

# The **Billboard**

JUNE 24, 1944

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**MUSIC**

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**It Takes Disks Plus Music  
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**V<sup>th</sup> WAR LOAN**



**EDDY HOWARD**  
*This Young Man Went East*  
(See page 4)



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Not just a big little band for smooth dancing—but a floor show, too, crammed full of entertainment — featuring Maria's incomparable audience kidding and kibitzing, vocals ranging from solos to quartette arrangements and a library of laugh getting novelty numbers that bring customers back night after night.

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Management: R. W. STEVENS—MUSIC CORP. OF AMERICA

Featured  
Attraction of  
The Plains Hotel  
for  
Cheyenne's Famous  
FRONTIER DAYS  
July 24 to 29

# Banks Prove Public Video Yen

## Three Great Outdoor Shows Sell New Yorkers on Buying Bonds in 5th War Loan Drive

### War Enlistments and Red Cross Also Sold By Army Display

NEW YORK, June 17.—The Fifth War Bond Drive is providing New Yorkers with a varied lot of good outdoor entertainment gratis. Most elaborate layout is the army show, *Weapons of War*, in Central Park, but the noon-day rallies of the movie group at Times Square and the flag salute and retreat ceremonies at Rockefeller Center are also big-time shows.

The army service forces have dug in on the site of the old Central Park reservoir, an ideal show lot covering 12 acres, and will remain there thru June 24. Here they have installed a mammoth educational display that has all the features of a first-class county fair—music, exhibits, talkers, rides, fashion shows, movies, demonstrations, spectacular thrills and even coffee and sinkers, the last named for service folks only.

Exhibits cover practically every branch of army service, with captured Nazi and Jap equipment offered for comparison. Besides equipment of all sorts—big guns, tanks, railway coaches and trucks—there are realistic working replicas of

battle-area first-aid stations, signal corps apparatus and engineering displays. Well-trained soldier-talkers on high pedestals describe the displays.

In a large tent quartermaster corps members lecture on the clothing and food provided our fighters and demonstrate various types of rations. They also display and explain the many types of uniforms provided for variety climates and purposes.

### Spectacular Demonstrations

Spectacular highlights are demonstrations of flame throwers and smoke-cloud producing equipment and a realistic sham battle. The battle, while spectacular and noisy, also demonstrates the serviceability of army battle uniforms. This is preceded by an interesting "fashion show" comparing various types of Nazi and Jap uniforms with their counterparts in the U. S. Army. Good-looking girls from the service groups participating in the show add a bit of glamour, especially two real cuties in white off-duty summer togs. The sham battle and fashion show are staged, with realistic settings, in front of a large grandstand seating 2,500. A show is given on an average of once an hour.

While the primary purpose of the display is to acquaint the public with the quality, quantity and costliness of army equipment, it is also tied in with recruiting for the women's services and selling War Bonds. Free rides in army jeeps for bond buyers proves a strong incentive, and sales are brisk without high-pressure salesmanship. Red Cross works into the picture, with a mobile canteen serving doughnuts and coffee (See 3 SHOWS SELL N. Y. on page 64)

## City Hall Jump

REGINA, Sask., June 17.—"Saturday Afternoon Swing Session," hour-long program of tempo-de-jump disks which has proved popular on CKCK, Regina, for more than two years, now caters to the jitterbugs in City Hall Auditorium, right in the heart of the city. Show is a sustainer and admission is free. Disk jockeys are Ross MacRae, of the CKCK staff, and Bruce Peacock, a reporter.

Kids are given at least a quarter of an hour's dancing before and after the show goes on the air, music sometimes provided by local live talent.

Idea was born when dance hall managers clamped down on jitterbugs and when collegiate students set up a howl for some sort of recreational facilities.

Show plays to packed houses, which include many oldsters who come to see what jitterbugging is all about.

Move is the first of its kind in Saskatchewan.

## New Accounts Set Aside 21%

Twice as many want air pix as ear-mark dough for autos—trade scrap a plus

NEW YORK, June 17.—Despite all the recent hoop-de-la between the video-now and perfectionist gangs, indications are that the American upper middle-income brackets, the group who were first general buyers of radio sets, are going right ahead and earmarking at least 21 per cent of their savings for purchase of tele receivers. Far from being daunted by trade controversy, depositors at two Long Island banks, for instance, are socking it away at a rate that is twice as high as what they are hedging for automobiles, in fact, some say that the battle was the best possible promotion video has ever had. It rated the best tele press to date.

At the Franklin Square Bank, located in a 4G to 10G-a-year area, a unique purchase club plan, in effect since November 15, 1943, has, so far, 597 accounts. One hundred and twenty-eight of them are skedded to be invested in tele sets. Only 78 of them are for new cars, and the rest divided among about 15 other products. The same figure holds true, with slight variation, at the Peninsula National Bank, Cedarhurst, L. I. The plan will become perhaps an even better signpost around July 1 when the New York State Savings Bank Association, using the Franklin Square outfit's copyright plan, releases the first ad intended to put the post-war purchase clubs on a State-wide basis.

Here's how the idea works: Depositors are urged to open special accounts on (See *Special Savings Accounts*, page 14)

## Play Rights Are Just Mdse, Says Supreme Court

NEW YORK, June 17.—The U. S. Circuit Court of Appeals upheld Wednesday (14) the Federal Tax Court's ruling that sale of the rights of a play does not constitute the sale of a "capital gain." If it were "capital gain" it would entitle authors to special income tax treatment. As the decision stands, the rights to a play are simply merchandise and have to be figured as a higher tax payment. Altho authors and actors have contended for many years that their short productive life and the nature of their product entitle them to have their unsold works considered as "capital gain," and part of the proceeds deducted as non-taxable, the court decision puts them in the position of a merchant with a can of food on the shelf. When the food is sold, all of the proceeds are taxable.

The case before the court was that of Clifford and Kathryn Goldsmith, who filed joint returns in 1938 and 1939. In those years, Mr. Goldsmith, originator of the Henry Aldrich Series, received payments from Paramount Pictures, Inc., for the rights to the play *What a Life*, Goldsmith selling the rights with the theory that he was parting with a capital asset which he had held for two years, listed the deal as the sale of a "capital gain" in his returns. The returns were rejected by the Commissioner of Internal Revenue and the case taken to the tax court.

The principle involved was of sufficient interest among authors to induce Eugene O'Neill and the Authors League of America to file briefs as "friends of the court" in support of Goldsmith's contention.

The decision, handed down by judges Learned Hand and Thomas W. Swan, was unanimous.

## 'Last of Summer' Most Important Play in London

LONDON, June 17.—Most important opening is at the Phoenix, where John Gleigud's production, *The Last of Summer*, stars Fay Compton, who returns to the West End after an absence of 13 months. Comedy is well written and sustains interest. Locale is set in Ireland just before the war. Ada Reeve, vet vaude star; Margaret Johnston, Hugh Burden, Geoffrey Toone and Hazel Terry all shine in support in a noteworthy play that should enjoy a good run re- (See 'Last of Summer' on page 30)

## Donaldson Award Polls Closed

NEW YORK, June 17.—The polls are closed. The voting for the First Annual Donaldson Awards for outstanding achievement in the theater has ended. *The Billboard* announced an additional week's grace to allow out-of-towners and tardy balloters a chance to make up their minds. Yesterday was the deadline, the last chance for show-biz to go on record on the accomplishments and performance in the theater during the past season.

Now the ballots are in the hands of the tabulators, the Reuben H. Donnelly Corporation, who have the task of tallying the toppers in all 22 categories. It's a job that will take some time. However, *The Billboard* expects to be able to publish the results in its columns in the next issue.

So watch for the returns on the winners, legit's own selections of 1943-'44's outstanding achievements in the making of the theater. They're your winners. You each had a hand in passing out the honors.

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# SELLING REPLACING GOOD WILL

## Lips of Nets Agencies Shut

Fear of public reaction builds 'no statement' stand on product advertising

NEW YORK, June 17.—National advertisers, the heavy industry operators in particular, are showing their anxiety to get back to the civilian market by inducing a gradual but evident change from institutional to product advertising in their radio copy. And at the same time, those sponsors who used to fill the air with plugs for utopian cars, planes and houses are coming down to earth. The twofold trend is definitely established.

What were straight good-will commercials have slowly developed a selling character that becomes more and more pronounced as the United Nations approach victory. These trends, from good will to product and dream to realism have moved with increasing speed to a point where there are at least five good examples available. More are to come.

One auto concern, devoted exclusively to war work, used to say just that and nothing more. Today, and for the last two or three months, it slips in a fast reference to the fact that its car will be a better one. At least two electronics outfits, currently doing hush-hush government work, are telling audiences about what peace-product time has in store for them. They say that war research into color engineering, video and electronics will provide better specific products and higher standards of living. A steel company, for years a consistent institutional advertiser, has been making a subtle but noticeable pitch to gain acceptance for the line of consumer goods it plans to market after the war.

### Down-to-Earth Autos

The best example cited of the shift from a dream world to realism is the solidly established fact that automobile companies are not going to make cars with plastic bodies, helicopter propellers, world fair shapes and built-in blondes. Instead, they have stated categorically that the first cars to roll off the assembly lines will be 1942 models—and that it will be 10 years at least before the dream world stuff is produced. Real-

## EDDY HOWARD

This Young Man Went East

DISREGARDING Horace Greeley's advice, ork leader Eddy Howard headed east recently for his current appearance at Frank Dailey's Terrace Room, Newark, N. J. Howard built quite a rep for himself as a triple-threat man (band leader, vocalist and composer) around Chicago and the Midwest generally before taking on the Eastern belt.

Among the click tunes which the personable band leader has turned out are "Careless," "My Last Good-bye," "If I Knew Then," "A Million Dreams Ago" and "Now I Lay Me Down to Dream." Howard started in the music biz while still at Stanford U., when he started to sing with bands to pick up some extra money. In 1932 he joined one of the West Coast name bands in San Francisco and several years later went out as a singing single.

Several years ago he started his own organization, developed it in Chicago and has been building steadily ever since. Band records for Columbia, one of its top numbers being "Miss You." Howard is married and the father of a 2-year-old daughter.

## Mr. and Mrs.

NEW YORK, June 17.—Nadine Gae, dancer, and Ray Sacks, musical novelty act, will appear in the Roxy beginning July 12 as individual acts. In private life they are Mr. and Mrs.

## Don Lee Net Drops Religion Except on Sundays to 1 P.M.

SAN FRANCISCO, June 17.—Don Lee Network affiliates announced at the close of a one-day session here (10) that, effective September 15, use of the net for religious broadcasts will be permitted Sundays only from sign-on until 1 p.m. For some weeks net has been dropping commercial programs of a religious nature. Ruling will apply to all stations affiliated with the Coast web.

Meeting was attended by approximately 40 reps from stations in California, Oregon and Washington. Lewis Allen Weiss, vice-president and general manager of the net, presided. General sales manager Sydney Gaynor addressed the sales organization. Dan Donnelly, manager of KFRC, local Don Lee outlet, was host to the group.

istic copy is a natural introduction to realistic goods.

### Net and Agencies Not Talking

However, despite glaring evidence to support the contention that commercials are changing, nets and agency men are more than usually reluctant to talk about it. Their lip-zipping, many feel, is justified. Highlighting the shift may have an adverse effect on the trade's reputation. Their fear is based on the belief that the layman easily confuses institutional with war message advertising. If the trend is pointed out to him, he may decide that the industry is shirking its war tasks. Actually, as the War Advertising Council says, there's a wide difference between the two. War advertising does not mean an announcement that the sponsor is making goods for the government, but means actual work for drives. The WAC says that despite the trend, there has been no decrease of war advertising.

Many reasons are advanced for the commercial shift, but the one that gains greatest acceptance is the more than theoretical idea that industrialists are afraid that they'll lose trade to outfits that get the first green light from WPB when reconversion comes. The way it stands now, there is no set way to arrange things so that all can start at the same time. Those whose government contracts end first and who get first crack at raw materials will get into civilian production first. Looking at it from that point of view, it is said that this change is just the opening gun in a "don't accept substitutes" campaign that concerns left at the post will have to wage. By first, as they are doing, building up their own stuff and then telling the consumer to wait for it, they will negate their initial disadvantage. Specific orders to ad agencies to that effect have already gone out from at least four companies.

Another reason, felt by many to be true, is the desire of corporations to hold on to their stockholders. The stockholders now coining plenty of dough, may be leery of post-war prospects. By showing them a demand for the products, the industrialists feel that they will be easily persuaded from pulling out. The lush days of product selling are in the offing with plenty of lush accounts ahead for radio. At least 6 per cent of the full-network sponsors are institutionals and they are ready to spend the big dough again.

NEW YORK, June 17.—Cab Calloway and Duke Ellington have collaborated on new tune, *My Lovin' Baby and Me*. Lyric is by Don George. Robbins Music publishing.

## Radio Tubes Third In Product List Of Civilian Wants

WASHINGTON, June 17.—American families will give up a lot of things before they part with their radio shows, it was shown from a consumer survey made by the Office of Civilian Requirements of WPB.

Radio tubes came third on the list of items which consumers would buy immediately, if possible. Only alarm clocks and wash tubs rated higher popularity.

The survey covered buying experience during the first three and a half months of this year. It will be used as a guide in planning production increases when plants and materials become available.

A dash of cold water was thrown on consumers' hopes immediately after the survey was announced. William Y. Elliott, director of OCR, in a statement said:

"It must be fully realized that large production increases cannot be expected at this time. Any new civilian programs instituted will be cleared only after careful scrutiny of their impact on military programs. The invasion has re-emphasized that nothing can be permitted to jeopardize the production of adequate supplies for the men on the battle fronts. However, when more civilian production can be absorbed by factories now doing war work, every effort will be made to reduce shortages shown by the recent survey. It may be possible to put some simple items into production almost at once. These survey results will figure importantly in our civilian requirements program for the months just ahead."

## Recreation Section, OCR, Batting 60% On Showbiz Items

WASHINGTON, June 17.—The Recreation and Amusement Section of the Office of Civilian Requirements, which has done much in the past year to keep showbiz provided with operation essentials, has revealed that of approximately 100 theater applications, 60 were approved and 40 rejected.

The results of the OCR action on theater applications were disclosed following claims of a group within WPB that the unit had been too generous toward showbiz. Of the 60 approved, it was pointed out, a number went to replace theaters in war-crowded areas which had been destroyed by fire.

The Recreation and Amusement Section has been active in behalf of both indoor and outdoor showbiz in that it has tried to make available the items that theaters, carnivals, circuses and parks required to keep in operation.

Several weeks ago, it was learned, the unit encountered rough sailing in WPB, where an effort was made to curtail the activities of the amusement section. Since that time, however, the work of the unit has been approved and it is continuing its operations as before.

## 2 Girls & a Sailor Gives Ideal Answer To Ork-Selling Pic

NEW YORK, June 17.—*Two Girls and a Sailor* musical pic, opened at the Capitol Wednesday (14), demonstrating what can be done in a film-musical when careful attention is paid to the job of getting a half-decent story to begin with and telling it properly.

The screen has for many years tried to bring about the proper blending of name music artists and film entertainment. This picture proves it can be done with almost every scene advancing the plot rather than merely being inserted for entertainment value.

The story of the Deyo Sisters, born in the dressing room of vaude houses, gives the audience a glimpse of backstage on a vaude circuit. The story progresses thru a smart supper room and to a soldiers' canteen. Harry James and his band, Xavier Cugat's orchestra, and several other unbilled but competent musical groups are normal parts of the scenes in which the story moves.

The use of outstanding stars like James and Cugat in their own characters is carried over to include Gracie Allen and Sir Albert Coates, noted longhair baton waver, who do Gracie's *Concerto for Index Finger*, which made a hit at Carnegie Hall when she appeared as a stunt with Paul Whiteman some time back.

Also appearing under their own names as themselves are: Jose Iturbi, Lena Horne, Ben Blue, Amparo Navarro, Virginia O'Brien and the Wilde Twins.

The picture has what every musical tries to get and rarely finishes up with—plenty of music. Old music, new music and just plain tuneful sounds run thru the longer than average picture. Gloria De Haven as one of the singing sisters, does a number of sweet songs, and June Allyson, the other sister, comes across with hotter material, being particularly good in *Young Man With a Horn*, which James does as usual to perfection, adding the showmanship that made him a success on the stand to his musical ability.

A great many old favorites are trotted out. *A Tisket, A Tasket*, Durante's *Inka Dinka Doo*, *Sweet and Lovely*, to mention a few. Lena Horne did *Paper Doll* and Helen Forrest, singing with James's band, held the spotlight with *Moment of Madness*. The only noticeable effort at a production number was in *Take It Easy*, where success was achieved in one of the shows given in the canteen which the two sisters started for men in the armed services.

The absence of outstanding screen stars and the inclusion of competent performers for individual bits co-operated in what may be the cue for film musicals in the future. The screen has tried actors for acting and musicians for music, this follows the same theory, but the music and the music makers have become part of the story, with consequent ease of performance.

Larry Nixon.

<b>STOCK TICKETS</b> One Roll . . . . \$ .75 Five Rolls . . . . 3.00 Ten Rolls . . . . 5.00 Fifty Rolls . . . . 17.00 100 Rolls . . . . 30.00 <b>ROLLS 2,000 EACH.</b> Double Coupons. Double Price. No C. O. D. Orders. Size: Single Tkt. 1x2".	<b>BUY ALL THE BONDS</b> You Can and Help Our <b>Boys Get Hitler</b> Then order your next lot of Tickets of every description from <b>THE TOLEDO TICKET CO.</b> Toledo (Ticket City) 2, Ohio	<b>SPECIAL PRINTED</b> Cash with Order, Prices: 2,000 . . . . \$ 4.29 4,000 . . . . 4.83 6,000 . . . . 5.87 8,000 . . . . 6.81 10,000 . . . . 7.15 30,000 . . . . 10.45 50,000 . . . . 13.75 100,000 . . . . 22.00 500,000 . . . . 88.00 1,000,000 . . . . 170.50 Double coupons. Double prices.
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<b>SPECIAL PRINTED</b> ROLL or MACHINE <b>100,000</b> FOR \$22.00 <b>ELLIOTT TICKET CO.</b>	<b>TICKETS</b> RESERVED SEAT — PAD — STRIP COUPON BOOKS — RESTAURANT CHECKS — SALES BOOKS AND ALL ALLIED FORMS. (409 LAFAYETTE ST., N. Y. C. 82 W. WASHINGTON ST., Chicago 615 CHESTNUT ST., Phila.	<b>STOCK</b> <b>ROLL TICKETS</b> ONE ROLL \$ .54 TEN ROLLS 3.90 FIFTY ROLLS 17.00 ROLLS 2,000 EACH Double Coupons; Double Price No C. O. D. Orders Accepted
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# Editors Tab 81 Local Stations

## NBC Stations Get Most Mentions; Blue Most Votes

Survey returns indicate local job being very badly done; indies win over web stations in key cities but fail to make the grade thruout the nation

By Lou Frankel

NEW YORK, June 17.—For some time *The Billboard* has been anxious to afford local station publicity men an opportunity to win the accolades available to their network counterparts.

The ways and means for achieving this goal, however, are still not obvious. Mostly because the radio editors responding to *The Billboard's* Annual Radio Publicity Surveys ignore, in the majority, the query anent local station publicity. Reason according to editors was the over-all ineptness of these flacks where such an individual or department existed, and in many cases a department didn't exist.

Which was to *The Billboard* further reason for desiring to reward ability, namely to give credit where earned and so improve the local publicity output. So this year *The Billboard* did, once again what it had done in the earlier years of the publicity survey . . . asked the editors to pay tribute to good jobs being done locally.

And now, as then, most of the editors didn't answer because the job in their area continued to be non-existent. However, some editors voted, enough of them in enough towns, to warrant the issuing of a number of laurel wreaths.

Selecting the brows to wear the wreaths was no easy chore. The favorite-son votes of station-owned or affiliated newspaper radio editors had to be voided. Likewise, the one-station towns had to be weeded out. The votes given stations B out-of-town editors, albeit they were within the service areas of the stations, had to be calibrated.

Then the count, four points for each vote for first place, three for each ballot for second, two points for a show vote, and one for the fourth place, had to be tallied and checked. In an adjacent column will be found the selections. Where more than one station is notched in the same slot they, obviously, tied for that position.

### Locals Mean Any Station

One important point that must be remembered . . . local stations as used herein means any station in a New York community, whether it be network affiliated, or owned, or non-affiliated. The idea was to judge the station publicity chores as local outlets and not as network affiliates vs. independents. The reason here is simply that in so many towns all the stations are affiliates.

With this in mind scan the chart, scan it closely. Only 81 of the 920 stations in the country rated a mention in the editors' opinion. Only 81 or just less than 9 per cent of the stations in the nation did enough of a publicity job

to warrant recognition from the radio editors.

Of these 81 stations, only seven were independent outlets. Which just about tells the story in so far as indie publicity savvy is concerned. These figures have another, and even more pregnant meaning.

Of the seven independent local stations only one, with the hot newcomer in Baltimore, is in a non-program-originating market. The remaining six local stations are in New York and Chicago, both key web towns.

In Chicago, first place went to WGN and WIND. The latter is an out-and-out local. The former, altho a Mutual outlet and a program origination point is likewise almost a local, albeit a bulking big one, in this market. And WJJD tied with the Blue outlet for third place. Deduction: The key web stations just don't do a local community job.

### Key Net Stations Don't Rate

The same stands out in New York. Here the editors gave the locals an even greater edge. WNEW grabbed first, WMCA took second, WHN tied with the CBS and Mutual outlet for third, and WQXR tied with the Blue station for fourth. Further deduction: The network stations, especially in New York, ignore their community responsibilities. The reasoning here is simply that indie stations must have something to talk about if they're going to top the net stations in the latter's home towns. The one thing locals can talk about that will stand competition with the web outlets is public service programing. The locals can't match program production with the webs but they can, and here is the proof that they are, topping the nets in community consciousness and publicity savvy.

Another outstanding job in the non-network outlet field was done by WHA, the University of Wisconsin's non-commercial station in Madison. WHA copped a first and in so doing topped the network outlet in this community.

### Network Standings

Another thought provoking angle to this segment of *The Billboard's* Seventh Annual Radio Publicity Survey, is the relative standing of the networks in the breakdown of firsts, seconds, etc., copped by the various affiliates.

Interestingly enough CBS affiliates had the most first place votes but the least in the next three positions. NBC stations with the least first place ballots wound up with the most mentions; the senior web also had the most show and also-ran votes. Blue outlets had the same number of firsts and seconds. And Mutual stations, with the least number of mentions, had the second highest number of first-place votes (see box on this page).

Translating these positional figures into points, for an over-all evaluation, using the familiar 4-3-2-1 tabulation, i.e., each first place vote counts four points, etc., we find the networks in the following sequence Blue, NBC, CBS, MBS (see box on this page for actual point count).

The deduction seems to be fairly obvious, to wit, the Blue affiliates do the best over-all publicity chore in their local communities and secondary coverage areas. NBC is a close second, CBS in view of its bulking number of first place votes, an interesting third, and Mutual an equally intriguing fourth.

One salient factor is spotlighted by this local station publicity appraisal.

## SEVENTH ANNUAL RADIO PUBLICITY SURVEY

### Local Station Awards Outstanding Public Relations In Their Respective Areas

Not all the editors voted for their local stations, many stating that the job being done was negligible. Where stations were owned by newspapers and the radio editors on those papers voted, these votes were ruled out. Where there was only one station in a town it was ruled out. The station ratings were arrived at by giving four votes for each first place, three for each second, two for each third and one for each fourth place. The points were then added and the station with the highest points given first place, the second highest, second and so on. The list is alphabetical by name of community. Voting on stations was not restricted to editors in the same towns as the stations but to the service area the station serves. For interpretive comment see adjoining column.

	1	2	3	4
Atlanta	WSB	WAGA	WATL	WGST
Baltimore	WFBR	WITH	WCAO	WBAL
Boston	WNAC	WBZ	WHDH	
Bridgeport, Conn.	WICC			
Chicago	WGN- WIND	WNER	WLS- WJJD	WMAQ
Cincinnati	WLW			
Cleveland	WGAR	WHK	WJW	WTAM
Denver	KLZ	KFEL	KOA	KVOD
Des Moines	WHO			
Erie, Pa.	WERC	WLEU		
Fort Wayne, Ind.	WOWO			
Fort Worth, Tex.	WBAP	KFJZ		
Indianapolis	WFBM	WIRE	WISH	
Hollywood	KHJ	KFI	KECA	KNX
Kansas City, Mo.	KCMO	KMBC	WHB	WDAF
Knoxville	WBIR	WNOX	WROL	
Madison, Wis.	WHA	WIBA		
Miami	WKAT	WIOD	WQAM	
New York	WNEW	WMCA	WHN- WABC- WOR	WQXR- WJZ
Philadelphia	WCAU	WFIL	KYW	WIP
Portland, Me.	WGAN	WCSH		
Providence	WPRO			
San Francisco	KPO	KGO		
Schenectady, N. Y.	WGY			
Springfield, Mass.	WSPR	WBZA		
Toledo	WTOL	WSPD		
Washington	WTOP	WMAL	WRC	WOL
Worcester, Mass.	WTAG			
Waterbury, Conn.	WATR			
Waterloo, Ia.	WMT	KXEL		

Generally speaking, the stations do a better promotion job than they do in publicity or public relations. This has been proven, year in and year out by the entries in *The Billboard's* Annual Station Promotion Survey, which is now being conducted.

### Nets Should Check Up

No network, the trade feels, and this of course goes double in spades for the majority of the indie stations, has any right to feel it is doing a crackerjack

publicity job until its affiliates are as flack-conscious as the network with which it is affiliated. As units, the networks do a good publicity job, and in comparison with the ad agencies, indie press agents, and local station publicists, they do a great job. So say the radio editors and they should know.

But no chain is stronger than its weakest link—a bromide but still a fact—and from the record it is apparent that the chains are missing many a link. If they're good now they should stop and think about how great they could be if their affiliates were in a similar category, that is when it comes to publicity.

There's a job that needs doing. And in the interest of radio it must be done.

## SEVENTH ANNUAL RADIO PUBLICITY SURVEY

### Editors' Votes on Stations According to Nets

	1	2	3	4	Total
NBC	6	8	4	4	22
Blue	7	7	5	2	21
CBS	10	2	3	2	17
MBS	8	3	3	2	16

Tabulation is according to the number of editors' votes for stations having network affiliations.

Note: Mutual's regional web affiliates shared in the totals. Yankee MBS affiliates shared two firsts, one second; Don Lee shared one first. Likewise, Blue-MBS dual-affiliations shared two firsts and there was one CBS-MBS co-affiliation.

## P&G Trio Huddles On New Vallee Show

HOLLYWOOD, June 17.—Bigwigs from the Procter & Gamble Company are in town to confer with Compton Agency execs on new Rudy Vallee show which hits the air in September. Leonard Bush, secretary-treasurer of P&G; Howard Morgens, advertising manager, and Gil Ralston, of P&G radio department, made the trip.

HOLLYWOOD, June 17.—Dave Young is taking over the production reins for the Dick Haymes summer show for Ruthrauf & Ryan. There is possibility that Young will also handle the production on the *Amos 'n' Andy* when it resumes in the fall.

## SEVENTH ANNUAL RADIO EDITORS' SURVEY

### Network Standing According to Editors' Votes on Local Web Outlets

Blue	61
NBC	60
CBS	54
MBS	49

Four votes were given for each first place; 3 for second; 2 for third and 1 for fourth.

# Radio Editors Lay It on Line

## Tell How To Grab Space

Newspapermen have three major gripes—many finger specific flack abuses

NEW YORK, June 17.—The radio editors of the United States and Canada, as tho they were one man, reached into their "how to improve network and ad agency publicity" grab bag and came up with three major requests. The opportunity for the editors to air their beefs came as part of *The Billboard's* Seventh Annual Radio Publicity Survey, the results of which were announced, in part, last week.

The beefs are: "Duplicated stories," "corrections heard on the air for the first time (they arrive later in the mail)" and "more news stuff and less feature material, or more news in feature releases."

There were many other yelps but these three appeared with a regularity which made them vital to everyone interested in radio press relations. Some of the editors were more emphatic than others but over three-quarters of them mentioned these three as ways in which radio press agency might be improved.

Typical of the comments were:

"It would help us corral more space if we received material with more news interest."

"Get us more spot news and more newsworthy pix."

"Color material is okay but what most of it lacks is specific details."

"Cut feature material to a minimum."

"More legitimate timely news items."

"Cut out the tripe. No one uses it, so why send it."

"Less imagination and more truth please."

### Dream Stories Hit Basket

These comments drove home the point that press agents' dream stories hit the waste basket rather than the columns for which they're spun. There is even a growing resentment on the part of the editors to the "clever" gags that are sent them, gags allegedly coming from the mouths of stars. In the past, even tho columnists knew they were phony, they have been welcomed as laugh stuff. Now the typewriter pounders feel that their readers, too, know they're phony.

They also nix what they characterize as cheap pix. Three different eds picked one example, a singing star who was supposed to have been arrested for jay walking.

What they want was explained by one metropolitan Middle West newspaperman as "more news and less prop wash," and

## Cincy Stations Shift in '45; WKRC to CBS

CINCINNATI, June 17.—Effective June 1, of next year, CBS will switch local affiliates. WCKY, 50 KW outlet, checks out with WKRC, currently a Mutual affiliate, returning to the CBS fold.

WKRC, now managed by Ken Church, formerly with KMOX, St. Louis, a CBS-owned and managed outlet, was one of the original 16 outlets which comprised CBS. It was an affiliate from 1927 to 1931, purchased by the net in that year and sold to *The Cincinnati Times-Star* in 1939.

Switch came as a surprise to Mutual execs since they just negotiated a contract renewal with the station. Change in affiliations takes place when WCKY paper with CBS and WKRC pact with MBS run out, namely June, 1945.

## Have One on KSTP

MINNEAPOLIS, June 17.—If any other station can tie this one, Sam Levitan, promotion-merchandise chief at KSTP-NBC, would like to know it.

Recently a station salesman came in with a spot-announcements contract from Dyckman Hotel, Minneapolis.

"How about merchandising this account?" the salesman asked Levitan.

"Sure, got any ideas?"

But the salesman's job was to sell contracts, not think up merchandising stunts, and he practically told Levitan that.

After some deliberation he came up with what is believed to be the first piece of hotel merchandising ever done by a radio station.

Levitan, who has no peer when it comes to doing things with paper, worked out a trick mailing piece. The piece was sent to all persons doing business with KSTP—business firms, ad agencies, account execs, etc.

In it Levitan talked about the advantages of using the Dyckman for organization meetings, group luncheons—"just the place to take the wife to dinner." Included in a trick arrangement was a card bearing the signature of KSTPete, station mascot, who was the central figure in the mailing piece itself.

The little card, when presented at the Dyckman bar, was good for "one on the house."

by another as "more news and less publicity."

On the late arrival of stories, another subject on which all editors seem hipped, a Chicago columnist scribbled on his survey in big letters: "Release news, for the love of Mike, in time to reach editors before deadlines. It's dead if you don't." Another editor, this time in a town of around 100,000, pointed out that the "stuff gets here later and later, and I use less and less of it for that reason."

### Sunday Aches

Many editors with Sunday sections have early closing dates and just don't get advance material in time to get "the important stuff in." Wartime has forced some newspapers to close their magazine sections as early as Wednesday. One or two editors even claimed they had to write their Sunday stuff on Tuesday and that the nets and ad-agencies send them the cream of the crop Thursday and Friday. Some of the scribblers voted for indie press agents because "they at least have checked our deadlines and get the stuff to us, thank God."

There's no question but that the survey indicated that the deadline gripe is something more than a passing ache, and even tho net p. a.'s admitted that they knew about it, they also pointed out that even with the best commercial show it was next to impossible to work too far ahead without having a high degree of inaccuracy in releases. "It's either," said one net press agent, "get the stuff correct and late, or early and subject to error." Since *The Billboard* survey indicates that so many newspapermen feel strongly about the matter, some net p. a.'s are starting a drive to lick the problem. One p. a. explained that only a "drive" could defeat the problem, as it required co-operation all the way back to the actual program producer. And he is, said the p. a., a man who has to frequently be reached thru the ad agency who reaches him thru the sponsor. In other words, this newsman explained, the required program info was three steps removed from his own operation.

On the problem of "duplicated stories," the squawk was twofold. It was against the nets duplicating their own releases and against the ad agencies and indie press agents for duplicating web stories. A typical survey filler-out said: "We're receiving from eight to 10 releases on one show. Naturally, there can't be that much real news. So, the same old stuff is repeated time and time again. That's a waste of my time and essential paper. Are publications the only ones supposed to conserve wood pulp?"

Besides the cry of duplication, there was also the wall against "too long stories." "Don't they know," one small town amusement editor asked (he handles everything from moving pix to radio), "that stretched-out stories and pulled-in newspapers just don't fit together?"

### No Suppression

In addition to the three major suggestions on the part of the nation's radio

editors (with a few choice words from Canada, too), there were other specific recommendations as well. One "name" editor, heard on the air himself ever so often, penned in this particular hot tip to net public relations men. "Forget that certain stories can be suppressed." Another writer, whose by-lined column is well known, was brutal about what he thought should be done to improve web press agency. Said he: "Clean house, abandon a superiority complex, and I'll donate a new broom." Along the same lines was another dose of strong medicine: "Forget the funeral-like dignity of radio in general and laugh at yourselves a little."

Balancing this castor oil was an editor who begged p. a.'s to "train staffs to be smart where editors are dumb." He did not say, however, just where the eds were dumb.

Concrete suggestions on how to improve came from many papers. Typical are the following quotes:

(See RADIO EDITORS on page 32)

## Stations' Take Up 50% in '43

Only 73 stations report losses in year—58G average service income

WASHINGTON, June 17.—Broadcasting stations in the United States hung up a 50 per cent better take last year than they did in 1942, according to service income figures reported to Federal Communications Commission.

A total income of \$46,481,379 went into broadcasting station cash registers, placing the radio industry well into the big-money brackets.

The 796 stations reporting to FCC had a total service income of only \$30,673,542 for the calendar year of 1942. FCC defined service income as broadcast revenues less broadcast expense, not including federal income taxes.

The jump in biz made by the individual station was impressive. The average income-per-station climbed from \$38,534 in 1942 to \$58,393 in 1943.

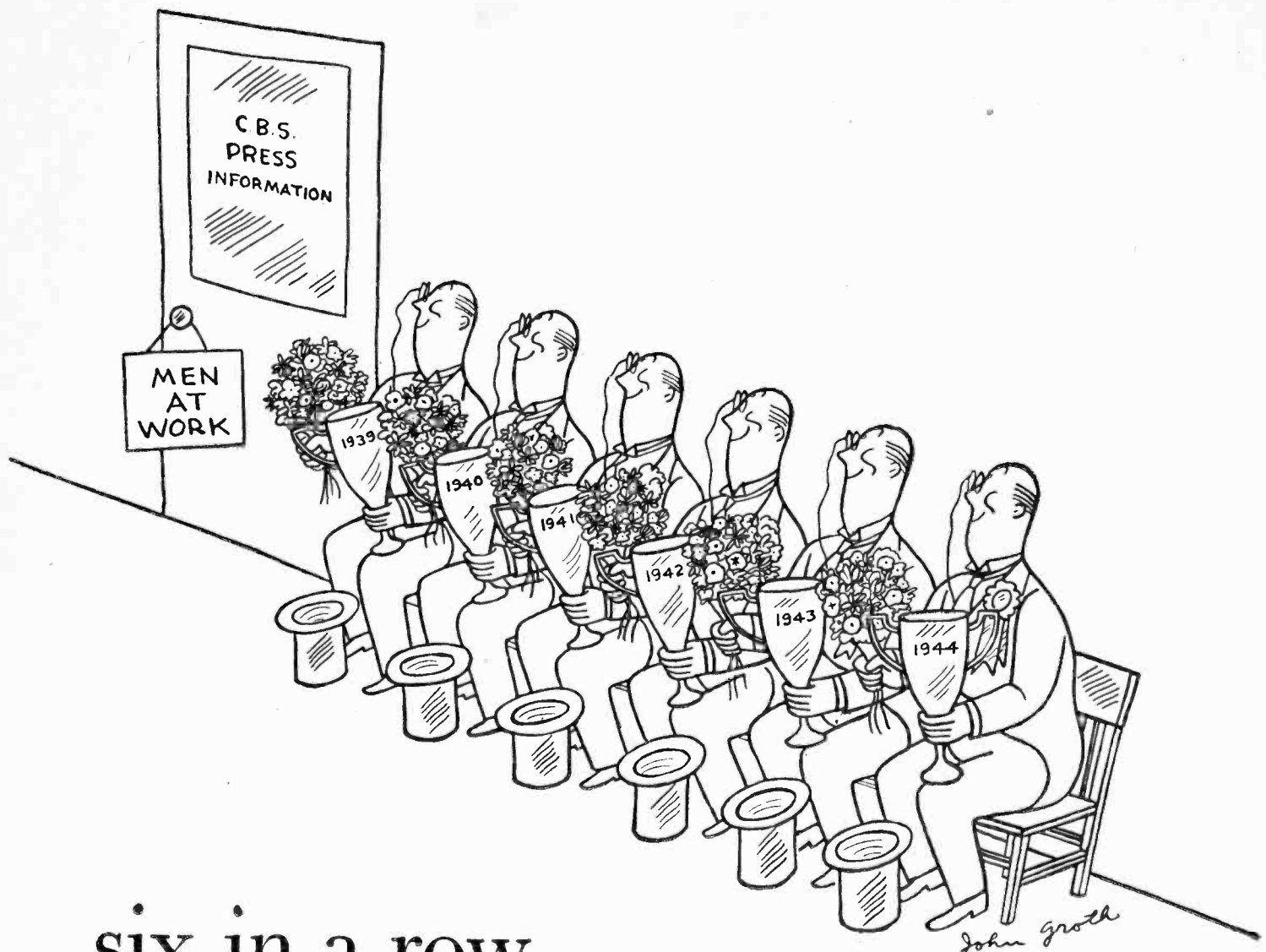
"Only 73 of these stations reported losses (broadcast expenses in excess of broadcast revenue) during 1943," FCC reported. "And 171 had losses in 1942, and 166 in 1941."

FCC also reported this week that a total of 912 standard broadcasting stations were operating during 1943, not including 36 non-commercial standard stations, 14 stations operating outside the continental United States, and the nine key stations owned by the major nets.

Twenty-six stations have not yet submitted their 1943 financial statements to FCC.

## Stations' Three-Year Record

	1941	1942	1943
Number of Stations Reporting			
Income .....	630	625	723
Number of Stations Reporting			
Losses .....	166	171	73
Income Reported .....	\$31,448,917	\$31,788,400	\$46,850,189
Losses Reported .....	1,038,010	1,114,858	368,792
Total Broadcast Service Income..	<u>\$30,410,907</u>	<u>\$30,673,542</u>	<u>\$46,481,397</u>
Average Broadcast Service In-			
come Per Station .....	\$38,204	\$38,534	\$58,393
Number of Stations Reporting			
Increases 1942 Over 1941....		412	
Number of Stations Reporting			
Decreases 1942 over 1941....		384	
Number of Stations Reporting			
Increases 1943 Over 1942....			713
Number of Stations Reporting			
Decreases 1943 Over 1942....			83
Total Increases 1942 Over 1941			
(412 Stations) .....		\$4,918,808	
Total Decreases 1942 Over 1941			
(384 Stations) .....		\$4,656,173	
Increase 1942 Over 1941 .....		<u>\$ 262,635</u>	
Total Increases 1943 Over 1942			
(713 Stations) .....			\$16,198,638
Total Decreases 1943 Over 1942			
(83 Stations) .....			390,783
Increase 1943 Over 1942.....			<u>\$15,807,855</u>



**six in a row...** For the sixth consecutive year the radio editors of the U. S. declared to *The Billboard* that CBS led the nation in providing usable publicity material to the press. What's more, 81% more radio editors cast their votes this year than last... And what's more, the 276 points cast for CBS led the second network by 17%, the third network by 57%, the fourth network by 148%—yielding CBS 49 first places out of 89. (The second network won 25 points for first place; the third network won 11; the fourth network won 4.)... It would be pretty silly to deny that Press Information at CBS feels okay about this award. But maybe the reasons why it's able to serve the news-men-and-women of the country to their liking are that the PI (1) understands their "angles"—(2) has the finest stock of radio programs and performers to talk about—and (3) finds 24 hours altogether too short a workday in which to get the stuff out, and out right. But if a modest "thanks" is in order, let it be directed to the radio editors who have expressed themselves, to the artists and agencies who made the programs, and to the advertisers who sponsored them and who make them good to exploit.

*This is CBS... the Columbia Broadcasting System*



# SPONSORED NEWS, WAR BABY

## BB - CEH Chart Shows News Hyp

Every great Allied or Axis step increased sponsor and listening index

NEW YORK, June 17.—Radio news and news commentaries, in particular sponsored news on the networks during the evening, is strictly a wartime baby. Since 1940, this type of program has increased 500 per cent. And oddly enough, the increase shows a fairly constant trend with only few spectacular jumps; the most sudden and obvious of these being Pearl Harbor (see "J" on the chart).

The usual summer slumps in listening have shown up in the compilations no matter how torrid the war news. But over-all the move has been bullish, and steadily so. These, in any event, are some of the more obvious conclusions stemming from a perusal of the accompanying chart.

Prepared by *The Billboard* and the C. E. Hooper organization to show what, if any, effect the war has had on news programs, the chart is a combination of average Hooperatings and the number of sponsored evening hours of network news and news commentary programs.

### News Breaks Keyed

To highlight the relationship between news breaks and the index some of the more important spotnews events have been pinpointed. Actually, of course, war news in so far as this chart is concerned, is not the only thing affecting the ups and downs. Sundry domestic occurrences, such as rationing must not be forgotten since they had a vital influence. Likewise, the Hooper ratings of news programs and new commentators influence the index, as do the num-

ber of advertisers sponsoring this number of programs. So it isn't all the result of the war news.

But there is no doubt that as the war tension mounted so did the interest in news shows and in direct proportion the number of sponsored news shows also increased. This is apparent by studying the index.

### Static in 1940

Note how early in 1940, while the war was still in its "mock" stages the news index was static and even. Then came action, the invasion of Norway, Denmark, the Lowlands, Churchill's appointment as Prime Minister, and finally Dunkirk. This sequence kicked ratings and increased the number of programs; remember how Raymond Gram Swing boomed as a commentator about this time? Then came the seasonal summer slump in listening.

This was cut short by the fall of France, then with the mass bombings of England the move was again on the rise. The fascist invasion of Greece and that people's successful fight against the Italians kept the trend thru the year into 1941. Then came the Nazi sweep into the Balkans, the paratroop invasion of Crete and the invasion of Russia. By this time the summer dip was again evident yet the line had moved so far ahead the nadir of the slump was still about 75 per cent ahead of the similar event in 1940.

### Pearl Harbor Kicks Index

The first sensational bounce in the index line comes with Pearl Harbor. This kick in interest ran the index so high, that even the dreary days of defeat in the Philippines didn't kill the gains. And, of course, Doolittle's bombing flight over Tokyo stabilized the trend. This was followed by the summer drop with our attacks on Makin, Guadalcanal, the Dieppe raid presumably hypoing the latter part of the year. Remember that by now there were many more sponsored network news programs, that interest was high especially when we landed in North Africa, that all of this had a considerable effect on the index.

What is particularly interesting is the

## NAM Releases E. T. Forum Programs; Web Seg Planned

NEW YORK, June 17.—National Association of Manufacturers is offering free, to local stations around the country, a series of 15-minute transcribed forum programs in which business men and trade-paper editors discuss post-war job and business prospects. Org is also readying a half-hour, once-a-week net show to glorify men in history who have contributed to the American standard of living.

Under the direction of Bill Rainey, NAM's new radio head, extensive promotion is being planned for the shows. One of the gimmicks is a group of posters which will be sent to NAMbers in the area covered by stations using the transcribed series which are to be hung on bulletin boards in their plants.

The ork has other plans to move into radio in the next few months but will not reveal them until they are further developed.

line this year 1944. Anzio started a peak move only to be followed by a sharp and sudden and early seasonable drop. Notice how the fall of Rome and D-Day (Z) stopped the dip. Notice also how the ultimate in 1943 peaks and poops match the same in 1944, as far as it has gone.

At its worst, news and news commentary has gone from an index of 10 to 60 since 1940. At its best it was over 90. It would seem that radio news has about reached its wartime level, that all things being equal, news programs will henceforth move between 60-95 on the index. Until that is, of course, the peace. On that day news listening will probably jump up right off the chart.

## Fibber and Molly Get Upped Long-Term Johnson Contract

HOLLYWOOD, June 17.—New long-term contract has been handed Jim and Marian Jordan (Fibber McGee and Molly) by their sponsor, Johnson's Wax.

Commitment will start their second decade under the same banner. Substantial salary increase was part of the new deal, with Writer Don Quinn coming in for his share.

## Ginny Simms Show Changing

HOLLYWOOD, June 17.—Change of format for the Ginny Simms show is being worked out by Bill Lawrence, of the Blow Agency. So far only permanent change is the addition of Charles Winninger to the cast. First audition recording will be made next week.



## Page One Award for WMCA

presented by the Newspaper Guild of New York

\* NEW YORK, June 10, 1944—Station WMCA tonight received a Page One Award from the Newspaper Guild of New York because of its outstanding record among independent stations of alert and constructive public service.

- ★ FIVE STAR FINAL
- ★ NEW WORLD A-COMING
- ★ CHRISTMAS OVERSEAS
- ★ N. Y. TIMES NEWS
- ★ WAKE UP, AMERICA
- ★ SEDITION TRIAL broadcasts
- ★ LABOR ARBITRATION
- ★ WE HOLD THESE TRUTHS

# wmca

First on New York's Dial—570

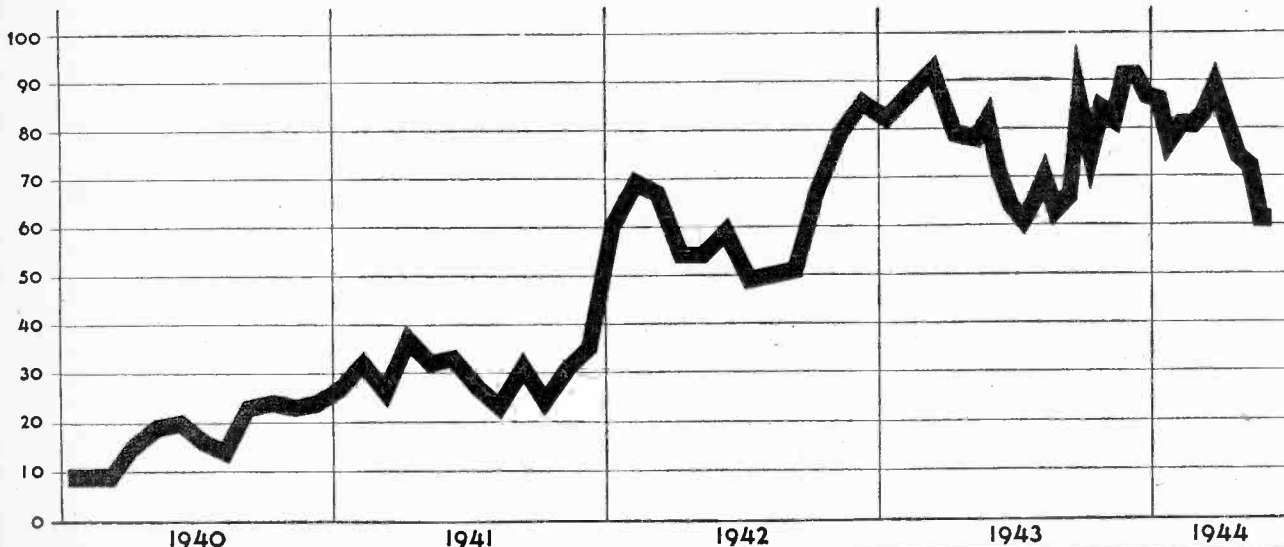
★ First radio station ever singled out for Newspaper Guild recognition!

## NEWS and COMMENTATORS

### EVENING SPONSORED NETWORK LISTENER - HOUR INDEX

Legend: Average Hooperating x Number of Sponsored Network Hours

Source: Network Hooperatings



ABC	DEFG	J K	LMN O PO R	ST	U V	WX	YZ
A. 4-9-40	Nazis invade Norway, Denmark.	O. 7-1-42	Rommel stopped at El Alamein.				
B. 5-10-40	Nazis invade Lowlands; Churchill made Prime Minister.	P. 8-12-42	Guadalcanal.				
C. 5-31-40	Dunkirk.	Q. 8-19-42	Dieppe.				
D. 4-6-41	Nazis invade Balkans, Greece.	R. 11-8-42	North African landings.				
E. 6-1-41	Crete.	S. 1-14-43	Casablanca Conference.				
F. 6-22-41	Nazis invade Russia.	T. 2-3-43	Stalingrad.				
G. 8-6-41	Atlantic Charter Conference.	U. 7-10-43	Allies invade Sicily.				
J. 12-7-41	Pearl Harbor.	V. 9-3-43	Italy surrenders.				
K. 2-15-42	Singapore falls.	W. 12-7-43	Teheran Conference.				
L. 4-9-42	Bataan.	X. 1-22-44	Anzio.				
M. 4-18-42	Yanks bomb Tokyo.	Y. 5-10-44	Russians recapture Sevastopol.				
N. 5-7-42	Corregidor.	Z. 6-4-44	Allies take Rome; D-Day.				



## Three New Chi Air War Shows

CHICAGO, June 17.—Three new shows, *Ask the Army*, *American Women's Voluntary Services* and *On Target*, all war features, made their bows on Chi stations last Saturday (10).

*Ask the Army* (WJJD, 11:45-12 a.m. CWT, Saturday) is a serviceman's service conducted by the Personal Affairs Office of the Sixth Service Command. *American Women's Voluntary Services* (WJJD, 12:30-1 p.m. CWT, Saturday) was formerly the *Women in the War* shot but has had a face lift job done on it. It now has a news commentary

## Boston Winner

NEW YORK, June 17.—Winner of the CBS Dr. Christian Award, a script-writing contest, was announced Thursday (15).

He is a McClure Syndicate writer from Cambridge, Mass.

His name is a very appropriate one for a gentleman from Cambridge, Mass. He is a Mr. Boston, a Mr. James H. Boston.

and a spelling bee for service personnel. *On Target* is a navy variety show presented by seamen and officers at the Great Lakes Naval Training Station.

## Air Travelers Get Special WBZ Newsheet

BOSTON, June 17. — A neat and double-barrelled promotion idea is the miniature hand-out newspaper, *Up-To-The-Minuteman*, prepared by the Esso News Reporter of WBZ, printed by Northeast airlines, and distributed to its passengers.

A special news digest is prepared several times a day from United Press wire service at WBZ studios and then sent to airlines headquarters at the airport

## Number, Please?

NEW YORK, June 17.—WGAR, Cleveland indie, dug up a gimmick designed to bring home to listeners its switch from 1480 to 1220 kilocycles. Station is sending two sets of playing cards plugging the change and its call letters to all Clevelanders who have 1220 telephone numbers or addresses.

where it is printed and handed out to passengers. The stunt is not new, it started last August, but it really paid off in public approval on D-Day.

# J. WALTER THOMPSON COMPANY

420 LEXINGTON AVENUE

NEW YORK

BILLBOARD AWARD

FOR IMMEDIATE RELEASE

### SPEAKING OF AWARDS . . .

First of all - thanks. Thanks to you editors who have chosen J. Walter Thompson Company for top spot among advertising agencies in Billboard's Annual Radio Publicity Survey for the sixth year out of a total of seven. Yes, the word is "thanks" and no beating around the typewriter for a synonym either. What we would rather spend our time on is this - our own personal awards to the radio editors who . . .

ACCEPT last minute program changes without a string

of !!! xx o ! \*\* . . .

THINK what they say and say what they think . . .

HAVE been known to go thirty hours before writing # # # . . .

KNOW the trick of slicing a "2-column" picture to

a 1-column cut . . .

CAN spot the story with a point in a haystack of mail . . .

WHO listen and listen and listen and LISTEN!

# # #

Deadline Dramas

Reviewed Sunday, 12-12:30 a.m.  
Style—Dramatic stunt. Sponsor—Carter Products, Inc. (Arid). Agency—Ted Bates, Inc. Station—WJZ (New York) and Blue.

This program has been around a good deal, sustaining and otherwise, and while it has been dressed up for its Arid spin with an extra fem voice, Joan Banks, it's still the same show that Bob White and Irene Wicker did before. The idea of dreaming up plays in front of the mike, based upon 15 words sent in by the listening audience, sounds good, and White almost makes it seem good. However, it's a flimsy novelty and rates at the best a spot on a variety show.

First test was a tale of man who did 20 years for killing a girl whom he finds alive after his release from prison. The story development wasn't bad but it was obvious and the audience lost interest long before the 15 words stopped inspiring plot.

One part that wasn't an integral section of the original show has something solid. This is the running characters, a pair of twins and their gramps, with the audience being asked to suggest 15-word plot-teasers. The only trouble is that the twins and gramps become confused in character and blow right up in your face. It isn't for nothing that rehearsals are part of good program production. Irene Wicker spent plenty of time on her *Singing Lady* shows and knows how far wrong you can go—without time.

The final 15 words that were built up in two minutes or less by Bob White was a light comedy sequence. It was a good idea but no one can write a light comedy in two minutes—and the little deadline comedy proved it. It was repetitious and really deadly.

The secret of making anything like this go maybe is in the handling by the announcer. If he is heavy, the entire thing just falls apart. If he goes Barnum, it becomes ponderous. Johnny Olsen, who handles this, is an excellent speller, on other shows.

There's everything in *Deadline Dramas* but entertainment. Joe Koehler.

Carroll Alcott and the Hero of the Week

Reviewed Sunday, 1:45-2 p.m.  
Style—News commentator. Sponsor—Brait's Men's Stores, Philadelphia. Agency—Murray Vernick, Philadelphia. Station—WCAU (Philadelphia).

Coming from Cincinnati, where his microphonics created wide interest in the Middle West, WCAU picked a winner in bringing in Carroll Alcott as the station's news commentator. In addition to his daily staff chores, Alcott also pioneers the way in radio for the Brait's Men's Stores, chain of shops in the area using the air medium for the first time on a regular program basis. To bally the fact that the stores, until now devoted to shirts and ties, have taken on a line of men's clothing, sponsor has a real magnet in Alcott to attract an audience to its weekly messages.

Apart from his own masterful delivery and ear-provoking context, Alcott provides plenty of showmanly acumen for this sponsored stanza. Splits the quarter hour into three stages, devoting the five minutes to the news highlight of the week, giving good color and background material on Rome when caught. Second five-minute lap goes to a pen portrait of the "Man of the Week," in this instance giving a penetrating insight into the character and personality of the British war leader, Sir Harold Alexander.

Program punch is packed heavily in the last canto, wherein Alcott turns the spotlight on the "Hero of the Week." It's a concise and succinct interview, that strikes home in a big way, with a returned war hero from one of the local military hospitals. For the finale clicker, the war vet is given a gift certificate to be cashed in at any of the Brait shops for a complete outfit of civilian clothes.

Most marked characterization of Alcott's delivery, and heightening the degree of acceptance, is his continued use of "I" rather than the editorial "We." No mistaking that all his views are personal ones, as characterized in his recent book, *My War With Japan*, and backs (See RADIO REVIEWS on page 32)

Sports Ed No Like News Segs; Keeps 'Em Home

MINNEAPOLIS, June 17.—Dick Cullum, sports editor of *The Daily Times* here, a man who thinks nothing of eating the radio industry for breakfast, has taken another swipe at the airways, this time on invasion coverage which, radio men say, is way outside of his usual area of attack. He has previously squawked about the way sports events are etherized. His article in Saturday's (10) *Times* drew fast fire from Stanley Hubbard, prexy of KSTP-NBC.

Cullum's bleat was that radio's "lisped words of the news crooners" gave listeners nothing but "interminable repetition of stale news and subsequent developments that is hardly worth your (the listener's) attention." He said that the only value of radio news is in the first flash of an important event, and said that radio had bulldozed people into sticking to their sets when something big has broken. The ed ended by saying that this stay-at-home attitude ruined attendance at sports events, his bread and butter.

To all of which Hubbard answered:

"Cullum reminds me somewhat of the yokel who made his first visit to the zoo and, upon seeing a giraffe for the first time, stood before it and said, 'It can't be!'"

Others in the trade here are saying that the best answer to Cullum is an editorial from *The St. Louis Post-Dispatch*, reprinted in *The Billboard* last week. It read in part:

"A remarkable demonstration of radio's usefulness to the community was given yesterday in the streetcar and bus strike. . . . Because of radio thousands of workers were thus enabled to make arrangements for reaching their places of employment.

"Radio is contributing materially to both the convenience and information of the St. Louis area during one of its most trying periods."

Hub Feeds Four Commercials to Mutual C. to C.

BOSTON, June 17.—New series of news commentaries by Cedric Foster, WNAC-Yankee Network staffer sponsored by Grove Laboratories, brings to four the number of Coast-to-Coast commercial programs fed to the Mutual Broadcasting System out of Boston. With Hal Miller as announcer, the new series begins June 26 and will be presented daily at 2 p.m. Foster is now sponsored by 40 individual accounts and is proudly spoken of here as "the nation's leading daytime commentator."

*American Women's Jury*, which, after a week and a half on the air, has been grabbed for sponsorship by the Lewis-Howe Company (NR, Tums), is Yankee's first dramatic show for Mutual. It is aired Monday thru Friday at 1:45. Program formula presents women's problems debated by a defense attorney (Bill Syran) and a prosecuting attorney (Evelyn Hackett) before a judge (Dolly Springer) and a jury of 12 women chosen from Boston women's clubs and civic organizations. Announcer, Verne Williams; producer, Ray Rich.

*What's Your Idea?* with Imogene Wolcott and Jack Stanley, home economist and news commentator, respectively, goes out over Mutual Monday thru Friday at 11:45 a.m. Duffy-Mott sponsors.

The fourth national offering is Cedric Foster's new analysis over 179 Mutual stations Sunday nights at 10 for the employers' group.

Allen Starts Pic in 2 Weeks

HOLLYWOOD, June 17.—Fred Allen is due in town within two weeks to start work on the picture that Jack Skirball has lined up for him. Skirball has just returned from New York where he huddled with comic on script, as Allen fought off sponsors who wanted to pay him plenty bucks to do an air show this fall.

Cowles Still Philly Minded

Pubs said to be eying Station WIBG—outlet owned in part by Lang & Harron

DES MOINES, June 17.—Talk here is that the Brothers Cowles, frozen out of Philadelphia when *The Evening Bulletin* bought WPEN, have managed to get into the market. According to reports the Cowles are negotiating for WIBG, 10-k.w. indie outlet in Philadelphia.

Deal is reportedly still unannounced because one of the principals involved is overseas and has as yet not had the opportunity to approve the sale. WIBG ownership is split between Paul Harron, Joe Lang; Jack Kelly, Democratic leader in Philadelphia, and Anthony Biddle, Phila socialite and U. S. ambassador-at-large to occupied countries stationed in London.

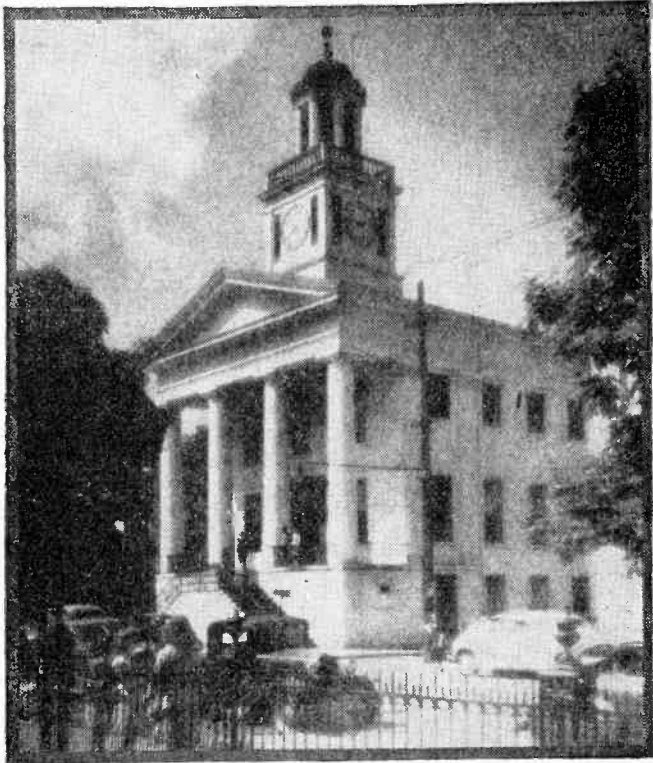
Lang recently sold WHOM, Jersey City, to the Cowles. Understood that some of the WIBG execs are interested in selling out now when prices are high. Understood also that Cowles are not interested in buying into the station, would rather buy it all. If and when consummated the deal will probably call for a check of about \$750,000.

Labor Management Problem Set For Hub Station WEEL

BOSTON, June 17.—WEEL-CBS this week inaugurated one of the first sustaining programs in which management and labor have a chance to get together and discuss, for the public's information, their present and post-war problems. Show, titled *Industrial Relations*, will use topics like: Wage cuts after the war, maintenance of membership, the 30-hour week, the WLB, and post-war employment of women. It opened Tuesday (13) at 10:45 p.m. with a gabfest on "Who's To Blame for Absenteeism?"

The permanent personnel of the series is composed of Joseph Salerno, prexy of the Massachusetts State Industrial Council, CIO; William J. Doyle, head of the Boston Central Labor Union, AFL; Dr. Louis Daniels, medical director of the Hood Rubber Company, and Fredrick W. Bliss, district manager of General Electric and prexy of the Boston Advertising Club.

Prof. Richard P. Doherty, of Boston University, is moderator.



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WINGY MANONE



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MONDAY THROUGH FRIDAY

FOR CHESTERFIELD

# Burned Indies Plan Overseas Net

## BBC Service Proves Test

**Locals can't depend on nets to service non-affiliates co-op only answer**

NEW YORK, June 17.—Local operators, both indie and affiliate, around the country, burned over the way the webs and Army Signal Corps, squeezed them out of overseas invasion news. They're now mulling the possibility of providing their own national overseas network. Idea is to take advantage of the BBC, which fed invasion news, actuality and eye-witness programs, to any station via permission to pick up BBC program beamed here on its North American Service.

Back of this success with BBC programs is the indies realization that only the suddenness of D-Day kept them from setting up their own invasion news network. Plan originally broached by Associated Broadcasting Corporation—a per-occasion web which in the past has specialized in religious hook-ups—called for ABC to provide lines to all stations with WMCA, New York indie, serving as pick-up and feeding point. The actual invasion broke before the deal was complete so stations took what they could from BBC.

Actually, thanks to BBC's quality beam into U. S. and same outfit's prime coverage, this was in some instances better than the web pool provided. And on some programs, such as the George Hicks show from a ship under air attack, the

## El Greco Cleveland

NEW YORK, June 17.—WQXR, New York indie that specializes in very high-brow music, has been offering a pic giveaway for several months. Among the reproductions of fine paintings being offered was El Greco's "View of Toledo."

One woman wrote in to say that she's sure that the view of Toledo is very beautiful but don't they have one of Cleveland?

locals got the same service as did the nets.

Since the locals were worried about stacking their news ticker coverage against the web pool's ability to provide on-the-scene personality programs from overseas the BBC coverage was a god-send. And as a result of the BBC help and local outlets squawks the army is now considering applications, from locals, to accredit overseas correspondents for the indie outlets. However, so goes the story, no one will be okayed for 90 days by which time the invasion story will be stale stuff.

### Other Big News Stories

Which is what the non-web operators are thinking about. The invasion may be old hat but there will be other big news stories, stories their listeners will want, stories especially about local men in uniform, they will have to feed their audiences or take the chance of losing them. And there is always the one big story of the future to worry about and the armistice and the peace conference to follow.

The locals know they'll have to cover this or lose out and they're not interested in losing. Especially not so long

## "D-Day" Nixes Hooper First 15 For Half of June

NEW YORK, June 17.—Hooperatings this week issued no compilation of a "First 15" for nighttime programs. Seems that the "D-Day" programing eruption, with the attendant interruptions, cancellations and changes washed out a number of shows and quite possibly affected many of the others.

So, since C. E. Hooper, Inc., stresses equal comparison, and "D-Day" patently threw the comparability out of kilter, the "First 15" category was not released.

as they have learned, thanks to the BBC, that their national overseas network plan is feasible.

As one hinterland operator told *The Billboard*, "Thank God for the BBC. If it wasn't for them all we would have gotten out of this invasion woulda been President Roosevelt. That the networks would have had to feed us upon request. The rest of the stuff—the invasion announcements of Eisenhower, Montgomery, DeGaulle, Churchill and King George—we might have gotten if we knew about it. But no one at the nets is calling us to tell us what they are getting from overseas.

"We're not going to take the chance of a freeze-out when we start rolling in France, move into Germany, enter Berlin and Tokyo and sit down at the peace table. No, not even if the big boys bring pressure on BBC to stop serving us small fellows—not that we think they will but there's always a chance.

"After all a couple hundred of us locals could afford to share the cost of using Press-Wireless facilities and sending our own correspondents over to send back the news."

## Jack Benny Set To USO-CSI It For Pacific Gobs

NEW YORK, June 17.—Jack Benny will shortly head overseas for another service sortie. This time, however, he will concentrate on the sailors.

If plans are consummated, and everything looks good right now, Benny will go out under U. S. Navy auspices and play only for tars.

Heretofore the naval bases, especially in the Pacific, have been secret installations in so far as show troupes were concerned. Hence, most of the gobs never got to see USO-CSI units.

Another angle to the set-up is that Jack Benny's new flack, Steve Hannagan, is a personal chum of James Forrestal, the new Secretary of the Navy.

## FM Tapping Added To CAB Ratings

NEW YORK, June 17.—CAB plans to start a continuing 81-city analysis of FM broadcasting in the immediate future, according to plans laid down yesterday. The survey, which will be conducted as part of the org's regular interviewing process, were called "invaluable to the industry" by John Shepard III, prexy of the American Network, first FM web.

Altho the expansion will use no different techniques than that used by C. E. Hopper in its FM tabulations, Shepard said that "the CAB is to be particularly commended" for starting the work.

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# Broadcasting Plans Own Law

## House of Rep. To Get Bill

Conservative body thought to be more receptive, so legislation to start there

WASHINGTON, June 17.—With the White-Wheeler radio legislation interred and radio on a spot as not wanting any regulation as far as a sizable segment of the public is concerned, certain local leaders of the trade are plumping for the introduction of "radio originated" legislation in the House of Representatives. These men feel that since radio must sponsor some legislation, even if only to remove the tar and feathers applied by Senator Wheeler, it will be better for the industry if it puts into the House hopper a law embodying everything broadcasting wants.

The idea is to take advantage of the more conservative and receptive atmosphere of the House to introduce pro-radio rules and then let the anti-radio boys snipe at them instead of radio having to snipe at what many think was the basically anti-radio legislation, the Senate's White-Wheeler proposals. This and the trust-busting background of Senator Wheeler which, since he dominated his subcommittee, gave the W-W bill the aura of a regulator instead of a

## BBC Road Map

NEW YORK, June 17. — One reason 200-odd stations around the country are relying on BBC for invasion coverage is the simple and efficient advance program schedule set up by BBC. Every U. S. station got a copy of these schedules which showed not only when BBC news, eye-witness and "actualities," would be aired but also detailed how BBC would use its 40-second program breaks to air indexes of what was to come.

Thus the stations monitoring BBC know what is on tap and when it will be available, and can clear time or prepare recording equipment. Additionally, on special stuff BBC keeps the phone and telegraph wires burning with advance notification when and wherever possible.

protector, was the major reason for not supporting the Senate-originated proposals.

## House "Favorable" to Radio?

Additionally, the backers of this plan feel the House may conceivably be Republican-dominated after the forthcoming elections, and there is always the chance that a Republican may be in the White House after the same elections, all of which would favor the "radio originated" legislation.

To prove to the public and Congress that radio is not as selfish as Senator Wheeler has made it seem, the House proposals will embody a number of what might be called concessions to the regulators. They would presumably include a fairness clause, provide for penalties, cease and desist actions, network regulation and in general encompass much that was in the White-Wheeler

## All Schenley Shows May Air From West Coast

HOLLYWOOD, June 17. — Possibility that the three Schenley shows may move here was seen as reps for Weintraub, BBD&O and the Biow agencies inferentially confirmed the rumors. Cresta Blanca show, with Morton Gould, is likely to air from here in the fall. Xavier Cugat's Dubonnet ailer will make the switch to the Coast some time in August.

The only show in doubt was the Penicillen ailer. Move hinged on whether Raymond Massey would come to the Coast for a pic. If trek here is made, the troupe will arrive some time during July or early in August.

proposals. The approach, however, would be without the personal beliefs that marred, to many in the trade, the W-W offering.

One thing is paramount in the thinking of the supporters of this plan, namely that this is wartime when radio operates under a number of voluntary restrictions, censorship one of them. Thus any legislation proposed by a regulator tends to include this voluntary restriction and makes it compulsory instead of voluntary.

Nevertheless these planners feel that radio cannot let itself be branded, with the public, as a selfish group. Therefore, radio must support legislation; hence radio might just as well support the legislation it wants.

At this writing the chances are that the National Association of Broadcasters currently mulling these proposals will shortly come out in their support.

## Air Battle Page

ST. PETERSBURG, Fla., June 17.—WTSP, Mutual outlet here, is setting up a *Battle Page of the Air* to run three times a week during the forthcoming Presidential elections. Show will have both sides of election problems presented by representatives of the major political parties. Equal time to both sides will be given free by the station.

## Blue Wants WLS But Outlet Still Says "No Dice"

CHICAGO, June 17.—Negotiations for the sale of WLS to the Blue Network may be resumed within the next week, but there seems little likelihood that anything will come of them. The proposition has been quiescent for some time, but with the return to Chicago of Burridge D. Butler, owner of the station, reports have been current that a resumption of negotiations was likely. Queried by *The Billboard*, Merritt E. Schoenfeld, network sales manager for the Blue's Central Division, stated it was probable that fresh parleys would get under way shortly.

At WLS it was stated that, even should negotiations be resumed, nothing is likely to come from them, as President Butler and Glenn Snyder, station manager, both have made it plain that there is no intention to sell the station.

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# Special Savings Accounts Prove Public Wants Tele At Least in Met. N. Y. Area

## Some Savers Rate Priority on Products They Save For

(Continued from page 3)

a two-year savings plan. They tell the bank what they want to buy and arbitrary amounts to be stashed away are set (for either outright purchase or down payment of the products they want to buy). Figured at pre-war prices, a goal of \$400 is set for television receivers. The first series of payments carries along for 50 weeks. If, at the end of that time the sets are available, the \$200 piled up by that time is withdrawn and spent. If not, another series of 50-week deposits is started. At the end of that time, the club, like regular Christmas club, closes.

### State-Wide Test Necessary

Video men point out that the 21 per cent is proof enough of a well established post-war market, but they add that the area in which the plan has been tried out is not the complete test. They feel that Long Island, close as it is to New York and easily within range of three active video transmitters (NBC, CBC and DuMont) is more tele conscious than other parts of the country where there is less programming going on. The State-wide adoption of the plan, however, may prove the decisive test, they say.

Nevertheless, the plan has attracted a great deal of attention from electric appliance companies and the public. At least one Franklin Square Bank show

will be televised Tuesday (20) by NBC. The appliance manufacturers are directing their retail dealers to tell customers about the clubs and are giving the depositors first priority when goods become available.

The banks, it is pointed out, have something to gain thru handling these small accounts. Altho their size gives banks no profit in themselves, outside the advertising value, they do expect to make dough thru loans to those who have saved only the down payments.

That video has a great future, no one has ever doubted. The public saving-bank plan, however, is proving that they (the public) feel it is nearer than the trade does.

## Philco Prexy Stresses Tele With Dividends

PHILADELPHIA, June 17.—Much of the fundamental work to form the basis for the post-war television industry has been completed, and over the years television should duplicate and indeed surpass the remarkable record of growth and progress of radio, it is predicted by John Ballantyne, president of Philco Corporation, in a letter to stockholders accompanying June 12 dividend checks.

"When television standards have been established by the FCC and the material situation eases to the point where new equipment can be produced, television promises to grow rapidly in public esteem and popularity," Ballantyne believes. "Philco plans to be fully ready to participate in and contribute to these developments."

A New York-to-Philadelphia television relay transmitter link, connecting the two cities for video broadcasts, was officially dedicated with appropriate ceremonies May 25. Ballantyne pointed out. The new link, installed near Princeton, N. J., replaces previous experimental installations and marks the beginning of the second regularly skedded television relay system capable of providing commercial service in the United States. It is now in operation every Monday night to make the New York programs on WNBT available to the audience of Philco Television Station, WPTZ, Philadelphia.

"The new television relay, developed by Philco engineers, is capable of providing dependable, high-quality service at all times and under all atmospheric conditions," Ballantyne states. "It is entirely possible that similar links, which can be constructed at a cost of about \$15,000 each, located approximately 50 miles apart, may form the basis for a nationwide television system in the post-war period."

General Electric has a relay working on Monday nights between New York and Schenectady, N. Y., which makes NBC's start-of-the-week pix go to three areas, i.e., a three-station tele net.

## New Tele Co. Makes Pic for Lever Bros.

HOLLYWOOD, June 17.—First commercial television short is being made here by the Telecom Company. New organization is making films for video use only. Short is the first in a series for Lever Bros.

Script of the first short was written by Max Shane, with the assistance of Lee Cooley, of the Ruthrauf & Ryan Agency, who supervised from an advertising standpoint.

Telecom will be incorporated in the East shortly. Pine-Thomas, film production firm is understood to have some financial interest in the org.

## TELEVISION REVIEWS

### DuMont-WOR

Reviewed Tuesday (13) 8:15-10 p.m.  
Style—Variety and film. Sustaining on WABD (New York).

The idea of a good reader sitting back casually in his chair before the video camera and giving forth with oldies like *Casey at the Bat* has possibilities. As usual with WOR's gang, when they use DuMont facilities, the possibilities are there—but they're unrealized. Bob Emery is the reader and while he does know how to handle corn verse, his idea of going informal is to take his eyeglasses on and off and once in a while look at the video viewer.

If this were the only thing that didn't come off it would have been okay. But it wasn't. Emery has sound fade in on top of his reading (that's a radio sound technique that doesn't belong in television). Then he had the camera switch to a ball field set that was completely unbelievable, and Casey went thru the motions of the famous strike-out. The sound-effects man and Casey, however, didn't get together and the result was silly—not funny. The poem-reading formula with flashes to the ball field ran thruout WOR's portion of the program—with two newer opuses, *Casey's Revenge* and *Casey's Daughter*. The daughter had something in her shorts, and if someone had told her how to handle herself before the cathode tubes she would have been fine. One thing that the video medium takes to, less than anything else, is faked settings and routines, the moving line of electrons shows up every fake sooner or later. The ball was hit before the bat could touch it, etc.

From the first Casey "poem" Emery switched to the New York Boys' Club, with a hobby holiday session. The kids were having a good time and so did the viewer. The camera work smelled—some swell close-ups were missed, the miking wasn't any too hot—but the kids came thru because they were just themselves, a gang of kids from the streets of New York. A collection of kids recently seen up over WRGB, Schenectady, were handled better with lights and camera—but they came thru stinko because they weren't real. Putting people at their ease is a must in television. There should be a few news camera men in the game who know how to take the stiffness even out of Dewey.

Second hobby shot brought in Maurice Dreiser with guest Messmore Kendall, millionaire Washingtonian, i. e. a collector of G. W. mementoes. Dreiser was stiff, Kendall wasn't telegenic and video lost a couple of more viewers at that moment.

Following Kendall there was a plug for *The Billboard*. They used this mag to bring before the cameras a girl called Bonnie Boyd. Bonnie was okay on voice and personality, but there didn't seem to be anyone to tell her what to do and she didn't. One thing is certain, a singer or actress without direction smells to high heaven—no matter how good she is.

Next came a bond selling routine. It didn't sell.

After the station break a couple from Bothners Gym came on to show a fem self-defense routine. What was left of the studio floor after Helen Broderick completed throwing Lou Leonard around couldn't have been very much. Broderick and Leonard had a special act, but nothing was believable except the way the latter hit the floor. Followed a Casey spot. Followed a return of the Boys' Club who were just as swell the second time as they were the first—and the camera work and lighting was just as bad.

The final spot on this part of the show was Hi Rubin doing a television quiz. It was audience participation—but Rubin didn't know how to sell it. He's a radio pioneer trying to pioneer in this new field. The trouble is that the new field demands much more than radio ever did—and while the picture-identification idea is good for television (CBS uses it in different forms during its regular quiz sessions) it must have something besides theater tickets to the winners to make it worth looking in.

After Rubin came a long-drawn-out commercial for the Spool Cotton Institute. The story was a 110-times told tale. The actors were not bad—if someone could have given them lines to speak that seemed real and then gave the off-camera directions quietly so that you weren't listening to them set the next

### CBS Television

Reviewed Thursday (15) 8-10 p.m.  
Style—Variety. Sustaining on WCBW (New York).

The least that can be said for CBS is that it is not afraid to experiment. And the best that can be said is that the experiments oftentimes work.

Thursday night they tried something new in the way of an educational feature, televising a reproduction of the Bayeux tapestry at the same time that an expert on the tapestry gave a running commentary. Jane Smith, of the Metropolitan Museum of Art, much prettier than most museum employees, has a bright personality and command of her subject that put over the story very well. Gilbert Selles led her competently.

Constant camera projection on the tapestry (as long as eight minutes without a change) produced a sort of narrator effect not at all suited to an interview. If one person was speaking it might have been effective, with two it was not. On the other hand, the sliding panels on which the tapestry, a very long, narrow panoramic affair, was mounted, gave a certain feeling of walking along the original that felt quite natural.

The second innovation was a tasteful something CBS called a *Musical Tapestry*, a live show with two ballet dancers, Joy Williams and Bobbie Howell, singer Ronnie Gibson and the Lesueur Sisters, harpists. The Lesueur Sisters are three, CBS insists, but this dept saw only two. The production was excellent, a nicely woven bit of fluff that was amusing and pleasant to see. Ballet to *Tu-Ra-Ra-Boom-De-E* is a bit of a shock at first but you get used to it. The only thing wrong here is the fact that present-day cameras cannot be moved fast enough to follow a dancer who really gets moving. The result was to have the ballet girls dance right out of the screen several times. The solution to this one seems to be to instruct the dancer to take it easy.

*Will You Remember?* was the title of the last half hour and the trouble is that this reviewer does. *Will You Remember?* called by last week's reviewer *Wherever You Are*, was premed a week ago and, at that time Vera Massey, the star, gave the charming impression of an easy-going pianologist who had voice, personality and acting ability. This time, unfortunately, her directors decided to improve on what was already very good. They had her move more, schmaltz and gesture more. They should have left well enough alone. Effect this time was of a great effort that didn't hit because she tried too hard. A change of background spoiled what looked before like a beautiful living room and the introduction of an obviously phony window prop destroyed realism. The background was too close and details intruded themselves on the focal point, Miss Massey's face. The spot was too harsh and the singer's new dark make-up gave her a shiny nose.

But perhaps the worst thing in the seg was its closing shot which was loused up beautifully. The spotlight which was set up to stream in from left of center, broke down and the substitute, aimed at the full-face, threw shadows on either side of her nose. A spot must come from the side to be effective. Newscaster Ev Hollis, who hasn't been caught before, is definitely telegenic, and a competent commentator.

They also had that quiz again. Ben Feiner, the emcee, was a bit neater looking which contributed something; and part of the staff of *Tune In* mag was fairly interesting, but the whole basic CBS quiz formula needs an overhauling.

Marty Schrader.

scene while the one on camera was still going. Plays that introduce a set of characters—try to get you interested in them and then end up in a straight-selling commercial, a daytime pitch to women to save money and sew at home, should be burned before anyone starts paying actors to work in them.

This DuMont session just proved what has been proven time and time before. Experimentation should be conducted by professionals. Television can't advance with men and women who don't know the fundamentals of which talking air pix are made.

Joe Koehler.

## AT&T Announces Midwest Coaxial Plans for Tele

CHICAGO, June 17. — Long-distance tele programs will be a reality within the next two years if plans of the American Telephone & Telegraph Company work out as expected. The company has announced here that it expects to have facilities for transmitting tele programs between Chicago, Terre Haute, Ind., and St. Louis in 1946, and between Chicago, Toledo, Cleveland and Buffalo in 1947.

The company proposes to build nearly 7,000 route miles of coaxial cable for long-distance telephone service in the next several years at a cost of approximately \$100,000,000. These cables, designed to carry large numbers of telephone conversations simultaneously over a single pair of conductors, also are suitable for transmitting television, if properly equipped.

A.T.&T. has tentative plans for a tele route between New York and Washington in 1945; New York and Boston, in 1946, and various others in ensuing years.

## Coast RDG Starts Watching Tele Closely

HOLLYWOOD, June 17.—Local chapter of Radio Directors' Guild has appointed committee to meet with studios and learn the latest developments in video. Members want to know about the ins and outs of the new medium when it breaks.

Spokesman for the Guild also stated that members were not interested in minimum wages for themselves, but hoped to be able to further the lot of the network assistant directors. Guild is also going to insist on air credit for its members.

## WGAR Eyeing Television

CLEVELAND, June 17.—WGAR execs are now in the East visiting equipment manufacturers with an eye toward putting some dough on the line for a television transmitter. Making the rounds are John Patt, v.-p. and general manager; Carl Goerge, operations chief, and Eugene Carr.

# Disk Band Battle Starts Anew

## WNEW Seg To Give Longhair Music a Chance

NEW YORK, June 17.—According to longhairs here, a touch of needle is implicit in the ideas behind the program, *America and Music*, which the New York indie, WNEW, started as a once-a-week sustainer yesterday.

Feeling is that many longhair composers are burned as a result of the treatment they say they get at the hands of big commercial high and middlebrow shows. They expect that the new program will give them a showcase for the drawing power of their music. They claim that the commercial segs, like *Cresta Blanca Carnival*, *Voice of Firestone* and *Prudential Family Hour*, perfect mediums for their stuff, are side-stepping the younger American composers because of sponsor reluctance to break a formula. The sponsor's answer has always been, of course, that new longhair tunes have only about an 80-20 chance of being a click.

The composers think they will get their chance on the new show. Boss man of *America and Music* is John Tasker Howard, curator of the American Music Section of the New York Public Library and producer of several NBC music shows. He has a slightly different approach worked out in part by Producer Ted Cott which involves a fluid format, integration of drama and music and comparison of present-day and old-time American music.

Plan is to continue the show for an "indefinite period," using topics like *Songs of Political Campaigns*, *Music in Worship*, *The Decline and Fall of the Art of Blushing* (love songs sung by women), programs of living American composers and industrial music.

Composers are watching closely the results of the shows and expect the sponsors to sit up and take notice.

## Sinatra Show August Return To Change To Situation Comedy

NEW YORK, June 17.—Frank Sinatra show will be the latest to plunge into the situation comedy swim when it returns to the air August 16. New plan is to have thread of a story punctuated by songs and greater use of both Sinatra and the guest star instead of the present gag set-up.

As it now works, Jerry Lester handles most of the comedy chores, with little talking by Sinatra. Story has it that the singer has developed to a point where he can take over more funny stuff and handle banter with the guest. The agency, J. Walter Thompson, has other ideas in the works for show but hasn't reached final decision on them. Lester, at latest report, stays with the program.

No time changes are contemplated, with the present slot (CBS, Wednesday, 9 p.m.), satisfactory to all parties.

## Sgt. Bluestone To Do Sat. Nite NBC With Miller Away

NEW YORK, June 17.—When Capt. Glenn Miller does his overseas stint for the War Department (he's skedded to leave in near future for army bases overseas), Sgt. Harry Bluestone will take over his Saturday night NBC radio show.

Paul Whiteman will replace Miller's army air force band on the current War Bond Caravan in connection with the Fifth War Loan Drive. Caravan is to play one-nighters in several cities, including Indianapolis, Chicago, Cincinnati; Newark, N. J., and New York.

## Soften Stomp

NEW YORK, June 17.—New recording studio at WOR will be raised six inches from the floor, studio execs putting in a spring cushion to deaden stompin' by musicians. Seems that when the boys give out, the heel tapping disturbs those on the floor below.

P. S.—There hasn't been any complaints about the music.

## NABET Votes Strike in Disk-Turning Battle

WASHINGTON, June 17.—The NLRB announced this week that members of NABET (indie union) had voted in favor of a strike as a result of a jurisdictional dispute with AFM over jobs with Blue and NBC webs and WOR.

NLRB and not WLB made the announcement, as the latter has nothing to do with strike votes.

NABET filed a strike notice last month requesting a vote under the Smith-Connally Act, altho the War Labor Board ordered both parties to maintain status quo pending a settlement.

According to NLRB, the NABET members voted 332 to 7 in favor of a walkout in stations owned by NBC; 81 to 3 in Blue Network stations, and 39 to 10 at WOR.

NABET filed the strike notice after the webs and WOR signed up with AFM, giving Petrillo jurisdiction over platter-turners.

## That Live Touch For Sponsored E. T.'s

NEW YORK, June 17.—Harry S. Goodman, entrepreneur of transcribed programs, has a new device he uses to hypo his e.t.'s. Gimmick uses the transcription talent in a 60-second tailor-made transcription as a commercial intro to the recorded show.

*Notes of Love*, for example, is a romantic vocal platter series built around Joey Nash. In Jacksonville, Fla., it is sponsored on WPDQ by a local winery. So Goodman made a special one-minute e.t., with Nash plugging the product. Gaff is a smooth operation since it's set so as to segue neatly into the actual platter show.

Efficacy of the gimmick is pull of Joey Nash as a stage attraction where this stunt is used. The singer opens at the Temple Theater, Jacksonville, and then goes to the Olympia, Miami. In latter town *Notes of Love* is sponsored on WKAT by a department store.

## Shaw Set for Roxy? Pix, Airshow, Too

NEW YORK, June 17.—Artie Shaw will do a late fall show on Broadway, probably at the New York Roxy, according to those close to the leader, who disclosed the fact that A. J. Balaban, managing director of the 20th-Fox house, had several talks with Shaw earlier in the year.

Shaw is also skedded to make a pic for 20th-Fox and will do a commercial radio date in the fall.

## Pluggers Give 4 New Cards

NEW YORK, June 17.—First contact-men's meeting in five weeks, delayed because of Prexy Johnny O'Connor's illness, took place Monday (12). Jerry Lester, of Campbell-Porgie on Coast; songwriter Mack David, Irving Beeber and Don Maya Music Publishing Company obtained contact cards.

## Petrillo Refuses to Accept Jurisdiction of Labor Board

Telegrams sent band leaders saying diskers ready to proceed get answers that ban end is not a matter of individual bands but of an AFM ruling

NEW YORK, June 17.—The National War Labor Board decision does not change the record picture. Ork leaders under contract to RCA-Victor and Columbia are not going to start recording merely because the WLB has issued a directive instructing the American Federation of Musicians to lift its ban against recording for companies that have not signed pacts agreeing to a per-disk payment to the union unemployment fund.

Only notable advance seen in the situation is the fact that the waxers seem ready to accept the theory of paying royalties—something they once swore could never be.

The directive issued Thursday (15) ordering the ban lifted provided for payment into escrow by the companies and for eventual arbitration of the disposition of the per-platter funds so paid, but James C. Petrillo, AFM head, brushed the entire proceedings aside with the flat statement: "We are not going back to work." According to Petrillo's logic, the board has no jurisdiction, as the musi-

clians are "not a war industry." He also points out that the ban started April 7, 1942, which was before the enactment of the Smith-Connally Bill.

In the face of Petrillo's immediately given positive statement that he would not be guided by the directive, attorneys for Victor and Columbia have maintained a more reserved attitude. "No comment until we get the formal opinion," was as much as they would permit reports to quote.

### Call Orks To Get Ready

On the other hand, telegrams to orchestra leaders under contract to the two big companies seemed to indicate an inclination to go along with the Labor Board directive, accepting what some say is a defeat for the companies even if not victory for the union.

Late Friday (16) telegrams were sent to leaders under recording contracts asking for itinerary and availability for waxing. The wires said:

"War Labor Board has ordered union to direct musicians to return to work. We are ready to proceed under your contract with us. Please let us know your itinerary and availability for next 60 days so we may plan accordingly."

Columbia's telegram differed slightly from Victor's, in that 90 days was the time mentioned.

Orchestra leaders expressed interest in the telegrams, but pointed out it was only a gesture. The lifting of the ban was not in their hands.

### Up to Board Next

"The next move is up to the board," Mr. Petrillo said when asked what he intended doing now. And looking at previous disputes before the Labor Board it would seem that no speedy settlement can be expected, unless the record and transcription companies give in and agree to contracts such as are now held by Decca, the Four-Employers and 80 others. On the other hand, with the recording companies inferentially accepting the payment of royalty to the union unemployment fund, anything could happen.

Step by step, a fight will take a long time. The directive was handed down Thursday (16). In a few days (18-19), the official opinion will be distributed to the interested parties. This, showing the four labor members as dissenting, will then be the official peg on which to hang the next action. After what an attorney would call "a reasonable" period of time, the Labor Board will take steps to enforce its orders—always working on the theory that a collective bargaining agreement between the parties is the best solution.

(See *Disk Band Battle* on page 71)

## Cavallaro, Dorsey, Armstrong, Rogers, Signed for Picture

HOLLYWOOD, June 17.—Signing of bands for spots in the Warner film, *Hollywood Canteen*, is under way, with four top crews already spotted in the picture.

Carmen Cavallaro, Louis Armstrong, Jimmy Dorsey and the Roy Rogers band have been handed contracts.

## J. Kapp to Coast for Month

NEW YORK, June 17.—Jack Kapp left for the Coast yesterday after the WLB decision. Decca prexy will be gone a month on business.

## Name Bands Set For A.C. Piers

NEW YORK, June 17.—Atlantic City's Steel Pier enters its summer season June 24-25 with Franke Carle's band, which will play four consecutive weekends. Harry James moves in over July 4 week-end, bringing about a cancellation of Bob Chester's band, which was skedded to go into the Pier at that time. Chester's ork is now being rerouted.

Hamid's Million-Dollar Pier opens week of July 1 with Vaughn Monroe's band, followed by stints by Georgie Auld, Woody Herman and Tony Pastor, all in for week engagements.

## Krupa Ork Starts Rehearsals June 25

NEW YORK, June 17.—Gene Krupa's new ork starts rehearsing at Nola Studios here June 25. Skin-beater is surrounding himself with Tommy Peterson, Charlie Ventura, Sid Weiss, Teddy Napoleon and Ray Bondi as key men. First break-in date will be July 4 at Hartford, Conn., followed by a week at the RKO-Boston, then in at the New York Capitol July 13 for run of picture, *Since You Went Away*. Length of MGM pic will give Krupa less than a half-hour stage stint.

Capitol date, which caused mix-up between Johnny Gluskin, Krupa's manager, who booked band into Loew's Theater, and MCA, which was dickering with Strand, came about thru Joe Schenck, MGM exec, who personally handled the deal. Krupa reportedly had a contract with the New York Paramount made before his conviction, but Paramount couldn't give Krupa time until after the first of the year. Paramount execs deny that any contract exists.

Mel Leeds, who was with GAC, has left to join Gluskin in handling Krupa's affairs. Leeds was with Gluskin before. Krupa leaves MCA at the end of his contract, which has another year to run, and will sign with GAC.

Columbia Records, to whom Krupa is under contract, is putting out an old Krupa disk, *Side By Side*, and *Bolero at the Savoy*. Band won't have a male vocalist, but will use Escorts and Betty for group and solo work.

# BIG BUCKS IN LEGIT MUSIC

## Song Writers Collect Coin

Pay-off to writers of current hit musicals boosts incomes thousands per wk.

By Paul Secon

NEW YORK, June 17.—Broadway loot is tumbling toward the box offices of the legit theaters to send a sizable bit of coin to nestle in the pockets of the gents who have turned out the lyrics, books and music for the Main Stem gal and glamour displays. The amount of dough made by such writers as Oscar Hammerstein II, Richard Rodgers, Kurt Weill, Cole Porter, Herbert and Dorothy Fields, to mention a few of the top grossers today, is unprecedented in the field of musical comedies. It's due to the high figures averaged week after week by the musicals plus the writers' minimum basic agreement of the Dramatists' Guild contract, which guarantees that not less than 6 per cent of the gross must go to the authors of any musical comedy.

Leading the pack by a goodly distance today is Oscar Hammerstein II, who cuts an 8 per cent royalty slice out of the Theater Guild's *Oklahoma* each week,

### AFM Gets 135¢

NEW YORK, June 17.—Altho Decca won't officially release the figure it has paid into the AFM special fund since starting to record around October 1, 1942, it's estimated that the diskier (after July 1 payment, which will cover nine months) will have kicked in around \$135,000.

Decca presses around 3,000,000 disks a month, and pays 1/4 cent on each 35-center; 1/2 cent on a 50-cent record, 3/4 cent on 75-cent labels, and 1 cent on \$1 sides. Most of Decca's sales are in the 50-cent class, which means 1/2 cent on the estimated 27,000,000 disks put out since October (nine months time, 3,000,000 per month) or \$135,000.

Record company pays quarterly, having 45 days after the end of the quarter to make payments.

splitting 7 per cent with Co-Writer Richard Rodgers, and giving 1 per cent to Lynn Riggs, the original author of *Green Grow the Lilacs*, from which the musical was adapted. The 3 1/2 per cent nets Hammerstein somewhere in the vicinity of \$1,000 a week. *Oklahoma* now grosses around \$30,000 a week, but when it first opened some 62 weeks ago it hit over \$40,000 week after week.

To augment that figure Hammerstein has a 5 per cent cut in Billy Rose's *Carmen Jones*, a Negro version of Bizet's *Carmen*, with new libretto and lyrics by Hammerstein. The show, now in its 28th week, is also grossing near \$30,000, which gives O.H. II some \$1,500 more per week. As if that isn't enough, Hammerstein, along with Sigmund Romberg, has another royalty giver, a revival of *New Moon* at the New York City Center, averaging around \$18,000 per in its fourth week. Add them all together and Hammerstein has received close to \$125,000 in royalties on the three shows in the past year and 10 weeks. The fact that he gives most of it to the government in taxes, and gives his 5 per cent on *Carmen* to his wife doesn't alter his pulling down plenty of moola.

#### And Porter, Of Course

Cole Porter, who did music and lyrics for Mike Todd's *Mexican Hayride*, is getting "top royalties" on the show, according to those in the know. It is believed "top royalties" in this case means 5 per cent, which is also what Porter took in on some past shows, such as *Anything Goes* and *Leave It To Me*. However, *Hayride*, now in its 19th week, is hitting on an average of anywhere from \$45,000 to \$47,000, which nets Porter around \$2,500 per. *Goes* and *Leave It*, while top shows, never hit anywhere close to *Hayride* figures.

*One Touch of Venus*, written by Kurt Weill, Ogden Nash and Sid Perelman, nets trio of collabs \$3,600, or \$1,200 a week each. In fact, on the strength of the show, Ogden Nash was admitted to ASCAP. Show is now in its 36th week. Nash also collaborated on book with Perelman besides doing lyrics. Book of *Mexican Hayride* was done by Herbert and (See **BIG BUCKS IN LEGIT** on page 22)

## Nebraskans Ask ASCAP Return Fees

OMAHA, June 17.—The \$345,000 law suit brought by Station WOW and a group of Nebraska hotel and ballroom operators to recover money paid to ASCAP after passage of the anti-ASCAP law in the state ended here this week. A decision by the court is expected in about three weeks.

They claim money was paid to ASCAP after the State Legislature passed the anti-ASCAP law in 1937, and seek triple damages. The money is alleged to have been paid between the period the law was enacted and the final decision by the U. S. Supreme Court in 1941, which held the State law valid.

ASCAP representatives on hand for the trial included Dr. Otto Harbach, who wrote *Roberta*; *No, No Nanette* and *Smoke Gets in Your Eyes*; John G. Palne, general manager for ASCAP; Louis D. Frohlich, general counsel, and Herman Finkelstein, resident counsel. Charlie Tobias, writer of *Rose O'Day*, is also expected to appear at the trial.

## Royal Royalties For the Duke

NEW YORK, June 27.—Duke Ellington has been getting a nice hunk of change from his Victor royalty checks. Last one was for \$50,000, fairly close to the Tommy Dorsey check of \$57,000, reportedly an all-time high for disk royalties.

As if that weren't enough, Duke got \$12,000 from Robbins Music for the first quarter of this year on such tunes as *Don't Get Around Much Anymore* and *Do Nothing Till You Hear From Me*. Robbins, on the other hand, got a fat check from Victor, \$34,000 to be exact, a goodly portion coming from Ellington tunes.

## T. D. Pushes Claim Against Toledo Trianon

NEW YORK, June 17.—Tommy Dorsey is bringing charges against Lou Griener, owner of Trianon Ballroom, Toledo, in the AFM on Griener's alleged failure to pay the proper amount on Dorsey's date there two weeks ago. Dorsey claims that his contract called for a 50-50 split over \$2,500, latter figure going to leader.

Griener paid Dorsey \$2,500, altho take was \$4,000 for the evening, with Dorsey claiming another \$750.



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# PART 1—The Billboard Music Popularity Chart

Week Ending  
June 15, 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)	Melody Lane
Anchors Aweigh	Robbins
And So Little Time	Lincoln
Apple Blossoms in the Rain (F)	Southern
Army Air Corps	Fischer
Come Out, Wherever You Are (F)	T. B. Harms
Forget-Me-Nots in Your Eyes	Triangle
Goodnight, Wherever You Are	Shapiro-Bernstein
How Blue the Night (F)	Robbins
How Many Hearts Have You Broken?	Advanced
I Love You (M)	Chappell
I'll Be Seeing You	Williamson
I'll Get By (F)	Berlin
I'm in Love With Someone	Campbell-Porgie
It Could Happen To You (F)	Famous
It Had To Be You (F)	Remick
It's Love, Love, Love	Santly-Joy
Kentucky	BMI
Long Ago (And Far Away) (F)	Crawford
Louise (F)	Paramount
Milkman, Keep Those Bottles Quiet (F)	Feist
Nobody Else But You	Broadway
Pretty Kitty Blue Eyes	Santly-Joy
San Fernando Valley	Morris
Since You Went Away (F)	Chappell
Swinging on a Star (F)	Burke-Van Heusen
Time Alone Will Tell (F)	Bregman-Vocco-Conn
Time Waits for No One (F)	Remick
Too Much in Love (F)	Barton

## BEST SELLING SHEET MUSIC

This compilation is based upon weekly reports received from leading sheet music jobbers and dealers in important sheet distribution centers in the United States. (See sources below.) (M) Song in legit musical. (F) Song in film musical.

POSITION		NATIONAL	
Last Wk.	This Wk.		
1	1	Long Ago (And Far Away) (F)	Crawford
2	2	I'll Be Seeing You	Williamson
3	3	I'll Get By (F)	Berlin
4	4	Goodnight, Wherever You Are	Shapiro-Bernstein
6	5	Amor (F)	Melody Lane
5	6	San Fernando Valley	Morris
8	7	Swinging on a Star (F)	Burke-Van Heusen
7	8	I Love You (M)	Chappell
9	9	It's Love, Love, Love	Santly-Joy
—	10	Milkman, Keep Those Bottles Quiet (F)	Feist

SECTIONAL		East	Mid-west	South	West Coast
Long Ago (And Far Away) (F)	Crawford	3	1	1	1
I'll Be Seeing You	Williamson	1	2	2	2
I'll Get By (F)	Berlin	5	3	5	3
Goodnight, Wherever You Are	Shapiro-Bernstein	2	5	9	4
Amor (F)	Melody Lane	4	4	7	6
San Fernando Valley	Morris	7	6	3	5
Swinging on a Star (F)	Burke-Van Heusen	6	7	6	7
I Love You (M)	Chappell	—	9	4	8
It's Love, Love, Love	Santly-Joy	—	8	8	9
Milkman, Keep Those Bottles Quiet	Feist	10	—	—	—
Some Day I'll Meet You Again (F)	Witmark	8	—	—	—
Time Waits for No One (F)	Remick	9	—	—	—
It Had To Be You (F)	Remick	—	10	—	—
How Blue the Night (F)	Robbins	—	—	—	10
Sadly It's Spring (F)	Famous	—	—	10	—

## Lucky Strike HIT PARADE

CBS, Saturday, June 17, 9-9:45 p.m. EWT.

TITLE	PUBLISHER
1. Long Ago (And Far Away) (F)	Crawford
2. I'll Be Seeing You	Williamson
3. I'll Get By (F)	Berlin
4. San Fernando Valley	Morris
5. Amor (F)	Melody Lane
6. I Love You (M)	Chappell
7. It's Love, Love, Love	Santly-Joy
8. Goodnight, Wherever You Are	Shapiro-Bernstein
9. Some Day I'll Meet You Again (F)	Whitmark

And the Following Extras: Black Bottom, Flying Down to Rio, Three Little Words, I Got Plenty of Nothin'.

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

## "HARLEM" HIT PARADE

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

POSITION		NATIONAL		
Last Wk.	This Wk.			
1	1	Straighten Up and Fly	King Cole Trio	Capitol 154
2	2	G. I. Jive	Louis Jordan	Decca 8659
3	3	Cherry Red Blues	Cootie Williams	Hit 7084
5	4	I Can't See for Lookin'	King Cole Trio	Capitol 154
6	5	I'll Get By (F)	Ink Spots	Decca 18579
4	6	My Little Brown Book	Duke Ellington	Victor 20-1584
9	7	Till Then	Mills Brothers	Decca 18599
7	8	When My Man Comes Home	Buddy Johnson	Decca 8655
8	9	Someone	Duke Ellington	Victor 20-1584
10	10	Is You Is or Is You Ain't?	Louis Jordan	Decca 8659

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

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

# MUSIC GRAPEVINE

Tony Pastor will play Atlantic City's Million-Dollar Pier July 30, when he leaves the Hotel New Yorker Terrace Room. Eastwood Gardens, Detroit, and the Oriental Theater, Chicago, follow. . . . Sgt. Lyn Lucas is forming an army band at Framingham (Mass.) Army Hospital. . . . Herb Miller, brother of Glenn, now at Fort Knox, Ky.

### Art Kassel to Chi Aragon

Art Kassel moves into Chicago's Aragon Ballroom July 1 when Lawrence Welk takes over at the Trianon there for his 13th engagement. . . . Abe Neff begins his 23d annual engagement at Summit Springs, Poland, Me., July 1. . . . Maximilian Bergere ork at Sea Bright (N. J.) Yacht Club after two-year run at La Martinique, New York.

Bob Chester to cut four sides for Hit. Bob Strong has just completed such a stint. . . . Lucky Millinder honored at

52d Street's Downbeat jam session Monday (19). Cootie Williams to be honored in similar fashion July 3. . . . Drummer Buddy Rich with Tommy Dorsey debuting on All-Time Hit Parade Monday (19).

### James Tales to Kids

Harry James has talk sessions with teen-agers once a week at the Astor Coral Room, answering questions thrown by high schoolers. . . . Lee Castle's ork at Pelham Heath Inn, New York, expects a CBS wire. . . . George Schotler, Leeds Music professional manager, back from Midwest jaunt.

Len Feather is fathering waxing sessions for Apollo Records. Cut three dates recently, one with Betty Roche, formerly with Duke Ellington. Second stint included Earl Hines, Ray Nance, Joe Phillips, Sid Catlett, Oscar Pettiford and Al Casey. Third featured Coleman Hawkins, George

Auld and Ben Webster, three top sax men on one disk.

Herb Fields, whose new band is now in rehearsal, headed a group that cut four sides for Signature recently. Others on date were Leonard Ware, Taft Jordan and Sidney Catlett. . . . Lawrence Welk has done five of the 24 Soundies he signed for. . . . Cleo Floring on road with D'Artega's band. . . . Three Sisters to make pic with Abbott and Costello for Universal. They've been with Raymond Scott's CBS house band.

### Duke Writes New Song

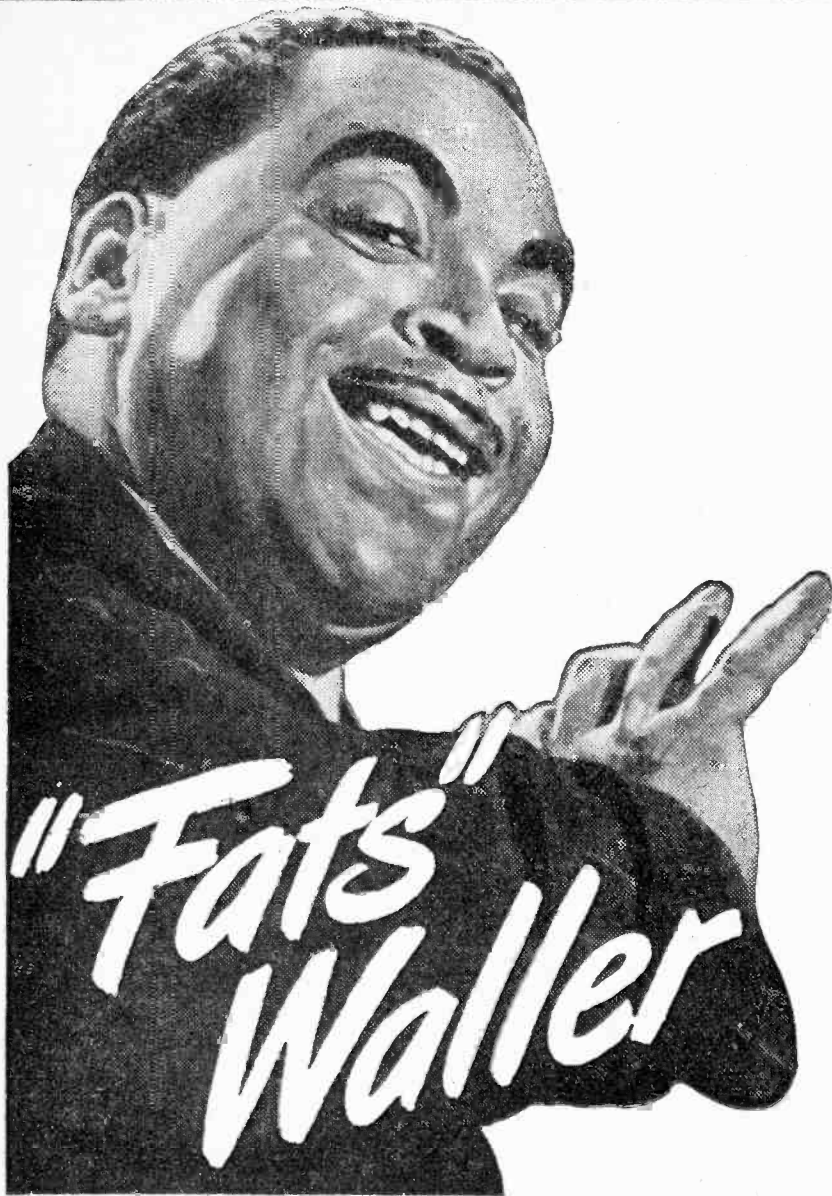
Duke Ellington working with poet Langston Hughes on song about Negro WACS. . . . Pianist Art Hodes led band, cutting four sides for Blue Note last week. Men on date included Edmond Hall, Max Kaminsky, Vic Dickinson and Sid Weiss. . . . Carl Ravazza follows Chuck Foster at Blackhawk, Chicago,

June 28. . . . Harrison Urbont uses 100 new violin numbers a month for his midnight WMCA broadcasts. . . . Jerry Livingston is plugging his new song, Don't Change Horses, which has nothing to do with the election.

### Joe Marsala at Hickory House

Joe Marsala returned to the Hickory House, New York, Thursday (15). . . . Fred Waring is pushing "The Time Is Now," his patriotic song. . . . Henry Bergman, San Antonio theater manager, has a patriotic song in "Right by His Side." . . . Ben Kanter, of Witmark, Chicago, to Hollywood for same firm. Marty Marsala, ex-combo leader, wrote music for Alliance (Neb.) air base revue, "Boy, You Struck Home." Wife, former Andy Englis, did the lyrics.

Horace Heidt will make his first appearance at the Oriental Theater, Chicago, July 14. . . . Noble Music, now sell-



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20-1581

**I Can't Give You Anything But Love, Baby**

**The Joint Is Jumpin'**

20-1582

**Two Sleepy People • The Minor Drag**

20-1583

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# 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.) (M) Song in legit musical. (F) Song in film musical.

POSITION		NATIONAL	
Last Wk.	This Wk.		
1	1	I'll Get By (F) . . . . . Harry James-Dick Haymes	Columbia 36698
3	2	I'll Be Seeing You . . . Bing Crosby . . . . .	Decca 18595
—	3	Swinging on a Star (F) . Bing Crosby . . . . .	Decca 18597
2	4	I Love You (M) . . . . . Bing Crosby . . . . .	Decca 18595
8	5	Amor (F) . . . . . Andy Russell . . . . .	Capitol 156
5	6	Long Ago (And Far Away) (F) . . . . . Helen Forrest-Dick Haymes	Decca 23317
7	7	Long Ago (And Far Away) (F) . . . . . Jo Stafford . . . . .	Capitol 153
4	8	San Fernando Valley . Bing Crosby . . . . .	Decca 18586
6	9	G. I. Jive . . . . . Louis Jordan . . . . .	Decca 8659
—	10	I'll Be Seeing You . . . Tommy Dorsey-Frank Sinatra	Victor 20-1574

## SECTIONAL

		East	Mid-west	South	West Coast
I'll Get By (F) (Harry James-Dick Haymes)	Columbia 36698	1	1	4	1
I'll Be Seeing You (Bing Crosby)	Decca 18595	2	3	2	5
Swinging on a Star (F) (Bing Crosby)	Decca 18597	3	2	7	9
I Love You (M) (Bing Crosby)	Decca 18595	5	5	1	—
Amor (F) (Andy Russell)	Capitol 156	6	4	—	3
Long Ago (And Far Away) (F) (Helen Forrest-Dick Haymes)	Decca 23317	4	—	3	—
Long Ago (And Far Away) (F) (Jo Stafford)	Capitol 153	—	6	—	2
San Fernando Valley (Bing Crosby)	Decca 18586	—	8	10	7
G. I. Jive (Louis Jordan)	Decca 8659	8	—	6	—
I'll Be Seeing You (Tommy Dorsey-Frank Sinatra)	Victor 20-1574	—	10	—	4
It's Love, Love, Love (Guy Lombardo)	Decca 18589	7	—	8	—
Long Ago (And Far Away) (F) (Guy Lombardo)	Decca 18602	—	7	—	—
I Love You (M) (Jo Stafford)	Capitol 153	—	—	—	8
Milkman, Keep Those Bottles Quiet (F) (Woody Herman)	Decca 18603	—	—	9	—
I'll Get By (F) (Ink Spots)	Decca 18579	—	—	5	—
It Had To Be You (F) (Betty Hutton)	Capitol 155	—	—	—	6
Goodnight, Wherever You Are (Russ Morgan)	Decca 18598	—	9	—	—
Holiday for Strings (David Rose)	Victor 27853	9	—	—	—
It's Love, Love, Love (King Sisters)	Bluebird 30-0822	—	—	—	10
You Always Hurt the One You Love (Mills Brothers)	Decca 18599	10	—	—	—

## 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.		
1	1	1. Straighten Up and Fly Right . . . . . King Cole Trio . . . . .	Capitol 154
2	2	2. So Long, Pal . . . . . Al Dexter . . . . .	Okeh 6718
3	3	3. Too Late To Worry . . Al Dexter . . . . .	Okeh 6718
4	4	4. Soldier's Last Letter . . Ernest Tubb . . . . .	Decca 6098
3	5	5. Yesterday's Tears . . Ernest Tubb . . . . .	Decca 6098
5	5	5. Rosalita . . . . . Al Dexter . . . . .	Okeh 6708

ing agents for BMI affiliate, Jackson Music Company, and working on *Empty Hearted* and *Tush*. . . Eileen Barton, daughter of music pub Ben Barton, getting bids for air work on Coast. She was child air star in New York. . . Erich Kleiber, Austrian conductor, signed for next season by New York Met.

### Bobby Byrne Leads for TD

Lieut. Bobby Byrne sat in with Tommy Dorsey at his recent visit to Fort Worth. Dorsey took the first trom chair and handed the baton over to Byrne for a number. Byrne, former name band leader, is instructor in gunnery at Eagle Pass, Tex., and leads service band, Sky-liners, as side chore.

### Vacation for Cab and Boys

When they close at the Strand, New York, June 25, Cab Calloway's band boys get a vacation—four weeks with pay. The first in two and a half years. . . Charlie Spivak's band gets a three weeks' breather with full pay for the boys after they play Akron September 25 . . . Columbia releases *Moonlight Bay* and *Small*

*Hotel*, by Claude Thornhill, July 3. . . 4,626 members of Local 802 are now in the armed services.

Evelyn Knight, who sings on the Blue Net and records for Decca, doing vocals with Benny Goodman for Disney picture now reported titled "Swing Street." Feist's "Milkman, Keep Those Bottles Quiet," tune which delayed Harry Link's trip to the Coast, now on MDS racks. . . Robbins putting out two new folios, "The Great Waltz" and "Merry Widow." Former has lyrics by Oscar Hammerstein II; latter words by the late Larry Hart.

Five hundred concert dates for pianists have been booked by Arthur Judson for the coming season. . . The Philly ork red inked 26G on the season even while playing to 351,952 payees. . . Lee Eastman, prominent music attorney, has gone into partnership with Sam Spring, legalite for several pic concerns. Eastman handles Morris Music and Tommy Dorsey, among others.

### Philly Pickings

Reese DuPree starts his summer series of dance promotions with Erskine Haw-

# Music Popularity Chart Week Ending June 15, 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 throught the nation. These reports stem from the country's leading operating centers and are averaged together. Thus only records that are distributed nationally will show up in the guide. Figures in parentheses indicate number of weeks record has been Going Strong. Listed under the title of each most played record are the other available recordings of this number.

1. **I'LL GET BY (10)**—Harry James (Dick Haymes) ..... Columbia 36698  
(Ink Spots, Decca 18579; The Four King Sisters, Bluebird 30-0821; Jan Garber, Hit 7079; Kitty Carlisle, Decca 23320)
2. **I LOVE YOU (10)**—Bing Crosby (John Scott Trotter Ork) ..... Decca 18595  
(Enric Madriguera, Hit 7077; Jo Stafford, Capitol 153; Perry Como, Victor 20-1569; Jan Garber, Feature 1001; Wilbur Evans, Decca 23337)
3. **SAN FERNANDO VALLEY (14)**—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)
4. **LONG ACO (AND FAR AWAY) (8)**—Helen Forrest-Dick Haymes (Camara) ..... Decca 23317  
(Perry Como, Victor 20-1569; Jo Stafford, Capitol 153; The Three Suns, Hit 7085; Guy Lombardo, Decca 18602; Jan Garber, Feature 1002; Bing Crosby, Decca 18608)
5. **I'LL BE SEEING YOU (9)**—Bing Crosby (John Scott Trotter Ork) .. Decca 18595  
(Tommy Dorsey-Frank Sinatra, Victor 20-1574; Louis Prima, Hit 7082; Hildegarde, Decca 23291)
6. **G. I. JIVE (8)**—Louis Jordan ..... Decca 8659  
(Johnny Mercer, Capitol 141)
7. **SWINGING ON A STAR (5)**—Bing Crosby (John Scott Trotter Ork) . Decca 18597  
(Gray Rains, Hit 7086; Freddie Slack, Capitol 160)
8. **YOU ALWAYS HURT THE ONE YOU LOVE (4)**—Mills Brothers . . . Decca 18599
9. **IT'S LOVE, LOVE, LOVE (14)**—Guy Lombardo (Skip Nelson and Lombardo Trio) ..... Decca 18589  
(The Four King Sisters, Bluebird 30-0822; Jan Garber, Hit 7078)
10. **MILKMAN, KEEP THOSE BOTTLES QUIET (6)**—Ella Mae Morse (Dick Walters Ork) ..... Capitol 151  
(Woody Herman, Decca 18603; The Four King Sisters, Bluebird 30-0823)
11. **DON'T SWEETHEART ME (12)**—Lawrence Welk (Wayne Marsh) . Decca 4434  
(Blue Barron's Ork, Hit 7080; Tex Grande, DeLuxe 5005)
12. **I'LL GET BY (7)**—Ink Spots ..... Decca 18579  
(See No. 1)
13. **LONG ACO (AND FAR AWAY) (7)**—Perry Como ..... Victor 20-1569  
(See No. 4)
- IT'S LOVE, LOVE, LOVE (11)**—The Four King Sisters..... Bluebird 30-0822  
(See No. 9)
14. **I'LL BE SEEING YOU (3)**—Tommy Dorsey-Frank Sinatra.... Victor 20-1574  
(See No. 5)
- GOODNIGHT, WHEREVER YOU ARE (3)**—Russ Morgan ..... Decca 18598  
(Blue Barron's Ork, Hit 7081; Mary Martin, Decca 23340)
15. **MILKMAN, KEEP THOSE BOTTLES QUIET (1)**—Woody Herman . Decca 18603  
(See No. 10)
16. **MILKMAN, KEEP THOSE BOTTLES QUIET (1)**—The Four King Sisters  
(See No. 10) ..... Bluebird 30-0824
17. **TESS'S TORCH SONG (5)**—Ella Mae Morse (Dick Walters Ork) .. Capitol 151  
(Cootie Williams, Hit 7075; Fred Waring, Decca 18592)
18. **SUDDENLY IT'S SPRING (5)**—Glen Gray (Eugenie Baird) .... Decca 18596  
(Hildegarde, Decca 23297; Ginny Simms, Columbia 36693; Blue Barron's Ork, Hit 7081)
- STRAIGHTEN UP AND FLY RIGHT (1)**—Andrews Sisters (Vic Schoen Ork) ..... Decca 18606  
(King Cole Trio, Capitol 154)
- LONG ACO (AND FAR AWAY) (4)**—Jo Stafford (Paul Weston Ork) ..... Capitol 153  
(See No. 4)
19. **STRAIGHTEN UP AND FLY RIGHT (1)**—King Cole Trio..... Capitol 154  
(See No. 18)

### Coming Up

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

1. **AMOR**—Andy Russell (Al Sack Ork) ..... Capitol 156
2. **LONG ACO (AND FAR AWAY)**—Guy Lombardo (Tony Craig) .. Decca 18602
3. **HOW BLUE THE NIGHT**—Dick Haymes (Emil Newman Ork).... Decca 18604
- TILL THEN**—Mills Brothers ..... Decca 18599

### 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.

- YESTERDAY'S TEARS**—Ernest Tubb ..... Decca 6098  
(Tulsa)
- TEXAS POLKA**—Martha Tilton ..... Capitol 157  
(Hollywood)

kins at Town Hall June 23, with Roy Eldridge coming into Mercantile Hall June 29, combining that race prom with a local Miss Sepia America contest. . . . Lew Beal returns the summer dancing to Wagner's Inn at near-by Gibbsboro, N. J. . . . Phil Dixon takes over the dance chores at the Oakes dance academy. . . . Junior Hentz, bass slapper, is the latest of the Mel Melvin bandsmen to join the Carolina Cotton Pickers, following the switch made recently by saxers Alfonso Shaw and Bill Baron. . . . Charlie Linton replaces Jake Pomerantz at the piano with Norman Black's band.

Clarence Fuhrman takes on Orlando Cole for his string section, replacing Joe Drurian. . . . Johnny Phillips, the town's youngest maestro, returns to the Met Ballroom for his third bow at the spot in the last two months.

### Harry Simeone Joins Paramount

Former arranger for Fred Waring, Harry Simeone, has joined the music department at Paramount, Hollywood. . . . Tommy Dorsey will play week-ends at Casino Gardens, Ocean Park, Calif.,

starting June 30. . . . Joe Glaser has skedded Eddie South Trio in Hollywood Streets of Paris, starting June 28. . . . Phil Ohman and ork held over at Mo-cambo, Hollywood.

Jimmie Durante's "Umbrigo" will be in MCM's "Music for Millions." Tune is pubbed by Robbins. . . . Jeri Blanchard, of Club 18, New York, has a new tune, "Dancing From Eight to Two," which pubs are considering. . . . Ella Mae Morse to wax another series for Capitol. . . . Mills Music pubbing "General H. H. Arnold March," written by Sgt. Don Hammond and Corp. Alf Heiberg.

Frank Pepile's band subbing for two weeks at Hotel New Yorker Manhattan Room, while Peter Kent's band vacations until June 26. Tony Pastor held over to July 29 in Terrace Room. . . . Art Tatum making records for Asch to retail at \$1.50. . . . Hollywood Riverside Rancho has sheet music sales concession in ballroom. . . . Ernest Biel opens with his ork at Old Silver Beach Hotel, Cape Cod, Mass., June 23, for summer.



**BIG NAMES  
BIG TUNES  
MOST PLAYS**

**4434  
35¢ LAWRENCE WELK  
AND HIS ORCHESTRA**

**DON'T SWEETHEART ME**  
(Vocal chorus by Wayne Marsh)

**MAIRZY DOATS**  
(Vocal chorus by Bobby Beers and ensemble)

**18599  
50¢ MILLS BROTHERS**

**YOU ALWAYS HURT  
THE ONE YOU LOVE  
TILL THEN** (Vocals with guitar)

**23340  
75¢ MARY MARTIN**

**GOODNIGHT,  
WHEREVER YOU ARE  
I'LL WALK ALONE**

From Universal Picture "Follow The Boys"  
(Vocals with orchestra directed by CAMARATA)



Mary Martin

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TROMBONES: Trummy Young, Howard Scott, Claude Jones.  
SAXES: Bud Johnson, Jimmy Powell, Rudy Rutherford, Wardell Grey, Thomas Crump.  
BASS: Oscar Pettiford; GUITAR: Connie Wainwright.  
PIANO: Clyde Hart; Drums: "Shadow" Wilson.

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"I STAY IN THE MOOD FOR YOU")

OTHER DE LUXE TOP TUNES

No. 5006 ("PUT YOUR ARMS AROUND ME"  
"NO LETTER TODAY")

No. 5005 ("DON'T SWEETHEART ME"  
"TOO LATE TO WORRY, TOO BLUE TO CRY")

No. 5004 ("HAVE I STAYED AWAY TOO LONG"  
"SWEETHEART I STILL REMEMBER")

No. 5003 ("I'M SENDING Xs TO A GIRL IN TEXAS"  
"THE HONEYSONG")

Featuring "TEX GRANDE" and his "RANGE RIDERS"  
List Price, 75c

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Due to packing material shortage, can ship only  
80 record assortments, F. O. B. Linden, N. J.

**DE LUXE RECORD DISTRIBUTING CO., LINDEN, N. J.**



## PART 3—The Billboard

### RECORD POSSIBILITIES

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

**CAE CAE** ..... Enric Madriguera and Ork (Vocal by Nita Rosa) ..... Sonora 1062-A

This samba is from the Madriguera album and while collectors of sambas won't go nuts about "Cae Cae," the mob who likes to think they know something about sambaing will. In other words this is strictly commercial. It'll spin equally well on a record player at home and a pay box. Not the least of the disks attractions is the work of Nita Rosa whose Spanish doesn't sound Mexican or peon.

**A FELLOW ON A FUR- LOUGH** ..... Louis Prima and His Ork (Vocal Refrain by Lilyann Carol) Hit 7096

Hit, as it usually tries to do, is way up front releasing this topical number. Even if all the other diskers were neck and neck releasing "Furlough," this Prima platter would stand up. He sells with it plenty of color and showmanship. While there are very few Prima trade-marks, there doesn't have to be—the music is there with Lilyann Carol doing a swell assist. The sooner it slides on the whirling nickel gatherers the quicker the boxes collect.

**SWINGING ON A STAR** .... Freddie Slack and His Ork (Vocal by Brian Sisters) .... Capitol 160

This number is on the way up on the pop charts (fifth this week) and Slack's waxing will be another pusher-upper of the Burke-Van Heusen notes and words. The Brian Sisters do a slightly terrific job with their pipes. The job is so swell that you can listen to the Crosby plattering and then turn this spinning and enjoy it without apologizing to yourself or to other listeners.

### POPULAR RECORD RELEASES

(From June 15 thru June 22)

- A FELLOW ON A FUR- LOUGH** ..... Louis Prima ..... Hit 7096
- AIN'T THAT JUST LIKE A MAN** ..... Freddie Slack (Margaret Whit- ing) ..... Capitol 160
- AMOR** ..... Bing Crosby (John Scott Trotter Ork) ..... Decca 18608
- ARKANSAS** ..... Bobby Sherwood ..... Capitol 161
- ARTISTRY IN RHYTHM** .... Stan Kenton ..... Capitol 159
- EAGER BEAVER** ..... Stan Kenton ..... Capitol 159
- FIFE AND DRUM CORPS POLKA** ..... Sula's Museette Ork ..... Continental C-1144
- BENNY GOODMAN'S SEX-TET ALBUM** ..... Columbia C-102
- Air Mail Special ..... Benny Goodman and His Sextet ..... Columbia 36720
- As Long as I Live ..... Benny Goodman and His Sextet ..... Columbia 36723
- Flying Home ..... Benny Goodman and His Sextet ..... Columbia 36721
- Grand Slam ..... Benny Goodman and His Sextet ..... Columbia 36722
- I Found a New Baby.. Benny Goodman and His Sextet ..... Columbia 36721
- Poor Butterfly ..... Benny Goodman and His Sextet ..... Columbia 36722
- Rose Room ..... Benny Goodman and His Sextet ..... Columbia 36720
- The Wang Wang Blues. Benny Goodman and His Sextet ..... Columbia 36723
- HANG YOUR HEAD IN SHAME** ..... Foy Willing ..... Capitol 162
- KENTUCKY** ..... Louis Prima ..... Hit 7096
- 'LEVEN MILES FROM LEAVENWORTH** ..... Texas Jim Lewis ..... Decca 6099
- LONG AGO (AND FAR AWAY)** ..... Bing Crosby (John Scott Trotter Ork) ..... Decca 18608
- MUSIC OF LATIN AMER-ICA ALBUM** ..... Enric Madriguera.. Sonora M.S. 463
- Besame Mucho ..... Enric Madriguera (Bob Lido) ..... Sonora 1059
- Cae Cae—Samba ..... Enric Madriguera (Nita Rosa) ..... Sonora 1062
- Cansado (I'm Tired) Rumba ..... Enric Madriguera (Patricia Gilmore).....Sonora 1061
- Chiu Chiu—Rumba ... Enric Madriguera (Nita Rosa).....Sonora 1060
- Como Tru-Cu-Tu— Rumba ..... Enric Madriguera (Nita Rosa) ..... Sonora 1059
- I'm Living From Kiss to Kiss to Enric Madriguera (Nita Rosa and Bob Lido) Kiss—Beguine ..... Sonora 1060
- Llumbela—Cuaracha ... Enric Madriguera ..... Sonora 1062
- Os Quindis De Yaya —Samba ..... Enric Madriguera ..... Sonora 1061

(See Pop. Record. Releases on page 72)

### ADVANCE BOOKINGS

- BILL BARDO:** Blue Moon Club, Wichita, Kan., June 23 (2 weeks).
- BOB BERKEY:** McCurdy Hotel, Evansville, Ind., June 28.
- SPADE COOLEY:** Aragon Ballroom, Ocean Park, Calif., July 7-9.
- FRANKIE CARLE:** Steel Pier, Atlantic City, July 1-2; Memorial Park, Maplewood, N. J., 4.
- SONNY DUNHAM:** Shore Acres, Sioux City, Ia., July 2; Frog Hop Ballroom, St. Joseph, Mo., 5; Peony Park, Omaha, 6.
- TED FIO RITO:** Oklahoma City, July 1; Pittsburg, Kan., 2; Springfield, Mo., 3; Tune-town Ballroom, St. Louis, 4 (2 weeks).
- CHUCK FOSTER:** Orpheum Theater, Omaha, July 7 (week).
- GLEN GRAY:** Central Park, Allentown, Pa., July 3; Hershey, Pa., 4.
- LOUIS JORDAN:** Vallejo, Calif., July 1; Oakland, Calif., 2-4.
- ADA LEONARD:** Cedar Point, Sandusky, O., July 7-8.
- OZZIE NELSON:** Orpheum Theater, Omaha, June 23 (week).
- WILLIE OSBORNE:** Aragon Ballroom, Ocean Park, Calif., July 1-4.
- TOMMY REYNOLDS:** Club Lido, Wichita, Kan., June 30-July 9.
- GEORGE TOWNE:** Muehlebach Hotel, Kansas City, Mo., June 23 (4 weeks).
- JERRY WALD:** Palace Theater, Columbus, O., June 27-29.
- LAWRENCE WELK:** Trianon Ballroom, Chicago, July 1-October 29.

### ASCAP Rates in August 1; 1-2 Yr. Termers Protected

NEW YORK, June 17.—ASCAP schedule of rates, for the first time listing officially the standard payments due to the Society from licensees in all fields, won't go into effect until August 1. Licensees, whose contracts at old rates still have a year or two to run, won't be affected by newly established rates till their contracts expire.

# Music Popularity Chart

Week Ending  
June 15, 1944

## POPULAR RECORD REVIEWS

By M. H. Orodener

**ALBERT SACK (Premier)**

"Fellow on a Furlough"—FT; VC. "Dance of the Tropical Moonbeams"—FT; VC.

It isn't often that a lesser-known record label, with virtually unknown artists, uncovers a piece of song material that rates at the head of the Hit Parade heap. It is even more rare when a strong possibility, in face of the vagaries of the music business, can follow a charted course. But if the tin gods, or whoever they might be that guide the destinies of a ditty up that precarious ladder, do not get too befuddled, score one—and a big one—for Bobby Worth's "Fellow on a Furlough." While the love ballads with the soldier theme may have run their course, this one may well start a wave of its own all over again. Both in its plaintive yet haunting melodic structure and in the lyrical content that creates a soldier boy searching for his dream girl on his furlough, this ballad hits the mark of appealment like block-busters. Moreover, it enjoys the smooth and sugar-coated singing abilities of Bob Matthews and the grandiose string setting provided by Albert Sack's orchestra, a West Coast favorite. Robert Scherman's "Dance of the Tropical Moonbeams" as the companion piece is equally engrossing. A tropical melody with "moonbeam" lyrics and set in the tantalizing rumba tempo, song also has the benefit of Eileen Wilson's vocal expressions and Sack's rich scoring and coloring for the instrumental background. Cal has a big voice and it falls smoothly on the ears in most impressive manner. While the song may not have the commercial appeal of its mate, the tune is big-time and presented in just that manner by the label.

"Fellow on a Furlough" is one that can hardly miss, and it's hard to see how the phono fans will be able to resist Albert Sack's side.

**XAVIER CUGAT (Columbia)**

"Amor"—FT; VC. "No Te Importe Saber"—FT; VC.

Xavier Cugat, in his contagious manner of treating the Latin tune, scores big on both of these sides, for which he provides an exciting bolero beat. Particularly significant is the fact that this issue brings forth "Amor," a favorite of an earlier year and now, with English lyrics set by Sunny Skylar, promises to take the place of "Besame Mucho" in popularity song circles. Having gotten the impetus in the singing of the song by Ginny Simms in the movie "Broadway Rhythm," Cugat is sure to find a receptive audience for the side. Vocal offers the Spanish lyrics with Carmen Castillo on the selling end. Polished off in the same grand manner, and with Miss Castillo providing the lyrical force, is "No Te Importe Saber" (Let Me Love You Tonight).

Music ops will be able to make the most with the "Amor" side, particularly as the song grows in popularity. Embellishing the phono sticker with the name of Xavier Cugat makes for the commanding of added attention.

**PHIL BRITO (Musicraft)**

"I Don't Want To Love You"—FT; V. "You Belong To My Heart"—FT; V.

A strong contender for top honors in the baritone sweepstakes, Phil Brito impresses no end in his singing of these two new love ballads. With Paul Lavelle's orchestra laying down a lush string background, it gives each side a polished coating that commands attention for both the song and the interpretation. Most impressive is Henry Prichard's "I Don't Want To Love You," which packs all the ingredients in words and music that makes for hitdom. Brito's singing, so full of voice quality and expression, is an excellent argument in behalf of its furtherance in the public sphere. "You Belong To My Heart" also possesses the same qualities, with the love ballad lending itself to the beguine rhythm to make it all the more enchanting. According to the waxwork, song is skidded for a Disney screen score.

Both of these sides are rich in hit potentialities. Phil Brito's song-selling make both items worthy for the music boxes.

(See Pop. Record Reviews on page 72)

## FOLK RECORD REVIEWS

(Hillbilly, Race, Cowboy Songs, Spirituals)

By M. H. Orodener

**JIMMIE RODGERS (Bluebird)**

"The Soldier's Sweetheart"—W; V. "The Sailor's Plea"—W; V.

For the sobbing and throbbing songs, the singing and yodeling of Jimmie Rodgers is top drawer all the way. Added interest in these two sides is by the way of his original song material. Singing in the style best associated with the wide open spaces, and with guitar accompaniment, "The Soldier's Sweetheart" is a slow waltz with Jimmie singing of the soldier boy who went off to fight the wars never to return, but his sweetheart remaining single for ever and ever in memory of the boy who was so true. Jimmie gets in his yodeling licks for "The Sailor's Plea," taken at a fast waltz tempo, and with the guitar strumming of the Three Southerners providing the accompaniment. Here Jimmie sings of the sailor's hope that his girl will keep on waiting for him as she promised, because all of his future hopes are based in her. Apart from the appeal to the folk spinning such sides in the front room, music machine operators will find both of these sides toeing the mark for making a generous play.

mount July 11. Spivak opens at Hotel Sherman, Chicago, on the 14th, where he stays four weeks. He then does a week at Eastwood Gardens, Detroit; then three weeks into the Chicago Theater, Chicago.

Band goes to Coast at end of summer for 10th Fox pic.

# Spivak Run Ties Record

Second band to hit 10-week stretch at New York Paramount Theater

NEW YORK, June 17.—Charlie Spivak will be the second band in New York Paramount's history to do 10 weeks. Leader is currently in with Bing Crosby's pic, *Going My Way*, which is doing top biz. Band and pic are now in seventh week. Xavier Cugat did 10 weeks last year along with Para's *Lady in the Dark*.

Holding of band caused booking of Jerry Wald-Perry Como show into the Michigan Theater, Detroit, for one week, entire show then moving into the Para-

## Advance Music Sues Hit-Parade Sponsor

NEW YORK, June 17.—Advance Music, Inc., has brought suit for \$200,000 damages against the American Tobacco Company and its advertising agency, Foot, Cone and Belding. The suit is based on the omission of Advance's hit tune, *Don't Sweetheart Me*, from broadcasts of the Lucky Strike Hit Parade during the weeks when Advance says the song was among the top 10.

The first hearing will be in the week of June 19, when a motion of the tobacco company to dismiss the case for lack of a cause of action will be argued in New York Supreme Court.

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Every Side a Hit

7091 { PRETTY KITTY BLUE EYES  
FORGET-ME-NOTS IN YOUR EYES  
Art Kassel & His "Kassels-in-the-Air" Orch.

7088 { HOW BLUE THE NIGHT  
IT COULD HAPPEN TO YOU  
Bob Chester and His Orchestra

7085 { LONG AGO (AND FAR AWAY)  
AND SO LITTLE TIME  
The Three Suns

7080 { DON'T SWEETHEART ME  
I'M AFRAID OF YOU  
Blue Barron's Orchestra

7084 { THINGS AIN'T WHAT THEY USED TO BE  
CHERRY RED BLUES  
Cootie Williams and His Orchestra

7093 { MY MAMMA TOLD ME  
BABYLON  
The Barry Sisters With Orchestra

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EVERY HIT IS ON BEST RECORDS!

## Chicago Theater Hits House Top

**Harry Richman, Dave Apollon and Crosby pic run gross to new high, 68G**

CHICAGO, June 17.—Chicago Theater (4,000) hit its highest house record in recent years last week when approximately \$68,000 rolled thru the box office. Show, despite a heavy downpour on opening day, opened to a holdout attendance and kept up the pace thruout the week. Responsible for the strong grosses was the headline billing of Harry Richman, and Dave Apollon as the added attraction, plus the Midwest premiere of Bing Crosby's latest pic, *Going My Way*. Show will be held over two more weeks.

The Oriental (3,200), which headlined Jimmy Joy and ork, current favorites here, and Beatrice Kay, also came thru with a good \$27,000. Present bill, starring Henry Busse ork, the Norvellos, Oxford Boys and Gene Baylos, opened well despite the hot weather. House should do better than average for the week.

## Biz Up and Down in Hub; Many N.E. Houses Close

BOSTON, June 17.—Even tho business fluctuates between fairly good and very bad, the RKO-Boston will continue vaude shows thru the summer. A number of New England vaude-pix houses have already dumped shows: Metropolitan, Providence; Plymouth, Worcester, Mass.; Empire, Fall River, Mass., but the RKO-Boston is booked thru August and will continue shows without any layoff.

Last summer it was an experiment to run vaude and band shows thru the warm weather, but business held up as well, or better (except in June and early July), as winter biz.

Last week's \$30,000 garnered by the coast guard's *Tars and Spars* was an example of a fair gross. But business went to pot this week (ended June 14) with Billy Rose's *Diamond Horseshoe Revue* which grossed only \$22,000, considerably below average.

## Luneford, Lena Horne, Near Record at LA Orph.

LOS ANGELES, June 17.—Invasion news had little effect on the grosses at the Orpheum Theater (2,200 seats), as Jimmie Luneford and band and Lena Horne hit \$40,000 to endanger the all-time record held by the Ink Spotters-Ella Fitzgerald-Cootie Williams unit of \$43,000, turned only a few weeks ago. With the lobbies full from the opening show, the Luneford-Horne show turned in 44 performances, the same as the Ink Spots unit.

On the bill with the top names were Joe Thomas, Sinclair and Leroy and the Four Step Brothers. Pic, *Silent Partner*.

## Earle, Philly, Hits Par

PHILADELPHIA, June 17.—In face of heavy opposition from the Ringling circus in town along with the heavy attraction of the many outdoor amusements, Earle Theater (seating capacity, 3,000; house average, \$20,000) managed to hit the house par for week ended Thursday (15). The \$20,000 in-take was considered satisfactory for a three-way split of the marquee by Eric Madriguera for the music making, Bert Wheeler with Paul Douglas, and Bea Waibe. Patricia Gilmore, Magda Montez and Pat Flowers, out of the band, rounded out the stage cast, with *This Is the Life*, the screen filler.

## Vanities Pulls 25G in S. F.

SAN FRANCISCO, June 17.—Golden Gate (2,800 seats) grossed \$25,500 for week ended Tuesday, June 13. Stage bill was *Earl Carroll's Vanities*, featuring the Three Sailors, Seller and Seabold, Barney Grant, Costello Twins, Barbara Le Rene, and Barbara and Dardy Moffett. Pic was *Sailor's Holiday*.

## Herring O'er Hitler

NEW YORK, June 17.—Marcella Hendricks, night club singer who had an army bomber named for her because she corresponds with a pilot from her home town of Peoria, Ill., told Lindy—of Lindy's—about it. The restaurateur asked why couldn't it happen to him, so Miss Hendricks wrote to the pilot.

And now, somewhere in Europe, there's a bomber known as the "Blintzels from Lindy's." What it lays on the Nazis, of course, are not blintzels. Lindy is so proud he's hung a picture of the plane in his window—and he's paying off in herring, cookies and other goodies which he air mails to Europe.

## Music Hall Up, Others N-S-G; Holdover Pix

NEW YORK, June 17.—Holdover of poor flickers kept Stem takes down. The Music Hall was the only house with a holdover which bettered previous week's figure. Against it was the Capitol which based on its box office looked as if it were playing to a paper house.

Radio City Music Hall (6,200 seats, house average \$100,000), for the fifth week with Don Cossack Chorus, Carleton Emmy, Marie Grimaldi and *White Cliffs*, rose to \$112,000 as against previous week's \$109,000. First week's figure was \$109,000; second, \$101,000; third, \$103,000.

Roxy (6,000 seats, house average \$75,000) got \$83,000 for the second week with Eddie Garr, Barry Wood, Berry Brothers and *Eve of St. Marks*. Opener brought \$75,000.

Paramount (3,664 seats, house average \$75,000), with Charlie Spivak's ork, Wesley Brothers; Tip, Tap and Toe, and *Going My Way*, brought \$70,000 for the sixth week. First week take was \$102,000. Second week \$85,000; third week, \$90,000 followed by \$85,000 and \$74,000 respectively.

Capitol (4,627 seats, house average \$55,000), for second and last week with Spitalny ork and *Tender Comrade*, sank to \$23,000 as against an opener of \$30,500. New bill opened Wednesday (14) has Sammy Kaye ork, Paul Winchell and *Two Girls and a Sailor*.

Strand (2,779 seats, house average \$45,000) got \$30,000 for third week with Cab Calloway's ork and *Make Your Own Bed* compared with previous week's \$36,000 and opener of \$43,000.

Loew's State (3,500 seats, house average \$25,000) went up to \$29,000 with Raye and Naldi, Minnevitche Rascals, Jim Wong and *Cover Girl* as against \$25,500 for previous week. Current bill has Lucky Millinder's ork and *Man From Frisco*.

## Kay 22G in Indianapolis

INDIANAPOLIS, June 17.—Circle Theater grossed an excellent \$22,000 week ended June 8 with Sammy Kaye and orchestra. (Seating capacity, 2,600.) Pic, *Henry Aldrich Plays Cupid*.

## Cohan Joining Chi CBO

CHICAGO, June 17.—Louis W. Cohan, who for the past 15 years headed his own booking and artists bureau here, will close his office this month to join the staff of Central Booking Office.

Cohan will continue to service the same accounts he has in the past and will be closely allied with Freddy Williamson, of CBO, in handling the act department of that org.

The new set-up gives CBO a wide range in the booking field since it has branched out with the addition of a cocktail and band department.

## Roy Rogers Back to Montreal

NEW YORK, June 17.—Roy Rogers, comic last seen here at the 18 Club, is going back to Montreal for the fourth time this year. He opens at the Esquire there August 21, having previously appeared at the El Morocco and Tic-Toc clubs and the Gayety Theater.

## Big Bucks in Legit Music

(Continued from page 16)  
Dorothy Fields, and it's believed that they get 2½ per cent apiece of box-office gross figures weekly.

### "Follies" Pays Off

Ray Henderson and Jack Yellen wrote music and lyrics for current edition of *Ziegfeld Follies*, now in its 62d week, and altho definite figures can't be obtained, it's safe to say that they're getting close to 5 per cent of the show, which is grossing close to \$30,000. When it first opened it did over \$40,000 for weeks.

Dave Wolper's *Follow the Girls*, with music and lyrics by Dan Shapiro, Milton Pascal and Phil Charig, nets the trio 1 per cent apiece of gross, which is now around \$38,000 per week in its ninth week. Eddie Davis, Guy Bolton and Fred Thompson did the book, with Davis getting 2 per cent, and Bolton and Thompson 1 per cent apiece.

### Authors Gets 6 Per Cent

Shapiro, Pascal and Charig are getting the minimum figure allowed writers according to the latest minimum basic agreement of the Dramatists' Guild contract negotiated in 1941. According to Article VI, Royalties: "For musical productions, the royalties shall not be less than 1 per cent of the gross weekly box-office receipts for music; 1 per cent for book or sketches, and 1 per cent for lyrics; and in no event less than a total of 6 per cent to all authors."

For revues, the agreement reads:

"That proportion of 2 per cent of the gross weekly box-office receipts that the number of sketches, musical compositions or lyrics of the author used in the revue bears to the total number of sketches, music or lyrics used in the revue."

### Sheet Sales Help

Shows are a real pot of gold not only because of the royalties, but in many cases, today, for the first time, sheet music sales have been in the commercial, not musi-comedy class. It's a known fact that such hits as *Night and Day*, *My Heart Belongs to Daddy*, by Cole Porter, and most of the top George Gershwin songs from his shows did not sell as sheets. However, the score from *Oklahoma*, including *Oh, What a Beautiful Morning*; *People Will Say We're in Love*, *Surrey*, and remaining tunes have sold close to 1,500,000 copies, with almost the same number of record albums put out by Decca. That's plenty unusual in the history of musical comedies.

### Old Days Not So Good

Figures today are much higher in many cases than top writers or pairs of writers received in the past. For example, Richard Rodgers and the late Larry Hart got 6 per cent of the gross for their share of such hits as *By Jupiter*, *Pal Joey* and *I Married an Angel*. Prior to the time of the first minimum basic agreement many of the writers worked on a straight salary. For example, Sigmond Romberg, on his early shows, such as *Blossom Time*, written in the early '20s, collected a net of \$100 a week, his salary with the Shuberts at the time. That means, that on the numerous times this show has been done since then Romberg has never had any part of the royalty cut. Hence, the first minimum basic agreement in 1926, which was revised in 1931 and 1936, and to its present form in 1941, to make sure that author get royalties on all productions.

Thruout the lush '20s, with such hits as George White *Scandals*, written mostly by Buddy DeSylva, Lew Brown and Ray Henderson; Oscar Hammerstein II and Jerome Kern's *Show Boat*; Irving Berlin's *Music Box Revue* or *Ziegfeld Follies*, many top writers, including Vincent Youmans, Billy K. Wells and others were all getting a cut in shows. But according to informed sources, at no time was there a higher cut than 4 per cent and gross on those shows were not like totals today. In the case of Irving Berlin, perhaps the exception to prove the rule, he not only got his for writing music and lyrics but also collected as co-producer with Sam Harris.

Today it's moola plus for the authors of a Broadway hit, for not only are road companies doing well but there are pictures, too. And you can rest assured the boys aren't forgetting about possible pic sales. They net the authors 60 per cent of the purchase price... another nice hunk of change.

## In Short

### New York:

JEFFRIE GILL and Evan Price in 10th week at Tucson, Ariz., have been signed by Republic for a musical pic. . . . WILLY GREEN back in the borshht belt for third season at Hollywood Country Club, Livingston Manor, N. Y. . . . SHIRLEY HERMAN (Mrs. Shlepperman, of the Benny program) current at Greywolf Tavern, Sharon, Pa. . . . JOE BONDS now with Jack Petrill. . . . EVELYN KNIGHT recorded for Walt Disney short with Benny Goodman.

BARBARA BLAINE opens at El Morocco, Montreal, June 26 for four weeks. . . . PHIL KAYE closed at the Old Roumanian, New York, and joins wife, Edith Rogers Dahl, in Florida to head USO unit. . . . ED RICKARD on Charley Rapps borshht circuit for the summer. . . . CAPPY BARRA Boys return to the Chicago Latin Quarter June 23. . . . JOE E. LEWIS goes into the Capitol, New York, next October. . . . BARBARA BELMORE current at the Tic Toc, Montreal. . . . EDWARDS AND ARGELA at Club Ball, Miami. . . . ANN DUPONT into the Congress Hotel, Cape May, N. J., June 30 for the summer. . . . ROY ROGERS opens at the Esquire, Montreal, August 21 for two weeks. . . . ARABELLA starts USO tour about July 5. . . . ELAINE SEIDLER Girls resume July 1 after four-week vacation. . . . FRANK SMALL Girls open for Gus Sun for 12 weeks starting August 1.

ROSS AND LA PIERRE have run-of-the-show paper at Billy Rose's Diamond Horseshoe, New York. . . . TWO OLYMPIC Girls open at the Hipp, Baltimore, June 29. . . . MILDRED BAILEY now has her own air show (WABC, Wednesdays, 9:30-10 p.m.) . . . IDA JAMES opens at Cafe Society Downtown, New York, June 26. . . . THREE PEPPERS set for the summer at the Martinique, Wildwood, N. J. . . . OLIVE WHITE held over indefinitely at Walton Roof, Philly.

SIBYL BOWAN, now offshore, doesn't expect to return until mid-August when she's set for a vaude tour. . . . JANE PICKENS, current at Capitol, Washington, follows with a bond-selling pitch.

### Chicago:

BILL ROBINSON has been inked in for the Rio Cabana, Chicago, starting June 30. . . . DANNY MURRAY booked in for the Casino, Quincy, Ill. . . . PECK AND PECK appearing at the 100 Club, Des Moines. . . . DOTTIE ARD, singer, has been signed to an exclusive management contract by Central Booking Office, Chicago. . . . HAL FISHER, who recently received an honorable discharge from the air force, is the new emcee at the 5100 Club, Chicago.

BILL MARGOLIS has been added to the show at Chicago Chez Paree. . . . LUDMILA, dancer, currently at the Tavern Room, Bismarck Hotel, Chicago. . . . DOROTHY DAVIS, singer, has left for New York to start an extended overseas USO tour. . . . MARY JANE DODD, songstress, has been inked for the Charles Club, Baltimore, starting July 11. . . . BILLY WHITE, tenor, booked into the Candee Club, Syracuse. . . . JACK HERBERT has drawn another holdover at the Jefferson Hotel, St. Louis. JOANELL, singer, current at the Buttery, Chicago. . . . LUCILLE LAZON added to the show at the 5100 Club, Chicago. . . . LORRAINE, songstress, and Carlo Borrell are in the new show at the Pan-American Room, Chicago. . . . FRANK FARR is the emcee at the Morocco, Chicago. . . . PAT PATRICIA, dancer, current at the Via Lago, Chicago. . . . SAMMY SWEET is appearing at the Gayety Village, Chicago. . . . JESTER CALHOUN set for a USO unit.

### Philadelphia:

ALBERT LIPSON, Yacht Club owner, now serving as an aerial photographer with the army, home on a furlough. . . . AUDREY COTTER, Ruth Foster and Joan Barry in new all-fem show at the Embassy. . . . JIMMIE COSTELLO makes local bow at Swan Club. . . . OLIVE WHITE heads new all-fem show at Jack Lynch's Walton Roof. . . . JACK GRIFFIN, back from USO tour, opens at Powelton Cafe. . . . EDDIE SHEAFFER has returned to Kallner's Rathskeller. . . . SUNNY MARS back at Club Ball. . . . "SLIM" TIMBLIN at Weber's Hof-Brau. . . . EDDIE WHITE at Palumbo's for 10 weeks, signed for seven additional weeks. (See IN SHORT on page 27)

# Disks a Must for 52d Street Click

## Union Warning Ops Who Slash Pay Over Tax

NEW YORK, June 17.—All agents and club operators thruout the country are being notified that any attempt on their part to cut performers' salaries as a means of recouping losses in cases where niteries split the club tax with patrons will immediately result in their placement on AGVA's "unfair" list "without trial other than a verification that this practice does exist."

The penalty will be "suspension for a certain period."

Instructions to this effect were issued last week by the national office of AGVA in an order to all branches and locals. National headquarters reports that evidences of a trend toward salary-cutting to make up for tax losses showed up in Los Angeles and New York during the past two weeks. Hence the order.

The headquarters directive adds, "It seems rather a slap in the face to AGVA after this unjustifiable tax has been broken down from 30 per cent to 20 per cent to have the very people who made no effort to help themselves turn about and attempt to hurt the people who have done the job for them."

## AGVA Thinking About 30-Show Sked for N. Y.

NEW YORK, June 17.—The agreement by which vaudefilm houses in Greater New York are allowed to work performers up to 36 shows a week will terminate in September. Preparations to negotiate new contracts to provide a downward revision will begin shortly, according to officials of the American Guild of Variety Artists, who indicated that they will make an effort to establish a 30-show week with extra pay for additional performances.

Meanwhile AGVA's drive to bring the country's dozen or so independents into the 30-show fold is proceeding. Izzy Rappoport, of the Hippodrome, Baltimore, is due next Tuesday (20) for a huddle at national headquarters on the problem. The following week a representative of the Howard, Washington, will appear. The management of the Apollo in Harlem will also be approached on this proposition when it comes to headquarters on Monday (19) on another matter.

## Cugat Ork Gets 28G At Det. Downtown

DETROIT, June 17.—Xavier Cugat's band grossed \$28,500 in the third week of the new vaude policy at the reopened Downtown Theater (2800 seats; house average, \$23,000), rating about \$1,500 higher than George White's *Scandals*, preceding week. Show drew better than the theoretical norm for the house, but was hit by the drop of business reflected by all other houses as a result of the invasion. Picture was *Amazing Mr. Forest*.

Show opened this week with Tommy Tucker's band, expected to gross around \$22,000, playing against the heaviest opposition the house has had since opening, in the form of the *Gay Nighties* revue at the Michigan Theater with its 1,300 additional seats.

## West-McGinty to Billy Rose

NEW YORK, June 17.—Willie West and McGinty, who have just finished with Clifford Fisher on the Coast, are joining the Diamond Horseshoe Revue either in Toledo, July 7, or Cleveland, July 21. Following the Billy Rose tour, pair expects to open with Olsen and Johnson.

## Flack Flunks

NEW YORK, June 17.—Ben Serkovich, of the Capitol Theater, is one of the Broadway flacks responsible for those eye-catching paragraphs which appear on the traveling electric sign on top of the War Bond cash register on Times Square.

One of his opus reads: "Are you lonesome? Do you want a date for the evening? Come down front and buy a bond and meet someone else who is lonesome—and who knows maybe you won't be lonesome any more."

Powers that be turned the paragraph down.

Afraid the Polly Adler implications would give too many gals ideas.

## ARA Members To Get Pointers On New 'Rule B'

NEW YORK, June 17.—Artists Representatives' Association members will meet Tuesday (20) to be instructed in the operation and details of "Rule B," the ARA-AGVA contract signed last winter to govern the business activities of local percenters.

The meeting will witness the formal signing of the full "Rule B." The treaty previously signed was a working model of the contract, but since its inking ARA and AGVA officials have been ironing out a lot of bugs.

Now the perfected pact is ready and will be presented to the ARA members, together with an explanation by the organization's leaders of how it works.

## Coast Ops Told To Fire Juves

HOLLYWOOD, June 17.—Warning was again issued by Florine Bale, West Coast director of AGVA, to nitery ops in this area to be sure and check all performers to see that they are over 21.

Business of hiring minors, in violation of the State law, came to a head last week when trial of army officer at Santa Ana air base on morals charge, brought out that many of the fem complaining witnesses were employed in night spots and were under age.

Similar warning was made eight months ago. In all AGVA contracts there is clause which permits cancellation if spots ignore warning and hire teen-age girls for their shows.

## Minn. Cabaret Tax Take Up; Liquor Levy Drops Sharply

MINNEAPOLIS, June 17.—Thirty per cent cabaret tax hiked April collections in Minnesota by three times the levy collected the corresponding month a year ago, Arthur D. Reynolds, collector of internal revenue for the State, reported this week.

Cabaret tax collections April of this year were \$90,000. In April, 1943, levy collected—based on the 5 per cent tax—was \$33,000.

A similar jump in admissions tax was recorded in April of this year compared to April, 1943, Reynolds said. Receipts this year from admissions taxes were \$390,000. In April, 1943, they were \$185,000.

Only tax to show a drop was the liquor levy which declined in receipts from \$504,000 in April, 1943, to \$180,000 in April, 1944. Beer taxes, on the other hand, increased by \$377,000 over April, 1943, to hit \$1,764,000.

## Musicianship Essential But Waxing Required, Too

Headline acts that go big in other spots flop in swing spots—they gotta know music and the cash payers must know the acts, or else, that's the Street's answer

By Paul Ross

NEW YORK, June 17.—Over in the sector of 52d Street which has given the swing handle to the block there is no doubt about what makes an act an attraction. Ask one of the operators of the swing joints, or ask them all, and the same answer comes back: records and musicianship. Picking buck-pulling talent is no headache for the boys who run the swing-

eroos. Of course, getting the talent is another question, for these ops suffer from the attraction shortage as much as other ops.



But they are under no compulsion to hunch, feel their way or second-guess. They have a double-barreled box-office barometer: platters and musicianship, neither one alone, but both together. Given that combination, say the 52d Street swing joint owners, an act spells \$\$\$ in their saloons.

### Tourists Take Tables

The operators say:

Twenty-five to 50 per cent of their clientele comes from the tourist category, the percentage increasing to the higher figure as the weather grows warmer. By far the largest part of this group of customers comprises young people who read the hep magazines and who, above all, listen to phonograph records. They are disk educated to a high degree.

This means they are familiar with the great jazz records; they are name-conscious.

So, when they hit New York and are entertainment bound, they are always ready to go see and hear—in person—the man or woman who turned out this or that big disk.

But, say the swingery ops, there's another factor in the picture. If there weren't, many a performer or musician responsible for a hot-selling novelty disk would go great on Swing Lane. They don't, however, because 25 per cent of the patrons in these spots are musicians themselves.

And nobody is more critical of musicians than other musicians; nobody has more contempt or less use for the trickster, the corn dispenser, the ladler of la-de-da who occasionally hits with a gold-mine waxer or a flash turn than the sideman in somebody's band.

Such is the situation and such the general rule. Like all rules, this one is not iron-bound and there are exceptions. For example, one operator who was (See Disks for 52d St. Click on page 27)

## Hurricane Switched To Big-Name Policy

NEW YORK, June 17.—Dave Wolper's Hurricane is going all out for a big-name policy in an effort to get customers. Op is now mulling deal for either George Givot, Groucho Marx, the Three Stooges or Phil Regan. Latter goes into the Strand after Cab Calloway.

Both Wolper and Eddie Davies are on the Coast to buy picture name talent. Junket involves not only acts for the Hurricane but also performers for the Wolper musical, *Have a Good Time*, skedded for a fall opening.

## Ex-Names Still Good In West, Says Agent

NEW YORK, June 17.—Joe Daniels, Seattle agent-booker for the Eastern Circuit vaude route—comprising Far West clubs and theaters—which provides about 14 weeks for performers, went home last week after his first trip to New York.

Daniels came to town to make the acquaintance of trade figures with whom he had been dealing via phone, wire and mail for two decades.

Coast booker declared that many acts which draw top dough in metropolitan centers such as New York, Chicago, Hollywood and Florida, couldn't be sold in the Northwest and said that the only names recognized as being big out there are radio and film performers.

In fact, Daniels reported, names which are three-four years past their career high points pull better than many top grossers in the urban centers.

When a big radio or film performer comes out that way, Daniels said, he goes so well that the ordinary club or theater can't house the business and it's both necessary and profitable to switch the attraction into an auditorium.

## Zucca's L. A. Nitery Changes Name Again; To Play Big Shows

HOLLYWOOD, June 17.—Madame Zucca's, Sunset Boulevard dining and dancing spot operated by Joe Zucca, returns to its policy of big shows on or about June 21.

Headlining the show will be June and Dave Hackers along with the Marlon Rankin girls and three other acts to be added. A name band, yet to be selected, will play for dancing and the show.

Spot will drop the Madame Zucca title and be called French Casino. With the new name, the spot will have run the line of names and policies.

When it opened about two years ago in what had been a super-market, the name of Hollywood Casino was used. Later it featured Noble Sissle and his ork along with a colored show and took on the name of Cotton Club.

With this policy playing out, burlesque was brought to Hollywood, with the Madame Zucca title being taken up several months ago.

## Lamb - Yocum End 18 Months in Philly; Booked for 4 Weeks

PHILADELPHIA, June 17.—Lamb-Yocum *Ice Parade*, nitery ice show unit, closed an 18-month run last week at the Garden Terrace of the Benjamin Franklin Hotel and moved on to the Treasure Island in Washington. Ice show was originally booked in here for four weeks only.

In the final week, Libby Trilby, former instructor at the Chevy Chase Rink, Washington, took over the lead, replacing Bette Wharton.

Ben Franklin Room here will remain without a show until a suitable flash replacement is found by Joseph E. Mears, managing director of the hostelry. In the meantime, Frankie Juele's band holds on for the dance music.

**Versailles, New York**

Talent policy: Floorshows at 8:30, 12 and 2:30. Continuous dancing. Operators: Nick Pronis and Arnold Rosfield. Producer: Boots McKenna. Designers: Miles White, Katherine Kuhn and Billy Livingstone. Publicity: Ed Weiner. Prices: \$2.50-\$3.50 minimums.

New show which premed Wednesday (14) has a gorgeous line in costumes that draw plenty of "ooh's" and "ah's" from the fem customers. Acts, however, lack in name draw.

The Boots McKenna gals open the show in strapless evening gowns and soufite hats and do a slow routine which permits the ringsiders to see what kind of dress is being worn this season. Fashion strut draws good response.

Standout in show is the clean and fast tap work of Betty Jane Smith. Miss Smith moves fast, uses hands gracefully and knows how to sell.

Top billing goes to Jeri Sullivan, CBS canary, who opens with *Just One of Those Things*. Follows with *Long Ago* and encores with *Rum and Coca-Cola*, a Latin beat number. It is obvious that Miss Sullivan, while okay in the voice department, lacks crowd appeal. Main reason is her mike training. She works to the mike rather than to the mob. Result makes for a poor selling job. Canary needs a lot of club experience. On looks Miss Sullivan is all right. She has a nice figure, is attractive and dresses well. But gal must learn how to sell.

Paul Duke, with his disappearing cigarette, cigar and pipe stunts, did nicely. Dressing up his razor-swallowing bit and pulling the blades out on a string is smart showmanship.

Florence Lessing in an East Indian costume does a novel native terp that was difficult to see. But judging from her applause she was well received.

LeBrun and Campbell, ballroom team, won an encore for their body lifts and wild twirls. The good-looking couple don't show very much variation from the usual dance stuff but smoothness and skill on the spins earned them a good hand.

Robert Field, a good-looking lad, does a competent job in the emcee slot. Does a couple romantic ballads, while framed by the line, to nice mitts.

For finale line comes back in white-fringed Latin costumes topped by white sombreros and carrying baskets of white flowers. Picture won handsome applause.

Ray Sinatra's ork does a standout job for the show. Outstanding was drum work during dance numbers by Florence Lessing and Betty Jane Smith. Monchito's rumba ork relieves. Biz good when caught. Bill Smith.

**NIGHT CLUB REVIEWS****Pirates' Den, Hollywood**

Talent policy: Dance band and floorshows at 9:30, 10:30 and 12 p.m. Management: Joe Bart; Arthur Borio, headwaiter. Prices: 50-75 cents admission; dinner, \$1.50 up.

Pirates' Den, started several years ago with money from Rudy Vallee, Bing Crosby, Bob Hope and a host of other theatrical names, is still hitting it off. Show here has to be formal and clever to click, and this one does it.

Doodles Weaver, ex-*Meet the People*, in stove-pipe hat and tails, takes the mike, with Virjean, willow blonde, at a table just off the floor. Pat O'Shea, Irish tenor, is waiter to disgust the "customer," with Virjean walking off in a fury after dashing silverware on the floor. Virjean is no customer and O'Shea no waiter, so the routine falls flat.

Helen Golden, a pint-sized miss, follows with a monolog that is subtle yet effective. The double-entendre gets home to servicemen especially. Miss Golden, garbed in a gay '90s outfit, complete with bustle and corset, also does a strip. Her banter here is especially good. The peel down to short wardrobe is eagerly anticipated.

Marle Morrison turns in good performances with her acro work which adds to the tempo of the show. Miss Morrison, a looker, finishes off her turn with handwalks and aerial kicks.

Pat O'Shea is a better vocalist than a "waiter." He warbles *Night and Day*, *My Little Gypsy Sweetheart* and *Stardust* to good results.

Virjean, spotted next to closing, offers a nice dance routine, altho nothing sensational. Much of it includes high kicks and bends, so it goes well.

Weaver closes. Material is timely. There has been a great improvement in his material as well as his delivery, and he mugs effectively. Does a Ted Husing of the Indianapolis auto races and a take-off on a gin radio show in which the musician pours out drinks so the listeners can hear it gurgle. This bit is a riot. What corn there is in the act is neatly handled to produce heavy laughter.

Jack Motch and his five-piece ork play well for the show and for dancing. Jack Gardner on hand for intermission pianology. Sam Abbott.

**Radio Frank's, New York**

Talent policy: Continuous entertainment from 10 p.m. Operator: Frank Bessinger. Publicity: Seth Babbits. Prices: No cover, no minimum.

Since the fire that damaged the spot to the tune of \$30,000, the room has been redone until it is now a typical East Side carriage trade club. Main room is painted jet black, entrance and back of the room gold. Lights are arranged on a bias and attached to glass rods which run up and down the walls. A step-down arrangement in back allows for a dance floor. Platform from which performers work is in the center of the main room.

Acts here are culled from the cocktail lounge field. Best on the bill is Frank Bessinger backed by singing waiters (5) who do a good job on *Show Boat* tunes. *Lonesome Road* delivered in standard style was okay but the segue into a jump version of same tune proved a terrific seller.

Musicalaires (3) do a good job both

**Bismarck Hotel Tavern Room, Chicago**

Talent policy: Dancing and floorshows at 7:45, 9:30 and 11:30. Management: Otto K. Eitel; headwaiter, Floyd Fuerichet. Prices minimum; \$1.50 weekdays, \$2.00 Saturdays.

This new show is an all-out bill of fun and hilarity, delivered in an informal style that clicked with the crowds on its opening night. Allan Kane, who hasn't appeared in this town for the past five years, directs the funfest, aided by his group of seven with Iris Stothard, Ludmila and Mary Ellen Daniels supporting. Kane creates a let's get together party the minute he starts to work. He knows comedy and sells well. Added to his comedy flare is his ability to play a violin. He makes the strings talk, playing pops and classics. He scrambles tunes and gives impressions of famous violinists.

The band comes in for plenty of entertainment. For a seven-piece group they have versatility and talent. Ray Tomlinson doubles on sax, clarinet, electric guitar and vibes. Russ Morrison, a heavy-skin beater, also does vocals. Bert Martinex trumpet is good, as is Jerry Jaros, sax, clarinet and violin.

Ludmila, character dancer and songstress, pleased with her dance interpretations and voice. Gal is an unusually good dancer. She has plenty of rhythm and grace and scored heavily with the audience.

Iris Stothard, held over from the last show and a favorite at this spot for the past five months, adds a sophisticated touch to the show with her *Lover Come Back To Me*, *Susie* and *Summertime*, an orb-filling blonde with a fine soprano voice. When caught she had to beg off after four encores.

For a change of pace, Mary Ellen Daniels, accordionist, leads the crowds in a 15-minute community songfest, which clicked with the intimate friendly touch of the whole show. Otto K. Eitel can be complimented in bringing this new type of entertainment to this smart room which heretofore presented middlebrow entertainment.

on the music as well as the vocals. The unit jumps from pops to semi-longhair stuff with equal skill. However, when occasionally, accordion turns stroller, effect of unit work is lost. But when they all work from the platform they register nicely.

Feminine Notes also satisfy customers, but musicology and selling ability is only fair. Fiddle player makes a nice appearance and does well with the instrument. Other two gals do just fair.

Penny Palmer, a husky voiced, short brunette, does okay on pops. Gal's style, however, is better for rhythm numbers than ballads. Joan Nagel, tall and attractive, sold *Couldn't Sleep a Wink* to polite applause. Mary Murray does well with *San Fernando Valley*. Connie Verlin, hooper, is passable on taps. Figure and costume, however, help selling. Nikki Nikolai, dancer, was not caught. Biz good. B. S.

**S. F. Maxie's Now Club Savoy**

SAN FRANCISCO, June 17.—Slapsy Maxie's, which shuttered June 3, reopened Saturday, June 10, as the Club Savoy under the ownership of Eddie Fox and Syd Wolf. Policy is three floorshows nightly.

**Copacabana, New York**

Talent policy: Dance bands and floorshows at 8, 12 and 2. Owner-operator, Monte Proser; manager, Jack Entratter; publicity, Joe Russell; production, Douglas Coudy. Prices: \$2.50-\$3.50 minimum.

The new *Summer Revue* here is one of the best shows in town. It is not a world beater but in relation to other offerings now available it stacks up. Bill doesn't build, especially, and tempo, at least on opening night last Friday (16), was pretty uneven. But these shortcomings are compensated by a glossary of good show values.

Bert Wheeler is starred, and on the opener, despite a noisy mob jammed to the walls, acquitted himself creditably. Comic is teamed with Paul Douglas, radio announcer, with Wheeler taking his usual role as the little guy to whom things happen. What happens, mostly, is a lot of heckling from Douglas and sundry other characters. First time on, pair stack up solidly as a team and draw plenty yocking with their smart patter. Second time on, midway in revue, comedy sags a bit thru blue chatter and use of some well-worn gags. Third time on, Wheeler is completely buried in a series of feeble blackout skits, which seems a shameful way to use a talented and able comic. However, general impression guy leaves is good and he should do well in this spot.

Show running over an hour, divides into three production numbers and several solo stints. For the glamour sequences, Eddie De Lange and Sammy Stept have concocted a pretty good score, of which *I Can Still Remember* and *Bahia* are the best items.

Line of Samba Sirens (8), as is usual in this spot, are gorgeously clad and, as usual, have little if anything to do in terms of terpsichore.

Eunice Healy, copper-topped hooper, gets a spot for a nifty ballet-tap turn ending in an applause-wringing, one-foot whirling bit. Also works in the ensemble numbers.

Shea and Raymond, added starters, appear near the end with their eccentric hoofing routine and had to bow off when caught. Also work in the blackouts and do okay.

Don Dennis, a good-looking young baritone, does a very nice job in the ensemble numbers. Dee Turnell, blond terper with a mask-like face, neatly handles the in-and-out dance bits assigned to her.

Dana Bari, tall and impish-looking canary, capably handles an individual stanza in which she delivers couple of Latin American numbers in good style and voice, then returns for a pair of duets with Dennis, also okay.

Dolores Grey, fetched from the Coast by Proser for the occasion, has many strong assets. Gal is tall, blonde and very handsome, and what she does she does big. On basis of looks, personality and projection, the thrush is in. Voice, ranging from very husky to middle bracket, is peculiar, however, in that it is essentially dull despite scope and clarity. To make up, chirper goes in for the dramatic style of delivery. In some cases, as in her swung operatic bit, *Maid of Cadiz*, and her pop *How Deep Is the Ocean?*, this clicks heavily. In other cases results are mixed. First night mob demanded three encores.

Shep Fields's ork (13), instrumented with eight sax doubling on clarinet and flute, harp, piano, drums, bass and guitar, does good job on show-cutting. On the dancing part of its chore, ork pulled out many hoofers with smooth rhythm and neat orchestrations. Band sounds good in this type of room. Frank Marti's Samba band relieves and does its share of patron-pulling. Paul Ross.

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**Harlequin, New York**

Talent policy: Dance bands and floor-shows at 10 and 1. Owner-operator: Joe Jacobs. Show manager: Joe Bonds. Publicity: Max Hecht. Prices: \$2.50-\$3.50 minimum.

Handsome East Side room merits a better show than the one it is now presenting.

Bill is two-part, with Hannah Williams featured. Miss Williams is strong on the score of personality, and looks well. Also has good voice capable of better use than the one she is putting it to. Thrush persistently over-sells, however, and thus weakens the impression she would make otherwise. Jumps around too much, grimaces too much, works in too much gingerbread in the way of vocal tricks. Gal would profit immeasurably by a more relaxed delivery and fewer gimmicks. Customers gave her good hands and liked her well enough for three encores, one of which, *Love, Love, Love*, was her best offering.

Other half of the bill is Fisher and White. One of pair plays piano, other one plays the clown. Team work smoothly and pull a fairish number of laughs with *A-Tisket, A-Tasket*, in which the goof sits on the knee of the other and pantos a dummy, and with a Russian patter song. For encores the comic does an Indian bit, in a blanket, and pantomimes to two phonograph records. Net result is a crop of nice hands.

Ramon's rumba band (5) plays the show and for dancing. Marga, a neat looking little maracas shaker, fronts and takes vocals. Irving Conn's society band relieves. **P. R.**

**Treasury Won't Use N. Y. Clubs For Bond Pitch**

NEW YORK, June 17.—If night clubs make any organized pitches for the Fifth War Loan Drive it will be without the official blessing of the Treasury Department or the assistance of CBS which, during previous drives, turned over its mikes to local night spots.

The Treasury explains its stand by pointing out that it is a government agency open to criticism by the public. As a result of previous bond pitches from various niteries it has been subjected to censure from bluenose circles which felt night club bond broadcasts were "undignified." Same groups also pointed out that many of the early selling drives staged on nitery floors were sponsored by liquor concerns. And while the Treasury has nothing but praise for this assistance it admits that certain circles objected to this tie-up. Since the department has enough trouble with various congressmen it has decided to drop its co-operation with niteries and liquor concerns to smooth ruffled feelings.

Columbia Broadcasting System has also decided to forego assistance so far as niteries are concerned. Its decision is based on the desire to give air time to radio people who will stage pitches from the studios or from spots other than niteries.

Web explains that getting talent, assigning announcers and running up against snags from nitery ops soured them on the past procedure. And with the Treasury using a hands-off policy. (See *Treasury Bond Pitch*, on page 33)

**Week-End Vaude Out At Detroit Lakewood**

DETROIT, June 17. — The Lakewood Theater, which has been playing vaudeville week-ends for the past several months, is dropping shows, according to Alex Schreiber, general manager of Associated Theaters, which recently acquired the house, in favor of a policy of catering to war workers.

The house built up solid goodwill among factory workers in recent weeks by serving as the tryout house for the radio show, *Swing Shift Follies*, featuring local war workers, and is expected to capitalize on this factor under the new policy.

With one downtown theater offering name vaudeville attractions on a permanent policy for the first time in about three years, the demand for neighborhood vaude has diminished. This, together with the scarcity of talent, accounts for the shift in policy.

**Two New Niteries Set To Light Up in Philly**

PHILADELPHIA, June 17.—Despite the heavy drop in nitery patronage because of the tax situation, two new niteries will enter the field this month. The Frank Palumbo management, already operating a half dozen spots, including niteries and cocktail bars, adds still another to its string in lighting up *Ciro's* in the center-city zone.

The combine operates Frank Palumbo's, the Cove and New 20th Century here, the Chateau Renault in Atlantic City, and the Club Avalon in Wildwood, N. J.

Also added to the after-dark scene is the new Everglades Club on the location formerly housing the 69th Street Rathskeller. Sam Smerilson, newcomer to the nitery fold, will operate the spot, preeming June 21 with Johnny Cahill topping the bill.

**Lopez Skeds First Vaude in 3 Years**

NEW YORK, June 17.—Vincent Lopez and an augmented ork of 25 sidemen will open at the Strand July 14 following Louis Prima.

This represents the first time in three years that Lopez has taken a theater date.

The Three Pitchmen are set to join the bill. A dancing team will also work on the Lopez show, but so far no act is set. Baton-pianist will continue at the Taft Hotel, appearing on the stand between and after stagershow.

**CSI Starting 27-City Talent Hunt**

NEW YORK, June 17.—Camp Shows, Inc., today begins a nationwide hunt for semi-professional talent to fill the War Department's demand for 200 more CSI units.

The organization is undertaking the search, it is claimed, because an insufficient number of acts from professional ranks have come forward.

The CSI search will not be confined to semi-professionals. Professional turns who may not know of the organization's need for talent or who may be living outside of theatrical centers will be welcomed. However, CSI officials believe that most of the performers accepted will come from the semi-pro class. No one at CSI would hazard a guess about the possible results. One official merely stated that the organization considers itself "lucky" when it finds 10 per cent of the talent auditioned usable.

Representatives of the Hollywood War Activities Committee in 27 key cities have been given the assignment of publicizing the CSI auditions, arranging for tryout rooms in hotels and clubs and buying newspaper space (at USO expense) to inform the public. The auditions have been staggered to cover 15 days.

Seven CSI staff-members—Sol Turek, Bob Wilson, Ed Lowry, George Choos, Ben Piermont, Bert Wishnew and Hy Blane—will go to the key cities to sit in on the auditions and judge the talent.

**Omaha Op Reopens Tax-Busted Blossom**

OMAHA, June 17.—Larry Mittlier, former operator of the Trocadero here, has reopened the shuttered Blossom C Club, offering three shows of three acts and a four-piece band nightly.

Mittlier says he was disappointed in reopening the popular downtown spot, formerly operated by Charlie Rosso, largely because of the cabaret tax, which was a decided factor in Rosso's bust-up. New owner has completely redecorated and refurbished the Blossom C. The former fixtures and accessories went at auction when Rosso quit.

**Nitery Plans Video Room**

NEW YORK, June 17.—The Monte Carlo, a carriage-trade Eastside nitery, is renovating one of its rooms for television. Completed job is set for some time in July. Plan also includes screening of pic previews tho not on same screen.

**Chi Suit Started To Test 30% Tax Constitutionality**

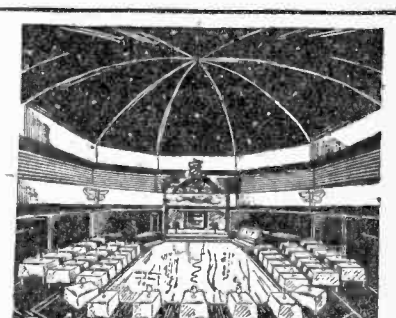
CHICAGO, June 17.—First step taken to try to test the constitutionality of the 30 per cent cabaret tax was instituted last week by Milton T. Raynor, attorney, who filed a suit in the Federal District Court of Chicago on behalf of Mike Potsam, owner of Colosimo's.

Raynor is basing his action on two issues: One, that a tax is confiscatory in nature when it results in depriving an owner of his property without due process of law, and, two, the tax is discriminating in that it is the same on any operator regardless of his size or total business.

**Films 'Discover' Smith-Dale**

NEW YORK, June 17.—After many years in vaude Smith and Dale have been "discovered" by the films. Pair were signed last week by 20th-Fox to a long-term contract and will appear in the picture *Nob Hill*. A second assignment calls for them to work for George Jessel in *Kitten on the Keys*.

Hollywood success struck the comics after a recent radio guest appearance.



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## VAUDEVILLE REVIEWS

### Loew's State, New York

(Reviewed Thursday Afternoon, June 15)

Jesse Kaye, booker, can't buy himself a good bill 52 times a year, and in the current one he showed there just aren't enough acts around to give him the kind of a show he'd like to have every week in the year.

Lucky Millinder's ork (15), in its first job downtown, demonstrates that it's a good dance aggregation. It also showed it is not a good show band. For while it does okay on the music, mixing it up with lots of jump and jive stuff, it sells so much of the same thing that it becomes tiresome. Ed Douglas helped a lot with his color combos in framing the ork. But all the colors of the rainbow and all the trick sets can't do the selling. Act itself must have something.

Band canary, Judy Carroll, a tall, slim sepien, opens with *Tess's Torch Song*, steps back to do a slight jive and comes back for another chorus. Result was unimpressive. Next was *Is You Is or Is You Ain't?*, which with band assisting vocally, went over a little better.

Red and Curley drew the first audience response with their comic hoofing and bits of biz. Team's drum-beating on the traveling stand, plus their horse-play, won them a good hand and two curtain calls.

Wynonie Harris, male warbler, tried hard to keep crowd with his *I Wanna Big Fat Mama* and *Who Threw the Whiskey in the Well?* but couldn't get across. Crowd, however, came in on some of the hand-beats on latter tune.

Louise Beavers, billed as special added attraction, started with *Sunny Side of the Street* in a small voice that received a fair hand. Followed with dramatic bit from one of her pix which didn't help much. Dialog between Miss Beavers and Millinder could barely be heard even tho mike was tuned so high it began to feed back. Former's bond pitch won a hand for her exit.

Two Zephyrs, with their dead-pan zoot-suit routines, drew yocks on their opening. Followed with their standard slow-motion crap-shooting sequence which also got laughs but no longer as loud or sustained. Colored team, which has used the same material for years, ought to get hep that poking of fun at their race no longer adds up to sock comedy. Team has good timing and can sell nicely. A change in routine would give them the lift they need.

Millinder's finale was the rug-cutting *Savoy* in which the whole outfit, with the exception of the rhythm section, came down stage for a free-for-all. Number went over well with the pew-sitters.

Pic is *Man From Frisco*. House almost full when caught. Bill Smith.

### Oriental, Chicago

(Reviewed Friday Afternoon, June 16.)

Current bill has a lot to offer in entertainment. Music and singing dominates the stage in the persons of Henry Busse band and the Oxford Boys. For novelty and comedy, the Norvellos and Gene Baylos lend a good helping hand.

Busse's hot music keeps the swingers in the groove when he deals out with his combination of swing jive arrangements of *In the Hall of the Mountain King* and *Begin the Beguine*. Renditions are strictly commercial, with the brass section leading off with the kind of jump style to keep the bobby-soxers swaying in their seats.

Betty Brownell, an eye-filling platinum blonde, draws plenty of attention both with her looks and warbling. In addition to her pleasing voice, the gal has personality and pep, and knows how to sell a song.

Wyatt Howard also comes in for a good round of applause with his baritone renditions of *I Couldn't Sleep a Wink Last Night* and *Do Nothin' Til You Hear From Me*. Has a good appearance and clicks with the fems.

The Oxford Boys show-stopped with their unusual vocal and musical impressions. Novelty of the act is the remarkable way they are able to simulate musical instruments. Their imitations of Busse, Tommy Dorsey and Guy Lombardo are clever and well-presented. Also do a good bit in giving their original conception of a push-button radio dial program. Begged off after four curtain calls.

Gene Baylos highlights the bill with his sharp wit and clever gags. Patter is fast and clean. Gets a good laugh with his closing number in which he imitates a jivester playing a pinball machine.

The Norvellos and their dog open with a difficult routine of ladder-balancing and swing-bar acro work. Act is built around the male partner who performs a series of stunts while perched on a steel ladder. Gal also scores with her back twists, leg work and holds on the swinging bar. Surprise of the number is the dog which walks up the ladder and balances itself on the head of his master. Act has a lot of flash and is well received. Pic is *Stagecoach*. Jack Baker.

### Capitol, New York

(Reviewed Wednesday Evening, June 14)

If the temper of the customers, as displayed the night caught, is any indication, the current bill at the Capitol should pull good biz. Stub-holders gigged and applauded from start to finish.

Main ingredient of the new offering is Sammy Kaye, his ork (17), his warblers, his bag of tricks and his "So you wanna lead a band?" stunt. Basic instrumentation of the band is three trombones, three trumpets, five clarinets doubling on sax, two pianos, guitar, bass doubling on French horn, and drums. With this preponderance of brass and reed, most of the "swing and sway" effects once fancied by Kaye have been dropped and output is characterized by a good deal more gusto than formerly.

Ork, however, is still far from being a solid swing outfit, and when jump tunes are attempted the result is fast but hardly jumpy. As matter of fact the band's main function—producing music—is given pretty much of a brush, at the Capitol, anyway. Sidemen are turned into clowns, kibitzers, a sort of background for the singers and other performers. From the strictly commercial viewpoint this, of course, is okay as long as it clicks in terms of laughter and mitting, and the Kaye brand of commercial does click, especially his "band-leader" gimmick.

Sally Stuart, one of the band canaries, turns in a good job on *Tess's Torch Song*; Nancy Norman, another fem through, wrings good reaction from pew-holders with *Please Take Me Home*. She and Billy Williams, male vocalist, double up for *Love, Love, Love* and rate very good hand. Chirpers, like band, are strictly commercial assets.

Rest of short bill comprises the Three Ross Sisters and Paul Winchell. Gals are team of good-looking contortionists who do much of their twisting in tempo. Tricks, except for clincher, are not outstanding, but team deliver with plenty of ease and savvy and parlay themselves to repeated juicy mitts. Wind-up, a strong bit, has one gal in a back-stretch from pedestals picking up a handkerchief, and act closes big.

Paul Winchell plus his dummy, Jerry Mahoney, knocked off the most powerful hands of the evening with his versatile line of chatter, bickering, crying and double-singing. Material is fresh and closely keyed to popular tastes, and the crowd yocked in delight. Voice-thrower had to do an encore, his sneezing routine, which he milked to a bow-off.

Lines when caught. Picture is *Two Girls and a Sailor*. Paul Ross.

### Dot Hild Replacing Dorbin In Chi; Latter on Her Own

CHICAGO, June 17.—Dorothy Hild, line producer at the Chicago Theater and Latin Quarter here, will replace Dorothy Dorbin, dancer and producer of the shows at the Edgewater Beach Hotel here when the latter leaves that spot on July 15 after an eight-year association.

Miss Dorbin, who now has a line at the Club Royal, Detroit, and also at Newport, Ky., will remain in Chicago, where she will head her own independent line producing company.

### Orpheum, Los Angeles

(Reviewed Tuesday Afternoon, June 13)

Spike Jones and His City Slickers headline this week. It's the Slickers all the way. Thirty-three of the 55 minutes are devoted to this unorthodox musical aggregation with the remainder of the show going to Maxine and Bobby, Simpson's Marionettes and Lowe, Hite and Stanley. House full for the opener. Pic, *The Contender*.

Al Lyons and his orchestra in the pit for the show, and Lyons emsees. Maxine and Bobby open with a dog routine. Canine is well trained but the tricks assigned are not the kind that make for a fast-moving turn.

Simpson Marionettes are presented on a dark stage with the spot hitting the puppets against a black background. Offer two puppets in a balancing turn, a skeleton and bony dog in a jive dance, a strip-tease and a jungle chief and ostrich. Act doesn't get going until the Simpsons come on the stage with a couple of Negro hepcats in a jive routine. The last bit is fast and saves the turn.

Lowe, Hite and Stanley offer amusing knockabout comedy. Pantomime on the Andrews Sisters doing *Boogie-Woogie Bugle Boy* is good but *Sonny Boy* with Lowe as the kid brings a big hand.

Full stage is allotted Spike Jones and crew. Garbed in Gay '90s suits, the outfit gives out with symphonic corn and unorthodox treatments of both pops and classics. It's every man for himself. Red Ingle's comedy is definite asset to the band with Porter and Carl Grayson's vocals hitting high marks. Outstanding comedy gag is Jones's femme harpist, who sits idly at her instrument knitting until she goes to work on *Holiday for Strings*. Sam Abbott.

### Olympia, Miami

(Reviewed Wednesday Afternoon, June 14)

Good show all the way and most enjoyable, with the customers warming up more than usual.

Claire Sisters, trio of hoofers, really go to town. Good to look at and have some novelty acrobatic steps. Good hand at the close.

Irving Harmon springs plenty of gags, some not so new, besides doing a fake ball-juggling bit. Closes with an eccentric dance that brings down the house.

Ladd Lyon does handstands and is ably assisted by his brother, Bob, planted in the audience. A chair-balancing stunt on bottles earned several bows.

Pat Worth and Sylvia Rose, a repeater here, are a show-stopper. Worth's tenor voice is of the best, while Miss Rose runs him a close second. A worthy duo.

Cookie Bowers, emsee, repeats his success of other years. His impersonations, facial expressions and pantomime numbers make a big hit. He stops just when they want more.

Pic is *Shine On, Harvest Moon*. Biz very good. L. T. Bertiner.

### Watson Sisters Leave Rose

NEW YORK, June 17.—Watson Sisters, standard vaude act which drew much attention in trade circles when they appeared locally in Billy Rose's *Post-War Preview* unit a few weeks ago, are out of the package and back on the Interstate time with D'Artega. Johnny Burke replaced them, the Watsons having worked on a two-week ticket.



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

- A
Albns, The (Sherman) Chi, h.
Apollon, Dave, Co. (Chicago) Chi, t.
Arcari, Andy (Carman) Phila, t.

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- B
Baird, Jean (Russo's Lounge Cafe) NYC, nc.
Baker Jerry (Bucky's Embassy) NYC, nc.

- C
Cabin Boys (Airliner Show Lounge) Chi, nc.
Calgary Bros. (Vogue Room) Cleveland, h.

- D
D'Arcy, Ethel (Steel Pier) Galveston, Tex., 15-27.
Dainy, Francis (Monaco) San Francisco, t, re.

- E
Easley, Bert (Bismarck) Chi, h.
Emmy, Carlton (Music Hall) NYC, t.

- F
Fassler, Fred (Vienna Cafe) NYC, re.
Feminine Notes, Three (Radio Franks) NYC, nc.

- G
Galante & Leonard (Wm. Penn) Pittsburgh, h.
Gale, Alan (Latin Casino) Phila, nc.

- H
Hadley, Helen (Casino-on-the-Park) NYC, h.
Haviland, Hal (Carolina) Columbia, S. C., 21.

- I
Higgins, Peter (Beverly Hills) Newport, Ky., cc.
Hin Lowe, Florence (Ramona) Grand Rapids, Mich., 16-29, p.

- J
Ilusions, Four (LaSalle) Chi, h.
Imaginatons, The (Sherman) Chi, h.

- K
Jagger, Kenny (Sportsman Club) Indianapolis.
Jaroff, Serge (Music Hall) NYC, t.

Western Radio Star—
JESSE ROGERS
America's Favorite Singing Cowboy.
Now Available for Eastern Bookings.
JOLLY JOYCE
Earle Theater Bldg. PHILADELPHIA, PA.

- L
Johnson, Isabell (Rio Cabana) Chi, nc.
Johnson, James (Pied Piper) NYC, nc.

- M
Karsen's, Maria, Musicales (Plains) Cheyenne, Wyo., h.
Kay & Kay (Carman) Phila, t.

- N
LaBato, Paddy (Chez Paree) Denver, nc.
Lane, Francis (Casino-on-the-Park) NYC, h.

- O
McDonald, Betty (Cinderella) NYC, nc.
Mack, Al (Chin's) Cleveland, nc.

- P
Nagel, Joan (Radio Franks) NYC, nc.
Nicholas, Harold (Regal) Chi, t.

- Q
O'Brien & Evans (Moens Park Resort) Rhineland, Wis., 19-July 1.
O'Neil, Danny (Rio Cabana) Chi, nc.

- R
Page, Joe, & Nona (Tivoli) Sydney, N.S.W., Australia, until Sept. 23, t.
Palmer, Penny (Radio Franks) NYC, nc.

- S
Rand, Sally (Showboat) Cleveland, re.
Raymond, Mack (Palsades Park Casino) Palsade, N. J., nc.

- R
Rooney, Ed & Jenny (Harlacker's Circus) Providence 19-24.
Ross Sisters (Capitol) NYC, t.

- S
Sargent, Judy (Vienna Cafe) NYC, re.
Sayer, Hal (Latin Quarter) Fall River, Mass., nc.

- T
Tatum, Art (Three Deuces) NYC, nc.
Taylors, Five (Edgewater Beach) Chi, h.

- U
Ulmer, Jack (Cow Shed) Cleveland, nc.

- V
Van, Sammy (Bucky's Embassy) NYC, nc.
Verlen, Connie (Radio Franks) NYC, nc.

- W
Walsh, Conny (19th Hole) NYC, nc.
Warren, Annette (Carter) Cleveland, nc.

- Y
Young, George (Music Hall) NYC, t.

- Z
Zephyrs, Two (State) NYC, t.

Ice Shows

- Carnival on Ice (Netherland Plaza Hotel) Cincinnati.
Francy's, Dorothy, Ice Time (Adolphus Hotel) Dallas.

DISKS FOR 52D ST. CLICK

quite ready to run off a long list of the names he'd love to sell in his house also opined that he thought Willie Dukes —either a musician nor a disk maker— would do fairly well in his spot.

The Top Names

But, by and large, there is practically unanimous agreement that the following is the list of prize winners in the jazz joints of 52d Street: Louis Jordan, Pete Brown, Coleman Hawkins, Art Tatum, Ben Webster, Al Casey, Oscar Pettiford, "Hot Lips" Paige, Billie Holiday, Maxine Sullivan, Zutty Singleton, Cozy Cole, Earl Hines (by himself), Roy Eldridge, Sidney Bechet, Joe Sullivan, Bobby Hackett, Ammons and Johnson, Mary Lou Williams, Duke Ellington, Count Basie, Dinah Shore, Helen Forrest, Cootie Williams (by himself or with no more than six pieces), Robert Crum, Johnny Hodges, Benny Carter, Pearl Bailey, King Cole Trio and Mildred Bailey.

This list is by no means exclusive, but it is the one the boys will run off for you quickest.

And they shed a few interesting side-lights on talent for the street. The number of records a man, a woman or a group makes does not materially affect the act's stature. What is important is that the record—even if there's only one—should be terrific. Eddie Hayward, they say, is now big box office after his new Begin the Beguine disk, and they describe Lil Green as a would-be "sensational" after her Why Don't You Do Right? wax. Two ops reported they had tried to find and book her without success. (The Moe Gale office, which handles Miss Green, states that she is on a one-night tour of Texas ballrooms.)

The list enumerated above is one concerning itself with strictly box office. the

Swing Street ops say that an act without even one big record behind it can work in the jazz bistros and do all right, providing it has musicianship. If the turn gets by the other musicians it can build in anywhere from six months to a year—build to the point where it begins making disks and thus enhances its b.o. value. But the old musicianship must be there or no dice.

Dixieland Lays Egg

Finally, they say, Dixieland stuff is productive of hen fruit as far as box office goes. This, despite the fact that Dixieland music has had a terrific press in recent years. They say that the young crowd doesn't like Dixieland because the kids have been nurtured on more mature swing, and the musician crowd have long since passed this kind of thing.

In delivering themselves of the opinions recorded above, the Swing Alley ops were talking both academically and in relation to the present federal tax on niteries. Without the tax, they felt, the above list of attractions would be sure-fire. With the tax, of course, the drawing power of almost any attraction is somewhat impaired. Yet the 52d Street men feel that if they could book one or more of the above-named talents their books would show more black ink than red.

IN SHORT

(Continued from page 22)

... ART MATHUES in the lead at Wilson's.

Hollywood:

LUIS GOMEZ AND BEATRICE, dance team; Cantu, the magician, and Jeanne Bennett, singer with Bernie Cummins and his orchestra, make up the show in the Ramona Room, Hotel Last Frontier, Las Vegas, Nev. ... ALEX AND MARTITA, Spanish dance team which appeared at the Bamba Club in Old Los Angeles for over two years, booked into LaFiesta, San Francisco.

ETHEL SHUTTA set for Florentine Gardens, Hollywood, opening July 2. ... BARBARA PERRY, formerly star dancer at New York Latin Quarter and premiere danseuse at Hollywood Bowl for four seasons, current at the Biltmore Bowl, Biltmore Hotel, Los Angeles. ... JUNE EARLE, known on the vaude circuits several years ago as Baby June Earle, signed as a dancer in the Warner Bros.' picture Roughly Speaking. ... JACK O'CONNOR, member of the O'Connor family in vaude, has been given a role in the same picture.

OLSEN AND JOHNSON headed east this week to ready their Broadway show, Jerks Berserk for September opening. ... BOB ROBINSON and Virginia Martin opening at Trocadero, Reno, Nev., June 22 after 10 weeks at the Francis Drake Hotel, San Francisco. ... RAY THOMAS, brother of Danny Thomas, in first Coast appearance at the Club Folies, after 22 weeks at the 5100 Club, Chicago. ... HAL NICHOLAS, of Nicholas Brothers, inked for the Warner pic Hollywood Canteen. ... DOROTHY DANDRIDGE, wife of Nicholas, also been tabbed for a spot in the pic.

St. Louis:

GUS VAN headlining new show at Hotel Park Plaza's Crystal Terrace. ... JACK HERBERT, comedian, working with Don Kaye's orchestra at Club Continental in the Hotel Jefferson. ... NOBLE SIDDLE doing a three-week stand at Club Plantation, with Tanglefoot and Bateaste, Cornbread and Honeychile and the Manhattan Rhythm Girls on the bill. ... IRVING ROTHSCHILD at Hotel Kings-Way. ... ROMO VINCENT current at the Starlight Roof of the Chase Hotel. ... TONY DI PARDO to Forest Park Highlands. ... CURRENT at the Show Bar are Ann Richardson and Charlie McBride.

Miami:

TED and RITA DUANOS closed at Club Ball and will lay off in Philadelphia for a few weeks. ... PATRICIA BRIGHT current at the Clover. ... WARD MACKLIN, of the Drum, operating a spot in Memphis for the summer, while Mrs. Macklin takes care of the Drum. ... PEGGY GREER featured at Frolic. ... MEL MURRAY still at Winnie's Little Club.

MONTROSE AND PEARL open June 13 at Ball Club, Miami. ... CARLTON AND JULIETTE opened June 4 at the Clover Club, Fort Worth, to remain until June 25.

# WM Lounge Dept. Making Grab for Society Band Biz

NEW YORK, June 17.—The cocktail lounge department of the William Morris Office is going to make a big push into the society band field. The push, in fact, has already started, but it's going to be bigger, according to Joe Marsolais, headman of the department.

Most of the other top agents in the lounge business, however, say they're not worrying. With one exception, they reacted to the news with a brush off.

Marsolais declares that his advance into the society band field is prompted by two considerations. One is that he feels there is a need for a "bridge" between the small cocktail combo and the big band, and the time to build such a "bridge" is now.

The other reason is that he believes society bands offer a way to replace the department revenues lost—frankly—thru the recent decline in nitery business and the consequent eclipse of many commission-paying acts and combos.

He is not planning to build new society bands, says Marsolais. Instead he will concentrate on obtaining hotel and smart club engagements for outfits which are already operating. He will try, of course, to obtain both better dates

and more money for the aggregations he's dealing with.

### Twenty Bands Working

So far he has almost 20 bands at work in various hotels thruout the country and in a few clubs. Some of these groups are under WM contract, and others are controlled by different agents but booked by Marsolais anyway as part of his invasion of the society band field.

Stan Zucker is the only lounge center who expressed an opinion that maybe Marsolais has something, and that perhaps the WM'er has spotted a real trend.

Zucker said that in the Southwestern part of the country, generally, and in Texas, particularly, nitery patrons have always demanded society-type music and have shunned brass. In the Midwest, Zucker added, popular taste runs to sweet music, and it is only in the East and New England that jump bands can pull dollars. With the largest part of the country to operate in, Zucker declared, Marsolais should be able to do well with his idea.

### Old Stuff, Others Say

The consensus of opinion among other lounge fee-splitters, however, is that this is nothing particular new. Each one said that he has been booking society-type bands for years. One pointed out that Meyer Davis had been at this sort of thing for three decades.

Another declared that there was no essential difference between selling a small band of four to six men and one of seven or eight, and he added that there was no special "push" required to do it. As a matter of fact, he said, the trend in hotels today is away from the seven-eight-man outfit and toward the four-six man combo because hotel operators, under the stress of the club tax, are interested in trimming their expenses.

A third lounge agent said he believes hotels are not using society bands anymore. The top hostellers, he declared, are booking big-name big bands. His own office, he reported, dropped society-type bands four or five years ago when it discovered that with two or three exceptions these groups did not yield commissions.

"There's no percentage in them," he said, "because most of them are not bands in the true sense of the word but rather pick-up groups with the men working for scale."

### 400 Lounge Staying Open

NEW YORK, June 17.—The 400 Club, skedded to suspend for the summer July 5, will keep the upstairs lounge open all thru the hot weather period.

## Reviews

### Art Van Damme

(Reviewed at the Dome, Chicago)

This foursome, now in its third month here, presents a blending of vibes, accordion, bass and drums into the kind of music ideally suited for cocktail entertainment. Smooth instrumentation is a combination of toe-tapping and listening rhythm. Set-up is strictly commercial, ranging from pop tunes to Latin American numbers. When the occasion arises the lads are equally adept in dishing out hot jive numbers.

Novelties and variety are well represented. Van Damme leads off with a fast fingering technique on the accordion, breaking into sharp solos that merit applause. Chuck Zaretta also comes in for a good share on entertainment with his vibe solos, while Max Mariash gives the jive lovers a heavy workout on the drums with Lou Skalender backing the rhythm with a bass pounding.

Lads are young, full of energy and work hard. They make a smart appearance and their type of music would qualify them for almost any spots. For good music, this combination is offering the stool sitters some of the best sessions heard in this town during the past year. *Jack Baker.*

### Victory Boys and Lysa

(Reviewed at Tavern-on-the-Green, New York)

Victory Boys and Lysa, among them, combine many instruments and abilities. Basic instrumentation is guitar, accordion, drums, bass, tenor sax and piano, but various members double on clarinet, trumpet and vocals, thus giving group versatility. Combination works well together, and its music shows signs of planning and thought.

Despite presence of other instruments, however, stuff is dominated by an accordion-like quality in its texture. Result is fair on ballads and novelty songs, but when combo starts to swing music has a choppy effect. Repertoire is large and customers do plenty dancing. *Paul Ross.*

### Paul Barragans

(Reviewed at Tavern-on-the-Green, New York)

Paul Barragans's rumba unit, comprising piano, drums, maracas and saxophone (doubling on clarinet and gourd) does nicely on the south of the border stuff for dancing and pulls a fair crop of patrons onto the floor. Output is Latin flavored but strictly commercial, running a bit toward the society-band type of music. Maracas-shaker adds touches of showmanship by dancing about and also takes an occasional vocal. Other members do capable work on their instruments. Group adds up to an okay combo. *P. R.*

## OFF THE CUFF

### Chicago:

OLLIE CRAWFORD'S Rhythm Rascals drew another holdover at the Ship, Chicago. . . . MARVELLE MYLER current in the Copa Room, Chicago. . . . DON JACKS inked for the Pirates Cafe, San Diego. . . . AL RUSSELL, pianist, current at Club Lido, South Bend, Ind. . . . JUNE PERTELL, accordionist, opened at the Normandy Lounge, Chicago.

MARIE LAWLOR is rounding out her 12th month at the Green Mill, Chicago. . . . CHUCK CHANDLER now at the Show Club, Chicago. . . . CHUBBY HARTZ and His Londonaires are in Shreveport, La. . . . MANNY LAPORTE TRIO current at the Blackamoor Room, Wisconsin Hotel, Milwaukee. . . . MARGARET MELBY at the same spot. . . . JEANNE BARGY, piano, and Eddie De Slavi, accordionist, are preparing for a USO overseas tour.

CLARENCE BROWNING, piano, appearing at Lindy's Sky Bar, Cleveland. . . . CAL SMITH, piano, followed Lil Allen at the Capitol Lounge, Chicago. . . . BILL CAREY (4) are at Rio Club, Springfield, Ill. . . . THREE ACES AND A QUEEN at the Cafe Society, Chicago. . . . MAJOR AND THE MONORS current at the Bamboo Room, Kenosha, Wis.

AMMONS AND JOHNSON, boogie-woogie pianists, inked for the Cabin in the Sky, Chicago, starting July 5. . . . JESSE MILLER (4) appearing at the Garrick Lounge, Chicago. . . . ROCK-AWAY BOYS have opened at the Dome, Minneapolis. . . . BILLY CHANDLER booked in at the Graemere Hotel, Chicago. . . . CHARLEY CHANEY, comic emcee, opened at the Silver Frolics, Chicago.

ROSEMARY WAYNE, formerly of the Bert Gervis office, Chicago, has joined the Professional Artists' agency in the same city. . . . BEA MAZER (7) appearing at the Villa Moderne, Chicago. . . . HOLLY SWANSON, who recently formed his own combo after leaving Lawrence Welk, will leave for the West Coast to make a pic with Al Trace.

### East:

FRANK VICTOR set for Rogers' Corners. . . . BILL CADMUS opens at Far Hills, Newark, N. Y., July 20. . . . SNUB MOSLEY begins at New London, Conn., July 3. . . . NANETTE and Her Strings goes into Jack Dempsey's, New York, June 20. . . . MILT COOPER Trio current at Hotel Madison, New York. . . . THREE MERRY MAKERS (See OFF THE CUFF on opposite page)

### Chi Lounge Buys Air Time

CHICAGO, June 17.—Garrick Stagebar, one of the leading cocktail lounges on the main stem here, stepped out last week and snagged air time over WBBM-CBS. This is the first cocktailery here to take advantage of the broadcasting and will introduce Red Allen's and Stuff Smith's bands, who will share time on the air.

### Reg Marshall Office Expands

HOLLYWOOD, June 17.—Reg D. Marshall Agency made two additions to its staff during the week. Vic Beavers, recently discharged from the army, joined as a booker in the cocktail department. Dave Olen, former press agent at the Los Angeles Orpheum, has moved into the agency to handle its publicity as well as his other accounts.

LARRY LEVERENZ is in his fourth week on the Hammond organ at the Spanish Columbia Restaurant, Tampa.



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**S** **DON SEAT**  
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### Conn. Hotelman Wants Bar Closed When Victory Comes

HARTFORD, Conn., June 17. — A recommendation that all Connecticut night clubs and hotels close their cocktail lounges and bars on Victory Day was made last week at the annual meeting of the Connecticut Hotel Association by Willard B. Rogers, chairman of the legislative committee of the association.

Rogers said that when V-Day comes, "folks who are normally stable might easily lose their equilibrium. The place to observe the armistice properly is either in the churches, all of which will undoubtedly be open, or in the quiet of the home. I recommend that Connecticut hotels close their bars and cocktail lounges immediately upon the arrival of the good news."

### Canary Out—Sore Pipes

DETROIT, June 17.—Madelon Baker, vocalist at Ted Lipsitz's Show Bar, was forced to close because of laryngitis. Jeanne Rand succeeded. Spot is one of few downtown cocktail lounges to continue with an entertainment policy since the 30 per cent tax went into effect.

### OFF THE CUFF

(Continued from opposite page)

open at Blue Bird Casino, Coney Island, N. Y., June 21. . . . CONGEROO DANCERS go into the Plantation, Nashville, June 22. . . . HAL THORNTON current at Surf Club, Orléans Beach, N. J. . . . MILT HERTH goes into Loew's State, New York, July 27, and then the Capitol, Washington.

ADRIAN ROLLINI starts at Capitol, Washington, June 29. . . . CATS AND FIDDLE open June 23 at Club Riviera, St. Louis, follows with the Apollo, New York, July 7, and the Anchor Bar, Buffalo, July 17. . . . LOUMEL MORGAN TRIO, current at Downbeat, Sioux City, Ia., open at Circle Club, Beverly Hills, Calif., July 17. . . . GEORGE BRODERICK at Times Square Supper Club, Rochester, N. Y., June 30. . . . FIVE NOAD SISTERS at the Casino, Pittsburgh.

CHAN CHANDLER ork begins at the Frolic Club, Virginia Beach, Va., July 3. . . . BUBBLES BECKER ork opens at the Chanticleer, Baltimore, July 4. . . . MOUSEY POWELL goes into the Aquarium, New York, July 4, replacing Sandy Sanderford. . . . ELLIS LARKIN starts at El Rancho, Chester, Pa., July 1. . . . DERRYCK SAMPSON set for the Anchor Bar, Buffalo, July 6. . . . CHUCK JEFFERSON Quartet inked for the Hofbrau, Newport, R. I., July 24. . . . BRIDGET and Her Men start at the Music Bar, Schenectady, N. Y., July 20. . . . NAT JAFFEE current at the Music Village, Philly. . . . DOLORES STAPLES now at Garden Cocktail Lounge, Paterson. . . . TONY VALENTINE Trio at Colonial Hotel, Hagerstown, Md.

FOUR GAUCHOS current at Cliquot Club, Atlantic City. . . . MARGIE JOHNSON at the piano and solovox at Twin Cedar Inn, Clementon, N. J. . . . DOC FESS, at the piano, opens at Novelty Wonder Bar, Atlantic City, for the summer. . . . ESTHER GENTNER, at piano and solovox, takes over at Kurtz House, Reading, Pa.

## Unprecedented ASCAP Action Nixes Pub Lift

NEW YORK, June 17.—Board of directors of the American Society of Composers, Authors and Publishers, Tuesday (13) in a special meeting, reversed the decision of the Society's appeal board, which had increased Morris Music's availability rating points from 750 to 1,000. At the same time, the board of directors sustained the appeal board's decision re Morris's two affiliates, Mayfair and Melrose Music, giving Mayfair an increase from 750 to 800, and Melrose a 900-point rating, or a 150 points more than its previous 750 points. Morris's rating is back to its original figure of 750.

Case is unprecedented in ASCAP's history in that it marks the first time that the publisher's classification committee has rejected a bid for an increase by the appeal board, and took the matter to the board of directors of the Society.

Attorney for Morris Music, Lee Eastman, first brought the case up four months ago, seeking an increase in availability rating points for all three firms, but he couldn't get any relief from the publishers' classification committee. Six weeks ago he took the case to the appeal board, which granted the aforementioned increase. This decision was rejected by the publishers' classification committee, which called the special meeting held Tuesday.

Session ran close to eight hours, running well into the evening, before verdict finally came thru. Possibility that case may now go to the New York Supreme Court, but more likely Eastman will start procedure all over again, asking for an increase for all three firms, taking case thru the same channels.

Buddy Morris, owner of the three firms, is now on the Coast. Board of directors upheld all other appeal board's decisions, raising the availability ratings of the Homer Rodeheaver Company, Hall Mack Company and the Lorenz Music Company.

### Lyman-Billy Rose Suit in Court Again

NEW YORK, June 17.—Orchestra leader Abe Lyman will have his day in court with Producer Billy Rose over the dismissal of Lyman's orchestra from the Barbary Coast at the 1939 New York World's Fair when the nitery changed policy. Lyman says his run-of-the-show contract held when the place was switched to a beer garden. Rose says no.

First round in the case went to Rose many moons back when the courts upheld an arbitration releasing \$10,000 Rose had posted in escrow with Local 802 here. At that time the New York courts dismissed Lyman's claim for damages but a recent decision by the appellate division reinstates Lyman's suit.

The case is scheduled for trial in October.

### 35C Per Week for Paxton Band in Fla.

NEW YORK, June 17.—Engagement of George Paxton's band at Flagler Gardens, Miami, starting end of June, will get new band leader \$3,500 per week. Booking agents say figure is plenty high for new band, which has 21 pieces.

Band was supposed to go into Palisades (N. J.) Park June 23 for three weeks, but instead will play 23, 24, 25, then train to Florida. Henry Jerome is going into park on July 1 for week.

### Casey Jones in Court

NEW YORK, June 17.—Shapiro-Bernstein & Company are suing George Macy, The Heritage Press, for alleged infringement of copyright on Casey Jones. The music and lyrics were used in two anthologies published by Heritage. The copyright owners granted permission with the agreement that copyright credit be given, the legal papers say, but when the anthologies appeared without this credit, the permission was withdrawn.

### James One-Niters Hit Near Record

NEW YORK, June 17.—Series of Harry James one-nighters, starting July 2 when he closes at Hotel Astor here, will probably set an all-time high for that type of date. James, who opens at the Atlantic City Steel Pier for July 2-4, is getting a guarantee of \$4,000 against 60 per cent of the gross. Tommy Dorsey figure on one-nighters, considered tops in past, has been \$3,000 against same percentage.

James plays Allentown, Pa., July 5, then Wilkes-Barre, Pa.; Rochester, N. Y.; Hershey, Pa.; lays off for Sunday (8), then to Dayton, O.; Cincinnati, Columbus and Akron, where he does a Coca-Cola broadcast. On July 14 he plays Chicago, then heads for Coast where he is to make pix for MGM. James has been doing top biz at Hotel Astor.

### Eldridge's Repeat

NEW YORK, June 17.—Roy Eldridge's enlarged band plays the Tic Toc Club, Boston, going in for two weeks July 2. Band now has 17 men, plus two vocalists. Eldridge played club six months ago with six pieces.

### Bandleader Turns Plugger

NEW YORK, June 17.—Newest member of Contact Men's Union is Teddy Black, who left his band intact at Tybal Beach, Ga., to take a job with Advance Mus.c. Band is now playing spot with pianist Hal Giroux fronting.

### Woody Herman In Third Chicago Date

CHICAGO, June 17.—Woody Herman's popularity in the Windy City has earned the leader the distinction of being the only band which has been booked into three separate spots in the same town within three and one half months.

Woody opened at the Chicago Theater last February and followed with a May date at the Oriental, his first at that theater. His present four-week engagement at College Inn started last week. While at the Chicago, he rolled up a neat gross of \$55,000, second house high for the year. He took approximately \$33,000 at the Oriental.

After his current run at the Inn, Woody leaves for Eastwood Gardens, Detroit.

### Kay Kyser To Do Columbia Pic After Overseas Trek

HOLLYWOOD, June 17.—As soon as Kay Kyser returns from his overseas trek he will be tagged by Columbia on a three-picture deal.

None of the films has been titled yet.

### Cooley Splits Dates

HOLLYWOOD, June 17.—Spade Cooley and His Western Dance Gang are playing alternate weeks at Riverside Rancho for the next three months, starting this week (14), splitting their dates with the Aragon Ballroom, Ocean Park. Cooley and his crew have also been signed to appear at the Roy Rogers Rodeo at the Los Angeles Coliseum July 9.

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# Hub Grows Up; No Good Reason

BOSTON, June 17.—Inexplicably, legit business moved up steadily to hit a couple of notches above last week. The only plausible explanation seems to be that D-Day and resultant action on all fronts relieved a lot of tension everywhere. There has been no sharp upswing, so the indications point toward a return to normal.

*Three's a Family* gained a bit of strength at the Colonial to hit close to \$9,000 for the sixth stanza. Looks like an indefinite run.

*Love on Leave* winds up at the Wilbur with about \$9,500 in the till. Show has been cleaned up and generally revised. Crix were asked in a second time early this week.

Cambridge Summer Theater did better in the second week with Madge Evans in *Another Love Story*, with about \$2,900 indicated. Gloria Swanson and Ralph Forbes open Monday (19) in the new Harold J. Kennedy play, *A Goose for a Gander*.

Wilbur closes tonight, with Shubert, Boston Opera House, Plymouth and Copley also dark. No bookings in sight.

# Muse Trying Again, And This Time It's '4 and 20 Blackbirds'

HOLLYWOOD, June 17.—New sepia show is being cast here by Lou Victor for a San Francisco opening in August and an eventual Broadway booking. Clarence Muse, who piloted *Run, Little Chillun*, is directing. Those already signed for the cast are June Richmond, Ben Carter, Mantan Moreland and the Sweethearts of Rhythm, all-colored girl ork.

Victor says he is trying to angle Dorothy Donegan into the show, but so far no papers have been inked.

Tentative title for the show is *Four and 20 Blackbirds*. Victor claims that he will use film technique in the production, using a battery of spots and having permanent sets so that scenes may be changed swiftly without customary time lapse while stage is being set.

Music will be by B. F. and J. C. Spikes, with numbers contributed by Michel Michelet and Clarence Muse.

Show will not play here unless there is time to kill before Broadway opening. When casting is completed it will be a 52-people show. It is understood that a Los Angeles business man is the angel.

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# BROADWAY OPENINGS

## SLIGHTLY SCANDALOUS

(Opened Tuesday, June 13, 1944)

### THE NATIONAL

A comedy by Frederick Jackson, based on an idea by Roland Bottomley. Directed by the author. Setting by Harry Dworkin. Costumes by Adrian. Company manager, Jack Small. Stage manager, Ben Shaw. Press representatives, Nat Dorfman and Mary Ward. Presented by Charles Leonard in association with Thomas McQuillan.

David Stuart ..... Nino Pipitone Jr.  
 Walter Stuart ..... William Berens  
 Jane ..... Dorothy Vaughan  
 Connie ..... Elizabeth Burt  
 James Willoughby ..... Paul McVey  
 Frances Stuart ..... Janet Beecher  
 Millicent Stuart ..... Anne Henderson  
 Edward Morrow Jr. .... Michael Meehan  
 Archie Campbell ..... Barry Macollum  
 Ware of Farak ..... Ben Shaw  
 General Georges Rigaud .. Jean De Briac  
 Jan Letzaretzsko ..... Gene Gary  
 Sir Michael Norman ..... Boyd Davis  
 Mrs. Henry J. Crewe ..... Frances Carson  
 Daphne Crewe ..... Brooke Shane

As dramatic literature *Slightly Scandalous* represents little more than a witless and attenuated dirty story. As a vehicle for its star and the competent cast it represents a motley grouping of stale and unyielding roles which must be endured more than performed. As theatrical fare it is probably due for an early demise.

The plot, a calculated piece of trumpery, concerns itself with a free-thinking Westchester lady author and lecturer who has borne a bumper crop of bastards during two decades of meandering around the world. Two of her children are about to marry into conservative American families, and thus find themselves in rather urgent need of fathers. Their mother puts aside her "unconventional" principles and summons the sires of her brood so that she may wed one of them. Somehow in a time of war, these gentlemen—an Englishman, a Frenchman and a Pole—arrive promptly, are claimed by their kids, and prove entirely unfit to solve the problem. At the end the lady makes good her original alibi about a long-dead husband and the status quo maintains except that now she is going to run for Congress.

This plot-sketch will convey an idea of opportunity offered for snide double-entendre lines, snickering mots and the horsey inter-play of unfunny stock characters. The few laughs engendered hardly justify the time, expense and effort.

Miss Janet Beecher, starred, tries to infuse her thankless role as the advanced-gaard authoress with some kind of warmth and depth but the task is beyond her or anyone else.

Michael Meehan does nicely with a small part as a dumb naval ensign; Nino Pipitone Jr. keeps a role as a smart-aleck youngster from becoming too indigestible; Jean De Briac, Gene Gary and Boyd Davis do competently the little that is given them to do as the illegitimate fathers; and the rest of the cast carry out their assignments acceptably. The direction is standard, the single set is attractive and useful.

The failures of *Slightly Scandalous* cannot be laid at the door of the actors or the technicians. Paul Ross.

Closed Saturday, June 17. Printed for the record.

## TAKE A BOW

(Opened Thursday, June 15, 1944)

### BROADHURST THEATER

A variety show. Staged by Wally Wagner. Sets by Kaj Velden. Costumes by Ben Wallace and executed by Madame Berthe. Dances directed by Marjery Fielding. Music by Ted Murray. Lyrics by Benny Davis. Conductor, Ray Kavanaugh. General manager, Ralph Kravette. Stage manager, Jerry Phillips. Press representative, Dorothy Ross. Presented by Lou Walters.

THE CAST: Jay C. Flippen, Chico Marx, Mary Raye and Naldi, Alan Cross, Henry Dunn, Gene Sheldon, Pat Rooney, Think-a-Drink Hoffman, Murtah Sisters, Johnny Mack, Whitson Brothers, Loretta Fischer.

MARJERY FIELDING'S DANCERS: Elaine Singer, Bee Farnum, Kay Popp, Doris Call, Rosemary Ryan, June Powers, Betty Francys, Marion Kay, Darlene Zito, Betty Bausher, Charlotte Lorraine, Elaine Meredith.

SHOW GIRLS: Gloria Riley, Dede Barrington, Kathryn Reed, Helen Simpson, Amita Artega, Rae Hardin.

After a five-week road shakedown, during which time it underwent minor cast changes and swapped its original monicker, *Slap Happy*, for *Take a Bow*, (See TAKE A BOW on opposite page)

## BROKEN HEARTS OF BROADWAY

(Opened Monday, June 12, 1944)

### NEW YORK MUSIC HALL

A melodrama by Ralph Matson. Staged by the author. Director of music, Pierre de Caillaux. Company manager, S. E. Cochran. Stage manager, Margaret Seeley. Press representative, Mary March. Presented by Selected Artists, Inc., in association with Alan Corelli.

Sal ..... Bibi Osterwald  
 Captain Fairaday ..... George Spelvin  
 Peter Coverly ..... Derrick Lynn-Thomas  
 Daisy Blowhard ..... Natalie Hammond  
 Twinkle Fleetfoot ..... Brian O'Mara  
 Mrs. Fairaday ..... Louise Kelley  
 Prudence Fairaday ..... Margaret Linskie  
 Osgund Blowhard ..... Steve Cochran  
 Spider Gideon ..... Max Leavitt

It seems that every once in so often old-fashioned melo is due to be served up with beer and pretzels. Chris Morley once had the customers trekking to Hoboken in droves, and the Brothers Krimsky duplicated in the little American Music Hall. Evidently the cycle has come 'round again, for now we have Selected Artists, Inc., associated with Alan Corelli, doing it on a grand scale at the New York Music Hall atop the old Central Opera House.

Perhaps the chief trouble with *Broken Hearts of Broadway* is just that the scale is a little too grand. The old hall is enormous—floor and balcony must be good for a couple of thousand customers—not to mention the brew tables. It takes a lot of voice to fill it and the amplification simply wasn't there on opening night. The customers were in the mood. They hissed and shouted and interrupted with all the usual enthusiasm for a suds opera, but it is a bet that nobody four table-rows-back had much of an idea of what Ralph Matson's chiller-diller was all about. It is a matter that the management will have to take care of at once.

However, it must be reported in all honesty that even if *Broken Hearts* came over clear as a bell to last row of the top shelf, it still wouldn't be very funny. In the first place it is far too long and could stand a smart use of the pruning knife. Secondly, it should be played straight to let the laughs fall where they will. There is far too much effort on the tongue-in-cheek, exaggeration pitch. A little mugging goes a long way.

In honesty, also, it should be pointed out that the Ollo, without which no such entertainment is complete, is the top of the evening as far as *Broken Hearts* is concerned. The vaude didoes are indulged in by the Empire State Quartet who barbershop turn-of-the-century ditties. Jean Westbrook performs creditably on the fiddle, and Louis Kelley, Natalie Hammond Core, Margaret Linskie, Derrick Lynn-Thomas and Max Leavitt join in vocal and comic interludes. Bibi Osterwald clicks with chants of the gas-light era and Brian O'Mara dittoes with some more, as well as serving elegantly as emcee. The show could stand more of this sort of thing.

In sum, it may be melodrammer plus beer is ripe for reproduction. It may get the customers hoofing it to the gilded elevators of the roof-top New York Music Hall. It's amusing summer entertainment but, as of its preem, it needs a lot of fixing. Bob Francis.

## FOR KEEPS

(Opened Wednesday, June 14, 1944)

### HENRY MILLER'S THEATER

A comedy by F. Hugh Herbert. Staged by Gilbert Miller. Setting by Raymond Sovey. Company manager, Harry Essex. Stage manager, Richard Bender. Press representative, Richard Maney. Presented by Gilbert Miller.

Miss Maxwell ..... Zolya Talma  
 Anna ..... Ellen Mahar  
 Paul Vanda ..... Frank Conroy  
 Mr. Reamer ..... Geoffrey Lumb  
 Pamcla Vanda ..... Julie Warren  
 June ..... Norma Clerc  
 Jimmy McCarey ..... Donald Murphy  
 Nancy Vanda ..... Patricia Kirkland  
 Charlie ..... Joseph R. Garry  
 Frank ..... Grover Burgess  
 Norma ..... Joan Wetmore  
 Terry ..... George Baxter

Whatever *For Keeps* does not do toward enhancing the reputations of F. Hugh Herbert as a playwright and Gilbert Miller as a picker of successes, it serves to establish young Patricia Kirkland as a stem personality to be reckoned with. This daughter of Jack Kirkland and Nancy Carroll inherits a poise and re-

# 'Last of Summer' Most Important Play in London

(Continued from page 3)

gardless of the present slump.

At the Royal, Brighton, *Desirable Lady*, drama by Leon Gordon, is an offering with a motif similar to his previous and successful *White Cargo*. Play serves to give Florence Desmond, vaude and radio mimic, her first straight part. As a fem Fatale she gives a good performance. Milton Rosmer, as the hero, turns in a capital show. Play loses nothing by skillful direction, but theme lacks a new angle and it's success in these times is problematic.

Follows a bunch of successful revivals. At the London Coliseum, Emile Littler presents *The Quaker Girl*, in which Celia Lipton, much improved since her days as a band crooner, satisfies in the title role. Hal Bryan, Billy Milton and Ivy St. Heller win approval as major supports. Musical is well produced, and the book has been brought up to date without injury to the original story.

## Joos Ballet Back

After five years absence in the U. S. A. and Central and South America, Ballet Joos opens at the Haymarket with a rep including the popular *Green Table*, *Ball in Old Vienna* and *The Big City*. Four new productions will be staged by the balleters during their brief season at the Haymarket and the house is already sold out.

At the Art's Theater a revival of Richard Brinsley Sheridan's comedy, *A Trip to Scarborough*, is presented for the first time in London since 1931. Dialog is pithy and the play interesting, and the well-produced version affords acting honors to Betty Jardine, David Baird, Frank Banbury and Richard Wordsworth.

Thomas Dekker's *The Shoemaker's Holiday* is revived at the King's, Hammersmith, after an interval of 18 years. Cowen Watson, Walter Hudd (who also produces) and Dorothy Baird are okay in the leading roles.

## Capacity Revival

Another worth-while revival is Firth Shephard's production of *The Last of Mrs. Cheyney*, currently playing to capacity business at the Opera House, Blackpool. Cast is exceptionally strong, with Jack Buchanan and Coral Browne in the leads, supported by Austin Trevor, Athene Seyler, Margaret Scudamore, Francis Rowe and Jack Leopold. Show looks as tho it will settle down for a long run.

Meanwhile, the slump in London's legit theaters continues. Three shows closed down June 3. They included *Junior Miss* (Saville) and *Love for Love* (Haymarket), both of which enjoyed long runs and showed a good profit. George Black's short-lived but excellent costume melodrama, *The Rest Is Silence*, shuttered at the Prince of Wales.

Bert Ross.

source which deserve a better Broadway debut frame. But short-lived as *For Keeps* will likely be, it should set that girl, Patricia, to following squarely in the family footsteps. She's the cream on the 1944 ingenue bottle.

With *Keeps*, Herbert is once more concerned with the adolescent lass and with wrist-slappings for the parents who don't understand her. But whereas *Kiss and Tell* is gaited strictly for laughs, and Herbert has demonstrated he can write for them, his new comedy apparently is not aimed at the funnybone. He has a story to tell about the plight of a youngster who is shuttled between divorced parents who have no thought beyond her keep. There could be a lot of fun in the situation engendered by the sudden appearance of a 15-year-old daughter in the home of an irascible father honeymooning with his fourth wife—particularly when the infant turns out to be adept at cigarettes, Martinis, pornographic literature and playing footie with an admiral whom she picked up on the train.

Every once in a while that sort of fun creeps into the script, but Herbert never allows it headway. The truth is that he becomes so interested in writing the gal that the play succumbs under a dither (See FOR KEEPS on opposite page).

# Routes Dramatic and Musical

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

Abie's Irish Rose (National) Washington.  
Abie's Irish Rose (Russ. Aud.) San Diego, Calif., 22-23; (Lobero) Santa Barbara 24.  
Good Night Ladies (Cass) Detroit.  
Janie (Geary) San Francisco.  
Kiss and Tell (Harris) Chi.  
Kiss and Tell (Shubert Lafayette) Detroit.  
Let's Face It (Selwyn) Chi.  
Life With Father (Marlow) Helena, Mont., 21; (Fox) Butte 22; (Paramount) Idaho Falls, Idaho, 24.  
Little Injuns Ten (Forrest) Phila.  
Oklahoma (Erlanger) Chi.  
Three's a Family (Colonial) Boston.  
Tomorrow the World (Mayfair) Portland, Ore., 20-22; (High School Aud.) Sacramento, Calif., 24.

## Summer Legit at Allentown

ALLENTOWN, Pa., June 17.—Allentown will have its first regular season of summer legit this year. Lyric Theater, which housed touring troupes during the winter, goes on a full-time schedule for legit fare during the hot months, with Lewis Charles operating the house.

Season got under way Monday (12), with Fred Stone heading the company with *You Can't Take It With You*. Barbara Bennett comes in June 19 in lead of *George Washington Slept Here*. Bill will change weekly, with names heading casts. In previous summers legit held forth at the cowbarns only.

## FOR KEEPS

(Continued from opposite page)

of talk. The youngster has never had a chance to be a real kid. Thru her new stepmother she gets a break and even pop discovers birth pains of parenthood. There's a nice lad, too, who is coming back to her from the war when she grows up. The stuff is there for farce or touching comedy. Herbert has elected on a conversation piece. It takes more than half of the evening to set up the premise and the wind-up, unfortunately, is another whiff of hearts and flowers.

Gilbert Miller has given *Keeps* a meticulous production. He has had Raymond Sovey dream up a lush studio-penthouse set and picked a troupe of fine players to act in it. His direction is paced to make a wordy, static script look much better than it deserves. His actors back him up admirably. Frank Conroy plays the arrogant papa in key and is as frequently amusing as the book lets him be. Julie Warren doesn't get much more than a chance to be sympathetic as wife No. 4, and Donald Murphy makes the lad in the case ingenuous and likable.

However, it is Patricia Kirkland who carries the ball. Herbert has assigned her a lot of words to make with—a heavy percentage of them just chatter. It's only due to an obvious, innate sense of pace and timing that they don't get her down more often than they do. But even at that the load is too heavy for one youngster. She'll get a real chance in a play where she doesn't have to throw the dictionary thru three acts.

Otherwise "Keeps" may have some property value. It is sufficiently sticky and sentimental to seg-up into a suds epic. However, just where it could go after the gal reformed her pa is a headache to be left for Herbert.

Bob Francis.

## TAKE A BOW

(Continued from opposite page)

Lou Walters' variety show turns up on the Stem as a solid combo in all departments. Wally Wanger has dished up a nice balance of chant, terps and clowning, with a bit of acro and liquid mystifying thrown in for good measure. *Take a Bow* has a lot to make the

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# BROADWAY SHOWLOG

Performance Thru June 17

Dramas	Opened	Perfs.	Opened	Perfs.
<b>Angel Street</b> (Golden)...	12-5, '41	1,069		
<b>Arsenic and Old Lace</b> ... (Hudson) Closes Saturday (17). Deal for immediate Subway Circuiting of troupe appears off.	1-10, '41	1,444		
<b>Chicken Every Sunday</b> ... (Plymouth) Sidney Blackmer has lead in "Arthur Hopkins Presents" program Wednesday (21). Show is "Late Christopher Bean."	4-5, '44	85		
<b>Decision</b> (Ambassador)...	2-2, '44	158		
Closes Saturday (17). Reopens Tuesday (20) at Flatbush Theater, Brooklyn, for first leg of a two-week Subway Circuit trek. Second stanza will be at the Windsor Theater, Bronx. Among original troupers who have signed for the half-price trip are Raymond Greenleaf, Don DeShay, Len Hollister, Grace Mills, Lee Sanford and Jackie Urbont.				
<b>Doughnuts, The</b> ... (Lyceum) James MacDonald will have a role in "Late Christopher Bean" on "Arthur Hopkins Presents" program (NBC) Wednesday (21). Vinton Hayworth goes back into "David Harum" program (NBC), Monday (19).	12-30, '42	620		
<b>For Keeps</b> ... (Henry Miller) Crix voted six to three for a 33 per cent score. No: Robert Coleman (Mirror), Howard Barnes (Herald-Tribune), Lewis Nichols (Times), John Chapman (News), Robert Garland (Journal-American), Louis Kronenberger (PM). Yes: Wilcella Waldorf (Post), Herrick Brown (Sun), Burton Rascoe (World-Telegram), Frank Conroy air-guests with Martha Dean Monday (19). Patricia Kirkland is on the mike with Adrienne Ames Wednesday (21), and Conroy dittoes Friday (23).	6-14, '44	6		
<b>Jacobowsky and the Colonel</b> (Martin Beck)...	3-14, '44	112		
Louis Calhern played Kosciuszko on V-Army radio show (WJZ), Friday (16). Doubling in brass.				
<b>Kiss and Tell</b> (Biltmore)...	3-17, '43	532		
Robert Lynn latest casualty of Theater Soft-Ball League. Out Wednesday (14) with a sprained knee garnered in game with "Othello" leaguers. Back in cast Thursday (15). Jimmy Lane subbed for him. Jessie Royce Landis air-guested as Dolly Madison on "The Army Broadcast" (WJZ) Thursday (15) for 5th War Loan. Robert Keith hearing actors for his "Dr. Hilliard's Patient." Wants to get into rehearsal by July 20, start road breaking in by August 14, and get back for a Labor Day Stem preem.				
<b>Life With Father</b> ... (Empire) Arthur Margetson and Nydia Westman on Mary Margaret McBride program Thursday (15). Drumbeater Harry Forward smirking over Father's Day plugs. Made a tie-up with Macy's featuring Howard Lindsay in full-page ads in every N. Y. daily for a solid week. Also engineered a 215-chain candystore deal featuring blow-ups of Lindsay in windows plugging candy as pop's gift. Oscar Serlin back from Coast Saturday (17). Has been lining up writers. Management give Howard Lindsay and Dorothy Stickney a farewell party. Serlin's surprise gift for them is an antique (1800 A.D.) silver service.	11-8, '39	1,939		
<b>Othello</b> (Shubert)...	10-19, '43	280		
Francis Compton replaces Averell Harris as Brabantio Monday (19). James Monks back in cast after illness, Friday (16). Eugene Stickman has been subbing for him. William Woodson adds to current air-chorus in "This Life of Mine" (CBS), with a sign-up for a role in "David Harum" (NBC), to start Friday (23).				
<b>Over 21</b> (Music Box)...	1-3, '44	196		
Ruth Gordon's newie, "Journey To a Star," is in the rewrite stage. No one except Max Gordon and George Kaufman have been permitted to see the script. Helen Ford has replaced Nedda Harrigan in the "21" troupe, which has been CSI-ing it in Bermuda and the Caribbean. Troupe leaves soon for Aleutians and will follow with a South Pacific trek.				
<b>Pick-Up Girl</b> (48th St.)...	5-3, '44	53		
Will be shortly placed on the "White List" by the Catholic clergy with an "A" rating. Sammy Brinn takes over company manager's chores from Lou Eppstein, who assumes same job for "Katherine Was Great." William Harrigan making Naval Training films at Astoria.				
<b>Ramshackle Inn</b> (Royale)...	1-5, '44	194		
<b>Searching Wind, The</b> ... (Fulton)	4-12, '44	78		
<b>Slightly Scandalous</b> ... (National) Closes Saturday, June 17. <b>Complete thumb-down by crix for a score of zero. No: Burton Rascoe (World-Telegram), Robert Garland (Journal-American), Herrick Brown (Sun), Wilcella Waldorf (Post), Louis Kronenberger (PM), Lewis Nichols (Times), Howard Barnes (Herald-Tribune), Robert Coleman (Mirror), John Chapman (News). Closes Saturday (17).</b>	6-13, '44	7		
<b>That Old Devil</b> ... (Playhouse) Closes Saturday (17). J. C. Nugent claims he will reopen in fall.	6-5, '44	16		
<b>Three's a Family</b> ... (Belasco)	5-5, '43	473		
<b>Tomorrow the World</b> ... (Barrymore) Closes Saturday (17). Fem lead, Ruth Matteson, likely to rejoin "Merry Widow" troupe for Coast trek in her old part. Joyce Van Patten has turned down Lester Cowan's offer to appear in her original role in pic version and is considering pic possibilities pending a fall stage offer.	4-14, '43	499		
<b>Two Mrs. Carralls, The</b> ... (Booth) Pic rights reported sold for "upward to \$300,000" to Warners. Haggie still on over exact figure, but contract drawn. Victor Jory gets a farewell party at Leon and Eddie's Sunday (18). Leaves for month's vacation with family on Coast in two weeks. Then returns for another Stem session.	8-3, '43	368		
<b>Voice of the Turtle, The</b> ... (Morosco) Last week before layoff, with performances exclusively for servicemen, begins Sunday (25) and winds up Thursday (29). Six shows, including a Wednesday mat. Alfred de Liagre off to Hollywood Saturday (17), to see about sale of basic copyright, to see John van Druten about that new play he is writing, and sign three players for a Chi edition of "Turtle." Elliott Nugent's daughter, Lee, spends the summer as a member of the cast of the Cambridge Summer Theater. Daughter, Barbara, dittoes at the Newport Casino Theater. Nancy, the youngest, will stay home with the folks.	12-8, '43	325		
<b>Wallflower</b> (Cort)...	1-26, '44	167		
Co-Producer Sam Grisman, currently in Hollywood with Meyer Davis, lining up a second company, has bought a play by Milton Turet called "More Than You Know." Skeds it for next season.				
<b>Broken Hearts of B'way</b> ... (N. Y. Music Hall) Tabbed a 22 per cent score with crix electorate. Journal-American and World-Telegram didn't review, and are therefore counted as no opinions. No: Robert Wilder (Sun), Lewis Nichols (Times), Wilcella Waldorf (Post), Otis Guernsey (Herald-Tribune), Louis Kronenberger (PM); John Chapman (News). Yes: Robert Coleman (Mirror).	6-13, '44	6		
<b>Carmen Jones</b> ... (Broadway) Val Valentino dances on Bond Cash Register Monday (19). Toni Gilman leaves cast within next month to join husband, who expects to be in army shortly. Dave Wolper is seeking a replacement on the Coast. Messrs. Shapiro, Pascal and Charig have had to turn over a half dozen new choruses for Gertrude Niesen's "I Wanna Get Married."	12-2, '43	229		
<b>Follow the Girls</b> ... (44th St. Theater) Wilbur Evans convalescing at home after operation at Park East Hospital. Will rest thru next week. Bob Tavis subbing for him. Thursday (22) June Havoc guests at unveiling of a new color film by Anso at a cocktail party at the Waldorf. Will be photoed in color at reception. Joel Ashley has been signed for role of Potemkin for "Katherine Was Great." Preem has been switched from Boston to Philly, with July 5 as the tentative date at the Forrest Theater.	4-8, '44	81		
<b>Helen Goes To Troy</b> ... (Alvin) Mrs. Joseph Cuneff (papa is one of the singing lads of "Okie" troupe) bassineted a boy Wednesday (14). Betty Garde has decided to stay on a few weeks longer, until Guild can find a suitable replacement for Aunt Eller role. Lee Dixon back in company Monday (12), after prolonged tonsils. Milton Watson will go on for Dixon Monday (19), and for seven subsequent Mondays. Latter is taking week's vacation that way. Sunday (18), Ellen Love, Dorothea MacFarland, Faye Elizabeth Smith to Central Park to chant two special songs for WAC recruiting rally. Milton Watson goes, too, to contrib vocals from show. Betty Jane Watson off for Chi July 1 to take over for Evelyn Wykoff. Latter arrives here to fill N. Y. company lead, same date, after vacationing week of June 25. Bonita Primrose will fill in for her in Chi during rest period. Dorothea Freed steps into the role of Ado Annie Thursday (22) mat. Leaves for Chi Wednesday (28) to take over for Pamel Britton, who leaves for Coast.	4-24, '44	64		
<b>Mexican Hayride</b> ... (Winter Garden) Milton Watson goes, too, to contrib vocals from show. Betty Jane Watson off for Chi July 1 to take over for Evelyn Wykoff. Latter arrives here to fill N. Y. company lead, same date, after vacationing week of June 25. Bonita Primrose will fill in for her in Chi during rest period. Dorothea Freed steps into the role of Ado Annie Thursday (22) mat. Leaves for Chi Wednesday (28) to take over for Pamel Britton, who leaves for Coast.	1-28, '44	163		
<b>Oklahoma!</b> (St. James)...	3-31, '43	522		
Mrs. Joseph Cuneff (papa is one of the singing lads of "Okie" troupe) bassineted a boy Wednesday (14). Betty Garde has decided to stay on a few weeks longer, until Guild can find a suitable replacement for Aunt Eller role. Lee Dixon back in company Monday (12), after prolonged tonsils. Milton Watson will go on for Dixon Monday (19), and for seven subsequent Mondays. Latter is taking week's vacation that way. Sunday (18), Ellen Love, Dorothea MacFarland, Faye Elizabeth Smith to Central Park to chant two special songs for WAC recruiting rally. Milton Watson goes, too, to contrib vocals from show. Betty Jane Watson off for Chi July 1 to take over for Evelyn Wykoff. Latter arrives here to fill N. Y. company lead, same date, after vacationing week of June 25. Bonita Primrose will fill in for her in Chi during rest period. Dorothea Freed steps into the role of Ado Annie Thursday (22) mat. Leaves for Chi Wednesday (28) to take over for Pamel Britton, who leaves for Coast.				
<b>One Touch of Venus</b> ... (46th St.) Harold Stone's "Man Who Came To Dinner" troupe entertained G.I.'s at Fort Jay Thursday (15). Phil Huston again in title role and Bill Woodson and Art Mayberry replacing Gerald Savory and Phil Coolidge. Agnes de Mille has conditioned a ballet troupe for G.I. entertainment. They bow at St. Albans Naval Rehabilitation Hospital Monday (19). Paula Lawrence to Washington Sunday (25) for Air Force Show. "Shot From the Air." Will be staged at the foot of Washington Monument for 5th War Loan Drive.	10-7, '43	295		
<b>Take a Bow</b> ... (Broadhurst) Another two to one thumb-down by aisle experts for a 33 per cent score. No: Robert Coleman (Mirror), John Chapman (News), Lewis Nichols (Times), Burton Rascoe (World-Telegram), Robert Garland (Journal-American), Louis Kronenberger (PM). Yes: Howard Barnes (Herald-Tribune), Wilcella Waldorf (Post), Herrick Brown (Sun).	6-15, '44	4		
<b>Ziegfeld Follies, The</b> ... (Imperial) Run extended thru Saturday (24) at least. Next attraction still undecided.	4-1, '43	513		

customer happy. It has speed and pace and few dull moments. It has a dancing line of lookers in lush costumes, and a show gal ditto. It has plenty of top talent. A lot of coin has evidently gone into the proceedings.

That is where the rub comes in. If you sit back for a little game of salary-guessing, the Lou Walters' weekly pay roll totes up to a wallowing set of figures. Nobody on the bill comes cheap. This is all fair enough and the customer is indisputably getting his money's worth. However, *Take a Bow*, in spite of its revue icing, is still vaude, and past performances have shown that the customer won't come up with \$3 (plus tax) top tariff for the best of them—at least for any length of time.

Of course, *Bow* may turn out to be one of the exceptions. The show deserves it. It would be nice to have Jay Flippen

around for a long time. He is a slick and smooth ringmaster. The Stem could use a long stretch of Gene Shelden's brand of whimsies, too. Shelden's panto clowning is just about tops and had the pew-sitters in stitches. He has four or five spots, either on his own or with partner, Loretta Fischer, Chico Marx or Flippen, and clicks in every stanza. Marx also serves an ace with his familiar piano-logue.

On the terp side are Mary Raye and Mario Naldi, about as near perfection as ballroom teams come, and Marjery Fielding has devised an intro for them via her dancers which sell them with a top send-off. Johnny Mack contribs an interlude of taps which has the house palming it lustily. Vet Pat Rooney adds his old waltz-clog and winds up with a bit of rug-cutting just to show the new generation that the old-timers can still

shake a hoof with the best of 'em. Vet chanting duo, Alan Cross and Henry Dunn, score roundly with their numbers, and the Murtah Sisters drew a good response with their song-clowning antics. The Whitsun Brothers' acros were sure-fire, and, of course, Think-A-Drink Hoffman, with his magic bar to send drinks shutting up the aisles, is always a crowd-pleaser.

There is a spot or two, notably in the chant section, where a little stepping up would do no harm. One less song here and there would better the pace. But on the whole, *Bow* trots right along. At the Palace in the old days the bill would have been a wow. Let's hope that the boys and gals who pay will come up with a \$3.60 top for it at the Broadhurst. Lou Walters can take a bow, anyway. He's put good vaude on the line for anyone who wants it. *Bob Francis.*

## Magic

By Bill Sachs

**G.** RAY TERRELL, assisted by Judy and Jack, have been handed a second holdover at Hotel St. Regis, New York, and now stick there until July 5. . . . **MAGICAL VALENTINES**, after winding up a week at the Olympia Theater, Miami, moved over to Club Ball in the same city. . . . **DE FORREST AND DEL KOMEK**, presenting a combination of magic, hypnotism and mentalism, opened the season Monday (19) at the 20th Century Club, Wichita, Kan. Sponsored by a local church, they are doing a full evening show. . . . **THE GREAT OVIETTE**, after playing Club Brazil, Houtson, Pa., and the Marconi Club, Warren, Pa., for Frank Sennes, Cleveland booker, has salted away his magic for the summer to vacation at his home in Elmhurst, N. Y. He plans a magic get-together there late in the summer. . . . **MISS CAZAN**, of Vantine and Cazán, overseas for many months with a USO unit, is en route back from England to undergo an immediate operation for an injured pelvis bone sustained recently on a sloping English stage while performing her strait-jacket escape. Peritonitis set in following her fall and she was in serious condition for a time. Ill luck also hounded two other magi playing for USO in England. Al Wheatley (Tung Pin Soo) fell recently, breaking a bone in his leg, and Tommy Martin was recently forced to undergo an operation. Vantine and Cazán were replacing Martin on the Jane and Joe McKenna unit when Miss Cazán was injured. . . . **PRINCE SAMARA** (Terry Brady) is in the midst of a month's engagement with his magico-mental turn at the United Nations Club, Ogden, Utah. . . . **CHARLES PASTER-NACKI** is doing a series of five mystery shows before various military units in the Detroit area under USO sponsorship. . . . **L. O. GUNN**, West Coast magish, writes from "Somewhere in New Guinea" under date of May 27: "Our USO unit has been here since January 10 and in about three weeks we return to Australia to play hospitals and camps. Our unit has been in New Guinea longer than any other USO troupe and we were informed recently that we were the only unit over here that has been under fire, regardless of what others claim after they return to the States. Just received a long letter from Lou Tannen, who bought the Charles Larson magic. I still have most of the Caryl S. Fleming collection; have never had time to assort it. My store in Hollywood has been closed now for 20 months but I will open again after the war. I have an offer to return to Australia after the war, with a four-month contract guaranteed. I hope to see Gus Quinn in Melbourne soon."

**LONDON MAGIC BRIEFS**—New to London, Roy Carter, English magician, impresses at the Brixton Express Theater, where his leading illusion is *Crushing a Woman*. . . . **TEMPUS** (Dave James), Australian comedy conjuror, is featured in English vaude with a well-devised and bright act that is destined to become popular. . . . **KARDOMA**, whose tricks are all performed with flags of various nations, has a strikingly effective act that is being rebooked all over the country. At present he is playing repeats over the Syndicate (London) Halls. . . . **LUCILLE**, foremost British girl conjuror, is in her third year with the USO (ETO Section) and proving a great favorite. . . . **PIERRE CORDELL**, Anglo-French conjuror, co-stars with ace stripper Denise Vane in *Fig Leaves and Apple Sauce* revue now playing the London music halls. . . . **MURRAY**, who hails from Australia, is still a big name in magic this side. As illusionist, presti-

### WANT NOW OR LATER

People all lines interested in long season. (Show out till Thanksgiving.) Heavy Man, Piano Player, Musicians, can place immediately. Asent familiar with south.

### SLOUT PLAYERS TENT SHOW

Week June 26, Grand Rapids, Michigan;  
July 3, St. Louis, Michigan.

### WANTED

### Burlesque Performers

Specialty and Semi-Nude Dancers  
Write

### PRESIDENT FOLLIES

San Francisco 2, Calif. E. SKOLAK, Mgr.

## Radio Editors Lay It on Line

(Continued from page 6)

"Early program corrections please."

"Wire particularly hot program information."

"More one-page biogs of lesser-known air personalities. The listeners know their stars and their backgrounds."

"Localize stuff. We like material about Georgia performers." While this comment naturally came from down South, seven other reports also appeal for localization of material. This is a tough job for a network, as not even local stations seem to be able to localize their publicity stories.

"Cut out trying to emulate Hollywood and forced stunt pictures."

"Learn what a radio editor can really use."

### Mat Morgue Suggested

"More one-column mats of newsworthy people and events." On this subject one keen editor explained that a library of half and one-column mats to be filed for future release with stories as they break would get more radio pix in the papers than anything he could think of.

On the personal service slant, a slant that apparently is very close to the hearts of the editors, the comments were: "Follow CBS personal service—find out what editors want." On the West Coast it's apparently NBC that delivers the personal service on time. Several West Coast columnists stressed that NBC Pacific and CBS New York delivered the goods for them. "It isn't," said one, "that we want prompt and efficient assistance when special or regular information is requested. Hell no. We got to have it to keep in business."

One syndicated writer griped: "Some net staff members feel a free meal or drinks cover a smug detached air. I don't mind fattening somebody's swindle sheet, just as long as they fatten my column as well—and most of the time they just work the swindle sheet."

Picturing the ideal publicity release, one survey revealed: "Press releases should be broadcast previews; should keep plug content in focus at all times." Another stressed the fact "the copy must be written for the newspaper reader and not the program sponsor."

Once again the seventh annual radio publicity survey has proved that the newspaper editors, despite all their griping, want to give space to radio. They want and need flack stuff. Nothing else can explain their willingness to lay their requirements on the line. They offer their ideas of what they feel to be ideal public relations. It's easier to say what you want than it is to get it. That's been a bromide long before radio was a gleam in Marconi's eye.

digitateur and escapologist, Murray does a 25 to 65 minutes act that's among the best attractions in British vaude. . . .

**CECIL LYLE**, former magical milliner, has the biggest magic show touring England. Combining the best of the late David Devant, Arnold De Biere and Horace Goldin illusions, his well produced magic revue is most pretentious and a big box office draw all over the country. . . .

**RECENTLY DISCHARGED** from the British Army on medical grounds, Freddie Harriss, assisted by Pam, has a neat comedy conjuring interlude in the Phyllis Dixey revue at the Whitehall Theater, London. . . .

**CHRIS CHARLTON**, much-traveled magician, still features a humdinger of a magic kettle trick that has them guessing. . . .

**MR. AND MISS TREE**, widely known British mental act, have just finished a successful tour with Harry Benet's Royal Majestic Circus, during which time they successfully worked in the sawdust ring.

### Interstate Theaters To Act For CSI in Talent Quest

FORT WORTH, June 17.—Talent for USO-Camp Shows will be recruited from this section by Interstate Theaters, Inc., Charles J. Freeman, district representative, announced here this week. Auditions will be held in the Dallas USO Center June 24. George Choos, USO-Camp Shows representative, will assist with the auditions.

All types of entertainers, especially singers, dancers, comedians and instrumentalists are needed.

## Burlesque Notes

By Uno

**MIMI LYNN** moved up from burly to legit via a fat part in *Showboat*, starring Julie Hayden at the Victory, Bayonne, N. J. . . . **BETTY LOGAN** headlines the nitery show at the Caravan where other June 16 openers were Cheena, Zilda and Tana, formerly of Tirza's, Coney Island, N. Y. . . . **DOLORES ALVARADO**, Lucille Townes, Paula Moore and the Duke Wright Trio are at the 606 Club. . . . **SEDAL BENNETT**, former fem wrestler in burly, here on a visit from Hollywood, where she's working in pix, operating a 15-room hotel and heading NVA movements.

**JUDGE REIDELBERGER**, ork leader at the Grand, St. Louis, summering at his home in Venice, Ill. . . . **EDDIE ROSS**, booker, formerly of Phil and Eddie Ross in vaude, has acquired the Shangra-La, Swan Lake, N. Y., for a new cabaret venture. . . . **DAVE COHN** is managing the Burbank, Los Angeles. . . . **APRIL CHASE** (Dimples DeLite) out of a Cleveland hospital and expects to be able to return to the Roxy stock there June 30.

**JOE DORRIS** closed six weeks as emcee at Queens Terrace, L. I., and opened June 11 at the Latin Quarter, Fall River, Mass. Returns to the Terrace in September. . . . **BABETTE**, former strip, recovering from an illness in Miami, to visit her ma in Los Angeles and then resume footlight work. . . . **BILL HAYES**, straight, closed at the President, San Francisco, to open at the Mission, Sacramento, in support of comics Harry Stratton and Matt Kolb. . . . **JIMMIE MORGAN** and Jimmie Mathews are the comics, plus eight femme principals, at the Kearney, San Francisco.

**CHARLIE FRITCHER** shifted from the President, San Francisco, to Seattle. . . . **NAPPY SWANK**, stripper, visiting friends and relatives in Kansas City, Mo., and Chicago. . . . **JACK REID**, former show operator on the big wheels and recently head doorman at the Grand, St. Louis, vacationing at his home in that Missouri town. . . . **RUTH'S Victory Room**, Fall River, Mass., continues its policy of line girls, five acts and a weekly feature strip.

**STANLEY MONTFORT** has just concluded his fourth season as house straight and stage manager at the Fox, Indianapolis, and with his wife, Mildred DeVoe, and Lillian Drollette, Fox Cashier, is summering on Indian Lake at Lakeview, O.

### RADIO REVIEWS

(Continued from page 10)

up his opinions with an experience that takes in 17 years as a broadcaster and newspaperman in the Far East.

Glenn Adams handles the opening and closing commercial in good voice and taste, with the wordage pieced together expertly.

Maurie Orodener.

### Melody Round-Up

Reviewed Saturday, 11:30-noon. Style—Musical. Sponsor—Goodyear Tire & Rubber. Agency—N. W. Ayer. Station—WEAF (New York) and NBC.

This was originally called the *Hook and Ladder Follies* and had a genial Midwestern hayloft atmosphere. Thru the months it has been changing, gradually enough, in content but not in format. Now it's the wahoo and yippee of the Far West ranch house, with Andy Devine as emcee and Sons of the Pioneers for the lights. But it's still a musical melange of song, vocal, ork.

Nothing neat nor gaudy but certainly easy on the ear. And since the commercials are aimed at boosting the biz of the local shoe repairman it's quite possible that this formula, which smacks of a Republic Pic western, will be just what Goodyear wants.

On show caught, Andy Devine tried to do a Bing Crosby number and then faded to deliver to the audience Crosby in person. A neat surprise package that should hypo audiences for the next few weeks.

Comedy patter and continuity is patently corny and in keeping with the show. Sons of the Pioneers are familiar to cowpoke movie and music fanciers. In this show they were best in *Call of the Canyon*, with Ken Carson on solo. Songspinnings, a standard vocal combo, were finely blended and easy on the ear;

## Hildegarde

Reviewed Tuesday (13), 10:30-11 p.m. Style—Variety. Sponsor—Brown & Williamson (Raleigh Cigarettes). Agency—Russell M. Seeds. Station—WEAF (New York) and NBC.

Fifty-one weeks ago Hildegarde took over an NBC-Chicago idea, *Beat the Band*, and started on a regular career of broadcasting. The program and Hildegarde didn't jell and try as she would, the sophisticated entertainer from Milwaukee sounded on the air as unhappy as she must have felt. However, it was her good fortune to have a sponsor who was really sold on her, and so when the army took Red Skelton, Anna Sosenko was able to sell Hildegarde singing in a mythical *Raleigh Room* to take over for "I dood it." (Eddie Mayehoff took the band-beating assignment).

Just as sour as Hildy was beating the band, she is swell in her new program. There doesn't have to be any deep digging for the reason. What Anna Sosenko (she owns this package show) has been able to achieve is a framework for Hildegarde that doesn't differ drastically from the Persian Room or the Panther Room (Palmer House), two of the smart corn seller's more successful hang-outs. And since Sosenko manages H she also manages to make the show 80 per cent the singer's. The other 20 per cent is split up between guest artists, commercials and atmosphere. Which is all to the good now that this great entertainer has found her mike-self. Hildy has the same quality that makes Winchell great—a naive sophistication—a cockeyed interest in cockeyed things. And, of course, she has something Winchell hasn't and didn't have even when he trouped. She can sing-sell a song like nobody else in the world but Hildegarde—and then again she has s. a. even over the air—something else that Winchell only has in print.

The guests for one first session were the Dodgers' Leo Durocher and Willie Howard. Durocher is developing a mike personality that's as far away from the umpire killer character as it could be. He was a swell foil for Hildegarde. Also enabled her to do a delightfully amusing parody of *Take Me Out to the Ball Game*. Willie Howard segued into his *French Lesson* routine, but there were two minutes cut out of the program at the last minute and so poor Willie never had a chance to reach for laughs.

Hildegarde socked the end of the program with a specially produced version of *It Had To Be You*, she called it her extravaganza. It helped to conclude her part of the program on the correct note.

If there was a little too much bounce in the broadcast it might be traced to the fact that Herb Moss, the producer, and Clayton Collier have been working a long time on *Truth or Consequences* and will have to tune down the cuteness. Hildegarde is cute enough herself. The boys who scribbled this show did a fair job but tried a little too hard here and there. Collier saved the commercials from sounding like 1920, but even he was caught in the cuteness of the scripters every now and again.

Hildegarde ratings will start climbing from here on in. The show is almost as good as she is. Joe Koehler.

even the lyrics of their specialty numbers came over cleanly. Perry Botkins ork provided a vintage brand of old pops that was in keeping with the show mood.

Downright perfect was Botkins arrangement a la Peabody of *See You In My Dreams*.

The big question with this type of show, spotted as it is, is how much of an audience can it pull? It doesn't sound like much and it carefully cultivates an amiable slouchy gait. But the talent roster adds up to a sizable weekly stipend and unless the program can approach the must listening category, the listeners won't stick to their sets in sufficient numbers. Right now it's not a must. But with a real entertainment-providing name *Round-Up* could become a must.

Wonder if anyone has thought of using the Kraft Music Hall technique? This reviewer got the flavor when Crosby, after chirping and ad libbing *San Fernando Valley*, went into some typical banter with Perry Botkin. Why not junk calculated corn, ring in some of the many cowhand pic singers, and set a few writers to providing some modern, albeit western-slanted comedy chatter?

Lou Frankel.



## THE FINAL CURTAIN

**BARRERE**—George, 67, noted musician, flutist and on the staff of the Juillard School of Music, New York, at Benedictine Hospital, Kingston, N. Y., June 14. For 23 years he was first flutist with the New York Symphony Orchestra, after being brought to New York in 1905 by Walter Damrosch. In 1928, when the New York Symphony merged with the Philharmonic, becoming the New York Philharmonic-Symphony, he devoted himself to solo appearances and his Little Symphony Orchestra which he conducted himself. He had also been associated with the Chautauqua Symphony Orchestra and, besides being a composer of chamber music, was largely responsible for having the flute recognized as a solo instrument. Surviving his widow, the former Cecile Allombert; three sons, Lieut. Jean C. Barrere, U. S. A.; Claude Barrere, with the recording division, NBC, and Corp. Gabriel Paul Barrere, U. S. A., former film actor.

**BRAHM**—George (Lajos Rigo), 64, violinist known on the international concert stage, June 16 while playing in YMCA Auditorium, Elizabeth, N. J.

**COTSWORTH**—Albert, 92, dean of Chicago organists and music critics and associate editor emeritus of *Music News*, at Resthaven Sanitarium, Elgin, Ill., June 13.

**COWAN**—Norman, 45, former rodeo rider, of a skull fracture as the result of an automobile accident June 11 at Redding, Calif. He operated a large ranch near Cottonwood, Calif., and another in Siskiyou County, California. He retired as a rodeo rider in 1937. Survived by his widow, Donna; his parents; two brothers, Hazen F. and William B., and a sister, Mrs. Eileen Cass. Services at St. Francis Church, Sonoma, Calif., with interment there June 15.

In memory of my dear husband

### WALTER BROCK KEMP

Died June 25th, 1943

Our home is empty,  
My heart is sad,  
When you smiled  
You made me glad.  
For no one will ever miss you as I have.  
Some hour, some day, some month,  
some year  
I will be waiting for God to unite us  
together, my dear.  
Sadly Missed by His Loving  
WIFE

**FRENCH**—Asa, foreman of the Merry-Go-Round on the Fred Allen Shows for three years, in Auburn, N. Y., June 9 following a heart attack. Services in the Langham Funeral Home and interment

### Mrs. Robert W. Allen

Mrs. Robert W. Allen (Susanne Westford), 79, actress and sister of the late Lillian Russell, stage star of 1900s, and widow of Robert W. Allen, actor, at South Side Hospital, Bay Shore, L. I., N. Y., July 13. She had been a resident of Percy Williams Home for several years.

Joining the Tony Pastor company in vaude, she began her theatrical career at the age of 15. Later, she appeared in many Broadway successes with her sister, and toured England in a musical comedy called *The Goddess of Truth*. She also played with Lillian Russell in *The Grand Duchess, The Widow's Might, The Queen of Brilliant, The Little Duke and Wild Fire*. Other plays in which she acted in without her famous sister were *Naughty Marietta, Fifty Miles From Boston, Seven Days, A Young Man's Fancy and Soldiers and Sweethearts*. Retiring in 1922, her last role was in Booth Tarkington's *Clarence*.

Surviving is a son. Her husband died in 1916 and Lillian Russell on June 5, 1922. Services were at the Walter B. Cooke Funeral Home, New York, under auspices of the Actors' Fund.

in Auburn were arranged by the show, with the co-operation of Auburn Lodge, IOOF, which sponsored the engagement there.

**GRAVES**—Michael A. (Mickey), 65, stage technician and former circus property man, following a heart attack at the Century Theater, New York, June 7. He started in showbiz with the Fore-Paw-Sells Circus in 1902, later going with Barnum & Bailey Circus, and then the Ringling circus until three years ago when he became a stage worker. Survived by his widow, Judy, formerly of the Boris Fritkin Troupe of Russian dancers, and four sons, Auger, New York; Gene, Schenectady, N. Y.; Sgt. Glenn, in South Pacific, and Roy, Sarasota, Fla.

**HICKS**—C. William, 44, owner of Baltimore Theater, in St. Vincent's Hospital, New York, June 14 of a paralytic stroke. At the time of his death he owned a chain of eight motion picture houses, Hicks Theaters, and in 1942 had purchased the Maryland Theater, a former legit and vaude house. Survived by his widow, his mother, a son and a sister.

**JAY**—William, 52, Universal's special sales representative in Great Britain since 1938, in London June 3. Prior to going with Universal, he was for many years general sales manager of RKO Pictures in England. Survived by his widow.



In Loving Memory of Our Dear  
Brother and Son

### WALTER B. KEMP

Died June 25, 1943  
Brother, Sis and Dad

**JONES**—Harry A., 59, musician and entertainer widely known in New Hampshire and Vermont, in Lebanon, N. H., June 12. He was a native of Harrison, O. Survived by his daughter and three grandchildren.

**KELLEMS**—Mrs. Elizabeth, 81, mother of Happy Kellems, pantomime clown, June 10 at Evansville, Ind. Also surviving her are two other sons and a daughter. Interment in Evansville.

**KING**—Harvey Frank, 72, father of Wayne King, orchestra leader, now in the army, in Kansas City, Mo., June 8.

**LASHER**—Steve, former sheet writer, in Cleveland May 10.

### In Memory of WALTER B. KEMP

"Gone but not forgotten."

Eleanor and  
"Baby" Walter Arthur

**LIME**—Mrs. Bud, 41, with the World of Today Shows, following a heart attack at La Cyne, Kan., June 7. Survived by her husband with the World of Today Shows. Interment in Waterloo, Ia., June 10.

**MCGHEE**—Walter Du Barry, 58, former performer and theater man, at his home in Boston June 1 following a two-year illness. He was a performer in his youth and later managed the L. F. Sunlin Theaters in Flint, Mich., for 20 years. He was associated with the E. M. Loew Theater, Boston, the past six years. Survived by his widow and daughter, the former Laurel and La Verne Sisters; five brothers, two sisters and a grandson. Interment in Hanover, Pa., June 4.

**MILLER**—Samuel, 60, concessionaire with various West Coast shows for a number of years, at General Hospital, Los Angeles, June 10. Interment in Showmen's Rest, Evergreen Cemetery, Los Angeles, June 14.

**MONTAGUE**—Ivan Lee, known as Arkie and Tex, radio singer, guitarist and rope spinner, in St. Louis June 7. He broadcast over Southwestern stations and

toured with W. S. Curl, World of Pleasure and Great Lakes Exposition shows. Survived by his widow, Claire, and a daughter, Sandra Lee, Tonawanda, N. Y. Interment there.

**MOULTON**—V. L. (Frank), 53, concessionaire with Wallace Bros. Shows, in St. Mary Hospital, Evansville, Ind., June 14 of appendicitis. Survived by his widow, Bee. Services in Ziemer's Funeral Home, Evansville, June 15, with cremation in Indianapolis the same day.

**MYERS**—C. H., 62, sheet writer, following a heart attack in a Rio Grande (Tex.) tourist camp May 24. Survived by his widow.

**In Loving  
Memory of My  
Beloved Husband  
Walter DuBarry McGhee  
He Will Always Live in  
My Heart  
LOLA A. MCGHEE**

April 18                      June 1  
1886                              1944

**NICASTRO**—Michael, 57, musician with the Chicago Opera Company for 20 years, June 14 at Chicago. Nicastro was assistant manager of the Argentina Trade Corporation. Survived by his widow, Piquita, and a son, both of Buenos Aires.

**SCHWEIB**—Eleanor W., 66, retired concert pianist and vocalist, June 3 at Lankenau Hospital, Philadelphia, after a brief illness. She made her concert debut in 1878 at the age of 16 as a pianist with the Chicago Symphony Orchestra, remaining with that organization for 16 years. She retired from the concert stage in 1928 and took up duties as a vocal department head at the Hartford School of Music in Connecticut. Her mother, Mrs. Antonio Karstines, Chicago, is her sole survivor. Services in Philadelphia, with interment in Hillside Cemetery there June 6.

## Marriages

**BULLOCK-LINN**—R. T. (Fats) Bullock, owner of the Southern Empire Shows, to Mary Jo Linn, nonpro, of Oklahoma City, June 7 at Van Buren, Ark.

**CHAMBERS-WEISS**—James Chambers, French horn soloist with the Philadelphia Orchestra, to Marjorie Weiss, nonpro, June 3 in Trenton, N. J.

**FISHBEIN-MILLER**—Abe Fishbein, head cashier in Luna Park, Coney Island, N. Y., to Mollie Miller, a re-ride operator of the Dragon's Gorge and sister of William Miller, part owner of Luna Park, in Brooklyn June 17.

**GARCIA-OPALEE**—Felix Garcia, in the army and formerly of Opalita and Garcia, to Opalee Randolph June 10 at Enid, Okla.

**HERMAN-PALMER**—Sylvan Herman, pianist and band leader at the Barclay Hotel, Philadelphia, to Stephanie Palmer, concert violinist, June 5 in Philadelphia.

**KYSER-CARROLL**—Kay Kyser, orchestra leader whose band is heard on NBC *College of Musical Knowledge*, to Georgia Carroll, band's vocalist, in Las Vegas, Nev., June 7.

**LEVINE-MORRIS**—Corp. Jules Levine, Philadelphia musician now with the Army Corps Band in Atlantic City, to Flo Morris, dancer, June 4 in Atlantic City.

**LITWIN-MARQUARD**—Lieut. Wally Litwin, nonpro, to Yeoman 3/c Julie Marquard, professional singer before joining the coat guard, June 10 in Philadelphia.

**MACLEAN-BOOTH**—John Frederick MacLean to Donna Mae Booth July 9 at Des Moines. He is news announcer for WHEC, Rochester, N. Y., and she has been operator and recording engineer at WCHS, Charleston, W. Va.

**MCNELLIS-NORMAN**—Frank McNellis, actor appearing in current Broadway play *Waltflower*, to Helen Ruth Norman in Baltimore May 26.

**MONTGOMERY-STEELHEAD**—War-

rant Officer George D. Montgomery, U. S. Army, leader of the 364th Infantry band composed of 28 former members of name bands, and formerly of the Texas State Radio Network, to Lieut. Margaret Steelhead, WAC, in Fort Douglas Chapel, Salt Lake City, June 8.

**NUTTER-ABBOTT**—Maj. Ralph Nutter, army air corps, to Harriet Priscilla Abbott, until recently commentator on Station WFEA, Manchester, N. H., at Berlin, N. H., June 3.

**PATTERSON-CARLSON**—Warren Patterson to Ruth Carlson June 3 at Chicago. Miss Carlson was secretary to William Kephart, chief of announcers for the NBC Central Division.

**SAGI-RICHEY**—John Sagi, of the staff of the Club 509, Detroit, to June Richey, nonpro, June 12 at Detroit.

**SCHAVONE-JOHNSTON**—Pvt. Donald Schavone to Elizabeth Johnston in Brooklyn June 10.

## Births

A son, William Michael, to Mr. and Mrs. Danny O'Neill at St. John's Hospital in Santa Monica, Calif., June 1. Father is song star of the CBS *Danny O'Neill and the Blue Jackets Choir*.

A daughter, Marcia Lavelle, to Mr. and Mrs. Dwight Hauser at the Hollywood Hospital June 1. Father is CBS writer of *Lady of the Press* series.

A son to Mr. and Mrs. Ewald Klinger May 28 in Philadelphia. Father is tenor sax player with Chuck Gordon's orchestra at Wagner's Ballroom, that city.

A daughter, Bonnie Sharron, to Mr. and Mrs. Charles Hesington May 29 in Camden, N. J. Father is manager of the Collingswood Theater, Collingswood, N. J.

A son to Mr. and Mrs. George Tunnel May 28 in Philadelphia. Father is known as Bon Bon, singer with Johnny Warrington's orchestra at WCAU, that city.

A son to Mr. and Mrs. Ralph Vogel June 1 in Philadelphia. Father is operator of the Bombay Garden ballroom, that city, and leader of a dance orchestra.

A daughter, Susan Elizabeth, to Mr. and Mrs. Granville Buck at Park Avenue Hospital, Rochester, N. Y., May 30. Father, former bingo manager on O. C. Buck Shows, is now in the navy.

A daughter to Mr. and Mrs. Ed Hense June 5 at St. Luke's Hospital, Philadelphia. Mother, professionally known as Jean Remington, is dancer and producer of the Jeanettes, dancing group.

A son, Timothy Thomas, to Mr. and Mrs. Jack Kearney, in French Hospital, New York, June 4. Father is professional manager of Barton Music Company.

## Divorces

Judy Garland, screen actress, from Sgt. Dave Rose, orchestra leader and composer, in Hollywood June 7.

Elsie May Hall from Huntz Hall, one of the original "Dead End Kids," in Hollywood June 8.

Rebel Randall, screen actress, from Peter Potter (William M. Moore), former radio producer and announcer now in the army, in Hollywood June 6.

Faye I. Cummings, World of Today Shows, from Jerry J. Jackson, formerly of Craft 20 Big Shows, in Kansas City, Mo., May 31.

Ruth L. Welner from Milton Welner, musical director of Station WLW, in Cincinnati June 15.

## TREASURY BOND PITCH

(Continued from page 25)

CBS sees no reason for sticking its neck out.

## LQ's 1G Bond Show

NEW YORK, June 17.—Latin Quarter will put on a bond drive show next Sunday (25). Name acts around town are expected to appear. Ringside and box tables will go for a \$1,000 bond plus the tab. Pitch is being made to get everybody coming to the club that night to buy a \$1,000 bond. But the purchase of any kind of bond will be accepted for admission.

Treasury Department will not actively assist but, it is understood, is giving its unofficial blessing.

## Kitty Davis's Ditto

MIAMI, June 17.—Kitty Davis opened the Fifth War Loan Drive with a capacity crowd last Monday (12) when the show was free to all who purchased a \$1,000 bond. She plans another show soon.

# SPOTTY GROSSES CHALKED

## Alamo Getting Well in Texas

**Record week in Freeport boosts upped gross average 30%—route changed**

PASADENA, Tex., June 17.—Record week of the season to date and best opening night in 15 years were given the Alamo Exposition Shows in Freeport, Tex., June 5-10, reported Ted Custer. With ideal weather after one of the worst springs, business is showing an increase of 30 per cent. Despite labor shortage, no opening dates have been lost when weather was right. Some changes in routing have been made, but all spots booked will be played, with only dates changed.

Mrs. Evelyn Digges, who has been visiting her aunt, Mrs. Red Hughes, returned to her home. Fire dive presented by Daredevil Leo (Suicide) Simon brings out people and holds them. Owen Jones, deferred from the service, presented Mrs. Jones with a new trailer home. Shows now have 35 trailer homes.

Benny Hyman has been getting in extra bingo games for the Red Cross and the shows' new War Bond drive got under way here when Rosemary Ruback, Bobbie Hyman, Sophie Mullens and Martha Rogers were hostesses at the season's first picnic and dance. Clyde Davis, of the Girl Show Revues, will add another show July 1 in Belton, Tex. Equipment is being repainted and overhauled.

## Happyland, With Augmented Line-Up, Hits D-Day Slump

RIVER ROUGE, Mich., June 17.—Port Huron, Mich., generally a good spot for the Happyland Shows, proved only fair, due mainly to adverse weather during the 12-day engagement. D-Day showed a 75 per cent slump in attendance and business was poor after that despite extensive newspaper and radio advertising, plus heavy billing. The writer, Paul D. Sprague, and Dr. C. C. Grosewith conducted two 15-minute programs at the radio studios, featuring interviews with Kay and Eric, the Skyettes; John R. Boyles, owner of Caravan of Wonders, and Ralph Sprague, glassblower. Al Renton received a new house trailer.

Much rain left the lot in such shape that every truck had to be pulled off with a winch, but Superintendent Virgil Dickey and crew made the scheduled opening here Tuesday. Show has been considerably enlarged since opening. Roster:

Staff: William C. Dumas, co-owner and secretary-treasurer; John F. Reid, co-owner and general representative; Virgil L. Dickey, general superintendent; R. J. Quick, electrician; B. W. Ellsworth, billposter; Paul D. Sprague, press representative. (See D-Day Hits Happyland on page 66)

## Bantly's Rings Up One of Tour's Best In Washington, Pa.

OIL CITY, Pa., June 17.—One of the best weeks to date for the Bantly Shows was registered in Washington, Pa., June 5-10, said Publicity Director Walter D. Nealand. Weather was hot but there was no rain until Friday night, when at 10 o'clock a heavy downpour spoiled what might have been one of the season's best nights. American Legion Post members were ticket takers during the week. A one-minute period of silence at 10 p.m. on D-Day was observed. Saturday matinee, sponsored by the Legion Post, with a half-page ad in newspapers, brought out over 4,000 youngsters. *The Observer*—(See Bantly's Run Record on page 66)

## Bomber Is Named After Show Clubs; It's "Sweet Ship"

CHICAGO, June 17.—The outdoor show field is ably represented in the Pacific war zone by a Billy Mitchell bomber which has seen plenty of combat duty, according to a letter received by Joseph L. Streibich, secretary of the Showmen's League of America, from Capt. Robert H. Cohn, of the Air Corps. The bomber is inscribed: "In honor of the Pacific Coast Showmen's Association, Showmen's League of America, Michigan Showmen's Association."

"It has been so named," wrote Captain Cohn, "in honor of the three showmen's associations of which I am a member, and I will send you a photograph of your bomber in the near future. I might add that this plane is one that I have been in combat with many times and believe me, she's a darned sweet ship."

## Gooding's 5% Plan Working Out Well

CHICAGO, June 17.—The plan inaugurated by President Floyd E. Gooding, Showmen's League of America, of deducting 5 per cent of the gross of all rides, shows and concessions on his units one night a week for the League's Service Men's Mustering-Out Fund is working. (See Gooding Plan Success on page 66)

## Buck Troupers Pep Bond Sales

BENNINGTON, Vt., June 17.—O. C. Buck Shows closed the Troy, N. Y., date last week with poor business, due to weather and effects of D-Day. Opening here Monday night was excellent under auspices of the American Legion Post. Last Sunday a parade by various organizations, headed by the Elks' Lodge, in celebration of Flag Day and opening of the Fifth War Bond drive, ended at the Soldiers' Home, where Gov. William H. Willis, of Vermont, spoke, using the Buck Shows' sound car.

After Fred C. Martin, State director of the War Savings program, had spoken, Jimmie Hurd and Roy F. Peugh, of the shows, started a sale of War Bonds over the sound system for the Elks. O. C. Buck was first to make a purchase, buying a \$500 bond. Over \$11,000 worth of War Bonds were sold on the day. A booth has been erected on the showgrounds, where sales of bonds will continue. Several show members have purchased bonds, including E. C. Evans, Larry Narcissio, Sidney Goodwaldt and Harry Swartz.

G. T. Fitzpatrick joined with his Dog Show. Mr. and Mrs. Joseph Miller, who received mirrors for the Glass House, opened well here Monday night. Brownie, who purchased a chimp for the Monkey Show, built a large cage and specially designed truck so that it can be paraded. Mr. and Mrs. Samuel Beaty left, he to assist Bucky Allen in New Jersey in handling his concessions. Mr. and Mrs. Joseph A. Thomas will succeed the Beatys on the show.

## ACA, From a Quint in '32, Passes Century on Roster

ROCHESTER, N. Y., June 17.—Membership in the American Carnivals Association, Inc., has passed the century mark, it was announced at his offices here by Secretary-General Counsel Max Cohen. The 100th member to join was the Fred Allen Shows and the 101st member was the Johnson Balloon Company.

Secretary Cohen, optimistic about the ACA membership, pointed out that in less than 11 years the membership had grown from five shows to 101. Charter members who formed the association in

1932 and the shows which they represented were the late Fred Beckmann, Beckmann & Gerety Shows; James W. Conklin, Conklin Shows; E. Lawrence Phillips, Johnny J. Jones Exposition; John M. Sheesley, Mighty Sheesley Midway, and Max Linderman, World of Mirth Shows.

It is indicated that plans are under way for an intensified campaign to enlist support of all non-members in the industry in the activities of the association and that these non-members will be contacted in the next three weeks.

## BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Ether, O. June 17, 1944.

Dear Editor:

For years the Ballyhoo Bros. wanted nothing except billboard and newspaper advertising. They boasted about their press agents' big spreads and even photographed long and high stands of posted paper. When their billers covered a grain elevator from top to bottom it gave the office something to boast about. One of their strong selling points when trying to book a fair was: "We'll mail every home in the county a four-page herald." Then came radio. The bosses wanted no part of it, claiming that listeners soon forgot the announcements, while newspaper ads and art lingered long in their minds. Furthermore, they argued, you can't paste a broadcast in a scrapbook. So for 15 or more years this show wanted no part of over-the-air advertising.

Two years ago a piano player on the gal show who knew a local commentator arranged for a free program. As it happened, the bosses accidentally listened in. Their names were mentioned so often that they had a change of heart. From then on they never missed a radio program and learned all the stars' names.

So sold were they that they insisted on one or more broadcasts weekly. It makes the cold chills run down my spine when I think of it.

Radio broadcasts were to the liking of our actors. They believed that they had reached their goal. Every freak, dancer, singer, musician and talker vied for the honor of going on the air. They created their own songs and patter. Cracked-voiced front talkers became announcers and emcees. Remember, it all started two years ago and the same broadcasts are still going on. The fat gal still yells: "I'm Baby Blockbuster. I weigh 700 pounds; am single and looking for a husband. How would you like to hold me on your knee?" She wound up her first broadcast with "Pictures are 10 cents" but that has been eliminated. The midget is still using: "I wuz borned at Odessa, Russia, 54 years ago. I haf two brudders. Both iss normal." One of the twin giant gals insists on doing her own announcing with: "Sister Elsie iss seven foot tall and weighs 556 pounds heavy. Now my brother, Paul, annudder giant, will speak." Then Paul opens up with: "I sell rings what fit my middle finger, which are so big

(See BALLYHOO BROS. on page 65)

## Conklin Publicity Ties in With War; 12 Cars This Year

BRANTFORD, Ont., June 17.—President J. W. (Patty) and Vice-President Frank R. Conklin inaugurated the season for the Conklin Shows here June 10 with full-page newspaper advertisements tying in with war activities.

"The show opened to extremely good business," said Frank Conklin, "and it is much better than the show we had in 1943, in spite of the fact that we will be compelled to move it in 12 railroad cars."

A page ad in *The Brantford Expositor* of June 10, announcing the engagement in Earl Haig Park, June 10-17, read, in part:

"We must back them up as the battle intensifies and, as each day is a day nearer to victory, it is our job to back to the limit our men and women who are giving their all on far-flung battle stations. Whatever our job, in industry, on the farm, in an office, wherever it may be, we must give our best every day. We must buy and hold War Savings Certificates, Victory Bonds and support the Red Cross and the many other necessary appeals.

"And to do a bigger and better job we must have recreation and entertainment. It is important that in these strained times we all have sufficient recreation and entertainment. Again this year, we are pleased to be able to play to thousands of service men and women, war workers and people in all walks of life, giving them good clean entertainment and contributing in a small way to their recreation and enjoyment in leisure hours."

## Dodson Revue Exposes Talent

Victory Club "Follies" is aid to war causes — two nights lost in Springfield

SOUTH BELOIT, Ill., June 17.—Dodson's World's Fair Shows' personnel, in here from Rock Island, played last week, are still cutting up tidbits about the big doings there, which raised a nice chunk of coin for war and club causes.

Ladies' Victory Club's *Razzle-Dazzle Follies* was presented in Rock Island on the night of June 9 in the Casa Manana Show top and more than met expectations. It was directed by Mrs. George Golden and was a combo of extravaganza, spectacle and revue, all wardrobe having been designed and tailored by the cast.

Heading the cast were Mrs. Ella Dodson and Mrs. Charles Clark in a travesty on the Cherry Sisters; Mrs. Harry Suss, specialty; Mrs. Elsa Zacchini and partner, burlesque acro act; travesty on Zorina of the Dodson Shows; Connie Hudson, surprise number; Hillbilly Gang, (See *Dodson Revue Talent* on page 65)

## SLA Red Cross Drive Total \$7,259

CHICAGO, June 17.—Total contributions to the Red Cross drive of the Showmen's League of America to date are \$7,259.97, with substantial additions coming in each week. Since last report the following contributions have been received:

C. F. Zeiger United Shows ..	\$ 50.00
Gold Medal Shows .....	332.02
F. E. Gooding Amusement Company,	
From five units .....	111.45
From "March of Quarters" ..	15.00
A. Raymond .....	5.00
B. E. Landes .....	5.00
J. C. Rosenheim .....	10.00
Harry V. Lewis .....	5.00
Add. from Atwell Luncheon Club .....	13.00
Miscellaneous, SLA members	4.00

Total .....\$550.47

**FROM THE LOTS**

**Hennies Bros.**

Decatur, Ill. Week ended June 10. Auspices, American Legion Post. Weather, ideal. Business, big.

Entire show opened Monday night to about 4,000 paid admissions and every night was better. Closing night about 8,000 people were on the midway. Local radio station, as well as newspapers, gave plenty of publicity, and the children's matinee Saturday was the biggest of the season, looking like Kids' Day at a State fair. Visitors included Mr. and Mrs. Ralph Miller, and J. C. McCaffery spent a few days on the show. Mrs. Harry Hennies left for Chicago to meet Mrs. Daisy Hennies, mother of Harry W. Hennies, and to spend a few days with her.

MIKE CONTI.

**O. N. Crafts**

San Jose, Calif. Week ended June 14. Location, South First Street show-grounds. Business, good.

Show moved three miles from Santa Clara, which was a red one at the annual Fiesta and Holy Ghost Celebration staged by the S.E.S. Portuguese Society. Show was in city park across from the church and fiesta grounds, which drew thousands to a barbecue, dancing and parades. "Pickles" Picard day and dated with his amusement company, occupying a lot adjacent to another Portuguese organization, rival of the auspices sponsoring the Crafts Shows, both organizations drawing their respective followings.

Among visitors were Mr. and Mrs. W. J. Jessup, Jim Cloupek, General Agent Lee Brandon and members of the Wrightsman Amusement Company, showing near by. San Jose opening fell on D-Day, with light attendance at night. Succeeding nights recorded good increases. Mr. and Mrs. Mike Krekos, West Coast Shows, visited as did other members of that show en route to the next stand. John L. (Spot) Ragland and others of the Ragland-Korte family visited San Francisco. Mr. and Mrs. O. N. Crafts left for a short stay in North Hollywood quarters. Mr. and Mrs. T. J. Meyers visited their daughter in Oakland. Midway is now complete in neon tubing. Pat Mundo, Bill MacMahon, Lew Korte, Mr. and Mrs. Frank Warren and Mr. and Mrs. Jack Shell made several trips to the Bay Meadows track. Chick Elby, former lot man, who sustained injuries to his arm in an auto wreck, expects to rejoin soon. Two weeks in Stockton, Calif., on the downtown lot will include July 4 and 5, celebration days staged by the American Legion Post and played by this show for 15 consecutive years.

JACK SHELL.

**Endy Bros.-Prell**

Wilmington, Del. Week ended June 3. Location, South Market Street show-grounds. Auspices, Brandywine Forest, No. 20, Tall Cedars of Lebanon. Weather, ideal. Business, excellent.

Show moved on time from Baltimore and opened Monday night. Crowds started coming early and additional ticket sellers were added to handle the front gate. This continued thruout the week, giving the show about its biggest week's business this season. Don Morton, president of the Tall Cedars, co-operated fully, and Marshall Carpenter, chairman of the entertainment committee, had members on time as ticket takers for all shows and rides. On Decoration Day the afternoon was only fair, perhaps because of opening of Delaware race track. Night business gave shows and rides near capacity. Joan Endy and Sissy and Joan Buzella arrived at Wilmington, coming from Southern Pines, N. C., where they were attending school. Cash Miller's Wild Animal Life Show, doing excellent business, is adding animals weekly. War Show is also proving popular and Doc Garfield's Hall of Fame is attracting crowds. Speedy and Hazel Merrill were visitors.

H. E. STAHLER.

**Virginia Greater**

Baltimore, Md. Week ended June 13. Location, Brooklyn Ball Park. Auspices, Brooklyn Athletic Association. Weather, fair and cool. Business, fair.

Show broke in a new lot here. Committee, under Chairman Norman Brown, was active. New 30 by 90 foot top arrived for Louis Augustino's Side Show, needed to care for the assortment of wild animals he has added. Happy Arnold's Alligator Wrestling Show has been going over big. He is also *The Billboard* sales agent and mailman. Mrs. Arnold added another concession. Louis and Kay Augustino made a trip home for a couple of days. Mike and Ike and Leo, of the midgets, are now housed in a trailer. Alice Penny, daughter of Bill Penny, joined after school closed and will assist on penny concessions. The Whip has been getting top money, with the Merry-Go-Round a close second.

Bel Air, Md. Week ended June 3. Location, Hayes Street. Auspices, American Legion Post. Weather, inclement. Business, fair.

On the move from the Eastern Shore several trucks were delayed thru breakdowns as the show moved in for a 10-day engagement. It has played here for the past three years. Commander C. G. Cooley and O. Kenyon, chairman, of the Legion Post, helped greatly to make this date a success. Newspapers gave much publicity. William C. (Bill) Murray, general agent, took charge of the show here, while Manager Rocco and Mrs. Sarah Masucci visited their home in Orange, N. J. New 30 by 80 foot top arrived for the Cotton Club Revue of Sol Speight. Several purchased new living trailers, among them Louis Augustino and Happy Arnold. Visitors included Rox Gatto and Bull Martin, Exposition at Home Shows, and Ralph Wright.

*Concessionaires*

An automobile or truck accident in which someone was burned or killed can tie up your property and put you in jail. You can't get blood out of a turnip, but you can put a turnip in jail. Insurance prevents this.

Fill out the coupon below for full particulars.

**CHARLES A. LENZ**

"THE SHOWMAN'S INSURANCE MAN"

WE ALSO WRITE PERSONAL ACCIDENT AND LIFE



CHARLES A. LENZ,  
A1338 Insurance Exchange,  
Chicago, Illinois.

Send me full information for complete insurance covering riding devices, canvas, concessions, trucks, cars and house trailers.

Name .....Address .....

**MICHIGAN--WANTS--INDIANA**

FOR

**W. G. WADE UNIT—#2—SHOW**

AT THE FOLLOWING STREET CELEBRATIONS AND FAIRS

- Hastings, Michigan, Blue Gill Festival, June 28th-July 1st.
- Mecosta, Michigan, 15th Annual Celebration, July 3rd-July 4th.
- Port Huron, Michigan, Blue Water Carnival, July 7th-July 10th.
- Greenville, Michigan, Centennial, July 18th-July 22nd.
- Carleton, Michigan, Rotary Fair, July 26th-July 30th.
- Wabash, Indiana, 4-H Fair, Aug. 1st-Aug. 4th.
- Rochester, Indiana, Fulton Co., 4-H Fair, Aug. 8th-Aug. 11th.
- Argus, Indiana, Marshall Co., 4-H Fair, Aug. 15th-Aug. 19th.
- Winamac, Indiana, Pulaski Co., 4-H Fair, Aug. 23rd-Aug. 26th.
- Rensselaer, Indiana, Jasper Co. Fair, Aug. 29th-Sept. 1st.
- Hart, Michigan, Oceana Co. Fair, Sept. 4th-Sept. 9th.
- Coldwater, Michigan, Branch Co., 4-H Fair, Sept. 13th-Sept. 16th.

Rides—Octopus or Roll-o-Plane. Shows—Snake, Mechanical City, Five-in-One, Girl, Unborn, Penny Arcade. Concessions—Legitimate Games of all kind. Will sell exclusive on Corn Game and Frozen Custard.

Write or wire C. D. MURRAY, 9600 Broadstreet, Detroit 4, Mich., until June 24; then as per route. June 14-24, Springwells and Lane Ave., Detroit, Mich.

**DELUXE AMUSEMENTS**

CAN PLACE

Foreman for Seven-Car Tilt, salary \$60 per week, plus \$15 weekly bonus; Foreman for Eli Ferris Wheel No. 5, salary \$60 per week. No tickets. Can always place dependable Help in all departments.

All replies to DELUXE AMUSEMENTS, this week, Ludlow, Mass.; week of June 26, Westfield, Mass.

**RIDES FOR SALE**

One set of 4 Rides, consisting of New #5 Eli Wheel with Eli Power, one 40-Foot 3-Abreast Jinney, 1 Octopus (new), 1 Kiddy Ride. All crated, ready to gilly. Also have a Single Loop, complete with factory fence, and 40 Arcade Mutoscopes. This is your chance to go into the ride business.

**R. A. JOLLY, BUCYRUS, OHIO. Phone 5929**

**AMUSEMENT DEVICES**

MODERN DESIGN—DISTINCTIVE APPEAL

*Moon Rocket*

*Sky Dive*

*Carrousels*

*Kiddie Auto Ride*

**ALLAN HERSCHELL CO., Inc.**

NORTH TONAWANDA, N. Y.

**TENTS**

New and Used

CARNIVAL and SKATING RINK

Write for Prices

**E. G. CAMPBELL TENT & AWNING CO.**

100 CENTRAL AVE. ALTON, ILL.

**TENTS**

Primarily for the Government. Secondary for Shows according to Government release of material.

**UNITED STATES TENT & AWNING CO.**

2315-21 W. Huron St. Chicago 12, Ill.

**Carnival and Concession TENTS**

Serving the Showmen of the Southwest

**JOHN M. COLLIN CO.**

18 E. KIRK ST. SHAWNEE, OKLA.

**TENTS—BANNERS**

We have Canvas for your needs. No priorities needed.

Charles Driver — Bernie Mendelson.

**O. Henry Tent & Awning Co.**

4862 North Clark St. CHICAGO 40, ILL.

### 3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 85 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2700 cards \$5 per 100 for cards only—markers or tally omitted.

No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

### 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.

**LIGHT WEIGHT BINGO CARDS**  
White, Green, Yellow, Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.

**Large Numbers Board, 6 in. type, 4 ft. by 15 ft., in 3 collapsible sections, non-electrical \$75.00**  
8,000 Jack Pot Slips (strips of 7 numbers), per 1,000, 1.25  
M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.  
8,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25. Size 4x5, per 1,000 1.25  
8,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.40 per M.  
Round Gray Cardboard Markers, 1800 for... 1.00  
Thin Plastic Markers, brown color, M . . . . 2.00  
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

**J. M. SIMMONS & CO.**  
19 W. Jackson Blvd., Chicago 4, Illinois

### BIG 4TH JULY CELEBRATION

FORD CITY, PA., ON THE STREETS.  
WEEK OF JULY 3.

This is an annual event. Want Shows with own outfits. All Concessions open except Grab and Ball Games. Want Experienced Help of all kinds. Have 5 Rides. Will book any Ride not conflicting. This Show has ten weeks in industrial towns with big payrolls. Write or wire

### ART WHITE

317 BROWN AVE., BUTLER, PA.

### WANT AGENTS

For Penny Pitch Ball Games, Slum Stores, Grind and Dealers. Wire or come on. One week Home Coming at Olathe, Kansas, 18th to 23d; Street Fair week following. Will book Concessions that don't conflict.

### F. DENNIS

### WANTED FOR OCEAN VIEW PARK

Capable Stock Store Agents. Best Concession Park in the East. Write CHARLES LEWIS, Ocean View Park, Norfolk, Virginia.

### KEITH CHAPMAN WANTS FOR FAIRS

Beginning at Ada, Minn., June 29th. SLUM SKILLO AGENT AND BUCKET AGENT FOR MARION THOMPSON. Address: Care REYNOLDS & WELLS SHOWS Watertown, So. Dak., this week

### WANT TO LEASE

A Merry-Go-Round, 32 ft.; also Octopus Ride with option to buy.  
**JOHN KAHL**  
Route 13, Box 1534, Kirkwood, Mo.

### Want-CONCESSIONS-Want

Country Store, Slum, Bowling Alley, Guess Weight, String Game, Slum Spindle, etc. State what you have. Priv. \$25.00 week. RIDES—SHOWS. We have six Rides. Will book any of the following Rides with own transportation on a reasonable percentage: Octopus; Roll-o-Plane, Spitfire, Tilt, Whip, Scooter, Caterpillar, or what have you? Short moves; playing best in Georgia, Florida and Alabama. Will book several first-class Grind Shows with own outfits. Business good now, better in harvest time. Write or wire what you have. No collect wires accepted. Recreation park for two weeks. Address all mail to

### JOHN F. COURTNEY, Gen. Mgr.

### COURTNEY-JASON AMUSEMENT ENTERPRISES

OPERATORS OF TOMS AMUSEMENT CO.  
HOTEL FLORIDAN, TALLAHASSEE, FLA.

### CLUB ACTIVITIES

#### Showmen's League of America



Sherman Hotel  
Chicago

CHICAGO, June 17.—A special meeting of the board of governors has been called for June 23 and President F. E. Gooding advised that he would be present. Numerous members attended funeral services for member Jack Grimes, who was buried in Showmen's Rest June 13. Mr. and Mrs. Leonard Karsh came from Detroit for the services. Mr. and Mrs. Fizzie Brown, Hennies Bros.' Shows, were in town on business. A group from the Dodson Shows included Mr. and Mrs. George Golden, Mrs. Charles T. Goss, Mrs. Mel Dodson and Mrs. Lorow.

R. N. Adams and William J. Couly are still confined. Max Goodman, a Chicago caller, left for a visit to the Hennies Shows at Peru, Ill. Lieut. Harold A. Dabroe stopped over en route east. Late returns to the Servicemen's Mustering Out Fund include donations from Blaine Gooding, Gooding Amusement Company; Ray Marsh Brydon and the March of Quarters cards. Treasurer M. J. Doolan and family are still vacationing in Maine. A Gold Medal Show delegation included Oscar Bloom, James T. Richards, G. W. Petersen, Earl A. Crane and W. H. McClanahan. Jack Benjamin, back from Rochester, Minn., is showing improvement after a recent operation. Other callers at the rooms included Chickie Allen, Louis Brandini, Sam Bloom, Charles H. Hall, Art Briese, Jack Tavitin and C. A. Sonnenberg.

#### Ladies' Auxiliary

Clubrooms being closed for the summer, many members are visiting or joining shows. Nan Rankine, past president, with the Happyland Shows, lettered that she was elated over a picture received from her son, Tom Rankine Jr., and his company in England. Rose Page and Secretary Elsie Miller, who visited the Calvacade of Amusements in Milwaukee June 12, were guests of Owners Mr. and Mrs. Al Wagner in their private car. Dorothy Sciortino, Betty Hartwick, Mrs. Weiss and other members were visited and the secretary received the membership application of Pauline Schnepel. Edna Stenson, Pearl McGlynn and Billie Bunyard also visited the Calvacade, and Lee Gluskin and Viola Blake saw the show when it was in St. Louis.

Members regret to learn that Daisy Hennies is in Henrotin Hospital, 921 North La Salle Street, Chicago. Lucille Hirsch's husband, Nate Hirsch, is in Hines Hospital, Chicago. Books out on a hand-crocheted pocketbook, donated by Evelyn and Mrs. E. A. Hock, may be forwarded to Mrs. Henry Belden, chairman, 6136 North Knox Avenue, Chicago, by the end of June. Books out on War Bonds may be forwarded to Lee Gluskin, chairman, 921 Eastwood Avenue, Apartment 614, Chicago. Dues for 1945 will be payable next September 1 and members may receive their cards by writing to Secretary Elsie Miller, 4004 North Avers Avenue, Chicago 18, Ill. The secretary is holding very important mail for Betty Jane Davis.

Edith Streibich, past president, lettered from Delavan Lake, Wis., that she and her sister, Jeanette Wall, were enjoying their vacation, Joe Streibich visiting week-ends. Maude Geiler, who entertained a number of guests in her home, planned to leave for her home town, Jackson, Tenn., on a vacation. Sick list includes Mrs. Al Miller, past president. President Phoebe Carsky left town on the week-end.



#### National Showmen's Assn.

Palace Theater Building  
New York

NEW YORK, June 17.—Membership drive is gaining momentum under direction of Chairman Dave Endy. Eligibility committee, Chairman Jack Lichter, Arthur Campfield and Fred Murray, passed upon these applicants for membership: Sam Bibring, Louis Boudreau, Earl H. Feek, Ralph Flannigan, Sam J. Fustaino, Norman Henry, Phil Levy, J. A. Thomas and William Houlihan, sponsored by President O. C. Buck; Jack J. Hornfeld, sponsored by Jerry Gottlieb; Frank A. Mulholland, sponsored by Ike Weinberg; Raymond Parker, sponsored by R. H. Miner Sr., and Morris L. Rucker, sponsored by Harry Sussman.

The executive secretary went to Atlantic City June 10 and visited General Manager Sam Gumpertz at Hamid's Million-Dollar Pier, who was entertained at the time by Mr. and Mrs. Pat Valdo, of the Big Show; Bill Marshall, of Trenton Fair; Dorothy Packman, of the Hamid office, and others. A substantial donation has come from Richard Gilsdorf and members of Dick's Paramount Shows. Jerry Gottlieb donated all necessary printing for the general fund drive. Recent club visitors were Edward Rahn, Jimmy Peterson, Edward Elkins; Harry Kaplan, who left for Atlantic City; Sidney Goodwalt, Buck Shows; Henry Fein, Coleman Bros.' Shows; Joe End, back from a business trip; A. Tobias, Toronto; Harry Sandler, Morris Spitzkove, Dada King, Ross Manning and Max Hummel.

Recent soldier visitors were Cadet Robert Duskin, Chapel Hill, N. C., and Sgt. Benjamin Snapp, Boca Raton, Fla. Letters came from Murray Friedland and Dave Solomon and from Sailor Bernie Mendelson, navy air corps main base, Corpus Christi, Tex., who is in parachute school and says it's great. Treasurer Joe Hughes lettered from Canada, as did P. J. Ringens, who is in Montreal. David Epstein underwent a serious operation in Lenox Hill Hospital. Frank Schlizzi in Veterans' Hospital, the Bronx, is recovering from a throat operation. Copies of *The Billboard* have been subscribed for and are being sent to Pvt. Anthony Bagdonas, Angelo Giardino and Pvt. John J. Lane. Other members in service who have not yet been located will receive *The Billboard* and other gifts if it is possible to send them.



#### Heart of America Showmen's Club

Coates House  
Kansas City

KANSAS CITY, Mo., June 17.—Once again the Reid Hotel, rendezvous of show people, has taken its original name, the Coates House. The new management took a poll of tenants as to the name of the noted hostelry and of one accord they asked that the original name be restored.

Chester I. Levin visited Dalley Bros.' Circus in Leavenworth, Kan. Midwest Amusement Company, on Southwest Boulevard, and Toney Martone's Heart of America Shows, at Ninth and Minnesota, reported good business. Buster and Mrs. Shannon arrived from San Antonio for a visit with relatives and friends. Banquet and ball and silver jubilee committees are starting their drives to bring outdoor showmen here the week of December 25 to be climaxed with the annual banquet and ball in one of the leading hotels. Secretary G. C. McGinnis has again requested members to forward their addresses and the shows they are with. F. M. Shortridge, concessionaire in Riverview Park, Des Moines, reported it opened to good business but that he was busy cleaning up after the damaging flood.

#### Fair List

A list of fairs and expositions will be found in the List Section of this issue.



#### Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire  
Los Angeles

LOS ANGELES, June 17.—Monday was moving day for President Ted Le Fors and so presiding officials were Past President Joe Glacy, Secretary Bill Hobday and Treasurer-on-Furlough Eddie Tait. Memorial services were held for Jack Grimes and Sam Miller. The latter had been in critical condition for some time. New members are Roy Jones, agent and manager, proposed by Executive Secretary Art Hockwald and Sam Dolman; Louis Morris, concessionaire, proposed by the executive secretary and Max Kaplan; Ivan W. Joy, West Coast Shows, proposed by Membership Chairman Al Rodin and Past President Mike Krekos, and Jack Coleman, former six and eight-horse driver now chef de cuisine for Bob Clifford of the Cronin Circus, proposed by Jim Gallagher and Bob Meyers. An application for life membership, signed by member "Howdy" Walker, San Diego, is on the bulletin board.

Sick committee reported that Ray Gordon was operated in Good Samaritan Hospital and would probably be out soon. House committee finally succumbed to allurements of the demon inflation by raising the price of beer 33 1/3 per cent, but there were no squawks when Chairman Ray Rosard proved it is the best in town for the money. Members supported a strong resolution in favor of the Fifth War Loan after Jim Gallagher had tossed a double sawbuck into the pot as a nest egg. Ladies' Auxiliary and many individual members are pitching as volunteer workers for the War Finance Division.

#### Ladies' Auxiliary

The meeting June 5, attended by 29 members, was saddened by news of the death of members Rose Douglas and Rose Keenan. Chaplain Minnie Fisher held a moment of silent prayer. Letters came from Julia Smith, Gladys Dill, Virgie Crather and Wilma White, who is proud owner of a new trailer. Reported ill were Olga Celeste, Lucille Dolman, Gertrude Mathews and Leona Barie. Upon Mora Bagby's resignation, Secretary Vivian Gorman consented to take over the sick chairmanship with Mother Fisher as assistant. Vivian Horton volunteered to do publicity work for the remainder of the year, as Peggy Bailey is confined to bed by illness. Bank Night award went to Donna Day and door prize, donated by Past President Edith Bullock, went to Jenny Perry.

Bazaar Chairman Rose Rosard reported the party a big success and displayed articles received. Tillie Palmateer donated an embroidered table cover and towels were given by Irma Mallory, a guest of Esther Carley. A big hand went to First Vice-President Mary Taylor and daughter for the dinner served at the party. Vivian Horton and Rose Rosard were hostesses at a wiener bake at the Horton home June 15. War Bond drive July 10 has a goal of \$100,000. Fern Redmond brought in \$40 from Mission Beach members. Helen Smith turned in \$3 from the Homemakers' Club and asked members to attend the broadcast July 26. The pearls given the club by Harry Hargrave have been mounted (Jessie Campbell receiving credit for this), made into a ring and earrings and were on display. They are valued at \$300 and there was much discussion as to how their disposal for the club's benefit can be carried out. Club also has a hand-crocheted bedspread, valued at \$150, and a tablecloth, valued at \$100, to be disposed of. Award of a dress from Esther Carley went to Past President Margaret Farmer. Members were invited into the men's clubrooms for the birthday party tendered George Hines on his 87th anniversary.

#### AGENTS WANTED

For Coupon Ballgames, Hit and Miss Ballgames, Pitch Till You Win, Dart Store and other Ballgames. Must be sober and reliable.

#### CHARLES CHANEY

Care MOUND CITY SHOWS  
Pittsfield, Ill., this week; then per route

## Outdoor Notes

By Virginia Kline

SALEM, Ore.—Mr. and Mrs. Joe Davis, Browning Shows, visited here while the shows were in Lebanon, 40 miles away. Mrs. Davis said they got a new slant on penny pitch in Lebanon. A new boy they put in the concession had never seen it work before but he had neglected to tell them so when they hired him. After he opened he soon exhausted his change money and was getting deeper and deeper in debt to players when it was discovered that he was paying off every one who hit the board any place with a penny.

Letters of Edith Strebich, chairman of the committee for new members for the Chicago SLA Auxiliary, asking co-operation of members and special efforts in getting new members, hold an earnest appeal and should roll in the names at a steady rate.

In these days of help shortage the Regular Associated Troupers managed to move from old quarters to the new rooms in the Walker Building, Los Angeles, with little outside help. After a birthday party for President Babe Miller and Bill Meyers, Frock & Meyers Shows, each member took a chair or other piece of furniture and moved it to the new quarters. After the grand feed that had been served they no doubt needed a little exercise.

Blanche Henderson, who expects to have her Roll-o-Plane operating soon on the O. C. Buck Shows, has encountered almost every known trouble and some unknown ones since buying the ride from J. Stanley Tunney at Seaside, N. J., but it takes a lot to keep down a girl

like her and she conquered her problems with plenty of hard work.

While in Portland, Vancouver and The Dalles, Ore., for a school of instruction of White Shrine work, I took time out to visit Jantzen Beach Park, Portland. Paul Huedepohl gave a hearty welcome, as well as season passes. His sister, Mrs. Bertha Fleming, Chicago, is visiting the Huedepohls and enjoying the cool weather. Mrs. C. F. Johnson and Lois Bradshaw keep the office going, so he has time to entertain, along with the rest of his full program. Gladys and Red Patrick were on a business trip to Wenatchee, Wash. Walter Hale's monthly magazine, *Goin' Places*, published in Portland, is now taking in Seattle and some of the cities thru the valley.

Mabel K. Reid, still in Tampa, Fla., and doing well with her rides, is planning for the winter and hopes to attend the Chicago conventions; Grace Goss wrote that their trailer had been wrecked at Popular Bluff, Mo., but that no one was hurt and that the trailer was again in use. She said there was a rumor that they would winter in Florida but she hoped to be in Chicago and St. Louis or Kansas City at convention time.

## American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., June 17.—Visitation schedule was continued with a visit June 3 to the Fred Allen Shows and to the Paul Mattie Rides, showing jointly in Newark, N. Y., under auspices of a VFV Post, and operating behind a 10-cent gate, with a free act. Mattie had two rides in operation and Allen's equipment included a show, 4 rides and 32 concessions. Mr. and Mrs. Allen and Mr. and Mrs. Mattie extended courtesies, and the Fred Allen Shows become the 100th member to join the association.

Another new member, the Johnson Balloon Company, Clayton, N. J., operator of carnival attractions and free acts, brings total membership to 101. During the past week 15 personnel memberships were issued to Dyer's Greater Shows. Standings in the annual personnel membership race: James E. Strates Shows, 100; J. J. Kirkwood Shows, 34; George Clyde Smith Shows, 26; Dyer's Greater Shows, 15.

There has been introduced in Congress a post-war construction bill to cover a program for the next quarter century and calling for an expenditure of \$15,000,000,000 to be spent during the first three years after the war to construct 40,000 miles of highway connecting principal population centers in the United States. The administration is said to favor this program. There is also pending in Congress a joint resolution to create a committee to study trade barriers between the States.

Information indicates that there is still a prospect of increased gasoline rations in the East and Middle West about July 1 and restrictions have already been relaxed to permit the use of a better grade of gasoline. It is also anticipated that synthetic tires will be available to A card holders about October 1.

## WANT SIDE SHOW PEOPLE

Lecturer. Must be good feature act. Freaks, Alligator Skin Girl, Twisto the Bible Pitch is open. Horse-Like Man, Pony Boy. Address:

T. W. KELLY, J. C. WEER SHOWS  
Clarksburg, W. Va., This Week;  
Fairmount, W. Va., Next.

## WANTED TO BUY

SPITFIRE WITH OWN TRANSPORTATION OR "OCTOPUS." Must be in good condition, in keeping with CETLIN & WILSON SHOWS Rides. Will pay cash.

EDWARD K. JOHNSON or WILLIAM COWAN  
Care Cetlin & Wilson Shows  
Week of June 19th thru 24th, LEWISTOWN, PENNA.; week of June 26th thru July 1st, ALTOONA, PENNA.; week of July 3rd thru 8th, CUMBERLAND, MD.

## WANTED

Reliable Ferris Wheel Operator for Point Pleasant, N. J., Seashore Resort. No Tear Downs. Good Salary.  
NEW JERSEY CARNIVAL SUPPLY CO.  
55 Glenwood Ave., Leonia, N. J.

## SPONSORED EVENTS Veteran, Lodge and Other Organization Festivities

Communications to 25 Opera Place, Cincinnati 1, O.

## Big Air Show Gates Hold Up in Detroit; Blowdown Overcome

DETROIT, June 17.—Re-opening of the Army Air Show last Sunday at Municipal Airport drew attendance of 350,000. Damage to tents and other equipment in the blowdown of the preceding Monday was restored by the aid of CAP volunteers and army assistance.

Attendance on Monday, with cloudy weather, was about 75,000, running up to 100,000 on Tuesday, total of 1,125,000 in the first six days the show was actually open. With these figures, attendance is expected to run over 100 per cent of the total population by the end of the run, now extended to June 25.

spectacular parade will wind up the event. Units of army, navy, marine corps and coast guard, with their auxiliaries, will participate.

OFFICERS for the 1944 eighth annual of the Old Home Week and Fair Association in Hiram, Me., under auspices of William Goodwin Post, American Legion are: President, Lester Burnell; vice-presidents, Percy Bachelidor, Wendell Twitchell; secretary, Albert F. Ward; corresponding secretary, Elwood R. Milliken; treasurer, Albion Milliken; trustees, Carroll Chase, Adrian L. Cram, Arsene Blaquiere, Philip Woodbury, Erskine Sanford, Joe Gray, Wendell Twitchell, Lloyd Clemons, Raymond Bowie, Clarence Ward, Earl Johnson, Bertrand Shaw; liaison contact officer between civic and fraternal organizations, Mrs. Adele Poston; finance committee, Albert F. Ward, Carroll Chase, division superintendents, grounds and midway and finance committees.

## Shorts

COMMANDER Ray Rogers, Giles-Biondi Post, American Legion, said that at a five-day street exposition in Bound Brooks, N. J., under Post auspices, a

**ALUMINUM BOTTLES**  
We Have a Limited Number of Pre-War Aluminum Bottles.  
Bottles Only .....\$2.25  
Loaded ..... 2.85  
When Ordering Send Deposit.  
NEW JERSEY CARNIVAL SUPPLY CO.  
55 Glenwood Ave., Leonia, N. J.

## Ephrata Hospital Annual Summer Festival

Open June 28-July 8  
(Two Saturdays and July 4th)

WANTS Merry-Go-Round, Flat Rides of any kind. SHOWS—Monkey, 10-in-1, 5-in-1, Motor Drome and the like. Also Photo Machine. No Wheels or Roll Downs. Bonds given every night. Also Free Acts. Contact  
IRA FASNAUGHT or LA MAR WESTFALL  
Ephrata, Penna.

## WANT RIDES

August 3-4-5

## WEST WEBSTER FIRE DEPT.

WEST WEBSTER, N. Y.

(Reference: Tom Hecotor; with us 12 years.)

## ANNUAL BLAIN PICNIC

Saturday, August 12, 1944

Exclusive on Cook Houses for rent; bids close on July 15, 1944. Rides and Concessions wanted. Send all bids to

JOS. STEERMAN  
R.D. #2, Mechanicsburg, Pa.

## WANTED

To hear from Merry-Go-Round and other Rides for Firemen's Field Day, August 3-4-5, 1944.

A. J. BOYCE, CHIEF  
FAIRMOUNT FIRE DEPT.  
R. D. #1, Camillus, New York

## WANT GOOD CARNIVAL

September 1 to and including September 4.

Contact

## BILL BUBBLES

7th and Carr St. Cincinnati, O.

## CARNIVAL WANTED

FOR FIREMEN'S CELEBRATION

Any date from now till Sept. 15.

ORVILLE TROUTMAN, Sect.  
Rosiclare, Ill.

## WANTED

Carnival — Rides — Concessions for

## BUCKLIN ANNUAL HOMECOMING

Sept. 7-8-9, Bucklin, Mo.

## WANTED

Three Rides, Ferris Wheel included, for Homecoming sponsored by the Fire Department of Junction City, Ohio, to be held Sept. 10 to 16, inclusive. Will sell Concession Rights. Write  
EUGENE G. CLARK, Sec.

Advertising in the Billboard since 1905

## ROLL FOLDED TICKETS DAY & NIGHT SERVICE

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship  
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

### CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1x2

10,000..\$7.15	50,000..\$13.75	90,000..\$20.35	250,000..\$46.75
20,000.. 8.80	60,000.. 15.40	100,000.. 22.00	300,000.. 55.00
30,000.. 10.45	70,000.. 17.05	150,000.. 30.25	500,000.. 88.00
40,000.. 12.10	80,000.. 18.70	200,000.. 38.50	1,000,000.. 170.50

Above prices for only wording desired. For each change of wording and color add \$3.00. For change of color only, add 60c. No order for less than 10,000 tickets of a kind or color.

### STOCK ROLL TICKETS

2000 PER ROLL	1 ROLL.....75c
	5 ROLL.....@.....60c
	10 ROLL.....@.....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 500,000 HAS BEEN REACHED.

## ALLEN & NICKERSON SHOWS

WANT Foreman for Loop-o-Plane, Second Man for Octopus. Can place Girl Show and Fun House. Can use Agents for Slum Stores, Roll-Down and Pea Pool. Can place Frozen Custard, Photo Gallery, Pop-Corn and Candy Floss. We have a good route of Still Dates and Fairs to follow.

ALLEN & NICKERSON SHOWS, Grand Rapids, Mich.

## Gentsch & Sparks Shows

Bowling Green, Ky., Week June 19; Madisonville, Auspices Rizpah Patrol, Week June 26; Morganfield, Soldier Pay Day, Week July 3.

Want A-1 Mechanic, top salary; Special Agent, salary out of office, Chas. Noell, wire. Help on Twin Ferris Wheels, Cook House Help, one more Dancer for Girl Show. Ross Crawford wants Drummer and Comedian for Colored Minstrel. Book two Grind Shows. Jack Oliver wants two capable Grind Store Agents.

## GROFF UNITED SHOWS WANT

Ride Foreman for five Light Rides; must understand gas motors. Man for Kid Ride. Electrician. Top salaries. Concessions—Bingo, Cork Striker, Watch-La, Cat Rack. Good opening for Small Grind Shows. We show one week stands ONLY. Gonzales, Calif., June 20 to 25; Salinas, Calif., June 27 to July 1; Monterey, Calif., July 3 to 9.

## WANTED

Guess Your Age Agent, man or woman, experienced or to break in. Will take anyone honest and sober. Also want Side Show Talker, no drunks. Other Side Show People. Dissatisfied where you are? Write

W. J. O'BRIEN

53 WALNUT AVENUE

REVERE BEACH, MASS.

## The Corral

Communications to 25 Opera Place,  
Cincinnati 1, O.

TOTEM Ranch, Maple Shade, N. J., presented a 20-event rodeo show on the afternoon of June 11.

KINSMAN CLUB, Lethbridge, Alta., will sponsor a two-day rodeo in July to aid the club's service fund. Herman Linder will be manager.

CARDSTON, Alta., prize money has been increased by \$270. Rodeo association will put on the July rodeo, and the Lions' Club will handle concessions.

ROY VINCENT is with Cleve LaRue's Miniature Rodeo, doing horse catching and rope spinning. The show has been in Cincinnati and will go to Cleveland for 20 weeks.

ABE LEFTON will be emcee and Homer Holcomb will clown at the rodeo in San Francisco. Various sheriffs' posses will ride in grand entry and riding groups with over 500 show horses also being featured.

WAR BONDS will be the prizes for the rodeo to be staged by the Coleman (Tex.) Rodeo Association, July 12 to 15, Clyde Edens, president, has announced. Earle Sellers, of Del Rio, Tex., will furnish the livestock.

DATES for the Robbers' Roost Round-Up, Price, Utah, in its fourth year, are July 28-30, according to Val Cowles, chairman. The stock contract has been let to the Hillside Rodeo and Livestock Company, with Jack Oakey, Ogden, as arena secretary and announcer.

FIVE PERFORMANCES of the Midland (Tex.) Rodeo, ended June 11, were attended by 22,000 persons. Cadets and officers of the army air field there were among the spectators. James Kinney won first in calf roping. His time on five calves was 83.6. Clyde Burke was second; Troy Fort, third; Sonny Edwards, fourth. Howard Brown won the bare-

back bronk riding contest. Jimmie Schumacher was second; Louis Brooks, third; Larry Finley, fourth. Saddle bronk honors were tied between Brooks and Vic Schwartz. Bill Linderman was next, followed by Paul Gould. Bill McCracken was top bull wrestler; Brooks was second; Dub Phillips, third, and Eugene Cavender, fourth. Schumacher won the bull riding contest. Ike Tacker, second; Jim Hazen, third; Bill Her, fourth.

ECORSE (Mich.) Junior Chamber of Commerce sponsored a six-day rodeo, first for the town, and produced by the Cheyenne Rodeo Company. Show grossed \$2,565, attendance being about 3,500, with basic admission at \$1. One day was lost when show was called off on Invasion Day to permit community prayer. Show had 100 head of stock and 30 performers, with additional numbers given by the Western Horsemen's Club, Trenton, Mich. A 16-page program grossed about \$240. Ten per cent of the gross, after tax, was turned over to a com-



SOME 20 or more years ago when H. A. (Whitey) Lehrter was boss props on the Walter L. Main show and his wife, Myrtle, a performer, their young "punk," Herbert Jr., was rolling around on a blanket in the "back yard," oblivious to cares of the world. Today Herbert A. Lehrter Jr., pictured above, is getting ready to do combat duty. He received his wings May 23 at Lubbock, Tex., and expects soon to be piloting a bomber overseas.

community fund to erect a war memorial. Show moved to Ypsilanti, Mich. Benjamin Goodell was organizer of the sponsoring org.

## BLACKPOOL TOWER OPEN

(Continued from page 40)

is well presented and spectacular. Bertram Mills's Grand Olympia Carousel with 16 Liberty horses is the most spectacular feature of the first half.

Ray Royal's cats, of the domestic variety, and Lou Lenny, with an unrideable mule, are the other two animal acts, with both being voted okay. Mariora, a terrific girl juggler, show-stops, while another femme, success is Nonie Page, skating comedienne. She is also responsible for a skating ballet that is well devised and excellently presented. Jix, Jax and Max register with a comedy session on the horizontal bars. The Grid-nefs, colorful Russian troupe, specializing in difficult stunts on unsupported ladders, and there is plenty of acclaim for the tumbling and pyramid acrobatics of the Ben Abderrahman Wazzan Troupe. Show ends with an aquatic extravaganza. Current one is *Tulip Time* with a Dutch motif. Principals are Nonie Page and her ballet, the Skatellas, and the Circusettes. Finale is illuminated. Clowns are Coco, Michael, Doodles, Len Austin and Little Mickey.

DON LA VOLA and Carlotta, wire act, of the Utah Canteen Service, Salt Lake City, visited the Siebrand Carnival and Circus in that city. They renewed acquaintances with Happy and Cliff Henry, Mr. and Mrs. Hank Carlyle, Mr. and Mrs. De Waldo, Mr. and Mrs. Siebrand and Mr. Poster.

## UNDER THE MARQUEE

(Continued from page 40)

cus to fill the vacancy left by the death of Jack Grimes.

MRS. OLA ODOM arrived in Chicago from San Antonio last week to be with her husband, C. D. Odom, slated for another operation in Wesley Memorial Hospital.

WALT DAVIS, husband of Doris Barnes, Beers-Barnes Circus, spent a furlough of 14 days on the show. He is in the coast guard, Miami, and had the Wild West concert on this circus before entering the service.

JIMMIE WOOD, general agent of Arthur Bros.' Circus, has a son, 22, in Alaska, he having been there in the army four years. His 14-year-old boy and 18-month-old daughter are at home in Venice, Calif. Wood's wife, Ruby, is still quite crippled from an accident.

RESEARCH advises that a man is slightly taller in the morning than in the evening. Noticed that side-show talkers always mention the a.m. size.

FROM Ray Brison, Beers-Barnes Circus: "If shows intend playing Duncannon, call on Ed Fritz, chief of police, who will assist them in finding a lot and also help on license. He is a friend of showfolk. We did big biz there June 8."

AERIAL ORTONS broke their jump east after closing at Detroit Olympia Circus by playing a rodeo and thrill show at Rochester, N. Y. They opened with J. C. Harlacker's Sky Follies at Waterbury, Conn., for the Grotto. They have 15 weeks booking with this unit.

PRESENTING the eight black and white horse Liberty act on Kelly-Miller is Milt Herriott. The act was bought from George W. Christy last winter. Jean Herriott rides menage, does ladder and works bulls. Johnny Herriott is riding in the concert.

PINTO COLVIG, former bandsman with the Al G. Barnes Circus, was a recent visitor in Regina, Sask., during a Canada-wide tour to publicize the release of the picture *Snow White and the Seven Dwarfs*. Colvig provides the voices for many of Walt Disney's cartoon characters.

THING that will burn up a circus man the quickest is to hear a native ask: "It's more or less a dog's life, ain't it?"

WHEN Wallace Bros. played Wilmington, Del., Mr. and Mrs. William Walleit and son, and Mrs. Leo Kearns, Havre de Grace, Md., visited with Mr. and Mrs. Johnnie Hartzell. It rained at the night show. They also visited with Buck and Rose Steele when the Hausman Circus was at Aberdeen Proving Grounds June 2-4.

AFTER trouping for 15 years with Ringling-Barnum, Sells-Floto, and Al G. Barnes shows, Victor (Bozo) Michener recently visited a circus, Beatty-Russell, for the first time in five years. He renewed acquaintances with Bill Moore, Red Larkin, Bud Cantor, Jack and Martha Joyce, Cy and Lil Compton, Mac MacDonald, Dick (Bud) Richards, Harry Shore and Bob Reynolds. Program is presented superbly by Jack Joyce.

MURRAY POWERS, Sunday editor, *Akron Beacon-Journal*, is the author of a truck circus story, *Little Big Tops Are in the Chips*, published by the Associated Press Feature Service this week and sent to all its afternoon members. Powers and Harold Lengs, *Beacon-Journal* labor reporter and former circus agent, recently visited Bailey Bros.' Circus on its move thru Ohio.

GRIM realization: When a city lad, who has moved to a hamlet, learns that the burg is too small for a circus to play.

BUD E. ANDERSON notes: Frank Richard, bull man, is in the Mayo hospital, Rochester, Minn. Lester Garner is working the elephants. Doc Ford is directing the program which is going smoothly. Anderson and Buck Lucas have a snappy Wild West concert, in which Faith King and her horse, Poncha, is a feature. She has a 14-dog act in the big show.

S/SGT. JAMES R. (WHITEY) CAIN, formerly with the Ringling show, is in a prison camp in the Philippine Islands. According to regulations only 24 words can be written to him and they must be

## In the Armed Forces

ERROLL CANTLIN recently saw the Beatty-Russell circus and visited with the folks. He was last with Polack Bros. on props. His address is care Fleet Post Office, San Francisco.

LELAND BRISON, son of Ray Brison, with Beers-Barnes Circus, is in the army in England. He was with the Frisco Rodel Band (hillbilly outfit) for two seasons.

PVT. WALTER HOHENADEL, son of W. H. Hohenadel, editor of *The White Tops*, is spending an 11-day furlough with his parents in Rochelle, Ill., and hopes to catch a couple of circuses before returning to his base in the Northwest.

AFTER serving six years and four months in the navy, James C. Vestal, petty officer first class, is in Ward 2, Bed 13, Reno (Nev.) Army Air Base Hospital, because of a leg ailment. He recently returned from the South Pacific after 17 months there and spent 15 days in New York with his 3-year-old son whom he had not seen since he was four months old. He is a relative of Colonel Shelby, of Shelby's Wild West Show, and was prop and ring stock man on the Tim McCoy Wild West.

## MANY AT GRIMES RITES

(Continued from page 40)

tributes from friends and former associates.

Rites were simple, as Grimes would have wished them. There was a hymn, a sketch of Grimes' life, and a brief sermon, the service being concluded with a prayer and a hymn. The body was taken to Showmen's Rest in Woodlawn Cemetery, where it was laid to rest with simple ceremony. Pallbearers were Verne Williams, Robert K. Parker, J. C. (Tommy) Thomas, Ray Marsh Brydon, C. Foster Bell and Milt Woodward.

The casket was covered with a floral blanket from the Cole show, and there were floral pieces from the press agents of the show, members of the staff of the advertising car, Mr. and Mrs. V. A. Williams, the Showmen's League of America, J. C. (Tommy) Thomas, Ralph and Rose Clawson, the Pacific Coast Showmen's Association, Atwell Luncheon Club, Al Martin, Royal American Shows, Robert K. Parker, Paul Eagles, and Denny Pugh and Joe Murphy.

Among those who paid their last respects at the funeral parlor were J. D. Newman; Mr. and Mrs. Leonard Karsh, Detroit; Joseph L. Streiblich, Verne Williams, H. A. Atwell, Orrin Davenport, J. C. Thomas, Max Goodman, William Blencoe, J. C. McCaffery, Arthur Gilson, Milt Woodward, C. Foster Bell, J. McDonell, C. A. Sonnenberg, Jack Tavlin, William Carsky, Charles H. Hall, Josephine Keys, Anita Horton, Mayo Davis, Mrs. Jack Tilson, Mr. and Mrs. Nat Green, James Campbell, C. D. Egoft, Margaret Bruce, Beatrice Patrick, Mr. and Mrs. Flash Williams, Sunny Bernet, Ed Kornruf, Ben Samuels, Ray Marsh Brydon, Bert Clinton, Oliver Barnes, Fred Donnelly and Pete Wernler.

typewritten or block printed. No packages can be sent him. His address is S/S James R. Cain, Prison Camp No. 2, Philippine Military, Philippine Islands, via New York, N. Y.

PRESS Agent Cliff McDougall, with Wallace Bros., is making schools, radio and newspapers. He states that in Poughkeepsie, N. Y., he met George Lowe, former advance man with major circuses, who is now connected with a theater chain there. They trouped together on the Al G. Barnes Circus seven seasons. Thru courtesy of Lowe, Cliff saw a movie.

NAVAL FIREPOWER, published by the Bureau of Ordnance, U. S. Navy, in its (See Under the Marquee on page 64)

## BAND LEADER and Musicians Wanted

For Rodeo Band.

Open July 4, Waverly, N. Y. Wire

### JIM ESKEW

Waverly, N. Y.

# FAMOUS FLYING ROYALES

featuring

## MISS JUANITA

QUEEN OF THE TRAPEZE

In Her 2½ Somersault Twice Daily With

## RINGLING BROS.

AND

## BARNUM & BAILEY CIRCUS

Owned and Managed by Roy Deisler

# INDUSTRY "CZAR" TALKED

## Ohio Chapter Hears of Plan

**Brown as "Landis" of rink ops favored by chairman of new RSROA State group**

DAYTON, O., June 17.—What is seen as a move to create a high commissioner for the roller-skating industry may develop from the organization meeting of Ohio Chapter, Roller Skating Rink Operators' Association of the United States, in the Miami Hotel here June 12.

Appointment and personnel of a new body—a committee on political action—is said to indicate that steps will soon be taken looking to the naming of a "czar" of roller skating, to occupy a post similar to those held by Kenesaw Mountain Landis in baseball, Elmer Layden in football and Willis Hays in the movies.

### Sefferino Is Chairman

The committee comprises C. V. (Cap) Sefferino, chairman, Cincinnati; Charles Cruza, Dayton, and Jack D. Dalton,

Cleveland, and its proponents intend that it shall function in national and State affairs of the industry. Chairman Sefferino is known to have long favored selection of a national commissioner to administer regulations and advice for the rink business and he is said to favor for the position Victor J. Brown, former RSROA president and active in the association's board of control and operator of New Dreamland Arena, Newark, N. J.

Past President Brown in the last year has devoted much time to modernized plans for rinks and has been a leader in organizing several roller skating revues and benefit shows which have attracted nationwide attention. Chairman Sefferino and others discussed the commissioner plan at the meeting here. The Cincinnati declared that such an official could be of immense value to the industry in the promotion of harmony, prevention of disunity and in promulgating progressive ideas for the future.

### State Program Mapped

The Buckeye group elected Walter H. Delscamp, Dayton Skateland, president; Harry Dennis, Mansfield, vice-president, and George E. Anagnost, Columbus, secretary and treasurer. The new chapter decided to carry on an extensive State program, with inter-rink contests, RSROA shows and a new membership drive. Thirteen State challenge trophies will be purchased to cover speed and dance events and to further interests of amateur roller skaters. Besides the officers and committee, Charles Horvath, Skateland, Cleveland; George Horvath, Rollerland, Columbus; Al Kish, Lima Rink, and Russ Flegle, Skateland, Tiffin, attended. Other rink owners in the RSROA located in Ohio will be urged to join. Next meeting will be called early in the fall.

### Skaters and Manager Swell Fund for Soldiers' Radios

PITTSBURGH, June 17.—Lexington Roller Rink here helped swell Deshon Government Hospital Fund drive by \$152. The campaign, conducted by a newspaper here, was for the purpose of securing funds to purchase radio and other equipment for returned wounded soldiers at the hospital in Butler, Pa.

H. D. Ruhlman, manager of Lexington Rink, offered to match the contributions of Lexington patrons to the popular drive. The collections, made at two week-end sessions and placed in sealed boxes amounted to \$76. Manager Ruhlman then added his own check for the same amount.

### Four Comets Buy Spot

OKLAHOMA CITY, June 17.—Uptown Rink here is now under management of Dolly Hoskins and Pauline Sams, half of the Four Comets, skating act, that bought the spot. Act toured the world until a lack of visas developed and Bob Sams joined the navy. Troy Hoskins is working on Douglas planes. Act will go out again as soon as hostilities are over. Good biz is reported at the rink.

THREE NIGHTS a week are allotted to roller skating and the remainder for dancing at the Chateau, Bangor, Me.

FREDDIE WOOD, Winnipeg, formerly active as a roller and ice skater for speed, and who competed in numerous races in Western Canada, is now stationed at Yarmouth, N. S., in the Royal Canadian Air Force, in which he holds the rating of leading aircraftsman.

### RB PHILLY GATES BIG

(Continued from page 40) show on the lawn for shut-ins. Felix Adler, clown, who was the first guest ever to appear on the Horn & Hardart's Kiddies Program conducted by Stan Lee Broza on WCAU, paid his 16th annual visit to the microphones last Sunday. In addition to newspapers and outdoor billboards, extensive use of radio was made, the circus buying spot announcements every day on virtually every station here.

### New Lot in Akron

AKRON, June 17.—For the first time in years the Ringling circus will be



MARION FORTUNATO, representing the Sefferino Rollerdom, Cincinnati, and the trophy award that went with her title of national amateur figure skater in the competition held under auspices of the Roller Skating Rink Operators' Association of the United States in Arena Gardens, Detroit, May 1-6.

forced to break in a new lot here. Old lot on S. Main Street has been taken over by Firestone Tire & Rubber Company and construction work launched on a new rubber research plant. New lot, Wooster Avenue playground, is much closer to downtown, has plenty of space, but parking congestion will be greater and haul from railroad longer. Show will be here July 24-26. Brigade moved into Akron a day ahead of Cole Bros.' car and grabbed off the most choice downtown banner spots. Cole played the usual downtown lot June 10 and 11. Show did two-thirds house Saturday afternoon with capacity at night, and two capacity shows Sunday. Weather was excellent.

## WANTED USED RINK SKATES

HIGHEST CASH PRICES PAID FOR YOUR OLD SKATES, REGARDLESS OF CONDITION. WRITE OR WIRE COLLECT TODAY, STATING QUANTITY, MAKE, CONDITION & PRICE WANTED.  
**MAGES SPORTS STORES**  
4019 W. North Ave. CHICAGO, ILL.



### No. 321 DUSTLESS FLOOR DRESSING

Cleanses the air, providing a snug grip with less cone wear and lower maintenance cost. \$4.00 per gal., \$3.75 per gal. in 5 gal. containers. Terms: 25% with order, balance C. O. D.  
**GAGAN BROTHERS**  
444 Second St., Everett, Mass.

## WANTED TO BUY FOR CASH

Richardson and Chicago Plates with or without trucks. Write us immediately what you have.

**JOHNNY JONES, JR.**  
132 7th Street Pittsburgh 22, Pa.

### Portable Skating Rink

New top, 46 by 92, 12-oz. khaki (6 weeks old), good sidewalls, good floor, woven wire fence, skate room, 285 pairs Chicago skates, extra good condition, lot new and used parts, wheel grinder, complete sound system, iron stakes, etc. Rink now operating with good business and only reason for selling on account of health. This is no junk, come see it. Want \$6000.00 for everything except land. Can continue here or move. Act quick.

EARL WEST, Phone 200-R, Harfman, Tennessee.

### Roller Rink Complete

Will sell my Rink complete, including the following equipment, ready to set up and go—Tent and Floor, 50x110; Fencing, Benches, Sound System, Records, all Underpinning, Skate Boxes, Wiring, Switches, Chain Guys and 200 pairs Chicago Clamp Skates. Priced for \$2865.00 complete. First draft gets it.

**Henry W. Siepmann**  
Marlon Blvd. CEDAR RAPIDS, IOWA  
Ph. 7849

**The First Best Skate**

**QUALITY**

**RICHARDSON BALLBEARING SKATE CO.**  
Established 1884  
3312-3318 Ravenswood Ave. Chicago, Ill.  
**The Best Skate Today**

**BALL BEARINGS**  
**\$1.75 PER M.**  
No Orders Filled Under 5 M. No C. O. D.'s.  
**C. A. COREY**  
BOX 1782 FALL RIVER, MASS.

**FOR SALE**  
**HAMMOND ORGAN**  
Model "A", Serial #2561 With 4 B-40 Speakers. Best Offer Over \$2,400.00 Before July 5th Gets It.  
**JOHN A. PERUZZI**  
801 Bonnie Brae Ave. Youngstown 7, Ohio  
Phone: 8-2951

**WANTED**  
**USED RINK CHICAGO SKATES**  
**ALSO HAMMOND ORGAN**  
(Give Serial Number and Age)  
**LOUIS PORTER, 539 W. North Ave., Chicago**

**FOR SALE**  
8 Jensen "A12" 12-Inch P.M. Speakers, in good condition, \$180.00 for the lot.  
**ROLLERDROME CO.**  
634 PENN AVE. ATLANTA, GA.

**WANTED**  
**Roller Rink Building**  
Maple floor, with or without equipment.  
**Groves & Leverington**  
1848 E. BOY ALTON, ILL.

**WANTED TO BUY**  
Any kind of Roller Rink Equipment. Skates, Floors, Tents, Skate Grinder, etc. Also Hammond Electric Organ. Give serial number, age, type of speakers.  
**DON McELHINNEY**  
BOX 207 MARION, IOWA

**Keep 'Em Flying**

**It is Quality that will win.**

**"CHICAGO"**  
TRADE MARK REG. U.S. PAT. OFF.

**IS DOING ITS PART**

**KEEP YOUR EQUIPMENT IN GOOD REPAIR**

**CHICAGO ROLLER SKATE CO.**

*And all the Accessories too!*

**HYDE'S NON-RATIONED ROLLER SHOES**

To give you the best possible Roller Service under necessary wartime limitations.

**\*REMOUNTING**  
Send us those used skates for cutting down and remounting on fine new Hyde Shoes.

**\*LACES**  
An ample supply of

white and black in 63", 72" & 81" lengths.

**\*WHITE RUBBER**  
Heel Toe Stoppers ready for prompt delivery.

**\*INNER SOLE LININGS**  
for all roller shoes. Excellent for your rentals.

**ORDER today!**

**HYDE ATHLETIC SHOE CO., CAMBRIDGE, MASS.**  
Manufacturers of those famous "BETTY LYTTLE" Roller Shoes

# OKAY HANDED DOWN IN CALIF.

## Ban Is Lifted By Executive

### Highball for annuals given by Gov. Warren — some boards ready to go ahead

SACRAMENTO, June 17.—A ban on fairs and livestock shows in California, imposed by Governor Warren some time ago because of war conditions, has been lifted, State Finance Director James S. Dean said Thursday.

He advised that letters had been sent to officials of agricultural districts which sponsor fairs, announcing that if they want to hold their shows the responsibility will rest with them, and that neither the finance department nor the governor is requesting their prohibition.

Great Western Livestock Show, Los Angeles, and a livestock show at Bakersfield are expected to be held this year as a result of the action, Dean said. Fairs in Eureka and Del Norte may be held, too, he said.

However, there is little likelihood of the State's two majors, Los Angeles County Fair, Pomona, and California State Fair, Sacramento, being held this year. There still may be time to arrange for fairs at Stockton, Santa Rosa, Dixon and other cities where they have been held before but, Dean said, these would be strictly up to the decisions of agricultural district officials governing the organizations.

## Army To Release ESE Plant, But Execs Not Yet in Know

SPRINGFIELD, Mass., June 17.—Lieut.-Gen. Brehon Somervell, chief of the army service forces, Tuesday announced that the War Department lease on Eastern States Exposition grounds, West Springfield, had been terminated and that the quartermaster corps depot there would be disassembled and all personnel re-assigned within a few months.

Announcement came as a surprise to Joshua L. Brooks, honorary president of the ESE, who said he could make no comment until he learned more about the plan to abandon the grounds. He said he would confer with the directors and other officers before any announcement could be made on a possibility of the exposition being resumed this year. General Manager Charles A. Nash said he knew nothing of a cancellation of the contract by the army, "either formally or informally."

The Springfield Daily News broke the story from its Washington bureau and Brooks explained to a reporter that it was not unusual that he did not know of the termination, because of a 30-day clause with the government. Under it, notification does not have to be given to the fair officials until 30 days before it is expected the forces will quit the grounds, he said. A few days ago the military police installation on the grounds was transferred to another station, leaving that part of the grounds free.

Some question has been raised as to

the possibility of the grounds being put into condition for a fair this year. The quartermaster corps on the grounds is a substation of the Philadelphia quartermaster depot and has been handling items of all kinds for storage and re-transfer to other sections. A spokesman for the grounds said there are vast stores of material still in storage and that the task of moving them to another area would be heavy.

## Wirth Gets Winston-Salem

NEW YORK, June 17.—Frank Wirth office has been awarded the contract to provide all free attractions for this year's Winston-Salem and Forsyth County Fair at Winston-Salem, N. C. Wirth attractions will feature the Spirit of Liberty revue plus six vaude and circus acts.

## Around the Grounds

ESTEVAN, Sask.—For the 1944 Estevan Fair prize money has been considerably increased over last year's. Third prizes have been added in a number of classes.

CALGARY, Alta.—Transfer of Victoria Arena, artificial ice plant, from Calgary Artificial Ice Company to Calgary Exhibition Company has been completed, said R. W. Ward, fair president. Lloyd Turner has been retained as manager.

YORKTON, Sask.—Because of danger of fire and damage done by vandals during past years, Yorkton Exhibition plant has been placed "out of bounds" to citizens. Persons who disregard warning signs and trespass on the fair property will be prosecuted.

MANCHESTER, Ia.—Delaware County Fair here may be confined to a 4-H Club show and a one-day event in '44 because of opposition by county officials to some concession games. George Richardson and other fair officers have called a meeting with county officials to make a final decision on holding the fair.

KEENE, N. H.—George A. Hamid, Inc., will provide acts for afternoon and night showings at the three-day 1944 Ceshire Fair here. Five acts will include Rulon's Dogs and Del Rae Brothers, aerialists. C. B. McAllister, who resigned as secretary of Cheshire Agricultural Association, has been succeeded by Mrs. Harold J. Adams, North Swanzey, N. H.

PORTLAND, Ore. — Horse racing was found to be a spark plug for Multnomah County Fair Association's spring session in Gresham that more than overcame handicaps of gas rationing and manpower shortage. Record crowds poured into Gresham Downs for the 12 daily events that started June 6, more than 4,000 attending nightly. They had more money, too, as evidenced by the mutuels handle. Special trains were operated by the traction company between Gresham and Portland and bus companies co-operated.

## Ky. Organized; Inks Jones Org

LOUISVILLE, June 17.—E. L. Newton, Owensboro, will be general manager and J. C. Wehrley, Louisville, will be assistant manager and superintendent of the 1944 revived Kentucky State Fair to be held at the Churchill Downs Race Track plant here.

Board members are Gov. Simeon S. Willis, chairman, Frankfort; Elliott Robertson, president and State commissioner of agriculture, Frankfort; Charles E. Whittle, vice-president, Frankfort; Dean Thomas P. Cooper, Lexington; J. O. Matlick, Louisville; James R. Rash, Henderson; Ira W. See, Louisa; J. Lee Moore, Franklin; Onie Cook, Georgetown, and Ann B. McCrocklin, board secretary, Louisville.

Johnny J. Jones Exposition has been awarded the midway contract, making the seventh time for the Jones show to play the fair.

## Fair List

A list of fairs and expositions will be found in the List Section of this issue.

## Buckeyes To Eye Problems

COLUMBUS, O., June 17.—Large attendance is anticipated at the mid-year conference of Ohio Fair Managers' Association, announced for 1 p.m., EWT, in the Hall of Mirrors, Deshler-Wallick Hotel here, June 29.

Primary purpose of the meeting, said Executive Secretary Mrs. Don A. Detrick, Bellefontaine, is for an exchange of ideas on how fairs can best meet the present unusual conditions. Buckeye fairs have been reported remarkably successful in the past two war years, their numbers will be back to normal this season and prospects are reported good in practically all communities. President N. E. Stuckey, Van Wert, will preside.

Mrs. Detrick is entertaining her son, Vinton, who has been at Fort Riley, Kan., since February 1 and is being transferred to Camp Pickett, Va. Another son, William, was reported on his way overseas.

## WEEK JULY 4TH OPEN

Fairs, Anything in Kentucky, Tennessee, Illinois, Missouri

## GREAT LIPPINCOTT

the Magician and Company

Miniature revue of mysteries, music, novelties and dancing. Three girls, one man, flashy equipment. P.A. system, scenery, etc. Open time starting Sept. 4th for Southern fairs and events. Address:

Care Gordon Theatre, Rome, Georgia, June 23rd and 24th.

## CLINTON COUNTY FAIR

(Pennsylvania)

SEPTEMBER 12-16

WANTS Shows, Concessions, Novelty Acts, Attractions, Custard, etc.

LOCK HAVEN, PA. Contact H. C. HAYES, Sec. Clinton Co. Grange Agr. Assn.

## FAIR SECRETARIES, ETC.

CONTACT HARVEY THOMAS AGENCY

162 North State Street, Chicago For Acts of every kind on short notice. Clowns—Stilt Walkers—Acrobats—Novelties, Etc. Service 24 hours a day.

Phone: Dearborn 9034 or Keystone 8491.

## HARTLAND FAIR, INC.

Hartland, Vt., August 24, 25, 1944.

2 Days—2 Nights.

RUSS PERRY, Pres., Woodstock, Vt.

J. G. BRITTON, Concessions, Hartland, Vt.

## WANT CARNIVAL

For Swift County Fair

Appleton, Minn., Aug. 24-27, Inclusive.

J. G. ANDERSON, Sec., Appleton, Minn.

**WANTED**  
A FEW CHOICE SHOWS AND CONCESSIONS  
September 6, 7, 8, 9  
Day and Night — No X  
Bigger and Better Than Ever—Plenty Money Here.  
**Union County West End Fair**  
J. Frank Snyder, Laurelton, Pa.

**WANTED—CARNIVAL**  
AUGUST 15-18  
For one of Nebraska's largest county fairs.  
Write  
E. J. GRUPE, Sec.  
Byron, Neb.

**ATTENTION**  
FAIR SECRETARIES  
FOR YOUR GRANDSTAND SHOW  
Contact  
**ERNE YOUNG**  
155 N. CLARK CHICAGO

**Selden - THE STRATOSPHERE MAN**

SELDEN HAS ENTIRELY RECOVERED FROM THE SLIGHT ACCIDENT ENCOUNTERED AT THE FOOT OF HIS SLIDE RECENTLY AND IS AGAIN — FLYING HIGH AND SWAYING WIDE ON HIS HIGH POLE!!

**WHAT'S A LITTLE BUMP?**

NEWS TRAVELS FAST MR. SELDEN. HERE ARE SOME MORE MESSAGES OF CHEER FOR YOU. YOU CERTAINLY HAVE A LOT OF FRIENDS.

YOU'RE DOING FINE!

HEY NO FRILLS LIKE THAT WANT TO HURT YOURSELF?

I DON'T SEE HOW I CAN EVER ANSWER THEM ALL. I WISH I COULD THANK EVERYONE OF THESE SWELL PEOPLE!

by Bob Beech

**A FEW WEEKS STILL OPEN**

WRITE OR WIRE TODAY

Selden's high swaying pole act will put punch, and life into your program. Give the spectators something to talk about. It's good publicity for you!

PERMANENT ADDRESS  
CARE OF THE BILLBOARD,  
CINCINNATI 1, O.  
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by The Stratosphere Man, Inc.

BUY AN EXTRA BOND TODAY

it's Selden NOW AS ALWAYS!



**AGRICULTURAL FRONT**  
 Condensed Data From May Summary by U. S. Department  
 of Agriculture, Washington, D. C.

**A**PRIL's cold, wet weather delayed spring crop preparations two to four weeks in most Central and Eastern States. Some Midwest oat land is being diverted to corn or soybeans because oat planting was so far behind. Cotton planting has been delayed thruout much of the Cotton Belt, while Southeastern truck crop growth is retarded and yields of some crops reduced, even tho record tonnages are still indicated.

Federally inspected hog slaughter of 22,400,000 head during the first quarter of 1944 was 53 per cent greater than in the same months of 1943, while federally inspected cattle and calf slaughter was up about 15 per cent over the first quarter of last year. Commercially hatched chick output from January thru May was expected to be about 18 per cent less than the record a year earlier. Despite less output per cow, increasing milk cow numbers, incentive payments and favorable pasture conditions are all expected to bring 1944 milk production up to the 1943 output, 118,000,000,000 pounds. Winter wheat improved in April and output was forecast on May 1 at 662,000,000 bushels—up 132,000,000 from 1943.

**DEMAND AND PRICE**

Demand for farm products continues at the high level achieved late last year, consumer incomes being more than sufficient to purchase all of the farm products available or likely to become available to civilians during 1944 at current stabilized prices. Salary and wage payments during February were 15 per cent above those in February last year. Except for amounts demanded by higher taxes, increases in consumer incomes are available for purchasing larger volumes of goods and services, including farm products. Retail prices generally are about 35 per cent above their 1935-'39 level. The dollar volume of sales of durable goods has been about maintained at the 1935-'39 level, while that of non-durable goods has about doubled.

The index of the cost of living in large cities in the United States was 123.8 in March, the lowest figure since August, 1943, when the index was 123.4. Recent declines in living costs resulted from declining food costs. The index of food costs was 2.9 points lower in March, 1944, than in August, 1943; non-food costs were 2.7 points higher in March than the preceding August. The largest food cost decreases have been in eggs, fruits and vegetables, but the declines have been partly seasonal.

**LIVESTOCK**

Meat production thru September is likely to continue at a heavier rate than last year, altho supplies decreased seasonally this spring and will probably continue to do so this summer. It is likely that a decline in pork production will result in a smaller total meat pro-

**WANT CARNIVAL**  
**RANKIN CO. NEGRO FAIR**  
 Sept. 25th through Oct. 1st.  
 A proven location near Jackson in E. Jackson.  
 E. D. STAMPS, Pres.  
 E. Jackson, Miss. Phone 49278

**SPRING MILL FAIR**  
 Conshohocken, Penna.  
 July 4-15  
 \$1,000 War Bond instead of the usual Automobile Award  
**MAN SHOT FROM CANNON EACH NIGHT—NO GATE**  
 Want Stock Concessions  
**HANNUM SHOWS**  
 Bordentown, N. J., June 19-24; Boyertown, Pa., June 26 to July 1.  
 Also booking now for Flourtown Fair, August 2-12

- Alabama**  
 Attalla—Etowah Co. Fair Assn. Sept. 18-24. F. 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. C. Horton.  
 Dothan—Houston Co. Fair. Oct. 30-Nov. 4. L. J. Lunsford.  
 Florence—North Ala. State Fair. Sept. 25-30. C. H. Jackson.  
 Huntsville—Madison Co. Fair Assn. Sept. 4-9. Marie Dickson.  
 Mobile—Mobile Gulf Coast Fair. Week of Sept. 18.  
 Montgomery—Central Ala. State Fair. Oct. 10-14. L. J. Lunsford.
- Arkansas**  
 Arkadelphia—Clark Co. Fair. Oct. 6-7. George S. Dewis.  
 Blytheville—Mississippi Co. Fair Assn. Sept. 24-Oct. 1. J. Mell Brooks.  
 El Dorado—Union Co. Livestock Assn. Oct. 2-7. Julius Miller.  
 Little Rock—Arkansas Livestock Show. Oct. 12-19. Clyde E. Byrd.  
 Pigott—Clay Co. Fair Assn. Oct. 1-3. V. C. Wright.  
 Prescott—Nevada Co. Fair Assn. Week of Oct. 9. G. C. Murray.
- Colorado**  
 Pueblo—Colorado State Fair. Aug. 28-Sept. 1. Frank H. Means.  
 Rifle—Garfield 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. 21-23. Dean H. Dowis.
- Connecticut**  
 Danbury—Danbury Fair. Oct. 1-8 (tentative). George M. Nevius.  
 Harwinton—Harwinton Agrl. Soc. Oct. 7-8. Paul Klambt, RFD 2, Torrington, Conn.  
 North Haven—North Haven Fair. Sept. 8-9. Mrs. Wesley Brandt.  
 Pachaug—Pachaug Grange Fair. Sept. 9. Mrs. Mary Young, RFD 5, Norwich, Conn.  
 Rocky Hill—Rocky Hill Grange Fair. Sept. 8-9. Mrs. Dorothy B. Herrick.  
 Stafford Springs—Stafford Fair. Sept. 26-Oct. 1. C. D. Benton.  
 West Hartford—W. Hartford Country Fair. Sept. 4. E. A. White.
- Delaware**  
 Harrington—Kent & Sussex Co. Fair. July 24-29. Ernest Raughley.
- Georgia**  
 Athens—Am. Legion Fair & Livestock Show. Week of Oct. 16. F. H. Williams.  
 Americus—Sumter Co. Fair. Week Oct. 16. O. C. Johnson.  
 Atlanta—Southeastern World's Fair. Sept. 29-Oct. 8. Mike Benton.  
 Augusta—Exchange Club Fair. Oct. 30-Nov. 4. J. D. Cheek.  
 Bainbridge—Decatur Co. Fair. Oct. 16-21. Mrs. R. Rich.  
 Carrollton—Carroll Co. Fair. Oct. 2-7. Frank J. Searey.  
 Eastman—Dodge Co. Am. Legion Fair. Oct. 16-21. R. T. Ragan.  
 Elberton—Elberton Fair. Oct. 9-14. I. V. Hulme.  
 Fitzgerald—Ben Hill Co. Fair. Oct. —. Homer Waters.  
 Macon—Georgia State Fair. Oct. 23-28. E. Ross Jordan.

- Idaho**  
 Boise—Western Idaho State Fair. Aug. 31-Sept. 4. Frank Keenan.  
 Burley—Cassia Co. Fair. Aug. 24-26. Saul H. Clark.  
 Blackfoot—Eastern Idaho State Fair. Sept. 12-16. Mrs. Ruth Hartkopf.
- Illinois**  
 Alton—Edwards Co. Fair Assn. Sept. 5-8. Loy L. Thread.  
 Aledo—Mercer Co. Agrl. 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.  
 Belleville—St. Clair Co. Fair Assn. July 25-29. J. R. Kamper.  
 Belvidere—Northern Ill. Fair Assn. July 21-23. F. W. Shappert.  
 Benton—Franklin Co. Fair. July 31-Aug. 4. Chas. E. Nolen.  
 Bloomington—McLean Co. Fair. Aug. 15-17. Paul V. Curtis.  
 Bradford—Stark Co. Agrl. Exhibit & Horse Show. Aug. 31. W. C. Brokaw.  
 Bridgeport—Lawrence Co. Fair Assn. Aug. 23-Sept. 1. G. C. Gross.  
 Brownstown—Payette Co. Fair Assn. Sept. 19-23. Louis A. Tudor.  
 Cambridge—Henry Co. Fair Assn. Aug. 15-18. M. E. Werbach.  
 Carini—White Co. Fair Assn. Aug. 15-18. Max Endicott.  
 Carrollton—Greene Co. Agrl. Fair. July 10-14. Franklin W. March.  
 Charleston—Coles Co. Fair Assn. July 31-Aug. 5. Robt. R. Blackford.  
 Du Quoin—Du Quoin State Fair. Sept. 4-9. H. E. Strong.  
 Fairbury—Fairbury Fair. Aug. 1-4. George H. Decker.  
 Fairfield—Wayne Co. Fair Assn. Aug. 23-26. Ralph C. Finley.  
 Farmer City—Farmer City Fair Assn. July 25-28. Edwin S. Wightman.  
 Golconda—Pope Co. aFair. July 18-21. Phillip Schoettle.  
 Greenup—Cumberland Co. Fair. Aug. 21-26. W. E. Freeman.  
 Harrisburg—Saline Co. Agrl. Assn. July 24-29. Mrs. D. Pearson.  
 Henry—Marshall-Putnam Fair. Sept. 12-15. R. H. Monier, Sparland, Ill.  
 Industry—Industry Horse Show & Livestock Fair. Aug. 22-24. B. P. Sullivan.  
 Kankakee—Kankakee Co. Fair Assn. Aug. 15-18. F. R. Henrekin.  
 Knoxville—Knox Co. Fair. Aug. 7-12. Hildling L. Johnson, Galesburg, Ill.  
 LaFayette—LaFayette Fair Assn. Aug. 5-8. Chas. Caverly, Toulon, Ill.  
 Lewistown—Fulton Co. Fair. Aug. 15-18. A. D. Young.  
 Lincoln—Logan Co. Fair Assn. Aug. 6-11. Wilbur E. Layman.  
 McLeansboro—Hamilton Co. Fair. July 4-8. H. Mead.
- Indiana**  
 Anderson—Anderson Free Fair Assn. July 3-8. Wm. J. Hutton.  
 Auburn—DeKalb Co. Fair Assn. Last week in Sept. Fern A. Morr.  
 Booneville—Boonville Fair Assn. July 31-Aug. 5. Albert C. Derr.  
 Boswell—Benton Co. Fair. Aug. 23-25. Len-dall Lowman, Earl Park, Ind.
- Marion**—Williamson Co. Fair Assn. Aug. 29-Sept. 1. Ray Miller.  
 Marshall—Clark Co. Fair. Aug. 7-14. H. R. Barnesberger.  
 Mazon—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. 8-11. Sidney Wright.  
 Mendota—Mendota Agrl. Fair. Sept. 2-4. Gilbert J. Truckenbrod.  
 Milford—Iroquois Co. Agrl. Assn. Aug. 13-17. A. L. Hixson.  
 Morrison—Whiteside Co. Fair Assn. Aug. 29-Sept. 1. V. M. Dearing.  
 Mount Carmel—Mt. Carmel Fair Assn. Aug. 7-11. E. Guy Pixley, West Salem, Ill.  
 Mount Sterling—Brown Co. Fair. Aug. 1-4. Walter I. Manny.  
 Mount Vernon—Mount Vernon State Fair. Sept. 11-16. Joe Marquis.  
 Nashville—Washington Co. Fair. Sept. 20-22. Arnold B. Rowand.  
 Newton—Jasper Co. Fair. July 10-14. C. G. Batman.  
 Oblong—Crawford Co. Fair Assn. Sept. 4-8. O. B. Price.  
 Olney—Rockland Co. Fair Assn. Sept. 12-15. W. H. Shultz.  
 Oregon—Ogle Co. Fair. Sept. 2-4. E. D. Landers.  
 Ottawa—La Salle Co. Jr. Fair. Aug. 23-24. Edmund H. Greese.  
 Paris—Edgar Co. Agrl. Assn. Aug. 15-18. P. S. Henry.  
 Peolone—Will Co. Fair Assn. Aug. 29-31. C. T. Singer.  
 Petersburg—Menard Co. Agrl. Fair. Aug. 30-Sept. 1. Lloyd W. Chalcraft.  
 Pinckneyville—Perry Co. Agrl. Soc. July 10-14. Mrs. J. H. Stumpe.  
 Pontiac—Livingston Co. Fair Assn. Aug. 23-24. Leonard Sellmyer, Saunemin, Ill.  
 Princeton—Bureau Co. Fair. Aug. 22-25. Wayne Slutz.  
 Rushville—Schuyler Co. Livestock Show Assn. Aug. 15-17. V. A. Green.  
 Salem—Marion Co. Agrl. Fair. Aug. 28-Sept. 2. W. R. Hancock.  
 Sandwich—Sandwich Fair Assn. Sept. 5-8. C. R. Brady.  
 Shawneetown—Shawneetown Fair Assn. Sept. 12-15. C. I. Oldham.  
 Stronghurst—Henderson Co. Fair Assn. Sept. 6-8. Ralph Butler.  
 Taylorville—Christian Co. Fair. July 23-28. Clifford C. Hunter.  
 Urbana—Champaign Co. Fair Assn. July 18-21. Carl A. Parks.  
 Vienna—Johnson Co. Fair. Aug. 15-18. George Gray.  
 Warren—Warren Fair. Aug. 16-19. J. W. Richardson.
- Kentucky**  
 Bourbon—Bourbon Fair Assn. Sept. 13-16. P. B. Good.  
 Cayuga—Vermillion Co. Fair Assn. Aug. 22-25. V. N. Asbury, Newport, Ind.  
 Centerville—Wayne Co. 4-H Free Fair. Aug. 8-11. Tom McConaha.  
 Columbus—Bartholomew Co. Fair Assn. July 16-21. F. M. Overstreet.  
 Connersville—Fayette Co. Free Fair. Aug. 15-18. J. H. Mount.  
 Converse—Miami Co. Agrl. Assn. Aug. 22-26. D. E. Warnock.  
 Corydon—Harrison Co. Agrl. Soc. Aug. 20-25. Dr. L. B. Wolfe.  
 Crown Point—Lake Co. Agrl. Soc. Aug. 23-27. J. M. Nielsen.  
 Fairview—Switzerland Co. Fair Assn. Aug. 30-Sept. 2. LeRoy Rose, R. 1. Bennington.  
 Frankfort—Clinton Co. Fair Assn. Aug. 13-18. Ross A. Holliday.  
 Franklin—Johnson Co. Free Fair. July 9-14. Wm. H. Clark.  
 Goshen—Elkhart Co. Fair Assn. Aug. 1-5. John P. Stack.  
 Indianapolis—State 4-H Club Fair. Sept. 3-8. Guy Captwell.  
 Indianapolis—Indianapolis Colored Fair. July 17-22. Albert Neuerburg.  
 Kendallville—Kendallville Fair. Aug. 14-18. U. C. Brouse.  
 Kentland—Newton Co. Fair. Sept. 6-9. A. M. Schuh.  
 La Porte—La Porte Co. Fair Assn. Aug. 15-19. James A. Terry.  
 Lawrenceburg—Dearborn Co. Fair. Aug. 20-26. Leonard Haag.  
 Logansport—Cass Co. Fair Assn. July 23-29. Wm. (Babe) Thomas Jr.  
 Muncie—Muncie Fair. July 30-Aug. 4. A. G. Norrick.  
 New Bethel—Marion Co. Fair. Aug. 14-19. Harry Roberts, Wanamaker, Ind.  
 New Castle—Henry Co. 4-H Club Exhibit. Aug. 7-10. W. G. Smith.  
 North Vernon—Jennings Co. Fair Assn. July 23-28. S. B. Berkshire.  
 Osgood—Ripley Co. Fair. Aug. 1-5. H. L. Jenkins.  
 Portland—Jay Co. Fair Assn. Aug. 6-11. Orien E. Holsapple.  
 Princeton—Gibson Co. Fair Assn. Aug. 28-Sept. 2. Chas. A. Steele.  
 Rensselaer—Jasper Co. Fair. Aug. 29-Sept. 1. Wm. H. Bahler.  
 Rochester—Fulton Co. 4-H Fair Assn. Aug. 8-11. Fred Rankin.  
 Rockport—Spencer Co. Fair Assn. July 24-29. Harold L. Hargis.  
 Rockville—Parke Co. Fair Assn. Aug. 15-19. Earl G. Swalm.  
 Rushville—Rush Co. Agrl. Assn. July 30-Aug. 4. E. E. Privett.  
 Salem—Wash. Co. Farmers & Merchants Free Fair. Aug. 16-18. Harold Voyles.  
 Shelbyville—Shelby Co. Fair Assn. Aug. 6-11. Harry Melks.  
 Spencer—Owen Co. Agrl. Fair. Aug. 16-19. Mildred Dunn.  
 Sunman—American Legion Fair. Aug. 30-Sept. 2. E. W. Howrey.  
 Terre Haute—Vigo Co. Fair. Aug. 22-27. E. J. Acree.  
 Wabash—Wabash Co. Draft Horse Assn. Aug. 1-4. W. K. Delaplaine.  
 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.

- Missouri**  
 Macon—Middle Ga. Colored Fair. Late Sept. or early Oct. F. J. Hutchings.  
 Manchester—Tri-Co. Fair Assn. Oct. 2-7. Welby Griffith.  
 Sandersville—Washington Co. Fair. Oct. 9-14. G. S. Chapman.
- Montana**  
 Bozeman—Bozeman State Fair. Aug. 29-Sept. 1. J. H. Hixson.
- Nebraska**  
 Lincoln—Lincoln State Fair. Aug. 29-Sept. 1. J. H. Hixson.
- North Carolina**  
 Raleigh—Raleigh State Fair. Aug. 29-Sept. 1. J. H. Hixson.
- Ohio**  
 Columbus—Columbus State Fair. Aug. 29-Sept. 1. J. H. Hixson.
- Oklahoma**  
 Oklahoma City—Oklahoma State Fair. Aug. 29-Sept. 1. J. H. Hixson.
- Pennsylvania**  
 Harrisburg—Harrisburg State Fair. Aug. 29-Sept. 1. J. H. Hixson.
- Rhode Island**  
 Providence—Providence State Fair. Aug. 29-Sept. 1. J. H. Hixson.
- Tennessee**  
 Nashville—Nashville State Fair. Aug. 29-Sept. 1. J. H. Hixson.
- Virginia**  
 Richmond—Richmond State Fair. Aug. 29-Sept. 1. J. H. Hixson.
- Washington**  
 Seattle—Seattle State Fair. Aug. 29-Sept. 1. J. H. Hixson.
- West Virginia**  
 Charleston—Charleston State Fair. Aug. 29-Sept. 1. J. H. Hixson.
- Wisconsin**  
 Milwaukee—Milwaukee State Fair. Aug. 29-Sept. 1. J. H. Hixson.
- Wyoming**  
 Cheyenne—Cheyenne State Fair. Aug. 29-Sept. 1. J. H. Hixson.

## Army Seeks Increased Output Thru Use of Incentive Films

CHICAGO, June 17.—The army industrial services division is conducting an intensive campaign to extend the showing of war-incentive motion pictures to managers and workers engaged in the production of war materials. The campaign was suggested by Undersecretary of War Robert P. Patterson and Lieut. Gen. Brehon B. Somervell, head of the army service forces.

Films available free thru the army include pictures which show the realities of war, the combat activities of American forces and the use of American-made arms and material. They are designed to bring home to American war workers and to industrial management the necessity

of continued action and a full sense of the immediacy of the war.

The army is especially anxious to further the free showing in industrial areas of the popular "Why We Fight" series of army indoctrination films—familiarily known as the "Capra Series"—which has been found extremely effective in explaining the background and nature of this war. The first three films in this series, *Prelude to War*, *The Nazis Strike* and *Divide and Conquer*, are considered especially timely as reminders, in the light of approaching victory, of the character of the enemy and the ideology which must be combated.

Other films now available are *The Battle of Britain* and *The Battle of Russia*. *The Battle of China*, last film in this series, is not yet available for distribution.

### Attract Huge Audience

At the present time the army industrial service division, thru its motion picture branch, is making free films available to an audience of some 6,000,000 persons a month. It is hoped that an intensified campaign, directed at industrial managers, will add another 2,000,000 spectators to the monthly audience.

Thru the assistance of army advisers, many industrial plants have recently made exceptional arrangements for the exhibition of these films to their workers. In Mobile, Ala., free incentive films are shown nightly in one of the large parks. In Baltimore the Glenn Martin Company rents a regular commercial theater for one or two days a week for free showing of the army films for its employees and their families.

Incentive films are available in 16mm. size and may be obtained thru the army industrial service division at headquarters of any of the nine service commands. Suggestions for the building of programs are also available thru these offices.

## Short Splices

By The Roadshowman

THE ENTIRE LIBRARY of educational and travel films produced and long distributed by Burton Holmes Films, Inc., Chicago, has been transferred to the Bell & Howell Filmosound Library. The original negatives, many of them photographed personally by the well-known lecturer on his world travels and explorations, have been turned over to the new distributor, and all orders will henceforth be printed from them.

KEYSTONE BROADCASTING SYSTEM has incorporated material on the motion picture industry's gift films to our fighting fronts into 44 different programs. The plugs, which will be broadcast during June and July on 175 small stations throughout the country, are built around the soldier's feeling that seeing these 16mm. films are the "next best thing to home."

JULES LEVÉY, producer of United Artists forthcoming drama, *The Hairy Ape*, has donated 75 prints of the picture in 16mm. film to the army overseas motion picture service for exhibition in the combat areas. *The Hairy Ape*, screen adaptation of Eugene O'Neill play, co-stars William Bendix and Susan Hayward, and was directed by Alfred Santell.

ANOTHER TRIBUTE to the 16mm. films being shown to servicemen overseas is the War Department's *Movies at War*, only War Information film for June. Film shows the handling and distribution of the industry's 16mm. overseas movies and their extreme importance to the morale of our fighting men.

### SALE

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16MM. SOUND FEATURES from \$5.00 per reel up. FREE LISTS. Also bargains in S.O.F. Shorts.  
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## REPERTOIRE-TENT SHOWS

Communications to 25 Opera Place, Cincinnati 1, O.

## Brooks Begins Wisconsin Trek

DARLINGTON, Wis., June 17.—Jack and Maude Brooks Show, which ushered in its season at Sabula, Ia., May 29, with Neil Schaffner's *Toby Goes To Washington*, followed with an engagement at Stockton, Ill., and then hopped here to begin its regular summer trek thru Wisconsin.

Rehearsals were held in Sabula, Brooks home and winter quarters, and show had the same hard luck getting opened as did many of the other tenters this spring. It was only when the male members of the cast agreed to double that the show got under way.

Included in the roster are Jack and Maude Brooks, owners-managers; Roy and Peggy Lewis, Neale Helvey, Diane Fontinelle, Watler Litzkow, and Eddie, Lois and Bunny Lane. Roy Lewis is director, and musical presentations are directed by Neale Helvey, veteran tent-show operator, who is back under canvas for the first time since 1939, when he operated under the J. Doug Morgan banner. Helvey has been playing clubs and hotels for several seasons with his partner, Terry Shannon.

Hubert Nevens is slated to join soon to take charge of the top. Maude Brooks has laid aside the grease paint this season to help Jack with the front door. Tom Brooks is with the merchant marine and stationed in New York for the duration.

Lynne Townsend, with the show last season, is now announcer at KAVE, Carlsbad, N. M., where her husband, Al Pitcaithley, is stationed with the army.

## Rep Ripples

BOYD B. TROUSDALE, former well-known stock and rep manager, has disposed of his hotel in Fairfield, Ia., and is visiting in Los Angeles. . . . ALBERT A. CASEY, old-time rep comedian, is operating a show-dance trick in Northern New Hampshire. . . . WALTER FURBISH recently left Boston for Nova Scotia, where he and his brother, a native of that country, will operate a vaude show in halls and schools. He has a string of Maine and New Brunswick fair dates set for later in the season. . . .

JERRY HAUCK, for many years with the Trousdale shows, is engaged in war work in Rock Island, Ill. . . . MASON CURRY, formerly in rep, is now appearing with Zasu Pitts in *Ramshackle Inn*, which has been running in New York since last January. He recently bumped into another ex-repster, Robert Downing, now appearing on Broadway in *Mexican Hayride*. . . . HOMER LEE BOWENS postals that Winstead's Mighty Minstrels continues to jam its canvas theater with natives nightly in its established North Carolina territory. . . . BROWNIE'S FUN SHOW is reported doing satisfactory biz in Eastern Oregon. . . . MR. AND MRS. N. M. NEILAND say they're doing well with their three-people hall show playing Lincoln County, Colo. . . . BOB MCINTYRE, in charge of canvas on the Verba Cross Show back in 1926-'27, is settled with his wife in Hamlin, Tex., where he holds down a job with an oil company. He was a visitor on the Sadler Show during its recent engagement there.

BILLY AND BETTY BLYTHE, veteran repsters, are back out with their own small show this season, showing talkies only. They are set for the summer in New England territory. Their small daughter, Patricia Ann, is trouping with them. . . . INCLEMENT WEATHER again struck the Harley Sadler tenter in Texas last week, but the show continues to mow 'em down in a box-office way, according to the show's leading man, Emile T. Conley. The Sadler organization is now in the Texas grain belt, a few weeks ahead of schedule. Harvesting is on and crops are fair. Wheat is good, altho very short-stemmed, and combines are the only practical method of harvesting, Conley reports. . . . ED-DIE DERRINGER, well-known repster, who went to Honolulu more than a year ago to work on a government construction job, has a trip home coming up in August, with all expenses paid. Says he gets to see quite a few rep people now in service. . . . VERDOR'S COLORED COMEDIANS have closed their hall season to play fairs in Alabama and Mississippi under canvas with a four-people bill, *Old Plantation*, by E. F. Hannan. Unit also has several celebrations booked in that sector. . . . D. M. ADLER is framing a three-people unit to play resort towns in Northern New York and Vermont, using the bill, *Tonight's the Night*, by E. F. Hannan. . . . EMILE T. CONLEY, who held top fisherman honors on the Harley Sadler Show, with a four-pound bass to his credit, was topped last week by Jean Siler, who landed two big bass and a platter-sized cruppy. Both share equally on chiggers. Conley may have to leave the Sadler show soon to return to South Dakota to take care of his sister, who was critically injured in an auto accident there several months ago. She is back in the hospital for a check-up and further treatment.

## Rain, Cold Mars Hugo's Opening

KEARNEY, Neb., June 17.—Hugo Players, who opened under canvas here June 5 under auspices of the local fire department, had its Kearney engagement extended a second week, but due to much rain and cold weather the best the troupe could do here was fair business. Show, one of the best to appear under the Hugo banner in several seasons, was well received, however.

Duke Montague, magician, assisted by Myrnela, are the featured added attraction. Jimmie and Honey O'Hearn handle the orchestra situation, and Harry Hugo looks after the comedy. Top is moved on the show's own trucks under supervision of Johnny Ward.

## Repetoriana

By E. F. Hannan

NO DOUBT due to articles which have appeared on the rep page of *The Billboard* we have what may become a considerable sized hobby and one that will vie with that of the circus, Western cowboy, songster and similar fan interests. Advertisements are appearing for old-time lithos, handbills and other press products of the '90s and earlier, relating to rep and one-night-stand shows of the road days.

Collectors are learning that historical data of this phase of show business in America has been sadly neglected and is well worth becoming interested in. The stories behind the road shows of Charles Hoyt, Blaney, Lincoln J. Carter, along with tales of rep of the days of the Spooners, Jere Grady, Corse Payton and Tom Shea, make good background for hobby interests.

There is a mine of collector's lore in the days of rep and the road.

**TRADE SERVICE FEATURE**  
Billboard

## New and Recent Releases

(Running Times Are Approximate)

*HI, BUDDY!* released by Bell & Howell Company. Comedy-drama of the founding of an "off-the-street" club and its decline, due to pre-occupation of elders with war problems. Dick Foran, Harriet Hilliard and a cast of sub-teen juveniles. Six reels.

*LAST DAYS OF POMPEII*, released by Nu-Art Films, Inc. Religious and dramatic spectacle starring Preston Foster, Alan Hale, Basil Rathbone, John Wood, Louis Calhern. Running time, 105 minutes.

*GOLDEN BOY*, released by Roshon Films. Screen version of the Broadway stage success, starring Barbara Stanwyck, Adolphe Menjou and William Holden. Ten reels.

*POLAND FOREVER*, released by the Office of War Information. Brief history of Poland from the 15th century to the present; outlines events leading up to Poland's invasion and shows how the youth of Poland are fighting for its freedom. Running time, 22 minutes.

*ADVENTURES OF TOM SAWYER*, released by Pictorial Films, Inc. The film presentation of the always popular story by Mark Twain. Tommy Kelly plays the title role. Running time, 80 minutes.

*EAGLE SQUADRON*, released by Walter O. Gutlohn, Inc. A picture of America's first flying fighters in action, with Diana Barrymore, Robert Stack, Jon Hall, Eddie Albert, Nigel Bruce and Evelyn Ankers.

*ETERNALLY YOURS*, released by Commonwealth Pictures Corporation. A modern-day comedy, starring Loretta Young and David Niven, about the adventures of a magician and his beautiful wife. Eleven reels.

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CALLE CADETS, JENNINGS VICTORIAS, Double Jackpots, Pace and Watling Twin Jackpots, nickel play, fifty dollars each; Folding Slot Stands, three for ten dollars. Grand Valley Novelty Company, Traverse City, Mich.

CASH WAITING FOR PHONOGRAPHS, STONER and National Candy Bar Vendors. Describe fully first letter. We convert stonplers to knee-action. Coleman Novelty, Rockford, Ill.

CLOSE OUT ON FOLLOWING - A-1 BALLY Games; Club Bells, \$300.00; floor samples Club Bells, \$275.00; Jockey Clubs, \$400.00; Santa Anita, \$300.00; Long Shots, \$300.00; Kentuckys, \$300.00; Fairgrounds, \$22.50; Keeney Super Bells, 5c-5c, \$325.00; Pikes Peaks, \$15.00; Light Jackpot Galloping Dominos, \$325.00; Wurllizer 24, \$150.00; 61's, \$400.00; Liberties, \$75.00; 25c, \$6.00; Packard Wall Boxes, \$25.00. 25% cash, balance C. O. D. Win-On Amusement Co., 754 W. 4th St., Winona, Minn. j5x1x

FOR SALE - 2 BALLY SLOTS, 5c AND 25c combinations, \$165.00 each with stands. Want to buy Portable Coin Counter, nickels only. Claude J. Clark, Fluker, La. j5x1

FOR SALE - JENNINGS CIGAROLAS, \$60.00; Mills Admiral Dewey, 6 coin head, floor model with Jackpot, \$125.00; Jackpot Slots, \$30.00. R. E. Hershner, Iberia, O.

FOR SALE - FIVE VEST POCKETS, BLUE and Gold, \$45.00 each; also 5c Q.T., green, \$45.00. Frank Guerrini, Burnham, Pa. j5x24

FOR SALE - NORTHWESTERN PENNY-Nickel Venders, in good condition, \$6.50 each. Postage Stamp Machines wanted. Must be cheap and in good condition. General Distr. Co., Box 222, Walbrook Sta., Baltimore 16, Md.

FOR SALE - THREE MILLS OWLS, IN A-1 condition, \$85.00 each; Rockola World Series, \$75.00; ten A. M. I. Toplights, \$200.00 each. Murrell Amusement Company, 1058 S. Florida Ave., Lakeland, Fla. Telephone 22-391.

FOR SALE - ROCK-OLA WORLD'S SERIES Baseball Machine, \$75.00; Watling nickel play Twin Jack Pot Slot Machine, \$45.00. P. O. Box 992, Malta, Mont. j5x1

FOR SALE - THREE GROETCHEN COLUMBIA 5c Cis Reel, G.A., \$47.50 each; one Ace Poker, 1c, \$50.00; one Daval 21 Reel, 1c, \$8.00. All like new. Deposit. Central Novelty Co., 421 N. First St., Arkansas City, Kan.

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FOR SALE - A-1 ARCADE MACHINES, cheap. Have complete Arcade. Write for list. Bishop Amusement Co., Box 41, Bowling Green, Ky. j5x8

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ONE 25c EVANS BANG TAIL WITH BROKEN glass, \$75.00; one 10c Mills One Cherry, Gold chrome, \$275.00; three 5c Watling Goose Neck, large twin jackpot, 3-5 payout, \$75.00; one 25c Jennings Single Jackpot Reserve, \$45.00; two 5c Jennings Victoria, 2-4 payout, \$45.00; 11 Buckley Boxes, plastic sides, \$15.00 each; Aluminium Flexible 1/2" Cable, 12c per ft.; 30 Wire Cable, 20c per ft.; Buckley Box Brackets, \$1.50 each; Twin Wurllizers in Buckley cabinets complete, \$100.00. 1/3 deposit, balance C. O. D. Automatic Music Co., Rowland, N. C. x

ONE 25c BLUE MILLS Q.T., #22104, FRUIT reels, perfect condition, \$147.50; one 5c cash Jumbo, #11857, latest model, like new, \$125.00; four 5c Blue and Gold Metered Vest Pockets, in perfect operating condition, \$44.50 each. C. H. Schmidt, 420 S. 3d St., Burlington, Iowa.

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WINDOW CARDS — FLASHY DESIGNS. Carnivals, shows, magicians, others. 14x22, \$3.50 hundred. Samples, 25¢. State design. Hubbard Sho-Print, Mountain Grove, Mo.

YOUR NAME AND ADDRESS ON DELUXE Cushion Mount Rubber Stamp, \$1.00. Pad, 25¢ postpaid. Cash with order. Edgewood Press, Box A-4, Edgewood, Md.

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100 LARGE ENVELOPES AND 100 LETTERHEADS, \$1.25; 2,000 6x9 Handbills, \$4.50; 100 Cards, 50¢. Stamp, Samples. Crown Print, Adelphi, O.

500 HAMMERMILL BOND LETTERHEADS, 8 1/2 x 11, and 500 Hammerrill Bond Envelopes, 3 1/2 x 6 1/2, printed to your copy, both, \$6.50; 1,000 each, \$9.80 postpaid. Other printing reasonably priced. Price list and samples gladly sent. Edgewood Press, Box A-4, Edgewood, Md.

5,000 8x5 CIRCULARS, \$11.75 POSTPAID; 200 Noteheads, 100 Envelopes, \$1.50. Samples, estimates on anything. 500 8 1/2 x 11 Hammerrill Letterheads, \$2.95; 6 1/2 Envelopes, same, 1,000 either, \$4.25; 500 Letterheads, 500 Envelopes, good bond, \$5.45 prepaid. Wilson Printers, Dowagiac, Mich.

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- Merrifield, Howard Wm.
- Mesley, R. D.
- Mesley, Clint V.
- Meyers, L. C.
- Milan, Alfred J.
- Miller, Charles
- Miller, Chris H.
- Miller, Eddie
- Miller, Mrs. Martha
- Miller, Rudy
- MINNEAR, Carl Thos.
- Mitchell, Frank J.
- MITCHELL, Leo C.
- MITCHELL, Nick J.
- Moloney, Mrs. Mildred
- MONAHAN, Edward
- Monahan, John Arthur
- MONROE, Geo. Elmer
- Moore, Ray
- Moore, Virginia Stone
- Morales, Pedro
- Morgan, Al
- MORGAN, Bud
- Morgan, Steven B.
- Morris, Allen
- Morrison, Milton
- See LETTER LIST on page 64.



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.

- HUNT, Gilbert Earl
- Hunt, Harry
- Hunter, Mrs. May
- HUNTER, Ray Eckford
- Hunter, Mrs. Virginia M.
- Hutzler, Mrs. Margaret
- Irvin, Nova
- Isom, Mrs. Betty
- ISON, Earl E.
- Ivers, Ray
- JACKSON, Herbert
- JACKSON, Riley Mark
- JACKSON, Robt.
- JACOBS, Earl Frederick
- James, Red
- JOHN, Gus
- JOHNSON, Clyde C.
- JOHNSON, Cody Thos.
- Johnson, Mrs. Florence E.
- JOHNSON, Jessie James
- JOHNSON, Pete Bruno
- Jones, Edw. Francis
- Jones, Harry (Doc)
- Jones, J. W.
- Jones, Lewis
- JORDEN, Lester
- Joseph, Frank
- Joshua, Maxie
- JULES, Eddie
- Karen, J. D.
- Karr, Joe
- KAYNE, Don
- Kelly, James M.
- Kelly, Toby
- Kelly, Wm. F.
- Kendrick, May
- Kennedy, Don Earl
- Kennedy, Mrs. Dorothy
- KENNEDY, James A. Howard M.
- Kennedy, Paul Elmer
- Kenner, Bennie
- KENYON, Howard
- Kessler, Sydney
- Kid, Melvin
- KILGORE, Rolland Earl
- Kimble, Leo
- Kings, Harry
- KING, Henry Thadus
- King, W. O.
- KING, Ward Earle
- Kinney, Henney
- Klanatsky, Andrew
- Klebsch, Karl
- Klug, John J.
- KNAPP, James F.
- KNIGHT, Durwood Andrew
- Kohler, N. A.
- Kramer, Stan
- Kraft, Bartell H.
- LaBarrie, Babe
- LaBird Sr., Charles
- LaMonte, Zeke
- LaMarr, Juanita
- LaMarr, John Vincent
- LaMur, Babe
- Labbe, Albertine
- Ladd, Chas. Henry
- Laddie, John
- Lagan, John
- LAMB, Herman A.
- Lampson, Burt
- Lane, Edith C.
- Lanyon Sr., John
- LAWSON, James W. Bud
- LAZWELL, Geo. E.
- Lawson, Marshall
- Lazell, Aerial
- Leavitt, Alden
- LEBBETTER, Geo. Edwin
- Lee, Paul
- Lee, Wanda
- Leo, Ivan
- Leonard, Edward
- Leonard, James
- Leveau, Mattice
- Lessor, Frances
- Lerine, Rose
- Lewis, Harry Stretcher
- LEWIS, Wm. Carlile
- LEWIS, Wm. Clarence
- Linsley, Charlie
- Little, Mrs. C. T.
- Lock, Naomi R.
- Logan, Robt. Luther
- LONGSDORF, Edw. B.
- LOPEZ, Jas. Bud
- LORD, Jack Delbert
- Lottridge, Harry
- Lowell Jr., Scott H.
- Lowery, Herbert
- Lowry, Dolly
- Lucas, Mike
- LUDLOW, Melvin
- LUNDGREN, Richard
- Lunsford, Max
- Lyle, Mrs. Leslie
- Lyons, Jas. Robt.
- Lyons, Earl
- McCAIN, Wm. E.
- McComb, Ernest
- McCREADY, Claude M.
- McDonald, B. C.
- McDonat, Grace
- McDonough, Mrs. Stella B.
- McDOWELL, Karl Ernest
- McGair, Charles
- McGIBRE, Richmond
- McHENRY, Gilbert
- McKERRSON, John Reis
- McKnight, C. H.
- MCINTOSH, Robert M.
- McLANE, Clarence E.
- McLane, P. J.
- McLaughlin, Wm. G.
- McLerhan, Betty
- MABLEY, Harry E.
- Madison, Mrs. Herman
- Madlock, Hayden
- MAJOR, A. R. Fred
- MAHAY, Charles Victor
- Mainhold, Mrs. Aileen
- MALLERY, Richard
- Maloney, Mildred
- Mann Bros. The
- MARCHAND, Frank J.
- Marine Hippodrome
- Marion, Albert
- MARION, Sidney Ray
- MARSHALL, Sam
- Marshall, Thomas
- MARTIN, Carolyn
- Martin, Mrs. Lydia L.
- Martini, Mrs. Jerry
- Martini, Joe
- MARTIN, Malcolm C.
- Marvin, Frankie
- Mathews, M. H.
- Matthew, Pfc. Richard
- Mathews, Robert P.
- Mathews, Jimmy C.
- MEADOWS, Clarence
- Medley, Thomas
- MECKLING, Karl
- Meeks, Charles
- Meeks, Virginia
- Mehl, Tom
- Meine, Wm.
- Meine, Migule B.
- Mellon, Wm. R.
- Menard, Edward
- Mercy, Alexander
- Mercy, Mrs. Dorothy
- Mercy, Frank F.
- Merrifield, Howard Wm.
- Mesley, R. D.
- Mesley, Clint V.
- Meyers, L. C.
- Milan, Alfred J.
- Miller, Charles
- Miller, Chris H.
- Miller, Eddie
- Miller, Mrs. Martha
- Miller, Rudy
- MINNEAR, Carl Thos.
- Mitchell, Frank J.
- MITCHELL, Leo C.
- MITCHELL, Nick J.
- Moloney, Mrs. Mildred
- MONAHAN, Edward
- Monahan, John Arthur
- MONROE, Geo. Elmer
- Moore, Ray
- Moore, Virginia Stone
- Morales, Pedro
- Morgan, Al
- MORGAN, Bud
- Morgan, Steven B.
- Morris, Allen
- Morrison, Milton
- See LETTER LIST on page 64.

# Push Keeping Price Records

## OPA Explains Legal Musts

Part of drive to enforce ceilings — specialty firms included in list

WASHINGTON, June 17.—The Office of Price Administration took further steps to enforce the keeping of records by manufacturers and jobbers early in the week. The new step is intended to offer definite help in keeping price records. The regional offices have been authorized to mail an explanatory bulletin to manufacturers and jobbers in their districts telling just what records should be kept on prices and giving examples of how to keep them. The (See *Keeping Price Records* on page 56)

## MERCHANDISE TRENDS

CHICAGO, June 17.—Statistical reports of the effects of D-Day on merchandise trade thruout the country were not available this week. Trained observers reported that the invasion news only had slight effects on retail trade in the big centers. Dun & Bradstreet reported for the week ending June 3, just before the invasion, that retail outlets thruout the country had gained from 4 to 8 per cent above the same week in 1943. Merchandise reports indicated that sales of specialty merchandise were holding the usual summer level. Jewelry was mentioned in several reports as showing gains. Most trade reports emphasized accessories to summer wear and vacation needs as occupying the spotlight in retail trade.

There are no indications at present that invasion news will upset retail trade unless, of course, there should be serious reverses for the Allied forces. Such a reversal is not expected. It is still too early to observe what effects increased requirements of war goods and especially shifts in the type of war supplies needed will have on consumer trade. The Fifth War Loan Drive started June 12 and will last until July 18. This is expected to be the biggest bond drive of the war and much emphasis is being placed upon it. The public is expected to make considerable sacrifices to buy bonds at the present time. In the Fourth War Loan Drive there were predictions that the purchase of bonds might cut sale of consumer goods some, but the effect was so slight as to be hardly noticed in retail stores. The present drive may cut deeper into the amount of spending money held by the public.

### Wholesale Markets

Wholesale markets are being watched more closely than retail trade to see what effects the invasion of Europe might have. Early reports from New York and Chicago indicated that buyers in the wholesale markets showed no signs of decreasing their purchases or their interest in the markets other than to take time off on the first day the invasion news was received. Observers think that the buying will continue at a high peak and that jobbers from all parts of the country will take all the merchandise they can get, expecting that the consuming public will still have a high rate of income for many months yet. Regular buying in the wholesale markets is said to be on the basis of 90 days ahead. However, jobbers are getting all the Christmas goods and novelties that they can. Emergency buying of vacation goods continued at a high level.

### Many Predictions

By the time one week of the invasion had passed, leaders in business, government and the news field began making predictions on how soon Germany might be knocked out of the war and also how soon an increase in the production of civilian goods would really get under way. Most optimistic prediction was probably that of Walter Winchell, who said he expected something really important to happen even in six weeks. The majority of the predictions seemed to place the fall of Germany at about September or October. President Roosevelt joined other high leaders in saying that Japan could be knocked out much earlier than had been anticipated once Germany falls. High government officials began to urge business and Congress especially to get all plans completed for reconversion as soon as possible. If the European invasion goes well it is expected that this pressure for reconversion plans will increase notably. Much criticism is being leveled at Congress for not having passed any definite laws to pave the way for reconversion. Political observers think that Congress will be the real bottleneck in future progress toward civilian production. The WPB only recently got into action, but it has made rapid progress since it started making plans for civilian production when the war crisis is thought to be over.

### Warning on Records

The OPA last week issued another (See *Merchandise Trends* on page 57)

## U. S. Supreme Court Uses Strong Words Supporting OPA Rule

WASHINGTON, June 17.—The United States Supreme Court handed down a decision May 22 which strongly upholds the power of OPA to shut off supplies to firms that violate regulations on rationed goods. Similar decisions have been handed down recently by other federal courts. The language used by the Supreme Court was very strong in its approval of the powers of OPA. This approval of the control of rationed goods may also be expected to apply to OPA powers in controlling prices.

The defendant firm argued that it was being punished because it had been unable to comply with all the muddle of OPA regulations. The defense made a strong fight on the basis that there were so many OPA regulations it was impossible to keep informed on all of them. The high court considered this alibi a mere excuse for violating the regulations. OPA has recently taken further steps to file injunction petitions against firms that fail to keep records of sales. The agency is checking carefully on wholesale firms that do not keep records of their sales.

## SOON . . .

. . . our new line of Locketts and Spray Pins will be ready for release. Watch for our announcement!



MURRAY SIMON  
109 S. 5th St., Brooklyn, N.Y.

## No Steel Yet for Pens and Pencils

WASHINGTON, June 17.—The advisory committee representing manufacturers of pens and pencils has advised the War Production Board that mills have been unable to fill their orders for stainless steel. The WPB recently relaxed its orders so that makers of pens and pencils could use stainless steel to some extent in their work. The trade reports that mills do not promise any supplies for the next 90 days. The industry was planning to use stainless steel for pen nibs instead of gold. The army and navy are expected to take about 2,000,000 new pens and pencils this year.

Firms in the Chicago area that make pens and pencils report they have had the biggest gross sales for the fiscal year ending in February than in the preceding year. Parker Pen Company and Eversharp, Inc., say their gross sales increased about 30 per cent in the last (See *NO STEEL FOR PENS* on page 57)

# OPERATORS!

Carnival—Salesboard—Premium—Bingo  
**HARD-TO-GET SPECIALS**  
RED-HOT

Ceiling Prices! Immediate Delivery!



**No. 100  
Plastic-Eye  
Flashlight**

2-Cell, Pre-Focused Flashlight. Unbreakable! Assorted colors. Attractively boxed.

PER DOZ. \$7.50

Batteries 7½c Each

**No. 710  
Pen-Lite  
Flashlight**

An old reliable! 2-Cell Pen-Lite. Plastic case—streamlined for vest pocket or purse. Easily operated—sturdy—durable. Magnifying Mazda Bulb. Assorted colors.

PER DOZ. \$3.75

Batteries 5c Each



**Famous "Plastic" Slide-Blade  
POCKET KNIFE**

(Opens With One Hand)

The really SAFE knife for pocket or purse. Fine high-carbon steel blade opens, with one hand—5 positions. Assorted color handles. Attractively boxed.

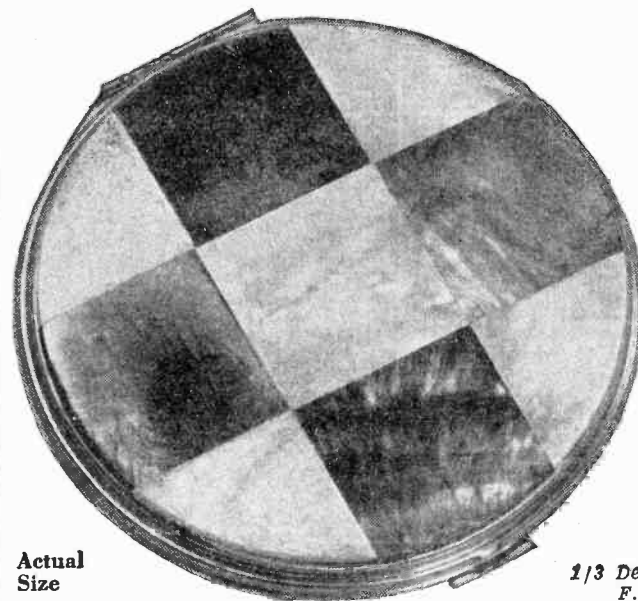
PER DOZ. \$3.75

F. O. B. Chicago, 25% Deposit, Balance C. O. D. or Send Full Payment and Save C. O. D. Charges.

**SOUTHWESTERN HOUSEHOLD EQUIPMENT CO.**

National Distributors of Nationally Advertised Products  
1583 Merchandise Mart — Chicago 54, Ill.

## Genuine Mother of Pearl COMPACTS!



Actual Size

Snuff  
Box Type  
Gold and  
Silver  
Plated  
Steel  
Compacts  
With  
Genuine  
Ocean  
Mother of  
Pearl  
Top.

No. B-1—  
Pictured  
No. A-1—  
Square  
No. C-2—  
Oblong

\$60.00

Dozen

1/3 Dep., Bal. C. O. D.  
F.O.B. N. Y.

**FASHION FADS** 1265 BROADWAY  
NEW YORK, N. Y.

**BACK THE ATTACK!  
BUY MORE  
WAR BONDS  
and  
HOLD  
THEM!**



#136—AMERICAN FLAG, COTTON, IN PRINTED STARS, 2 METAL EYELETS, FAST COLORS, 3x5, IN LOTS OF 10...\$7.00 IN LOTS OF 100 OR MORE...\$62.50



**B. B. 100—10K Yellow Gold Ring, set with fine Diamond. Each.. \$4.10**  
**B. B. 101—3 Diamond Wedding Ring to match. Each ..... 4.50**  
 Sizes 5 to 7



**MUSICAL POWDER BOX**  
 Plastic composition comes in assorted tunes. Beautiful colors gold trimmed with medallion top. BB115.  
 Sample \$3.50; 10 for \$33.00.

**ROHDE-SPENCER CO.**  
 223-225 W. MADISON STREET  
 CHICAGO 6, ILLINOIS

**FUR COATS  
JACKETS—CHUBBIES**  
 LARGE assortment of NEW 1944 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

**S. ANGELL & CO.** Manufacturing Furrier  
 236 W. 27th St. (Doct. b-3), New York 1, N.Y.

**SELL YOUR MDSE. with  
HOWARD PHOTOS** 8x10 5c  
 Post Card Size 2¢  
 Duplicates Made of Your Own Photo in All Sizes and Quantities. Mail Orders Coast to Coast. Write for Free Samples and Price List.

**HOWARD PHOTO SERVICE**  
 223 W. 46 St., N. Y. 19 Cir. 6-2680

**Popular Items**

**Folding Chairs Offered**

Because of the increasing demand for folding chairs, they are being offered as a specialty item by the Adirondack Chair Company, New York. Making these chairs a specialty developed when the firm had many calls from churches and other organizations who are accustomed to calling on the specialty merchandise trade when they need help. Because many organizations are holding special patriotic meetings and conducting extra charity work at the present time they need folding chairs to accommodate these special crowds.

**Featuring Ring Sets**

Most trade reports in recent months emphasize the fact that costume jewelry and ring sets are increasing in popularity with the public. Each month the reports show that the public continues to buy more jewelry. A popular line of ring sets is being featured by Bieler-Levine, Chicago. These rings are a quality product and are packed in attractive boxes for the trade. Costume jewelry is also offered in a wide line. The firm has recently more than doubled its quarters and is well equipped to supply orders for novelty and staple jewelry.

**Pictures of Presidents**

Because of the increasing popularity of educational pictures, Sorin Printing Company, Cincinnati, has created a line of attractive boxes in red, white and blue colors which include the pictures of all 32 presidents of the United States. A short biography of the Presidents is also printed up on each card. To make the package still more attractive, a facsimile of the Declaration of Independent, 17" by 22" in size, is also included. The coming national election is expected to make the set of pictures still more interesting.

**Steel Box Useful**

A box made of heavy gauge steel is useful as a tool box or it sells rapidly now as a box for tackle. Such a box is offered as a premium with candy assortments by Goldwyn Company, Chicago. Other premium assortments offered by the same firm include a zipper utility bag and a travel kit for men. Well-known brands of summer candles are featured at the present time in the assortments.

**Hard-To-Get Items**

It is still possible to get certain specialty items considered by the public as hard to get during the war emergency. The Southwestern Household Equipment Company, of Chicago, specializes in offering flashlights, vest-pocket flashlights, pocketknives, batteries for the flashlights and other small items at ceiling prices. All these items are attractively boxed and will sell immediately at the present time.

**BINGO SUPPLIES**

**NEW SUMMER PRICES**

Write or Wire for Catalog

**JOHN A. ROBERTS & CO.**  
 235 Halsey St. Newark, N. J.

**HEEL HITLER**  
 Greatest Laugh Novelty Ever Originated!

It's a colorful greeting card with SURPRISE ANIMATED ACTION when you lift the heel. Each card is individually packed in a humorously illustrated envelope. A 10¢ retailer. Jobber's Price, \$20.00 per 1000. Sample 10¢, \$3.00 Prepaid. Remit full amount with order. No C. O. D.

**D. ROBBINS & CO.** Newsweek Bldg. NEW YORK CITY

**PRICES SLASHED  
ON JEWELRY & NOVELTIES**



36. Lapel Pins. Sterling Silver. Army, Navy or Marine \$1.80 a doz., \$21 a gross.

48. Mother of Pearl Souvenir Pins. Garrison Cap Design, as illustrated, or Bullet or Torpedo. All insignia. \$4.80 a doz.

277. (Below) Gold Plated Sterling Rhinestone Navy Sweetheart Pin \$2.50 each.

1386. Two Inch Sterling Wing Pins. Army Pilot, Glider, Navigator, Air Crew, Naval Aviator. \$4.80 a doz.

9045. (Below) 2 1/4 inch Sterling Pin with Coast Guard, Army, Navy or Marine Insignia. \$18 a doz.

9058. Novel Lapel Pin with Glass Drop for Two Miniature Photographs Air Force or Army. \$9 a doz.

Some items at cost and below cost. All are regular stock being cleared for new merchandise. Ideal for Prize, Concessionaire or Chance Booth.

25% Cash With Order Balance C. O. D.

**NANCO** INCORPORATED

ACT QUICKLY WHILE THEY LAST

221 Fourth Avenue New York City  
 Norfolk • Long Beach • Los Angeles • Seattle

**LUCITE DRESSER SETS**

Genuine Lucite Frames on Brush and Mirror—All Lucite Comb, Glass Tray and Powder Jar. Fancy \$5.60 Cloth Lined Box. Complete.

Same Set (Comb, Brush and Mirror Only). In plain box. \$2.85

**OTHER FAST MOVING SETS**

#328—Set of Lucite Comb, Brush and Mirror With Fancy Flower Design Cut into Mirror Backs ..... \$3.50

#671—3-Piece Dresser Set With Floral or Quilted Design Backs ..... 2.50

#322—Genuine Lucite Double Mirror, 3-Piece Set ..... 2.95

1/3 Dep.; Bal. C. O. D., F. O. B. N. Y.  
 Send for descriptive literature of other gorgeous Lucite Items!

**ARDE MIDELL**  
 1133 Broadway, New York, N. Y.

**FOX TAILS IN STOCK!**

Pitchmen, Carnival and Fair Workers, here at last are the well-known HMJ Fox Tails you've been waiting to grab up! Cash in this season with these largest, bushiest, genuine fur fox tails while they last. Tails come with two strong cords (with or without "comic saying" cards) to tie to autos, motorcycles, bicycles, canes, etc. Send for free price list, or send \$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.**

**METAL FRAMES**

Steel Frames, 2 1/4" diameter for size 1 1/4"x1 1/4" or 1 1/4"x2" photos. Beautifully lacquered in Blue, Green, Ivory, Black. Easel back and celluloid picture face. Price: 75¢ per dozen or \$8.50 per gross, F. O. B. Rochester, N. Y. 25% Deposit Required—Balance C. O. D.

**J. S. HORY**  
 LINDEN RD., BRIGHTON STA. ROCHESTER 10, N. Y.

**CATALOG FREE**

Toys Giftware Lucite Dresser Sets Novelties Metal Compacts Salesboards

**DIVERSO PRODUCTS COMPANY**  
 610 North Water Street Milwaukee 2, Wisconsin

## Terra Cotta Composition Wall Placques

The Plaque is 7x8½ inches in size, the FIGURINES of two Dutch children, carrying water pails are beautiful with sweet facial expressions, they are 5½ inches high and are in bright, attractive colors, with handpainted ornaments. The frame, in antique finish, contrasting charmingly from the bright figures of the children. The background is open (silhouette), thus showing the wall on which these delightful placques are hung, and though the high relief of the FIGURINES is only about 1½ inch deep, through an optical illusion caused by the open background, they look as if they were complete statues, surrounded by a frame.



We placed these placques on the market and copyrighted them early in the fall of 1943, but the re-orders were so heavy that we dared not advertise them until February, 1944.

No. 4150K, red robes with cream trimmings.

No. 4150K, green robes with cream trimmings.

**\$18.00**  
per doz.

In THREE DOZ. lots

**\$16.20**  
per doz.

Boxed individually, weight 18 lbs. to the doz. ½ dozen assorted among both numbers smallest quantity sold.

We carry a large assortment of beautiful, unique and fast selling GIFT GOODS, ranging in price from \$1.80 to \$90 per dozen. Completely illustrated set K 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.

## CARNIVAL AND PARK SPECIALS

Our buyers have scoured the markets for merchandise U. S. MADE SLUM

	Per Gross		Per Gross
Hawaiian Leis, Med. Size	\$ 3.75	Paper Flag Bows	\$.90
Medium Size Plaster Dogs, Etc.	6.50	Felt Wisecrack Pennants	.95
Red, White and Blue Tissue Shakers	6.00	Comic Paper Masks	1.00
Spotted Tails with Comic Cards. Per 100	4.00	Engraved Wedding Rings	1.00
Jumbo Fox Tails with Comic Cards. Per 100	23.00	Muslin Flags on Sticks	1.15
White or Blue Yacht Caps. Doz.	1.90	Plaster Dogs, Ducks, Etc.	1.25
Animal Shaped Glass Liquor Bottles. Per Case (36)	9.00	Plastic Thimbles	1.20
U. S. Weighted Darts. Doz.	1.20	Cloth Flag Bows	1.35
4 to 7 Inch Hoop-La Hoops. Doz.	.55	Lead Pencils	1.85
8 Inch Hoop-La Hoops. Doz.	.65	Humorous Mirror Folders	2.95
Knife Rack Rings. Per 100	2.50	Mirror Memo Books	4.50
Varnished Cane Rack Rings. Per 100	2.25	Comic Buttons. Per 100	2.25
		Motto Buttons. Per 100	1.25
		Powder Puffs	3.00

### BINGO SPECIALS

Lunch Kits. Each	\$ .85
8 Pc. Fire King Cooking Set. Each	.85
7 Pc. Whiskey Set. Each	1.25
Glass Coffee Maker. Each	1.50
Straw Horse and Rider. Doz.	4.50
3 Pc. Fire King Mixing Bowl Set. Each	.40

### 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.**

## KEEPING PRICE RECORDS

(Continued from page 54)

bulletin is T-2217 issued by OPA.

This move to help firms to keep proper records is part of a plan started earlier in the year to enforce price regulations. OPA started a number of test suits, including suits against about 30 firms in Chicago, and the chief offense charged these firms was the fact they had not kept complete records of prices on the goods bought and sold. OPA has continued its policy of bringing charges against manufacturers and jobbers, stating that the retail field would be investigated later. When the announcement was made that a helpful letter would be sent out, it was stated that firms handling specialty merchandise items of certain kinds would be included. Among the specialty items mentioned were electrical goods, watches, optical equipment and other similar merchandise.

The drive is based on the fact that most OPA price orders require keeping complete records and in many cases making reports to OPA. Officials have found that the chief failure on the part of most firms is in keeping proper records and also making reports. In many cases officials say that the firms violate the regulations unintentionally. That is the reason for the new program of explaining to firms how to keep proper records and also make reports. In recent months the federal courts have shown a tendency to strongly support OPA in its injunction proceedings against firms that do not keep proper records.

### Basic Laws

These records are required of wholesalers and jobbers by the General Maximum Price Regulation and of manufacturers by Maximum Price Regulation 188. They are not new requirements, but have been a part of the General Maximum Price Regulation since it became effective in May, 1942, and of Maximum Price Regulation 188 since August 1, 1942, the effective date of that regulation.

"Emphasis placed upon pricing records and reports is entirely logical," Thomas I. Emerson, deputy administration enforcement, said, "because such records, far from being a technical requirement, have been recognized by the United States District Courts as lying at the very heart of price control."

"For several months a nationwide enforcement program with special emphasis on record-keeping has been under way in the consumer durable goods field."

"This program has resulted in the filing of injunction suits against many concerns who not only have failed to keep the required records but also have not been figuring ceiling prices according to the methods required by the regulations. In such cases OPA has sought an injunction restraining the concern from selling articles until it has figured its ceiling prices in the proper manner, and prepared a written record showing how it did so. Where over-ceiling sales have been made, the

### FAST PROFITS—FAST SELLING



### BEAUTIFUL SOUTHERN BEAUTY

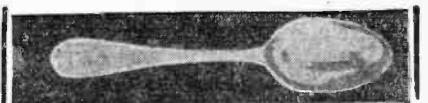
Here is a gorgeous Southern picture hat beauty. One of the most successful doll creations of all time. 25 inches tall, dresses made of rayon twill in contrasting colors. Full composition legs, arms and head. Assorted hair-like wigs.

**\$2.50**  
EA.

Write for three color booklet  
25% deposit with all orders

**JERRY GOTTLIEB, INC.**

303 FOURTH AVENUE  
NEW YORK 10, N. Y.



## Flatware Specials

### SILVER PLATED ON STEEL BASE

	GROSS	DOZEN
B65S123—Tea Spoons	.... \$16.80	\$1.45
B65S124—Soup Spoons	.... 26.30	2.25
B65S125—Forks	.... 24.70	2.16

24-Pc. Set Nickel and Silver on Steel Base; 6 each Knives, Forks, Tea and Soup Spoons. In attractive lined chest.  
B22S192—Set, \$6.95.

### CHROME-PLATED ON STEEL BASE

B65S126—Tea Spoons	.... \$14.75	\$1.25
B65S127—Soup Spoons	.... 26.50	2.25
B65S128—Forks	.... 26.50	2.25

### Friendship Ring



Made of sterling silver. Hands open and close. This emblem of friendship is a fast seller especially around camps.

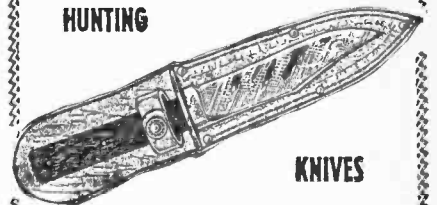
B24J519—Sample postpaid, \$1.00; Per Doz. \$9.00.

### 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. B37J366—Dz. Pr. \$0.4; Gr. Pr., \$9.00.

### HUNTING



### KNIVES

Molded plastic handles in black or brown mottled effect. Bright polished heavy carbon steel blade 5" long, 1¼" wide. Not a makeshift, a finished product. Tan leather sheath with snap button with each knife. Only a limited quantity available, so order today while we have them.

No. B322S231—Hunting Knives, Each ..... \$ 4.20  
Per Dozen ..... 48.00

25% Deposit Required on C. O. D. Orders. We Sell Wholesale Only. Catalog Sent on Request.

**Hag** JOSEPH HAG COMPANY  
WHOLESALE DISTRIBUTORS SINCE 1917  
217-223 WEST MADISON ST., CHICAGO 6

## CLOSE OUT

Sterling Silver

## IDENTIFICATION BRACELETS

ORDER NO. 15B7

**\$18.00**  
DOZ.

Heavy oblong plate and Link Chain, Limited quantity at Close-Out Price. C. O. D. Shipments only.

**Mid-Continent Jewelry Co.**

405 N. Locust St., Jefferson, Ia.

**Creators of Colorful, Comical GREETING CARDS • JOKE CARDS • JOKE NOVELTIES SINCE 1935**



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

## BINGO

SPECIALS ★ CARDS  
TRANSPARENT MARKERS

Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO



# RINGS

**WHITE STONE ENGAGEMENT, WEDDING AND NOVELTY**

A display of these rings has sparkle and class. Immediate delivery. Best assortment of the most common sizes in each dozen ordered. Be sure to order by number, enclosing 1/3 DEPOSIT. We ship BALANCE C. O. D.



Wide Band Sterling Silver Heart Design Ring. Order No. LP8B. \$7.50 Dz.



No. 30RW Wedding Ring—\$3.25 Dz. 1/30, 14K. R.G.P. Floral Design.



No. S268S Sterling Silver, Side Stones, Large Center Stone. \$12.00 Dz.



1/30 14K Wedding Band. Choice of Sterling Silver or R. G. P. No. W43BN. \$2.75 Dz.



Order No. E55 Birthstone Ring, correct colored stone for each month. Choice of Sterling Silver or R. G. P. \$6.75 Dz.



No. WSS61R Sterling Silver White Stone Wedding Ring. Set with 6 stones. \$12.00 Dz.

### Pendant Heart Sterling Silver

"Friendship" Ring. Two dangling hearts attached to an extra wide sterling silver band. Delicate "forget-me-not" design. Order No. A-645.



\$9.00 Dz.



Sterling Silver Clasp Hands Ring—An emblem of friendship. Nationally advertised at \$2.95. Very popular. Supply limited.



LEFT—New type Hand-Clasp Ring. Hands clasp and unclasp. Sterling Silver. Order No. F40B.



2 Hands Clasp and Unclasp. No. TF285 \$1.50 Ea.

**MID CONTINENT Jewelry Company**  
405-NORTH LOCUST  
JEFFERSON, IOWA

**FINE WATCHES**  
MEN'S & LADIES'  
And Novelty Jewelry. Wholesale Only.  
**MARLENE SALES**  
105 N. Clark St. Chicago 2, Ill.

**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 BIG line of 200 products—su daily necessities. Show merchants in your locality a sensational line of self-selling counter goods. Retail at 5¢ and 10¢. You make up to 112% commission. 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. 8-W, Spencer, Ind.**

concern has also been held accountable for treble the amount of all overcharges."

### Base Period

In reviewing the pricing records required, OPA said that the base period statement is fundamental. If a seller was in business in March, 1942, he was required to prepare this statement by July 1, 1942, showing his highest March, 1942, price to each class of purchaser for each article he sold or offered for sale during that month. Many articles are the same now as they were then. The base period statement shows the maximum prices of these articles. In addition, when pricing new or changed articles, it is frequently necessary for a seller to refer to his base period statement.

However, the base period statement alone cannot serve as a record showing how a seller determined his maximum prices for articles which are changed or different from those which he sold in March, 1942. This is particularly true in the case of a seller who started in business or changed to a new type of business after March, 1942.

The regulations set forth specific methods by which a seller must determine prices for articles which differ from those he sold in March, 1942. They require further that after determining the maximum price according to the proper pricing methods, each seller shall prepare a written record showing as precisely as possible how he arrived at his maximum price.

Records showing how maximum prices are determined for new and changed articles should not be confused with price lists, purchase invoices, sales invoices or other business records, OPA pointed out.

### MERCHANDISE TRENDS

(Continued from page 54)

warning to jobbers and manufacturers about keeping records of prices. OPA started action against jobbers and manufacturers earlier in the year that had not keep records of prices and made proper reports to OPA. The latest warning says OPA will continue its investigations chiefly into the records of jobbers and manufacturers and will later begin to investigate retail outlets. It is strongly urged that all firms keep proper records of their prices and make the proper reports and this very fact may save much investigation and the necessity of defending prices before the OPA or in court.

### Grandiose Dreams

In addressing the American Marketing Association in Philadelphia recently, a high WPB official urged business leaders to forget most of their post-war dreams of new ideas and important new developments. He suggested that manufacturers plan to pick up production on the 1941 scale, with a gradual application of the improvements made possible by developments in the war. He said many startling developments of the war will be adapted to consumer needs later, but that manufacturers should not expect to introduce these marvels too soon.

### NO STEEL FOR PENS

(Continued from page 54)

year. This refers chiefly to the dollar value of sales. The manufacture of pens and pencils has been limited to about 50 per cent of the 1941 production.

All manufacturers report that a large part of their sales have gone direct to the armed forces and their supply stores. Supplies of pens and pencils to civilian channels have been rationed for some time.



### EXPLOSIVE BOOK MATCHES

The new reliable kind with the white chemical. Made just right; charged exactly right.

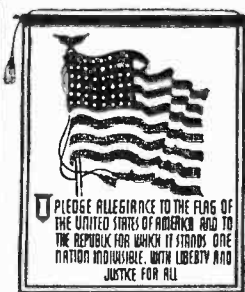
One Gross ..... \$4.50  
Five Gross ..... 4.00 Per Gr.  
16 2/3 Gross (1 Case) ..... 3.60 Per Gr.  
100 Gross (8 Cases) ..... 3.50 Per Gr.  
Case lots will be shipped from Akron, Ohio. Smaller quantities will be shipped from Asbury Park, N. J.

Ask for our latest Joke and Magic Catalog.

**S. S. ADAMS CO.**  
ASBURY PARK, N. J.



"GLORY," 19"x23" \$6.00 Doz.



"PLEDGE," 19"x23" \$6.00 Doz.  
9"x11," \$1.75 Doz.

HARRY REITER

### OUTSTANDING SERVICE BANNERS

Illustrated are but four in our outstanding Patriotic banner line! All banners are heavily flopped with outstanding colors, sharp lettering, insignias and stars. No illustration could possibly do justice to these banners. You must see and handle them to appreciate their value and quality.

**\$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 grosses have always resulted. Prices range from 90¢ to \$6.00 per doz. Size range from 5 1/4"x9 1/4" up to 19"x23". Send for YOUR trial special today, name of nearest jobber will be included for your convenience. Jobbers, write for special prices.

1/3 Deposit With Order, Balance C. O. D., F. O. B., N. Y.

143 WEST 20TH STREET, NEW YORK, N. Y.



Army, Navy, Marine, Air Force, Coast Guard, Merchant Marine and War, 1 to 4 stars, 8"x11", \$1.50 Doz.



8"x12" - \$1.50 Doz.  
17"x19" - \$4.00 Doz.



### LOOKING FOR IDENTIFICATION BRACELETS?

Gold-Filled — Sterling Silver

No. 3G92—Sterling Silver \$3.75 Each Boxed

Sterling Identification Bracelet. Heavy curved oblong plate and link chain. Each in cloth lined gift box.



No. 3G116—Gold-Filled \$6.75 Each Boxed

1/20th—12K Gold-filled identification Bracelet. Heavy oblong plate and flat link chain. Each in gift box.



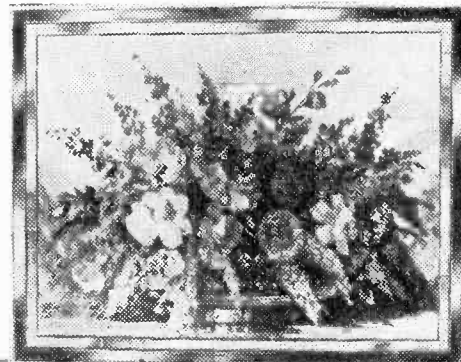
"Yes"—If you are looking for Identification Bracelets in Sterling Silver or Gold-Filled your search is over. Our line is complete—unlimited quantities of "Best Sellers"! Priced for quick turnover

WRITE FOR IDENTIFICATION BRACELET CATALOGUE

BIELER-LEVINE 37 So. Wabash Avenue. Chicago 3, Ill.

### "SHARON LEE" (PATENTED) FRAMED PICTURES

**\$1.30 Each**



Beautiful 16"x20" All Mirror Frame of 1" Hand Cut Mirror Flexo, overlaid with 1/2" Blue Mirror Strip. Very flashy. 12 asst. very popular subjects. Ready to hang. Each in corrugated wrapper. 6 in wood crate. Wt. 64 lbs. per doz. Sample Order 1 Case (6 minimum). **HAND MADE IN U. S. A. WE CAN ACCEPT SOME NEW JOBBERS ACCTS. IMMEDIATE DELIVERY AT PRESENT.**

**W. L. MARTIN MIRROR BOX CO.**  
941-43 W. 79th St. CHICAGO, ILL.

### Greatest Picture Frame Value

LEATHERETTE FRAMES WITH EASEL AND GLASS FRONT

#101—To Fit 8x10 Picture, Packed 3 Doz. to Package ..... \$3.00 Per Doz.  
#102—To Fit 5x7 Picture, Packed 5 Doz. to Package ..... 2.00 Per Doz.  
#103—To Fit 3x5 Picture, Packed 8 Doz. to Package ..... 1.50 Per Doz.

We can also furnish the above with transparent celluloid top if you so specify.  
Terms: F. O. B. Baltimore, Md. Cash With Order or C. O. D. Cash Discount 2%.

### INTERNATIONAL SALES CO.

Makers of Picture Frames and Mounts

423 W. BALTIMORE ST.

BALTIMORE, MD.

### DEAD JAP FINGER

In a Cotton Lined Box

It's a trick giving the effect of a genuine Japanese soldier's finger. It is so real people scream with fright, which turns to uproarious laughter when trick is exposed.  
SAMPLE Prepaid \$1.00 With Full Instructions. IT'S A RED HOT SELLER.  
Dealers and Distributors, Write for Prices.

**RAYSOL PRODUCTS** BOX B, POPLAR BLUFF, MISSOURI

**Souvenirs—Gifts for Games, Resorts**

**FOR IMMEDIATE DELIVERY**

**BRONZED METAL ASH TRAYS — PLATED FINISH**

4x5 Inches Each to Box

**Gift Designs**

- No. 84 Wild Horse
- No. 86 Pair of Boots
- No. 85 Elephant
- No. 214 Sailboat
- No. 87 Horse
- No. 88 Scottydog

**\$9.00**  
**DOZEN**

**Military Designs**

- No. 201 Aeroplane
- No. 205 Navy
- Anchor
- No. 209 American
- Eagle
- No. 202 Tank
- No. 204 Marine
- Emblem

**\$7.20**  
**DOZEN**



- No. JB1—Triple Pearl Sweetheart Slide Locket, Gold Pl., Gift Box. Doz. .... \$16.50
- No. 46X15—Double Pearl Heart Frat Pin, Any Insignia, Gift Box. Doz. .... 6.00
- No. 800—Ass't Novelty Wood Salt & Pepper Sets. Doz. Pair .... 1.20
- No. 215—Ass't Silvered Metal Salt & Pepper Sets. Doz. Pair .... 7.80
- No. 1202—Large Round 4" Metal Rex Compacts, Ass't Designs. Doz. .... 15.00
- No. A11—R. W. B. Catalin Heart Pin-Star Bangle, Ass't Verses. Doz. .... 7.20
- No. 825—Round G. P. Locket, Complete with Chain, Gift Box. Doz. .... 9.00
- No. 826—Round G. P. Pearl Locket, Complete with Chain, Gift Box. Doz. .... 12.00
- No. 3800—Beautiful Carved Wood and Lucite Pins, Ass't Designs. Doz. .... 7.20
- No. 308—All Around Zipper Wallet, Morocco Grain. Doz. .... 12.00
- No. 101—Rayon Corded R. W. B. Dog Tag Chain, Display Card. Gross .... 12.00
- No. 100—Military Embroidered Handbag, Pocket Mirrors, Ass't. Gross .... 9.00
- No. 48X1—Plastic Miniature Boot with Key Chain Attached. Doz. .... 1.20

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.

**For Immediate Delivery—Order From This**

**CONCESSIONAIRE'S STOCK PRICE LIST**

**American-Made Slum**

	Gro.
Paper Flag Bow Pin	\$ .90
Rayon Bow Pin	1.50
Plastic Thimbles	1.20
Lead Pencils, Full Length	1.44
Bean Blower, 10 In.	1.00
Jitter Beans, 200 Pack, Box	1.70
White Metal Wedding Ring	1.00
Plastic Charms with Tassels	1.10
Transfer Pictures	.90
Comic Hat Bands, Per 100	2.00
Comic Pennants, 1 1/4 x 2 1/2 In.	.75
1 1/4" Comic Buttons, Per 100	2.25
1 1/4" Pat. Buttons, Per 100	2.25
2" Comic Buttons, Per 100	4.00
2" Paper Squawkers, Per 100	1.50
Mirror Memo. Books	4.50
Monkey Mirror, 2 1/2 x 3 1/2 In.	2.95
Pat. Badges, Carded, Per 100	.90
Colored Tin Clips, Per 100	.60
27" Blk. Laces, Banded	1.00

**Ball Game Merchandise Gro.**

10" Car Tails w/ Comic Card, Per 100	\$4.50
9/12" Fox Tails w/ Ribbon Ties, Per 100	10.75
12/15" Fox Tails w/ Ribbon Ties, Per 100	12.75
16/18" Fox Tails, Per 100	16.00
R., W., B. Leis, 1x40"	3.50
R., W., B. Leis, 1 1/4 x 40"	7.50
Yacht Caps, Junior Sizes	24.00
Tyrolian Hat w/ Comic Sayings, Per Gross	12.00

**Bingo Merchandise Each**

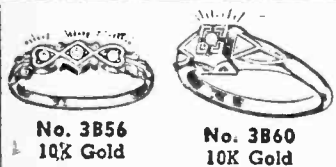
Wood Frame Glass Tray, 9x17"	\$ .80
Stoneware Casserole, 6 Pack Ctn.	2.16
Stoneware Cookie Jar, 6 Pack Ctn.	2.40
Cold Frame Mirror, 11x14 In.	1.35
Wood Mag. Rack, Walnut or Maple	1.15
Vacuum Type Glass Coffee Maker	.98
Drip Type Glass Coffee Maker	.95
Fiesta, 4-Piece Ref. Set	1.10
Colored Pictures, Wood 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 on Our Latest Price Lists—Write for Your Copy Today.

**LEVIN BROS.**

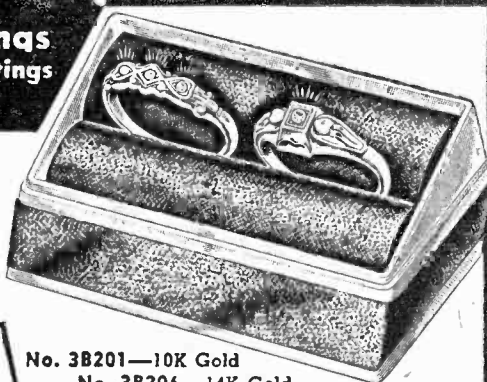
**Terre Haute, Indiana**

**"Chip-Diamond" Rings**  
In 10K and 14K Gold Mountings  
Unlimited Quantities



No. 3B56  
10K Gold

No. 3B60  
10K Gold



No. 3B201—10K Gold  
No. 3B206—14K Gold  
One chip diamond solitaire, "3" chip diamond wedding ring. 10K and 14K gold mountings. Individually or in sets. Other styles available.  
*(State your business)*

**10K GOLD**  
No. 3B60 Solitaire \$2.25 each Bulk  
No. 3B56 Wed. Ring \$2.25 ea. Blk.  
No. 3B201 Bridal Set \$4.50 ea. Box.  
**14K GOLD**  
No. 3B206 Bridal Set \$5.25 ea. Box.  
Sizes 5-7

**HARRY PAKULA & CO.**  
5 N. Wabash Ave. Chicago 2, Ill.

**Deals**

By Ben Smith

Another example of what a nuisance the combination of bad judgment and cash-bait dangling can be was highlighted recently. Complaints from parents that big cash awards in spots near schools coax tuition and lunch money from children brought official action in the form of an order to put all boards away. While many officials seem willing enough to allow deals featuring merchandise awards to continue, they are forced to crack down when they run into a set-up like the above.

No matter how business may be generally, give a salesboard operator something he can get his teeth into, something which has a fair amount of flash and consumer appeal, and he'll rake in his share of the long green.

We often receive letters in which mention is made that the writers know where to get merchandise but do not know how to create a deal, nor how to work with locations. Actually there is nothing complicated about this. The important thing is to obtain an item with consumer appeal and to get the proper size card to push it from one of the salesboard manufacturers that advertise regularly in *The Billboard*. Of course, the newcomer would do well to start with a deal developed by an experienced operator, and such deals are also advertised from time to time in *The Billboard*.

As a rule two major awards are distributed on a deal, one to the location and one to the individual who selects the winning name or number. More often than not, several inexpensive consolation awards are also offered.

**CONCESSIONAIRES! NOVELTY STORES!**



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.

**ORDER TODAY!**

**SURE-FIRE SELLERS!**

- 18" Sterling Silver Neck Chains ..... \$5.40 Doz.
- 18" Gold Plated Sterling Silver Neck Chains ... 6.00 Doz.
- 18" Gold Filled on Sterling Silver Neck Chains .... 7.20 Doz.
- Sterling Silver Anklets, Carded 6.75 Doz.
- Gold Plated Sterling Silver Anklets, Carded ..... 7.20 Doz.
- Gold Filled on Sterling Silver Anklets, Carded ..... 9.50 Doz.

No. 709—Light Identification Bracelet ..... \$45.00 Doz.  
No. 708—Medium Identification Bracelet ..... \$54.00 Doz.  
No. 710—Heavy Identification Bracelet ..... \$72.00 Doz.

1/3 Deposit, Balance C. O. D.

**Send for Catalog!**

**TREND CREATORS**  
1265 Broadway, NEW YORK, N. Y.

**CARNIVAL ITEMS FOR IMMEDIATE SHIPMENT SLUM**

Plastic Slum Animals	Per Gross \$1.25
Wedding Rings	Per Gross 1.25
Plastic Thimbles	Per Gross 1.35
Full Size Pencils	Per Gross 1.85
Miniature Hats	Per Gross 1.50
Comic Hat Bands	Per 100 1.85
Comic or Patriotic Buttons L 50	Per 100 2.25

**NOVELTIES**

Swagger Canes	Per Gross \$12.00
China Head Canes	Per Gross 15.00
Small Leis	Per Gross 3.75
Giant Leis	Per Gross 7.00
Mexican Cholo Hats	Per Doz. 2.00
Spanish Hats	Per Doz. 2.25
Comic Yodeler Hats	Per Doz. 1.25
Large Size Domestic Plastic Animals	Per Gross 3.75
Glass Ash Trays	Per Doz. 3.75
Orange Crushers	Doz. \$1.00; Per Gross 41.00

**BINGO ITEMS**

Beacon Blankets	Each \$ 2.25
7" Fire Proof Skillet	Per Doz. 7.00
9" Fire Proof Skillet	Per Doz. 12.00
Whistling Tea Kettles	Per Doz. 12.00
One-Cup Coffee Makers	Per Doz. 1.20

We Carry a Full and Complete Line of Stuffed Toys, Dolls, Smoke Stands, Etc.

Order From This Ad — No Catalog,  
25% Deposit Required With Order,  
Balance C. O. D.

**M. K. BRODY**

1116 S. Halsted St.,  
Chicago, Illinois

In business for 33 years in Chicago.



**HARD TO GET NECESSITIES**

—ALSO—  
**MILITARY PATRIOTIC ITEMS**

Priced below competition in 192-page Wholesale Catalog, FREE. Write Today! 28 Years of Values!

**MILLS SALES CO.**  
Our Only Mailing Address OF NEW YORK, INC.  
901 BROADWAY, New York, N. Y.  
**WORLD'S LOWEST PRICED WHOLESALERS**

**New Ring Sensation!**

Genuine Silver  
**"Tu Y Yo"**  
(YOU AND I)  
**RINGS**

Sell at \$1.50 to \$1.98  
Ea.; \$6.75 Doz. \$1.00  
with order, balance C.O.D.  
Sample \$1 postpaid.  
Fits any average adult finger. Can also be worn as an earring. Fast seller.

**MEXICO-BORDER IMPORTERS**

301 San Agustín LAREDO, TEXAS

**WOOD JEWELRY**

Genuine Aromatic Red Cedar Hearts, Double Hearts with Arrow, New Oval Initial Pins, Beautifully Engraved Sweetheart Pins, 300 Different Cut-Out Girls' Names, Dogs, Horses and various Animal Lapel Pins and Fob-ties. Over 100 different items. State your business. Send for our \$10.00 Sample Assortment of best selling numbers, or write for No. 43-A Catalogue.

**CHARLES DEMEE MFG. COMPANY**  
108-116 East Walnut St.  
MILWAUKEE, WIS.  
Phone: Locust 3913

**PIN-UP GIRLS**

Novelty Stores—Gift Shops—Hustlers We have attractively packaged sets that are real sellers and good values.

- Set #1 has 12 Pictures, 7x9 Inches
- Set #2 has 9 Pictures, 6x7 Inches
- Set #3 has 5 Pictures, 4x5 Inches

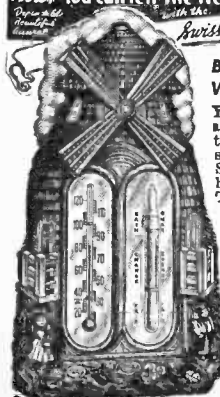
Lithographed in 9 colors on good paper stock. Best work of most prominent artists, nothing scold or offensive, priced right for profit.

Also a new line of ten-cent packaged Novelty items suitable for Joke and Trick Stores. Clever, comical laugh-makers that sell fast. Consisting of Joke Business Cards, Tickets, Quiz Paks, Puzzles, Placards, War Jokes, Ration Card Jokes, Diplomas, Licenses and others. Two-pound Sample Pack of over fifty items and THREE complete sets of PIN-UPS with wholesale price list of entire line, \$2.00.

Please State Your Business.  
**KANT NOVELTY COMPANY**

323 Third Ave., Dept. B2, Pittsburgh 22, Pa.

**Now! You Can Tell The Weather 24 Hours in Advance**  
With Swiss Windmill Weather Forecaster



**Be Your Own Weather Man**

**50c**

Your customers are sure to want this item. Handsome carved-style Barwood representing a Swiss Windmill. Beautifully hand-painted in Four Colors. Thermometer accurate from 120° to 20° below zero. Amazing storm glass predicts weather up to 24 hours in advance—tells if will rain, snow or shine. Nothing to get out of order. Proven fast seller. You'll "go to town" with it. Retail for \$1.00. Your cost only \$6 per dozen, beautifully boxed. Send 25% deposit, balance C. O. D., plus few cents postage.

Rush your order to  
**ILLINOIS MERCHANDISE MART**  
Dept. AL-20, 500 N. Dearborn St., Chicago 10, Ill.


**UP** ←  
**YOUR SUMMER PROFITS**  
 WITH  
**GOLDWYN TRIPLE WINNERS**  
 100% Weatherproof  
**CANDY ASSORTMENTS**  
 Cash in on the fastest selling premium candy assortments of the year.  
**JOBBERS — DISTRIBUTORS**  
 Send for confidential circular and prices. Ask for Goldwyn Triple Winners today.  
**GOLDWYN CO.**  
 731 Plymouth Ct., Chicago 5, Ill.

**Pipes For Pitchmen**  
 By Bill Baker  
 Communications to 25 Opera Place, Cincinnati, 1  
 G. L. KENNEDY . . . has been pitching herbs and oil in Ukiah, Calif., but expects to switch to vitamins.  
**STOCK ARRIVING faster!**  
 COL. C. A. MAITLAND . . . is touring the Virginia Valley under the banner of Warner Bros.' Hillbilly Shows. William (Tickle Britches) McDorman and William Webster have grab; Ralph Benny, penny pitch; Roy Evans, boss hostler; Nick and Polly, holding down the Dixie Lunch, while Pat Malone and Jack (Bottles) Stover remain on the leaf.  
 BIG AL WILSON . . . pipes from Dayton, O., that it is a boom town and he is doing okay, but says he expects to give up the pitch game July 1 to devote his time to his racing stable.

**NOW YOU CAN GET GREENER**  
 BANK NOTES SELLING THE  
 —Original—  
**LAUGH PACKAGE**  
 (IT'S SEALED)  
 Contains Girl Photos, Pin-Ups, Magic Tricks, Fun Cards, Mottos, Etc.  
**2 SAMPLES \$1.00.**  
 Cash or U. S. Stamps  
 Wholesale Prices \$6.00 Doz. \$65.00 a Gross. (Be the first to order in your territory.)  
**AT LAST WE HAVE THEM FOR YOU!**  
 Greatest Steady Seller in History of Gift and Souvenir Shops. Selling Sensation "Coast to Coast." It's a Honey!  
 The hard-to-get kind from everywhere! Use on windshields or baggage. Retail 5 for 25¢. Foreign 5 for 50¢.  
**SOUVENIR LUGGAGE LABELS AND STICKERS.**  
 WHOLESALE: \$3.00 Per Hundred U. S. \$6.00 Per Hundred Foreign.  
 SAMPLE: 10 Mixed 25¢. Plus 3¢ Extra for Postage.  
 50% Deposit on All C. O. D. Orders. None Shipped Open Account.  
 JACK E. LEWIS, MGR.  
**THE FUN SHOP** Wholesale and Retail Novelties 614 JAY STREET SACRAMENTO, CALIF.  
 IT'S BRAND NEW A SIZZLING SELLER!  
 "A RIOT OF FUN STUNTS"  
 3 CARD WITTE BASIC CARD TRICKS  
**LAUGH PACKAGE**  
 CASH, JOKEE CALLOW  
 Retail at \$1.00  
 25% DEPOSIT, BALANCE C. O. D. ON ALL ORDERS.

**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. 79th Street Chicago 20, Ill.

**EDDIE DIEBOLD** . . . has been in Rocky Mount, N. C., selling advertising space and tickets for the American Legion Victory Ball and New York Show, slated for June 26 in Cobb-Foxhall Tobacco Warehouse there. He is looking for a new item and may go to Atlantic City or Cedar Point, O. He asks for pipes here from Eddie Marks, Gillespie, Billup, Meyers, Jarrett, Marks and Billy Lang.  
**IT'S GOOD** to see the old-timers piping.  
**GEORGE A. SAUERWEIN** . . . the Texas Kid, pipes in from Texarkana, Tex., with the lament that the famed KAO business has again exceeded his capital and that he is incorporating the company under the laws of Texas to exploit the KAO Drops. He is leaving soon for Memphis on business; then to Washington to see her sister who works in the war department; then to New York to place a contract for vitamins of new products, Suitex.  
**STANLEY NALDRETT** . . . cut up jackpots on Chicago's Maxwell Street on a recent Sunday and some of the folks he saw included Mr. and Mrs. Giles Puryear, Marty Brown, Marty Epstein, Eddie Schirico, Frank Rebedeau, Art and Bill McDonald, Jimmy Ryan,

**NOVELTY HATS**  
 MIDDY CAPS (Illustrated) \$7.00 Per 100  
  

No.	Description	Gross	Dozen
9211	Cholo Felt Hat	\$22.00	\$2.00
9218	Fireman's Hat	13.50	1.25
9223	Min. Ride 'Em Cowboy Hat	10.00	.85
9228	Mexican Felt Cowboy Hat	32.00	2.85
9255	Yodeler Felt Hat	12.00	1.10
9264	Ten Gallon Men's Felt Hats	36.00	3.10
9268	Large Felt Mexican Sombrero	52.00	4.50
9271	Army Officer's Cap	24.00	2.10
9272	Spanish Hat with Fringe	25.50	2.25
9275	Yacht Cap	24.00	2.10
9277	Tropical Sun Hats	25.50	2.25
9278	Baseball Caps, Satin	17.50	1.55
9280	Mexican Felt Hats	25.50	2.25
9251	Jitterbug Hat	28.00	2.50
9276	Sun Hat	22.50	2.00
9217	Kibitzer Hat	15.00	1.50
2663	Ladies' Chip Straw Hat	15.75	1.35
9279	Men's Sun Tan Helmet	Doz. \$14.40; Ea. \$1.35	
9231	Felt Comic Hat Bands	(100, \$1.75) \$16.50 per M	

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 PROMPT SHIPMENT  
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 ARE YOU FAMILIAR WITH THE NEW INCANDESCENT LAMP? WRITE FOR DATA  
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 Over 35 Cards and Folders, all in 4 to 6 colors. Cost as low as \$20.00 a thousand with envelopes. All are fast 10¢ sellers. Send 25¢ for sample cards and folder.  
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 Write today for new wholesale catalog on Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)  
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 137 E. Spring St. Columbus, Ohio  
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**P-A-P-E-R M-E-N**  
 I HAVE SHEETS FOR ALL STATES  
 All Well Known, Good War Maps.  
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 5411 Gurfly St. Dallas 10, Texas

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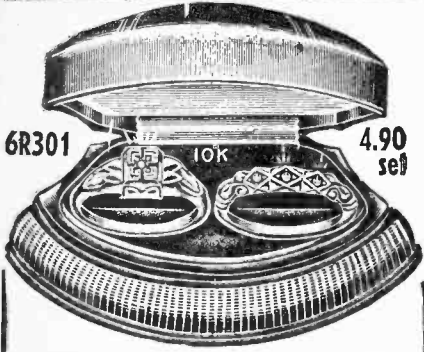
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Small Gardenias	\$2.75 Doz.	Victory Orchids	\$3.50 Doz.
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Imperial Gardenias	6.00 Doz.	Orchid of Paris, Fine Silk, in All Colors	4.75 Doz.
Corsage of Three Daisies	3.25 Doz.	Imperial Orchid, Finest Made, Rubber Stem and Silk Bow	6.00 Doz.
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 5" Religious Figures, \$3.25 Doz., and 8" Shrine Figures, \$6.25 Doz.  
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 We are the only luminous firm who manufactures our own flowers

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 10¢ 3¢ 25¢  
  
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 IT'S NEW!!! IT'S DIFFERENT!!!  
 The Money-Maker with Flash 3-Color Display Card. Contains 53 popular Fun-Makers, as follows: 15 Books Explosive Matches, 4 Pkg. Sult, 4 Pkg. Bitter Cigarettes, 6 Pkg. Medium and 18 Pkg. Loud Cigarette Loads, 6 Books Snake Matches.  
 Special Price  
**\$1.75 PER CARD**  
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**EXPLOSIVE MATCHES**  
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**CATALOG NOW READY**  
 WRITE FOR YOUR COPY  
 Be sure and mention what Concessions you are operating so that we can list you properly. Also give name of Show that you are on. Thank You!  
**MIDWEST MERCHANDISE CO.** 1010 BROADWAY KANSAS CITY, MO.



DIAMOND RING SETS

10K Gold Mountings
6R301—1 Diamond Engagement Ring and 3 Diamond Wedding Ring . . . . . Set \$4.90

BIELER-LEVINE

37 South Wabash CHICAGO 3

George Thurman, Jack Anthony, Bob Roach and Madaline Regan. Naldrett will work Maxwell Street Sundays and a number of near-by week-end spots during the next two months.

THOSE WITH THE LIP can turn a tip.

JACK O'BRIEN . . . pipes in these footnotes from Flint, Mich., his first in seven years: "Phillips and his partner, Fisher, were around here for a couple of days with oil and liniment, making shops and doing okay. George Brock was sighted with lawnmower sharpeners and seemed to be getting his share of the gelt. He left for Grand Rapids, Mich., and points west. Doc Joe Wall has a pitch store on Monroe Avenue, Detroit, and will probably hold it down for the duration. Doc Duncan is working with him, assisted by Jimmy Fink. Fred and Maggie Smith have taken a lease on a downtown store location and are clicking with novelty jewelry, pens and leather goods. Last year they held down a location at Flint Park with the same items. Chet Wedge has been around here the past few weeks and doing well with oil. He info that his ex-partner, Jocky Ross, is in a hospital with a stomach ailment. Billy X. Meyer, of razor paste fame, recently left for his home in Milwaukee to vacation. Billy spent the winter in Texas and has been gathering the long green with corn punk around here the past few weeks. Says he would like to see a pipe from a former student of his, Old Bill Ellis. Tom Kennedy, former ace sharpener worker, recently closed a window demonstration at Jackson, Mich., with his foot package, and opens in Gary, Ind., next week.

DON'T BE LEFT at the post when post-war days arrive.

JAKE KLINE . . . the kitchen-gadget impresario, is in Cincinnati and stopped off at the desk last week to cut up a few jackpots. He hopped into Cincy from Indianapolis, where he says he had good takes, and now has his wares in Rollman's department store and Kresge's, Cincinnati, with June Lloyd and her sister, Marcia Coffey, demonstrating the gadgets at a buck a dip. Marcia worked with Glenn Hosberg before he went to Australia with the army ordnance department. He was a comb and gadget worker.

ART BRAVER . . . is working kitchen gadgets in Detroit.

HARRY MAIERS . . . trained from Birmingham to Huntington, W. Va., last week. From there he'll hop to New York and then to Florida to fish.

LISTS

(Continued from page 49)
Lititz—Community Show Assn. Oct. 5-7. Wm. N. Young.
Lock Haven—Clinton Co. Fair. Sept. 7-9. H. Conley Hayes.
McConnellsburg—Fulton Co. Fair. Sept. 20-23. Lloyd W. Mellott.
Mechanicsburg—Grangers (Fair) Picnic. Aug. 27-Sept. 4. Roy Richwine.
Mercer—Mercer Central Agri. Soc. Aug. 22-25. J. P. Orr.
Mill Hall—Clinton Co. Grange Fair. Sept. 4th week. J. Rex Haver.
Mount Joy—Mt. Joy Community Show Exhibit. Oct. 12-14. Mrs. Dorothy Hendrix.
Mount Pleasant—Pleasant Valley Grange Fair. Sept. 27-30. Eugene V. Keeler.
New Bethlehem—Farmers-Merchants' Fair. Aug. 16-18. Loudon Stuart.
Newfoundland—Greene-Dreher Fair Assn. Aug. 31-Sept. 2. Henry G. Butler, Greentown.
Northampton—Twin County Fair. Sept. 14-16. Robt. S. Frable.
Oxford—Community Fair. Oct. 25-27. Seth L. Burt.
Pleasant Valley—Springfield Farm Show. Nov. 9-11. Roy H. Giesmann.
Port Royal—Juanita Co. Agri. Soc. Sept. 4-9. J. H. Book.
Red Lion—Red Lion Gala Week. July 17-22. R. M. Spangler.
Selinsgrove—Selinsgrove Night Fair. Week July 17. Roland E. Fisher.
Shanksville—Stony Creek School Fair. Sept. 23-30. Edith Geisel.
Spartansburg—Sparta Community Fair. Sept. 14-16. Telford S. Berkey.
Stoneboro—Stoneboro Fair. Aug. 31-Sept. 4. Walter B. Parker.
Tioga—Tioga Valley Fair Assn. Sept. 4-8. Carl H. Forrest.
Tionesta—Forest Co. Fair Assn. Sept. 28-30. Mrs. Ida P. Brady.
Ulysses—Ulysses Community Fair. Sept. 14-16. Olive Griffin.
Waterford—Waterford Fair Assn. Sept. 6-9. Ray J. Salmon.
Wattsburg—Wattsburg Agri. Soc. Aug. 29-Sept. 2. H. M. Burrows.
West Alexander—W. Alexander Fair. Sept. 14-16. Paul Rogers.
Wind Ridge—Richhill Agri. Assn. Aug. 22-24. Floyd Campbell.
Yellow Creek—Northern Bedford Co. Fair. Oct. 19-21. Howard F. Fox, Loysburg.
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.
Chester—Chester Co. Colored Fair Assn. Oct. 23-28. Weyman Johnson.
Columbia—South Carolina State Fair. Oct. 16-21. Paul V. Moore.
Columbia—S. C. State Colored Fair. Oct. 23-28. Henry D. Pearson.
Florence—Pee Dee Fair Assn. Oct. 30-Nov. 4. Wm. B. Douglas.
Greenville—Greenville Co. Fair. Oct. 16-21. C. A. Herlong.
Greenwood—Greenwood Co. Fair. Oct. 23-28. E. B. Henderson.
Orangeburg—Orangeburg Co. Fair Assn. Oct. 23-28. J. M. Hughes.
Kingstree—Williamsburg Co. Fair. Sept. 25-30. H. C. Crawford.
Orangeburg—Orangeburg Co. Colored Fair. Oct. 10-13. W. C. Lewis.
Owings—Mt. Carmel Fair. Oct. 11-14. Andrew Saxon.
Sioux Falls—Sioux Empire Fair Assn. Aug. 22-26. Al Halverson.
Spartansburg—Spartansburg Co. Fair. Oct. 9-14. D. C. Todd.
Sumter—Sumter Co. Fair. Nov. 7-11. J. Cliff Brown.
Walterboro—Colleton Co. Fair Assn. Week of Oct. 2. E. E. Jones.

South Dakota

Clear Lake—Deuel Co. Fair. Sept. 21-23. Fred Seeger.
Gettysburg—Potter Co. Fair. Sept. 11-13. James J. O'Connell.
Huron—South Dakota State Fair. Sept. 4-9. F. L. Hafner.
Mitchell—Corn Palace Festival. Sept. 25-30. Corn Palace Committee.
Onida—Sully Co. Fair Assn. Aug. 24-26. G. F. Schwandt.
Parker—Turner Co. Fair. Last week in Aug. J. C. Jensen.

Tennessee

Alexandria—DeKalb Co. Fair. Aug. 30-Sept. 2. Rob Roy.
Carthage—Carthage Agri. Assn. Aug. 16-19. W. B. Robinson.
Chattanooga—Chattanooga-Hamilton Co. Interstate Fair. Sept. 14-23. Mrs. Maude H. Atwood.
Columbia—Mid-State Fair. Week Aug. 28. George L. Buchnau.
Harrison—Roane Co. Municipal Fair. Sept. 11-16. W. B. Stout.
Huntingdon—Carroll Co. Fair. Sept. 26-30. J. F. 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. 11-16. C. C. Bond.
McMinnville—Warren Co. Fair Assn. Sept. 7-9. F. J. Winton.
Murfreesboro—Mid-State Colored Fair. Aug. 17-19. Dr. James R. Patterson.
Tracy City—Grundy Co. Fair Assn. Aug. 17-19. W. N. Paris.
Trenton—Gibson Co. Fair. Sept. 20-23. John R. Wade.

Texas

Corsicana—Corsicana Livestock & Agri. Show. Sept. 12-16. Robt. G. Dillard.
Leonard—Leonard Fair. Sept. 26-30. H. H. Blackburn.
Mason—Mason Co. Summer Fair. July 27. Melvin Capps.
Palestine—Anderson Co. Fair. Oct. 2-7. O. Miller Jr.

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TRADE SERVICE FEATURE Billboard Events for Two Weeks

June 19-24 ILL.—Evanston. Dog Show, 23-24. IND.—Hammond. Dog Show, 25. MINN.—Boyd. Booster Club Celebration, 21-22. MO.—N. St. Joseph. Odd Fellows' Celebration, 21-24. N. J.—Tenafly. Dog Show, 24-25. N. D.—Hazelton. Stock Breeders, 23-24. PA.—Natrona. Old Home Week, 19-24. R. I.—Providence. Shrine Circus, 19-24. S. D.—Arlington. Kingbrook Days, 21-22.

June 26-July 1 MICH.—Hastings. Bluehill Festival, 28-July 1. MO.—Maitland. Legion Festival, 28-July 1. Rolla. Lions' Club Carnival, 30-July 4. N. Y.—Syracuse. Dog Show, July 1-2. O.—Loveland. Firemen's Celebration, 26-July 1. S. Zanesville. Street Fair, 26-July 1. Waco. Fire Dept. Home-Coming, 27-July 1. PA.—Mount Pleasant. Firemen's Street Fair, 26-July 1. S. D.—Clear Lake. Hey Days, 29-30. WIS.—Fort Atkinson. Dog Show, July 1-2. Manitowoc. Aquatennial, 28-July 4. CAN.—Swift Current Sask. Rodeo, 30-July 1.

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Wichita Falls—Wichita Co. Fair. Sept. 25-30. R. W. Knight.

**Utah**

Farmington—Davis Co. Fair. Aug. —, De-Lore Nichols.  
 Heber City—Wasatch Co. Fair Assn. Aug. 18-19. Mrs. Manilla Patterson.  
 Kamas—Wasatch Co. Fair. Aug. 18-19.  
 Logan—Cache Co. Fair & Rodeo. Aug. 24-26. N. 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, Magna, Utah.  
 Nephi—Juab Co. Fair Assn. Sept. 1-2. Jennie Howard.  
 Ogden—Ogden Livestock Show. Nov. 5-9. E. J. Fjeldsted.  
 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. F. C. Brown.  
 Essex Junction—Champlain Valley Expo. Aug. 29-Sept. 2. H. K. Drury.  
 Rutland—Rutland Fair. Sept. 4-9. Arthur B. Porter.

**Virginia**

Abingdon—Southwest Va. Fair. Aug. 23-26. G. Y. Booker.  
 Clintwood—Farmers' Fair Assn. Sept. 7-9. Leonard Mullins.  
 Danville—Danville Fair Assn. Oct. 3-6. C. L. Booth.  
 Emporia—Emporia Fair. Oct. 16-21. B. M. Garner.  
 Keller—Eastern Shore Fair Assn. Aug. 29-Sept. 2. J. Milton Mason.  
 Manassas—Manassas Fair Assn. Sept. 4. James M. Baum.  
 Martinsville—Henry Co. Fair Assn. Sept. 18-23. O. B. Hensley.  
 Orange—Orange Firemen's Fair. Week July 4. E. H. Rouse.  
 Petersburg—Southside Va. Fair. Oct. 2-7. R. Willard Eanes.  
 Staunton—Staunton Fair. Sept. 25-30. C. B. Falston.  
 Suffolk—Tidewater Fair Assn. Oct. 17-20. H. C. Holman.

**West Virginia**

Marlinton—Pocahontas Co. Fair. Aug. 28-Sept. 2. Fred C. Allen.  
 New Hope—New Hope Fair. Aug. 31-Sept. 2. C. P. Hylton, R. 1, Box 78, Princeton.  
 Petersburg—Tri-Co. Fair. Aug. 23-25. C. L. Stickler.  
 Sutton—Branxon Co. Fair Assn. Sept. 11-16. Earle Morrison.

**Wisconsin**

Antigo—Langlade Co. 4-H Club Round-Up. Aug. 11-13. Ira V. Goodell.  
 Athens—Agril. Assn. Aug. 29-31. Theo. E. Wozniak.  
 Baraboo—Sauk Co. Fair. Aug. 27-30. M. H. Schey.  
 Beaver Dam—Dodge Co. Fair Assn. Sept. 7-10. Forrest Knaup.  
 Black River Falls—Jackson Co. Agril. Soc. Sept. 8-11. W. D. Bean.  
 Bloomington—Bloomington Fair. Sept. 16-18. B. J. Oates.  
 Cedarburg—Ozaukee Co. Agril. Soc. Aug. 11-13. H. F. Kaul, Thiensville, Wis.  
 Chilton—Calumet Co. Agril. Assn. Sept. 1-4. T. Henry Weeks.  
 Chippewa Falls—Northern Wis. District Fair. Aug. 8-13. A. L. Putnam.  
 Crandon—Forest Co. Agril. Soc. Aug. 29-Sept. 1. R. M. Ritter, RFD, Argonne, Wis.  
 Darlington—Lafayette Co. Agril. Soc. (Race Meet). July 28-30. F. F. McConnell.  
 De Pere—Brown Co. Fair Assh. Aug. 23-27. Wm. S. Klaus.  
 Durand—Pepin Co. Junior Fair. Sept. 1-2. T. A. Parker.  
 Eau Claire—Eau Claire Co. Fair. Aug. 15-17. Chester A. Dumond.  
 Elkhorn—Walworth Co. Agril. Soc. Sept. 1-4. Chas. A. Jahr.  
 Ellsworth—Pierce Co. Fair Assn. Sept. 6-8. H. G. Seyforth.  
 Elroy—Elroy Fair Assn. Aug. 11-13. L. H. McReynolds.  
 Fond du Lac—Fond du Lac Co. Fair Assn. Sept. 6-10. J. B. Kolsta.  
 Friendship—Adams Co. Fair Assn. Sept. 7-10. Robt. W. Roseberry.  
 Galesville—Trempealeau Co. Fair. Sept. 1-4. F. M. Smith.  
 Gay Mills—Orawford Co. Fair. Sept. 7-10. Leonore M. Feldmann, Prairie du Chien.  
 Gillett—Oconto Co. Youth Fair. Aug. 25-27. Emery J. Ansoerge.  
 Grantsburg—Burnett Co. Fair Assn. Aug. 24-26. Ray G. Lldbom.  
 Green Lake—Green Lake Junior Fair. Aug. 18-20. A. O. Carew.  
 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. Holvenstot, 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. 2-6. Joseph J. Frisch.  
 Ladysmith—Rusk Co. Fair. Aug. 21-24. F. J. Manning.  
 Lancaster—Grant Co. Agril. Soc. Sept. 12-14. Hugh A. Harper.  
 Lodi—Lodi Union Agril. Soc. Sept. 1-3. Robert E. Rice.  
 Luxemburg—Kewaunee Co. Fair. Sept. 2-4. Julius Cahn.  
 Manitowoc—Manitowoc Co. Fair. Aug. 16-20. George W. Kiel.  
 Marshfield—Central Wis. State Fair Assn. Sept. 3-7. R. Williams.  
 Mauston—Juneau Co. Agril. Soc. Aug. 26-29. Manly Sharp.  
 Medford—Taylor Co. Co-Op. Youth Fair. Aug. 25-27. Ethel H. Saxton.  
 Mellen—Ashland Co. Youth Fair. Aug. 25-26. Milo Johansen, Ashland, Wis.

Menomonie—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. Winter Fair. Dec. 5-8. August Vogel, R. 11, W. Allis.  
 Mineral Point—Southwestern Wis. Fair Assn. Sept. 1-4. C. L. Winn.  
 Mondovi—Buffalo Co. Agril. Soc. Aug. 19-22. J. V. Whelan.  
 Monroe—Green Co. Fair. Aug. 4-6. W. R. Schuetze.  
 Neillsville—Clark Co. Agril. Soc. Aug. 18-21. Harold Huckstead.  
 Oshkosh—Winnebago Co. Fair & Expo. Aug. 29-Sept. 1. Taylor G. Brown.  
 Phillips—Price Co. Agril. Soc. Sept. 7-10. J. B. Sutton, Prentice, Wis.  
 Platteville—Badger State Fair. July 2-4. W. G. Pitts.  
 Plymouth—Sheboygan Co. Agril. Assn. Sept. 1-4. W. H. Eldridge.  
 Rice Lake—Barron Co. Fair. Aug. 17-20. L. R. Gilbertson.  
 Portage—Columbia Co. Free Fair. Aug. 3-6. O. G. Clarin.  
 Rhinelander—Oneida Co. Fair. Aug. 15-16. J. M. Reed.  
 Richland Center—Richland Co. Agril. Soc. Sept. 14-17. H. J. Gochenaur.  
 Rosholt—Rosholt Free Community Fair. Sept. 2-4. Russell Wroldstad.  
 Saint Croix Falls—Polk Co. Fair Soc. Aug. 18-20. W. R. Vezina.  
 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. Agril. Soc. Sept. 7-10. Louis W. Catteau.  
 Si Singer—Washington Co. Fair. Aug. 25-27. E. E. Skalsky, West Bend, Wis.  
 Spooner—Washburn Co. Jr. Fair. Aug. 17-19. W. H. Dougherty.  
 Stoughton—Dane Co. Jr. Fair. Aug. 5-6. 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.  
 Union Grove—Racine Co. Agril. Soc. Sept. 4-5. Earl A. Polley, Rochester, Wis.  
 Viroqua—Vernon Co. Agril. Assn. Sept. 21-24. Oren G. Johnson.  
 Wausau—Wisconsin Valley Fair & Expo. Aug. 12-16. H. A. Kiefer.  
 Wausaukee—Marionette Co. Fair Assn. Sept. 1-4. Chas. B. Drewry, Box 385, Marinette.  
 Wautoma—Waushara Co. Fair Assn. Aug. 25-27. H. N. Haferbecker.  
 Webster—Central Burnett Co. Fair. Aug. 31-Sept. 2. R. E. Krause.  
 Westfield—Marquette Co. Agril. Assn. Sept. 1-4. W. P. Fuller.  
 Weyauwega—Waupaca Co. Agril. Assn. Sept. 15-17. Frank Haffner.  
 Wilmot—W. Kenosha Co. Fair. Aug. 12-13. E. V. Ryall, Kenosha, Wis.

**Wyoming**

Buffalo—Johnson Co. Fair. Aug. 24-25. Pete Jensen.  
 Powell—4-H Fair. Approx. Aug. 15-16. R. A. Allan.

**Canada**

**ALBERTA**  
 Calgary—Calgary Exhibition & Stampede. July 10-15. J. Chas. Yule.  
 Red Deer—Red Deer Agril. Soc. Aug. 3-5. D. W. Robertson.  
 Vegreville—Vegreville Exhn. Assn. July 31-Aug. 2. J. Fitzallen.  
 Vermilion—Vermilion Exhibition. July 27-29. S. C. Heckbert.  
**BRITISH COLUMBIA**  
 Armstrong—Interior Provincial Exhn. Sept. 19-21. Mat Hassen.  
 Chilliwack—Chilliwack Agril. Assn. Sept. 12-13. E. H. Barton.  
 Cloverdale—Cloverdale Fair. Sept. 19-20. T. W. Currie, R. 3, New Westminster.  
 Invermere—Windermere Agril. Assn. Sept. 1-2. N. M. Marples.  
 Ladysmith—Ladysmith Agril. Assn. Sept. 20-21. Rev. C. McDiarmid.  
 Langley—Langley Agril. Assn. Sept. 6-7. H. R. Freeman, Milner.  
 Prince George—Prince George Agril. Assn. Aug. 22-23. T. E. Tobiasen.  
 Saanichton—Saanichton Agril. Soc. Sept. 4. S. G. Stoddard.  
 South Burnaby—S. Burnaby Agril. Assn. Sept. 15-16. Mrs. J. C. Bellinger.  
**MANITOBA**  
 Brandon—Provincial Exhn. of Man. July 3-7. Miss B. M. Benson.  
 Carman—Dufferin Agril. Soc. June 29-July 1. Gordon Peck.  
 Deloraine—Deloraine Agril. Soc. June 20-22. A. Ready.  
 Portage la Prairie—Portage Indust. Exhn. Assn. July 13-15. Keith Stewart.  
**NOVA SCOTIA**  
 Lawrencetown—Annapolis Co. Exhn. Sept. 19-21. Donald White.  
 North Sydney—Cape Breton Co. Exhn. Sept. 4-8. Chas. Munn, N. Sydney, Cape Breton.  
**ONTARIO**  
 Avonmore—Roxborough Agril. Soc. Sept. 28-29. E. R. McMillan.  
 Belleville—Belleville Agril. Soc. Sept. 18-20. E. S. Denyes.  
 Collingwood—Nottawasaga & Great Northern Exhn. Sept. 21-23. O. G. Bernhardt.  
 Dresden—Camden Agril. Soc. Sept. 12-14. H. J. French.  
 Durham—Durham Agril. Soc. Sept. 7-8. W. G. Bayley.  
 Elmville—Elmville Fair. Sept. 25-27. T. E. Smith.  
 Fort William—Canadian Lakehead Exhn. Aug. 7-12. W. Walker.  
 Galt—South Waterloo Agril. Soc. Sept. 21-23. Robt. E. Cowan.  
 Harrow—Colchester South Agril. Soc. Sept. 20-22. L. Capstick.  
 Kenora—Kenora Agril. Soc. Aug. 24-25. G. F. Bourke.  
 Kingston—Kingston & Dist. Agril. Soc. Sept. 20-23. Mrs. P. A. Conley.  
 Lansdowne—Lansdowne Agril. Soc. Sept. 11-13. S. C. E. Dixon.  
 Leamington—Leamington Dist. Agril. Soc. Sept. 25-30. Emma Atkins.  
 Lindsay—Lindsay Central Exhn. Sept. 13-16. B. L. McLean.

McKellar—McKellar Agril. Soc. Sept. 19-21. L. Moffat.  
 Midland—Tiny & Tay Agril. Soc. Sept. 14-16. Robt. G. Nesbitt.  
 Ohsweken—Six Nation Agril. Soc. Sept. 27-29. Joseph C. Hill.  
 Oshawa—South Ont. Agril. Soc. Sept. 11-13. E. W. Webber, Columbus, Ont.  
 Perth—South Lanark Agril. Soc. Sept. 8-9. M. J. Donohoe.  
 Port Perry—Port Perry Agril. Soc. Sept. 2 and 4. R. D. Woon.  
 Rockton—North Wentworth Agril. Soc. Oct. 7 and 9. F. P. Martin, Sheffield.  
 Simcoe—Norfolk Co. Fair. Oct. 2-5. Harold I. Pond.  
 Springfield—S. Dorchester Agril. Soc. Sept. 12-13. E. E. Ward.  
 Strathroy—Strathroy Agril. Soc. Sept. 11-13. J. N. Ratcliffe.  
 Thorold—Thorold Agril. Soc. Sept. 19-20. Dave Crysler, Allanburg, Ont.  
 Vankeek Hill—Vankeek Hill Agril. Soc. Sept. 6-8. J. L. Campbell.  
 Woodbridge—Woodbridge Agril. 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. Agril. Soc. Aug. 24-26. M. B. Corey, Hatley, Que.  
 Aylmer—Gatineau Co. Agril. Soc., Div. A. Sept. 7-9. R. K. Edey.  
 Bedford—Missisquoi Agril. Soc. Aug. 31-Sept. 2. Paul O. Roy.  
 Bromme—Brome Co. Agril. Soc. Sept. 4-6. George A. McClay, Knowlton, Que.  
 Chapeau—Chapeau Agril. Soc., Div. B. No. 2. Sept. 18-20. Irvine Cahill.  
 Chicoutimi—Chicoutimi Agril. Soc. Aug. 17-22. Simon Maltais.  
 Cookshire—Compton Co. Agril. Soc. No. 1. Aug. 21-23. Aug. Gamache.  
 Granby—Granby Hort. Soc. of Shefford Co. Sept. 7-9. J. J. B. Payne.  
 Lachute—Lachute Fair. June 14-17. Alex Bothwell.  
 Maniwaki—Gatineau Co. Agril. Soc. Div. B. Sept. 11-13. Palma Joanis.  
 Quebec—Quebec Provincial Exhn. Sept. 1-10. Emery Boucher.  
 Richmond—Richmond Co. Agril. Soc. Aug. 17-19. W. R. Stevens.  
 Roberval—Roberval Fair. Aug. 23-27. J. Ed. Boily.  
 Saint Casimir—Portneuf Agril. Soc., Div. B. Aug. 21-24. J. A. Foley, Thuribe, Que.  
 Saint Hyacinthe—St. Hyacinthe Reg. Expo. Aug. 7-10. Alphonse Deschenes.  
 Shawville—Shawville Fair. Sept. 21-23. R. W. Hodgins.  
 Sherbrooke—Sherbrooke Fair. Aug. 26-Sept. 2. Norrey W. Price.  
 Victoriaville—Arthabaska Agril. Soc. Aug. 8-10. Philippe Granger.  
 Waterloo—Shefford Co. Agril. Soc. Aug. 10-12. R. R. Bachand.

**SASKATCHEWAN**

Crak—Crak Agril. Soc. July 25-26. Ivan McMillan, Aylesburg, Sask.  
 Estevan—Estevan Industrial Exhn. July 3-4. Irwin Dean.  
 Lloydminster—Lloydminster Exhn. Assn. July 25-27. George K. Ross.  
 Nipawin—Nipawin Agril. Soc. July 25-26. Mrs. D. Warren.  
 Melfort—Melfort Agril. Soc. July 20-22. J. H. Stewart.  
 Moose Jaw—Moose Jaw Exhibition. July 5-8. J. C. MacDonald.  
 North Battleford—North Battleford Agril. Soc. Aug. 7-9. F. Wright.  
 Prince Albert—Prince Albert Agril. Soc. Aug. 10-12. Gordon M. Cook.  
 Regina—Regina Agril. Exhn. Assn. July 17-22. James Grassick.  
 Saskatoon—Saskatoon Industrial Exhn. July 24-29. Mrs. Letta Walsh.  
 Weyburn—Weyburn Agril. Soc. July 10-11. Fred C. Zabel.  
 Yorkton—Yorkton Agril. Exhn. Assn. July 17-19. Antoinette Draftenza.

**WE HAVE LOCKETS!**

**#825 — Round Gold Plated Locket, engraved heart. Bulk \$4.50 doz.**

**#820 — Engraved Gold Plated Book Locket, Bulk . . . \$6.50 Doz.**  
**#826 — Engraved Gold Plated Heart Locket, Bulk . . . 9.00 Doz.**  
 18" Gold Plated Brass Neck Chains for above items . . . 30.00 Cr.  
 Pearl Tops for Round and Book Lockets . . . 1.50 Doz.  
 Pearl Tops for Heart Locket . . . 2.50 Doz.  
 Locket Boxes . . . 9.00 Cr.

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**Limited Stock on Hand!**

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.  
**SYD GOLDFARB**  
 1133 Broadway NEW YORK 10, N. Y.

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**Pocket or Desk Photo Frame**

**LEATHERETTE COVER With Celluloid Photo Pockets**

The only pocket photo frame that holds a full 3x4 inch size picture. Everyone wants one—ideal gift for men in service. Celluloid pockets; protects pictures. Assorted Brown and Blue Leatherette Covers.

No. 11—Single Style . . . \$2.15 Dozen  
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 Deposit with Order—Balance C. O. D.  
 Write for our money-saving prices on fast-selling frames.

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**HARD TO GET Pre-War JEWELRY**

**NECKLACES**—Handsome Variety, including Pearls and Cut Stones. Choice Assortment—\$6.00 Doz.

**NOVELTY JEWELRY**—Including Earrings, Clips and Pins, Bracelets, Rings (Non Tarnishable), Assorted—\$4.00 Doz.

Limited Quantity—Order Now!  
 25% With Order—Balance C. O. D.  
 "Buy Direct From Mfr."

**L. COHEN**  
 2403 Beverly Rd. Brooklyn, N. Y.

**July 4th Celebrations**

**Arizona**  
 Flagstaff—Indian Pow-Pow. July 2 and 4. John G. Babbitt.

**Colorado**  
 Meeker—Am. Legion Range Call. F. L. Cole-scutt.

**Illinois**  
 Fairfield—George Anderson. Iroquois—Virgil C. Baker.  
 Kankakee—Am. Legion. July 2-4. Martin L. Sheean.  
 Lincoln—Elks' Festival. July 1, 3 and 4. W. E. Spatz.  
 Olney—Am. Legion. July 2-4. L. Jones.

**Indiana**  
 Boonville—Fair Assn. July 2-4. Albert C. Derr.  
 Boswell—Fair & Celebration. July 1-4. Edgar Burnett.  
 Brazil—Rotary Club, Homer Loveall.  
 Roachdale—Lions' Club. July 1-4. Arlie Faller.

**Iowa**  
 Independence—Fair Assn., B. O. Gates.  
 Red Oak—Am. Legion, Carl Prussman.

**Kansas**  
 Great Bend—Am. Legion. E. P. Gallon.  
 Peabody—Chamber of Commerce, Chas. E. Slanmaker.

**Kentucky**  
 Eminence—IOOF Picnic. Carl Wade.

**Massachusetts**  
 Lowell—John W. Kernan.

**Michigan**  
 Hillsdale—Am. Legion, Joe R. Morris

**Minnesota**  
 Lynd—Dave Lamphera.

**SPECIALS!! WHILE THEY LAST!**

**FUNNY CIGARETTE WRAPPERS,** Great Seller. Per 100 . . . \$2.25  
**CIGARETTE LOADS, Sure Fire.** \$4.80 Gross. Doz. . . . . 50  
**COMPASS, Metal, Mirror-Back Imp.** \$7.95 Gross. Doz. . . . . 75  
**AUTO BOMBS, 2 Doz. In Box.** \$15.80 Gross. Doz. . . . . 2.70  
**EXPLODING MATCHES, 4 Doz. In Box.** Gross . . . . . 6.60  
**TRICK WASH SOAP, Boxed,** Fragrant. Doz. . . . . .80  
**SNOW STORM TABLETS, 3 Doz. on Disp. Card.** . . . . . 1.65  
**MYSTERY KEY RINGS, Carded,** Clever. Doz. . . . . 2.50  
**BOB PINS, Large Selection. Low Prices** ? ?  
 Get Our New Summer Catalog With Prices.

**ERNIE'S ENTERPRISES**  
 725 Pine, Dept. B ST. LOUIS 1, MO.

**Wanted—Balloons—Wanted**

WANT TO BUY 100 GROSS OR MORE 4, 5, 6, 7 OR 8 INCH BALLOONS FOR BALLOON DART GAME

What Have You and Price?  
**ART D. HANSEN**  
 FOLLY BEACH, CHARLESTON, S. C.

# MERCHANDISE YOU ARE LOOKING FOR

## CAREFULLY SELECTED BINGO ASSORTMENTS

Many New Items—Many Hard To Find Items—Practical—Novel—In Demand.

ORDER A SPECIAL DEAL—BE CONVINCED—\$25.00, \$50.00, \$100.00 UNITS

GLASSWARE	SLUM GIVE AWAYS	NOVELTIES
Over 100 Feature Items, Including Ruby, Green, Golden Glow, Crystal Moonstone, \$3.00 to \$12.00 Gross. Order by Assortments. <b>\$20.00, \$40.00, \$75.00 Units</b>	Over 100 Red Hot Specials From 75¢ to \$3.00 Per Gross. Not the Regular Run—But Plenty New. Popular In Demand. Flash. Order by Assortments. <b>\$10.00, \$25.00, \$50.00 Units</b>	Hats, Lels, Talls, Hat Bands, Comic Buttons, Chinese Snakes, Batons, Swaggers, Pocket Knives, Lighters, Charm Key Chains, Table Novelities, Toys, Pennants, Souvenirs.

### LIMITED STOCKS STILL AVAILABLE

Blankets, Lamps, Smokers, Bar Sets, Enamelware, Cutlery, Tray Pottery Ware Items, Luggage, Tourist Sets, Mirrored Chests, Fancy Cedar Chests, Tackle Boxes, Francy Boxed Towel Sets, Fur Animals, Etc. SAVE TIME—DON'T WRITE FOR LISTS—PLACE ORDERS FOR SAMPLE UNITS. 25% DEPOSIT WITH ALL ORDERS, BALANCE SHIPPED C. O. D.

To Obtain the Proper Listings, Be Sure and State In Detail Your Business and Type of Goods You Are Interested In.



**ACME PREMIUM SUPPLY CORP.**  
3333 LINDELL BLVD., ST. LOUIS 3 MO.

## DODSON'S WORLD'S FAIR SHOWS WANT

High-class Hillbilly Show with talent and real entertainers, Minstrel Show with Band; will furnish complete brand-new outfits for these attractions with sleeping car accommodations. Wild West Show with stock and OUTSTANDING performance. Prefer one with own transportation and equipment, but will furnish if necessary. Can place Workingmen in ALL departments; Train, Cookhouse, Canvas, Concessions. Assistant Electrician, Musicians for White Band; Girls for Posing and Musical Revue, must have looks and poise. TO ALL WORKINGMEN WILL PAY HIGHEST SALARIES WITH BONUS AND BEST OF TREATMENT WITH YEAR AROUND WORK TO SOBER, CAPABLE AND INDUSTRIOUS MEN. FOR SALE—Twenty-Car Scooter, in fair condition, ready to operate. Now stored. Priced to sell.

All address M. G. DODSON, General Manager, Omaha, Nebraska, June 21 to July 5.

## JOYLAND MIDWAY ATTRACTION

June 29 to July 4, Lake Orion, Mich., American Legion Fifth Annual Celebration on the Streets. Every day a big day. Fifty thousand expected. Want Concessions that work for dime. Can place two neat Shows, also Fun House, Ride Help. Good salary. R. I. Wade, Wyandotte, Mich., this week.

## Johnny J. Denton Shows

WANT WANT WANT

For Opening for Oliver Springs, Tenn., July 3-8, 1944.

All Concessions open. Good opening for Bingo and Cook House. Red Higgins, wire. Ride Help for Little Beauty Merry-Go-Round. Will pay \$50.00 per week and \$5.00 bonus each week; must be sober. Also Wheel Man, will pay \$50.00 per week and \$5.00 bonus each week. Smith & Smith Chair-o-Plane Foreman, \$40.00 per week, also \$5.00 bonus each week. If you can't stay sober don't write. Write or wire

JOHNNY DENTON, 994 N. Broadway, Knoxville, Tenn. Telephone 2-7095.

## LAWRENCE GREATER SHOWS WANT

For Trenton, N. J., week July 3rd. Downtown location.

Want organized Minstrel Show with music, salary and percentage from office. Have complete outfit. Want Side Show and Monkey with or without outfits. Also Life Show and Fun House. Want Concessions, Arcade, Studio, Ball Games and all Stock Stores. No Wheels or Coupon Stores.

All Address: COATESVILLE, PA., THIS WEEK.

Our fairs start in August and close in November. Want one more sensational High Free Act.

## WANT FOR C. I. O. ANNUAL 4th JULY CELEBRATION

PORT CLINTON, OHIO  
5 BIG DAYS AND 5 BIG NIGHTS  
JUNE 30 THROUGH JULY 4

Have three Acts, Bands, Fireworks. Want Shows with their own equipment, especially want Animal Show and Girl Revue. Want two Flat Rides and Concessions of all kinds. This is Ohio's outstanding 4th July Celebration. All answers:

CHAIRMAN C. I. O. HEADQUARTERS, Port Clinton, Ohio.

## WANTED

Truck Drivers and Ride Help. Want Concessions, Fishpond, String Game, Coca-Cola, Bumper, Guess-Your-Age and Scales, Hi-Striker, Custard, Candy Apples, Jingle Board, Ball Games, Corks, Dart and any legitimate Concessions. Want Fun House and Penny Arcade. Want Rodeo or Wild West Show. Tex Dean, answer. Lexington, Ky., downtown, 1 block from Post Office, this week; Corbin, Ky., next week; then Stearns Big Fourth Celebration. Special event to follow.

SHAN WILCOX, Mgr. PLAYLAND SHOWS

## LARGEST 4th JULY CELEBRATION IN THE SOUTH AT BOGALUSA, LA.

SIX DAYS AND NIGHTS IN CITY PARK

## JOHN R. WARD SHOWS WANT

Side Show Manager, Acts, Talkers and Ticket Sellers. Have complete frame-up for same. Want capable Foremen for Tilt-a-Whirl, Spitfire, Chair-o-Plane; Second Men for all Rides. Salary no object to capable Ride Men. Clarence Lanke, wire. Prof. Tom Johnson wants for Minstrel Show Musicians and Performers; Henry Hunt, Willie Mayo, Sue Mayo, Horace Jones, wire. Cook House wants Chef, Griddle Man and Counter Men. Want Builder. Jack Kingwire will book Concessions except Custard, Photos, Bingo and Cookhouse. Want Man to handle Wild Life Show. Capable Secretary and Bookkeeper. Hattiesburg, Miss., this week; Columbia next week.

### Missouri

Eldon—Lions' Club Jamboree. July 2-5.  
Monroe City—Odd Fellows.  
Rolla—Lions' Club. A. L. Johns.

### New Hampshire

Franklin—Carnival, July 1, 3, 4.

### New York

Akron—Fire Co., Donald Schultz.

### North Carolina

Greensboro—July 2-4. Norman Y. Chambliss.

### Ohio

Coshocton—July 3-4. Harry Wortman.  
Norwood—Am. Legion.

### Oklahoma

Hartshorne—Chamber of Commerce, Walter S. Carleton.

### South Carolina

Pelzer—

### South Dakota

Gregory—

### Tennessee

Trenton—Am. Legion, Jno. R. Wade.

### Vermont

Rutland—Grotto Celebration. July 1-4. E. D. Wilson.

### Wisconsin

Beloit—Drum & Bugle Corps. July 1-4. Chas. L. Winn.

Loyal—Am. Legion. July 2-4.

Watertown—Inter-Fraternal Comm. Service. July 2-4. W. A. Semon.

### Wyoming

Lander—Pioneer Days.

## WANTED

Bingo Caller, salary and percentage to reliable party. Also Bingo Clerks and general all-around Concession Help. HENNIES BROS.' SHOWS, Joliet, Ill., this week; Calumet City, Illinois, next week. Apply:  
**A. R. WHITESIDE or FITZIE BROWN**  
Concession Manager

## HALL BROS.' SHOWS

WANT FOR LOTS AND FAIRS, MONROE AND TULLOS, LA., AND LONG SEASON IN ARMY CAMPS. Boys, this will be the spot. Everything working. Biggest camp in the State and joints will work. Playing uptown lot in heart of the city. Will be here three weeks. CONCESSIONS ALL OPEN. Want Agents for Skillos, Country Stores, Popcorn, Photo Gallery, Palmistry, Coke Bottles, Fish Pond, Cigarette Gallery. WILL BOOK FLAT RIDES WITH OR WITHOUT TRANSPORTATION. WANT RIDE HELP FOR WHEEL AND CHAIR-O-PLANE. CAN PLACE AGENT WHO KNOWS LOUISIANA AND TEXAS. Address: Monroe, La., for three weeks

## WANTED

FOREMAN FOR MERRY-GO-ROUND OR FERRIS WHEEL. Must be sober and reliable. Top salary.

**MIKE ZEIGLER**

MILNER HOTEL PHILADELPHIA, PA.

## WANT ARCADE MECHANIC

Salary \$100 a week. Wire

**JOHN R. WARD SHOWS**  
Hattiesburg, Miss., this week; Columbia, Miss., next week.

## LONE STAR SHOWS

Want Concessions of all kinds. Will buy or book Tilt-a-Whirl or Octopus. All this week, Indianapolis, Ind., downtown location, Kentucky and River. Starting fairs July 1. Have 14 fairs in Illinois.

## GOLDEN GATE SHOWS

WANT Ball Games, Penny Pitch, Stock and Grind Joints, Mitt Camp, Pop Corn, Mug Gallery, Snow Joint; come on, will book you. Playing the coal fields, and they are working every day. FRANK OWENS, Mgr., Golden Gate Shows, Slaughter, Ky., June 19 to 24; then Sebree, Ky.; then Dixon, Ky., July 4.

## Midway of Mirth Shows

WANT CONCESSIONS

For Centralia, Ill., July 1 to 4, and for balance of season.

ALSO SHOWS WITH OWN OUTFITS.  
Address: Hillsboro, Ill., this week.

# SOFT DRINKS FRUIT ICES - SHERBETS

## Make Your Own with Juice Powders.

For Carnivals, Picnics and all Public Gatherings.

REFRESHING Beverage Base—STRONGER—BETTER POWDERS.

15 gal. \$1.25 — 30 gal. \$2.25 — 60 gal. \$4.00 — 6-60 gal. \$22.00

ALL DELIVERY CHARGES FULLY PREPAID.

Flavors:— True Orange, True Lemon, Cherry, Grape, Raspberry.

## MAKE 85¢ PROFIT On Every Dollar Sold

Trial Package 25¢ Postpaid. Send stamps or money order. No C. O. D. or checks, this will assure prompt delivery. Quality and purity unsurpassed. A Vitamin product.

**Chas. T. Morrissey & Co.** 4417 W. Madison St. CHICAGO, - ILLINOIS

## ROYAL AMUSEMENT COMPANY WANTS

Legitimate Concessions, Cook House, Fish Pond; Merle Gratiot, answer. Want Ticket Seller for main gate that can handle front. Want Octopus Foreman and other Ride Help. Will book Side Show, Animal Show or any Grind Show, 15 per cent. Want Roll-o-Plane and Kid Ride. Have 16 by 32 Bingo complete except Speaker for sale, A-1 condition. Dillion Miller wants Sound Truck. All address: MANAGER, Thomasville, N. C., this week.

## JOS. J. KIRKWOOD SHOWS

Best advertised show on the road. RIDES: Will book or buy 2-abreast Merry-Co-Round, Chairplane or Octopus. SHOWS: Animal, Monkey, Big Snake Show, Funhouse, Man to operate Side Show. Have complete outfit. CONCESSIONS: Frozen Custard, Candy Apples, Popcorn or any legitimate Concession. Agents wanted. Rollidown, Razzle Dazzle or Slum Skillo Men. Useful showpeople, can use you; come on. All address:

RALPH DECKER, Mgr., Tyrone, Pa., this week; Kittanning, Pa., to follow.

## J. J. PAGE SHOWS

Want experienced Ride Help for Merry-Go-Round, Ride-o, Chairplane and Ferris Wheel. Want Musicians and Performers for Colored Minstrel Show. Those who wrote before, write again. Can place legitimate Concessions of all kinds except Corn Game and Cook House. Can use Special Agent. Everybody address:

J. J. PAGE SHOWS, Lexington, Ky., this week; Whitesburg, Ky., next week; then Fleming, Ky., for the Fourth of July.

**WANTED**

A-1 Griddle Man, Waiters and all around Cook House Help, Agents for Country Store. Long string of Fairs starting Plattsville, Wis., July 4th, ending November in Mississippi. Wire, time short.

**FLOYD R. MATTER**

Next week, Comanche, Iowa

**LOOK—GIRLS—LOOK!!**

WILL CONSIDER GOOD IMPERSONATORS FOR GIRL SHOW. Must be young, good dancers and have wardrobe. Will consider good amateurs. Jean Helton, Jo Ann, Ann Turner, Mae Joe, Donna Rogers, Mildred Romaine and all who have worked for us before, answer. Salaries no object! WANT CANVAS MAN, ALSO TICKET SELLERS.

**RENA AND KAY**

Care Byers Bros.' Shows as per route.

**FOR SALE**

**#5 BIG ELI FERRIS WHEEL**

In A-1 condition. Can be seen in operation.

**\$3500.00 CASH**

Address: BOX 408, care The Billboard, 390 Arcade Bldg., St. Louis, Mo.

**WANTED FOR GAY WAY SHOWS**

Ferris Wheel Foreman, Chairplane Help, Few Concessions. June 19th to July 1, Enterprise, Ala.

**WANTED IMMEDIATELY**

**AMERICAN READER**

Good Still Date Territory and 12 or 14 Fairs. Answer.

**MAE HANDEL**  
WORLD OF MIRTH SHOWS

Poughkeepsie, N. Y.

**Harry Polish Fisher Shows**

WILL BOOK OR BUY FERRIS WHEEL

Like to hear from Merry-Go-Round Foreman.

50 Taylor St., San Francisco, Calif.

**CAN PLACE**

Head Porter and three Porters for sleepers, good salaries to right people. Long season of fairs and Florida.

**AL WAGNER, Manager**

Duluth, Minn., until June 29th; then Minot, N. D., Fair.

**GIRL SHOW WANTED**

Manager with not less than three Girls. Have best territory in country. Eddie Steele, wired you at your instructions. Join on wire. Bluefield, West Va., week of 19th to 24th; Gary, West Va., week of 26th to 1st.

**PEPPERS ALL STATE SHOWS**

FRANK PEPPERS, MGR.

**WANT FOR**

**BOSWELL, INDIANA, JULY 1-4 CELEBRATION**

Carnival or Independent Rides, Concessions, Shows, Free Acts. Write, wire

EDGAR BURNETT, Sec., Box E, Boswell, Indiana.

**JIMMIE HARVEY HENSON & JOHNSTON SHOWS**

Want for long season Rides—Will buy or book or lease 32-ft. Merry-Go-Round and Chair-o-Plane. Also want Rite Help, Second Man on Wheel. Shows with own transportation. Concessions—Photo, American Palmistry, any 10¢ Grind Store. X on Bingo, Popcorn, small Cook House. Big 4th and Celebrations to follow, south for winter.  
**HENSON & JOHNSTON SHOWS, Advance, Mo.**

**R. & S. AMUSEMENTS**

Washington, N. C., June 26 to July 1, Lions' Club, first show in the city in seven years; school ground location. Holly Ridge, Camp Davis, N. C., July 3 to 10. Jacksonville, N. C., July 12 to 22; followed by the best still date in North Carolina. All short moves and playing nothing but proven territory.

Eddie Cooper WANTS Dealers for Cage and Chuck; good proposition to capable people. Paul Botwin WANTS Bingo Help; good treatment and highest salaries to real help. Eddie Lewis WANTS Agents for Coca-Cola Bottles, Slum Joints, Dealers and one real Wheel Agent for the only Wheel on the show. CAN PLACE good Ride Help at all times, also Truck Drivers. Will place a few Legitimate Concessions. Want Minstrel Show to feature or any other outstanding attraction. NO Girl Shows, please. Doc Andrews, answered your wire; contact me at once.

JAS. M. RAFTERY, this week, Edenton, N. C.

**James Strates Shows, Inc.**

"A Thirty Car Railroad Show"

Playing choice territory and the following Class "A" Fairs: Batavia, Hamburg, Cortland (New York); Yorke, Bloomsburg (Pa.); Danville (Va.); Spartanburg, Greenville, Orangeburg, Anderson, Charleston (S. C.)

**CAN PLACE**

Talkers and Grinders, Canvasmen, Ride Help on all Major Rides, Electricians, Porters for Train, Polers, Chalkers and other Train Help, Cook for Dining Car.

Walter Marks wants Lady and Gent Drome Riders. Steve Gekas wants Griddle and Counterman and Waiters for Cookhouse.

Top salaries, and you get it every Wednesday.

Write or wire JAMES E. STRATES, Gen. Mgr., week June 19, North Tonawanda, N. Y.

**WANT SENSATIONAL FREE ACT**

To form at once. Want legitimate Concessions. Can place Pop Corn, Candy Apples, Custard and Candy Floss. Will book or buy Ferris Wheel. Can place Diggers, High Striker, Age and Weight. Want Shows with or without own outfits. Want Capable Bingo Manager for large 120-seat complete Bingo outfit, also Manager for complete Grab, 50-50 basis. Want Concession Agents, Ticket Sellers and good Ride Help; good wages and treatment to all. Johnny Johnson, Fred Burns, Jimmy Ross, contact me at once. All address

**JIMMY BROWN, EMPIRE STATE SHOWS**

Salem, N. J., June 19 to 24, with Aberdeen, Md., and Bowling Green, Va., to follow.

**WANT WANT WANT**

Will buy or book Major Ride with or without transportation. Want Shows with or without transportation. Have two Show Tops. Want Funhouse and any Concessions working for stock. Miss Jermana Zacchini wants Agents for Beat the Dealer and Stock Stores. Playing Pennsylvania, then south for fairs. Wire

**ZACCHINI SHOWS**

Port Carbon, Penn., June 19th to 24th

**E. J. McARDELL'S MIDWAY OF FUN**

Brainerd, Minn., Uptown Amusement Center, Want Ferris Wheel and Flat Ride. We have Merry-Go-Round, Ponies and Kid Autos. Want Snake Show, Mechanical Show, Fun House. Terms, 25 per cent. Ball Games, Popcorn, Custard, Snow Ice, \$17.50 weekly.

**DIXIE BELLE SHOWS**

WANT RIDE HELP who can drive good trucks on 40-mile jumps. Good wages and sure, plus \$5.00 a week bonus. Can place Shows with own equipment, no Girl Show of any kind wanted. Have opening for few Concessions. What have you? Privilege is in line, come on in. For Sale—Tansley Calliope, Jasper, Ind., Legion Annual Celebration this week; Worthington, Ind., Legion Celebration, on street, week June 26th; then the BIG one, July 4th to 8th—Bloomfield, Ind.; our eighth year to play this one. Mr. Kettle, would like to see you. Sailor Evans, wire or call Pat Brady at once. Address: LOUIS T. RILEY, Owner of Show.

**—A. M. P. SHOWS—**

"JUGGY"

WANT DEVIL'S BOWLING ALLEY, HIGH STRIKER, BINGO OR ANY CONCESSION THAT DOES NOT CONFLICT. SHOWS WITH OWN EQUIPMENT. GOOD OPENING FOR MINSTREL SHOW. HAVE ROUTE OF SOUTHERN FAIRS.

A. M. PODSOBINSKI, this week, Danville, Pa.; next week, East Pittston, Pa.

**B. & V... SHOWS**

WANT FOR

DICKSON CITY, PA., June 26th to July 2nd; HONSDALE, PA., July 3rd to 8th. GRIND STORES, Cigarette Gallery, Duck Pond, Pitch Til Win, String Game, Devil's Alley, Hoop-La, any 10-Cent Grind Store. Want POP CORN, BINGO; A-1 territory for both. Want GIRL, SNAKE, ANIMAL, Side Show, Glass House, Life, any Shows with own outfits. Can place Tilt-a-Whirl; Tex Rollins, wire. Bill Are wants Agents for Swinger. Can place General Agent that knows Virginia and North Carolina. PITTSTON, PA., WEEK OF JUNE 19TH.

**WANTED TO BUY**

**OUTDOOR BLEACHER SEATS**

with foot boards to seat 2000 people. Eight to ten rows high. Write, wire or phone, giving location, price and condition to

**STANLEY H. SWIFT**

106 Hoyt Street Saginaw, Michigan  
Phone 3-9196

**WANTED**

**LEGITIMATE CONCESSIONS**

Bumper Joint, Pitch-Till-You-Win, Bingo, Caramel Corn, Cookhouse, Candy Floss.

Ride Men for Merry-Go-Round, Ferris Wheel and Chairplane. Agents for Games. Write or wire

**Jimmie Chanos Shows**

ST. MARYS, OHIO

**WANTED**

Capable Mitt Reader to take over Palmistry Booth. Prefer one who has a reader to work with, new top, all complete ready to open. Diggers and Frozen Custard open also. Want Agents for Ball Games working for money. Big maneuvers of 80,000 soldiers at Camp Polk just starting. Write or wire

**Manager PLAYLAND PARK**

Leesville, La.

**WANTED**

General Agent, Scooter Foreman and Bingo Help, Chorus Girls for big revue. Address:

**J. M. SHEESLEY**

**Mighty Sheesley Midway**

Lansing, Michigan, week of June 19th; Battle Creek, Michigan, week of June 26th.

**WANTED FOR**

**J. T. HUTCHENS' MODERN MUSEUM and PAUL M. FARRIS CONCESSIONS**

To join at once. Acts, Freaks, Fire Eater, Sword Swallower, Magic or any Acts that I do not have now. Also one more Ticket Seller and a Cook that can stay sober. (Two meals a day, six days a week). Good salaries. Agents for Concessions for Fish Pond, Slum, Clothes Pin, Ball Games and Scales. Draft and drunks are the reason for this ad. We will have a long season south. Side Show People, address John T. Hutchens, Concession People, address Paul M. Farris. SNAPP GREATER SHOWS, Mexico, Mo., this week; Louisiana, Mo., to follow.

**Alamo Exposition Shows**

HAVE COMPLETE POSING SHOW to turn over to reliable operator. NED RAOE, COME ON. Address: JACK RUBACK, Mgr., Navasota, Tex., this week; Belton, Tex., June 26 to July 4.

**WANTED**

No. 16 Wheel, Roll-o-Plane and Merry-Go-Round Operator. Steady work all year at the Beach, no moving. Will pay top salary to experienced and reliable man.

**GRIFFEN AMUSEMENT CO.**  
Jacksonville Beach, Fla.

**FREE ACT WANTED**

**JULY 3 TO 8. ALSO CIRCUS UNIT. FIREMEN'S CELEBRATION**  
BERGENFIELD, N. J.

Other Attractions all booked. Reply: 45 South Washington Ave., Bergenfield, N. J.

### CASH IS WAITING

I WANT TO BUY IMMEDIATELY:

**FLYING SCOOTER  
SILVER STREAK  
RIDE-O  
CATERPILLAR  
LINDY LOOP  
BABY RIDES**

**A. OBADAL**

201 AUSTIN ST. SAN ANTONIO, TEX.

### WANT

CAPABLE BILLPOSTER. Salary \$75 week. We furnish truck. Steve Kucmiz, wire me. Place capable Scooter Foreman, salary no object if you know your business. Want high-class Side Show with own outfit for long list of fairs and expositions booked until late in November. Will furnish wagons for same and finance move if necessary.

**AL WAGNER'S  
CAVALCADE OF AMUSEMENTS**

Duluth, Minn., this week

### WANTED

Free Acts, Concessions, Shows. Forest Park Free Fair, Hanover, Pa. York County's only free fair. Sept. 4-5-6-7-8-9-10. Also want Free Acts for week-ends. Send literature and price. Wanted to Buy—Wurlitzer Phonograph. For Sale—2 Lusse Auto Scooters.

**A. KARST, FOREST PARK**

Hanover, Pa.

### FERNBROOK PARK WANTS

Legitimate Concessions of all kinds; no Gypsies. Will buy or book Rides not conflicting. Useful Help of all kinds. Free Acts. Phone, wire or write

**MICKEY PERCELL, Manager**

Dallas, Pa.

### HARRY CRAIG SHOWS NOW BOOKING

Woodward, Okla., for biggest 4th of July Celebration in Western Oklahoma. Heart of the wheat belt and plenty of service men. Want few legitimate Concessions, also Agents for office Grind Stores. Will book any Ride not conflicting. Could use one or two more Shows. Can place capable Ride Foreman. Have several weeks' work for Saitmaker. Need Girls for Posins and Girl Shows. Place Sideshow People.

**HARRY CRAIG SHOWS**

Clinton, Okla., week June 19

### Bud E. Anderson's Circus

Enlarging, wants a few more Acts. What have you to offer? Write or wire details and price. Want Seat Man and Rigger, need two good Butchers, Man to take charge of Concessions. Can use Grab Joint. Need two more Musicians, can use American Palmist. Need Advance Agent. Kokomo Morrison and Shorty Wilson, wire J. W. Ethridge. Carl Stone wants Side Show Acts of merit. Wire or come on.

See Route In The Billboard.

### LOT MAN WANTED

AT ONCE

State all in first wire.

**Lawrence Greater Shows**

Coatesville, Pa., this week.

### WANTED TO BUY

Two-Abreast Merry-Go-Round. Must be in first-class condition.

**T. J. TIDWELL SHOWS**

Guymon, Okla., June 19-24.

### LETTER LIST

(Continued from page 53)

MORRISON, Robt. Rillo, Lee Arthur  
Ruehart, Ollie  
MORRISON'S, Paul Ringlin, Gertrude  
Carnival, Martin  
MORSE, John Robbins, John M.  
Sawyer Robbins, Winona  
Morton, Emma F. Roberts, J. C.  
MOSHER, Wm. ROBERTSON JR.,  
Burton B.  
Motley, Ernest ROBINSON, Fred  
D.  
Munn, Mrs. Rosella  
Murphy, Violet P.  
Murray, Bill  
Murray, Geo. Wm.  
NAPOLIO, Lewis  
NAUGLE, Michael Pauline  
Andy Robinson, Ralph  
James  
Nelson, Milton Van ROCK, Randall  
Nelson, W. A. Rockwell, E. W.  
Newbury, Mrs. T. D.  
SHERMAN RODEN, Thos.  
NEWCOMER, Russell  
Lewis Edw. ROGERS, Jas.  
Edw.  
Newman, Mrs. ROGERS, John  
ROGERS, Robt. E.  
Nichols, Nell B. Rogers, Sue  
Erna  
Noblek, William Rohweder, Mrs.  
Noblin, Edith Rooney, Anne  
Korabaugh, Harry E.  
NOBLIN, Mrs. Mary L. Rose, Louis J.  
ROSE, Wesley  
Rosen, Sheik  
ROWE, Manley  
Rubin, Louis M.  
RUEL, Milton B.  
Rupp, Frank  
RUSSELL, Jos. Henry  
Russell, J. G.  
Rutter, Roy  
RYAN, Patrick  
SAKOBIE, Geo. Shirl  
Sareault, S.  
Sargent, Wm. H.  
Saxon, Doris  
SCHAEFER,  
Louis Edw.  
Scheel, Roy  
SCHMIDT, Daniel  
H.  
Schomburg, Vaughn  
Schooler, Dave  
SCHULTZ, Carl  
Alfred  
Schultz, Mrs. Frances  
SCOTT, Andrew Daniel  
Clifford Marion  
SCOTT, H. P. Ralph Neal  
Scifried, G. W. VAN VALLEGO, Tony  
Selme, Roy  
Sephert, Charlie  
SHAGHN, Dick  
Shaffer, Bill  
Shamsiak, Nick  
SHAW, Wm. Milton  
SHEA, Wm. Walter  
Sherman, Earl  
SHIMKUNAS JR.,  
James A.  
SHOEMAKER,  
Jos. Marion  
Shore, Jack  
Shorts Tent Show  
SHUBOSKY, John  
Shull, Stanley John  
Sicard, Arthur  
Sicbert, Kay  
Simms, Suicide  
Simmons, A. J.  
Singares, Danny  
Skaggs, Guy Footh  
SKEGGS, Martin  
Skeham, Jas. Jos.  
Slay, Howard  
Smart, Frank  
Smith & Doyle  
Smith, B. E.  
Smith, C. E.  
Smith, David  
Smith, Frank Carl  
Smith, George  
Smith, Charlie  
SMITH, Horace M.  
SMITH, Hugh  
McGaevar  
Smith, Mrs. J. A.  
Smith, J. W.  
Smith, Mrs. James  
SMITH, John.  
10387  
Smith, Virginia  
ROBERTS  
SMITH, Wm.  
Monroe  
SMITHLY, John  
Snyder, Bernie  
Snyder, Dawson  
Sorenson, Mrs. Ernest  
Sparks, Willie  
Spitzer, Harry  
SPIVEY, Chas. M.  
SPYROPOLOS,  
Harry A.  
St. Clair & Durant  
Stacy, W. A.  
STANCIL,  
Needham E.  
STANSBERRY,  
Mearl Robt.  
Staples, Norman  
STAPLES, Thos. Ray  
Earl

Starbuck, H. G.  
Steele, Donald  
Stebbins, Dolly  
Dixon  
Steele, Verna  
Steinall, Jas. Francis  
Stevens, Pete  
Stevens, W. C.  
STIEHM, Melvin  
Paul  
Stiener, Yetta  
Stoltz, Lloyd F.  
Stolz, Peg  
Street, Jimmie  
Studebaker, Paul  
Styles, Talmadge  
Sullivan, John Leo  
Randolph  
Summers, Harry J.  
Eugene  
Sundstrom, John E.  
Sweigart, Rita  
Swicegood, Earl  
Sylov, Henry  
SYLVER, James E.  
SYNAK, Leonard  
S.  
Talbot, Geo. Burl  
Tarbes, Mrs. Max  
Taylor, Chas. S.  
TAYLOR, Heriman  
Taylor, Howard Ray  
TAYLOR, Major Lee  
Tennant, Frank  
THOMAS, Arney  
Geo.  
Thompson, J. W.  
Thompson, Quintin  
Thrush, Paul Eugene  
Thrush, Wm.  
Tindal, Mrs.  
TIPTON, Fred  
James  
Tom, Mrs. Rosie  
Tom, Walter  
Travis, Jimmie  
TRIMMER, Paul  
Ed  
TRUSTEE, Lou Loyd  
Turney, James  
UNDERHILL,  
Andrew Daniel  
UNDERWOOD,  
Ralph Neal  
VAN VALLEGO, Tony  
VAN CAMP,  
Arthur John  
Vance, Robt. Carl  
VAUGHN, Edgar  
Hatfield  
VAUGHN, Hamp  
Sylvester  
Vernon, Frank E.  
Wagner, Mrs. Dee  
WAGRAN, Geo. Frank  
Wahlstrom, Emil  
Walewski, John J.  
WALKER, George  
Loranso  
WALKER, Martin  
Wall, Mrs. Orel  
Wallace, H. P.  
Walters, Eugene  
WALTER, Tom  
WARD, Clyde C.  
WARD, Kenneth  
Wade  
Ward, Patsy  
WARFIELD, Earl  
Edward  
Warner, George  
Edward  
Warshay, Akbar  
Washburn, Miss  
Alcy  
Watson, Eddie E.  
WEAVER, Geo. Carol  
WEBER, Frederic  
WEBB, Johnnie  
Lewis  
Weiner, Mrs. Sam  
Weinke, August  
Ernst  
Weinmann, Geo. Lawrence  
Weiss, Ben  
Weiss, Kathleen  
Lyden  
WELLS, Joe  
Samuel  
WERTMAN,  
Johnnie Alexander  
Wendth, Charles  
WEST, Chas.  
Dempsy  
Western, J. W.  
WESTERN,  
Maloney J.  
WESTON, Wm. Franklin  
Werls, Ed  
WHARTON, Lee  
WHIDDEN, Red  
Leon  
White, Doris  
Dutchess  
White Eagle, Carl  
WHITE, Geo. Edward  
Wilde, Vincent P.  
WILKE, Thomas  
Joseph  
WILKERSON,  
George  
Williams, Clarence

Wilkins, True & Trudy  
WILLIAMS, Daniel A.  
Williams, Dewey  
Williams, Fred X.  
WILLIAMS,  
Freeland Edw.  
Williams, G. G.  
Williams, Harvey B.  
Wills Jr., Geo. Burl  
Wilson, Mrs. Boots  
Wilson, Harry G.  
Wilson, John  
Wilson, Jack  
Wilson, Pete  
WILSON, Pett  
WILSON, Robt.  
Earl  
Wilson, Mrs. Vonnie  
JAMES

Winslow, Harry  
Wise, Benny  
Wiseman, Frank E.  
WOODRUM,  
Thomas  
Woods, F. B.  
Wright, Mrs. Vina  
Jean  
Wyatt, Mrs. Hazel  
Yeager, Thelma M.  
YONCO, Leo  
Young, Albert  
YOUNG, John  
Alden  
Young, John  
Young, Joe F.  
YOUNG, Max  
Bryon  
YOUNGQUIST,  
Lawrence Calvin  
Zell, Bob  
ZIMMERMAN,  
Hubert E.  
Zimmerman, Jack  
E.

### 3 SHOWS SELL N. Y.

(Continued from page 3)

to the hard-working service folks putting on the show.

**Army Show "Doing Well"**

The army show opened Sunday (11) and was preceded by a parade of a detachment of the 100th Infantry Division from Fort Bragg and groups from various other units. The Fort Bragg outfit is a snappy marching unit and has one of the largest bands and drum corps ever seen here. Attendance at the army show is difficult to estimate. Newspapers put down Sunday's attendance at 1,000,000. An army lieutenant blinked skeptically when quoted this figure, and drawled: "We're doing very well, but—There are just as many people here today (Tuesday) as on Sunday. You count them and let me know if there might not have been some slight exaggeration."

As usual, the theater and pic industries are running their own War Bond Drive. This time they have erected a huge cash register fronted by a large stage atop a bond-selling booth at Times Square. Noon-day rallies are held daily, with name bands and stageshows from the Broadway film houses providing entertainment, with stage, radio and other celebs plugging bond sales. They're really good shows and some of the celebs actually pull in a fair percentage of bond buyers. Star puller-in, so far, is a non-pro, Jim Kelly, who coaxes stoooges—WACS, soldiers, sailors, etc.—out of the crowd, and after a brief quiz session weedles members of the onlooking mob into buying 10 or more bonds for each stooge to "show this fine young man we're really backing him."

### MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway.  
New York 19, N. Y.

Adler, Frank  
ANDERS, James  
Avery  
Anderson, Bud  
Augustino, Louis  
Balzer Sisters  
Benjon, Archie  
Blumbers, Philip J.  
Clair, I.  
CONTIWEELL, Peter  
Corbett, Bill  
Coyne, Bill  
Davenport, Charles  
DAVIS, Samuel  
Daddy, Rogers  
Donahue, Lola  
Duke, H. J.  
Evano, E.  
FINN, John T.  
Florida, Geo. A.  
FLYNN, Thomas  
M.  
Fraser, Billie  
Fraser, Mary C.  
H. & H. Carnival  
HANSON, Louis J.  
Honey, Golda  
Huston, Peggy Ann  
Kay, Mandy  
Kerr, S. A.  
Keywood, Stewart  
Christopher  
Kubat, Eddie  
LaClaire, Marceau  
LASCHER, Hazard  
Lewis, Stan  
Lig, Charles  
Fenwick  
Lowe, Edward  
Lopez, Irene A.  
Maicoio, Leonard  
MANNING, Ross  
Margolis, Louis  
Martin, William T.  
MATTO, Michael  
MCKENNA, Charles  
Patrick  
McLaughlin  
Carnivals  
Meulemans, Charles  
Miller, Sadie D.  
Mitchell, James  
MURPHY, James  
J.  
Phillips, Thomas J.  
Piper, Pannette  
Pollock, Wally  
Provencher, Lucien  
Reeve, Leon  
Rombola, Sam  
RUSSELL, Lewis  
Savage, Emily  
Searles, Florence  
SELIGSON, Saul  
Shapiro, Harry  
SMITH, Herbert  
SMITH JR., Ira  
Sutton, V. C. Van  
R.  
Thompson, Walter  
Vantine & Cazan  
Vilez, Providence  
A.  
Walter, Clarence  
Westmorland,  
Sticks  
Williams, Mr. V.  
Wolff, William

Rockefeller Center's sunken garden is the third display point of free entertainment in New York's bond drive. Every afternoon at 5 a colorful salute to the colors takes place, with groups of WACS or other servicemen participating. This is followed by 20-minute drill routine and retreat by a detachment of the crack 100th Infantry Division and their drum corps.

### UNDER THE MARQUEE

(Continued from page 42)

current issue carries a picture and story of William Siegrist, son of the noted circus aerialist, Charles Siegrist. William, who formerly was a member of the Siegrist Troupe, is now a machinist helping manufacture ordnance for the navy at the Canton (O.) NOP. Another son, Charles, is in the army in California, and a third, Joe, is with the Ringling show.

### MAIL ON HAND AT CHICAGO OFFICE

155 No. Clark St.,  
Chicago 1, Ill.

**Parcel Post**

Chandler, Mrs. Grant, 10c  
BARKER, Roy  
Joseph  
BERNSTEIN, Morris A.  
Bloomberg, Mrs. Yates  
Bright, Lucile  
Chandler, Mrs. Grant  
CHARRON, Henry  
Conley, Emile T.  
Engesser, Gee Gee  
Fredrickson, Bob  
GREEN, Eddie  
James  
Haphazard & Mary  
Hildbrand, Bill  
Meyer, Carlotta  
Richards, Franco  
Rutz Twins  
Shea, Annabeth  
Stiller, Jacquelyn

### BRIGHT LIGHTS EXPOSITION SHOWS WANT

Shows and Concessions not conflicting. Ride Help, Talker for Girl Shows. Write or wire  
**JOHN GECOMA, Phillipsburg, Pa., this week.**

### MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.,  
St. Louis 1, Mo.

Raldwin, Bonnie  
Bryant, Jerome  
Carter, W. M.  
COLEY JR.,  
Jefferson James  
Cowart, J. W.  
(Dummy)  
DeWitt, T. R.  
Gray, Lewis C.  
Grimm, Frank  
Holman, J. W.  
Helman, Katherine  
HICE, Ellsworth  
Luko  
HOUSE, Lee  
Jackson  
Hood, Hollis F.  
McEntire, Vernier  
C.  
McLellan, Mrs. Lester  
Miller, Charles  
Morgan, Mitzi & Russ  
Nash, Jim  
Neil, James A.  
Nix, Chester  
Patrick, Mrs. T. W.  
Pierce, Leona E.  
Rambo, Wesley P.  
Reeves, Leon G.  
Richard, The Lion  
Man  
Robinson, Pauline  
B.  
SPENCER, Charles  
E.  
Steinfeldt, Mrs. Walter  
Thomas, Harry  
Vaught, Mrs. M. H.

### WANTED

Alligators, Agoutis or South American Pacas, Honey Bear, seven foot Snakes and other attractions for monster show. Address inquiries to  
**C. S. KARN**  
Care Gooding American Exposition Shows Alliance, O., this week; Cleveland, O., next week.

### EAST RUTHERFORD FIREMEN'S FIFTIETH YEAR CELEBRATION AND NEW YORK AND NEW JERSEY FIREMEN'S CONVENTION COMBINED

Week of July 10th to the 15th, biggest celebration of the season in the State of New Jersey. Town decorated, band concerts, parades. Something doing every minute. Held in East Rutherford Stadium. Want Shows of all kinds, Rides that do not conflict. Can use Octopus or Roll-o-Plane or any Flat Ride. Want Help on Rides—Ferris Wheel, Spiffire and Chair-o-Plane. Want Concessions, Custard, Diggers, Grind Stores, Candy Floss, Pop Corn, Candy Apples. Like to, hear from sensational Free Act for this week only. All address:

**HELLER'S ACME SHOWS**

Garfield, N. J., June 19th to June 27th, on Route 6; then Alpha, N. J., June 30th to July 8th. Work Sunday on both these spots, nine days in each. Then the big one, don't miss it.

### WANT

Trainmaster for 35-Car Show. Must be able bodied Wagon Builder. Salary \$100 a week. Must know your business. Place train poles.

**AL WAGNER**

Duluth, Minn.

### WANTED

Experienced Bingo Agents, \$40.00 a week. Address:  
**JOHN GALLAGAN**  
Silverton, Ohio, this week, care Gooding Shows; Loveland, Ohio, next week.

**D. S. DUDLEY SHOWS**

Want Grind Store Agents, Dealers, experienced Ride Help. Salika Martin wants Girls for Girl Shows. Marie Pickrell, Bear King, Grace Smith, Mary Whaley, all girls that have worked for me before, come on; job will be waiting for you. Smiling Eddie wants Cook House Help.

June 19-24, Childress, Texas



**DODSON REVUE TALENT**

(Continued from page 34)

Gay '90s dance numbers, honors going to Mrs. Louis Hansen, wife of the secretary-treasurer; *Merry Widow* waltz number, entire cast, \$10 prize going to "Grandpa" Charles Goss and "Aunt" Ella Dodson; "A Mug and His Gal," Mrs. Ella Dodson and Mrs. George Golden. Helen Cramer's production number, "Helen From Troy," was colorful. Club members appearing were: Chorus parties, Ella Dodson, Jessie Clark, Mascine Piercy, Helen Cramer, Pat Taylor, Ray Nell Golden; parade girls, Marie Starr, Billy Anthony, Elsie Zacchini, Mary Hartley, Pauline Jordon, Helen Littlefield, Helen Pugal, Charlene Kilpatrick, June Cummings, Marguerite Mullins, Hazel Suss, Louis Hansen and Anna Ray McCurdy.

Besides Directress Mrs. George Golden, stage manager was Mrs. Jessie Clark; wardrobe mistress, Bertha Curtis, costuming being executed by the cast under Mrs. Nellie Golden; technical director, Connie Hudson; musical score, directed by Jack Campbell, with orchestra of 15 men, and with Al Springer at the Hammond organ. Mae McCaulley was treasurer; Mmes. Lorow, "Mother" Duffy and Marie Starr's mother in charge of refreshments. Ushers were in charge of Mrs. Nan Edgars. General production was under supervision of the trustees, headed by Mrs. Charles Clark, president.

Proceeds of the show, concert, refreshments and reserved seats, over \$800, will be divided equally between the Showmen's League Mustering-Out Fund, Cemetery Fund and Red Cross. Admission prices ranged from 50 cents to \$1. The men on the show are planning a similar production soon. It was announced that every employee on the show had purchased tickets. President M. G. Dodson had the "honor specialty" of the show, which cost him a new \$9.90 straw hat in the "Alladin's Dream" act.

Monday and Tuesday nights were lost in Springfield, Ill., thru late arrival because of rain, but four days were satis-

factory. Visitors included Gov. Dwight Green; Mr. and Mrs. Edgar Peters; son, Robert, and daughter-in-law, Jerry, of the governor's staff; W. V. (Jake) Ward, secretary of Illinois State Fair, and party; Captain Eddy, Illinois State Patrol; James Kent, former sheriff of Sangamon County, and Lorraine Flack, of the secretary of state's office. The lot was soft and three caterpillars were used to move on some of the rides and heavier shows. Mr. and Mrs. Al Springer joined in Springfield with three concessions and he will also look after maintenance of calliopes and organs. Mrs. William Starr's mother visited in Alton and Springfield.

**BALLYHOO BROS.**

(Continued from page 34)  
you can use them as bracelets."

The gal-show performers sing such ballads as *How'm I Doin'?*, *Hey! Hey!* to the music (hear me right, I said "music"), produced by a piano player and a trap drummer ('49 Camp style). Then the Minstrel Show band blue-notes one of Harry James's most popular pieces as a grand finale, and, may I add, "A good time was had by all" except the listeners.

When our artists return to the lot they ask the bosses: "Did you hear me on the air today? How did you like our broadcast?" I'll bet our program is quite a relief to the radio listeners who must be tired of hearing programs that come clear from Hollywood when they know our show is coming from their back yards. Because of these programs the office holds its people. As Pete Ballyhoo put it: "Where in the—ell else can they go and be radio stars?"

P.S.—Run the following ad: Ride help and canvasmen wanted. Can you sing, whistle, play a harmonica or tell a funny story? Join this show and become a radio artist. Must have ride and canvas experience—radio experience is unnecessary. All answer Pete Ballyhoo, program director.

MAJOR PRIVILEGE.

**WEEK JUNE 26th—ALTOONA V. F. W. CELEBRATION**

Downtown Location in Heart of the City.

**WEEK JULY 3d—BIGGEST 4th JULY CELEBRATION**

In the Heart of the Industrial City of Cumberland, Md., on City Property. Big Event in the East This Holiday.

- WANT—Several young attractive Ladies for Office Posing Show.
- WANT—MERRY-GO-ROUND FOREMAN. Can place several carnival-skilled Workingmen. TOP SALARIES PAID for men who appreciate good treatment.
- WANT—Will buy or book Fly-o-Plane, 8-Can Whip, Spitfire, with own transportation.
- WANT—Will place legitimate Merchandise Concessions. Can place Photo Gallery and Cotton Candy.
- WANT—Penny Arcade, Fun House and Grind Shows of merit for best of show territory.

All Address This Week

**CETLIN & WILSON SHOWS**

LEWISTOWN, PA.

P.S.—Elmer O'Rear wants Agents for Teddy Bear Hoop-La.

**BUFFALO SHOWS WANT**

For a Long Route of the Best Dates in the Territory  
CONCESSIONS—Stock Concessions and Grind Stores, including String Game, Hoop-La, Waffles and Apples, Knife Rack, Fish Pond, Scales, Striker, Jewelry, Novelties, Cork Gallery, etc.  
RIDES—Additional Rides to join July 2 for Allegany Old Home Week and balance of season.

SHOWS—Independent Show Owners to join July 2 for Allegany Old Home Week, especially want Wild Life Exhibit, Monkey Show, Animal Show, Fat Show, Snake Show, Mechanical Show, War Show.

WANT TO BUY—Whip all ready to operate, complete with motor. Must be priced absolutely right.

Allegany Old Home Week is an old annual event and is the biggest July 4th Celebration to be held in Western New York or Northwestern Pennsylvania this year.

Join next week at Firemen's Celebration in Franklinville, N. Y. Twenty mile move from there to Allegany, and seventeen mile jump from Allegany to Salamanca, N. Y., Annual Firemen's Celebration, July 10-15. Followed by a long list of spots like these already booked. This week, Renovo, Pa.

**PARK AMUSEMENT CO., INC.**

OF CHICAGO, ILL.

**WANTS NOW FOR THE VARIOUS PARK UNITS RIVERVIEW, CHICAGO; EASTWOOD, DETROIT; SUMMIT BEACH, AKRON**

NOVELTY ACTS OF ALL DESCRIPTIONS — WORKING ACTS — FREAKS TO FEATURE. Class Blowers with good flash and strong sales, A-1 Mind-Reading Act. Must be strong on Scope Pitch or straight Ticket Sales. Still have from 12 to 16 weeks' work under the finest working conditions possible. Prompt pay each Wednesday. Afternoons at Detroit and Akron off daily, and Thursdays off at Chicago. CAN PLACE TALKERS WITH CARNIVAL OR CIRCUS EXPERIENCE. Must be clean-cut and positively sober. Have had my share of lush-heads.

All reply in detail to

**RAY MARSH BRYDON**

SUITE 1640-42 HOTEL SHERMAN CHICAGO, ILL.  
Phone until noon, Franklin 2100. From noon until midnight, Lincoln 4546.

**WANT!—CAPELL BROS.' SHOWS—PLACE!**

FOR BIG FOURTH OF JULY CELEBRATION, HENRYETTA, OKLA.

Starts July 1st and for Balance of Season

CONCESSIONS — Place Photos and any clean Concessions. Positively no EX. Place Grind Store Agents, Dealers, Cook House Help.

SHOWS with own frame-up. Man and wife for Spidora Show. Electrician, Working Men for Rides.

All address H. N. CAPELL, Mgr., Henryetta, Okla.

**BEAM'S ATTRACTION SHOWS**

Want Electrician, guaranteed not less than \$40.00 per week; Second Man for Ferris Wheel. Want Girl Show. Can book Cigarette Shooting Gallery, High Striker, Candy Floss, Park Game. Dr. Serge T. Uring wants for 10-in-1: Sword Swallower, Tattoo Artist. Buggie Nelson, answer. Annex Attraction, must have wardrobe; Fire Eater; John Carpenter, answer. Pin Cushion and Mechanical Man. Illusions wanted. Papier Mache Breast Plate for Headless Wonder. Wire Scottsdale, Pa., this week; Apollo Firemen's Celebration follows.

**PAN-AMERICAN SHOWS**

Want to join at once sober Ride Operators. Want Mechanic for Rides and Trucks. Want experienced Fun House Operator that can do repairs. Concessions—Can place American Palmistry and Skill and Sium Stores that don't conflict. Can place Girls on Ring Games and Ball Games. Want sober, experienced Man to take charge of juice and Grab. Must know how to buy. Address:

J. R. STRAYER, Riverside Amusement Park, Anderson, Indiana

**W. G. WADE SHOWS**

Kokomo, Ind., June 26 to July 1, downtown location. Crown Point, Ind., July 3 and 4; this is an annual celebration and is one of the largest in Indiana. Dayton, Ohio, July 7 to 15; this is another downtown location and is under the auspices of the Elks' Club. A long circuit of celebrations and fairs to follow. Booked solid until October 14.

Can use good attractive Shows, including flashy Side Show and legitimate Concessions. Address W. G. WADE SHOWS, Muncie, Ind., this week.

**GROVES GREATER SHOWS**

Will book or buy Mug Joint. Want Agents for Ball Game, Country Store Wheel, Cook House Help, Foreman for Chair-plane. All replies ED GROVES, Mgr., De Ridder, La., June 19-24.

**WANTED WANTED WANTED EXPOSITION AT HOME SHOWS**

We Show 'In Town, Not Out on the Highways.

Rides—Will book or will buy for cash Roll-o-Plane, Tilt-a-Whirl, Octopus. Shows—Will book any show with merit that does not conflict, with or without tops; office guarantees salary. Will book Minstrel Shows, have complete outfit. "Can place Girls for Posing Shows, Freaks for Side Show, Help in all departments. We positively do not postpone pay days on this show. Concessions—Frozen Custard, Devil's Bowling Alley, String Game, Hoop-La, any Concessions that work for stock, as we do not tolerate coupon joints or wheels. Pottsville, Pa., June 19th to 24th; Firemen's Celebration, Mahanoy City, Penna., June 26th to July 1st; Hagerstown, Maryland, follows. General Agent G. Hodges Bryant is ahead; his capabilities assures profitable dates for all. Freddy Kessler, Whitey Reichner says come on. John Hanna, come on.

# Continental

Write for these items

**SLUM**

#432—Blowouts (IMP) ... \$1.75 Gr.  
537—Comic Straw Hats (IMP) ... 1.75 Gr.  
540—Min. Uncle Sam Hats (IMP) ... 1.75 Gr.  
1518—Mirrors, 2x3 ... 4.00 Gr.  
1699—Comic Feathers ... .95 C  
1974—Amer. Muslin Flags, 2 1/2 x 3 ... .95 Gr.  
1985—Flags, 3 1/2 x 6 ... 1.45 Gr.  
2123—White Por. Statues (IMP) ... 1.50 Gr.  
2418—Carded Tie Holders ... 4.25 Gr.  
87102—Wedding Rings ... 1.10 Gr.  
2300—Plaster Animals ... 1.50 Gr.  
1698—Comic Hat Bands ... 1.75 C  
2206—Crickets-Tin (IMP) ... 1.75 Gr.  
2287—Jitterbeans ... 1.25 Gr.

**GLASS**

#3893—Glass Coaster Ash Tray \$3.50 Gr.  
7899—Sq. Glass Ash Tray ... 3.90 Gr.  
3871—Footed Glass Nappy ... 4.32 Gr.  
7841—Sugar Crystal ... 5.40 Gr.  
7842—Creamer Crystal ... 5.40 Gr.



#38024—Cut Glass Tumbler.  
Pk. 6 Dz. ... \$ .55 Dz.  
38004—5 Oz. Juice Glass ... 3.90 Gr.  
7888—Bottle Shaker, Pk. 2 Gr. ... 3.00 Gr.  
7892—Whiskey ... 3.25 Gr.  
3812—S&P Snakers ... 3.50 Gr.  
3813—Toy Mug ... 3.75 Gr.  
3814—Bottle S&P ... 4.20 Gr.  
3829—Tumbler, Pk. 6 Dz. ... 4.20 Gr.  
38025—Cut Glass Tumbler.  
Pk. 6 Dz. ... .60 Dz.

**NOVELTIES**

#8002—Plastic Combs, 7" ... \$8.50 Gr.  
93000—Cellophane Lels ... 4.50 C  
2771—50 Ligne Comic Buttons 22.50 M  
2768—70 Ligne Comic Buttons 4.50 C  
1697—Comic Felt Yodier Hats with Feathers ... 12.00 Gr.  
8600—Felt Robin Hood Hats with Feathers ... 12.50 Gr.  
1627—Felt Spanish Hats ... 26.00 Gr.  
390—Hawaiian Lels (10 Gr. Lels, \$3.50 Gr.) ... 10.00 Gr.  
1623—White Sailor Hats ... 6.00 Gr.  
8439—Cardboard Carnival Horns ... 2.25 Dz.  
1677—Blue Yacht Hats ... 24.00 Gr.  
433—Blowouts (IMP) ... 4.50 Gr.  
1639—Felt Baseball Caps ... 12.00 Gr.  
Rst. ... 10.80 Gr.  
1513—Plastic Whistles ... 6.00 Gr.  
1958—Red, White and Blue Canes ... 3.75 C  
35.00 M

**BINGO ITEMS**

#8864—Lamps, Boudoir, with Shade ... \$1.85 Ea.

# Carnival Routes

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

A. M. P.: Danville, Pa.; East Pittston 26-July 1.  
Alamo Expo.: Navasota, Tex.; Belton 26-July 4.  
All-American Expo.: Paducah, Ky.  
Allen, Fred: Fulton, N. Y., 22-30.  
Allen & Nickerson: Grand Rapids Mich.  
American Beauty: Knoxville, Ia.  
American Expo. (Gooding's): Alliance, O.  
American Model: Albany, Ga.  
Arcade: Crowell, Tex.  
B. & H.: Goldville, S. C.  
B. & V.: Pittston, Pa.; Dickson City 26-July 1.  
Baker United: Rochester, Ind.; Attica 26-July 1.  
Bantly's All-American: Bradford, Pa.; DuBois 26-July 1.  
Barkoot Bros.: Toledo, O.  
Baysinger, Al.: Comanche Ia.  
Beam's Attrs.: Scottsdale, Pa.; Apollo 26-July 1.  
Bea's Rides: Jacksonville, Miss.  
Bee's Old Reliable: Flemingsburg, Ky.; Maysville 26-July 1.  
Berryhill United: Benton, Tenn.; Copper Hill 26-July 5.  
Bistany Greater: Daytona Beach, Fla.  
Bright Lights Expo.: Phillipsburg, Pa.  
Brown Family Rides: Simons Island, Ga.  
Buck, O. C.: West Lebanon, N. H.; Claremont 26-July 1.  
Buckeye State: Kankakee, Ill.; Benton Harbor, Mich., 26-July 1.  
Buffalo: Reno, Pa.; Franklinville 26-July 1.  
Bunting: Fort Madison, Ia.  
Byers Bros.: Taylor, Tex.  
California: Willows, Calif.  
Cavalcade of Amusements: Duluth Minn., 19-20.  
Cetlin & Wilson: Lewistown, Pa.; Altoona 26-July 1.  
Chanos, Jimmie: St. Marys, O.  
Christian, George W.: Lincoln, Ill.  
Colley, J. J.: Picher, Okla.  
Colbert's Am.: Lowell, Mass.  
Coleman Bros.: Schenectady, N. Y.  
Collins, Wm. T.: Flaxton, N. D., 22-24; Bottineau 26-28.  
Continental: Port Henry, N. Y.  
Crafts 20 Big: Napa, Calif., 19-26.  
Craig, Harry: Clinton, Okla.  
Crescent Am. Co.: Kannapolis, N. C.; Mount Airy 26-July 1.  
Cumberland Valley: Manchester, Tenn.  
Cunningham's Expo.: Toronto, O.; New Martinsville, W. Va., 26-July 1.  
Curl, W. S.: (Madison Place) Cincinnati, O.; Franklin 26-July 1.  
DeLuxe Am.: Ludlow, Mass.; Westfield 26-July 1.  
Dick's Paramount: W. Warwick, R. I.  
Dixie Belle: Jasper, Ind.; Worthington 26-July 1.  
Dodson's World's Fair: Omaha, Neb., 21-July 5.  
Dudley, D. S.: Childress, Tex.  
Dumont: Milton, Pa.  
Dyer's Greater: Crystal City, Mo.  
Eddie's Expo.: Meadville, Pa.; Cheswick 26-July 1.  
Edwards, J. R.: Ashland, O.  
Elite Expo.: Grand Island, Neb.  
Empire State: Salem, N. J.; Aberdeen, Md., 26-July 1.  
Endy Bros. & Prell: Newark, N. J.  
Expo. at Home: Pottsville, Pa.  
Fairway Am.: Greggton, Tex.  
Fidler United: Villa Park, Ill.  
Fleming, Mad Cody: Madison, Ga.  
Francis, John: Litchfield, Ill.  
Garden State: Carbondale, Pa.; Kingston 26-July 1.  
Gay Way: Enterprise, Ala., 19-July 1.  
Gentsch & Sparks: Bowling Green, Ky.; Madisonville 26-July 1.  
Gold Medal: North Chicago, Ill.  
Golden Gate: Slaughters, Ky.  
Golden West: Calumet, Minn.; Cass Lake 26-July 1.  
Gooding Greater: Beckley, W. Va.  
Gooding, F. E., Am. Co., No. 1: Natrona, Pa.; No. 2: Grandview, Columbus, O.; No. 3: Silvertown, Cincinnati, O.  
Great Sutton: Kewanee, Ill.  
Greater United: Pampa, Tex.  
Groff United: Gonzales, Calif., 20-25; Salinas 27-July 2.  
Groves Greater: DeRidder, La.  
Gruber's Famous: Playing Philadelphia lots.  
Hall Bros.: Monroe, La.  
Hannum: Borden town, N. J.; Boyertown, Pa., 26-July 1.  
Happy Attrs.: Wellston, O.; South Zanesville, O., 26-July 1.  
Happyland: River Rouge, Mich.  
Heller's Acme: Garfield, N. J.  
Hennies Bros.: Joliet, Ill.; Calumet City 26-July 1.  
Henson & Johnston: Advance, Mo.  
Heth, L. J.: New Albany, Ind.  
Hyalite Midway: Chadron, Neb.; Valentine 26-July 1.  
Jones Greater: Marmet, W. Va.  
Jones, Johnny J., Expo.: Erie, Pa.  
Joyland Midway Attrs.: Wyandotte, Mich.; Lake Orion 29-July 4.  
Jackson Am. Co.: Red Springs, N. C.  
Kaus, W. C.: West Pittston, Pa.; Berwick 26-July 1.  
Keystone Expo.: Gaffney, S. C.  
Kirkwood, Jos. J.: Tyrone, Pa.  
Lagasse Am. Co.: Leominster, Mass.; Marlboro 26-July 1.  
Lawrence Greater: Coatesville, Pa.  
Lone Star: (Kentucky and River) Indianapolis, Ind.  
McKee, John: Canton, Mo.  
Magic Empire: Malden, Mo.; Trumann, Ark., 26-July 1.  
Marks: Annapolis, Md.  
Moore's Modern: Shawneetown, Ill.  
Mound City: Pittsfield, Ill.  
Parada: Olathe, Kan.; Osawatimie 25-July 1.  
Peppers All-State: Bluefield, W. Va.; Gary 26-July 1.  
Pike Amusement: Poplar Bluff, Mo.  
Playland: Lexington, Ky.; Corbin 26-July 1.

R. & S. Am. Co.: Edenton, N. C.; Washington 26-July 1.  
Raines Am. Co.: Mena, Ark.; Greenwood 28-July 4.  
Reading's: Waverly, Tenn.  
Reid, King: Potsdam, N. Y.  
Reynolds & Wells: Watertown, S. D.  
Rogers Bros.: Hillsboro, N. D., 19-21; Northwood 22-24; Buxton 27-28.  
Rogers Greater: Danville, Ill.  
Rogers & Powell: Grenada, Miss.  
Royal American: Davenport, Ia.  
Royal Amusement: Thomasville, N. C.  
Royal Expo.: Winter Garden, Fla.  
Scott Expo.: Kingsport, Tenn.  
Sheesley Midway: Lansing, Mich.; Battle Creek 26-July 1.  
Slebrand: Pocatello, Idaho.  
Skerbeck's: Manistique, Mich.; Munising 27-July 4.  
Smith, George Clyde: Hooversville, Pa.; Seaward 26-July 1.  
Snapp Greater: Mexico, Mo.; Louisiana 26-July 1.  
Sparks, J. F.: New Castle, Ind.  
Srader, M. A.: Hayes, Kan.  
Stafford's United: Decatur, Ind.  
State Expo.: Roosevelt, Utah, 22-25; Heber City, July 1-5.  
Stephen's: Colfax, Ia.  
Strates, J. E.: North Tonawanda, N. Y.  
Stumbo: Siloam Springs, Ark.  
Sunflower: Salina, Kan.  
Sunset Am. Co.: Nebraska City, Neb.; Shenandoah, Ia., 26-July 1.  
Tidwell, T. J.: Guymon, Okla.; Liberal, Kan., 26-July 1.  
Tivoli Expo.: Chillicothe, Mo.  
Turner Bros.: Mendota, Ill., 19-22.  
United Liberty: Pana, Ill.  
Virginia Greater: Westminster, Md.  
Wade, W. G.: Muncie, Ind.; Kokomo 26-July 1.  
Wade, W. G., No. 2: (Springwell & Lane Ave.) Detroit, Mich.  
Wallace Bros.: Morganfield, Ky.  
Ward, John R.: Hattiesburg, Miss.; Columbia 26-July 1.  
Weer, J. C.: Clarksburg, W. Va.; Fairmount 26-July 1.  
West Coast Victory: Mt. Shasta, Calif., 22-25; Klamath Falls, Ore., 27-July 9.  
Wilson's Famous: Normal, Ill.  
Wolf, Wm.: St. Paul Park, Minn.; (Fair) Cannon Falls, July 1-4.  
Wonder City: Mize, Miss.  
World of Mirth: Poughkeepsie, N. Y.  
World of Pleasure: Toledo, O.; Kalamazoo, Mich., 26-July 1.  
World of Today: Waterloo, Ia.  
Worthy: (Genesee & Barktel Sts.) Buffalo, N. Y.  
Yellowstone: Flagstaff, Ariz., 21-July 4.  
Zachini: Carbon, Pa.  
Zeiger, C. F.: Pueblo, Colo.

# GOODING PLAN SUCCESS

(Continued from page 34)  
ing out excellently. He reported that, while rainy weather has somewhat curtailed grosses, the advent of better weather will bring steady increases.  
Collections from his units total \$582.76. Donors include Mr. and Mrs. F. E. Gooding, John W. Gallagan, Mr. and Mrs. L. H. Dunn, Mr. and Mrs. C. W. Stanley, Mr. and Mrs. James Mulholland, Mr. and Mrs. Earl Ingalla, Mr. and Mrs. Fred Thumberg, Mrs. W. J. Goutermout, William Martin, Sam and Irving Berk, John Chapman, A. Bloutseos, Nick Collins, Morris Glinea, Edward Hackett, Mr. and Mrs. Samuel Eddy, Mr. and Mrs. William C. Leisure, W. S. Meyers, Harry Roebuck, Frank Self, Mr. and Mrs. Sam Weiner, Mr. and Mrs. Fred Pesa, Mr. and Mrs. J. D. Edwards, James H. Drew Jr., Robert Kinner, Charles Scooter, Jim Keller, F. G. Wright, W. C. Zanders, George Wintzler, Al Hatch, Johnny Johnson, Frank Constans, Ralph Barr, August Pocanti, Port Britzlu, Fred Holtzman, Earl Davis, Russell Arnold, Chloe Gooding, Rupert Otterbacher, F. Polk, Mr. and Mrs. William Martin, Mr. and Mrs. Charles Monjar, Robert Keener, James Keller.

# D-DAY HITS HAPPYLAND

(Continued from page 34)  
tentative; Joe Alexander, night watchman; Mary Alexander, front-gate tickets; Lee Largent, sound truck.  
Concessions: Walter King, 5. Corn game, Charles Whittington, manager; Henry Ryan, Harry Jones, agents. Arcade, William Barkoot, manager; Joe Williams, canvas; Mrs. Miller, cashier. Hitler ball game, Ray Miller; milk bottles, Pauline Stevens; coke game, Marc King; penny pitch, Mrs. Ryan; Eddie Miller, 4; custard, Elmer Brown; high striker, William Taylor; candy floss, June Taylor; ball game, Peggy Steadman; Frank Slewinski, 3; fishpond, Rita Slewinski; string game, Mrs. Frank Slewinski; dart game, Roy Harris; Burt Lamson, 2. Cookhouse, Bert Leach, purchasing agent; John Donahue, chef; Agnes Donahue, Kathleen Zaverl, counter. Cigarette game, Burt and Merle Lamson. Palmistry, Nan Rankine; Doc Johnson, front. Paul D. Sprague, 2. Photo booth, Bertha Whittington, front; Victor Barrow, dark room. Scales, Frank Millen, agent; popcorn, George Staveros; C. B. Wallace, 5; Edgar Horowitz, doll wheel; R. J. Quick, cigarette shooting gallery; Ralph Sprague, glassblowing.  
Shows: Side Show, Al Renton, owner-manager; Bob Renton, emcee; Judy Smith, iron eyelids; Belous Latham, crocodile man; Korman, strong man; Joe Novella, man who cannot be hanged; Bud Electro, human dynamo; Ester Lawrence, bally; Alice White, Japanese torture crib; Tommy Adams, sound; Harry Pier, Fred Beardley, tickets; Mary Whitney, annex, assisted by Jeane Renton; front, Al Renton, assisted by Frances and Fay. Caravan of Miniature Wonders, John R. Boyles, owner and talker; Mrs. Boyles, lecturer. Birth of Twins, Dr. and Mrs. Groscruth, operators; Charles K. Sleets, tickets. Wild Life Exhibit, Sam Steedman, owner; R. D. Wells, manager; Cecil McDonald, canvas. Mad Mile of Mirth and Mystery, Jerry Gray, owner-talker; Mrs. Gray, treasurer.  
Rides: Tilt-a-Whirl, Leo Paul, foreman; Joe Cortez, Blacky Smith. Twin Ferris Wheels, Chester Roy, foreman; Bob Seelye, Stanley Forsythe, James De Wolfe. Merry-Go-Round, Herman Johnson, foreman; Raymond Sadlak, William Gerard Jr. Octopus, Don Roy Johnson, foreman; Kenneth Atchison. Ridee-O, William Gerard, foreman; Luke Kelly, Glenn Beachem, Walter Codwell. Kiddy Air-planes, Samuel Sullens; Kiddy Auto Ride, Audrey Cortez; Marquee, Eliu Amaro.



SEE PAGE 35

## CHAS. A. LENZ

*"The Showman's Insurance Man"*

**A1338 INSURANCE EXCHANGE  
CHICAGO, ILL.**

**PEANUTS**

Peanut Supplies. Popcorn Supplies, Popcorn Boxes, Colored Cones, Glassine Bags, Seasoning (but no Popcorn).

**Headquarters for  
CIRCUS, CARNIVAL AND PARK BUYERS**

**CHUNK-E-NUT  
PRODUCTS COMPANY**  
(formerly Moss Bros.' Nut Company)  
Philadelphia 6, Pa. Pittsburgh 22, Pa.

## SUNFLOWER STATE SHOWS

Will pay \$50 per week for man to handle Spillman Merry-Co-Round. For Sale—Little Beauty, \$1250; first deposit gets it. Want Help on all Rides. Salina, Kan., this week; Great Bend next. Wire C. A. COREE.

# Circus Routes

Anderson, Bud E.: Montevideo, Minn., 21; Willmar 22, St. Cloud 23; Sauk Centre 24.  
Arthur Bros.: Tacoma, Wash., 20; Renton 21; Everett 22; Mount Vernon 23; Bellingham 24; Sedro-Wooley 25.  
Bailey Bros.: Sayre, Pa., 20; Corning, N. Y., 21; Hornell 22; Canandaigua 23; Penn Yan 24; Geneva 26; Newark 27.  
Beatty, Clyde-Russell Bros.: Medford, Ore., 20-21; Roseburg 22; Cottage Grove 23; Eugene 24; Albany 25; Corvallis 26; Salem 27-28; Oregon City 29; Portland 30-July 8.  
Cole Bros.: Muskegon, Mich., 20; Kalamazoo 21; Battle Creek 22; South Bend, Ind., 23-24; Elgin, Ill., 26; Rockford 27; Aurora 28; Madison, Wis., 29; La Crosse 30; Winona, Minn., July 1.  
Dailey Bros.: Galesburg, Ill., 20; Moline 21; Muscatine, Ia., 22; Camanche (Clinton) 23; Maquoketa 24.  
Garden Bros.: (Maple Leaf Gardens) Toronto, Ont., Can., 26-July 1.  
Globe Bros.: Hollis, Okla., 23; Payday 24; Hobart 26; Cordell 27; Binger 28.  
Gould, Jay: Chillicothe, Ill., 19-21; Princeton 22-24; Harvard 26-27.  
Hugo Bros.: Sulphur, Okla., 20; Ardmore 21; Tishomingo 22; Madill 23; Marietta 24.  
Hunt Bros.: Taunton, Mass., 21-22.  
Kelly, Al G.-Miller Bros.: Wakeeney, Kan., 20; Norton 21; Oberlin 22; McCook, Neb., 23; Benkelman 24.  
Mills Bros.: Lockport, Ill., 20; Lemont 21; Wheaton 22; Des Plaines 23; Crystal Lake 24; Lake Geneva, Wis., 26; Racine 27; S. Milwaukee 28; Oconomoc 29; Fort Atkinson 30; Janesville, July 1.  
Polack Bros.: San Diego, Calif., 19-22; Long Beach 25-July 2.  
Ringling Bros. and Barnum & Bailey: Waterbury, Conn., 20; New Haven 21-22; Bridgeport 23-24; Worcester, Mass., 26-27; Pittsburgh 28; Manchester, N. H., 29; Portland, Me., 30-July 1.  
Wallace Bros.: Pittsfield, Mass., 20; Greenfield 21; Northampton 22; Holyoke 23; Southbridge 24.

# Misc. Routes

Buck, J. Lee, Harlem Girls: Wallace, N. C., 19-24.  
DeCleo, Harry (Brownie's USO unit) Oakland, Md., 19-July 1.  
Dorsey, Don (Wirth Circus) Hempstead, L. I., N. Y., 25-July 1.  
Long Leon: Lexington, Ky., 19-21; Hazard 22-24; Wheelwright 26; Jenkins 27; Cumberland 28; Lynch 29-30.  
Ricton's Dogs: Winchester, Tenn., 19-24.  
Schultz Sisters (Moose Club) Indianapolis, Ind., 19-25.  
Slout, L. Verne, Players: Grand Haven, Mich., 19-24; Grand Rapids 26-July 1.  
Texas Cattle King Show, Geo. M. Bragg's: Pearl River, N. Y., 19-24; Southfields 26-July 1.

# BANTLY'S RUN RECORD

(Continued from page 34)  
Reporter newspapers gave good support thru James S. Lyons, general manager. Al Reed has a well-framed sugar waffle stand and Mrs. Monica Barass has the jewelry concession. B. L. Decker, vet concessionaire, operates the shooting gallery. J. T. Smith has the rotaries. Joe Kane's concessions have been doing well. Nick B. Stepp purchased a de luxe house trailer. Visitors have included Mr. and Mrs. Harry Copping, Reynoldsville, Pa.; Mr. and Mrs. Jake Shapiro, Pittsburgh; Bill Lane, Miami, visiting his brother, Paul; Mrs. Hannah Oliver, Cambridge, O., visiting her son, Jimmy, girl show manager, and Eddie Philbert, former concessionaire, now in candy business in Glassport, Pa.

## WANTED

Ridee-O Man, also Ferris Wheel Man for two Wheels; top salary and bonus. Jig Show Performers, Man to make opening and handle same. Can use useful Show People in all departments. Will book any Show not conflicting. Want two Wheel Agents.

### T. J. TIDWELL SHOWS

Guymon, Okla., week June 19; Liberal, Kan., June 26, Soldiers' Payday; Dodge City, Kan., July 3 to 8, Celebration.

## STATE EXPOSITION SHOW WANTS

Legitimate Concessions, Corn Game open, also Shows with own outfit for 3-Day Celebration, Heber City, Utah, July 1-5; Then Sheridan, Wyoming, Big Rodeo; Montana Fairs and Celebrations. Ellis Walker wants Ride Help; Ernie Snyder, Thomas Staples, wire.

H. L. SEIFER, Manager, Roosevelt, Utah, June 22-25.

### ★ UNION FIRE COMPANY No. 2 ★

## VICTORY IN 1944 and JULY 4th CELEBRATION

Shamokin, Pa., July 3rd to 8th, on Uniontown Ball Field. WANT Custard, French Fries, Snow Ice, Scales, Grind Stores, Striker, etc. Shows—Wax, Fat, Midget, Illusion, War or Crime, Monkey or Sideshow and Girl Show. Penny Arcade, Fun or Glass House. Low percentage and best treatment. Will book Octopus, Roll-o-Plane or Silver Streak. Can place Wheel Foreman for Single Wheel; Pete Coleman, wire me. Want Agents for office Concessions. Address: R. H. MINER JR.

### GARDEN STATE SHOWS

CARBONDALE, PA.

## CAVALCADE OF AMUSEMENTS

Our Fairs start at Minot, N. D., 4th of July week.

CAN PLACE CAPABLE RIDE MEN FOR ALL RIDES. If you are capable of handling Rides get in touch with us. Salaries no object if you can capably take care of your duties. CAN PLACE A FEW WORKINGMEN FOR LOT. (Good salaries—long season.) WANT LADY BALL GAME AGENTS, AGENTS FOR BASKET BALL, ALSO PENNY PITCHES. WILL TURN OVER TO RELIABLE OPERATOR OFFICE-OWNED BINGO. 50% to right operator. Long line of proven fairs. Do not apply unless you are well known. Want Counter Men for Bingo. Whitey Miller, wire me. MRS. WAGNER CAN PLACE GRIDDLE MEN AND COUNTER MEN. HAVE IRON LUNG FOR RELIABLE OPERATOR who knows what it is all about. Answer quick—will frame nice show for you. All Address:

AL WAGNER, DULUTH, MINN., until June 29th; then Minot, N. Dak., Fair.

## J. C. WEER SHOWS

WANT CONCESSIONS — Pitch-Till-You-Win, Cigarette Gallery, Ball Games, Hoopla or any 10c Concessions.

CAN PLACE GLASS HOUSE OR ANY GOOD GRIND SHOW. WILL BOOK FLY-O-PLANE OR OCTOPUS (Will Furnish Wagons). CAN PLACE COOKHOUSE AND GRAB FOR BALANCE OF SEASON (Have Wagon for Same).

CAN PLACE GOOD PAINTER, ALSO BUILDER.

Address Clarksburg, W. Va., this week; Fairmont, W. Va., next week.

## DICK'S PARAMOUNT SHOWS WANT

Kiddie Rides, Funhouse, Penny Arcade. Girl Show, we have complete outfit. Billposter who can drive car. Help in all departments. Sy Perkins, get in touch with me.

DICK GILSDORF, General Manager  
June 19th to 25th, West Warwick, R. I.  
P. S. — Have Big 4th Celebration.

## WANTED FOR D. A. V. OF W. W. FESTIVAL

Washington Blvd., Columbus, Ohio, June 26-July 1 Inclusive

Photo Gallery, Novelties, Duck Pond, Cigarette Shooting Gallery, Coca-Cola Bottle Game and other legitimate Concessions; also clean, entertaining Shows. Followed by COMMUNITY CELEBRATION, CITY PARK, CHILICOTHE, OHIO, July 3-9.

Address inquiries

F. E. GOODING AMUSEMENT CO.

1300 Norton Avenue

Columbus 8, Ohio

## WALLACE BROS.' SHOWS WANT

Bingo, Frozen Custard, Scales. Can place Independent Shows and Rides. Ride Help on all Rides, Semi Drivers preferred. Want Musicians, Chorus Girls, Comedians, Blues Singer for Minstrel Show. Monkey Show open, also Geek Show. Can place Agents on Slum Skillo, Razzle Dazzle, Roll Down, Dealers, Ball Game, Penny Pitches. Can place American Palmists.

WALLACE BROS.' SHOWS, Morganfield, Ky., this week.

## DU BOIS, PENNA., FOURTH OF JULY CELEBRATION

WEEK OF JULY 3 THRU JULY 8

Parades — Bands — Free Acts — Fireworks

HORSE RACING AND SPECIAL EVENTS

WE WANT

Circus Side Show—Minstrel Show—must have good revue. Will finance same. Arnold Raybuck, wire us. CAN PLACE Frozen Custard and Diggers.

WANT Workingmen in all departments. WANT Foreman for Twin Ferris Wheels and Ridee-O. Top salaries. All year around work.

## HARRINGTON, DELAWARE, WEEK OF JULY 24th

KENT AND SUSSEX FAIR

CAN PLACE Side Show—Motordrome—Fat Show—Cookhouses. Wire now for choice locations. LEGITIMATE CONCESSIONS that will work for 10 cents. NO GYPSIES.

## FLOURTOWN, PENNA., 10 DAYS, AUG. 2d thru 12

200,000 ATTENDANCE. SHOWS LISTED ABOVE THAT BOOK NOW will be given preference for one of the best fairs in Eastern territory. WILL PLACE CONCESSIONS OF ALL KINDS. HAVE SOLD THE EXCLUSIVE ON BINGO AND NOVELTIES. FROZEN CUSTARD OPEN. WIRE YOUR DEPOSITS NOW.

### HERMAN BANTLY—BANTLY'S SHOWS

THIS WEEK AT BRADFORD, PA.

## W. S. CURL SHOWS

Want few more Stock Concessions, Penny Arcade, Frozen Custard and String Game. Shows: Any good Midway Show with own transportation. Ride Help for Tilt-a-Whirl and other Rides. Top salary. Electrician that can handle city current. Five Rides, 30 Concessions. Clarence Vincent, please mail tool box keys.

(Madison Place) Cincinnati 27, Ohio, June 19-24; Franklin, Ohio, Street Fair, June 26-July 1. Address: W. S. CURL SHOWS as per route.

## CRESCENT AMUSEMENT COMPANY WANTS

Due disappointment place High Free Act, join at once. Dillon, wire. Salary no object if you have act. SHOWS with own outfits, Side Show, Fat People, Crime, Unborn. RIDES with own transportation, Roll-o-Plane, Loop-o-Plane. Will pay cash for 7-Car Tilt, 8-Car Whip. Concessions—We play Galax, Va., July 4th, biggest celebration in south. Sell Custard, Ice Cream, Novelties. Cig. Gallery, Bumper, Duck Pond, any Stock Concession working for 10c. Address: L. C. McHENRY, Mgr., Kannapolis, N. C., this week; Mt. Airy, N. C., week June 26th. P.S.: Want Colored Musicians, wire Doc Anderson.

## Want—Parada Shows—Want

Have July 4th open. Committees, wire me.

Will place legitimate Stock Concessions working for no more than 25¢. Small Grab Joint, Popcorn, Floss and Snow Cones. Agents for well-flashed Stock Stores, Ball Games, Manager and Counter Help for up-to-date Bingo. Want Foreman for Little Beauty Merry-Go-Round and Jones Mix-Up; must be first class; Rides are in perfect condition; salary no object. Have plenty extra Help. Want Show Electrician. Want one or two Small Shows with own transportation and equipment. This is a small show and we play uptown. Want only people who can stand prosperity and stay clean, sober and save money. Want to hear from Curley Raye and Shorty Dunlop.

PARADA SHOWS, H. C. SWISHER, Owner-Mgr., Olathe, Kansas, June 18-24; Osawatomie, Kansas, June 25th-July 1st. P.S.: W. D. Ganote, my show is open, get in touch with me at once.

## SUNSET AMUSEMENT COMPANY

JULY 4TH — RED OAK, IOWA — JULY 4TH

Want Shows with own equipment, such as Geek, Snake, Animal, Mechanical, Unborn or Fun House. Concessions of all kinds. Ride Men who can Drive Semi-Trailers.

Nebraska City, Neb., this week; Shenandoah, Iowa, next.

## GREAT SUTTON SHOWS

WANT RIDE HELP FOR ALL RIDES. GOOD SALARIES. CAN PLACE ONE MORE RIDE THAT DOES NOT CONFLICT. WANT SOUND TRUCK.

Address KEWANEE, ILL., this week; then per route.

## STAFFORD'S UNITED SHOWS

Want to hear from Free Acts. State all. RIDES: Will book Merry-Go-Round for balance of season. Shows with own transportation. Concessions wanted: Snow Ball, Candy Floss, Candy Apple, Pitch-To-Win and Dart Game. Also Photo Gallery, Bingo, String Game, Popcorn and Cracker Jack and Cork Gallery. Help wanted on Tilt-a-Whirl. Want Agents for Guess-Your-Age and Guess-Your-Weight. Also Agent for Fish Pond. This show plays Decatur, Ind., June 19-24; Lisbon, June 26 to July 1; followed by Muncie, Newcastle; then Colored Fair, Indianapolis, Ind., July 17-22.

All Answer as Per Route: STAFFORD'S UNITED SHOWS.

NICK GREEN, Mgr.

BILL (POP EYE) GROSS, Business Mgr.

## Wanted—GREEN UNITED SHOWS—Wanted

Ten big days. The big one, Nyack, N. Y., June 26th to July 6th.

Will book Ball Games, Popcorn, Custard, Candy Apples, Scales, Hoop-La, Novelties, Mug Joint, String Game, Shooting Gallery, also Grab Joint or Bingo. Muttie wants Roll-Down Agents, want Ride Help of all kinds. Best of treatment. Book any Ride that don't conflict. Also Monkey Show, Snake Show, Ten-in-One. Playing the best spots in the East. White Plains to follow.

All Wires to NICK GREEN, St. Francis Hotel, Newark, N. J.

# D-Day Biz Play Up and Down

## Reports Range From 60% Off To 20% Up; Jukes Hurt Most

**Nationwide round-up reveals hot weather, beer and parts shortages affecting play more than invasion—distributors unaffected—ops watch war locations**

CHICAGO, June 17.—Seldom has any event affected the coin machine industry in such a wide variety of ways as the invasion. Reports from key market centers made in a survey by *The Billboard* to ascertain what effect D-Day and the days since then have had on coin machine play range from business off as much as 60 to 80 per cent in Philadelphia to a 20 per cent increase in the Des Moines area. In general, however, juke box locations were the hardest hit due to fact that radios were turned on full blast for the news broadcasts. In some spots, in fact, location owners pulled the plugs to give the radio uninterrupted sway. Radios in arcades, however, helped business. It seems, as patrons lingered on the premises listening to the newscasts and gave machines a good play between flashes. Play on games wasn't affected as a whole; ditto, venders.

### East Down Most

Reports from the East indicate that operators along the seaboard noticed a sharp decline in collections from D-Day on. In the Midwest ops report the decline had set in for 30 days prior to D-Day. While pre-D-Day jitters was cited as the general reason for this drop, such specific problems as the shortage of beer and liquor, advent of hot weather and equipment on the shelf because of parts shortage definitely had a greater bearing on business decline than the invasion.

Minneapolis and Des Moines coinmen stated the invasion flash broke the tension and people thronged to coin machine locations to celebrate. Detroit, Chicago and St. Louis experienced no noticeable effect. West Coast reports were mixed. Some operators reported a boom, others a drop.

### Distributors Unaffected

Invasion has had little effect either way on the buying or selling of games, it seems. Most distributors cast a "no change" ballot when surveyed. Minneapolis distributors, however, reported many operators paying up old accounts since D-Day which they attribute to increased collections.

The trade in general breathed a prayer and a sigh of relief when the news came thru, since it marked another step along the road to victory and the resumption of business on a peacetime basis.

### War Locations Watched

Operators were watching closely the effects of the news on locations where war workers gather, as many feel that as V-Day draws nearer, war workers will fear the end of their war jobs is nearing and cut their pleasure spending. As a result many top locations for the past few years will drop in earning power. No signs have appeared thus far, however, that war workers are worrying about the future. They still realize the toughest row to hoe is still ahead.

While there was some demand by locations for patriotic records, most operators were refraining from loading up machines with flag-waving disks, feeling that the primary purpose of the machines is to entertain.

Detailed reports on invasion effects from key market centers follow:

## DES MOINES

### Play Booms as Public Celebrates Invasion

DES MOINES, Jan. 17.—Business reaction to the invasion news brought a definite increased flow of nickels into the juke boxes, pinball and other coin-operated machines, according to a survey. A check with operators disclosed the news of the invasion brought about a

release from the tension that has been gripping the customers for the past few months.

A similar check of beer taverns and night spots disclosed capacity crowds to back up the operators reports.

Julius Epstein, of Superior Sales Company, reported that collections on all routes of his company were above par during the past week and that operators were optimistic about future business conditions. Epstein also reported the Sportland Arcade did a good business following the invasion news flash with heavy play on target guns and other similar war games.

Paul Nelson, of Nelson Music Company, reported collections above par, including war worker locations. Nelson said there were a few timid souls who already

(See D-DAY REPORTS on page 77)

## English Editor Prods British Coinmen on Post-War Problems

CHICAGO, June 17.—What are the British coinmen planning to do after the war? Edward Graves, coin machine editor of *The World's Fair*, British trade journal, was prompted by one of *The Billboard's* "glimpse of tomorrow" features written by O. D. Jennings in the March 11 issue, to speculate on this topic in the May 6 issue of his paper. The leading question put forth by Graves to British coinmen is: "Are we going to depend to a great extent on American man-

ufacturers for our amusement machines?" The answer to this and many other pertinent post-war questions confronting English coinmen are covered in Graves interesting editorial:

Sometimes I wonder to what extent post-war possibilities have exercised the minds of the big men of the business here. Maybe some are too busy contending with wartime problems to have even given it a thought. One question which (See Prods British Coinmen on page 78)

## OPA Charges Juke Box Firm With Upping Rental Prices

**First OPA suit involving coin machines—says op violated price ceiling on rentals and service charges—sales prices not involved**

PHILADELPHIA, June 17.—What appears to be the first price ceiling case actually involving coin-operated machines has been filed in the federal court here. The regional office of the Office of Price Administration June 3 charged before the court that perhaps two-thirds of the juke box operators in the city are ignoring price ceiling regulations. The charges

do not involve the sales of machines but rather the rental price charged for juke boxes used at private parties. OPA is seeking an injunction against a juke box operator, alleging that this firm formerly charged \$6 per day rental before price control, but has since boosted the rental fee to \$8 and even \$11 a day. The OPA attorney also charged that juke box firms, along with other service firms, had ignored the ceiling requirements to register their maximum service charges on September 10, 1942, when ceilings became effective.

A hearing on the injunction petition by OPA has been scheduled in U. S. District Court June 21. The outcome of this case may have important implications.

### OPA Order 165 Involved

An unofficial report here indicated that the charges apparently involved violations of OPA ceiling order No. 165, which (See OPA CHARGES on page 71)

## Mayors Get Report On City Ordinances In Flint and St. Louis

WASHINGTON, June 17.—The June 15 bulletin of the U. S. Conference of Mayors' reports the following ordinances as having been considered or passed by the cities named.

Flint, Mich.: The city council adopted an ordinance regulating and licensing mechanical amusement devices and cigarette vending machines.

St. Louis: The city council considered an ordinance making it unlawful to permit any minor under the age of 17 years to play or patronize any slot machine, pinball or other machine or device similar to either of these or any pool table or any salesboard or similar device.

The above two ordinances are known to have been introduced some weeks earlier. This important bulletin going to mayors of all cities, however, does report when ordinances of various kinds are introduced in the city councils and when they are passed. This permits mayors to write for detailed information about any ordinance in which they are interested. Mayor La Guardia, of New York, long known as a crusader against pinball games, is the national head of the organization of mayors.

### Editorial

## Test Case Precautions

By Walter W. Hurd

A DECISION of the United States Supreme Court, in a case involving insurance companies, recently attracted wide attention in business circles. Aside from the questions of business involved in the case, it also has important lessons on the questions of legal practice.

It is a situation in which a group in the vast insurance business in the United States started a test case and the entire insurance business was affected by the decision. It is an example outside the coin machine trade which shows what sometimes happens in the coin machine trade. A small group, or an individual, may start a test case without carefully considering what an adverse decision might mean to the industry as a whole, and when the decision is finally handed down by a high court, its results are adverse to all people in the business.

Using the insurance case as an example, it seems that a trade association in one section of the country started a test case and carried it to the high court, but when the decision was handed down, it affected all insurance companies. It is probable that all insurance companies in all parts of the United States were well-wishers to the firms involved in the test case and that they hoped for a favorable decision. It is probable that all insurance companies lent their sympathy and aid in some way to helping carry out the test. But the final results were adverse and hence the whole business must now change its setup to conform with the new principles.

It is easier to take an example in another line of business and make suggestions about the policies followed than it is to take a concrete example in the coin machine industry and criticize it. That is the reason for mentioning the insurance case and calling attention to the vast changes which the high court decision may bring about in the insurance field as a whole.

The insurance test case was started on the issue of the Wages and Hour law. To an outsider it would seem that this was a far-fetched issue for a business like the insurance business to bring up in the first place and involve a whole industry. The action suggested here is that the coin machine trade and all groups within it should be careful about starting test cases on laws that are applied to business in general, but when tested by the coin machine trade might seriously reflect on the honesty and purpose of the coin machine trade itself.

In other words, when any group or individual in the coin machine trade goes into the courts to test a point of law, they should carefully examine whether it might be better for the coin machine trade to accept regulation, taxes and laws which are also applied to other business because to test such laws would immediately question the legitimacy of the industry itself. In many of these laws it would be better to let some other industry test the law. For example, a test case was once filed by a coin machine firm on the matter of rationing of gasoline. It would be much better to let such general laws be tested by firms outside the coin machine trade.

# COINMEN YOU KNOW

## New York:

With the navy's ban on fishing on Long Beach rescinded, Capitol Automatic's trio of WILLIAM A. GOETZ, Goetz's brother-in-law ALEXANDER W. CLAIRE and Capitol's shop foreman VICTOR PIETEFESA spotted again plying these waters for all they're worth. . . . JULES BRANN, of De Luxe Record Distributing Company, in Florida. . . . PFC. STANLEY SCHAFFER, in the midst of D-Day stirrings in England, writing his dad, Max Schaffer, of New York arcades, to hold that spot for him. . . . JOE KNAPP, biggest arcade operator in Coney Island, dreaming of post-war marvels.

## Takes Over Biz

Mrs. THEODORE VASSAR has taken over the management of the Vassar Cigarette Service Company of Brooklyn following the recent death of her husband. . . . Cigarette Service, Inc., has added three men to its service staff. . . . PAUL GLIMAS, formerly of Capitol Cigarette Service who was wounded in action, is reported recuperating in Corsica, where he is serving with the Military Police. PETER ZEGOREOUS and JOHN MICHAS, who were associated with Glimas at Capitol, are carrying on. . . . Miss JOSEPHINE LASCARI, sister of Michael Lascari, of the Riverside Music Company, has been put in full charge of the firm's office.

## New Troubleshooter

Due to his wide acquaintance among Yerville tavern owners, Bernard J. Hensler, who has been with the Serewell Music Company since October, 1940, has been named troubleshooter for the firm. Hensler is the father-in-law of William J. Weiss, who with Samuel and Elias Cassner control Serewell. . . . Harry Weiner is now pinch-hitting for Marty Berger on the latter's cigarette route. Berger, incidentally, was recently made a staff sergeant and is now stationed in New Orleans. He is expected in New York on a 10-day furlough within two weeks.

"BIP" GLASSGOLD, Du Grenier exec, is back at the firm's headquarters at Haverill, Mass. "Bip" flew back from New York following a special trip to New Orleans, where he talked over old-times with Sgt. Marty Berger.

## Detroit:

GERALD TAFEL, of Ionia, Mich., has joined the Lemke Coin Machine staff as assistant manager for the summer. He goes back to college in the fall. He was with the same organization, which is headed by his uncle, Henry C. Lemke, last summer. . . . AARON LIPIN, of the Allied Music Sales Company, reports that there is a growing demand for hillbilly releases by Musicraft as well as for new Harmonia polka records. . . . JOSEPH BRILLIANT, of the Brilliant Music Company, returned Saturday from a business trip to New York. WILLIAM K. PALMER, another partner in the company, has been covering the Thumb District of Michigan, centering around Saginaw, while MORRY KAPLAN, sales manager, has been scouting the Indianapolis territory in the firm's interests.

## Election Change

United Music Operators postponed their June meeting until July because of the holidays. Annual election of the organization has been shifted from June until next January under the new by-laws, and President Victor De Schryver, of the Marquette Music Company, and the other officers will continue in office until that time.

## Official Opening

S & W Coin Machine Exchange, established about three years ago by MICHAEL WEINBERGER and SOL SCHWARTZ, is holding an official opening of their new quarters this coming week. Company has taken more space next door, which doubles their present floor space.

ABRAHAM KOENIGSBERG, of King Music Company, formerly located at 432 West 42d Street, is now at 592 10th Avenue. . . . SOL WOHLMAN, of Wohlman Amusement Specialties, is planning a selling trip to the West Coast. Sol's brother, Murray, will be in charge of the New York office. . . . Among coinmen really pitching in to win the war count MOE LUBER, of Supreme Specialties. He puts in a tough shift at the Federal Shipyards then helps WILLIE BLATT keep the machines humming.

## Philadelphia:

The Music Machine Operators' Association, rather than disband for the summer has decided to meet once a month and resume weekly sessions in the fall. . . . JOE SNAPP, manager of the Palace Amusement, coin machine arcade in the Harlem section of town, calling attention to his spot in newspaper advertisements in the Negro newspapers with the tag line "Enjoy Wholesome Fun and Recreation."

## Installs Air-Conditioning

Bill Rodstein, president of the Pinball Operators' Association, and one of the larger operators, is the first to install an air-conditioning unit at a coin machine arcade. Cooling system now makes the play more inviting at his central-city arcade on Market Street.

## Nuptials

REX ALEXANDER, record promotion chief for the Motor Parts Company, Columbia record distributors, and Virginia Montgomery will tell it to that preacher man June 24. . . . JULIUS HABER, in charge of the press and public relations division at the Victor record company in neighboring Camden, N. J., was elected president of the B'nai B'rith Lodge of Camden. . . . STANTON BROWN, of Camden, N. J., has set up the Playfare Amusement Company here, with offices and showrooms in the heart of the coin machine colony on Girard Avenue.

## Buffalo:

BEN KULICK, back from a business trip to Detroit, reports he and his family will take a trip down Texas way next month to see his son, Sanford, now stationed at Camp Howze. Sanford plays piano in his camp's G. I. dance band, doubles on drums and bass fiddle and also does all the band's arranging.

## Post-War Plans

Maury Farber is now associated in the wholesale parts business with Al Bergman, well-known music and amusement machine operator, here. The Farber-Bergman enterprise is known as BARS Radio & Electronic Parts Company and located at 91 Allen Street. Men are planning for some big things in the post-war period.

Phyllis Clark, secretary of Ben Kulick (Mills Amusement Company), has gone to Camp Crowder, Mo., to visit her fiancée, Pfc. Norman Galebo. . . . Letter from BOB MILLER, formerly of Iriquois Amusement Company and now with the army in India, arrived at the Buffalo *Billboard* office this week. Says he misses reading the latest coin machine and record information each week. Reports the top song with the G. I.'s in his sector is *G. I. Mama*, written by a fellow soldier in the China, Burma, India Theater of Operations. There are also a few top G. I. bands in the area. As for Indian orks, they have a distinct rhythm all their own, but as for really native music—"whew!" he says.

## Chicago:

Coinmen still were discussing progress of the invasion more than business this week, especially at week's end when the Nazi robot planes were headlined. . . . R. H. ROCHE, music operator from Forreston, Ill., continues to maintain his 15-year record of visiting here every month. How to properly service his routes is his only major headache. . . . SAM MANNARINO, head of the Coin Machine Distributing Company, Pittsburgh, and the New-Ken Novelty Company, of New Kensington, Pa., in town visiting distrib and pow-wowing with his partner, RED ZOGG. He reports HARRY BROWN, of Philly and all points East, is back in action now that his five-year-old daughter, Irene Beverly, has recovered from a serious illness.

GEORGE SAX, head of Superior Products, cracked the press in Miami and his home town, Peoria, Ill., this week with the news of his \$250,000 purchase of bonds in the Fifth War Loan Drive. . . . NAT LEVERONE, head of Automatic Canteen, was subject-matter for a squib in Adele Hoskins "Here is Chicago" column in "The Chicago Daily News." Item mentioned the fact that Nat, who is one of the world's largest candy distrib, is seen frequently buying candy over the counter at the Union League Club.

J. F. BARD is marketing a new six-ounce counter weight to be used on the

tone arm of automatic phonographs. Attachment is clipped on and reduces tone arm weight an ounce, thus reputedly increasing needle life and reducing record wear. . . . JACK NELSON off on a five-week tour of the West Coast in the interest of Superior Products. His son, Jack Jr., is in marine officers' training school at Kalamazoo, Mich. . . . ED JOHNSON, former Seeburg exec, back in town looking more prosperous than ever. He's now general manager of Continental Radio Television Productions in Hollywood. . . . BILL COPELAND, of Canton, O., visiting Earl Moloney at Bally and other coinmen about town. . . . STERLING STANLEY, Texas and Tennessee distrib, in Chicago looking over factory sites for the post-war manufacture of a patented coin machine device. . . . LEO J. KELLY now a member of the relations department of the Illinois State Chamber of Commerce. . . . JACK WALSH, of Mills Industries, Inc., has been appointed a member of the WPB task committee on bottled beverage coolers and vending machines.

## Des Moines:

JOE EPSTEIN, head of the Superior Sales Company of Des Moines, Sportland Arcade, the Record Shop and one of the prominent operators in the State, is now stationed at Camp Roberts, Calif. His brother, Julius, has taken over the management of his affairs. . . . The recent flooding of Riverview Park at Des Moines resulted in a heavy loss to the Penny Arcade equipment owned by the park management. The park was flooded by six feet of water when a levee broke and sent a wall of water into the amusement grounds. In addition to the arcade a newly installed Wurlitzer machine owned by Superior Sales was a total loss. After the water receded the machine was retrieved but it will never play again.

## Akron:

JAMES HERRE, service manager of the Bell Novelty Company for the past two years, is now a third partner in the firm. Firm operates music and pin game routes thruout Summit County.

## Los Angeles:

Jobbers handling automatics and salesboards report that business in this area is good. "We have had quite a business spurt on them the last two weeks," one jobber said. "We are cleaned out right to the walls." . . . MIKE GOFF, of Templeton, Calif., in the city looking around for music and games equipment. . . . In the city from Pismo Beach was L. F. COE. . . . RAY FOUST up from Santa Ana, Calif. . . . KEN FERRIER breezed in from Oxnard, Calif. . . . DEL GEORGE reports that the hot weather is beginning to hit at Palm Springs. Nevertheless, his games and music machines are drawing well from the towners who go there week-ends for recreation and rest. . . . ROY C. JONES a visitor from Visalia, Calif. . . . I. B. GAYER is reported in a Havana hospital. Just what ails Gayer, no one seems to know. . . . In via plane during the week were M. B. ABRAMS and NATE MACK from Las Vegas. . . . MILTON NORIEGA, of Colton, Calif., a well-known music operator, continues to make almost regular trips to Los Angeles.

## Out-of-State Visitors

ART SPROUT, of Yuma, Ariz., in the city in the interest of his music machine business. . . . LOUIS LORANG of Yuma, also making rounds on West Pico. One of the spots visited was CHARLIE WASHBURN'S. . . . Another Arizona operator, J. DANKO, on a buying trip from Miami. When it was reported that he was in from Miami, it created a flurry. No one here thinks of Miami except in connection with Florida.

M. C. Stewart, coin operator in Ontario, is opening the arcade at Big Bear Lake this sum-

mer. This is the spot that was operated last year by F. P. Carter. . . . Ray Ressel, Riverside operator, is getting things set for the season at Crestline, a San Bernadino mountain resort. . . . Tex McMahan, of San Jacinto, readying his arcade for operation at Idylwild, a San Jacinto mountain spot. McMahan is also a music and games operator. . . . Milton Lange will soon open his arcade for the season at Arrowhead Lake resort. . . . Reports are that reservations at the mountain spots are ahead of last year, indicating that a number of vacationers are looking mountainward. . . . Jack Johnston in the city from Long Beach. Johnston is a ray gun operator.

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- 2 25¢ Mills Brown Front ..... 350.00
- 1 25¢ Rebuilt Pace Comet, Newly Painted, A-1 ..... 250.00
- 1 Brown Cabinet Baker's Paces, A-1, Rebuilt ..... 350.00
- 1 Brown Cabinet Paces Races, A-1 ..... 350.00
- 3 Super Bells, 5¢-25¢ Play ..... 350.00
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# Wider Use of Venders, New Candies Highlight NCA Meet

NEW YORK, June 17.—Wider use of vending machines as a means of merchandising candy and a vote by the board of directors to continue the nutrition research program, which has already resulted in the development of new types of candies, were highlights of the third wartime conference of the National Confectioners' Association.

The importance of vending machines was brought out during a panel discussion of merchandising methods.

Experimentation on candies already developed will continue, it was decided, and additional experiments will be made on the possibility of using other agricultural products to manufacture candies rich in protein, minerals and vitamins, particularly vitamin B. It is expected that the project will include experiments with fruit, fruit concentrates, dehydrated fruits and concentrated fruit juices which are rich in vitamin C. The research program is carried on with the co-operation of the Department of Agriculture's Southern regional laboratory in New Orleans.

At the convention "consumer tests" of the new-type candies were made by a group of food editors and experts. Among the ingredients of the candies were soybean, cottonseed, peanut and wheat protein flours. These ingredients, while affording a high degree of good taste, added a desirable high percentage of protein, calcium, vitamins and minerals to the candy.

### Records Sales in 1943

H. B. McCoy, director of the division of industrial economy of the bureau of foreign and domestic commerce, told the convention that candy production and sales soared to record levels in 1943. Sales amounted to \$575,000,000 in 1943, compared with \$490,000,000 in 1942, McCoy said.

Production gains were fully as impressive as the sales figures. In 1943 output reached the record level of 2,561,000,000 pounds, compared with 2,519,000,000 pounds in 1942. In 1941, the previous peak year, production was 2,536,000,000 pounds. These figures are based on a survey of 310 companies representing 70 per cent of the total output of candy in the United States. Of the companies filing reports, 133 reported selling direct

to the government 180,000,000 pounds of candy valued at approximately \$43,000,000.

## Jackson Again Heads Cig Merchandisers; Others Hold Over

NEW YORK, June 17.—All officers of the Cigarette Merchandisers' Association of New York were re-elected at a meeting held at the association headquarters here June 15. Jackson Bloom, Cigarette Service, Inc., remains president; Harry E. Pincus, Tobacco Service, Inc., first vice-president; Albert Denver, Lincoln Cigarette Service, second vice-president; Gertrude Weiner, F. & S. Cigarette Service, treasurer, and Thomas J. Cola, United Cigarette Service, secretary.

Board of directors comprise officers and Sidney Bruck, Long Island Tobacco Company; Ray Harrison, Automatic Cigarette Sales; Harold Jacobs, Herald Vending Corporation, and Larry Serling, Jalna Sales Corporation.

Grievance committee members are W. Peek, M. Weiss, A. Denver, M. Halicher, L. Serling, A. Gosch, J. Michas, S. Greenberg and S. Yolen.

## Hamburger Venders A Post-War 'Maybe'

CHICAGO, June 17.—The coin machine industry was attracted by a short item in the *This Week* magazine section of *The Chicago Daily News*, June 10, which recommended: "Slot machines turning out hamburgers may be a beach and ball ground sensation of tomorrow. Put your money in the slot, stand by two minutes and out comes the sizzling feast. A new machine has been patented in which a coin starts one mechanism which picks up the slices of bun to be carried to a toaster. Meanwhile, another apparatus starts cooking the hamburger." (See *Hamburger Venders* on page 73)

# Petition Attacks Memphis Juke Box "Permit" System

(Continued from last week)

### Requisites of Ordinances

We find these requisites completely summed up and stated in the case of *Jones v. Nashville*, 109 Tenn. 551:

"Ordinances must be consonant with the Constitution and Statutes of the United States and of the State; and with the general principles of the common law; they must be authorized by the charter of the corporation or the general laws applying thereto, and consistent with the objects and purposes of its creation; they must be general and applicable alike to all persons and property affected by them, and certain in their application and operation, and their execution not left to the caprice of those whose duty it is to enforce them; they must be just; they should be adapted to the locality and affairs which it is intended they shall control and affect; they must not be harsh and oppressive; they must not discriminate in favor of or against any class of persons or property, but must be general in their nature and impartial in their operation and effect."

There is hardly one of the above requisites which the instant ordinance does not violate. In fact, the ordinance sets up a throne of CAPRICE, and vests the City with dictatorial power to say who shall and who shall not enter upon an innocent business, which is of common right. Both constitutions protect against such an invasion of common right.

### Some Cases Distinguished

*Rutherford v. Nashville*, 168 Tenn. 501. An ordinance of the City of Nashville required of drivers of automobiles a license to drive, and was attacked on many grounds, but was upheld by the Court. It was based squarely on statutory authority granted to the City by the Legislature to license, tax, and regulate automobiles. The fifty-cent fee charged in connection with the issuance of the license was deemed to be reasonable on its face, and not large enough, without proof, to be considered a revenue exaction.

*State v. Bates*, 161 Tenn. 211. The Court held void an ordinance of the City of Memphis, which exacted an indemnity bond of drivers of automobiles, as it applied to automobiles devoted to private use. This was considered as an added burden on the operation of automobiles intended for use only for the persons riding in them, and in restraint of their use as taxed and licensed by the State.

*Stell v. Chattanooga*, 177 Tenn. 670, involving an ordinance of Chattanooga which exacted an indemnity bond, or insurance, of taxicab operators, was upheld as reasonable. But this ordinance had statutory basis. Priv. Act. 1929, Ch. 652, Sec. 3.

*Howe v. Nashville*, 176 Tenn. 405. A permit to erect a filling station was revoked, prior to any work or outlay by permittee, and a subsequent ordinance rezoned the property and permit was revoked in a manner provided by the ordinance. This revocation was upheld, as the Court considered the right granted was not vested, or a property right, especially prior to any work or outlay.

This ordinance had express statutory basis for the exaction of a permit. Priv. Acts 1925, Ch. 209.

### Arbitrary Power

Throughout all the cases, whether an ordinance is upheld as valid, or not, we find that the courts abhor the idea of vesting in the City or any of its officials arbitrary power. Yet that is just what the instant ordinance does.

Section Nine provides for an inspection by the Electrical Inspector, and concludes by saying that:

"If such conditions have been corrected to the satisfaction of the Electrical Inspector, the permit may be granted."

Not shall be granted. We yet have Section Ten, which begins: "If the Chief of Police approves the granting of said permit, he may issue a permit

to said applicant \* \* \*"

There is no relief by appeal anywhere, except to the City itself. The City has the machinery for saying who shall and who shall not engage in a business, a common right.

Suppose this theory of government is upheld, and becomes a part of our law, and the City should conceive the idea that grocery stores need some regulation, as they no doubt do, or feed stores, or hardware stores, or furniture stores, and a similar ordinance were passed for these businesses. The City would become the dictator of business in its city limits. *Hague v. Committee of Industrial Organization*, 307 U. S. 496, 59 S. Ct. 954.

We submit that the Constitution of the United States, as well as the analogous provisions of the State Constitution, protect the citizenry against such governing.

In the *Hague* case, the ordinance required a permit for the use of the streets or parks for public assembly, and enabled the Director of Public Safety of the City to refuse a permit on his opinion that such refusal would prevent riots, disturbance or disorderly assemblages, and this ordinance was held violative of the 14th Amendment of the United States Constitution.

The Court held that the plaintiff was entitled to a decree declaring the ordinance void, and to an injunction against its enforcement by city officials.

Respectfully submitted,  
WILS DAVIS,  
W. H. FISHER,  
Attorneys for Appellant.

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# More Disks Still Not in Sight

## WLB Ban End Order Fought

Even implied acceptance of royalty payments to union seems fruitless

(Continued on page 15)

Conciliators will be sent to the union and the companies in an effort to get them together. Failing that, more drastic action may be taken, in which event, however, Petrillo promises to take the entire matter to the United States Supreme Court.

### It'll Be a Long, Long Time

Delay until fall seems not unlikely. In the Montgomery-Ward non-compliance case, the matter came to a head in January and final action was not taken until May. A five-month delay would put off until November the possibility of government settlement of the dispute, if it can be done at all.

### Decca Payments Not Wage Hikes

The Labor Board directive said that payments of royalties to the union unemployment fund did not constitute a wage increase for the individual recording artists and therefore that the well-known Four-Employer contracts did not require board approval.

The Four-Employer agreements, so-called, were signed by Associated Music Publishers, Inc. (Muzak); Lang-Worth Feature Programs, Inc.; C. P. MacGregor and Standard Radio Company. These transcription companies agreed to the royalties in a contract similar to that later signed by Decca and other disk makers. According to the AFM, more than 80 concerns have signed.

### Terms of Directive

- The directive of the Labor Board said:
1. "The Four-Employer contracts do not require board approval.
  2. "The union is ordered to lift its ban on the making of records or transcriptions.
  3. "The parties receive 15 days in which to bargain for the amount of payments to a fund to be held in escrow pending final settlement. If no agreement is reached on the amount, the parties are to report back to the board as to their respective proposals.
  4. "The board will then fix the amount of escrow payments and order payment to begin.
  5. "The parties will have 30 days to bargain on the method of distribution (by whom, to whom, for what purpose and for how long).
  6. "If they fail to agree, the parties then will have 10 days to bargain on the composition of an arbitration board and the specific points on which the arbitration board may rule. If there is no agreement, the parties will report back to the board on their respective positions.
  7. "The board will then appoint a board of arbitration and outline the specific points to be settled by the arbitrators."

### Union Backs Petrillo

In announcing his intention to stick firmly by his guns, Petrillo pointed out that the recording ban was approved by the American Federation of Labor at its 1942 convention in Toronto, where the convention went on record as saying that the ban did not violate labor's no-strike pledge.

Complete approval of the conduct of the ban fight was also given at the AFM convention in Chicago a week ago. The convention agreed that no musician was to go back to recording unless he was given a contract identical with those of Decca and the other concerns that have agreed to the royalty payments.

## Decca and Indies Won't Lose If Others Get Better Deal

NEW YORK, June 17.—Decca and other record distributing organizations will not be penalized if contracts with more favorable terms are granted Victor and Columbia in the final settlement of the AFM-Record Company dispute. This is guaranteed by the famous Paragraph 16 of the contract negotiated between the union and the companies now recording.

Clause 16 reads:

"(16) In the event that we make any agreement permitting the making of phonograph records or electrical transcriptions, during the term hereof, upon any

terms or conditions more favorable than or different from those contained in this agreement, you shall have the right at your sole option automatically to cause this agreement to be conformed therewith."

At the time the contracts were inked, however, officials of some of the companies said that no matter what later agreements were arrived at, the payments as agreed would be continued. "We will pay for the full four-year term," was a common expression. Today no major executive of one of the signatory companies would express an opinion.

## Record Row Record

- August 1, 1942.....James C. Petrillo stops American Federation of Musicians' members from working for record and transcription companies.
- August, 1942.....Anti-trust action started against AFM. Complaint dismissed.
- October 12, 1942.....Decision affirmed by Supreme Court.
- January, 1943.....Senate committee hears testimony.
- February, 1943.....AFM proposed direct payment by companies to union employment fund for every record and transcription made by its members.  
Proposal rejected. World Broadcasting, Empire Broadcasting, Associated Music Publishers, Lang-Worth, C. P. MacGregor, Standard Radio and National Broadcasting Co. (Radio Recording Division) take matter to U. S. Conciliation Service.
- July, 1943.....Case certified to War Labor Board. Panel appointed.
- September-October, 1943..Hearings held in New York City. Columbia and Victor became parties to WLB proceedings.
- September 30, 1943.....Decca, World and Empire sign with AFM, agreeing to direct payment to union for each disk pressed.
- October 20, 1943.....Associated, Lang-Worth, C. P. MacGregor and Standard signed with AFM and withdrew from controversy.
- November, 1943.....Columbia, Victor and NBC expressed willingness to sign with union on its terms, then reconsidered. Hearings resumed.
- March 9, 1944.....WLB panel in New York finds that the condition existing was a "strike," and ordered resumption of relationships that existed July 31, 1942. Also concluded that it would not direct that the companies pay money to the union for its employment fund. This finding was appealed to the National War Labor Board in Washington.
- April 7, 1944.....Petrillo and record companies argue before full NWLB in Washington. Revealed that over 60 recording and transcription firms had signed with the AFM to date.
- July 15, 1944.....NWLB decides ban must end and diskers and AFM must reach agreement—or else.

## Two Chi Juke Box Tax Test Cases Head for Sup. Court

CHICAGO, June 17.—Two important test cases of the Chicago juke box tax now seem headed for the State Supreme Court. The most recent test of the city ordinance is a case brought by the Amalgamated Beverage Congress and its affiliated organizations, thru their attorney, Harold Halfpenny. The second hearing on this petition is scheduled in Circuit Court for June 26. The leaders of the A. B. C. say they will certainly appeal to the State high court if they lose in the Circuit Court. The organization represents locations having liquor licenses and they have taken a very vigorous stand against the tax on juke boxes. The organization reports there are 7,528 retail liquor licenses in the city and that all of them are interested in protecting juke box music. The organization recently published a vigorous article setting forth its position in a beverage trade paper in Chicago. Among other things, the article featured the names of the members of the city council and how they voted on the juke box tax issue last December. The article also stated the immense revenue which liquor locations are putting into the city treasury and stated also that the juke box tax would add about \$376,000 more to the license fees they must pay.

### Basis of Suit

The new attack on the juke box license is being made on the basis that it is discriminatory, that it assesses an excessive

fee, that it is class legislation and that it really is not within the city's power to collect such a fee.

A previous test of the Chicago juke box tax was made in the Circuit Court in March along similar lines. The main attack at that time was made on the basis that the State Constitution does not give the city power to enact such an ordinance. On March 15 the Circuit Court handed down its decision upholding the city, but the court suggested that another petition should be filed attacking the tax as being too high. The second petition was framed and submitted to the court and the court again upheld the city with the understanding that an appeal could be taken direct to the State Supreme Court. Attorneys representing the operators and locations say that a hearing before the high court is expected sometime in September on the first test case.

### First Plea

The first petition was prepared by At-

## OPA Charges JukeBox Firm Upped Rental

Ceiling Prices Too High

(Continued from page 68)

covers consumer service trades and was issued August 14, 1942. The coin machine trade appeared as the 16th in a long list of service trades to be regulated by the price order. But so little publicity was given to this order, both in the trade press and in the newspapers, that it is sometimes said not one operator in a thousand knew that the order was issued and directly mentioned his business.

The listing of the coin machine trade in the order simply contained the following words: "Coin-operated machines—maintenance, rental or repair of." It was assumed at the time that the order referred to the price being charged to the public, which in the coin machine trade would be automatically regulated by the coin chute, hence there would be no tendency to violate the order at all, because machines are made to accept either a penny, nickel or dime and there was no practical way to increase such prices.

### First Case

However, the rental of juke boxes for the use of private parties has become rather widespread and would come under the order regulating service charges. The Philadelphia case is the first case reported to the trade in general and, also, to be reported in the newspapers. Other cases involving coin machine firms have been reported from such cities as Chicago and Detroit, but even the coin machine firms were involved, the charges made by OPA actually related to such products as radio tubes, photographic frames and accessory supplies rather than actual coin machines.

Long after MPR-165 was issued, an order regulating prices on the sales of used machines was issued to become effective October 1, 1943. This order is now widely known to the trade as MPR-429.

## Another Star Added Wurlitzer "E" Flag

NORTH TONAWANDA, N. Y., June 17.—The North Tonawanda division of the Rudolph Wurlitzer Company received official notification from Washington that it has been awarded the white star for its Army-Navy "E" flag in recognition of the continued excellence of its war production record, Carl Johnson, vice-president in charge of production here, announced.

Firm won its "E" flag September 25, 1943. De Kalb (Ill.) division of the Wurlitzer firm was awarded its "E" flag May 18 of this year.

torney Joseph Fleming, of Chicago, presenting the plea of locations. Juke box operators in Chicago joined in the plea, thoroly sympathetic with the move. The Chicago tax is assessed on the location. In a compact 34-page document, Attorney Fleming presented one of the most complete petitions against taxing of juke boxes yet known in the trade. It attacked the Chicago fee from many angles, but the chief emphasis was on the power of the city to pass such an ordinance.

The Chicago juke tax was probably given more national publicity than any other similar tax ever placed on music machines. Organizations here that furnish tax information services to city and State officials not only publicized

(See Chicago Tax Test on page 73)

## Juke Box Operators!

## RECORDS

We carry one of the largest record stocks in the U. S. Here are a few listings of the records we now have in stock:

**HIT PARADE RECORDS**—Long Ago and Far Away; I'll Get By; I'll Be Seeing You; I Love You; Don't Sweetheart Me; Milkman, Keep Those Bottles Quiet; Amor; Suddenly It's Spring; Boogie Woogie; Now I Know; I'll Walk Alone; Have I Stayed Away Too Long?; Star Eyes; It Had To Be You; You Belong to My Heart.

**COWBOY & WESTERN RECORDS**—Too Late To Worry; The Cowboy and the Rose; Twenty-One Years; I Wish I Had My First Wife Back; Seven Years With the Wrong Woman; She'll Be Coming Round the Mountain; On Top of Old Smokey; The Ramblin' Cowboy; Sittin' by the Old Corral and That First Love of Mine (Montana Slim); Buffalo Gal (Square Dance); I Get the Blues at Bedtime; Get a Move On, Cowboy; Behind Those Swinging Doors.

**POLKAS**—Beer Barrel Polka; Helena Polka; The Wolf's Polka, etc. We carry one of the largest stocks of records in the country; all the Hit Parade tunes, Hillbilly, Western, Blues and Polkas. All records shipped express, insured. Prices are all standard. NO HIGHER. Phone, wire or write. Prompt delivery.

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22 Scollay Square BOSTON, MASS.

# Cab. Tax Helps and Hurts Ops Depending on Locations

LOS ANGELES, June 17.—Despite the fact that the 30 per cent nitery tax will be reduced to 20 per cent July 1, there will still be happy and unhappy music machine operators in this area. A survey conducted by *The Billboard* revealed that the tax helped about half the operators. The reduction may help some of the other half but, it is doubtful that those operators who lost spots because of the 30 per cent ruling will get them back because the tax has been lowered 10 per cent.

Typical of operators in this section who have been affected by the tax are Stewart Trimble, of the Seville Distributing Company, in Huntington Park and

Al Harman in Glendale and Pasadena.

Trimble reports that the 30 per cent tax helped his business in spots that had entertainment two, three and six days a week. When the tax hit, some of these spots cut out flesh entertainment or definitely reduced their budget. This gave the music machine more time to operate.

Al Harman's story is just the opposite with his business being off as much as 66 2/3 per cent on three of his top locations. These were his very best, he said. When the cabaret tax went into effect, the location owners discontinued danc-

ing in order to escape the tax, and patronage nose-dived.

In Santa Barbara, another operator, Fred Trevilian, came in for a slash in income when the tax became effective. His best spot, located in the heart of the city, was the meeting place for army and navy servicemen. It is a large spot with plenty of room at the bar and at the tables with some space allotted for dancing. When the ruling went into effect, the Melody Lane management carpeted the dancing area to prevent any semblance of dancing.

At Jack O'Brien's, a Hollywood spot, it was reported that business in general was off, which in turn affected the music box, a wired music outfit. Drop couldn't be blamed on taxes for there was no tax as spot had discontinued entertainment a couple of years before to avoid passing the 5 per cent tax on to its customers.

## POPULAR RECORD REVIEWS

(Continued from page 21)

### COLEMAN HAWKINS - EARL HINES (Bluebird)

"Body and Soul"—FT. "It Had To Be You"—FT; VC.

With several of the smaller recording companies occupying themselves, and to profitable returns, to the tenor sax aces and their interpretations of Johnny Green's *Body and Soul*, it is no surprise to find Bluebird bringing back the one and original stand-out of Coleman Hawkins and his tenor sax improvisation magic for the evergreen. Particularly since Hawkins recently recorded his famous solo again for one of the newer labels. The record has long been a collector's item and is certainly one for which no hot jazz library can be without. For the mated side, label brings back Earl Hines's well-known rhythmic treatment for the *It Had To Be You* oldie, devoting the side to the rhythmic harmonies of Madeline Green and the Three Varieties male trio. The fact that the song is brought forward again in the movie *Show Business* makes the re-issue a most timely one.

Again both Coleman Hawkins' moody tenor saxing for "Body and Soul" and Earl Hines's highly commercial vocal treatment for "It Had To Be You," makes for phono material.

### ELLA FITZGERALD (Decca)

"Once Too Often"—FT; V. "Time Alone Will Tell"—FT; V.

All aces and spades when it comes to the song selling, Ella Fitzgerald is entirely in her element for one of the better ballads of the moment in Jimmy

Monaco's and Mack Gordon's *Time Alone Will Tell*, from *Pin-Up Girl*. A beautiful love song, Miss Ella's lyrical projection is all sugar and honey. She takes it at a slow tempo to give full expression to the melody and full meaning to the wordage, with the studio orchestra giving adequate support all the way. *Once Too Often* also stems from the same screen score, being the mill run torch tune set in the minor key and stretched repetitiously over 64 bars, however, Miss Ella keeps it moving at a moderate tempo.

"Time Alone Will Tell" stacks up as one of the stronger ballad entries of the moment, and Ella Fitzgerald's excellent rendition serves the record well for the phono play.

## Popular Album Reviews

### ENRIC MADRIGUERA (Sonora)

Making its bid anew for a prominent spot in the disk whirl, the Sonora label makes an impressive showing in the popular domain with a highly entrancing package of eight sides featuring the music of Latin America as interpreted by Enric Madriguera. As one of the more prominent exponents of the south-of-the-border style of syncos, Madriguera is entirely in his element and makes the most of the moments musical. His band fully voiced instrumentally and with the tonal colorations as gay and festive as a Latin holiday, the album is rich in appealment. Selections are all desired ones, with plenty of variety in choice. With an array of vocal talent on a high level the merchandise appeal of the package rates high. Outstanding is the vocal accomplishment of Nita Rosa, fondling the Spanish lyrics, for the rumbas *Como Tru-Cu-Tu* and *Chiu Chiu*, the samba *Cae Cae*, and joining with Bob Lido, who handles the English lyrics in excellent romancy fashion, for Ernesto Lecuona's *I'm Living From Kiss To Kiss*, etched in the beguiling beguine tempo. Lido also adds much lyrically to *Besame Mucho*, set in the bolero rhythms; and Patricia Gilmore scores solidly with her lyrical projection for the rumba *Cansado (I'm Tired)*. The band boys score smoothly in their sides for the samba *Os Quindis De Yaya*, and for *Lumbele*, a Guarracha. Unquestionably one of the better albums of Latin lullabies brought forward for the disk marts, each of the sides should serve the music machine operators equally well.

### FOURTH OF JULY (Continental)

Adding to the wealth of martial band music on the waxes, and tying in with the timely holiday in titling the set, Continental offers up a spirited package of marches by the Continental Military Band conducted by Sula. To heighten the patriotic fervor, S. Levitch, the band's arranger, has provided an original march, *The Rangers*, dedicated to the commando units. The other selections are all stand-bys, taking in *Over There*, *The Caissons Are Rolling Along*, *The Marines' Hymn*, *The Army Air Corps*, *Stars and Stripes Forever*, *Anchor Aweigh* and *Semper Paratus*.

## Jazz Collectors, Attention

Over two thousand Duplicate Popular and Jazz Records from my collection for sale and auction. New lists every two weeks. Send ten cents for postage.

RALPH DAMELIO, Oyster Bay, New York

## POPULAR RECORD RELEASES

(Continued from page 20)

**SNOW WHITE AND THE SEVEN DWARFS ALBUM.** Lyn Murray.....Decca A-368  
Bluddle-Uddle-Um-Dum (The Lyn Murray (Evelyn Knight and Andy Love  
Washing Song) ..... Four) .....Decca 23327  
Heigh-Ho (The Dwarfs' March-  
ing Song) ..... Lyn Murray (Lyn Murray Chorus) .....Decca 23326  
I'm Wishing ..... Lyn Murray (Audrey Marsh and Girl Choir) .....Decca 23328  
One Song ..... Lyn Murray (Harrison Knox) .....Decca 23328  
Snow White Overture ..... Lyn Murray .....Decca 23325  
Some Day My Prince Will Come. Lyn Murray (Elizabeth Mulliner and Girl  
Choir) .....Decca 23325  
Whistle While You Work ..... Lyn Murray (Lyn Murray Chorus) .....Decca 23327  
With a Smile and a Song ..... Lyn Murray (Evelyn Knight) .....Decca 23326

**SPRING FEVER POLKA ... Sula's Museette Ork**  
.....Continental C-1144

**SWINGING AT THE SEM-  
LOH ..... Bobby Sherwood .....Capital 161**

**SWINGING ON A STAR .... Freddie Slack (The Brian Sisters)  
.....Capitol 160**

**TEXAS BLUES ..... Foy Willing .....Capitol 162**

**THE SAILOR'S PLEA ..... Jimmie Rodgers With the Three  
Southerners ...Bluebird 33-0513**

**THE SOLDIER'S SWEET-  
HEART ..... Jimmie Rodgers ...Bluebird 33-0513**

**TOO LATE TOO WORRY,  
TOO BLUE TO CRY ..... Texas Jim Lewis.....Decca 6099**

**"FATS" WALLER FAVOR-  
ITES ALBUM .....Victor P-151**  
Ain't Misbehavin' ..... "Fats" Waller .....Victor 20-1581  
Hold Tight ..... "Fats" Waller .....Victor 20-1581  
Honeysuckle Rose ..... "Fats" Waller .....Victor 20-1580  
I Can't Give You Anything But  
Love, Baby ..... "Fats" Waller (Una Mae Carlisle) .....Victor 20-1582  
The Joint Is Jumpin' ..... "Fats" Waller .....Victor 20-1582  
The Minor Drag ..... "Fats" Waller and His Buddies .....Victor 20-1583  
Two Sleepy People ..... "Fats" Waller .....Victor 20-1583  
Your Feet's Too Big ..... "Fats" Waller .....Victor 20-1580



# AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

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## Eastern Notes

Jesse Rogers, cowboy singing radio star featured for four years on XERA, Mexico City, and on WLS, Chicago, and KMOX, St. Louis, will make his first appearance in the East this summer. A nephew of the late Will Rogers, a string of park dates in the Pennsylvania territory is being lined up for him by the Jolly Joyce Agency, Philadelphia.

Parks and theaters in the Philadelphia area are giving the nod to the hillbilly and Western troupes. The Kidoodlers were featured last week both at Willow Grove (Pa.) Park and the Towers Theater, Camden, N. J.; while Woodside Park, Philadelphia, presented Mac McGuire and His Harmony Rangers. Forest Park at Chalfont, Pa., ushered in the summer season with free shows presented by Pop Johnson and His Oldtimers. After a too-long absence, Pop Johnson has returned his hillbilly troupe to Station WIP,

Philadelphia, for an early Sunday morning program, featuring Pop at the fiddle with original hillbilly folk music from a personal \$10,000 collection.

Jolly Joyce Agency, Philadelphia, had Bradley Kincaid for June 11 at Brendel's Manor Park near Wilmington, Del., bringing in Lulu Belle and Scotty for the June 25 stand, with the Hoosier Hot Shots to show on July 16. At Short Fincher's Valley View Park near York, Pa., the Joyce agency had the Wyoming Duo, June 11; Janet and Howard Heath, June 18, with an impressive array of Western names set for July and August.

Rice Sisters with Brother Gerald, along with the Melody Boys, highlighted the entertainment on June 11 at Fairyland Park, East Weissport, Pa. The same Sunday brought the Covered Wagon Boys, Dolly Dimples, Three Slick Sisters, Ray Myers and the South Mountain Ranch Boys to the Hill Top Ranch near Myers-town, Pa. Barn dances, with the Ranch Boys for the music, are featured Saturday nights at the Hill Top, with gala Western shows Sunday afternoon and evening. Indian Trail Park near Allentown, Pa., featured Harry Hunter, popular Western singer on Station WSN, Allentown, June 11.

## New Boyd Numbers

Southern Music is now printing Bill Boyd and Claude Nash's *When I Learn to Fly*, also Moquin, Matheson and Boyd's *I Think of You*. Victor announces the release of two of Boyd's best Bluebirds, *Spanish Fandango* with *New Spanish Two-Step*, and *Home-Coming Waltz* with *Over the Waves*, combining publication with artists' NEA Cole folio.

## Tunester Tattle

A reader reports that she recently heard a tune titled *You'll Be Back Again*, played by the Two Queens over WWSW, Pittsburgh. "I have tried in all the record shops to get this tune but none have heard of it," she writes. Can any reader supply the information?

Irving Siegel writes from Miami that he is scheduled to record some of his tunes soon with the Oklahoma Cowboys, and that during the summer he will be playing extensively under canvas and in vaude, etc., with the possibility of a movie tie-up later.

Johnny Special, for many years harmonica player at WLS, Chicago, and later at WJJD, has become an instrument specialist during his two years in the army. He'd like to hear from friends. His address is S/Sgt. John C. Special, 3533 Ed. A. A. F. Base Unit, Sperry Gyroscope Company, 311 Washington Street, Brooklyn 1, N. Y.

Penny West, vocalist on WOWO, Fort Wayne, Ind., is equally at home singing a hillbilly ditty, a Western ballad, a pop melody or a sacred hymn. At the age of 16 she started her vocal career on WKMO, Kokomo, Ind. After singing with a band, playing fairs thru the North Central States, and being featured on an Indianapolis station, she went to WOWO in 1942 and has become a prime favorite.

## CHICAGO TAX TEST

(Continued from page 71)

the tax in their bulletins, but also issued releases to newspapers some of which featured the tax story in various parts of the country. The tax was passed in December and a story of the high fee attracted attention in a number of other cities and tax proposals soon appeared in such cities as Denver, Detroit, Akron, Minneapolis and other cities. The story of the present Chicago juke tax really began early in 1940 and, also, at that time attracted unusual attention. Newspapers in Chicago developed some scandal stories at the time and threatened to seriously injure the juke box trade, but the city council gave full consideration to the operators and locations in their pleas against the tax. Taverns really led the fight against the proposed tax at that time. After full consideration of arguments against the proposed tax, the city council turned it down.

The subject was again revived late in 1943 when the city council was faced with the problem of providing increased revenue. The council considered ordinances adding license fees or increasing license fees on many lines of business.

The bill was really an omnibus tax bill and there were three sections related to coin machines. One proposed to license juke boxes; another to license arcade machines, and a third to license target guns. The three license proposals passed along with the general tax proposals. Music operators and their locations immediately began making plans to test the juke box section in court and the two test cases are now the result. Important developments are expected to take place when both cases are finally heard before the State high court. Even if the high court upholds the city, many valuable legal arguments will have been prepared by counsel against the juke box tax which the trade will find of value for future use.

## HAMBURGER VENDERS

(Continued from page 70)

Both operations are timed to finish at the same instant. The mechanical device puts the meat in the bun and mechanical arms put it out to the eater."

This interesting report by a columnist probably refers to ideas that have long been known to the coin machine trade. No report is current here of any recent invention of a machine to vend hamburgers, altho it has been known for some time that some plants have machines to vend sandwiches and the automat restaurants have long been known. One of the large coin machine factories here has had machines which vend sandwiches for employees and even hamburger sandwiches.

Manufacturers in the vending machine field consider that food venders will play a much bigger part in serving the consuming public in the future than in the pre-war days. The opinion of leaders in the field is that refrigerated venders and machines for vending dehydrated foods will be important in the future. The trade opinion still is that machines for vending hamburgers served hot to the customer and also hot dogs will still be a novelty.

# Coin Mchs. Cut Absenteeism in Can. War Plants

ST. JOHN, N. B., June 17.—Absenteeism in Eastern Canadian war plants has been lowered considerably thru the installation of coin-operated pin machines and juke boxes for the relaxing and recreational benefit of work weary war workers.

Morale is much higher in plants throughout the Dominion which have devoted time and space to recreational facilities which are felt to be necessary in maintaining full working forces during the days of high production schedules. War plant directors have found relaxation gained during rest period and lunch hours is attributed to time spent by employees listening to latest English and American tunes on the coin-operated phonograph machines or playing various pin games installed for amusement. Money put into the machines and refunded to the plants by operators is used to purchase other recreational devices for employees thus making the employees pleasure spending pay dividends.

Aircraft, munition and shipbuilding plants have installed games and juke boxes and firms of the clothing industry find them beneficial in reducing fatigue and increasing morale. Both sexes of all ages spend a share of their rest period and lunch and dinner time playing amusement devices in the plants as well as those located in near-by establishments, which take the overflow of war plant workers.

Many Canadian retail outlets such as grocery stores, restaurants, fruit stores, soft drink shops, tobacco shops, billiard halls, bowling alleys, as well as locations such as newsstands and supply outlets near the docks, have installed pin games and a heavy play is received from day and night shift workers alike.

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- 5 Seeburg Wall-o-Matics, Ea. .... 32.50
- 15 1c Phonettes, Ea. .... 6.50
- 20 1c Phonettes (New), Ea. .... 10.00
- 1 Buckley 32 Sel. (New) ..... 19.50
- 3 Rock-Ola Mystic Music, Ea. .... 14.50
- 47 Rock-Ola #1501 ..... 19.50
- 7 Rock-Ola #1502 Bar Box, Ea. .... 14.50
- 1 Rock-Ola #1516 Bar Box (New) .. 35.00

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# SUPPLY MARKET TIGHTENS

## More Cuts for Cigs and Gum

### Beech-Nut and Camel curtail civilian supply to meet armed forces demands

CHICAGO, June 17.—Supplies for vending machines, particularly those dispensing chewing gum and cigarette, are

growing tighter, and no improvement is expected until the end of the European war.

Further curtailments in civilian sales, in order to comply with government requests for more chewing gum for the armed forces, were announced this week by the Beech-Nut Packing Company.

For many months Beech-Nut gum has been rationed to civilian distribution sources on a basis even below minimum requirements so that the armed forces might be adequately supplied. Now, with the military demand for chewing gum increased and ingredients drastically curtailed, the further cut for civilian use is necessary.

Some idea of the huge government orders for gum may be gained from the report of the Jersey City, N. J., quartermaster depot that 66½ per cent of the chewing gum produced during the remainder of the year will go to soldiers.

### 1,500,000,000 Sticks for Army

The army announcement said more than 1,500,000,000 sticks of gum will be purchased for re-sale to overseas post exchanges and for insertion in ration-accessory packets issued to troops in areas where no exchanges exist. All flavors will be available for the servicemen, the announcement said, and an added innovation for future overseas shipment will be the wrapping of GI gum in khaki-colored packages.

One move to overcome the shortage of gum for civilian was the introduction, via vending machines, of a war-grade product named "Orbit," by the William Wrigley Company, announced May 6 in

*The Billboard.* All first-grade gum manufactured under the Wrigley name is being shipped overseas, and none will be available for civilian consumption until requirements of the armed forces are fully satisfied.

### Camels Scarcer

Smokers who insist on their favorite brand of cigarettes are liable to be disappointed, at least if their choice is Camel. R. J. Reynolds Tobacco Company has cut the dealers' quota from 60 per cent to 50 per cent of average purchase allotment based on sales between April 16 and June 15, inclusive.

Vending machine operators throughout the country have felt the shortage of Camels more than any other brand, and many of them have been forced to make substitutions in an effort to make up for their lack. In most cases customers accept the substitution, realizing that vast quantities of the most popular brands are needed for the armed forces.

The invasion seems to have resulted in a fairly widespread shortage of all brands of cigarettes, with little promise of an increase very soon. Operators say the supply situation would not be nearly so troublesome if smokers would change to less publicized brands, which are more plentiful.

Cigarette vending machine operators servicing war plants and other essential locations have been favored with more abundant supplies because of the "essential need" classification of these establishments. This has enabled them to maintain sales volume far above that for other locations.

## Canadian Tobacco Use Up

An unrevised statement issued by the Canadian department of national revenue reports tobacco products entered for consumption during March as 1,783,306 pounds of cut tobacco, 1,049,150,897 cigarettes, 18,279,317 cigars and 221,263 pounds of Canadian raw leaf tobacco.

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## MERCHANDISE MART

### Bigger Peanut Crop

This year's peanut crop is 34 per cent greater in the yield of nuts than the crop last year, E. D. David, of Gorman, Tex., told a conference between the Southwestern Peanut Growers' Association and representatives of the Federal Commodities Corporation. Distribution of the record-breaking crop was also discussed.

J. D. Hudson, of Washington, president of the Commodity Credit Corporation, said next year's goal is 1,500,000 more acres in peanuts than was planted last year. He said the army has purchased 40,000,000 packages of salted peanuts to send to fighting men overseas, and that peanut flour is being used to enrich soup in army kitchens.

### Paper, Paperboard Outlook

Third quarter prospects for paper and paperboard products, as well as wood-pulp and pulpwood, are none too bright and will probably be less favorable than the results for the current quarter, according to War Production Board officials.

The director of the containers division of WPB said all packaging frills must be eliminated. Critical materials cannot be spared for containers used primarily as merchandise conveniences, sales stimulants or advertising media. Packaging habits will have to be re-examined to conform with stringent conditions.

Increasing non-paper war demands for  
(See Merchandise Mart on opp. page)

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Penny-Nickel Combination Peanut Machines, prefer Northwestern Tri-selector, De Luxe or Standard. State quantity, condition, price. Private buyer. Immediate cash.  
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# Arcade Ops Preparing for Terrific July 4 Week-End

**Increased attendance and per capita spending at parks, heavy advance registration at resorts, indicates biggest pleasure-spending week-end of the year**

CHICAGO, June 17.—Arcade operators are busy ordering supplies, making sure all equipment on hand is in working order, sprucing up their stocks of merchandise to attract and suitably award high score winners, and in general preparing for what looms to be the biggest Fourth of July week-end in a decade.

There's good reason for their optimism, too, they point out. First of all, park operators already have enjoyed the largest early season business on record. Not only have more people been clicking thru the turnstiles but per capita spending on the grounds has leaped. Kids who formerly were given 50 cents to a dollar for spending money, now are parading around the grounds with fives and 10 dollars.

In fact, at Riverview Park here last week, officials found a youngster making the rounds with a \$100 bill. Upon calling his parents to inform them of the spending orgy on which their son was embarking, parkmen were informed that he had been given the money to have a good time. Of course this is a freak

case, but arcade operators in parks have reported that pop and mom are bringing all the kids with them these days and spending freely, too. Now that schools have closed and the picnic season is rounding into full swing, operators expect day to day business to skyrocket still higher with the biggest rush in the offing from June 30 to July 4.

### Resort Reservations Heavy

Another reason arcade operators are looking to the Fourth is that advance reservations at resort areas already are largest on record. Many people who are passing up vacations this year, it seems, are grabbing the chance to get away from it all for these four days—and intend to make the most of them. Railroads already have started their "stay at home" campaigns, but still expect there will be standing room on all lines just like over the Decoration Day holiday. Fact that the pleasure driving ban is no longer in effect on the seaboards is expected to swell attendance at parks and resorts near key population centers.

Operators of equipment on carnival midways also are preparing for big business. Carnivals, traditionally, look forward to the Fourth as a day for big takes, but the fact that it will in effect be a four-day holiday this year for most people is the reason for greater optimism than ever.

Of course, there still is the weather to be considered, and operators have the crying towels ready on the hook "just in case"; but meanwhile they are making preparations so that if old man Jupe Pluvius behaves, they'll be all set to make the most of their opportunities.

### MERCHANDISE MART

(Continued from opposite page)

pulp are coming in during the third quarter, it is reported, and wood inventories of many mills are at a critical level.

### Boost for Ice Cream

A glowing tribute to the high nutritional value of ice cream was written recently by Dr. Logan Clendening in his syndicated column, "Diet and Health."

Not only is ice cream high in calories and vitamins, but it is valuable as a mid-afternoon "lift" for the worker, whether in office or factory, says Dr. Clendening.

### Reports on Sugar Situation

The sugar industry predicts that crop in 1945 won't be as large as this year's.

Cuba, the biggest producer, will cut less cane, get less sugar from the cane it cuts. Dissatisfaction with United States price fixing has held down new planting, it is claimed. Puerto Rican output will show little if any improvement, and domestic beet sugar production isn't likely to gain much.

Higher prices will be necessary to get Cuba to boost production, sugar men say. In the uncontrolled market sugar is selling for 3.15 to 3.25 cents a pound, compared with the U. S. frozen price of 2.65 cents a pound.

Meanwhile the War Food Administration has made a new offer to buy the 1944 Puerto Rican sugar crop at 3.46 cents a pound f. o. b. plus 20 cents per 100 pounds of raw sugar for compliance with specified planting requirements. This supersedes a previous offer to purchase both the 1944 and 1945 crops, which turned down by producers who did not want to make a sale of the 1945 crop at this time.

Negotiations for the purchase by the United States of the 1945 Cuban sugar crop are not expected to get under way until later this month. Preliminary discussions have already been held, however.

### Notes of Interest to Ops

Greatly reduced average costs of dipping chocolates are possible by machine dipping, it was reported at the annual meeting of the Associated Retail Confectioners of the United States. Some manufacturers are able to cut costs for this item from 2.70 cents per pound to 1.07 cents. . . . Cigarette paper may be rendered wet-proof or water-resistant by use of aluminum stearate of a low free fatty acid content; the treatment is patented. . . . Washington officials say ice cream will get scarcer in August. Currently, the War Food Administration is willing to see some of the big June-July milk production go into more and richer ice cream, but according to present plans, limitations will be tightened when later summer brings its normal seasonal slump in milk output.

### Urge Carton Salvage Pool

Development of community pick-up arrangements by which distributing companies would pool their resources in certain territories to expedite the recovery of used cartons from retail outlets for re-use has been suggested as the best possible means of easing the impact of a recently issued conservation order.

The order limits by quota the use of new solid fiber and corrugated shipping containers by civilian industry. It also greatly expands the list of goods for which a reduction of carton usage is specified and is intended to force demand for new cartons down to the point where it will be in line with the drastically reduced supply of fiber and corrugated containers available for civilian use.

WPB is very emphatic about the urgency of greater re-use of solid fiber and corrugated fiberboard cartons during the present emergency period. It holds that because cartons are susceptible to more and varied plans for re-use and recapture than are most other types of containers, that special emphasis should be placed both by government and by industry in the re-use campaign being sponsored by the government.

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Has the Following Machines

### FOR SALE

- 1 Photomatic, Latest Model, Perfect Condition \$1300.00
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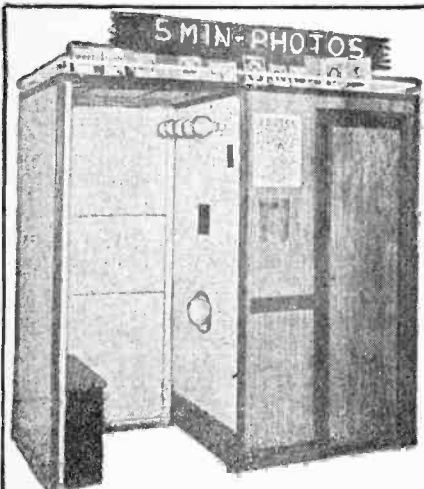
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Complete Camera and beautifully finished wired Booth with best fast 2.9 Steinhell Lens in Automatic Ichor Shutter for 2 1/2 x 2 1/2" photos — \$475.00. (Camera and lens only \$200.00.) (Same price for 1 1/2 x 2", 2 1/2 x 3 1/2" or 3 x 4" sizes.)

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|---|--------------------------------------|--|
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| 1 Rockola (20 Record Player) . . . . . 150.00           | 1 K.O. Bag . . . . . 100.00          |  |
| 4 Trap the Jap (Munves) . . . . . 150.00                | <b>PENNY MACHINES</b>                |  |
| 1 Sky Fighter . . . . . 325.00                          | 2 Target Skill . . . . . \$15.00     |  |
| 1 Keeney Sub Gun . . . . . 200.00                       | 2 Electric Shockers . . . . . 12.50  |  |
| 1 Keeney Anti-Aircraft (Black) . . . . . 55.00          | 2 Champ Grips . . . . . 15.00        |  |
| 1 Skee-Ball-Ette . . . . . 60.00                        | 2 Grip Machine . . . . . 7.50        |  |
| 2 Rockola Ten Pins . . . . . 45.00                      | 1 Grip (Gottlieb) . . . . . 17.50    |  |
| 1 Batting Practice . . . . . 100.00                     | 2 View-o-Scope . . . . . 20.00       |  |
| 1 Jumbo Parade, F.P. (Late Model) . . . . . 80.00       | 2 Peeps . . . . . 25.00              |  |
| 1 Kue Ball . . . . . 35.00                              | 1 Mystic Gaze Mirror . . . . . 50.00 |  |
| 1 Keeney Texas Leaguer . . . . . 35.00                  | 3 Wise Owls . . . . . 75.00          |  |
| 1 Hockey Game . . . . . 30.00                           | 1 Iron Claw . . . . . 35.00          |  |
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\$1,050.00 — (Latest Model With 15,250 Frames) — \$1,050.00

- 15 Chicken Sams (Some Converted) . . . . . \$135.00 Each
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### WANTED

100 Shipman's Select-A-Scope  
50 5c Peeps

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# Des Moines Considers Ordinance

## Move to License Coin Mchs May Revive Free Play Issue

**No action expected before Aug. 1—minority opinion of State Supreme Court in 1942 sparked favorable free play legal trend—trade watches**

DES MOINES, June 17.—A proposal has been placed before the city council here to license coin machines of various types, including juke boxes, target guns and pinball games. The council has not given much publicity to the idea yet, altho two hours were spent in discussing the proposal behind closed doors. Members of the council explained that the purpose of the license would be to raise additional funds for the city treasury in order that an increase in the property tax rate may be avoided. No official statement has been issued on the subject and no action is expected before August 1, when the new city budget must be filed. If the proposal becomes public and a public hearing is held, it is expected to attract a good deal of attention not only in the city but in the State.

Des Moines has long been recognized as an important trade center, and the local attitude has been generally favorable toward most types of machines. Many State issues center here, however, and there are unfavorable reactions in the city. For example, the State long ago banned the operation of cigarette vendors. This is said, in political circles, to be due to drug trade associations which keep a careful watch on any change in the legal status of cigarette machines. Thus Iowa takes a peculiar position among the other States in its attitude toward so well-known merchandising method as cigarettes being sold by machines.

### Revive Old Issues

If the city council brings up an ordinance that proposes to license pinball games, it will revive an old issue of an unfavorable State Supreme Court decision which was handed down in 1942. The decision on free-play games was by five-to-three vote of the judges, and the minority opinion in the case is now considered as an opening gun in a trend among the high courts to render decisions favorable to free-play games.

The minority opinion of the Iowa court was soon followed by a decision of the Kansas Supreme Court favorable

to free-play awards. The most recent climax to the trend of favorable decisions was one by the U. S. Court of Appeals, in Washington, handed down April 17, 1944.

Because the minority opinion of the Iowa Supreme Court was so important as a starter of a trend in the decisions, it is reprinted below because of the interesting questions it raises. If the Des Moines council proposes to license the games it may be the beginning of another test on free plays in Iowa. Since 1942 a number of court decisions have gone favorably to free plays and much more evidence could be presented now before the Iowa court.

### Judge Miller-Minority

"I am unable to agree with the foregoing opinion and respectfully dissent. "One of the most revealing paragraphs of the majority opinion is that which asserts that 'obviously, pinball machines may not properly be compared with games of skill such as bowling or baseball' which are essentially based upon skill rather than chance, because pinball machines are 'so constructed that skill is thwarted by hazard, and chance is the dominating element.' The majority then state that it is no longer necessary that chance be the dominating element and that the possession of any slot machine or device with an element of chance is prohibited. It is only necessary to separate the word 'slot machine' from the phrase 'device with an element of chance' and, following the majority opinion to its logical conclusion, a bowling alley is a gambling device because it is a 'device with an element of chance.' A game of bowling is customarily played in 10 'frames.' Each player ordinarily secures two balls for each frame. However, if a player were skillful enough and lucky enough to bowl a perfect game, that is make a 'strike' with every ball he plays, instead of 20 balls for the game, he would only have the privilege of playing 12. On the other hand, if he made no strikes whatever until the last frame, he would have 21 balls to play. While bowling is ordinarily a game of skill it cannot be denied that there is an element of chance in it and this element of chance may determine how many balls the player can play for each game. Accordingly, under the reasoning of the majority opinion, it is perfectly logical to say that a bowling alley is a gambling device.

### Application to Other Biz

"Were we to so hold, then, under the holding of this court in the case of State vs. Cowan, Iowa, 3 N. W. 2d 176, which the majority opinion follows herein, the bowling alley could be confiscated and destroyed without compensation to the proprietor, the proprietor would also be guilty of a crime for having the same in his possession, would be guilty of operating a gambling house, and every bowler would be guilty of gambling. I cannot conceive that the Legislature intended any such result.

"While the constitutional question of depriving one of his property without due process of law is not specifically raised in this case, the question is one which should be given consideration. Under the majority opinion, one, who permits the operation upon his premises of a 'device with an element of chance,' may lose that property on the theory

that it is a contraband. I do not think that any such drastic penalty should be inflicted unless the device is actually a gambling device. To be such, it must have something more than an element of chance, otherwise many devices obviously legitimate might be seized and destroyed without compensation to the owners thereof.

"I am persuaded that the court in the case of Mills Novelty Company vs. Farrell, 64 Fed. 2d 476, 478, announced a sound rule when it states, 'One may not suppose that a person desiring to gamble would put up money in the hope of obtaining tokens which can be used only to produce insignificant humorous sayings. The amusement feature of the machine does not make the machine a gambling device. It arouses interest and perhaps attracts customers to the machine in much the same way as advertising would, but this is lawful.' The court was dealing with the same proposition that confronted us in State vs. Marvin, relied upon by the majority. Such also was the case of Davies vs. Mills Novelty Company, 70 Fed. 2d 424, 426, wherein the language of the Farrell case was quoted with approval and court adds, 'Under the evidence and findings of the lower court these machines are lacking in the essential elements necessary to make of them gambling devices or gambling machines. There is no element of gain or loss, financial or otherwise, involved in the transaction.' Along the same lines is the case of Commonwealth vs. Mahalow, (PA) 16 2d 656. In discussing a pinball machine the court states as follows, 'but a machine upon which games are played for amusement, altho involving an element of chance, is not ipso facto a gambling device or a gambling machine. See in re Mapakarakas, Supra: People vs. One Slot Machine in Parkside Recreation Parlor, 303 Ill. App. 337, 25 N. E. 2d 139; Com. vs. Kling, 140 Pa. Super. 68, 13 A 2d 104.'

### Discusses Element of Chance

"As I see it, something more than an element of chance is necessary to render a device a gambling machine. Practically every legitimate business has some element of chance in connection with its operation. The presence of that factor does not render the enterprise unlawful. Neither is innocent recreation or amusement, such as bowling, rendered illegal because something of value, such as an extra ball to be played, may be gained as the result of chance. As pointed out by this court in the case of State vs. Hundling, 220 Iowa 1369, 1372, 264 N. W. 608, 103 A. L. R. 861, the evil, which the State condemns in a gambling enterprise, is that 'it arouses the gambling spirit and leads people to hazard their substance on a mere chance.' I can see nothing about the pinball machines described by the indictment herein that would arouse the gambling spirit and lead people to hazard their substance on the mere chance of winning a prize. It seems to me that the amusement factor predominates the machine described by the indictment herein. The mere fact that there is an element of chance incident to its operation is not alone sufficient to render the property contraband, incapable of protection against seizure, and to band as a criminal the one who operates it and the proprietor on whose premises it is situated. It seems to me that the legalistic reasoning of the majority opinion and the cases upon which it relies carries the court far beyond reasonable interpretation of the legislative intent and commits this court to a doctrine which might place in jeopardy many enterprises which, under any rational view of the law, should be considered proper and legitimate. I would affirm this case.

"Stiger and Sager, JJ concur in this dissent."

### Other Incidents

Des Moines has also had other important incidents in relation to amusement games. In 1940 the city witnessed one of those unique "high school crusades" against pinball games which attracted wide attention. During the period from 1938 to 1940 there was an epidemic of these high school crusades and a number of cities witnessed the extremes of such misguiding of youth. Usually some teacher or reform leader would organize a group of students to stage a march or a sit-down strike or

some other publicity stunt in connection with pinball games. In Des Moines a group of students picketed one or two locations in the city which had pinball games. All of the publicity centered around the pinball games, but when the officials investigated the situation they found the locations in question were really bookies and the pinball games were only a front. The misled high school students had not mentioned the bookie operations and hence the publicity reacted against them. Their crusade soon came to naught and seemed to bring an end to such stunts in all parts of the country.

Des Moines newspapers have been the leaders, or at least the rivals, of Wisconsin newspapers in giving publicity to federal tax payments on coin machines since the federal tax went into effect in 1941. Thus Des Moines citizens have been made fully acquainted with the fact that coin machines do pay a federal tax and they may also pay a city revenue. Des Moines citizens have also been fully informed that the federal tax differentiates between gaming devices and amusement machines and makes a considerable difference in the tax rate, as well as for number of gaming device and amusement machine licenses in the city. In fact, newspapers have more than once printed full lists of locations in the city that have paid the \$100 federal tax on the gaming devices.

### State Statistics

As a matter of statistics, in April, 1942, the federal revenue reports showed that 1,646 locations in the State has paid the gaming device fee. Of this number 104 were in the city. At that time the federal license had been paid on 3,746 amusement machines in the State, of which 488 were in the city. In 1943 newspapers headlined a report that there had been a drop of 669 machine licenses in the State. At that time federal revenue reports showed 1,164 locations had paid gaming licenses in the State, of which 45 were in the city of Des Moines.

Thus it will be seen that with a strong federal precedent, collecting revenue from both gaming devices and a large variety of amusement devices in the State, the city council may have considerable backing to support its move to license amusement machines, even against the adverse court decision, in case such a move is made later.

### ALL MACHINES RECONDITIONED

#### READY TO OPERATE

1 50¢ Mills Gooseneck, 2/4 Jackpot	\$125.00
1 25¢ Jennings 2/4 Jackpot	100.00
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1 10¢ Mills Cherry Bell, 3/5 Jackpot	225.00
1 10¢ Dixie Bell, 3/5 Jackpot	225.00
2 10¢ Caille's, 3/5 Jackpot	Ea. 75.00
2 5¢ Caille's, 3/5 Jackpot	Ea. 60.00
4 5¢ Blue Fronts, 3/5 Jackpot	Ea. 185.00
4 5¢ Blue Front on Steel Base, 3/5 Double Jackpot	225.00
1 5¢ Mills Extraordinary Console, 3/5 Jackpot	225.00
1 5¢ Mills Bonus, 3/5 Jackpot	225.00
6 5¢ Mills War Eagles, 3/5 Jackpot	150.00
1 5¢ Mills Roman Head, 3/5 Jackpot	225.00
2 10¢ Pace's 2/4 Jackpot	Ea. 65.00
2 5¢ Pace's 2/4 Jackpot	Ea. 50.00
1 10¢ Columbia Bell, 3/5 Double Jackpot	75.00
2 5¢ Jennings 4 Star Chief, 3/5 Jackpot	Ea. 175.00
2 5¢ Watling 2/4 Jackpot	Ea. 50.00
2 1¢ Little Dukes, 2/4 Jackpot	Ea. 40.00
1 5¢ Mills Owls, 2/4 Jackpot	Ea. 40.00
1 1-2-3, 5¢ Payout	75.00
2 Jumbos, Parades, Payouts	Ea. 90.00
2 Single Slot Machine Safes With Combination	Ea. 55.00
2 Double Slot Machine Safes With Combination	Ea. 90.00

#### CONSOLES

1 Paces Races, Black Cabinet	\$ 75.00
1 Rlo	35.00
2 Liberty Bells	Ea. 35.00
1 Galloping Dominos	75.00

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1 Shoot the Chutes Gun	\$100.00
1 Shoot A Lite	65.00
1 Scientific Punching Bag	215.00
1 Exhibit Champion Punching Bag	65.00
2 Keeney Anti Aircraft Guns	Ea. 65.00
1 National 1¢ Scale, White Enamel	35.00
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1 Mystic Mirror	40.00
4 1¢ Peek Machines	45.00
1 Basket Ball Game	45.00
50,000 Genuine A.B.T. Steel Shots, New, for A.B.T. Air Rifle Range, 25,000 In Box, \$2.75 Per Thousand	

TERMS: 1/3 Deposit — Balance C. O. D.

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## GUARANTEED MACHINES

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### MAKE US AN OFFER

- 3 Evans '41 Dominos, J.P., 5¢ Play, Extra Clean.
- 1 Evans '41 Dominos, J.P., 25¢ Play, Extra Clean.
- 1 25¢ Red Arrow Pace Races, J.P., Extra Clean.
- 1 25¢ Combination Super Bell.
- 1 5¢ Evans '40 Dominos.
- 1 5¢ Evans '40 Bangtails.
- 2 Jennings F.P. Fastimes.
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- 1 Double Revolverround Safe for Slots.

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Mills 10¢ Original Chrome One Cherry Payout, Used Only Two Weeks (Not Rebuilt) \$440.00  
Mills 5¢ Original Chrome One Cherry Payout, 455,000 280.00  
Mills 10¢ Meion Bell, 430,000, \$215.00; Jennings 25¢ 4 Star Chief, \$150.00; Watling 5¢ Twin Jackpot, \$65.00; Keeney Track Time, \$90.00.

**FRANK AMENDOLA**

3043 Ferry Ave., Niagara Falls, N. Y.

# D-Day Reports Range From 60% Off to 20% Up; Survey Reveals

(Continued from page 68)

had started to worry about losing their jobs with the ending of the war, but that largely the war workers were a happy lot and wanted to enjoy a good time after working hours. Nelson also reported that release of a large supply of new records had helped the phonograph situation.

Irving Sandler, Mayflower Distributing Company, reported operators were optimistic over business conditions, with sales of equipment continuing at a good pace. Sandler said virtually all operators reported collections good during the past week.

## CHICAGO

### D-Day Has Little Effect; Biz So-So

CHICAGO, June 17.—While civilians as well as all members of the trade forgot about business on D-Day and kept close to their radios, there hasn't been much change in coin machine play since then. Phono business has been off 20 per cent since the middle of May due principally to alternate torrid and cold-rainy weather. Record shortages and effect of the high juke box tax (now headed for State Supreme Court—see story in Music Machines Section) are the twin headaches plaguing the juke box operators. Play in Loop arcades and at Riverview Park here continues to boom, especially on week-ends when heavy influx of servicemen from Great Lakes and surrounding camps flock in. Distributors report invasion has had no perceptible effect on trading.

## ST. LOUIS

### Reaction Nil; Play Off Due to Beer, Weather

ST. LOUIS, June 17.—The leading juke box and pin game operators here all are firm in the belief that the invasion has in no way affected the play and collections of coin-operated machines in this section. While collections are off, this falling off in receipts is attributed by them to the hot weather and natural summer slump, and to a great degree the beer shortage in this city. The latter is really what is causing the biggest drop in collections, especially on juke boxes, as most taverns are just about out of this beverage when the juke box play is usually best. In some cases the record shortage has also contributed to the falling off of collections in juke boxes.

## NEW YORK

### Juke Box Play Not Seriously Affected

NEW YORK, June 17.—D-Day did not seriously interfere with local phonograph takes, altho declines were recorded, representative operators said after checking collections for the week of June 6.

In Manhattan the Riverside Music Company and the Serwell Music Company had lesser nets for invasion week. The Manhattan A. M. I. Distributing Company and the Regal Music Company, both with extensive routes, also showed collection declines. All of these outfits stressed that drops for the period were not large, about 10 per cent, and might even have been seasonal.

Harry Siskind, of the Master Automatic Music Company, Brooklyn, admitted collections were off slightly for invasion week but added that a downward trend had been detected in May and its continuance thru the week of June 6 might have been coincidental. At the Union Automatic Music Company, also of Brooklyn, the take was only slightly below normal.

The Capitol Automatic Music Company, one of the largest phonograph operators in the country, expressed the doubt that invasion news had adversely affected plays, and other phonograph

operator sources seem inclined to back this theory.

## NEW ORLEANS

### D-Day Effects Mixed; Beer, Parts Needed

NEW ORLEANS, June 17.—Effect of the invasion on revenues of amusement game operators in New Orleans and adjacent territory is somewhat mixed. Music operators say shortages of replacement tubes and other machine parts, to say nothing of the growing scarcity of beer and difficulty in finding competent servicemen, are of more concern than actual trends of the war.

It is apparent to the majority of pinball operators that many players are inclined to spend more of their leisure time at radios listening to news flashes as the war grows more intense. There are still a number of operators, however, who say that the change has not been noticeable in their business.

Insofar as music operators are concerned, revenues are said to be not greatly affected, altho business recently has been hurt by the growing shortages of beverages, particularly of beer. A number of music operators note a trend toward more playing of patriotic music.

As the new bond drive opens, with military displays on top of the invasion, operators expect some slump in business, as the public is being urged to buy increasingly large amounts of War Stamps and Bonds.

## BALTIMORE

### Taverns Closed D-Day; Trade Looks to V-Day

BALTIMORE, June 17.—Invasion Day found all taverns in this city closed and as a result business by coin machine operators at these spots was nil, altho restaurants and similar establishments continued to do business "as usual." Despite the closing of taverns on that day, those locations actually lost very little or no business at all because of the beer and liquor situation, which for some time had forced them to keep closed one, two or more days and nights each week.

The event served to raise the hopes of coin machine men in that they viewed the occasion as the "beginning of the end," and that resumption of the manufacture of coin machines and other products is much nearer than it had been for some time.

## DETROIT

### Hot Weather and Beer Shortage Headaches

DETROIT, June 17.—Effect of invasion on coin machine patronage in this territory has been small, coin machine operators generally agree. There has been a definite drop, and it is spread thru up-State Michigan as well as in the city, but this is partly a result of two other factors besides D-Day—the shortage of beer which has brought about closing and decreased patronage in many taverns and the hot weather which has turned thousands to outdoor recreation. It was this latter, for instance, that was responsible for the drop in patronage among arcade operators on Woodward Avenue, where nighttime business is heaviest.

Immediate reaction on D-Day was a heavy drop in juke box play in particular, as patrons preferred to listen to the radio, and this factor continues to cut play on jukes and Panorams when important news broadcasts are known to be on the air.

On phonographs there has been a trend, not sharply defined as yet, toward patriotic themes—such a number as *G. I. Jive*, for instance, coming right up to the fore.

On movie machines, films with a slight

military background seem to be especially popular, even with uniformed men, tho the lack of a selectivity makes accurate gauging by play impossible.

Up-State reports from operators indicate a 5 per cent drop in patronage. Migration of earlier vacationers to the resort area has offset any larger drop. Lack of a variety of competing commercial amusements is another factor in keeping the volume of patronage steadier up-State, as opposed to the Detroit area proper.

## PHILADELPHIA

### Trade Hit Hard as Play Off 60 to 90%

PHILADELPHIA, June 17.—Like all other branches of the amusement and entertainment field here, invasion day and the succeeding days of tension and great stress all but brought a standstill to collections for both music and pinball machines. Collections for the first week of the invasion dipped as much as 80 per cent and in no instances reported less than 50 per cent.

However, the drop is of no great alarm to the local operators, realizing that the play will be back to normal as the excitement of the invasion wears down. From the first day that the flash came over the radio the populace has had its ears stuck to the radio. Since locations have been keeping their radio sets going full blast, the play on phonos and games has been virtually nil.

This week saw some pick-up in play during the evening hours, altho the radio news still monopolizes the attention during the daytime hours. And when not listening to the radio, everybody is expounding his own war-progress deductions.

Business drop was not quite as heavy at the town's many arcades; an estimated drop from 30 to 60 per cent. The arcades keep their radio sets on in full blast, getting some play between the news flashes. Moreover, the radio sets in the arcades helped bring in the news-hungry folk off the streets and keep them inside for hours at a stretch.

Significant is the fact that the music operators did not make any quick change and flood their machines with patriotic recordings in an effort to take advantage of the moment. Operators are holding fast to their premise that the music machine is primarily for entertainment and not for propaganda and thus saw no need for stacking the machines with patriotic or military music in an effort to snatch a few extra nickels. Ops are firmly convinced that collections will soon return to normal, pointing out that even they neglected their personal business in the interest of the invasion.

## LOS ANGELES

### Some Ops Say Biz Up; Others Down Since D-Day

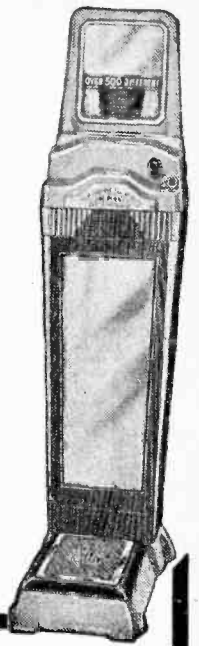
LOS ANGELES, June 17.—News of the invasion of Europe by Allied armies had varying effects on the coin machine business in this section. Operators here have given little thought to how the invasion news has affected collections. Those contacted revealed that they themselves had been too interested in the European theater during the week to consider their own profits and losses.

In the music operating business collections for the invasion week showed some increase with two operators, while with two others reported decreases.

Frank Navarro, of Navarro Music Company, said his collections were up, too and including Saturday (10). "I think people were celebrating," he said. Al Harman, who operates in Glendale and Pasadena, said his business increased, especially in Pasadena, where takes had been off. Bars in his area, Herman said, also reported an increase in business.

Sam Ricklin, of California Music Company, reported a drop in his collections. "People stayed at home to listen to the radio. In bars where there were both music machines and radios, the radios brought in news, with the music machines remaining silent," he said.

Stewart Trimble, of the Seville Distributing Company in Huntington Park, reported biz off 20 to 25 per cent on both music machines and pinball games. A bowling alley which had been doing good



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business dropped 30 per cent for invasion week.

Art Weiss, an operator in the Garvey and Monterey districts, said that he had not noticed any effects on plays. Tom Wall, of California Games, after checking over the collections for the week ending June 10, stated that the war news had failed to show any bolstering or deteriorating effects on his collections.

## MINNEAPOLIS

### Play Off for Month; Invasion News Helps

MINNEAPOLIS, June 17.—Coin machine collections—juke and pin games—were off for about a month before D-Day due to pre-invasion jitters, so when invasion did come coinmen felt they couldn't be hit any more.

But, strangely enough, invasion didn't hit. If anything, it boosted collections, according to several operators and arcade men contacted.

"That first D-Day," said one coinman, "we felt it—and bad. Nobody paid any attention to coin machines—even the coinmen themselves. But once we realized everything was going even better than our generals expected, then things began to open up a little."

One coinman said his arcade picked up in business just a day or two after the invasion. The same was true with his juke box-pin game route, he said. Prior to that business had been off for some weeks. Altho coinmen couldn't figure out why the slump when it hit, they realize now it was the pre-D-Day jitters.

Distributors said that surprisingly enough several of their lagging accounts were paid up by operators since invasion. This, said the jobbers, was an indication collections were up.

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PRODS BRITISH COINMEN

(Continued from page 68) quickly arises is: Are we going to depend to a great extent on American manufacturers for our amusement machines? I particularly classify that type because in the matter of venders it should be possible to do as before; that is, hold our own with the rest of the world. But in the matter of amusement machines, will America be the big noise? With regard to the larger types of "sea-side" equipment, home productions made a fair show before the war; can it improve on that afterwards? With wall machines, too, home manufacturers did not do too badly. But, of more recent times, American producers have shown an interest in this class of machine on an increasing scale.

Jennings Looking Ahead To a recent issue of The Billboard O. D. Jennings ("the" Jennings of Desert Night and Little Duke distinction) has made a contribution on post-war plans. And he says of America: "The export market, which in past years has approximated some 40 per cent of some manufacturers' total production, can be expected to at least equal the total home market in the post-war period." I suppose he refers in the main to vending machines, but there it is—the idea of a man with a far seeing brain.

Will Table Games Remain? I wonder too if anyone ever gives thought as to what will succeed the table type of game. Or will there be any marked variation from a type which has become a mainstay of arcade practice? It seems rather difficult nowadays to visualize an arcade minus its row or rows of tables; those tables with their type of play which so readily appeals to the public. Will there be a revolution or shall we stay very much as we are in general idea?

Better Productive Equipment In giving his reasons for being optimistic as to the post-war period for American manufacturers, Jennings draws attention to the fact that thru the war production schedules acceleration, equipment, efficiency, capacity and organization have been brought "sharply up-to-date." But altho not perhaps on such a big scale generally, something like that has occurred over here, and with certain classes of machines British manufacture may come well to the fore.

Healthy Financial Reserves He also says that America's major coin machine manufacturers will resume production with healthy financial reserves "which will afford faster and more thoro engineering, expansion of production facilities, employment of highest type of personnel, expansion of factory and field organizations," and so on. I have no idea as to how our people will be from a financial standpoint but there does exist the possibility of some measure of protection, if the manufacturers and the industry generally can provide the powers-that-be with justification.

The Time Factor Time may of course be a factor helpful and encouraging to our manufacturers. I cannot visualize the ban on importation of such things as coin-operated machines being lifted immediately the war is over. All of which rather indicates a "period of grace"; a period which may be taken full advantage of by manufacturers here.

Good Market for Amuse. Machines Despite agitations for their closure, I do feel that amusement arcades, provided they are run with due discretion, will remain a feature of the people's entertainment facilities after the war. Also the piers will be re-opening and needing new machines, which means a ready-made market for the right wares.

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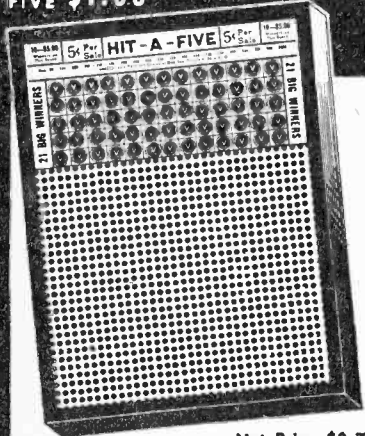
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MUSIC SUPPLIES ACCESSORIES

Pep Up Your Route With These Special Offers!

PHONOGRAPHS

WURLITZER

Table listing Wurlitzer models and prices: 3 950 \$700.00, 7 850 700.00, 5 750E 625.00, etc.

ROCK-OLA

Table listing Rock-Ola models and prices: 2 Commando \$550.00, 2 Super 350.00, 3 12 Record 90.00

SEEBURG

Table listing Seeburg models and prices: 1 8200 ESRC \$625.00, 4 Regal 275.00, 3 Gem 250.00, 1 Rex 195.00

MILLS

Table listing Mills models and prices: 5 Panorams \$325.00, 4 Solovues 380.00, 1 Empress With Keeney Adapter 300.00, 4 Dance Masters 55.00

SPEAKERS

Table listing speaker models and prices: 2 Wurlitzer #39-A P.M. \$29.50, 1 Wurlitzer #220 P.M. 29.50, etc.

WALL BOXES

Table listing wall box models and prices: 6 Rockola 5-10-25 Bar Boxes \$49.50, 10 Seeburg Selectomatics 8.50, etc.

STEPPERS - ADAPTERS MISCELLANEOUS

Table listing stepper and miscellaneous items and prices: 3 Wurlitzer #304 \$22.50, 4 Wurlitzer #300 30.00, etc.

RECORDS

10,000 Hillbilly, Popular. \$12.00 Per Hundred. \$100.00 Per Thousand.

All Merchandise Subject to Prior Sale!

50% Certified Dep., Bal. C. O. D. or Sight Draft.

AMERICAN COIN MACHINE COMPANY 437 Elizabeth Ave., Newark 8, N. J. Phone: Waverly 3-1500

Token Fight Still Waging

Small chance for immediate recall—ops urged to continue reporting losses

CHICAGO, June 17.—Tho chances for immediate recall of the midget-size food ration tokens are dimming, the National Automatic Merchandising Association and the American Transit Association are still striving to have the Office of Price Administration substitute larger size tokens that won't work in coin slots as soon as possible.

In April 235 reports from vending machine operators of a total of 1,881 machines reported a take of 4,891 red and blue tokens in their cash boxes.

Transit companies, too, are being hit hard. Philadelphia Transportation Company reported collecting 1,300 tokens in a week.

Ready for Location!

18 Record Gabel Lite-Up, exceptionally Clean and Guaranteed Mechanically Perfect \$149.50

Program Strips, 20 to a Card, 1,000 Cards \$2.75

1/3 Deposit, Balance C. O. D. F. O. B. Philadelphia

★ DAVID ROSEN ★ 855 NORTH BROAD STREET PHILADELPHIA 23, PA. STEVENSON 9943

SLOTS FOR SALE

Table listing slot machines for sale: 1 25c Mills Brown Front, C.H. \$325.00, 1 10c Mills Cherry Bell, 3-10 P.O., C.H. 250.00, etc.

Terms: 1/3 Deposit, Balance C. O. D. C. E. BURNS

1510 N. 7th Street, Grand Junction, Colorado

MECHANIC WANTED

FOR PHONOGRAPHS AND ARCADE EQUIPMENT. Must know Amplifiers. ALSO WANT ROUTE MAN. No floaters or boozers wanted.

FOR SALE

Looks like new and in good condition. 1 Paces Races, 1 Panco Rosemont (Race Horse), 1 Tokyo Raider, 1 Keeney Air Raider, all for \$1000.00.

CLOVIS AMUSEMENT COMPANY 1003 Main Clovis, New Mexico

Before World War I—

Jennings was supplying leading operators with the best in coin-operated equipment, and

After World War II—

Jennings will again lead the field with the finest equipment that precision manufacturing can produce.

In the Meantime

Get your Chiefs in now for a top-notch repair job by factory trained mechanics.

O. D. JENNINGS & COMPANY

4307-39 W. Lake Street

Chicago 24, Illinois

READ THIS AND RUSH YOUR ORDER!

ARCADE

Table listing arcade items and prices: 1 Rock-Ola World Series \$60.00, 1 Bally Defender (Amplifier Missing) 195.00, etc.

MUSIC ACCESSORIES

Table listing music accessories and prices: 50 Packard Boxes, Each \$34.50, 20 Seeburg 30-Wire Boxes, Ea. 29.50, etc.

Ray Gun Lamps, #1489, 90c Each; in Lots of 25 or More \$ .79 Each Pilot Bulbs, 40, 44, 46, 50, 51, 55, 63, Box of 10 .55

7 1/2 Watt Bulbs, Case of 120 \$10.75 50 Boxes 12" Lumilines, Per Box of 24 19.20

1/2 deposit, balance C. O. D., F. O. B. Newark

RUNYON SALES CO. 123 W. RUNYON STREET NEWARK, N. J.

NEED FLOOR SPACE THE FOLLOWING FOR SALE

Table listing items for sale: 2 Photomatics, Late Serial, Perfect Condition, Just Overhauled, with New Slides \$1350.00, 10,000 Mutoscope Frames 200.00, etc.

PENNYLAND ARCADE

R. D. 2 (Phone 9065) JONESTOWN, PA.

FOR SALE!

50 Lbs. Nameplate Tape For use in Roovers Nameplate Machine. \$2.00 Per Lb. 1/3 Dep. With Order.

GEORGE PATERSON 6 W. 190th St. Bronx, N. Y. C.

FOR GUARANTEED

MILLS EQUIPMENT BAKER NOVELTY COMPANY 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS



Over 75,000  
Now Giving  
Trouble-Free  
Service!

**IMP**

BRAND  
NEW

\$9.90

WHILE  
THEY  
LAST!

Regular  
Price

\$12.50.



BRAND NEW

Wings.....\$11.50 | Yankees.....\$11.50  
Sparks, 1¢ Cig. .... 29.50  
Cent a Pak ..... 9.90  
Ten Strike, H.S., F.P. .... 275.00  
Ten Strike, H.S. .... 235.00

Liberty Bell, Cig., Floor Sample ..... \$ 11.50  
Mercury, Cig., Floor Sample ..... 11.50  
Zephyr ..... 9.90  
Turf Flash, Used ..... 12.50  
Champion ..... 14.90  
Vitalizer ..... 69.50  
Evans Playball ..... 195.00  
Love Testers ..... 149.50  
Exh. Rotary Merchandisers ..... 179.50  
Exh. Merchantsmen ..... 49.50  
Fan Front Mutoscope Diggers ..... 79.50

READY FOR IMMEDIATE DELIVERY  
TOKYO RAIDER CONVERSION  
FOR DRIVEMOBILE .....\$16.75  
KLIP-A-NIP CONVERSION FOR  
SKYFIGHTER ..... 16.75

1/3 Deposit With Order.

**MAX GLASS**  
**DISTRIBUTING CO.**

(Successors to Gerber & Glass)

914 DIVERSEY CHICAGO 14, ILL.

land; Hartford, Conn., and other major cities also reported similar losses.

**History of Fight**

Fight to get recall nuisance tokens began May 5 when C. S. Darling, secretary of the NAMA and C. D. Cass, general counsel of the American Transit Association, appeared before the House Banking and Currency Committee in Washington to present the facts on the damage of the midget tokens were causing. Cass requested that the law authorizing the extension of OPA be amended to provide for the prompt recall of the tokens and for reimbursement of owners of coin devices for losses sustained.

On May 16, Chester Bowles and other OPA executives appeared before the same committee to present OPA's side of the case. During his testimony, Bowles revealed to the committee OPA's plan to recall the tokens before the end of rationing, but told the committee for the time being he preferred to keep the plan "off the record," presumably, because advance publicity would make its eventual administration more difficult.

While operators took heart in the fact that they won't be plagued with having these tokens jamming their machines when they no longer have any food value, they are still hoping that OPA will adopt NAMA's suggestion that the size of the token be changed to an inch in diameter or some other size that would prove unoperatable in coin slots.

**Report Losses**

Meanwhile, tho the law to continue OPA has not yet been passed by Congress, chances that the amendment proposed by Cass of ATA will be included are slim. Operators who are sustaining loss and trouble because of the tokens, however, are still urged to write their representatives in Congress and also to report facts on number of tokens found in machines and the extent of damage they have caused to *The Billboard* or the National Automatic Merchandising Association, 120 S. La Salle Street, Chicago.

MILLS 5c, 10c AND 25c CLUB CONSOLES. THE SET.....\$1350.00  
SPECIAL! NEW, IN ORIGINAL CRATE—7 1/2 FT. SUPREME SKEE ROLL.....\$309.50

ARCADE EQUIPMENT—GUNS—MISCELLANEOUS

NEW SUPREME GUN.....\$330.00	ANTI-AIRCRAFT SCREENS—NEW ..\$ 9.50
KEENEY SUBMARINE..... 199.50	AIR RAIDER..... 244.50
TEXAS LEAGUER—Regular ..... 47.50	2c A. B. T. COIN CHUTES..... 7.50
GOTT. 3-WAY GRIPPER..... 17.50	TOMMY GUN..... 169.50
EXH. ROTARY—Pusher..... 195.00	MUTO. VIEWING SHOWS, 5c or 10c 39.50
TEXAS LEAGUER—Deluxe, 1c or 5c 54.50	TEN STRIKE—Hi Dial..... 69.50
EXH. DOME-TOP DIGGERS..... 69.50	BUCKLEY TREASURE ISLAND DIGGER 69.50
PIKES PEAKS..... 19.50	JAP CONVERTED CHICKEN SAM... 149.50
MILLS MAIN CLOCK GEARS..... 2.50	LATEST VIEWSCOPE—NEW..... 47.50
MUTO. HURDLE HOP..... 79.50	BALLY RAPID FIRES—Perfect... 229.50
NEW 1c BULLDOG COIN CHUTES.. 2.75	NEW 5c F. P. COIN CHUTES..... 3.75

SLOTS — ONE BALLS — CONSOLES

Safe Stands—Mills .....\$ 20.00	5c Columbia Cig. Reels...\$ 49.50
Victorious—Westerhaus ... 149.50	Baker's Pacer—J. P. .... 260.00
1941 1-2-3, F.P. .... 94.50	1939 1-2-3, F. P. .... 34.50
5c Gold Chrome, #474-139 375.00	Jumbo Parades, F. P. .... 89.50
Sport Specials ..... 165.00	Record Times ..... 175.00
10c Jenn. Chief Console... 279.50	Club Trophys ..... 350.00
'41 Derbys ..... 375.00	Pimlicos ..... 445.00
Long Acres ..... 595.00	Bally Eureka ..... 59.50
Jumbo Parade—P. O. Late Head ..... 119.50	Keeney Contest ..... 125.00
10c Pace Reels—Perfect... 269.50	Hi Hands—A-1 ..... 169.50

PIN GAMES — NEW AND USED

Alr Circus .....\$129.50	All American.....\$ 44.50	Argentine.....\$ 79.50
Attention ..... 49.50	Invasion, REV ..... 169.50	Big Chief ..... 44.50
Big Parade ..... 129.50	Bowlay ..... 72.50	Bosco ..... 89.50
Broadcast ..... 49.50	Eagle Squadron, REV 149.50	5-10-20 ..... 129.50
Knock Out ..... 129.50	Jeep ..... 129.50	Second Front ..... 129.50
Gun Club ..... 72.50	'41 Majors ..... 49.50	Zig Zag ..... 69.50
Miami Beach ..... 64.50	Monicker ..... 89.50	Sea Hawk ..... 44.50
Show Boat ..... 59.50	Stratoliner ..... 42.50	South Paw ..... 64.50
Sport Parade ..... 44.50	Jungle ..... 64.50	Shangri La, Reb. Mr. Chips, REV ..... 149.50
Spot Pool ..... 74.50	Ten Spot ..... 57.50	Towers ..... 89.50
Texas Mustang ..... 79.50	Topic ..... 89.50	Wild Fire ..... 44.50
'42 Home Run ..... 109.50	Genco Victory ..... 94.50	Wildscope ..... 49.50
Paratrooper ..... 109.50	Three Up ..... 89.50	Pin Up Girl, REV ..... 209.50
Four Roses ..... 57.50	Sky Chief ..... 179.50	Yanks ..... 119.50
Midway, REV ..... 209.50	Capt. Kidd ..... 79.50	

WILL PAY \$50.00 FOR EXH. WEST WIND, SUN BEAM, DO-RE-MI, STARS AND DOUBLE PLAY. \$35.00 FOR LEADERS, SILVER SKATES 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.

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CHICAGO 47, ILLINOIS  
Phone: Humboldt 6288

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**DURO TEST**

One Year Guaranteed · 2,000  
Hour Lamps · Complete Line  
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**DURO TEST CORPORATION**  
NORTH BERGEN, NEW JERSEY

**FEWER BURNOUTS  
MEAN REDUCED  
MAINTENANCE  
COSTS!**

**NEW COIN MACHINES**

1 Bally Coca-Cola Vender, complete with Compressor and 115 V. D.C. Motor.  
2 Bally Alleys.  
5 Rainbow Pencil Venders.  
1 Luxury Rockola Lightup for use with other B and C Units.  
2 Rockola used Music Boxes less Tubes and a few Parts.  
All above except Rockola Music Boxes are new and in original crates. Wire your best offer at once.

**HARRY J. SCHEEL, Exporter**  
2654 Morse Avenue Chicago 45, Ill.

**SPECIAL**

120 TIPS AND BASEBALL ON PADS  
\$28.50 Per Gross — In Bags, \$25.00 Per Gross.  
Immediate Delivery.  
Gum Taped Individually. Send 35¢ for Samples.

**EMPIRE PRESS**

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MONEY COUNTERS, SORTERS  
AND WRAPPERS

Give Complete Details First Letter.

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P. O. Box 4141 Miami 25, Fla.

**ARCADE MACHINES**

Midget Skee Ball .....\$199.50
Periscope ..... 395.00
Selector Scope ..... 375.00
Cupid's Wheel ..... 245.00
"Solo-Vue," Complete Panoram Machine Converted ..... 495.00
"Trap the Jap," Munves' Chicken Sam Conversion ..... 169.50
Bally Rapid Fire ..... 245.00
Bally Bull's Eye ..... 95.00
Keeney Submarine ..... 200.00
Keeney Air Raider ..... 235.00
Seeburg Shoot the Chutes ..... 150.00
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Groetchen Mountain Olimber ..... 145.00
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Chester Pollard Football, 2 Players ..... 115.00
Gottlieb Skeeballette ..... 62.50
Goofy Golf ..... 85.00
Kill the Jap, New ..... 25.00
Poison the Rat, New ..... 25.00
Skillarette, New ..... 25.00
Exhibit Meters (Love, Wheels of Love, Whatsis and Owls); Complete Sets of Three With Stands and Signs, Per Set ..... 150.00

1/3 deposit, bal. C. O. D.,  
**F. O. B. New York**

500 VARIOUS ARCADE MACHINES  
READY FOR DELIVERY. WRITE FOR  
COMPLETE LIST OF MACHINES OR  
SUPPLIES!

**MIKE MUNVES**

510-514 W. 34th St. NEW YORK  
(2 Blocks From Penn. Station)

**Slot Machine Bargains**

\$40 Each

1 1c Mills Liberty Bell Jackpot, 2-4 P. O.  
1 5c Jennings Victoria Jackpot, 2-4 P.O.  
1 5c Jennings Jackpot Bell, 2-4 P.O.  
2 25c Caille Jackpots, 2-4 P.O.  
1 1c Watling Twin Jackpot Gum Vender.  
3 1c Pace All Stars, Bent Coin Return.  
1 5c Jennings Century Jackpot, 2-4 P.O.  
1 10c Jennings Victoria, 2-4 P.O.  
5 Brand New Nickel Glitter Gold Q.T.'s ..... Write  
Wire One-Half Deposit. Phone between 12 and 1 Eastern War Time (4-1109).  
Wanted—Mills and Jennings Slot Machines.  
2 5c Watling Rolatops, 2-4 P.O. ..\$ 85.00  
1 10c Watling Rolatop, 2-4 P.O. .. 100.00

**AUTOMATIC  
COIN MACHINE CORP.**

338 Chestnut St. SPRINGFIELD, MASS.

**FOR SALE**

Mills Three Bells, Serial #902, Guaranteed  
Just Like New .....\$950.00  
Mills Four Bells, In Perfect Condition, Both  
Mechanically and Cabinet, Ser. #625 .. 700.00  
1/3 Deposit, Balance C. O. D. Both Machines  
Never Used Since Factory Reconditioned.  
**RAY THRAEN Tracy, Minn.**

**CARL TRIPPE** Price Plus Guaranteed Satisfaction

**PEANUT AND BALL GUM  
MACHINES**

5 Four In One Venders .....\$ 4.00	1 Advance 2-Col. Cigarette ..... \$10.00
6 Duo Venders ..... 4.00	3 DuGrenier Candy (12 Selection) ..... 89.50
1 Mickey Mouse ..... 3.00	(3¢ and 1¢)
100 N.W. Model 40 ..... 5.00	1 Jennings Beverage Vender, 10¢, Like New ..... 75.00
45 N.W. Model (New) 40 ..... 6.50	1 Lord's Prayer on a Penny Machine With Stand ..... 100.00
1 N.W. Merchandiser ..... 5.00	50 Match Venders (New) ..... 4.50
3 N.W. 33 Junior (Used), 21 lbs. Porc ..... 4.00	1 National Model 330, 9 Column ..... 69.50
13 N.W. 33 Junior, New, 1 1/2 Lbs. .... 5.70	1 Postage Stamp Walzer (4 ones, 5¢) ..... 10.00
6 N.W. 33 Porcelain (New) ..... 7.10	1 Rowe 2 Column Cigarette ..... 10.00
1 N.W. Penny Back Base (New) ..... 2.00	4 Shipman Postage Stamp (New) ..... 29.50
4 Peerless ..... 3.50	1 Stewart-McGuire Feather Touch (10 Column) ..... 39.50
3 Seimor ..... 4.00	2 Stewart-McGuire 15c 6-Column (With Base) ..... 10.00
1 Smiling Sam on Stand ..... 12.50	2 Popmatic Popcorn Machines (Used) ..... 39.50
2 Superior ..... 3.50	2 Popmatic Popcorn Machines (New) ..... 69.50
5 Snacks ..... 7.50	6 Goretta 6 Column, 15¢, With Base. 15.00
4 Snacks With Stands ..... 10.00	6 Walzer Postage Stamps (4 ones, 5¢) 15.00
4 Triselectors (Used), N.W. .... 17.50	
2 Universal (Victor) ..... 4.00	
5 Vend-A-Bag (Jennings) ..... 7.50	
75 Metal (48 Bag) Revolving Nut Racks ..... 1.25	
11 Wire Service Trays for Nut Racks .. .50	
41 Columbus Peanut Venders (Used) ..... 4.00	
3 3-Column Peanut Venders, Metal (Used) ..... 2.50	
13 Easel Type (Metal) Nut Racks..... 1.00	

TERMS: 1/3 Deposit, Balance C. O. D.

**VENDING  
MACHINES**

2 Kirk Astrology .....\$99.50
14 Pace Lo Boy, Porcelain ..... 49.50
6 Watling Tom Thumb Lo Boy, Porc... 75.00

**SCALES**

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2823 Locust St.  
St. Louis 3 Mo.

**IDEAL NOVELTY CO.**

# MILWAUKEE SPECIAL BUYS!

## FIVE BALLS

- Air Circus .....\$119.50
- Attention ..... 59.50
- Belle Hop ..... 49.50
- Big Chief ..... 39.50
- Big Six ..... 19.50
- Bolaway ..... 89.50
- Crossline ..... 39.50
- Crystal ..... 24.50
- Defense (Baker) ..... 39.50
- Entry ..... 29.50
- Doughboy ..... 29.50
- Fifty Grand ..... 29.50
- Five, Ten & Twenty, Like New ..... 129.50
- Four Diamonds ..... 39.50
- 4 Roses ..... 44.50
- Gold Star ..... 84.50
- Jungle ..... 89.50
- New Champs ..... 89.50
- Paradise ..... 39.50
- Pursult ..... 49.50
- Score Champ ..... 19.50
- Shangri-La, Genco Rebit. .... 99.50
- Sky Blazer ..... 74.50
- Sky Ray ..... 39.50
- Sparky ..... 29.50
- Speedway ..... 19.50
- Spot Pool ..... 89.50
- Star Attraction ..... 84.50
- Super Six ..... 19.50
- Fishin' ..... 89.50
- Target Skill ..... 34.50
- Three Up ..... 29.50
- Torpedd Patrol ..... 89.50
- Ump ..... 29.50
- Victory ..... 94.50
- Wild Fire ..... 39.50
- Zig Zag ..... 89.50

## ONE BALLS

- Fortune Convertible to Free Play or Payout \$299.50
- Skylark ..... 249.50
- Thistle-down ..... 65.00
- Fairgrounds ..... 29.50
- Preakness ..... 29.50
- Gold Cup ..... 49.50
- Seabiscuit ..... 79.50
- Blue Ribbon ..... 69.50
- Late 1939 Mills 1-2-3, Free Play, completely reconditioned and overhauled by Mills, in original crates, animal reels ..... 79.50
- 1939 1-2-3, Payout ..... 39.50
- Gold Medal ..... 49.50
- Track Record, Gottlieb, Free Play ..... 89.50
- Grand Prize ..... 49.50
- Bally Stables ..... 39.50
- Jennings Flicker ..... 39.50

## SLOTS

- Blue Front, 5c. . . \$224.50; 10c. . . \$249.50; 25c. . . \$289.50  
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. . . \$249.50; 10c. . . \$284.50; 25c. . . \$324.50  
New wooden cabinets, club handles. Cannot be told from new. A sample will convince!
- Copper Chrome, 25c play, completely reconditioned and rebuilt. Looks like new—\$374.50.
- Mills Original Gold Chromes and Mills Original Chromes. Appearance excellent. Mechanically perfect.  
5c. . . \$389.50; 10c. . . \$424.50; 25c. . . \$474.50
- Mills Original Bonus Bells.  
5c. . . \$274.50; 10c. . . \$309.50; 25c. . . \$349.50

## CONSOLES

- Overhauled, Checked and Cleaned
- Jennings Liberty Bell, Flat Top ..... \$17.50
- Slant Top ..... 27.50
- Derby Day, Flat Top ..... 17.50
- Slant Top ..... 27.50
- Keeney Kentucky Club ..... 69.50
- 1 Keeney Kentucky Skill Time, 7 Coin Head, Excellent Condition, New Glass ..... 89.50
- 2 Keeney Track Times, 7 Coin Head ..... 69.50
- Bally Long Champ (Large) ..... 34.50
- Bally Solitaire Flicker ..... 34.50
- Stoner's Zippers, Payout ..... 29.50
- Jumbo Parade, Free Play ..... 79.50
- Parlay Races, 7 Coin Late Head, Slant Top ..... 79.50
- Roletta Jr. .... 64.50
- Galloping Domino, Rebuilt 7 Coin Slant Type, New Hd. 149.50
- Bally Skill Field, with Daily Double Feature, 7 Coin Hd. 69.50
- Jennings Fastime, Free Play or Payout ..... 89.50
- Paces Reels, Payout ..... 94.50
- Bally Ray's Track ..... 89.50
- Silver Moons ..... 124.50
- Big Game ..... 89.50
- Pace Saratoga ..... 84.50

## MUSIC

- Twin 12 Wurlitzer in Metal Plamor Cabinet, good condition, complete with adapter ..... \$149.50
- 1 Wurlitzer Model 24, Buried Job, Complete with Packard Adapter ..... 194.50
- 1941 Singing Tower, 20 Selection, excellent condition, complete with adapter, wire and 3 boxes ..... 459.50

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.

**WE WILL PAY \$450.00**

FOR LONGACRES or THOROBRED, F. P., IN A-1 CONDITION.

**Southern Amusement Co.**

CORPUS CHRISTI, TEXAS

**ATLAS MEN 11 IN SERVICE**

Keep Your Games in Money-Making Shape!

**ATLAS MASTER PARTS KIT**

Hundreds of vital parts for time-saving service!

ONLY **\$7.75**

CLOSING OUT BRAND NEW 25c COLUMBIA GOLD AWARD ..... \$127.50  
Lots of 5, \$122.50. Lots of 10, \$119.50.

**PANORAM \$395.00**

(Completely Reconditioned)  
Ready for Immediate Shipment.

- New Jumbo Parade, P.O., Late ..... \$179.50
- Bally Hi Hand ..... 164.50
- Ex. Bicycle ..... 129.50
- Jenn. Clearolla, Model XVV ..... 129.50
- Jumbo Parade, P.O., Late ..... 129.50
- Jumbo, F.P., Late ..... 99.50
- Slap the Jap ..... 169.50
- Western Baseball ..... 109.50

**MILLS MAIN CLOCK GEAR, Complete ... \$3.50**

JENN. CLOCK GEARS, Complete .... 3.25

Due to prevailing conditions, please keep parts orders at \$5 minimum. Send check in full on orders under \$10. 1/3 deposit on orders over \$10.

**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

FRIENDLY PERSONAL SERVICE

# Bottlers Stop Bottle Racket

PHILADELPHIA, June 17.—A \$1,000,-000-a-year racket in soda bottles and cases was disclosed this week at a hearing before Magistrate Nathan A. Belfel of four men accused of illegal sales of registered containers. The racket, involving more than a score of individuals and small bottling firms, was uncovered after an investigation by private detectives employed by the city's 10 largest soda companies.

Held in \$1,000 bail each for a further hearing were: Edward Probinsky, Jack Grossman, Solomon Feldman and Herman Hoffman. Hoffman operates a grocery, the others are independent bottle dealers.

Louis Floge, attorney for the Philadelphia Manufacturers of Carbonated Beverages, told Belfel the four men are involved in a "scheme to obtain and dispose of registered bottles and cases in illegitimate channels and for huge profits to themselves."

### How Racket Works

Emanuel D. Lowenstein, president of the association, said that 11 per cent of the members' \$10,000,000 investment in bottles and cases has disappeared since the War Production Board curtailed their output about a year ago. He said the racket works this way: Bottle dealers buy cases of quart and pint bottles from retailers who have made deposits of 60 to 70 cents each, paying \$1 to \$1.10. The bottles are then sold to small bottling firms "at substantial profits" while the cases are sold to out-of-town firms for 45 and 50 cents each.

At least a dozen small Philadelphia concerns, unable to get containers for their increased business, are using bottles made exclusively for the large manufacturers, Lowenstein said. "Their products, bearing their own labels, are being sold today in many stores in our bottles. We intend to prosecute the offenders under the June 24, 1933, act of assembly which prohibits trafficking and dealing in registered bottles."

Lowenstein said the Beverage Distributors' Association, composed of 100 independent soda jobbers, has co-operated fully in the investigation.

Members of the Philadelphia Manufacturers of Carbonated Beverages include Star Bottling Company, Coca-Cola Bottling Company, Pepsi-Cola Bottling Company; Booth Bottling Co., Inc.; Gruber Bottling Works, John Freidrich and the Canada Dry Bottling Company.

## SLOTS

- 4 5¢ Brown Fronts ..... \$220.00 Ea.
- 1 5¢ Original Chrome, 2/5 P.O. 325.00
- 1 5¢ Original Chrome, 3/5 P.O. 295.00
- 1 10¢ Orig. Chrome, 3/5 P.O. 345.00
- 2 5¢ Melon Bells ..... 195.00 Ea.
- 2 5¢ Blue Fronts, S.J.P. .... 195.00 Ea.
- 1 5¢ Extraordinary, Beautifully Refinished, Club Handles. 175.00  
These Machines Just Off Location All In Fine Shape.
- 10 5¢ Goose-neck Slots ..... \$35.00 Ea.
- 2 5¢ Vest Pockets, Green ..... 32.50 Ea.
- 1 5¢ Mills Blue Q.T. .... 64.50
- 1 1¢ Q.T. .... 25.00
- 5¢ Mercury, Counter Game ..... 15.00
- 5¢ Liberty, Counter Game ..... 15.00
- 1 Double Safe Stand, Combination Lock ..... 50.00
- 5 Jack-In-the-Box Safe Stands.. Write  
Folding Stands ..... 3.75 Ea.

## CONSOLES

- 1 Bally Club Bells ..... \$245.00
- 1 Jennings Silver Moon, F.P. .... 90.00
- 2 Jennings Bobtail ..... 90.00 Ea.
- 1 Jennings Convertible ..... 125.00
- 1 Sport Special ..... 150.00

## PINBALLS

- 1 A.B.C. Bowler ..... \$ 39.50
- 1 Big Time ..... 24.50
- 1 Defense (Baker) ..... 19.50
- 1 Grand Canyon ..... 135.00
- 1 Spot Pool ..... 49.50

# EAST COAST MUSIC CO.

1001 WALNUT ST., CHESTER, PA.  
Chester 3637

## NEW LOW PRICES JAR DEAL TICKETS

Red, White & Blue, 2040, 2100, 2170 Count.  
COMBINATION TICKETS, 1836, 2052 Count.

**\$2.00 PER SET**  
Doz. or More

2040 Count Red, White & Blue, Bundled in Five's, \$2.50 Set.

1/3 Dep., Bal. C.O.D., F.O.B. Indianapolis, Ind.

## Automatic Amusement Co.

633 Mass. Ave. INDIANAPOLIS 4, IND.

# \$3 GETS YOU \$100

Operators, Locations, Show Men, Promoters . . . calling all smart boys!! Here is a sweet deal! It's legal! It's tax-free! It's fast! It's terrific! And it's not coin-operated . . . that's why it can put you in the big money for the price of a few high-balls!! **NEW SKILL GAME**, 40 in. by 15 in., is made to order for the times. Pay-off system assures fast play and big take! Rush \$3 cash for sample complete.

### A. M. WALZER CO.

Midland Bank Bldg., Minneapolis, Minn.

## FOR SALE

- Waiting TT Scales ..... \$55.00
- Waiting Big Heads ..... 29.50
- Ideals and Royals ..... 37.50
- Seca, a Good Small Accurate Scale. .... 29.50
- A.B.T. Fire and Smoke, Each. .... 20.00
- 1/3 Deposit With Order, Balance C. O. D. (\$4.00 Extra for Crating)

### ILLINOIS SCALE COMPANY

1553 42d Street, Brooklyn, N. Y.

## FOR SALE

- MONICKER ..... \$84.50
- BOSCO ..... 79.50
- BALLY AIR FORCE ..... 72.50
- NEW CHAMP ..... 69.50
- STAR ATTRACTIONS ..... 64.50
- 1/3 Cash, Balance C. O. D.

### FORD VENDING MACHINES

319 Long Beach Rd., Oceanside, L. I., N. Y.

## WANTED

MUSIC AND ARCADE MECHANICS

Salary \$75 to \$100

**KING AMUSEMENT DEVICE CO., INC.**

711 Main St., Asbury Park, N. J.

## WANT

**Experienced Mechanic**

On Buckley Track Odds and Evans Bang Tails. State Salary Wanted.  
COPELAND WHO. CO. New Orleans, La.  
1303 Carondelet St.,

## HIGHEST CASH PRICES

FOR USED SLOTS & CONSOLES  
**BAKER NOVELTY COMPANY**

1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

## CLEVELAND COIN OFFERS:

### CIGARETTE VENDORS

- 4 Model A (Red Knob) 9 Col. U-Need-a-Paks, 1 Col. King Size, 3 Col. Double Shift, Each ..... \$ 95.00
- 6 Model E 9 Col. U-Need-a-Paks, Each ..... 65.00
- 10 National 930, 9 Col., Each ..... 85.00

### MUSIC

- 2 Seeburg Envoys, Each ..... \$375.00
- 2 Seeburg Envoys, RC, Each ..... 425.00
- 8 Seeburg Colonels, Each ..... 395.00
- 4 Seeburg Colonels, RC, Each ..... 425.00
- 2 Seeburg Concert Grands, Each ..... 395.00
- 5 Seeburg Commanders, Each ..... 360.00
- 4 Seeburg 8800's, Each ..... 560.00
- 10 Seeburg 8800's, RC, Each ..... 595.00
- 1 Seeburg 9800 ..... 560.00
- 3 Seeburg 9800's, RC, Each ..... 595.00
- 10 Seeburg Classics, Each ..... 360.00
- 1 Seeburg Vogue ..... 395.00
- 5 Seeburg Majors, Each ..... 395.00
- 2 Seeburg Majors, RC, Each ..... 425.00
- 1 '42 Hi Tone Cabinet With Seeburg Mechanism ..... 495.00
- 10 Wurlitzer 500's, Each ..... 365.00
- 7 Wurlitzer 600's Rotary, Each ..... 325.00
- 1 Wurlitzer 750M ..... 585.00
- 6 Wurlitzer 750E's, Each ..... 610.00
- 1 Wurlitzer 850E ..... 695.00
- 1 Wurlitzer 950E ..... 725.00
- 25 '42 Wurlitzer Victory Models, Each ..... 495.00
- 2 Mills Do Re Mi's, Each ..... 75.00

### DRINK VENDORS

- 2 WELLS-GARDNER VENDORS, fully selective, completely refrigerated, up to 12 selections, 8 case capacity, \$495.00 Each.

### ARCADE EQUIPMENT

- New Selectoscope ..... \$375.00
- New Periscope ..... 395.00
- 5 Assorted Electric Diggers, Each ..... 65.00
- 1 Color of Eyes Card Vendor ..... 50.00
- 2 Anti-Aircraft Guns, Each ..... 85.00
- 1 Chicago Coin Hockey ..... 210.00
- 2 L.D. Ten Strikes, Each ..... 50.00
- 1 Keeney Submarine Gun ..... 195.00
- 1 Tail Gunner ..... 225.00
- 6 Mills Panorams, Each ..... 350.00

### PHOTOMATIC FRAMES

- 60,000 Paper Frames, genuine Mutoscope, 1250 to a case at \$23.00 per thousand, 20,000 NEWLY MANUFACTURED METAL FRAMES—WRITE.

### SLOTS

- 25c Watling Rotatops, 3/5, Each ..... \$ 95.00
- 15c Watling Cherry Front ..... 95.00
- 210c Pace Comets, Each ..... 125.00
- 25c & 125c Mills Hand Load Chrome Bells (One Lot Only), Each ..... 385.00
- 1 Mills 5c F.P. Mint Vendor ..... 115.00
- 1 Mills 25c Golf Ball Vendor ..... 195.00

### CONSOLES

- 2 Watling Big Games, F.P., Each ..... \$110.00
- 3 Jumbo Parades, F.P., Each ..... 95.00
- 1 High Hand, Combination ..... 175.00
- 1 Saratoga, Combination ..... 165.00
- 1 Saratoga, P.O. .... 125.00
- 1 Paces Reels, P.O. .... 135.00
- 1 Big Top, P.O. .... 110.00
- 3 Beulah Parks, Each ..... 110.00

WANTED TO BUY: MUSIC, WURLITZER SKEE BALLS, EXHIBIT ROTARIES AND LATE PIN GAMES.

TERMS: 1/2 Deposit With ALL Orders—Balance C. O. D.

**CLEVELAND COIN MACHINE EXCHANGE**  
2021 PROSPECT AVE., CLEVELAND 15, O.  
Phone: PROspect 6316-7

## Synthetic Sugar Is Developed

BERKELEY, Calif., June 17.—Production of synthetic sugar, which chemists have been attempting for 50 years, has finally been accomplished by three University of California faculty members. Commercial development of the process is not possible at this time, however, because of the far greater cost of producing the synthetic product than of growing cane and beet sugar.

The men have developed a method by which they have successfully produced more than two grams of pure crystalline sucrose, the sugar which is naturally formed in sugar beets, sugar cane and other plants. About a year ago they announced they had shown how sucrose could be artificially produced, but they had not actually isolated any sugar. They continued their efforts, however, and finally produced crystals identical with those of natural sucrose.

### Not Feasible

Asked whether they foresaw when artificial production of sugar would be feasible, the scientists said such production was unlikely. They added that some practical application of the discovery might show itself, however. As biochemists, they were interested in the synthesis from the point of view of showing the chemical mechanism by which sugar is formed in plants.

As a result of their discovery, science now will have a general knowledge of the mechanism of sugar formation, and that might result somehow in greater improvements in obtaining yields. The problem of what chemical steps are involved in the formation of sucrose in plants is what has puzzled scientists for many years.

## PARTS—SUPPLIES

- 6/8 Volt Bulbs, 40, 44, 46, 47, 50, 51 and 55, Per Hundred ..... \$5.40
- 3 AG Fuses ..... Per Hundred \$9.00
- 1/2 Amp. .... 8.50
- 1, 1 1/2, 2, 2 1/2, 3 Amp. .... 8.50
- 5, 6, 7 1/2 Amp. .... 8.00
- 10, 15, 20, 25, 30 Amp. .... 2.50
- PHONOGRAPH TITLE STRIPS (Red Border)
- 1000 ..... \$5.00
- 5000 Per M ..... 4.00
- 10000 Per M ..... 3.50
- 25000 Per M ..... 3.00

### 6SC7, 5Z3, 80, 2A4G, 70L7

Tubes are almost impossible to secure, but we have adapters for making the change-over to available tubes that require no change in the amplifier.

- #100 6SC7 to 7F7 ..... \$1.50 Each
- 103 6SC7 to 6SL7 ..... \$1.50 Each
- 110 5Z3 to 5U4G ..... \$1.50 Each
- 125 80 to 5T4, 5V4C, 5Y3 or 5Z4 ..... \$1.50 Each
- 126 83 to 5U4C or 5X4 ..... \$1.50 Each
- #205 2A4G to 2051 (Seeburg Guns) ..... \$3.50 Each
- 210 2A4G to 2051 (Seeburg Music) ..... \$3.50 Each
- 215 70L7 to 7A4-7A5 (Seeburg Remote Boxes) ..... \$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.

Ask Us for List Available Records

## HERMITAGE MUSIC CO.

416A Broadway, Nashville 3, Tenn.

## MILLS SLOTS

Write, wire or phone us

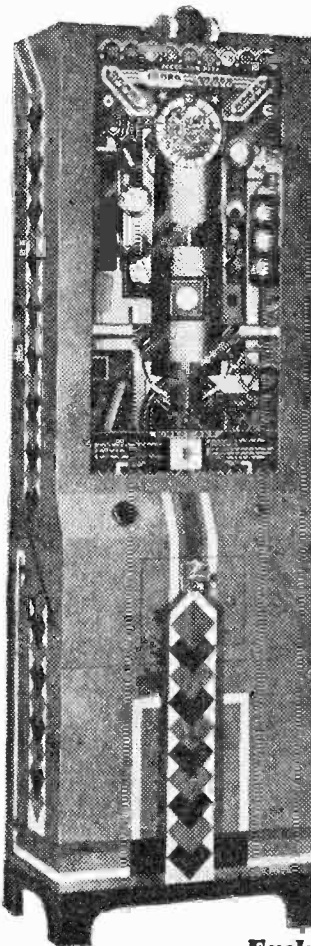
### SOUTHERN VENDING MACHINE CO.

528 Craghead St. DANVILLE, VA.  
Phone 2414

## WANT TO BUY

Keeney Twin Play Super Bells  
5 5c or 5 25c  
Convertibles (Free Play or Cash P. O.)  
**BILL FREY, INC.**  
P. O. Box 4141 Miami 25, Fla.

## FIRST IN PLAY—FIRST IN PROFITS!



## PERISCOPE MOST SENSATIONAL REVAMPED SHOOTING GAME EVER BUILT!

What a Battle Game!  
What Player Appeal!

You're in the money when PERISCOPE is on your BOWLING ALLEY, ARCADE and all other locations. Top choice of leading operators because it has the ACTION that gets the PLAY!

Thrilling Submarine Illusion—High Score for Marksmanship Registers on Shot Dial—95 Shots—Bell Rings, Glass Flashes Red on Direct Hits—Colorful Glass Panel Reproduction of Submarine Interior—Periscope sights on moving Jap and Nazi Ship Targets. Third Dimensional View—Range Finder for aiming—Fire-Control Button, Adjustable. Shoots Bursts or Single Shots—SOUND EFFECTS—ONE PIECE UNIT—Guaranteed Mechanically Perfect! Size: 7 ft. high, 16" deep, 25" wide. Crated weight, 225 lbs.

Designed by Harry Williams

5c PLAY PRICE **\$395** IMMEDIATE DELIVERY

1/3 Dep., Bal. C. O. D. or Sight Draft

All Types Coin Machines Accepted in Trade

CIRCULAR ON REQUEST

Exclusive National Distributor

## MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.



## BRAND NEW CASH BOXES FOR MILLS SLOT MACHINES

MAKE BEST OFFER—WON'T LAST LONG!

Write! Phone! Wire!

## General Coin Machine Co.

227 N. 10TH ST. PHILADELPHIA, PA.  
Phone: Walnut 4378

## PARTS FOR MILLS SLOTS

- |   | Each   | In Lots of 25 or More |
|---|--------|-----------------------|
| Large Gears, Complete with Brackets and Springs             | \$3.00 | \$2.75                |
| Reel Strips, 3-5 or 1 Cherry Payout                         | .55    | .50                   |
| Reward Cards, 2-5 or 3-5                                    | .20    | .15                   |
| Club Handles, Painted and Chromed                           | 4.50   | 4.00                  |
| Payout Disc, 1 Cherry Payout                                | 7.50   | 6.75                  |
| Disc Plugs  | .25    | .20                   |
| Oval Frames to Use Paper Reward Card on Brown Front         | 2.00   |                       |
| Payout Tubes, 25¢ Size (with Hopper)                        | 3.75   |                       |
| Bottom Main Slide, 5¢-10¢-25¢                               | 4.25   |                       |
| 20-Stop Star Wheel  | 3.00   |                       |
| Large Gear Comp. with Brackets & Springs for Jennings Slots | 4.25   | 3.75                  |

We Have All Types of Springs and Other Parts for Mills Slots.

1/3 Deposit Must Accompany All Orders.

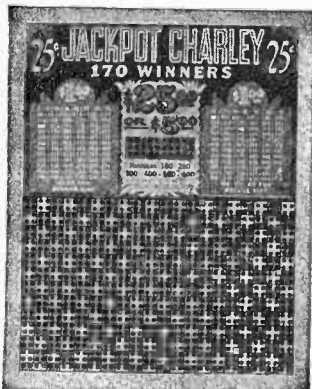
## SICKING, INC. 1401 CENTRAL PARKWAY, CINCINNATI 14, O.

## WANT TO BUY

Evans Ten Strikes (Low Dial), Bally Pickem, Scoop, Variety. C. O. D. Condition of cabinet not important, but must have all parts.  
WE HAVE FOR SALE guaranteed perfect 3/16" Tool Steel Chromium Plated Balls for A. B. T. Rifles. In box lots of 160,000 at \$1.75 per thousand.

## E. LARSON

151 N. ILLINOIS STREET INDIANAPOLIS, INDIANA



- 1000 Hole J.P. Charley, 25¢ Play, 30 Hole Jackpot.
- Lots of 200 or More ..... \$1.10 Each
- Lots of 100 ..... 1.15 Each
- Lots of 50 ..... 1.20 Each
- Less than 50 ..... 1.25 Each

## A. N. S. CO.

312 Carroll St. ELMIRA, N. Y.

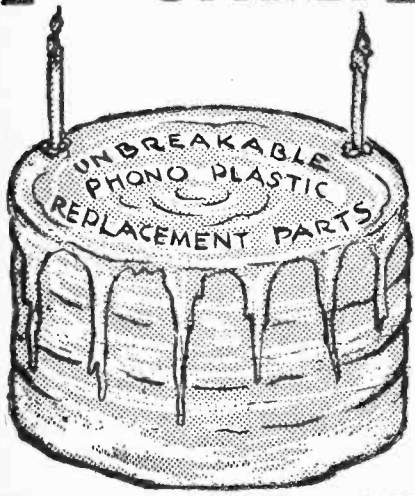
## FOR SALE

- 1 Bally Gold Cup, 1 ball F.P., \$54.50; 1 Genco Play Ball (late), \$159.50. 1 Q.T. Glitter Gold, 5¢, \$134.50. 1 Watl. Big Game, like new, P.O., \$150.00. 4 Wurlitzer Wall Boxes, No. 320, \$24.50 each. One-third deposit with order.

Mical's Amusement Service  
27 STROUD ST. WILMINGTON 21, DEL.

Second Anniversary

SALE!



For Limited Time Only!

ORDER NOW!

FREE REPLACEMENT IF BROKEN WITHIN 3 YEARS

WURLITZER PLASTICS

- 750 Top Corners... \$7.75
750 Bottom Corners... 7.75
850 Top Corners... 8.50
850 Bottom Corners... 7.75
950 Side Plastics... 9.00

ROCK-OLA PLASTICS TOP CORNERS

Models DeLuxe, Standard, Master, Super, Ea... \$10.50

LOWER SIDES

Models DeLuxe, Standard, Master, Super, Ea... \$10.50

Above available in solid red, yellow or green.

SEEBURG PLASTIC

BOTTOM CORNERS

Model Hi-Tone, 9800, 8800, 8200, Ea... \$12.50

Available in solid red, yellow or green.

SHEET PLASTIC

60 Gauge, Red or Yellow (thickness of a new half dollar), 20"x50", per sheet... \$11.50

Terms: 1/3 deposit with order. Remit full payment and save C. O. D. charges. Checks acceptable! All orders subject to allotment.

ORDER DIRECT OR FROM YOUR NEAREST JOBBER!

WE HAVE A COMPLETE LINE OF PLASTIC PARTS FOR ALL PHONOGRAPHS. WRITE FOR LIST!

ACME SALES CO. 505 W. 42nd St. NEW YORK 18, N.Y. LONGACRE 3-4138

ADAPTERS

"JUST PLUG IN WITH SUBSTITUTE TUBE—NO CONNECTIONS TO CHANGE"

NET PRICES: A's, \$1.25 EACH; AC's, \$1.50 EACH; AD's, \$2.75 EACH.

Examples: 18A, \$1.25; 54AG, \$1.50; 122AD, \$2.75

70L7GT

NOTE, OPERATORS, THAT ADAPTER 122AD ANSWERS YOUR PROBLEM ON THIS TUBE. Just plug the adapter in with tubes 7A4 and 7A5 to replace Seeburg Wallomatic Tube 70L7GT.

Table with columns: Use Adapter, To Replace Tube Type, By Using Tube Type. Lists various tube adapters and their equivalents.

W. R. BURTT

436 N. Terrace Drive (The Coin Tube Man) Wichita 8, Kansas

Please express me C.O.D. for full amount Adapters per list attached. Also, please mail me your current inventory sheet on Critical Radio Tubes. I hereby certify that I am entitled to purchase the items specified above under the provisions of Limitation Order L-265, with the terms of which I am familiar.

Name .....St. ....Town & State.....

CONSOLES AND 1-BALL FREE PLAYS

Table listing various console and 1-ball free plays with prices, such as Thorobred \$575.00, Sport Special \$165.00, etc.

PHONOGRAPHS

Table listing various phonographs and their prices, such as Wurl. Victory Model \$450.00, Mills Throno \$245.00, etc.

5-BALL FREE PLAYS

Table listing various 5-ball free plays and their prices, such as Argentine \$79.00, Spot a Card \$72.50, etc.

ARCADE EQUIPMENT

Table listing various arcade equipment and their prices, such as Anti-Aircraft \$79.50, Texas Leaguer \$39.50, etc.

1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

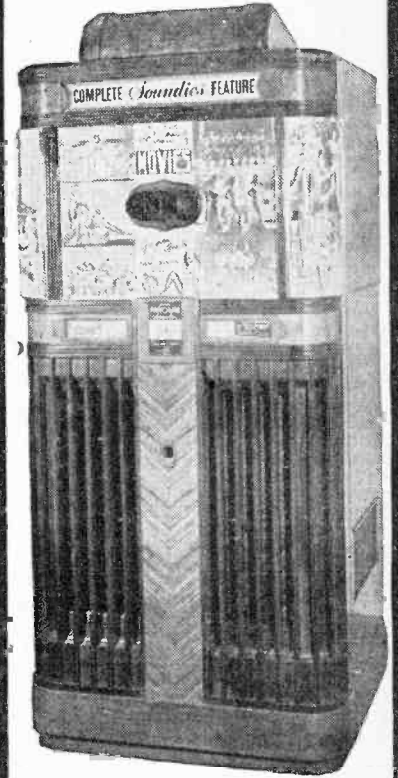
NATIONAL COIN MACHINE EXCHANGE

147 1/2 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

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.

MUSIC AND CONSOLES

Table listing various music and console items and their prices, such as Commandos \$650.00, Wurlitzer 24, \$500.00, etc.

GUNS AND PIN GAMES

Table listing various gun and pin game items and their prices, such as Leaders \$50.00, Big Chief \$50.00, etc.

SLOTS AND RADIO TUBES

Table listing various slot and radio tube items and their prices, such as 54 O.T.'s, Blue Front \$100.00, etc.

TURCOL & SONS

1008 Union St. Wilmington 100, Del.

CHROME COIN CO. 4630 WEST NORTH AVENUE MILWAUKEE 8, WISCONSIN. Custom COIN-BELL Conversions. Write, Wire or Phone

FOR GUARANTEED BAKERS PACERS PACES RACES and SERVICE BAKER NOVELTY COMPANY 1700 WASHINGTON BLVD. CHICAGO 12, ILLINOIS

# MARKEPP VALUES

## SLOTS AND CONSOLES

- 50c WAR EAGLE \* MILLS \* GLITTER GOLD FINISH \* NEW CABINET, SINGLE JACK, C. H., D. P., K. A., 3/5, BEAUTIFUL . . . . . Write
- 50c MILLS BLUE FRONT \* NEW CABINET, SINGLE JACK, C. H., D. P., K. A., 3/5, LIKE NEW . . . . . Write
- 5c Mills Extraordinary, Refinished, 3/5 . . . . . 175.00
- 5c Mills Extraordinary, Refinished, 2/4 . . . . . 110.00
- 5c Mills Roman Head, Refinished, 3/5, C.H. . . . . 189.50
- 25c Mills War Eagle Double Jack, 2/4 . . . . . 135.00
- 10c Mills War Eagle Double Jack, 2/4 . . . . . 115.00
- 5c Mills War Eagle Double Jack, 2/4 . . . . . 90.00
- Lucky Lucre, Walnut, A-1, Like New . . . . . 325.00
- Derby Day, Slant Top . . . . . 27.50
- Blue & Gold Vest Pockets . . . . . 49.50
- Green Vest Pockets . . . . . 39.50
- Chicago Metal Std. Double Mach. Safes, Double Doors . . . . . 79.50
- Steel Slot Stands . . . . . 16.50

## PHONOGRAPHS AND WALL BOXES

- 8200 Seeburg Hitone Con. . . . . \$495.00
- Mills Thrones of Music . . . . . 250.00
- Mills Empress . . . . . 295.00
- Rockola Imperial, 20 Record . . . . . 150.00
- Wurlitzer 61, Counter with Stand . . . . . 125.00
- Wurlitzer Counter Model #71 . . . . . 135.00
- Wurlitzer 24 . . . . . 210.00
- 616 Wurlitzer Motors . . . . . 17.50

## ARCADE EQUIPMENT

- Keeney Submarine Gun . . . . . \$189.50
- Scientific Batting Practice . . . . . 115.00
- Chicoin All Star Hockey . . . . . 215.00
- 2 Bally Rapid Fire . . . . . 225.00
- Delux Western Baseball . . . . . 115.00
- Mills Low Moderne Scales . . . . . 49.50
- Calife Modern Scales . . . . . 49.50
- Royal Lobby Scales . . . . . 49.50

## FIVE BALL PIN GAMES

- |                       |                        |
|-----------------------|------------------------|
| ABC                   | Horoscope . \$62.50    |
| Bowler . \$ 59.50     | Jungle . . . . . 75.00 |
| Air Circus 135.00     | Knock Out 129.50       |
| Alert . . . . . 69.50 | Metros . . . . . 62.50 |
| Bola Way . 72.50      | Monicker . . 89.50     |
| Boom Town 47.50       | Sea Hawk . 62.50       |
| Broadcast . 59.50     | Sport Parade 47.50     |
| Capt. Kidd 67.50      | Stratoliner. 49.50     |
| Contest . . 150.00    | Texas                  |
| Defense               | Mustang . 79.50        |
| (Genco) . 119.50      | Victory . . 129.50     |
| Duplex . . . 67.50    | Westwind . 69.50       |
| Four Roses. 59.50     | Wild Fire . . 49.50    |
| Gun Club . 85.00      | 5-10-20 . 145.00       |

All equipment thoroughly checked and cleaned.  
Half certified 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 1928  
3908 Carnegie Ave. Cleveland 15, O.  
(Henderson 1043)

# Ten Years Ago

"Make the Public Official Your Friend" was adopted as the industry slogan for the year.

Amalgamated Vending Machine Operators' Association held a mass meeting at the Lismore Hotel, New York. Speakers were Joseph Fishman, executive manager; Larry Nixon, publicity director of the Metropolitan Skill Games Board of Trade; Fred Mann, of the Chicago Operators' Association.

Many coinmen were in New York for the Carnera-Baer fight.

After considerable delay Newark, N. J., ordinance went into effect. Called for \$4 per machine per year. A limitation of 50 machines per operator was enacted and no more than 1,500 machines in the city. . . . Games continued to be operated in Detroit under an injunction as judge ordered city to prepare an ordinance to regulate coin machines.

Norris Manufacturing Company announced Reel Amusement, a five-reel card machine merchandise gum vender. . . . Bally announced Fleet, new pin game with a progressive score feature in which as many as seven balls were fired from miniature cannons at once. . . . Autobank was being featured by American Sales Corporation.

In addition to approving a credit bureau, National Association of Coin-Operated Machine Manufacturers announced it had passed a resolution at its June meeting calling for \$50 per year dues per member. By-laws were amended to permit members having common interests to form separate divisions of NACOMM, levy dues, etc., provided purposes of the groups would not be contrary to those of the parent organization.

At the National Inventors' Congress in Cincinnati, a vending machine for ladies' lingerie was announced. "This automat underwear," the announcement stated, "is made of a paper toweling over net and is easily dispensed in a vending machine. It is disposed of as simply as cold cream tissues. A secret desire in almost every woman is to own lots of pretty lingerie, and think of the luxurious feeling of just tossing your teddy in the wastebasket each night."

Dispute as to who made the first pin game was being argued in trade circles. Some maintained that the Wiffle games first made in Youngstown, O., in 1930, were the origin of the pin game, but Jack Sloan, of *The Billboard*, held the inside track on the correct solution; namely, that two brothers, Burns by name, had some old-time bagatelle boards to market on which he induced them to put a coin slot. The Whoopee game was the result, copyrighted in 1929 and first advertised in *The Billboard* March 28, 1931.

# IT'S GOT EVERYTHING!!

## Dust Whirls

### ..NEW ONE BALL FREE PLAY..

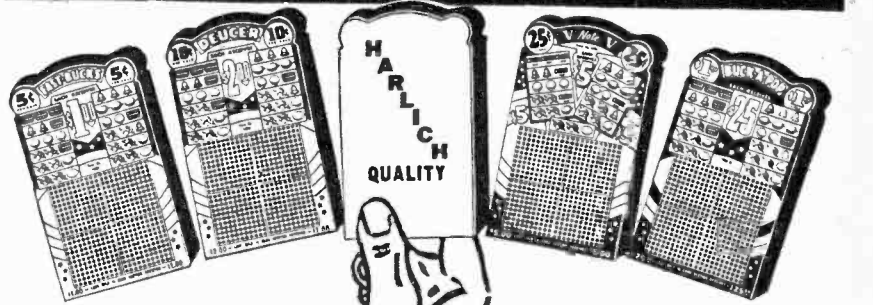
CONVERTED FROM BALLY'S CLUB TROPHY . . . WITH ALL THE FEATURES OF THOROBRED AND LONGACRE PLUS A NEW HOLDOVER FEATURE . . . IS MAKING MORE MONEY THAN ANY OTHER ONE BALL . . . COLORFUL NEW CABINET DESIGN . . . A CREDIT TO YOUR OPERATION . . . SHIP US YOUR CLUB TROPHIES . . . NO MACHINES SOLD OUTRIGHT.



Still making **WHIRLAWAY**  
Operators of Blue Grass, Dark Horse, Sport Special, Sport Event . . . Convert into this proven one ball that goes big all over the country. No games sold outright.

ROY MCGINNIS CO., 2011 Maryland Ave., Baltimore, Md.

## A PAT HAND FOR FAST PROFITS



- FAST BUCKS—5c PLAY  
**\$8.20 PROFIT**
  - DEUCER—10c PLAY  
**\$16.40 PROFIT**
  - V NOTES—25c PLAY  
**\$41.00 PROFIT**
  - BUCK-A-POP—\$1 PLAY  
**\$84.00 PROFIT**
- ONLY 484 HOLES FOR QUICK PLAY

WRITE TODAY FOR NEW CIRCULAR NC-441

**HARLICH MFG. CO.** 1413 W. JACKSON BLVD. CHICAGO (7) ILLINOIS

### MILLS

Q.T.'S AND VEST POCKETS

- 15 5c Q.T.'s, Originally Blue . . . . . \$89.50
- Made Gold Glitter . . . . . 175.00
- 8 10c Q.T.'s, Same As Above . . . . . 99.50
- 22 5c VEST POCKETS, Blue and Gold . . . . . 54.50

**SICKING, INC.**  
1401 Central Parkway, Cincinnati 14, O.

### BRAND NEW CONSOLES

- 5 Super Bells Comb. . . . . \$439.00
- 8 Bally Club Bells Comb. . . . . 350.00
- 6 Bally Club Bells, Push Button Model 495.00
- 4 Bally Sun Rays, Free Play . . . . . 245.00
- USED CONSOLES (Perfect Working Order)
- 1 Baker's Races, D.D. . . . . \$250.00
- 3 Super Bells Combs. . . . . 175.00
- 3 Twin Super Bells, 5/5 Comb. . . . . 499.00
- 5 Silver Moons, Free Play . . . . . 140.00
- 1 Silver Moon Comb. . . . . 175.00
- 4 Three Bells, Improved to operate perfectly . . . . . 990.00
- 2 Jumbo Parades Comb. . . . . 160.00
- 1 Jumbo Parade, Cash . . . . . 110.00
- 8 Mills Free Play Slots . . . . . 140.00
- 5 Bally Club Bells, positively no spring trouble . . . . . 260.00
- 10 High Hands Comb. . . . . 160.00
- 1 Super Track Time . . . . . 325.00
- 1 Evans Pay Day, 25¢, Like New . . . . . 450.00

Pay Day is the same as Super Track Time in player appeal and action. If you have the location you can't go wrong. You positively will not have to spend any time going over any of the above Consoles.

**A. J. DURSSELL NOVELTY CO.**  
178 ARCH ST. NEW BRITAIN, CONN.

### BRAND NEW - - - \$39.50

#### TURF FLASH

RACE HORSE MACHINE IN ORIGINAL CARTONS

There are ten horses on the board, and for each horse there are three drop coin chutes . . . win, place and show. Players can deposit any coin, penny to a quarter. Pull handle and race starts. Three reels spin to decide three winning horses. Special reel at right flashes win, place and show odds. Every coin bet is visible in special windows at bottom, showing exact horse and whether win, place or show . . . Separate coin chute controls handle, can be set for pennies and nickels, although for greatest earnings we recommend you set handle for free play (simple adjustment). Beautiful design. Multitude of colors. Precision, metal, pre-war construction, absolutely brand new and guaranteed. Size 12x16 in., 14 in. high. Weight 36 lbs. Send \$10.00 Deposit, Balance C. O. D. While They Last, \$39.50.

**COSMOPOLITAN COIN MACHINES**  
612 North Michigan Ave. CHICAGO 11, ILL.

There is no substitute for Quality

Quality Products Will Last for the Duration

**D. GOTTLIEB & CO.**  
CHICAGO

**WANT TO BUY FOR CASH**

300 FREE PLAY PIN BALL GAMES  
WURLITZER 700's, 750's, 800's and 850's; Also SEEBURG CASINOS

**FOR SALE**

1 BALLY RACE KING (1 Ball P. O.) \$299.50, or will trade on Music.

**WE BUY, SELL AND EXCHANGE**

3147 Locust St. ST. LOUIS, MO. **CALL NOVELTY CO.**

CENTRAL OHIO QUALITY BUYS

"THERE IS NO SUBSTITUTE FOR QUALITY"

THE FACTS SPEAK FOR THEMSELVES. OUR MANY CUSTOMERS KEEP REORDERING FROM US, FOR THEY KNOW THAT OUR EQUIPMENT IS THE BEST AT ANY PRICE.



Wolf Solomon

- 5c BLUE FRONTS, late mechanisms, C. P., knees... \$249.50
5c BROWN FRONTS, 3/5 P. O., C. P., knees... 249.50
5c CHERRY BELLS, 3/10 P. O., C. P., knees... 249.50
5c WAR EAGLE, 3/5 P. O., knees... 189.50
5c ROMAN HEAD, 3/5 P. O., C. P., knees... 189.50
5c JENNINGS SILVER CHIEF, 3/5 P. O... 219.50
10c JENNINGS SILVER CHIEF, 3/5 P. O... 239.50
10c JENNINGS CLUB SPECIAL CHIEF, 3/5 P. O... 199.50
5c and 10c JENNINGS CLUB CONSOLE CHIEFS, set... 475.00
5c COLUMBIAS, Fruit or Cigarette Reels... 69.50
20 BOX, locked safe stands, keys, bars... 19.50
3 HEAVY DOUBLE SAFES... 79.50
1 HEAVY DOUBLE SAFE, combination lock... 69.50

12 PANORAMS, LATE SERIALS, WIPERS... \$379.50 WITH CONVERSION, \$40.00 more

- 8 BALLY CLUB BELLS, comb. F. P. and C. P., very clean... \$299.50
10 JUMBO PARADES, C. P., red and blue cabinet... 129.50
16 JUMBO PARADES, F. P., very clean... 99.50
2 25c JENNINGS BOBTAIL TOTALIZERS, F. P., like new... 179.50
2 5c JENNINGS BOBTAIL TOTALIZERS, F. P., like new... 119.50
2 5c SILVER MOON TOTALIZERS, F. P., like new... 119.50
5 5c WATLING BIG GAME, C. P., fruit reels... 99.50
1 5c PACE SARATOGA Sr., very clean, A-1... 89.50

WESTERHAUS - 5 BALL Revamp INVASIONS \$169.50

ARCADE EQUIPMENT

BALLY RAPID FIRES \$229.50

CHICAGO COIN HOCKEYS Like New \$229.50

WESTERN DELUXE BASEBALL \$129.50

PIN BALL FREE PLAYS

- 5-10-20 \$139.50
Zombies 69.50
A.B.C. Bowlers 69.50
Showboats 69.50
Stratolliners 49.50
Sport Parade 55.00
Champs 55.00
Toplo 89.50
Zig Zag 69.50
Gun Clubs 69.50
Clover 79.50
Duplex \$82.50
Majors, '41 65.00
Wildfires 59.50
Miami Beach 69.50
Defense, Genco 109.50
Victory 99.50
Silver Skates 59.50
Boloway 79.50
Horoscopes 55.00
Ten Spots 69.50
Sea Hawks 62.50
Velvets \$59.50
Towers 79.50
Star Attractions 69.50
Home Run, '42 89.50
Four Roses 45.00
Captain Kidd 69.50
Bosco 79.50
Venus 89.50
Texas Mustang 69.50
Spot Pools 72.50
Leaders 48.50

1/2 CERTIFIED DEPOSIT WITH ORDER.

CENTRAL OHIO COIN MACHINE EXCHANGE

514 S. HIGH ST., COLUMBUS 15, O. Phones ADams 7949, ADams 7993.

CASH WAITING!

for your

MILLS SLOTS

Any Model or Type equipped with Escalator. Condition not important... as long as no parts are missing. Will also buy Mills Gooseneck Wolfheads and any extra Mills Parts, such as Escalators, 20-Stop Star Wheels, Discs, etc. What other Slots do you have for sale? Mention make, model, etc.

We Pay Highest Cash Prices!

RED ZOGG NOVELTY COMPANY

7600 GREENWOOD AVE. CHICAGO 19, ILL. Phone Triangle 2328

TAIL GUNNERS—BRAND NEW—Only limited number left. Regular Price \$325.00 SPECIAL PRICE \$289.50

CONSOLES AND ARCADE EQUIPMENT

- SCIENTIFIO BATTING PRACTICE \$119.50
CHICAGO COIN HOCKEY 225.00
BOWL A BOMB (Newest Bowling Alley), in Original Cases 295.00
SEEBURG PARACHUTE GUN CONVERSION, 20 100 Shots 200.00
SEEBURG PARACHUTE GUN CONVERSION, 10 20 Shots 179.50
JENNINGS SILVER MOON, Cash & F.P., Like New 179.50
JENNINGS CIGAROLLAS 89.50
PACES RACES, Brown Cabinet 289.50
PACES RACES, Black Cabinet 89.50
PACES REELS JR. CONSOLE, Payout \$149.50
PACES SARATOGA, Free Play & Cash Payout (Like New) 225.00
VICTORIOUS 1943 189.50
MILLS JUMBO PARADES, Comb. 179.50
EVANS JUNGLE CAMP 139.50
BALLY ROLL 'EM 189.50
BALLY BIG TOPS, Free Play 139.50
BALLY BIG TOPS, Cash Payout 149.50
BALLY HIGH HANDS, Comb. 179.50
NEW BALLY CLUB BELLS (in Original Cases) 375.00
WATLING BIG GAME 119.50
TOMMY GUNS 189.50

1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT!

TOP GLASSES FOR BALLY CLUB BELLS, \$12.00 Ea.

CRYSTAL PICKUPS (BLACK OR METAL) FOR ROCKOLA OR MILLS PHONOGRAPHS (With old Pickup) \$5.00 Ea.

Main Clock Gears with all Attachments for Mills, Paces and Jennings Slot Machines, \$9.50 Ea. in Quantities.

ALL MERCHANDISE SUBJECT TO PRIOR SALE.

B. D. LAZAR COMPANY

1635 FIFTH AVENUE (PHONE: GRANT 7818) PITTSBURGH, PA.

GET ACQUAINTED SALE!

10% DISCOUNT ON ALL PARTS

Ordered This Week Mention Ad in June 24 Issue of The Billboard When Ordering.

- Bottom P.O. Slides for Mills, 5c, 10c, 25c. Each \$ 3.50
Main Clock Gears with Attachments 3.50
Oak Cabinets for Mills Slots 15.00
5c Jackpots for Mills 22.50
Club Handles for Mills 4.50
Standard Handles for Mills 2.00
Jackpot Glasses for Mills 1.25
Reel Glasses for Mills .50
Escalator Glasses for Mills .50
Award Cards, 2/5 or 3/5, for Mills .25
Set of 5 Four Bell Glasses for Mills 12.50
Coin Chutes for Vest Pocket for Mills \$ 3.50
Spring Kit (55 Springs) for Mills 8.75
Plastics for Rock-Ola 1939, 1940 Models, Top Corners, Lower Sides, Ea. 12.75
Plastics for Seeburg 1941, 1942 Models, Lower Sides, Each 14.50
Sheet Plastics, 20x50, Red 12.50
New Locks for Pin Balls .65
ABT Free Play or Regular Chutes 3.95
5, 10, 15 Amp. Fuses, Ea. .04
Bulbs, No. 40-44-46-47-81, 1456-1458, Ea. .07
Cash Boxes for Mills 2.00

BRAND NEW ABT BIG GAME HUNTER... \$47.50

MILLS, JENNINGS, WATLING SLOTS, CONSOLES, PIN GAMES, ARCADE MACHINES IN STOCK. WRITE FOR COMPLETE LIST!

We Repair Mills Slot Clocks. Send them in.

Weighted Stands for Slots \$17.50

All machines reconditioned and refinished by experts. Write for complete list and quotations on parts and equipment not listed. Order, Balance C. O. D.

WILL PAY SPOT CASH for Phonographs, Consoles, Bells and Free Play Games. Send List and Quantity on Any Coin Machines.

IRVING OVITZ SERVING THE NATION'S OPERATORS! OSCAR SCHULTZ

Automatic Coin MACHINES & SUPPLY CO. 3834 W. Fullerton Ave. (Phone CAPITol 8244) Chicago 47, Ill.

BUYS REAL BUYS

ON GUARANTEED RECONDITIONED MACHINES. ALL READY FOR RESALE. OR LOCATION.

- A. B. C. BOWLER \$ 42.50
BIG PARADE 110.00
BOLO WAY 59.50
FIVE-TEN-TWENTY 119.50
HI-BOY (C6n.) 69.50
HI HAT 69.50
HOROSCOPE 49.50
KNOCKOUT 110.00
METRO 49.50
MIAMI BEACH 59.50
SEVEN UP 59.50
SKY CHIEF 164.50
SKY LINE 32.50
SLUGGER 59.50
SPOT-O-CARD 62.50
SOUTH PAW 62.50
SPOT POOL 62.50
TEXAS MUSTANG 62.50
THREE SCORE 29.50
TOPIC 89.50
VELVET 42.50
WILD FIRE 42.50
WEST WIND 60.00
STAR 60.00

ONE BALL PAYOUT JOCKEY CLUB TURF KINGS \$485.00 LONG SHOT KENTUCKY \$385.00

SLOTS All Late Serial Numbers, Excellent Condition. MILLS ORIGINAL CHROMES, 5c, 10c, 25c. MILLS ORIGINAL COPPER CHROMES, 10c. BLUE FRONTS AND BROWN FRONTS. Write for Prices. MILLS V.P. CHROMES, 5c. MILLS V.P. B. & C., 5c. 1c CIGARETTE MACHINES: MARVELS, LIBERTY, SPARKS, EAGLES \$9.50 Ea. LAVAL MACHINE CLEANER 1.50 Gal.

MUSIC 24A WURLITZER \$195.00 600 WURLITZER 295.00 500 WURLITZER 245.00 750E WURLITZER 595.00 850E WURLITZER 695.00 TERMS: 1/3 Deposit, Balance S.D.

PHILLIPS SALES CO.

1624 CHICAGO AVE. MINNEAPOLIS 4, MINN.

MAIN GEARS

For WURLITZER AND SEEBURG PHONOGRAPHS

Now available for immediate shipment... brand new fibre main gears... less steel hub... for Wurlitzer and Seeburg Phonographs... all models... factory guaranteed against defective workmanship and material.

ONLY \$6.50

Quantity prices to distributors and jobbers. Write or wire—do not delay—place your order now—terms as usual. One-third deposit, balance C. O. D., shipment F. O. B. Los Angeles.

E. T. MAPE MUSIC COMPANY

(Manufacturing Division)

1701 W. Pico Blvd. (DRexel 2341) Los Angeles 15, Calif.

SUCCESSFUL DISTRIBUTORS!

We are the Eastern Pennsylvania and New Jersey distributors of

- ★ Rock-Ola Phonographs ★ Pfanstiehl Needles
★ Ken-Rad Tubes & Lamps ★ Frigidrink Beverage Vendors

For distribution in our market, contact us now!

SAM STERN

SCOTT CROSSE CO. (Formerly Keystone Vending Co.) 1423 SPRING GARDEN STREET PHILADELPHIA 30, PA.



# MAKE YOURSELF JUMBO DOUGH

5c

25c



It's BIG — It's HDT — It has Five \$10.00 and Five \$5.00 possible winners for the year's biggest come-on flash.

ORDER AS: 910 JUMBO DOUGH — 5c PLAY

TAKES IN: 910 @ 5c ..... \$45.50

PAYS OUT: Av. J. P. \$11.99 ..... 20.79

Consolations 8.80

AVERAGE PROFIT ..... \$24.71

It's a counter-nopper that really m-o-v-e-s. Five \$50.00 and Five \$25.00 possible winners keep 'em punching.

ORDER AS: 910 JUMBO DOUGH — 25c PLAY

TAKES IN: 910 @ 25c ..... \$227.50

PAYS OUT: Av. J. P. \$55.55 ..... 78.00

Consolations 133.55

AVERAGE PROFIT ..... \$ 83.95

**GARDNER & CO.**  
2309 ARCHER • CHICAGO

## NEW CONSOLES—FACTORY REBUILT CONSOLES—SLIGHTLY USED CONSOLES

- 15 MILLS JUMBO PARADES, CP, Brand New, in Original Crates. Each... \$200.00
  - 5 MILLS JUMBO PARADES, Slightly Used, Latest Model, Like New. Each... 150.00
  - 9 EVANS GALLOPING DOMINOS, '41 J. P. Model, 2-Tone Cabinet, Like New. Ea. 475.00
  - 3 EVANS BANGTAILS, '41 Jackpot Model, 2-Tone Cabinet, Like New. Each.. 485.00
  - 1 EVANS BANGTAIL, Slanthead, No Jackpot..... 145.00
  - 2 KEENEY'S '38 TRACK TIMES, Slanthead, Reconditioned. Each..... 75.00
  - 1 KEENEY'S '38 KENTUCKY CLUB, Slanthead, Reconditioned..... 75.00
  - 2 WATLING BIG GAMES, Cash Pay, Like New. Each..... 125.00
  - 2 PACES SARATOGAS, Cash Pay. Each..... 125.00
  - 1 NEW BAKERS PACERS, Daily Double Model..... 475.00
  - 2 RED ARROW PACES RACES, 30 Pay, Rebuilt. Each..... 300.00
  - 5 MILLS FOUR BELLS, Factory Rebuilt, 4/5c..... Write
  - 1 KEENEY FOUR WAY SUPER BELL, 4/5c..... Write
- SLOTS**
- 2 JENNINGS SILVER CHIEFS, 5c. Each..... \$235.00
  - 1 JENNINGS SILVER MOON CHIEF, 5c..... 250.00
  - 1 JENNINGS CLUB SPECIAL, 5c..... 225.00
  - 1 JENNINGS ONE DOLLAR CHIEF..... Write
  - 2 MILLS WAR EAGLES, 50c, Factory Rebuilt, Hand Load Jackpot, Gold Chrome, Club Handle, Drill Proof Cabinet..... Write
  - 1 MILLS GOLD CHROME, 50c One Cherry 2-5 Payout..... Write
  - 1 MILLS GOLD CHROME, 50c 3-5 Payout..... Write
  - 10 NEW COLUMBIA GOLD AWARD BELLS, in Original Shipping Boxes, Can Be Converted to 1c, 5c, 10c or 25c Play. Each..... 107.50
  - 30 MILLS BOX STANDS, Refinished. Each..... 25.00
  - 70 CHICAGO COIN LATE BOX STANDS, Refinished. Each..... 20.00

## JONES SALES COMPANY

31-33-34 MOORE ST. Tel. 1654 BRISTOL, VA.-TENN.

### ROTOR TABLES

Coin-operated game rotates under glass top while players sit with drink, food, etc. 5¢ play. Every Restaurant wants a table. Games are in first-class condition, thoroughly reconditioned, ready to operate.

**ONLY A FEW LEFT—\$79.50**

**NATIONAL NOVELTY COMPANY**  
183 MERRICK ROAD, MERRICK, L. I., N. Y.

## NEW MACHINES WITH SPECIAL DISCS AND REELS

### WRITE FOR PRICES

ALL MERCHANDISE OFFERED IS FOR RESALE ONLY

- |                     |                            |                          |
|---------------------|----------------------------|--------------------------|
| 5¢ Gold Chromes     | 10¢ Brown Fronts           | 5¢ Mills Mystery Bonus   |
| 10¢ Gold Chromes    | 25¢ Brown Fronts           | 10¢ Mills Mystery Bonus  |
| 25¢ Gold Chromes    | 5¢ Cherry Bells, Blue      | 50¢ Mills Brown Fronts   |
| 5¢ Copper Chromes   | 5¢ War Eagles              | Super Track Time         |
| 10¢ Copper Chromes  | 5¢ Mills Consoles          | 5¢ Super Bells           |
| 25¢ Copper Chromes  | 10¢ Mills Consoles         | Galloping Dominos, J.P.  |
| 5¢ Regular Chromes  | 25¢ Mills Console          | 5¢ Jumbo Parade, Cash    |
| 10¢ Regular Chromes | 5¢ Handload, Emerald       | 5¢ Jumbo Parade, Conv.   |
| 25¢ Regular Chromes | Columbia Bell, GA Rear Pay | Mint Vendor              |
| 5¢ Brown Fronts     | Evans Vest Pocket Domino   | 25¢ Paces Race Red Arrow |

### Specials in New Machines. Write Us for Your Quantity Price.

- |                       |                                     |                              |
|-----------------------|-------------------------------------|------------------------------|
| 10 Rock-Ola Commandos | 29 Mills 10¢ Brown Fronts           | 25 #120 Wurlitzer Wall Boxes |
| 5 Bally Long Acres    | 16 Mills 5¢ Jumbo Parades, Cash Pay | 15 10¢ Copper Chromes        |
- FLOOR SAMPLES, REBUILTS AND SLIGHTLY USED Slot Machines Equipped With Special Discs and Reels**
- |   |  |   |
|---|--|---|
| 11 5¢ Brown Fronts \$250.00                   | 5 Pastimes ..... \$250.00  | 2 25¢ Paces Races, Red Arrow, #8550-6583 ..... \$275.00 |
| 8 5¢ Melon ..... 225.00                       | 5 Kentucky Clubs.. 160.00  | 4 '41 Derby ..... 450.00                                |
| 4 5¢ Cherry ..... 225.00                      | 19 Galloping Dominos, Cash, '39, Dark Cab. .... 325.00           | 1 Club Trophy ..... 450.00                              |
| 6 5¢ Blue Fronts... 225.00                    | 8 Galloping Dominos, Ch. Sep., Dark Cab. 335.00                  | 1 Kentucky ..... 450.00                                 |
| 1 5¢ War Eagle ... 125.00                     | 9 Galloping Dominos, Cash, Light Cab. . 475.00                   | 1 Santa Anita .... 250.00                               |
| 2 5¢ Front Vendors, Gooseneck ..... 75.00     | 13 Galloping Dominos, Ch. Sep., Light Cab. 485.00                | 5 Fortunes, Like New ..... 350.00                       |
| 1 5¢ Gooseneck, No J.P. .... 60.00            | 1 Mills Four Bell, 5-5-5, Old Style Hd., New Cabinet ..... Write | 1 Mills 1-2-3, Cash 65.00                               |
| 1 5¢ Jennings Victoria 49.50                  | 1 Mills Four Bell, 5-5-5-5, Old Style Hd. .... Write             | 2 Super Bells, 5/25¢ Play ..... 410.00                  |
| 1 5¢ Watling Twin JP Front Vender ..... 49.50 | 2 Mills Four Bell, 5-5-5-25 ..... Write                          |   |
| 1 5¢ Watling Rotatop 65.00                    | 9 5¢ Mills Jumbo Parade, Free Play. 99.50                        |   |
| 1 5¢ Watling Twin JP 75.00                    | 2 5¢ Paces Races, Bk. Cab, Painted Brown 99.50                   |   |
| 1 1¢ Mills Regular ... 75.00                  | 1 5¢ Paces Races, JP, Brown Cab., #5986 300.00                   |   |
| 1 1¢ Mills Gooseneck 80.00                    | 3 5¢ Paces Races, Brown Cabinet, #8088-5695 ... 190.00           |   |
| 1 10¢ Melon ..... 235.00                      |  |   |
| 4 10¢ Orig. Chrome. Write                     |  |   |
| 1 10¢ Blue Front ... 235.00                   |  |   |
| 4 25¢ Brown Fronts 425.00                     |  |   |
| 4 25¢ Blue Fronts. 400.00                     |  |   |
| 1 50¢ Blue Front ... Write                    |  |   |
| 1 5¢ Pace Console ... 150.00                  |  |   |
| 1 25¢ Pace Console. 200.00                    |  |   |
| 1 10¢ Gaille Cadet ... 75.00                  |  |   |
| 18 Columbia Bells, Ch. Sep. .... 75.00        |  |   |
| 1 Columbia Bell, Chrome ..... 75.00           |  |   |
- PHONOGRAMS AND SUPPLIES**
- |   |   |
|---|---|
| 2 Panorams, Latest Model ..... \$400.00                 | 1 Seeburg Colonel, RC, ES ..... \$475.00              |
| 1 Wurlitzer 616, Light Up Grille ..... 150.00           | 1 Seeburg Commander, ES ..... 400.00                  |
| 1 Wurlitzer 416, Light Up Grille at Bottom ..... 150.00 | 1 Seeburg Commander, MS ..... 375.00                  |
| 1 Wurlitzer 416, Marble Glo ..... 150.00                | 1 Seeburg Commander, RC, ES ..... 475.00              |
| 1 Wurlitzer 600 ..... 350.00                            | 2 Seeburg 8800 ..... 575.00                           |
| 2 Rockola Commandos (F.S. Special) 600.00               | 3 Playboys ..... 35.00                                |
| 1 24A Wurlitzer ..... 190.00                            | 9 1931 Wall-o-Matics ..... 17.50                      |
| 1 500 Wurlitzer ..... 400.00                            | 17 Buckley Boxes, Like New ..... 8.50                 |
| 3 600 Wurlitzer Victory Model, New. 535.00              | 3 #430 Wurlitzer Speakers, Brand New 125.00           |
| 1 Seeburg Cadet, MS ..... 350.00                        | 5000 Ft. 2-Wire Metal Covered Cable, Per Ft. .... .05 |
| 1 Seeburg Colonel, ES, Remote Receiver 450.00           | Mills Four Bells, Cabinet New..... \$32.50            |

### FULL CASH MUST ACCOMPANY ALL ORDERS IN THE FORM OF POST OFFICE, EXPRESS OR TELEGRAPH MONEY ORDER.

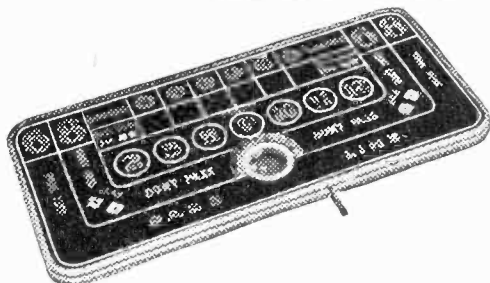
If We Are Unable To Fill Your Order We Will Make Refund of Your Deposit Promptly.

WANTED TO BUY—500 Seeburg Wall-o-Matics either new or rebuilt. Must be guaranteed and keys with each Wall-o-Matic. Specify whether metal or plastic covers, fully guaranteed condition and lowest price.

### MOSELEY VENDING MACHINE EX., INC.

00 BROAD STREET, RICHMOND, VIRGINIA. DAY PHONE 3-4511—NIGHT 5-5328.

## WHILE THEY LAST!



## AFRICAN GOLF

The IDEAL COUNTER GAME  
NO SLOT—NO TAX!

A complete Casino Game with top appeal and money-making power for counter play!

### ALSO AVAILABLE:

- HI-LO CHUCK-LUCK
- MIAMI COLOR GAME
- MONTE CARLO-CROWN & ANCHOR

Chrome finish. Beautiful 5-color plate glass top. Perfect dice under glass. Sealed agitator affords perfect protection for location! Game size: 16"x36"x2".

Write for Free descriptive folder in full color

**H. C. EVANS & CO.,**

1520-1530 W. ADAMS STREET  
CHICAGO 7, ILL.

- WRITE
- WIRE
- PHONE
- VISIT

# MILLS

for coin machine information

VINCE SHAY • JOHN RYAN • SAM BASLER • CHARLEY ZENDER

MILLS NOVELTY COMPANY 4100 Fullerton Ave., Chicago, Ill.

## SIMON SALES

- 3 Mutoscope Photomatics, Latest Model, 15c Coin Chutes. \$1,500.00 Ea.
- 1 Photomaton, Perfect Condition, Now in Operation.... \$1,200.00

Write! Phone! Wire!

152 W. 42nd St., New York 18, N. Y. Phone Pennsylvania 6-9495

## RUBBER BALLS

FOR POKERENOS — FASCINATION AND BINGO GAMES

All Hand Finished.

**MELROY BALL CO.**

6 N. AUSTIN AVE., VENTNOR, N. J.  
Phone: Ventnor 2-0587

# GRAND CANYON

CONVERTED FROM  
**DOUBLE PLAY**



WE ARE ALSO REVAMPING  
**STREAMLINER**  
from STARS

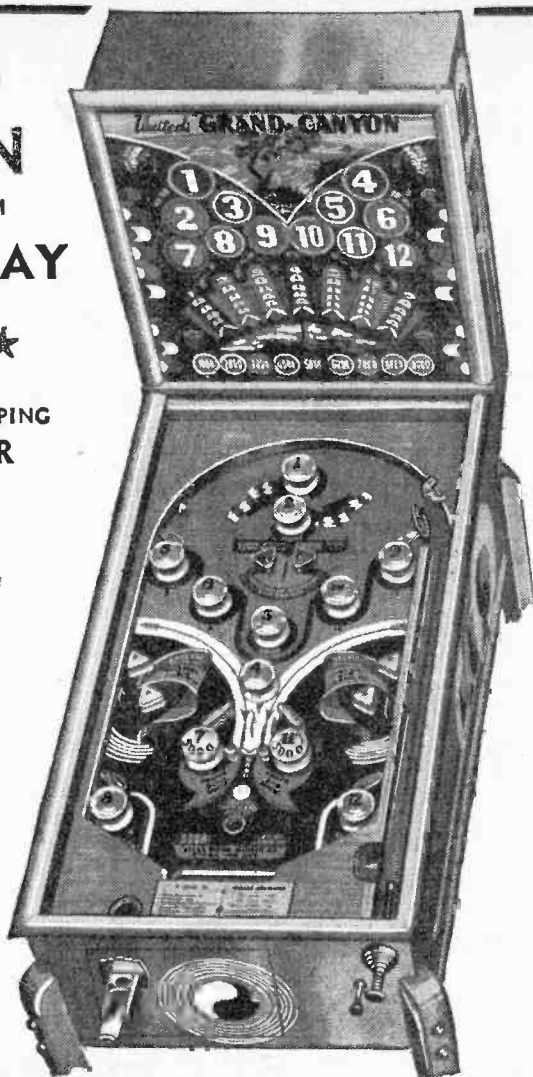
**SANTA FE**  
from WEST WIND

**ARIZONA**  
from SUN BEAM

**MIDWAY**  
from ZOMBIE

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from DO-RE-MI

You'll Get and  
Hold the Play  
With Games Revamped  
the UNITED Way!



SEE YOUR DISTRIBUTOR NOW OR WRITE DIRECT

**UNITED MANUFACTURING COMPANY**  
6123-25 N. WESTERN AVENUE CHICAGO

## BALLY RAPID FIRE GUNS

WE **RE-BUILD** **RE-CONDITION** **RE-FINISH** For **\$49.50**  
F. O. B. Chicago  
MADE TO WORK AND LOOK LIKE NEW. ALL WORK DONE  
BY FACTORY-TRAINED MECHANICS.

We Repair All Types of Amplifiers and Motors and Rebuild, Recondition and Repair All Types of  
Coin-Operated Machines. All work done by factory-trained specialists and guaranteed for quality  
and quick delivery back to you.

**WE GIVE PROMPT SERVICE!**

**COIN MACHINE EQUIPMENT CO., INC.**  
1346 Roscoe St. DIVERSEY 3433 Chicago 13, Illinois

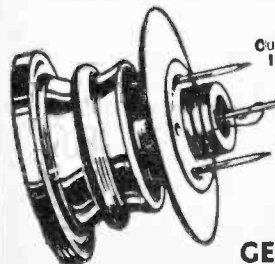
### ORIGINAL JAR-O'-DO RED, WHITE & BLUE

2100—\$33.00 Profit or 2170—\$36.50 Profit  
**\$2.00 PER SET IN 3 DOZ. LOTS**  
**\$2.25 PER SET IN LESS THAN 3 DOZ. LOTS**  
Stapled in groups of five, 75c per extra.

**JOHN GLASSPIEGEL CO.** 534 N. WATER STREET MILWAUKEE 2, WIS.

### PIN BALL BUMPER STEM REPAIR SLEEVES

"MADE OF SILVER, BUT WORTH THEIR WEIGHT IN GOLD"



Cut at an angle for  
Instant Application

THOUSANDS IN USE!  
BECAUSE  
THEY END BUMPER  
TROUBLE!

Just slip in place and squeeze. No solder needed. Stop most  
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gamers for the duration. Will fit all games. Immediate deli-  
very guaranteed.

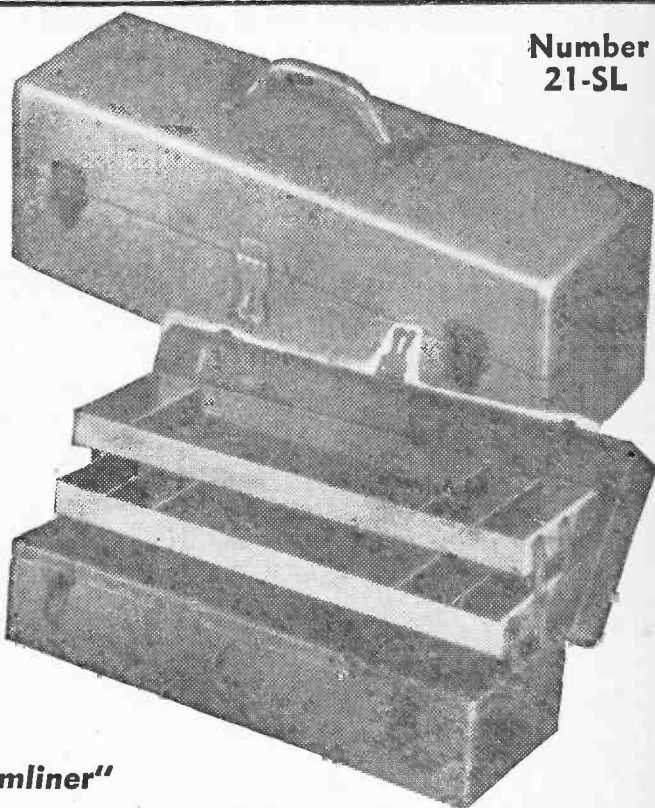
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MAIL \$2.75 FOR EACH PACKAGE OF 25  
Large Size, \$3.00 for Pkg. of 20.

**GENERAL COIN MACHINE SUPPLY CO.**  
940 MICHIGAN AVE., BUFFALO 3, N. Y. Established 1930

## NO PRIORITIES NEEDED

Size  
21"x7 1/2"x7"

Number  
21-SL



YOUR  
PRICE

**\$425**  
EACH

F. O. B. Chicago  
1/2 deposit,  
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A real champion tool box with all the streamlined features that coin  
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STRUCTION — BAKED ENAMEL WRINKLE FINISH — ROUNDED  
CORNERS — STRONG STEEL GRIP HANDLE FORMED TO FIT  
THE HAND — TWO HIGH GRADE BOLTS AND PADLOCK HASP.  
A TOOL CHEST THAT IS TOUGH

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ONE-BALL FREE PLAY		ONE-BALL CASH PAY	
Longacres	Write	Kentuckys	\$475.00
Thorobreds	Write	Dead Heat	125.00
Pimlicos	\$450.00	Flying Champs	225.00
Derby, '41	375.00	Eureka	69.50
Club Trophys	375.00	Sport Page	99.50
Fortune	375.00	Track Record	175.00
Derby Winner	175.00	<b>SLOTS and CONSOLES</b>	
Track Record	175.00	Four Bells, 4-5c, Old Head	Write
Mills 1-2-3, Late	99.50	Four Bells, 4-5c, Late Head	Write
		Three Bells	Write
		Jumbo Parade, C.P.	\$149.50
		Lucky Star	149.50
		Lucky Lucre	269.50
		1941 Bangtails	475.00
		Bally Roll 'Em	199.50
		Evans Roletto Jr.	249.50
		Bally Hi Hands	149.50
		<b>ARCADE</b>	
Triple Entry	\$175.00	Chicken Sams Converted	\$179.50
Royal Flush	125.00	Mutoscope Punching Bag	310.00
Roletto Sr.	400.00	Bally Alley	49.50
Silver Moon, C.P.	139.50	Ten Strike	79.50
Baker's Pacers	299.50	Keeney Submarine	225.00
Saratoga	159.50	Chicago Coin Hockey	225.00
5-10-25-50c Blue Fronts		Keeney Anti Aircraft	89.50
5-10-25c Gray Fronts		Guesser Scales	125.00
5-10-25-50c War Eagles		Super Bomber	475.00
5c Chromes Cherry Bells	Bonus Bells	Skyfighters	395.00
Brown Fronts	Melon Bells	Scientific Batting Practice	149.50
Jennings Silver Chiefs	Futurities	Bally Rapid Fire	249.50
25c Mills Golf Ball Vendors		Radio Rifle	135.00
5c Mills Q. T.	5c Chrome Vest Pockets	World Series	75.00

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**MATCHLESS LAMPS**  
FOR ALL GAMES, MUSIC  
AND WALL BOXES

**MATCHLESS ELECTRIC CO.**  
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ALL FOR ONE—AND ONE FOR ALL!!

UNIVERSAL'S

3,500 DISTRIBUTORS ARE ALL READY TO BE OF SERVICE ON OUR ONE-AND-ONLY ORIGINAL "JAR-O'DO" PRODUCTS!

WRITE DIRECT TO YOUR LOCAL DISTRIBUTOR FOR PROMPT ATTENTION AND AN EARLY DELIVERY!

UNIVERSAL'S ORIGINAL JAR-O'DO RED, WHITE, BLUE BIG CHARLEY IN A NEW SIZE!!

(STAPLED IN FIVES)

Takes In 2170 Tickets @ 5 for \$1.00 .....\$434.00 Pays Out (Actual) ..... 380.00

Profit (Actual) .....\$ 74.00 (ALSO AVAILABLE UN-STAPLED) Takes In 2170 Tickets @ 6¢..\$108.50 Pays Out (Actual) ..... 72.50

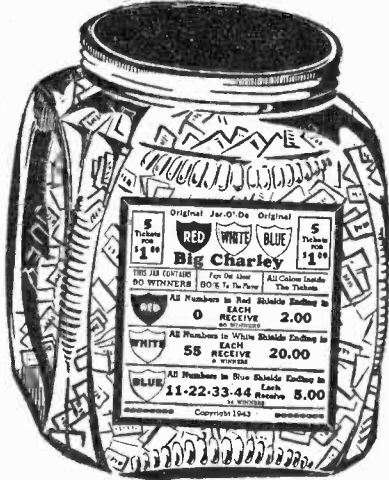
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SERVICE KIT FOR PIN GAME OPERATORS

The Original Contact Kit Made by the PIONEER ELECTRICAL ENGINEERS of the Industry.

No. 1200—New Service Kit . . \$14.50

This New Kit Contains a Very Handy and Useful Contact Switch Assembling Tool. Value \$2.00. Plus 60 EXTRA Assorted Genuine Phosphor Bronze Leaves, Value \$4.00. Plus 144 EXTRA Assorted Silver Contact Points, Value \$8.00, in addition to the Liberal Assortment of Switch Parts Contained in Our Well Known #450 Guardian Contact Kit, \$7.50.

FOR ARCADES

2 New #500 Coin Chutes (Specify 1c or 5c), plus 10 Ass't Old Style 1c, 5c & 25c Chutes. The Dozen ..... \$13.50

These old style chutes are assorted Bull Dog, Esco, etc., and are not #500 A.B.T. Manufacturer informs us they have not been used, but are discolored due to exposure. Rush your order—Quantity Limited!

Send for Complete Catalog of Parts and Supplies!

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- 1 Anabel .....\$22.50 1 Merry-Go-Round .....\$27.50 1 Silver Skates .....\$42.50 1 Big Time ..... 28.50 1 Metro ..... 38.50 1 Sink the Jap ..... 54.50 1 Blondie ..... 27.50 1 On Deck ..... 15.00 1 Star Attraction ..... 47.50 1 Chubbie ..... 12.50 1 Pan American ..... 45.00 1 Texas Mustang ..... 17.50 1 Crossline ..... 30.00 1 Paradise ..... 40.00 1 Trailways ..... 55.00 1 Flicker ..... 42.50 1 Powerhouse ..... 20.00 1 Triumph ..... 20.00 1 Hold Over ..... 32.50 1 Salute ..... 37.50 1 Twin Six ..... 39.50 1 Horoscope ..... 60.00 1 School Days ..... 42.00 1 Ump ..... 30.00 1 Jungle ..... 75.00 1 Score Champ ..... 39.50 1 Zombie ..... 42.50

MAKE OFFER FOR ENTIRE LOT—ALL IN A-1 CONDITION

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of anyone who claims to represent me personally, or my firm name, purchasing or selling equipment. Should this person call on you kindly phone or wire, collect immediately.

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131-133 N. 5th Street Reading, Pa. Phones 4-3131—4-3132—Night Phone 6077.

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\$179.50 "SHOOT THE JAP" \$179.50

Ray-O-Lite Guns 1/3 Deposit — Balance C. O. D.

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Mannikin repainted; playing field refinished; rewired to use standard base 7 1/2 watt bulbs which eliminate service calls; cabinets completely repaired and refinished.

WE RE-BUILD— RE-CONDITION— RE-FINISH— Your old run down "CHICKEN SAMs" and "JAIL-BIRDS" and convert them into "SHOOT THE JAP" Ray Guns.

MACHINES COMPLETELY PAINTED TO LOOK LIKE NEW!

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WANTED FOR CASH!

SEEBURG'S "CHICKEN SAMs" "JAIL BIRDS" \$90.00

MACHINES MUST BE COMPLETE WITH AMPLIFIERS AND ALL PARTS BUT NOT NECESSARILY IN GOOD WORKING CONDITION. \$15.00 LESS WITHOUT BASES.

WILL ACCEPT SHIPMENTS C. O. D. OR SIGHT DRAFT. ADVISE DESCRIPTION AND QUANTITY BEFORE SHIPPING.

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USED PARTS—GUARANTEED A-1 CONDITION

WURLITZER PARTS

- 616 Amplifiers With Tubes .....\$38.50 412 Speakers ..... 8.50 616-24-500-600 Speakers ..... 17.50 Motors ..... 18.50

PARTS FOR ALL COUNTER MODELS

- Front Glass for 71 Model .....\$ .90 Parts for 616-24-500-600 ..... Write 25 Volt Transformers ..... \$ 1.50 Chokes for All Amplifiers ..... 1.00 Motor Drive Assembly, All Models... 5.00 Main Gear, All Models ..... 6.00 Record Trays ..... .35 Locks (New) Cash Box—Front Back With Keys ..... .65 D.C. Amplifier ..... 10.00 Amplifier and Speaker for 51 ..... 25.00 Wireless Remote Adaptor ..... 37.50 Slug Proof Mech. Comp., With Slots for 616-600 ..... 11.00 Transformer Pack for 20 Wire ..... 6.50 Micro Switches (New) ..... 1.25 5 Ft. Shielded Wire With Post Clips for Tone Arms ..... .40c

- Wurlitzer, Seeburg Automatic Phonographs, Ready for Location, for Sale—Write.

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- Wireless Remote Adaptors Comp. \$37.50 Mystery Tuners With Tubes ..... 8.50

ROCK-OLA PARTS

- PARTS FOR ALL MODELS Belts (New) .....\$ .60 Drive Motor ..... 18.50 Turntable Motor ..... 12.00 Micro Switches (New) ..... 1.25

NEW ACCESSORIES

- OHM - Ohmite Dividohm, 2500 OHM, 25 W .....\$ .90 OHM Resistors, Any Size, 10 W ..... .35 OHM Resistors, Any Size, 20 W ..... .55 16 MFD, Cond. Tub. Can. .... 1.85 20-20 Mfd. Cond. 150 Volt ..... 1.10 8 Mfd. Cond. 450 V. Can. .... 1.10 8 Mfd. Cond. 600 V. .... 2.50 8 Mfd. Cond. 450 V. .... .85 Condensers for Seeburgs ..... .90 Transformers for All Machines ..... 6.00 Rubber Covered Zip Cord Box 100 Carbon Resistors ..... 3.00 P.M. Speakers, 8" ..... 5.00 P.M. Speakers, 10" ..... 8.50 P.M. Speakers, 12" ..... 12.50

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NO MINIMUM ORDER REQUIRED!

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Each conversion consists of a BRAND NEW 12 COLOR "ON DECK" SCORE GLASS, specially designed to give NEW GAME APPEAL to your old Snappy Pin Game. And you also get a COMPLETE SET of LARGE SIZE, TWO-TONE BUMPER CAPS that will completely change the appearance of the entire game. If you want to INCREASE THE EARNINGS of your old Snappy, RUSH YOUR ORDER NOW. Immediate shipment guaranteed. F. O. B. Chicago, Illinois.

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## BUY EXTRA WAR BONDS

### DURING 5<sup>TH</sup> WAR LOAN

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HOME THE FAMOUS *Bally* GAMES AND VENDERS

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## REBUILDING AND REFINISHING ALL TYPES OF MILLS SLOTS \$95.00

SEND US YOUR MACHINES

### SPECIALS—FOR SALE

Complete Arcade — Will Sell in One Lot or Separately — Write for List.

### NEW EQUIPMENT

Supreme Tokyo Gun .....	\$330.00	Cupid's Wheel .....	\$295.00
Selector Scope Fortune Teller .....	375.00	New Supreme Skee-Roll .....	317.50

**WILL PAY CASH**  
COMPLETE ROUTES OR THE INDIVIDUAL MACHINES  
WIRE OR MAIL LIST.

### PIN GAMES

Mills 1-2-3, P.O. ....	\$ 97.50	Challenger .....	\$195.00
Keeney Super Six .....	50.00	Thistledown .....	75.00
Keeney Contest .....	135.00		

### MUSIC EQUIPMENT

Buckley Boxes, New .....	\$ 35.00	Seeburg 16-Record .....	\$10.00
Buckley Boxes, Rebuilt .....	25.00	Keeney Boxes .....	5.50
Wurlitzer Model 100 .....	25.00	Perforated Program Sheets, Per 1000 .....	4.50

### BUCKLEY DIGGERS

REBUILT TREASURE ISLAND .....\$55.00 | REBUILT DE LUXE .....\$100.00

### SLOT MACHINES

Mills — Jennings — Watling — Caille — Pace Slug Proof — Pace Console.  
Tell us your requirements.  
Write for Special Prices on Mills Vest Pocket Bells.

### REBUILT EQUIPMENT

Mills Single Machine Safes .....	\$ 52.50	ABT Target Skill .....	\$ 17.50
Melink Double Machine Safe .....	62.50	Shoot-the-Chutes .....	150.00
Gottlieb Three-Way Grippers .....	22.50		

### CONSOLES

Jumbo Parade (Payout) .....	\$115.00	Paces Saratoga .....	\$175.00
Keeney Kentucky Club .....	90.00	Paces Races .....	290.00
Keeney Skill Time .....	90.00	Mills Four Bells .....	Write
New Paces Reels Sr. ....	260.00	Jennings Fast Time, F.P. ....	80.00
New Paces F.P. Reels .....	260.00	Jennings Bob Tail, F.P. ....	108.00
New Saratoga Jr. ....	250.00	Caille Console .....	95.00
New Saratoga Sr. ....	260.00	Bally Roll-Em, 25c .....	175.00
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### 30 MILLS PANORAMS

Completely Reconditioned, Rebuilt and Refinished Like New.  
Beautifully Converted to "Solo-Vue"  
Write for Quantity Prices

Mills Blue Fronts, All Rebuilt and Refinished  
MACHINES LOOK LIKE NEW—SERIALS AROUND 400,000

18 — 5c PLAY	14 — 25c PLAY
12 — 10c PLAY	5 — 50c PLAY

### RECONDITIONED SLOTS AND CONSOLES

5 Mills Club Bells, 5¢	6 Mills Brown Fronts, 25¢	6 Mills Four Bells, Rebuilt
2 Mills Club Bells, 10¢	4 Blue Crackle Q.T., 5¢	2 Mills Three Bells
4 Mills Club Bells, 25¢	12 Mills V.P. Blue & Gold, 5¢	2 Keeney Super 4-Ways, Cash
4 Mills Gold Chromes, 10¢	2 Mills 4 Bells, 3-5, 1-25¢	3 Keeney Super (Comb.)
2 Mills Gold Chrome, 5¢	1 Evans Royal Luces, 5¢	12 Mills Jumbo (Comb.)
4 Mills Gold Chrome, 25¢	4 Bally Hi-Hands	1 Evans Dominoes, Late '41
4 Mills Regular Chrome, 5¢	2 Jennings Silver Chief, 5¢	5 Bally Club Bells
3 Mills Brown Fronts, 5¢	2 Jennings Chiefs, 5¢	7 Pace Saratogas, '41, Late
2 Mills Brown Fronts, 10¢	2 Jennings Chief, 25¢	1 Pace Saratoga, 25¢
		8 Evans Lucky Luces, 5¢

**BAKER'S PACERS DAILY DOUBLE \$299.50**  
LATE MODEL JACK-POT FEATURE, ALL REBUILT  
AND REFINISHED LIKE NEW.

**SPECIAL MILLS JUMBO PARADES, P. O., LATE  
MODELS, HIGH HEADS, REFINISHED  
AND REBUILT LIKE NEW ..... \$149.50**

**8 ROCK-OLA PREMIERS**  
Practically New Phonographs  
Immediate Delivery

**6 WURLITZER VICTORY MODELS**  
Reconditioned Model 24 Mechanism  
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2 Bally Defenders	6 Seeburg Axis Rata	5 Genco Play Ball
1 Ace Bomber	1 Bally Eagle Eye	2 Skyfighters
1 Exhibit Bag	1 Dumbell Lifter	4 Chicago Hockey
3 Drivemobiles	1 Striking Clock	10 Jennings Barrel Roll
4 Shoot Your Way to Tokyo	1 Grandfather Clock	8 Gottlieb 3-Way Grippers

All Machines Reconditioned, Ready to Operate. 1/2 Cash With Order, Balance C. O. D.  
All Prices F.O.B. Los Angeles. Write Milwaukee for Special Price Quotations.

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# FLYING TIGERS

NOW BEING CONVERTED FROM

# PLAY BALL

# SKY RIDER

NOW BEING CONVERTED FROM

# PAN AMERICAN

Still Producing

## PIN-UP GIRL CONVERTED FROM SILVER SKATES

HALF DOLLAR BLUE FRONTS, BROWN FRONTS AND WAR EAGLES. FACTORY  
REBUILT WITH NEW CABINETS, IN 3-5 PAYOUT AND CLUB HANDLES.  
WRITE FOR PRICES.

### FIVE BALLS READY FOR LOCATION

Big Chief ... \$80.00	Four Aces ... \$140.00	Glamour ... \$45.00	Jolly ... \$35.00
Duet ... 80.00	Midway, Used 150.00	Pursult ... 50.00	Scoop ... 35.00
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Sky Ray ... 55.00	Bolaway ... 80.00	Capt. Kidd ... 80.00	Defense ... 145.00
All American ... 50.00	Four Diamond 75.00	Gun Club ... 95.00	Jungle ... 85.00
8 & Ten ... 145.00	Monicker ... 135.00	Roxy ... 30.00	Sea Hawk ... 65.00
Monarchs, '41 ... 75.00	Sporty ... 35.00	Texas Mustang 95.00	Victory ... 125.00
Slammer ... 70.00	Brite Spot ... 85.00	Champ ... 60.00	Big Parade ... 145.00
Attention ... 65.00	Four Roses ... 70.00	Hi Dive ... 85.00	Knockout ... 145.00
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Rock-Ola Playmaster, 2 Seeburg Playboys, 1 Rock-Ola Wallbox, 1 Rock-Ola Bar Box, 30  
Buckley Wallboxes, old style. Make us an offer for the lot.

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Sport King ... \$12.50	Sport Special ... \$6.50	Fast Track ... \$7.50
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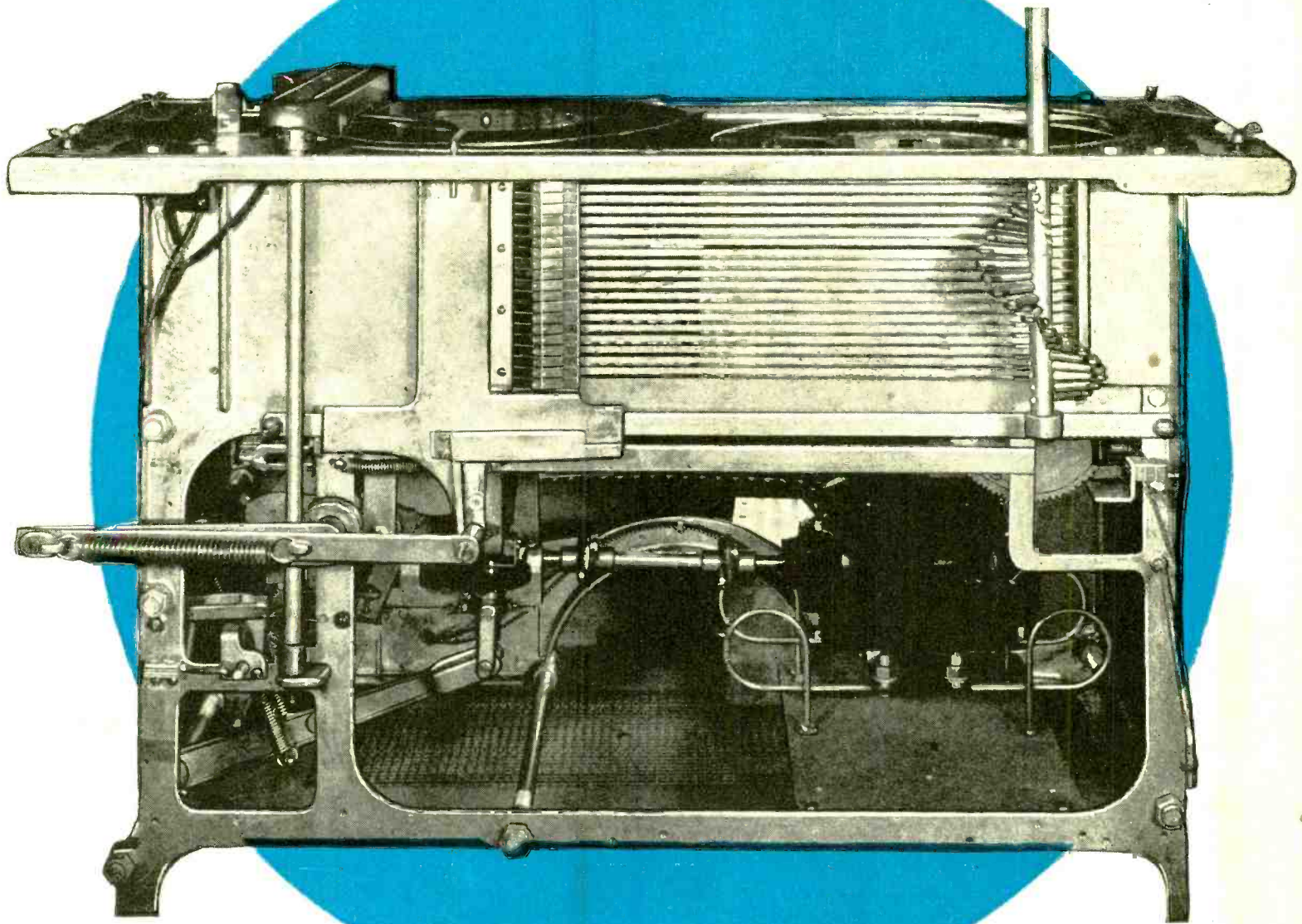
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# KNOCKED OUT OF ACTION !



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**A FEW** hours before this picture was taken, this big gun was knocking holes in the Jap forces on Bougainville. Then, a direct hit ended its career.

Every hour on every front costly, vital equipment is destroyed and must be replaced. That's another job your dollars do when invested in War Bonds.

Help pay the price of victory — not with your life — as many have done and many more will do — but by loaning your money to your country. Keep on buying **MORE WAR BONDS!** The Rudolph Wurlitzer Company, North Tonawanda, New York.



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