Waiters for Sit Down Crab, Dishwashers, Crab Joint Help, Kitchen Help. K. V. SMITH, BLACKIE MARTIN, POP EYE WILSON, CHARLIE BRANDT, BERT NIMERICK, LOUIE WALTON, W.M. F. (CURLEY) SMITH, SLIM LINDSEY or any of the oldtimers. This week, Lima, O.; next week, Muncie, Ind., first fair. Wire or come on. GEO. REINHARDT.

Hendrickson, Mrs. Buddy Charnes, Mrs. Doolinger, Mrs. Freda Holman, Anna Mae Tandy and Mrs. Ola Kingston. Special guests were Mrs. Minnie Garman, mother of K. H. Garman, and his niece, Joan Marcoe.

WORTHY SHOWS closed a successful week in Medina, N. Y., July 15, playing to one of the best attendances this season. All rides and shows did near-capacity business, said Fay Lewis, Batavia, N. Y., also proved a winner. Nightly awards of War Bonds are proving popular. In Buffalo last week auspices were Allied Societies of St. Valentine's Church, with a date for Riverside Post, American Legion, to follow. Wilbur Leworthy, son of H. K. Leworthy, badly cut by glass in Batavia, is improving.

It isn't surprising that showmen lose a lot of equipment thru wind and rain. We have noticed that they leave their tents and rides outside in all kinds of weather.

J. A. METTLER, fourth vice-president of the Pacific Coast Showmen's Association, made a hole in one at his Balboa Golf Course, San Diego, which has a sporty course, reported A. J. (Irish) Whalen, concessionaire, who witnessed the feat. Mettler, accompanied by Whalen, Jimmy Smith and Capt. Bill T. Mettlock test pilot for Consolidated Aircraft, laid a perfect ace shot on the 198-yard eighth hole. The San Diego Union and J. Jessop & Sons presented Mettler with a sterling silver badge and a membership in the Hole-in-One Club.

GLADYS JACOBS, Byers Bros.' Shows, was surprised with a birthday party on July 11 given by her husband, Bobby. After opening her gifts a chicken dinner was served, climaxed by a large candle-lit cake decorated with the Stars and Stripes. Those attending were Mr. and Mrs. Carl Byers, Mr. and Mrs. Miller Adams, Mr. and Mrs. Glenn L. Hyder, Mr. and Mrs. Howard, Punk Hill, Mr. and Mrs. Whitely Woods, Mr. and Mrs. Cotton Ellis, Mr. and Mrs. Slim Griffith, Mr. and Mrs. Freddie Bates, Jack Edwards and Chester (Uncle) Wambold.

MANY gifts were received at a baby shower in honor of Mrs. Donald Walker, daughter of Mr. and Mrs. Zeke Gleason, June 28 in Flagstaff, Ariz., and given by Gerie McCarthy, Yellowstone Show. Show members attending included Mr. and Mrs. Tony Spring, Mr. and Mrs. W. U. Bussey, Mr. and Mrs. E. L. Hovenden, Mr. and Mrs. M. W. Heath, Mr. and Mrs. Monte Hall, Mr. and Mrs. Zeke Gleason, Mr. and Mrs. Jimmie Dupree, Mr. and Mrs. Roy Goforth, Mr. and Mrs. O. R. Simmons and family, Mr. and Mrs. Charlie McCarthy, Mr. and Mrs. W. S. Neal, Mr. and Mrs. Hank Mueller, Mr. and Mrs. Delbert Norton, Lois Hyers and daughters, Mrs. Steve Miller, Mrs. Lara Miller, Mildred Warren, Christine Elasm, Anna Taylor, Mickey Ekey, James Gleason, Edie Moore, Fingers Scott, William Willeita, Bill Farrar, Tom Vaughn and H. Margo. Refreshments were served. Pvt. Donald Walker is stationed at Camp Butner, N. C.

STEPHEN'S SHOWS had the largest business in their history at the July 4 Celebration in Ocoola, Ia., and the date in Victor, Ia., was far above that of last year, reported Delmar Harridge. Mechanicsburg, Ia., date was lost due to a mix-up about use of the lot after the show had pulled in. Report from Anamosa, Ia., adds that the Nelson brothers have had good takes since joining with their barrel of fun and candy floss. Mr. and Mrs. Albert Fowler and niece are having their share of business. Harold Grey replaced William Phelps as forman of Kiddie Ride. Bud and Cora Whitney and Bob Wheeling, assistant, are doing okay with the corn game. Buddy and Harry Whitney purchased the office truck and will use it as stock truck.

Not Clear

TALKER (making an opening on a front at a small fair)—"Ladies and gentlemen, inside this long stretch of canvas we have freaks of every description. There are Oink Oink, the hog boy; Bull, the elephant-like man; Gee Haw, the mule boy, and Baa Baa, the sheep-haired man." An aged darky in the tip tipped up: "Mister, what you'll done got in thea? Is dia de side show or is dia de stock barn?"

Huh?

WHEN a First-of-May's father visited, he asked: "Son, what are your environments?"

O. C. BUCK Shows in Fort Edward, N. Y., July 10-15, had a big winner for rides and shows, while concessions only had a fair play, reported Roy F. Feugh, press agent. In Yorkville, N. Y., last week, under auspices of the fire company, opening was a surprise, with attendance far beyond expectations. The lot, also played by the show last year, has been enlarged to about twice its former size. Recent arrivals are Mr. and Mrs. Avery Wheelock, candy floss and two games; Mr. and Mrs. John Schiavo, with novelties, and Cliff Young, magician, in the Slide Show with Jimmie Hurd.

F. E. KELLY, general agent, reported this roster for the Bistany Greater Shows, playing in Florida: Leo M. Bistany, owner; Mrs. Vi Bistany, secretary-treasurer; Patty Finnerly, business manager; F. E. Kelly, general agent; Arthur Carver, superintendent; S. B. Mills, foreman of Merry-Go-Round; Roy Delauter, foreman of Chairplane; Willie Brown, foreman of Octopus; Willie Terrell, foreman of Ferris Wheel; Roger Orenshaw, foreman of Kiddie Ride; Ella Carver,

RIDES WANTED

for

PHIL LEMAY'S NEW AMUSEMENT PARK

IN THE HEART OF TAMPA, FLORIDA, the cosmopolitan city of the South. Soldiers, sailors and defense workers big. Get in on the ground floor. This is a proven money spot. No tardowns or help headaches for the duration. Can place good clean Concessions. Write me what you have.

BILL CORBETT

P. O. Box 1633 Tampa 1, Florida

WANT CONCESSIONS

Pop Corn and Snow Cone, Slum Joints, Versa Cross wants Agents for Ball Game and Slum Joint. Will book or buy for cash Roll-o-Plane with transportation; must be in A-1 condition. Second Man for Rides, top salary.

STANDARD SHOWS

Riverton, Wyo., week 24th; Thermopolis, Wyo., week 31st.

WANTED TO BUY FOR CASH**Various Kiddie Rides**

If you have Photo send it. BOX D-248, The Billboard, Cincinnati 4, Ohio.

SECOND-HAND SHOW PROPERTY FOR SALE

\$40.00 Wax Torture Subject, Iron Boat, Glass Case. \$49.00 Ruth Snyder Life Size Wax Head and Dress Figure on Electric Chair. \$50.00 Life Figure Rudolf Valentino in Costume, with Wax Head and Hands.

WELLS' CURIOSITY SHOP
 12 Strawberry St. Philadelphia, Pa.

POPCORN**SEASON SUPPLY**

Bags, Cartons, Oil, Salt, Cones. Address: BOX 412, care The Billboard, 300 Arcade Bldg., St. Louis 1, Mo.

WILSON FAMOUS SHOWS WANT

Foremen on TILT and WHEEL, also other Rides Help. Operator for Arcs on Stock Shows. Week July 23rd, Calhoucha, Ill.

Anyone Knowing Whereabouts of**MONROE McPEAK**

Notify his brother. Have good news for him.

R. E. McPEAK

Alamo Shows LUBBOCK, TEXAS

high fire dive, free attraction; Ruby De-lauter, front gate. Concessions: Patsy Rosiana, five; agents, Barbara Rosiana, Edmund De Luce, Al Seizer, Eddie Allen, Cappy Martin, Sol Adyr and Wayne Willet, manager; George Larkin, one; Al De Luce, one; Nick Shamack, two; Mr. and Mrs. Mike Beldera, two; F. E. Kelly, two; agent, John Kelly; Ray Delauter, one; Mr. and Mrs. Zucchini, two; Greene Nichols, four; S. B. Mills, one; R. A. Gordon, diggers; Stutzman, photo gallery; F. Smyth Martin, front gate, and The Billboard sales agent.

AT a gala birthday party tendered Sis Cook, the penguin girl, on the night of July 15 in the Johnny J. Bejano Slide Show top of the World of Today Shows in Rock Island, Ill., a buffet dinner was served in charge of Vannoy Stokes, chef of the Bejano Slide Show. A huge birthday cake adorned the center table and the guest of honor was recipient of many gifts, which she opened while perched on a high chair, with assistance of Katy Moss, assistant in Red Gunn's cookhouse, while the gang sang *Happy Birthday*. Among those present were Mr. and Mrs. L. C. (Curley) Reynolds and their nephews, Lyle Wells and Jackie Benning; John J. Bejano, Louis and James Chavanne, Jackie Kantell, Mr. and Mrs. Paul Bejano, Harry Leonard, Homer Sharr, Ted Vining; Mona, the alligator girl; Bette Osenbaugh, George Terch, W. J. Lindsay, Mr. and Mrs. Paul Wills; Mr. and Mrs. Charles Bimol, Mr. and Mrs. W. E. Moss, Mr. and Mrs. J. Feterman and Helen Feterman, Jessie and Dixie O'Dell, Dick Kaboge, Bob Portery, Glen West, George Holly, Cecil Renner, Nell Bastado, Ethel McCoy, Pee Wee Parker, Pearl Murrell, J. E. Boso, and Duke, night watchman.

In the Armed Forces

EVERETT EUGENE BALLEW S 1/2, former ride foreman for several years on Byers Bros.' Shows, is in the Southwest Pacific.

SERVING in the South Pacific area and recently receiving a promotion to



T/CORP. CARL J. LAUTHER JR., army ordnance department, Camp Bowie, Texarkana, Tex., spent his first furlough in 15 months visiting his father, operator of Carl J. Lauther's Oddities on the Johnny J. Jones Exposition, when it played in Youngstown and Akron, O.

boatwain mate, first class, is A. E. Bryant, who pens, "Sure enjoy *The Billboard* and pass it along to others who were on the road."

CORP. CHARLES S. FORD, 30240571, with Martin's United Shows before entering service, has been overseas for the past 18 months with the Army Air Force in North Africa and Italy. His address is APO 520, care of Postmaster, New York.

SGT. JOSEPH A. MILLS, former carnival showman, is now somewhere in England, and Ernest Byfield, Chicago hotel man, who is now a war correspondent, recently ran across Mills at a bomber station. Byfield reports that Mills, a member of the Showmen's League, told him: "Talk about show business! This is really the greatest show on earth. It's really starting to get exciting."

WABASH
4-H
FAIR

Aug. 1-2-3-4

INDIANA
WANTS

LEGITIMATE CONCESSIONS
OF
ALL KINDS

ROCHESTER
4-H
FAIR

Aug. 8-9-10-11

W. G. WADE RIDES

ARGOS, WINAMAC, RENSSELAER FAIRS TO FOLLOW

Can place Ferris Wheel and Merry-Go-Round Foremen.

Wire C. D. MURRAY, Carleton, Mich., July 25-30.

ALLEN & NICKERSON SHOWS WANT

For the following proven money spots—Middleport, this week, followed by Ironton, Portsmouth, O.; Maysville, Ky., then Fifteen Weeks through the South.

CONCESSIONS—All get in touch with us. W. (Strawberry) Sallust wants Roll-Down, Razzle and Six Cat Agents; work every week.

SHOWS—Will book any Show except Snake, 25%. If you want to get your winter's bankroll get in touch with us.

ALLEN & NICKERSON SHOWS, S. W. Nickerson, Manager.

FAIRS—FAIRS

Rising Sun, Indiana, Aug. 15 to 19, American Legion and 4-H Club Fair; Jackson County Free Fair, Brownstown, Indiana, Aug. 21 to 26.

WANT 2 large Cook Houses for Brownstown. Also Bingo, flashy Photo Gallery, any Stock Concessions. Shows: All open except Mechanical and Snake at 25 per cent plus tax. Rides: Will book Tilt or Octopus. Want to buy factory-built Kid Auto Ride, must be A-1. Want to buy Squawker or Crunt for Snake Show. We carry one of the strongest drawing Free Acts on the road, Capt. Billy Sell's Performing Lions. All replies:

GEREN'S UNITED SHOWS

Liberty, Indiana, July 24-29

J. R. EDWARDS SHOWS

WANTED WANTED
FOR FIREMEN'S JUBILEE WEEK AT WILLARD, O., AUGUST 7 TO 12.

Shows and Legitimate Concessions of all kinds. Can place Tilt-a-Whirl, Roll-o-Plane. Experienced Ride Men, come on. Address all mail and wires to J. R. EDWARDS SHOWS, Byesville, O.

CITY RIDES WANT

Small Cookhouse or Crab, also legitimate Concessions of all kinds (no Grift) for a route of proven spots in Georgia and South Carolina, all under strong auspices on uptown locations.

FOR SALE

FUN HOUSE—Portable Allan Herschell RO-LO Fun House, like new, 60 ft. front. MINIATURE TRAIN—Gasoline driven locomotive and two cars, complete with track. LIGHT PLANT—4½ K.W. D.C. gasoline plant, in good condition. All of the above priced to sell.

Address: JOHN T. TINSLEY, City Rides, 22 E. Court St., Greenville, S. C.

WANTED SHOWS

10-in-1, Big Snake, Monkey Show or any Show of merit for 10 weeks of Ohio Fairs, commencing Lucasville Fair, Aug. 2-5; Picketon, O., Aug. 8-12.

HOWARD BROS.' SHOWS

(Home Address) Millfield, Ohio

Advertising in the Billboard since 1905

ROLL TICKETS DAY & NIGHT SERVICE

FOLDED

★ 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
20,000..	8.80	80,000..	15.40
30,000..	10.45	100,000..	17.05
40,000..	12.10	150,000..	20.00
		200,000..	22.00
		300,000..	28.50
		500,000..	38.50
		1,000,000..	48.75
			54.75

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
5 ROLLS.....	3.50
AD ROLLS.....	50c

WELDON, WILLIAMS & LICK
FORT SMITH, ARK.

TICKETS SUBJECT TO FEDERAL TAX MUST SHOW NAME OF PLACE, ESTABLISHED PRICE, TAX AND TOTAL. THEY MUST BE CONSECUTIVELY NUMBERED FROM 1 UP UNTIL 200,000 HAS BEEN REACHED.

GET ONE OF THESE GREAT SHOWS FOR THE FAIRS, PARKS OR CARNIVALS

JAP ATROCITIES

In the DEATH MARCH ON BATAAN AND THE INVASION with 3 swell banners, one 8x15, two 8x12's. Great show inside that makes the hair stand up. 25 cents admission. Going well on carnivals and grounds \$150.00 per day on Saturdays and Sundays in parks with \$450.00 first day open at Garlin's Park, Baltimore, Md. John J. Garlin states: "I am perfectly satisfied."

ONLY \$540.00 or with the 22 viewing boxes in 3 beautiful cabinets, ten feet long; also complete set up wiring, lighting, etc., only \$665.00.

OUR GREAT "BOUQUET OF LIFE" SHOW

doing \$1200.00 a week at Buckeye Lake Park; better than \$2,000.00 a week at Cedar Point, Sandusky, Ohio, and several other carnivals. Only \$550.00, or with complete frame work, 3 cabinets, etc., 40 feet boxes, 3 banners, etc.

ONLY \$675.00

Send 30%, Remainder Collect. Order Now or Write for Info.

CHAS. T. BUELL & CO.—Newark, Ohio

ROTOGRILL—AMAZING NEW COMBINATION—ELECTRIC FOUNTAINS

Man—This is DYNAMITE! New revolutionary ROTOGRILL cooks delicious hamburgers by electricity. No Grease. No Smoke. Action display. Also Junior model. Completely vegetable. Low cost. Every sale earns you large commission.

JEMCO PATTY MOLD. Scales hamburgers in wax paper. Economically bought by meat markets, drug stores, lunch counters everywhere. See profile NOW! JEWEL ELECTRIC FOUNTAINS are portable beautifiers. Beautiful display. Sell to houses and stores. Also large Color Chango Fountain. Est. 1899. Send 10¢ for catalog and photostatic.

Jewel Elec. & Mfg. Co., 216-BB W. Kinzie St., Chicago, Ill.

Better Hamburgers

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, July 22.—Membership applications have been coming in well and a special meeting will be held soon to dispose of these and accumulated business. Those on hand are from Earl D. Wagner, Charles J. Russ, George H. Taylor, Zack Terrell, R. L. Hutson, Sam Arenz, Hayward Berry, Graham F. Davis, Martin J. Healy, Lewis H. Woodruff, Harry Minor, Frank L. Mortisey, Harry W. Drees, Leland O. Willows, John E. Hosmer, William Bozeman, Claude R. Dutton, Fred Reed, Manny K. Kline and Clyde Carlton and credited to F. E. Gooding, Arthur Hopper, Pitzie Brown, Joe J. Pontana, John Galligan, E. C. Drumm, C. A. Sonnenberg, Peter Fivco and Andy Markham.

Red Cross donations received are from Sunset Amusement Company, thru K. H. Garman and Harry Lamson, \$111.30; Delgarin Amusement Company, \$100; Flint (Mich.) Park, \$128; Flint Playland, \$25; H. S. (Curly) Clark, \$10; Atwell Lunch Club, \$6. Receipts in the Servicemen's Mustering Out Fund are from Marshall L. Green, \$10; J. O. Burkett, \$5. Communications came from B. S. Gerety, Sunset Amusement Company, Henry N. Shelby, Joe J. Pontana, Fred H. Kresmann, Marshall L. Green, F. E. Gooding, Nate Lewis, Harry Bernstein, Ben Beno, Ben R. Troutman and Smiley Daly.

Callers have included Ben Block, Paul Finnigan, A. Obadal, Charles Shubb, Texas, Joseph Sciorino, now in the service, and Charles Sparks, feeling better after a sojourn at Rochester, Minn., in for calls. Sick list still includes Nate (See SLA on page 82)

New Members for Caravans

CHICAGO, July 22.—At a special meeting to be held soon membership applications on hand will be voted upon. Mattie Clinton has originated a War Bond club, in which each member may, if she desires, make a donation. Each time there is sufficient cash in the fund Caravans will purchase a War Bond. Up to date two bonds have been bought, reported Alice Kady. Applications have come from Mrs. Ned Torti, Mrs. Nora Radtke and Mrs. Fay Lutz, sent in by Vivian Richby, Alice Wilson and Jeanette Wall. Chairman Claire Sopenor reports good progress on award books. President Pearl McGlynn, Edna Stenson and Claire Sopenor visited the Cavalcade of Amusements and Hennies Bros.' Shows. Dues are now \$2 per year.

DICK'S PARAMOUNT SHOWS, INC.

WANTS WANTS WANTS

SHOWS—Have complete SIDE SHOW ready to work. Want Manager and Acts for same. Liberal percentage.

GIRL SHOW—Have new outfit; liberal percentage to right party. Want someone who can stand prosperity.

HELP—FERRIS WHEEL FOREMAN, top salary, sure pay, good working conditions. CHAIRPLANE FOREMAN. Ride Help; Semi Drivers preferred. BILLPOSTER, TRUCK MECHANIC.

CONCESSIONS—Frozen Custard.

R. E. GILSDORF, Manchester, Conn., July 24 to 29.

HENNIES BROS.' SHOWS

GUS BETHUNE

WANT—Cook, Grill Man and Waiters. Will pay good wage. Write or come on. Address, Care of Show, per route.

Wanted—All American Exposition—Wanted

Ferris Wheel Foreman, Ride-O Help, Minstrel Show Performers and Musicians, Girl Show Performers. Train Help and Tractor Drivers. Concessions all open. Huntsville, Ala., week July 24; Gadsden, Ala., week July 31; Anniston, Ala., week August 7.

FRANK WEST, Manager

CLUB ACTIVITIES

National Showmen's Assn.

Palace Theater Building
New York



NEW YORK, July 22.—Harry Kaye and a number of Miller Bros. employees have been in. Frank and Max Miller are back from Hartford, as is Clemens Schmitz, who wrote the Miller insurance. Other visitors were D. Chsholm, Lou Rosshandler, Victor LeBow, Nate and Ike Weinberg, Eddie Elkins, Harry Levine, Bibs Malang, Sam Solomon, Jimmy Davenport, Charles Davenport and Trustee Sam Lawrence. Lew Duffour is back from the West.

Engineer Matty Blake, formerly of the Mike Prudent Shows, and who is back from the battle zones as engineer of a transport, spent months in a hospital in Cairo, Egypt, after being seriously injured about the legs in a ship bombing. He has been in five. Member Sam Solomon reported that the L. T. Shows, of which he is agent, will hold their annual club jamboree at Mineola, Pa. Jimmy Davenport's son, Jimmy Jr., in from Fort Frances E. Warren, Cheyenne, Wyoming.

When the secretary visited the Lawrence Greater Shows in Dunsellen, N. J., he was greeted by Sam and Mrs. Lawrence and conversed with these members: Solly Kruger, M. Levine, Joe Harris, E. Felice, Louis Light, Jimmy O'Brien, Mr. Goodie, Mr. and Mrs. Tommy Fallon; Tommy Carson, legal ady.

(See NSA on page 82)

International Showmen's Association

Maryland Hotel
St. Louis

ST. LOUIS, July 22.—Five new members, all in New Downs Amusement Park, were elected at the last summer monthly meeting. They are Phil Schiffer, Charles W. DeLary, M. H. (Phanto) Jenkins, Edwin S. Marquardt, and William W. Stevenson. Applications of a number on hand will be voted upon at the regular meeting August 3. Rex Howe held a big barbecue party, to which all members of the IAS and the Missouri Show Women's Club were invited. In Sylvan Beach Park July 11. About 100 attended the gala affair, which started at midnight and continued until 5 a.m.

Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, July 22.—President Ted LePors presided on Monday and also on the rostrum were William Hobbay, secretary; Harry Fink, Harry Hargrave, Edward Brown and Mickey J. Lukanitch. Lights were dimmed and members stood in silence in memory of Member Charles Adams. Member Lukanitch reported that at the Adams funeral there were a large number of cars and many floral wreaths, some from out of the city. Letter from J. W. Lamars came with a War Bond for the building fund. Harry Rawlins reported that George Cartello, who had been ill, was convalescing. Jim Dunn reported for the sick committee. Members who had not attended for some time were Joe Steinberg, Mission Beach; I. B. McCoy, Long Beach, and Martin Harday.

Al Mann, recently discharged from the army and well known for his guess-young for 17 weeks at the San Francisco World's Fair, is now superintendent of concessions in China City, Main and Macy streets. Bob Meyers, sergeant-at-arms, requested that members keep their correct addresses on file. Joe Gelb, St. Louis, took the Bank Night award and turned it into War Bonds for the building fund. Harry Rawlins led the penny parade.

Ladies' Auxiliary

Thirty-three were present at the July 10 meeting when letters were received from President Edith Walpert, Midge Holding and Peggy Bailey, who is improving after a long illness. Door prizes donated by Frances Barth and Helen Smith went to First Vice-President Mary Taylor and Treasurer Marie Tait. Peggy Rasmussen donated lovely articles to the bazaar and Helen Smith gave several (See PCSA on page 82)

Troupers Hosted at Beach

LOS ANGELES, July 22.—Regular Associated Troupers were hosted by Sis Dyer and Harold Long at Oceanside on the night of July 10 after the closing of attractions, reported Lucille King. In the pavilion, leased for the occasion, buffet lunch was served and the bar opened at 10 p.m. Refreshments were donated by Jack and Dorene Dykes, Harold Long and Mel and Ruth Smith, and Sis Dyer and daughter, June Cushings, prepared the food. Among the 100 guests Frank and Jean Yaga, Mario LePors, Estelle Hanscom and Lucille King drove from Los Angeles, Joe and Ethel King and Bertha and Eddie Harris from National City, Jess and Hort Campbell from San Diego, and Mel and Ruth Smith, Babe and Moxie Miller, Mike and Babe Herman, Mit and Lillian Nichols, Joe and Emily Mettler, Frank Howard and Ted Sloan from Mission Beach and San Diego.

Mel Smith as emcee introduced members and urged purchase of War Bonds, of which many took occasion to purchase their quota. Harold Long donated a bond, which went to Nancy Meyers. Bank Night award of \$100 went to a serviceman. A standing vote of thanks was given Bertha. Proceeds of the party, about \$600, went to a mustering-out fund for members of the Troupers in service. Sis Dyer displayed for the first time the new club banner that she had made, a background of red felt with blue lettering and design in raised letters.

Members met in the new club hall July 5. New furniture and pictures are in place, and bar and snack room are equipped, and ladies' lounge has new rugs, chairs and tables, reported Helen Brainerd Smith, publicity chairman. Estelle Hanscom presided and Maybelle Bennett was welcomed after a trip to Washington to visit her son, Harry Chipman, and his wife. A photo of Jimmy Lynch, in the army medical corps, was presented by Tillie Palmenter. It was voted on to have a service flag and to have a framed picture of each member on the walls. Directors approved 14 new members, and more applications are coming in. Chairman Martha Levine, sick committee, reported Leona Barrie improved. Lucille King, who has been ill, was present.

Miami Showmen's Association

236 West Flagler Street
Miami

MIAMI, July 22.—At a special meeting of directors, June 23, President David B. Eyer, First Vice-President Robert K. Parker, Second Vice-President William J. Tucker, Secretary Milton S. Paer and 12 members of the board attended. Those were elected to membership: Stanley Kunsat, Harry Stevens, Louis Simpkins, Joseph Frell, Archie Paer, Jack Ormsby, Joe Shaw, Joe Lutz, Charles T. Engel, Neville H. Baker, Edward L. Mann, Donald H. Morton, Jerome S. Gottlieb, Joe End, Irving Newman, Adam Kreszew, Charles M. Connors, Daniel J. McNamara, William F. Korhn, Lester E. Townsend, Sam Burd, Walter Tyski, Nate Waterman, Phil Cook, Bernard V. Dougherty and Ted Lewis, all proposed by Vernon F. Korhn; Duke Madison, by Jimmy Donohue; Nate Miller, by J. C. Thomas; Jack L. Greenspoon, by G. L. (Mike) Wright; C. W. Anthony, by Wilbur C. Shaffer; Anthony Jon Pentlick, J. T. Thomas, James M. Furd, Lucas Slesker, Frederick J. Brown, Larry Marcasio, Ralph Patrick Flannigan, Harry Moore and George Frisbie Hoar, by Sam Beaty; Harry W. Hennies and Pitzie Brown, by Robert K. Parker, and George E. Garland, by John L. Downing. John Lempert and Robert R. Murphy, in the armed forces, were elected honorary members.

The club's financial condition is improving considerably and collection activities reported from various shows are encouraging. Assistant Treasurer Wilbur Shaffer reported that clubrooms are inspected regularly and will be in readiness for the first meeting in late fall.

NEW—BRAND NEW!
"MIDGET"
for 1c or 5c Play

\$12.50



A little honey of a money-maker on the bar or counter. Unconditionally guaranteed. High grade mechanism. Three reels spin and stop like real slot machine. Chance on top shows odds for payout. Size fixed in, Wt. 6 lbs. Shipped postpaid if remittance accompanies order; otherwise C. O. D., plus postal charges.
SPECIFY 1c or 5c Play. Each \$12.50

"BIG 3" COMBINATION DEAL

1 "Midget" Per Above Value \$12.50
1 "Automatic Poker" Value 22.50
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Total Value \$60.00
All brand new equipment. Choice of 1c or 5c.
COMBINATION PRICE \$49.50

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Flat Bottom Hot and Cold Drink Paper Cups. SEASONING, CARTONS, CONES, SALT, OIL, GLASSINE BAGS, VICTORY BAGS, SKEWERS.

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FOR MINSTREL SHOW
JOHNNY J. JONES EXPO.

Chorus Girls that can work. Musicians: Trumpet, Sax and Trombone Players. Enlarging show for fairs. Wire or write at once.

FRED SAWYER
Lima, Ohio, this week; Muncie, Ind., to follow.

ALL TYPES OF CONCESSIONS For Rent ELKS' BENEFIT

Week of August 14
Apply R. PALYKO, 516 Main St., Ashbury Park, N. J. Phone: Ashbury Park 5282.

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Communications to 25 Opera Place, Cincinnati 1, O.

Minn. Aquatennial's Talent Array Bows; CA for Midway

MINNEAPOLIS, July 22.—Minneapolis Aquatennial got off to a big start Thursday night with a preview of *Aqua Follies* in Theodore Wirth Park pool. Festivities run thru July 30. Al Sheehan, *Follies* producer, has brought in an excellent array, headed by Gloria Callen. Supporting water cast includes Larry Oriswold, Jimmy Patterson, Patty Fairbrother, Marion Mansfield, Dorothy Zieg-

ler, Al Greene, Earl Clark, Charlie Diehl, Whitey Hart, Sid Canale, June Breck and Howard Crane. A 24-girl water chorus is directed by Helen Starr.

Dave Barry is show emcee, and presents his mimic act. Others on stage include Carroll Sisters, Blue Network vocalists; Lu Cella, exotic terpreter, and Libonati Trio, xylophone, and a 24-girl dance line directed by Johnny Williams. A 16-voice voice club is under direction of Ernie Garven. Vern Rooney's 15-piece orchestra plays for both stage and water numbers.

Other features arranged by the large committee headed by Neil Messick, president, and Tom Hastings, general chairman, include two large parades, daylight march today and twilight parade July 26; barbershop quartet contest at Lyceum Theater; Future Champions of America athletic program; vocal solo contest to pick Minneapolis representatives to the Chicago and Music Festival; Mayors' Day, milking contest and barbecue, July 28; God's Out-of-Door Temple, Interdenominational civic religious services in Powderhorn Park, July 23; Aquatennial will be concluded with selection of "Queen of the Lakes" to succeed Patty Carlson, 1943 queen.

Sale of War Bonds and Stamps and support of American Red Cross work, as well as full co-operation with all branches of the armed services, will be specialties of the program, which again has for its slogan, "On to Victory." Armed services stationed in the city will have marching units in parade. The city's midway grounds, opposite the Parade, will have Al Wagner's Cavalcade of Amusements.

Acts in Demand At Trade Shows

CHICAGO, July 22.—A growing demand is reported by Midwest bookers for acts for trade and industrial shows. Many manufacturing firms are using entertainment to stimulate morale. In a few instances entertainment is presented at factories, but in most instances special shows are staged in high schools or other auditoriums or at company picnics.

Conn. Band Instrument Company, Elkhart, Ind., is staging a big picnic today and Sunday for its employees and is using a large number of vaude acts booked thru the WLS Artists' Bureau. The bureau has contracts for half a dozen other industrial picnics this month and next.

In Chicago the Seeburg Company, now wholly in war work, stages two or more company shows a year, engaging a large high-school auditorium for the events. While most of the talent is drawn from professional entertainers working in the plant, it frequently brings in outside talent as well.

Scores of other industrial plants in the Chicago and area and in manufacturing towns throughout Illinois, Indiana and Wisconsin are using more than the usual number of professional entertainers at annual picnics, and local bookers have their hands full supplying the demand for July and August events.

AMERICAN LEGION POST 22

RAPID CITY, S. D.

Desires to contact Carnival Company dates available during week September 2. Contact

JOHN C. LAUGHLIN, Post Adj.

WANT CARNIVAL for HAMILTON, MO., RACING FESTIVAL

Memorial Park—Last Week in August. Five running races daily—stock shows and exhibits. Only celebration in this part of the State. Lots of midway space. Sponsorship—Chamber of Commerce. Contact R. C. HENDREN, Hamilton, Missouri

WANTED! PHONE MEN

Contact at once.

NAT D. RODGERS

Room 1411, 155 N. Clark St., Chicago, Ill.

WANTED—CARNIVAL

to be sponsored by local Baseball Club at Jackson, N. C., located twelve miles from Weldon, N. C. Good spot, county seat for thriving county. Want carnival for whole week, quick as possible. Apply to J. F. BEAMAN JR., Jackson, N. C.

Shorts

FROM Joplin, Mo., A. Ralph Good, promoter, reported that the Victory Indoor Circus and Water Carnival there will have Mrs. Lydia L. Martin as director. Show will be under personal management of Billie C. Martin. Small unit of rides has been booked.

THE annual Old Home Week and Fair which closed in Hiram, Mo., July 8 after playing two weeks, had the Land-O-Pines Shows on the midway. While there was less than one-third of peacetime attendance, crowds did wartime spending with rides, concessions and shows, said Secretary Albert P. Ward.

TWO Omaha groups that scored successes with Fourth of July Celebrations this year have presented applications to city council for July 4, 1945, events. American Legion Post drew over 20,000 for a \$17,000 gross and Veterans of Foreign Wars Post drew an estimated 40,000.

Coming Events

These dates are for a five-week period.

California

San Anselmo—Dog Show. Aug. 20. Mrs. John T. Taafes.

Connecticut

Danielson—Dog Show. Aug. 13. T. E. L. Kemp.

Illinois

Birgsville—Home-Coming. Aug. 3-5. John G. Gibson.

Blaindenville—Farmers' Picnic. Aug. 10-11. See Wilson.

Burlington—Picnic. Aug. 12-13. L. E. Cutts.

Christman—Horse Show. Aug. 25-27. Paul D. Wilson.

Clayton—Old Settlers' Celebration. Aug. 17-18. R. O. Amos.

Cuba—Soldiers' & Sailors' Reunion. Aug. 3-5. Leo Clayberg.

Friday—Home-Coming & Fair. Aug. 14-19. G. G. Furell.

Hamilton—Fall Festival. Aug. 16-18. Carroll Swanson.

Princeton—Home-Coming. Aug. 10-12. W. R. Oredis.

Stonefort—Stonefort Reunion. Aug. 9-12. E. Weaver.

Indiana

Brownstown—Soldiers' Home-Coming. July 24-28. Glenn R. Emson.

Charlestown—Lions' Club Celebration. Week of July 24. Jesse E. Hill.

Cloverdale—Am. Legion Picnic. July 27-29. George C. Cummings.

Delphi—Old Settlers' Celebration. Aug. 9-12. Tom Baker, Sheridan, Ind.

Farmerburg—Old Settlers' Picnic. Aug. 3-5. Chas. E. Sharpe.

Quincy—Picnic. Aug. 10-12. Smith Bros.

Iowa

Creston—Mid-West Horse Show. Aug. 29-30. Moose Hurt.

Hartley—4-H Show. Aug. 21-22. Frank W. Ekanan, Pringhar, Ia.

Kansas

Lenora—On to Victory Carnival. July 26-28. C. E. Personette.

Leoti—Old Settlers' Picnic & Fair. Aug. 21-22. O. W. Mickel.

Kentucky

Louisville—St. Agnes Carnival. Aug. 4-5. W. J. Smith, 209 Martin Brown Bldg.

Paris—Am. Legion Celebration. Aug. 21-26.

Massachusetts

Bridgewater—Dog Show. Aug. 27. Mrs. Nellie K. Brown.

Michigan

Jackson—Dog Show. Aug. 6. Max R. DuPark, Abdon, Mich.

Minnesota

Lynd—Beauty-Talent Event. Aug. 13. D. J. Lamphere.

Minneapolis—Aquatennial. July 21-30. Rita Vaux, Builders Exch. Bldg.

Missouri

Craig—Craig Reunion, Am. Legion. July 27-30. Frank B. Neely.

Cuba—Old Settlers' Reunion. July 28-29. A. M. Munro.

Diggins—Annual Picnic. Aug. 10-12. John H. Rudolph.

Moberly—Annual Buletta. Aug. 10-12. Dr. P. L. McCormick.

St. Louis—City Show. Aug. 20-21. Fred Sands, 1610 Dierks Bldg., Kansas City.

Urbah—Annual Reunion. Aug. 15-18. W. J. Brown.

New Jersey

Phillipsburg—Am. Legion Celebration. Aug. 28-Sept. 10. James A. O'Hara.

New Mexico

Raton—Elks Pioneer Days. Aug. 9-12. Arnold Badgard.

New York

Camillus—Firemen's Celebration. Aug. 3-5. Fairmount Fire Dept.

Schenectady—Dog Show. Aug. 20. Amy LeMaire, R. D. 4, Scotia, N. Y.

West Webster—Fire Dept. Celebration. Aug. 3-4.

North Carolina

Newton—Soldiers' Reunion. Aug. 14-19. Miss Willie Self, Box 408.

Roanoke Rapids—Lions' Festival. Aug. 21-26. R. W. Stephenson.

Ohio

Akron—Dog Show. Aug. 27. W. F. Hartnell, 1825 W. Market St.

Byesville—Home-Coming. July 25-29. Martin P. Nagel.

Canton—Street Fair. Aug. 1-5. George Marlow.

Cincinnati (North College Hill)—Firemen's Carnival. July 24-29. Paul J. Berger, 1833 Goodman Ave.

Hoytville—Home-Coming. Aug. 21-25. D. D. Leatherman.

Lore City—Home-Coming. Aug. 7-12. W. H. Burson.

Magnolia—Band Home-Coming. Aug. 19-22. W. H. Chadlock.

Massillon—Dog Show. Aug. 25. Mrs. Jane K. Ferrell.

New Bremen—Annual Festival. Aug. 9-12. Earl W. Hegemier.

North Industry—Home-Coming. July 24-29. George Marlow.

Toledo—Firemen's Carnival. Aug. 4-6. Wm. B. Humbley, 1915 Rivara Road.

Valley City—Home-Coming. Aug. 26-27. V. B. Tumbush.

Pennsylvania

Doylstown—Am. Legion Carnival. Aug. 14-19. J. Allen Gandy.

Pen Argyl—St. Rocco's Celebration. Aug. 3-13. Jas. P. Gallagher.

Pittsburgh—Circus-Fireworks Display. July 24-29. Thos. N. Packe.

Reading—Dog Show. Aug. 27. Foley, Inc., 2090 Banstead St., Philadelphia.

Shade Gap—Soldiers' & Sailors' Victory Fair. Aug. 3-5. J. M. Harper.

South Dakota

Burke—Home-Coming. Aug. 18-19. P. J. Fahrmecher.

Deadwood—Days of '76 Show. Aug. 4-6. Neil Ferrigno, Chamber of Commerce.

DeWitt—Cattle Days. Aug. 7-9. A. J. Anderson.

Hudson—Firemen's Sports Day. Aug. 18. Floyd Terkelsen.

Madison—Yankee Doodle Days. July 28-29. Madison—Turtle Days. Aug. 25-26. Jack Steen.

Salem—Harvest Festival. Aug. 24-25. White River—Frontier Days. Aug. 19.

Utah

Midvale—Harvest Festival. Aug. 17-19.

Canada

Hamilton, Ont.—Lions' Club Carnival. Aug. 24-26. Jack Purves, Tivoli Theater.

Montreal, Que.—Oladious Show. Aug. 28-30. Mrs. J. A. Carleton, Guelph, Ont.

WANTED

Complete Carnival, August 28-31. Write or wire MOSE HURST, Secretary, Midwest Horse Show, Creston, Iowa.

THE THRILL OF THRILLS!
Sensational MARION
"JUST A SLIP OF A GIRL WITH COLOSSAL NERVE"
FEATURING THE ORIGINAL "BREAKAWAY POLE" 120 FEET - NO NET
Personal Representative **CHARLES ZEMATER**
54 W. Randolph Street CHICAGO 1, ILLINOIS

GOOD CONCESSIONS WANTED
Some good openings left.
DEARBORN 3rd ANNUAL RODEO
July 29-August 6. 40,000 admissions in 1943.
WILLIAM BUDNY, 4905 Schaefer Road, Dearborn, Mich.
Phone (Detroit) ORegon 4086.

WANT FOR ST. ROCCO CELEBRATION
AUGUST 2 TO 13—WEONA PARK, PEN ARGYL, PA.
RIDES SHOWS CONCESSIONS
The largest celebration in the State! Free Acts every night and 4 Band Concerts. No Gate. Two Sundays. Wire Western. Disk or write: JAMES P. GALLAGHER, Weona Park, Pen Argyl, Pa. Telephone 240.

RINGLING ROUTE SHAPING UP

Quarters Hum For New Tour

Plan is to play stadiums starting next month—get fireproofing compound

SARASOTA, Fla., July 22.—Preparations are being made at the quarters of the Ringling Bros. and Barnum & Bailey Circus here to again take to the road and play in stadiums, ball parks, fairgrounds, etc., without its top and its seats. Some of the spots where the show is scheduled to appear are the Fisher Bowl, Akron; Cleveland Stadium, Buffalo Stadium, University of Detroit Stadium and Soldier Field, Chicago. The Big One will use about 60 cars for transportation. Alfred Court's cat act will not be in the program.

Opening date is tentatively set for Nipert Field, University of Cincinnati, August 2 and 3.

Spokesmen for the circus on Thursday said a carload of canvas flame-proofing compound was en route here from the W. E. Hooper Company, Baltimore. It is planned to fireproof the Slide Show top, which will be the only tent to which the public will be admitted, and all side-walks to be used by the show when it resumes its tour. The show will also fireproof sidewalks on dressing and horse tents to be used by the personnel. This fire-proofing compound had not been available to the circus until this time. It has passed the Board of Underwriters' specifications and was recommended by the Bureau of Standards in Washington.

Receiver Names Smith

First section of the circus train arrived here from Hartford, Conn., shortly after noon on Tuesday and the second and third sections followed shortly thereafter. The first had elephants, working personnel and cookhouse. Second, consisting of Pullmans and private cars, carried executives and performing personnel and the third had poles, wagons, etc. Everybody came here with the exception of 33 men, who were left in Hartford, called as inquest witnesses.

Upon arrival, George W. Smith, general manager, had no statement for inquiring newsmen, but said that a conference had been under way during the four-day train ride in which Robert Ringling, president; Pat Valdo, program therapist; and Roland Butler, general press representative, had figured. James A. Haley, vice-president, was equally silent about the future of the show, but hinted that there would be no delay concerning work.

In Hartford all big-top stakes were left in the ground, and all wagons that were burned were left there, including two light plant units. Smith was appointed general manager of the show by the receiver, Judge Edward S. Rogin, in Connecticut, and is accountable only to the receiver.

Executives Mull Plans

F. Beverly Kelley, director of the show's radio publicity department, in an interview with newsmen, in speaking for Robert Ringling, George W. Smith, and remainder of the executives, said that every possible speed would be employed to place the show on the road; every performer will construct his own equipment; the band will remake its own stands; serialists will repair and reconstruct their losses.

He added: "There are many gaps that cannot be told, not because we are trying to hide the gaps, but we simply don't know yet where we stand. The tentative plan of the circus is that we will never go out under a main tent of canvas until a suitable fire-proofing process has been discovered and the cost is within the reach of the circus. As to the future, the plan now, according to Robert Ringling, is to reconstruct the same arena that we will use when the tour is started again. Here in quarters (See *RB Route Shaping Up* on page 45)

Who Is To Blame? Or an Act of God?

By Pfc. Wally Beach

While Home on Furlough From Camp Polk, La.

SPRINGFIELD, Mass., July 22.—The tragedy that struck the Ringling circus has caused much comment in regard to who is at fault. Naturally, because people are upset, they blame the circus. When you stop to think it over, the city can be blamed for not being cautious enough to check the safety of the big top or keeping a city fire truck on the lot. Circus officials didn't want such a catastrophe to happen any more than anyone else did.

Those people who blame the circus never stop to think that this disaster will cost "The Greatest Show On Earth" huge sums, that it caused sadness among the performers and workmen, that the heroic efforts of many of the employees saved many lives. Take, for instance, those employees who were in the big top at the time the fire started. Steered the stampeding crowd to the (See *WHO IS TO BLAME* on page 46)

Stockton Is Another Red One for Polack

STOCKTON, Calif., July 22.—The Shrine date here at Civic Memorial Auditorium July 19-16 was another red one for Polack Bros' Circus. This spot is 50 miles from Sacramento, where Polack appeared for nine consecutive years, which probably had a great deal to do with the tremendous business. George Jackson, recorder of Ben All Temple, Sacramento, attended every day.

It was a pleasant engagement from every standpoint. The one newspaper, The Stockton Record, and Stations KWG and KGDM were most liberal. Three days in Santa Rosa and three in Eureka following the local date and the show's California tour is over for this year. Show will then make the long trek to Seattle. Promotion in Stockton was under direction of Jimmy Blain.

Athol To Inspect Tents

ATHOL, Mass., July 22.—To avoid any chance of a fire breaking out when Hunt Bros' Circus comes here July 26, tents will be thoroughly inspected. Fire Chief Ernest L. Smith said. Canvas will be tested as to inflammability and exits will be ordered unobstructed at all times, the chief said. The announcement was made after a conference with selectmen, who issued the license.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Wheel Hub, Pa. July 23, 1944.

Dear Editor:

For the first time in its history the Won, Horse & Upp Circus is playing in Pennsylvania. During the past week our route was in a circle, with the towns only two miles apart and with the last town only two miles from Monday's stand. We are Sundaying here, an inland spot. Knowing the drawing power of different shows in this locality, the co-owners decided to play each of the burgs under a different title. This was easy to do because our wagons are not lettered.

Last Monday we played under the Condon & Marsh European Circus title. That show had billed the burg as a country route, so we used the title. Our billers merely changed the dates and added, "Coming Here," with lamp-black. It was a paper-saving set-up for the show, altho we heard some squawks over not having the advertised herd of elephants. That night Manager Upp announced that another circus would be at Circle Center, which was our next

Restrictive Laws Should Not Ban Circus, Avers CFA Head

AKRON, July 22.—The Circus Fairs' Association, said Tom Gregory, national president, deplors the apparent decision on the part of some city officials and other agencies to foster restrictive legislation as a result of the Ringling fire tragedy in Hartford, Conn., which would put circuses out of business.

"A number of newspaper clippings coming to my desk," he said, "indicate that such action is contemplated in some quarters. To enact laws which would ban the circus would be a very grave injustice to circus management, employees and artists and to the American public. The distinctive and outstanding brand of entertainment offered by the circus is necessary now, more than ever, as a recreation and relaxation outlet for the overworked millions who are bearing the brunt of the home-front war production effort."

Many Claims Unfounded

"Any claims of negligence on the part of circus officials are not founded on fact," he declared. "The circus management is more interested than anyone else in protecting the public and its property against any such occurrence as that in Hartford."

"Everyone in the circus world, as well as those outside, is heart sick over this catastrophe. Time, however, heals all such wounds of the heart and mind. I am sure that cool heads will prevail and that the public will not permit the circus to be banned, but rather will insist that it be helped by every measure that will insure the safety of those who want to enjoy the thrills of the big top."

"When one thinks of the thousands and thousands of circus performances

which have been given without any incident of this kind occurring during a performance it seems that this tragedy was due to a cruel fate, and particularly unfortunate in that the fire started the moment it did. Just a few minutes later and the runway to the cat-act arena would have been removed from the hippodrome track and there would not have been this barrier to escape for so many persons."

Get U. S. Formula

"The stand on the part of the Circus Fairs' Association to keep the circus going is backed by such prominent influential members as Past President Melvin D. Hildreth, Washington. "After the Iroquois fire in Chicago," said Hildreth, "theaters were not closed, but exits improved and asbestos curtains authorized. After the train wrecks of a few months ago the radio signal system was developed. So, too, with the circus, we should ask that the War Department release to the tent makers its formula for fireproofing canvas. We should not close the circus, but we should, of course, advocate improvement in public protection."

Bad Weather Dogs CB Show; Biz Is Terrific

MANKATO, Minn., July 22.—Despite bad weather and muddy lots Cole Bros. Circus has been packing them in and turning 'em away at nearly every Minnesota stand. Late arrival in Virginia and terrible condition of lot necessitated canceling of the matinee. Night house was packed, and over 3,000 turned away. Hibbing, with show only half an hour late for the matinee, was good for two big houses.

Bemidji gave the show the first dry lot in nearly two weeks. Capacity house at the matinee was treated to a thrill when a miniature tornado descended upon the lot 30 minutes after the show got under way. Cookhouse was blown down, and one middle-piece in the menagerie was ripped into shreds. When quarter poles in the big top began to rise off the ground, Col. Harry Thomas gave the crowd a quiet warning, requesting them to leave the tent orderly and wait outside until the storm had subsided. About half the people walked in an orderly fashion from the tent, while the remainder stayed inside. The fury of the blow was spent in about 10 minutes, the people returned, and the performance continued. Night house was capacity. Grand Forks, N. D., was big.

Moorhead, Minn. (Sunday, 16) was a repetition of Kokomo, Ind., a year ago. (See *Cole Bros Is Terrific* on page 47)

Spartan Aids in Disaster At Port Chicago, Calif.

SAN FRANCISCO, July 22.—In the naval disaster at Port Chicago near here July 17 the spotlight of attention was focused on the outdoor show business in the form of valuable assistance that was given by the staff of Spartan Bros' Circus with West Coast Victory Shows that was playing there. The explosion caused over 350 deaths.

Charles Camp, manager of the circus, hooked up its light plant and furnished power for national broadcasts and to light the scene of the disaster and came in for much comment in the press and over the national radio chains. Camp, aside from performing roo-man service in the midst of the desolation, was interviewed over the networks and gave a vivid first-hand description of the explosion.

(See *WON, HORSE & UPP* on page 47)

DRESSING ROOM GOSSIP

Cole Bros.

Joe Masker is now in charge of the privilege car and doing a swell job. The "Sun Tanners" have been out in full force lately. Bob Porter takes the honors on the men's side and Ella Linton on the women's. The event of the week was the birthday anniversary of Mrs. Harry McFarlan. She gave a party between shows and served ice cream and cake. I missed the ice cream. Mr. Mac got ahead of me. New addition to the Antalek perch act is Ruth Flanagan. To the Slayman All Troupe, Tie To, Horace Laird and Harold Volse are writing a book titled, My Life with Caroline or the Tragedy on Daisy Hill.

Sweeney is the only Arabian Irishman in the Arab troupe. Wedding anniversaries, Paul and Ruth Nelson, Gus and Etta Tallafaro, Hanny and Otto Gerbeling. I think Joe Hodgini is going into the excavation business the way he has been making Jimmie Reiffenach, Tommie Hodgini and yours truly dig the center ring lately. Glad to hear that Jimmie Mooney likes army life. Frank Alabama Campbell has all guessing in the dressing room due to the amount of mail he receives and answers. Freeman took a flying trip to Peru over the week-end and it was nice seeing again Etta Hodgini, Fred and Louise Young, Nick Carter, Spud Cline, and other Peru folks.

Corky Plunkett is making strides in the trampoline act. He is now finishing with sixty swing-backs and topping that off with a double. Some of the Pavlovas in the end ring need a net, a mechanic and insurance. With the good food George Davis is serving in the cookhouse, it's going to be tough race as to who gets the flag. Mr. Mac is out in front at present, but Freeman looks for a photo finish and don't count me out of the running. Had a visit in Grand Forks with Leo Norman, Ira Millette, and Leonard Aylesworth—we went back yonder. Letters from Mickey Grimm; Frank A. Panisko, CFA of Butte, Mont.; from England a letter from the Australian Wallabys; Ted Bowman, and much delayed mail from Freeman Jr.

PREDDIE FREEMAN.

Beatty-Russell

The show's 17th week and the event was the July 4 party, which was staged in the big top between shows. A sports program was a feature and the winners follow: Men's arena dash, Dick Anderson and Bernie Piazarsky tied for first, Buddy Richards, second. Women's arena dash, Milonga Escalante, first; Esther Escalante, second; Mars Bennett, third. Three-legged race, teams of Richards and Richards, first; Crouch and Crouch, second; Anderson and Escalante, third. Ladies' egg and spoon race, Mitzi Sleeter, first; Lorena, second; Fannie McKlosky, third.

The after-show was on the old-time vaude pattern (very old). Ovia Crouch sang La Cockerock. The clown department came up with a barber-shop quartet. They finished with Feko Me Out to the Ball Game, The Ballet Girls, Concha, Mitzi, Jean, Kay, Bush, Milonga, Mars and Dick Anderson presented a ja crouge routine. The Sunrise and Sunset troupe staged an apache massacre. Eko and Eko represented the Kid Show and are swell entertainers. Walking delegate from the Ramdoodle Club, Red Larkin, was billed to sing but ran of the tent. Milonga Escalante closed the festivities with some beautiful songs.

Gracie and Curtiss Genders made a flying trip to Spokane to visit Tuffy, who will soon be moved from his naval training station in Idaho. War Bond shows were given at Salem and three in Portland, Ore. A special show was given at the Swan Island Shipyards during the lunch hour, with 5,000 employees present. Those giving their services in these shows were Skyeagle, Si Ota, Gus Lind, Lyle Chappell, Jack and Martha Joyce, Concha and Betty Escalante, Clyde Beatty, Al Fleet with chimps, Mickey and Minnie, Mac McDonald with elephant group, Walt Mathie, Alva Evans, Brownie and the writer, under direction of Bill Antes.

Visitors to the show were Captain and Mrs. Ralph Hoge, Walter and Pauline Hohenadel, Jim McNichols, Joan Marsh, Mr. and Mrs. Picchiant, Dr. Jim Bettridge, Lieut. Col. Leslie Rudy; Mike McKillop, who did a yeoman's job in getting laundry done for the gang; Paul

Pendarvis and many others whose names were not received. Received letters from CFA Bob Zimmerman, Lily Compton, Richard Brandon, Donald Marcks, Ted Bowman, Sgt. Patrick J. McCarthy, Ed Brooks and CFA Bill Montague, Belier. It or Not Department—As a preview of the July 4 celebration, Kay Burslem joined clown alley and did the jump off the firehouse and made the crazy number as Popeye. At the evening performance the girls joined in the clown numbers during their spare moments; in fact, the last walk-around was completely feminine. There may come a day when lady clowns will predominate in clown alley.—DICK LEWIS.

Arthur Bros.

Eighteenth week of the season. Mitt Carl has a wonderful cookhouse. The new cook is Jack Coleman, and Shorby (Hobo) Baker is headwater. The La Pearls left the show. Kenneth Waite has added some new clown numbers. One of the best is his horse race. Dora Gutierrez is doing a good job of stinging. She has some beautiful Spanish costumes, sent to her from Mexico. The Moores finally caught up with the show after having motor trouble with their truck. Never saw so many Graces on a show at one time—Grace Black, Grace Orton, Grace Fairburn, Grace Hanneford and the writer.

Some one will have to tie a string on Mr. Cole's finger so he will remember to drive his wife to the next town. Ruben Olivera celebrated his birthday anniversary. The largest present that he received was five flats on his trailer coming into town. Show has quite a few service flags. Anita Oliver's brother, Able Pina, is in Italy; Bernice Dean's husband, Frank, is in France; Acevados have two sons in the service. Bobby is in England and Arthur is in camp at Fresno; Fermin Oleiva has a son overseas; the Sugarbrowns have a son in Africa; Jimmy Woods' son, Allen, is in Alaska; Dwight Moore's brother, Sonny, is in camp at San Carlos, Calif.; the Escalantes have two brothers in the service.

Most perfect lot of the season was in Emmett, Idaho. The Sherrard carnival was 20 miles from Arthur's show and quite a few of the personnel visited.—GRACIE HANNEFORD.

Cole Has Good Play At Grand Forks, N.D.

GRAND FORKS, N. D., July 22.—Cole Bros.' Circus came into the Red River Valley July 15, the first circus to hit this Northern town in six years, and pulled away with what appeared to be almost capacity earnings. Coming here from Bemidji, Minn., where good crowds were reported, the show started at 3 p.m.

After the night performance Lee Norman, a former trouper, entertained several of the show personnel at the weekly Elks' lodge open house. Norman is now operating a funeral business. Bill Kimball, a former performer, was another guest on the lot and with Norman followed the show to Moorhead.

Many Fans, Showmen Visit Mills Show in Chicagoland

CHICAGO, July 22.—Mills Bros.' Circus, which played a number of towns in the Chicagoland area a few weeks ago, came back into the territory last week playing Geneva, Lyons and Lansing, all within a 40-mile radius of Chicago. Show's eight-day stay in Wisconsin was profitable, attendance being good at all stands, according to Jack Mills, one of the show's owners. At one stand three shows were given.

Business at Lyons was poor, due in part to location of the lot some distance from town. The Mills brothers entertained many visitors at Lyons. Spencer Huntley, elephant man at Brookfield Zoo, and Mrs. Huntley spent the day on the lot. Huntley formerly owned the show's elephant, Burma, and at night he and his wife worked the bull. Dr. Otto Schlack, physician at Oak Forest, and Mrs. Schlack renewed old acquaintances on the show. Dr. Schlack formerly was with the Gollmar show. Mr. and Mrs. Earl Shipley, retired circus troupers, attended the night show. Other visitors were Mr. and Mrs. George Cole, who operate a marionette circus; Ben Beno, former circus performer now chief steward in transport service; Burt L. Wilson and John McVirlan, circus collectors, Chicago; Charlie Zemser, Chicago booking agent; Mr. and Mrs. Bob Clark, and H. L. Patterson, circus fans, of Joliet.

ARTHUR (SLIM) MITCHELL, an old-timer, underwent a serious operation at Cowlitz County Hospital, Kelso, Wash.

UNDER THE MARQUEE

Communications to 25 Opera Place, Cincinnati 1, O.

RAINCOATS and boots are standard equipment.

VISITING the Dalley show in Appleton, Wis., was Art Miller.

G. HAWKS, barn of Castle Creek, N. Y., visited Beers-Barnes at Clayton, N. Y., and showed his circus movies.

EVEN the you knock on wood—you'll still carry seat plank.

THREE performances were given by Bud E. Anderson at Rugby, N. D., July 14. Biz was capacity.

FRED BURD, assistant to Walter Devoyne on the Royal American Shows, is in a Davenport, Ia., hospital recovering from mastoid operation.

MAGICIAN Karl Cartwright, formerly with Robbins Bros., Downie Bros. and Sam Dock shows, is located in Mason, Ga., doing war work.

WHEN two pushers are mad at each other they never fail to think of the misdeeds of their helpers and go scalp hunting.

CHIC YALE, Zeke Lamont and Rube Curtis, clowns, signed contracts with the Shrine Circus, Houston, November 3-16. Curtis will arrive a week ahead of show to work the streets.

D. M. MULLIGAN and the Frank Kinders gave an informal party at the Kinder home for Con and Winnie Colleano, Jean Allen and Eddie Woockener when the Cole show was in St. Cloud, Minn.

BUSINESS is very good, reports Bud E. Anderson. At Stephen, Minn., July 9 show had two filled matinees, and side show handled over 3,000 people. Show was billed there for one performance.

Grafton, N. D., followed with three shows, all packed houses.

ONE in every town: The 75-year-old native, who can still turn a cartwheel, and who the other natives believe should be with a circus.

DON CAVILLA, 95-year-old performer with Bailey Bros., boasts of 71 years in show business. When circus was at Glen Falls, N. Y., he and other members of the show visited the grave of Sig Sauteles in the Union Cemetery at Hudson Falls.

CONCESSION operator at indoor circuses, John Looney, is doing police work at the National Fireworks Company, Whitman, Mass. He saw Wallace Bros. at Gloucester, Mass., Hunt Bros. at Brockton, and the Big One at Boston Garden.

JOE LEWIS, clown cop, writes that he's been keeping busy with indoor and outdoor dates for Ernie Young and Tom Packs. He will play the Pittsburgh Police Circus this week for Tom Packs. On August 14 he will start a fair route for Barnes-Carruthers.

YEARS ago: Talking to a native was considered poor showmanship. There was always someone around who believed you were uncovering the tricks of the trade.

L. RAY CROSSER assisted the secretary of the Pinckneyville, Ill., fair on collections of concessions and the carnival. Mrs. Myrtle McSpadden Shows were on the midway. She has seven more fairs on a circuit. The Ray Shute-Edna Deal Agency furnished the free acts.

FLYING Valentines and Flying Valentinos, managed by Fred and George (See UNDER THE MARQUEE on page 81)

In the Armed Forces

RANDALL G. REMACH, H. A. 1/c at U. S. Naval Hospital, Corona, Calif., former understander for the Blondin-Bellini act, is caring for the wounded as they come from the Pacific and other areas. The act is off the road for the duration.

SOMEWHERE in England, Sgt. A. M. (Little Red) Haffards visited Trevor's Circus and was shown around the lot by Manager Johnson. He said it appeared to be about the same as any one-ering circus in the States. Canvas is green and white striped, and has a rigo pole, that rigging is hung on. Show travels by truck, making short overnight jumps playing one to three-day stands. Top seats about 1,500. Prices are from two to five shillings for box seats. Sgt. Haffards took in two performances and saw a full house at each. He also met Blinks, formerly with Hagenbeck show in the States. Show runs two hours and has a good performance.

17,201 at Lynchburg Show

LYNCHBURG, Va., July 22.—The Junior Chamber of Commerce circus, directed by Edwin N. Williams, played to 17,201 in four nights last week. One night was lost due to rain. President A. B. Sims announced from the arena that profits would enable the org to send a Christmas box to every member of the armed forces from Lynchburg who is overseas. Acts were used at two hospital shows, and performers were entertained afterward. Williams will stage a show for the chamber next year.



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dress Book.

Circus People Sure No Lack Of Safety Vigilance Entered Into Hartford Fire Disaster

Fireproofing Materials for Canvas Long Sought

(Continued from page 3)

trainer, broke up a fight between the big cats in the steel arena while canvas flamed overhead and then drove every animal into the delivery runs before thinking about her own predicament.

That is why Merle Evans, an American musician, kept his band on the platform even after it was afire and not a man stopped playing until the leader gave the signal—10 seconds before a quarter pole came crashing into the stand, dead center. That is why performers, ushers, candy butchers, ticket sellers, prop men and those of all departments, high and low, white and black, men and women of many blood strains but all troupers, saved hundreds who otherwise would have been lost, and why they then joined the emergency first-aid units with unstinting efforts to earn the commendation of the city of Hartford and of the American Red Cross.

In previous disasters the circus lost its own people and its own animals and reckoned it as a hazard of outdoor show business and dried its tears and smiled and struck up the band. But this time there is no loss of circus life and the show people, while suffering far greater shock and grief in this sleepless nightmare than ever they experienced in disaster entirely their own, are beginning to wonder if this blessing has a poison core. Will people ask, they wonder, why no circus life was lost in the holocaust?

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VERNE SOWLES

Care Terrell Jacobs Winter Quarters Peru, Ind.

the show people were able to save themselves at the last than it is strange if someone can get out of a burning building with which he is familiar while a stranger to the premises, in the event of sudden panic, may not be able to get out at all.

There is little comfort in the fact that the percentage of lives lost is unusually low in comparison with historic configurations. Nor is there much balm in the knowledge that the circus has correspondence to prove that ever since the present management took charge under the presidency of Robert Ringling it has been trying to secure materials with which to fireproof its canvas. These materials have not been available in wartime to non-essential industries, and so the circus went along as it has done for the past 60 years during which it never had a fire that took the lives of its guests. There was only one chance in tens of thousands that it ever would have, but that chance was dated July 6, 1944.

Nothing that is done now can bring back the lives of those who died at Hartford, or erase from outdoor annals its worst catastrophe. But safer equipment and increased vigilance will insure against recurrence of the disaster when the circus is able to lift itself from the ashes and go forward.

Learn the Hard Way

Hotels, theaters and other buildings were not fireproofed until lives had been lost by fire. Safety measures and devices for truck and highway, for ship and plane and car were not forthcoming until life had been spent to indicate their necessity—until the lesson had been learned the hard way.

Recently a radio program recorded the laughter of children at the circus, so that this bit of lightheartedness might serve as a welcome change-of-pace in an offering of war news. The circus people in whose minds the Hartford fire still smolders will hear the echo of that terrible afternoon until the end of time, but in the tapestry of circus afternoons thru all the years there has been laughter, too, and happiness. And there is no losing it from the all-over picture any more than it is possible to erase the horror of one afternoon.

And possibly that is why there is no spirit of defeat mingled with sorrow in the hearts of circus people even in their blackest hour. Defeatism never has been a part of the American formula and it is unknown in the history of the circus.

RB ROUTE SHAPING UP

(Continued from page 44)

We will make an arena exactly like the one we are to use. We will all be able to tell better when that is finished. As it is, we are just groping around in something that is brand new to all of us. It is probably the plan of the circus to have all-steel seats in the future. That can't possibly come about this year; there isn't time or do we have the equipment."

Hartford Office Opened

HARTFORD, Conn., July 22.—The Ringling circus this week opened an office here to serve as a point for handling claims and problems connected with the show, but not directly under the domain of the recently appointed receiver, Judge Edward S. Rogin. This office will be maintained indefinitely, altho no permanent staff has yet been appointed. Temporarily Herbert Duval, legal adjuster of the circus, and Roland Butler, press chief, are in charge, but a local personage with legal background will be added shortly.

One of the items handled in this office is the refunding of money on advance ticket sales for the night performance of July 6, canceled by the matinee disaster. Practically all holders of such tickets are turning them in to The Hartford Times Fire Victims Relief Fund, which in turn receives their cash value from the circus. No effort will be made to attempt refunds for the fatal matinee,

but in all probability the circus will turn over to the relief fund a lump sum equivalent to the afternoon's take.

Property as Exhibits

The show quit Hartford with dramatic suddenness. While legal handicaps obliging the stay of the circus were being cleared away rapidly last Thursday and Friday, a sudden announcement by State Commissioner of Police Hickey Friday afternoon that neither equipment nor personnel would be allowed to quit Hartford until he had completed his inquiry, temporarily stalled matters.

However, an order from the receiver, Judge Rogin, permitting the circus to pull out was issued late Friday afternoon and the circus train, in three sections, quit Hartford early Saturday (18) morning en route for Sarasota. Practically everything was carried along except the charred remains of the big top and a few objects of equipment held as exhibits for inquiries under way.

Olver Leaves Staff

Practically all performers and personnel of the circus left with the train. All are being paid full salaries. A small staff remains on the lot here with what little remains of the big top and burned equipment. Roland Butler and Lester Allen, of the press staff, were temporarily making their headquarters at the Bond Hotel. Hal Olver, of the press staff, handed in his resignation a few days ago. James A. Haley, vice-president and active head of the circus since it went on tour, left for Sarasota. Robert Ringling went to Sarasota to help reorganize the show.

Reaction of the public and press in Hartford and throughout the East while not condoning any faults or laxities which might be charged against the Ringling circus, or any tent show, seems to be that fault lies primarily with the State and municipal law-makers and law-enforcement officials. Demand rigorous regulations be strictly enforced. The latest death count in the fire is 163.

The Hartford, Conn., Circus Fire Victims Fund, to be administered thru the American Red Cross and sponsored by The Hartford Times, has received a tremendous response. On July 17 it stood at \$25,387.78.

Hearing Is Continued

NEW YORK, July 22.—Judge Norman B. Yellin, in Hartford police court Wednesday continued the cases of James A. Haley, George W. Smith, Leonard Aylesworth, David Blainfield and Edward Versteeg until August 11. All five circus officials were placed under arrest on technical charges of manslaughter as a result of the deaths in the fire and all are out on bail. Trial was postponed at the request of Prosecutor James F. Kennedy and Attorney William L. Hadden, counsel for the circus.

Attorney Hadden arranged to post bonds Thursday (20) insuring appearance of 33 circus employees at the coroner's inquest into the disaster. These employees are named in the coroner's warrants issued Monday. All are cited to appear in the coroner's inquest which is expected to continue until the second week in August.

Mayor Names Inquiry Board

HARTFORD, Conn., July 22.—Mayor William Mortensen recently announced the appointment of a five-member board of inquiry to investigate the acts of city officers and employees, before, during, and after the Ringling circus fire of July 6. "In making its report," the mayor stated, "the board must keep in mind that no criticism is too harsh, no law too binding, no supervision too rigorous when we have the protection of human life at stake."

Following an order of the board of police commissioners, 14 downtown local theaters will have continuous fire and police protection. The Hartford theatermen, represented by Warner Bros. Hartford theaters, E. M. Loew's, M&P Ailyn, and Loew's Poli New England theaters contributed checks amounting to \$1,600 for the Circus Fire Victims Fund.

Ringling circus fire pictures, when they appear in national newspapers will be omitted in all local showings, was the official statement issued by Hartford theatermen. "We'd rather run the risk of losing business and take criticism from a thousand people, rather than hurt the feelings of a single patron," said theatermen who definitely "consider it bad taste" to keep bringing up the subject of the fire in Hartford.

The Ringling train rolled out of town morning of July 15, bound for Sara-

sota, Fla. State's Attorney H. M. Alcorn Jr. said 33 circus employees had been directed to remain in town for further questioning and Coroner Healy said that the inquiry would be continued next week. Permission for the circus to move its physical properties was granted by Superior Court Judge John H. King in Willimantic after the circus had put up a bond and other assets totaling \$1,000,000. The plan approved by Judge King provided that the circus deposit \$380,000 in cash with the receiver appointed by the Superior Court, Edward S. Rogin, and assign to him four insurance policies covering property to an extent of \$125,000 as well as public liability insurance issued by Lloyds of London. The plans were worked out by a committee of the Hartford County Bar Association, representing lawyers with claims against the circus and the counsel for Ringling circus. It will enable the circus to become a going concern within a month and halt the loss from waiting here. The show is capable of earning \$1,000,000 in a normal year. Law suits totaling more than a million dollars have already been filed here.

WHO IS TO BLAME

(Continued from page 44)

nearest exits and shoved those who weren't in a hurry to leave.

Peanuts and Pocketbooks

One woman refused to leave the grandstand and had to be knocked unconscious and was carried out. After another woman was shoved outside she insisted upon going back into the blazing tent to get her pocketbook—and then there were some wise high school boys who attempted to get back into the big top to get bags of peanuts they claimed they had left there.

Most of the women and children killed weren't burned to death. They were trampled to death and left to be cremated. What happened to the men in the audience? Instead of trying to help the women and children out first they trampled over them in their madly trying efforts to reach the outside. If the people had only listened to those circus employees who vainly tried to prevent panic, many of those who met death might still be living today.

As the fire spread rapidly Merle Evans and his band played on valiantly in an effort to subdue the panic-stricken crowd. Like a captain would stick with the ship, so did Evans and his band until the last pole crashed thru the bandstand, forcing musicians to jump to the ground, only to begin playing until the whole thing was over with.

Credit Due Performers

Newspapers haven't given any credit to the performers who took up a collection and turned the proceeds over to the city of Hartford to help pay for care of the injured and burying the unidentified dead.

Altho much has been said, I think that people who blamed the circus for the tragedy and attempted to get their admission price refunded in sight of the still-smouldering ruins where many human beings had paid the admission price with their lives only a few minutes before, should thank God they came out of that inferno alive instead of worrying over the money they paid for admission. Those who want to sue the circus over a tiny scratch should also thank God on bended knees instead of throwing law-suits at the show already suffering terrific loss.

The circus is an American institution, always has been, and always will be. For years and years the aim of the circus has been to chase worries away, to cheer people with amazing skill of acrobats, clowns, animal trainers, and clowns. Do you want to blame an organization that has been the delight of children and grown-ups for many years for a catastrophe that was an act of God?

Let's continue to welcome circuses. May they appear bigger and better than ever, with gaiety, laughter and wonderment.

Ed Tait Resigns From PCSA

LOS ANGELES, July 22.—Edwin Tait, who was secretary of the S. L. Cronin Circus and well known for his show operations in the Orient, tendered his resignation as treasurer of the Pacific Coast Showmen's Association here July 10. Tait asked to be excused because of the pressure of personal business.

The Corral

Communications to 25 Opera Place, Cincinnati 1, O.

EXCELLENT weather conditions favored the two-day Ponoka (Alta.) Stampede, which drew 10,000 persons. Main winners were: Saddle, Cam Lonsdale; Frank Brown and Jack Lauder (tie), Henry Walters; chuckwagon, Theo Thage; all-round cowboy, Cam Lonsdale.

THREE-day annual rodeo which ended night of July 4 sponsored by South Tacoma (Wash.) Kiwanis Club and Police Benefit Association for benefit of a boys' club and presented by Tacoma Rodeo Association drew about 20,000 customers for the five-performance affair. Tickets sold at \$2 and \$3.50.

WINNERS at the Black Diamond (Alta.) Stampede were: Saddle, Norman Stearns, Chet Baldwin, Lone Breeze, Bill Bagley; calf roping, Jack Cochlan, Cecil Bushart, Eddie Holloway; steer riding, Roy Thomson, Ralph Thomson, Jack Cook, Harry Thomson; bareback, Ralph Thomson, Henry Holloway Joe Kootenay; wild horse race, Chet Baldwin, Bob Matlock; cow milking, Jack Cochlan. More than 4,000 persons attended. Arena director was Bob Carey.

FINAL winners of the two-day Kinetic Club Rodeo at Swift Current, Sask., were: Saddle, Jerry Myers, Ernest Emery, Cliff Olson, Stan Dillabough; calf roping, Padgett Berry, Pete Jahnke, Al Galarsneah, Fred Gladstone; bareback, Johnny Hagen, George Eaton, Alvin Dunford, Jim Barrett; steer riding, Harold Johnson, Stewart Millie, Harold Perrin, Harwood Potter; booker trophy for best saddle bronk rider, Gerry Myers; best all-round cowboy, Padgett Berry.

AT LEAST 2,500 persons attended the first annual Blackfoot Indian Stampede at Glendon, Alta. Results were: Bronk saddle, Riel Solway, Art Galarneau, Mel Nelson; calf roping, Steve Brusehead, Tom Peake, John Solway; bareback, Ralph Thomson, Gordon Akina, John Solway; steer riding, Homer Evans, Cliff Vandergriff, Mel Nelson; boys' steer riding, Weyman McCormasters, Thomas Jerry, Cecil Crowfoot; wild cow milking, John Solway, Marcel Weasel Head.

FINALISTS at the two-day Macleod (Alta.) Stampede, which attracted more than 7,000 persons, were: Saddle, Muff Doan, Frank Duce, Norman Stearns, Rex French; calf roping, Floyd Peters, Charlie Ivens, Jack Cochlan, Vic Andrews; steer decorating, Norman Bester, Harold Bester, Willie Head, Roy Baird, steer riding, Ralph Thomson, Muff Doan, Jack Ellison; bareback bronk, Muff Doan, Lyle Doan (tied), Jack Ellison; wild cow milking, Charlie Ivens, Bill Mounkes. Arena manager was Herman Linder.

A RECORD crowd attended the stampede held near Biggar, Sask. Proceeds will be used for war work. Winners were: Saddle, S. Fisher; R. Gilbertson and Don Desvar, tied; bareback, Fin Bridge, R. Gilbertson, Jack Noyce; steer riding, Ken Leadley, R. Gilbertson, John Truchtre; calf roping, Web Whitcomb, M. Sayers, Fin Bridge; cow milking, Web Whitcomb, Danny Mitchell, Calgary Red; wild horse race, S. Fisher, Calgary Red; junior steer riding, Bob Regal, Harold Watson, Bob Soobie; best bucking horse rider, Calgary Red.

OKLAHOMA TODD and his Frontier Round-Up will be featured at the third annual rodeo staged by the Dearborn (Mich.) Junior Chamber of Commerce July 29-August 6 under chairmanship of James Edwards. Attractions booked include Jinx Hongland's trained horses;

Buck and Rose Steele, high-school horse act; Tim Doolittle and his Pine Center Gang, WJ.B. ork; Homer Harris, cowboy clown; Touger Grant, Clay Lewis and Joe and Rose Florence, riders; Victor Horowitz is bringing in his rides for the occasion, building it into a carnival attraction as well. Enlarged stadium will seat 5,000. Advertising has been doubled.

TOTEM Ranch Rodeo, held in Maple Shade, N. J., July 18, had to be called off during the first half of the show due to rain, which lasted throughout the day, making it impossible to continue. Events held before the rain and winners judged for the day were in the following: Bareback riding, Abbie Clemens, Tex Collins; bronk riding, Red Holden, Walt Burke; Brahma bull and steer riding, Frank Beatty, Tex Brown. Best bucking horse of the day was Rumbogie, with Red Holden riding. Stock was furnished by the Westcott Circle W Ranch, Marlton, N. J. Trick and fancy ropers, Charles Lamont and Jack Westcott.

HIGHEST point contestants in the National Rodeo Association as of July 10: Louis Brooks 1,521 points; Howard Brown, 743; Ken Roberts, 701; Vic Schwartz, 681; Bill McMackin, 657; Fuzzy Garner, 656; Fred Badsky, 631; Clyde Burk, 623; Bill Hancock, 618; Homer Pettigrew, 602; Bill Linderman, 579; Jimmie Schumacher, 551; Paul Gould, 493; Gerald Roberts, 491; Bud Spillsbury, 479; Ike Tacker, 452; Dick Griffith, 435; Sonny Edwards, 427; Slim Whaley, 424; Buck Sorrella, 422; Manuel Enos, 403; Hugh Bennett, 403; Howard McCrory, 386; Dub Phillips, 377; Bareback Riding—Howard Brown, 743; Louis Brooks, 509; Jimmie Schumacher, 376; Hank Mills, 268. Bronk Riding—Louis Brooks, 935; Fred Badsky, 531; Vic Schwartz, 531; Bill McMackin, 477; Whitley Stewart, 383. Bull Riding—Dick Griffith, 453; Ken Roberts, 426; Fuzzy Garner, 381; Todd Whitley, 343. Calf Roping—Clyde Burk, 623; Homer Pettigrew, 476; Sonny Edwards, 427; Buck Sorrella, 397. Steer Wrestling—Howard McCrory, 386; Dub Phillips, 377; Hugh Bennett, 353; Bud Spillsbury, 268.

City Acquires Newfield

Park, Bridgeport, Conn. BRIDGEPORT, Conn., July 22.—City has acquired Newfield Park here thru the foreclosure of taxes for five years. The property, a part of the Sara Grant estate, is assessed at \$43,815. The city acquired it for a claim of \$11,000. The park has been a sports landmark for many years. Once the home of the local Eastern League Baseball Club, it has been used for boxing matches and midweek auto races. For the past couple of years it has been used by circuses and carnivals. Last show to play spot was the Ringling show the latter part of June.

COLE BIZ IS TERRIFIC

(Continued from page 44)
The lot was a quagmire, also two performances were given to turnaways. Over 5,000 people were turned away at the two shows. Wagons were mired down to the beds, and show finally got off the lot at 8:15 the following morning. Performers worked shoulder to shoulder with workmen all night. Two caterpillars were used to get each wagon off the lot, and Eugene Scott's elephants worked in mud to their bellies assisting the caterpillars. Show arrived late in St. Cloud, but was greeted by a dry lot and thousands of townpeople, who had waited for the show train. Matinee was canceled, and night show was packed, with an estimated 5,000 turned away. Show is clicking in this territory, and getting swell after-notice from all newspapers.

News of the Ringling disaster cast a gloom over the entire Cole personnel, and over 100 telegrams were exchanged between performers of the shows. Extra fire precautions are being taken by the show, with 50 small fire extinguishers placed at advantageous points in the big top each day, and four Mack tank trucks parked around the tent, fully manned, during each performance. No smoking is allowed in the big top at any time, and employees, as well as customers are obeying the rules to the letter.

WON, HORSE & UPP

(Continued from page 44)
as local patrons. At both stands we turned 'em away. We again had the same knockers and beefers to contend with, but you'll find them in every town. By then we were getting accustomed to the walls and gnashing of teeth and we

Wallace Will Co-Operate As to Safety Measures

CONCORD, N. H., July 22.—Ralph Clawson, manager of Wallace Bros.' Circus, which played here July 14 and was booked for appearances at Conway and Berlin this week, has assured officials of the various cities of co-operation to the fullest extent in the matter of fire prevention and safety measures. The Concord board of aldermen passed a resolution requiring more exits than have been maintained in the past. The city government of Keene has also taken up the matter of safety and advised the management of both Wallace Bros. and Bailey Bros., both of which have obtained tentative dates for that city.

LAONIA, N. H., July 22.—Fire Chief Arthur W. Spring was standing by with adequate protection against fire at Wallace Bros.' Circus, which played here July 15. He ordered that there be no cigarette smoking and inspected the tents to assure himself that there were plenty of exits. Fire-fighting equipment and personnel from the central fire station also stood by for any emergency.

Notes From Bette Leonard

WICHITA, Kan., July 22.—Bill Scofield, formerly with Russell Bros., visited Jay Gould's Circus. Mr. and Mrs. Harry Levine, Hunt Bros.' Circus, have three sons in the service. Harry Jr., recently married, is stationed at Colorado Springs, Colo.; Julian is attending airplane mechanics school at Kessler Field, Biloxi, Miss., and Charles will soon report for active duty. Phil Wirth has joined the Hunt show. Freda LaVeida, Monroe Bros.' Circus, has eight brothers in the service.

The Dalley show was in a blowdown at Fairfield, Ia., and damage was estimated at \$3,000. Bob Parkinson, Decatur, Ill., visited the Dalley show at Sedalia, Mo. Dr. L. R. Sample spent the day on the Cole lot at Jamestown, N. Y., guest of Mahlon (Alabama) Campbell. Jimmy and Nina O'Leary left Dalley Bros. and are now in Groom, Tex. Bette Leonard, the writer, and husband, went to Piedmont, Kan., then to Dewey, Okla., for the rodeo there.

started to believe that they were part of the business.

Yesterday at Wheel Circle, Pa., we played under our own title. The people in the five towns we played during the week still wanted to see a circus, so the beefers and squawkers came in droves. The crowd that gathered in front of the marquee was so large that we knew it would be necessary to give two night shows to handle it. We straved 'em to the ring banks for the first performance. After seeing the first two acts and after recognizing our performance as the one they had seen all week, the crowd started to walk out and long before one fourth of the show had been given the seats were empty. The bosses immediately threw open the doors to those holding tickets out in front and again we straved them to the curbs. We honestly believe that this was the first time in circus history that a show played to two turnaway houses and gave only one performance. Before the last half of the show was over the seats were again empty. Manager Upp announced that from this date on matinees would be given, as he believes an afternoon performance won't be a knock to the night show.

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Frontier Contests

California

Eureka—Redwood Acres Rodeo, Aug. 28-27.

Colorado

Boulder—Pow Wow Days Rodeo, Aug. 1-2. Perry Franier.
Pueblo—State Fair Rodeo, Aug. 23-Sept. 1. Frank H. Means.
Sterling—Overland Trail Roundup, Aug. 21-23. Dean H. Downs.

Idaho

Burley—Oregon Trail Stampede, Aug. 24-26. Sam H. Clark.
Caldwell—Rodeo, Aug. 10-13. F. E. Newman.
Preston—Preston Night Rodeo, Aug. 1-3. Weldon A. Nash.

Montana

Billings—Midland Fair Rodeo, Aug. 14-19. H. L. Fildon.
Great Falls—Fair Rodeo, Aug. 7-12. Dan P. Thurber.

New Mexico

Las Vegas—Legion Cowboy's Reunion, Aug. 4-6. J. Harvey Brown.
Tucuman—Sheriffs Fosse Rodeo, Aug. 11-13. H. W. Heasley.

New York

Rochester—Grotto Rodeo, July 24-29. Bryant G. Parsons, 182 Commodore Parkway.

Oklahoma

Lawton—Celebration & Rodeo, Aug. 4-6. Mrs. Art Ashline.

Oregon

Portland—Jantzen Beach Rodeo, Aug. 8-13. Bill Markley.

Texas

Dalhart—XXX Reunion Rodeo, Aug. 7-8. Allyn D. Finch.
Waco—Star Club Rodeo, Aug. 15-19. Ralph Wolf, 1623 S. 19th St.

Utah

Logan—County Fair Rodeo, Aug. 24-26. N. J. Crookston.
Tremonton—Tremonton Rodeo, Aug. 17-19. Elton Kerr.

Wyoming

Cheyenne—Frontier Days' Celebration, July 25-29. Robt. D. Hansworth.

Bud E. Anderson's Circus WANTS

Side Show Acts of all kinds. Can use a good Family Troupe for big top, also Circus Acts of all kind. Dutch LeBlair wants 2 good Butchers; doing business. Need Seat Man for big top. Workmen, top pay; come on. See route in The Billboard.

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N. E. MEET PULLS THROUGH

Fun Reigns at 1-Day Session

Swaps, deals between ops only biz discussed—good eats, social confabs

FITCHBURG, Mass., July 22.—The 15th annual midsummer meeting of New England Section of National Association of Amusement Parks, Pools and Beaches, held at Whalom Park here Tuesday (18), was one of the largest gatherings in the history of the organization, with registrants from all parts of New England, from as far south as Baltimore and as far west as Chicago.

The meetings were primarily social get-togethers, the only business discussed being swaps and deals between park owners, ride operators and concessionaires. Good eats and outdoor fun were largely the order of the day.

Whalom Park management and personnel went all out to provide a good time, with everything the park had to offer being "on the house." At the luncheon session, Henry G. Bowen, president of the New England Section and head of the Whalom Park Amusement Company, received the word that he had just become the father of a boy. From then on Bowen was busy passing out (See *Throng at N. E. Meet on page 80*)

Toledo Funspots Up 15% Over '43

TOLEDO, July 22.—Attendance at Toledo's two major parks, Walbridge and Willow Beach, is running about 15 per cent ahead of 1943, the managements have announced.

At Forest Park, 15 miles east of Toledo, on U. S. Route 20, business is off 25 per cent, due principally to the tightening of gas rationing. Only one ride, the Merry-Go-Round, is operating this season. The roller rink and concessions have been doing a fair Saturday, Sunday and holiday biz.

Elitch Fire Origin Remains a Mystery

DENVER, July 22.—Origin of the disastrous fire which destroyed the Old Mill ride at Elitch's Gardens here, July 16, with the loss of six lives, still remains a mystery. Fire, police and military authorities have joined with the district attorney in probing the fire. Assistant Fire Chief Patrick J. Boyne said the completeness of the destruction may prevent the cause from being known.

District Attorney James T. Burke said that the Old Mill had been inspected by city authorities on several occasions and passed as conforming to fire regulations. A. B. Gurtler, Elitch's manager, said he is positive the cause of the fire wasn't defective wiring because the wiring was inspected in the spring. He also pointed out that there was little wiring in the Old Mill. "We didn't burn much electricity," he said. "Dim lighting was part of the entertainment. There were a few spotlights."

Gurtler also stated that there was little inflammable material among the displays. The only thing in the sets that would catch fire was the curtains against the back wall, he added. Elitch's employees declared that inflammable sections of the scenery were sprayed with a patented fireproofing liquid material. Manager Gurtler said that no plans have been made for rebuilding the concession.

No difference in attendance at Elitch's has been noted by officials, and there has been no lessening of customers at the other rides and concessions in the park.

Numerous Chi Operations Prove Kiddieland Idea Sound Venture

CHICAGO, July 22.—The kiddieland park idea, while far from new, still offers exceptional opportunities to operators who are willing to start small and grow.

For years such spots have been successfully operated on the outskirts of large cities, but there still are hundreds of locations throughout the country that could be developed into paying businesses.

Chi Spots Successful

Chicago has 10 or 12 kiddielands, most of them clean and successful enterprises. One or two spots have made the mistake of letting greed get the best of their judgment and have run afoul of the law for allowing games which were adjudged of a harmful nature. But, aside from these minor exceptions, Chicago's kiddielands are of a high caliber, with nothing of an objectionable nature and everything conducted on a businesslike basis. A number of the spots started as mere pony tracks, located on main highways traversed by thousands of motorists. Gradually they added a Miniature Train, a Merry-Go-Round and other rides, along with refreshment stands.

Clicking on Coast

A man who had conducted a store near a Chicago kiddieland for years made a visit to Los Angeles. He and his wife liked the West Coast so well that they decided they would like to live there. Casting about for some business to engage in, he remembered the kiddieland back home. Visioning the possibilities in a kiddieland in a Los Angeles suburb,

Ocean Beach Near 1943's Total Gross

NEW LONDON, Conn., July 22.—Good weather over the last week-end brought gross receipts at Ocean Beach Park here close to \$90,000, with still half the summer to go. Ocean Beach is near the \$66,000 gross total for the season of 1943. Fourth of July week-end attendance figures were 78,000 and receipts were \$20,000.

The season's big success has been the upstairs restaurant in the Gam building, managed by Atham and Chris Tamvakes. They are paying the city \$3,000 plus 10 per cent on all over \$30,000. Business is tops this season, in spite of the handicap of admission charge to the beach as well as a parking charge. City Manager Edward B. Henkle tried to get the beach board to ditch the admission fee at night but failed because of the opposition of Ezekiel Spitz.

CONEY ISLAND, N. Y.

By Uno

LUNA PARK—Harold J. Greenberg, who portrays Hitler in the sketch at Passio's Opera House, has figures to prove he has been hung 637 times up to July 18, and still lives to tell the tale. Talkers outside, to be different, proclaim the show as being "lousy," with the result that the crowds flock in to verify the "boost." . . . Joe Jacobs and Bernie Williams have returned to Abe Beskin's pan game. . . . Harry Hornick, C.I.R., has left the circus for the Opera House. . . . Sydell Davis doubles as checkroom girl and general manager. Manager Phil Pates is her featured customer. . . . Charles Rich, circus attendant, has written the lyrics, and James H. Muller, the music, of two new ditties, *We're On Our Way to Tokyo* and *When the Last Shot Is Fired*. . . . Louis Sperling and Hyman Baron, with Zeke Wolf, have the weight scale concession on the midway.

Daniel P. Woolley, OPA head, laid down the law about high prices last week when

he bought a piece of property, returned to Chicago, sold his business, bought a Miniature Train and a couple of other rides and shipped them to L. A.

It was already mid-season, so the man decided to open before he had his rides set up, with only a pony ride. He opened on Sunday and grossed \$185 on the ponies alone. Since that time he has put his rides into operation and has built up a highly profitable business.

Weather, Contests Aid Toronto Spot

TORONTO, July 22.—Sunnyside Beach last week had its biggest biz so far this year. Perfect weather the past two weeks has beckoned thousands to the park and concession cash registers have been ringing merrily, with rides and other attractions getting a like pay.

Two preliminary beauty contests have been a drawing card. First week (26-30) had three contestants chosen nightly for the "Miss War Worker of 1944" finals which took place at Toronto Police 62d Annual Field Day at Sunnyside last Saturday (15).

Last week (3-7) preliminaries for the "Miss Toronto" contest were held. Each evening three winners were selected and awarded \$40, \$20 and \$15. Finals come up on Toronto Police Day at the Canadian National Exhibition here. Competitions between military forces will be additional to the police games, with the local bluecoats and Detroit policemen competing.

Inclency Crabs Biz in N. Y. Area

NEW YORK, July 22.—Storm warnings and threatening skies kept down attendance at most of the beaches and amusement parks in the New York area last Sunday (18), in spite of the continued heat wave which has been upping attendance records at all outdoor spots for nearly a month.

Sunday's attendance at Coney Island, 800,000, and the Rockaways, 600,000, was not far from normal but outlying spots such as Orchard Beach, with 40,000, and Jones Beach only 30,000, were harder hit.

Violent storms broke in late afternoon, sending crowds home early. Storm sewers at Coney Island were overtaxed by the downpour and Surf Avenue, the main stem, was flooded.

Coney Island's only de luxe hotel, the Half Moon, has been taken over by the navy to be used as a convalescent station.

complaints necessitated investigation. Ordered nickel plain sodas and ice cream cones and dime hot dogs. Fifteen proprietors of rooming houses and 42 laundries, shoe repair shops and other community services were fined for violations of OPA regulations July 18. . . . Internal revenue agents were busy July 15 advising all shows and exhibits, where an admission fee prevails, to establish stabilized prices and cut out jamming in order for an easier determination of the total 20 per cent tax additions. Which may precipitate a general meeting of all such ops so that definite prices will prevail all around.

STEEPLECHASE PARK—For the first time in the history of the park, and that dates back 40 years, there is no music because, as management explains, of labor shortage. As a consequence, ballroom has no dancing, and members of old-time life and drum corps which occur (See *CONEY ISLAND, N. Y., on page 59*)

Excelsior Tops '43 10% on Par With Record '42

EXCELSIOR, Minn., July 22.—Despite record rainfall thus far this year, Excelsior Park, 20 miles from Minneapolis, is celebrating its 20th season with business 10 per cent better than for the same period in 1943 and on a par with 1942, the park's record year. Since the park began daily operation, May 19, business has been good. Week nights have been off, while week-end business has been big. The ballroom operates on Fridays, Saturdays and holidays only.

Excelsior management is headed up by Joe Colihan and Fred W. Clapp. Rudy Shogran is ballroom manager, booker and publicity man. Charles Sampson is in charge of refreshments. Employees number 100.

Park operates 10 rides, a funhouse, two other walk-thrus, 18 games, two arcades, five refreshment stands and one restaurant. (See *Excelsior Topping '43 on page 68*)

San Antone Victory Augments, Repaints; Biz Continues Nifty

SAN ANTONIO, July 22.—Victory Park here, under the management of A. (Booby) Obadal, continues to chalk up good business. A new funhouse and several rides have been added to the line-up, with the entire park and all riding devices repainted during the past several weeks.

The Moon Rocket, feature ride, is managed by Whittle Beloit. A Fisher has built a new kiddie ride and installed it in one of the permanent buildings. New free acts every two weeks and a \$100 War Bond giveaway every Thursday night kept the crowds coming.

Mrs. Cleo Graves, owner of the cook-house, suffered a bad fall and is under a physician's care. During her absence her husband, John Graves, is in charge. Blackie McLemore, concession operator, and his wife motored to Corpus Christi, Tex., to visit Blackie's father, who suffered an accident recently. Whittle Jacobs, assisted by Judie Jacobs, is operating five concessions at Victory, while Dave Stevens added two more last week, making a total of eight he is now operating here.

Cincy Coney Talks Post-War Planning

CINCINNATI, July 22.—That the management of Coney Island here is developing an extensive post-war planning program came to light Wednesday (12) when Paul O. Hill, nationally known architect, conferred with Edward L. Schott, Coney president and general manager. Hill has been working on designs for remodeling the Steamer Island Queen and considerable new construction at the park, Schott disclosed.

It is planned to enlarge and streamline the Island Queen at a cost of about \$250,000. A new Roller Coaster, larger and longer than either of those now at Coney, will be built, and Moonlight Gardens ballroom will get a new front in addition to other improvements. The bathhouse at the swim pool will be enlarged and there will be many replacements to catch up with obsolescence. The entire program, as tentatively planned, will involve an outlay of nearly \$1,000,000.

Schott pointed out that, due to war conditions, Coney, for the first time since the present company has been in operation, has not built any new amusement device during the past two years. It had previously been the policy to provide at least one new ride each season.

Chronic Kickers Plague AC Ops, Hamid Plaint

ATLANTIC CITY, July 22.—A counter-offensive was launched last week on the City Commission-Chamber of Commerce drive for improving the "tone of the Boardwalk." George A. Hamid, president of Hamid's Million-Dollar Pier, claims that the pier proprietors—his and Frank P. Gravatt's Steel Pier, are the victims of chronic kickers and municipal authorities acting on their complaints.

"If every Tom, Dick and Harry can complain and interfere with the operation of our business and what we do inside of our institutions for which we pay a large license fee to operate, plus paying tremendous taxes," Hamid wrote in a letter to the Chamber of Commerce, "maybe it is about time the piers began to complain about the conduct of other institutions."

"It seems that anyone who has a grievance, or a complaint to file about anything allowed to both piers do, immediately we are summoned by some official or a sergeant or a policeman and told that we cannot do this and that and the other."

Hamid's letter prompted a clarification by the Chamber of Commerce of its drive to eliminate Boardwalk noise and tone up the wooden way in general. Disclaiming any intention on the part of the Chamber to meddle or interfere with "anyone's business provided it is legitimate business," the Chamber declared that "in a general way, we are certainly for avoiding noisy things on the Boardwalk."

The action of the Chamber followed a recent meeting of the board of directors, at which time it was charged that the tone of the beach and Boardwalk was being allowed to deteriorate. It was also charged that there was too much nudity permitted on the Boardwalk and streets, too much noise and some distasteful shows.

Lift Out-of-Bounds Order at Va. Beach

VIRGINIA BEACH, Va., July 22.—An out-of-bounds order banning army and navy personnel from this resort since June 28 was lifted last week. The order, which resulted from a water shortage at the resort, stifled Fourth of July weekend servicemen crowds. Ocean View, not affected by the water shortage and consequently not placed under service ban, benefited from an unusually heavy uniformed patronage.

The Norfolk public works department pushed construction of additional pipe lines to Virginia Beach, enlisting the aid of 35 German prisoners of war, and by the week-end had improved the situation to the point that army and navy officials raised the ban.

Some squawks were heard during the ban by reason of the fact that while all enlisted men were barred from the beach, officers were permitted to visit the exclusive Cavalier Beach Club, now operated for them.

Roy Stator Reopens Okla. City Funspot

OKLAHOMA CITY, July 22.—Springlake Park has reopened after two years of absence of such entertainment from Oklahoma City, due to lack of manpower. Roy Stator is Springlake operator.

Joy Cowan and band provide music for dancing at the park's Casino. For the time being park will operate only three nights a week.

The rides are also in operation, including the big Roller Coaster. Soft drinks are sold, but no beer. Swim pool is also in operation.

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Atlantic City

By Maurice Orodener

ATLANTIC CITY, July 22.—Louis St. John, general manager of Central Pier, has installed open-air entertainment for the first time. An attractive Pan-American patio on the ocean end of the pier has been set up for the showing of *A Fiesta*, unit featuring girls, music, dancing, color and gaiety a la Latin America. Shows are continuous from 7:45 p.m. to midnight, with admissions at 50 cents and a half price for children and servicemen.

First move by the resort's new planning commission was a recommendation that immediate steps be taken to halt erosion along the beach front of the Inlet section. It is estimated the work will cost \$200,000, with the State contributing half.

Frank P. Gravatt's Steel Pier has returned the Modern Minstrels, directed by Frank Elliott, to its Music Hall programs. Daddy Dave's Children's Playhouse, presenting an all-juve cast, is another pier feature to return recently.

Frank Gravatt has booked in a steady parade of name attractions for his Steel Pier, including Abbott and Costello, Earl Carroll's Vestibles, Ray Kinney's *Saltore From Hazzet*, Perry Como, Marion Hutton. (See ATLANTIC CITY on page 55)

Fons Lake, Detroit, 65% Under Peace Par

DETROIT, July 22.—Fons Lake Park, suburban miniature, is being operated this season by the owner, Stanley J. Fons, for the first time in four years. Miller L. Crowder, who leased the park last season, is slated to go into the army, and Mrs. Crowder, who was co-manager, is now in Florida.

Fons reports business about 65 per cent under the peacetime level of four years ago, the last year for which he has accurate records. He attributes much of it to the leasing out of the property during that time. Business, however, is running ahead of 1943, with Fourth of July showing a slight improvement over the last Fourth. Lack of any form of public transportation within two or three miles, and the location, about four miles from the city limits, have hampered this play spot under gasoline rationing.

Fons is acting as manager himself, with Mrs. Millie De Witt managing the bathhouse and restaurant. The dance hall is closed this season. No rides are in operation here this year. Installation of new rides and concessions are planned for post-war, Fons says.

Business reports, Fons says, operated by Elmer F. Cote, on Grand River Road, 34 miles northwest of Detroit, has picked up 35 per cent over last season. This reflects a consistent growth during the past three years, Cote says. Mrs. Cote is resident manager, while her husband manages the Rollerodrome Park in Detroit's west side.

Biz Solid for Lewiston Unit In 9th Week at Edgewater

DETROIT, July 22.—Harry Lewiston's Freak Show is now in its ninth week at Edgewater Park here to good business. Attraction is located opposite the pavilion and free-act stage and draws from entire park patronage. Front is flashed in new pictorial paintings and neon signs, with an open lobby, and performance is presented on elevated stages.

Program includes the following: Axel, accordion; Bo-Bo and Ki-Ki, pinheads; Carlos, puncture-proof man; Frisco the Wonder Dog and Kitty Lee; Mme. Zindra, mentalist; Laurelio, man with the revolving head; Pat Ryan, human pin-cushion; Excella, flexible lady; Carl Davenport, midget strong man; Jo Fernando, fire worker; La Rosita, sword swallower; the Kalus, Hawaiian musical act; Tiny Cowan, fat boy; Grace McDaniels, mule-faced woman. In the annex are Geraldine, alligator girl; Billie Burke, emcee, assisted by Mrs. Lewiston, who directs the snake act.

Staff is as follows: Harry Lewiston, owner-manager; Rose Lewiston, assistant manager; Johanna Rittler, cashier; Harold Henrich and Elmer McDaniels, ticket sellers; Tola Graas, ticket taker; Ed Thweet, attendant.

Revised Bulletin "F" Gives Data To Dope Depreciation

WASHINGTON, July 22.—The revised Bulletin "F," recently released by the Treasury Department, supersedes Bulletin "F," revised January, 1931, and *Depreciation Studies*, published January, 1931, and contains information and statistical data relating to the determination of deductions for depreciation and obsolescence, from which taxpayers and their counsel may obtain the best available indication of bureau practice and the trend and tendency of official opinion in the administration of pertinent provisions of the Internal Revenue Code and corresponding or similar provisions of prior Revenue Acts.

It does not commit the department to any interpretation of the law which has not been formally approved and promulgated by the Secretary of the Treasury.

Taxpayers and officers of the bureau are cautioned against reaching conclusions in any case solely on information contained herein and should base their judgment on the application of all pertinent provisions of the law, regulations, and other Treasury decisions to all the facts in any particular case.

The estimated useful lives and rates of depreciation indicated in this bulletin are based on averages and are not prescribed for use in any particular case. They are set forth solely as a guide or starting point from which correct rates

may be determined in the light of the experience of the property under consideration and all other pertinent evidence.

Amusement Parks

Amusement park structures are generally frame buildings, while both wood and steel are used for the equipment. A 20-year average life is considered reasonable. Lives of the principal items are indicated as follows, with average useful life given in years:

Boat ride, 15; boats (power and row), 10; carroussels, 15; caterpillars, 8; coaster (See *Depreciation Dope* on page 80)

CAPT. ANDERSON

and his

ANIMAL CIRCUS

extend sincerest thanks to

BILL MILLER and

BILLY JACKSON

for a very pleasant summer

season at

LUNA PARK, CONEY ISLAND, N. Y.

Whalom Nears Its 1939 Attractiveness

FITCHBURG, Mass., July 22.—Whalom Park, where the 16th annual midsummer meeting of the New England Section of NAAPPB was held Tuesday (18), is an attractive play spot on the shore of beautiful Lake Whalom.

Park is not quite so impressive as it was prior to the hurricane of 1939, which leveled most of its grove of towering pines, leaving just enough standing to give an inkling of its former beauty. However, new trees have been planted. Funspot is owned by the Fitchburg Trolley Lines and is actively managed by Harold D. Gilmore, veteran park man, who also has several rides at Pleasure Beach, Bridgeport, Conn.

Whalom is well laid out and all rides and buildings are of solid construction and neatly painted in uniform color scheme of white and green. Major buildings are a large ballroom, roller skating rink, bowling alley and Penny Arcade. Rides are the Comet Coaster, Dodgem, Custer Car, Air-Planes, Bug, Whip, Loop-o-Plane, Pretzel, Caterpillar and Merry-Go-Round. There also is a small kiddieland.

An unusual feature is its summer theater, with a resident stock company putting on a season of Broadway plays. Of frame construction, the theater is extremely well built and embodies many unique architectural features.

Two bathhouses serve the beautiful bathing beach. Red Cross swim and lifeguard courses are well attended.

Name bands are featured in the ballroom every Monday, when available. Local orks provide music on Fridays and Saturdays. Roller skating is popular and the Whalom Skaters' Club stages an annual *Roller Follies*, which tours rinks in nabe cities.

PARK CONCESSIONAIRE WANTS LOCATIONS OR WILL BUY SMALL PARK

Will place 6 or 8 legitimate Game Concessions in an established park or resort for the 1945 season. 20 years' experience. Best of reference. BOX D-246, The Billboard, Cincinnati 1, O.

NOW PLAYING THIRD BIG MONTH

B. FASSIO'S

"HITLER AT THE END OF A ROPE"

LUNA PARK OPERA HOUSE, CONEY ISLAND, N. Y.

ALLAN R. JONES, Res. Mgr.

BEN FRANKLIN, Gen. Mgr.

Pool Operators...

Your pool is a community institution. Develop prestige and patronage through Daily Spot Announcements via your local stations. Have you thought of inexpensive Radio Spot Announcements to advertise your Pool? Radio is a constant reminder to the listening audience. Sell your Pool via inexpensive Radio Spot Announcements. For the latest news in Radio see our Radio Section.

THE OLD RELIABLE CIRCUS

HARRY DeDIO

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SADIE ALICE

at LUNA PARK, CONEY ISLAND, N. Y., for the Season.

NEW STAINLESS STEEL AUTOMATIC CONTINUOUS BRINE FREEZER — THE FINEST

CUSTARD MACH. EVER BUILT

\$1,250 — \$600 Cash, Balance C. O. D.

If In Doubt Will Demonstrate for Buyer.

New International Frozen Custard Mach. Co.

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FOR SALE

PENNY ARCADE, completely equipped; PENNY FITCH and PICTURE STUDIO. Located in State Island. REASONABLE. Write for full particulars.

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GOOD USED RIDES

Or Have You Any To Sell?

BERTHA GREENBURG

Hotel Kimberly, 74th St. & Broadway, New York

Class A Exhibits Go to Gate Highs

Regina Takes Up at Opener

Grandstand, mutuels figures in lead—B-C revue, Frolicland are pullers

REGINA, Sask., July 22.—Figures for the first two days of Regina Exhibition July 17-22 showed a 25 per cent increase at main gate and grandstand. Pari-mutuels were up 40 per cent on the first day and 66 per cent on the second. Livestock entries were down slightly, but there were increases in heavy and light horse classes. Other exhibits were up. Judges enthused about the excellent quality of stock.

On the opener, Kids' Day, President J. W. (Patty) Conklin of Frolicland, reported adult business up 100 per cent. On the second day there was a 25 per cent increase. A severe dust storm on the first day cut into kids' biz on the midway, but a slight increase was shown, especially on rides.

Run from Calgary to Regina via the CPR was in freight service, owing to war travel restrictions. Show arrived here at 5:45 a. m. Monday and, except for three attractions, everything was going strong by 2 p. m.

D. C. Coleman, chairman, and president of the Canadian Pacific Railway, officially opened the fair after having been made an honorary Indian chief in a ceremony on the grounds. Barnes-Carruthers grandstand show was more popular than ever.

Calgary Gain Totals 18,328

New attendance top starts improvements for '45—B-C has record grandstand

CALGARY, Ala., July 22.—Attendance on the last day of Calgary Exhibition and Stampede, July 10-15, set an all-time high and the gate record for the week was shattered by 18,328. Saturday night's grandstand crowd was biggest in history.

Preparations are already under way for a larger and improved fair in 1945. Grandstand now seats 18,000 and, owing to the tremendous demand for afternoon and night tickets this year, an addition will be built to the stand.

Conklin Shows Frolicland reported a terrific week. Except for a few heavy winds, weather was perfect. Midway opened until 1:30 a. m. at the closing because of dense crowds. The 12-car show came within 3000 of the all-time record for Calgary Exhibition set by the Conklins in 1941, said President J. W. (Patty) Conklin.

Will Clear Puyallup Plant

PUYALLUP, Wash., July 22.—Things look brighter for resumption of Western Washington Fair here in 1945. It was been off the books since Pearl Harbor. Army engineers in Seattle have announced a call for bids to remove 207 barracks and other buildings used until recently to house American-born Japs before being sent to relocation centers. A. E. Bartel, secretary-manager of the fair association, said that also bids were to be opened by the army late in July, this would not provide time in which to prepare the plant for a fair this fall.

B-C Unit Flies From Calgary To Edmonton for Troop Show

EDMONTON, Alta., July 22.—Thru efforts of Brig. Gen. Dale V. Gaffney, of the Alaskan Wing, Army Transport Command, and Fred H. Kressmann, general representative of Barnes-Carruthers, arrangements were perfected July 15 in Calgary, Alta., by which entertainment was furnished for American and Canadian troops and their families stationed in Edmonton last Sunday afternoon in the arena on Edmonton Exhibition grounds.

Accompanied by Special Officer John W. Carrager, Special Services Department, three C47 transports were flown to Calgary Sunday morning and picked up the company of 40 people and their baggage, costumes, props and two crates with the Pallenberg bears and all of Pallenberg's props. Edmonton was reached in one hour and five minutes and the show went on at 3:30 p. m., after the entire group had been guests of Brigadier General Gaffney in the sergeants' mess hall.

These performers took part in the show, which was witnessed by over 5,000 of the combined troops; Pallenberg's Educated Bears, Tien Tai Lui Troupe, Eight Lucky Girls; Marilyn Foster, prima donna; Gisela Wittich, contralto; Ten Charm Singers; Izzy Cervone, musical director; Three Limberettes; Irene Vermillion and her company, consisting of

Kermit Dart and Lyn Duvall; Lester Harding emceed the show and Fred H. Kressmann handled details with the Army Transport Control.

After the performance the entire company were guests at the officers' mess, enplaned at 7:45 p. m. and were flown to Regina, where they arrived at 10:22 p. m. to appear at Regina Exhibition, which followed Calgary Exhibition. This was the first time that an entire unit used planes, especially for moving trunks, boxes, props and animals, such as bears. Kressmann believes the idea has great feasibility as a means of transportation after the war.

Peters Will Succeed Van Atta at Carthage

CINCINNATI, July 22.—Clarence A. Peters, business man and horse fancier, was elected secretary of Hamilton County Agricultural Society July 19 at a meeting of the board of directors called by Former Gov. Myers V. Cooper, president. Peters, who will also be manager of the Carthage Fair, succeeds D. B. Van Atta, who has been secretary eight years and resigned because of pressure of business and lack of man power in his own enterprises. He will remain a member of the board and chairman of the speed committee.

Peters, owner of Westridge Farms, has been in charge of the fair's show horse department many years and will still have charge of that department.

Van Atta, who has been secretary since the death of D. L. Sampson and has been a member of the board about 20 years and one time its president, reported that about 85 per cent of exhibit space for the '44 fair had been reserved and all concession space sold.

Allentown Spending \$20,000

ALLENTOWN, Pa., July 22.—In a policy of keeping building, shrubbery and roadways in first-class condition, Secretary M. H. Beary said Allentown Fair Association was making about \$20,000 worth of improvements which are expected to be completed before Labor Day. Alterations are being made in the hotel on one corner of the grounds. Roadbeds are being treated with a natural asphalt. The half-mile track is being conditioned. Besides five regular employees, a dozen or more men are in painting and carpenter work.

Ohio State May Resume for '45

COLUMBUS, O., July 22.—Ohio State Fair here may be resumed next year, said State Agricultural Director John T. Brown.

He is also chairman of a committee seeking a new site for the State Fairgrounds and said the spots under consideration had been narrowed to "only a few." He asserted that once the site was acquired it would not be necessary to wait until all buildings are completed before holding a fair. "The fair could be held in tents if necessary," he said.

The State Fair was discontinued after army air forces took over the present grounds. It since has been proposed to acquire new grounds because of the neighborhood congestion in the present area.



AGRICULTURAL FRONT

Condensed Data From June Summary by U. S. Department of Agriculture, Washington, D. C.

II

Feed

DURING the three months ended January 1, 1944, the first three months of the current feeding year, disappearance of feed grains was the greatest on record for that period. Disappearance of feeds was also high during the next three months but at a slightly lower rate than in the January-March period a year earlier. Present indications are that feed disappearance is continuing at a relatively high rate compared with an average of former years, but slightly less than at this time in 1943.

Sufficient supplies of feed grains are in the country as a whole to carry thru until new-crop grain is obtainable although they are not evenly distributed. It is expected that by October 1 stocks of feed grains will be at the lowest level for that date since 1937. Supplies of feed for next year, of course, depend mainly upon production this year. By-product feed production continues about the same as last year or slightly above, and supplies,

while not able to completely satisfy demand, are in a relatively better position than that of feed grains.

A bright spot in the feed picture is the present prospect for crops, pastures and ranges. The extreme dryness of last fall and early winter was followed by an unusually wet February, March and April. Although cool weather delayed good growth during March and April, warm weather and the favorable moisture conditions in recent weeks over most of the country are expected to produce good grazing and forage. In addition, prospects for crops have improved considerably.

Late-spring milk and butterfat prices to farmers averaged higher than a year earlier. Sharp increases in feed prices were not offset by the higher prices and government payments. The milk-feed ratio in May was 1.27 as compared with 1.30 a year earlier, while the butterfat-feed ratio were 23.1 and 24.7 respectively. However, it is likely that milk- (See Agricultural Front on page 53)

Ky. State Moves To Downs Plant

Noted race track is new site—extended horse show and Jones midway are set

LOUISVILLE, July 22.—Headquarters of Kentucky State Fair board have been moved from the fairgrounds to Churchill Downs racing plant, where the 1944 fair will be held, said President Elliott Robertson. He also announced that the Horse Show would run six days instead of four as in the past. Show will close with the grand championship \$10,000 five-gaited stake.

P. W. Curran, Louisville, was named chairman of the advisory committee to the Horse Show management, and George Swinebread, Lancaster, was made emcee and announcer. These judges were announced: Claude Pemberton, Elizabeth-ton; W. G. Greenwell, Shelbyville, Mo.; Thomas M. Wilson, Bowling Green; Vic Robertson, Hardinsburg; Homer Murray, Woodburn; Douglas M. Davis, Lexington, and Col. N. Butler Ericson, Fort Knox.

Johnny J. Jones Exposition will be on the midway again.

Hillbilly Show Grosses Zoom

CHICAGO, July 22.—Hillbilly shows booked by the WLS Artists' Bureau are zooming to new highs at fairs this year, reported Earl Kurtze, who said the bureau would have a tremendous year. Up to July 8, he said, 213 contracts had been signed as against 151 at the same time last year.

The hillbilly group that played North Dakota State Fair, Minot, grossed \$9,700 in a one-day appearance, matinee and night. At Bottineau, N. D., the one-day gross was \$3,600 and at Jamestown \$4,800.

"Growth of the popularity of hillbilly shows is astonishing," said Kurtze. "The demand for shows continues to increase and everywhere they draw record crowds."

Jamboree Tops Own Record at Opening

CINCINNATI, July 22.—WLW Promotions, Inc., Boone County Jamboree has started the season with new records.

Two years ago it set a new mark for opening day at Bartholomew County Fair, Columbus, Ind., with a gross of \$2,003.70.

Last Sunday this was topped at the Columbus opener by a take of \$2,461.65. Director Bill McCluskey said that prospects are that the Jamboree will go to new highs this season.

Okla. City Tightens Gate

OKLAHOMA CITY, July 22.—A big mail-order business and adoption of the "Everybody Pays" policy mark preparations for the '44 Oklahoma State Fair here, said Secretary-Manager Ralph T. Hemphill. About 100,000 bargain-price tickets at 40 cents are on sale until July 31. One ticket admits to outside gate or afternoon grandstand and two will admit to night grandstand. Because of the tax being paid, they are not accepted for box seats. Regular prices are to be 60 cents afternoons and \$1 at night; children, 25 cents. Manager Hemphill said even members of the association must buy tickets this year. Barnes-Carruthers will again present the grandstand shows, and the Royal American Shows will be on the midway.

1944

*as predicted has been the Greatest Season
in the history of the Amusement Parks*

We have supplied, weekly, since Memorial Day, 29 Amusement Parks successfully in spite of numerous obstacles. We are now prepared for what we expect to be the best fairs season since 1941.

KEEP BUYING BONDS ★ KEEP PUSHING FOR VICTORY

*It is with a great deal of pleasure that we welcome back
to the fold the following fairs:*

VERMONT STATE FAIR, Rutland
MAINE STATE FAIR, Skowhegan
SHERBROOKE, QUEBEC, FAIR
HALIFAX, NOVA SCOTIA,
CELEBRATION
BANGOR, Maine

ESSEX JUNCTION, Vermont
COBLESKILL, New York
ALTAMONT, New York
CORTLAND, New York
LITTLE VALLEY, New York
LOCKPORT, New York

ERIE COUNTY FAIR, Hamburg, N. Y.
GREAT BLOOMSBURG FAIR,
Bloomsburg, Pa.
THE GREAT FREDERICK FAIR,
Frederick, Md.
SOUTHSIDE FAIR, Petersburg, Va.

DELAWARE STATE FAIR, Harrington, Del.

FLEMINGTON FAIR, Flemington, N. J.

(And Many Others)

Watch for the biggest event in the east,
featuring the Grand Circuit Harness
Racing,

NEW JERSEY STATE FAIR

Trenton, N. J., week of September 10th.
Plus one of the biggest grandstand
stage shows in the east.

George Hamid

Faithfully serving
American and Canadian
fairs for over 22 years.

GEORGE A. HAMID, INC.

10 ROCKEFELLER PLAZA, NEW YORK, N. Y.

HAMID'S MILLION DOLLAR PIER
ATLANTIC CITY, N. J.



NEW JERSEY STATE FAIR
TRENTON, N. J.



WHITE CITY PARK
WORCESTER, MASS.

COMEBACKS SWELL ROSTER

More Set To Go Than Since '41

Some big and many smaller annuals back in line—attraction bills strong

(Continued from page 3)

government and civilian agencies for victory and post-war plans.

Big patriotic revues for grandstands, free acts and midway attractions have naturally been in unprecedented demand and bookers have extended themselves to provide for this market. Professional and labor man-power shortages appear to have been overcome in large measure and some pretentious programs are billed. The office of Defense Transportation's green light for travel of show companies and individual acts recognized the demand for these adjuncts by fair-goers, who themselves and their forebears have advanced the valuation of the fair industry for more than 100 years.

In Drydocks for Duration

Still in government use and not

WANTED

Carnival or a number of Rides for Fair—August 9-12.

Good Carnival Town of 20,000 Population

SOUTHEAST MISSOURI DISTRICT FAIR ASSOCIATION

Cape Girardeau, Mo.

HERMAN W. KELLER, Sec.

WANTED

FOR JEFFERSON COUNTY BIGGEST FAIR

CARNIVAL—Concessions, Bingo. Big drawing crowds account near large Army Base. Starting week Aug. 21st. WIRE—WRITE—QUICK. Practically your own terms.

F. W. SHIPMAN

C. of C. Chairman Fairbury, Nebr.

CARNIVAL WANTED

Lafayette Co. Free Fair

August 29 to September 1
WIRE WRITE TELEPHONE
Joe A. Carpenter, Oswego, Kan.
Only Fair Within 40-Mile Radius.
10 Miles From Kansas Ordnance Plant.

available for fairs this year are the plants, or portions of them, of the State fairs in Springfield, Ill.; Indianapolis, Des Moines, Detroit; Sedalia, Mo.; Syracuse, Balaigh, N. C.; Columbus, O.; Salem, Ore.; Nashville, Dallas; Richmond, Va., and Tampa, Fla.

Other major plants still in Dominion use are those of the Canadian National Exhibition, Toronto; Central Canada Exhibition, Ottawa, and Vancouver (B. C.) Exhibition. The crack free fair in Ionia, Mich., has been deferred again because of war conditions with a strong local slant. Brockton (Mass.) Fair, called off last year, will be revived and all plans for it are about set. Bangor (Me.) State Fair will come back this year. Some buildings of Eastern States Exposition, Springfield, Mass., will not be released by the government in time to provide for a '44 fair.

"Originally we rented the major part of the grounds and buildings to the War Department as a quartermaster depot," said ESE General Manager Charles A. Nash. "This depot is still occupying the premises.

"At a somewhat later date the various State buildings, with the Junior Achievement Building and New England Orange Building, were rented to the War Department for use by a military police battalion for training purposes. These particular buildings have now been vacated and the contracts thereon canceled. However, this is only a small part of our physical layout and until the major portion of the grounds and buildings are released by the quartermaster there is no chance of an exposition."

States Are Set To Go

Among larger fairs that are all set for '44 are Alabama State Fair, Birmingham; Mobile (Ala.) Gulf Coast Fair; Houston County Fair, Dothan, Ala.; Arkansas Livestock Show, Little Rock; Colorado State Fair, Pueblo; Danbury (Conn.) Fair; Harrington (Del.) Fair, held successfully this week; Southeastern World's Fair, Atlanta; Exchange Club Fair, Augusta, Ga.; Georgia State Fair, Macon; Western Idaho State Fair, Boise, and Eastern Idaho State Fair, Blackfoot; Du Quoin (Ill.) State Fair, and those in Kan-kakee, Olney and Taylorville as representative of a long list scheduled.

Anderson (Ind.) Free Fair, which again broke records July 3-8, apparently is profiting by the fact that the State Fair in Indianapolis has lapsed during the war. The fairs in Muncie and La Porte have been kept going and are among the many successful Hoosier annuals that never faltered. Iowa's roster also has held up and only here and there have any fairs of consequence dropped out. Des Moines State Fair will be in abeyance for the duration but North Iowa Fair, Mason City, is in the running. The two majors in Kansas, the State Fair, Hutchinson, and Kansas Free Fair, Topeka, have been leaders in wartime presentation and expect augmented displays and entertainment features this year.

Kentucky State Fair, Louisville, is among the comebacks this year. Altho the regular grounds are still in military use, the racing plant at noted Churchill Downs, home of the Kentucky Derby, has been obtained and officials are working on layouts for a full-fledged State annual. There will be more elaborate offerings at Louisiana State Fair, Shreveport, where there has been no lapse since the war began. Bangor (Me.) also comes back in Maine and numerous

others are slated, including Skowhegan Fair. Cumberland and Frederick, Md., continue to go along, altho Hagerstown is marking time for the duration.

More Ready in Michigan

Figures are up in Michigan on the number of revivals, altho the Detroit State Fair and Ionia Free Fair are still casualties. Such annuals as those in Hillsdale, Saginaw and Traverse City are prepping for another big year. Minnesota State Fair, St. Paul, is another that has continued uninterrupted, altho of necessity hampered by war conditions. The Gopher State boards again contribute a long list of dates, including stand-bys like Rochester and Owatonna. After much internal turmoil Mississippi State Fair, Jackson, continues and fairs are again carded for Meridian and Tupelo. Rapidly coming to the fore and no doubt aided by the lapse of the State Fair in Sedalia, Ozark Empire District Fair, Springfield, Mo., is again on the tapis. The crack North Montana State Fair, Great Falls, and Midland Empire Fair, Billings, Mont., will again have major exhibits and attractions.

Nebraska State Fair, Lincoln, again heads a pretentious roll of annuals for which dates have been set. Ak-Sar-Ben will have its livestock show in Omaha. Keene and Plymouth are among those set in New Hampshire and in New Jersey the Trenton State Fair and Flemington Fair are still going strong. New Mexico State Fair, Albuquerque, continues its development and is progressing, despite handicaps in carrying out extension plans. New York's list is impressive again, with healthy county annuals listed of the type at Altamont, which observes its 50th anniversary; Gouverneur, Hamburg and Mineola. Among the Tareheel regulars will be Goldsboro, Greensboro, Rocky Mount and Wilson, N. C. Among North Dakota fairs those in Fessenden, Cassel and Langdon and the Minot State Fair went over big.

Ohio Seeking New Site

A new site is in the making for Ohio State Fair, Columbus, which will not be resumed until a commission finally decides upon a new location, the old plant still being in military usage. About 88 Buckeye boards have lined up their annuals, including the well known in Dayton, Wapakoneta and Lancaster.

Among a dozen carded in Oklahoma are the sturdy State Fair in Oklahoma City and Free State Fair in Muskogee. Tulsa will hold a stock show only. In Pennsylvania the York Inter-State, Allentown and Bloomsburg fairs again will lead the van of the 48 to be held. Reading continues in abeyance. In Allentown the board is making improvements to the tune of \$20,000, to be completed by Labor Day. Charles W. Swoyer, Reading, secretary of the State association, believes all Penny fairs will do well and that displays of produce will be larger than ever. Early fairs in Red Lion and Selinsgrove more than lived up to expectations.

South Carolina State Fair, Columbia, only State active in that sector of the Atlantic Coast, goes on again with all contracts made. Among the dozen and half others will be those in Anderson, Florence, Orangeburg and Spartanburg. South Dakota State Fair still sticks in Huron and Mitchell Corn Palace will try to top its all-time record of '43. Chattanooga and Lawrenceburg, Tenn., carry on with a dozen more, but the State Fair in Nashville and the Knoxville Fair are off for the duration. Texas fairs have been hard hit, cancel-

Fair List

A list of fairs and expositions will be found in the List Section of this issue.

lations following that of the State Fair in Dallas, which may be able to resume in '45.

Continue Unbroken Runs

Utah State in Salt Lake City will be more pretentious this year and half a score of county events are prepping. In Vermont the usual annuals in Rutland and Essex Junction are set. New grounds in Richmond, Va., must be lined up before Virginia State Fair can be held again, as the old plant has been put to other uses. Danville, Petersburg, Staunton and Suffolk are ready for '44. A half dozen in West Virginia will be lead off by Marlinton Fair.

Wisconsin State Fair, Milwaukee, will continue its unbroken run. With one of the heaviest schedules in the nation, Badger execs are going in strong for exhibits and attractions and at least one. Monroe County Fair, Tomah, will present a combat show by the 76th Div from Camp McCoy. Among the 75 odd fairs sure to open are those in Chippewa Falls, La Crosse and Superior.

Western Canada Class A and B Fairs had unusual success this season, both as to attendance and receipts, some high marks being broken or tied in Brandon, Calgary, Regina and Saskatoon. In Eastern Canada good prospects are in sight for Leamington and Lindsay, Ont., and Quebec City and Sherbrooke, Que.

KNOX COUNTY FAIR

KNOXVILLE, ILLINOIS
AUGUST 7 THRU 12, 1944
Free Gate Monday and Saturday
Now Booking Concessions for Independent Midway
Have Booked Rides and Shows

Address:
CARL L. MORGAN, Supt. of Concessions
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WANT CARNIVAL

CASS CO. AGRI. FAIR

Aug. 25-26-27, Cassopolis, Mich.

Also Concessions of all kinds.
HARRY B. IBBOTSON, Sec., Dewaslap, Mich.

Fair Secretaries— Celebration Committees:

We can furnish any type of Act for your Grand Stand Shows or J. Shows.
TELL US WHAT YOU WANT!
GROVER LA ROSE ATTRACTIONS
434-5 Paul Brown Bldg., ST. LOUIS 1, MO.
Day Phone: Chestnut 4774
Night: Valley Park 141

WANTED A GOOD CARNIVAL

To play Farmers' Fair, Clintwood, Va.,
Sept. 7-9-5.
Contract wanted.
LEONARD M. MULLINS, Secy.

Switzerland County Fair

Fairview, Ind.
August 30-31-September 1-2
The Only Free Fair in Southern Indiana.
LE ROY ROSE, Secy.

Selden - THE STRATOSPHERE MAN - A MARVEL EVEN FOR PERFORMERS! *by Bob Beech*

THAT'S IT JEAN, HE'S GOT WHAT IT TAKES!

I WORK HIGH - BUT THAT GIVES ME THE CREEPS.

HIS ACT THRILLS EVERYBODY.

FINE SHOW SELDEN!

SWELL ACT SELDEN!

THANKS!

FEW WEEKS STILL OPEN!

Get Selden's high swaying pole act for your show this year. Put punch and zest into your program. Give spectators something to talk about ... it's good publicity for you!

PERMANENT ADDRESS
CARE OF THE BILLBOARD
CINCINNATI 1, OHIO

BUY AN EXTRA BOND TODAY

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THE STRATOSPHERE MAN, INC.

It's Selden NOW AS ALWAYS!

Around the Grounds

EKADER, Ia.—At the 1944 Ekader Fair there will be horse racing on two afternoons and the Twin River Shows will be on the midway.

MEXICO CITY.—The government is erecting a \$500,000 building here to be used solely for exhibition purposes. Annual industrial show and similar events will be booked there, starting in 1945.

PESENDEN, N. D.—The 1944 Wells County Free Fair had receipts about 30 per cent higher than ever before, said E. W. Vance, secretary. A total of \$2,100 in premiums was paid during the four days.

ST. JAMES, Minn.—State Draft Horse Show and State 4-H Colt Club Show will be held in conjunction with the 1944 Watonwan County Fair here because State Fair barns are in use for war work. Secretary Hubert Ransom said there would be large entries and that they were confined to Minnesota-owned horses.

PLYMOUTH, N. H.—Mrs. William J. Neal, acting secretary of Plymouth Fair Association, said substantial increases in all premiums at the 1944 fair had been voted by directors. Special attention was given to increases for boys' and girls' 4-H Club work and for groups and hobby shows. Acts have been booked for afternoon and night performances.

HUMBOLDT, Ia.—Humboldt County Fair will be reopened this year after being closed for the past two years because of the war, said Walter E. Crissey, secretary. Grandstand and other buildings are being repaired. There will be free acts and horse racing. First Humboldt County Fair was held for one day in 1858. It continued each year in Dakota City until 1866, when it was moved to Humboldt.

TOMAH, Wis.—Two features of Monroe County Fair will be harness racing on Sunday and a combat show Tuesday afternoon presented by the 76th Division from Camp McCoy. Pillboxes are to be built on the grounds and a demonstration of their capture will be a highlight.

Available Immediately

For Fairs and Celebrations. Just closed "Alaskan Stampede," Collinsville, Chicago.

HAMMOND'S ESKIMO TROUPE

Perma. Address: Aurora, Nebraska

RITA and DUNN

The Undisputed Queen and King of All HIGH WIRE ACTS

Featuring their elephant impression stunt on the wire with a spectacular and brilliant display of fireworks. Now booking fairs, fall festivals, street celebrations, etc. Address: Care The Billboard, Cincinnati 1, Ohio

St. Louis County Fair

PROCTOR, MINN.
WANT RIDES AND SHOWS FOR
AUGUST 24-27, 1944
Write A. J. SUNQUIST, Sec.,
Proctor, Minn.

WANT CARNIVAL HENDERSON COUNTY FAIR

SEPTEMBER 6-7-8

Only fair within 40 miles radius. WLS entertainment. No charge for Concessions.

RALPH BUTLER, Sec., Stronghurst, Ill.

FOR SALE

2 KEENEY'S FORTUNE \$250.00 EACH
2 BALLY'S '41 DERBY \$275.00 EACH

Send 1/2 down, balance C. O. D.

AUTOMATIC COIN MACHINE CO.

809 Poydras St. New Orleans 13, La.

WANTED

Grandstand Attractions — Revue — Band — Other Acts.

HUNTSVILLE, ALA.
September 6 Through 9
MARIE DICKSON, Sec.

SECRETARIES OF FAIRS, PICNICS, ETC.,
CONTACT HARVEY THOMAS AGENCY

For talent of every kind. Animal Acts—Ventriloquists—Clowns—Punch & Joke—High Acts—Musicians—Girl Revues. HARVEY THOMAS, 162 N. State St., Chicago. Phone: Dearborn 0034 or Keystone 8491.

Wanted—Acts, Entertainers, Tracoms.

On Tuesday, Army Day, every man in uniform will be admitted free at main gate and grandstand. Badger State Shows will be on the midway.

AGRICULTURAL FRONT

(Continued from page 50)

feed ratios will be more favorable than last year throughout most of 1944, while butterfat-to-feed ratios will become more favorable during the last half of 1944. New dairy production payments announced by the War Food Administration reduce milk payments 15 cents per cwt. and butterfat 2 cents per pound during most of the summer. The May-August rates are 35 to 65 cents for whole milk and 6 cents for butterfat. But from September, 1944, thru March, 1945, payments will be increased 25 cents per hundredweight on milk and 4 cents per pound on butterfat.

Under WFA authorization increasing sales quotas of fluid cream, fluid milk by-products, and ice cream during May and June, civilians will get more of these products. The measures were designed to facilitate full utilization of anticipated larger-than-usual seasonal increases in milk production. Civilian supplies of butter and American cheese were expected to be larger during May and June of this year than a year earlier and also larger than in the first quarter of 1944. Allocations were 120 million pounds of cheese, as compared with 90 million pounds in the first quarter, and 432 million pounds of butter, as compared with 410 million pounds in the first quarter. Evaporated and condensed milk allocations remain unchanged.

Total production of manufactured dairy products, milk equivalent basis, made a greater percentage increase from February to March this year than at any time since 1926. This was a result of more-than-seasonal increase in milk production in that period, plus limitations on fluid milk and cream sales which prevented the usual seasonal increase in sales of those products.

Poultry and Eggs

Egg production in the first third of 1944 was 9 per cent larger than the previous record of a year ago, and 56 per cent above the 10-year average. The seasonal peak has passed and a continuing decline has started which will culminate in the seasonal low point in November. The late winter and early spring rate of culling of laying flocks was unusually low, but a considerable increase over last year is expected by early summer. Increases are anticipated in egg prices during the summer-fall period this year over the same period last year. The War Food Administration has authorized its agents buying current-receipt eggs to pay 27 cents per dozen instead of 26 cents as formerly provided.

Supplies of both poultry and eggs have been at record levels thus far in 1944. Farm prices for chickens in mid-May were 24.4 cents per pound live weight, compared with 24.7 cents a year ago. Average feed costs to farm poultry rations on May 15 were 13 per cent more than on May 15, 1943. There were 464,876,000 chicks and young chickens of this year's hatching on farms May 1, about 1 1/2 per cent less than a year earlier but 33 per cent above the 10-year average. Indications are, however, that there will be a much smaller hatch for flock replacement purposes in the May-July period this year than last.

Livestock

Heavy receipts of hogs for slaughter in late April caused hog prices of support-weight range to drop to support levels at most markets. Large daily carry-overs of unsold hogs at principal markets were common with a weak demand for hogs at support prices. Consequently carry-overs were made up of hogs in the support price range so that sows and butcher hogs lighter than or heavier than support weights suffered large price discounts. To remedy this, good and choice butcher hogs weighing 180 to 200 pounds were included in the support price program beginning May 15.

Hog prices are not likely to improve until most of last fall's 48 million pig crop has been marketed, although the freeing of pork from ration points will increase the demand for hogs. Large marketings are anticipated thru September 30, when the support price will be lowered from \$13.75 to \$12.50 at Chicago, and will apply to good and choice butcher hogs weighing 200 to 240 pounds (or 180 to 240 if the emergency support price extension remains in effect that long). Instead of the 200 to 270-pound weight range supported for the largest part of 1943.

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SHOOT A JAP, Full Size Figures; number on back of each Jap. This is only for those who have cork guns. WE HAVE NONE. Imitators, Beware. \$55 per set of 100.
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Communications to 25 Opera Place, Cincinnati 1, O.

3 Pro Confabs Set by RSROA

DETROIT, July 22.—Registration offices were established this week for the three Professionals' Conferences being sponsored this summer by the RSROA and first announced in last week's issue of *The Billboard*. Eastern Conference (New York July 31-August 5) registrations are being taken by Joseph P. Siefert, Bay Ridge Rink, 641 62d Street, Brooklyn, or Victor J. Brown, New Dreamland Arena, 995 Prelinghuysen Avenue, Newark, N. J.

Registrations for the Western Conference (Redondo, Wash., August 20-26), are being taken by W. J. Betts, Redondo Rink, or William T. Brown, Southgate Roller-drome, 9639 16th Avenue, Seattle 8, Wash. An added feature of the Western Conference will be ocean bathing, the rink being on the shore of Puget Sound.

Registration for the Central Conference (Detroit, September 6-9), is being handled by Marjorie Martin McLaughlin, head professional, at Arena Gardens, 8795 Woodward Avenue, Detroit.

53 Take ARSA Tests At Bridgeport Spot

BRIDGEPORT, Conn., July 22.—Fifty-three took proficiency tests at Holland's Skateland here July 15, with 24 taking the test in figure and 29 in dance, with all but one passing the former class and 14 in the latter. All had been trained by Ruth and Bill Holland, the rink owners, during the past several months and in the latter weeks they were assisted by Paul Von Gassner, former national champion ice skater of Hungary and now senior pro at the Akron (O.) Ice Club during the winter.

Amateur Roller Skating Association judges who officiated were Doris Harrington, Newark, N. J.; Ozzie Nelson, Great Neck, L. I., N. Y., and Alfred McCullough, New York. In a test for judges, Theodora Litch, Donald Decker and Cecilia Orzechowski were passed and qualified.

No "Czar" Needed By Industry, Says Secretary of Ops

By W. Schmitz

Secretary, United Rink Operators

ELIZABETH, N. J., July 22.—I have been following the articles in *The Billboard* by Mr. Sefferino with reference to a "czar" for the roller-skating industry. I am at a loss to understand why he needs a "czar" to tell him how to run his business. I believe that most rink operators, regardless of whether they are members of an association or not, are doing all right. I believe that if Mr. Sefferino would pay more attention to his own business instead of writing articles which, in my humble opinion, are quite often insults to the intelligence of a rink operator, he would have no need for any "czar."

Not Like the Movies

Most certainly the roller-skating business cannot be compared with the baseball or moving picture industries. Before I went into the roller-skating business I used to be in the moving picture business and the only reason that the moving picture industry had a so-called "czar" was because of the fact that some years ago the churches were boycotting moving picture theaters because of the type of pictures which were being shown.

Naturally, the motion picture theater operator had no control over this situation because the pictures were made in Hollywood. He had no choice as to pictures he wanted to show. Pictures were sold at that time on the basis of the entire output of a company. For instance, if a theater owner wanted to show a picture made by Paramount he had to show all pictures made by Paramount. The disagreement between the moving picture industry and the churches was finally settled by agreeing on a man who was to review each picture before it was released and who had a right to cut out any scenes which he saw fit.

This certainly does not apply to the rink business. Any man who knows how to conduct his rink in a proper manner

will survive and the one who ignores conventional ethics will eventually wind up behind the eight ball.

Gives Plug for ARSA

The last article by the aforementioned gentleman certainly does not contain anything constructive. Instead, he throws bouquets at different operators. When he says (and I quote): "We furnish our own buildings, our time and finances without hope of profit," I wonder if Mr. Sefferino is trying to kid the skaters or has nothing else to do. If he had the first in mind, then he should be advised that *The Billboard* is not read by the skaters but by the rink operators, most of whom are too intelligent to gobble up such nonsense.

The reason I have not written more articles is because I am, contrary to the statement made by Mr. Sefferino, trying hard to make money. That's what I am in business for and I believe that all rink operators feel the same way. If Mr. Sefferino is not in business to make money and never hopes to make any, as he writes, my suggestion to him is to join a noble movement, composed entirely of amateurs and known as the Amateur Roller Skating Association, sole governing body over all amateur roller skating and the only organization in this sport recognized by the AAU and ASU.

New Recreation Bldg. Spot

NEW WATERFORD, N. S., July 22.—A recreational center planned for New Waterford, N. S., by Gregor & Gouther on a site recently purchased, includes a rink for roller skating in summer and ice skating in winter. There will also be a theater for films and stagework; dance hall equipped with television facilities; palm garden restaurant and a gymnasium. F. Gregor, one of the sponsors, now operates the Majestic Theater in New Waterford. The new building will be of brick and adjoins the post office.

Fire Destroys Park Bldg.

OMAHA, July 22.—Krug Rink here, operated by William O. Christianson, was destroyed by fire that razed the one-story frame structure in Krug Park. Building originally had been used as a ballroom but later was turned into a rink. The rink had been recently reopened. Christianson reported he lost about 250 pairs of skates and estimated damage at \$4,000. There was no insurance carried except on the organ.

ARENA GARDENS, Detroit, will reopen with a full fall schedule September 8, according to Manager Fred A. Martin.

THEA McDONALD, office manager of the RSROA, has returned from a vacation spent with her sister and family at Gull Lake, Mich.

ASA DOLSEN'S Ace High Rink at Janesville, one of the largest in Wisconsin, is in operation Sunday afternoons and nightly except Tuesday and Thursday. Latter nights are available for parties.

JACK ST. PIERRE, veteran skater who invented a widely used roller-skate attachment, has invented a new attachment for ice skates. St. Pierre has been in the ice and roller-skating fields for 35 years, having played vaude and rinks all over the country. Last act with which he was connected before retiring from the skating end was the International Three, composed of St. Pierre, Frank Fivek and Martin Miller.

FRANK HOLTZCLAW, operator of Frank's Rink, Boise, Idaho, became the first RSROA member in Idaho, by action of the national board last week. Other new members approved are J. Harper Spencer of the Flint (Mich.) Park Roller-cade, and Maurice F. and Esther L. Whitney, of Rex Rink, Lowell, Mass. John E. Free, of the Circus Gardens Rink, Toledo, and H. A. Weakland, of Coliseum Rink, Greensburg, Pa., have also applied for RSROA membership.

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Cincy Rollatorium Sold for \$100,000

CINCINNATI, July 22.—Western Hills Rollatorium in the Western residential section of Cincinnati has been sold for \$100,000 as a site for the Sidney-Thomas Corporation, paper products concern. Building is concrete, with maple floor 135 by 365 feet, with daylight skylight on a five-acre plot. It was in operation for the past five years.

A new rink will be built in the same locality after the war by the original group, Ralph Schaumloeffel, president and general manager; Otto Schaumloeffel, vice-president, and Edward Kerber, treasurer.

Johnny Schrader, organist, has joined the Don Becker band in Louisville. This leaves the Sefferino Roller-drome and Norwood Rink as the only spots in Cincinnati.



W.P.B.
order
M-91

BUT I'VE STILL GOT A NEST EGG FOR THE SMART OPERATORS who plan ahead"

April 7th white duck went on the "out list for the duration" -- that fine white duck that goes into those HYDE ROLLER SHOES but we looked ahead and built a reserve of manufactured shoes.

So, if YOU look ahead now, too, and plan for your Christmas needs you won't have to worry too much about our dwindling stockpile.

Remember, white leather went out two years ago so send us your order today and don't get caught "on the ice for the duration" like our poor white duck.

Get your orders in today!

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Amber Light on for Industry

Trouble Ahead Seen in Skate

Campaign on to solve what is declared hefty problem open to all in business

By Victor J. Brown

First President of the Roller Skating Rink Operators' Assn. and President of Dreamland Arena, Newark, N. J.

THERE'S trouble ahead! Not the kind that you can lay your finger on, like poor service in the checkroom or bad rhythm in the organist. These can be corrected in your own rink. The trouble that I can see affects the entire industry. It must be fought by the entire industry, for it can bring back the vicious cycles that have plagued roller skating since it became something more than a sidewalk sport. The trouble that I see is in the skate.

To clearly understand our newest plague it is necessary to look at a panorama of roller skating since the first skates were invented. Original roller skates were wheels attached to some sort of a plate that neither permitted nor produced an edge. It is noticeable that the public of those days did not take to roller skating. Why? Because the very thing that gives a skater a thrill was lacking in the first skates—leaning, circles (edges) and effortless glide. During the 18th century a half hour's skating was as tiring as four hours' walking and with no additional thrills.

Plimpton Appealed to Public

Roller skating did not amount to anything socially or economically until the advent of the Plimpton skate in the 19th century. Here was something that appealed to the public—a skate with action; in fact, practically the same skate we have today, except that in those days there was action in the skates and no one had thought of the idea of tightening



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RESLER

76 Forsyth St. NEW YORK 2

the action bolt to the point of taking the action out of the skate.

Don't think that this is the only great boom roller skating has ever had. After the Plimpton skate was brought out skating was popular, too. In fact, it was more popular than that it is now. Where we skate 1,000 to 1,500 in a season now, they skated as many as 5,000 then. What killed the booms in those days? 1. Bad operation of rinks. 2. Lack of something to interest the skater after he had learned to straight skate.

Today we can and have overcome bad operation and we have the finest set-up of skate dances and figure skating in the world, but we can still lose. The return to sidewalk skates is the greatest enemy skating has ever faced. I know that many of you will shrug your shoulders and say, "So what?" I know most of you are making more money than you ever made in your lives and you are entitled to see that as long as the BSROA keeps skating before the public as a major sport you will continue to go to the bank every day with a good-sized "bundle." I wish I were as sure as you are.

Keep Dancers on "Action"

About four years ago Perry B. Rawson called my attention to the infiltration of the tight skate and the fake skating. We discussed the matter at length and wondered how to fight it. It looked like a tough fight, because all the figure-skating champions were on the tight skate and Fred Bergin and Bob Martin were going around the country advising skaters to tighten up the action and do a better loop or a better "axe." The worst part was that they were getting what they thought were results. Perry and I agreed that the only course to pursue was to try and keep the dancers on "action" and hope that Bergin, Martin and Company would prove to themselves that they were on the wrong track.

Two years elapsed and Fred Bergin reported to me and to the board of control of the BSROA that he was making progress but that he had not been able to put all the pieces of the jig-saw puzzle together. He was continuing to work on it, however, and he said at that time that he was sure Perry B. Rawson was right, but that it was going to take some time to prove it as far as figure skating was concerned. Bergin made a couple of attempts to show figure skaters that, instead of covering up their bad body positions by tightening the skate, they should try learning to control their bodies and leave the skate action flexible. He couldn't go too far at that time, however, because he did not have all the answers for threes, loops, brackets, spins and jumps that were necessary to prove to skaters who were carrying off gold medals by the carload that they were wrong. We had to wait.

Problem for All Industry

This spring Fred Bergin reported that he was ready to answer all the questions of the figure skaters but that the plague had become so widespread that it would now take a very great effort to stamp it out. Perry Rawson had been ready and waiting for four years. He was even carrying on a one-man campaign for the dancers alone. Bergin and Rawson both asked me to help and I agreed to lend all the support possible to get the skaters of America back on roller skates and off of sidewalk skates.

It isn't only a problem as far as champions are concerned. If it were, we could train new champions and forget about the old. That would be easy. The problem is saturating the entire industry and it belongs on the shoulders of 1. Skate manufacturers. 2. Rink operators. 3. Skateroom employees. 4. Professionals and all amateurs who would like to join the crusade for preservation of the sport.

The education that will keep roller skating where it belongs must be far-reaching enough to affect those who walk into rinks for the first time. They are usually handed a skate that is much too tight and whose action hole is so small that the truck bangs against the action bolt and kills the flexibility. We tell them that they are in for three hours of enjoyment and they find that they are in for three hours of labor. They have really got to want to learn to skate to go thru that. Do you know that only one out of five of them return? What business could stand a

turnover like that? None—and roller skating is no exception.

Support of All Is Needed

My hobby has always been the government angle of roller skating, as witnessed by my years of work as president of the BSROA and member of the board of control. I have given all that up to put my efforts into this campaign. I'm going to confine myself to getting rid of the sidewalk skate as vigorously as I worked to promulgate good skating and good rink operation, and I am going to ask for the support of every rink operator, not only those who are members of the BSROA but every rink operator, regardless of affiliation.

Perry B. Rawson's book on skate dancing on a flexible action is already on the market. Fred Bergin is writing one on figure skating that is bound to revolutionize this branch of the sport. The figure tests are being revised so that the decks will clear for the final campaign to preserve roller skating as a sport long after those of us who are now in it are gone.

I want to see the flexible, narrow skate that is now known as the dance skate, on figure skaters as well as dancers. I want to see the same skates with clamps on them in the skate room so that our new crop will get three hours of enjoyment instead of labor. That's going to be my job, for Rawson will take care of the dancers and Bergin will take care of the figure skaters. When we say flexible we don't mean dangling. I don't want to see the industry return to the days of cut rubbers. That would be just as bad as the tight skate. Our goal is in between these two.

Pro Schools in Campaign

I know that I have the support of the BSROA, for men such as Bill Brown, its

president, and Fred Martin, its secretary, and the membership as a whole are too progressive to turn their backs on anything as important and evident as this. In fact, I know that Bill Brown, thru his head professional, Irene Dagg, is working along the same lines. I want the support of the entire industry so that we may get the job done that much more quickly.

The professional schools of the BSROA will be dedicated to the campaign this year. Attend them. Bring all your arguments with you and when you go home make up your mind to join the crusade. The Eastern School at Gay Blades in New York City is on July 31-August 5. The Western School at Redondo, Wash., is on August 21-26 and the Midwestern School at Arena Gardens, Detroit, is on September 4-9. Here's the motto: No more sidewalk skates! Tight skates are for skating! Flexible skates are for skating! Don't be a skooter; be a skater! Back to roller skates!

ATLANTIC CITY

(Continued from page 49)

ton and Victor Mature in the coast guard's *Tars and Spars* revue. Among the bands lined up are Tommy Tucker, Sammy Kaye, Tommy Dorsey, Gene Krupa, Glen Gray and return engagements for Bob Chester, Harry James and Frankie Carle.

Mark Wilson, Philadelphia theatrical press agent and theater manager, is back again handling the publicity and advertising for Hamid's pier.

Louise Aterbury is featured with the outdoor circus at Steel Pier's Ocean Stadium.

At near-by Ocean City, the city-sponsored orchestra of 20 pieces, led by J. Fred Manne, is playing to capacity audiences nightly at the Ocean City Music Pier.

For a third week-end in a row, the resort entertained a crowd of holiday proportions—Saturday and Sunday (15-16), when crowd here was estimated at 200,000. The July crowds are running almost twice as great as last year.

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 - ★ The Ape Man
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 - ★ Made for Each Other
 - ★ Neath Brooklyn Bridge
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U.S. Uses 16mm. Films in Mobile Information Unit

LONDON, July 22.—The American government is using 16mm films, among other things, to fill the gaps in intellectual and cultural sources in Europe caused by years of enemy occupation. These films are part of the equipment of the first mobile emergency American information center, which is being demonstrated by the Office of War Information at the Manchester Central Library. The demonstration, which opened Tuesday (18), will continue until August 1. These mobile units may prove in many instances the only organized source of information during the first days of rehabilitation and discovery a foundation for permanent libraries and information centers, to be established in European key cities and areas. Some units have been designed for Germany. Each unit is composed primarily of data from American sources and will contain, in addition to 16mm. films and projectors, pamphlets, background stories, maps, charts, government documents and reference books and radio scripts. These will provide the answers to inquiries about the United States, the war, wartime advances and discoveries in the economic and social rehabilitation fields and the war aims of the United Nations.

Nationwide Bally For Overseas Films

CHICAGO, July 22.—First national magazine publishers to co-operate with the War Activities Committee in publicizing the motion picture industry's 16mm. gift film program is the Curtis Publishing Company, according to a report from the WAC, which also revealed that 10 days after the first Allied troops landed in Normandy, the men were seeing some of the gift films. In addition to a featured article in the August 12 issue of *The Saturday Evening Post*, illustrated with war zone photographs, the Curtis company is printing and distributing lobby posters to some 16,000 theaters. These posters will accent the fact that films are sent to war zones around the world and tell how films from the home front reach the battle fronts thru the army overseas motion picture service. A special advertising campaign will be run in daily newspapers, urging the public to read *The Post* story by Pete Martin, and the Curtis company will also feature the 16mm. gift program on its radio program, *The Listening Post*.

The report of film showings on the Normandy beachhead was made to the WAC by Col. E. L. Munson, chief of the army's pictorial service. Just returned from overseas, Munson said that troops saw their first movie June 16, less than two weeks after the historic invasion. The picture was Columbia's technicolor musical, *Cover Girl*.

Since the overseas motion picture service had been building up a film stock for several months prior to D-Day, it is expected that pictures will be shown, whenever militarily possible, on the three-a-week pattern which prevails elsewhere.

REPERTOIRE-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

Two New Faces Babb, Evans Launch In Slout Roster Dallas Tent Stock

GLADWIN, Mich., July 22.—Carl Whyte joined the L. Verne Slout Players tent show here last week on piano, relieving Ora Slout and giving the latter more time for her accordion specialties. This marks Whyte's fifth time with the Slout show.

R. R. Brewer left the show last Saturday night (15) to return to California. He has been replaced by Harold Hansen. Mrs. Guy Stanley was stricken ill here early last week and rushed to Gladwin Hospital, where she remained through the run here for treatment.

Slout show's repertoire this season includes *Toby Goes To Washington*, *Sis Hopkins, Let's Get a Divorce, Pistol Packer Monday, Unsuspected Wife and Getting Gertie's Garter*.

The cast includes Jack Marco and Tess Roberts, leads; Bobby Brown, juve; Evelyn Thomas, ingenue; Harold Hansen, heavies; Guy and Emily Stanley, general business, and Verne and Ora Slout, comedy.

DALLAS, July 22.—Wayne Babb, juve lead, and Charles Evans, organist, both formerly with the Madcap Players here, have organized a rep group for an indefinite engagement under canvas on Fort Worth Avenue here, just beyond Both's.

Billed as the Wayne Babb Players, new group opened to a capacity house Monday night of last week (10) with *Why Worry*. Offering this week is *Why Wives Worry*.

Babb and Evans have surrounded themselves with a capable cast of rep and stock players, including Betty O'Connor, Irene Bryant, Mack Long, Georgia Burkett, Gayland Watson, Grace Van Winkle and Uncle Remus.

Troupe is doing one bill a week, with the local press loud in its praise of the offerings to date.

EVERYTHING MUST GO

16MM. Silent Motor Driven Projectors, \$10.00; 35 Seven Reel 35MM. Talkie Features, \$15.00 each; late Talkie Programs rented, \$7.50, two nights; Jungle Serials, New Cartoons for sale or rent. Silent 35MM. Kinetograph Straight Feed Machines, \$40.00; Silent 35MM. Short Subject, \$2.50 per reel; Reels, 2,000 ft. Shipping Case, \$4.00 each. Get our big list of 16MM. Sound Features, guaranteed condition, \$69.00 each; brand new 35MM. Star-Spanned Banner Trailers, \$4.00 each. Let us know what posters you need. We have the largest supply in country. Get our lists before you buy.

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NEW YORK 1, N. Y.

Amarillo Pans Big For Sadler's Troupe

AMARILLO, Tex., July 22.—O. Bert Davis, formerly a partner of Harley Sadler, is back on the Sadler tent show, this time as bookkeeper and ticket man, relieving Mrs. Harley Sadler, who is taking a well-earned vacation.

Sadler tent played to SRO every night here last week, with big on two of the nights of turnaway variety. A near cloudburst struck Tuesday night (11) just after the show, and heavy rains hit again Thursday morning, but it failed to crab business.

Connie Mundae worked under a handicap here last week, bothered by a case of the old-time shingles.

Pvt. Ray (Toodles) Manley and wife, Madeline, were frequent visitors on the lot here. Ray is instructor on engines at the local flying field. The Manleys formerly trouped with the Herb Walters Show out of Fort Scott, Kan.

Jeanne Layne, Jimmy Van, Rickie Darling and Jimmy Connors had birthdays last week, the foursome celebrating it with a party on-stage Monday night of last week (10). Ray and Madeline Manley and Don Cortez, ex-trumpeter with the Sadler show band, were guests. Don is now with the Aviatric Club Orchestra here.

The *Amarillo Globe* devoted two columns of its family page to a description of the show and a mention of the cast after the opening here.

EMILE T. CONLEY.

vokano since 1872. Vivid scenes are shown of the havoc wreaked by molten lava as it brings down buildings, buries a whole city and causes inhabitants to start life anew in other cities.

THE PRISONER OF ZENDA, released by Pictorial Films, Inc. Based on the novel by Anthony Hope, this film combines adventure and romance. Ronald Colman and Madeline Carroll play the lovers; others in the cast are C. Aubrey Smith and David Niven. Running time, 101 minutes.

Will Pay \$25.00

for a set and right to produce the old-time mystery-comedy, "The Grells." Contact at once.

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MAIL ON HAND AT CINCINNATI OFFICE
25-27 Opera Place, Cincinnati 1, O.

Parcel Post

Genry, Robt. P. Russell, Frank, 66
Pratt, 124
Kinball, David, 130

ADAMS, Geo. Carberry, R. J.
Albin, Harry Chandler, Father
ALLEN, Wm. Chapman, Lawrence
ALLEN, Barney M. Cassette, Ben
ALLEN, Joe J. Church, L. C.
ALLEN, Paul C. Cich, Geo.
ALLEN, Joe J. Cich, Geo.

ALLEN, Fred, Albert I.
ALLEN, Arthur Clark, Kitty
Alm, Everett Clark, Mrs. Robt.
Alm, George E. GALLAGHER, Geo.
Anderson, E. C. COAKE, Joe M.
Anderson, Frank Corbin, Frank Joe
Andrews, Paul Corbin, Sam Dolly
ANN, Joe Joe Dittus

Arbogast, Geo. M. Cohen, Ben C.
Archer, Ivan Coleman, Thos. Wesley
Archer, Roy Collins, Ernest
Arnett, James Edw. Coen, Garland
Arns, Billy Mark Cook, Welly
Arns, Fred Leonard Gerber, Joe (Bel)
ARWOOD, Everett Corbin, Sam Dolly

Austin, Robt. E. COBURN, "Norma"
Babitt, Roy
Baker, Maxine Costello, Larry Jan
Baker, Joe Costler, Howard
BALDWIN, Edw. Cothren, John
Coch, Donald E.
Banks, Jerry Cook, John Wm.
Bart, George H. COX, John Wm.
Bartfield, Carl Craig, Bert
Bartley, Lee CRAWFORD,
Bartley, Wm. & Calvin E.

BARMAN, Margaret CREIGH, Tessa
Barnes, Florie CHIRBIL, Emma Dele
Barnes, Lois Cooks, Mrs. Wm. Dole
BARNER, Wm. Crowley, G. C.
Barnes, Wm. Channing, Ray
Craw, Edw.

BARRY, Wm. Henry CUFFY, John Joe
Barton, Frank D. Cunningham, Arthur
Bassett, D. Dennis Commins, J. C.
Bass, Dick DALL, Edw.
Bassett, E. H. DAMON, Ernest

Bastley, Margaret DANIEL, Norma
Bastley, Pauline Emma, Mrs. C. W.
Bastley, Mrs. C. W. Dargatz, John W.
Bastley, Jay E. Davis, John J.
Bastley, Arthur Davidson, Prof. T.

Bastley, Mrs. C. W. Davis, Calvin
Bastley, Mrs. C. W. Davis, Dorothy
Bastley, Mrs. C. W. Davis, Sumner (Betty)
BASTLEY, Wm. DAVEN, Wm.
Bastley, Mrs. C. W. Dawson, Clifford

BASTLEY, Wm. Dawson, Dentor D.
BASTLEY, Wm. DeWitt, Elmer
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FINN, Joe Leo
Flanagan, Paul
Flanagan, Helen
Flanagan, Joseph
FORBES, Ben
FOREST, Wilbur J.
FOSTER, Jack
Foster, Mitchell

Fox, Henry
Fox, Thos. J.
Frederick, A. G.
FRIED, Mrs. H.
Freeman, Geo. H.
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LETTER LIST

Because of the serious paper shortage, letters, etc., will be advertised in this list only one time. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

Notice, Selective Servicemen!

The names of men in this list who have Selective Service mail at any office of The Billboard are set in capital letters.

JOHNSTON, Jessie
JOHNSTON, Edw.
Johnston, James H.
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MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway, New York 19, N. Y.

MAIL ON HAND AT CHICAGO OFFICE
155 No. Clark St., Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg., St. Louis 1, Mo.

EXCELSIOR TOPPING '43

(Continued from page 48)
rant. John Romas has the popcorn and candy concession; Holden & Lamont operate the speedboat concession.
Fourth of July business was 20 per cent ahead of last year and on a par with that of 1942. Decoration Day opening biz was also excellent. Picnic bookings are on a par with a year ago.

Excelsior already has begun to promote its annual Minnesota contest scheduled for August 13.



1944 FAIR DATES

Alabama

Akalla—Eufora Co. Fair Assn. Sept. 14-24. P. U. Logsdon.
 Birmingham—Alabama State Fair. Oct. 2-7. R. H. McIntosh.
 Centre—Cherokee Co. Fair Assn. Oct. 9-14. Dr. S. C. Tatum.
 Courtland—Lawrence Co. Fair Assn. Oct. 2-7. C. K. Horton.
 Dothan—Houston Co. Fair. Oct. 29-Nov. 4. E. J. Lunsford.
 Florence—North Ala. State Fair. Sept. 29-30. C. H. Jackson.
 Huntsville—Madison Co. Fair Assn. Sept. 4-9. Marie Dickson.
 Mobile—Mobile Gulf Coast Fair. Sept. 14-23. Montgomery—Central Ala. State Fair. Oct. 10-14. L. J. Lunsford.

Arkansas

Arkadelphia—Clark Co. Fair. Oct. 6-7. George S. Dewa.
 Hilyville—Mississippi Co. Fair Assn. Sept. 2-6. O. J. Meli Brooks.
 Clinton—Van Buren Co. Fair Assn. Oct. 5-6. Mrs. Emma O. Tingley.
 Des Arc—Prairie Co. Livestock Show. Sept. 2-6. C. J. Hister.
 Dumas—Union Co. Livestock Assn. Oct. 1-7. Julius Miller.
 Little Rock—Arkansas Livestock Show. Oct. 12-19. Clyde Z. Byrd.
 Piggott—Clay Co. Fair Assn. Oct. 1-3. V. C. Wright.
 Prescott—Nevada Co. Fair Assn. Week of Oct. 9. O. C. Murray.

Colorado

Pueblo—Colorado State Fair. Aug. 28-Sept. 1. Frank H. Means.
 Grandfield Co. Fair Assn. Sept. 3-4. E. P. Brown.
 Rocky Ford—Arkansas Valley Fair & Rodeo. Sept. 6-8. Carl Holder.
 Sterling—Logan Co. Fair. Aug. 31-23. Dean H. Dewa.

Connecticut

Berlin—Berlin Grange Fair. Sept. 16. Janet Thomson 258 White St., Hartford.
 Danbury—Danbury Fair. Oct. 1-8 (tentative). George M. Nevins.
 Goshen—Goshen Agri. Soc. Sept. 4. Mrs. Louise W. Blakeslee.
 Guilford—Guilford Agri. Soc. Sept. 27. Maria E. Griswold.
 Hartwick—Hartford Agri. Soc. Oct. 7-8. Edw. K. Lamb, RFD 2, Torrington, Conn.
 North Haven—North Haven Fair. Sept. 9-9. Mrs. Wesley Brandt.
 Norwichtown—Norwich Grange Fair. Sept. 19-19. Mrs. L. Browning.
 Pachaug—Pachaug Grange Fair. Sept. 9. Mrs. Mary Young, RFD 3, Norwich, Conn.
 Rocky Hill—Rocky Hill Grange Fair. Sept. 2-6. B. B. Erickson.
 Stafford Springs—Stafford Fair. Sept. 24-24. I. C. D. Benton.
 West Hartford—W. Hartford Country Fair. Sept. 4. E. A. White.

Delaware

Harrington—Kent & Sussex Co. Fair. July 24-29. Ernest Haaghey.

Florida

Gainesville—Community Fair. Oct. 11—Nov. 4. H. F. Zetser.
 Marianna—Jackson Co. Fair. Week of Oct. 16. J. M. Sims.

Georgia

Ahens—Am. Legion Fair & Livestock Show. Week of Oct. 16. F. H. Williams.
 Americus—Sumter Co. Fair. Week Oct. 18. O. C. Johnson.
 Atlanta—Southern World's Fair. Sept. 23-Oct. 8. Mike Benton.
 Augusta—Exchange Club Fair. Oct. 30-Nov. 4. J. D. Cheek.
 Athens—Decatur Co. Fair. Oct. 16-21. W. B. Rich.
 Carrollton—Carroll Co. Fair. Oct. 2-7. Frank J. Searcy.
 Eastman—Dodge Co. Am. Legion Fair. Oct. 15-21. R. T. Ragan.
 Elberton—Elberton Fair. Oct. 9-14. I. V. Hulme.
 Fitzgerald—Ben Hill Co. Fair. Oct. —. Homer Waters.
 Gainesville—Gainesville State Fair. Oct. 23-28. E. Ross Jordan.
 Macon—Middle Ga. Colored Fair. Late Sept. or early Oct. F. J. Hitchings.
 Marietta—Murray Co. Fair Assn. Oct. 2-7. Welby Grimm.
 Hazersville—Washington Co. Fair. Oct. 2-14. O. S. Chapman.

Idaho

Noise—Western Idaho State Fair. Aug. 21-Sept. 4. Frank Keenan.
 Heppner—Cassia Co. Fair. Aug. 24-28. Saul H. Clark.
 Blackfoot—Eastern Idaho State Fair. Sept. 12-16. Mrs. Ruth Harstock.

Illinois

Ahion—Edward Co. Fair Assn. Sept. 3-8. Loy L. Thread.
 Alsip—Mercer Co. Agri. Soc. Aug. 29-Sept. 1. John W. McHard.
 Anna—Anna Fair. Aug. 21-25. J. F. Norris.
 Ashley—Washington Co. Fair Assn. July 19-22. Harry T. Keen.
 Beardsville—St. Clair Co. Fair Assn. July 23-28. J. R. Kamper.
 Benton—Franklin Co. Fair. July 21-Aug. 4. Chas. E. Nolan.
 Booneville—McLean Co. Fair. Aug. 15-17. Paul V. Carrick.
 Bradford—Stark Co. Agri. Exhibit & Horse Show. Aug. 31. W. O. Brokaw.
 Bridgeport—Lawrence Co. Fair Assn. Aug. 23-Sept. 1. O. C. Orndorff.
 Brownstown—Fayette Co. Fair Assn. Sept. 19-23. Louis A. Tudor.
 Carbondale—Henry Co. Fair Assn. Aug. 15-18. M. E. Werbeck.
 Carmi—White Co. Fair Assn. Aug. 13-18. Max Endicker.
 Canton—Coles Co. Fair Assn. July 31-Aug. 5. Robt. R. Blackford.
 Du Quoin—Du Quoin State Fair. Sept. 4-8. H. E. Strong.
 Fairbury—Fairbury Fair. Aug. 1-4. George H. Decker.
 Fairfield—Wayne Co. Fair Assn. Aug. 23-26. Ralph C. Finley.
 Fairview City—Farmer City Fair Assn. July 29-24. Edwin E. Wrightman.

Oreong—Cumberland Co. Fair. Aug. 21-26. W. E. Freeman.
 Oriskany—Vocational P. F. A. Fair. Sept. 7-8. Clifford Roth.
 Harrisburg—Saline Co. Agri. Assn. July 24-29. Mrs. D. Pearson.
 Henry—Marshall-Pulaski Fair. Sept. 12-15. R. H. Mosler, Boazland, Ill.
 Industry—Industry Horse Show & Livestock Fair. Aug. 22-24. B. P. Sullivan.
 Kankakee—Kankakee Co. Fair Assn. Aug. 13-18. F. B. Hendrick.
 Knoxville—Knox Co. Fair. Aug. 7-12. HMD-Ing L. Johnson, Galisburg, Ill.
 LaPayette—LaPayette Fair Assn. Aug. 5-8. Chas. Cavery, Toulon, Ill.
 Leawood—Pulaski Co. Fair. Aug. 15-18. A. D. Young.
 Lincoln—Logan Co. Fair Assn. Aug. 6-11. Walter L. Laysan.
 Mascoutch—Williamson Co. Fair Assn. Aug. 29-Sept. 1. Ray Miller.
 Marshall—Clark Co. Fair. Aug. 7-14. H. R. Hamesberger.
 Mason—Grundy Co. Fair Assn. Sept. 1-4. W. F. Carter.
 Melvin—Melvin Community Fair. Sept. 6-9. C. D. Thompson.
 Mendon—Mendon-Adams Co. Fair Assn. Aug. 7-11. Sidney Wright.
 Mendota—Mendota Agri. Fair. Sept. 2-4. Gilbert J. Trukenbrod.
 Milford—Troyes Co. Agri. Assn. Aug. 13-17.
 Morrison—Whiteside Co. Fair Assn. Aug. 29-Sept. 1. V. M. Dearinger.
 Mount Carmel—Mt. Carmel Fair Assn. Aug. 7-11. Vernon West, Salem, Ill.
 Mount Sterling—Brown Co. Fair. Aug. 1-4. Walter L. Manny.
 Mount Vernon—Mount Vernon State Fair. Sept. 11-16. Joe Marcus.
 Nashville—Washington Co. Fair. Sept. 20-22. Arnold B. Howard.
 Obion—Crawford Co. Fair Assn. Sept. 4-8. O. E. Price.
 Olney—Rockland Co. Fair Assn. Sept. 12-13. H. H. Shuman.
 Oregon—Ogle Co. Fair. Sept. 2-4. E. D. Landers.
 Paris—Mrs. L. S. Sells Co. Jr. Fair. Aug. 23-24. Edmund H. Greene.
 Paris—Edgar Co. Agri. Assn. Aug. 15-18. P. S. Henry.
 Peotone—Will Co. Fair Assn. Aug. 29-31. C. C. Ritter.
 Petersburg—Menard Co. Agri. Fair. Aug. 30-Sept. 1. Lloyd W. Chalcraft.
 Pontiac—Livingston Co. Fair Assn. Aug. 23-24. Leonard Schmeiser, Sauemais, Ill.
 Princeton—Bureau Co. Fair. Aug. 23-25. Wayne Stutz.
 Rushville—Schuyler Co. Livestock Show Assn. Aug. 15-17. V. A. Green.
 Salem—Marion Co. Agri. Fair. Aug. 23-Sept. 2. W. R. Hancock.
 Sandwich—Sandwich Fair Assn. Sept. 5-8. C. R. Brady.
 Shawneetown—Shawneetown Fair Assn. Sept. 12-18. C. I. Oldham.
 Stronghurst—Henderson Co. Fair Assn. Sept. 6-8. Ralph Butler.
 Taylorville—Christian Co. Fair. July 23-28. Clyde H. Harkins.
 Vienna—Johnson Co. Fair. Aug. 15-18. George Gray.
 Warren—Warren Fair. Aug. 16-19. J. W. Richardson.

Rockyville—Parke Co. Fair Assn. Aug. 13-19. Earl G. Swain.
 Rushville—Stark Co. Agri. Assn. July 20-Aug. 4. R. E. Privett.
 Salem—Brown Co. Farmers & Merchants Free Fair. Aug. 16-18. Harold Voyles.
 Shelbyville—Shelby Co. Fair Assn. Aug. 6-11. Harry McKel.
 Spencer—Owen Co. Agri. Fair. Aug. 16-19. Mildred Dunn.
 Sunman—American Legion Fair. Sept. 4-9. E. W. Howrey.
 Terra Haute—Vigo Co. Fair. Aug. 22-27. E. J. Acres.
 Wabash—Wabash Co. Draft Horse Assn. Aug. 1-4. W. E. Delaplane.
 Warsaw—Kosciusko Co. Fair Assn. Aug. 29-Sept. 2. Gilbert M. Bertsch.
 Winamac—Pulaski Co. 4-H Club & Comm. Fair Assn. Aug. 24-26. Wm. Andrews.

Indiana

Amers—DeKalb Co. Fair Assn. Last week in Sept. Fern A. Morr.
 Booneville—Booneville Fair Assn. July 31-Aug. 5. Albert C. Derr.
 Boswell—Benton Co. Fair. Aug. 23-25. Lendall Lowman, Earl Park, Ind.
 Brownsburg—Brown Fair Assn. Sept. 12-16. P. B. Good.
 Cayuga—Vermillion Co. Fair Assn. Aug. 22-25. W. S. Ashby, Newport, Ind.
 Centre—Wayne Co. 4-H Free Fair. Aug. 6-11. Tom McConaha.
 Conersville—Fayette Co. Free Fair. Aug. 15-18. J. H. Mount.
 Crown Point—Lake Co. Agri. Assn. Aug. 22-28. D. E. Warnock.
 Corydon—Harrison Co. Agri. Soc. Aug. 20-25. Dr. L. B. Wolfe.
 Croton Point—Lake Co. Agri. Soc. Aug. 23-27. J. M. Nielsen.
 Elkhart—4-H Club Fair. Aug. 16-18. C. W. Judd.
 Fairview—Switzerland Co. Fair Assn. Aug. 26. Leonard Haas.
 Frankfort—Clinton Co. Fair Assn. Aug. 13-18. Ross A. Holliday.
 Goschen—Elkhart Co. Fair Assn. Aug. 1-5. John P. Stack.
 Indianapolis—State 4-H Club Fair. Sept. 3-8. O. C. Caswell.
 Kendallville—Kendallville Fair. Aug. 14-18. U. C. Brosse.
 Kretzsch—Newton Co. Fair. Sept. 6-9. A. M. Smith.
 La Porte—La Porte Co. Fair Assn. Aug. 15-19. James A. Terry.
 Lawrenceburg—Dearborn Co. Fair. Aug. 20-23.
 Leontopis—Cass Co. Fair Assn. July 23-29. Wm. (Babe) Thomas Jr.
 Muncie—Muncie Fair. July 30-Aug. 4. A. O. Welch.
 New Bethel—Marion Co. Fair. Aug. 28-Sept. 2. Harry Roberts, Wamamaker, Ind.
 New Castle—Henry Co. 4-H Club Exhibit. Aug. 7-10. W. O. Smith.
 North Vernon— Jennings Co. Fair Assn. July 23-28. S. B. Berkshire.
 Osgood—Ripley Co. Fair. Aug. 1-5. H. L. Jenkins.
 Paris—Jay Co. Fair Assn. Aug. 6-11. Orlan E. Helaspole.
 Princeton—Gibson Co. Fair Assn. Aug. 28-Sept. 2. Chas. A. Steele.
 Rochester—Lager Co. Fair. Aug. 29-Sept. 1. Wm. H. Babler.
 Rochester—Pulaski Co. 4-H Fair Assn. Aug. 8-11. Fred Rankin.
 Rochester—Rochester Co. Fair Assn. July 24-29. Harold L. Hargis.

Ackley—Four-County Fair. Nov. 27-29. Joe W. Goble.
 Adel—Dallas Co. Fair. Aug. 17-19. Roger W. Leitch.
 Albia—Monroe Co. Agri. Soc. Aug. 30-31. Chas. O. Oreenlee.
 Algona—Kossuth Co. Fair. Aug. 30-Sept. 1. E. J. Jensen.
 Allison—Butler Co. Agri. Assn. Aug. 16-19. D. D. Shepard.
 Alta—Bureau Vista Co. Fair. Aug. 29-Sept. 1. E. J. Jensen.
 Atlantic—Cass Co. 4-H Fair. Aug. 30-Sept. 1. Oscar J. Rauh.
 Audubon—Audubon County Fair. Sept. 11-14. A. H. Jensen.
 Ayco—Pottawattomie Co. Fair Assn. Aug. 21-23. R. E. J. A. J. McKinley.
 Boone—Boone Co. Agri. Assn. Aug. 21-23. C. E. J. A. J. McKinley.
 Burlington—Tri-State Fair. Aug. 23-24. A. L. Bihlen.
 Cedar Rapids—4-H Fair. Aug. 24-25. C. D. Moore.
 Centerville—Appanoose Co. Fair. Aug. 22-23. Al M. Farber.
 Central City—Linn Co. Fair. Aug. 10-13. T. W. Lewis.
 Columbus Junction—Louis Co. Fair. Aug. 15-18. H. M. Danagan.
 Coon Rapids—Four-County Fair. Aug. 30-Sept. 2. Joe King.
 Crook—Howard Co. Fair. Aug. 28-31. O. C. Nichols.
 Decatur—Winneshiek Co. Agri. Assn. Aug. 17-20. Leon R. Brown, Cresco, Ia.
 Derby—Derby Dist. Fair. Aug. 24-25. O. W. Nichols.
 Des Moines—Polk Co. 4-H Fair. Aug. 16-18. Don E. Gardner.
 Donaldson—Lee Co. Fair Assn. July 25-27. Carroll T. Redfern.
 Eagle Grove—Eagle Grove Dist. Junior Fair. Aug. 21-23. M. K. Frey.
 Ellettsville—Ellettsville Co. Fair. Aug. 22-23. L. W. Hilda.
 Ellettsville—Hardin Co. Fair. Aug. 24-25. C. W. Haase.
 Elkhart—Elkhart Fair. Aug. 15-18. E. F. Salter.
 Ellettsville—Palo Alto Fair. Aug. 26-30. H. H. Stollenberg, Hayfield, Ia.
 Greenfield—Adair Co. Fair Assn. Aug. 24-25. H. W. Crooks.
 Granger—4-H Fair. Aug. 21-22. Ray Pilgram.
 Grand County—Grundy Co. Fair. Aug. 38-30. C. S. Macy.
 Guernsey—Guthrie Co. Fair. Sept. 18-21. M. L. Branson.
 Harlan—Shelby Co. Fair Assn. Aug. 14-17. J. H. Froderickson.
 Hampton—Franklin Co. Fair Assn. Aug. 22-24. Gladys D. Craventon.
 Hartsville—O'Brien Co. 4-H Show. Aug. 21-22. Frank W. Ehnman, Primghar, Ia.
 Independence—Buchanan Co. Fair Assn. Aug. 15-18. O. Cates.
 Inokanville—Warren Co. Fair. Aug. 1-4. E. H. Felton.
 Keosauqua—Van Buren-Jefferson Co. Fair. Aug. 9-12. Arthur J. Secor.
 Knoxville—Marion Co. Fair Assn. Aug. 9-13. A. C. Milner.
 Lorimer—Lorimer Agri. Fair Assn. Aug. 14-17. Clyde M. Thompson.
 Malvern—Mills Co. Fair Assn. Oct. 24-24. M. Klime.
 Manchester—Delaware Co. Fair. Aug. 8-11. R. W. Williams.
 Madison—Madison Co. Fair. Sept. 1-3. Sara S. Kiels.
 Magnetite—Jackson Co. Fair. Week of Aug. 28. S. S. Lein.
 Marshalltown—Central Iowa Fair. Aug. 29-Sept. 1. George A. Price.
 Mason City—North Iowa Fair. Sept. 1-4. Harold S. Palmer.
 Missouri—Valley Green Co. Fair. Aug. 22-23. Fred O. Behm.
 Monticello—Jones Co. Fair Assn. Aug. 23-25. Ross Haty.
 Mount Hope—Henry Co. Fair. Aug. 22-25. S. G. Baxter.
 Moville—Woodbury Co. Fair Assn. Sept. 6-9. P. H. Rebecky.
 Napoleon—Big Four Fair Assn. Aug. 21-23. Norton Bloom.
 National—Clayton Co. Fair. Aug. 29-Sept. 1. F. L. Laz. Garvavillo, Ia.
 Nevada—Nevada Co. Fair Assn. Aug. 22-24. Glenn Z. Randan, RFD 2, Ames, Ia.
 Northwood—Worth Co. Fair. Aug. 14-18. Courtney-Lawyer, Manly, Ia.
 Oakes—Oakes Co. Fair Assn. Aug. 22-25. Harold J. McNeill.
 Orange City—Shoux Co. Agri. Soc. Aug. 24-25. Gerrit Van Striyland.
 Oquon—Mitchell Co. Fair Assn. Aug. 17-20. Max Katt.

Oskaloosa—Southern Ia. Fair Assn. Aug. 14-16. Clyde A. Hanna, New Sharon, Ia.
 Peotville—Big 4 Agri. Assn. Sept. 1-4. A. S. Burdick.
 See City—See Co. Fair Assn. Sept. 3-5. Ray Deibert.
 Shelby—Oceola Co. Livestock Show. Sept. 5-8. S. D. Robinson.
 Spirits Lake—Dickinson Co. 4-H Club Congress. Sept. 1-2. L. E. Hendricks.
 Tipton—Cedar Co. Fair Assn. Aug. 24-26. C. S. Miller.
 Vinton—Benton Co. Fair. Aug. 14-16. Keith Myers.
 Waterloo—State 4-H Club Expo. Sept. 3-4. E. S. Esel.
 Waukon—Allamakee Co. Fair. Sept. 3-8. A. M. Monserud, Harpers Ferry, Ia.
 Webster City—Hamilton Co. Fair. Aug. 29-Sept. 1. L. L. Lyles.
 West Liberty—West Liberty Fair. Aug. 31-24. Jay L. Duncan.
 West Union—Keokuk Co. Fair. Aug. 21-23. Ed Bauser.
 What Cheer—Fayette Co. Fair. Aug. 19-23. E. P. Lally.

Kansas

Ahrens—Central Kan. Free Fair Assn. Aug. 21-23. Ivan Roberson.
 Allen—N. Lyon Co. Fair. Sept. 6-9. I. M. Lefler.
 Anthony—Anthony Fair Assn. July 24-29. O. F. Morrison.
 Auburn—Auburn Grange Fair. Oct. 6-7. Mrs. Ina Sellers.
 Barnes—Washington Co. Banner Fair. Sept. 6-8. D. Linn Livers.
 Belleville—North Central Kan. Free Fair. Aug. 28-Sept. 1. Homer Alkire.
 Belton—Belton Co. Fair Assn. Sept. 12-13. Frank L. Hill.
 Bertryp—Bertryp Grange Fair. Sept. 7-8. Mrs. Grace M. Underwood.
 Blue Rapids—Blue Rapids Co. Fair Assn. Sept. 29-30. Bob McElhugh.
 Butler—Butler Comm. Fair Assn. Oct. 24-28. J. A. Johnson.
 Burden—Burden Cowley Co. Fair. Sept. 6-8. Ava Plattman.
 Burlington—Coffey Co. Fair. July 31-Aug. 4. Carl N. Henning.
 Colverville—Interestate Fair. Aug. 28-Sept. 2. John Thompson.
 Colby—Thomas Co. Fair Assn. Aug. 15-18. J. B. Koskus.
 Columbus—Cheerokee Co. Am. Legion Free Fair. Aug. 21-25. Cooper Osterholm.
 Conway Springs—Conway Springs Fair Assn. Oct. 12-13. R. H. Gline.
 Council Grove—Morris Co. 4-H Club Fair. Aug. 17-18. Walter O. Scott.
 Delphos—Ottawa Co. Fair Assn. Aug. 23-25. J. S. Olds.
 Dighton—Lane Co. Free Fair. Aug. 14-18. C. J. Van Dine.
 Dodge City—Southwest Fair Assn. Sept. 5-9. Bethene Karns.
 Elmhurst—Atchison Co. Fair Assn. Aug. 23-25. C. J. Hegarty.
 Fredonia—Wilson Co. 4-H Fair. Aug. 12. Mildred Hoemaker.
 Gardner—Johnson Co. Free Fair Assn. Sept. 1-9. Dale Baker.
 Glasgow—Wood Co. Fair. Sept. 6-8. N. M. Sawhill.
 Greenburg—Kiowa Co. Free Fair Assn. Aug. 24-26. W. A. Stewart.
 Hardt—Haskell Co. Fair Assn. Aug. 29-31. J. M. Moiz.
 Havesville—Community Fair Assn. Sept. 21-22. W. T. Flowers.
 Hillsboro—Marion Co. Fair Assn. Oct. 3-6. Dr. L. O. Jester.
 Horton—Tri-Co. Fair Assn. Sept. 6-8. F. J. Henney.
 Hutchinson—Kansas State Fair. Sept. 17-22. S. M. Mitchell.
 Independence—Montgomery Co. Farm Bureau Fair. Aug. 24-26. Mrs. Wayne Taylor.
 Inman—Inman Community Fair. Oct. 24-25. Wm. J. Braun.
 Iola—Iola Co. Fair Assn. Sept. 4-9. Harold F. Smith.
 Junction City—Osage Co. 4-H Club Show. 30-Sept. 1. Paul B. Owen.
 Liberal—Osage Co. Race Meet. Week of Oct. 1. Auburn C. Light.
 Minneapolis—Ottawa Co. Fair Assn. Aug. 31-Sept. 1. Willis Hogarty.
 Neodesha—Neodesha Junior Fair. Sept. 29-30. K. T. Sherrill.
 Oswego—Lafayette Co. Free Fair. Aug. 28-Sept. 1. Roy Neher.
 Ottawa—Franklin Co. Fair. Aug. 31-Sept. 1. John Thompson.
 Overbrook—Osage Co. Fair. Aug. 23. Dwight Payton.
 Richmond—Richmond Free Fair Assn. Aug. 22-25. John H. Hockery.
 Rush Center—Rush Co. Fair Assn. Aug. 29-Sept. 1. Roy Peterson.
 Salina—Saline Co. 4-H Fair. Aug. 30-Sept. 1. H. N. Ellet.
 Sedan—Chautauque Co. Free Fair. Oct. 6-7. Carl Ackerman.
 Smith Center—Smith Co. Fair Assn. Sept. 18. James P. Farran.
 Sylvan Grove—Sylvan Grove Fair. Sept. 5-8. O. M. Harbit.
 Thayer—Thayer Home-Coming Picnic & Fair. Sept. 6-8. H. M. Minnich.
 Tonganoxie—Tonganoxie Co. Fair Assn. Sept. 8-9. Henry G. Galt.
 Topeka—Kansas Free Fair. Sept. 3-15. Maurice V. Jencks.
 Wakarusa—Wakarusa Co. Free Fair. Aug. 22-25. Lawrence H. Galloway.
 Wakefield—Wakefield Free Fair. Oct. 5-6. Joe Mason Jr.
 Washington—Washington Co. Fair Assn. Sept. 14-16. C. C. Fuhrken.
 Wetmore—Wetmore Co. Free Fair. Aug. 24-26. Howard V. Bixby.
 West Mineral—Mineral Dist. Free Fair. Sept. 6-9. John Barty.

Kentucky

Alexandria—Alexandria Fair. Sept. 2-4. J. W. Smith.
 Broodhead—Broodhead Fair. Aug. 9-12. W. O. Yaden.
 Harrodsburg—Mercer Co. Fair. July 24-29. John C. McPherson.
 London—Laurel Co. Fair. Aug. 21-26. Ellis Asher.
 Louisville (Church Hill Down)—Kentucky State Fair. Aug. 28-Sept. 4. John C. Wehrley.
 Shelbyville—Shelby Co. Fair Assn. Week of July 31. T. M. Beard.

Somerset-Pulaski Co. Fair Assn. Aug. 29-30
 Sept. 1. Morris Thomas.
 Springfield-Washington Co. Fair. Aug. 17-18. Chas. C. Montgomery.

Louisiana

Shreveport-Louisiana State Fair. Oct. 21-30. W. H. Hirsch.

Maine

Bangor-Bangor State Fair. July 30-Aug. 6. Jack Moran.
 Cornish-Cornish Agr. Assn. Sept. 26-30. M. M. Ayer.
 Cumberland-Cumberland Farmers' Club. Aug. 21-26. Fred K. Wilson, R. 3, Portland.
 Dover-Foxcroft-Piscataquis Valley Fair. Aug. 24. Frank A. Pierce.
 Farmington-Franklin Co. Agr. Soc. Sept. 19-21. Frank E. Knowlton.
 Litchfield-Litchfield Farmers' Club. Oct. 3-4. Rhona B. Maloon.
 Fryeburg-Fryeburg Fair. Oct. 3-7. O. Myron Kimball.
 Gorham-Gorham Fair Assn. Aug. 7-13. Irving W. Fottle, 190 Cross St., Portland.
 Lewiston-Androscoggin Agr. Soc. Sept. 4-9. W. B. Harnden, Auburn, Me.
 Machias-Washington Co. Agr. Soc. Sept. 12-14. Harold W. Grace, Harrington.
 North Waterford-North Waterford's Fair Assn. Sept. 23-25. Bill Butten.
 Skowhegan-Skowhegan State Fair. Aug. 13-18. Clayton E. Eames.
 South Paris-Oxford Co. Agr. Soc. Sept. 11-14. Emore C. Edmunds.
 Topsham-Topsham Fair. Oct. 10-13. Samuel Woodward, RFD 2, Brunswick, Me.
 Windsor-Windsor Fair. Aug. 28-Sept. 2. E. R. Hayes.

Maryland

Cumberland-Cumberland Fair Assn. Aug. 15-19. Carl Schmutz.
 Frederick-Frederick Fair. Sept. 24-30. Guy K. Motter.

Massachusetts

Blanford-Union Agr. Soc. Sept. 4-5. C. R. Ripley.
 Brockton-Brockton Fair. Sept. 10-14. Frank H. Kingman.
 Cummington-Hillsdale Agr. Soc. Sept. 23-25. Leon H. Harvey.
 Great Barrington-Barrington Fair Assn. Sept. 12-13. Edward J. Carroll.
 Greenfield-Franklin Co. Agr. Soc. Sept. 11-13. Whitman B. Walls.
 Heath-Heath Agr. Soc. Aug. 30. Homer S. Tanner.
 Huntington (Littleville)-Littleville Community Fair. Sept. 16. Elmer O. Olds, Huntington.
 Marshfield-Marshfield Agr. Soc. Aug. 23-24. Hara C. Kruse.
 Middlefield-Highland Agr. Soc. Sept. 1-2. Willard A. Pease, Chester, Mass.
 Northampton-Three-Country Fair. Sept. 4-9. John L. Baskin.
 Spencer-Spencer Fair. Sept. 2-4. R. F. Kiltredge.

Michigan

Adrian-Adrian Community Fair. Oct. 5-6. Clara E. Monroe.
 Afton-Afton Co. Fair. Sept. 18-23. F. A. Bredish.
 Allegan-Allegan Co. Agr. Soc. Sept. 11-14. E. W. DeLano.
 Alpena-Alpena Agr. Soc. Aug. 24-27. Roy Conner, Richmond, Mich.
 Barryton-Barryton Community Fair. Oct. 26-27. L. H. Soper.
 Big Rapids-Genoa Co. Fair Assn. Aug. 23-25. C. Chas. Mingley, Fair, Mich.
 Caro-Caro Fair. Aug. 21-25. Carl F. Mantey.
 Cassopolis-Cass Co. Fair Assn. Aug. 23-27. Harry B. Robinson, Cassopolis, Mich.
 Centreville-St. Joseph Co. Fair Assn. Sept. 19-23. F. J. Kemmerling, R. 1, Colon.
 Charlotte-Charlotte 4-H Club. Aug. 23-25. C. Hans E. Kerdal.
 Coldwater-Coldwater Co. 4-H Fair. Sept. 13-14. Gordon R. Schulz.
 Coopersville-Coopersville Agr. Soc. Oct. 6. D. W. Dalgligh.
 Crossville-Crossville Agr. Soc. Aug. 29-Sept. 1. Paul Helm.
 Fowlerville-Fowlerville Agr. Soc. Aug. 2-5. Odoelis St. Clair Co. Agr. Soc. Sept. 1-2. Earl C. McCarty, Port Huron.
 Greenville-Greenville Agr. Club & 4-H Fair. Aug. 23-28. James O. Taylor, Reding.
 Croli Lepard.
 Hart-Ontonagon Co. Agr. Soc. Sept. 6-8. W. H. Churchill.
 Hastings-Hastings Co. Agr. Soc. Aug. 1-3. V. W. Kelly.
 Hillsdale-Hillsdale Co. Agr. Soc. Sept. 24-26. H. B. Kelsey.
 Iron River-Iron Co. Agr. Soc. Aug. 24-26. Robt. E. Jewell, Stambaugh, Mich.
 Ithaca-Grand Co. Free Fair. Sept. 4-9.
 Jackson-Jackson Co. Agr. Soc. Aug. 24-29. Sept. 2. Ernest R. Hively.
 Kalamazoo-Kalamazoo Free Fair. Sept. 25-26. Carl J. Korman, Kalamazoo.
 Lowell-Kent Co. 4-H Club Fair. Aug. 23-24. K. C. Vining.
 Marzette-Berlin Fair. Aug. 29-Sept. 1. Mrs. Helen W. Walden, Coopersville.
 Marshall-Cadmus Co. Fair Assn. Aug. 22-26. B. D. Carpenter.
 Mason-Ingham Co. Fair. Aug. 13-19. Jay O. Morley.
 Morley-Morley Fair Assn. Nov. 2. Clara DeWentz.
 Nashville-Nashville Agr. Soc. Oct. 17-18. John W. Hamp.
 Neway-Dickinson Co. Free Fair. Sept. 1-4. Frank J. Molinar, Iron Mountain.
 Prescott-Prescott Agr. Soc. Sept. 4. E. B. Cornell.
 Richmond-Richmond Agr. Assn. Sept. 4. Vern Krause.
 Sault Ste Marie-Sault Ste Marie. Sept. 10-16. Clarence H. Harnsen.
 Sandusky-Sandusky Co. 4-H Agr. Soc. Aug. 23-28. Clarence E. Preston.
 Searles-Searles Agr. Soc. Sept. 16-18. Robt. B. Crawford.
 Traverse City-Northwestern 15th Fair. Aug. 29-Sept. 1. Arnold Engstrom.

Minnesota

Aitkin-Aitkin Co. Agr. Soc. Aug. 21-23. F. C. Kaplan.
 Akeley-Akeley-Freshon Co. Fair. Aug. 21-25. Herman D. Jensen.
 Alexandria-Douglas Co. Fair Assn. Aug. 23-24. H. R. Johnston.
 Anoka-Anoka Co. Agr. Soc. Aug. 17-20. C. A. Wikstrom.
 Appleton-Beit Co. Fair Assn. Aug. 24-27. G. C. Anderson.
 Arlingtown-Sibley Co. Agr. Assn. Sept. 17-17. Louis Kill.
 Atwater-Moyer Co. Fair. Aug. 9-11. P. J. Holand.
 Bagley-Clearwater Co. Agr. Soc. July 27-30. F. L. Reinde.
 Baudette-Baudette Co. Agr. Assn. Aug. 18-20. C. H. Welch.
 Baudette-Lake of the Woods Co. Fair Assn. Aug. 2-4. John F. Clark.
 Bayport-Washington Co. Agr. Soc. Aug. 4-6. Fre. Lemons, Stillwater, Minn.
 Bemidji-Bemidji Co. Fair Assn. July 31-Aug. 2. Mrs. Emil Padra, Scoway.
 Bird Island-Bird Island Co. Agr. Soc. Sept. 11-13. Paul Koehn.
 Blue Earth-Parish Co. Fair Assn. Sept. 11-13. L. B. Erdahl, Frost, Minn.
 Brainerd-Crow Wing Co. Fair Assn. Aug. 14-19. R. C. Wilkins.
 Caladonia-Houston Co. Agr. Soc. Aug. 31-Sept. 2. Ed Zimmerman.
 Canby-Canby Co. Agr. Soc. Sept. 6-8. E. O. Carlson.
 Canyon-Yellow Medicine Co. Fair Assn. Aug. 23-25. Kenneth Knutson.
 Detroit Lakes-Detroit Lakes Co. Fair. Aug. 9-12. George W. Peoples.
 Elk River-Elk River Co. Agr. Assn. Aug. 11-12. E. E. Bjugre.
 Fairmont-Martin Co. Agr. Soc. Sept. 15-17. H. B. Roebke.
 Paribelt-Rice Co. Fair. Aug. 10-12. J. Henry Adams.
 Faribault-Dakota Co. Agr. Soc. Aug. 11-13. H. L. Lawrence.
 Fergus Falls-Orter Tall Co. Fair Assn. Aug. 29-Sept. 3. Knute Hanson.
 Garden City-Lenoir Co. Agr. Soc. Aug. 21-23. A. D. McCormack.
 Glenwood-Pope Co. Agr. Soc. Sept. 13-17. C. Leisold.
 Grand Marais-Cook Co. Agr. Soc. Sept. 3-5. Mrs. H. L. Olson.
 Grand Rapids-Hasca Co. Agr. Assn. Aug. 15-16. Francis J. Olson.
 Herman-Grand Co. Agr. Assn. Aug. 25-27. O. I. Haney.
 Hibbing-St. Louis Co. Fair Assn. Aug. 11-13. J. C. McArthur.
 Hopkins-Hennepin Co. Agr. Assn. Aug. 17-20. Rose Glason, Long Lake, Minn.
 Hutchinson-McLeod Co. Agr. Assn. Sept. 11-21. Everett Olson.
 Jackson-Jackson Co. Fair Assn. Aug. 24-27. Anton C. Geiger.
 Jordan-Scott Co. Fair. Sept. 15-17. Herbert G. Smith.
 Kasson-Dodge Co. Fair. Aug. 21-24. O. A. Erickson.
 Le Center-Le Center Co. Fair Assn. Aug. 11-12. W. R. Hall.
 Little Falls-Morrison Co. Agr. Soc. Aug. 11-12. D. T. Sargeant.
 Littleton-Northern Minn. Dist. Fair Assn. Aug. 4-6. George Dahl.
 Long Prairie-Todd Co. Fair. Aug. 7-10. C. G. Sgow.
 Lumbert-Mecker Co. Agr. Soc. Aug. 17-18. D. Murphy, Dassel, Minn.
 Luverne-Rock Co. Fair. Aug. 18-20. Albert Christensen.
 Lynden-Lynden qui Parle Co. Fair. Sept. 7-10. Olof T. Moez.
 Mahanoy-Mahanoy Co. Agr. Assn. July 29-30. E. A. Humrich.
 Menkaio-Rice Earth Co. Agr. Soc. Sept. 20-23. R. F. Palmer, E. Haged.
 Marshall-Lyon Co. Agr. Soc. Sept. 5-8. P. J. Meade.
 Moley-Morrison Co. Agr. Assn. Aug. 18-20. W. W. Lindemann.
 Montevideo-Chippewa Co. Fair Assn. Sept. 18-20. Carl Engstrom.
 Mora-Mora Co. Agr. Soc. Aug. 5-8. Victor Hiltstrom.
 Morris-Stevens Co. Fair. Sept. 1-4. Ernest George, Donnelly, Minn.
 Neche-Hubbard Co. Agr. Assn. Sept. 7-9. Mrs. John Avenson, Park Rapids, Minn.
 New Ulm-Andrews Co. Agr. Soc. Aug. 17-20. W. W. Lindemann.
 Northome-Koochiching Co. Agr. Assn. Aug. 9-11. C. W. Bray.
 Owatonna-Steele Co. Agr. Assn. Aug. 15-20. C. A. Tuncher.
 Pequot Lakes-Crow Wing Co. Agr. Soc. Aug. 11-12. C. A. McLeod.
 Pillager-Cass Co. Agr. Soc. Aug. 22-23. P. H. Sorg.
 Pine River-Cass Co. Agr. Assn. Aug. 25-26. Homer Fraser.
 Pipestone-Pipestone Co. Agr. Soc. Aug. 28-30. R. F. Anderson.
 Preston-Fillmore Co. Fair. Aug. 24-27. Chas. H. Utley.
 Princeton-Mille Lacs Co. Agr. Soc. Aug. 24-28. R. C. Angstrom.
 Fremont-Lake Co. Fair Assn. Aug. 24-27. A. J. Boudquist.
 Red Lake Falls-Red Lake Co. Fair. Aug. 12. E. L. Larvik.
 Redwood Falls-Redwood Co. Agr. Soc. Sept. 18-20. W. A. Hacke.
 Rochester-Olmsted Co. Agr. Assn. Aug. 10-15. A. C. Burgan.
 Rush-Martin Co. Agr. Soc. Aug. 17-19. George W. Larson, North Branch.
 Saint Charles-Winona Co. Fair Assn. Aug. 21-23. St. Cloud-Benton Co. Agr. Soc. Aug. 17-23. C. H. Varner.
 Saint James-Watonwan Co. Agr. Assn. Aug. 25-27. Robert Ransom.
 Saint Peter-St. Peter Fair. Aug. 26-28. Sept. 4. Raymond A. Lee.
 Sault Ste Marie-Sault Ste Marie Co. Agr. Soc. Sept. 21-22. L. O. Ward.
 Sauk Centre-Stearns Co. Agr. Soc. Aug. 12-15. A. C. Burgan.
 Saxe-Saxe Co. Agr. Soc. Aug. 21-23. R. T. Schumacher.
 Slayton-Murray Co. Agr. Soc. Aug. 29-Sept. 2. W. M. Lebers, Felda, Minn.
 Thief River Falls-Vennington Co. Agr. Soc. July 27-29. A. F. Berge.
 Two Harbors-Lake Co. Agr. Soc. Aug. 29-Sept. 2. Fred W. Tulas.
 Tyler-Lincoln Co. Fair Assn. Aug. 24-27. Jens S. Rollesen.
 Wadena-Wadena Co. Fair Assn. Aug. 10-12. Oscar Nelson.

Waconia-Farmers' Co-Op. Agr. Soc. Aug. 15-20. Ralph J. Eckerli.
 Wadena-Wadena Co. Agr. Soc. Aug. 14-17. Clyde E. Kelsey.
 Waseca-Waseca Co. Fair. Aug. 11-12. Judge G. A. Benson.
 Wheaton-Traverse Co. Agr. Assn. Sept. 7-10. A. W. Vye.
 White Bear Lake-Ramsey Co. Fair Assn. Aug. 19-23. Robt. Freeman, 1845 Court House, St. Paul.
 Willmar-Kandiyohi Co. Fair Assn. Sept. 13-15. Wm. O. Johnson.
 Worthington-Worthington Co. Fair Assn. Aug. 21-23. L. A. Hons.
 Zumbrota-Goodhue Co. Fair Assn. Aug. 24-27. George W. Freeman.

Mississippi

E. Jackson-Bankin Co. Negro Fair. Sept. 2. Oct. 1. W. D. Stamps.
 Hattiesburg-Hattiesburg Co. Fair Assn. Sept. 25-30. A. M. Meek.
 Hattiesburg-Co. Colored Fair. Oct. 16-21. R. Anthony.
 Hattiesburg-Copiah Co. Fair Assn. Oct. 3-7. R. S. Hill.
 Jackson-Miss. Negro State Fair. Oct. 16-21. H. C. Young, Bogalusa, La.
 Jackson-Mississippi State Fair. Oct. 9-14. Terry Hughes.
 Laurel-South Miss. Fair. Oct. 16-21. R. H. Bell.
 New Albany-Union Co. Fair. Oct. 14-16. B. U. Jones.
 Sebastopol-Sebastopol Fair. Sept. 4-9. L. R. Anthony.
 Tupelo-Miss-Ala. Fair & Dairy Show. Week of Sept. 26. James M. Savery.
 Vicksburg-Yazoo Co. Negro Fair Assn. Oct. 14-21. R. J. Pierce.

Missouri

California-Montana Co. Agr. Soc. Aug. 29-Sept. 1. Toby Lademann.
 Cape Girardeau-Southeast Mo. Dist. Fair. Aug. 9-12. Herman W. Keller.
 Carthage-Carthage Co. Fair Assn. Oct. 4-8. Harry E. Malloure.
 Kahoka-Clark Co. Agr. Assn. Aug. 1-4. Lyrna Gregory.
 Marshfield-Webster Co. Fair. Aug. 24-26. Claude Leide.
 Mexico-Audrain Co. Fair Assn. Aug. 15-18. H. G. Young.
 Moberly-Moberly Co. Fair. Aug. 10-12. J. C. Patterson.
 Perryville-Perry Co. Fair. Sept. 8-9. Edwin Dyerhardt.
 Prairie Home-Prairie Home Fair Assn. Aug. 9-10. Dr. A. L. Meredith.
 Springfield-Ozark Empire Dist. Fair. Aug. 8-10. G. E. Boyd.
 Unionville-Pulaski Co. Fair. Sept. 8-8. Conrad White.

Montana

Billings-Billings Empire Fair. Aug. 14-19. H. L. Fulton.
 Forsyth-Roosevel Co. Fair. Aug. 29-31. H. J. Dusenberry.
 Great Falls-North Montana State Fair. 7-12. D. P. Thurber.
 Miss. City-Eastern Montana Fair. Sept. 1-4. J. H. Bolling.

Nebraska

Arlington-Washington Co. Agr. Soc. Aug. 31-Sept. 2. H. C. McClellan, Arlington.
 Arthur-Arthur Co. Agr. Soc. Aug. 31-Sept. 2. Loyd F. Simon.
 Aurora-Hallam Co. Agr. Soc. Aug. 28-31. H. E. Toof.
 Bartlett-Webster Co. Fair Assn. Aug. 18-20. Otlo P. Balmor.
 Beatrice-Beatrice Co. Agr. Soc. Aug. 23-27. Arthur A. Weber.
 Beatrice-Ogale Co. Fair. Aug. 15-18. J. M. Wainwright.
 Bladen-Webster Co. Agr. Assn. Aug. 23-24. I. R. Andrews.
 Holdrege-Knox Co. Agr. Soc. Aug. 27-29. P. E. Stepp.
 Bridgeport-Merrill Co. Fair Assn. Sept. 3-5. J. Cedric Conover.
 Broken Bow-Custer Co. Agr. Soc. Aug. 8-12. F. O. Richardson.
 Central City-Merrick Co. Fair Assn. Sept. 12-14. Agnar Anderson.
 Chadron-Dawes Co. Fair. Sept. 11-13. Wens Winters.
 Chambers-Holt Co. Agr. Soc. Sept. 5-8. Wm. W. Turner.
 Clay City-Clay Co. Agr. Soc. Sept. 12-15. Ivan J. Hiebert.
 Columbus-Platte Co. Agr. Soc. Aug. 29-Sept. 1. Bob Latia.
 Concord-Concord Co. Agr. Soc. Aug. 30-Sept. 1. Roy E. Johnson.
 Crete-Saline Co. Fair. Sept. 15-17 (tentative). Harry C. Belka.
 Culbertson-Hitchcock Co. Agr. Soc. Aug. 29-Sept. 1. Ervin Coyle.
 David City-Butler Co. Fair. Aug. 28-30. Richard C. Zellinger.
 DeWitt-DeWitt Co. Agr. Soc. Aug. 15-18. E. G. Grupp, Byron, Neb.
 Denning-Haine Co. Agr. Soc. Sept. 7-9. George Zutaevan.
 Egan-Egan Co. Agr. Soc. Sept. 13-15. H. M. Morgan.
 Eustis-Huffman Co. Agr. Soc. Sept. 13-15. G. C. Hreifele.
 Fairbury-Fairbury Co. Fair. Aug. 22-25. J. M. Nider, Jansen, Neb.
 Franklin-Franklin Co. Agr. Soc. Aug. 34-27. Fred A. Roberts.
 Fremont-Fremont Co. Fair. Aug. 9-11. C. W. Motter.
 Fullerton-Nance Co. Fair Assn. Aug. 15-17. E. M. Black.
 Geneva-Geneva Co. Fair Assn. Aug. 15-18. Mrs. Henry Drake.
 Gordon-Sheridan Co. Fair. Aug. 30-Sept. 1. George B. Comer.
 Grand-Sheridan Co. Fair Assn. Aug. 24-28. W. E. Cannady, Madrid, Neb.
 Harrison-Hioux Co. Agr. Soc. Aug. 24-26. F. Wayne R. Dault.
 Hartington-Hartington Co. Fair Assn. Sept. 1-4. Col. E. J. Rodewig.
 Hastings-Adams Co. Agr. Soc. Aug. 22-25. F. W. Johnson, Ank, Neb.
 Humboldt-Richardson Co. Agr. Soc. Sept. 18-19. L. E. Watson.
 Imperial-Imperial Co. Fair Assn. Aug. 24-26. H. M. Garber.

Nevada

Elko-Elko Co. Fair. Sept. 1-4. Hayden Henderson.

Johnstown-Brown Co. Agr. Soc. Sept. 3-4. Kenneth Gil.
 Kearney-Buffalo Co. Agr. Assn. Aug. 28-Sept. 1. S. A. Wilson.
 Kimball-Kimball Co. Fair. Aug. 21-23. Vert C. G. Benson.
 Litch-Colfax Co. Agr. Soc. Aug. 20-27. Otto C. Weber.
 Lovell-Lovell Co. Agr. Soc. Sept. 7-9. Paul Temple.
 Lincoln-Lancaster Co. Agr. Soc. Sept. 3-8. R. F. Preston, RFD 8.
 Lincoln State Fair & Expo. Sept. 3-8. E. J. Mills.
 McCook-Red Willow Co. Fair. Aug. 29-31. Don L. Thompson.
 Madison-Genoa Co. Agr. Soc. Aug. 30-Sept. 1. E. J. Moyer.
 Minden-Kearney Co. Agr. Soc. Aug. 24-26. Marvin Peterson, R. 3.
 Mitchell-Scotts Bluff Co. Agr. Soc. Sept. 16. Harold Leddingham.
 Neligh-Archie Co. Fair. Sept. 1-3. John G. Donner, Elgin, Neb.
 Neligh-Nicholls Co. Fair. Aug. 29-31. Wm. A. McHenry.
 Norden-Kearney Paha Co. Fair. Sept. 14-16. L. E. Turner, Sparks, Neb.
 North Platte-Lincoln Co. Agr. Assn. Aug. 29-31. Mrs. O. H. Corvell.
 Oakland-Hurt Co. Fair. Aug. 21-24. O. H. Walton, Lyons, Neb.
 Osceola-Lincoln Co. Fair Assn. Aug. 14-16. Louis A. Mastert, Shelby, Neb.
 Omaha-Ak-Sar-Ben Livestock Show. Oct. 2-7. J. J. Isaacson.
 Orleans-Hartan Co. Junior Fair. Aug. 17-19. W. A. Lenneman.
 Pawnee City-Pawnee Co. Fair. Oct. 3-6. David W. Watson.
 Pierce-Pierce Co. Agr. Soc. Aug. 20-22. A. J. Gottschalk.
 Seward-Pawnee Co. Agr. Soc. Sept. 5-8. Chas. Dobry.
 Seward-Dodge Co. Fair. Sept. 13-13. Otto J. Schellenberg.
 Seward-Seward Co. Fair. Aug. 21-Sept. 2. Clyde A. Hardin.
 Spaulding-Spaulding Free Fair. Aug. 13-15. Don Smith.
 Stanton-Stanton Co. Agr. Soc. Sept. 10-12. Ervina E. Front.
 Washburn-Pioneer Co. Fair. Aug. 23-25. Roy Worley.
 Syracuse-Otoe Co. Agr. Assn. Aug. 29-31. J. E. Satter.
 Tecumseh-Johnson Co. Agr. Soc. Aug. 28-28. H. E. Lang.
 Wahoo-Wadsworth Co. Agr. Soc. Aug. 22-25. E. J. Erickson.
 Walthus-Thurston Co. Fair. Aug. 21-Sept. 2. Alfred D. Kamm.
 Waterloo-Omaha Co. Fair. Sept. 14-16. R. D. Herrington.
 Wayne-Wayne Co. Fair. Aug. 21-23. Wm. E. Von Seggern.
 Wheeler-Wheeler-Cass Co. Agr. Soc. Aug. 23-25. Paul E. Fauguet.
 West Plains-Cuming Co. Fair. Aug. 27-29. Ed M. Baumann.

New Hampshire

Canaan-Macona Valley Fair. Aug. 30-Sept. 1. Wm. A. Shepard.
 Center Sandwich-Sandwich Fair Assn. Oct. 12. Mrs. Mabel Ambrose, N. Sandwich.
 Concord-Concord Fair Assn. Sept. 4-8. Harold R. Clough.
 Deerfield-Deerfield Fair. Assn. Sept. 29-30. W. C. Maxwell, RFD 1, Raymond.
 Keene-Keene Fair Assn. Sept. 14-16. Mrs. Helen W. Adams, N. Swansey, N. H.
 Lancaster-Lancaster Fair Assn. Sept. 2-4. Carr S. Boscobon.
 Pittsfield-Pittsfield Agr. Fair Assn. Sept. 7-9. Wm. Osgood.
 Plymouth-Plymouth Fair. Sept. 12-14. W. J. Neal, Plymouth.
 Rochester-Rochester Fair. Sept. 19-23. Ralph E. Cama.

New Jersey

Flemington-Flemington Agr. Fair Assn. Aug. 29-Sept. 4. Major E. B. Allen.
 Trenton-Trenton State Fair. Sept. 10-16. H. E. LaBrecque.

New Mexico

Albuquerque-New Mexico State Fair. Sept. 24-Oct. 1. Leon H. Harms.

New York

Athol-Athol Fair. Aug. 13-19. Harry G. Horton.
 Albaton-Albany-Schenectady Co. Fair. Sept. 11-15. Roy F. Pease.
 Antwerp-Albany Co. Agr. Soc. Aug. 23-26. L. L. Stillwell.
 Arvo-Oswego Valley Breeders' Assn. Sept. 4-8. John Isaacson.
 Ballston Spa-Saratoga Co. Agr. Soc. Sept. 29-Sept. 2. Albert M. Garrison.
 Barre-Barre Co. Agr. Soc. Aug. 14-19. Glen W. Grinnell.
 Bath-Steben Co. Agr. Soc. Sept. 4-9. J. Victor Pasnett.
 Binghamton-Binghamton Fair Assn. Aug. 1-5. E. H. Hargrav.
 Bristol-Ontario Co. Agr. Soc. July 30-Aug. 2. Mrs. Janette D. Dewey, Canandaigua.
 Brockton-Brockton Co. Agr. Soc. Sept. 4-7. Raymond Berdick.
 Caladonia-Caledonia Fair. Aug. 8-10. O. H. Collings.
 Canbush-Cambridge Valley Agr. Soc. Sept. 4-7. P. J. Houston, Hoosick Falls.
 Chatham-Columbia Co. Agr. Soc. Sept. 2-4. Wm. A. Dardess.
 Cobleskill-Cobleskill Agr. Soc. Sept. 18-22. Wm. H. Gidding.
 Cortland-Cortland Co. Agr. Soc. Aug. 28-Sept. 2. Harry B. Tanner.
 Dundee-Dundee Fair Assn. Sept. 19-21. Lewis R. Hauner.
 Dunkirk-Chautauqua Co. Agr. Corp. Sept. 4-8. C. C. Cain.
 Elmira-Elmira Co. Agr. Soc. Aug. 20-26. H. Ward Kinley, Horseheads, N. Y.
 Fonda-Montgomery Co. Agr. Soc. Sept. 2-7. Edward Rosemeyer, Trile Hill, Ind.
 Gouverneur-Gouverneur Fair. Aug. 9-13. Bligh A. Dadds.
 Hamberg-Erie Co. Agr. Soc. Aug. 21-26. J. D. Johnson.
 Herkston-Herkston Lake Agr. Soc. Sept. 6-8. Glenn C. MoNunch, Oneonta, N. Y.
 Little Valley-Cattaraugus Co. Agr. Soc. 28-Sept. 1. J. W. Watson.

Lockport-Niagara Co. Fair. July 31-Aug. 5. F. E. Pease.

Lowville-Lewis Co. Agrl. Soc. Aug. 14-19. Cyril L. Seymour, RFD 1, Turin, N. Y.

Madison-Franklin Co. Agrl. Soc. Aug. 21-28. H. B. Kelley.

Middletown-Orange Co. Fair Assn. Aug. 14-19. Alan G. Madden.

Minerva-L. L. McIntola Fair. Sept. 12-16. Fred D. Baldwin.

Nassau-Rensselaer Co. Agrl. Soc. Aug. 9-12. Harry M. Pockman, E. Schockad, N. Y.

Norfolk-Chenango Co. Agrl. Soc. Week Aug. 21. Lester D. Sulliff Jr.

Ozego-Tioga Co. Agrl. Soc. Aug. 8-12. Chas. T. Simons.

Palmyra-Palmyra Union Agrl. Soc. Sept. 28-30. W. Ray Converse.

Penn Yan-Yates Co. Agrl. Soc. Week Aug. 26. Oliver Wilcox.

Rhinebeck-Dutchess Co. Agrl. Soc. Week Aug. 26. L. K. George, Jr.

Sandy Creek-Sandy Creek Fair. Aug. 22-28. Wm. J. Potter Jr.

Schaghticoke-Rensselaer Co. Agrl. Soc. Sept. 4-7. E. J. Thompson.

Trumansburg-Union Agrl. Soc. Oct. 4-7. Lorenzo Clinton.

Vernon-Vernon Agrl. Soc. Sept. 12-17. Chas. Warrup, Merrill, N. Y.

Wellton-Delaware Co. Fair. Aug. 22-25. Paul G. Williams.

Waterloo-Seneca Co. Agrl. Soc. Aug. 15-18. John R. Storey.

White Plains-Westchester Co. Agrl. Assn. Sept. 6-8. Mrs. C. A. McAllister, Hotel Roosevelt, New York.

North Carolina

Asheville-Buncombe Co. Dist. Fair. Sept. 4-16. E. W. Pearson.

Durham-Am. Legion Durham Co. Fair. Second and Third. G. Thompson.

Elmboro-Cottax Free Fair. Sept. 7-9. Curtis Price.

Feltham-Firemen's Agrl. Fair. Sept. 25-30. W. D. K. George, Jr.

Fairmont-Fairmont Fair Assn. Sept. 4-9. Jack Huffines.

Goldston-Wayne Co. Agrl. Soc. Oct. 2-7. W. D. K. George, Jr.

Greensboro-Greensboro Fair. Oct. 2-7. Norman Y. Chambliss, Rocky Mount, N. C.

Greenville-Pitt Co. Fair. Am. Legion. Oct. 2-7. A. J. Grey, 6313 Sewell Pl. Road, Norfolk, Va.

Henderson-Vance Co. Colored Fair. Oct. 2-7. Brooks Hawkins.

Johns-Littleton Fair. Oct. 9-14. T. R. Walker.

Louisburg-Franklin Co. Fair. Oct. 2-7. A. H. Fleming.

Rocky Mount-Rocky Mount Fair Assn. Sept. 26-30. M. K. Selma, N. C.

Roboro-Person Co. Fair Assn. Sept. 25-30. R. L. Perkins.

Yarboro-Edgecombe Co. Fair. Oct. —. Howard V. Canick, Selma, N. C.

Williamston-Martin Co. Fair. Week of Sept. 25. W. E. Dunn.

Wilson-Wilson Co. Fair. Oct. 9-14. W. H. Dunn.

Ohio

Ashland-Ashland Co. Agrl. Soc. Sept. 29-31. James S. Atterholt.

Athens-Athens Co. Agrl. Assn. Aug. 22-25. F. B. Caldwell, R. 1, Frost, O.

Aurora-Aurora Fair. Sept. 26-29. Carl E. Carpenter.

Barlow-Barlow Agrl. Assn. Sept. 23-29. C. E. Lawton.

Bellefontaine-Logan Co. Agrl. Soc. Oct. 19-22. Carl C. Kirk.

Belleville-Belleville Ind. Agrl. Soc. Sept. 12-16. E. O. Kochheiser.

Berea-Berea Co. Agrl. Soc. Aug. 17-30. Wm. K. Kroesen.

Buton-Ozaga Co. Agrl. Soc. Sept. 1-4. Chas. A. Riley.

Cadiz-Hancock Co. Agrl. Assn. Sept. 14-16. L. H. Hager.

Caldwell-Noble Co. Agrl. Soc. Sept. 12-15. J. K. Walkenshaw.

Cantfield-Mahoning Co. Agrl. Soc. Sept. 1-4. E. H. Zieger, Central Tower, Youngstown.

Canton-Canton Co. Agrl. Soc. Sept. 4-7. Ed. S. Wilson.

Carrollton-Carroll Co. Agrl. Soc. Sept. 27-30. Leonard George, Harlem Springs, O.

Celina-Celina-Hamilton Co. Agrl. Soc. Sept. 12-16. Florence A. Patten.

Coshocton-Mercer Co. Agrl. Soc. Aug. 13-18. W. F. Archer.

Coshocton-Coshocton Co. Agrl. Soc. Oct. 2-7. G. W. Croy, Dresden, O.

Crossen-Hartford Ind. Agrl. Soc. Sept. 6-9. Clell H. Sinker, Centerville, O.

Dayton-Montgomery Co. Fair. Sept. 4-7. R. C. Halnes.

Delaware-Delaware Co. Agrl. Soc. Aug. 15-17. John Warner.

Delphos-Alen Co. Agrl. Soc. Aug. 22-26. Art O. Wulffhorst.

Dover-Tuscarawas Co. Agrl. Soc. Sept. 20-23. O. Hager.

Easton-Freble Co. Agrl. Soc. Aug. 20-Sept. 1. Wm. B. Fryer.

Findlay-Hancock Co. Agrl. Soc. Sept. 20-23. C. G. Crater, Arcata, O.

Freemont-Sandusky Co. Agrl. Soc. Sept. 5-8. Russell B. Hall.

Gallipolis-Gallia Co. Agrl. Soc. Sept. 27-30. John N. McKeay.

Georgetown-Brown Co. Fair. Oct. 4-6. Wm. M. Warner.

Greenville-Darke Co. Fair. Aug. 20-25. Frank H. Housand, Housburg, O.

Hamilton-Builer Co. Agrl. Soc. Sept. 27-30. John W. Cochran, Seven Mile, O.

Hicksville-Defiance Co. Fair. Aug. 20-25. Howard Stockman, Farmer, O.

Hilliards-Franklin Co. Agrl. Soc. Aug. 15-17. Ards A. Alder.

Jefferson-Ashtabula Co. Agrl. Soc. Aug. 15-19. E. W. Lamson.

Kentonia-Hardin Co. Agrl. Soc. Sept. 6-9. D. B. Robinson.

Lancaster-Fairfield Co. Agrl. Soc. Oct. 11-14. Russell W. Alt, R. 1, Baltimore, O.

Lebanon-Warren Co. Fair. Sept. 18-23. John T. Gorman.

Liberty-Madison Co. Agrl. Soc. Sept. 14-18. J. H. Sinclair, Hanoverton, O.

Loan-Hocking Co. Junior Fair. Sept. 14-16. Carl Wilson, Enterprise, O.

London-Fulton Co. Agrl. Soc. Aug. 20-24. Fred M. Guy, Irwin, O.

Louisville-Guy Co. Agrl. Soc. Aug. 2-8. A. S. Moulton.

McConnelsville-Morgan Co. Agrl. Soc. Sept. 7-9. Ray O. Smith, Route 2.

Mansfield-Richland Co. Agrl. Soc. Sept. 1-2. Marietta-Washington Co. Agrl. Assn. Sept. 3-6. L. E. Appie.

Marion-Marion Co. Agrl. Soc. Aug. 28-Sept. 2. Paul D. Jones.

Marysville-Union Co. Agrl. Soc. Oct. 11-14. J. A. Taylor.

Medina-Medina Co. Agrl. Soc. Sept. 7-9. Paul D. Jones.

Midpoint-Melgs Co. Agrl. Soc. Aug. 20-Sept. 1. Chas. Radford Jr., Mineralville, O.

Millersburg-Holmes Co. Agrl. Soc. Sept. 3-7. H. C. Logsdon.

Montpelier-Williams Co. Agrl. Soc. Sept. 11-14. E. H. Thompson.

Mound Gilead-Morrow Co. Agrl. Soc. Sept. 7-9. A. A. Bruller.

Mound Vernon-Knox Co. Agrl. Soc. Sept. 27-30. Henry O. Richards.

Napoleon-Henry Co. Agrl. Soc. Sept. 1-4. James D. Murray.

Newark-Fike Co. Agrl. Soc. Aug. 21-Sept. 2. S. C. Coulburn, R. 1, Granville, O.

Norwalk-Huron Co. Agrl. Soc. Aug. 23-Sept. 1. Mrs. Eufreda Crayton.

Oak Forest-Quincy Co. Agrl. Soc. Sept. 27-29. Dr. Marvin E. Hartley, Cambridge, O.

Ottawa-Putnam Co. Agrl. Soc. Oct. 3-7. Jos. L. Brickner.

Paris-Harrison Co. Agrl. Soc. Aug. 15-18. J. W. Evans.

Paoli-Paoli Co. Agrl. Soc. Aug. 19-22. Carl Leukner.

Pleasant-Fike Co. Agrl. Soc. Aug. 10-12. Frank R. Cooper.

Plain City-Plain City Ind. Agrl. Soc. Aug. 2-5. H. R. Fosst.

Rehoboth-Hiram Ind. Agrl. Soc. Sept. 15-16. H. R. Hamilton.

Richwood-Richwood Ind. Agrl. Soc. July 26-29. Dana D. Lowe, R. 2, Marysville, O.

St. Clairsville-Belmont Co. Agrl. Soc. Sept. 7-9. Wm. H. Coker Jr.

Shelby-Shelby Comm. Street Fair Assn. Sept. 7-10. Carl L. Wentz.

Sidney-Shelby Co. Agrl. Soc. Sept. 12-15. Ed. W. Harrison, Anna, O.

Smithfield-Harrison Co. Fair. Sept. 20-22. W. E. Rose, R. D. 1, Nayland, O.

Smyrna-Tri-Co. Ind. Agrl. Soc. Sept. 28-30. M. H. Fitch, Woodfield, O.

Tiffin-Seneca Co. Agrl. Soc. Aug. 22-25. C. B. Baker.

Toledo-Lucas Co. Agrl. Soc. Sept. 14-17. Chas. Glenn 411 Michigan St.

Union-Union Co. Agrl. Soc. Aug. 15-18. E. O. Ritter.

Upper Sandusky-Wyandot Co. Agrl. Soc. Sept. 12-15. Ross A. Winter.

Urbana-Campaign Co. Agrl. Soc. Aug. 7-11. John W. Yoder.

Van Wert-Van Wert Co. Agrl. Soc. Sept. 4-8. N. E. Stuckey.

Wapakoneta-Aglaite Co. Agrl. Soc. Aug. 27-Sept. 1. Harry Egan.

Warren-Trumbull Co. Agrl. Soc. Aug. 8-11. Donald R. Baker.

Washington O. H.-Payette Co. Agrl. Soc. July 26-29. Frank E. Ellis.

Wasson-Fulton Co. Agrl. Soc. Sept. 4-7. H. E. Schwall.

Wellington-Lorain Co. Agrl. Soc. Aug. 27-29. J. H. Hill.

Wilmington-Glinton Co. Agrl. Soc. Aug. 9-12. Gertrude Hank.

Woodfield-Moore Co. Agrl. Soc. Aug. 30-Sept. 1. Ralph Schumacher.

Woodstock-Wayne Co. Agrl. Soc. Sept. 12-15. W. J. Butcher.

Xenia-Greene Co. Agrl. Soc. Aug. 1-4. Mrs. J. Robt. Bryan.

Zanesville-Mecklenburg Co. Agrl. Soc. Aug. 12-14. Perle B. Elliott, New Concord, O.

Oklahoma

Anadarko-Caddo Co. Fair Assn. Sept. 13-16. Thos. M. Moran.

Ardmore-Beaver Co. Free Fair. Sept. 12-16. Lola Benjerdges.

Buffalo-Hasper Co. Free Fair. Sept. 14-16. W. E. Blaud.

Dewey-Washington Co. Free Fair Assn. Sept. 19-21. J. M. Clark.

Palmer-Major Co. Free Fair. Sept. 19-21. W. B. Handy.

Harjo-Haskell District Fair. Sept. 7-9. Grace R. Felton.

Miami-Ottawa Co. Free Fair. Aug. 21-26. H. A. Berkey.

Muskogee-Oklahoma Free State Fair. Oct. 1-8. Elmer Murray Simonds.

Oklahoma City-Oklahoma State Fair & Expo. Sept. 23-30. Ralph T. Hemphill.

Prater-Valley-Curtis Co. Free Fair. First of second week in Sept. Russell Pierson.

Tulsa-Tulsa State Fair (Stock Show only). Oct. 10-16. Wm. B. Way.

Wewoka-Seminole Co. Free Fair Assn. Sept. 12-16. W. F. Lott.

Oregon

Cashy-Clackamas Co. Fair. Aug. 31-Sept. 2. J. P. Telford, Jennings Lodge, Ore.

Condon-Gilliam Co. Fair. Sept. 8-9. Stewart Hardy.

Greenwood-Multnomah Co. Fair Assn. Aug. 21-27. A. H. Lee.

Hillsboro-Washington Co. Fair. Aug. 31-Sept. 2. Mrs. Leon S. Davis.

Lewis-Lake Co. Fair. Sept. 2-4. E. A. Fetich.

Myrtle Point-Coos Co. Fair. Sept. 2-4. L. H. Pearce.

North Portland-Junior Fair Stock Show-Olris H. Glans, Oct. 11-13. O. M. Finnum, Portland.

Ontario-Mallheur Co. Fair. Aug. 25-27. H. E. Brook.

Redmond-Deschutes Co. Fair Assn. Sept. 24-26. C. D. Colegrove.

Tygh Valley-Wasco Co. Fair. Sept. 20-30. Floyd L. Kelly, Maupin, Ore.

Pennsylvania

Allentown-Allentown Fair. Sept. 19-23. M. H. Beary.

Beaver Springs-Beaver Community Fair. Sept. 20-23. Kenneth H. Boyer.

Bethesda-Bedford Fair Assn. Aug. 9-12. A. C. Brice.

Bloomsburg-Bloomsburg Fair Assn. Sept. 25-30. Harry B. Correll.

Butler-Butler Fair & Expo. Aug. 15-18. C. M. Miller.

Centre Hall-Grange Encamp. & Centre Co. Fair. Aug. 30-31. Mrs. Samuel Orlove.

Cochranon-Cochranon Community Fair. Sept. 14-16. Chas. W. York.

Cookport-Green Township Fair Assn. Sept. 14-16. J. D. Jones, Alverda, Pa.

Dayton-Dayton Agrl. Assn. Aug. 22-26. M. E. Garner.

Delmaria-Community Fair. Oct. 19-21. N. B. Wilmer.

Eparkton-Farmers' Day Assn. Sept. 27-30. E. E. Paschall.

Flourtown-Flourtown Fair. Aug. 3-12. Wm. J. Gosa.

Fulton-Armstrong Co. Fair. Sept. 1-4. Walter H. Bowers.

Forkville-Sullivan Co. Agrl. Soc. Sept. 6-9. Reoace Burgess.

Gratz-Gratz Fair Assn. Sept. 20-23. Guy R. Klinger.

Greensburg-Harford Community Fair. Aug. 24-28. J. H. Blitt Jr.

Hanover-Forest Park Free Fair. Sept. 4-10. A. P. Karr.

Harford-Harford Agrl. Soc. Sept. 13-15. Elton Robbins.

Hatfield-Montgomery Co. Fair. Sept. 4-9. Ed Faddy.

Holidaysburg-Community Farm Show. Oct. 11-13. Glenn Brandler.

Honesdale-Wayne Co. Agrl. Soc. Sept. 19-22. E. W. Gammell.

Indiana-Indiana Co. Fair. Aug. 29-Sept. 1. Mrs. Barbara E. Jones.

Jennerstown-Jenner Fair. Aug. 29-Sept. 1. A. O. Lape, Jenner, Pa.

Kutztown-Kutztown Fair Assn. Aug. 14-19. Elmer A. P. Kinn.

Lempster-Community Fair. Sept. 20-23 or 27-29. Wayne B. Bentschler.

Laurelton-Union Co. West End Fair. Sept. 6-9. Frank Snyder.

Lebanon-Lebanon Fair. Sept. 4-9. Frank R. Diehl.

Ligonier-Ligonier Valley Fair Assn. Sept. 1-4. George P. Robb.

Luzerne-Community Fair. Sept. 6-8. O. C. Lance.

Lights-Community Show Assn. Oct. 5-7. Wm. N. Young.

Lock Haven-Glinton Co. Fair. Sept. 12-16. Roy George Hayes.

McConnellsburg-Fulton Co. Fair. Sept. 20-23. Lloyd W. Mellott.

Mechanicsburg-Grangers (Fair) Picnic. Aug. 27-Sept. 4. Roy Richwine.

Mercer-Mercer Central Agrl. Soc. Aug. 23-25. J. P. Orr.

Mill Hall-Clinton Co. Grange Fair. Sept. 4th week. J. Rex Haver.

Mount Joy-Mt. Joy Community Show Exhibit. Sept. 12-14. Mrs. Dorothy Handley.

Mount Pleasant-Pleasant Valley Grange Fair. Sept. 27-30. Eugene V. Keefer.

North Bethlehem-Farmers-Merchants' Fair. Aug. 14-18. London Stewart.

Newfoundland-Greene-Dreher Fair Assn. Aug. 31-Sept. 2. Henry O. Bojler, Greenwood.

Northampton-Twin County Fair. Sept. 14-16. H. J. E. Noble.

Oxford-Community Fair. Oct. 25-27. Beth L. Burt.

Pleasant Valley-Springfield Farm Show. Nov. 9-11. Roy H. Giesmann.

Port Jervis-Union Co. Agrl. Soc. Sept. 4-9. J. H. Book.

Shanksville-Stony Creek School Fair. Sept. 28-30. Edith Geisel.

Springettsburg-Stark Community Fair. Sept. 14-16. Teddie S. Berkey.

Stonesboro-Stonesboro Fair. Aug. 31-Sept. 4. Walter B. Parker.

Tioga-Tioga Valley Fair Assn. Sept. 4-8. Ed. H. Forrest.

Tionesta-Forbes Co. Fair Assn. Sept. 28-30. Mrs. Ida P. Brady.

Ulysses-Ulysses Community Fair. Sept. 14-16. Olive Crain.

Waterford-Waterford Fair Assn. Sept. 6-9. Ray J. Salmon.

Wattsburg-Wattsburg Agrl. Soc. Aug. 29-Sept. 2. H. M. Burrows.

West Alexander-W. Alexander Fair. Sept. 14-16. Paul Rogers.

Wind Ridge-Richhill Agrl. Assn. Aug. 22-24. Floyd Campbell.

Yellow Creek-Northern Bedford Co. Fair. Oct. 18-21. Howard P. Fox, Loyburg.

York-York Inter-State Fair. Sept. 12-16. Samuel S. Lewis.

South Carolina

Anderson-Anderson Fair. Oct. 30-Nov. 4. J. A. Mitchell.

Bowman-Bowman Community Fair. Nov. 6-11. George W. Oliver.

Branson-Hampton Co. Fair. Thanksgiving week. W. F. Hogarth.

Central-Pickens Co. Fair. Oct. 8-14. G. Max Perry.

Chesler-Chesler Co. Colored Fair Assn. Oct. 22-25. Weyman Johnson.

Columbia-South Carolina State Fair. Oct. 16-21. Paul V. Moore.

Columbia-E. D. State Colored Fair. Oct. 23-28. Dr. Frank D. Prater.

Florence-See Dee Fair Assn. Oct. 30-Nov. 4. Wm. B. Douglas.

Greenville-Greenville Co. Fair. Oct. 16-21. D. G. Holman.

Greenwood-Greenwood Co. Fair. Oct. 23-28. E. B. Henderson.

Orangeburg-Orangeburg Co. Colored Fair. Oct. 17-20. W. C. Lewis.

Owings-Mt. Carmel Fair. Oct. 11-14. Andrew Saxen.

Stox Falls-Stox Empire Fair Assn. Aug. 22-26. Al Halverson.

Spartanburg-Spartanburg Co. Fair. Oct. 9-14. D. C. Brown.

Sumter-Sumter Co. Fair. Nov. 7-11. J. Cliff Brown.

Union-Union Co. Fair Assn. Oct. 9-14. M. C. Page, Jonilda, S. C.

Walterboro-Colleton Co. Fair Assn. Week of Oct. 2. E. E. Jones.

South Dakota

Clear Lake-Dewel Co. Fair. Sept. 21-23. Fred Seeger.

Cottaburg-Potter Co. Fair. Sept. 11-13. James J. O'Connell.

Page-Montana State Fair. Sept. 4-9. P. L. Hefner.

Mitchell-Corn Palace Festival. Sept. 25-30. Corn Palace Committee.

Onida-Gully Co. Fair Assn. Aug. 24-28. O. F. Schwandt.

Parker-Turner Co. Fair. Last week in Aug. J. C. Jensen.

Tennessee

Alexandria-DeKalb Co. Fair. Aug. 30-Sept. 3. Rob Roy.

Carthage-Carriage Agrl. Assn. Aug. 15-19. W. E. Ross.

Chattanooga-Chattanooga-Hamilton Co. Interstate Fair. Sept. 14-22. Mrs. Maude H. Alwood.

Columbia-Mid-State Fair. Week Aug. 28. George L. Buchnau.

Gallatin-Sumner Co. Fair Assn. Aug. 24-26. Edw. V. Anthony.

Harrison-Hoane Co. Municipal Fair. Sept. 11-14. W. E. Scott.

Huntingdon-Carroll Co. Fair. Sept. 26-30. J. P. Walters.

Huntingdon-Carroll Co. Colored Fair. Oct. 4-7. W. A. Cox.

Lawrenceburg-Lawrenceburg Co. Fair. Sept. 18-23. Dr. E. R. Braly.

Lebanon-Wilson Co. Fair. Sept. 13-16. A. W. McCartney.

Lexington-Henderson Co. Colored Fair. Sept. 11-15. C. B. Bond.

McMinnville-Warren Co. Fair Assn. Sept. 7-9. F. J. Winton.

Murfreesboro-Mid-State Colored Fair. Aug. 17-19. Dr. James H. Patterson.

Tracy City-Grundy Co. Fair Assn. Aug. 17-19. W. N. Paris.

Treston-Gibson Co. Fair. Sept. 20-23. John R. Wade.

Texas

Corcoran-Corcoran Livestock & Agrl. Show. Sept. 12-16. Robt. G. Dilard.

Leonard-Leonard Fair. Sept. 30-30. H. H. Blackburn.

Postville-Anderson Co. Fair. Oct. 2-7. O. C. Miller Jr.

Wichita Falls-Wichita Co. Fair. Sept. 25-30. R. W. Knight.

Farmington-Davis Co. Fair. Aug. —. DeLoe Nichols.

Hisher City-Wasatch Co. Fair Assn. Aug. 18-19. Mrs. Manilla Patterson.

Karnas-Wasatch Co. Fair. Aug. 18-19.

Logans-Cache Co. Fair & Rodeo. Aug. 24-28. W. J. Crookston.

Manti-Sanpete Co. Fair. Aug. 31-Sept. 1. Rudolph Hope.

Morgan-Morgan Co. Fair. Aug. 30-Sept. 1. Gilbert Francis.

Murray-Salt Lake Co. Fair. Aug. 24-26. Chester L. Bello, Beama, Utah.

Nephi-Josh Co. Fair Assn. Sept. 1-2. Jennie Howard.

Ogden-Ogden Livestock Show. Nov. 5-9. K. P. Fleming.

Salt Lake City-Utah State Fair. Sept. 2-9. Sheldon R. Brewster.

Tremonton-Box Elder Co. Fair. Aug. 17-19. Kleon Kerr.

Vermont

Barton-Orleans Co. Fair. Aug. 17-19. P. C. Brown.

Essex Junction-Champlain Valley Expo. Aug. 29-Sept. 2. H. K. Drury.

Hartland-Hartland Fair. Aug. 24-25. Russ Perry.

Rutland-Rutland Fair. Sept. 4-9. Arthur B. Porter.

Virginia

Abingdon-Southwest Va. Fair. Aug. 23-26. C. V. Booker.

Clinton-Farmers' Fair Assn. Sept. 7-9. Leonard Mullins.

Danville-Danville Fair Assn. Oct. 3-4. C. L. Booth.

Emporia-Emporia Fair. Oct. 16-21. J. M. Garner.

Keller-Eastern Shore Fair Assn. Aug. 29-Sept. 2. J. Milton Mason.

Leroy-Page Co. Fair. Aug. 28-Sept. 2. Amos Cave.

Lynchburg-Lynchburg Agrl. Fair Assn. Proposed Dates. Week of Sept. 25. W. P. Murphy.

Lynchburg-Lynchburg Agrl. Fair Assn. Aug. 14-19. L. H. Shrader.

Manassas-Manassas Fair. Sept. 4.

J. James.

Martinsville-Henry Co. Fair Assn. Sept. 18-23. O. B. Hensley.

Petersburg-Southside Va. Fair. Oct. 3-7. R. E. East.

Staunton-Staunton Fair. Sept. 25-30. C. B. Halston.

Suffolk-Tidewater Fair Assn. Oct. 17-20. H. C. Holman.

Woodstock-Sherandoah Co. Fair Assn. Sept. 11-16. Frank M. Pravel.

Washington

Spokane-Spokane Co. Fair. Oct. 6-8. J. B. T. Martin.

West Virginia

Marlinton-Pocahontas Co. Fair. Aug. 28-Sept. 2. Fred Allen.

New Hope-New Hope Fair. Aug. 31-Sept. 2. C. P. Hylden, R. 1, Box 78, Princeton.

Petersburg-Tri-Co. Fair. Aug. 23-25. C. L. Slickle.

Sutton-Barton Co. Fair Assn. Sept. 11-13. Earle Morrison.

Wisconsin

Antigo-Langlade Co. 4-H Club Round-Up. Aug. 11-13. Ira V. Goodell.

Arbuckle-Arbutus Assn. Aug. 29-31. Theo. E. Wonnak.

Barraboo-Barraboo Co. Fair. Aug. 27-30. M. H. Schry.

Beaver Dam-Dodge Co. Fair Assn. Sept. 7-19. Forrest Knapp.

Black River Falls-Jackson Co. Agrl. Soc. Sept. 8-11. W. D. Beal.

Bloomington-Bloomington Fair. Sept. 16-18. R. J. Gates.

Cedarburg-Ozaukee Co. Agrl. Soc. Aug. 11-14. H. P. Kaul, Thiensville, Wis.

Chilton-Cabnet Co. Agrl. Assn. Sept. 1-4. T. Henry Weeks.

Chippewa Falls-Northern Wis. District Fair. Aug. 8-13. A. L. Putnam.

Chudson-Forest Co. Agrl. Soc. Aug. 29-Sept. 1. R. M. Ritter, RFD, Argonne, Wis.

Darlington-Lafayette Co. Agrl. Soc. (Race Meet). July 27-30. F. P. McConnell. (See LIST on page 77)

BIG FAIR SEASON STARTING

More Spots Than Usual

Pre-season signs suggest big trade for concessionaires but mdse. is still short

CHICAGO, July 22.—With more than 1,000 State, district and county fairs preparing to get under way in the next two months, concessionaires, both on organized carnivals and of the home guard, are reported busy stocking up on merchandise to cope with the unusually large play that seems in the offing. Of course, carnivals can't hold crowds when *Jupe Pluvius* acts up, but experience so far this season is that lush spending crowds are thronging midway in many cases despite downpours. This pre-fair season experience points the way to fair attendance of unprecedented proportions, and despite (See Fair Season Started on page 66)

MERCHANDISE TRENDS

CHICAGO, July 22.—Reports on merchandise outlets during the first week in July suggest that trade has become practically normal for the season. There was a drop in sales just before and during the holiday. Many retail outlets report that the buying public is already interested in fall merchandise. Dun & Bradstreet reported retail sales generally to be up 9 to 12 per cent over a year ago for the week following July 4. The wholesale markets in New York were still reported to have a good number of buyers, many of them returning to follow-up previous purchases. Fairs are reported to be attracting much attention.

The specialty trade is giving much attention to the announced plan which WPB will follow in returning to the manufacturer of civilian goods. A few specialty items in the first list of 124 items are included. The program presumably started July 15, and each week for a certain period will find new steps toward making civilian goods from now

on. August 15 is to be the big date, and small plants will be favored in the new plans.

Huge Demands Predicted

James H. Carmine, vice-president in charge of merchandising for Philco Corporation, predicted that sales of durable goods will leap to about \$14,500,000,000 in the first post-war year. Since 1941 there has been a "virtual vacuum" in the field of radios, refrigerators, automobiles, air conditioners and other durable goods, but particularly in the electrical appliance field. This demand will be emphasized as soon as manufacture is resumed, and should guarantee an era of good business for the industry. Carmine estimated that there will be a backlog of demand for radios of 20,000,000 to 25,000,000 sets, which compares with the industry's peak production of 15,000,000 units in 1941. Demands for refrigerators and air conditioners will be proportionately high, also. Carmine, speaking before members of the appliance industry in the Furniture Club of America at the Furniture Mart here in Chicago, added that it will take months even to stock distributors and dealers with their demands for durable goods.

Gadgets Patented

A number of novelty gadgets have been patented, and their appearance in the novelty merchandise field will be of interest to distributors. Consistent with the big future of the post-war era, manufacture of these items will create huge demands in consumer outlets. Among some of the items released by the patent office are non-akid ice-cream dishes, which have built-in cones in the center with the job of ice cream conveniently placed on top; a new type of match which is windproof so that the match head, which is placed on a fire-proof cone, is inserted in a cigarette and when the cigarette is rubbed against a surface it becomes self-lighted; with the popularity of leg make-up comes another item which makes artificial seams for legs; and a baby bottle, built-in with a thermometer that registers "too cold." (See Merchandise Trends on page 72)

Model Makers Form Trade Group; Plan Educational Set-Up

MILWAUKEE, July 22.—About 125 representatives of firms making models of airplanes, boats and trains met here recently and formed a trade association to be known as the Model Industry Association. This was the fourth annual convention for the group, and the government has already given official recognition to their products as being of the essential war industries, according to leaders in the trade.

The delegates discussed plans for a big educational program which will emphasize the possibilities of using models in schools. Trade leaders said the government had used these models to train men in the services, which was sure proof that schools could use them for the same purpose.

It was reported that schools and clubs throughout the country have become interested in models as an educational hobby. Trade members are very enthusiastic about plans for the post-war period and say that the new organization will begin to acquaint the country to the many uses of model plans, boats and other devices.

Find Jeweler Guilty For Boosting Prices

MINNEAPOLIS, July 22.—The first criminal information filed on the sale of luxury items was made here by OPA against a jewelry firm. Joseph Baugen, president and treasurer of Morris Credit Jewelers, pleaded guilty in the District Federal Court.

OPA charged that Baugen was selling his Swiss movement watches over ceiling in December and January, and that in some cases prices had been boosted to as much as \$25 above OPA regulations. Before sentence is passed the case will be referred to probation officers for further investigation.

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No. 820—3 Color Engraved, Gold Filled Heart Locket, Floral Motif, Sterling Silver Gold Plated Neck Chain. \$36.00 Doz. Same Locket as above with sterling silver gold-filled Neck Chain. \$39.00 Doz.

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Dallas Show Tops With Buyers and Biz

DALLAS, July 22.—The idea that substitute materials in novelty and gift wares were about the only merchandise obtainable for sellers of gift wares was completely dispelled here at the fall exhibits of the 10th Allied Gift and Novelty Show, held at the Adolphus Hotel July 3-7. The fall show, directed by W. H. Johnson, opened with more than 130 exhibitors, displaying some 600 lines of widely diversified merchandise. The exhibits of merchandise, presented by manufacturers, distributors and sales companies, were so extensive that the showings were spread out over the main ballroom, Parlors D, E and F of the mezzanine floor, and onto the entire seventh, eighth, ninth, tenth and eleventh floors of the hotel.

W. H. Johnson, show chairman, said "The wild buying in search of goods to meet customer demand noted up to six months ago, had disappeared from the fall gift show." Discussing the current trend in gift buying Johnson said: "The victory stuff is out. Buyers have found the public don't want it, so they are waiting patiently for the quality articles to appear again, instead of buying with their eyes closed."

Popular priced items in costume and military jewelry predominated the display of jewelry sections. Gift items for men in the service were widely displayed. They included such items as billfolds, money belts, military sets, letter cases, photo holders, cigarette cases, fountain pen sets, lighters, tobacco pouches, and utility and furlough bags.

Running concurrent with the Allied show was the Dallas Gift Show held at the Baker Hotel. More than 100 exhibitors occupied the mezzanine and three floors of the Baker. Excellent crowds attended the entire five-day showing, according to Fred Danda, director of exhibits for the Dallas show. Dates for the spring shows have not been scheduled.

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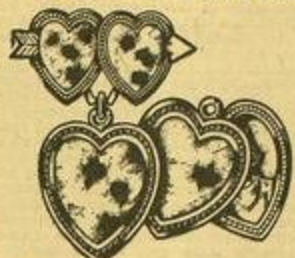
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305	ALL AROUND ZIPPER WALLET, Morocco Grain	12.00	
242	NATURAL STEER HORN ASH TRAY	3.75	
1070	PLASTIC HORSE ON GLASS ASH TRAY	1.50	
20	CLOTH YACHT CAPS, Boys' Sizes	2.00	
744	WOOD LEAF TRAY, 4 1/2" inches	2.00	
723	LARGE WOOD LEAF TRAY, 6x10 1/2" inches	7.50	
16X97P	PEARL GOLD PLATED ON STERLING LOCKET, Complete With Chain and Box	24.00	
68	PLASTIC ROLLER SKATING PINS	1.20	
79	LARGE ABALONE CRUCIFIX SHELL LAMP	24.00	
665	LARGE KING CONCH SHELL LAMP With Crucifix	24.00	
60	SCALLOP SHELL LAMP With Fisher Boy or Mermaid	15.00	

Send for Illustrated Folder of Other Souvenir and Gift Items
25% Deposit With Order, Balance C. O. D.

Goldfarb Novelty Company
"THE HOUSE OF SERVICE"
33-37 EAST 17TH ST., NEW YORK 3, N. Y.

MERCHANDISE YOU ARE LOOKING FOR

CAREFULLY SELECTED BINGO ASSORTMENTS

Many New Items—Many Hard To Find Items—Practical—Novel—In Demand.

ORDER A SPECIAL DEAL—BE CONVINCED—\$25.00, \$50.00, \$100.00 UNITS

GLASSWARE	SLUM GIVE AWAYS	NOVELTIES
Over 100 Feature Items, including Ruby, Green, Golden Glow, Crystal Rhinestones, \$3.00 to \$12.00 Gross.	Over 100 Red Hot Specials From 75¢ to \$3.00 Per Gross. Not the Regular Run—But Plenty New, Popular in Demand.	Hats, Lids, Tails, Hat Bands, Combs, Buttons, Chinese Snakes, Statues, Sewage, Pocket Knives, Lighters, Charm Key Chains, Table Novelties, Toys, Pennants, Souvenirs.
Order by Assortments. \$20.00, \$40.00, \$75.00 Units	Order by Assortments. \$10.00, \$25.00, \$50.00 Units	

LIMITED STOCKS STILL AVAILABLE

Blankets, Lamps, Smokers, Bar Sets, Enamelware, Cutlery, Toy Pottery Ware Items, Luggage, Tourist Sets, Mirrored Chests, Fancy Cedar Chests, Seaside Boxes, Framed Bowed Towel Sets, Fur Animals, Etc.

SAVE TIME—DON'T WRITE FOR LISTS—PLACE ORDERS FOR SAMPLE UNITS. 25% DEPOSIT WITH ALL ORDERS, BALANCE SHIPPED C. O. D.

IMPORTANT

Acme Premium Supply Corp.
3333 LINDELL BLVD., ST. LOUIS 3, MO.

WOOD JEWELRY

Write for our New No. 44 & 45 Illustrated Price Lists Over 100 Items

CHARLES DEMEE MFG. CO.
116-E WALNUT ST. MILWAUKEE, WIS.

HAND MADE

FRINGED PILLOW TOPS

Size 20"x20"



STYLE #1210

MADE of RAYON
SATIN and TAFFETA

\$5.25 a dozen

In Gross Lots

Sample Dozen

\$6.00 a dozen

Deposit 25% — Balance C. O. D.

Made in effective, contrasting colors in any of the following verses: Mother, Sweetheart, Sister, Wife, Mother and Dad, Friendship, Forget Me Not, Remember Me, God Bless Our Home.



STYLE #195

Pillow Tops can also be furnished of any Branch of the Service.



STYLE #1200

**LEROCK
PRODUCTS CORP.**

55 E. 11th St., New York 3, N. Y.

FAIR SEASON STARTED

(Continued from page 64)

merchandise shortages, help and other commonplace wartime headaches, concessionaires are set to give fair-goers plenty of attractive merchandise to take away from their midway stands.

Increased number of fairs that are operating this year also affords more opportunity to the concessionaires. The Uncle Sam still is using a number of the State plants, a few more of the State annuals will be operating this year as against last. Big increase in added starters this year is dominated by the county groups. Largely thru public demand and the example of success set by the fairs in that class operated in 1942-'43, scores of boards voted last winter to get into the game again. Most of them felt that by permitting lapses they had been overlooking a significant period for operation and an opportunity to do their bit for wartime morale. Sponsored events auspices are following the same cue and probably more than double the 1943 totals.

Minnesota again heads the 1944 year fair list with approximately 95 fairs scheduled. Ohio has 83, Wisconsin 73, Nebraska 71, Iowa 63, Illinois 62, Pennsylvania 57, Kansas 53 and Indiana 44. Ontario heads the Canadian province list with 27 events scheduled, with Quebec at 19 and Saskatchewan with 12 following. (See List Section this issue for complete fair lists.)

Shipping Troubles

Shortage of paperboard and containers is having its effect on shipments of goods to concessionaires. A survey of merchandise houses here reveals that firms are licking this problem, but that buyers can do much to relieve it by returning cartons to suppliers so that more goods can be shipped in them.

Supply of merchandise, however, is better than would normally be expected in times like these. Of course, concessionaires don't have the wide variety of low-priced items to choose from, but wartime substitutes crammed full of eye-appeal are still to be found. With the Pres-

SHINE IN THE DARK!

LUMINOUS FLOWERS

By Nite Glow

Large Gardenia with Bud . . . \$3.00 Doz.
Special Gardenia with Bud . . . 4.00 Doz.
Super Special Gardenia with Bud . . . 6.00 Doz.
Fine Medium Gardenia with Bud . . . 4.75 Doz.
Small Gardenia with Bud . . . 2.75 Doz.
Small Gardenia without Bud . . . 2.25 Doz.
Double Gardenia (Cottage) . . . 4.00 Doz.
Triple Gardenia . . . 4.00 Doz.
Roses . . . 3.50 Doz.
Sunflowers . . . 3.50 Doz.
Triple Tea Roses . . . 3.50 Doz.
Hair Bows on Osmb with Luminous
Gardenia . . . 3.25 to 5.00 Doz.
Double Roses (Hand Decorated) . . . 6.00 Doz.
Triple Roses (Hand Decorated) . . . 5.00 Doz.

Also Assortment of Luminous Religious Figures—Write for Circular.
1/3 Deposit, Balance C.O.D., F.O.B. N. Y.

Nite Glow Products Co.

100 W. 40th St., NEW YORK 10, N. Y.
Medallion 2-5724

PLASTIC CHARMS

for your Slum Prizes

Buy them direct from us

We manufacture and sell more CHARMS than anyone else in the whole world.

Charms in Bulk — \$4.00 per thousand

Charms in Gift Cards — \$2.50 per thousand

F.O.B. New York

\$1.00 deposit with order — balance C.O.D.

Made in U.S.A. by

SAMUEL EPPY & CO.

333 HUDSON ST., NEW YORK 12, N. Y.

MAGIC RACES

All cigarette touch 6 horses are off. See them run in test.

BIG PROFITS

Fast seller. 40 Boxes, \$1.00. Low quantity prices. Handle free.

BARKLEY COMPANY

Green Hill Place DRYDEN 3, VA.



#1284—Mexican Silver Charm Bracelet, Complete with 7 Charms. Special, \$1.35. Individually boxed \$1.50



#1284—Heavy Mexican Silver Identification Bracelet—Special \$4.50. Per Doz. \$51.00.



#1844—Sterling Insignia Ring. Each \$1.25
Sterling Insignia Ring. Locket Top, Each . . . 2.00

#1912—Gorgeous 3-Stone Ear Rings in assorted colors. An outstanding value! Per Dozen Pairs—\$6.75.



TUCKER-LOWENTHAL CO.

5 S. Wabash Ave.

Chicago 3, Illinois

Midwest Merchandise Co., Kansas City, Mo., Specials

Note—Read every line of this ad as there are many new items listed

No. 507—Bacon, Largest Size, Red Stick with Tinned Head. Gro.	\$27.00
No. 508—Cakes, Swaggers, Ass'd. Colors. Gro.	12.00
No. 511—Cakes, Parade, Med. Weight, 2 Pcs. Construction. Gro.	24.00
No. 636—Ear Bobs, Ass'd. Shapes and Colors, Plastic, Pr. on Card. Gro.	8.00
No. 609—Bomber Pin Wheel, Lg. Flashy Toy with Stick—a Proven Seller at Carnivals, Churches and for Streetmen. Gro.	11.00
No. 467—"Pin Up" Girls, Lg. Size, 13 1/2" x 9" Inches, Beautiful Artist's Sketchings, Set of 12 in Envelope. Doz. Sets	1.50
No. 745—Patriotic and Military Insignia Lapel Clips, Each with 3 Colored Card—an Outstanding Item. Gro.	1.35
No. 791—Base Ball Hero Lapel Clips, Same as Above, Each on Card. Gro.	1.35
No. 501—Oscar Jewelry, Highly Polished, Lg. Assortment, Each on Card. Gro.	18.00
No. 1007—Change Aprons, Full Size with Bib, 3 Pockets. Doz.	2.00
No. 1019—Six Military Souvenir Pillow Tops, Ass'd. Titles, Special Job Laid, All Clean Washable. Doz.	3.00
No. 1918—Silk Tops Only for Pillows, Same Description as Above, 22 Inches Square, Ass'd. Bright Colors, a Real Intermediate. Gro.	9.00
No. 1930—Salloon Darts, Pure Latex, White Only, 5 Inch. Gro.	3.00
No. 1932—Special Import Shum Assortment, 20 Gro. in Carton, No Less Sold. Per Gro.	7.5
No. 891—Special American Made Slum, Assortment, 12 Gro., 12 Kinds for	15.00
No. 882—New Section Cup Flag Holders, Complete With 4x6 Flag. Gro.	12.00
No. 882—Sewing Kit, Complete with Needle, Thread, Scissors, Etc. Gro.	15.00

Order from this ad, sending 25% deposit. We have on hand for immediate delivery a complete line of Stuffed Toys—Dolls—Plastic Stationery. Write for our New Catalog No. 44.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, 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 fox tails while they last. Tails come with two strong cords (with or without "come saying" cards) to tie to autos, motorcycles, bicycles, canes, etc. Send for free price list, or send \$1.00 for the samples of 5 various sizes. Stock going fast . . . better rush your order for immediate shipments!

H. M. J. FUR CO., 150 W. 28th St., NEW YORK CITY 1, N. Y.



This four colored HONOR ROLL

Already framed, stands on table or hangs on wall. Every Soldier, Sailor, Marine or WAC a prospect buyer. \$4.50 per dozen. Send 75 cents; will mail you a sample post prepaid. GOOD NUMBER.

PILLOW TOPS, \$6.50 and \$7.00 Dozen.

ARMY PENNANTS, \$12.00 per Hundred.

Handkerchiefs, Dog Chains and Handmade WOODEN COMPACTS AND CIGARETTE CASES. SOUVENIRS OF ALL KINDS.

25% DEPOSIT WITH ORDER. SEND FOR PRICE LIST.

WORLD ADV. NOVELTY CO.

122 E. 25TH STREET, NEW YORK 10, N. Y. PHONE: GRAMERCY 5-2174

ATTENTION! GADGET WORKERS

STAINLESS STEEL SPIRAL SLICERS

On August 1st our Stainless Steel Spirals will be ready—just in time for the fall fair season. Every Slicer guaranteed to work without bending or adjusting. Screws properly centered and securely welded. \$10.00 per gross. Quantity prices on request. Deposit of \$3.50 per gross required—balance C. O. D. Send your order today.

W. A. CLEMONS

4454 N. WOODRUFF MILWAUKEE 11, WIS.

SENSATIONAL —OFFER—

Now, Beautiful Simulated ONYX RINGS to retail for only 25¢. Hundreds of thousands sold retail for \$1. 1 Do. Assorted GOOD LUCK, CHAMPS, INSIGNIAS, STONES, Etc., on Beautiful Display Cards. Sizes: Small, Medium, Regular and Large.

SIMULATED
"ONYX"
RINGS
25¢



WORTH A DOLLAR!

JOBBERS, DISTRIBUTORS, CONCESSIONAIRES—Here's your chance to clean up! They'll sell on sight. Rush your order now!
\$18 GR. 1/3 dep., balance C. O. D.
6 Doz. Sample Order—\$10 Cash with Order.
CANDIDATE RING OUT SOON!
FACTORY ASSOCIATES, INC.
500 FIFTH AVE. N. Y. 15, N. Y.

dential election campaigns in the offing. A note of timeliness will be added to many a midway by flashing of campaign pennants, badges, buttons, bumper cards, etc. Old reliables like Hawaiian leis, plaster animals, fox tails, yachting caps, plaster plaques, billfolds, ash trays, etc., are to be had as is variety of U. S. made slum.

Lucite dresser sets, compacts, identification bracelets, whitestone rings, framed pictures, cigarette cases, etc., will flash many stands. While bingo operators aren't planning to flash as many household appliances as in peacetime, still they are finding suitable substitutes in lunch kits, decanter and ketch sets, glass coffee makers, book-rd., mixing-bowl sets, powder boxes, sunglasses sets, etc.

Idea of framing an entire stand with variations of one type item has proved successful for many concessionaires who are adapting wartime products to such specialized uses. Luminous flowers are now available in many different styles and are a swell flash to attract nighttime patronage. In addition to gardenias, roses, sunflowers and other corsage combos, glow-in-the-dark pictures, statues, crucifixes, etc., are used to round out the flash on the stands. Red, white and blue items are still pulling strong, too. Service flags and banners, swagger sticks, batons used along with hunting knives and other similar items are clicking. Stands using a south sea island motif with sea-shell brooches, pins, necklaces, ash trays, earrings, etc., are still going strong. Jewelry stands have a wide variety of items to display ranging from wedding and engagement rings to various types of attractive wood jewelry.

As always experienced concessionaires are maintaining that it's the stand with a flash that will get the big play, and old-timers are taking advantage of every opportunity to make their joints the focal point on the midway for fair-goers that through them.

THE REAL McCOY



\$3.95 Each

Honest Joe's TREASURE CHEST is the selling sensation of 1944. It's brand new; hot off the mill and ready to go. 50 original 10-cent packages. Deal taken in \$5.00; with ready, excellent profit for jobber and dealer. It's chock-full of genuine value, fun and variety. LET'S GO—ORDER TODAY! DO IT NOW.

720 Baltimore Ave. HOWARD CO. KANSAS CITY 6, MO.

SPECIALS

THIS WEEK ONLY

Sold in 5 Great Lots Only

- | | |
|---|-----------|
| Kam Ritz Cigarette Lighters | Per Gross |
| Mystery Key Ring | \$30.00 |
| Translucent Cigarette Case, Assorted Colors | 20.00 |
| Musical Horns | 7.00 |
| John Handkerchiefs | 8.50 |
| Betty Bubbles | 8.50 |
| Flip Tease | 11.00 |
| Veloc Testers | 8.50 |
| Smoker's Fun Shop | 208.50 |
| Smoker's Light Bulb | 140.00 |
| Cigarette Leads | 2.00 |
| 1/3 Deposit With Order; Balance C. O. D. All Prices F. O. B. Detroit. | |

Border Novelty Co.

405 Woodward Ave. Detroit 26, Mich.

For ANY type of MILITARY SUPPLIES

Write for Our Free Complete List.

MANHATTAN GLOVE & NOTION CO.
27 ORCHARD ST. NEW YORK CITY

WALLETS

Genuine Leather Wallets, Zipper Wallets, 3 way and 2 way around and other styles, Straight Zipper Wallets, genuine leather. Immediate delivery on all orders. Send \$10 for sample assortment.

SUPREME LEATHER PRODUCTS

17 West 20th St. NEW YORK 11, N. Y.

FOOTBALL BUTTONS and PENNANTS

HAVE STOCK FOR ALL MAJOR TEAMS
Also Can Make Up Special Orders

MILITARY PENNANTS STILL GOING OVER BIG

BIGGEST NUMBER OF THE SEASON
FOR BALL GAMES, PARADES, STOCK JOINTS
CAN MAKE SPECIAL PENNANTS FOR PARKS, CONVENTIONS
SEND \$1.00 FOR SAMPLES OF PENNANTS

DEWEY & ROOSEVELT CAMPAIGN BUTTONS 50 Ligne, \$3 per 100

6 1/2 IN. PLAQUES—PIN UP GIRLS; PATRIOTIC, RELIGIOUS SCENES, \$24.00 Gross
5 IN. PLAQUES—SPECIAL CLOSE OUT PRICE PATRIOTIC, RELIGIOUS SCENES, \$15.00 Gr.
50 LIGNE FLAG BUTTONS WITH INSCRIPTION "LONG MAY IT WAVE," \$3.00 100

- | | | | |
|--------------------------------------|---------------|--|-----------------------|
| Yacht Hats | \$22.50 Gros. | Circus Rodeo, Military Buttons, 70 Ligne | \$ 4.00 100 |
| Spanish Hats | 24.00 Gros. | Assorted Plastic Pins for Badges | |
| Ohio Hats | 21.00 Gros. | Boards | \$9.00 to 12.00 Gros. |
| Small Hats | 2.25 Gros. | 30 In. Pennant Sticks | 15.00 1000 |
| Large Hats | 6.50 Gros. | Western Plastic Jewelry | \$4.00 to 12.00 Gros. |
| Comic Bands | 1.75 100 | 3 1/2 In. Comic Buttons | 10.00 100 |
| Comic Buttons | 22.50 1000 | 24 Ligne Comic Buttons | 4.50 100 |
| Tinsel Head Swagger Sticks with Bell | 15.00 Gros. | Roy Rogers Buttons | 3.00 100 |
| Whips | 18.00 Gros. | Gene Aibon Buttons | 3.00 100 |
| | | Ribbon of all Kinds for Badges. | |

KIM & CIOFFI

916 ARCH STREET PHILADELPHIA, PA.

NEW!! NEW!! NEW!!

DON'T MISS OUT ON THIS ITEM.
BIGGEST CAMPAIGN NUMBER IN YEARS.

Vote for Dewey Vote for Roosevelt

Leather Elephant or Donkey

Will Sell on Sight

Good for Drug, Cigar or Souvenir Stores, also Newsstands and Streetmen.

Send \$1.00 for Dozen Samples Postpaid.

\$10.30 per gross
KIM & CIOFFI 916 ARCH ST. PHILADELPHIA, PA.

PREPARE FOR THE FAIRS!

FOX FUR TAILS

LOOK OVER OUR LINE OF DE LUXE SCOTTIES of Real Fur in Asst. Colors \$3.00 Each

Very small 3c and 4c Each
12 Inch. Ea. 10c
15 Inch. Ea. 12 1/2c
Extra Large 15c
Very Large 20c

With Snappy Sayings on Assorted colored Cards (as illustrated). Prices quoted are in 100 lots. Sizes are average tail length. Size quoted does not include tag-clip. All come complete with tag and tassel attached. Two different sayings on each tag. Send \$50 for 4 samples (two per postage). Remit 25% deposit with quantity order.

NO CATALOG
CARNIVAL NOV. CO., INC.
30 West 3d St., New York, N. Y.

SLUM ANIMALS

Small Standing and Sitting Dogs, Cats, Ducks, \$1.25 Gross.
Hat Bands, Assorted Snappy Sayings, \$2.00 per 100.
Small Hawaiian Leis, Assorted Colors, \$3.50 Gross.

We Manufacture All Advertised Items

AT LONG LAST

1c and 10c "Good 'n Fresh" Candy

AGAIN AVAILABLE TO LIVE DISTRIBUTORS

10c Cellophane Bags, Good Asst's 64¢ Doz. Net
1¢ 12 Count Boxes, Good Asst's 65¢ Box Net
F. O. B. Chicago. Limits Per Order, 100 Dozen Bags and 100 Boxes. No C. O. D.'s, Please.
Terms: Full Net Cash With Order. Write for Full Details.
CASTERLINE BROS., 2030 Sunnyside Ave., Chicago

FUR COATS

JACKETS—CHUBBIES
LARGE assortment of NEW 1944 outstanding creations. Perfect quality. Excellent workmanship. Distinctive. Latest the fare of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and adding fun to your life. Catalog and Price List. It's FREE. **SEND TODAY** for our New Illustrated Catalog and Price List. It's FREE.
S. ANGELL & CO. Manufacturing Furrier
234 W. 27th St. (Opp. S.I.), New York 1, 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.

LADIES' FULL FASHION HOSE

45 Gauge 75 Denier Real Sheer, "Grade A" seconds of a very high grade Rayon Silk Hosiery, sizes 8 1/2 to 10 1/2, 1/2 Oz. packing. Latest shades. \$2.50 per Dozen Pair; for Sample Dozen add 25¢ postage.
FALLS CITY MERC. CO.
NEW ALBANY, IND.

BOX 905

BIG CATALOGS SHOW TRENDS

FREE—LEVIN'S 1944 CATALOG—FREE

With an Order Selected From This
CONCESSIONAIRES' PRICE LIST

American-Made Slum

	Gr.
Paper Flag Bow Pin	\$.90
Plastic Thimbles	1.20
Lead Pencils, Full Length	1.44
Bean Blower, 10 in.	1.00
Jitter Beans, 200 Pack, Box	1.70
White Metal Wedding Ring	1.00
Plastic Charms with Tassels	1.10
Transfer Pictures	.90
Comic Hat Bands, Per 100	2.00
Comic Penknives, 1 1/2x2 1/2 in.	.75
1 1/4" Comic Buttons, Per 100	2.25
1" Comic Buttons, Per 100	4.00
Mirror Memo. Books	4.50
Monkey Mirror, 2 1/2x3 1/2 in.	2.95
Pat. Badges, Carded, Per 100	.90
Colored Tin Clips, Per 100	.60

Ball Game Merchandise

10" Car Tails w/ Comic Card, Per 100	\$4.50
9/12" Fox Tails w/ Ribbon Ties, Per 100	10.75
12/15" Fox Tails w/ Ribbon Ties, Per 100	12.75
16/18" Fox Tails, Per 100	16.00
Yacht Caps, Junior Sizes	24.00

Bingo Merchandise

	Each
Wood Frame Glass Tray, 9x17"	\$1.00
Stoneware Casserole, 6 Pack Ctn.	2.16
Stoneware Cookie Jar, 6 Pack Ctn.	2.40
Gold Frame Mirror, 11x14 in.	1.35
Wood Mag. Rack, Walnut or Maple	1.15
Vacuum Type Glass Coffee Maker	.98
Drip Type Glass Coffee Maker	.95
Floata, 4-Piece Ref. Set	1.10
Colored Pictures, Wood Frame, 16x20"	1.10

Prices F. O. B. Terre Haute, C. O. D. Orders Must Be Accompanied by 25% Deposit. Hundreds of Other Articles of "Wanted Merchandise" Are Shown in Our Latest 1944 Catalog—Write for Your Copy Today.

LEVIN BROS. Since 1886 Terre Haute, Indiana

FLASH

EYE-APPEAL

15 JEWEL MILITARY STYLE WRIST WATCH

- Yellow Gold Rolled Top
- Stainless Steel Back

This Watch is an Exceptionally Thin Model That Will Sell Very Fast. ORDER NOW WHILE THEY LAST.

25% Deposit Balance C. O. D. **\$23.75** Each

2% Discount With Full Remittance

MARLENE SALES

105 N. Clark St. Chicago 2, Ill.

CEDARWOOD JEWELRY

Genuine Aromatic Red Cedar. 40 Distinct Styles. Hand-Painted and Some Plain. Heavily Lacquered. Lustrous Finish.

!!! Extra Special Feature !!!

Large Deluxe Cedarwood Heart

With Black Silk Ribbon, \$1.70 Per Doz.

SAME with 18" CLEAR PLASTIC CHAIN at Slightly Higher Price.

"If It's Cedarwood Jewelry You Want, See Us First"

McLEAN SPECIALTIES 258 E. Vernor Highway Detroit 1, Mich.

Distributors for the Burgess Vibro-Tool—

Engraves on Wood, Metal, Plastic and Glass, \$7.50 ea.

DYNAMIC SUMMER PACKAGES



BOX CANDY

(\$2.90 PER DOZ. AND UP)

for OPERATORS—FAIRS—PARKS—CONCESSIONS
Tasty, delicious assortments; quality goods. Attractively packaged.
Accepting orders for delivery NOW. Please state your business.

WRITE

Illustrated Circular and Price List.

WIRE

GOLDWYN COMPANY 731 PLYMOUTH CT. CHICAGO 5, ILL.

Mdse. Trade Watching Cue

More prominence given to jewelry, furs and watches in all the big books

CHICAGO, July 22.—The fall and winter catalogs of the four big general mail order firms here, recently put into the mails, have attracted wide attention in business and in the specialty merchandise trade. When merchandise shortages began to be felt early in the war the mail order catalogs were watched carefully to see what effect the lack of goods had on these firms that have such stupendous buying power. Because the catalogs must anticipate supply as well as demand some months ahead, they were also watched by manufacturers, jobbers and retail outlets in all parts of the country to see what would be offered in the catalogs and also what explanations would be made about shortages.

When the catalogs began to enter the mails here recently the financial pages of newspapers and trade papers of all kinds began to bristle with reports and analyses of what the big books show about merchandise. While the catalogs feature staple consumer goods, yet they are also a veritable variety store of specialty items. Each issue of the catalogs presents all the popular gadgets and smaller firms in the specialty field can get a broad general view of what the public may be buying.

The Sears, Roebuck & Company catalog apparently was ready for the mails first and newspapers published rather complete reports on what was missing from the catalog this season as well as what it would feature. This week the Chicago papers were reporting that all four of the big mail order houses had their fall and winter catalogs ready and that some definite merchandise trends were indicated by the arrangement and contents of the books.

Catalogs Analyzed

The specialty trade was attracted by the report that the new Montgomery Ward catalog of 996 pages gives a boost

WILSON "WALKIES"

THOSE SELF-WALKING MINIATURES
They walk on their own paws



The sweethearts of the toy world—the old are as keen for them as the youngsters. Ten current characters—PENGUIN, DOUGH-BOY, RED CROSS NURSE, SAILOR BOY, LITTLE RED RIDING HOOD, PA & MA BUNNIES, CLOWN, MAMMY and old SANTA CLAUS. Fastest sellers out. We could not begin to fill our orders last season—get in time this season. Any pair you wish, \$1.00; any four characters, \$1.50. The complete set of 10 characters, \$4.00. Gross price—to dealers only, \$3.00. All quotations mean delivered to your door. GET YOUR ORDERS HERE—No C.O.D.'s—None sold outside the U. S. proper.

WILSON "WALKIES"

12 Wilson Bldg., Crestline, Ohio

GENUINE FUR COATS JACKETS AND CHUBBYS!

245 Fashionable Perfect Quality Beautiful Styles, Large Assortment Caraculis, Sealine, Minkette, Silvertone, Brown, Black Sable Coverts, Maroones, Hoses 12 to 46. If not satisfied, money refunded within 3 days. Write today for FREE illustrated catalog and price list. SELLING "WANTED" ROSE FUR CO., Dept. P-23 20 W. 27th St. New York

LOWEST PRICES

3 "BEST SELLERS"

GENUINE LEATHER TIGHTWAD



Smallest modern billfold, equally liked by men and women for carrying paper currency in suits, slacks or in pocket books.

GENUINE LEATHER COIN PURSE



Will be in great demand for ration tokens. They arrive in assorted colors.

GENUINE LEATHER CIGARETTE CASES

with PICTURE FRAME.

Come in assorted colors, and are mounted on a 2 color display cards.



R. A. GUTHMAN & CO.

600 W. JACKSON BLVD. CHICAGO 6, ILL.



#5812—Beautiful Pins of Pink Metal in assorted styles and colors. A marvelous value! Per Doz. \$6.75.

TUCKER-LOWENTHAL CO.
5 S. Wabash Ave., Chicago 3, Ill.

FUNNY BUSINESS NOVELTY FUN CARDS

Bigger and better sellers with big profits in Trick Store, Newsstand, Party Avenue, Park Stands, etc. Sample packages and prices, 10c. Write today. NATIONAL SPECIALTY SUPPLY CO. Box 501, Cincinnati 1, Ohio

NANCO

INCORPORATED

BARGAINS

Prize Booth—Concessionaire



MOTHER OF PEARL NOVELTY PINS
 Garrison Cap, Bullet, Torpedo. All insignia.
\$2.70 A Dozen
\$30 a Gross



LAPEL PINS
 Sterling Silver. Army, Navy, Marine.
\$1.75 A Dozen
\$18 a Gross
 SEND FOR LIST OF ITEMS NOW REDUCED FOR QUICK SALE.
 25% Cash With Order—Balance C. O. D.

NANCO, Inc.
 221 Fourth Ave.,
 New York 3, N. Y.

LUCKY DOGGIE PIN

GENUINE LEATHER

With beautiful gilt bar and mounted on individual caps. Can be had with a nose of towie... or any name desired. attractively lettered in gilt— in gross lots only for each name.

\$10.50 per gross
 Send \$1.00 for Samples.

Can be had without name at special price. **PREMIUM BUYERS and QUANTITY USERS**, Write for Special Prices.

NAT FLIEGELMAN
 1263 N. Paulina St. Chicago 22, Ill.

RAZOR
DOUBLE EDGE • SINGLE EDGE
JOBBERS—DISTRIBUTORS—AGENTS
 We are pleased to be able to offer you a complete line of high-class razor blades, including such popular brands as

FAN—CITY—and OFFICIAL

Razor Blades and many other fast sellers. Send \$1.25 for a sample carton or write today for special "jobbers" prices.

MIDLAND SALES & DIST. CO.
 757 W. 70th Street Chicago 20, Ill.

GENUINE AROMATIC CEDAR WOOD JEWELRY
FOR ENGRAVING
Assorted Numbers \$10
Catalogue Free
 Lucite Hearts With Flat Bar Brooches, Sample, 30¢; Dozen, \$4.50

MILLER CREATIONS
 Office: 626 Kenwood Ave., Chicago 37, Ill.
 Factory: 2722 Lincoln Ave., Chicago 14, Ill.
 Phone: Lincoln 4384

BLADES

WANTED—ALL KINDS OF BALLOONS

Any quantity. Sizes 6-T-8-9-10-11-12. Send Samples and Prices.

ATTENTION, NOVELTY MEN—If you quit business contact me. I'll buy. Can use any "surplus" for novelty joints. In the market all the time.

BEN STONE, Concessionaire
 406 S. Main St., Rm. 101, Los Angeles, Calif.

to jewelry and wrist watches by offering plenty of items and also indicating a decided trend to quality articles. Fur coats are also offered in the higher brackets. The catalog offers watches up to \$800 and diamond rings up to \$5,000. This is regarded as something novel in a book that is designed for a vast market based on economic buying. A number of electrical gadgets are missing in the new book.

The Ward book seems to show the most definite plan to sell higher priced goods. Sears planned their book so that whole sections could be left out if merchandise supplies suddenly disappeared.

Chicago Mail Order and Spiegel combined their Christmas gift goods in the regular fall and winter catalog. The special gift supplements may be issued later if goods become available, it is reported. The Spiegel book attracted attention because it offers more furs, jewelry and watches than in previous catalogs. All the big houses are making important post-war plans, and some of them in the retail outlet field, indicating a general optimism for the future.

Still Hearing Reports of Furniture Market Results

CHICAGO, July 22.—The reverberations from the recent furniture market here still show that it was not a great success. However, some important business was done, and Chicago this week had cleared the way for the Democratic convention. The wholesale houses here are also getting ready for the thousands of buyers who will continue to come into the city after the second political convention is over.

Government officials had asked that sight-seers and people on ordinary business should stay away from the city until the convention ended. Wholesale houses here in most lines report that shortages will be in evidence more than ever. Also a good deal of attention is being paid to plans of WPB to remove restrictions on materials, and it has been noted that some retail buyers are holding up their purchases to see what happens.

JOKES & TRICKS
THE FAD IS SWEEPING THE COUNTRY

SPECIALS

Smoking Powders, Extra Strong	Dozen	40	\$3.25
Hot Soaps, Very Funny	Dozen	50	4.40
Bleedy Soap Powders, Funny Jokes	Dozen	50	4.75
Cigarette Bitters, for Burners	Dozen	40	3.25
Hot Pepper Gum, Chile Form	Dozen	50	3.50
Hot Pepper Gum, Scotch	Dozen	50	3.75
Hot Powder, That Leaky Joke	Dozen	40	3.25
Ventrilo, Voice Throver	Dozen	50	4.50
U. Getta Go Gum—U. Getta Go	Dozen	50	4.40
That Dirty Joke, Spider Puzzle	Dozen	50	4.50
Fresh News, They Are Funny	Dozen	40	3.50
Riddle Puzzles, It Can Be Done	Dozen	50	3.50
Snow Storm Pills, Plenty Fun	Dozen	50	4.40
It Sinks—For Cigarette Burns	Dozen	50	3.50
Lovers' Gards, They Sell Good	Dozen	50	3.50
Rooster Dog With 3 Pills	Dozen	50	3.95
Rooster Dog Pills, Six in Pkg.	Dozen	60	4.95
Cheese Laundry Ticket Trick	Dozen	60	5.75
Daddy Banz Roll, Stage Money	Dozen	50	4.40
Wine and Water Trick	Dozen	50	4.25
Trick Snake Matches, So Funny	Dozen	50	4.25
Drop-Down, Large Dirty Pill	Dozen	50	3.95
Shooting Book Matches	Dozen	50	3.05
Shooting Cigarette Leads	Dozen	50	4.95

Send 25% With Order, Balance C. O. D.

HARRY SCHWAMM
 Job-Trix Manufacturer-Jobber
 237 East Ninth St. New York City

GENUINE AROMATIC CEDAR WOOD JEWELRY
FOR ENGRAVING
Assorted Numbers \$10
Catalogue Free
 Lucite Hearts With Flat Bar Brooches, Sample, 30¢; Dozen, \$4.50

MILLER CREATIONS
 Office: 626 Kenwood Ave., Chicago 37, Ill.
 Factory: 2722 Lincoln Ave., Chicago 14, Ill.
 Phone: Lincoln 4384

Rebuilders Since 1912 **MILITARY WATCHES**
 In Heavy Sterling Silver, 14 K Thread Sealed Cases, Good Lever Movements. \$ to \$15. \$2.00 Disc. One Ounce to New Accounts. Other Assortments, \$25 Doz. Up. No correspondence for quantities; \$10 deposit Required. No cash!

ZUSSMAN'S
 207 W. Grand Ave., Phila. 23, Pa.

Demonstrators—Pitchmen
ENGRAVING JEWELRY
 Signet Rings, Rings, Lockets, Identical, custom Bracelets, Anklets, Dog Chains, Rings, Stone Rings. Immediate Delivery. Samples \$15.00.

JACK ROSEMAN CO.
 807 Fifth Ave., N. Y. C.

HEADQUARTERS FOR FAST SELLING PHOTO FRAMES.

MODERN-CRAFT
 Book Style Leatherette
 Beautiful - Deluxe - Rich

Stimulated leather with soft padded covers. Reinforced construction. Modernistic gold border design. MODERN-CRAFT FRAMES featured by leading stores, studios. Choice of Brown, Blue and Ivory. Celluloid photo covers included.

Single	Double
3 1/2 x 4 1/2	4 x 5
..... \$ 6.75 dz.	\$ 6.90 dz.
5 x 7 8.60 dz.
8 x 10 11.10 dz.

WOOD FRAMES—UNUSUAL VALUE
 Gold or Silver Branded Finish

Features a new type of telescope stand adjustable to set frame vertically or horizontally. Fine two-tone gold or silver finish—very attractive—the type of frame that will profit you to feature. Has patented corner-lock back—makes framing easy, and holds picture firm. Fitted with glass.

5x7 Size Only 60¢ Each
8x10 Size Only 85¢ Each

Large 12x15 Size
 Has 8x10 mat, comes only in gold. Very attractive—furnished with either vertical or horizontal easel and
Price only \$1.25 each

WRITE FOR OUR MONEY-SAVING CATALOG
 Featuring Plastic, Leatherette, Wood Frames, Gold Plated Metal Frames, Easel Photo Mounts, Etc. 25% Deposit With Order—Balance C. O. D.

H. MEINHARDT & CO.
 4527 RAVENSWOOD AVE.,
 CHICAGO 40, ILL.

A BIG SELLING LINE OF BOOKENDS AT RARE POPULAR PRICES

Made of terra cotta composition, beautifully handpainted, in natural colors, works of art in every detail, animals looking as if they were alive. The original models of these bookends were made by a sculptor of unusual talent. Size from 6 to 8 1/2 inches high. Weight from 32 to 36 lbs. per doz. pairs.

PRICE \$18.00 PER DOZ. PAIRS
 Packed 1/6 doz. pairs per number in carton. The doz. may be assorted among six numbers if desired. Please see our Price Lists K #231 & 239.

#4286 K Race Horse, 7 1/2 inches high, weight 60 lbs. to the doz. pairs, \$18.00 per doz. pairs. One doz. smallest quantity sold, but may be assorted among all numbers.	#4103 K Russian Wolfhounds in bronze finish & colors	#4102 K Boston Bulls
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We carry a tremendous assortment of GIFT GOODS, ranging in price from \$1.80 to \$90.00 per dozen. Set K of fully illustrated price lists will be mailed to any re-seller on application.

LEO KAUL IMPORTING AGENCY INC.
 115-119 K SOUTH MARKET ST. CHICAGO 6, ILL.

Special! WHILE THEY LAST

CIGARETTE LIGHTER AND BILLFOLD COMBINATION

Here it is! The buy of the year! A beautiful all metal mechanical windproof cigarette lighter and alligator calf white and dark saddle black goat, all leather billfold—both for only **\$24.00** per dozen. Set is packed in individual gift boxes. A sure-fire repeat item... Send your order in today. Rated firms shipped open account, others C. O. D. 25% deposit with order.

LOCKET
 Genuine mother of pearl, gold on sterling locket, boxed in attractive picture frame **\$30.00** Per Doz. Only.....

MARLENE SALES
 105 N. Clark St. Chicago 2, Ill.

Fast Selling Magic Novelty of the Year
Isely's ANTI GRAVICO

BORROWED bottle full of Water is held UPSIDE DOWN. Now Pencils, Matches, etc., are pushed UP into the water, YET **WATER WILL NOT POUR OUT**

No skill required, no preparation, anyone can do it. **GREATEST GRAVITY DEFYING TRICK EVER INVENTED**

Magic fans buy it on sight—terrific seller—big profit. Magic, Novelty Stores, Jobbers, send \$1.00 for sample and particulars. Full refund on first order.

ISELY'S MAGIC STUDIO
 1715 EUCLID AVE. CLEVELAND 15, OHIO

CARNIVAL AND PARK SPECIALS

Our buyers have scoured the markets for merchandise
CARNIVAL SPECIALS

	Per Gross
Hawaiian Lei, Med. Size	4.00
Medium Size Plaster Dog, Etc.	6.50
Red, White and Blue Tissue Shakers	6.00
Spotted Tails with Comic Cards, Per 100	4.00
Jumbo Fox Tails with Comic Cards, Per 100	23.00
White or Blue Yacht Caps, Doz.	1.90
Animal Shaped Glass Liquor Bottles, Per Case (36)	9.00
U. S. Weighted Darts, Doz.	1.20
8 Ft. Fire King Hoop-La Hoops, Doz.	.55
8 Inch Hoop-La Hoops, Doz.	2.50
Knife Rack Rings, Per 100	2.50
Shooting Corps, Per 1000	2.25

	Per Gross
Paper Flag Bows	9.00
Felt Wincrack Pennants	.95
Comic Paper Masks	1.00
Engraved Wedding Rings	1.00
Muslin Flags on Sticks	1.15
Plaster Dogs, Ducks, Etc.	1.25
Plastic Thumbies	1.20
Cloth Flag Bows	1.35
Leath Pencils	1.85
Humorous Mirror Folders	2.95
Mirror Memo Books	4.50
Comic Buttons, Per 100	2.25
Motto Buttons, Per 100	1.25
Powder Puffs	3.00
Jumbo 14-inch Pencils	6.00

ASSORTED IMPORTED SLUM

10 Gross for \$9.50

Order from this ad. All prices F. O. B. Indianapolis. No order shipped C. O. D. without 25% deposit.

KIPP BROS., 117-119 S. Meridian Street, Indianapolis 4, Ind.

C. E. D. Says Surplus No Real Worry; Only 2 Mos. Retail Sales

NEW YORK, July 22.—The Committee for Economic Development issued a statement this week that may be of comfort to some merchandise circles that have been distressed about government surpluses. It may be especially encouraging to small manufacturing firms that have contemplated making small articles and yet have feared that government goods would glut the market for many months to come.

The CED estimates that in spite of the great volume of government surplus goods, it will now equal only about two months of the total volume of sale regularly passing thru retail stores. The organization estimates that surplus goods probably will not exceed \$60,000,000,000 value, although some estimates have placed the total at about \$70,000,000,000, which has been said to equal the total annual production of civilian goods for one year in this country.

The CED takes an encouraging view on most angles of the government surplus question, saying that even the excess plants will not be the serious problem to business that many had anticipated. The CED has recommended that no merchandise stocks be frozen for long periods, but on the other hand that dumping and cutting of prices be avoided by timing the releasing of the government goods on the market.

ASTOUNDING BUYS

Offered Subject Prior Sale
EXCITING VALUES TO REDUCE STOCK

BABY DOLL SPECIAL	Real value \$1.00	DOZEN	\$13.50
SLEEPY HEAD DOLL	Buy them while you can	DOZEN	36.00
\$1.00 BANG TELEPHONE	Very good buy, boxed, Special	GROSS	42.00
TOILET WATER	Looks like \$2.00 value	Very good buy, boxed	18.00
\$1.00 SET, Perfume and Toilet Water	Very exciting value	GROSS SETS	24.00
DESK SET, Fountain Pen on Stand	DOZEN COMPLETE	HUNTING KNIFE, An excellent thing, High quality and in leather sheath	35.00
FLAG BOW PINS, An excellent American product, It's a terrific seller	10 GROSS		12.00
POCKET LIGHTERS	DOZEN		3.00
CIGARETTE HOLDERS, 1 dozen on a card	GROSS		4.50
PLASTIC CIGARETTE	GROSS		19.80
RAZOR BLADES, Double Edge, 5s. Factory value	1000 BLADES		4.50
RAZOR BLADES, Double Edge, 5s. First	1000 BLADES		5.50
DOUBLE EDGE RAZORS	GROSS		10.50
SHAVING or DENTAL CREAM, In tubes, It's terrific	10 GROSS		50.00
RUBBING ALCOHOL, First class	GROSS		15.00
PETROLEUM JELLY, 8 Oz. or POMADE, 3 Oz.	GROSS		9.50
PEROXIDE, 4 Oz. GR. BOTTLES	FIRST-AID STRIPS, 8 1/2" wide, 10 GROSS	PACKAGES	22.50
GAUZE BANDAGES, Individually boxed	GROSS		2.75
SANITARY BELTS, Stock 500	Gross, SPECIAL	GROSS	7.20
BABY PARTS at 1/2 price	GROSS		24.00
TOOTH BRUSHES, Worth lots more	GROSS		8.45
B-COMPLEX Vitamin Tablets	144 2oz PACKAGES		14.40
ASPIRIN TABLETS, 5 Grains, 12 1/2 GROSS			1.95
ASPIRIN TABLETS, 5 Grains, 100s, EXTRA Special	10 GROSS		85.00
FIZZ-A-DE, Each package makes 100 of 50,000, 1/2 packages (figures 150 per 100 envelopes)	LOT		75.00
POCKET COMBS, 100 ROUNDS	GROSS		30.00
DRESSING COMBS, Transparent 7 inch, It's terrific	10 GROSS		67.50
SIDE OR TUOK COMBS, For hair bows, etc.	10 GROSS		12.50
BOBBIE HAIR PINS, Carded, 12	GROSS		65.00
BOBBIE HAIR PINS, Enamelled, A tremendous bargain, Over 200 to a gross	100 ROUNDS		195.00
NEEDLE THREADERS, An Extra Special	10 GROSS		6.50
STEEL SCISSORS & Sewing Machine Taps	CARTON 384 PIECES		10.50
SHOE BUFFERS, Lamb's Wool	GROSS		8.50
SHOE POLISH, In Tubes, GROSS			4.00
MEN'S HOSIERY, Firsts, A buy if there ever was one	DOZEN		27.50
PAINTS, Gold, Silver, Black Touch-Up Enamel; Paint & Varnish Remover, Crack Filler, Gaskets, Cement, China Handle Cement; Shellac, White & Orange; Japan Dry, Lacquer Thinner, First Quality Glue-Out, 80 Gr. Lot, PER GR. \$6.00			

Order from this ad... Hurry... 25% discount with all orders.

MILLS SALES CO.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

EXTRA SPECIAL HIGHEST QUALITY — MONEY BACK GUARANTEE
EXPLODING MATCHES — Stick Form Packed 6 Doz. in Attractive Display Box
12 Sticks in Miniature Package, \$5.95
144 Packages GROSS
EXPLODING BOOK MATCHES, \$4.70
Packed 4 Doz. in Box GROSS
Special Prices in Quantity Lots On All Mchcs. WATCH FOR OUR 3 BRAND NEW NUMBERS NEXT WEEK
ERNIE'S ENTERPRISES
25 PINE ST. ST. LOUIS 1, MO.

PILLOW TOPS
Beautiful assortment of colors and designs. Satin fronts and backs with fringe. All packed in individual boxes for mailing. We have them in the following verses: Sweetheart, Mother, Sister, Wife, Mother and Daughter, Brother and Sister, Remember Me, Per Dozen, \$3.50. Samples order of one-half dozen, \$2.00 assorted.
ALLIED DISTRIBUTING COMPANY
121 S. 7th St. Louisville 2, Kentucky



31 AMERICAN LEIS, Gross \$3.25.
32 AMERICAN LEIS (large), Gross \$6.50
We carry a complete line of Plastic Slum, Glassware, Metal Slum from \$1.25 Gr. up. Cans, Batons, Swaggers, Hat Bands, Baseballs, Felt Hats, Wallets, Fountain Pens, Beacon Blankets, Stuffed Animals, Dolls and a complete line of BINGO and Carnival Merchandise.

M. GERBER, INC.
Underselling Streetmen's Supply House
505 Market St., Philadelphia, Pa.

NOVELTIES GORDON'S
From

Carnival Whips	Dozen	Gross
Giant Fox Tails \$1.75	\$2.00
Baseball Caps 1.50	21.00
Wedding Rings 1.10	12.00
Candy and Nuts (50-100)50
Good Luck Charms (Each on a Card) (\$6.50 1000)	
1 1/2" Comic Buttons (\$2.00 1000)	
2 1/2" Comic Buttons (\$4.50 100)	
Comic Hat Bands (\$1.75 100)	
Football Charms	Dozen	Gross
Army & Navy Strap Buttons \$1.50	\$2.50
Ye Yo Tops75	.80
Miniature Felt Hats (Crown Paper) (\$3.00 100)70	8.00
Rubber Point Pencils75	2.50
Pistol Packer's Key Holder75	2.50
Comic Post Cards (\$4.50 1000)	

One-Half Deposit With All Orders.
GORDON NOVELTY CO.
933 Broadway New York 10, New York

GENUINE FUR COATS, JACKETS & CHUBBYS
\$2 Deposit will hold your Coat or Jacket until you see it. Large assortment full skins and plaid dyes. \$14.50 up. Jackets, \$8.00 up.
Buy direct from well-known firms. Brand new furs, 1948 fashions. Large assortment full skins and plaid dyes. Oneys; striped Minnie-Jelle; Bobbie; Blended Coats; Brown, Silverstone; Racoon; Genuine Skunk, Foxes, Opossums. Fancy linings. All sizes. Money returned within 30 days if not satisfied. Send for free catalog and price list. Agents wanted.
AL FEDER FURS
150 West 28th St. New York, N. Y.

5,000 ITEMS AT FACTORY PRICES
Gum, Candy, Pins, Needles, Balloons, Sanitary Goods, Drugs, Toilet Articles, Automobile Supplies, Dry Goods, Specialty Merchandise and many other items. Write for list.
BLAKE SUPPLY CO.
LITTLE ROCK, ARK.

New! GLOWS in the DARK
GLO-ART LUMINOUS PICTURES
A NEW SENATIONAL SELLER. Beautiful reproductions of GLAMOUR GIRLS, FLOWERS, RELIGIOUS SUBJECTS, ETC., that glow in the dark with fascinating, breath-taking beauty. Equally attractive under flick, fluorescent, colorful glass frames which harmonize with the beautiful colors of each picture. Size 10" x 12". Pinned for hanging. Packed 1/2 dozen to the box. Patent Pending.
\$7.80 PER DOZEN
No Order Less Than Two Dozen
5 ASSORTED SAMPLES.....\$5.00
1/3 Dep. With Order—Bat, C.O.D.—F.O.B. New York City.
DETAILS OF OTHER MADISON PRODUCTS UPON REQUEST.
Manufactured Solely by **MADISON MILLS, 303 Fourth Ave., New York 10, N. Y.**
Established 1913

JOE KERR JR. presents
SLUM—JOKES AND NOVELTIES

Army-Navy Wing Pins \$3.25 Gr.	Metal Spoon Dogs & Pills	\$2.00 Doz.
Snake Plates, Imp. 1.00 Gr.	Maple Smokes From Fingers	1.75 Doz.
Snake Books, Imp. 1.50 Gr.	Breast Powder 3.25 Gr.
Overalls Hats 1.80 Doz.	Comic Will Letter (Real Funny) 2.50 Gr.
Comic Buttons—1 1/2" 2.50 Per 0	Jockey Puzzle 2.75 Gr.
Trick Soap, 40 Dz. 6.75 Gr.	Comic Felt Wall Pats 3.00 Per 0
Trick Soap Powder, 40 Dz. 4.50 Gr.	Small Card Trick, 24 Card 1.20 Oz.
Slit—Cup & Saucer Joke 75 Dz.	Hot Seats, 50 Dz. 5.50 Gr.
75 Dz. 8.75 Gr.	Black Widow Spider Pin, 75 Dz.
Wood Painted Brooches (Fast.) 90 Doz.	Comic Baby Wall Plaques 1.50 Doz.
Earrings to Match Above 90 Doz.	Send for Complete Price List of Jokes, Tricks and Magic.	

JOKER Novelties
TRICKS - JOKES - PUZZLES
926 BROADWAY NEW YORK CITY

SALESCARDS
You can get any style, size, type or shape of Salescard from us. We are the largest Salescard MANUFACTURERS and carry the biggest stock in the world. You can get fine cards, fast service and lowest prices from us always. And you can also get special cards made to your own special design. Just tell us what.

FUND-RAISING TYPE DIE-CUT CARDS NOW AVAILABLE FOR FRATERNAL AND CAMPAIGN DRIVES
Special: 600-Hole Big Display Cards with 4 Colored Sections only 14c. You save plenty by using them instead of boards during paper shortage.
Get our free catalog listing hundreds of cards. Get it today. Write right now to
W. H. BRADY COMPANY
Manufacturers
EAU CLAIRE - - - WISCONSIN
Salescards, Push Cards, Jacket Cards, Fraternal Fund Raising Cards

STUFFED TOYS AND DOLLS
DOGS — BEARS — CATS — ELEPHANTS — LONG FUR — SHORT FUR
DOLL WITH AND WITHOUT MOVING EYES — ALL SIZES.
COMPLETE LINE OF PREMIUM MERCHANDISE.
WRITE FOR LIST.
WISCONSIN DELUXE CO.
1902 N. THIRD ST. MILWAUKEE 12, WIS.

VERD-RAY
ARE YOU FAMILIAR WITH THE NEW INCANDESCENT LAMP?
SAVE ELECTRIC CORP., Toledo 5, Ohio

Attention!
Direct-Positive
PHOTOGRAPHERS



PHOTO MIRRORS
GLASS FRAMES
Including Patriotic Designs

NOW IN STOCK
Sizes From 1 1/2x2 to 8x10

Same Day Shipment While Stock Is Available.

Send for Circular

AUTOMATIC MIRROR CO.
133 Mercer St., New York City

Campaign Buttons
Are Casualties

WASHINGTON, July 22. — Attention has been drawn to the probability that the famous campaign button will be among the war casualties this year. The political committees are giving much space to this prospect in raising the question of what the campaign will be like if the buttons are missing. A radio commentator recently tried to stir up a minor controversial issue, saying that one button manufacturer in Chicago was already making buttons with the slogan "I want Roosevelt," when materials for such buttons are known to be very scarce.

Suggestions have been made that paper might be used for making buttons and yet buttons cannot be used without a pin, and wire for pins cannot be had. WPB officials say they have no idea of prohibiting campaign buttons, but they will not release any restricted materials to make such products. Restrictions are on such materials as copper, celluloid, brass and all other materials used in essential war production. Most firms formerly engaged in making campaign buttons have long since been converted to making essential war products. However, they have the right to use any idle stock of restricted materials to make buttons if they can obtain WPB approval.

But, with all these obstacles, it appears a certainty that factories will not be able to produce the millions of buttons ordinarily used in a hot political campaign like the coming one promises to be. In the former presidential campaigns the merchandise trade sold many novelty buttons.

KEM "Ritz"
THE MODERN LIGHTER

30
Sparelight
Shall Carry
EASY TO CARRY
IN POCKET
OR PURSE
THE Dependable
LIGHTER

IMMEDIATE DELIVERY

The newest "Ritz" Lighter. A brand new number, modern, streamlined, loaded with sales appeal. Comes in 3 colors, mounted one dozen on a very attractive four-color varnished display card. The usual "Ritz" quality is incorporated into this lighter. Selling price 39 cents. This is a TERRIFIC number!

Price \$2.50 Doz.
1 to 10 Gross Lots
10 Gross Lots or More **\$28.80** Per Gross
NET CASH WITH ORDER
STUART NOVELTY CO.
166 E. Jefferson Ave.
Detroit 26, Mich.

LUMINOUS FLOWERS
GLOW IN THE DARK!

New York's finest and largest selection of Luminous Flowers. Each flower glows in two colors in the dark. We create, manufacture and wholesale these beautiful Orchids, Gardenias, Daisies, Butterflies, Hair Pins and many more. Colors of every description. Send \$2.00 for samples.

Marie
LUMINOUS NAME PINS

Yes, we have them with METAL SAFETY-CATCH PIN BACKS! One thousand different styles, some pins smartly decorated and hand finished with luminous letters on polished genuine cedar wood. Try them out on our satisfaction or money-back guarantee. Exceptionally fast sellers. Send \$1.00 for samples and details.

HALE NOVELTY CO., Dept. B
2461 E. 15th St., Brooklyn 29, N.Y.

MEN—Build a Wholesale Route
GET INTO A Big Pay Business

We Help You Establish a Steady Route of Dealer Customers

Make good weekly earnings selling stores our **810** line of 200 products—all daily necessities. Show merchants in your locality a sensational line of self-selling counter goods. Retail at 5¢ and 10¢. You make up to \$100 a week with a minimal investment. No large capital required. Easy to start.

A fortune spent for National Advertising has made our products known from coast to coast. Send for our booklet "Your Opportunity in a Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY!

WORLD'S PRODUCTS CO., Dept. B-X, Spencer, Ind.

1 STARTS YOU IN BUSINESS

DELUXE FIVE FOLD TIES
100% WOOL INTERLINING

These ties are made of genuine neckwear fabrics, resiliently constructed. Each tie has a woven label showing construction. Retail \$3.00.

SEND \$1.00 for Special Introductory Offer of 5 Ties—Postage Paid, Prepaid. Only one offer to a customer.

PHILIP'S NECKWEAR CO.
1000 N. Dearborn, Chicago 10, N.Y.
CATALOG COMPLETE LINE FREE

As low as **30c** From 6" to 15" in Height

Special Close-Out Sale of CRUCIFIXES
Gift Finished, All-Metal Figure Mounted on Beautiful GENUINE-WALNUT CROSS

Never again will you have a chance to get in on such an outstanding bargain. These are the most skillfully designed and beautifully made Crucifixes you've ever seen. Actually retailed for as much as \$10.00 each... your cost now as low as 30¢ each. You can't go wrong. Crucifixes are in Big Demand these days. The Cross is of finest cabinet wood, some walnut, some oak—all genuine and hand rubbed to bring out the beautiful grain fashioned there by nature. The all metal cross is delicately etched and retains fine detail of features. An attractive and valuable addition to any home.

SUPPLY LIMITED—RUSH YOUR ORDER!
Closing out entire remaining stock of one of Chicago's largest Crucifix manufacturers. No more when this supply is gone. So hurry. Crucifixes measure in height from 6" to 15" and vary in price accordingly. Fine quality throughout. Note Sale Price List—then rush your order for sizable quantities in each size. Send 25¢ deposit with order, balance C. O. D., P. O. B. Chicago.

ILLINOIS MERCHANDISE MART, Dept. AL-21
800 N. DEARBORN ST.
CHICAGO 10, ILLINOIS

Creators of Colorful, Comical GREETING CARDS • JOKE CARDS • JOKE NOVELTIES
SINCE 1935

YOU CAN'T TAKE IT WITH YOU

Creators of: "You Can't Take It With You," "Six Men In Every Woman's Life," "Advice On Health," "To a Deserving One," "To My Bosom Friends" and Dozens of Others.

YOU SEE THEM, YOU BUY THEM
Laugh with "THE MARCY LINE"
Write for Details. Please Use Business Letterhead.

MARCY MFG. CO., INC. 138 W. 17th St., New York

CHAIRS

Many Styles
PROMPT SHIPMENT
We Can Still Ship, But Don't Delay.

ADIRONDAK CHAIR CO.
1140 Broadway NEW YORK, N. Y.
Dept. 5 Corner 26th St.

RED HOT • SMASH HIT

Keep Your Cash Register Jangling All Day Long. Every Day with **SCHWAMM'S** Jokes and Trick Novelties. Big profits, repeat business. We group all popular fast selling jokes and tricks. Mounted on a word-of-mouth flashy display card for a smash hit. Such as Sneezing Powders, Hot Seeds, Tug Powders, Snake Trick Matches, Hot Pepper Gums, Glass Pins and many other items that are terrific sellers. An amazing item for Agents and Jobbers. 30 10¢ Items on Card, 3 Cards Retail \$2, only \$25 in case lots, \$1.40 each. 20 Card to case, only \$28. Sell to stores for \$2.00 each. Will Ship C. O. D.—Send Deposit.

HARRY SCHWAMM
237 E. Ninth St., New York City

Plaster, Canes and Leis

Our Victory "V" with Star is a very good substitute and cheaper. 2 sizes, \$11.00 and \$14.00 per gross. For samples mail 5¢ stamps. Water and crushproof Leis, \$3.00 per gross. Give-out Articles, \$1.00 per gross and up. Deposit on all C. O. D. orders.

UNGER SUPPLY CO.
567 HARRISON CHICAGO 7, ILL.

SOCIAL SECURITY PLATES

Colored Name Plates, Stamping Machines and Leatherette Cases made to order. Send \$1.00 for sample plates and free circular. Wanted—Schmidt Stamping Machine, good condition. State price.

FRANK BONOMO
103 45, STA. A BROOKLYN 9, N. Y.

"SOMETHING NEW UNDER THE SUN" ...
With Lots of FLASH!
NOVELTY WALL PLAQUES

Durable (Plastic Construction)
Beautifully Designed in Pastel Shades of Ivory, Blue, Green.

5 Styles: 3 Juveniles - Sailor and Wave - Soldier and Wac

Min. Supt.: 5 1/4 Doz. **\$3.50** Doz. Pairs
Pairs. Price: **\$7.00** Doz. Pairs

Attractive Display Box, 3 1/4" Deep, 5-13/16" Wide, 1 1/8" Long.

Manufactured by
POWELL PLAX CO., 1798 Madison Avenue, Memphis, Tenn.

Last Will and Testament of Adolph Hitler

(Copyright 1942)
Printed in 2 colors with seal, 5 1/2" x 11". Funniest thing you ever read. A terrific seller. Big profit. 100, \$2.00; 500, \$7.50. 6 Samples, \$2. Full cash with order. Satisfaction guaranteed. We pay postage and handling.

JAY-JAY CO.
1603 SURF AVE., BROOKLYN 26, N. Y.

COMIC CARDS

Over 95 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 25¢ for sample cards and folder.

M & M CARD CO.
1033-1035 Mission St., San Francisco 3, Calif.

WAXED FLOWERS

No. 8—Large Georgine \$50.00 per 1000; \$5.00 per 100
No. 7—Large Dahlia 60.00 per 1000; 6.00 per 100
No. 60—Large Rose 60.00 per 1000; 6.00 per 100

MOUNTAIN LAUREL—In Season—Starting Oct. 1st.
50 Lb. Carton, \$10.00; 25 Lb. Carton, \$6.00.

PREPARED FOLIAGE—Per Carton, enough for 500 Flowers, \$5.00.
Send for Price List of All Flowers and Holiday Items.
50% Deposit, Balance C. O. D.

FRANK GALLO, Importer & Manufacturer
1429 LOCUST ST. ST. LOUIS 9, MO.

JOE END Says CARNIVAL AND FAIR MERCHANDISE for BINGO — WHEELS FLASH Spot Delivery

20/75	Fibre Lunch Boxes, Ea.	\$.50
20/70	Wood Lunch Boxes, Ea.	\$.90
20/73	3-Pc. Silk Lin. Military Sets, Ea.	1.75
60/13	Large Shirts, Ea.	2.50
70/14	Small Shirts, Ea.	2.00
60/15	Orcuffs, Ea.	1.50
60/16	Small Goggles, Ea.	1.00
70/19	3-Pc. Home Spun Tabloid Cloth Sets, Ea.	3.00
70/10	5-Pc. Wash Cloth Sets, Ea.	.50
70/12	Silk Quilt, Inf. Boxed, Ea.	7.50
70/14	Chemise Robes, Ea.	2.00
70/13	Small Goggles, Ea.	1.00
70/23	Shag Bath Mats, Boxed, Ea.	1.75
70/25	Flower Ties, Ea.	2.50
70/13	Local Bath 18", Ea.	1.65
80/1	3-Pc. Dresser Sets, Ea.	.55
90/3	Leatherette Utility Cases, Ea.	.30
90/4	Enamel Roadsters, Ea.	2.00
90/5	3-Pc. Deluxe Boxed Dresser Sets, Ea.	2.50
90/19	Tourist Set, Ea.	2.00
90/20	Leather Tourist Sets, Ea.	3.50
90/21	Leather Tourist Sets, Ea.	3.50
90/22	Black Tourist Sets, Ea.	1.35
90/23	Tan Tourist Sets, Ea.	2.00
90/27	Music Performer Boxes, Ea.	2.00
90/29	Dunk Packed 5-Pc. Dresser Sets, Ea.	1.85
90/30	4-Pc. Lucite Sets, Ea.	4.50
90/33	Large Ties, Ea.	2.50
90/34	Dark Fountain Pen, Ea.	.65
90/35	6-Pc. Lucite Sets, Ea.	6.50
90/40	3-Pc. Lucite Sets, Ea.	3.50
90/42	3-Pc. Powder Set, Dz.	7.20
90/46	Glass Water Trough, Ea.	1.00
90/47	Plaster 3-Pc. Dresser Sets, Ea.	2.50
90/48	Phono. Record Cases, Ea.	2.75
90/49	Metal Smokers, Ea.	2.25
90/50	16" and 18" Fibre Mats, Ea.	1.25
100/3	Glasslike Coffee Makers, Ea.	1.35
100/4	Glasslike Coffee Makers, Ea.	1.75
100/5	Glasslike Gauze, Ea.	1.25
100/7	Glasslike Tea Kettles, Ea.	1.25
100/9	5-Pc. Toilet Sets, Ea.	3.75
100/12	Wood Smoking Stands, Ea.	5.50
100/15	Beesdie Lamps, Ea.	2.25
100/16	Combination Lamps, Ea.	3.25
100/18	Novelty Glass Table Lamps, Ea.	3.25
100/20	Pottery Coffee Drip, Ea.	1.00
100/25	Jumbo Size Mop, Ea.	3.25
100/27	Bridge Tables, Ea.	3.00
100/30	Large Bathing Bags, Ea.	3.00
100/35	Double Picture Frames, 5x7, Dz.	3.00
100/40	Messing Trays, Ea.	2.00
100/43	Utility Pails, 5 Gal., Ea.	1.15
100/44	Metal Frying Pan, Ea.	1.50
100/45	Mirror Picture Frames, Ea.	12.00
100/46	Step Stools, Ea.	3.25
100/47	Bath Stools, Ea.	2.00
100/49	16-Pc. Ass. Luggage Sets, Per Set	27.00
100/50	8-Pc. Fire King Cooking Sets, Per Set	.90
100/52	3-Pc. Military Sets, Ea.	.35
100/53	4-Pc. Military Sets, Ea.	1.00

GRIND STORE ITEMS

20/71	Glass Picture Frames, Dz.	\$6.00
70/11	Plaster Novelty Picture Frames, Boxed, Fr.	30.00
70/22	5x7 Shadow Plaques, Boxed, Dz.	3.00
90/10	2-Pc. Toilet Sets, Ea.	3.50
90/11	Do.	4.50
90/14	Boxed Single Wallets, Ea.	2.25
90/28	2-Pc. Wallet Sets, Boxed, Ea.	6.00
90/31	Plastic Cig. Cases, Gr.	21.00
90/32	Pilpoe Toys, Razor With Rings, Dz.	3.00
100/42	5-Pc. Glass Sets With Leatherette Cases, Dz. Sets	3.00
20/4	Novelty Post Mats, Gr.	10.00
20/9	Paper Picture Frames, Gr.	10.00
20/11	Carded Goggles, Gr.	7.50
60/2	Turkey Head Plaques, Gr.	7.50
60/3	Baby Face Plaques, Boxed, Gr.	19.00
60/5	Small Ass. Blum Plaques, Gr.	1.25
60/6	Ass. Med. Blum Plaster, Gr.	2.50
60/7	Ass. Glass Plaques, Gr.	7.50
60/4	Metal Tie Holders, Carded, Gr.	8.00
60/5	Collar Holders, Carded, Gr.	8.00
60/8	Neck Comb, Tie & Glass Set, Carded, Gr.	9.00
60/7	Dog House Key Chains, Carded, Gr.	8.00
60/8	Basketball Key Chains, Carded, Gr.	8.00
60/9	Lock Key Chains, Carded, Gr.	8.00
60/10	Sonny Key Chains, Carded, Gr.	8.00
60/11	Bowling Pin Key Chain, Carded, Gr.	9.00
100/2	Leatherette Wallets, Ea., Gr.	7.50
100/26	Metal and Wood Comb, Ash Tress, Gr.	1.00
100/37	Equipped Welding Rig, Gr.	1.00
100/38	Ass. Celluloid Rings, Boxed, Gr.	7.25
100/39	Celluloid Brooches, Carded, Gr.	9.00
100/35	Paper Place on Sets, Gr.	9.00
90/18	Metal Lapel Buttons, Carded, Gr.	1.40
90/17	Novelty Neckties, Carded, Rayon, Gr.	1.00

25% Deposit, Balance C. O. D. Order by Number. Write for Up-to-date Illustrated Circular.

JERRY GOTTLIEB, INC.
928 Broadway
Bet. 21st and 22d
In the Heart of New York

MERCHANDISE TRENDS

(Continued from page 64)

"too hot," or "safe" temperatures for nursing. Future markets hold optimistic opportunities for these and other gadgets that will be manufactured when the big job across the seas is completed. Business men are beginning to get ready for the "all clear" signal now, however.

Juvenile Buying

Young America, in its Fourth Annual Survey on Youth, reached a large number of students in forming a survey of those products that were bought by teenage dollars. Because durable goods are difficult to purchase under present wartime conditions, the survey showed that most of the spendable income in the jitterbug bracket was used for movies, candy, soft drinks, books and other available items, but that a large part of the money was being put into savings until the teen-agers can buy those goods that they would rather have. Students are active buyers, and the survey showed that in 1941 49.3 per cent owned radios; 34.8 per cent owned phonographs; 33.5 per cent owned typewriters; 63.8 per cent bicycles; 70.3 per cent cameras, and 92 per cent fountain pens. The majority of the students questioned in the survey expected to buy new merchandise after the war. The survey also revealed that juvenile buyers are brand-conscious, most of them ask their parents to buy certain brands of merchandise they have seen advertised. The parents, according to the returns of the survey, please their kids by complying with their requests.

Super Skyways Proposed

Estimated to provide employment for 2,000,000 persons, post-war construction of a transcontinental chain of airways and airports was proposed by Maury Maverick, chairman of Smaller War Plants Corporation. The plan proposed that each State have a commission to promote air traffic, and that nine super-highways should be planned. Air transportation expects gigantic advances, benefiting all phases of American life.

Business Turnovers

Two years of war have seen many



MUSICAL POWDER BOX

Plastic composition comes in assorted tunes. Beautiful colors gold trimmed with meditation top. 88115.

Sample \$3.50; 10 for \$33.00.

ROHDE-SPENCER CO.

223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS



COMBINATION DEAL

Razor—Blades—Styptic, All packed in an attractive two-color box.

\$1.75 DOZEN DEALS. \$20.00 A GROSS.

ESSGEE SALES

101 E. Court St. CINCINNATI, O.

changes in established and new businesses. The Department of Commerce has announced that in the two years after the attack at Pearl Harbor, a total of 1,073,000 business concerns closed shop, while at the same time 872,000 new business enterprises opened their doors. In the same period, 341,000 businesses were reorganized or transferred to different owners. The authors making the survey of business turnovers pointed out that in the two years prior to Pearl Harbor business discontinuances totaled five-sixths of those in the post-Pearl Harbor years. Only in 1942 and the first quarter of 1943 did business discontinuances exceed the pre-war era. Also, a large part of the turnover during the war was in the small business field, Survey of Current Business claimed.

Ratings for Scarce Goods

A full list of 124 scarce consumer goods was disclosed by government sources, giving them "preferential treatment" under WPB's program for limited civilian production to begin August 15. Although officials pointed out that the list was subject to change, some of the items deemed by WPB to be scarce enough to warrant increased production were kitchen knives and forks, heating pads, lunch boxes, spray guns and vacuum bottles. Typewriters, moving picture projection equipment, sewing machines and other more complicated items were also included in the list. However, such consumer goods as washing machines and refrigerators were not listed, since most all of the heavier items were left out. This step made by WPB is what Chairman Donald Nelson described as "industrial preparations for peace."

South of the Border

A presidential decree in Mexico City recently has placed control of licensing of almost all foreign companies operating in Mexico into the hands of the Mexican foreign office. This will be a big boon to Mexico, since in the future all foreign companies operating in Mexico must have 51 per cent Mexican money in the enterprise, holding at best only 49 per cent of the capital. The decree takes in all industrial enterprises, farming, forestry and real estate operations. Mexico's monetary circulation has reached an all-high peak, and figures show that one reason is due to the increased amount of exports. Imports from the U. S. have also increased, and future prospects are that Mexico's buying power will expand with its industry and total national wealth.

Stocking Up Surpluses

Reports in Chicago say that the big stores and particularly the mail-order houses are now getting in stocks of specialty items bought from the government surpluses in big quantities. Reports say that items arriving in their warehouses are in big quantities and the indications are that such merchandise will be featured as specials in advertising and also to the mail-order trade. Some advertising of these specialties has already appeared in the Chicago newspapers. Other specialties are for the farm trade. Present reports are that these government surplus items will soon be a big feature in the advertising and promotions of many retail outlets.

The Real Issue

An interesting sidelight on the world money conference in New Hampshire may be seen in the fact that Finance, a publication for bankers and financial houses, devotes nearly seven pages to explaining in a-b-c terms of the real issues facing the conference. It is significant that this report made especially for financial leaders is written in simple terms. It suggests that the real issue at the conference is whether the United States will decide for world trade to buy goods from other nations as well as sell to them, or whether it will try to isolate itself. It says that even the man on the street must be deeply interested in the conference because when the money exchange rate varies over 2 per cent in any country, it affects the wages the workers get and the prices he must pay for any merchandise he must buy.

Flag Amendment

The War Production Board issued Order M-166 in amendment form June 30 which gives a priority of AA-5 on all orders for the manufacture of official, religious, signal and service flags. The amendment will also permit limited production of non-essential types of flags such as advertising and the trial flags and banners. The order contains a list of the types of flags that are entitled to the AA-5 rating.



Flatware Specials

SILVER PLATED ON STEEL BASE

	GROSS	DOZEN
8658123—Tea Spoons	\$16.00 \$1.45
8658124—Soup Spoons	24.30 2.15
8658125—Forks	24.70 2.15

24-Pc. Set Nickel and Silver on Steel Base; 6 each Knives, Forks, Tea and Soup Spoons. In attractive lined chest. \$22.10—Set, \$6.05.

CHROME-PLATED ON STEEL BASE

8658126—Tea Spoons	\$14.75
8658127—Soup Spoons	26.50
8658128—Forks	26.50

Friendship Ring



Made of sterling silver. Hands open and close. This emblem of friendship is a fast seller especially around camps. B244519—Sample postpaid, \$9.00; Per Doz. \$9.00.

PLASTIC EARRINGS



This fast selling number is available in a large variety of attractive styles and colors. Has clip back and is put up on cards. Order at once for a choice assortment. No. B274266—Dz. Per Doz. \$9.00.

BIG-VALUE SPECIAL



TOKEN WED. RINGS for brides, grooms and giveaways! Lead ring with a raised design. Order today.

BIG-VALUE SPECIAL

Gold Per Gross Only. PER GROSS \$1.25.

25% Deposit Required on C. O. D. Orders. We Sell Wholesale Only. Catalog Sent on Request.

Haggl JOSEPH HAGG COMPANY
WHOLESALE DISTRIBUTORS SINCE 1911
217-223 WEST MADISON ST., CHICAGO 6

BINGO SUPPLIES

Bingo Cages!
Burnt in Wooden Balls!
Plastic Markers!
Regular Specials—7 Colors!
Specials—10 Colors!
Midgets—1,3000!
Bond—1,3000!
Specials, 5-Up, 6-Up, 7-Up to Pad!

SEND FOR CATALOG!

Merchandise that's well

Comes from . . .

MORRIS MANDELL

131 W. 14th St. New York 11, N. Y.

INDIAN ART-CRAFT

Exquisitely designed HAND-MADE LEATHER BELTS. Limited supply. Immediate delivery.

Miniature Moccasin and Sombrero Lapel Novelty; 2 dozen to display. Distributors wanted.

INDIAN & WESTERN DISTRIBUTORS
522 N. Main St., Pueblo, Colo.

FURS

Save Money by buying direct from reliable New York National concern. Large variety of very reasonable priced coats and jackets. All latest styles, beautifully lined. Your money back in 3 days if not satisfied. Write NOW for our FREE Illustrated Catalog and Price List.

AGENTS WANTED
ANDREW PAUL, Dept. 40
154 W. 27th St., N. Y. 1

Fast Selling Money Making EARRINGS for Pierced Ears All Ear Wires STERLING SILVER, GOLD PLATED

#450—DROP CROSS. Anchor, Star, Heart. \$3.50 Doz.
#650—Same as above with jewel. \$4.50 Doz.

#642—PEARL DROPS, assorted, round, Tear and Shell shapes. Outstanding values. \$6.75 Doz.

#643—BRAND NEW 8 Rhinestones in pointed star with pearl center. 6 colors. \$12.00 Doz.

#500—HOOP with drop cross, star, anchor or heart. \$5.50 Doz.
#700—Same as above with jewel stones. \$6.50 Doz.

SWEETHEART LOOK. ST. Sterling silver gold plated heart. 1 1/2 x 1 1/2. Mother of Pearl top. \$24.00 doz. With sterling silver gold plated necklace. \$24.00 doz. With gold filled neckchain. \$27.00 doz.

Each in Satin Box. Accommodations for Accredited Jobbers.

SYD GOLDFARB
1133 Broadway
New York 10, N. Y.

If It's RINGS See Us



We specialize in those HARD TO GET items, a few of which we list below.

- | | Per Doz. |
|--|----------|
| #8851—Sterling Silver Mtg. with Five (5) Brilliant Simulated Diamonds, a very rich and attractive design | \$18.00 |
| #8021—Sterling Silver Mtg. with Large Center Simulated Diamond, sweetheart design on sides | 12.00 |
| #8000—Sterling Silver Mtg. with large center stone and side stones, hp | 16.00 |
| #8005—Sterling silver mtg. with large center stone and side stones | 9.00 |
| #8003—R.G.P. with large center simulated diamond and 8 smaller stones, nicely arranged in a fish design | 18.00 |
| #8071—Gold Plated Flower Ring | 7.50 |
| #8375—R.G.P. with center simulated diamond, prong setting, open | 7.50 |
| #8975—R.G.P. wide and elaborately engraved Friendship Ring, very rich looking | 0.50 |
| Wedding Bands Illustrated, in sterling silver, \$2.95 | 2.95 |
| #8902—Sterling Silver Wedding Band with 7 brilliant simulated diamonds, fair sized stones | 10.50 |
| #9001—R.G.P. with ten (10) brilliant simulated stones around ring | 18.00 |
| #9008—Hand Shake Ring, hands clasp and unclasp, heavy sterling silver | 7.50 |
| #8835—14 Kt. solid gold with genuine diamond, engagement ring style. Each Sample of ALL FINE JEWELRY. \$10.00. Complete Sample Line, \$20.00. 25% Deposit Required on All C. O. D. Orders. | |

Jobbers' Specials—Save \$\$

METRO Fully Automatic Pocket Lighters, \$22.00 doz.; GOLD PLATED Single Action Lighters, \$12.50 doz.; Bridge Pen-Pencil Comb, 24 ct. gold, \$7.50 doz.; High-Grade Genuine Leather Bill Folds, \$4.50 to \$24.00 doz. Sample ORDER \$5.00.

MONARCH PRODUCTS CO.
141 Summer St., BOSTON, MASS.

Popular Items

Animated Animals
Claimed to do about everything but talk back to the kiddies, Novel Products, Chicago, has a toy on the market that leading educators have endorsed wholeheartedly as "the toy" for children. These delightful, educational toy Animals, which have legs, heads and ears so arranged that they can be moved to innumerable positions, are constructed of solid hardwood and are practically indestructible. No wonder children love their action and parents their protection! Modeled in three styles of animals, Animals are lacquered with a high finish, come in various colors and are guaranteed to amuse children for many hours. They are packed individually in an attractive two-color box.

Santa Is Coming
Novelty buyers already stocking up on gift items for the Christmas rush are not overlooking Universal Toy & Novelty Company's novel wall plaques. This Chicago firm has a complete line of distinctive wall decorations in a great variety of subjects. Applications of rayon and wool have been applied to produce the rich, velvety appearance of Fuffies and the subjects, including puppies, Mother Goose characters, horses and lambs, are raised in a bold, colorful relief against the natural wood finish background. These different wall decorations will meet popular approval wherever they are put on the buying counter.

Sweets for the First
First come, first served is what Goldwyn Company, Chicago, advises for its delicious assortments of box candy. They are accepting orders for delivery now, and wise buyers are taking advantage of stocking up on these dynamic summer packages of tasty, quality candy. The attractive packages are ideal for operators, fairs, parks and concessions, and it is small wonder that they are in such demand. Goldwyn also has an illustrated circular of the variety of assortments they are offering, and it is reported to be "one sweet line."

Frames for the "O. O."
Beautiful picture frames for the "one and only" are being offered by Empire Motion Picture Screen Company, Brooklyn. A perfect setting for a cherished photograph, these frames are made of attractive imitation leather, are neatly finished and come in a variety of colors with snappy saddle stitching. The manufacturers urge that buyers send in their orders early, for these Photomaton frames are in great demand with servicemen and their sweethearts at home.

Plans for Biggest Gift Trade Start

NEW YORK, July 22.—A big advertising agency here has made a survey of nearly 2,000 retail outlets to determine what plans they are making now for selling gift merchandise for the Christmas holiday period.
The retail outlets report by a big majority that they plan their Christmas promotions this year to start before Thanksgiving. This means that they will do their buying much earlier this year. Another important development in the gift field is the plan in merchandising circles to start promoting gift items for servicemen overseas as early as August this year.
It is recalled that sales of gift merchandise for men overseas started early last year and that it boomed the gift trade considerably. With 5,000,000 men overseas this year, sales of gift items for this trade are expected to reach heights never dreamed of before. Many of the gift houses say they are not planning gift merchandise catalogs this year because of the paper shortage, but if paper becomes available in time they may yet plan gift booklets.
A big item at the present time is packing gift merchandise.

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. No illustration could possibly do justice to these banners. No matter what banners you have seen or sold you must sample our line to appreciate how fine and complete the Heiler banner line really is.

\$2 Trial Order Special
Brings You \$6 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 cases have always resulted. Prices range from 50¢ to \$6.00 per doz. Size range from 5 1/2" x 9 1/2" — up to 19" x 23". Send for YOUR trial order 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.

HARRY REITER 143 WEST 20TH STREET, NEW YORK, N. Y.

NEW! LOOSE POWDER LEATHER COMPACT

Selection of 6 smart colors in smooth or Morocco grain leather. 3 1/2 inches in diameter with clear vision, fine silvered mirror. Complete with washable powder puff.

Sample | DOZ.
\$2.50 | \$27.00

MID CONTINENT JEWELRY CO.
100 1/2 N. Wilson Av.
Jefferson, Iowa

CEDAR CHESTS
FILLED or EMPTY — WRITE FOR CIRCULAR
Open Account Basis to Well-Rated Firms.
CROYDON CO.
8336 Wildemere Ave.,
Detroit 6, Michigan

CARNIVAL CONCESSIONAIRES
ALUMINUM MILK BOTTLES—PRE-WAR PRICE
#7021—As Illustrated \$1.50 Each

PRIZES	SLUM, ETC.
21" Carved Swapper	Stone Ring \$1.50 Doz.
Cans \$10.90 Gr.	Wedding Rings 1.25 Doz.
Address 4.50 Gr.	Lead Pencils 1.25 Doz.
Giant Hitler Buttons 5.00 100	Metal Animals 2.40 Doz.
Leather Cigarette Case 15.00 Doz.	Jitterbeers 2.00 Bx. (240)
27" Prison Pennant 15.50 100	Costume Belt 1.50 Doz.
12" Prison Pennant 6.00 100	Ration Book Holder 15.00 1000
Comic Hat Bands 22.50 1000	Beaded Key Rings 4.50 Doz.
Ant. China Figures and Air Trays (30 Doz. Pack) 24.00 (30 Doz.)	Beaded Key Chains 9.00 Doz.
Brush & Comb Set 6.00 Doz.	Gold Plated Pins 6.00 Doz.
Loose Dresser Sets (Fancy Box) 7.50 Ea.	Toy Whistles 18.00 Doz.
Pocket Key Chains 24.50 Doz.	Corks 2.75 1000
21" Plush Bear 24.00 Doz.	Collar & Tie Set 9.00 Doz.
24" Plush Bear & Panda 30.00 Doz.	Toy Watches 3.00 Doz.
30" Plush Bear & Panda 48.00 Doz.	Tie Holder 4.50 Doz.
36" Plush Bear & Panda 60.00 Doz.	
24" Elephant 24.00 Doz.	
18" Rabbit 12.00 Doz.	
Waffles, Past Case 4.50 Doz.	

#7021—ALUMINUM PINT SIZE MILK BOTTLES, \$1.50 EA.
25% Deposits With All C. O. D. Orders—All Others Net 10 Days.

ACME NOVELTY CO.
712 S. LOS ANGELES STREET
LOS ANGELES 14, CALIF.

CLOSING OUT BELOW COST

OUR INVENTORY OF MILITARY
MERCHANDISE

Plastic Eagle Cap Ornaments, Screw Type, per 100...	\$ 3.00
Heavy Sterling Silver Coast Guard Rings, per doz....	13.00
Heavy Gold Plated on Sterling Army & Air Corps Rings, per doz.....	18.00
Heavy Sterling Air Corps Dual Photo Rings, per doz....	18.00
No. OD65 British Green Rayon Shirts, per doz....	24.00
Money Belts 18 Doz. Zelon Cloth Belts, doz.....	1.20
20 Doz. Leather Money Belts, doz.....	.75
Single Campaign Bars for Army, all with safety catch, African, Asiatic, Victory, American German Occupa- tional, Mexican Border, doz.	.60
Double Army Campaign Bars, Defense with Victory, doz.	.75
Ready to Mail Post Cards for Army & Air Corps. 50 Cards to box, per gr. boxes	4.50
Housewife Kits, Empey, on hand 30 doz, per doz....	.35
Sewing Kits—Army No. 49, Roll Type, doz....	.75
No. 25, Box Type, doz....	1.00
Button Polishing Kits in Metal Box, doz.....	1.50
Military Embroidered Mir- rors—each in mailing en- velope, Signal Corps, Med- ical, Engineer, Quartermas- ter, per gross.....	9.00
Naval Rates, on blue wool, embroidered, Chief Petty Officer only. All Branches of Service, per doz.....	1.20

Deposit With C. O. D. Orders
Unless Rated Concerns.

CENTURY SALES COMPANY

33 East 17th Street
New York 3, N. Y.

Long-Term Plans For Luggage Biz

NEW YORK, July 22.—The luggage industry anticipates a gradual program of relaxing restrictions over the second half of the year, according to manufacturers in the field. For several weeks now it has been evident that restrictions will be removed as soon as possible, and there are even hopes of better conditions in the leather market, according to some leaders.

Manufacturers of luggage goods are planning for post-war trade with caution and expect to reach an annual volume of business totaling about \$100,000,000, one leader stated. An official of Buxton, Inc., listed five factors which the trade must consider during the coming year. They were:

Five Factors

1. Establishment of effective co-operation between industry representatives and government officials in order to obtain the maximum share of materials which can be freed thru revocation of controls, when these controls are no longer necessary to the war effort.

2. Careful scrutiny of the procedure adopted for disposal of surplus materials affecting the industry and the availability of such materials to manufacturers.

3. Preparation to absorb the largest possible number of ex-servicemen as the labor market eases and demobilization sets in. Ascertaining that there are many sections of the industry where factory operations can be adapted to physically handicapped persons, Mr. Connelly urges manufacturers to formulate and put into immediate practice a definite plan "to absorb more than its share of those who are handicapped, particularly those who have been handicapped in the service of their country."

4. Co-operation with retailers in maintaining conservative inventories of "emata" model luggage and leather goods in order to avoid financial and selling difficulties arising from unwieldy stocks of unsalable goods as better quality merchandise becomes available for distribution.

5. Devising suitable means of preparing for the buyer's market by concrete post-war planning instead of "post-war dreaming."

Suggests Post-War Plans

Post-war planning by the luggage and leather goods industry, Mr. Connelly said, should include: (1) Standardization of sizes in luggage based on surveys to determine consumer needs and uses for specified types of luggage. (2) Eventual establishment of standard price lines for

luggage in order to reach the broadest possible market for such products. (3) Retail store surveys and educational campaigns designed to stimulate the turnover of luggage and leather goods. (4) Establishment of inventory policies by retailers relating minimum stocks of luggage and leather goods carried by individual stores to their volume of business. (5) Study of consumer buying habits with a view to introducing the use of installment credit systems as a means of inducing increased purchases of high priced fine luggage and leather goods.

Cosmetic Gadgets For Spraying

NEW YORK, July 22.—The cosmetic field may become a gadget field if recent predictions come true. An industrial designer has already announced an idea, to be made of plastic, which will make it possible to spray cosmetics on the skin. Gadgets for using hand lotions and lipsticks have been on the market for some time and have been a boon to the trade. The designer of the new gadget predicts that it will be practical for suntan lotions, skin fresheners, leg make-up, perfume, hand lotions, hair lotions and other cosmetic products.

He also predicts that many cosmetics will then be offered in liquid form because the gadget will make them so convenient to use. The gadget will use gas pressure in order to supply the force needed to spray the cosmetic. No steps toward the manufacture of the gadget have been made as yet.

Mdse. Stocks Hold While Others Dip

WASHINGTON, July 22.—Retail and wholesale stocks increased slightly in May. Department of Commerce reported here. The value of goods delivered by manufacturers in May totaled \$13,700,000,000, which was slightly above the value for April.

However, general inventories of general merchandise have declined steadily in the first five months of 1944 to the lowest level since the middle of 1942. The department said that the value of stocks held by all manufacturing firms had been cut by almost \$500,000,000, and the prediction was made that the decline would continue in all lines for the next few months.

The decline in manufacturers' inventories was offset by the rise in stocks held

wholesalers and retailers, and the Department of Commerce report showed that as a result the total value of business stocks was \$100,000,000 higher at the end of May as compared with the figure of a year ago.

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2401 Gemie Amethyst, Genuine
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Sets, can be furnished
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D400—Diamond Dinner
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Scotty Dog Barrel Band.....	24.00 Gross
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Thumbies.....	1.50 Gross
Red, White and Blue Bow Pins.....	1.50 Gross
Men's Memo Books—Vargo Girl Covers, 2000 to a carton.....	10.00 Per M.
Plastic Animal Assortments.....	1.25 Gross
Wedding Rings.....	1.25 Gross
Wood Crumb Trays at \$4.80 a Gross; Tie Slices, Each on a Card, \$3.75 Gross; Bullet Penrels, \$6.00 Gross; Roll Down Boards at \$5.00 Per Board.	
4x5 1/2" Heavy Embossed Picture Frames, Imprinted Leather.....	4.30 Gross

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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 sea"? DO YOU want to be a success? Buy the new and better KEYSSTONE MOUNTS. The sayings, designs and assortment we send you GUARANTEE to make every day a "big day." NO SHORTAGE OF STOCK AT THE KEYSTONE. Orders are filled promptly and correctly. Black-and-white mounts and folders for the One Minute Man. Newslets and folders for the 4 for a Dime. Let's all pull together and watch the results. How about it, buddy?

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14 Karat GOLD Wedding Band WITH 5 DIAMONDS

Greatest Value
Diamonds have
risings in price
and they're
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14K Gold Wed-
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We'll ship C. O. D. for balance, plus postage.
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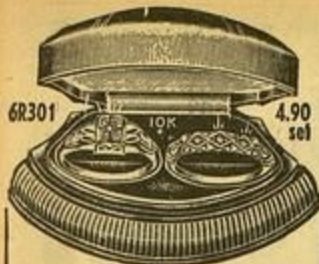
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SHINES
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Absolutely new! Terrific sales
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Also ret. our mesh-bottom price on Allied Flags,
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DIAMOND RING SETS

10K Gold Mountings
 6R301—1 Diamond Engagement Ring and
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 WRITE FOR NEW CATALOG FEATURING
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 quality Tonics, Liniments,
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 anything and everything you
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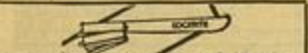
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"PIN-UP GIRLS"

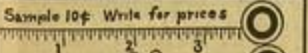
12 Glibble PIN-UPS in catchy poses, related in
 full color. Fully described, priced and wrapped in
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Edgerite Stropers, Straps and Dressing,
 Barber Straps in No. 60, 40, 20. All No. 1
 shall replace, new straps, E-Z Way Stropers
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 All Well Known, Good War Maps.
 Write or Wire ED HUFF & SON

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Notes From
Supply Houses

Harry Reiter reports that he was able
 to obtain a new supply of rayon and is
 again making shipments within 48 hours
 after orders are received. The firm car-
 ries a complete line of patriotic and
 service banners.

Mike Abrams, H. M. J. Fur Company,
 reports that because of present condi-
 tions, the preparation of the firm's 1945
 catalog has been delayed. However, this
 catalog is expected to be ready soon.
 In the meantime, customers are making
 use of the 1944 catalog. The catalog
 will contain a line of fur coats, jackets
 and scarfs.

The firm of Joseph Hagn Company,
 Chicago, recently received the following
 letter from S/Sgt. Gitter M. Hall, now
 with the armed forces overseas:

"Recently while glancing through an
 old copy of The Billboard which I found
 slightly weather-beaten in the jungle on
 this Pacific Island, I ran across your ad
 of 'Pin-Up' pictures and would like to
 know what kind of arrangements could
 be made for me to act as the agent for
 them to the servicemen in this area.

"Would you kindly send me some
 samples and price lists and give me the
 dope on the set-up? Being here in a
 jungle where there are no women at all
 and being many months in between
 times when one is seen, selling them
 'Pin-Up' pictures should be a gold mine.
 "I would appreciate it a great deal if
 you would send samples and price lists."

CANES

Maple, Oak, Dog Head. Immediate shipment
 F.O.B. N. Y. Case lots of 5 gross only.

ZIMEL RESNICK

1545 Asbury Ave. Asbury Park, N. J.

Pipes
For Pitchmen

By Bill Baker

Communications to 25 Opera Place,
 Cincinnati, 1

THERE'S NO CEILING on success.

FRANK L. SULLIVAN . . .
 pipes from Milwaukee that he is getting
 set for fair, and that he'd like to read
 pipes here from the old-timers. (Ed.
 note: So would we.)

ARE YOU prepared for the post-war takes?

STANLEY NALDRETT . . .
 is getting a look-see at the Mayo Clinic,
 Rochester, Minn. After that he'll head
 for a stand in the Twin Cities locale.

THOMAS BARROWS . . .
 is working Providence with everlasting
 plans.

PAPER SHORTAGE has helped some folks to
 do without crying towels.

BESRT GOLDEN . . .
 pipes from Burnips, Mich., that he's
 making connections with a small plat-
 form show.

YOU can boast of an air-conditioned store
 . . . on the lots.

TOM KENNEDY . . .
 met Ole Olson in La Crosse, Wis., and
 reports that Bill Ellis will work with him
 on fair dates. "I hope Ellis sells the
 cutter tools for 50 cents instead of 15
 cents as he did a few years ago," Ken-
 nedy adds.

"DON'T CUT YOUR FINGER with an old
 grater . . . give your blood to the Red Cross."
 Heard lots of times from the kitchen gadgeteers.

H. H. DAWSON . . .
 former pitchman and now manager of
 former pitchman and now manager of
 Jobbers' Supply Company, Chattanooga,
 recently cut up jackpots with Doc J. P.
 Padgett, Doc Bob Smith, G. D. Newsom,
 sheetie: M. E. Sparks, socks, and A. L.

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The men and women of
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 Production Award . . .
 and pledge themselves
 to continue to deserve
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THIS NEW EASY WAY

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 memoranda, menus, announcements, etc. for just a
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Write for price list on Finer Soaps, Tonics,
 Liniments, Tablets and Salves, etc. Also carry
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 formula attached. Prices right; plenty margin
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BECKER CHEMICAL CO.
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RUN MENDERS

24 Gauge Rubber Handle, gross, \$2.75; 1,000,
 \$16.90; 24 Gauge Wood Handle, gross, \$4.00;
 1,000, \$25.00. 15 Gauge Clifton, gross, \$8.64;
 1,000, \$50.00. With Wood Handle, gross, \$9.50;
 1,000, \$55.00. Shortest Latch, finest needle made,
 Rubber Handle, 50 or more, 10¢ each; gross, \$9.54.
 New Medium Long Hook, Rubber Handle, 50 or
 more, 10¢ each; gross, 9¢ each; 500, 8¢ each; 1,000,
 7 1/2¢ each. Directions furnished. Deposit required,
 5¢ sample, 50¢. Please state your business. RUN
 MENDER WORKS, Dept. C-3, Waukegan, Wis.

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Write today for new wholesale catalog on Tonics, Oil,
 Salves, Soaps, Tablets, Herbs, etc. Low prices—
 rapid service. (Products Liability Insurance Carried.)
GENERAL PRODUCTS LABORATORIES
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 137 E. Spring St. Columbus, Ohio
 BUY WAR BONDS FOR VICTORY

"Chip-Diamond" Rings
in 10K and 14K Gold Mountings
Unlimited Quantities



No. 3856
10X Gold

No. 3860
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No. 38201—10K Gold
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One chip diamond solitaire. "3" chip diamond wedding ring. 10K and 14K gold mountings. Individually or in sets. Other styles available.
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HARRY PAKULA & CO.
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10K GOLD
No. 3860 Solitaire \$2.25 each Box
No. 3856 Wed. Ring \$2.25 ea. Box
No. 38201 Bridal Set \$4.50 ea. Box

14K GOLD
No. 38206 Bridal Set \$3.25 ea. Box
Size 5-7

Clark, sock king. All were waiting for the tobacco markets to open in Georgia.

IT'S BETTER to be tired from work than fired from it.

Choctaw Show

By E. F. Hannan

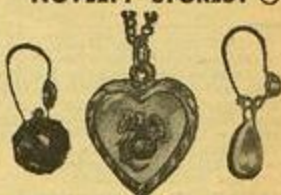
IN THE old days of med there were several shows operated under the Choctaw title. One of the mightiest of these and one that also made money was owned and operated by Robert (Doc) Flagg, who believed in carrying top performers and at one time toted a 12-piece band and lecturing and office work to others. Dr. M. W. Dodge, a graduate in medicine, was one of the cleverest the show had. Dodge was a man of striking appearance and led a parade of musicians and performers thru town at every stand. He was a better-than-average clarinetist. Tom Bryant, Dick Vonder, the Hurleys, Diamond Brothers and other good performers were at one time or another with the show. Northern New Hampshire and Vermont were established territory for the show.

After finishing with med, Flagg was a partner for a while of Al Goff, a ride promoter in the early days of traveling flying horses. Dodge spent his last days in a Boston medical institute where he lectured for a time on various anatomical curiosities.

Pitchdom Five Years Ago

Joe Purcell piped from Bentley, Okla., that the J. & J. Show was going thru the State with the following roster: Doc Freed, John Brown, Marie Brown, Geneva Brown, Polly Purcell, Bobby Joe Purcell, Martin and Lois Stevenson. . . . All stars was marking time around Newark N. J. . . . Dolly McCormick and her father worked kitchen gadgets in H. L. Green store in Newark N. J. . . . George Sanders, with auto polish, and Chief Grey Cloud, herbs, in Franklin, Ind. . . . Bob Posey, with needles; G. Brown, jewelry, and Joe Conti, glass-cutters, were in the Merchants' Exhibit Hall at the Franklin, Ind., Fairgrounds. . . . Stanley Maddrett was in Appleton, Wis. . . . Mohammed Ashraf had astro in Springfield, Mass. . . . Robert Harrell reported Social Security plates lagging in Shelby, N. C. . . . William Sullivan, advance for Woods Chautauqua Show thru Northern New York, reported spotty biz due to rain. . . . Donald Leblond headed for San Francisco from Denver. . . . Earl Biddle was in Angola, Ind., with novelties. . . . Nelson Edwards reported good takes in the East. . . . Able Hartsock, Glen Proberg, Harry Halberstadt, Clyde Kidwell and Gordon Green were in Atlantic City, with Kelly Dustin. . . . Albert Martin reported good takes in Southern Indiana. That's all.

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NOVELTY STORES!**



#200—Pearl Top Gold Filled Heart Locket your choice of inscriptions. On Sterling Silver Gold Plated 18" Neck Chain. Individually boxed. \$2.50 Net

#201—Same Locket as above, on Sterling Silver Gold-Plated 18" Neck Chain. Individually boxed. \$2.75 Net

#202—Same Locket on "Mother" or "Sweetheart" Wire-Work Pin Instead of Chain. Individually boxed. \$2.50 Net

18" Gold-Plated on Sterling Silver Neck Chain. . . . \$6.00 Per Doz.

18" Gold Filled Bead Chain \$7.20 Doz.

#701—PIERCED EARRINGS: Jet drop and Pearl drop, as illustrated. On ROLLED GOLD PLATE WIRE and GOLD PLATED ON STERLING SILVER WIRES. Twelve different designs. Tremendous sellers. Priced low at. . . . \$6.75 Per Doz.

1/3 Deposit. Balance C. O. D.

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Greentown Station
Box 262 Memphis, Tennessee

"BIG SHOT" Automatic PISTOL



Pre-Tested for LONG SERVICE

"BIG SHOT" PISTOL is designed for long wear. In actual laboratory tests, "BIG SHOT" PISTOL was rapidly fired 500,000 times in 200 minutes on an automatic machine. At the end of this severe test "BIG SHOT" PISTOL was found to be in perfect automatic firing condition without loss either in its sharp report or firing power.

★ Automatic ★ Realistic ★ Sturdily Constructed
★ Colorful ★ Actually Shoots

"BIG SHOT" Automatic PISTOL is sturdily constructed. Realistically designed with a well-shaped barrel and colorful, decorative handle. Fully automatic and equipped with a light-touch trigger, "BIG SHOT" PISTOL actually works, shooting match sticks, etc., accurately for 120 inches, with a sharp rick-like report.

\$2.64 Doz.
Min. Order: Ctn. of 6 Doz.
Pkd. 1 Doz. to Box.
6 Doz. to Ctn.
1/3 Dep. Bal. C. O. D.
F. O. B. N. Y.
SAMPLE, 50c

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THE WAR IS ALL OVER BUT THE FIGHTING

and we are still with it 100%.

Some day the fighting will also be over. At that time we will return to the manufacture of Signet Jewelry and Novelties.

We hope our old customers and friends will stop at our plant and visit with us whenever they are in or near our vicinity.

EDW. H. MORSE & CO.

94 County St.
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VETERANS, BIG MONEY, OUTSIDE WORK

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VETERANS' SERVICE MAGAZINE

169 Duane St. 28th Year N. Y. 13, N. Y.

"HITLER CAPTURED!"

Don't you wish it were true? Uncle Sam's boys forced him to write HIS LAST WILL AND TESTAMENT, including HIGHLIGHTS of Hitler and Germany's 4 years. 10¢ seller. \$4.99 Gm.; \$25.00 a 1000 P. P.

ATLAS, 850 Montgomery St., Brooklyn, N. Y.

MILLIONS were sold before the war. Millions more can be sold NOW. The ARROW CURTAIN ROD GUIDE

A small but mighty useful gadget that any woman will be glad to buy. Send mine for samples and get quantity prices.

CHARLES UFERT 16 East 47th St. New York 3, N. Y.
In Business Since 1913

PLASTER

6 inch Picture Plaster in many colors. In assorted subjects — Patriotic, Religious, Scenic, Floral, Birds, Trees, Birds, Dogs, etc. \$5.00 for 50 lbs. Ballerinas and Grandchildren. \$1.50 doz. Special price in gross or more lots. Sample order of 2 doz. smallest amount sold, with full remittance. Large orders, 1/3 deposit, balance C. O. D.

D. BURETTINI
308 East 31 Street New York 16, N. Y.

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1500's BINGO Seven Colors

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Complete Use Night and heavy weight Blue Cards — Manufacturers — Lacebooks — BLACK and RED MARKERS — Admiration Tickets — Stage Shows, Etc.

Assorted colors SERIAL PADDLE TICKETS for every wheel

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FAMOUS ELECTRIC ENGRAVING PENCIL



Favorite of 5 and 10¢ pitchmen, librarians, 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, leather, plastic, silk, wood jewelry, etc. We originated the practical electric pencil in 1921. Our pencils are used in stores of Kroger, Kres, Grant, Newberry, Murphy, Green, Woodworth (St. Louis district, 200 stores) and thousands of others. Famous professional model No. 3, switch on 3-foot safety asbestos insulated resistance cone with explosive aluminum heat dissipator ensuring safe, comfortable, profitable continuous use all day long. \$7.25. Engraving & rolls, 1 inch by 400 inches, superior first quality gold foil. Postpaid Cash (P. O. M. O.) with order. Extra rolls superior gold, permanent silver, waterproof colors black, blue, white, red, green, brown, yellow, 6 rolls, \$2.50; 12 rolls, \$4.50. 24 karat pure gold, 6 rolls, \$6.00. Cash with order. ORDER NOW BEFORE TOO LATE.

JEWELRY ENGRAVERS—We now have a few left of the famous Vibro-Tool for engraving on jewelry, identification tags, bracelets, all soft metals, etc., for our customers. \$10.00 cash, delivered prepaid. Includes 20 needles and one special hard needle. Now also available at \$5.50 extra. Diamond Point needle for long wear and use on almost anything, even hardest steel, plate glass, etc. Order today with P. O. money order.

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ENGRAVERS, DEMONSTRATORS

ORDER NOW—Your supply of Identification Bracelets, Mother Pins, Tie Holders, Rings, Engraving Machines and other items. Write for Wholesale Circulars.

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JOBBERS—DEALERS—OPERATORS
QUICK SELLING SUMMER DEALS

Box Candy—Jar Candy—Caramel Corn—Peanuts
Just the Right Deals for Fast Action

Write Today for Circular and Price List

PREMIUM SALES CO. 5713 EUCLID AVE. CLEVELAND 3, OHIO

Events for Two Weeks

- July 21-29
- IDAHO—Idaho Falls, Roundup, 26-28.
 - ILL.—Wood River, Home-Coming, 29-30.
 - IND.—Brownsstown, Soldiers' Home-Coming, 24-29.
 - Charlestown, Lions' Club Celebration, week of July 24.
 - Cloverdale, Legion Picnic, 27-29.
 - KAN.—Lendra, Victory Carnival, 26-28.
 - MINN.—Minneapolis, Augustana, July 21-30.
 - MO.—Craig, Reunion, 27-29.
 - Cuba, Old Settlers' Reunion, 28-29.
 - Kansas City, Gift & Mide, Show, July 22-27.
 - Louisberg, Old Settlers' Reunion, July 24-25.
 - N. Y.—Rochester, Rodeo, 24-25.
 - O.—Bryanburg, Old Settlers' Picnic, 2-5.
 - North Industry, Home-Coming, 24-29.
 - PA.—Hyndman, Vol. Fire Dept. Celebration, 23-27.
 - Pittsburgh, Circus, 24-29.
 - S. D.—Madison, Yankee Doodle Days, 23-29.
 - UTAH—Price, Rodeo, 26-29.
 - WIB.—Madison, Fall Festival, 26-30.
 - WYO.—Cheyenne, Frontier Days, 23-29.

- July 31-August 5
- ILL.—Cuba, Soldiers & Sailors' Reunion, 3-5.
 - Bigsville, Home-Coming, 3-5.
 - IND.—Farmersburg, Old Settlers' Picnic, 2-5.
 - KY.—Louisville, Mt. Agnes Carnival, 4-5.
 - MO.—Olen Burnie, Carnival, 28-Aug. 2.
 - MICH.—Jackson, Dog Show, 4.
 - N. Y.—Canastota, Firemen's Celebration, 3-5.
 - W. Webster, Firemen's Celebration, 3-5.
 - O.—Canton, Street Fair, 1-5.
 - Thule, Firemen's Carnival, 4-6.
 - PA.—New Acryl, St. Rocco's Celebration, 2-12.
 - Shade Gap, Soldiers & Sailors' Fair, 2-4.
 - S. D.—Deadwood, Days of '76, 4-6.

OPA Again Warns On Watch Prices

WASHINGTON, July 22.—Officials of the OPA continue to warn the merchandise trade of price dodging and other unfair trade practices on Swiss watches. These practices have been growing for many months and repeated warnings have been issued. In a recent statement, OPA officials said that watches of the cheapest kind have been dressed in fancy cases and made to look like expensive watches and are then offered at fantastic prices. Such practices have been observed chiefly in New York and other large cities.

OPA investigators found the same watch being offered at five different prices, ranging from the right price to five times the official ceiling price. Officials explained that until the war the market was served by economy watches made in this country and also watches made in Switzerland. Because the supply of American-made watches more plentiful than the Swiss watches, the result was a deluge on the market of Swiss-made watches. After the ban on American watches, importers flooded the market with demands on Swiss watches, which complicated the distribution problem. The Swiss government has even stopped exporting watches to the trade.

Paperboard Placed On Allotment Basis Beginning Aug. 7

WASHINGTON, July 22.—Paperboard, so necessary for cartons and shipping boxes for merchandise, will go under the allotment system with the issuance of revised regulations amending order No. M-378, WPB announced here.

After August 7 everyone except jobbers or small users must file a report with WPB in order to receive shipments. The report requires information on the tonnage of products made from paperboard during the first quarter of 1944, defining the products and estimating the proposed third quarter production.

These reports will form the basis for the authorization system for the fourth quarter commencing October 1, probably to be similar to order M-190.

Paperboard, as defined in the amended order, includes all grades of paperboard classified under WPB-514, captions 221-

000 thru 280,000, except pressboard, homogeneous and hard pressed wall-board, insulating building boards and certain acid sulphite and sulphate grades. The paperboard order No. M-378 does not control containerboard as defined in order No. M-290.

Jobbers who handle paperboard for resale as such, whether after further fabrication or not, and small users of less than five tons a quarter, it was pointed out, are exempt from acceptance requirements. The order also exempts any paperboard in transit at midnight on August 6 on and after August 7, delivery of paperboard by a supplier is prohibited unless the order is accompanied by a certificate stating that the purchaser has filed the required WPB form; or, in the case of a jobber, that he accepts it merely for resale; or, in the case of a small user, that he will not use in excess of five tons a quarter.

A further important feature is that inventory restrictions were increased from 30 to 60 days' supply.

More Lumber for Army's Big Needs

WASHINGTON, July 22.—Radio and phonograph cabinets, toys, woodenware and other novelties will have to go on the shelf for the duration if certain grades of lumber are used for their manufacture. WPB has issued a ban of certain types of white oak, Idaho white pine, spruce, ponderosa pine, sugar pine, white fir and red cypress in the making of 26 different civilian products, which caused merchandise circles to seek unrestricted lumber in substitute for their items.

The prohibited lumber is urgently needed for war uses, WPB explained, and Direction No. 9 to order No. L-335 is just another attempt to allot all vital materials to the great demands required in the big pushes "over there."

LIST

(Continued from page 63)

- De Purg—Brown Co. Fair Assn. Aug. 23-27. Wm. S. Klaus.
- Durand—Pepin Co. Junior Fair. Sept. 1-2. T. A. Barr.
- Eagle River—Vilas Co. Agr. Soc. Aug. 25-27. Russell Johannsen.
- Eau Claire—Eau Claire Co. Fair. Aug. 15-17. Chester A. Dumond.
- Elmhurst—Walworth Co. Agr. Soc. Sept. 1-4. Chas. A. Jahn.
- Ellsworth—Pierce Co. Fair Assn. Sept. 6-8. H. G. Seyforth.
- Elroy—Elroy Fair Assn. Aug. 11-13. L. H. McKeown.
- Fond du Lac—Fond du Lac Co. Fair Assn. Sept. 6-10. J. B. Kolata.
- Friendship—Adams Co. Fair Assn. Sept. 7-10. Robt. W. Roseberry.
- Galesville—Trempealeau Co. Fair. Sept. 1-4. F. M. Smith.
- Gay Mills—Grant Co. Fair. Sept. 7-10. Leonore M. Feldmann, Prairie du Chien.
- Gellett—Oconto Co. Youth Fair. Aug. 25-27. Emery J. Ansoerge.
- Grantburg—Burnett Co. Fair Assn. Aug. 24-25. Ray O. Lichom.
- Green Lake—Green Lake Junior Fair. Aug. 18-20. A. O. Carey.
- Hammond—St. Croix 4-H Club Fair. Aug. 9-11. N. E. Erickson.
- Hayward—Sawyer Co. Fair Assn. Aug. 31. J. K. Walker.
- Iron River—Bayfield Co. Fair. Sept. 2-3. R. J. Holvenstol, Washburn, Wis.
- Janesville—Rock Co. 4-H Fair. Aug. 28-31. R. T. Glasco.
- Jefferson—Jefferson Co. Fair. Aug. 10-13. Gordon Matters.
- La Crosse—La Crosse Inter-State Fair Assn. Aug. 2-4. Joseph J. Priesch.
- Ladysmith—Rusk Co. Fair. Aug. 21-24. F. J. Manning.
- Lancaster—Grant Co. Agr. Soc. Sept. 12-14. Hugh A. Harper.
- Lodi—Lodi Union Agr. Soc. Oct. 6-8. Robert E. Rice.
- Luxemburg—Kewaunee Co. Fair. Sept. 2-4. Julius Cahn.
- Mantowoc—Mantowoc Co. Fair. Aug. 16-20. George W. Kiel.
- Marshfield—Central Wis. State Fair Assn. Aug. 22-25. R. R. Williams.
- Mauston—Juneau Co. Agr. Soc. Aug. 26-29. Manly Sharp.
- Medford—Taylor Co. Co-Op. Youth Fair. Aug. 25-27. Ebel H. Saxton.
- Mellen—Ashland Co. Youth Fair. Aug. 25-26. Milo Johannsen, Ashland, Wis.
- Mecanocnee—Dunn Co. Fair. Aug. 17-20. R. L. Pierce.
- Merrill—Lincoln Co. 4-H Fair. Aug. 7-10. Gustav A. Sell.
- Milwaukee—Wisconsin State Fair. Aug. 19-27. Wm. T. Marriott, State Fair Park.
- Milwaukee—Milwaukee Co. Agr. Soc. Dec. 6-8. S. S. Mathison, Farm Ext. Div.
- Mineral Point—Southwestern Wis. Fair Assn. Sept. 1-4. C. L. Winn.
- Mondovi—Buffalo Co. Agr. Soc. Aug. 19-22. J. V. Whelan.
- Moore—Green Co. Fair. Aug. 4-6. W. R. Schuette.
- Neshville—Clark Co. Agr. Soc. Aug. 18-21. Harold Hucksch.
- Oshkosh—Winnebago Co. Fair & Expo. Aug. 29-Sept. 1. Taylor O. Brown.

- Phillips—Price Co. Agr. Soc. Sept. 7-10. J. B. Sulton, Prentice, Wis.
- Plymouth—Sheboygan Co. Agr. Assn. Sept. 1-4. W. H. Edridge.
- Rice Lake—Barron Co. Fair. Aug. 17-20. L. R. Gilberston.
- Portage—Columbia Co. Free Fair. Aug. 3-4. O. O. Claffin.
- Rhineland—Oneida Co. Fair. Aug. 15-16. J. M. Reed.
- Richland Center—Richland Co. Agr. Soc. Sept. 14-17. H. J. Cochran.
- Rosholt—Rosholt Free Community Fair. Sept. 2-4. Russell Wrostad.
- Saint Croix Falls—Polk Co. Fair Soc. Aug. 17-19. W. R. Vestina.
- Saxon—Iron Co. Fair Assn. Sept. 8-10. Mrs. Edward Skaja, R. 1 Box 204, Hurley.
- Seymour—Outagamie Co. Fair Assn. Aug. 18-20. Michael Burns.
- Shawano—Shawano Co. Agr. Soc. Sept. 7-10. Louis W. Cateau.
- Slinger—Washington Co. Fair. Aug. 25-27. E. E. Stalder, West Bend, Wis.
- Spencer—Washburn Co. Jr. Fair. Aug. 10-12. W. H. Dougherty.
- Stoughton—Dane Co. Jr. Fair. Aug. 3-6. H. H. Cummings.
- Superior—Tri-State Fair. Aug. 14-20. M. H. Lavine.
- Tomah—Monroe Co. Fair Assn. July 29-Aug. 1. Paul H. Rose.

DECAL TRANSFERS By Jerome Rose Decal Co. FLASH

- B-29 AIRPLANE, the Plane That Bombed Japan. \$6.00 per 100
- PEEK A BOO DECALS, eight new double side girl decals in beautiful poses \$6.00 per 100
- JUST OUT—Beautiful Decal of Thomas E. Dewey set in a beautiful V with inscription "On To Victory" \$6.00 per 100
- JUST OUT—Beautiful Decal of President Roosevelt set in a beautiful V with inscription "On To Victory" \$6.00 per 100
- Just Out — Uncle Sam's Peace Terms, large size, \$6.00 per 100
- Service Decals, all branches of service, size 4"x4", includes Signal Corps and Maritime Service \$6.00 per 100
- Comic and Patriotic Decals, large variety, size 4"x4", \$6.00 per 100
- Fighting Airplane Decals, 20 leading Combat Planes, Interceptors, Pursuit and many styles Bombers. Special \$6.00 per 100
- Large U. S. Flag, 4"x5 1/2".
- Special at \$5.00 per 100
- V Decal with United States, Russian, English, Chinese
- Flags \$6.00 per 100

Service Decals, small size, suitable for Compacts, etc. Includes Signal Corps and Maritime Service \$15.00 per 100

Souvenir Ribbon Decals of your city 1000 for \$25.00

State Names on Decal, 1 1/2"x3", many city names, plus Mexico, Alaska, etc. \$5.00 per 100

Cocktail Decals for Glasses, Cigarette Cases, Compacts, Furniture, etc.

\$3.00 per 100, or \$20.00 per 1000

Just Out—Large V Decal with General MacArthur in center, with reading below, "On to Victory" \$6.00 per 100

BEAUTIFUL DECALS OF CITIES IN MANY COLORS, \$6.00 PER 100

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NEW TERRIFIC SELLER — "Quiet" Wolf at Work, Beautiful Illustrated Comic, Just Out \$6.00 per 100

By Sending Us \$7.50 We Shall Send You Complete Sample Line.

PILLOW TOPS AND BANNERS **JEROME ROSE DECAL CO.** DECAL TRANSFERS AND ALL SCREEN PROCESS WORK MADE TO ORDER

235 West 4th Street Los Angeles, California

CEDAR CHESTS WITH CHOCOLATES



Size 11x8x4

Cedar Chest—Colored, glass finished, attractive picture in center of ornate curved end lid. Full size decorated mirror when lid is closed. Chests are packed with 2 lbs. of delicious chocolates or with 2 lbs. stuffed fruit.

\$31.50 Per Doz.
In 1/2 Gr. Lbs. \$30.50 Per Doz.

Sales Board Operators

Chocolate Dept. Fast Action

22 Attractive Awards

Deal #201—One Cedar Chest with 2 lbs. Chocolates as described above, 12 1/2 lb. boxes same chocolates, 8 Beautiful Leatherette Standing Picture Frames in assorted colors and 1000 Hole Board which brings in \$50.00—\$22.50 Per Doz.—Jobbers, write for prices.

STUFFED FRUIT DEAL

Deal #201—Same as above, Stuffed Fruit substituted for Chocolates. Same prices as Deal #201.

Also 1 lb. Chocolates or Stuffed Fruit, \$7.75 Doz. 2 lb. boxes, \$15.00 Per Doz. All Prices F. O. B. Chicago.

25% With Order, Balance C. O. D.

EARL PRODUCTS CO.

1144 So. St. Louis Ave. Chicago 24, Ill.

COMMANDO KNIVES HUNTING



Both types are popular sellers now—the Commando to boys about to go overseas and the Hunting to Sportsmen. Commando Knives have double edge blade, 7 1/2" x 1 3/4", fine steel with aluminum handle, 4 1/2". Hunting is single edge, 6" x 1 1/2", same type handle. Both etched in fine leather scabbard, stitched and steel stamped.

SAMPLE — COMMANDO — \$3.50 EACH. DOZEN — \$37.50
SAMPLE — HUNTING — \$3.00 EACH. DOZEN — \$30.00

Samples: Cash With Order; Dozen Lots; 20% With Order, Balance C. O. D.

BIRMINGHAM KNIFE COMPANY

1425 Elizabeth Avenue Birmingham 7, Ala.

SHELL JEWELRY

Shell Brooch and Earring Sets, Beaded, PEARLIZED, 12 Amazing Colors and Designs, \$9.00 Per Doz. Retail for \$15.00 Ea.

Shell Ash Trays, \$1.50 to \$5.00 Per Doz. Prices F. O. B. Miami, Fla. Write for Price List.

RUSS RENAUD NOVELTY

7886 N. E. SECOND AVE. MIAMI 89, FLA.

Continental
Write for these items

SLUM
8432—Blowouts (IMP) . . . \$1.75 Gr.
840—Wm. Uncle Sam Hats . . . 1.75 Gr.
1009—Comic Feathers95 C.
1074—Amer. Muttin Flags95 Gr.
1285—Flags, 3 1/2 x 41.45 Gr.
2123—White Per. Statues (IMP) . . . 1.50 Gr.
7102—Woolly Hoop Rings1.10 Gr.
2300—Plaster Animals1.60 Gr.
1698—Comic Hat Bands1.75 C.
16.00 M

The Continental
WHOLESALE MERCHANDISE
SUMMER CATALOG
NOW READY—
WRITE FOR COPY

GLASS
3293—Glass Shaker, Ash Tray \$3.50 Gr.
7339—Gr. Glass Ash Tray . . . 3.80 Gr.
2771—Footed Glass Nappy . . . 4.32 Gr.
7102—Woolly Hoop Rings . . . 1.10 Gr.
7342—Crescent Crystal5.40 Gr.



3306—5 Oz. Julio Glass . . .	\$2.50 Gr.
7348—Bottle Shaker, Pk. 2 Gr.	3.40 Gr.
7352—Whiskey	3.00 Gr.
1212—SAP Shakers	3.25 Gr.
3913—Troy Mug	4.50 Gr.
3914—Bottle S.A.P.	3.75 Gr.
8223—Tumbler, Pk. 6 Dz. . .	4.20 Gr.

NOVELTIES

3202—Plastic Comb, 7" . . .	\$8.50 Gr.
3200—Celophane Lids	4.50 C.
2771—50 Ligns Comic Buttons	22.50 M
2743—70 Ligns Comic Buttons	4.50 Gr.
1697—Comic Felt Yeller Hats	with Feathers12.00 Gr.
8000—Felt Robin Hood Hats	with Feathers12.50 Gr.
1627—Felt Spanish Hats . . .	26.00 Gr.
3920—Novelty Lids	3.75 Gr.
(10 Gr. Ligns \$3.50 Gr.)	
1623—White Sailor Hats . . .	10.00 Gr.
8432—Cardboard Carnival Wags	8.00 Gr.
1677—Blue Yacht Hats	2.25 Dz.
483—Blowouts (IMP)	4.50 Gr.
Asst.	10.80 Gr.
1518—Plastic Whistles	3.75 Gr.
1270—Aluminum Milk Dishes . .	1.75 Ea.

BINGO ITEMS
2684—Lamps, Boudoir, with Shade \$1.85 Ea.

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Distributing Co.
222 N. THIRD ST.
MILWAUKEE 3, WIS.

PEANUTS
Peanut Supplies, Pecan Supplies, Pecan Boxes, Colored Cans, Glassine Bags, Resealing (but no Pecans), Best Va. Roasted Peanuts. Selling price 1 1/2 lb., 100 lb. Bagn.

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CIRCUS, CARNIVAL AND PARK BUYERS
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PRODUCTS COMPANY
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BAR Z RANCH
A few more Budos Wild West Riders with stock, Thrill Acts, Motorcycle stunt Men, Comedy Acts (including singing), Program Man, Sound Truck for Henshawer County Fair, Nassau, N. Y., starting Aug. 7; Hartland, Vt., Fair, Aug. 23-24; 25, Pony Hill, Indian or Joke Shows, Slide Shows, Pitchmen, Wild Life. Address:

CHAS. KYLE
Care J. L. Williams, R. F. D. 4, Troy, N. Y.
Phone: Troy 4432
Fairs, Address: CHAS. KYLE, 104 Judson Ave., New Haven, Conn.

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CHARLESTON, S. C.
Capable, sober Artists for Ball Games and Grand Shows. Also Counter Help for Bazaar. We operate 7 days a week. Open until Labor Day. If you can attend, do your besting, chatting and drinking when we are closed. Come on. I will place you. Jack Throat, Doc Wilcox, C. D. Miller, get in touch.
ART D. HANSEN, Folly Beach, S. C.

Union Grove—Racine Co. Agr. Soc. Sept. 4-5.
East A. Polley, Rochester, Wis.
Viroqua—Vernon Co. Agr. Assn. Sept. 21-24.
Oren O. Johnson.
West—Wisconsin Valley Fair & Exps. Aug. 12-16. H. A. Kiefer.
Wausaukee—Marionette Co. Fair Assn. Sept. 1-4. Chas. R. Drewry, Box 383, Marinette.
Wautoma—Wausauka Co. Fair Assn. Aug. 25-27. H. N. Haderbecker.
Webster—Central Burnett Co. Fair. Aug. 31-Sept. 2. R. E. Krause.
Wellfield—Marquette Co. Agr. Assn. Sept. 1-4. W. P. Fuller.
Weyauvegon—Waupesa Co. Agr. Assn. Sept. 13-17. Frank Haffner.
Wilmot—W. Kenosha Co. Fair. Aug. 12-13. E. Y. Ryall, Kenosha, Wis.

Wyoming

Buffalo—Johnson Co. Fair. Aug. 24-25. Pete Jessan.
Powell—4th Fair. Approx. Aug. 15-16. R. A. Allan.

Canada

ALBERTA
Olds—Olds Fair. Aug. 11-12. J. A. Walker.
Red Deer—Red Deer Agr. Soc. Aug. 3-3. D. W. Robertson.
Vegreville—Vegreville Exhn. Assn. July 31-Aug. 2. J. Fitzalan.
Vermilion—Vermilion Exhibition. July 27-29. S. G. Heckbert.

BRITISH COLUMBIA

Armstrong—Interior Provincial Exhn. Sept. 18-21. Mat Hasson.
Castroville—Castroville Agr. Assn. Sept. 12-13. E. H. Barton.
Cloverdale—Cloverdale Fair. Sept. 18-20. T. W. Currie, R. R. 3, New Westminster.
Invermere—Invermere Agr. Assn. Sept. 1-2. N. M. Marples.
Ladysmith—Ladysmith Agr. Assn. Sept. 20-21. Rev. C. McDiarmid.
Langley—Langley Agr. Assn. Sept. 6-7. H. R. Freeman, Milner.
Prince George—Prince George Agr. Assn. Aug. 22-23. T. R. Tobbsan.
Seaschoon—Seaschoon Agr. Soc. Sept. 4. S. G. Hoodgard.
South Burnaby—S. Burnaby Agr. Assn. Sept. 13-16. Mrs. J. C. Bellinger.

NOVA SCOTIA

Bear River—Digby Agr. Soc. Sept. 28-31. C. E. Chisholm.
Bridgewater—Lunenburg Co. Exhn. Sept. 29-30. W. J. Cruise.
Lawrencetown—Queen's Co. Fair. Sept. 19-22. Fred Kempton.
Lawrencetown—Annapolis Co. Exhn. Sept. 19-21. Donald White.
Musquodoboit—Halifax Co. Exhn. Sept. 14-15. George Dickie.
North Sydney—Cape Breton Co. Exhn. Sept. 4-8. Chas. Munn, N. Sydney, Cape Breton.
Oranmore—Oranmore Co. Exhn. Sept. 13-15. Claude Thompson.
Pictou—Pictou Co. & N. Colchester Exhn. Sept. 19-21. J. J. Ross.
Truro—Truro Fair. Sept. 12-13. W. R. Nelson.
Windsor—Windsor—Exhn. Aug. 29-30. Chas. Douglas, Fairmount, N. B.
Yarmouth—Yarmouth Co. Agr. Soc. Sept. 13-14. E. L. Crosby.

Richmond—Carlton Co. Agr. Soc. Sept. 7-9. M. E. Mullen.
Ridgetown—Ridgetown Agr. Soc. Oct. 3-5. R. W. Green.
Wookeon—North Wentworth Agr. Soc. Oct. 7 and 8. P. P. Martin, Sheldiff.
Simcoe—Norfolk Co. Fair. Oct. 2-3. Harold J. Popa.
Springfield—S. Dorchester Agr. Soc. Sept. 12-13. E. E. Ward.
Stratford—Stratford Agr. Soc. Sept. 19-20. S. O. Hammond.
Strathroy—Strathroy Agr. Soc. Sept. 11-12. J. N. Ratcliffe.
Thorold—Thorold Agr. Soc. Sept. 19-20. Dave Crayler, Allanburg, Ont.
Vankeekle—Vankeekle Hill Agr. Soc. Sept. 6-8. J. L. Campbell.
Welland—Welland Co. Agr. Soc. Sept. 13-16. A. A. Marshall.
Woodbridge—Woodbridge Agr. Soc. Oct. 7-9. N. Geo. Wallace.

PRINCE EDWARD ISLAND

Charlottetown—Provincial Exhn. Assn. Aug. 14-18. J. W. Boulter.

QUEBEC

Ayers Cliff—Stanstead Co. Agr. Soc. Aug. 24-26. M. B. Corey, Haldy, Que.
Aymer—Gatineau Co. Agr. Soc., Div. A. Sept. 7-9. R. K. Edey.
Bedford—Mistiquoi Agr. Soc. Aug. 21-Sept. 2. Paul O. Roy.
Brome—Brome Co. Agr. Soc. Sept. 4-6. George A. McClay, Knowlton, Que.
Chapais—Chapais Agr. Soc., Div. B. No. 2. Sept. 18-20. Irvine Cabhill.
Chicoutimi—Chicoutimi Agr. Soc. Aug. 17-22. Simon Maltais.
Cotebeche—Compton Co. Agr. Soc. No. 1. Aug. 31-Sept. 1. Aug. Gasmachi.
Granby—Granby Hort. Soc. of Shefford Co. Sept. 7-9. J. J. B. Payne.
Maniwaki—Gatineau Co. Agr. Soc. Div. B. Sept. 11-13. Palma Jean.
Richmond—Richmond Co. Agr. Soc. Aug. 17-19. W. R. Stevens.
Roberval—Roberval Fair. Aug. 23-27. J. Ed Holly.
Saint-Casimir—Portneuf Agr. Soc., Div. B. Aug. 21-24. J. A. Foley, Thuroie, Que.
Saint-Hyacinthe—St. Hyacinthe Reg. Exps. Aug. 7-10. Alphonse Deschamps.
Shawville—Shawville Fair. Sept. 21-23. R. W. Hodgins.
Sherbrooke—Sherbrooke Fair. Aug. 24-Sept. 2. Nestor W. Price.
Victoriaville—Arthabaska Agr. Soc. Aug. 8-10. Philippe Granger.
Waterloo—Shefford Co. Agr. Soc. Aug. 18-22. R. R. Ruchon.

SASKATCHEWAN

North Battleford—North Battleford Agr. Soc. Aug. 7-9. P. Wright.
Prince Albert—Prince Albert Agr. Soc. Aug. 10-12. Gordon M. Cook.
Saskatoon—Saskatoon Industrial Exhn. July 24-25. Mrs. Letta Walsh.

SLA Red Cross Contributions

CHICAGO, July 22.—Contributions to the Red Cross fund of the Showmen's League of America now total \$8,206.65. Contributions received since last report are:
Sunset Amusement Company. . . \$11.30
Delgarian Amusement Company. . 100.00
Flint Park, Flint, Mich. 128.00
Flint Playland, Flint Park. 25.00
H. S. (Curly) Clark. 10.00
Addl. from Ray Marsh Bryon. . . . 83.00
Addl. from Atwell Luncheon Club 6.00
Total \$403.90

CONCESSIONS WANTED

Limited Openings for Legitimate Concessions OF ALL KINDS for the following fairs:
MUNCIE, IND.
LA PORTE, IND.
LOUISVILLE, KY.
HUNTSVILLE, ALA.
CHATTANOOGA, TENN.
ATLANTA, GA.
MONTGOMERY, ALA.
LAUREL, MISS.
DOTHAN, ALA.

We hold exclusive Concessions at all above named fairs. Address MORRIS LIPSKY, Concession Mgr.

CAN PLACE talented Girls for our Girl Revue. Want to hear from those doing Specialties and Outstanding Team. Can place Male Singer. Salaries paid from office.

USEFUL and reliable Ride Help wanted. Sleeping car accommodations. No semis to drive. Openings for Concession Help. Can place Bingo Caller and Aisle Help. Want to hear from performers and useful People in all departments.

JOHNNY J. JONES
EXPOSITION
LIMA, OHIO, JULY 25 TO 29.

PEANUTS

RAW JUMBOS IN THE SHELL @ \$18.00 PER 100 LBS.

ROASTED, \$21.00 PER 100 LBS.

Packed in 90-Pound Containers. Prices F. O. B. St. Louis. On new accounts, payment with order. We do not have any other kind of Peanuts, nor do we have Popcorn.

Prunty Seed & Grain Co.
620 North 2d St., St. Louis 2, Mo.
"In Our 70th Year"

LOT MAN

WANTED AT ONCE
DOC ULLINGS, WIRE.
Lawrence Greater Shows
York, Penn., this week; Lebanon, Penn., next.

FOR SALE—FANS

Rebuilt 20-Inch Center Model, 32 inches, \$45.00; 24-Inch Floor Model, 6 feet, \$60.00; 24-Inch Floor Model, 6 feet, \$72.50. Access wanted. Government surplus Good Security House, 12x14, 8 feet 6 inches, list price \$15.00; your price \$7.00. Deposit required.

C & H ELECTRIC
436 West Juneau MILWAUKEE, WIS.

COLORED PERFORMERS AND MUSICIANS
FOR MEDICINE SHOW
SALARIES START AT \$30.00 AND UP TO \$60.00 A WEEK
Now Organizing Number 2 Show to Work Tobacco, Peanut and Cotton Markets. Want Lecturer, Reporter and Stage Manager. Seven Piece Band, Six Glee Groups, Brass Singer and Six Chorusmen. Girls for line. Good treatment. You get your money here. No daily parades, no cookhouse or sleeping quarters. Eat and sleep where you please. Two week stands. You really live when with this show.
DAVID S. BELL, Owner Fargo Follies
Home Office—116 E. Rogers St. Valdosta, Ga.

WANTED
Capable Couple at once for modern Crab Stand, Columbia Amusement Park. Wonderful proposition for sober, reliable parties. 15 more weeks. Wire immediately.

SAM WEINTROUB
West Columbia, S. C.

WANTED!!
Thrill-World Man, also Ferris Wheel and Merry-Go-Round Operator. Top salary, H. DELGARIAN, 2808 N. Melina St., Chicago, Ill. Phone: Berksline 7964

Carnival Routes

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

- A.M.P. (Fair) Kimberlin, Pa., 26-Aug. 5.
- Alamo: Lubbock, Tex.
- Allen, Fred: Baldwinville, N. Y.
- Allen & Nickerson: Middleport, O.; Ironton 31-Aug. 5.
- All-American Expo.: Huntsville, Ala.; Geddes 31-Aug. 5.
- American Expo. (Gooding): Garfield Heights, Ohio.
- American Model: Mahira, Ga.
- Arcade: Nocoona, Tex.
- B. & H.: Great Falls, S. C.; Sumter 31-Aug. 5.
- B. & V.: Dickson City, Pa.
- Badger State: Sparta, Wis., 24-26; (Fair) Tomah 29-Aug. 1.
- Baker's United: (Fair) Logansport, Ind.; Greencastle, Aug. 1-5.
- Bundy's All-American: (Fair) Harrington, Del.; Newport News, Va., 31-Aug. 5.
- Barkoo: Toledo, Ohio.



INSURANCE

CHAS. A. LENZ
"The Showman's Insurance Man"
A1338 INSURANCE EXCHANGE
CHICAGO, ILL.

PIONEER VICTORY SHOWS
Troy, Pa., July 31st to August 5th
Want legitimate Concessions, Shows, Ride Heat, Concession Agents, sensational Free Act. Fair secretaries and committees, have a few open dates. Answer:

MICKY PERCELL, Towanda, Penn., this week.

WANTED TO BUY Seven Car Tilt-a-Whirl
With or without transportation. Will pay cash. Wire
C. J. BENNETT
Hotel Webster Hall Detroit, Mich.

WANTED
Drome Riders at once. Make \$60-\$70 weekly and more. Also Grinder or Talker Man to care for Lions in Olympic Park now, with eight fairs starting in September, with World of Mirth Shows. Address:

EARL PURTLE
OLYMPIC PARK IRVINGTON, N. J.

R. C. Lewis Circus Shows WANT
Concessions—Pecans, Candy Apples, Ice Cream, Slings, Flat Food, Silos, Ribs, Jelly, Slim Wind, Straws, King Jint, Any Concessions that do not conflict. Will book Girl Show or one Ride, Hump, or Flat Ride, must have own transportation. Don't wire, write or come on.
Westwood, Calif., until July 25; Leyland, Calif., 27 to 31. Contact per route.

PHONEMEN
Book Tickets—Banners
UNITED STEEL WORKERS' LOCAL #1331 DANCE
Aspy CHAIRMAN, Room 306, Columbian Bldg., 2205 Phelps St., Youngstown, O.

WANT CARNIVAL AUGUST DATES
Two Carnival Shows. Plus Large Air Base Crowd.
R. E. BARTLE, Sec. Lions' Club, Warrensburg, Mo.

- Bayinger, Al: (Fair) Darlington, W. Va.
- Beamy's Attrs.: Greensburg, Pa.
- Beg's Old Reliable: (Fair) Harrodsburg, Ky.; (Fair) Russell Springs 31-Aug. 5.
- Berryhill United: Gainesville, Ga.
- Bistany's Greater: Fernandina, Fla., 24-Aug. 5.
- Bodart's Greater: Crystal Falls, Mich.
- Bright Lights Expo.: Hollidaysburg, Pa.
- Buck, O. G.: Auburn, N. Y.
- Buckley State: Wisconsin Rapids, Wis.; (Fair) Portage, Aug. 2-7.
- Buffalo: Oakfield, N. Y.
- Bunting: (Fair) Taylorville, Ill., 24-28; (Fair) Fairbury, Aug. 1-4.
- Byers Bros.: New Boston, Tex.
- California Am. Co.: Portola, Calif., 24-30.
- Capell Bros.: Ada, Okla.
- Chase & Frei: Loydminster, Sask., Can., 24-26; (Fair) Vermilion, Alta., 27-29; (Fair) Vegreville 31-Aug. 2.
- Cavalcade of Am.: Minneapolis, Minn.; Thief River Falls, Aug. 1-3.
- Ceclin & Wilson: Connellville, Pa.
- Chamos, Jimmie: Troy, O.
- Christian, George W.: Mason City, Ill., 27-29; (Fair) St. Paul, 30-5.
- Coleman Bros.: Pittsfield, Mass.; Kingston, N. Y., 31-Aug. 5.
- Colley, J. J.: Hobart, Okla.
- Comber's Valley: Pulaski, Tenn.
- Cook's World: (Fair) Hastings, Neb.; St. Joseph 31-Aug. 5.
- Dumont: Martinsburg, W. Va.
- Dyer's Greater: Maquoketa, Ia.; Dubuque 30-Aug. 2.
- Eddie's Expo.: (Fair) Fredonia, Pa.; Rocky Grove, Aug. 2-12.
- Edwards, J. R.: McConnellsville, O.
- Eliel: Manhattan, Kan.
- Ferry Bros. & Paul: Lowell, Mass.
- Expo. at Home: (Banning Road & Okla. Ave.) Washington, D. C.; Woodstock, Va., 31-Aug. 5.
- Flyer's United: Cicero, Ill., 24-30; Riverside 31-Aug. 5.
- Francis, John: Oalesburg, Ill., 26-Aug. 5.
- Garden State: (Fair) Manhattan, Pa.
- Gentala & Spaul: Paris, Tenn.
- Green's United: Liberty, Ind.
- Gold Medal: (Fair) Rockport, Ind.; (Fair) Booneville 31-Aug. 5.
- Gooden Expo.: Ironville, Minn.; S. St. Paul 31-Aug. 5.
- Gooding Greater: (Fair) North Vernon, Ind.
- Gooding F. E., Am. Co., No. 1 Unit: Cleveland, O.; No. 2: (Fair) Washington C. H. O.; No. 3: (Home-Coming) Brownstown, Ind.; No. 4: (Steelton Merchants Carnival) Columbus, O.
- Grady, Kell: Attalla, Ala.
- Great Section: Pontiac, Ill.
- Greater United: Brownfield, Tex.
- Green Victory: (Fair) Gettysburg, N. J., 24-27.
- Groff United: Concord, Ohio.
- Gruber's Famous: Playing Philadelphia lots. Hames, Hill: Paris, Tex.
- Happy Attrs.: Crestline, O.; (Fair) Plain City, Aug. 1-5.
- Happydays: Pontiac, Mich.; Hastings, Aug. 1-5.
- Hendies Bros.: Fort Huron, Mich.
- Henry, Lew, Rider: Bonessboro, Md.
- Henson & Johnston: Puxico, Mo.
- Heth, L. J.: Richmond, Ky.; Somerset, Aug. 5-9.
- Johns, Johnny J., Expo. Lima, O.; (Fair) Muncie, Ind., 31-Aug. 5.
- Jones Greater: Bridgeport, O.; Weirton, W. Va., 31-Aug. 5.
- Joyland's Midway: Fraser, Mich., 27-30; Belleville Aug. 1-6.
- Kawa, W. C.: Winchester, Va.; Front Royal 31-Aug. 5.
- Kirkwood, Joseph J.: East Palestine, O.
- Lagasse Am. Co.: Peabody, Mass.; Lowell 31-Aug. 5.
- Lawrence Greater: York, Pa.; Lebanon 31-Aug. 5.
- McKee, John: Donnellson, Ia.
- Magie Empire: DeWitt, Ark.
- Markus (W. Wood lot) Richmond, Va.
- Midway of Mirth: Arthur, Ill.
- Midwest: (Fair) Freedom, Mo., 24-26; Idaho Falls, Idaho, 30-Aug. 5.
- Monarch: Leno, Okla.
- Moor's Modern: West Terre Haute, Ind.
- Mound City: (Fair) Farmer City, Ill.
- New England Am. Co.: Bellows Falls, Vt.; Lee, Mass., 24-Aug. 5.
- Page, J. J.: Morehead, Ky.
- Parade: Channah, Kan.; Fredonia 31-Aug. 5.
- Peppers All-States: Bristol, Va.; Erwin, Tenn., 31-Aug. 5.
- Pike Am. Co.: Charity, Mo., 29-29.
- Pioneer Victory: Towanda, Pa.; Troy 31-Aug. 5.
- Playland Am. Co.: Harlan, Ky.
- R. & S. Am. Co.: Swansboro, N. C.
- Raise Am. Co.: Booneville, Ark.
- Red River: (Fair) Gilbert Plains, Man., Can., 26-27; (Fair) Swan River 29-29; Flin Flon, Aug. 1-4.
- Rick, King: Tupper Lake, N. Y.
- Reynolds & Wells: Roseau, Minn., 24-26; Man-nomen 28-30.
- Rogers Greater: (Fair) Belleville, Ill.; Charleston 31-Aug. 5.
- Rogers & Powell: Carthage, Miss.
- Royal Expo.: Moultrie, Ky., 24-Aug. 5.
- Royal American: Shenoygan, Wis., 24-30; Madison, Aug. 1-5.
- Royal Am. Co.: Florence, S. C.
- Schafer & Wrigley: Lufkin, Tex.; Nacogdoches 31-Aug. 5.
- Scott Expo.: Oak Hill, W. Va.; Beckley 31-Aug. 5.
- Shaeffer Midway: Racine, Wis.
- Sheridan: Rabun, Ga.
- Shik City: Hastings, N. Y.
- Smith, George Clyde: East Freedom, Pa.

- Snapp Greater: Pekin, Ill.; Ottawa 31-Aug. 5.
- Sparks, J. P.: Salem, O.; Newark 31-Aug. 5.
- Standard: Riverton, Wyo.; Thermopsis 31-Aug. 5.
- Stephen's: Monroe, Ia.; New Virginia 31-Aug. 5.
- Stratton, James E.: Schenectady, N. Y.
- Sumbo: Green Forest, Ark.
- Sunflower State: Lenora, Kan.; Oberlin 31-Aug. 5.
- Sunset Am. Co.: Creston, Ia.; (Fair) Indianapolis, Aug. 1-4.
- Tassell Unit: Colonial Beach, Va.
- Tidwell, T. J.: (Fair) Anthony, Kan.
- Tiroff Expo.: Washington, Ia.; Kahoka, Mo., Aug. 1-4.
- Turner Bros.: Fort Madison, Ia.
- United Liberty: Virginia, Ill.
- Victory: Hempstead, L. I., N. Y., 27-Aug. 5.
- Virgin Great: Hope, Ark., 24-Aug. 5.
- Wade, W. G.: Monroe, Mich.
- Wade, W. O., No. 3: Carleton, Mich.; Wabash, Ind., Aug. 1-4.
- Wade, R. T.: Fraser, Mich.
- Wallace Bros.: Princeton, Ky.
- Ward, John R.: Natchez, Miss.
- Weir, J. C.: Altoona, Pa.
- West Coast Victory: Marshfield, Ore., 24-30; Coquille, Aug. 1-6.
- Wilson's Famous: Chillicothe, Ill.
- Wolfe Am. Co.: Lyons, Ga., 24-29; Vidalia 31-Aug. 5.
- Wonder City: Senobia, Miss.; Batesville 31-Aug. 5.
- World of Mirth: Bath, Me.
- World of Pleasure: Ecorse, Mich.
- World of Today: Springfield, Ill.
- Worthy: Buffalo, N. Y., 24-29; Gowanda 31-Aug. 5.
- Zachinski: Hyndman, Pa.; Hancock, Me., Aug. 1-5.
- Zeiger, C. P., United: Lamar, Colo., 24-Aug. 5.

Circus Routes

- Anderson, Bud E.: Valley City, N. D., 25; Jamestown 26; Edgeley 27; Ashley 28; Lincoln 29; Mandan 30.
- Arthur Bros.: Blackfoot, Idaho, 25; Peacelito 26; Malad City 27; Logan, Utah, 28; Brigham, 29; Salt Lake City 30-Aug. 1.
- Bailey Bros.: Massena, N. Y., 26.
- Beatty, C. P.: Russell, Ia.; Bellingham, Wash., 25-28; Everett 27-28; Seattle 29-Aug. 5.
- Bond Bros.: New Holland, Pa., 25; Letitz 26; Denver 27; Burdeto 28.
- Cole Bros.: Omaha, Neb., 24-25; Lincoln 26; Grand Island 27; Hastings 28; Meeker 29; Denver, Colo., 31-Aug. 5; Pueblo 4; Colorado Springs 5.
- Hunt Bros.: Lynn, Mass., 24-25; Medford 26; Concord 27; Alhol 28; Easthampton 29.
- Kelly, Al, G. Miller Bros.: Crawford, Neb., 25; Lusk, Wyo., 26; Torrington 27; Mitchell, Neb., 28; Gering 29.
- Lewis, R. C.: Loyalton, Calif., 27-31.
- Mills Bros.: Milan, Mich., 28; Chelsea 29; Mason 27; Eaton Rapids 28; Albion 29; St. Johns 31; Ionia, Aug. 1; Greenville 2; Sparta 3; Fremont 4; Big Rapids 5.
- Polak Bros.: Eureka, Calif., 27-30; Seattle, Wash., Aug. 4-13.
- Ringsler Bros. and Barnum & Bailey: Akron, O., Aug. 4.
- Sells-Greifing: Chillicothe, Mo., 25; Brookfield 26; Shelburne 27; Paris 28; Bowling Green 29; Vandalia 30.
- Wallace Bros.: Utica, N. Y., 25; Rome, 27; Syracuse 28-29; Rochester 31-Aug. 1.

Misc. Routes

- Barrett, Roy (Fair) Vermillion, Ala., Can., Red Deer 3-5.
- 27-29; (Fair) Vegreville 31-Aug. 2; (Fair) Basco, Ind. Band (Fair) Harrington, Del., 24-29; (Fair) Lockport, N. Y., 31-Aug. 1.
- Fay-Gosh Tent Show: Fall Branch, Tenn., 29.
- Rehler's, Monty, Animals: Harrisburg, Ill., 26-28; Kahoka, Mo., Aug. 2-4.
- Brother's Dixiana Show: Harrisburg, Va., 24-29.
- Carlin, Rube (Police Circus) Pittsburgh 24-29.
- Daniel, B. A.: Buffalo, N. Y.
- DeDoe, Harry (Browns' Unit) Winchester, Va., 24-29; Front Royal 31-Aug. 5.
- Playssong: Air Field, Fayette, Tex., 26; Air Field, Big Springs 27; Portales, N. M., 28.
- Long, Leon: Harlan, Ky., 29-29; Alto, Tenn., 31; Knoxville, Aug. 1-3.
- Ricton's Dogs: Manchester, Tenn., 24-29.
- Russell, Slim: Akron, O., 24-26; Cleveland 27-28.
- Sadier, Harry Show: Perryton, Tex., 24-26; Canadian 27-29; Pampa 31-Aug. 5.
- Texas Cattle King, George M. Bragg's: Pine Island, N. Y., 24-29; Westtown 27-Aug. 1.
- Virgil: Burns, Ore., 23; Ontario 31; Caldwell, Idaho, Aug. 1; Mountain Home 2; Wendell 3.

PHOTO OPERATORS

Immediate Delivery on following:
Paper—
1 1/2" \$ 5.50
2" 7.25
2 1/2" 8.50
3 1/2" 11.75
5x7 6.50

Mirrors—Assorted Colors and Patriotic. Per M. \$37.50

Leatherettes—
1 1/2" Per C \$ 3.50
5x7 Single with Celluloid. A Doz. 4.20
Doubles, A Doz. 6.00

Chipped Mirror, Glass Frames—
2x3. A Doz. \$ 1.45
3x4. A Doz. 1.75
3x5. A Doz. 2.50
5x7. A Doz. 4.00
8x10. A Doz. 7.20

Enlargers Up to 5x7—
1 1/2" \$27.50
2 1/2" 30.00

Visualizers Up to 5x7—
1 1/2" \$18.00
2 1/2" 20.00

BENSON CAMERA CO.
166 BOWERY
NEW YORK 12, N. Y.

BOBBY PINS—HAIR PINS
Straight & Safety Pins. Packaged or Bulk. State Quantity Wanted or No Reply.

FOUNTAIN PENS
Lever Filler, Silver Palladium Gold Plate Point, Gold Filled Band, Military Clip, Per Doz. \$9.00.
Others from \$7.50 to \$12.00 each.

BLADES \$6.50 Per 1000
First run, uniform, D.E. Blue Steel, passed 20/50 per carton. No orders less than 25 ctns. Send full amount or 1/3 deposit.
Write for free list of other brands.

ACE SALES CO., Dept. 1, Buffalo, N. Y.

BAR Z RANCH RODEO
Wants a few more Riders with Motorcycles, Stuntmen or Women, other suitable Acts, Round System for Rounder County Fair, Sabalo, N. Y., August 9-10-11-12, Day and Night. Want to hear from Wild Life Exhibit, Sideshow, Pony Ride, Pitching, Fire-eating, Cookhouse, Grab-All, Etc., Etc. Want Rides, especially Ferris Wheel, Whip, Cookhouse, all legitimate Concessions on percentage for committee fees.

CHARLES KYLE
104 Judson Ave. New Haven, Conn.

A GUARANTEED FIRE-PROOF COMPOUND
Approved by the Board of Standards and Appeals in New York City and New York State. We have a new fire-proofing material for substantial fireproofing. Can be used by spraying on canvas, draperies and even on wood. NEVER NO FLAME—NEVER NO DANGER. What carpenters and electricians need for sure-fire protection and safeguard. All orders promptly attended to with full instructions how to apply. This does not destroy or harm in any way. Can be used in powder or liquid form. Write or wire for particulars.

TOM FOWLER (Scenic Studio)
Expert on Fire Hazards
112 WEST 46TH STR., NEW YORK CITY PHONE: LO 3-1400

JOHN FRANCIS SHOWS
WANT FOR 5 WEEKS OF CHOICE IOWA FAIRS, STARTING AUGUST 12, AND A MONEY-MAKING ROUTE OF SOUTHERN FAIRS TO FOLLOW.
CONCESSIONS, TIERS, WORKS, AND FOR STOCK. SHOWS WITH OWN OUTFITS AND TRANSPORTATION. Will make exceptionally good provision to Showmen.
ADDRESS: GALESBURG, ILL., JULY 26 TO AUG. 5 (UPTOWN).

PEPPERS ALL STATE SHOWS WANT

Minstrel Show with or without transportation. Also Fat Show and Working World. Will furnish outfits to worthwhile shows.

Want Talkers and Grinders for beautiful Animal Show. Man to handle Snake Show. Can place Legitimate Concessions. Good opportunity for Hoopla, Cane Rack, Bumper, Scales and Age, Novelties and Glass Store. Want Agents for Grind Stores.

Want sober, reliable Ride Help; top salaries. Good treatment and congenial working conditions. We do not carry a work shop. Want to buy for cash; Tilt-a-Whirl and Octopus. Must be in first class working condition.

Want Free Act. Prefer Aerial or High Pole Act. Want good Painter who is also capable Builder.

Long Season South. Proven Territory. Get With the Show That Showmanship Built.

BRISTOL, VIRGINIA, This Week; ERWIN, TENN., Next Week.

Happyland Shows

JOHN F. REID WILLIAM E. DUMAS

DEPARTMENT ADDRESS
3631 SEVEN AVENUE
DETROIT 14, MICH.
PHONE — 91, 7814

Can place one or two more Grind Shows with own transportation for the following fairs and celebrations: Hastings, Michigan, Free Fair (Aug. 1 to 5); Wayne Homecoming, Wayne, Mich. (Aug. 7 to 12); Northville Rodeo, Northville, Mich. (Aug. 16 to 20); Tuscola County Fair, Caro, Mich. (Aug. 21 to 26); Northwestern Mich. Fair, Traverse City (Aug. 29 to Sept. 1); Allegan County Fair, Allegan, Mich. (Sept. 11 to 15). Will book or buy Roll-o-Plane, Fly-o-Plane, Spiffing, Rocket. Eddie Jamison and Eddie Miller can place for Girl Revue several youthful and attractive Girls. Al Renton wants for Side Show, Freak to feature, Novelty and Working Acts. We can place Concessions that work for stock. Want Talkers, Grinders, Concession Agents, Carwashmen, Ride Help that can drive Stomps.

PONTIAC, MICHIGAN, until July 29; then per route.

Fred Allen Shows Want

FOR FAIRPORT, N. Y., AUGUST 3 TO 12, A SUBURB OF ROCHESTER, City Hall Location, Main Street, in Center of City With Plenty of Moneyed People To Draw From—Combined Waterloo, N. Y., Fair and Firemen's Celebration, Aug. 15 to 18 to Follow.

Billed for miles around. Big Labor Day spot and Salina St., Syracuse, N. Y., to be announced in later issue. Can place two up-to-date Bottle Ball Games, clean Stock Grind Stores, Custard, Ice Cream, Waffles, etc. Can place capable Man and Wife to handle Cook House and Crab. Good proposition or will book up-to-date Cook House for balance of season. We have E nation. Can place clean Binge with capable operators; percentage or flat rate. Can use sober, reliable Help for Little Beauty Merry-Go-Round and other Rides. Also for Side Shows and Pit Shows.

BALDWINVILLE, N. Y., THIS WEEK

WANT COWGIRLS--COWGIRLS WANT NOVELTY ACTS--HIGH ACTS WANT ATWOOD STADIUM, Flint, Mich.

AUGUST 4, 5 AND 6. Many Dates Follow.

Wire or call JOHN DAROS SHOWS, Durant Hotel, Flint, Mich.

FOR SALE—MERRY-GO-ROUND

Parker 2-Abreast. Top and Sidewalls good for another season. Will sell for \$1,200.00. Small amount of repairs needed.

UNIVERSAL SALES, Ben Morrison, Mgr.

313 E. JEFFERSON AVE., DETROIT 26, MICH. Phone: Cadillac 6610. KIDDIE RIDES ACCEPTED ON DEAL, OR WILL BUY.

B AND V SHOWS WANT

For Archbald, Penn., week July 31st; also for Wyoming Valley Firemen's Convention, Pockville, Penn.

Grind Stores, Pop Corn, Bingo. Want Girl, Snake and Animal Shows with outfits. Can place Octopus and Tilt, also Drome. Bill Aire wants Man and Wife for Stock Store that are able to drive truck. Can place Ride Help.

DICKSON CITY, PENN., WEEK OF JULY 24TH.

—A. M. P. SHOWS— "JUGGY"

KIMBERTON, PA., THIS WEEK THROUGH AUGUST 5

WANT DeWitt's Hoopla Alley, Giant Year Alley, High Striker, Clothes Pin Pitch, String Game, Scales or any 10¢ Grind Store. WANT 10-20-30s, Girls or Girl Show, Side Show People. WILL BOOK one Flat Ride. Interested in Free Act for route Southern Fair. An Address: ANTHONY M. PODSORSKI, Kimberton, Pa.

THROUGH AT N. E. MEET

(Continued from page 48)

cigars, while Harold Gilmore, Whalom manager, assisted by Walter Quinn, of the park staff, and Ed La Venture, manager of the roller rink, took over the job of handling the visitors. Luncheon was served in the picnic grove. The evening feature was a real New England clam-bake and lobster dinner served in the ballroom.

Speeches were taboo but brief remarks were made by Colonel Dondel of Camp Devens, Harry A. Ackley, Fred Markey and Bowen. George Hamid wound up the dinner talks with a brief speech of congratulation and the presentation to Bowen of two \$100 War Bonds, one from the staff and personnel of Whalom Park and the other from members of the NAAPPB, with the proviso that they be used in educating Bowen's new-born son not to follow in his father's footsteps.

Fred Markey, secretary of the New England Section, was in charge of registrations and acted as toastmaster at the speakers' table. In a brief report to the dinner guests, he stated that membership of the organization was at present largest in its history.

Those Present

Registrations:
Henry G. Bowen, Harold D. Gilmore, Walter Quinn, Ruth Penniman, Francis Davis, M. McSheehy, J. Frank Gilmore, Barney Williams, John Williams, Mr. and Mrs. Ed La Venture, Emilio Massera, Dominic Riccio, Andrew Stone, John Bopko, Harold Root, P. A. McKitterick, John B. Aubuchon, C. Duggan, W. E. Aubuchon, Joseph Mologhan, Mrs. Morynihan, Mr. and Mrs. P. J. Keating, W. S. Brown, George Page, Mrs. Young, Mrs. Callahan, Mrs. Howard, Mrs. Agnes Beaurait, all of Whalom Park, Fitchburg, Mass.; Mr. and Mrs. A. W. Henslow, International Mutoscope Co., Long Island City, N. Y.; John J. Carlin and John L. Campbell, Baltimore; H. P. Schmeck, Philadelphia Toboggan Co., Philadelphia; William Marquette, Mr. and Mrs. Charles Sanford, Mr. and Mrs. Edward Tracy, Mrs. P. E. Hubbs, Vivian Antil, Hermina Szarek, Joseph Kraon, L. D. Pellister, L. D. Pellister Jr., Mountain Park, Holyoke, Mass.

Mr. and Mrs. Ed Emegran, Mr. and Mrs. B. Louckes, Lake Pearl, Wrentham, Mass.; Mr. and Mrs. Ed Carroll, Mr. and Mrs. Harry Stortin, Mr. and Mrs. Vernon Trigger, Mr. and Mrs. William Stevenson, Henry Martinell, Jesse M. Hutchison, Riverside Park, Agawam, Mass.; Vernon Keenan, Conroy Island, N. Y.; E. F. Tische, George T. Hoyt Co.; W. St. C. Jones, William B. Berry Co.; Russell Jones, Paul Denish, Al Martin, Lena Keeney, Mr. and Mrs. George A. Hamid, William E. Hubbs, Melvin Brooke, Ted Wolfram, New York; Phil Gladu, Phil Palotto, John T. Clare, Paul S. Haney, Edward Lela, William West, Charles Kronston, John Harwood, Charles Wiggin, A. S. Davis, Crescent Park, Riverside, R. I.; Mr. and Mrs. F. L. Markey, Fred Markey Jr., William Markey, Salisbury Beach, Mass.; Mrs. Barney Williams, Corrine Williams, Margaret Bacchini, Pine Island Park, Manchester, N. H.; Mr. and Mrs. Daniel E. Bauer, Acushnet Park, New Bedford, Mass.; Mr. and Mrs. Arthur Eldred, Glenmont Park, N. J.; Harry Ackley, Harold Bradley, Pittsburgh; Frank S. Terrell, Mrs. Wilson, Savin Rock, Conn.; Harry Prince, M. Lefcourt, Lincoln Park, N. Dartmouth, Mass.; Colonel Dondel, Camp Devens, Mass.; C. S. Bradley, Orange Crush Co.; Harold Hoenber, Chicago; Sam Hamid, White City Park, Worcester, Mass.; Mr. and Mrs. A. A. Casassa, Revere Beach, Mass., and Oscar Swartz.

DEPRECIATION DOPE

(Continued from page 49)

dps, 15; derbies, 15; big dippers, 15; grand stands (concrete or steel), 30; (wood), 15; harness, saddles, and robes, 10; bathhouses (brick, concrete or masonry), 33; incinerators, 10; laundry plants, 16; steel lockers, 12; old mills, 15; organs and pianos, 10; pavilions (fire-proof), 40; (frame), 30; pergolas, 15; amusement piers, 33; swimming pools, 20; scooters, 15; kiddie slides, 15; aero swings, 15; tanks (steel), 30; (wood), 20; Ferris wheels, 15; and whips 8.

Furniture and Fixtures

While the life of the property used in this business is not limited by leases, the ordinary composite life considered reasonable for the assets in the furniture and fixtures account varies from 10 to

14 years. Item lives are given as follows in average useful life years:

Carbonators, 10; chairs, 10; extractors (electric, fruit juices), 8; kitchen equipment, 10; mirrors, 20; mixers, 7; refrigeration (new type), 20; serving bars, 13; silverware, 5; silver polishing and cleaning equipment, 10; sterilizers and washing tanks, 10; tables, 15; toasters (electric), 5; trays, 10; coffee urns, 15, and waffle irons (electric) 5.

MADAWASKA, ME.

July 31 to August 5

Want Shows, Stock Concessions, Rides
Help in All Departments,
Come On.

Ferris Wheel Operator

ELI WHEEL
Get It Up and Down in Time for Me
NAME YOUR OWN SALARY
Must be sober, reliable and know what it is all about. Good bonus at end of the season. Playing in and around Boston, not over 50 miles from the city. Will be operating till November 10.

UNIVERSAL SALES
913 E. Jefferson Ave. Detroit 20, Mich.
Telephone: Cadillac 6610

WORLD'S FAIR LIGHTS

1500 Watt Mazda Spot Lights (can be used for spot or flood). With base, bulb, socket and reflector, \$6.00; 10% discount for quantity. Also Electric Valves and Best Guarded Motor. Curt's Mercury Arc Lights.

BROWNS
144-15 20th Ave., Whitestone, L. I., N. Y.
Flushing 3-7880

WANTED CARNIVAL WITH RIDES AND CONCESSIONS FOR BENTON COUNTY FAIR

AUGUST 22-25
Write or Wire
EDGAR BURNETT, Concession Mgr.,
Boswell, Ind.

CAROLINA SIMMONS WANTS

Coupon Agents for Roll-down, Skillo, Buckets; General Concession Help. Address:
Care WUNDER CITY SHOWS
Senatobia, Mississippi, this week; Batesville next; West Helena to follow.

AT LIBERTY

An experienced Agent for Popcorn, Apples, Fines and Waffles. Robur, reliable, industrial. State your best terms.

JOHN I. DAVIES
(Writing Candy and Waffle Man)
1020 W. South St., Bluffton, Ind.

CONCESSIONS AND TENT SHOWS Of Any Kind Wanted for WABASHA COUNTY STREET FAIR

AUGUST 10-11-12
If Interested Call or Write CLEM NOLL
Chairman of Concession Committee, Wabasha, Minn.

CARNIVAL WANTED

By the Roy D. Graves Post 1194 of the V. F. W., Potsdam, N. Y., some time in August or September. Write PAUL H. LaBRAKE, Morgan's Men's Shop, Potsdam, N. Y.

SUNFLOWER STATE SHOWS

Foreman on Merry-Go-Round. Will pay \$50.00 per week or percentage. Foreman on South Mid-Up, \$40.00 or percentage. Also Loop Foreman and Second Man on all Rides. We own our own trucks and will be out till Nmax, Wm. C. A. GORE, Leora, Kan., 20-28; Oberlin, Kans., Aug. 1 to 5.

WANTED

Truck Show, complete, or Rides, now or end of season.

H. L. WYSE
Wayland, Iowa

Ringling Circus Opens in Akron Bowl August 4

CINCINNATI, July 24.—The Ringling Circus will reopen in the Rubber Bowl, Akron, August 4. This is the latest statement from the management in Sarasota, where equipment is being readied for performances without a big top.

Planned opening for Nippert Field, University of Cincinnati, August 2 and 3, was canceled when it developed that this site was in a residential "A" district and that a permit could not be issued under the restrictive zoning laws. Circus is expected to leave Sarasota July 29.

Receiver's Bond Increased

HARTFORD, Conn., July 22.—In view of the Ringling additional available assets, bond of the receiver, Judge Edward S. Rogin, was ordered increased from \$100,000 to \$400,000 by Superior Court Judge John H. King.

Regarding assets of the circus outside of Connecticut, the receiver will be furnished quarterly statements by the circus. Attorney Robert P. Butler, chairman of a Hartford bar committee appointed to confer with circus officials, states that the average annual profits of the circus in normal times is \$900,000. The circus, to conserve good will of the public which it considers all important, is planning to set aside all profits to meet claims arising from the fire.

As attorneys for some claimants hold that the city is jointly responsible with the circus, there is a possibility that after a few test cases to settle this and other legal aspects an arrangement will be made between city and circus to settle claims on an agreed percentage basis established by the test cases. Suits in which the city of Hartford is named as co-defendant with the circus total \$1,003,000.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., July 22.—Acceptance of a membership application from the John McKee Shows, filed by Owner John McKee, brings membership to 104. Visitation was continued with a re-visit to Holman's Rides at Barnard, N. Y., July 7, when three rides were operating under auspices of volunteer firemen. C. & V. Shows, a non-member, was exhibiting jointly, with a free act but no gate. Owner Lewis Holman and Mr. and Mrs. Sprague extended courtesies.

There have been received 33 personnel memberships from the Worthy Shows, enrolled thru efforts of Manager Martie Smith. Standings in the annual personnel membership race: James E. Strates Shows, 117; J. J. Kirkwood Shows, 34; Worthy Shows, 33; George Clyde Smith Shows, 26.

Because of considerable agitation in Congress to increase allowance of gasoline to A and B bookholders in the East Coast area expectations are that such a move may be possible within the next 60 days.

Visits to Andy Bros.-Prell Shows, Mighty Sheesley Midway, J. C. Weer Shows and O. C. Buck Shows are planned.

There has been considerable correspondence regarding ammunition for shooting galleries, particularly as to availability of Form W. P. B.-2662. These forms should be secured from the nearest office of the War Production Board and forwarded to the Recreation Section, Office of Civilian Requirements.

SPITFIRE FOREMAN

Wood Men and Help on all Rides. Top salaries. Drivers and assistants, save our time. Who

J. F. SPARKS SHOWS

Salem, Ohio, this week

WANTED

Ball Games, Pitch Tri-U-Win, Bowling Alley, Pinco; also want good Tilt Man.

MOUND CITY SHOWS

Farmer City, Illinois

Freight Trouping OK; Grosses Up, Declares Conklin

REGINA, Sask., July 22.—"While showing the Brandon Exhibition, July 3-7, with only a 10-car show we came very close to breaking the all-time midway record. At Calgary Exhibition and Stampede last week we came within \$500 of our own record established in 1941," said President J. W. (Patty) Conklin, here with the Conklin Shows' Frolicland. "In spite of the fact that we are extremely short of labor in every department, including the staff, we believe we are creating something in show business that has never been done before and we are much indebted for this success to our loyal help.

"We are this year moving in freight service instead of by special train and, as a result, we are compelled to move on the first convenient freight that can handle us, and in most cases the show doesn't arrive at a very decent hour. However, in spite of conditions, we arrived in Regina at 8-13 a.m. from Calgary and had a big Kiddies' Day. I am happy to say that, with the exception of one attraction, we had everything operating at 2 p.m. on opening day and we had an increase on the midway of 100 per cent.

"We are carrying this year six of our best riding devices and, in my opinion, this is the finest show that has ever played these Western Canada fairs. Everything that we have is framed to do capacity business and in most cases we are operating every night until after 1 a.m. and in Calgary the officials were good enough to allow us to operate until 1:15 a.m. on Sunday. The show is loaded each week on time and we have it so organized that we can easily be loaded by 6 a.m., even though we do not start taking it down until after midnight."

UNDER THE MARQUEE

(Continued from page 45)

Valentine, have been playing the Tom Packs Thrill Circus dates. The Valentines had a two weeks' vacation, spending it at the Bert Does Circus Park, Bloomington, Ill., and rejoined Packs at Pittsburgh.

WINN PARTELO, who was with Cole Bros' Circus for several years, has been on a tour of Southeastern cities on the fifth War Loan drive. He and other paratroopers have been displaying combat equipment and making parachute jumps. Partello was injured when he hit a bad ground wind and was thrown into a parked auto. He has recovered and is awaiting overseas shipment.

"WITH the circus?" asked a native. "Yeah! Yeah!" answered a sweating canvasser. "Good thing, ain't it?" continued the native. "My son got into it 30 years ago as a boy and ain't done a lick of work since."

JOHN D. WIXOM, owner of Wixom Wild Animal Farm, Mukwonago, Wis., was severely clawed July 17 by a lioness. The accident happened while he was working his lions. The lioness that clawed him was a new addition to the group. Six weeks ago he was severely clawed by a female leopard. Ben Davenport, owner of Dalley Bros' circus, recently obtained several animals for his menagerie from Wixom.

RECENT visitors to the office of A. Morton Smith, editor of *The Daily Register*, Gainesville, Tex., were Don Braisher, owner-manager Globe Bros' Circus; Frank (Doc) Stuart, Oklahoma City, former circus p. a.; Sgt. Francis Hohendel, son of Walter Hohendel, publisher of *White Tops*, who is stationed at Camp Howze, Tex.; Joe Ward, clown, Wichita Falls, Tex., and Jack Penelon, Fort Worth, formerly with circuses.

AT a berth-car women's meeting last week a resolution was passed suggesting that the group, which gathers around the stake 'n' chain wagon for post-war planning, be dispersed, as seat and property girls are here to stay.

DOC WADELL, on a lecturing trip up Jackson, Mich., way, info: "Ran into Ruby Orton—his resident of Jackson. Met C. H. Droege, chief billposter for John Quinn's World of Pleasure shows. Palmer Kellogg, of Cal Stewart booking fame, has a farm near Jackson. He's a typical granger. A group of circus fans from Lansing, headed by Ray Buil,

Hamid, Gravatt Talk Joint Operation of Piers in Atlantic City

NEW YORK, July 22.—Rumors having been rife in Atlantic City this week about a reported deal between George A. Hamid, operator of Million-Dollar Pier, and Frank P. Gravatt, president of Steel Pier, by which Hamid would acquire Steel Pier in exchange for the Hamid-controlled race track and plant of New Jersey State Fair, Trenton, Hamid said here yesterday:

"We have been conferring considerably in reference to some arrangement for the joint operation of both piers. Mr. Gravatt, head of Steel Pier, has offered a very liberal proposition for the sale of Steel Pier, which is under consideration. However, so far as a trade involving the race track is concerned, this is completely out. If a deal is consummated eventually there might be some exchange of race-track stock involved, but no trade. Trenton fairgrounds are not for sale to or for exchange with anyone."

Hamid left New York yesterday for Atlantic City and Trenton.

St. Louis

ST. LOUIS, July 22.—William R. (Bill) Snapp, owner of Snapp's Greater Shows, was among other visitors to *The Billboard* office when he drove from Canton, Ill., where the show was playing. He reported a big season to date. Mr. and Mrs. Eddie Moran were visitors on Monday, en route from Chicago to Leeville, La., where he has been managing Playland Park for C. A. (Curley) Vernon for the past two years. He reported good business.

E. M. Gray, of E. R. Gray Attractions, Evansville, Ind., spent several days here visiting friends while playing fairs in Southern Illinois, where he is featuring Betty Tilton, spiral globe rolling act, who accompanied him. Harry Goulson, occasional with the All American Exposition Shows, spent several days here visiting relatives and friends. Paul Flannigan, for the past two seasons with Henrich Bros' Shows but now in a commercial venture in West Texas, passed thru, en route to Chicago and the North on a buying trip.

Rex Howe, manager of Sylvan Beach Park, entertained members of the International Association of Showmen and other outdoor showfolk with a midnight barbecue Tuesday. About 100 attended, the party starting at midnight and continuing until 5 a.m. L. B. (Barney) Lamb, ride and show operator with Rogers Greater Shows, was in on a buying mission. Chester I. (Heavy) Levin, Midwest Merchandise Company, spent several days here, en route from New York to Kansas City. Dave Lachman, former part owner of the Lachman-Carson Shows and for several years located in Lake Charles, La., where he is operating a cigar and novelty stand, stopped over several days, en route from Chicago to Lake Charles. Velares' rides and concessions continue on the Grand and LaCiede location, but business has fallen off considerably in recent weeks.

came and gave me a surprise at the V. P. W. clubrooms in Jackson's suburbs. My next trip to Winona Lake, Ind., August 10."

Badger State Shows

WANT FOR

WISCONSIN AND MINNESOTA FAIRS:

SHOWS—Glas House, Snake, Fire or Tom-Tom, Life Show or any other Shows not conflicting with Mosby, Moore or Metropolitan Fairs Shows. WANT COOKBOOKS for following Fairs: Detroit Lakes, Wausau, St. James, Fairmont, Galesville and Ebeok River Falls. Other Fairs and Celebrations to follow. Show is being sent south. Address:

Sports, Wis., until July 26; Tomah, Wis. (Fair), July 28-31; then per route.

FAIR AND CELEBRATION COMMITTEES

IOWA AND ILLINOIS

Coupon Agents for Rolldown, Skillo, Buckets; celebration or fair dates. Rides, Shows and Concessions. Write or wire

Frank Bauerfeld

BLACKHAWK SHOWS

1814 3rd Ave. Rock Island, Ill.

WANTED

TO JOIN AT ONCE sober, reliable Bill Poster that can drive 1940 sedan delivery; also sober, reliable Foreman for Allan Herschell Little Beauty Merry-Go-Round. Top salaries paid. Address:

OSCAR BLOOM

Gold Medal Show Rockport, Indiana

CYGNET ANNUAL HOMECOMING

Sponsored by Cygnet Volunteer Firemen

AUGUST 8 to 12 Inclusive

Want Shows and Concessions.

M. K. MARTIN

BOX 182 CYGNET, OHIO

WANTED FOR BEERS-BARNES CIRCUS

Lithographs. Small book but no limit. State salary and if you have transportation. Book canvasser for 70. Give full data's route, as I will be in New York Sunday, J. S. RAUBER, 807 East 139 St., Bronx, New York City 84.

FRED BURNS

Contact me at once. Lost your address. Salary \$50.00. Will send ticket.

JIMMY BROWN

Milner Hotel NEW HAVEN, CONN.

DYER'S GREATER SHOWS

Want a few more People and Animals for now and fair season. Dyer's Bowling Alley Man, 10¢ limit. Have new alley, new top. John Maquoketa, Iowa, this week; Dubuque, Iowa, July 30th-August 3rd; Michigan Center, Wisconsin, Aug. 4-5.

WANTED TO BUY

No. 5 Eli Ferris Wheel

Priced right for cash.

E. A. BODART

208 WESCOTT SHAWANO, WISG.

BLUE AND MONA

Come on back to Chicago at \$100.00 per week net, no deductions. Have good winter deal pending now for everybody. Contact me immediately if you need money to come home on.

RAY MARSH BRYDON

Suite 1640-41, Hotel Sherman Chicago, Ill.

ZACCHINI SHOWS

Playing the Cream of Hill Dates With a Circuit of Outstanding Fairs. We Have Durham, N. C., Big Colored Fair.

WE WANT

Ferris Wheel, Merry-Go-Round and Kiddie Ride with or without transportation. Fun House, Illusion Show, Walk Thru, Girl Show, Unborn or any Show that grinds. Good percentage. Want Stock Concessions of any kind, especially Bingo, for good fair route. Have opening for Grab Joint for balance of season. Mrs. Gertrude Zacchini wants Agents for any kind of Store. DON'T WAIT, WIRE. Hurry, hurry; going south. ZACCHINI SHOWS, BRUNO ZACCHINI, Mgr.; S. D. PEASE, General Agent. This week, Nyndman, Pa.; week of July 10 to August 5, Hancock, Md.

NEW JERSEY STATE FAIR, TRENTON, N. J.

STARTING SUNDAY, SEPTEMBER 10, TO 16 INCL.
7 BIG DAYS AND NIGHTS

Choice space being sold now for all legitimate Merchandise Concessions.
Address CETLIN & WILSON SHOWS as per route.

All Eating and Drinking Stands, address HARRY LA BREQUE,
Manager, N. J. State Fair, Trenton, N. J.

EAST LIVERPOOL, OHIO, VICTORY CELEBRATION WEEK JULY 31

WANT Fly-o-Plane, Whip, Tilt-a-Whirl and Spiffire.
WANT Stoddard, Fun House, Class House and Grand Shows of merit.
WANT Line Girls for Paradise Revue and young, attractive Girls for Posing Show. These
are NOT objectionable Shows, but real attractions.

WANT Foremen for Merry-Go-Round and Octopus.
WANT skilled Carnival Working Men in all departments.
CAN PLACE REAL LADY OR GENTLEMAN TALKER FOR PARADISE REVUE.
CAN place Photo Gallery and all legitimate 10c Merchandise Concessions, also Ball Games.

ELEVEN MAJOR FAIRS AFTER THE N. J. STATE FAIR.

All Address

CETLIN & WILSON SHOWS

THIS WEEK, CONNELLSVILLE, PA.

P.S.—Ted Williams Wants Cookhouse Help. Blackie, Answer.

Want--L. J. Heth Shows--Want

FOR PROVEN ROUTE OF FAIRS, STARTING AUGUST 14,
CARTHAGE, TENN.

CONCESSIONS—Opening for several legitimate Stock Concessions, Age, Scales,
Custard, Jewelry, Novelties, String Game, High Striker, etc. This show carries only
legitimate Concessions. SHOWS—Musicians and Chorus Girls for Minstrel Show.
Salary out of office. Private bus transportation. Monkey Circus, Walk Thru Show,
Life Show or any show with own outfit. Ride Foremen and Help on all Rides that
are sober and can drive semi. INTERESTED IN HEARING FROM SENSATIONAL
AND HIGH-CLASS FREE ACT FOR OUR FAIRS, BEGINNING AT CARTHAGE, TENN.
Will give 10-week contract. (Preferably High Aerial Flying Act.)

Address all correspondence to L. J. HETH SHOWS, Richmond, Ky.,
this week; Somerset, Ky., next week.

ROYAL AMERICAN SHOWS

CAN PLACE RIDE MEN, CANVASMEN AND TRAIN HELP.

RIDE-O FOR SALE

With Privilege of Booking on the Show If So Desired. We Have the Best Route of
State Fairs. Reason for selling is the shortage of help.

Address SHEBOYGAN, WIS., until JULY 30; then MADISON, WIS.

ELKHART COUNTY FAIR

GOSHEN, INDIANA, AUGUST 1 TO 5

WANTED—Roll-o-Plane, Penny Arcade, Monkey Circus, Walk-Thru Shows or any other
legitimate Shows with neat frame-up. Concessions all open except Corn Game and Carmel
Corn. Address:

W. G. WADE SHOWS

MONROE, MICHIGAN, THIS WEEK

WALLACE BROS.' SHOWS WANT

Foreman Little Beauty. Loads on one semi. No doubling or extra work. Second Man on
Tilt. Help on all Rides. Come on, long season south. Can place Bingo, Custard, Ball Games,
Fish Pond, Darts, Cork Gallery, Bumper, Coca-Cola, Scales, 10c Stock Concessions. 10
Southern Fairs and long season in the South.

WALLACE BROS.' SHOWS, Princeton, Ky., this week.

J. C. WEER SHOWS

CAN PLACE FOR 12 CHOICE FAIRS

CONCESSIONS: Cookhouse, Scales, Age or any 10c Concessions. SHOWS: Will place Monkey
Show or Wild Life Show for balance of season. (Will furnish wagons.) Also Penny Arcade.
WILL PLACE OCTOPUS AND FURNISH WAGON FOR OUR FAIRS. ROCKET FOREMAN,
MERRY-GO-ROUND FOREMAN AND GENERAL RIDE HELP. Arky Bradford can place Train
Help of all kinds. Fitz Winters wants Percentage Agents. Can place Electrician.
Address: ALTOONA, PA., this week; CUMBERLAND, MD., next week.

SLA

(Continued from page 42)

Hirsch, in Veterans' Hospital, Hines, Ill.;
William J. Coultry and R. N. Adams.
Letters to Nate Hirsch should be ad-
dressed Ward D-301, Veterans' Hospital,
Hines, Ill. Other callers included Mr.
and Mrs. Maury Brod, Mr. and Mrs.
Charles Levine, Charles J. Miles, Joe
Murphy, Bob Parker, Charles Bohdan,
David Goldfin, M. J. Doolan, Maurice
Hannauer, Julius Wagner, Max Brantman,
Charles H. Hall, Sam Bloom, Al Carsky,
Stix Westmoreland, Sam Aldrich, Johnny
Green, John Meyers, J. Moeller, Floyd R.
Matter, Ray Oakes, Whitey Lehrter, Bill
Meyers, L. H. Bergman, James O. Burkett,
Al Cherner, Fred Donnelly, A. McDowell,
Ben Kaplan, Mr. and Mrs. Tom Volmer
and Miss Robson, T. Dwight Pepple and
L. L. Shean. Secretary Joseph Streblich
visited the Al Baysinger Shows in South
Beloit, Royal American Shows in Kenosha
and Buckeye State Shows in North
Chicago.

Ladies' Auxiliary

President Phoebe Caskey and her baby
Lynne, plan to visit Hennes Bros.
Shows and the Mighty Sheesley Midway
and others. Past President Frances
Keller visited the Royal American Shows
and Hennes Bros.' Shows on which are
many members and friends. When Rose
Page celebrated a birthday July 15 at
the Ches. Pares those who joined her
were Mrs. Lena Schlossberg, Mrs. Ida
Chase, Mrs. Kenny and Mrs. Robert Miller
for dinner and floorshow. Letters
have come from Myrtle Hut, Mrs. Vir-
ginia Halstead and Dorothy Sheesley.
Past President Mrs. Al Latto is assist-
ing her husband in his business at
Lynch's Bathhouse downtown. Past
President Mrs. Al Miller is recuperating
after a serious illness. First Vice Pres-
ident Ann Doolan and family are on
vacation this month.

NSA

(Continued from page 42)

Juster; "Dada" King, Member Wecher
and William Van Horn. The same night
at the Heller's Acme Shows in East
Rutherford, N. J., Harry Heller was busy
but found time to be courteous, and
these members were met: Finnegan,
Mozkowitz and Frank Schilz, who is
recovering from a serious throat opera-
tion. The secretary at Coney Island
also conversed with a number of mem-
bers, including Smitty, of the Wagner
Mammoth Side Show, where the N.S.A.
Jamboree will be held August 10.

Other visits included Rockaway's Play-
land and a chat with Manager Hicks.
Off again to Long Beach and a visit
to Benny Merson, who has a kiddie
park at the resort and is doing capacity;
Charles Gerard Shows, playing New York
lots, Johnny O'Rear, Rocco Trupiana
and Lyman Truesdale got together for
a chat, and I. & T. Shows at Ninety-
third Street and Rockaway Boulevard,
Brooklyn, where were seen life member
and part owner Phil Isser, Isay Trebish,
Carl Wilson, Harry Susman, Rocco
Trupiano and others.

At another meeting of the eligibility
committee Chairman Jack Lichter, Fred
Murray and Arthur Campfield passed
these applicants: Angelo Longo, spon-
sored by Edward Elkins, and the follow-
ing, sponsored by President Oscar Buck:
Eli Court, John Pantico, Stewart F. Eck-
ert, Morris A. Horowitz, Theodore Mail-
hot, Wilfred W. Frost, Joseph Schlavo
and Clifford R. Rogers. President Buck
is leading in the membership drive with
24. Ross Manning has 11 and Harry
Rosen 8. Total to date is 90.

PCSA

(Continued from page 42)

Jars of home-canned apricots, with a
promise of more. Edith Bullock is in
charge of having the hand-made quilt
top completed for the bazaar. Welcom-
ing their sons home from overseas ser-
vice were Elsie Suker and Mabelle Hen-
drickson, Mabelle Bennett, who returned
from a visit to her son, Harry Chipman,
and wife in Yakima, Wash., reported
their Circus Cafe a success. Ruby Kirk-
endall is back after a long absence.
Hostesses at the next meeting will be
Dorothy Enfield and Mabelle Bennett.
Over \$32,000 worth of War Bonds were
bought by the auxiliary and parent lo-
cal. The auxiliary hopes to reach the
\$100,000 mark by January 1. Members
are asked to send in receipts so the
auxiliary will receive credit for any War
Bonds purchased.

Wonder City Shows

WANT

Concessions: Popcorn, Snow Cones, Diggers,
Bingo, Good proposition for Arcade. Want
Agents for Percentage Show with own
equipment, especially Girl Show. Will buy
Show Tops. Clyde Howey, get in touch with
me. Place one Flat Ride. Have plenty Ride
Help. Will book Chair Plane and store mine.
Want Mechanic and Electrician, Sherry Shell
and Hall, answer. Address:

JOE KARR, Senatobia, Missisippi, this week;
Batesville, next, and Helena, Ark., next.

PATSY ROSANIA

WANTS

Agents for Grind Stores and
other Games.

Those joining now will have prefer-
ence this winter. We play all
defense towns and the best fairs on
the East Coast. Wire
Fernandina, Fla., for two weeks.

SUNSET AMUSEMENT CO.

WANTS

Ferris and Merry Help that Drive
Semis, Independent Shows for long
list of Fairs. Diggers open. Creston,
Iowa, this week; Indianola Fair,
next.

FOR SALE

1941 and 1942

STATION WAGONS

Fords, Chevrolets, Plymouths.

No priority or ration permit necessary.

ROCKFORD MOTOR SALES, Rockford, Mich.

Wanted--AGENTS--Wanted

Experienced Grind Stores. No tear down or
set up. Permanent park. Will furnish living
quarters. 50% of net. All persons knowing

JAMES SWEITZER

contact at once.

Care Tropical Amusement Park

Key West, Fla.

Good proposition.

FUNLAND PARK

JACKSONVILLE, N. C.

Ride Help, Wheel, Whip, Chair-o-Plane,
Dodgem, Ball Game, Penny Pitch and other
Agents. A few more legitimate Concessions.
No tear downs; all season work; good
salaries.

JOE E. KAUS, Mgr.

PAN-AMERICAN SHOWS

WANT

Sober Ride Help on Eli, Tilt, Loop and
Chairplane. Preference to those driving
trucks. Top salaries. Jack Jaeger wants to
hear from his old Helpers. Can place Con-
cession Agents on Slum Shows and Ball
Games. Write

J. R. STRAYER

Riverside Amusement Park Anderson, Ind.

WANT TALKERS

Must be sober. Girls for Bally and Illusions.
All winter in California. Can always use
Novelty Working Acts.

A. J. BUDD, WEST COAST SHOWS

Marshfield, Oregon

FOR SALE

Cook House, 14'x14', 2" x 4" pin hinge frame, panel
base, another top, 5' windows all around, wood
corners. Stools each side. Complete with center
counter, pine bowls, glasses, coffee urn, thermos,
tray, cash register, ice box, fine condition.
\$295.00. 20'x30' Hines, complete with P. A.
system, 2 speakers and mike, cage and cards, pin
hinge seats and counter, \$190.00. One 10'x12'
Convention Top and Walls, 2" x 4" pin hinge frame,
\$50.00. One 12'x12' Tilt Roof Top, fine condition,
with side walls and 2" x 4" pin hinge frame, \$50.00.
C. H. TOTHLI
Fort Niagara Beach Park Youngstown, N. Y.

POPCORN AND PEANUT SUPPLIESMACHINES BAGS BOXES
WE HAVE CORN

YELLOW ONLY, \$20.00 Per 100 Lbs.

1943 Seed Crop—10 Sack Lots, \$18.75 Per 100 Lbs. FOB Our Warehouse

(All Orders Subject To Prior Sale)

Certified Check or Money Order on All New Accounts. No C. O. D.

WRITE BURCO WIRE

Trademark

SALES AND MFG. CO.

305 W. 8th Street
Los Angeles 14, California**O. C. BUCK SHOWS**

Can place for following outstanding Fairs: Lockport, Gouverneur, Lowville, Malone, Fonda, Altamont, all New York, and Great Barrington, Mass.—Grind Concessions, Pony Ride. Grind Shows. Address O. C. BUCK SHOWS, Auburn, N. Y.

ROGERS GREATER SHOWS WANT

For ten weeks of Fairs, Rolloplane, Octopus, Spitfire, Shows with own transportation, legitimate Concessions. Will place Dependable Ride Men who Drive Semis. Mark Williams wants Side Show People. This week, Belleville, Ill.; next week, Charleston, Ill.

ON ACCOUNT OF ENLARGING SHOW

For Circuit of Fairs, can place Foremen for two new Rides, Ride Help and Help in all Departments. Show out all winter, best treatment and highest salaries paid by my show. Place Ticket Sellers and Canvasmen, Freaks or Working Acts for Side Show, Girls for Girl Show. All address

DODSON'S WORLD'S FAIR SHOWS

Hastings, Neb., this week; St. Joseph, Mo., next week.

JOHNNY J. DENTON SHOWS WANT

Concessions all kinds, Dizgers, Bingo, Custard, small Cookhouse that caters to show people. Place one or two Wheels. Want Ride Help. Top salaries. Blackie Henry, Tom Marshall and others, answer. Want Girl Show, Monkey Show, Ten-in-One with or without equipment. Want one more Flat Ride with transportation. Will buy used Show Tops in good condition, also Girl Show Banners and other Show Banners. Also 50 KVA Transformer. Will pay cash. Want Semi Truck with O. D. T. Fair secretaries in North Carolina and Georgia, have some open time in September and October. Get in touch with us. 3 more weeks in heart of Tennessee defense area, then south for fairs. All address: JOHNNY J. DENTON SHOWS, Sweetwater, Tenn., this week; then as per route.

WANTED AT ONCE

TWO CAPABLE STOCK STORE AGENTS FOR BEST CONCESSION PARK IN AMERICA

Contact

CHARLES LEWIS, OCEANVIEW PARK
NORFOLK, VIRGINIA**WANTED TO BUY OR BOOK**

Two-Abreast Little Beauty Merry-Go-Round, Ferris Wheel, and 5 or 6 other good Rides for route of the best of Ohio and Indiana fairs. Want to purchase 3 or 4 stationary Rides for Amusement Park.

G. D. KINCAID, Joyland Park, Lexington, Ky.

9th Annual

WESTMORELAND HOMESTEADS COMMUNITY FREE FAIR

July 31-Aug. 5, Norvelt, Penna. (near Mt. Pleasant). Free Acts, Band Concerts, Displays.

BEAM'S ATTRACTIONS on the Midway

Write or Wire M. A. BEAM, Greensburg, Pa., for space.

The FIREMEN'S CELEBRATION, with Free Acts, Fireworks and the giving away of over \$2000 at BLAIRSVILLE, PA., follows.

PLAYLAND SHOWS

Want Photos, Candy Floss, String Game, Bumper and Grind Stores of all kinds.

Eddie Wheeler, come on.

WANT Ride Help and Truck Drivers. Will book or buy Roll-o-Plane.

Address: SHAN WILCOX, Harlan, Ky., this week; Appalachia, Va., next week.

**EXPOSITION AT HOME SHOWS
CAN PLACE FOR BALANCE OF SEASON**

Any Show that does not conflict with or without own outfits. Have complete outfit for Colored Minstrel. Will give good proposition.

Wanted—Girls for Posing Show, Freaks for Side Show, Help in all departments. Top salaries and good treatment.

CONCESSIONS: Candy Apples, French Fried, Custard, Bingo, American Palmistry, String Game, Clothes Pins, Hoopla, and any Grind Store that works for stock.

Will book or buy for cash Roll-o-Plane, Tilt-a-Whirl or Octopus. Ride Help that drives semis. Top salaries. Address:

Benning Road and Oklahoma Ave., Washington, D. C., July 24-29; Woodstock, Va., July 31-Aug. 5. Fairs to follow. Headed south.

AMERICAN LEGION CELEBRATION

CAMBRIDGE, MD., AUGUST 7 TO 12

Wanted at once and for balance of season: Photo Gallery, Ball Games, Hoop-La, Cigarette Gallery, Coca-Cola, American Palmistry and High Striker. Will sell exclusive on Popcorn and Candy Apples. Long season. Going South. Address

VIRGINIA GREATER SHOWS

Bel Air, Maryland, Until August 5.

KAY AND ERIC

present

THE SKYLETTES

Supreme Adagioists of the Air — Tops in Aerial Acrobatics

100 Ft. Pleasing and Thrilling 100 Ft.

Personal Representative, CHARLES ZEMATER, 54 W. Randolph St., Chicago 1, Ill.

SCOTT EXPOSITION SHOWS WANT

For Oak Hill, W. Va.; Beckley, W. Va., and Balance of Season

Ride Help that drive semi, capable Lot Men, Minstrel Musicians and Chorus Girls, all top salaries. Have beautiful Unborn Show, complete. Will turn over to capable party. Grind Shows with or without outfits. Have small Animal Show, need Manager. Harry Webb wants Agents for Buckets, Slum Skillos, six Cats and Wheel. Hoppy Chapman wants Agents and Help on Concessions, Wheel, Razzle Dazzle, Clothespins, Swinger. "Did" Lewis, come on. Starting Tazewell, August 14, we have 14 of the best fairs. Get in touch with us.

Oak Hill, W. Va., this week; Beckley, W. Va., to follow.

J. J. PAGE SHOWS

WANT for SHELBY COUNTY FAIR, Shelbyville, Ky.

All next week, legitimate Concessions of all kinds except Corn Game and Cookhouse. WANT Musicians and Performers for Colored Minstrel Show. Can place money-getting Grind Shows with or without own outfits; also Girls for Girl Show. Have complete new outfit for Athletic Show for capable parties.

WANT experienced Ride Men for Merry-Go-Round, Ferris Wheel, Rides-O, Chairplane and Kiddie Rides. Opening for useful Show People in all lines.

Everybody address J. J. PAGE SHOWS, Morehead, Ky., this week; Shelby County Fair, Shelbyville, Ky., next week.

JONES GREATER SHOWS WANT

For Weirton, W. Va., Firemen's Festival, week July 31; New Martinsville Celebration to follow. Want Penny Arcade, Hoop-La, Ball Game, String Darts, Fish Pond, Candy Floss, Scales, Guess Age, Jewelry, High Striker. Can place worthwhile Show with own equipment. Address PETE JONES, McClure Hotel, Wheeling, W. Va.

GEORGE CLYDE SMITH SHOWS WANT

Ball Games, Duck Pond, Bumper Darts, Candy Floss, Cigarette Shooting Gallery, Devil's Bowling Alley, String Game, Penny Arcade. Want War Show, Crime Show, Monkey Show, Girl Show. Want to buy Octopus, Little Beauty Merry-Go-Round. Want Ticket Sellers for Shows, Help for Ferris Wheel and Chairplane. Address all communications to

GEORGE CLYDE SMITH SHOWS, East Freedom, Pa., this week; Indiana, Pa., next week.

WAR JOB MUST COME FIRST

Mfrs. Hail WPB Plan But New Mchs. Still Up to Uncle Sam

Must await official release of spot authorization plan due August 15; firms ready to co-operate—plan part of WPB program which began July 15

By Walter W. Hurd

CHICAGO, July 22.—The coin machine manufacturing industry shows a strong inclination to continue its marvelous record in producing war goods, at least until Germany collapses. This was the unanimous reaction to the news last week that the War Production Board planned to release its "spot authorization" plan in the near future, and this plan would provide for manufacturers to apply for permits to return to civilian production of goods made before the war.

News of the plan attracted unusual attention because it listed WPB orders L-21-a and L-27 in group of about 70 L and M orders applying to various trades and products. Order L-21-a stopped the manufacture of juke boxes, amusement machines and parts back in 1942 and L-27 placed a similar ban on the making of vending machines and parts.

Began July 10

The fact that the new plan would specifically list the two orders applying to coin machines was considered significant. Newspapers began to report details of the reconversion program by dribbles early in the week of July 10. By July 14 newspapers in all parts of the country were publishing some details of various parts of the "spot authorization" plan which had been decided on by WPB officials but had not yet appeared in official form. Due to the rush of getting this information in the July 22 issue of *The Billboard*, some confusion was caused by suggesting that new coin machines could be made by August 15.

Manufacturers became deeply interested in the possibilities of the plan and expressed the readiness to co-operate fully with the government in its program when official details are issued. The WPB Industry Advisory Committee for the coin machine trade is carefully considering reports and expects to be called into consultation by WPB officials before the final form of the plan is issued.

Machines Must Wait

Manufacturers agree that the actual manufacturer of new coin machines is still a long way off, and that the new WPB plan is chiefly interesting because it shows the coin machine industry will receive full consideration among the first industries to receive aid in returning to civilian business again. The plan is also regarded as an indication of WPB policy toward the trade, that it indicates a gradual return to civilian production.

The tentative plan will provide means for each manufacturing firm to apply for permission to resume the manufacture of coin machines and parts on its own merits. There is no indication as to how soon such applications would be acted on and the opinion prevails here that little action could be expected before Germany collapses.

Reports on the proposed plan did not cover many detailed questions, so *The Billboard* issued the following bulletin July 18, outlining the information that was available up to that time:

Special Bulletin

The news of the "spot authorization" plan which the War Production Board issued July 14 calls for careful consideration by the coin machine manufacturing industry. (See *The Billboard*, July 22, page 61).

Just as the manufacturing industry obtained official favor by the way it rallied to the war production program, so it may win favor again by supporting the new program. In the new plan WPB in effect will say: "You can help us get out one or more of these 125 urgently needed articles and we will help you get to making your peacetime products." The proposed plan seems to include the following provisions:

1. Manufacturer will apply to regional

WPB office for permit to resume manufacture of coin machines; application will give important data called for as to labor, machinery, materials, etc.

2. WPB will ask what manufacturer can make of the 125 urgent items needed by public. If you can make one or more, WPB will help get started on these as well as the manufacture of your original product.

3. If a manufacturer refuses to try one of the urgent civilian items, then WPB may refuse permission to make any civilian goods. If a firm can't make any of the civilian goods, WPB will still

(See *MFRS. HAIL WPB* on opp. page)

Editorial

When Coin Machines?

By Walter W. Hurd

THE coin machine manufacturing industry will win another crown in its record for supporting the war effort. Manufacturers were practically unanimous in their reactions to reports of the proposed "spot authorization" plan whereby they may apply for permission to resume manufacture of coin machines. The manufacturers want to continue making war goods. In fact, many of them have only recently taken new orders, and they will continue doing a good job which has won them official approval in the past.

Newspapers began to report something of the new WPB civilian production program by July 10, and the real story appeared in newspapers all over the country July 14. It was on this date that financial newspapers in New York mentioned that coin machines were included in the release of 70 different orders on which restrictions may be removed. There was some evidence of confusion in releasing the story of the plan, because one weekly news magazine apparently omitted an entire section of its regular issue because it did not get full details in time.

Due to an error in the headlines of the story as published in *The Billboard* July 15, undue excitement was caused in the coin machine trade.

The news reports of what is called the spot authorization plan indicated that WPB simply has the idea under consideration and that

WASHINGTON, July 22.—The big civilian production program, planned by the War Production Board and scheduled to begin August 15, contains the following list of articles which are urgently needed by the civilian population. The list will be known as Schedule B in the program when it is issued. Manufacturers that apply for permission to return to making their former products will be requested to make one or more of these items if equipped to do so.

Some items on the preferred list are in general categories and are to be replaced with specific listings of the more important items within each group. These general groups are:

- Cooking and heating appliances.
- Cooking utensils of glass, aluminum, enamelware and stainless steel, both commercial and domestic.
- Commercial cooking and heating electric appliances.
- Other commercial electric appliances. Lighting devices and supplies.
- Commercial food preparation and serving fixtures, equipment and appliances.
- Builders' hardware.
- Kitchen utensils.
- Office supplies.

Photographic equipment and accessories.

- Plumbing fixture fittings and trim, and sanitary ware.

Other Items Are:

- Ashcans.
- Baby bath units.
- Bath tubs.
- Infants' enameled bath tubs.
- Bed springs (box, coil and flat, and metal crib springs).
- Metal bedsteads.
- Bicycles.
- Cast iron and steel boilers.
- Range boilers.
- Floor (farm) brooders.
- Can openers.
- Church goods.
- Clothes pins.
- Coffee pots.
- Coal hods.
- Combs.
- Cots, bunks and rollaways.
- Cream separators.
- Draper cans and pails.
- Dinner pails.
- Dinnerware (flatware and hollow ware).
- Dishpans.
- Double boilers.
- Blued steel drip pans.
- Dust pans.
- Eggbeaters.
- Enamel ware (other kitchen utensils).
- Electric fans (domestic and commercial).
- Fishing equipment and supplies.
- Flashlight cases.
- Household table flatware.
- Floor finishing and maintenance machinery.
- Forks (hay, manure and spading).
- Flour sifters.
- Fountain pens.
- Frying pans.
- Funnels.
- Garbage cans.
- Fireplace grates.
- Farm grease guns.
- Gutters (including downspouts and other sheet metal rain goods).
- Wire garment hangers.
- Hand and electric hair clippers.
- Harness hardware.
- Electric space heaters.
- Unit heaters and ventilators.
- Electric heating pads.
- Hot plates.
- Ironing boards.
- Electric and gasoline flatirons.
- Covered kettles.
- Flat wick lamps.
- Kerosene mantle lamps.
- Gasoline pressure lanterns.
- Tubular lanterns.
- Wick lanterns.
- Commercial laundry machinery (including dry cleaning and pressing).
- Hand-power lawn mowers.
- Lunch boxes.
- Marking devices.
- Innerspring mattresses.
- Meters.
- Model airplane motors for war training.
- Mop handles.
- Mop wringers.
- Motion-picture projection equipment.
- Foultry netting.
- Pails and buckets.
- Mechanical pencils.
- Wood-cased pencils.
- Pen nibs.
- Percolators.
- Pickaxes.
- Common and safety pins.
- Bobby and hair pins.
- Infants' play pens.
- Pot scooters.
- Safes and safe deposit boxes.
- Medium and small saucepans.
- Laboratory scales and balances.
- Fireplace screens.
- Domestic sewing machines.
- Shelving.
- Small arms (shotguns).
- Insecticide spray guns.
- Window and roller shades.

(See List of Product on page 97)

Mfrs. Hail WPB Plan But New Mchs. Still Up to Uncle Sam

Must await official release of spot authorization plan due August 15; firms ready to co-operate—plan part of WPB program which began July 15

(Continued from opposite page)
 consider application to make coin machines.

It is assumed that few coin machine plants are equipped to make the urgent civilian goods, but they should show a willingness—for it is this attitude plus the firm's war record that will win consideration.

The proposed plan is to be issued in official form by August 15. Coin machine manufacturers should follow it carefully and apply as soon as the plan is ready. Applications can be made by letter but be sure to follow requests for data.

Apparently the plan, when issued, will pave the way for any manufacturer to apply for permission to make coin machines. The first report suggests that small firms will be favored. Labor supply will also be important.

Urgent Civilian Needs

Coin machine manufacturers were especially interested in that part of the "spot authorization" program which calls for the production of 125 urgently needed civilian articles, because WPB has requested that all firms wishing to return to making their former products must first consider the possibility of making one or more of the 125 items. The list of 125 items is published elsewhere in this issue and will be carefully studied by all manufacturing firms.

On the whole, the "spot authorization" plan will be only a part of a progressive program started by the WPB recently, the first step really beginning July 15. The program runs somewhat as

Mills Elects New Officers

Ralph J. Mills now chairman of board — Herbert S. appointed president

CHICAGO, July 22.—Mills Industries, Inc., here announced this past week the election of new officers resulting from the vacancy in the executive set-up created by the death of Fred L. Mills July 5.

Ralph J. Mills, former executive vice-president of the company, was elected



RALPH MILLS HERBERT MILLS

chairman of the board, while Herbert S., former company treasurer, was appointed president. Other executives to be elected to key positions were: Hayden B. Mills, treasurer; E. W. Donohue, executive vice-president; Gordon B. Mills, vice-president; and George D. Kasten, secretary and controller.

Both Ralph and Herbert Mills joined the company in 1922 after having attended Notre Dame University, University of Illinois and University of Michigan, respectively. Ralph J. was appointed executive vice-president in charge of sales in 1929, while Herbert S. became general factories manager the same year in addition to his duties as treasurer.

follows:
 July 15—A relaxation on aluminum and magnesium so that these metals may be substituted for other scarce materials wherever possible.

July 22—Permission to spend up to \$5,000 monthly to make experimental models, also provisions for obtaining materials to make models.

July 29—Plan for firms to place unratified orders for machine tools and other equipment, under certain restrictions.

August 15—On or about this date the "spot authorization" plan is to be ready so that manufacturers may apply for permission to make coin machines, or whatever product they formerly made. This is the plan in official form which the trade is waiting for, but it is seen as a progressive plan which may extend over many months.

Eastern Coinmen's Comments

NEW YORK, July 22.—WPB's "spot authorization plan," scheduled to be released officially by August 15, was hailed by Eastern coin machine manufacturers as a sign of a definite break in the restrictions imposed on the industry since April, 1942.

Discussing details of the plan, Bill Rabkin, president of International Mutoscope Reel, says he believes this plan is by way of easing industry into civilian production. "I most earnestly urge," Rabkin stressed, "that all coin manufacturers bend backwards in their efforts to meet WPB's requests for production of the 125 urgently needed items. In our own case, we are engaged in 100 per cent war work and so long as the government wants us to continue this way, continue we will. However, if government demands taper off, it seems to me that WPB has left us room for at least partial resumption of coin machine production."

E. Z. Greene, Rowe Manufacturing Corporation president, says his firm is committed to full war production and intends to continue so long as contracts hold out. Greene adds that WPB's plan is interesting and is probably the first sign of a return to normalcy on the home front. But he emphasizes that coin machine manufacturers would do well to continue on war production until Uncle Sam calls a halt.

Max Levine, head of Scientific Machine, adds his voice to those who find encouragement in WPB's announcement. "Other industries may not come out wholeheartedly for WPB's plan," he observed, "but the coin machine industry should not only express approval, it should be thankful that it is being included in the general order. I wish to emphasize," Levine said, "that we on the coin machine manufacturing end should respond wholeheartedly to help turn out the list of products most needed. I know that Scientific will even the now we are on full government work. Only after we have fully satisfied our war work requirements and WPB's list shall we ask that we may resume production of coin machines."

Bip Glasgold, of Du Grenier, agrees that a loosening up process has been started. He says he can understand that WPB cannot relax floodgates over night, especially while the nation still is at war. "The proposed spot authorization plan," he observed while pointing out that Du Grenier is on full war production, "is probably a very ingenious way for the government to keep one hand on the firing line while the other gradually relaxes the restraint on civilian production."

George Ponsler, hitherto widely known as a distributor but who is understood to have manufacturing plans in mind, is another Eastern coin machine spokesman who is inclined to regard the spot authorization plan with optimism. Ponsler reiterates that its first good news the industry has had since April, 1942. He feels the plan, even with its qualifications, should be encouraging not only to the manufacturers but to the entire industry.

News Highlights of the Week

CHICAGO.—Manufacturers hail WPB Spot Authorization Plan but are unanimous in purpose to continue fine record in turning out war goods as long as Uncle Sam needs their services. Await official release of program due August 15. Trade thankful that industry was included in the first list of 70 trade bans which will be relaxed. Ready to help produce one or more of 125 critical civilian items if possible.

WASHINGTON.—Cigarette manufacturers ordered to cut purchases of fine-cut tobacco to 74 per cent. Smokers warned that shortage of favorite brands will continue. No rationing of cigarettes planned. Manufacturers of 10-cent brands ask subsidy from OPA.

FOND DU LAC, Wis.—A municipal judge here decided July 17 that slot machines and ticket jars are not gambling machines per se.

MILWAUKEE.—License report here shows serious effect of recent unfavorable State Supreme Court decision on amusement games. City revenue drops as only 590 location permits issued this fiscal year compared with 2,000 permits last year. Number of ops drop from 35 to 15.

TACOMA.—Semi-annual tax report shows 930 pin games licensed in city, 48 diggers and 24 target guns. Arcade machines not included. Twenty-six operators licensed.

CHICAGO.—In a recent two-week period, government placed 125 new war orders with Chicago firms. Some went to coin machine manufacturers. . . . Mills Industries elect Ralph Mills chairman of the board and Herbert Mills president.

FORT WORTH.—Fort Worth and Dallas vote on dry issue August 5. An Arizona county votes on same issue August 1.

LONDON.—British column carry on despite fact that no new equipment has come into English ports since 1939. Prices on coin machines and parts hold firm. Play ok.

FRANKFORT, KY.—State bans sale of beer in roadhouses.

CHICAGO.—Trade giving serious consideration to helping returning vets get started in coin biz.

COINMEN YOU KNOW

New York:

HARRY PRIER has joined Dave Levy in production of "Shoot-a-Bazooka," a conversion game. . . . IRVING POKD, co-owner with Jack Rosenblum, of Smokers Service, Inc., Brooklyn, is now in charge of sales and distribution. . . . GEORGE GREER, formerly with Kings County Cigarette Service, now operates his own route in Brooklyn under Deane Cigarette Service.

DAVE ROBBINS, former distrib. and SAM KRESSBERG, once Seeburg's Eastern rep., are now financing routes. . . . LOUIS LESH, supervisor of routes for Vassar Cigarette Service, has been named manager of the firm by Mrs. Vassar, who took over when her husband died. . . . "Pilot Trainer," a new game slanted at arcades and amusement parks, will be demonstrated and exhibited at 2 Columbus Circle, Manhattan, by GEORGE PONSER.

DAVID LEAR, of Universal Cigarette Service, was caught in conference with cigarette biggies. . . . HARRY KOSTER, H. & K. Cigarette Vending, has notified his stops that machine patrons must be rationed just as everybody else in the business. . . . GEORGE GROSS, of the American Auto Corporation cigarette vendor, is pulling machines on his stops in outlying territory. . . . An "Award of Merit" in the form of a bronze tablet has been presented to International Mutoscope by the U. S. Treasury in recognition of a record War Bond subscription by employees of the firm. . . . American Coin Machines, Newark, N. J., reports that it sold its recently acquired music route in Newport News, Va.

W. F. LONG, of the Majestic Amusement Company, was spotted in the office of the Albena Sales Company buying phonographs for Long's route in Goldsboro, S. C. . . . HARRY SISKIND, of Master Automatic Music, and CHARLES BECKER, of Union Automatic, are back after a brief vacation. . . . Out-of-towners caught in action at Atlantic Distributing offices included JAMES HALEY, Middletown, N. Y., and DICK PEWLS, Universal Venders, Albany, N. Y. Also seen were SAM KRAMER, Interboro Music; AL DOUGLAS, BEN GOTTLEB, Majestic Company, and ARTHUR HERMAN, Boro Automatic Music. . . . BIP GLASGOLD, Du Grenier exec., snapped at the New York offices of the firm in confab with local cigarette ops.

Richmond:

Visitor along Coin Machine Row was H. G. WAGSTAFF of Wagsstaff Amusements in Cresco, who is an assistant chief attached to the army. . . . DAN WERTZ, Wertz Supply Company, says the used machine market is excellent. He sells the machines faster than he can renovate them in his shop. . . . Local Mail Bag program, with HOWARD HAMBURG as plaster boy, is heavily plugging Phil Brito's record of I Don't Want To Lose You. . . . LOUIS HOFFMAN, former chief mechanic at the Maynor Distributing Company is now a

radio technician first class attending the Navy Radio School at Chicago. T/SGT. HOWARD C. ROBINSON, somewhere in England, is the biggest man in his outfit according to a picture sent his former boss recently. . . . ZAP BACCIGALUPO, Wington Amusement Company, returned from a North Carolina trip.

STAN GOODMAN, former branch manager for Decca here, now at the home office in New York, visited for several days. . . . HARRY PALMER, music operator, recently contracted for several boxes at Camp Meade, Md. . . . With the addition of Musicraft to his line, LEON GARY now carries in stock more than 25 labels, somewhat of a record for this territory. Also adding Musicraft this week were ELEANOR MORRIS of the Corley Record Company and SANDY MARTIN of Walter D. Moses.

Detroit:

ISIDOR EDELMAN, who recently opened his second store on Grand River Avenue under the name of Edelman Coin Amusement Company, has left for an entire summer's vacation, to return in the fall. His nephew, HENRY EDELMAN, is running the business in the meantime. FRANK ALLUVOY, who formerly had a coin machine business in his own name on East Davison Avenue, is now operating as Frank's Music Company, at 1645 East McNichols Road. . . . MAX MARSTON has been appointed publicity director for the Brilliant Music Company. He has just returned from a buying trip to the Upper Peninsula of Michigan.

HARRY GOLDMAN of the Motor City Music Company reports the bulk of the company's time is being spent on Rock-Ola service for the territory now, with the organization's own route operation taking a back seat. . . . JOSEPH BRILLIANT of the Brilliant Music Company is attending the Wholesale Music Show in Chicago. . . . MORRY KAPLAN, sales manager of the Brilliant Music Company, has returned from a trip thru Ohio.

ALBERT (SHIM) WEINER, former manager of the Decca Distributing Company for Detroit, has been promoted to PFC. in the marine corps, and is stationed at Oceanside, Calif.

BEN OKUM also just promoted to PFC in the marine corps, San Diego, Calif. He's a former juke box operator here. MRS. HILDA JACOBS has been named manager of the record department of the Brilliant Music Company. She succeeds her brother, JACK GLADSTONE, who recently left the organization for California.

MR. and MRS. ELMER TIMMERMAN of Amusement Sales were called home because of their daughter's illness. . . . ALFRED JOHNSON SMITH is active head of the Johnson Smith Company, national distributors of vending machines and many specialty products, now that his son, PAUL SMITH, president of the company, is in war research work. . . . (See Coinmen You Know on page 87)

OUTSTANDING BUY OF THE BEST MONEY-MAKING ARCADE MACHINES!

- 1 PHOTOMATIC — Latest Model—Serial No. PMDS
- 1 SKYFIGHTER
- 1 SELECTORSCOPE
- 1 GROETCHEN SKILL JUMP
- 3 KEENEY ANTI-AIRCRAFT
- 2 ACE BOMBERS
- 1 SCIENTIFIC UPRIGHT BASEBALL
- 1 SCIENTIFIC UPRIGHT BASKET BALL
- 1 FOOTEASE VITALIZER (Exhibit's Latest)
- 1 FOOTEASE VITALIZER (Earlier Model)
- 1 CHICAGO COIN HOCKEY
- 2 SALLY RAPID FIRES
- 5 SEEBURG SHOOT-THE-CHUTES
- 3 DRIVEMOBILES
- 1 KEENEY SUBMARINE
- 5 CHICKEN SAM'S (Converted to JAPS)
- 1 EXHIBIT KISSOMETER
- 1 BRAND NEW EXHIBIT WHATSIS—
3 Machines on Stands
- 1 KICKER & CATCHER
- 1 EVAN'S PLAYBALL (Latest Model)
- 1 EVAN'S SUPER BOMBER
- 1 LOVE PILOT—Mutoscope

ENTIRE LOT ONLY
\$6500.00

"You Can Always Depend on
Joe Ash—All-Ways"

ACTIVE AMUSEMENT MACHINES CO.

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Exhibits ready for sale, located in middle western part of Wisconsin, consisting of Phonographs, Records, Vending Machines, Parts and Equipment. Will sell this profitable business interest or per machine whichever offer is the best. Will turn books over to reliable parties interested in buying business complete. Must sell everything. Act quickly. We know prices, so don't waste time with cheap offers. The best price takes.

PHONOGRAPHS

Wurlitzers—7500, 7500, 71, 412, Twin 12, Rockola—4 Masters, 1 with adaptor, bases, speaker, cable, 3 Bureys, 1 with adaptors, bases, speaker, cable, De Luxe and Standard—
Counter Models—Window and 12 Record.

Equipment

150 Tubes for Amplifiers
Packard, Buckley and Rockola Boxes
30 Wire Cables
Footstools, Records, Etc.
Tubs and Parts
Counter Model Stands
Speakers

Vending Machines

3 U Beloit II, 64 bar
25 Master Vendors
Good supply of candy to go with these machines.
2 Wurlitzers
Pace, Hamilton, Rockola Sales

Service Car, 1942 Oldsmobile, also for sale.
Wire, Telephone, Airmail immediately.

Alley Distributing Co.

MR. JAMES C. ALLEY
Whitehall, Wisconsin

TWO-CONDUCTOR WEATHER

PROOF WIRE, 18-Gauge, Stranded,
\$10.00 Per 1000.
SINGLE-CONDUCTOR (as Above),
\$5.00 Per 1000.

Crown Machine Co.

2328 N. Kenneth Ave. CHICAGO, ILL.

SALESBOARDS

CLOSE OUT PRICE

1000 Hole 10 Section Thick Board. Adv. space
3 1/2 in. Reg. midpt. \$60 to sell. Net price
1 1/2 each. Terms: Cash. F.O.B. Chicago.
JOHN BAKER CO. 731 PLYMOUTH ST.
CHICAGO, ILL.

NOW AVAILABLE

First-class Mechanic on all types coin operated
Machines—Coinless, One Ball, Free Play, Slots
or Music. Best of references. State salary and
living conditions in first letter. Will go anywhere.

ROY WILSON

1008 Windsor Ave. BRISTOL, TENN.

Trade Tops Fifth War Bond Quota Ahead of Schedule

CHICAGO, July 22.—With another week to go in the current Fifth War Loan Bond Drive, the industry already is assured of topping the \$12,000,000 quota which was set by them before the drive got under way.

Averages ranging from 100 per cent to 240 per cent were reported by coin machine manufacturers and some say the response was greater than anticipated.

Here in Chicago, Rock-Ola Manufacturing Corporation reported their company had purchased in excess of \$300,000 in War Bonds which represented 240 per cent of their quota. Employee contributions were equal to 140 per cent of their quota, buying bonds which totaled \$78,000 or \$125 per employee.

Bally said they had already topped their \$118,000 quota and that the close of the drive would see them well above that figure. Meanwhile, Seeburg's Bruce Jagor reported the company had equaled the quota of \$224,000, 100 per cent.

Reports from Wurlitzer showed the retail store and executive division chalked up sales of 120 per cent, while the plant at North Tonawanda, N. Y., hit 100 per cent and was expected to go higher during the last week. In De Kalb, Ill., Wurlitzer has already hit 105 per cent of the required goal.

Mills Industries say they are well over their quota of \$200,000, having collected \$250,000 so far. Jennings were also expected to top their quota, as was Stoner, J. H. Keeneey Corporation, D. Gottlieb & Company Genco, Inc.; Chicago Coin Machine Corporation; International Mutoscope Reel,

Inc.; Exhibit Supply, Buckley, Watling Manufacturing Company and Perno Products.

In putting the Fifth War Loan Drive over the top, many companies in the industry used good promotional stunts. Mills Industries, for example, enlisted its WOW's (Women Ordnance Workers), 185 of whom were designated official Minute Men by the Treasury Department. Majority of the plants staged some kind of campaign to assure the success of the drive and the result from reports received is impressive.

Eastern Drive

New York coin manufacturers without exception went well beyond their Fifth War Loan quotas, in each instance doing even better than in the Fourth War Loan when many records were set.

Bill Rabkin, International Mutoscope proxy, says that a \$10,000 quota was exceeded almost 100 per cent by employees, beating the total reached in the Fourth War Loan for which the Treasury awarded International a bronze tablet.

George Sedman, who supervised the Fifth War Loan drive for both Rowe Manufacturing and Rowe Cigarette Service, says that both these units' quotas of \$10,000 were surpassed by about 60 per cent. He adds that practically all factory, office and service employees of Rowe subscribed and individual allotments were in excess of the relatively high totals attained in the Fourth War Loan.

Du Grenier's office is on record with a similar story. Final figures are not in yet, says the firm, but advance totals indicate the Du Grenier's employees went smashing over the top and comfortably topped a quota, also at \$10,000.

Max Levine, Scientific Machinery Corporation proxy and old-time trade leader, says he is very proud of the way in which the firm's employees responded to Fifth War Loan appeals. All the firm's employees bought bonds as per schedule and the firm over-subscribed its quota of \$10,000 by 25 per cent.

Sailor Needs Help

CHICAGO, July 22.—News of how the coin machine trade has helped the men of World War II even reaches the wide expanses of the seven seas, it seems as indicated by a letter received by The Billboard from a seaman second class aboard the aircraft carrier Teconderoga.

"This is one of those letters that a guy doesn't know how to begin. Well, anyway here goes," he writes.

"The captain of this giant carrier of USS Teconderoga has put me in charge of entertainment and I am trying to do everything possible to help keep the fellows happy. We've got a big job to do out here and the longer we stay away from the good old U. S. A. the tougher it gets.

"That's why I am asking you to do us a favor. I would appreciate it if you would run a short column in your magazine asking the people of the coin machine industry to write me if they have any equipment that would be of help in entertaining the fellows.

"I am looking for just about anything. Pin games, scales, arcade machines, in fact anything that we might be able to use on this ship for our smokers.

"Let me know if you can do this for me. Thanks for your time and I'll be looking for a reply one of these days.

Sincerely,
JOHN HELMQUIST, Y2/c USNR,
c/o Fleet Post Office,
New York, N. Y."

Sooner Novelty Co. Occupy New Biz Site

OKLAHOMA CITY, July 22.—Sooner Novelty Company, coin machine distributors, who also maintain a branch in Little Rock, Ark., have moved their business quarters in this city to a new site on West Second Street.

T. G. Wolf, an official of the company, reports that Decca Distributing Company have rented 6,500 square feet of space in the new business site for their operations.

Sooner has experienced increased activity in their line, and the new quarters will provide ample space for showrooms, repair shop and office force.

Ready For Locations!

25 Jumbo, Red & Blue, Late \$149.50
5 '38 Track Times 100.00
15 Hi Hands 149.50
5 Jennings Fast Time 60.00
5 Brown Paces Races 150.00
5 Club Bells 250.00
2 Evans Lucky Stars 125.00
2 Paces Saratoga, Comb. Rails 125.00
2 Paces Reels, Comb. Rails. 150.00

SLOTS

20 Watling Relatop 5c Front
Vendors \$ 80.00
1 Jennings Victory Chief, 5c 250.00
1 Jennings Silver Chief, 5c. 200.00
5 Mills Q.T., Cold, New, 1c 90.00
5 Mills Q.T., Blue, 1c 50.00
5 Groetchen Columbia Bell,
5c 50.00
10 Mills Bull's Eye, Goose
Neck, 5c 25.00
5 Mills Bull's Eye, Goose
Neck, 2 1/2c 35.00
5 Chrome Vest Pocket-Meters 90.00

ROY MCGINNIS CO.

2011 MARYLAND AVENUE
BALTIMORE, MD.

50,000

WINCHESTER .22 CARTRIDGES

(B.B. CAPS)

Can be used in Bang-a-Deer. Will sell to highest bidder. Address

BOX 598, The Billboard
155 N. Clark St. Chicago 1, Ill.

FOR GUARANTEED
JENNINGS EQUIPMENT
BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

HELP! HELP! HELP!

We can use ten Mechanics. Prefer all around men that know the business from top to bottom, from amplifiers to pin games and free play consoles, to rebuilding slots. Please give complete details, including other qualifications, such as if you are familiar with refrigeration, etc. Also two Route Men. Must be good all around hustlers, able to hold business we have and pick up new business. Must also be able to service pin games, free play consoles, Mills, Seeburg and Wurlitzer phonographs. Our equipment is the best. We furnish everything.

We pay top wages, and the right men have plenty of chance for advancement. We want men that want to settle in the Garden Spot of the U. S. A. Living conditions ideal, rents reasonable, food prices moderate. We will pay transportation. Give all details in first letter. Applicants must stand rigid investigation. All replies strictly confidential. Please do not telephone.

BILL FREY, INC. P. O. BOX 4141, MIAMI 25, FLORIDA

"WANT A MECHANIC"

Experienced Mechanic wanted for Wurlitzer-Seeburg equipment, also Pin Ball Machines. No booze hounds or "fly by night". Real opportunity now and after the war. Write fully, giving draft standing, reference, etc. All details in strict confidence. Good living condition; clean steady town; good schools and churches.

BOX D-247, The Billboard, Cincinnati 1, Ohio.

ANOTHER WEEK NEARER VICTORY!

... — HELP BRING IT CLOSER—BUY MORE WAR BONDS

Wm Rabkin

INTERNATIONAL MUTOSCOPE CORPORATION

Manufacturers of Phonomatic and Other Famous Coin Operated Equipment.
44-01 ELEVENTH STREET LONG ISLAND CITY, NEW YORK

BARGAINS

GUNS

2 Bally Rapid Fire, Each \$225.00, or Both for **\$425.00**

CONSOLES

2 Jumbo Parades, Cash Play, Very Clean, Each **\$135.00**
 1 Keeney Kentucky Club **\$2.50**
 1 Keeney Trax Time, Red Wood (38) **\$2.50**
 1 Keeney Trax Time (1937) **75.00**
 1 Jennings Multiple, 4 Coin, 2 Different Glass **72.50**

SLOTS

2 Mills Bonus Bell, 10¢ Play, K.A., G.H., Each, \$85.00; Both **\$175.00**
 3 Mills Free Play Slots With Base, E.A. **59.50**
 1 St. Martin Bell, Very Clean **250.00**
 1 Jennings Triple Bell, 5-10-25¢ Play, 3 Machines in One, Very Clean **149.50**
 1 Columbia D.J.P., Cherry Rest, Very Clean **89.50**
 1 Mills Dice Machine, 25¢ Play, With Base **75.00**
 1 Callie Be 3-5 Pay **89.50**
 1 Jennings Victoria, 5¢, 2-4 Pay, Very Clean, Like New **75.00**
 3 St. Mills Q.T., Each **75.00**
 2 Mills St. Gosenneck, 2-4 Pay, A-1 Condition, Each **65.00**
 2 Watling Gosenneck, D.J.P., 5¢, 2-4 Pay, Each **69.50**
 1 St. Superior D.J.P., Gold Award, Columbus, G. Hall, 5¢, 2-4 Pay, Very Clean, 45 Watling Gosenneck, Front View, 2-3 Pay, Each **25.00**
 20 Mills St. Q.T., All To Go, Each **49.50**
 2 Mills Blyscaper, Gosenneck, D.J.P., 1¢, 2-4 Pay, Each **69.50**
 5 14 Watling D.J.P., Gosenneck, Each **27.50**

PIN BALLS

Several Pin Ball Machines, Mostly Free Play, Some Playouts. Must Call in Person; Getting Cheap Coins Late Models.

VENDERS

50 or More Peanuts in Gum Machines, Mostly Enamel, Several With Grips, Locks All Kept Alive. Also Several Large Bays to Go. Make An Offer or Call in Person.
 Send a Deposit of \$25. Balance G. O. D., or Sight Draft.

WAYNE SALES CO.

C. R. HANK, Mgr.
 616 E. Main St., Greenville, Ohio
 Phone 791

Potential Coin Mch. Locations Seen in Future Airpark Plans

CHICAGO, July 22.—The snowball started by Henry J. Kaiser, the boat builder, when he recently announced his post-war plans for the building of 5,000 air terminals from Coast to Coast, thus creating potential coin machine locations in each, is steadily growing; the potentialities are becoming more concrete as other aeronautical organization planners outline steps of progression and convenience for private aircraft owners.

The Aeronautical Chamber of Commerce's post-war plans indicate a similar interest for the future of private aircraft operation. Their welfare program entails the suggested building of thousands of "airparks" in the immediate post-war years to accommodate all persons who will wish to own and fly their individual planes. A canvass of present-day airfields by the chamber has revealed that of the estimated 2,500 airfields now available to private plane owners, many of them are of questionable usefulness insofar as servicing the needs of the post-V-day flyer is concerned. In viewing these plans for elaborate "airparks" it is seen that there will be a definite place for varied kinds of coin-operated machines in each air-stop.

Development Needed

According to the Aeronautical Chamber of Commerce, the United States is in much the same position, airwise, it was during the advent of the automobile in the early part of the century. The contention is made that thousands of potential automobile owners held off purchase of cars until paved roads ap-

peared thruout the country easing the headache of driving on dirt roads.

The comparison is obvious. Countless thousands of potential aircraft purchasers will wait until adequate landing and flying-maintenance facilities are provided by governmental and civic authorities before they venture into the air lanes. In 1914 there were but 300 miles of paved roads in New York State alone and extensive driving was done only with a great loss of time and convenience in traversing the intermittent dirt road connections.

It will therefore be necessary for aircraft manufacturers to take an interest in the plans being made to service the air tourist of the future. Without the co-operation of the airplane manufacturer, air terminal and airpark builders cannot complete their plans for answering the needs of all fliers stopping for maintenance and service. If the country is flooded with family type planes soon after V-day without service facilities being readied, the trend will point toward a letdown of aircraft sales.

Coin Machines Fit In

As in the plans being formulated by other recognized builders, such as Kaiser and Prestone, who intends extending gas station facilities thruout the country, much thought should be given by the "airpark" operators to creating pre- (See Potential Coin Mach. on page 90)

WPB Advisor Group Held 764 Meetings

WASHINGTON, July 22.—Called for consultation on many wide-spread problems arising from the war effort, the industry advisory committees of WPB held 674 meetings during the first six months of 1944.

The committees include more than 8,000 business men and women who come from all parts of the country and represent virtually every phase of United States industry in WPB jurisdiction.

May was the period of greatest committee activity with 139 meetings being held. There were 136 meetings in January, 134 in February, 135 in March, 119 in April, and 101 in June.

In determining the representative character of the committees, WPB officials said, consideration is given to the size of the companies, geographical distribution of the industry, percentage of membership in trade groups, various segments of particular industries such as types of products, degree of integration and other pertinent facts.

COINMEN YOU KNOW

(Continued from page 85)

MAX MOORE of Triangle-Amusement Games and his family are back from a brief vacation trip to Mackinac. RUSSELL WAGNER of the Wagner Music Company is disposing of some of his surplus music equipment.

HARRY J. WHITE, coin machine operator here, recently married Louis McDowell, of Harrisburg, Ill., who formerly had a singing and whistling novelty act on the Blue Network.

Chicago:

Vacation time has hit the Chicago coin trade. . . DAVE GOTTLIEB, president of D. Gottlieb & Company, left for Texas to renew acquaintances on his old stampting grounds. . . HERB JONES and BERT PERKINS, of Bally, were also getting away from it all for a while. . . NEWPORT MUSIC COMPANY, headed by Louis Koren, has changed its name and moved to a new spot. Firm is now known as Ace Music Company and is set up in larger quarters on West Chicago Avenue. . . HARRY MARCUS COMPANY has sent a roadman out thru the Rocky Mountain States to see how local distributers and operators are faring.

"Amusement Goes to War" is the theme of the Lion Manufacturing Company (Bally) exhibit at the Army Service Forces War Weapons Show now on in Burnham Park on Chicago's lake front. Front and center in the display is a Bally Rapid Fire gun that's now being used to train aerial waist gunners for the armed forces.

News of the appointment of new officers by Mills Industries cracked the financial pages of all the papers in town this past week. . . L. B. McCORMICK, music operator from Greenville, N. C., in town over the week-end. . . GEORGE QUINLAN, from Pittsburgh, in town. . . JOHN BICKLE, Jennings distributor from Batesville, Ind., a visitor at the Jennings factory. . . Also a Jennings visitor was RAY VOLMER, factory rep from Logansport, Ind. . . FRANK WIXGEL here from Indianapolis, Ind. . . Every week it seems a fresh rumor about another firm entering the juke box manufacturing biz makes the rounds. . . C. PARKS from Seattle making the rounds with HANK MASER and JOE HART from San Francisco. . . That party of out-of-town coinmen reported at the Latin Quarter last week was headed by IRVING OYITZ and OSCAR SCHULTZ, of Automatic Coin.

BILL FRIEY, of Miami, visiting. . . JACK HARDEN, down from Walworth (Pontana), Wis., buying equipment for a new arcade he's installing in connection with his boat and other resort concessions.

MARKEPP VALUES

SLOT MACHINES AND CONSOLES

50c Mills Blue Fronts, New Cabinets, Single Jack, Like New, CH, DP, KA, 3/5 Payout Write
 50c Mills New Eagles, Glitter Gold, New Cabinet, Single Jack, Beautiful, CH, DP, KA, 3/5 Payout Write
 25c Mills Brown Front, Rebuilt Like New, CH, KA, 3/5 \$350.00
 25c Mills Blue Fronts, Rebuilt Like New, CH, KA, 3/5 \$325.00
 Mills Three Bells Write
 Keeney Four Way, 5/5/5/25 Write
 Keeney Two Way, 5/25 Write
 25c Mills Club Bell, Rebuilt Like New, KA, CH, DP Write
 5c, 10c, 25c Mills Org. Chronom. DP, KA, CH, High Serials Write
 5c Mills Blue Front, 3/5, 406586 210.00
 5c Mills Blue Front, 3/5, 376550 185.00
 5c Mills Futuristic, 5/10, 25c 150.00
 Jumbo Parades, F.P., Int. Shape 99.50
 Hi Hand 159.50

PHONOGRAPHS AND WALL BOXES

Wurlitzer Victory Model, 2 or 30 Wire \$525.00
 Wurlitzer Victory Model 475.00
 Seurg 3200, Hitlone, Converted 495.00
 Wurlitzer 412's, Light Up Cab. 95.00
 Mills Thronos of Music 250.00
 Seurg Ivory, R.C. 425.00
 Rockola Master, Walnut Finish 249.50
 Rockola Standard, '39 295.00
 Rockola Imperial, 20 Record 150.00
 3-Wire Baromatic, 5/10, 25c 55.00
 Seurg Wireless Wallomatics, WS-2-Z 42.50

ARCADE EQUIPMENT

Chicago All Star Hockey \$215.00
 Deluxe Wrester Baseball 115.00
 Bally Rapid Fire 225.00
 Scientific Barring Practice 115.00
 Keeney Submarine Gun 189.50
 Seurg Shoot the Chute 135.00
 Royale Low Boy Scutes 49.50
 Mills Low Modern Scutes 49.50
 Rockola Ten Pins, H.D. 99.50

FIVE BALL PIN GAMES

ABC Bowlers \$59.50 Knockout \$129.50
 Air Circus 135.00 Major '41, 52.50
 Air Force 69.50 Sea Hawk, 65.50
 Contest 125.00 SportParade 47.50
 Boom Town 42.50 Stratroliner, 49.50
 5-10-20 135.00 Texas
 Gun Club 74.50 Mustang 79.50
 Herculose, 50 Vendors 119.50

VENDERS

U-Select-It Candy Bar \$37.50
 National Candy Bar 85.00
 Adams Chewing Gum Machine with Stand 17.50
 All equipment thoroughly checked and cleaned.
 Half deposit with order.

BUY WAR BONDS WITH MY MONEY
 I'll pay cash for anything in Coin-Operated Machines. SEND IN YOUR LIST TODAY.

The Markepp Company
 Established 1923
 3908 Carnegie Ave. Cleveland 15, O.
 (Henderson 1048)

SLOT MACHINE REPAIRS

Expert Workmanship
 All Machines Thoroughly Overhauled, Repainted and Rebuffed.
 Our Price
 Mills, Jennings and Pace, \$50.00 Plus Parts.
 10-Day Service.

Suggest That You Ship By Railway Express, Prepaid.
AUTOMATIC COIN MACHINE CORP.
 338 Chestnut St., SPRINGFIELD, MASS.

SALESBOARDS

DeLux Quality Boards—24 Hour Service.

Model	Name	Profit	Price
1000	5c Nickel Charly	Def.	\$17.00 8.88
1000	5c Double Finley	Def.	24.50 .88
1000	25c J.P. Charly	Avg.	\$2.00 1.24
800	5c J.P. Green-Elixir	Avg.	5.75 1.84
1000	5c J.P. Home Run	Avg.	27.00 1.64
1000	5c J.P. Swing Line	Avg.	27.50 1.89
1184	25c Jumbo Bingo	Thick, Def.	66.00 1.22
1184	5c Jumbo Bingo	Thick, Def.	20.50 1.02
1000	5c J.P. Jumbo Ten Bils	Fins 20.20	2.28
1200	25c J.P. Bingo	Thick, Def.	66.00 1.22
1000	5c J.P. Beat the Street	Avg.	102.00 2.78
1000	5c J.P. Beat the Street	Avg.	33.00 2.49

 Send for Samples Now Fall Line, 5c to \$1.00 Pack. Guarantee Satisfaction or Your Money Back.
DELUXE SALES CO.
 BLUE EARTH, MINN.

ORDER NOW!

READY TO GO FOR LOCATION!

80 St. Seurg Wireless Boxes, Ea. \$99.50
 15 Model 125 Wurlitzer Wall Boxes, Ea. 32.50
 10 Grand New Buskey Boxes, Ea. 30.00
 4 Grand New Rich-Ola 5-10-25¢ Baromatics, Ea. 64.50
 10 Model 125 Wurlitzer Wall Boxes, Ea. 49.50
 12 Seurg Wireless Boxes, Ea. 32.50
 6 Grand New Keeney Organ Boxes, Very Best, Ea. 37.50
 20 "Hello" PM Speakers in Cabinets, New, Ea. 19.50
 150 Seurg & Buskey Baromatics, Ea. 1.50
 80 Grand New ART Coin Chute for Games, Ea. 3.00
 10 St. Bug Proof Mechanisms for Seurg Boxes, Ea. 6.50
 1 Complete AMI Studio and 10 Machines Write
 5 Grand New Evans Galloping Dominoes, J.P., Latest Model, Ea. 650.00
 3 and 1 25c Blue Fronts, Club Hand, Like New, For Lot 1,000.00
 100 Ray Gun Lamps, Guaranteed, 25c 25.00
 30 Pearless Brand New Hot Peanut Machines, For the Lot 750.00
 2 Watling #600 Soles, Like New, Ea. 125.00
 2 Watling Fortune Model Scales, Like New, Ea. 100.00
 8000 Ft. Seurg 3-Gonimeter, 100 Ft. 100 Ft. 15.00
 1/2 deposit, balance C. O. D., F. O. B. Elizabeth, N. J.

ROYAL DISTRIBUTORS
 409 No. Broad Street, Elizabeth, N. J.
 Phone: Elizabeth 3-1776

SALES BOARDS

1000 Old Boards, 30 Pkg.75
 1000 Pin Balls55
 1500 Put & Take98
 1000 Lumpy Pup 1.25
 1000 Lucky Pup 1.25
 400 Wink a Buck70
 400 Put & Take70
 100 Plain (in 100's)28
 200 Plain (in 100's)35
 500 Plain (in 100's)40
 400 Plain (in 100's)40
 800 Plain (in 100's)60

DICE MACHINES

CHUCK-A-LUOK, COLOR GAME, FIELD, BEAT MY SHAKIE, SPECIAL—\$10.00 NOW.

Triangle Fireworks Co.
 423 S. W. 10th Rd. MIAMI 36, FLA.

FOR GUARANTEED
BAKERS PACERS
 PACES RACES AND SERVICE
BAKER NOVELTY COMPANY
 1700 WASHINGTON BLVD.
 CHICAGO 12, ILLINOIS

MAKE YOURSELF JUMBO DOUGH

5¢

25¢



It's BIG — It's HOT — It has Five \$10.00 and Five \$5.00 possible winners for the year's biggest coin-in flash.
ORDER AS: 910 JUMBO DOUGH — 5¢ PLAY
 TAKES IN: 910 @ 5¢ \$45.50
 PAYS OUT: Av. d. P. \$11.99 20.78
 Commissions 9.50
AVERAGE PROFIT \$24.71

It's a counter-coper that really multi-plays. Five \$50.00 and Five \$25.00 possible winners esp. 'em punches.
ORDER AS: 910 JUMBO DOUGH — 25¢ PLAY
 TAKES IN: 910 @ 25¢ \$227.50
 PAYS OUT: Av. d. P. \$55.55 133.55
 Commissions 78.00
AVERAGE PROFIT \$ 53.95

GARDNER & CO.
 2309 ARCHER • CHICAGO

Hawaii Expects To Become Hub Of Pacific Post-War Coin Biz

HONOLULU, July 22.—When peace comes to the Pacific this group of islands expects to be the hub of all business which the United States will control in the vast expanses of the Far East.

Commercially, Honolulu seems likely to become the Manhattan Transfer of the Pacific, a trans-shipment point in the flow of traffic between the Americas, the Orient and Australasia. With faster and lower cost air and steamship travel in prospect, the islands may also expect more tourists than ever before. Applications for air service to the mainland have been made to the civil aeronautics board by two local airlines, as well as by several mainland airlines.

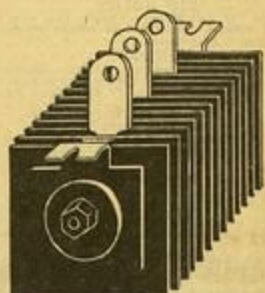
With the huge increase in tourist travel which is expected during the post-war years, coin machine exports from the States will also increase. For three years prior to Pearl Harbor, import of coin-operated machines by Hawaii was steadily increasing. Figures for 1938 show the valued amount of American exports in this line totaled \$41,293. In 1939 export figures of American manufacturers remained about the same with the valued amount, totaling \$41,007. In 1940, the last year for which there are complete figures, they show Hawaii's imports of coin-operated equipment was valued at \$44,443.

Hawaii has always been regarded as an ideal vacation spot by Americans, and peacetime resort owners here will find an ever-increasing number of mainlanders spending their free time in the land of the hula. A great future is seen for the coin-operated paraphernalia. With all major companies maintaining recording studios on the West Coast, Hawaii will find its supply and delivery of late numbers of records speeded up. Vendors are also expected to go well, especially

drink vendors. Since tourist trade as well as an increased population will be one of the main buying powers of post-war Hawaii, coin-operated equipment will find a huge market. Reports indicate that many West Coast distributors are already laying the groundwork for exports to Hawaii, and the number of such firms should increase as victory in the Pacific draws nearer.

These and many other signs seem to indicate that after the war the people of Hawaii will be largely indistinguishable, except in color and features, from those to be found on Main Street in a typical Midwest town. To mainland Americans who have thought of these people as being predominantly foreign, it may be news that they represent a higher proportion of native-born Americans than the populations of New York, Massachusetts or California.

RECTIFIERS REBUILT



Send Us Your Worn-Out Rectifiers

We will rebuild, clean and make as serviceable as new ones.

Detach all rectifiers from the transformers before shipping. **\$2.50 EACH**
 F.O.B. Chicago

Ft. Worth, Dallas To Vote on Local Wet, Dry Issue August 5

FORT WORTH, July 22.—August 5 has been set for the local prohibition election to be held here and in Dallas. All towns and cities in Tarrant County, of which Fort Worth is the county seat, will also decide whether or not this section will go dry.

Campaigns supporting both sides of the question are being given a good deal of publicity. Observers say the dries seem to be spending the most time and money in an effort to swing the election their way. While the other faction asserts that there are not enough representative voters to give the election a fair try, the dries, in radio talks, say there are enough persons to decide the question. Of course, there are a good number of former voters now serving in the armed forces, and it is this number which observers say may swing the balance in favor of the dries.

Prohibition was voted down two years ago by a margin of 2 to 3. It has been estimated that the majority of persons signing a recent petition, requesting the election, are dries.

Should prohibition win in this section, it would be a severe blow to the better coin machine spots since most of them are in taverns. Closing of the taverns would hurt, beyond estimate, the coin machine business and coinmen are hopeful the election will be decided the same way it was two years ago.



\$7.50 Ea.
 over 500 parts

NO. C-20

SERVICE KIT

over 500 parts

NO. C-20

SERVICE KIT

over 500 parts

NO. C-20

SERVICE KIT

over 500 parts

NO. C-20

SERVICE KIT

over 500 parts

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over 500 parts

NO. C-20

SERVICE KIT

over 500 parts

NO. C-20

SERVICE KIT

over 500 parts

NO. C-20

SERVICE KIT

over 500 parts

In Canada \$8.50

RECENT VENDING SALES
 779 Bank St. Ottawa, Ontario

HARRY MARCUS CO.
 316 W. ERIE ST., CHICAGO, ILL.

FOR SALE

CONSOLES

- 4 Bally Club Bells \$325.00
- 1 Bally Hi-Hand 175.00
- 3 5c Pace Reels, Late Models 169.50
- 1 25c Pace Reels, Late Models 325.00
- 4 Jennings Fast Times, F.P. 95.00
- 3 Jennings Totalizers, F.P. 95.00
- 1 Watling Big Game, C.P. 135.00

SLOTS

- 3 5c Blue Fronts, Fac. Rebuilt \$275.00
- 4 5c Cherry Bells, Fac. Rebuilt 275.00
- 1 25c Cherry Bell, Fac. Rebuilt 425.00
- 1 5c Silver Chief 275.00
- 1 25c Jennings Chief 305.00
- 1 5c Q.T., Blue 125.00
- 4 Chrome Vest Packets, New Slots 72.50
- 3 Mills Smoaks Bells 85.00
- 1 5c Caille 95.00
- 1 Groetchen Sugar King 50.00

PIN GAMES

- 5 Contest \$150.00
- 1 Skyark 275.00

All Above Equipment in First-Class Condition

SHREVEPORT NOVELTY COMPANY

414 Crockett Street E. L. Satcher, Jr. Phone 5908 or 2-5971
 Shreveport, Louisiana

- 1 4-Aces \$132.50
- 1 Trailways 49.50
- 2 Wild Fires 62.50
- 1 Keep 'Em Flying 159.50

MUSIC

- Seaburgs \$450.00
- 2 Envoys 425.00
- 1 Concert Grand 275.00
- 2 Rex 150.00
- 4 12-Record 150.00
- 5 R.C. Hidden Mechanism, in Steel Cabinets, Like New 395.00
- Reckolas \$400.00
- 2 '40 Masters, Rockolite 400.00
- 2 '40 Supers 125.00
- 5 12-Record 125.00
- Wurlitzers \$600.00
- 1 800 250.00
- 1 12A 125.00
- 15 12-Record 35.00
- 11 5-10-25c Wurl. Boxes 35.00
- 1 Mills Empress 350.00

WE WANT TO BUY—PIN GAMES

Will Pay These Prices F. O. B. Your Shipping Point.

- MONIEKER \$6.00
- SKYBLAZER 48.00
- SKYCHIEF 25.00
- LIBERTY 15.00
- KEEP 'EM FLYING 95.00
- BIG PARADE 80.00
- FOUR ACES 80.00
- FIVE-TENTHENTY 80.00
- KNOCK OUT 80.00
- GENCO DEFENSE 80.00
- GENCO VICTORY 80.00
- TOPIC 80.00
- JULYQUIFF 45.00
- WESTWIND 45.00
- DO RE MI 50.00

MELROSE VENDING COMPANY

1236 Fillmore St., San Francisco, Calif.

ANNIVERSARY SPECIAL SALES

- LAMPS—TUBES—ZIP CORD
- LAMPS — G. E. Westinghouse Made, 7 1/2, 1 1/2, 2 1/2, 40, 60 Watt (120 to a Carton), Each 7c.
- ALL MINATURE BULBS—40, 50, 51, 65, 63 Per Box, 45c.
- NEW ZIP RUBBER EXTENSION CORD SKYCHIEF \$2.50
- 3 AMP., 6 AMP. PLUG FUSES, Per 100, \$4.40.
- 10, 20, 30 AMP. PLUG FUSES, Per 100, \$3.50.
- MALE & FEMALE PLUGS, Per 100, \$5.50.
- TUBES IN NEW ORIGINAL PACKED BOXES
- 257 \$.80 76L \$1.85
- 28050 24MG 1.00
- 254AG50 Many Others
- 1/3 Deposit, Balance O.O.D., F.O.B. N.Y.

ARCADE BULB CO.

88 W. 23rd Street NEW YORK CITY
 Phone: WALKER 9-7400

Revenue From Juke Box Strong Point In Ky. Court Case

LOUISVILLE, July 22.—The records of the court of appeals here contain unique testimony to the value of coin machines in restaurants and similar locations.

The record shows that purchaser of a restaurant brought suit against the original owner, alleging that income from the restaurant had been represented as more than it actually earned.

The court decided in favor of the original owner and in enumerating the reasons for such a decree mentioned the fact that changes in the coin machines in the restaurant, and also in the operator servicing the location, had played part in the drop in earnings.

It was almost like saying that to change operators and to interrupt the regular coin machine service had caused the total earnings of the restaurant to fall.

The court decree said that "the evidence further shows that the plaintiffs to have changed the phonograph and removed the slots whereby it could be played from each booth in the restaurant. Also that they replaced amusement machines with ones furnished by a different company than had supplied defendants. The phonograph and these machines had produced a considerable profit to defendants when they operated the business.

"... The buyers treated this property as their own after discovering the alleged fraudulent representation, changed the phonograph and amusement machines and even made a payment of \$40 on the note."

Wurlitzer Michigan Distrib Office Opens

DETROIT, July 22.—Opening of the new Wurlitzer distributing headquarters at the Martin Distributing Company here recently attracted a good number of local coinmen and out-of-town visitors. Martin Balensiefer heads the distrib firm and acted as host for the gathering. Assisting him were his staff: Ruth Martin, bookkeeper; Ted Parker, salesman; Pearl Ruenstein, secretary; Bill Sager, mechanic; George Schoen, serviceman, and Douglas Wickham, mechanic.

Among the out-of-town guests were Jim Broyles, Ben Holsinger and Ed Wurliger, of the Rudolph Wurlitzer Company North Tonawanda division; Art Olsen, head of Permo Products, Chicago, and Ben Lutake, of Eagle Coin Machine Company, Chicago.

Lack of Juke Parts Still Ops Headache

BALTIMORE, July 22.—The radio tube situation is still critical and juke ops are finding it difficult to effect necessary repairs. Many jukeboxes here are now idle for lack of parts.

Juke ops say the outlook is still gloomy in spite of the recently announced "Nelson Plan." Donald M. Nelson, WPB chairman and author of the plan, has listed 100 customer items which could be put into production within a month if adopted. Among these items are several which would be of aid to ops, but the present shortage of repair parts is so critical that ops did not receive much of a "lift" from the recent announcement.

City Studies License Fees

SILVERTON, Ore., July 22.—The city council here recently decided to investigate what other cities are doing about licensing coin machines and to inquire especially about fees charged. A meeting will be called to consider the reports when investigations are made.

This is taken to mean that the council will consider increasing some of the tax rates already in effect. Pinball games are already licensed at \$10 per year and a similar fee is charged on pool tables, but other types of coin machines are not licensed at present.

Coin Gal Now Navy Scouts' Pin-Up Girl

DES MOINES, July 22.—Official pin-up girl for the navy scouts and raiders at Fort Pierce, Fla., is blonde Cloris Leschman, a member of the sales staff of the Record shop here, operated by the Superior Sales Company.

Miss Leschman was the winner of the pin-up title from 133 entries received at the Fort. Des Moines navy man, Ramon Thomas, who was a school-chum of Miss Leschman, entered her picture in the contest unbeknown to her. He had obtained her picture out of the Des Moines newspaper.

The pin-up girl is a blue-eyed blonde, 5 feet 3 inches tall, weighing 110 pounds and her major interests are swimming, dancing and music. The latter explains why she sells records for the Superior Sales Company at their record shop, she likes to hear good music.

Her good looks brought her before the movie cameras recently when a motion picture company produced a WAG picture at Fort De Moines and she was given one of the parts.

Ark. County Votes on Dry Issue August 1

MORRILTON, Ark., July 22.—August 1 is the date set for a local option election in Conway County of which this city is the county seat.

Originally the election was set for May 9, but non-petitioners for the election appealed the county court election ruling to the State Supreme Court.

In a decision handed down today by the State Supreme Court, Judge Otis Fullerton upheld the first ruling of the local county court and set the election for August 1.

Ops Beating Headaches by Using Oldies and Folk Disks

CHICAGO, July 22.—Old favorites, folk records, both hillbillys and disks by colored bands, and the products of the smaller record companies are helping local music box operators to keep their machines loaded.

Almost every box in this area has one or more such standbys as *Begin the Beguine*, *Stardust*, *I O'Clock Jump*, *Dancing in the Dark* or *Body and Soul*, to mention only a few. These are numbers were waxed before the Petrillo ban, not new versions, but they rate as highly with juke box customers as some of the newest disks.

Hillbillys are just as much in demand in some locations as a Sinatra tune in a teen-age hangout. Al Dexter's *So Long Pal* has, for weeks, been one of the highest ranking records in the folk tune category. *Soldier's Last Letter*, by Emile Tubbs, is also accounting for plenty of nickels. Few, if any, juke boxes are found without one or more 'hillies.

Disks by colored artists are proving money makers in strictly white loca-

Chi Op Evolves Own System For Picking Click Disks

Three years' experimentation prove value of plan in choosing records that firm's location patrons want to hear—route men prove sleepers can be boosted into hits

CHICAGO, July 22.—Three years of experimentation on the part of Sammy Palaggi and the employees of Century Music Company here have resulted in an almost "sure-fire" method of keeping firm's phonos stocked full of disks that patrons want to hear. While the firm uses national guides to help plot its buying course, it has gone a step further in pinning down record likes and dislikes of each spot in which it has a juke. The system is simplicity itself. On a large blackboard at the Century headquarters are listed the 24 disks appearing in most Century boxes. The rest of the chart is divided into 12 columns, one for each route, plus an additional column for the grand total.

Balto Ops Want Fewer Hillbilly; More Pop Records

BALTIMORE, July 22.—Hillbilly disks have been most popular here, but juke ops say the waxeries are overdoing it and have been putting too many of them on the market. While the supply of hillbilly numbers is ample, other popular records are hard to get and some ops have found it necessary to delve into their stocks of old-time favorites to round out their juke box programs.

Shortly after the outbreak of the war the hillbilly craze swept this section and only jukeboxes which supplied a goodly number of such tunes received any play. However, now that the craze has quieted down somewhat, the public is asking for other tunes to break the monotony of hillbilly waxes.

This includes not only the old stand-bys such as Duke Ellington, Cab Calloway and the Mills Brothers, but such comparative newcomers to the fold as Lucky Millinder, Louis Jordan (whose *G I Jive* is hot right now) and the King Cole Trio, especially the latter's *Straighten Up and Fly Right*.

Of the smaller companies, records made under the Hit label are most often to be found in the upper brackets of popularity. Art Kasel's *Pretty Kitty Blue Eyes* and *I'm In Love With Someone*; Louis Prima's *Fellow On a Furlough*; and *Is My Baby Blue Tonight?*; the *Three Suns' How Many Hearts Have You Broken?*, while they haven't attained the popularity of a disk by Crosby or one of the Dorseys, they have won acceptance by the music-hungry crowd. Operators say one reason for the success of this company's records is that they are usually released before any of the major companies get around to issuing their versions of the same tune.



OPENING OF MARTIN DISTRIBUTING COMPANY in Detroit, new Wurlitzer distributing headquarters for Michigan, attracted a good crowd of out-of-town coinmen who were snapped here with Martin Balensiefer and his staff.

As each route man comes in, he writes down the number of times each record on the list has been played at the location on his route. Thus *Amor* may have been played 47 times on route one; 83 times on route two, etc. The total number of times the record was played on all routes is shown at the right hand side of the chart. The list is up to the minute, since every route man makes entries each time he comes in from servicing the machines for which he is responsible.

Strangely enough the chart sometimes shows that little publicized tunes get the highest score, according to Sammy Palaggi, manager.

Route Men "Sell" Tunes

It is possible for servicemen to help "put over" a number, especially one that is still comparatively unknown by getting the attendants at a location to listen to a number a couple of times, then set the machine so it will play that tune a few times after he has left. Then when customers come in and ask what tune is good, the attendants frequently suggest the number they have just heard.

The chart each week contains about 10 or 15 of the most popular selections current on the radio, in movies or those that are getting a lot of advertising. It also contains several successful standards.

Century has a library of about 400 or 500 old tunes which have proved well worth a second run. Palaggi reveals. These are listed on the chart to determine the play they are getting and almost invariably they rank high.

"One reason for the success of the old tunes," Palaggi states, "is that at present there is a shortage of top-notch bands. Many of the better band leaders are either in the services or have broken up their groups. Some of those who are carrying on do not have as good personnel as were in the original bands. Since the older numbers were recorded by top orchestras, the public still likes to hear them."

Availability a Factor

The selection of popular tunes depends in part on what records are obtainable. Sometimes a record which is in great demand isn't available at the time the public most wants it. A case in point is *Malray Dooze*, which when it first became popular, could be obtained only on one label. Demand was far greater than the supply, with the result that operators were unable to fill requests for the number when it was most sought after. By the time the tune had been recorded by other companies, demand had somewhat subsided.

Palaggi said that in order to get speedier delivery his company picks up records directly from distributors, thus saving two or three days in some cases. This period of time means a great deal when a record is at its peak of popularity, he declared.

Employees Sampled

In picking tunes to put on the juke boxes, Palaggi said if there is any doubt as to the probable success of a number, it is tried out on the men in the shop. If most of them like it, it's "in," since their taste is about the same as the general public's.

Business is extremely satisfactory at present, Palaggi says. He said he had seen customers at some of the locations put the last nickel or dime in their pockets into the juke box because they wanted to hear a certain number. Many people, too, who have not been juke box customers are beginning to get the habit, he declared. One reason for this trend, of course, is the fact that most people now have more to spend than they have had in the past.

POPULAR RECORD REVIEWS

(Continued from page 21)

TINY BRADSHAW (Regis)
"Straighten Up and Fly Right"—FT.
VC. "Bradshaw Bounce"—FT.

It's a smeared and screaming reproduction of the Harlem-styled rhythms of Tiny Bradshaw that marks his disk debut on this label. Sounding most of the way as if the band was cutting in a boiler factory, with a lot of muddled music trying to pass off as powerhouse, these initial sides bear little well for both the leader and the label. In the bounce tempo, the King Cole favorite, *Straighten Up and Fly Right*, has Tiny cutting in with a Calloway-inspired vocal, while his original stomper, *Bradshaw Bounce*, is the conventional riff-ridden opus. But not done too well.

On the strength of the song's popularity up the Harlem ways, music ops may find some interest attending "Straighten Up and Fly Right," particularly since this is Tiny Bradshaw's peem plattering.

Popular Album Reviews

TOMMY DORSEY, STARMAKER
(Victor)

There is no denying that the Dorsey camp has created many a star on the musical surfaces, and there can be no shyness in the maestro deserving the sobriquet. It gives the record company plenty of excuse to dust off a batch of oldies, put them up in an attractive package, and make for something that makes for effective peddling. Apart from the starting side, which has Tommy soloing on the slip horn for Axel Stordahl's hymnal arrangement for Tchaikovsky's *Romeo and the Lonely Heart*, each of the remaining seven sides serve as show-cases for his illustrious alumni. Connie Haines is ever cuddlesome for the smarty wordage of *Will You Still Be Mine?*; Frank Sinatra swoons out for *Everything Happens To Me*, joining with the Pied Pipers for *Oh! Look at Me Now*; Jo Stafford is the svelte songbird for *Little Man With a Candy Cigar*, and then gets in the groove with *By Oliver for his Swingin' On Nuthin'*; trumpet ace Ziggy Elman has his inning with *Swing High*, and Buddy Rich beats the drums for *Not So Quiet, Please*. There's plenty in this package for the merchandising, and the sides can't help but wonder why the slight in ignoring Jack Leonard.

BENNY GOODMAN SEXTET
(Columbia)

For the hot jazz diehards, there's a welcome mat out for Columbia's re-issues of these collectors' items. As a matter of fact, Benny Goodman had a hand himself in the selecting for this set, and there is more musical meat packed away in this package than one can normally digest. Different units comprise the sextet for the different numbers, with Goodman always pacing the way with his pled piping for such illustrious swing-lites as the late Charlie Christian for the guitar pickings; the piano magic of Count Basie, Fletcher Henderson and Johnny Guarnieri; the vibes of Lionel Hampton; Cootie Williams' trumpet and George Auld's tenor sax; Artie Bernstein's bass walking, and the drum-nastics of Nick Fatool, Harry Jager and Dave Tough. The selections, all desired ones, take in *Rose Room*, *Air Mail Special*, *Flying Home* (which Cootie Williams retained for his band's theme song), *I Found a New Baby*, *Poor Butterfly*, *Grand Slam*, *The Wang Wang Blues* and *As Long as I Live*. It also makes for a royal holiday for the swing fans gangling around the juke boxes.

POTENTIAL COIN MCH.

(Continued from page 37)

arranged placement for coin-operated devices such as food vendors and music and amusement machines. With the post-war autoist and flier being concerned primarily with the speed in which he can go places, he'll likewise be interested in the efficiency of service facilities. In order to service the post-war autoist and air enthusiast adequately the very finest coin-operated machinery will have to be at their disposal at every conceivable stop-over made on a motor or air trip. There is no doubt but what operators of super highway gasoline service stations and super air terminals and airports will find themselves in direct competition with each other, as will the manufacturers of automobiles and airplanes, as they all at the same time work together.

The possibilities for coin machine locations in each of these post-war service stations and terminals is unlimited and should take much thought by coin machine manufacturers and distributors as well as by operators in making plans for the future.

POPULAR RECORD RELEASES

(Continued from page 20)

OL' MAN RIVER	Cozy Cole's All Stars	Savoy 512
SALUTE TO FATS	Johnny Guarnieri's All Stars	Savoy 511
SINCE YOU WENT AWAY	Eddy Howard	Feature 1004
SINCE YOU WENT AWAY	Jerry Wald (Ginnie Powell)	Decca 4446
SMOKE ON THE WATER	Red Foley	Decca 8102
TAINT YOURS	Una Mae Carlisle	Beacon 7170
THESE FOOLISH THINGS (REMINDE ME OF YOU)	Kitty Carlisle (Harry Sosnik Ork)	Decca 23347
THESE FOOLISH THINGS (REMINDE ME OF YOU)	Johnny Guarnieri's All Stars	Savoy 511
THERE'S A BLUE STAR SHIN- ING BRIGHT	Red Foley	Decca 8102
TWO HEAVENS	Jerry Wald (Dick Merrick)	Decca 4446
WHISPERING	Horace Heidt (Fred Lowery)	Columbia 36727
WHISPER THAT YOU LOVE ME	Tommy Tucker (Don Brown)	Columbia 36728
WITHOUT A SWEETHEART	Evelyn Knight (Camarata Ork)	Decca 18614
WITHOUT YOU, BABY	Una Mae Carlisle	Beacon 7170
WRAP YOUR TROUBLES IN DREAMS	Cozy Cole's All Stars	Savoy 512

MOVIE MACHINE REVIEWS

Program 1173

Assembled and released by Soundies
Distributing Corporation of America,
Inc. Release date July 17.

THE GLENN MILLER MODERNAIRES, four men and a girl, turn in a smooth performance of *Do Nothing! 'Til You Hear From Me*. One of the men does the major share of the singing. Night club setting. (Ben K. Blake).

Amor, currently very popular, is sung effectively by BILLIE JOYCE, with ERNIE FIORITO'S ORCHESTRA. THE MILDRED RAY DANCERS (8) appear briefly. Setting is a garden. (Triumph Films).

CAROLINE AYRES sings *On Time*. She's a defense worker who wants a man who comes to work on time. A war plant lunchroom is the setting. (Minoco release).

I'll Be Seeing You, another very popular tune, is sung by DALE BELMONT, an attractive girl with an excellent blues voice. Accompaniment is by RAY SINATRA'S ORCHESTRA. Bandstand setting. (Ben K. Blake).

Pin-Up Polka is sung by CARROLL HOOD, who appears as a soldier singing about his pin-up girl. Scene is the front of an art shop, with a group of soldiers admiring the pictures. THE RHYTHMAIRES are also featured. (Soundies).

Hit the Road to Dreamland is sung by THE TAILOR MAIDS (3) and LYNNE BARRETT. Setting is a girls' dormitory. There's also a chorus of six girls. (R. C. M.).

The Chool Song is the same sort of nonsense as *The Hat Song* and makes for amusing entertainment. Sung by THE KING'S MEN (4), it starts seriously with a pianist playing Bach and switches to the group, in 18th century costumes, swinging the same number. COLLINS AND COLLETTE, a jitterbug team, dance. (R. C. M. release).

LA VILLA TULLOS, a colored harpist, is excellent in *Suavene Swing*. She plays *The Old Folks at Home*, as written, then in swing time. (Soundies).

Program 1174

Assembled and released by Soundies
Distributing Corporation of America, Inc.
Release date July 24.

Marine's Hymn is sung by a male chorus, against a background of shots showing the marines in action from their founding to the present. (O. W. I.).

JERRY WAYNE sings *And So Little Time*. Setting is a railroad station, with numerous couples bidding one another goodbye. (Triumph Films).

When I Grow Too Old To Dream is played by JOHNNY LONG AND HIS ORCHESTRA, with BOB HOUSTON doing the vocals. The band joins in on the chorus. Bandstand setting. (Minoco release).

Crazy Camp Fire features some spirited music by GEORGE MOGILOFF'S RUSSIAN BALALAIKA ORCHESTRA and singer CLAUDIA CORALLI. The KARAVIFF DANCERS, two girls and a man, appear briefly. (Triumph Films).

Ridin' Herd on a Cloud is a song about a cowboy turned aviator. DAVID

BROOKS is the ex-cowboy. Shots of American planes in action are woven into the reel. (Soundies).

How Come You Do Me Like You Do is capably handled by singer ROBERTA HOLLYWOOD and WILL BRADLEY AND HIS ORCHESTRA. Bandstand setting. (Triumph Films).

BUDDY ROGERS, MARILYN MAXWELL (now featured in the movies and on Bing Crosby's radio program) and an unidentified male trio sing *Dreamsville*, Ohio. Setting is a bus station, switching to a rural scene. (R. C. M. release).

Rhapsody of Love, with HILDA ROGERS, is distinguished chiefly for some rather clever lyrics. Night club setting. (Soundies).

Program 1175

Assembled and released by Soundies
Distributing Corporation of America, Inc.
Release date July 31.

Take Me Back to Tulsa is played by SPADE COOLEY AND HIS WESTERN DANCE GANG, an outfit which adds sing to hill-billy numbers. TEX WILLIAMS does the singing. Ranch house setting. (R. C. M.).

ANN PARKER, a blonde eyelet, poses *The 364 Question*, which is what to do with your money—spend it or invest it. Scene is a radio quiz program. (Soundies).

Are You Happy, Amen, is played and sung by JOHNNY MESSNER AND HIS ORCHESTRA and an unidentified girl. Setting is a picnic. (Minoco release).

THE THREE SUNS, playing organ, accordion and guitar, make an excellent number of *Tico, Tico*. Little in the way of setting, but it's not missed. (Soundies).

Would You for a Big Red Apple? stars JOE REICHMAN AND HIS ORCHESTRA and singers LOIS LANE and HAL DERWIN. Bandstand setting. (R. C. M.).

REG KEHOE AND HIS MARDIANA QUEENS play *Study in Brown*. Group is composed of six marimbas, a bass and maracas. Number is well chosen. (Ben K. Blake).

When My Sugar Walks Down the Street is played by the DIXIELAND JAZZ BAND and sung by LINDA KEENE. Setting is a night club, with a switch to the dressing rooms. Four girls dance. (Minoco).

BILLIE HAYWOOD and CLIFF ALLEN sing *I Got a Dance*, to the accompaniment of Allen's piano. Song concerns a party that's to be given for a group of "cats." (R. C. M.).

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Cpl. Shelhamer Writes

Cpl. Ben Shelhamer Jr., songwriter now in the army, writes from Spokane, where he is now stationed, that he met a number of well-known entertainers on his way to the Coast. "Visited with Slim Bryant and his Wildcats, KORA," he says, "also Hank Penny and His Boys, Lee Morgan, and the Happy Valley Girls, all of WLW, and on my stop-over in Chicago visited with Judie and Julie Jones, my co-writers on *When It's Twilight In Mem'ry Valley*, and most of the National Barn Dance gang. Two swell groups out here are Clyde and Slim Copeland on KFPY and the Ranch House Ramblers, with Norma J. Miller on WHQ; both groups very popular. Happy Gayman is out here playing night clubs with his steel guitar."

Sells \$1,000,000 in Bonds

Boy Acuff and his Smoky Mountain Boys of the Grand Ole Opry, WSM, volunteered to make a war bond tour for the Alabama War Activities Committee and the War Finance Committee and in three appearances turned in more than \$1,000,000 in bonds. Because of radio commitments the tour was limited to three Alabama towns, but Acuff is planning a second bond trek.

Spike's "Depreciation Album"

Spike Jones writes that he's in the midst of completing plans for a "Musical Depreciation Album" to be recorded after the war, when priorities enable him to gather enough metal musical instruments—i.e., washboards, auto radiators, thimbles, etc. He says it will contain *A Goose to the Ballet Russe*, Schubert's *Requiem* Symphony, and a series of *Songs You'd Like to Forget*. Sounds as if it should be a riot!

Eastern Notes

Hooper Hot Shots, first-timing it in the Eastern States area this season, started off July 16 at Brendel's Manor Park, near Baltimore, and at Sleepy Hollow Ranch near Quakertown, Pa., July 23, with Indian Echo Cave Park near Harrisburg, Pa., inked in for August 6. Dates set by the Jolly Joyce Agency, Philadelphia, which also announces the booking of Reg Kehoe's all-girl marimba band July 30 at Brendel's Manor Park near Baltimore.

Jack Howard, Philadelphia publisher of cowboy songs, reports that he is getting a lot of attention for his *Blue Sanger* in Canada, where Hank, the yodelling ranger, is featuring the Western ballad on a theater tour.

The Fire Company Carnival at Millville, Pa., featured hill-billy acts each night of the festival, ended July 7. Booked in by the Jimmy Tyson Agency, Philadelphia, the attractions included McGuire and his Harmony Rangers, Smiling Dave, Sleepy Hollow Boys and the Blue Ridge Ramblers.

The Korn Kobblers made a two-day stand in Easton, Pa., July 18 and 19

at the Moose Auditorium, presenting two shows nightly.

Stoekel's Dixieland Band is presented for the square and round dancing featured at The Palms near Phillipsburg, N. J. And in the same town, the New Del-High Cafe presents Brownie's Old-timers for the old-fashioned dancing on Friday nights.

Tom Endicott, operator of the Dude Ranch in Atlantic City on the Boardwalk, the only resort nitery with Western entertainment, puts his show on the radio every night at 11:15 via Station WFPG. The new Western show at the Dude Ranch headlines Tex Cooper, singing cowboy of rodeo fame.

Tunester Tattle

La Casa Del Rio Publications has accepted Lacey McDowell and Al Halgeron's new song, *Those Little Stars*.

Jim Boyd, who had a hand in writing the new cowboy song, *Sticks By Your Pony*, is opening a summer engagement for Interstate Theaters in Texas.

Pearl Clark, Seattle song writer, reports that *Ole Waters'* recording of *We'll Have a Rodeo in Tokio* reached the high spot on the Western all request Camerano Chuck Wagon Jamboree, KVI, Tacoma, in less than three weeks. Buck Ritchey, known as The Old Tune Wrangler, is the announcer and record-spinner on this six-a-week recorded program.

Mary Lou, vocalist, and her Keystone Ramblers, cowboy band, recently played Malibu Dude Ranch at Milford, Pa., and Morton Park Ranch, Morton, Pa., to big crowds, according to George A. Zerby, manager of the Ramblers. "Watch Earl Smith, owner and operator of Morton Park Pool, to do big things with square dancing in the near future," says Zerby.

B. Feldman of London has contracted to publish Kelly Music Publications' catalogs in England. Kelly Publications has accepted *Will There Always Be Memories*, by Bill Boyd, Kahl Ra-Faun and Billie Ferrell, with release date skeddled for November.

Waldo O'Neal, of original *Pistol Packin' Mama* fame, is not only a good lyric writer but also is rapidly gaining recognition as a Western poet. See the July issue of *Desert* magazine for his descriptive *Cocci*.

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: *Sicilian Polka, Ohio Polka, Pretzel Bender Serenade, The Merry Ghost From Chatham Square, Tick Tock Serenade, Cuckoo Waltz.*

FOREIGN RECORDINGS: Czechoslovakian, *Vzpomen Si Dvacko, Chudý jem na svet prised, Cerny Kris, Vesela Hospoda.* Croatian-Serbian, *Zalim Te Momcke, Hoces Nece Moras, Devojice Mala, Spremito Se Spremito Cetnici.* German, *Kuckuck Landler, Kornblumenblau, Spanische Dorfmusik.* Greek, *O Resilis, Mi Se Niasi, Ela Mikro Mou, Syntagmatarhis M. Frizis.* Hebrew-Jewish, *Mein Yiddische Mame, Dem Rebin's Nigan, Nit Gedalget, Zog, Zog, Es Mir, Hungarian, Volt nekem egy igen kedves Baraton, Zold Ablakos Kicsi Haz.* Italian, *Il Falser de Gallo E La Gallina, Annetta che Va In Fretta, Viale Fiorito.* Norwegian, *Den Gamle Valser, Gamle Norge, Den Glade Tryoler.* Polish, *Pryzlepka Polka, Kochaj I Zyz, Ulanski Galop, Kolo Mego Plotu, Nie Badz Taka, Mularze-Mularze.* Russian-Ukrainian, *Ochi Chornaya, Dee Gitary Solovej.* Scandinavian, *Hango, Dina Bla Ogon, Vilda Skogor.* Swedish, *Tomten Blott Ar Vaken, Karleken, Lyckan och Livets Gang; Very, Very Welcome Swanson.*

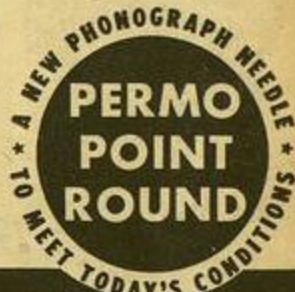
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Small Cig Manufacturers Ask Subsidy Aid From OPA

Extinction threatens unless petition is granted to cover increased cost burden of taxes and price ceilings — smoker would get cheaper pack, too

LOUISVILLE, July 22.—Small cigarette manufacturers, hard hit by high taxes and price ceilings, have petitioned the Office of Price Administration for a subsidy. It is announced by T. V. Hartnett, president of Brown-Williamson Tobacco Corporation. Manufacturers of economy brands, now paying \$3.50 per thousand in internal revenue tax, are asking for a subsidy of 94 cents to \$1 per thousand to cover increased costs already recognized by OPA.

The petition is important to smokers because they would be able to buy cigarettes at 10 cents a package plus State taxes. It is also of serious consequence to the so-called big four of the cigarette industry, because while they engage in advertising and distributive competition among themselves, the healthful price competition in the main has been supplied by the small manufacturers.

The question naturally arises: If companies as well established as Axton-Fisher and Brown-Williamson are forced out of competition by a war-enforced price policy, who will muster the courage to venture into the industry against the big four?

Approximately 50 manufacturers do 99 per cent of the tobacco business in the United States, with their sales amounting annually to \$2,250,000,000. Of this amount \$1,500,000,000 in sales is accounted for by the big four—American Tobacco Company, R. J. Reynolds Tobacco Company, Liggett & Myers and Philip Morris.

Less than 10 per cent of the manufacturers thus have more than 75 per cent of the tobacco business. These firms have spent millions of dollars annually to imprint their trade-marks on the consumers' minds in the last 25 years.

This, in turn, has forced smaller manufacturers to build their sales volume on smoking and chewing tobacco and the economy brand cigarettes. None of the

big four pushes an economy brand, which obviously must sell on a narrower margin of profit than standard brands.

Debuted in 1932

Ten-cent cigarettes made their first appearance in 1932. Big four companies lost little time cutting their prices to meet the new competition. Since 1933 the price of cigarettes has been cut a minimum of 53 cents per thousand less than they were prior to the advent of the lower priced smokes.

If the small manufacturers were to raise the price of their products, which would seem to be the obvious course to follow, they would be worse off than they are now, because sales volume would immediately slump to a degree that would more than offset the gain from the price increase.

OPA sensed the predicament of the small manufacturers in September, 1943, and authorized a boost of 30 cents per thousand or three-fifths of a cent per package for economy brands. Prices on standard brands were not raised. This narrowed the price gap between the two classes of cigarettes and the result has been a 50 per cent drop in sales volume (See Ask Subsidy Aid on opposite page)

Cigs Tighter As WFA Cuts Mfrs. Quotas

OPA Delays Auctions

WASHINGTON, July 22.—Cigs for civilian consumption are going to become tighter, it was learned today following an announcement by the War Food Administration.

In a note to manufacturers, WFA said that cig makers would be allowed only 74 per cent of the quantity of tobacco used by them for manufacturing purposes in the year ended June 30.

Charles E. Gage, WFA tobacco head, said the current tobacco crop had been estimated by the Department of Agriculture at 834,000,000 pounds. Of this amount 482,000,000 pounds would go for domestic consumption, while the remaining 352,000,000 pounds would be allocated to the armed forces, United Kingdom, other allies and friendly nations.

However, since the government estimate on the tobacco crop has been made, good rains in tobacco areas have caused the trade to declare the crop may hit a high figure of 950,000,000 pounds.

In spite of a good crop for cigs, civilians will still find it hard to purchase their favorite brands because of the growing needs of the armed forces and restrictions placed on manufacturers by the WFA.

While this was going on, Georgia's Governor Arnall and Senator E. D. Smith, of South Carolina, flayed the OPA today for failing to inform tobacco men of new ceiling prices for the seasonal tobacco auction which was scheduled to start July 24.

Reports indicate that OPA may place a ceiling price of 39 cents for tobacco this year; tobacco men are asking a ceiling of from 41 cents to 45 cents per pound. In this connection, Governor Arnall said in a telegram to Chester Bowles, director of the OPA: Marvin Jones, war food administrator, and Fred Vinson, economic stabilization director. "I am using every resource at my command to help the farmers get a fair price for their tobacco."

Mayo Clinic, Army Medics Okay Cigs

CHICAGO, July 22.—The Journal of the American Medical Association published what may be regarded the last word in medical evidence for and against cigarettes. The authors of the article represent the army's medical corps as well as the Mayo Clinic. They tabulated scientific evidence from many sources to show actual effects of smoking cigarettes.

Most of the tests made were based on smoking two cigarettes at one time. The injurious results reports are so mild for the normal person that the final evidence may be taken as favorable for cigarettes if smoked in moderate quantities. The tests show that there was a slight increase in the pulse rate and also of the metabolism rate. Most of the effects lasted only a few minutes in the average person. The doctors do warn, however, that persons who are afflicted with vascular ailments, such as constricted arteries, should avoid smoking.

So much has been said in medical circles about smoking cigarettes that this report seems to be a final word. Many newspapers published the report because of its apparent vindication of the cigarette.

Gvt. Develops Waterproof Match for GI's

CHICAGO, July 22.—A match has been developed that is practically foolproof as well as waterproof.

Credit for the "strike anywhere" match, as the War Department describes it, is due the Quartermaster Corps, the Bureau of Standards and a trio of match manufacturers.

Their problem was mainly to develop a match to meet the needs of Yankee soldiers stationed in warm humid areas of the South Pacific and also for military use in various parts of the globe. The result was development of a coating which when applied to a match not only makes it waterproof for several hours, but resistant to high humidity indefinitely and even to a moderate amount of abrasion.

The coating, applied to a match for more than three-quarters of its length, is a wax compound with an extremely high melting point. According to the War Department it was developed with a view toward its application to matches as a part of the regular production process without the addition of new or special equipment.

Cig Sales Barred to Minors; Police Move to Arrest Violators

BETHLEHEM, Pa., July 22.—This city is currently conducting an intensified campaign to stop the sale of cigs to minors which the police have charged.

Owners of stores and other business sites where cig vendors are located will be held responsible if minors purchase cigs from the machines. Charges have been made that some store owners have been selling cigs across the counter to minors. One case was reported in which an owner was selling individual cigs to minors for a cent each.

Vending Machines Gaining Favor With Theatregoers

ST. JOHN, N. B., July 22.—With theaters doing exceptionally heavy business throughout the Eastern provinces, merchant vending machines in entrances and lobbies are receiving heavy play. Difficulty has been experienced, however, in obtaining enough candy, gum and peanuts to keep the machines stocked.

In Halifax, N. S., the city council continues to oppose merchandise vendors in local theaters. This is the only community in the provinces, however, where such a ban is in effect. Loss to Halifax theater owners is formidable, as all the theaters there are doing a turnkey business, and patrons have plenty of money to spend in vending machines. Local merchants are believed to be back of the ban on vending machines.

Rise in Sugar Quota Aid to Ice Cream Ops

CHICAGO, July 22.—Increased sugar quotas for industrial users has benefited ice cream vending machine operators more than soft drink or beverage vendors, it is reported.

Beverage manufacturers report a slight increase in output, but said the manpower shortage has left them with more sugar than labor. The candy situation is slightly better than before the sugar increase, and has been further helped by larger supplies of corn syrup.

Constant demand by the military and war plants has prevented any appreciable increase in the amount of candy available for civilians, according to Phillip Gott, president of the National Confectioners' Association.

Industrial users at present are allotted a quota of 90 per cent of the amount of sugar used in the corresponding periods of 1941. The sugar is allocated quarterly by the Office of Price Administration, the percentage depending on the amount of sugar available. Thus the 80 per cent quota probably will remain in effect at least until the end of the present quarter, September 30, although if additional supplies become available the quota can be raised.

An increased allotment of milk solids and the removal of frozen fruit from rationing were further aids to the ice cream situation. Ice cream manufacturers, however, expect that their supplies of milk solids will be cut soon.

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25 New Gum Brands on Market But Ops Find Supplies Tight

CHICAGO, July 22.—According to a recent trade report there are some 25 brands of gum on the market, and while they seem to be gaining popular appeal on store counters, only a few vending ops have been able to offer it in their machines as supplies of these new brands are so small.

However, with the better known brands of chewing gum being sent overseas to the armed forces, what might be considered as a business trend is the entry into the gum manufacturing field of new companies. It is, however, problematical whether or not they will be able to stand up under competition in the post-war period when Wrigley, Beech-Nut and other large manufacturers resume civilian distribution.

Since Wrigley and Beech-Nut have been sending their entire outputs to the armed forces even the supply of "new" gum for machines has been tight. The new gum manufacturers have been unable to keep up with the counter demand for chewing gum left by the withdrawal of the top gum firms. There seems to be little hope for the venders until the new brands can take up the slack created by the major manufacturers.

Servicemen Appreciative

Gum, like cigs, has seen an increased demand as more is sent overseas to the armed forces, but letters received by the major companies from servicemen indicate the boys really do appreciate the unlimited supply they have been getting.

Letters which say, "The heat is something to contend with and we can't drink enough water to keep our mouths moist while we work. That is where gum plays an important part with us. It does the one thing water alone can't do. The soldiers appreciate it and one stick lasts a long time," are typical of ones written by men in service. A flier in England wrote, "We'll chew it over Berlin! Money means little here in combat, but chew-

ing gum is really appreciated. Anything you can spare helps."

However, the GI is not alone in his praise of the gum manufacturers. A store owner recently wrote, "We certainly want to commend and congratulate you on the attitude you are taking in favor of the boys overseas. If it taxes your factory and they ask for it, please send it to them and we will help you build a new one."

War Plants Require Drink Vending Mchs. Of Larger Capacity

LOS ANGELES, July 22.—Investigation has shown that soft drink vending machines here do not have sufficient capacity to serve workers in large manufacturing plants without having them lose time-off from their jobs.

Large plants surveyed in this area were: Douglas Aircraft, Santa Monica; North American Aviation Company, Inglewood, and Lockheed.

A worker in the Douglas plant said the several vending machines located in the plant were almost always empty and that there was a good deal of lost motion in trying to find a machine which was filled.

At the Lockheed plant the vending machines are operated by an employee organization, the profits of the take being put in a general fund. Here, too, the story was the same. No drinks for thirsty workers, and all because the machines would not hold enough bottles.

Much the same story was learned at the North American Aviation Company, where one worker told of how machines were emptied in a few minutes after having been filled. The set-up there will not permit an employee roving about the plant in quest of a machine which will dispense the wanted drink.

Still other plants will not allow vending machines which put out bottles, on the ground that beverage bottles around the plant present a safety hazard. When it was suggested that a vender of the paper cup type be tried it was a surprise to them that such a machine was available.

All this adds up to the fact that manufacturers must design a machine of huge capacity and also one which will put out paper cups rather than bottles.

Candy also remained on the hard-to-get list here, and most workers were not depending on the venders to supply them with the wanted sweets.

WFA May Cut Cocoa Quota of Civilians

WASHINGTON, July 22.—Further cuts in civilian quotas of cocoa may be necessary as a result of heavy increases in military consumption and shortages of shipping space from the two main cocoa-producing areas to the United States.

Altho stocks are being maintained at fairly high levels, according to a survey just completed by the War Food Administration, it is reported that civilian allocations may be cut below the present figure of 70 per cent of 1941 use.

On July 1, when cocoa allocations were cut from 80 per cent, WFA officials were uncertain as to whether civilian needs would have to be further reduced this year. At present, with military consumption reaching record levels, it is certain that the less essential uses cannot be increased and probably will be curtailed further in 1944.

At present the government is negotiating with Brazil for purchase of its current cocoa crop. It is understood that an agreement between the two countries is now ready for signatures. It is believed Brazilian producers will receive higher prices under the new contract than they have been getting.

Large amounts of Brazilian cocoa are already coming into this country, and no break in these shipments is expected before conclusion of the new agreement.

Estimate '44 Peanut Crop Will Be Off 37%

RICHMOND, Va., July 22.—A drop of 18 per cent in the nation's peanut crop for 1944 has been estimated by the Depart-

ment of Agriculture it was learned here. About 4,169,000 acres is now being devoted to the growth of peanuts which is about 88 per cent of the total ground used in 1943.

Crops for the years 1942 and 1943 were the peaks in peanut growth but this year's crop will seek the 1941 level.

1844—MORSE TELEGRAPH



194?

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FAIRS TO BOOST ARCADE BIZ

Both Local and Traveling Operators Expect Big Play

Carnival arcade owners look forward to biggest dates of the year—some local ops seeking concession space, too—park and city spots continue to get big play

CHICAGO, July 22.—Both operators of arcades on traveling shows as well as ops with stay-at-home city locations have their eyes on the 1,000-odd State, district and county fairs that will get under way in the next two months. Carnival arcade operators naturally look to the fairs for the biggest takes of the season, but this year indications are that many local ops have been contracting with near-by fair secretaries for concession space. Fact that arcades have been doing such phenomenal business in the amusement parks as well as in city locations make ops feel that it might be wise to put whatever equipment they can obtain out on the fairgrounds, since all indications point to the fact that fair-goers will be plenty amusement minded this year. Fair secretaries, too, evidently don't mind this move since one of their major headaches this year is rounding up of enough amusement attractions. Crowds that come fair-wards will also boost play on all local locations in communities where fairs are held.

Minnesota heads the 1944 fair list with approximately 95 scheduled. Ohio will have 83; Wisconsin, 73; Nebraska, 71; Iowa, 69; Illinois, 62; Pennsylvania, 57; Kansas, 53, and Indiana, 44. Ontario, Canada, heads the provinces with 27 scheduled events, while the others will hold 31.

Arcade Biz Tops

With few exceptions news from the arcade front has been good and there is reason to believe it will continue to climb for the rest of the summer season. Only Cleveland and Buffalo have reported a drop in biz, while all other

sections of the country report more biz than can be handled.

Last week Baltimore arcades reported gains in the play of their locations. Evening play in arcades was heavy and weekend play was way above average.

In Detroit the Walled Lake Amusement arcades were proving a valuable wartime attraction. A Penny Arcade, unusually large for a park the size of Walled Lake's, was getting a big play. The arcade has about 100 assorted machines, a few types, such as view machines, operated in batteries. Strength testers are a good draw. A very important part of the arcade is the battery of six skee ball alleys. A shooting gallery, made up of Air Raiders, Sky Fighters, Rapid Fires and similar games has proved most popular.

Dallas ops say arcades are faring better than last year. During week-ends servicemen help swell crowds that keep all downtown spots full from Friday thru Sunday. Two new arcades are getting almost capacity biz, with large numbers

of servicemen as customers, indicating the part these arcades play in providing wholesome amusement for members of the armed forces.

Increases of from 15 to 25 per cent have been reported by arcade ops in Minneapolis. Most summer vacationers are spending their time in town this year and are turning to arcades for needed amusement.

Hot weather in Salt Lake area has hit most business, but arcades there are experiencing the best season in years. Both city and lake region locations for arcades have been given a big play, with the crowds increasing each week.

And now with State, county and district fairs in prospect, arcade ops are happy at the prospect of big biz this season. More local fairs have been planned this year than in some time. Largely thru public demand and the example of success set by the fairs in other cities and towns, scores of boards voted last winter to get into the game again. Most of them felt that by permitting a significant period for operation and an opportunity to do their bit for wartime morale. Sponsored events auspices are following the same cue and probably more than double the 1943 doings will be held this year.

Arcade biz is in for an all-time high this season and all ops in these areas are girding for the increase.

Coin Biz Future in Frozen Food Venders

NEW YORK, July 22.—Use of coin operated venders in the frozen food industry in the post-war period is seen in the interest expressed by 5,000 food locker plant operators thruout the country when queried on plans for future operation by the Edison General Electric Appliance Company.

Twenty-four per cent or 1,187 operators revealed that they are aware of new trends in the food processing industry, according to F. P. Duggan, manager of the refrigeration sales division of G. E.

Of 1,154 operators questioned 78.3 per cent stated that they now process and package frozen foods, and 58.6 per cent asserted that they sold their packaged processed foods to the consumer, and 80 per cent of the total expressed an intention of selling directly to the consumer after the war.

Questioned as to the kinds of food to be sold a great percentage answered meat, vegetables and fruits, and many admitted their plans included expansion of distribution facilities, for these products.

The reaction shown by the plant operators offers conclusive evidence to food dealers, Duggan asserted, that there will be highly competitive market sources for frozen foods. Much of the present uncertainty about the future of frozen foods, he said, is due to poor merchandising displays in retail outlets before the war.

Duggan predicted that the commercial lines of branded frozen foods would expand after the war to offer greater selections of products. He stated that he knew of one meat packer alone who planned on spending several million dollars promoting meat products.

The wartime innovation introduced by government agencies as well as by the army and navy, to avoid waste and improve the national diet as well as the emphasis on correct food processing and packaging stressed by these agencies, has aroused the interest of food locker operators thruout the country. Their plans definitely have a place for coin-operated vending machines to be located in retail merchandising centers for the dispensing of food products.

California Cig Supplier Forms Wholesale Company

PASADENA, Calif., July 22.—Arch Riddell, former owner of the Riddell Company, has formed a new concern to be known as Harmony Cigarette Service.

The new company will cater to the wholesale purchase and sale of tobacco and candy, as formerly the Riddell Company was not able to get enough supplies of cigarettes and candy.

Race Track Arcade Biz Hot in Canada

ST. JOHN, N. B., July 22.—Coin machine ops in this area have started to cash in on the popularity of horse racing by setting up of arcades at most of the larger tracks here.

Ops report the new spots have proved popular with the race track patrons and that all machines have been receiving heavy play. The race track arcades have been equipped with pins, shooting games, jukes, merchandise venders and in some spots slots.

For the most part these arcades are only open on the days races are held, but in some cases tracks are part of an amusement park set-up. Those located in amusement parks are open every day.

Horse racing in the last few years has come into its own, and many tracks which had not presented programs in some time are featuring racing this season. However, harness racing seems to have the most popular appeal, regular running races being held as an added attraction.

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ENGLISH COINMEN CARRY ON

Games May Be Old But Still Get Play; Distributions Are Active

All games five years old or more, but ingenuity of British coinmen keep them going—prices hold firm and parts in big demand—phonos catch on

CHICAGO, July 22.—Despite the blitz, shortages of man power, equipment and other wartime headaches, the English coinmen continue to carry on. No new machines have entered English ports since the fall of 1939. Hundreds of operators, servicemen and distributors are in the armed forces or in vital war work. Operators' homes, business headquarters and locations have been bombed out. The blackout and liquor shortage have hit coin play. Ingenuity of coinmen to change play appeal and keep as much equipment as possible in operation has been taxed to the limit. Yet, all these headaches and countless more have been met and overcome.

Fourteen weeks after the war began, *The Billboard* published a report from its London correspondent on the immediate effects of the declaration of war had on English coin men. At that time everything seemed uncertain and a few pessimists even prophesied the extinction of the amusement machine business for the duration—but the men of experience and vision at that time declared their confidence in the future and were certain that ways and means would be found of finding a way out of their difficulties.

The pages of *The World's Fair*, English trade paper, in the past months are the best proof of how correct this prediction proved to be. Such familiar pre-war distributing names as Chicago Automatic Machine Supply, Sampson Novelty Company, Scott Supply Company, Paramount, Coin-Operated Machine Supply Company, British American Novelty Company, Stanite Automatics, Walter Pearce, Elephant Automatic and Oliver Whales continue to offer to buy and sell a wide variety of all types of equipment every week. In the "want to buy" category, pin games and slots are the most wanted item. In the "for sale" listings are to be found a wide variety of games, slots, arcade machines, vendors, scales and even an occasional phonograph or two. Parts, of course, are in great demand.

Prices Hold Firm

Prices of games, as shown in the box in the adjoining columns, have held up well when compared to their age and original U. S. market price. It must be remembered, however, that English prices on U. S. machines always were 30 to 50 per cent higher because of the 25 per cent ad valorem duty plus shipping and insurance costs which tacked on another 15 or 20 per cent. To these two cost factors, the distributors margin of profit had to be added. Consequently, in view of the fact that no new or used equipment has been brought into the British Isles since fall of 1939, the fact that a Chicago Coin Turf King which originally sold in the U. S. for \$74.50 when it was first put on the market in April of 1938, is currently bringing \$50 in England is not unusual since the game undoubtedly brought \$110 to \$125 new originally. Slot machines, however, fluctuate from \$60 to \$300 depending on condition, model and size of coin. One Jennings Little Duke triple jackpot model "like new" was recently offered for \$160—four times what it originally sold for in the U. S.

In fact, the price situation on coin machines in England appears to substantiate one of the arguments put forth by the coin machine industry before the Office of Price Administration when ceiling prices were first discussed in Washington. Members of the industry opposed price ceilings on the grounds that if left alone, values of machines would soon find their own level since distributors would not pay more for them than they could get; and operators, knowing the earning potentialities of each machine, would refuse to pay more than they knew the machine could earn for them. Despite this argument and many others (See ENGLISH COINMEN on page 99)

Trade Plans To Help Set Up Returning Vets in Coin Business

CHICAGO, July 22.—When the big program of getting millions of veterans back to work or settled in business gets under way in full swing, the coin machine industry will be in the front ranks along with the other industries. Early in the year, firms began to announce plans and goals for this job. Many organizations in the trade and individual leaders have expressed the strong purpose of the industry to do everything possible, even though the industry is comparatively small, to help veterans get

settled in civilian life again.

The government has only recently made plans to help veterans by the thousands to get into some kind of business for themselves. The coin machine industry immediately lauded this plan because the ownership and servicing of coin machines has long been recognized as an independent business of many thousands of men.

Before the war, the industry as a whole was giving employment to more than 100,000 people, according to trade estimates. The post-war outlook suggests the possibility of doubling the business and personnel of the industry in two or three years.

This suggests the real job that the industry may be able to do in helping relocate veterans. Several firms in the industry have already made plans that will appeal to veterans who want to invest in their own business. Some of them are accepting bonds in prepayment for machines, in keeping with the practice that has been adopted in other industries.

Ample Financing

Ample financing facilities will also be available for any veterans who want to set up their own private business. One of the largest financing companies in the country has already made plans drawn up for financing the purchase of music, vending and similar types of machines. The confidence of this firm and the success of the business of the men in it is much evidence of how veterans may make good in the operation of such machines. The financing of purchases of amusement machines, such as pin ball games, has long been done thru local distributing firms, and this practice will be continued after the war.

With such ample finances available, in addition to the loans which the government expects to make to veterans, men discharged from the services should be able to establish a real business with these machines. Predictions have been made that as many as two million veterans will be set up in some kind of private business through loans by the government. Suggestions made by business and government leaders recommend that the veterans go into some kind of retail business.

Among the suggestions made by such publications as the *United States News* are that veterans go into such retail stores as grocery, radio, general stores, repair shops, restaurants, and filling stations. The coin machine industry will welcome such developments and if veterans do not go into the coin machine business itself, coin machines still will be an important aid to them in most of these types of retail stores.

Retail Store Field

The big field for the use of coin machines is in locating them in retail stores. Most types of retail stores can well use one or more coin machines of some kind. It has been known for many years that machines placed in retail stores help pay rent, wages and many other costs, and that they can be had by the owners of such stores without any investment in the machines.

Thus, the coin machine industry will not only be helping veterans get established in the industry itself, but the industry will be helping still more thousands of veterans succeed in the retail business which they may enter. The coin machine trade will welcome back many thousands of men who were in the business before they entered the armed services, but it expects also to welcome into its membership still more thousands of veterans who never knew anything about the industry except that they patronized the machines.

The industry is carefully following all the plans made by the business and the government to get veterans settled in civilian life again as soon as possible. It will take advantage of any suggestions that may be made from time to time.

(See TRADE PLANS on page 102)

What Coin Machines Bring in England

To arrive at the original English sales price on games below must be added 25 per cent for duty, and approximately \$15 for freight and insurance.

Machine	Maker	Original U. S. Price	First Marketed	Current English Price
SKI HI	Genco	\$74.50	11-6-37	\$50.50
HOME RUN	Chico	62.50	1-16-37	24.00
REPLAY	Chico	64.50	4-3-37	40.00
PAYDAYS	Buckley	69.50	1-1-35	62.50
RACES	Stoner	74.50	10-1-37	64.50
HOOPS	Genco	29.50	7-1-39	42.50
TURF KING	Chico	79.50	4-1-38	60.50
AUTO DERBY	Genco	74.50	6-1-37	48.50
JUNGLE	Genco	74.50	5-21-38	36.25
BONDS	Buckley	52.50	1-1-37	80.00
SILVER FLASH	Genco	74.50	11-1-37	50.00
SPARKS	Groetchen	37.50	2-1-38	32.00
TOTEM PIN	Pierce	24.50	5-1-35	24.00
GOLD AWARD	Genco	75.00	1-6-34	90.50
AIRPORT	Genco	94.50	5-1-39	160.00
TALLY-HO	Genco	43.50	6-1-38	44.00
RECORDER	Genco	89.50	3-5-38	50.00
SWING	Chico	74.50	4-2-38	48.00
MARVEL	Chico	79.50	10-27-38	42.50
BUMPER	Bally	64.50	12-19-36	40.00

Govt. Sets Up Export Aid for Small Business

WASHINGTON, July 22.—With the majority of coin machine manufacturers as well as East and West Coast distributors planning export business after the war, they looked with interest here to plans of the government to set up a foreign trade division within the smaller War Plants Corporation.

Present plans would have experts of export and import lines head the new government agency. Under the new program, known as the SWPC, small manufacturers seeking to exploit foreign markets for their goods but lacking experience or capital to go into export trade, would be put in touch with experienced export merchants by this agency. The latter, working on a commission or fee basis, would handle the producers' lines abroad.

Proponents of the plan contend that the foreign trade bureau will not conflict with the activities of the foreign trade bureau of the Department of Commerce, but would supplement that agency.

Slots and Ticket Jars Are Not Gambling Per Se, Judge Holds

POND DU LAC, Wis., July 22.—A municipal judge here decided July 17 that slot machines and ticket jars are not gambling per se. The ruling was made in denying a State motion to have two slot machines and a ticket jar destroyed. The machines had been picked up by State liquor agents, and the case was filed by the State.

According to the court, "In none of the Wisconsin cases cited do I find an express ruling that slot machines are gambling devices per se. It is true that

Sport Shorts Are Needed, Says Dist.

LOS ANGELES, July 22.—William R. Hoppel Jr., manager of Badger Sales Company, is interested in making 16mm. pictures depicting the "Do's" and "Don't's" of golf and other sports. While much of the expansion in the field is set for post-war days, the production is likely to get under way any day.

Himmel, an ardent golfer, Hoppel has discussed the matter of appearing in these movies with Olin A. Dutra, pro at the Wilshire Country Club, and Madlyn Akin, who has showered herself with golfing honors. The professional golfers have indicated their willingness to appear in the pictures. They have also discussed the field with Hoppel.

Hoppel believes that films depicting certain pros on the links will have a ready market in movie machines on location in golf clubs. Each film, running approximately three minutes, would feature a special professional on a particular phase of the game. These films would be placed on a machine for a couple of weeks and then be moved to another locker room at some other club. The film would run a circuit.

"Pros have told me that they believe that it would make teaching golf easier," Hoppel said. "The golfers would want to see their special pros in action. Those golfers hitting difficulty on a special shot would readily be a prospect for a run of the film."

According to plans as outlined by Hoppel, the pictures would be shot outdoors and in color. Narration would be by a golf professional.

Golf is only one of the sports for which Hoppel anticipates making pictures. Since golf is closer home to him, it will serve as a starter.

In those cases slot machines have been held to be gambling devices, but in my opinion, it was the circumstances and the purposes for which the machines were used that determined the court's decision to hold them gambling devices."

ARCADE MACHINES AND SUPPLIES

WE STILL HAVE THE LARGEST ASSORTMENT OF FACTORY REBUILT ARCADE MACHINES IN STOCK! MOST ARE BEAUTIFULLY REPAINTED LIKE NEW!

TRAF-FE THE JAP , <i>Rebuilt Complete</i>	Keyed Billiards	\$36.75
Chicken Gun Counter.....	Liberators.....	85.00
Bally Bull's Eye.....	Pariscopes.....	95.00
Bally Defender.....	Seeburg Jail Bird.....	169.50
Bally Rapid Fire.....	Supreme Shoot Your Way to Tokyo.....	245.00
Bally Torpedo.....	Supreme Shoot the Circus, Parachute.....	150.00
Keeney Air Raider.....	Test Pilot.....	225.00
Keeney's A-10.....		

ATHLETIC	
Hall Grip, Exhibits and Others.....	\$125.00
Barthand's Dial Striker.....	125.00
Exhibits Chaining Rings.....	150.00
Exhibits Grandfather Clock Grip.....	125.00
Exhibits Striking Clock Grip.....	125.00
Exhibits Lighthouse Grip.....	125.00
Exhibits Champion Puncher (Punching Bag)	165.00
Exhibits Star Striker.....	140.00
Exhibits Lighthouse (Binge Grip).....	125.00
Exhibits Champion Puncher (Punching Bag)	165.00
Exhibits Tiger Pull.....	85.00
Exhibits Dragon Electric Shocker.....	115.00
Exhibits Punching Bag Trainer, Scientific	210.00
Exhibits Bicycle Trainer.....	85.00
Exhibits Tiger Pull.....	85.00
Exhibits Punch Your Weight.....	150.00
Exhibits Aviation Striker.....	150.00
Knockout Fights (2 Players).....	150.00
Mills Punching Bag.....	160.00
Exhibits Life-O-Graph.....	225.00
Mutoscope Punching Bag.....	250.00
Mutoscope Liberty Bell Striker.....	125.00
Exhibits the Devil Grip Machine.....	150.00
Western Super Grip, Floor Cabinet and Sign.....	65.00

VENDING	
Mutoscope Card Vendors, Floor Stds.....	\$35.00
Exhibits Card Vendors, Floor Stds.....	25.00
Metals Card Vendors.....	30.00

BOWLING	
Evans Ten Strike.....	\$ 52.50
Exhibits Bowling Alley.....	85.00
Goldfish Bowling Alley.....	82.50
Midway Baseball, 22" Wide.....	179.50
Pokerone, Scientific or Mutoscope.....	95.00

BASEBALL AND BASKETBALL	
Bally Basketball.....	\$110.00
Western Major League.....	175.00
Scientific Batting Practice.....	115.00
Scientific Basketball, Uprights Floor Stds.....	100.00
Western Baseball.....	79.50

Free Complete Price List of Parts and Supplies Just Off the Press!
 1/2 Cash Deposit With All Orders. Full Amount With Orders Under \$15.00.

ENGLISH COINMEN

(Continued from page 95)

MPR-825 was put into effect. English experience in keeping old games alive also is proof of the durability of equipment when given proper care. In the pre-war days, the trade was prone to regard the life of a game as three to six weeks. Yet in England all games now functioning are at least five years old and some of '36 and older vintage still get daily play. Ingenuity of English coinmen in reconverting old games to give them new play appeal has also contributed much to the industry's health. Life of games in England naturally was prolonged as much as possible even in pre-war days because of higher costs and the longer period of time necessary to amortize the investment in a game since English pins have a penny play (equivalent to 2 cents American).

Parts in Demand

Shortage of new equipment has naturally put a premium on parts or "spares" as they are dubbed by the English coinmen. Slides to fit ABT coin chutes are bringing \$2 each while complete chutes go for \$10. Westinghouse rectifiers are being offered for \$5.52 with larger rectifiers bringing around \$11. Transformers range around \$7.50. Pin table bulbs are \$10 a hundred or \$80 a 1,000-play type bring \$1 each; \$80 per 100 and \$300 for 500, which is the maximum number sold a customer. Needles guaranteeing 5,000 plays go for \$5 apiece.

Because of the fact that English stores close at 8 o'clock during the week and all day Sunday, shopkeepers long ago pioneered the idea of putting vending machines in front of their stores to take care of the after-hour trade. As a result, demand for vending machines has always been high in the British Isles and several home manufacturers did a flourishing business. These machines continue to bring good prices since the war broke.

English pubs, too, have limited hours opening from 11 a.m. to 2:30 p.m. and from 5:30 to 11 p.m. daily. As a result most coin machines are in arcades. English coinmen have developed many arcade machines of their own, as a result. One reason, too, for the popularity of arcades has been the tolerant attitude of English authorities toward skill awards. Most popular of these is cigarettes. In fact, some slots of the mint vendette type have been converted to dispense cigars instead of candy. Cranes, too, have been big hits with English coin patrons. Completely equipped arcades are being offered on the English market for \$2,200.

Phonos Catch On

Because of the many difficulties confronting the operation of automatic phonographs, the English industry didn't really start giving them a play until shortly before the war. Slots which which pubs are open don't give phonos much chance for big takes. Another reason was that machines sent to the Isles had to be reconverted mechanically to take care of the fact that English current operates on 220 volts as against 110 in the U. S. and current is 50 cycle instead of 60. Duty on phonos was one third of the ad valorem value and average op also had to shell out about \$50 in licenses to use copyrighted music. Despite all these restrictions, however, phonos started to click in 1938 and early 1939. Export statistics show 189 phonos valued at \$34,711 exported to England from January to September, 1939. Others went over in 1939 but exact figures aren't available since it wasn't until 1939 that the Department of Commerce began separating phonograph export statistics from other coin-operated machines.

That phonos are clicking in England, however, is reflected by the high prices they now bring when they become available on the used machines market. A Wurlitzer 600 model with a 2-penny slot demands an outlay of \$2,600 while a Wurlitzer 500 model with one and two penny slots brings \$2,200. In advertising a Rockola 20-record machine one distrib terms it "gilt-edge security." That the Wurlitzer distrib in England, Walter Pearce and S. J. Wright, have their eyes on the post-war market, is evidenced by their messages to the trade asking customers to register with them now so that they may have precedence over other buyers when machines are available.

While coinmen in the U. S. have had plenty of trouble since Pearl Harbor, still it appears that when the cross and palms are awarded at the end of the war

ATTENTION, CANADA

We are in a position to take care of your Coin Machine requirements in the entire field. Wire, write or phone us!

MUSIC

2 Rockola 40 Supers, Each.....	\$365.00
1 '39 Rockola, Standard Remoted with Dial-Tone Selector.....	325.00
6 Seeburg 850's, E.R.C. Each.....	595.00
1 Seeburg 9500, E.R.C., Walnut.....	625.00
1 Rockola Imperial 20, Hildeaway Buckley Remoted.....	185.00
1 Seeburg Vogue, RC.....	350.00
2 Seeburg Casinos, Each.....	425.00
3 Wurlitzer 616's, Each.....	139.50
2 Wurlitzer Victory Models, Each.....	495.00
1 Wurlitzer Victory Model RC.....	550.00
1 Mills De Re Mi.....	85.00
6 Seeburg Wireless Organ Speakers, Each.....	35.00
10 Packard Wall Boxes, Each.....	35.00

CONSOLES

10 Keeney Kentucky Clubs, Each.....	\$125.00
1 '35 Track Times.....	125.00
10 Jumbo Parades, Free Plays, Each.....	95.00
6 High Hands, Combinations, Each.....	175.00
1 Pace Saratoga, Combinations, Ea.....	165.00
1 Pace Saratoga, P.O.....	125.00
2 Big Tops, P.O., Each.....	95.00
4 Beach Parks, P.O., Each.....	110.00
2 Black Faces Races, Each.....	125.00
1 Silver Moon, F.P.....	110.00
1 Mills Rio.....	65.00
1 Galloping Dancers, L.H. Head.....	175.00
1 Track Times, Daily Double, Jackpot, Late.....	600.00

ARCADE EQUIPMENT AND SCALES

1 Periscope.....	\$395.00
1 Supreme X-Ray Poker.....	135.00
1 L.D. Ten Strikes, Each.....	60.00
1 Skatelette.....	85.00
2 Rapid Fires, Each.....	225.00
1 Tail Gunner.....	275.00
1 Slap the Jap.....	150.00
1 Batting Practice.....	150.00
1 World's Greatest Baseball.....	85.00
1 Palm of the Hand Card Vendor.....	40.00
1 Color of Eyes, Card Vendor.....	40.00
5 Assorted Electric Diggers, lot.....	275.00
2 Texas Leaguers, Each.....	40.00
1 Early Model Phonomatic.....	850.00
1 NEW BOWL-A-BOMB.....	295.00
1 Watling Tom Thumb Scale.....	85.00
3 Mills Lo Boy Scales, Each.....	50.00
4 National Lo Boy Scales, Each.....	39.50



Leatch's Panther

AMERICA'S FINEST PIN GAME REVAMPS

Send us your old wire or old style plastic bumper pin games. We will rewrap your old game into a new design that will look and perform like a brand new game. Our price for rewrapping your game is \$60.00 plus any new parts necessary. We have over 200 satisfied customers. Our output is only around 100 games per week, so please allow around 4 weeks for rewrapping.

We have the following revamped games for immediate delivery:

ARROW (Cradles)	HOLD OVER	PLA-MOR (Sporty)
BALLY BEAUTY	HOME RUN '44 (Home Run)	P.O.L.O. (Punch)
BEATLES (Lucky)	ICELAND (Nippy)	REVUE (Headliner)
BIG TOP (Big Show)	JOLLY	SAILING (White Balls)
BURLECK (Follies)	MAJORETTE (Bandwagon)	SNO ME (Razy)
COMWOODOR	MAJORS	SHORT STOP
CONVENTION	MR. CHIPS	SWAY KING (Play Ball)
DOUBLE FEATURE	ON DECK	TRAILER
FLY	PALS (Masott)	TIME OUT (Vacation)
HI BABE (Blonde)		TRU-FORM (Champion)

\$87.50 Each F. O. B. St. Louis.
 These games look and perform like new games—completely overhauled, new style plastic bumpers. Factory rewrapped and new coin chutes.

V. P. DISTRIBUTING CO.

2336 OLIVE ST. (Phone 482)
 ST. LOUIS 3, MO. Central 9892

FEATURES

- 2 Wells-Gardner Vendors, fully selective, completely refrigerated, up to 12 selections, 8 coin capacity. Will accept tokens or regular cash offer. Original price, \$595.00 each.
- 20 Brand New 7 Pl. X-RAY POKERS, Each, \$240.00.
- 4 Like New 5c U. S. Peppercorn Vendors, the most popular machines on the market—tops and vendors—original price, \$395.00; special, \$195.00 Ea.
- 3 Brand New and 1 Used 5c Beer-Under-Beer Organ, 25¢ machines, completely automatic, trouble free, very attractive. Special new \$275.00 each—used, \$250.00.
- 1 Abbott Coin Counter (Used), \$175.00.

WANTED

PHONOGRAPHS - ALL MAKES & MODELS

1/2 Deposit With All Orders—Balance C.O.D.
CLEVELAND COIN MACHINE EXCHANGE
 2021 PROSPECT AVE., CLEVELAND 15, O.
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MAY-BELL CONSOLES

SENSATIONAL NEW CLUB CONSOLE

- Location Tested & Proven
- Positive Action
- Public Acceptance
- Cash Payout
- Attractive Design
- No Service Problems

Three 5c and One 25c Play—or Two 5c and Two 25c—Feature Plays
 Phone or Write for Details and Beautiful Display Photo

BALLY CARBONATED DRINK VENDERS

(Cups) Thoroughly Reconditioned—Equipment Complete (only 22 left), Priced for Quick Sale..... **\$450.00**

3 10c Mills Blue Fronts (Excellent Condition).....	\$220.00
1 5c Watling Rolatop (Like New).....	175.00
1 5c Mills Extraordinary (Like New).....	169.50
1 5c Mills War Eagle (Excellent Condition).....	100.00

Write for Special Price on the Entire Lot
 Terms: 1/3 Deposit; Balance C. O. D.

SEEBURG

RAY-O-LITE GUNS

Complete with base, equipped with Miller or Jap Units, newly painted. Extra 2A46 Tube and Gun Lamp given with each Gun.

\$169.50 Each

ALSO KEENEY SUBMARINE, BALLY CONVOY and BALLY BULL PRICED REASONABLE.

Terms: 1/3 Deposit, Balance C. O. D.

W. B. NOVELTY CO., INC.

1903 Washington Blvd. ST. LOUIS, MO.
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NEW! ELECTRIC COIN COUNTERS and SORTERS — Table Model..... \$400.00

On Stands..... \$425.00

COIN AUTOMATIC PRODS. CO.

2252 W. CHICAGO AVE. (Humboldt 3200) CHICAGO 22, ILL.

120 SERIES TIP TICKETS

120 Series Daily Baseball Tickets. Large Stock. Prices Right.

IMPERIAL NOVELTY CO.

P. O. Box 578 LA CROSSE, WIS.

to coinmen who have met and overcome the biggest obstacles, the English coinmen will deserve the medals. No better example of the "never-say-die" spirit that's so characteristic of the industry is to be found than in the manner in which the English coinmen have stuck by their industry and kept it going during times when difficulties were so seemingly unmountable.

WANTED TO BUY!

We need for resale purpose, 75 KEENEY TWIN SUPER BELL, convertible, free play to cash payout models.

Can also use 50 KEENEY SINGLE SUPER BELLS, convertible, free play to cash payout models.

Machines must be complete and in working order. Quote lowest price for quick action!

<p>Write BILL FREY, INC. P. O. Box 4141 Miami 25, Florida</p>	<p>Phone Bill Frey Person to Person Miami 20565</p>	<p>Wire BILL FREY, INC. 140 N. W. 1st Street Miami, Florida</p>
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THEY'RE ALL ORIGINALS

Completely Overhauled and Refinished

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| 5c Mills Blue Fronts... \$245.00 | 10c Mills Chromes (Silver & Gold)..... \$415.00 |
| 10c Mills Blue Fronts... 275.00 | 25c Mills Chromes (Silver & Gold)..... 450.00 |
| 25c Mills Blue Fronts... 339.50 | 5c Mills Bonus..... 299.50 |
| 5c Mills Brown Fronts... 275.00 | 25c Mills Bonus..... 375.00 |
| 10c Mills Brown Fronts... 300.00 | 25c Jennings Club Bells... 375.00 |
| 25c Mills Brown Fronts... 385.00 | 50c Jennings Club Bells... 550.00 |
| 5c Mills Chromes (Silver & Gold)..... 375.00 | |

PARTS FOR MILLS MACHINES

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| Knee Action..... \$7.50 | Escalator Glass..... \$.50 |
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| (All Chrome, Like New) | Reward Cards (2-5 & 3-5)... .15 |
| Club Handles..... 4.00 | Main Clock Gears, Complete 3.00 |
| Reel Strips, #236 & #356, Per Set..... 1.00 | Cash Boxes..... 2.00 |
| Jackpot Glasses..... 1.00 | Springs—Complete Stock for All Mills Machines |
| Reel Glass (Set of 3)... 1.05 | |
- We Are Equipped to Fill Orders for SLOTS - CONSOLES - PHONOGRAPHS - ARCADE EQUIPMENT - SALESBOARDS.
All Makes and Models. Let Us Know Your Requirements.
EXPERT REPAIRS BY FACTORY-TRAINED MECHANICS . . . AT NOMINAL COST

WE PAY HIGHEST CASH PRICES FOR ALL COIN-OPERATED EQUIPMENT

SOUTHWEST AMUSEMENT COMPANY

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WASHBURN SPECIALS!

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| <p>ONE BALL FREE PLAY
Longages
Thorbrods
Pimlicos
Derby, '41
Club Trophies
Fortunes
Track Record, Conv.
Blue Grass</p> | <p>Dark Horse Record Time</p> <p>SLOTS and CONSOLES
5-5-5-25c Super Bells
Four Bells
Three Bells
Jumbo Parades, CP
Lucky Lucres</p> | <p>1941 Bangtalls
25c Bally Roll 'Em
Triple Entry
Royal Flush
Royal Draw
Roietto Sr.
Saratoga
Paces Reels
Turf Champs</p> |
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- We Carry a Complete Line of Refinished 5c, 10c, 25c, 50c Slot Machines
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|--|--|--|
| <p>Chromes
Cherry Bells
Blue Fronts
Bonus Bells
Brown Fronts</p> | <p>Grey Fronts
War Eagles
Futurities
Melon Bells</p> | <p>5 50c Original Silver Chromes
5c only Standard Johnson Money Counters</p> |
|--|--|--|
- We will pay highest prices for Mills Three Bells, Four Bells (late head only), Keene Super Bells, Jumbo Parades Combination and Late Phonographs. Write or wire us your complete list. Cash waiting.

CHARLES E. WASHBURN

1511 WEST PICO BLVD. LOS ANGELES 15, CALIF.
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JAR TICKETS TIP BOOKS

We Manufacture a Complete Line
RED, WHITE AND BLUE, COMBINATION, AND BINGO TICKETS
WRITE US FOR PRICES

MUNCIE NOVELTY CO.

2704 S. Walnut St., Muncie, Ind.

PANORAMS

AS GOOD AS NEW. \$375.00 EACH.

OWL MINT MACHINE COMPANY

245 Columbus Avenue (Kenmore 2640) Boston 16, Massachusetts

Kentucky Bans Sale of Beer In Roadhouses

FRANKFORT, Ky., July 22.—Coin machine business in some locations throughout the State was expected to drop off considerably because of a recent order issued by the commissioner of alcoholic beverage control, banning the sale of beer in roadhouses.

In a letter addressed to all retail beer licensees, Beverage Commissioner Charles F. Brown Jr., said: "Any place of business commonly known as a roadhouse (as used in statutes) is hereby defined as being any public place outside an incorporated city or town patronized by the public for purposes of amusement, such as dancing, the playing of music, juke boxes, pinball machines, slot machines, or games of any kind; but does not include bona fide restaurants, grocery stores, general stores, filling stations, or other establishments where no form of amusement is permitted."

Brown said this new ruling would be rigidly enforced. The 1944 act forbids the sale of beer on premises used as a retail package liquor store, dance hall or roadhouse outside incorporated cities or town except in counties which contains a city which maintains a county police force.

Press Joins Crusade Against Phony Clubs

INDIANAPOLIS, July 22.—After a drive against gaming devices in phony clubs had been carried on for some weeks, slot machines were finally mentioned in a casual way. It appears that a lot of so-called social clubs have been organized here and have been using roulette, dice games and other gaming devices to finance the business.

A local newspaper joined in the crusade and listed a number of the clubs that were under investigation, and among these clubs classed as phony, were athletic clubs and so-called pleasure clubs. An aftermath of the campaign against the clubs was an alleged move by local operators to keep outside parties from coming into the city. Newspapers said that the "home boys" had charged that outsiders were furnishing the gaming equipment for most of the clubs under investigation.

LIST OF PRODUCTS

(Continued from page 88)

- Shovels.
- Sofa beds and studio couches.
- Staples and staplers.
- Household steel wool.
- Stokers.
- Strainers.
- Carpet sweepers.
- Hot-water storage tanks.
- Water tanks.
- Tapesealing machines.
- Teakettles.
- Household thermometers.
- Tire pumps.
- Tool handles.
- House trailers.
- Typewriters.
- Umbrellas.
- Utility baskets.
- Vacuum bottles.
- Domestic and industrial vacuum cleaners.
- Household galvanized wash boilers.
- Domestic washtubs.
- Water heaters (all types).
- Hot water generators.

SPECIAL NOTICE

Our former road salesman, Mr. D. M. McDonald, has not been connected with the Dixie Coin Machine Company for the past two years. When the war is over we will again have a representative on the road.

DIXIE COIN MACHINE COMPANY

612 Poydras Street NEW ORLEANS, LA.

FOR SALE

- 5c Mills 23mm Super Goldenlocks, 20 Stop \$60.00
 - 10c Mills Lion Heads Goldenlocks, 20 Stop \$65.00
 - 5c Pace Comets, Extra Clean, 3x3... 79.50
 - 5c Mills Q.T., Extra Clean..... 75.00
 - 5c Mills Peace Bells..... Write
- Write for prices on Mills and Jennings Machines and Chicago Cabinets.

General Novelty Co.

821 N. 16th Street MILWAUKEE 2, WIS.



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WE CAN REBUILD YOUR OLD SCALES AND MAKE THEM LOOK LIKE NEW

Get your Scales rebuilt now and have them ready for your big season.

WATLING MFG. CO.

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Est. 1889—Tel. COlumbus 2770. Cable Address "WATLINGITE," Chicago.

6807

METAL TUBES

(OPA CEILING PRICE)

\$1.30 EACH

MINIMUM ORDER 10 TUBES

Send Supplier's Certificate and Check in Full With Order!

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GUARANTEED DELIVERY WITHIN 48 HOURS!!!

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GEORGE PONSER CO.
763 South 18th St., Newark, N. J.

SPECIALS

- 1 5c Watling (Double Jackpot)..... \$ 69.50
- 1 Paces Races (Brown Cabinet)..... 100.50
- 1 Mills Owl..... 99.50
- 1 Silver Skates..... 67.50
- 2 Watling Fortune Teller Scales..... 96.50
- 2 Watling Fortune Teller (Wish Mirror) 109.50
- 1 Kirk Quesser Scale..... 119.50
- 1 Pace Scale (1941 Red)..... 60.50

Deduct 5% if full certified check accompanies order—otherwise 15% deposit.

Enterprise Novelty Co.

811 Perry Street ALBION, MICHIGAN

Make me an offer

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|-------------------------|------------------------------|
| 2 Jockey Clubs | 1 616 Wurlitzer Phone |
| 1 Turf King | 1 Rockola Super with Adapter |
| 1 Seeburg Classic Photo | 1 Flying Champ |

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FISCO HAS THE SELECTION!

PIN GAMES

Each Game Checked and Scraped. Finish and Working Order Guaranteed.

Blue Cross \$184.50
 Sky Chief 184.50
 2 Midway 179.50
 Eagle Squadron, Rebuilt 159.50
 2 Shangri La, Rebuilt 159.50
 Bombardier, Rebuilt 159.50
 Production 149.50
 Five-Ten-Twenty 139.50
 Gobs 109.50
 Home Run 104.50
 Menicker 98.50
 Air Force 98.50
 Victory 94.50
 Alert 89.50
 Jungle 84.50
 Bosco 82.50
 Belaway 79.50
 Gun Club 72.50
 South Paw 72.50
 Star Attraction 69.50
 Spot A Card 69.50
 3 Belle Hop 69.50
 Legionnaire 67.50
 Hi Hat 64.50
 Leader 62.50
 Pot Shot 59.50
 Silver Skates 52.50
 Hi Step 47.50
 Landslide 43.50
 Mystic 39.50
 Gold Star 37.50
 Anabel 32.50
 Three Score 32.50
 Lincoln 32.50
 Five in One 32.50
 Drum Major 29.50
 One-Two-Three 29.50
 Score Card 22.50
 Bally Triumvir 19.50

SLOTS

Working Condition GUARANTEED

Copper Chrome \$489.50
 Mills Club Console (Very Clean) 300.50
 Bonus Bell (Very Clean) 270.50
 Brown Fronts (Gleam) 250.50
 Jennings Club Console (Very Clean) 250.50
 Melon Bell 210.50
 Blue Fronts (Club Handles) 190.50
 Master Chief 189.50
 Extraordinary 189.50
 Columbia 20 Stop 109.50
 Chrome Columbia 99.50
 Front Vendor 98.50
 War Eagle 98.50
 Walling Hatlidge 94.50
 Columbia 10 Stop 92.50
 Keyracer 92.50
 Lion Head 89.50
 Galle 49.50
 Rockola 39.50
 Blue Seal 39.50
 Mills Goose-neck 30.50

MUSIC

300 Wurlitzer \$500.00
 733 Standard With Adapter 240.50
 233 Standard 279.50
 Standard Diatone 274.50
 Vegas 249.50
 Orchestral 619.50
 Rockola Commando (Working Condition Guaranteed) 625.00

DOMINOES

Galloping Dominoes \$ 99.50
 Square Ball 99.50
 Walling Big Game 99.50
 Paycot 99.50
 High Hand 179.50
 Silver Moon, Jenn. 109.50
 Rob Tall 109.50
 Jumbo, Free Play 99.50
 Jumbo Parade 100.50
 Out (Old) 100.50
 Jumbo Parade Pay-out (Late) 129.50
 Triple Entry 149.50
 Club Bells 269.50
 Paces Royal Jr. 109.50

VEST POCKETS

Blue & Gold Metered W. P. \$ 54.50
 52 Green W. P. (Fitted Blue & Gold) 39.50
 Chrome V. P. 72.50
 Smoker Bell \$ 40.50
 Free Play 40.50
 S. Q. T. (Refinished Like New) 74.50
 S. Blue Q. T. (Refinished Like New) 90.50
 S. Digger Gold Q. T. (Clean) 120.50

MISCELLANEOUS

Chicken Sam Conv. of Book the Job \$139.50
 Rally Rapid Fire 249.50
 Chester Peppers Golf. 49.50
 Mills Double Safe 99.50
 Milnk Double Comb. Safe 99.50
 500 Standard 139.50
 Safe Stands 14.50
 Walling Sealer, Front 79.50
 Hi Mirror 49.50
 Mills Scale 99.50
 Band A Deer 50.50
 Seaburg Three Wire (New) 40.50
 Seaburg Wireless 59.50
 Nat'l Candy Vendor 99.50
 Uneda Pr. 99.50

IF FISCO SELLS IT—FISCO GUARANTEES IT!

NEW ENGLAND Operators find this the ideal "shopping" center! TERMS: 1/3 Deposit With Order, Balance When Merchandise Arrives!

TOP PRICES FOR YOUR GAMES
 What Have YOU Got To Sell? Write or Phone List and Condition! Top Prices, Fair Dealings!

FISCO SALES COMPANY
 Monument Sq., Haverhill, Mass.

Tacoma Collects From 1002 Mehs

TACOMA, Wash., July 22.—The semi-annual report of the city clerk here on revenue derived from coin machines gives some interesting data about the number of machines in this city. The city license fee had been paid on 1,002 machines. A big majority of these machines, totaling 930, were the standard pinball machines which, according to the State Supreme Court, gives the player an opportunity to reap reward by skillful operation. This statement apparently referred to a decision by the State high court which undertook to distinguish between gaming devices and pinball games in order to determine the payment of the State tax.

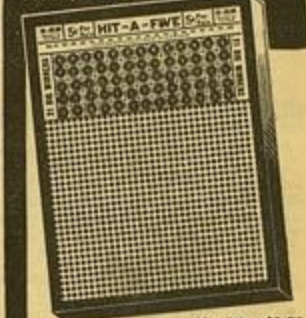
Of the machines operating here, the tax report shows 48 to be digger machines and 24 are known as ray target guns. The city clerk reported that the above totals do not include machines that are known as arcade. The city charges an occupational fee of \$250 a year on operators who have more than five machines. The tax records show there are 26 operators who pay this occupational fee in the city.

With the data furnished by the tax office, some comparisons have been made as to the number of taxable machines on the basis of population. The 1940 census gave 109,408 persons in the city limits. This would give a ratio of one taxable machine per 109 persons. Since this city is the capital of the State, at the end of each fiscal year the State tax commission also releases interesting reports on coin machines all over the State, and not only do the majority of cities collect taxes on machines but the State itself collects a percentage of gross play of all amusement machines operating in Washington.

RED HOT! FAST PLAY!

★ Quick Sellout Means VOLUME PROFITS

TEN \$5.00 WINNERS
 FIFTY \$1.00



Net Price \$2.78
 This board a SUPER THICK with 65 sewed seals
 1184 Holes—Average Profit \$25.60

Write for COMPLETE PRICE ON FULL LINE OF FASTEST SELLING BOARDS
 TIP TOES—JAZZ GAMES

LC SALES CO.
 855 PEARL STREET
 BEAUMONT, TEXAS.

British Coin Machine Association Revived

CHICAGO, July 22.—The British Automatic Machine Operator's Society, according to word received here this week, is back in action again. Organization was the leading British coin machine association prior to the war. Many of the leading firms are taking an active part in bringing the organization back to life, it seems, and former members are responding by putting their dues on the line. W. G. Green of British American Novelty Company, Ltd., is reported heading the reorganization drive and D. Brenner is secretary.

RADIO TUBES

FOR THE COIN MACHINE TRADE

Tubes Offered to Consumer Market Only!

024 \$1.52	6L9 \$1.85
1C5GT/G 1.52	6K7GT85
2A3 1.60	6K7GT/G 1.04
2A40 2.35	6B7 1.04
305GT/G 1.23	3780
304G95	38 1.04
6A8 1.82	80 2.23
6CS 1.08	8878
6F9G 1.24	7785
6J5GT/G85	7885
6K7 1.04	2001 2.71

Send Supplier's Certificate!
 1/3 Deposit, Balance C. O. D.
PHONO-ELECTRONIC SUPPLY CO.
 4939 YORK ROAD, PHILA. 41, PA.

AUTOMATIC COIN SAYS BUY MORE BONDS!

IRVING AND OSCAR

K.860 Action for Mills, Set of 3 \$7.50
 Small Edit Pinball Gears for Mills 2.50 Ea.
 Main Clock Gears for Mills, with Attachments 3.50
 Bottom P.O. Siles for Mills 54, 104, 254, 475 Pay 3.50 Ea.

5¢ Jackpots for Mills \$22.50
 Standard Handles for Mills 2.00
 Club Handles for Mills 3.50
 Jackpot Glasses for Mills 1.25
 Real Glasses for Mills50
 Escalator Glasses for Mills50
 Award Cards, 2 1/8 or 3/16, for Mills25
 Set of 5 Four Ball Glasses for Mills 12.50
 Glass for Mills 5 Bells 17.50
 Spring Kit (55 Springs) for Mills 9.75

Mills Panoram \$389.50
 Evans 1941 Lucky Lions 269.50
 Evans Rockola Jr. 79.50
 Evans '41 Galloping Dominoes 375.00
 Evans '41 Galloping Dominoes, Jr. 450.00
 Jenn. Fast Time P.O., Numbered Reels 79.50
 Keeney Submarine 194.50
 Microscope Sky Fighter 259.50
 Chicken Sam (Jap) 159.50
 Mills 1-2-3, P.O., Fact. Rebit. 179.50
 Mills 1-2-3, P.O. 99.50
 Seaburg Rayolite 89.50

Plastics for Rock-Ola '30, '40 Models, Top Corners, Lower Sides, Ea. \$12.75
 Plastics for Seaburg 1941, 1942 Models, Lower Sides, Each 14.50
 Sheet Plastics, 20x30, Red 12.50
 New Locks for Pin Balls85
 N. 50, 15 Amp. Fuses, Ea.04
 Refur. No. 40-44-46-47-81, 1456-1458, Ea. 17.50
 Cash Boxes for Mills 2.00

Jenn. 5¢ Silver Chief \$218.50
 Mills 5¢ Blue Front 225.50
 Mills 10¢ Club Bell Console 495.00
 Mills 25¢ Club Bell Console 630.00

13 SEEBURG PLASTIC WALL-O-MATIC
 5¢ PLAY Ea. \$37.50
 1 SEEBURG BAROMATIC
 5c, 10c, 25c \$49.50

WE REPAIR MILLS SLOT CLOCKS—SEND THEM IN

All machines reconditioned and refinished by experts. Write TERMS: 1/3 Deposits With for complete list and quotations on parts and equipment not listed. Order, Balance C. O. D.

Automatic Coin MACHINES & SUPPLY CO.
 3834 W. Fullerton Ave. (Phone CAPitol 8244) Chicago 47, Ill.

FOR SALE

Market price or best bid gets this rare good selection, which we do not have. Bids: 1 brand new, never uncrated Mills 104 Cooper Chrome Roll, #270847; 5 5¢ Extraordinary, serials second #77000; 1 10¢ Blue Front, #410700; 1 5¢ Melon Bell (new works), #422990; 1 5¢ Blue Front (refinished red and silver), #400780; 1 5¢ Blue Front, #433372; 1 Gillette Gold 5¢ Q.T., #227145; 1 Jennings 5¢ Chief; 1 Jennings 1¢ Sky Chief, #34189; 6 Jennings 5¢ Jackpot Goose-necks, in perfect condition; 1 Bally Bellrose 2¢ Automatic View Machine, (new); 1 Mills 5¢ Rio Console, ARCADE, Ed.; 2 new Cupid's Wheels, 2 Perfection, 1 Ace Number, 2 Tail Chasers, 1 H.I.J. Ten Pins (needs adjusting), 1 Ray-o-Lite Gun, and 1 Markman Ray Gun, as is; 2 Jungle Dodgers, not complete, use for parts; Exhibit: Rotary Merchandler, perfect condition; 1 Rock-Ola Deluxe Phonograph, completely overhauled and refinished, walcott; Top Door Curved Plastics for Deluxes, Righter Glasses, Rock-Ola A.C. Bar Boxes, New 5-Wire Cable, Pro-War Percussive, 2A40 Gun Tubes, 1 Rock-Ola Adapter for Super or Master, 1 Brain Box for Standard or Deluxe.

Denver Distributing Co.
 1856 Arapahoe St. DENVER 2, COLO.
 (Cherry 4800)

FOR SALE

1 Bally Tornado Each \$175.00
1 Bally Rapid Fire Each 185.00
4 Chicago Coin Hockey Each 210.00
1 Rip Ralder Each 210.00
1 Chicken Sam Each 120.00
3 5-10-20 Each 125.00
4 Knockout Each 115.00
2 Liberty Club Each 145.00
1 Sky Chief Each 165.00
4 Four Aces Each 125.00
1 Shangri La Each 125.00
1 Bombardier, New Each 125.00
1 Gobs Each 90.00

1/3 Deposit, Balance C. O. D.

IDEAL MUSIC COMPANY
 620 Kansas Avenue TOPEKA, KANSAS
 Phone 9661

JA/FRE

JA/FRE

JA/FRE

JA/FRE MEANS "JOE ASH—FINEST RECONDITIONED EQUIPMENT"

"You Can Always Depend on Joe Ash All-Ways"

ACTIVE AMUSEMENT MACHINES COMPANY

900 NO. FRANKLIN ST. PHILADELPHIA 23, PA.

SCOTT-CROSSE CO.

Formerly Keystone Vending Co.

★ The East's Leading Distributor ★

PHILADELPHIA, PA.

JULY SPECIALS

500 FIVE BALL FREE PLAY PIN GAMES

We Are Sold Out of Flickers and Leaders

WHAT KIND ARE YOU INTERESTED IN?

All of these Games are A-1 reconditioned, thoroughly cleaned and checked. Ready to set on location.

EXTRA SPECIAL

10 Late Model PANORAMS
 Like New, Each \$384.50
 Brand New All Electric Late Model Peppermint Popcorn Machines, Each \$9.50

We will take in trade or buy for cash—Mills Sets of all kinds, 3 Balls, 4 Balls and Mills Slot Machine Sale Stands.
AOE DISTRIBUTING CO.
 9924 Olive St. Louis, Mo.
 Phone: Franklin 6125

INTERNATIONAL FEATURES

ONE LOT OF SLOT SAFES
12 Double, 6 Single, All Mellink Key; Keys offered as one lot only, untested, \$300.00

MUSIO
1 Seaburg Road \$325.00
1 Wurlitzer Victory, P.K. \$225.00
1 Wurlitzer 400 R. \$350.00

ARCADE
2 Evans Ten Strike, L.D. \$9.50
1 Midset Skee Ball \$175.00
1 Mills Punching Bag \$110.00

CONSOLES
1 Jennings Bob Tail, F.P. \$95.50
1 Du Grand V. Dual \$55.00
1 Jumbo Parade, G.P., Late Head \$109.50
1 Big Top, P.O. \$95.50

SLOTS
3 St Walling Rollatops \$95.50
2 St Jennings \$65.00

VENDORS
10 Du Greenie S.P. Models, 7 Col. E.A. \$24.50
10 Du Greenie V. Dual \$55.00
1 Gorosta 7 Col. \$24.50
25 Advance Peanut Vendors, Repainted and Rebuilt, Each \$5.50

PIN GAMES
Legionnaire \$80.50
5x7 Line \$45.50
Landscape \$40.50
Play Ball \$50.00
Thumbs Up \$50.00
Cradle \$39.50
Triumph \$24.50
Ten Spot \$9.50
Spooky \$9.50
Zombie \$9.50
Palo \$49.50
Twinkle \$19.50

WANTED FOR EXPORT PURPOSES
MUSIC AND SLOTS.
SEND LIST AND PRICES.

Terms: 1/3 Deposit With All Orders for Domestic Purposes—Full Cash With Order for Export.

FOREIGN INQUIRIES INVITED
LEO GREEN, Sales Manager

International Coin Machine Distributors
2115 Prospect Ave., Cleveland 15, Ohio
Phone—Main 8780

MILLS BUYS

4 St Blue Fronts, G.M., D.P., 3/5 P.O. \$220.00
1 2 1/2 Blue Fronts, G.M., D.P., 3/5 P.O. \$275.00
1 2 1/2 War Eagle, Like New, G.M., D.P., 2/4 P.O. \$200.00
4 St Paces (5 Star) \$50.00
1 Almost Original, Almost New, \$99.00 to \$408.00
1 2 1/2 War Eagle, \$337,200, A-1, 2-4 P.O. \$1150.00
1 St Blue Front, \$400,088, Without Money Box Lid, 3/5 P.O., Needs Re-align, \$100.00
2 Twin J.P., 3/5 P.O., Wallings (Late Keys) \$40.00
1 Fine Steel Stand \$10.00
2 Double Mills Steel Stands (Re-painted) \$45.00
1 Double Mills Steel Safe \$55.00
2 Single Mills Steel Safes \$75.00
8 Box Size Stands for Mills Machines \$20.00

P. J. SATER
Golden City, Missouri.

FOR SALE

2 Rockola Commandos, in Perfect Condition, Used Less Than 6 Months \$675.00 Ea.
1 Kenney Air Raider, Late Model, Perfect Working Order \$195.00

NATIONAL MUSIC CO.
ABILENE, TEXAS

FOR SALE

13 SCIENTIFIC POKER TABLES
In A-1 Condition. Price, \$200.00 Each
SAVIN ROCK ARCADE, INC.
474475 Beach St., West Haven, Conn.

FOR SALE

MONICKER \$34.50
VICTORY \$45.50
1 Kenney Air Raider \$45.50
42 HOME RUN \$74.50
COLUMBIA COIN HOCKEY \$199.50
1/3 Cash, Balance C. O. D.
FORD VENDING MACHINES
319 Long Beach Rd., Oceanside, L. I., N. Y.

Unconditionally Guaranteed!

2 MILLS GLITTER GOLD, 50c PLAY SLOTS, EACH - \$395.00
1/3 Deposits, Balance C. O. D.
General Coin Machine Co.
227 N. 10TH ST., PHILADELPHIA, PA.

1 Walling Roller Top Machine, 254 1/2 \$150.00
1 Walling Double Jack Pot, 2/4 Play \$40.00
5 Mills Most Vendors, 2/4 Play \$100.00
1 Clack Ball \$25.00
5 Chickens \$45.00
1 Seratosa, Cash Pay \$125.00
1 Jennings Good Luck \$50.00
1/3 With Order, Balance C. O. D.
Underwood Vending Company
44 VALLEY ST. ASHEVILLE, N. C.

Milwaukee Loses 75% In Coin Mch. Fees by High Court Decree

MILWAUKEE, July 22.—The State Supreme Court decision outlawing pin-ball machines and the attitude of District Attorney James J. Kerwin, here have cut applications for amusement devices, City Clerk Walter A. Klein reported recently. Klein said permits for 500 premises have been issued this year as compared with 2,000 at this period a year ago. Licenses are used on devices such as ray guns, ski ball, etc., and Klein believes that none are being used on pin-ball games. Only 15 distributors' licenses have been issued this year, compared with 25 last year, according to Klein. In a warning to operators, Klein stressed the phrase: "For machines only that are not in violation of the Supreme Court decisions and rulings of the district court." Klein stated that the phrase places the responsibility on the operators, since applications do not specify the type of device on which license is to be used.

Population Increase Boosts Coin Biz for West, So. West Areas

WASHINGTON, July 22.—One of the reasons that coin biz is up in the West and Southwest section of the United States was indicated here when the Census Bureau released estimates on population increases thruout the country. According to the Census Bureau, the population of the West and Southwest increased by 4,000,000 during the period from April 1, 1940, to July 1, 1943. However, the States of the Northeast Seaboard and the Middle West lost 2,000,000. The estimates exclude the millions in the army and navy. California added 1,539,135 to her population in a little more than three years, New York lost 620,939. The bureau puts Illinois down for a net population loss of 203,175, a figure about equal to the 203,048 gain of Arizona, in the same period. The interesting semi-reversal of the westward and southward trend was a gain of 226,902 in the population of the District of Columbia, reflecting the fastening of government civil service pay rolls, and undoubtedly Maryland's gain of 398,724 partly reflect the government employees commuting to Washington.

WHAT HAVE YOU TO TRADE OR SELL?

5 St Mills Futurity, Very Clean \$125.00
1 Columbia \$90.00
1 St Blue Front \$175.00
1 St Q.T. \$35.00
1 St War Eagle, 2 1/2 P.O. \$75.00
1 St Four Star Chief \$119.50
1 St Chrome West Pocket \$88.50
1 St Blue & Gold West Pocket \$59.50
1 2 1/2 Roman Head \$195.00
1 Photomatic PWF14 \$795.00
1 DuLuz Rocker \$445.00
1 Singing Towers \$250.00
1 Daily King Pin \$250.00
1 Kenney Submarine \$100.50
1 Fast Time, P.O. \$65.00
1 Fast Time, P.P. \$75.00
1 Jurolo Camp, P.O. \$75.00
1 Time Time \$90.00
1 Kentucky Club \$75.50
1 Big Game, P.P. \$79.50
1 Foot Races, Brown \$149.50
1 Bushy Gun \$79.50
1 Royal Flush, P.O. \$99.50
1 Cigarette V.M. \$75.00
1 Sport Parade \$45.50
1 Barrage \$49.50
1 Hit the Jap \$59.50
1 Big the 400 \$59.50
1 Smack the Jap \$69.50
1 Mops \$42.50
1 Majors '43 \$49.50
1 Attention \$47.50
1 Broadcast \$49.50
1 2-3 \$59.50

CHAS. HARRIS
2773 Lancaster, Cleveland Hts. 6, Ohio
(Tel. Yellowstone 8618)

PIN GAME BARGAINS!

2 Variety, Ea. \$12.50
1 Big Show \$30.00
2 Wht. Ball, Ea. \$2.50
1 Flirty Grand \$20.00
2 Double, Ea. \$2.50
1 Conquest \$5.00
1 Super Ship \$9.50
1 Fantasy \$5.00
1 Knights \$9.50
1 Anabel \$5.00
1 Sports \$9.50
1 Oodop \$2.50
1 Spinola \$5.00
1 Ocean Park \$5.00
We'll accept \$250.00 for Entire Lot. Send Doc.
JULES OLSEN, 1100 E. 17th, Albany, N. Y.

FOR SALE

Seaburg Photographs and Remote Boxes, 8500 and 8200, some E.C., extra clean. Also a few late One and Five Ball Free Play Tables.

WALKER SALES CO.
Box 117, 3400 Franklin WACO, TEX.

ARCADE EQUIPMENT—GUNS—MISCELLANEOUS

NEW SUPREME GUN \$330.00
ANTI-AIRCRAFT GUNS 74.50
KENNY SUBMARINE 199.50
TEXAS LEAGUER, REGULAR 47.50
VIEW-O-SCOPES, LATE 39.50
EXH. DOME TOP DIGGERS 69.50
MILLS MAIN CLOCK GEARS 2.50
FEELERS GRANDMA HORSCODE 139.50
NEW 1c BULLDOG COIN CHUTES 3.75
PHOTO CELLS, SEEBURG & BALLY 2.50
TOMMY GUN \$169.50
SUPREME SKEE ROLL, NEW 299.50
CHICAGO COIN HOCKEY 234.50
2c A.B.T. COIN CHUTES 7.50
BALLY RAPID FIRES, PERFECT 229.50
BUCKLEY TREAS. ISLAND DIGGER 69.50
BATTING PRACTICE 129.50
SEEBURG SHOOT THE CHUTES 139.50
NEW 5c P.P. COIN CHUTES 3.75
JAP CONVERTED CHICKEN SAM 149.50

SLOTS — ONE BALLS — CONSOLES

TURF KINGS \$595.00
1941—1-2-3, F. P. 94.50
SPORT SPECIALS 165.00
SANTA ANITA 245.00
41 DERBY 375.00
JUMBO PARADE, C. P.—LATE HEAD 129.50
XV CIGAROLAS—LIKE NEW 139.50
XV CIGAROLAS—PERFECT 89.50
5c COLUMBIA CIG. REELS \$ 49.50
JUMBO PARADE, F. P.—LATE HEAD 89.50
MILLS OWLS 79.50
HI HANDS—A-1 159.50
WATL. BIG GAME—CASH 99.50
JENN. 4-COIN MULT. RACER—5c 175.00
RED HEAD TRACK TIME 69.50
EVANS JUNGLE CAMP—CASH 99.50

WE REPAIR 1 BALL AND 5 BALL MOTORS, OPEN TYPE, \$5.00; SEALED TYPE, \$12.50

PIN GAMES — NEW AND USED

AIR CIRCUS \$129.50
DUPEX 64.50
BIG PARADE 129.50
BROADCAST 49.50
KNOCK OUT 129.50
GUN CLUB 72.50
LEGGIONNAIRE 59.50
SHOW BOAT 59.50
TEN SPOT 57.50
TOWERS 89.50
WILD FIRE 44.50
SKY CHUTE 179.50
RELLE HOP \$ 69.50
ATTENTION 49.50
BOLEWAY 72.50
S-10-20 129.00
EAGLE SQUADRON, Rev. 149.50
41 MAJORS 49.50
MONICKER 89.50
SANTA FE, Rev. 299.50
PRODUCTION, Rev. 149.50
42 HOME RUN 109.50
PARATROOPER, Rev. 149.50
PIN UP GIRL, Rev. 209.50
BOMBARDIER, Rev. \$149.50
BIG CHIEF 44.50
BOSCO 99.50
ARIZONA, Rev. 209.50
JEEP 129.50
ZIG ZAG 69.50
SHANGRI LA, Rev. MR. CHIPS, Rev. 149.50
TOPIC 89.50
TEXAS MUSTANG 79.50
FOUR ROBES 87.50
MIDWAY, Rev. 209.50

WILL PAY \$50.00 FOR EXH. WEST WIND, SUN BEAM, DO-RE-MI, STARS AND DOUBLE PLAY. \$35.00 FOR LEADERS AND FLICKERS. SEND LIST OF ALL OTHER GAMES AND ARCADE EQUIPMENT YOU HAVE TO SELL. CASH WAITING!

ONE-HALF DEPOSIT WITH ORDERS, BALANCE C. O. D. OR SIGHT DRAFT.

EMPIRE COIN MACHINE EXCHANGE

1630 WEST NORTH AVENUE
MILWAUKEE 8, WISCONSIN

Custom COIN-BELL Conversions
CHROME COIN CO.
1630 WEST NORTH AVENUE
MILWAUKEE 8, WISCONSIN
* Write, Wire or Phone *

ATLAS MEN IN SERVICE

PARTS FOR ALL YOUR NEEDS!

PLEASE ORDER BY PART NUMBER

Table listing parts for Atlas men machines with part numbers and prices. Includes items like needles, paint, rollers, and various mechanical parts.

ATLAS NOVELTY COMPANY
2200 N. WESTERN AVE. - PHONE ARMITAGE 5005 - CHICAGO 47
Assoc. ATLAS AUTOMATIC MUSIC CO., 4704 CASS AVE., DETROIT 1.
Offices: ATLAS NOVELTY CO., 2219 FIFTH AVE., PITTSBURG 19.

Are You Interested in Additional Income?
 START YOUR OWN ROUTE OF COIN OPERATED "SOLO-VUE" Moving Picture Machines Full or Spare Time!



PRICE ONLY \$495.00
 Write for Complete Information!
GEORGE PONSER CO.
 DEPT. B, 763 S. 18TH STREET
 NEWARK, N. J.

CENTRAL OHIO QUALITY BUYS

"THERE IS NO SUBSTITUTE FOR QUALITY"

- 5c BLUE FRONTS, Late, Knee Action, C. H. \$229.50
- 10c BLUE FRONTS, Late, Knee Action, C. H. 269.50
- 10c EXTRAORDINARY, LATE, Knees, C. H. 269.50
- 5c CHERRY BELL, 3/10 P. O., Late, Knees, C. H. 249.50
- 25c CHROME BELL, Original, 3/5 P. O., A-1. Write
- 25c WAR EAGLE, Late, Knees, C. H., 3/5 P. O. 315.00
- 5c WAR EAGLE, 3/5 P. O., Knees, C. H. 189.50
- 2-5c MILLS CLUB CONSOLES, 3/5 P. O., Drill Proof. Write
- 2-5c JENNINGS SILVER CHIEFS, 3/5, A-1. 239.50
- 2-5c JENNINGS CLUB CHIEF, 3/5, A-1. 219.50
- 10c CHROME BELLS, Original, Late, A-1. Write
- 40 LOCKED BOX STANDS, Keys, Bars. 19.50
- 5 COLUMBIAS, Cig. Reels or Fruit. 69.50
- 2 HEAVY SAFES, Double A-1. 79.50
- 1 DOUBLE SAFE—2 Doors, A-1. 79.50



Woolf Solomon

- CONSOLES**
- 50 JUMBO PARADES, C. P., Late, New Finish. \$129.50
 - 15 JUMBO PARADES, F. P., Very Clean. 99.50
 - 10 SUPERBELLS, Convertible, F. P.-C. P., A-1. 339.50
 - 7 BALLY CLUB BELLS, Comb. F. P.-C. P., Coin Mult. 299.50
 - 4 KEENEY KENTUCKY CLUBS, 7 Coln, A-1. 99.50
 - 5 WATLING BIG GAMES, C. P., A-1, Clean. 99.50
 - 5c SILVER MOON TOTALIZERS, F. P., Like New. 119.50
 - 5c BOBTAIL TOTALIZER, F. P., Like New. 119.50
 - 25c JENNINGS BOBTAIL TOTALIZER, F. P., Like New. 179.50
 - 5c PACE SARATOGA Sr., Very Clean. 89.50
 - 1 MILLS 4-BELLS, Very Clean, A-1. Write
 - 2 BALLY 41 DERBIES, One Ball F. P., Like New. 360.00
 - 2 BALLY CLUB TROPHIES, One Ball F. P., Like New. 360.00
 - 2 BALLY PIMLICOS, One Ball F. P. 450.00

- PIN BALL FREE PLAYS**
- | | | |
|-------------------------|--------------------------|---------------------------|
| ZOMBIES \$89.50 | MAJORS '41 \$65.00 | SEA HAWKS \$52.50 |
| A.B.G. BOWLERS .. 59.50 | MIAMI BEACH 69.50 | SPOT POOLS 79.50 |
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1F6	1.50 50	6F6GT	.50 50	7B4	1.30 50	8Z5GT	.85 3
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GENUINE SEEBURG AND BALLY GUN LAMPS
IN LOTS OF 10 . . .60c EACH
Write For Special Price In Lots Of 100!

BALLY MOTORS FOR RAPID FIRES
Small Quantity On Hand—Write Immediately For Price!

RESISTORS FOR CHICKEN SAM'S, EACH.....\$1.50
7½, 15, 25, 40 WATT LAMPS — 120 TO CASE, \$9.50
INCLUDING FEDERAL TAX, PER CASE.....

10 WATT LAMPS — 120 TO CASE, INCLUDING FEDERAL TAX, PER CASE..... \$10.75

NEW MAPLE BALLS
FOR SKEE ALLEYS AND PLAY BALLS
For 14 Ft. Skee Alleys, 3½, 10, \$5.50; 100.....\$52.00
For 9 Ft. Skee Alley, 2½, 10, \$5.50; 100..... 52.00
For Play Balls and Roll In the Barrel, 10, \$4.25; 100..... 38.50

PHOTO ELECTRIC SELLS - ALL TYPES FOR RAY GUNS
REPLACEMENTS FOR UTAH RELAY
USED IN BALLY'S DEFENDER, SKY BATTLE, RAPID FIRE AND CONVOY—While the Supply Lasts, Each..... \$7.50

TERMS—1/3 Deposit With Order, Balance C. O. D.
WRITE FOR PRICE LIST OF PARTS, SUPPLIES, TUBES, FUSES, WIRE, ETC., ETC.

ECONOMY SUPPLY COMPANY
615 TENTH AVE., NEW YORK CITY (Phone BRyant 9-3295)

TRADE PLANS

(Continued from page 95)
Much interest is shown in the fact that the Department of Commerce will issue several booklets covering small business enterprises, which may appeal to veterans. There is a possibility that one of these booklets may describe the opportunities in the coin machine trade. Manufacturing firms will also publish leaflets and suggestions which will aid veterans to get back into business.

Electrical Training a Help
An important factor is that the mechanical and electrical training given to millions of men by the armed forces will be a decided advantage to them in owning and servicing coin machines. Testimony of the importance being attached to the booklets which the Department of Commerce will issue is suggested by the following editorial which appeared in the Wall Street Journal, July 11: "It is well that the Department of Commerce is preparing a series of booklets intended to advise veterans of this war on the establishment and management of business enterprises. Congress has already provided for government guaranty of loans to released service men, who wish to venture into manufacturing or merchandising on their own account. Many, probably most of them, will need sound instruction and plenty of it."

"The mortality rate among new business ventures is high even in average peace times. A guaranteed loan will make it possible for a man to try out his capacity for small business management but will not of itself do more for him than that. It will not teach him the ins and outs of the business he selects, nor make him a clever buyer, nor sharpen his judgment of locations nor enable him to select qualified employees. On these heads the Department should be able to give him some useful hints. "It is to be hoped that the booklets strike a sane balance between pessimism and Pollyannaism and that, above all, they speak frankly of the risks involved, both those attaching to the particular business under discussion and those common to all entrepreneurs. They should inform the veterans that once launched upon the competitive waters

ORDER NOW WHILE THEY LAST!

9 Bally Coca-Cola Machines, Carbonator & Drums, Complete Lot... \$1300.00
Pepsi-Cola Vendors, Still a Few Left, Electrically Operated, 65 Bottle Capacity..... \$149.50

Rock-Ola Playmaster, Like New, Including 2 Box Boxes and 1 Wall Box .. \$319.50
20 Rock-Ola Masters, Mechanisms are brand new, cabinets and amplifiers were used for wired music, Each .. 375.00
AEROPONT NEEDLES, Per Card. 5.50

Program Strips, 20 Strips to Card, Per 1000 Cards..... \$2.50

FULL LINE OF PIN GAMES ALWAYS IN STOCK—WRITE US YOUR REQUIREMENTS!!!

1/3 Deposit, Balance C. O. D. F. O. B. Philadelphia.

WILL BUY
WURLITZER P12, 312, 412

★ DAVID ROSEN ★
855 NORTH BROAD STREET
PHILADELPHIA 23, PA.
STEVENSON 9943

FOR SALE
2 KEENEY'S FORTUNE \$250.00 EACH
2 BALLY'S '41 DERBY \$275.00 EACH
Send 1/3 down, balance C. O. D.
AUTOMATIC COIN MACHINE CO.
809 Poydras St. New Orleans 13, La.

of local trade they must expect to be on their own. Customers will perhaps tend to favor the ex-service man over other sellers, especially if he meets the others' terms. But he cannot safely bank upon such preference."

BLOCK SPECIALS!!!

NEW GUARDIAN SERVICE KIT



No. 1200...\$14.50 Each
STANDARD KIT
No. 450...\$7.50 Each

FOR A LUCKY FEW!

A Safe, Speedy, Dependable
HAND TRUCK

For Handling
PHONOGRAPHS, PIN GAMES AND OTHER COIN OPERATED EQUIPMENT



- Hardwood Frame, 56 Inches High.
- No Curved Handles.
- Cross-Member Grip, Sure—Steady—Safe.
- Ratchet Device for Tightening Strap, Two-Way Tension.
- 14 Foot Heavy-Duty Webb Strap.
- 24 Inch Steel Lip.
- Goes Up and Down Steps.
- 5 Inch Wheels.
- Rubber Tires.

\$32.50 Each

Sorry! Only One to a Customer.

MILLS CLOCK GEARS

Complete With Dogs and Springs as Illustrated.

Quantity Limited Each Year Order NOW!

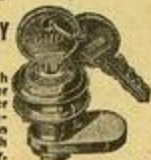
\$3.50 Each



"DUO" REGISTERED KEY LOCKS

Protect Your Cash Boxes! We register your key number and no one within 500 miles can buy locks with your key number.

Lots of 25 70c Each
Lots of 50 65c Each
Lots of 100 60c Each
(Above Prices Are for Standard Length Barrels; Long Barrels, 10c Each Extra)



NEEDLES!!

Our Fastest Selling Needle! **50c EACH**

HEROPOINT

Lots of 25—48c Each
Lots of 100—46c Each

TONE DARTS

One of the finest Needles! **45c EACH**

Lots of 100—40c Each

We also have PERMO POINTS 35c Each, Any Quantity!

Send for Complete Catalog of Parts and Supplies!

BLOCK MARBLE CO. 1527 FAIRMOUNT AVE. PHILADELPHIA 30, PA.
GET IT FROM BLOCK—THEY HAVE IT IN STOCK!

WHILE THEY LAST!



AFRICAN GOLF

The IDEAL COUNTER GAME

NO SLOT—NO TAX!

Chrome finish. Beautiful 8-color plate glass top. Perfect die under glass. Beaded agitator affords perfect protection for ballstall! Game size: 16" x 36" x 2".

Write for Free descriptive folder in full color

A complete Casino Game with top appeal and money-making power for operator!

Also Available:
RI-LO CHUCK-LOCK
MIAMI COLOR GAME
MONTE CARLO-CROWN & ANCHOR

H. C. EVANS & CO., 1520-1530 W. ADAMS STREET CHICAGO 7, ILL.

CLOSING OUT

25c Gold Chrome Jackpot, Hand Load	5c War Eagle, 2-4, Late	\$150.00
Cherry Pay, #473232	10c War Eagle, 2-4, Late	150.00
25c W. E. Blue Front, 3-5, C.H.	5c Pace All Star Comets, J.P.	75.00
367291	25c Callie Grand Prize, J.P.	50.00
25c W. E. Blue Front, 3-5, C.H.	25c Callie Bonus Mystery, 3-5, J.P.	105.00
367292	25c Pace Bantam, J.P.	47.50
10c W. E. Blue Front, 3-5, C.H.	Groethchen Columbia, Clean	75.00
370915	10c Watling Twin J.P.	65.00
5c W. E. Blue Front, 3-5, C.H.	Mills Late 5 in Ones, Free Play	70.00
420406	Jennings Cigarette, 5c	80.00
5c W. E. Blue Front, 3-5, C.H.	Target Skill	17.50
396833	Pikes Peak	15.00
5c W. E. Blue Front, 3-5, C.H.	Derby Day, 5c, Console Slant Top	47.50
386880	Wurlitzer 24 A Phonograph	200.00
5c W. E. Blue Front, 3-5, C.H.	Wurlitzer P 12 Phonograph	89.50
292980	Wurlitzer 16 Phonograph	185.00
All Above W. E. Blue Fronts Completely Overhauled, New Paint.	Mills Zephyr Phonograph	65.00

1/2 With Order
McGUIRE SALES CO.
270 WARTBURG PLACE DUBUQUE, IOWA
"39 Years of Service"

SHOP MECHANICS

For repair and reconditioning department of Seeburg distributors. Must be thoroughly experienced on Seeburg machines and other amuse, capable of overhauling and trouble shooting, and must fully understand all operations, ball boxes, etc. Also pinballs, coinops, etc. Can use only good men who really know this equipment. Excellent salary, permanent connection and real opportunity now and after the war. Write fully, stating details of experience, age, marital and draft status, etc., in strict confidence.

THE GENERAL VENDING SERVICE CO.
106 N. GAY ST., BALTIMORE 2, MD.

MILWAUKEE SPECIAL BUYS!

SLOTS

Blue Front, 5c...\$24.50; 10c...\$29.50; 25c...\$29.50
New wooden cabinets, repainted castings, club handles, completely overhauled and rebuilt mechanically, with new reel strips, new award cards and all worn parts replaced.

Brown Fronts, 5c...\$24.50; 10c...\$28.50; 25c...\$32.50
New wooden cabinets, club handles. Cannot be told from new. A sample will convince!

Mills Original Gold Chromes and Mills Original Chromes. Appearance excellent. Mechanically perfect.
5c...\$39.50; 10c...\$42.50; 25c...\$47.50

Mills Original Bonus Bells.
5c...\$27.50; 10c...\$30.50; 25c...\$34.50

CONSOLES

Overhauled, Checked and Cleaned

Jennings Liberty Bell, Jumbo Parady, 7 Coins...\$70.50
Flat Top...\$17.50
Blant Top...27.50
Derby Day, Flat Top...17.50
Blant Top...27.50
Kenney Kentucky Club 09.50
1 Kenney Kentucky Skill
Time, 7 Coin Head, Excellent Condition...89.50
2 Kenney Track Time, 49.50
7 Coin Head...09.50
Bally Long Champ...34.50
(Large)
Bally Bottlers Flicker...34.50
Stoner's Zippers...29.50
Payout...29.50

Overhauled, Checked and Cleaned

Parady Racer, 7 Coins...\$70.50
Late Md., Blant Top 70.50
Roberts Jr...64.50
Gattingo Daming, Rebuilt 7 Coin Blant
Type, New Hd...140.50
Bally's Field, with Daily Double Feature, 7 Coin Hd...60.50
Jennings Fastlane, Free Play or Payout...89.50
Paces Reel, Payout...94.50
Bally Ray's Track...89.50
Silver Moons...124.50
Big Game...89.50
Paco Starshots...84.50

ONE BALLS

Overhauled, Checked and Cleaned

Partone Convertible to Free Play or Payout \$200.50
Skyark...240.50
Thistledown...65.00
Fairgrounds...29.50
Preakness...29.50
Gold Cup...49.50
Seaholcut...75.50
Blue Ribbon...69.50
Europa...40.50
1939 1-2-3, Payout...39.50

Late 1939 Mills 1-2-3, Free Play, completely rewooded and overhauled by Mills, in original order, animal reels...\$70.50
Gold Medal...49.50
Track Record, Gottlob, Free Play...89.50
Bally Stables...39.50
Jennings Flicker...39.50

MUSIC

Model 450 Wurlitzer Speaker with 5-10-20 Bar Box Attached, FEW...\$124.50
3 New Model 143 Wurlitzer, Remote Control, Impulse Speakers, Each...37.50
New Seeburg Wrester Remote Control Speaker...43.50
New Seeburg Transmitter...16.50

1/3 Deposit—Balance C. O. D.
State Distributor for Seeburg Phonographs and Accessories
Please Address Mail to Milwaukee 8, Wis.

Milwaukee COIN MACHINE COMPANY
3130 W. Lisbon Avenue • Milwaukee, Wis.

Milwaukee COIN MACHINE COMPANY
3130 W. Lisbon Avenue • Milwaukee, Wis.

PARTS FOR MILLS SLOTS

Large Clock Gears, Complete with Brackets and Springs	Each	\$3.00	\$2.75
Reel Strips, 3-5 or 1 Cherry Payout	Per Set	.85	
Reward Cards, 2-5 or 3-5	Each	.20	.15
Club Handles, Painted and Chromed	Each	4.50	4.00
Payout Disc, 1 Cherry Payout	Per Set	7.50	6.75
Payout Disc, B.P., 1, 2 & 3	Per Set	7.50	
Disc Pliers	Per Set	.25	.20
Oral Frames to Use Paper Reward on Brown Front	Each	2.00	
Cash Boxes	Each	2.25	
West Pocket Coin Chutes, 16 or 24, New	Each	3.25	
Payout Tubes, 252 Size (with Wipper)	Each	3.75	
Bottom Main Slides, 54-104-254	Each	4.25	
20-Stop Star Wheel	Per Set	3.00	
Large Clock Gears Comp. with Brackets & Springs for Jennings Slots	Each	4.25	3.75
Black Board Glass for Jumbo Parade	Each	3.50	
Top Glass for Jumbo Parade	Each	3.50	

We Have All Types of Springs and Other Parts for Mills Slots.
1/3 Deposit Must Accompany All Orders.

SICKING, INC. 1401 CENTRAL PARKWAY, CINCINNATI 14, O.

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. Keysted 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

OLIVE'S SPECIALS THIS WEEK

FIVE BALL FREE PLAY

A.R.O. Bowler	\$ 57.80
Artillery	50.00
Air Force	47.50
All American	79.50
Argentina	47.50
Attention	47.50
Champs (Old Style)	69.50
Champs (New Style)	59.50
Champion	18.00
Dials	42.50
Fishin'	39.50
Five & Ten	135.00
Gobs	35.00
Gold Star	32.50
Gun Club	75.00
Invasion	165.00
Joop	127.50
Knockout	125.00
Legionnaire	55.00
Majors 41	60.00
Majors (Old Style)	18.00
Mascot	22.50
Mascot (Plastic)	40.00
Miami Beach	62.50
Rosario	30.00
Sea Hawk	57.50
Seven Up	60.00
Shampi La	160.00
Show Boat	55.00
Slap the Jap	67.50
Slupper	67.50
Smack the Jap	67.50
Sport Parade	45.00
Spotty	37.50
Spot Pool	67.50
Spot a Card	60.00
Stripliner	47.50
Streamliner (New)	60.00
Ten Spot	57.50
Texas Mustang	65.00
Vacation	20.00
Venus	75.00
Yacht Club	20.00
Zig Zag	67.50

Paragam Projection Lamp... \$ 4.65
Bally Rapid Fire... 225.00
Pre-War Rubber Game, 35
to 40 Ft. Length. Per Ft., 20c.

Terms 1/3 Dep. With Orders, Bal. C.O.D.

OLIVE NOVELTY CO.
2025 LUCAS AVE. ST. LOUIS 8, MO.
(Phone Franklin 8920)

TIMELY! RED HOT!!!

CONVERSION UNIT FOR CHICKEN SAMs, JAILBIRDS AND CONVERTED JAPS AND HITLERS!

"SHOOT-A-BAZOOKA"

The Only Conversion That Completely Changes Over the Gun as Well as the Target—With New Invasion Background Scenes in 12 Vivid Colors!

Here's the tank-buster that's taking the country by storm—Operators are making real folding money by tying up with this last word in Secret Weapons. Everyone wants to handle the "Bazooka" Gun and shoot at the tank!

WELCOME BACK BERT LANE!
We Are Proud To Announce the Appointment of **WORLD WIDE DISTRIBUTORS**
625 10th Ave., N.Y.C.
As Exclusive Eastern Sales Agents for "Shoot-a-Bazooka"

\$42.50

1/3 Deposit; Bal. C.O.D., F.O.B. N.Y.

BE FIRST IN YOUR TERRITORY!
ORDER "SHOOT-A-BAZOOKA" TODAY!

FRAMAL DISTRIBUTING CO.
592 10th Avenue
NEW YORK 19, N. Y.
Longacre 3-8520

SALESBOARD OPERATORS

Here is a Winner. The Fastest Quarter Board Ever Produced. No flashy girls, but a board with plenty of appeal to smart board players.

SOUTHERN CHARLEY

SOUTHERN CHARLEY—Semi Thick, 1200 Hots—25¢

Takes in	\$300.00
50¢	100.00
100¢	100.00
6 @ 5.00	30.00
4 @ 10.00	40.00

220.00

Last Sale on Board \$ 80.00
10.00

Definite Profit \$ 70.00

\$1.69 Net Each

In Lots of 100 or More, Will Print Any Name You Desire in Place of "Southern Charley," Deposits With All Orders.

A. N. S. CO.
312 CARROLL ST., ELMIRA, N. Y.

Wolverine Specials

SLOTS

2 MILLS OF ORIGINAL GOLD CHROMES, 1 Cherry Play, Have Been Used Only Few Weeks, With New Colors \$375.00

1 MILLS 25¢ WAR FRONT, S.H., 3-0 185.00

2 MILLS 1¢ Q.T.'s, Green 89.50

1 MILLS F.P., 30 55.00

1 Jennings Blue Front 57.50

1 Pace 1¢ Blue Front Comet, Like New 72.50

1 Pace 1¢ Diamond 25.00

1 Bally Romance Dime 5¢ 27.50

1 Buskley Bonus 5¢ 29.50

1 Blat Cabinet Stands, No Locks, Each 12.50

CONSOLES

1 Blat Club Ball 228.50

1 High Hand 175.00

2 Walling Big Game, F.P. 100.00

1 Exhibit Jockey Club, 6¢, P.O. 74.50

1 Ray's Track 95.00

MISC.

1 Western DeLuxe Baseball, Like New \$125.50

1 Keeney Anti-Aircraft, D.C. 85.00

3 Sport Specials, Excellent Condition 175.00

1 Bally President, P.O. 35.00

1 Owl, Fro Play 67.50

1 Shangi-La, Rev., New 120.00

1 Big Chief 48.00

1 Play Ball 42.50

1 Lion-Card, Rev., New 29.50

1 Boker, 1 Pick-Beats, 1 Oyster, 1 Lion-Card, 1 Bally Reserve, Each, 19.50

Daxal and Grotchen Counter Machines, In Working Order, With Locks, Each 5.00

Terms—1/3 down, balance sight draft.

WOLVERINE SALES CO.
154 Indiana Ave., N. W., Grand Rapids 4, Mich.
Phone 66005

WURLITZER—ROCK-OLA—SEEBURG

USED PARTS—GUARANTEED A-1 CONDITION

412 Speakers	\$ 9.00	Wurlitzer Mag. Switch Boxes	\$ 1.75
616 Speakers	17.50	Seeburg S-Cont Blades	2.25
616 B Speakers, 12-16	5.00	Seeburg 10-25-Cont Blades	1.50
Seeburg Speakers (Vogues, Gems, etc.)	22.50	Wurlitzer Motors	18.50
Rock-Ola Speakers, 18 Inch	19.50	Seeburg Motors	19.75
Seeburg Remote Speaker, Grand Cabinets, and Transmitter	37.50	Rock-Ola Turntable Motors	12.00
616 Amplifier with Tubes	40.00	Adapter for Buckley System with Selectors	12.50
Rock-Ola 16-20 Amplifier, Tubes	19.50	Grill for 24 Wurlitzer Rotary	7.50
Seeburg Amplifier, Tubes (Vogues, Gems, etc.)	48.50	Seeburg (Tweeder) Speakers, 2 for	12.50
Gears, All Models	5.00	24 Wurlitzer Cut Drum with Resistor	37.50
Wurlitzer Motor Drive Assembly	5.00	Seeburg S-Cont Wall-to-Wall Records	30.00
Wurlitzer 25 Volt Transformer	1.50	Bovox	30.00
		Seeburg Mystery Tuners, Complete	8.50

NEW ACCESSORIES

Locks—Cash Box—Front—Back—with Keys	\$.65	Conditioners for Seeburg Transformers for All Machines	\$.90
5 Ft. Shielded Wire with Post, Clips Both Ends for Tone Arms, Good All Makes. Will Improve Tone of Machine.	.40	2 Wire Zip Cord, Approved, Per Ft. .03 1/2	3.00
OHM-Ohmite Dividuum, 2500, 25W	.50	Box 100 Carbon Resistors	5.00
OHM Resistors, Any Size, 10W.	.25	P.M. Speakers, 8 Inch	5.00
OHM Resistors, Any Size, 20W.	.25	P.M. Speakers, 10 Inch	8.50
18 MFD. Cond., 450 Volt	.85	P.M. Speakers, 12 Inch	12.50
18 MFD. Cond., 600 Volt	1.25	Permo. Photo Needles, 3 for	1.00
8 MFD. Cond. Tub. Can., 450 Volt	1.85	Electric Soldering Irons	1.75
8 MFD. Cond. Tub. Can., 600 Volt	1.85	Photo Electric Cells (C.E. 23), for all Ray Guns, Incl. Chickan Sam	1.65

WE HAVE THE TUBES YOU NEED, INCLUDING 70L7—NO DEALS, STRAIGHT SALES—NO MINIMUM ORDER REQUIRED!
Deposit required with all orders!

ALBENA SALES CO. 587 10th AVE., N. Y. C. LONGACRE 5-8334

C. W. FAIRBANKS

261 S. Greenwood St., Marion, Ohio
Reference: National City Bank of Marion

FOR GUARANTEED MILLS EQUIPMENT BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

SIMON SALES

WE CAN SUPPLY YOU WITH ALL TYPES OF ARCADE EQUIPMENT!
Write for Complete List!
Complete Stock of All Sizes Dixie and Eastman Paper... Write!
152 W. 42nd St., New York 18, N. Y. Phone Pennsylvania 6-9495

MACHINES IN A-1 CONDITION READY TO OPERATE

Amt. For Sale		
1 CLOVER	\$79.50	
2 BOSCO	59.50	
2 SKY SLAZER	72.50	
2 TEN SPOT	64.50	
3 CINCO DEFENSE	84.50	
2 TOWERS	79.50	
2 JUNGLE	79.50	
3 HOME RUN '42	74.50	
2 CAPT. KIDD	74.50	
2 HOROSCOPE	64.50	
2 DO-RE-MI	74.50	
1 ARGENTINE	69.50	
1 LECTIONNAIRE	89.50	
1 VENUS	89.50	
1 SEVEN UP	60.00	
1 MAJORS '41	69.50	
1 SHOW BOAT	59.50	
1 ARGENTINE	50.00	
1 VICTORY	97.50	
1 TEXAS MUSTANG	39.50	
8 JUMBO PARADES	99.50	
1 700 WURLITZER - MUSIC	\$49.50	

Send 15¢ Deposit, Balance C. O. D., F. O. B. Camden

Majestic Vending Co.
523 MICKLE STREET, CAMDEN, N. J.
Tel: Camden 7778

MUSIC AND CONSOLES

Rock-Ola Com-mandant	\$600.00	Wurlitzer 24	\$500.00
Hi Hand	150.00	Big Tops, F.P. 100.00	
Comb.	150.00	Jungle Game	100.00
Mobette, F.P. 100.00		F.P.	100.00
800 Wurlitzer 700.00		Jumbo Parade	100.00
Home Parade	100.00	Stano Belli	100.00
P.O.	100.00	Billy Balls	100.00
Parttime, F.P. 100.00		Big Game	100.00
Pace Ready	150.00	Silver Moon	100.00
Big Game	100.00	F.P.	100.00
Nils Thomas 250.00			

PIN GAMES AND GUNS

Sky Fighters \$350.00	Rapid Fire \$200.00
Chickens \$100.00	Jailbirds 100.00
Ray-O-Lite 100.00	Bally Bulls 100.00
Bally Bulls (Hitler)	Parade Jeep 100.00
Tommy Gun 100.00	Drive Mobile 350.00
Tom Mix 100.00	DeLuxe 125.00
Texas Mustang 75.00	Spot Pool 75.00
Holdovers 50.00	Boom Town 50.00
A.R.O. Bowler 50.00	BandMan 50.00
Change (Old) 50.00	Sport Parade 50.00
Big Chief 50.00	Big Chief 50.00

SLOTS AND RADIO TUBES

5¢ O. T.'s Blue Front	\$100.00	
20	125.00	
21	41 2A4 6D6 6L7	6SL7
27	54 300 6P5 6Y7 6CR7	6X4
30	57 814 6P5 6Y7 6CR7	6X4
31	78 6B5 6L6 7F7 2X27	
32	78 6B5 6L6 7F7 2X27	
37	2A3 606 6L6 6CR7	75
38	2A3 606 6L6 6CR7	75

BATTISTA TURCOL AND SONS
1008 Union St., Wilmington 160, Delaware

Phonograph Mechanic Wanted

Experienced Mechanic wanted for Music and Pin Game route. Good salary and living conditions. Give reference and experience in first letter.

WHEBY MUSIC SERVICE
BECKLEY, W. VA.—PHONE 4120

Have Limited Quantity .22 REMINGTON SHORTS

If interested, contact **FAIRGROUNDS**
308 E. Baltimore St. Baltimore, Md.

BARGAINS

CONSOLES

Bally High Hand	\$139.50
Jumbo Parade, F.P.	72.50
Bakers Paces (Daily Double and Back Pot)	249.00
Bally Big Top, F.P.	79.50
Jennings Liberty Bell, C.P.	27.90

BELLS

50¢ Blue Front, Grackle Finish, G.H. V. A. Like New, Serial Over 420,000	Write
25¢ Original Brown Front, Serial Over 460,000, Like New	\$325.00
5¢ Original Brown Front, Serial Over 450,000	300.00
1¢ Rebuilt War Eagle, Giltzer Gold Finish, G.L. R.A.	189.50

Also Some Blue Fronts. Write for Prices.

CIGARETTE MACHINES
That Cannot Be Told From New, Some Never on Location.

DuGrenier Champion, 11 Col.	\$99.50
DuGrenier Champion, 9 Col.	82.50
DuGrenier W. Model, 7 Col.	42.50
U-Need-A-Pak, 500, 15 Col., Same as New	119.50
U-Need-A-Pak, E Model, Like New, 15 Col.	62.50
U-Need-A-Pak, E Model, Like New, 10 Col.	57.50
Rowe President, Like New, 10 Col.	99.50
Rowe Royal, 10 Col.	60.50

BELL STANDS

Mills Polding	\$ 0.00
Safe Stands	20.00
1 Safe Cabinet for Two Machines	40.50
1 Jack in the Box Bell Stand	50.50

MUSIC

Seeburg High Tone, E.S., R.C., \$500	\$395.00
Seeburg Model 7800, 1941, E.S., R.C.	299.50
Seeburg Royal	299.50
Seeburg Crown	310.00
Seeburg Rex	175.00
Seeburg Classic	380.00
Wurlitzer 600 With Dial	275.00
Rock-Ola Standard	265.00
Rock-Ola Rock-O-Lite (Speaker in Top) Like New	329.50
Mills Throne	242.50
Mills Empress	325.00
Wurlitzer Wall Box, 2 Wire, 6-10-25	24.50
Wurlitzer Bar Box, Low Flat Type, 2 Wire (Like New)	32.50
Rock-Ola Wall Boxes, 8 Wire	32.50
Rock-Ola Bar Boxes, 8 Wire	32.50
Rock-Ola Corner Speaker, Organ Type	60.00

ARCADE

Bally Rapid Fire	\$225.00
Chicago Gold Hockey	219.50

One Coin Counting Machine. Will count from pennies to halves. Completa with handy case. Guaranteed. Write Machine With Table for handling machines in cigarette, made by U-Need-A-Pak

ONE BALL FREE PLAY

Mills 1-2-3, 1940	\$ 69.50
Bally Gold	32.50

FIVE BALL FREE PLAY

Attention	\$54.50
Action	104.50
A.B.C. Bowler	49.50
Argentine	62.50
Banner	24.50
Bella Hop	62.50
Dude Ranch	24.50
Formation	37.50
Five Ten	112.50
High Slide	32.50
Melba	32.50
Midway, United	122.50
Resnap, Like	104.50
New	189.50
Musket	29.50
Makers of '41	89.50

All Machines Guaranteed To Be in A-1 Condition
1/3 Certified Discount, Balance C. O. D.

MEYERS COIN MACHINE CO.
232 Water Street, Phone 424 Baraboo, Wisconsin

FOR SALE

3 Model 880 DeLuxe 5¢, 10¢ & 25¢ Speakers	\$100.00
10 Rockolas Commands	850.00
2 Play Masters & Spectroscop	37.00
1 Play Master	275.00
10 Late Model Bf Rock-Ola Bar Boxes	32.50
4 packer base Almost New	32.50
10 Buckley Boxes, Plastic Glass, Play Master	18.00
3 Rock-Ola Brain Boxes, Play Master	22.50
7 Jan Ray-O-Lite, Chicago Novelty Co.	195.00
3 Keeney Air Builder	175.00
1 Bally Club Bell, Hand Operated	375.00

WANTED
25¢ Four Star Jennings Chiefs.
LANCE J. HARRIS
117 NORTH "A" ST., HARLINGEN, TEX.

Pace Saratoga, P.O.	\$ 90.00
Pace Saratoga, Skill Field	90.00
Pace Reels, P.O.	125.00
Keeney Triple Entry	119.50
Keeney Kentucky Club	95.00
Keeney Track Time	99.50
Keeney Pastime	99.50
Mills Safe Stands (Bar & Locks)	13.50
Mills Safe Stands, No Locks & Bars	6.00
Chicago Metal Safe Stands	10.00
Moderne Tone Columns, New	69.50
Moderne Tone Columns, Slightly Used	50.00

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For Pokerones—Fascination & Bingo Games.

MELROY BALL CO.
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Phone: Ventnor 2-0337



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WE'VE JUST BEEN APPOINTED EXCLUSIVE EASTERN SALES AGENTS

"LIBERATOR" FOR "SHOOT-A-BAZOOKA"

Designed by Harry Williams

The most sensational revamp shooting game ever made! Legal Everywhere—A Money-Maker Everywhere!

\$395.00 IMMEDIATE DELIVERY!

A red hot conversion unit for Chicken Sams, Jailbirds, etc. Completely changes over the gun as well as target and includes new invasion background scenes.

\$42.50 COMPLETE CONVERSION

I have a tremendous stock of the finest used equipment of all types, reconditioned by factory trained experts—every one sold on a money-back guarantee. Write for complete price list

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WORLD WIDE DISTRIBUTORS

A New Firm—The Same BERT LANE

322 TENTH AVE., NEW YORK 19, N. Y.

JONES SALES CONSOLES

4 NEW JUMBO PARADES, in Original Crafes, Cash Pay, Each	\$200.00
6 '41 MODEL EVANS GALLOPING DOMINOS, 2-Tone Cabinet, Like New, Each	450.00
3 '41 MODEL EVANS BANGTAILS, 2-Tone Cabinet, Like New, Each	475.00
2 PACES REELS, Cash Pay, Each	85.00
1 WAITING BIG GAME, Cash Pay	85.00
2 RED ARROW PACE RACES, 30 Pay, Rebuilt, Each	300.00
1 JENNINGS SILVER MOON, Cash Pay	125.00

SLOTS

30 MILLS BROWN FRONTS, 25c. EACH	\$350.00
10 MILLS BROWN FRONTS, 10c. EACH	300.00
10 MILLS BROWN FRONTS, 5c. EACH	275.00
25 MILLS BLUE FRONTS, 25c. EACH	325.00
10 MILLS BLUE FRONTS, 10c. EACH	275.00
10 MILLS BLUE FRONTS, 5c. EACH	250.00
5 MILLS GOLD CHROMES, 5c. 2/5 PAYOUT	WRITE
5 MILLS GOLD CHROMES, 10c. 2/5 PAYOUT	WRITE
5 MILLS GOLD CHROMES, 25c. 2/5 PAYOUT	WRITE

The above Brown Fronts and Blue Fronts have knee-action stops, new drill-proof cabinets and slush handles, refinished with baked wrinkle paint, rebuilt and reconditioned, guaranteed like new.

10 NEW COLUMBIA GOLD AWARD BELLS IN ORIGINAL SHIPPING BOXES, CAN BE CONVERTED TO 1c, 5c, 10c OR 25c PLAY, EACH \$107.50

100 BOX SAFE STANDS FOR MILLS MACHINES, EACH 25.00

SEND ONE-THIRD CERTIFIED DEPOSIT WITH ALL ORDERS. ALL EQUIPMENT IS SUBJECT TO PRIOR SALE—IF WE ARE UNABLE TO FILL YOUR ORDER WE WILL REFUND YOUR DEPOSIT PROMPTLY.

JONES SALES COMPANY
31-33-35 MOORE STREET Phone 1654 BRISTOL, VA.-TENN.

GET 'EM WHILE THEY'RE HOT!

Wurlitzer '42 24	\$425.00	Mills Empress	\$265.00
Wurlitzer 600K	375.00	Seeburg Rex, 3-Wire Celler Job	249.50
Wurlitzer 510	595.00	Seeburg Hi Tone, 8800, ES	499.50
Wurlitzer 616	119.50	Seeburg Hi Tone 8500, ESRC	549.50
Wurlitzer 312	84.50	Rock-Ola Master, Rockalite	319.50
Wurlitzer 600R	309.50	Rock-Ola Super with Adapter	375.00
Wurlitzer 500K, Rebuilt	395.00	Seeburg Baromatic 3-Wire	42.50
Wurlitzer 24	210.00	Seeburg Baromatic Wireless	45.00
Wurlitzer 24, Buckley System, Celler Job	187.50	Seeburg Wallomatics, Wireless, 24 Sel.	32.50
Rock-Ola De Luxe Dial-A-Tone Hd.	325.00	Seeburg Selectomatics, 30-Wire	3.00
Seeburg Gem in 1942 Victory Cab.	439.50	Seeburg Strollers with 20 Saf. Box Wireless	29.50

1/3 deposit, balance C. O. D., F. O. B. New York.
Wholesale Only
DAVE LOWY 594 10th AVE., N. Y. C. LONGACRE 5-9495

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12 Rec. Seeburg in Universal Life-Up Cabinet	\$129.50
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8200 Hitono, E.S., R.C.	649.50
Wurl. 616 Cutout Life-Up With Life-Up Dome	139.50
Wurl. "41" C.M.	129.50
Wurl. 600 Rotary	295.00
Mills Throne	239.50

SLOTS AND CONSOLES

2 Mills 5c Cherry Bell, 3/5 P.O., 420000 Serial, Ea.	\$210.00
1 Mills 5c Gold Chrome, 2/5 P.O., C.H., 440000 Serial	369.50
5c Paces Races, Factory Rebuilt, Brown Cabinet	349.50
Silver Moon F.P. Totalizer	114.50
Mills 5c Orange Q.T.	89.50

GUNS

Seeburg Chutes	\$139.50
Seeburg Chicken Sam Japs	149.50

Amp. for Jennings Wired Music Location Cabinets; Perfect Condition. No Tubes. Excellent for Spares. \$24.95 Each.

Packard Boxes, Perf., Each. \$34.50
Keeney Wall Boxes, Lot of 5 for. 37.50

Automatic Equipment Co.
Seeburg Distributors
Eastern Pa., Md., Del., So. N. J.
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Every Game Guaranteed

Shipped in New Cartons

ABC Bowler 8	\$4.50	Towers	\$74.50
Action	134.50	Vetech	32.50
Air Circus	129.50	Jungle	69.50
Air Force	89.50	Knockout	114.50
Argentine	69.50	Majors, '41	49.50
Big Parade	114.50	Meniker	84.50
Big Time	29.50	Musket, Plastic	32.50
Bozo	79.50	Mills	42.50
Champ	49.50	Mr. Chips	24.50
Dial	36.50	New Champ	59.50
Defense (Baker)	32.50	Punch, Plastic	32.50
De-10-20	119.00	Punch, Old	24.50
Formation	32.50	Spooky	29.50
Four Roses	49.50	Sea Hawk	49.50
Gun Club	69.50	Spot Field	69.50
Texas Mustang	74.50	Zig Zag	32.50
Topic	84.50	Zombie	49.50

Longora, 1 Ball, Like New \$956.00
Wanted—We Will Pay Cash. Any Quantity—Wanted.
Bally Flickers \$40.00 | Genco 7-Up .840.00

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23 PANORAMS
AT \$250.00 EACH
BOX D-244
The Billboard, Cincinnati 1, O.

FOR SALE! AMMUNITION
20 Cases of .22 Long Rifle
MAKE OFF
PEERLESS VENDING MACHINE CO.
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Wisconsin 7-6173

11 4-BELLS
Excellent Condition, \$895.00 Each
1/3 Deposit - Balance C. O. D.
HOWE & GLICK
1080 Washington, Newport, Ky.

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3 850 WURLITZER	\$700.00
2 750E WURLITZER	625.00
3 800 WURLITZER	600.00
4 700 WURLITZER	550.00
1 VICTORY KEYBOARD	535.00
5 616 WURLITZER	125.00
5 412 WURLITZER	90.00
4 TWIN TWELVE WURLITZER	125.00
5 MILLS PANORAMS	325.00
4 SLO-VOIES	380.00

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38 Wurlitzer 2100 Boxes	\$18.50
15 Buckley Lite-Up, Chrome	18.50
Cases to fit all Wurlitzers from	12 Record to 600. Per Set of 4
1.50	1.50
Amplifiers for 24, 500 and 600	Wurlitzers
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Amplifiers for Wurlitzer Counter	Models
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2304 Stoppers	22.50
2300 Acceptor	27.50
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10,000 Hillbilly, Popular, Pop
100 \$12.00
All Mds. Subject to Prior Sale!
50% Certified Dep., Bal. C. O. D.
or Sight Draft.

AMERICAN COIN MACHINE COMPANY
457 Elizabeth Ave., Newark 8, N. J.
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PARTS—SUPPLIES

6/8 Volt Bulbs, 40, 44, 46, 47, 50,	\$5.40
14 and 36. Per Hundred
3 A.D. Fuses	Per Hundred
1/2 Amp.	\$9.00
1, 1 1/2, 2, 2 1/2, 3, 4, 5, 6, 7 1/2, 8, 10,	10, 15, 20, 25, 30 Amp.
.....
PHONOGRAPHER TITL STRIPS
(Red Boxes)
1000	\$5.00
5000 Per M	4.00
10000 Per M	3.50
25000 Per M	3.00

65C7, 5Z3, 80, 2A4C, 70L7

Tubes are almost impossible to secure, but we have adapters for making the change-over to available tubes that require no change in the amplifier.

#100 65C7 to 7F7	#205 2A4C to 2051
103 65C7 to 66L7	(Seeburg Guns)
110 5Z3 to 5U4G	210 2A4C to 2051
125 80 to 574,	(Seeburg Music)
5V4G, 5Y3 or	7A5
52A	215 70L7 to 7A4-
126 83 to 5U4G	7A5
or 5X4	(Seeburg Remote
	Boxes)
\$1.50 Each	\$3.50 Each

These have been tried and proven thoroughly satisfactory. We guarantee satisfaction. Absolutely no worry, anyone can make the change. Carry these in your service kit as standard equipment.

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WILL TRADE THE FOLLOWING FOR
BALLY TURF KINGS
WURLITZER 950
EVANS DOMINOS
with J.P. and Two-Tone Cabinets
BUCKLEY TRACK ODDS
Late Model
All at Market Prices
Walker Amusement Co.
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DON'T OVERLOOK THIS
Wurlitzer Wall Boxes, No. 220, \$22.50 each;
1 Oppenart Music Machine, \$139.50; 1 Q.Y.
Glitter Gold, \$5, \$89.50; 1 Wall, Big Game, P.O.,
like new, \$139.50; 2 Blue Fronts, \$22.50 each;
1 Genie Play Ball, like new, make offer; 1
Gold Cup, P.P., \$42.50. 1/3 down, balance C.O.D.
A-1 condition, no junk.
ACE AMUSEMENT SALES
27 Broad Street
Wilmington 21, Del.

"COIN MACHINES OF MERIT"

THE FOLLOWING EQUIPMENT IS THE CLEANEST AND FINEST YOUR MONEY CAN BUY! EVERY MACHINE GUARANTEED REGARDLESS OF PRICE OR YOUR MONEY REFUNDED! ALL MACHINES COMPLETELY CHECKED AND, IN A-1 OPERATING CONDITION!
HARRY ROSENTHAL, Manager

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ABC Bowling	Glamour	Sea Hunt
Attention	Gold Star	Sentry (Rebuilt New)
Daily Beauty	Home Run, '40	Silver Skates
Bandwagon	Jolly	Sky Blazer
Bang	Major, '41	Skyline
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Big Six	Leader	South Paw
Big Time	Line Up	Speedway
Bloway	Lot of Smokes	Sport Parade
Broom Town	Major, '41	Sooty
Champ	Masot	Straloliner
Broodfast	Metre	Summertime
Castalia	Mills 1-2-3 (Late Model)	Super Chubbie
Chomp	Muncker	Super Six
Clover	Myrtle	Blipper
Cowboy	Nippy	Three Up
Crossline	Pat American	Towers
Baker Defense	Pink 'Em	Trumpet
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Disle	Playtime (Rebuilt, New)	Ump
Duke Ranch	Polo	Variety
Duplex	Pursuit	Vetiv
Double Feature	Red Hot	Wildfire
Five-In-One	Repeater	Wow
Fleet	Rotation	Scop
Flour Diamonds	Scop		
ARCADE EQUIPMENT		ARCADE EQUIPMENT		ARCADE EQUIPMENT	
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Anti-Aircraft Gun (Brown)	Track Times ('38)	Baker's Paces, D.D., 25¢ Play
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Parachute Guns	Mills 5¢ Blue Front	Mills 5¢ Brown Front
Takyo Ralder (for Drivemobile)	Mills 5¢ Cherry Bill	Mills 5¢ Silver Chromes
Hockey	Mills 5¢ Futuray	Mills 5¢ V.T.'s
De Football, 2 Play	Mills 5¢ Q.T.'s	Mills 5¢ V.T. Pockets
Klip a Rip Conversion (for Sky Fighter)	Mills 10¢ Blue Front	Mills 10¢ Brown Front
.....	Mills 10¢ Futuray	Jennings 5¢ Silver Moon Chief
.....	Mills 10¢ Arrowhead	Jennings 10¢ Arrowhead
.....	Jennings 10¢ Silver Moon	Jennings 15¢ Victory
.....	Jennings 25¢ Four Star Chief	Mills 25¢ Gooseack, A-1
.....	Mills 25¢ Gooseack, A-1	Mills 25¢ Gooseack, A-1
.....	Mills 25¢ Gooseack, A-1		

TERMS: 1/3 Deposit Must Accompany Orders, Balance C. O. D. or Sight Draft Through Your Bank. F. O. B. PITTSBURGH, PA.

AUTOMATIC AMUSEMENT CO.

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Only TRIANGLE offers you all three styles of popular tickets for prompt delivery. All machine made, machines counted and guaranteed. Order from Triangle today!

You need these "Tickets to Profit"

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SOMETHING NEW! IT'S TERRIFIC!
Made in singles or single tickets stapled in fives at a very small difference in price.
2160

The fastest growing firm—there's a reason

THE BIG 3

Send For Free Samples

(2) PICK-WIN
Tab Style
Red, White and Blue Tickets

PICK-WIN
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RED, WHITE, BLUE

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The Best Buy Today!
VICTORY NEEDLE

(Manufactured for Our Exclusive Use by a Well-Known Needle Company)
PURE OSMIUM TIP
STEEL SHAFT
PRE-WAR QUALITY
FINE TONE QUALITY
ONLY 35¢ EACH
SPECIAL PRICES IN LARGER QUANTITIES
NOTICE: "VICTORY NEEDLES" are for use on light weight pick-ups. 2000 plays or more. Our supply is limited, as all materials used in these needles are FIRST GRADE.

RUSH YOUR ORDERS
ATLANTIC DISTRIBUTING CO.
Distributors for Seeburg Products and Pfannkuech Needles
583 Tenth Avenue New York 18, N. Y.

Over 75,000 New Giving Trouble-Free Services!

IMP BRAND NEW \$9.90

WHILE THEY LAST! Regular Price \$12.50.



BRAND NEW

Wings	\$11.50
Yankees	29.50
Sparky 1¢ Dip	9.90
Gen & Pak	27.00
Ten Strike, N.S., F.P.	235.00
Ten Strike, N.S.	235.00

BRAND NEW

Zephyr	9.50
Turf Flash, Used	12.50
Champion	14.50
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Erans Playball	195.00
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Exh. Rotary Merchandiser	175.50
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READY FOR IMMEDIATE DELIVERY
TOKYO RAIDER CONVERSION FOR DRIVEMOBILE \$16.75
KLIP-A-RIP CONVERSION FOR SKYFIGHTER 16.75

1/3 Deposit With Order.

MAX GLASS DISTRIBUTING COMPANY
(Successors to Gerber & Co.)
914 DIVERSEY • CHICAGO 14, ILL.

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Tubes offered to consumer market only. (OPA May 20th Retail Prices)

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2051	2.85
305	1.60
5U4G	1.00
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6F8	1.30
6I7	1.10
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6S7	1.30
5L7GT	1.35
6V6GT	1.10
38	1.10
5680
7690
7790

1/2 Deposit, Balance C. O. D.
F. O. B. Newark
CLINTON MUSIC CO.
506 Clinton Avenue
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PROJECTION LAMPS PANORAM

500 Hour
500 Watt
\$8.00 Each

MITCHELL NOVELTY CO.
1629 West Mitchell St. Milwaukee 4, Wis.

MECHANIC WANTED
Experienced. To Repair Arcade Equipment, Pin Ball Games, Ray Guns, Etc. Permanent job; 48-hour week; \$75 per week to start. Must be draft exempt. State experience in first letter. Best furnish transportation.
SPORTLAND ARCADE
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FOR GUARANTEED PACE EQUIPMENT
BAKER NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS



Streamliner

CONVERTED FROM
STARS

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WE ARE ALSO REVAMPING
GRAND CANYON
from DOUBLE PLAY

SANTA FE
from WEST WIND

ARIZONA
from SUN BEAM

MIDWAY
from ZOMBIE

BRAZIL
from DO-RE-MI

You'll Get and
Hold the Play
With Games Revamped
the UNITED Way!

SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

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6123-25 N. WESTERN AVENUE CHICAGO

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A PAT HAND FOR FAST PROFITS



FAST BUCKS—5c PLAY
\$8.20 PROFIT

DEUCER—10c PLAY
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ONLY
484
HOLES
FOR
QUICK
PLAY

V NOTES—25c PLAY
\$41.00 PROFIT

BUCK-A-POP—\$1 PLAY
\$84.00 PROFIT

WRITE TODAY FOR NEW CIRCULAR NC-441

HARLICH MFG. CO. 1413 W. JACKSON BLVD. CHICAGO (7) ILLINOIS

JENNINGS

PER **6** CENT

POST-WAR PRIORITY PLAN

1. Gives You A PRIORITY NUMBER for Delivery of First New Machines Produced!
2. Pays You an Additional SIX PER CENT INTEREST on Your War Bonds!
3. Asks You To Help SMASH THE ENEMY by Buying More Bonds!
4. REQUIRES NO RISK, Obligation or Contract on Your Part!

WRITE FOR COMPLETE DETAILS TODAY!

O. D. JENNINGS & COMPANY

4307-39 WEST LAKE STREET CHICAGO 24, ILL.

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Rock-Ola Masters, '40 ... 375.00	Rock-Ola Imperial, 20
Rock-Ola Deluxe Dial	Record 150.00
With Adapter 325.00	Wurlitzer Victory Model. 450.00
Rock-Ola Standard 315.00	Wurlitzer 616 Liteup... 140.00
Rock-Ola Wall and Bar Boxes for 1940 Models, Each... \$20.00	Mills Throne 250.00
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Throated \$275.00	Record Time \$160.00
Pamino 415.00	Sport Special 168.00
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Gottlieb Liberty 155.00	Spot a Card 72.50
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Rig Parade 129.50	Jungle 72.00
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Big Circus 129.50	Star Attraction 64.50
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Genco Victory 94.50	Lagomairne 59.50
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Menicker 89.50	Four Roses 57.50
Boop 87.50	7 Up 57.50
Gum Club 82.50	Belle Hop 57.50
Texas Mustang 82.00	Sea Hawk 57.50
High Dive 79.50	Velvet 57.50
Spot Pool 79.50	Champ 57.50
Sky Blazer 79.00	High Stepper 55.50
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	ARCADE EQUIPMENT
	Batting Practice \$115.00
	West Baseball 110.00
	Shoot the Bull 100.00
	Anti-Aircraft 79.50
	1/3 Deposit, Balance C. O. D., F. O. B. Chicago.
Chap. Coin Hockey \$225.00	10 Strika, Hi Dial \$69.50
Keeney Air Raider 225.00	ABT Target 27.50
Keeney Submarine 200.00	Challenger 27.50
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1413-15 DIVERSEY BLVD. (Phone: BUCHingham 6466) CHICAGO

Complete OVERHAULING AND REBUILDING

SEEBURG GUNS — BALLY GUNS

\$25.00 plus parts; F. O. B. Chicago.

All types of amplifiers repaired. Work done by mechanics of 15 years' experience. All work guaranteed. We have Ray Gun parts in stock.

All Types of TUBE ADAPTORS in stock. Write for prices.

MANOR ELECTRIC & APPLIANCE COMPANY
3236 SOUTHPORT AVE. CHICAGO 13, ILLINOIS

ORIGINAL JAR-O'DO • ORIGINAL JAR-O'DO

THE JAR GAME
WITH A "MILLION-DOLLAR" NAME!!
UNIVERSAL'S
ORIGINAL "JAR-O'DO" ORIGINAL

TO OUR DEAR CUSTOMERS:
WE PROUDLY REVIEW THE OLD FAVORITES AND REPEAT THE NEWER ADDITIONS TO OUR ORIGINAL "JAR-O'DO" FAMILY IN CORDIAL AND GRATEFUL COMPLIANCE TO THE MANY REQUESTS FOR INFORMATION AND DETAILS AS TO EXACTLY WHAT "JAR-O'DO" CONSISTS OF:

ORIGINAL "JAR-O'DO"
RED, WHITE, BLUE TICKETS
(In the following sizes)
2520 — 2170 — 2100 — 2040 (6 or 8 whites) — 1990 — 1930 — 1850 and 1830. Available stapled five to a bundle if desired.

COMBINATION TICKETS
(In the following sizes)
3096 — 2772 — 2520 — 2280 — 2265 — 2052 — 1836 — 1560 — 1500 — 1440 — 1260 and 816.

SYMBOL TICKETS
3000 Lucky Stars, 2590 Ladies & Gents, and 2590 Treasury Balance.
2520 Spinning Reels or New Reels.
1260 Spinning Reels or New Reels.
2100 Take-a-Tip—also 1050 size.

DANGLING DUCKET REFILLS
(In the following sizes)
1000 — 1200 — 1260 — 1600 — 3000. An assortment of cards to be used with the above, such as Bingo, Beer, Cigarettes, Candy, Coca-Cola, Cherries, etc., or can be made up to your specifications. Cards available either with or without jackpot.

NUMERAL TICKETS
(In the following sizes)
1000 — 1200 — 1260 — 1600 — 3000.

Last, but certainly not least, our extremely popular assorted "Box-o-Do" deals in "Gedabout" cases, candy boxes, vanity cases, jewel boxes, etc. as well as a large selection of paid deals (five sewed in one) and a variety of very attractive jackpot cards! Over three hundred different numbers—each individually outstanding.
Our new low price list will be gladly sent upon request!



(Stapled in Fives)
Takes in 2170 Tickets @ 5 for \$1.00 \$434.00
Pays Out (Actual) 300.00
Profit (Actual) \$ 74.00
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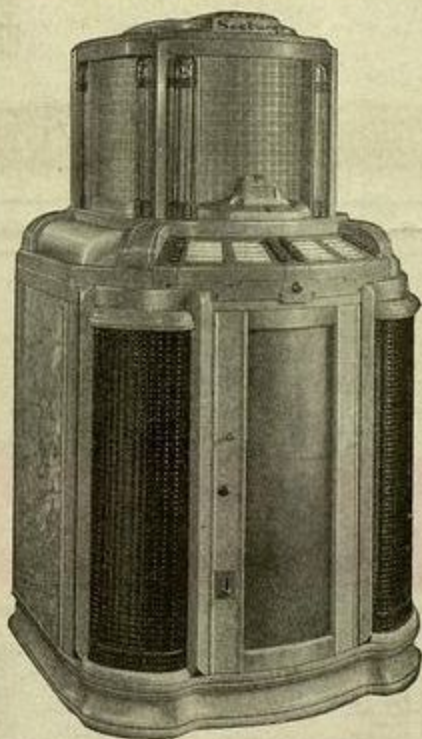
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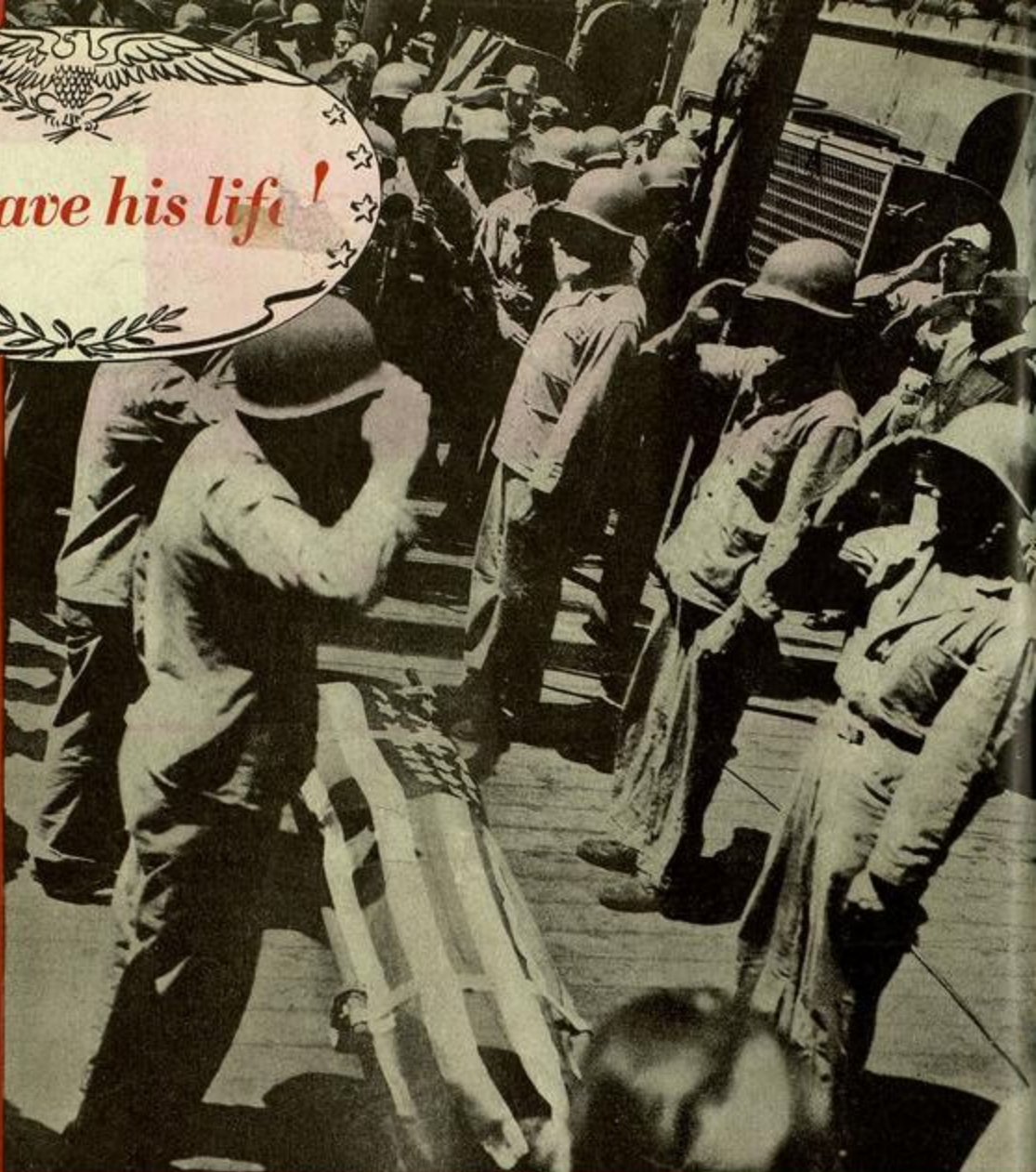
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