

# The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

JULY 31, 1948

25 CENTS

MID-SUMMER SPECIAL



"Wisconsin this year celebrates its 100th birthday. And the highlight of its anniversary observance will be its Centennial Exposition. To be held August 7-29 at State Fair Park, Milwaukee, it will be a \$5,000,000 show—scaled to World's Fair proportions. On behalf of the State of Wisconsin and its people, a cordial invitation is extended to readers of The Billboard everywhere to attend this truly great spectacle—a reflection of Wisconsin's great progress."—R. E. Ammon, Centennial Director.

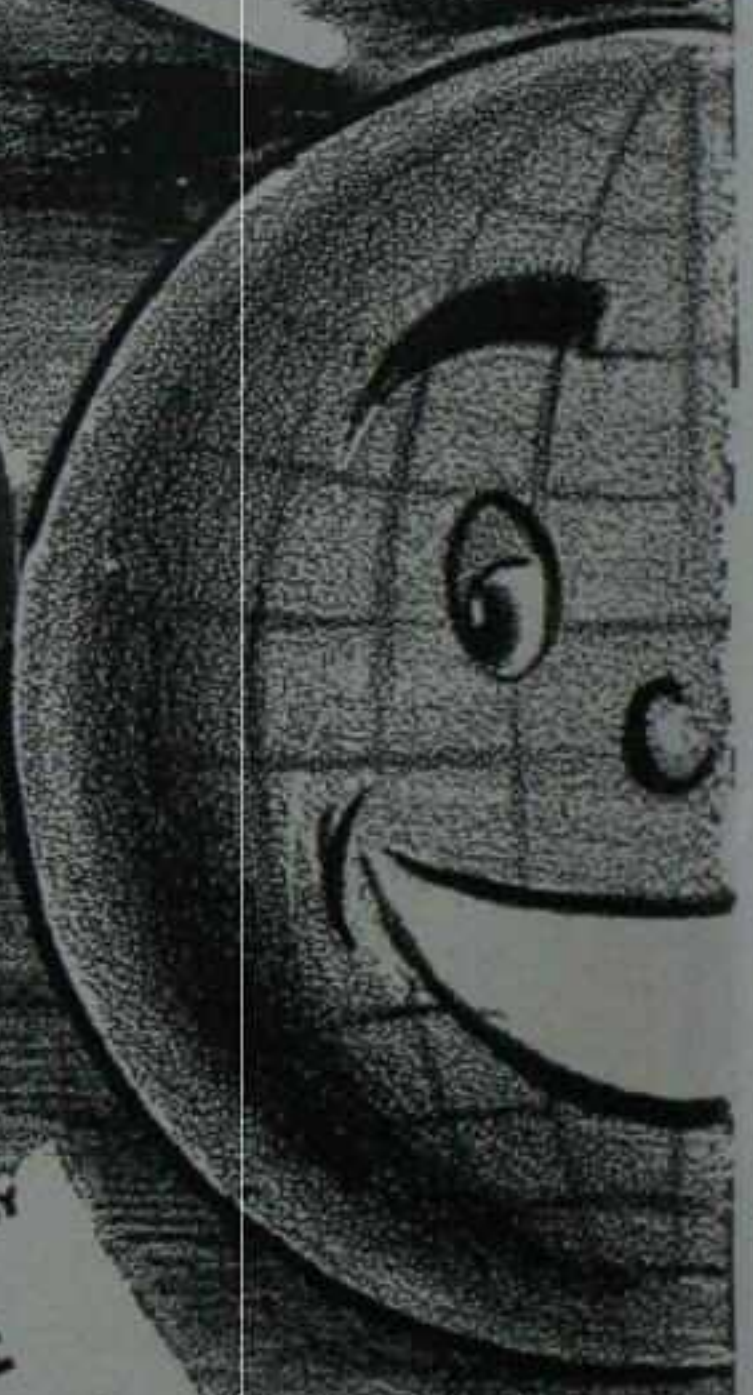
OUT OF THIS WORLD

THE  
AMAZING  
MARY  
KAYE  
TRIO

When! This  
is a busy  
Year!

TICKLING  
THE NATION'S  
FUNNY BONE  
WITH THEIR  
SENSATIONAL  
MUSICAL-COMEDY

APOLLO  
RECORDS



And . . . in between all that  
we've made records for  
APOLLO . . . LATEST RELEASE  
"YOU'RE ASKING TOO MUCH OF ME"  
"The little fish that never  
learned to swim"  
APOLLO NO. 1115  
Also Our . . .  
APOLLO RECORD ALBUM No. A-10  
And formed our own Music  
publishing Co.  
NORDELL MUSIC (BMI)

RADIO  
TRANSCRIPTIONS  
KEYSTONE  
(207 Stations)  
5TH ARMY  
RECRUITING  
(352 Stations)

AND HERE'S HOW BUSY  
WE ARE!  
CAIRO LOUNGE  
CHICAGO  
2 ENGAGEMENTS TOTALING  
12 WEEKS  
JAI LAI CAFE  
COLUMBUS, OHIO  
Currently  
ORCHID LOUNGE  
SPRINGFIELD, ILL.  
3RD RETURN ENGAGEMENT  
Then to the . . .  
WEST COAST IN THE FALL  
and . . .  
FLORIDA IN THE WINTER

Management: MUSIC CORP. OF AMERICA

The World's Foremost Amusement Weekly

## OUTDOORS OUT OF SLUMP?

### Niteries, Wax and Pix Yield 436G First Year to Thompson-Wms. Bros. Act

They Can Have Hollywood on \$\$ Platter Now

HOLLYWOOD, July 24.—Kay Thompson and the Williams Brothers will mark their first anniversary as a nitery act August 6, having grossed more than \$436,000 for the year, a record considered tops in the bistro biz. Income includes not only night club take but earnings from record sales as well as special movie material written by Miss Thompson. Altho Thompson and Williams freres had each been around films for years (especially la Thompson, who did a long stint at Metro), team had never worked a nitery before opening at

the Las Vegas El Rancho Vegas August 6, 1947.

For the Rancho stint the act got a nifty \$2,000, moving from there to Tahoe Village, Lake Tahoe, for \$2,250. The weekly take averaged (See Kay Thompson on page 46)

### Coast Unions Open War on Tyro Cuffos

Equity Lets AGVA Lead Fight

HOLLYWOOD, July 24.—A general crackdown on local spots using amateur nitery talent was launched this week by Florine Bale, Coast topper for the American Guild of Variety Artists (AGVA). Union head gave some 15 local bistros 10 days to stop using unpaid talent in competition with AGVA members, with choice of either paying tyros or contributing to AGVA's welfare fund. If ops fail to heed the warning, AGVA will join forces with various guilds affiliated with the local Central Labor Council for united action.

At the same time, the union made a deal with Equity giving AGVA jurisdiction over five local little thea- (See Coast Unions Open on page 45)

### Tommy Dorsey May Buy Out His Jock Show

NEW YORK, July 26.—Tommy Dorsey, whose recorded disk jockey show is now syndicated by Louis G. Cowan, Inc., may take over the entire operation himself and conduct it as his own business enterprise. Dorsey was slated to make up his mind over the week-end and advise the Cowan office of his decision today (Monday). He's indicated, however, that he's going to take the platter show under his own wing. Dorsey's contract with Cowan gave the band leader the option, after the first year (See TD May Buy on page 7)

## 4-A's Merger Now Up to Equity

### Vote Thurs.; Screen Actors Turn It Down

But Legit May Save Day

NEW YORK, July 24.—Actors' Equity will hold the fate of the contemplated Eastern regional merger of the unions that are affiliates of the Associated Actors and Artistes of America (Four A's) when it meets Thursday (29) to decide what action to take. The proposal for a national merger of the performer orgs was defeated Thursday (22) by the Screen Actors' Guild (SAG) when its board of directors voted unanimously against the proposal because it felt (See Four A's Merger on page 4)

### Atlantic City Pulls Throngs OK, But They're \$-Conscious

ATLANTIC CITY, July 24.—As summer approaches the half-way mark, the over-all outlook for the season's business is considered satisfactory, altho there is much wailing and weeping in many quarters. Utilities officials say business is good, based on the number of people visiting here this summer. Banks report heavier deposits and an all-time record deposit following the July 4 holiday. Bus companies are handling increased traffic to the city, altho admitting some one-day visitors are in part responsible.

On the other hand, those whose business depends on the vagaries of weather have a different story, which concerns a rainy June and not enough hot weather in July to drive the city folks to the shore in droves. All

### Is TV Next To "Kill Vaude"? Walters Worried

NEW YORK, July 24.—Lou Walters, owner of the Latin Quarter here, this week stopped an act scheduled to open at his club tomorrow (25) from playing the Texaco Star Theater video show.

The act is a dance team, Landrey and Vernon, booked for the Texaco spot Tuesday (27). When advised of the doubling, Walters told the team they'd have to choose one or the other—a four-week run with him, or the one-night video stand. The terpers cancelled their TV date.

Walters, who also stopped some of his acts from doubling into the Lions convention at Madison Square Garden this week, said he felt he, as well as the acts, should be paid when they appear on video. He also said the acts, via TV, "are putting themselves out of business, the way talkies put vaudeville out of business."

### Mutual Urges 4A's To Study Network Rates

NEW YORK, July 24.—Mutual Broadcasting System (MBS) this week called on the American Association of Advertising Agencies (4 A's) to re-examine the entire rate structure of network radio, on the ground that existing practices were invoked some 14 years ago and are, consequently, outmoded in many respects. At the same time, E. P. H. (Jimmy) James, MBS vice-president who asked the 4 A's for the study, revealed that his network is going ahead on its own in studying rate (See Mutual Urges on page 13)

### 1st Half Year Slow But Biz Pickup Looms

Fairs Will Hypo Carnivals

CHICAGO, July 24.—At the season's half-way mark, the boys and girls of outdoor show business are not raving about what's behind them. Business has been off—not drastically, but more than slightly under '47. However, it's been far better than other branches of show business which have suffered sharp drop-offs.

But even those with restrained optimism—the hedgers and "iffers"—figure the outdoor season will finish strongly. Now coming up, the season's last half carries the strong probability of a close that will lift the year's business to within range of that for last year.

This is particularly true in the carnival field. Fairs loom ahead for the midway organizations and the fairs this year assume greater relative importance, for it is out in the hinterlands, where the farmers are still getting top money and where they're still holding on to plenty, that the carnivals should fare better than okay.

The few fairs already held—principally in Canada—give credence to this belief. Royal American Shows, touring the Western Canadian A Circuit, have been rolling up grosses on an average of 20 per cent higher than last year. This, in part, is due to greatly enhanced earning power, but basically to the fact that the farmers and ranchers are in the money and (See Outdoor Showbiz's on page 71)

### "Billboard" Poll On Ohio State Institute Out

By Jerry Franken

NEW YORK, July 24.—Results of a survey made by *The Billboard* to determine the attitude of educators, broadcasters and others attending this year's annual Institute for Education by Radio at Ohio State University, Columbus, O., reveal that:

An overwhelming majority want the institute continued;

A sizable majority, about three to one, believes that the institute should be revised;

A scant majority believes that the institute should expand beyond education-public service phases of radio and television and that educational broadcasting should be but one of the general programing phases on the agenda;

The institute's procedure, in scheduling multiple sessions, with a large number of conflicts, should be changed;

The commercial broadcasters should work in close co-operation with the institute's sponsors.

These are the highlights of the findings (See BB's Survey on page 9)

agree, however, there's nothing to worry about at this point. Conditions are just returning to normal. August is always a good month, the temperature is getting higher inland and the Atlantic City race track opening next month will also be an asset.

Amusement interests are divided on the business viewpoint. The folks here are consuming the usual amount of beverages, eating a little more ice cream and attending the ice shows at Convention Hall as often as last summer. But they're not spending as freely at the night clubs and bars.

Steel Pier, giant amusement center operated by George A. Hamid, said that July is running ahead for the same period last year, and this year's (See A.C. Pulls 'Em on page 54)

# Radio Actors Don Strawhats

## Barns Offer Experience For TV Jobs

### Stiffer Requirements

NEW YORK, July 24.—An exodus from New York unparalleled in the annals of broadcasting talent has taken place this summer, as hundreds of radio's top acting talents have taken to the hills and pastures in search of summer theater work in preparation for the television jobs they hope will be forthcoming. Virtually every barn housing a summer theater this year lists in its cast several radio thespians, many seeking refresher courses in acting without scripts after years before the mike. A goodly number have given up remunerative air jobs for the experience of the stage, while others are commuting considerable distances in order to keep their income regular.

The reason for the mass trodding of the boards is the realization that radio experience alone probably will not cut the buck, with video's casting brains getting more particular. As tele's demands grow progressively stronger, such items as ability to work without scripts, to exhibit graceful and showmanly use of stage business, and particularly, to memorize new roles virtually every week have grown in importance. No place, it is felt by the thespians, can they gain or re-acquire this know-how as well as in the hayloft playhouses, where new plays are cast, rehearsed and presented on a weekly basis.

### Thesps in Stock

Thus Jay Jostyn now is touring with *Trial of Mary Dugan*. Vicki Vola is emoting currently in *Voice of the Turtle* at the Pocono Playhouse. Virginia Robinson, another radio vet, is busy with *Parlor Story* at the Eastern Slope Theater, Mount Washington. Even on the West Coast, the same urge has been felt, with Hal (See **RADIO ACTORS** on page 17)

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### See the Outdoors

There are two stories in the Outdoor Section of *The Billboard* this issue which may interest indoor showbiz people. One, on Page 60, outlines how hillbilly artists and disk jocks are getting into the amusement park field as ops. The other, a piece written by Sally Rand, tells of her experiences since joining a carnival—and what to expect. It's on Page 97.

## C. C. Belasco Fight Backed by Press

WASHINGTON, July 24.—With the Federal Works Agency (FWA) still receptive to bids for lease of the Belasco Theater, *The Washington Post* is continuing its campaign urging the re-establishment of the Belasco as a legit house.

In the lead editorial Sunday (18), *The Post* took the FWA to task for the manner in which the bids of the American National Theater and Academy (ANTA) and Joseph Curtis were rejected by the agency.

Referring to a statement by an FWA official that proposals of the two bidders would result in "no benefit to the government," *The Post* declared that the benefit of continuation of the living theater in the capital city "cannot be measured by mercenary standards involving a relatively few dollars."

*The Post* concluded that "if federal (See **"Post"** Urges DC on page 51)

## McConnor, Smith Set For "Ford Theater"

NEW YORK, July 24.—Vincent McConnor and Ian Smith were set this week as script and continuity editor respectively on *Ford Theater*, which resumes over the Columbia Broadcasting System (CBS) October 8. Kenyon & Eckhardt, which handles the Ford account, will produce and had previously set Fletcher Markle as director. It's expected that Ken Banghart, altho under contract to the National Broadcasting Company (NBC), will be permitted to announce the show over CBS.

*Studio One*, the CBS hour-long project produced by Markle, winds up Tuesday (27). It has been one of Columbia's most expensive sustainers, and achieved high ratings and notable production.

## Four-A's Merger Up to Equity

(Continued from page 3)

It would result in a "union controlled by a supreme governing body centered in New York."

The Eastern regional play is the only out left to those partisans of a merger, but it is entirely dependent on the legit actors' union because without the prestige, the power and the financial backing of Equity, the amalgamation would be meaningless. If the sectional plan should go into effect, SAG would have a chance to watch the reconstructed Four A's at work.

Feeling at Equity is equally divided as to whether to join its brother unions. However, with Paul Dullzell, its former executive secretary, a recent resignee, the council members may consider that a merger might work to its advantage in that Equity would have the guidance of top Four A's execs in other unions.

Meanwhile, George Heller, executive secretary of the American Federation of Radio Artists (AFRA), is flying out to the Coast in a few weeks to see what influence he can exert.

## David W. Griffith Dies in Hollywood

HOLLYWOOD, July 24.—David Wark Griffith, 73, pioneer film director and star maker, died here yesterday in Temple Hospital of a brain hemorrhage suffered the day before.

In retirement most of the past 20 years, Griffith was responsible for the metamorphosis of the early-day one-reeler to the present-day epics, and his *Birth of a Nation*, which was filmed in 1915 and is still shown occasionally, stands as one of the biggest movie grossers in history.

Griffith's early career included some time as an actor, making his first stage appearance in Brooklyn and later joining J. K. Hackett's Company. In 1908 he turned to the film industry, first as an actor and later as director for the Biograph Film Company.

Griffith was divorced six months ago from his second wife, Evelyn Marjorie Baldwin. At his bedside when he died were his niece, Ruth Griffith, and a nephew, Willard, both of Santa Ana, Calif.

## NAB Report Stamps Tele As Blue Chip

### Batson Giving the Data

WASHINGTON, July 24.—First details of the National Association of Broadcasters' (NAB) forthcoming monumental study of television will be disclosed to NAB's fourth district meeting in White Sulphur Springs, W. Va., Tuesday (27) by Charles A. Batson, NAB information director, who has been participating in the study for over three months. Batson will reveal that the big survey, the first section of which is due to be published sometime next month, will show television broadcasting to be a "blue chip" venture.

The study will make available to NAB members a new formula for computing construction costs, Batson will tell the fourth district meeting. This is called a "2 by 4" formula, since it takes into consideration the two basic sizes of video stations (100 watts and 5 kilowatts) and the four basic program sources (networks, remote, film, studio). On the basis of this formula, the study will show that average cost for the most popular type of video station—metropolitan 5kw.—is a minimum of \$370,000, and this covers only "minimum essentials." The study will emphasize, however, that construction costs vary in sections in cities, and the "2 by 4" formula's finding represents a "national average" for metro stations.

### Catalog of Info

The new study, the very preparation of which is considered by the trade as NAB's recognition of the important future of television and its coming major role in NAB's organizational structure (*The Billboard*, April 24), will be described by Batson as "a catalog of information" gathered from "all expert sources," including networks, station operators, Radio Manufacturers' Association, Federal Communications Commission, Television Broadcasters' Association, etc.

Most experts consulted agree that (See **NAB's Report** on page 17)

## The Billboard

The World's Foremost Amusement Weekly

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Turnover and Vend.

## NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits  
**WOODY WOODPECKER**
- No. 1 Sheet Music Seller  
**MY HAPPINESS**
- No. 1 Most Played on Disk Jockey Shows  
**WOODY WOODPECKER** by Kay Kyser, Columbia 38187
- No. 1 Disk Via Dealer Sales  
**WOODY WOODPECKER** by Kay Kyser, Columbia 38197
- No. 1 Disk in the Nation's Juke Boxes  
**WOODY WOODPECKER** by Kay Kyser, Columbia 38197
- No. 1 Most Played Juke Box Folk Record  
**BOUQUET OF ROSES** by Eddy Arnold and His Tennessee Plowboys, Victor 20-2806
- No. 1 Best Selling Retail Folk Record  
**BOUQUET OF ROSES** by Eddy Arnold and His Tennessee Plowboys, Victor 20-2806
- No. 1 Most Played Juke Box Race Record  
**LONG GONE** by Sonny Thompson, Miracle M-126
- No. 1 Best Selling Retail Race Record  
**I CAN'T GO ON WITHOUT YOU** by Bull Moose Jackson, King 4230
- No. 1 Sheet Music Seller in England  
**GALWAY BAY**

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, page 24 to 38 in Music Section.



# Donaldson Awards on the Air

## AMERICAN BROADCASTING COMPANY

Saturday July 17, 1948  
7:00-7:30 PM



**F**OR the fifth successive time radio joins hands with the theater to honor seasonal "bests" in the legitimate theater. ABC network airs presentations of scrolls and gold keys to winners of the Fifth Annual Donaldson Awards (sponsored by *The Billboard*) over a coast-to-coast hook-up.

- (1) Orchestra director Bernard Greene, emcee David Wayne, director Martin Andrews and author Don Witty make final pre-broadcast script revisions.
- (2) Kim Hunter, best supporting actress, and Sid Caesar, best debut actor, offer mutual congratulations.
- (3) Paul Hartman, best actor in a song-and-dancer, gets an assist from Grace Hartman in a comedy bit from *Angel in the Wings*.
- (4) Jack McCauley, best musical supporting actor, sings *Jealous* from *High Button Shoes*.
- (5) Year's best musical actress, Nanette Fabray, sings *Papa, Won't You Dance With Me?* from *High Button Shoes*.
- (6) Emcee Wayne (*Mister Roberts*) congratulates best actor Paul Kelly for performance in *Command Decision*.
- (7) Karl Malden, voted best supporting actor, with Uta Hagen in a scene from *Streetcar Named Desire*.



# FM BACKOUTS TOP GRANTS

## FCC Survey Shows Medium On the Skids

### Competition Too Tough

By Ben Atlas

WASHINGTON, July 24.—For the first time since FM's entry into competitive commercial radio, the number of FM backouts has exceeded the number of FM grants during the last two months, a survey of Federal Communications Commission (FCC) records showed this week. With few exceptions the number of backouts has surpassed the number of grants every week of the last two months. The turnbacks have been taking place in localities of all sizes, ranging from pint-sized College Station, Tex. (pop., 2,184) to Chicago (pop., 3,396,808).

While few FM grantees and bidders who backed out told the FCC the reasons for their action, those who did cited economic conditions. Only a single FM grantee said he was vacating because of inability to find a transmitter site in his vicinity. The FCC, officially silent on this first-time trend of more backouts than grants, is attaching significance to the gloomy consistency of the trend which since May 17 has been in complete reversal of the situation that prevailed during the first 4½ months of 1948. Then, FM grants exceeded withdrawals by a ratio well over 3 to 1. One FCC spokesman commenting on the findings said there seemed to be no doubt that competition for the sales market by FM'ers was getting far tougher than in the case of AM'ers largely because FM not only was competing against FM but also was facing the difficult task of drawing listeners from AM without offering original programs.

### Breakdown of Figures

During the last two months, the FCC has issued only 15 FM grants, while authorizing 19 withdrawals. Thirteen of the withdrawals were actual dropping of construction permits; another five were backouts from conditional grants, and another was an application canceled at the bidder's request. The total FM score for the year so far is as follows: 183 c.p.'s and conditional grants issued, and 57 withdrawals. If the trend which has developed during the last two months continues, the total number of withdrawals could conceivably overtake the total grants by the year's end. In the week of July 4-10, FCC authorized six FM turnbacks as compared with an issuance of three grants.

The only bright spots for FM, so far as the ratio of grants to withdrawals shows, appeared in the week ending June 5 when there were no withdrawals and there were two grants (one in Buffalo and another in Springfield, O.), and in the week preceding when there were no withdrawals and five grants. In the week ended May 22, FCC ordered an FM c.p. vacated in Mount Vernon, N. Y., and issued no grants.

The FCC's greatest activity in issuing grants came in the early months of 1948. In a three-week period starting March 7, a peak of activity was attained when 50 FM c.p.'s were handed out. Another flush period occurred in a two-week period in

## Board Decision Due On Baker 'Morality' Charge by Sponsor

HOLLYWOOD, July 24.—Whether or not Phil Baker will remain as emcee of Philip Morris's *Everybody Wins* will be known sometime next week, when the decision of a three-man arbitration board is made. Hearing was held in Hollywood July 20 on charges made against Baker by the sponsor involving a so-called "morality" clause in the comic's contract. Charges are a result of Baker's arrest several months back by Beverly Hills police on a drunken driving rap.

Members of the arbitration board included Ronald Reagan, Ben Koenig and Bronson Lewis. Baker was represented by attorneys Morton Feiler and William Berger, while Philip Morris and Biow Agency named the law firm of Loeb & Loeb to present their side.

Details of the hearing were not disclosed but it was learned that Baker's defense was based on the contention that no violation of the "morality" clause had occurred. Baker's attorney argued that he pleaded guilty to the police charge to avoid publicity, and that the offense was a misdemeanor, subject to a small fine.

Should arbiters rule against Baker, his contract will be canceled immediately. Top among those rumored ready to step into the breach is Dick Powell, who sometime ago auditioned for an audience participating stanza for Biow Agency.

## GAC Bringing Mulvahill East

NEW YORK, July 24.—Johnny Mulvahill, now in Hollywood, is being brought east to become head of the radio and television department of General Artists Corporation (GAC). He will be succeeded as Coast radio topper for the agency by Harold Jovien.

Jack Philbin and Danny Hollywood will continue in the New York GAC radio-tele department.

## Sponsors N. B.: Bob Smith To Do a Godfrey for WNBC

NEW YORK, July 24.—A build-up which may eventually make Bob Smith the workhorse for WNBC which Arthur Godfrey has become for the Columbia Broadcasting System and WCBS was in the works this week. The station is constructing a studio, complete with turntables and a record library, in the basement of Smith's home in New Rochelle, N. Y., and has expanded his early morning show an additional 25 minutes daily, so that Smith now will air for just under two hours daily, Mondays thru Fridays. In addition, Smith will continue to handle the *Howdy Doody* video show for WNBC. The station's major "fear" is that the network may snatch Smith away for web stardom.

The changes, effective August 2,

February when 34 grants were made. The highest single week for c.p.'s was in the week ended May 1 when FCC handed out permits to 27 applicants.

## FCC Cracks Down On Stalling on FM Completion Dates

WASHINGTON, July 24.—The impatience of the Federal Communications Commission (FCC) with alleged stalling by FM-ers broke out anew this week in a letter to the Times-Mirror Company, Los Angeles, denying a request for extension of completion date.

The company had asked for an extension of time to build its FM station to determine whether or not it wished to go ahead. The FCC replied: "What you are in effect requesting is that an FM channel be reserved for you for an indefinite period of time and that you not be required to make any use of that channel in the meantime."

The grant of such request, said FCC, would be "against the public interest, in that the public might thereby be denied an FM service which could otherwise be provided by another applicant."

The denial follows by several months an implied warning that the commission would not tolerate stalling. At that time, the FCC answered an FM Association (FMA) complaint on delaying tactics by some grantees by saying that the commission was scrutinizing all requests for extension of completion date. Any stalling will be dealt with, said the FCC.

## Quaker Oats Mulls "Terry" Substitute

CHICAGO, July 24.—Quaker Oats, which recently canceled its *Terry and the Pirates* series on American Broadcasting Company, undoubtedly will be back on the net with a new kid series in the fall, Jim Stirton, general manager of the net's central division, said this week.

Nothing is definitely set yet, but it appears likely that Quaker Oats will air in an early evening or late afternoon spot a series to be heard three half hours a week. *Terry* was aired on a five-a-week, fifteen-minutes-a-day basis.

## Larry Fly Turns Actor for ABC

NEW YORK, July 24.—The American Broadcasting Company this week packed James Lawrence Fly, former chairman of the Federal Communications Commission, to a talent contract for 16 weeks, starting Wednesday (28). Fly will participate in the web's court series, *On Trial*, as "counsel." The series will "try" the platforms of the major political parties.

The counsel opposing Fly for the series will be John Harlan Amen, associate trial counsel for the United States at the Nuremberg trials.

## Kaiser Inks Winchell At \$1 Mil. Talent Fee

NEW YORK, July 24.—The Kaiser Frazer Sales Corporation, of Willow Run, Mich., this week signed a two-year contract to bankroll Walter Winchell over the American Broadcasting Company (ABC) starting January 2. Winchell's contract with Jergens lotion expires at the end of this year. The deal calls for Winchell to retain the same 9 p.m. Sunday period he has occupied for many years, and is said to assure the commentator better than \$1,000,000 in talent fees for the two years.

The agency for the deal is William H. Weintraub & Company, Inc., New York, which recently placed considerable local business over Los Angeles stations for the auto firm.

## Charge WKIP Fired 3 for Joining Union

NEW YORK, July 24.—Three announcers, two men and a woman were fired from WKIP, Poughkeepsie, N. Y., Thursday (22) after signing applications to join the American Federation of Radio Artists (AFRA) the union reports. Five out of the six announcers at the station had signed the statements indicating they wanted to join the union, according to AFRA, but only three were axed.

The labor org has demanded that the station take back its employees or it will file an unfair labor practice charge with the National Labor Relations Board (NLRB). AFRA promises to take its case not only to the NLRB but also to the public. This means that AFRA would once again concentrate a public relations campaign against a percolator. I would try to persuade sponsors in the town to stop advertising on the station, as it did with WRAL in Raleigh, N. C.

## Aussies Ban Am. E.T.'s; Sales Hurt

NEW YORK, July 24.—The direct importation into Australia of American-made transcriptions has been banned by the Aussie government according to information received by a New York e.t. outfit this week. The ban, naturally, is hampering sales considerably.

The new regulation calls for repressing the records within the United Kingdom, so as to make them acceptable Down Under.

# WEBS GET FCC O. O. AGAIN

## CBS Preps Hour Documentary on Picture Industry

NEW YORK, July 24.—In an unusual instance of one show business medium making an extensive analysis of another, the Columbia Broadcasting System (CBS) will air an hour-long documentary show early in September dealing with the picture industry. The show will reportedly be critical both of the industry and picture audiences, pointing out Hollywood's aversion to adult film production and the public's support of what's substituted. It will also point up that audience surveys have recently shown an increasing apathy by older patrons toward movies.

The show will tell the story of one picture, Sam Goldwyn's *Best Years of Our Lives*, from start to finish, and also report on production practices of the five majors. To avoid charges of favoritism—one studio as against another—no picture names will be used in the show.

The script is being handled by Peter Lyon, who started work on the job about four months ago and went to Hollywood to research the piece. This means that the show will have been in the works for six months by the time it airs—a long haul for a one-shot offering. Werner Michel, head of the CBS documentary unit, is producing, and Jack Dietz will direct.

CBS will also do a doc on magazines as part of its plan to examine mass media for listeners. Another may be done on the book publishing business. None will be done on newspapers in view of its regular *CBS Views the Press* series.

## Army Blows Tap For "Roll Call"

NEW YORK, July 24.—Roll Call, the U. S. Army show which started four weeks ago on the National Broadcasting Company (NBC) Thursday nights (8 p.m.), was canceled by the army after this week's broadcast.

There were several reasons contributing to the show's departure, the principal one being the army's dissatisfaction with the show, including Burgess Meredith, emcee. It is reported that Meredith refused to release the army, whereupon the cancellation clause in the contract was exercised. Reports that Meredith was being paid off (\$1,500 weekly) for the remaining nine weeks of the contract were denied by N. W. Ayer, agency for the army.

Also contributing to the show's demise was the problem of lining up talent in the East. Last year's show emanated from the Coast, with Dorothy Lamour heading the cast, but army brass is reported as having insisted the show come from the East this year. When dissatisfaction was expressed with this year's offering, suggestions to move to the Coast were rejected on the ground it might embarrass Meredith and others concerned with the show.

COLUMBUS, O., July 24.—Construction of Central Ohio's first television station, WBNT-TV, owned by *The Columbus Dispatch*, will start on or about August 25.

When *The Dispatch* television goes on the air it will be affiliated with the Columbia Broadcasting System.

## NAB Into Legal Fight on FCC's Huron Decision

WASHINGTON, July 24.—A lengthy legal fight climaxed by a possible ruling by the United States Supreme Court is anticipated here on the Federal Communications Commission's Port Huron decision as the result of the National Association of Broadcasters' entry into a Federal District Court fray against the FCC decision. The commission's Port Huron decision bans stations from censoring or deleting allegedly libelous material in a political broadcast. The NAB is expected to be granted its request, filed last week, to intervene as friend of the court in an action brought by KPRC, Houston, seeking a determination of rights under the political broadcast provision (Section 315) of the Communications Act.

KPRC in its complaint filed with the Federal District Court in Houston referred to FCC's Port Huron decision and stated that the attorney general of Texas, in a brief filed during an FCC hearing on the ruling, had taken the position that Texas broadcasters would not be relieved of liability for defamation in political broadcasts despite FCC's ban. Don Petty, general counsel for NAB, is expected to argue the case thru the courts.

## FCC To Hold Daytime Limit

WASHINGTON, July 24.—Bolstered by support this week from the Clear Channel Broadcasting Service (CCBS), the Federal Communications Commission (FCC) is seen certain to stand by its recent decision banning special permits to daytime stations for night operation.

The CCBS brief was filed in opposition to petitions by a number of day stations for reconsideration of the ban. CCBS said that permits issued in the past had resulted in objectionable interference to broadcast by clear stations which ordinarily have an open channel at night.

The day stations had complained that FM is not enough advanced to provide the local night service needed by many areas and that special permits to the AM's are need for this coverage.

## TD May Buy Out Own Jock Show Syndie From Cowan

(Continued from page 3)

of operation, to take the show over himself, buying out Cowan's interest. In addition, the deal is said to include an arrangement whereby Cowan is to turn over to T. D. the organization he, Cowan, has set up within his own company to handle the show. There are about 10 employees involved, including a salesman.

### Both To Benefit

Both Cowan and Dorsey figure to gain by the sale, if concluded, altho Cowan's gain would be in the nature of a short term gain. Cowan, of course, would no longer have to take

## Politico McKinnon May Sell KSDJ

WASHINGTON, July 24.—Clinton McKinnon told the Federal Communications Commission (FCC) this week that he wants to sell KSDJ, San Diego, because "as Democratic nominee for Congress, I believe it is for the best interest of radio to divorce myself from operations of KSDJ."

The prospective purchaser of the station for \$272,000 is Charles Salik, a 23-year-old veteran with a net worth of \$9,000. According to the bid, the purchase money will be advanced by his father, David Salik, so that the youth "can have a career in radio." Salik, pere, is a millionaire.

## News Gag Due For Supreme Court Test

WASHINGTON, July 24.—Baltimore's gag rule on crime news broadcasting is apparently headed for the Supreme Court in the wake of this week's decision by National Association of Broadcasters (NAB) to aid in the defense of five stations cited for contempt over a murder case.

Several of the stations have indicated that a conviction on the citations would be carried to the high court, while NAB Prexy Justin Miller, in announcing that NAB has moved in, declared that the old English rule followed by Baltimore has been voided by the Supreme Court in several decisions. Don Petty, NAB general counsel, has teamed up with the station legalists.

Named in the citations were Baltimore stations WITH, WBAL, WCBM and WFBR, as well as WSID in the suburb of Essex, Md. James P. Connolly, WITH news editor, was included in the proceedings. The Baltimore supreme bench, which issued the citations, gave the stations until August 16 to answer.

The Baltimore ruling was inaugurated in 1939. It bans the reporting or broadcasting of statements made by an accused person after his arrest or disclosure of post-arrest evidence. Also prohibited is any comment of the past record of the accused and any forecast of possible defense or prosecution tactics.

A group of Maryland papers and stations are presently fighting a proposal to extend the Baltimore rule to the rest of the State.

## Probe Aimed At Affiliates' Relationships

Hearing Set for October 25

WASHINGTON, July 24.—The most extensive probe by the Federal Communications Commission (FCC) in recent years into agreements between national networks and their radio and television affiliates is in prospect in the wake of an announcement by FCC this week that it will stage a hearing on the issue October 25. The FCC's move is the most venturesome the commission has yet attempted in inquiring into relations between webs and affiliates in AM, FM and TV.

In announcing the study, which will include DuMont Television Company as well as the four national networks, FCC said Thursday (22) that the plan for the upcoming hearing was inspired by the National Association of Radio Station Representatives (NARSR) in a complaint several weeks ago which charged nets with violating FCC's chain broadcasting regulations. NARSR specifically has alleged that the activities of certain webs in representing affiliates in the sale of national non-network (spot) business are violating the rules or are contrary to public interest.

FCC's preparation to launch the study has come as a surprise to most industry representatives here, inasmuch as the commission had shown an inclination lately to avoid this area. FCC's chain broadcasting regulations impose restrictions on dual ownership of nets and net ownership of stations. Also the regulations ban agreements between stations and webs which prevent rejection of national programs, provide for exclusive net affiliation of a station, or provide for net control of station rates for non-net programs, or agreements which provide for affiliation over more than a two-year period.

In addition to determining whether any network-affiliate contracts or understandings violate chain regulations, the FCC said it would decide whether present chain regulations need amending in the event no specific violations are found.

To provide for a complete hearing on the subject, the third issue of the probe is to determine the nature, scope and effect of all present practices concerning representation of stations for the sale of national spot advertising.

Made parties to the hearing besides DuMont are American Broadcasting Company, Columbia Broadcasting System, Mutual Broadcasting System and National Broadcasting Company.

## WIBG Junks House Band, 4th in Philly

PHILADELPHIA, July 24.—Independent WIBG here is reported as being the fourth local radio station to junk its house band, with Erick Wilkerson's crew scheduled to leave after August 14. WDAS, WPEN and the Mutual Broadcasting System's WIP dropped live music earlier this year.

The three remaining network stations, each with television ties, recently signed music contracts for the new season.

# Comments on Columbus Institute

Virtually every person who replied in *The Billboard's* study of the Institute for Education by Radio offered extensive comments—pro and con—on the annual meeting. In the event they asked that their names be withheld, no quotation was used.

**Seymour N. Siegel**  
Director of Radio Communications,  
New York

"Panning and iconoclastically criticizing anything is simple and highly productive of trade news captions. Radio and television can utilize to the industry's profit an institute where common problems, improved techniques and public relations can be constructively highlighted. Until a suitable substitute can be found, Ohio is filling a great need. Outside of some minor improvements, the only thing wrong with Ohio is the trade's carping criticism with nothing constructive to fill the vacuum."

**Ben K. Park**  
Writer-Producer, Chicago

"It seems to me that the ill-planned variety and wasteful duplication apparent in the institute's program is only too indicative of the helter-skelter attitude of a large number of those who attend. Too many would-be social reformers and recent 'discoverers' of the medium seem to feel they can soak up a general education in three confusion-packed days. This borders on insult to those of us who take radio seriously."

"What's needed? Fewer sessions. Concentration on a small number of topics each year. Serious preparation beforehand by all who attend."

**Warren Bower**  
New York University

"Here are some random suggestions: I would like to see a more unified program evolved for the next institute. The day and evening can be filled full, but there can be no overlapping. Those who are not interested can stay away from a single meeting. Also cut down the number of interests which are attempted to be served: The interests of social agencies, of farmer's organizations and others. Let's stick to one line more consistently. Use the forum technique, or panel discussions, or town meeting idea instead of so many speeches. The idea of demonstrations is a good one; Mitch Grayson started something very promising when he put on one last May. And streamline the awards which are given. At present they are all over the lot, with as many as three first awards or more, (something of a contradiction in terms) and honorable mentions to any number. Let's make those awards mean something."

**Harold A. Engle**  
University of Wisconsin

"If the institute boycott threats now being made are carried out it may even result in more profitable meetings next year for those who come with the serious purpose of learning something about educational radio. The institute has a service to perform. Let's not sidetrack it."

**Natalie Flatow**  
Radio Director, Girl Scouts of U. S.

"The institute is losing effectiveness because participating groups have lost faith in their ability to reach agreements by discussion and compromise. It gradually becomes an arena for the airing of gripes and self-justification. Unless this attitude is changed and a willingness to arrive at compromise is established, the institute is in danger of becoming a free-for-all, which accomplishes nothing."

**B. Walter Huffington**  
WSAP & WSAP-FM, Portsmouth, Va.  
"The institute . . . should be a co-



KLZ Promotion Manager

## JOHN CONNORS

With a background of Army PRO, agency and radio production waiting to his credit, Connors joins KLZ's busy promotion activities moving on all fronts.

KLZ, DENVER

operative undertaking to join the talents of educators with the showmanship know-how of commercial broadcasting."

**Richard H. Bell**  
Church World Service, New York

"I feel that there has been too much friction between educator and broadcaster at the institute. In 1946 and 1947 everyone railed at the radio industry. This year they apparently tried to equalize things by letting the industry cuss out the educators. Why can't we combine these criticisms and keep them more objective? If the educators would recognize the position of the broadcasters, the latter would probably be more willing to attend these meetings. Then both sides could intelligently discuss the defects and advances in radio, and determine the part each can play in improving still further American radio. And much good would accrue to the vast majority of listeners who are in neither camp."

**Prof. Westervelt B. Romaine**  
American University, Washington

Seminars in television should be conducted by those in the field of educational television. They should conduct separate panels apart from the radio institute. Educational leaders might be willing to serve on these panels in an advisory capacity. No person connected ex officio or directly with the industry should serve. This is the "fly in the ointment" now. We know what we want and we know how to achieve our goal—but we will not be talked-down-to by the industry!"

**Richard B. Hull**  
WOL, Ames, Ia.

"Radio, after all, as Clifford Durr has said, 'can be no better nor no worse than the men who run it.'"

"To expect commercial radio to spend all of its days and hours in a 'do-gooder' tailspin is neither rational, nor likely, nor for that matter to any point."

"On the other hand, for commercial radio men to boycott the conference simply because they are acutely thin-skinned about criticism is ridiculous and immature. Certainly radio—in all of its forms—looking ahead by decades and not 13-week contract periods—has something to learn. Columbus could and should be a place where this end could be pursued in the total and best interests of broadcasting."

"For one thing, this could be the true 'Academy' for awards. Radio

is going awfully crazy—there is something ridiculous about an over-plentitude of loving cups—like prizes for every camper at a summer camp . . . Let's do some growing up."

**Margaret B. Cochran**  
Director, Radio Listening Bureau,  
San Francisco Branch Association  
of University Women

"It is far better for the institute to be devoted to the educational broadcaster. . . . If commercial radio can benefit from this institute, it should be welcome to attend, but the institute should maintain its integrity as an 'Institute for Education by Radio,' just as the NAB is a commercial radio organization."

**Richard C. Brower**  
Minnesota Department of Education

"Close attention to as many meetings as I was able to attend failed to indicate that there was too much thought being given, at least on the formal program, to:

"a. Radio in education courses in colleges designed in particular to train classroom teachers in the facilities offered for teaching or production"

"b. Recognizing that most of the schools in America are small schools in small towns with few facilities, and yet have need for the things radio can bring to them."

" . . . Classification of training programs in colleges into three categories, listening, technical and professional, overlooked the fact that a classroom teacher must be more than a trained listener, and yet something less than professional in a radio sense because of the pressure of many conflicting duties. In short, teachers need special training now available in far too few schools."

**James M. Morris**  
KOAC, Oregon

"Representatives of both commercial radio and educational radio can gain a great deal from serious attendance at the Columbus institute. By all means it should be continued as an educational force in American radio. No person in the industry who is sincere in his appraisal of the values that have come to radio thru the 18 years of the institute could honestly say that the Institute for Education by Radio should be discontinued. The social responsibility of the radio industry is a continuing challenge to each one engaged in the industry and, to my knowledge, there is no way to fill the void which would be caused by the abandonment of the institute."

**Gene H. King**  
WCOP, Boston

"There is room in American radio for an institute such as this. However, the sooner Ohio State realizes that broadcasters cannot be expected to come to Columbus to be used as whipping boys by the educators, the sooner the institute will return to its original position as a 'must' on the broadcaster's agenda."

**Howard C. Hensen**  
MacMurray College, Jacksonville, Ill.

"If there is any great need in radio today it is the bringing together of all interested persons—professions, educators, listeners (or their representatives) . . . An American Radio Foundation devoted to the objective and continual consideration of broadcasting is not a wild dream; the institute might well be a vital party to its birth."

**Charles W. Siverson**  
WHAM, Rochester, N. Y.

"The session that convinced broadcasters that they were getting a kicking-around was the one held in 1946."

A prejudiced audience greeted every remark with storms of applause, indicating complete approval.

Broadcasters' words (with the exception of Ed Kobak's) fell on closed ears. My belief is that this aggressive antagonism on the part of the educators has abated considerably in the past two years."

**Allen Y. King**  
Director of Social Studies,  
Cleveland Board of Education

"The institutes have generally been excellently planned and sufficiently broad to meet the varying needs of people concerned with educational radio. . . . Criticism should be welcomed. The peevishness of some of the top leaders in the industry as expressed by their absence does not reflect credit upon them."

**Burton Paulu**  
KWOM, Minneapolis

"It is my feeling that complaints made against the Ohio institute by the industry stem from the fact that commercial broadcasters are too sensitive to criticism. This is the one time when people who are supporters of American broadcasting, but nevertheless intelligent critics of the system, may meet with representatives of the radio industry. . . . If the representatives of commercial radio can't take it, that's just too bad! The meetings should go on just the same, and the commercial broadcasters, as well as the educators, should be represented."

**John W. Bachman**  
Baylor University

"Unfortunately, many times in the past the institute floor has been used as a boxing ring instead of a conference room. The 1948 institute indicated that educators may be ready to learn from the industry. There was little indication, however, that the industry is ready to share the learning experience."

**Forrest Flagg Owen**  
WELL and WELL-FM, Battle Creek

"A loud and emphatic suggestion that the small community stations which are closest to the public, and reach the largest segment of the public, be given much more of a part in the proceedings. Small stations with limited staffs and money get almost no help from hearing how networks and large-city stations operate."

**Paul H. Wagner**  
WOSU, Columbus, O.

"There is a vast fund of knowledge buried behind the walls of the so-called 'ivory tower' which could be of benefit to the industry, and there is much worldly wisdom and practical knowledge outside these walls which needs to be brought to the attention of the educator. The institute, in theory at least, provides the ideal setting for such a meeting of minds, and if conducted properly could serve all with benefit."

**Charles F. Hunter**  
Northwestern University

"The greatest fault of such institutes is that the right people don't attend them. Reactionary educators and unprogressive station people are not in attendance. It seems to me that the progressive minded elements of both groups are there and, in spite of the trade press, their differences are not great."

**Fred Garrigus**  
WEEL, Boston

"The institute has potentialities for good, but its excessive self-aggrandizement of late has weakened its effectiveness. If recast and sincerely presented it could be a very effective instrument for improving the efficiency of educational radio broadcasting. One has only to compare its (See COMMENTS on page 10)



# BB'S SURVEY ON OHIO STATE

## Ohio State Survey:

### Tyler Answers Comm'l Radio's Confab Criticism

NEW YORK, July 24.—Replying to *The Billboard's* questionnaire in its survey of the Institute for Education by Radio, Dr. I. Keith Tyler, director of the conference, openly replied to criticism made by commercial radio men, stating: "The organized broadcasting industry is, of course, only a part of the clientele of the Institute, which includes all those who utilize broadcasting as a means of reaching the public with informative and thought provoking material. 'The Institute,' Dr. Tyler continued, 'tries to establish a common meeting place for all of those interests, so that they may share techniques and points of view.'

In his other replies, Dr. Tyler favored continuance of the Institute because "it is the only conference concerned principally with problems of programming and dealing in a broad way with the educational role of radio broadcasting." He said also that the Institute hoped to expand its operations "to be increasingly useful to broadcasters, educators and civic leaders," and that "it needs constant modification, year by year, to meet the needs of its clientele."

#### Further Advice

He also felt that the Institute should schedule other major problems of the radio industry "insofar as from time to time they have implications educational and public service broadcasting."

The criticism made of the Columbus practice of conflicting sessions was defended by Dr. Tyler. "How do you," he asked, "meet the needs of the diversified interests represented?" See separate story of this subject in this issue.)

Dr. Tyler also said that "the Institute would welcome an advisory committee representing the National Association of Broadcasters to work in conjunction with Ohio State University."

## Ohio State Survey:

### 215 Replies Favor Continuing Yearly Institute Meetings

NEW YORK, July 24.—Only four of the 225 who returned questionnaires in the Ohio State survey went on record as favoring the institute's discontinuance. A total of 215 were in favor of continued annual meetings; one did not answer and five expressed themselves as "indifferent."

Of those who answered "yes," 117 felt that the institute was the only place where educational and public service radio people can get together and exchange ideas.

Twenty-seven felt that it was the ideal place to iron out common problems related to educational and public service radio.

Twenty-five felt that it was a necessary stimulant for educational and commercial broadcasters.

Forty-six gave a straight "yes" with no comment.

## Ohio State Survey:

### Columbus and the Trade Press

NEW YORK, July 24.—Radio's trade papers got somewhat of a going over in *The Billboard's* survey of the Institute for Education by Radio. Charges of "dishonest" and "inaccurate" reporting, and accusations that the trades were responsible—in varying measures—for criticisms made of the Columbus conference, were among those leveled. Judith Waller, of the National Broadcasting Company (NBC), commented, for instance:

"It would be very helpful if the trade press would attempt to understand why the institute was established in the first place—its objectives, what it means to the young person coming into the field of educational radio. Too often, I have had the feeling that the trade press felt that only if there was controversy present, was the institute accomplishing anything. The good things that happen at the institute are never highlighted. The contacts that are made far outweigh, in many instances the actual knowledge acquired in a formal session, I have regretted the attitude assumed in most part by the trade press and some industry leaders who have not taken the trouble to learn what the institute is all about and the great amount of good it has accomplished over the years. There is no question but what it needs a thoro overhauling and it does need to look at itself more objectively—but there is a definite place for it in the field of educational radio, and I, for one, would hate to see it abandoned. We in the industry should do everything we can to help it and should cease this constant criticism of it, unless that criticism can be constructive. I resent sniping on the outside instead of saying to the president of Ohio State and to Keith Tyler, 'May we sit down and talk over the institute and see what we might do to help it to bigger and better accomplishments?'"

In the same vein, Donley Feddersen, of Northwestern University, Evanston, Ill., declared:

"There is nothing wrong with the institute that a little bit of honest reporting, such as you are apparently attempting, won't cure. I must confess I've been amazed at the reports which have come thru *Billboard*, *Variety* and *Broadcasting* during the years since I began attending. I've had the strange feeling that the reporters and myself had been attending different conventions altogether. The facts seemed to be the same, but the final impression was totally different. This kind of reporting has distorted the viewpoints of people in the industry who were not present and contributed to general misunderstanding."

Another comment was voiced by Fred Hayward, KWSC, Pullman, Wash., who said: "Despite the trade papers . . . the institute is a sincere, a progressive and an effective meeting ground for those who are sincere about radio's growth."

Not all comment, tho, was "agin" us newspapers. Any number of respondents in the survey lauded *The Billboard* for its effort in trying to add to the institute's stature.

Speaking editorially, with respect to the above comments:

*It's the trade papers' duty to report the news as they see it. Stressing controversy—or the lack of it—isn't as grave a miscarriage as some would have it. If Ohio State produces sound, constructive controversy, and the trade press reports that fact, both are serving a needed function. For out of constructive criticism and constructive controversy, increased understanding and co-operation are bound to develop.*

*The trade papers have squawked, long and loud, that Ohio State is repetitious, and that its conflicts in sessions deprived it of value. Neither is good; neither should be allowed to continue. If Ohio State is to repeat itself, why bother? Why not merely study the institute yearbook, rather than going to the expense of journeying to Columbus to hear the same stuff each year? And if multiple sessions are to continue, how can the delegates do them justice?*

*And finally, please note that Judith Waller, one of the most eloquent spokesmen for the institute, herself acknowledges: "There is no question but what it needs a thoro overhauling." If nothing else, *The Billboard's* survey proves that, and supplies a jumping off place for the needed improvements.*

## Ohio State Survey:

### Response Favors Changes In Format of Organization

NEW YORK, July 24.—The \$64 question in the survey of the Institute for Education by Radio was question No. 3, which asked:

"Do you believe the Institute for Education by Radio should continue to operate as it has in the past, or should it be changed?"

The answers broke down as follows:

A total of 142 respondents called for a change in format, 47 favored the status quo and 36 did not answer. All 47 favoring the present procedure felt that no changes worth noting were in order.

Those favoring change were divided as follows:

Thirty-five felt that there should be better and closer co-operation between educational and commercial radio.

Thirty-four felt the institute needs better basic planning to make it more effective.

Twenty-eight felt too many events were scheduled at the same time.

Twenty-eight felt that the agenda should come closer to the actualities of commercial radio.

Nineteen felt the institute should improve on the caliber of its speakers and provide more "names" whose opinions would carry weight.

Fourteen felt that sessions should be scheduled at which the average delegate would have a better opportunity to express individual ideas.

Six felt that too many subjects were covered on the program.

Five felt that more attention should be given to television.

Five felt that there should be less "general" subjects on the program and more "work-shop" sessions.

Two felt that the institute should adopt and publish resolutions on its findings.

Two felt that the institute should

## 3 to 1 Favor Revisions in Confab Set-Up

### Co-Operation Sought

(Continued from page 3)

ings of this study, offered by *The Billboard* as a service to the entire industry and Ohio State. The survey was undertaken following this year's institute—the 18th annual session in its long, noteworthy and occasionally turbulent career. It was undertaken for several reasons, among them the fact that this publication considers Columbus the father of all radio conferences, but that by adherence to a repetitious agenda, by alienating commercial broadcasters, either thru criticism (much of it warranted) or via diminishing their interest thru the repetition of discussion material, and by a seeming lack of awareness of the constantly changing picture in the broadcasting industry (such as the lack of television discussion this year), the institute was injuring itself and its standing in the broadcast community.

Another element in undertaking the study was a belief in the need for Ohio State's continuance on a level to serve the widest possible interests. Those attending the meeting seemed the natural and best possible source.

#### Criticisms Given

Elsewhere in the Radio Department of this issue will be found the reactions of a few respondents in connection with the radio trade papers' attitude toward Columbus. The criticism is made that unless controversy is rampant at the institute, we're not interested. Our feelings are immaterial at this moment, but it's incontrovertible that interest in Columbus has been diminishing, and the trade papers don't run that operation. It's also true that if this survey does help—as many participating, including Keith Tyler, the institute's director, said they hoped it would—one of the trades will be partly responsible, to some small measure, we hope.

#### Controversy Desired

Beyond that, there appeared to be any number of people in radio and in education who do want controversy at Columbus—which, for the record, *The Billboard* doesn't want, but which it will report when warranted. The institute was founded, in part, to ameliorate relations between educators and broadcasters. That was 18 years ago, but quite obviously the malady lingers on. When the educators and broadcasters go to Columbus with a constructive attitude toward each other, it will be news, and reported accordingly.

Perhaps the most sound and constructive comment was made by Howard P. Hudson, of the National Planning Association, Washington. "If the response (to the survey) reveals interest in making significant changes," he declared, "why not form a joint committee of educators, industry people and representatives of national organizations to study the problems. . . I don't know under what authority this could be done, but obviously any institute held for these varied groups should have the viewpoint of those groups in the program planning stage."

work in conjunction with other institutes of a like nature.

Ohio State Survey:

Lucille Clark, Red Cross Dir., Offers Institute Revamps

NEW YORK, July 24.—Specific suggestions for improving operations at the Institute for Education by Radio were made by Lucille Clark, North Atlantic Area American Red Cross director, in her replies to The Billboard's survey. Miss Clark noted:

"I believe the Institute would profit by (a) an outline being presented to all radio chairmen as to the procedure they are to follow: e.g., press coverage, deadlines for receipt of program copy; (b) elimination of the advance copy of the program, which would prevent those not familiar with Institute procedure from taking it (the advance copy) too seriously; (c) the appointment of group chairmen from one year to be an Advisory Committee for the next, with a compulsory meeting following the Institute. This committee should be augmented by the Director of the Institute and a representative from the National Association of Broadcasters (NAB), assuming that local stations and the networks are represented thru group chairmen. This committee should be definitely responsible for the Institute too, and should be expected to meet between sessions, if possible, but definitely following their first-hand experience.

The Institute heretofore may have had a committee of directors, but no delegate has ever been advised of their thoughts or plans, and this seems a singularly undemocratic procedure, and one which hampers keeping the Institute abreast of the needs of the delegates."

Comments on Columbus Institute

(Continued from page 8)

early history with its current to see its present trend."

Edward T. Ingle  
Director of Radio

Republican National Committee

"The long week-end is a deterrent to attendance, altho educators and students may doubtless benefit by the present arrangement. A panel by students of radio—in which they might express their opinions—might prove provocative and beneficial. I gained the impression that 'favorites' of the director come back year after year to run the panels and that 'new blood' and fresh viewpoints are not properly encouraged."

Ron Cochran  
WCOP, Boston

"It seems that the crux of it is this: Does Ohio State want an institute devoted to education by radio—or to commercial radio? They've got to decide. It's their institute. But if it's to be devoted to educational radio then they should restrict it to that, and leave commercial radio out of it—except perhaps to invite a few guests from the industry. If it's to be a general radio programming project, then let the educational radio people be the invited guests—and few in number. Representatives of each group can serve to stimulate the thinking of the other—but when large numbers of both get together—it becomes a pitched battle. That does little good for anybody."

Hazel Kenyon Markel  
Director of Public Relations and Public Service, CBS, Washington, D. C.

"Since this is the only institute where the general public interested in radio can attend—teachers, radio chairmen, broadcasters, agency personnel, radio writers, etc.—I would

Ohio State Survey:

Simultaneous Sessions Draw Fire From Institute's Critics

NEW YORK, July 24.—For years, one of the chief criticisms of the Ohio State Radio Institute has been a persistent tendency by its directors to program many sessions at the same time. That those attending the conference-disapprove this practice is sharply demonstrated in The Billboard's survey of the Institute, with 132 participants voting in favor of discontinuance of this practice; 84 in its favor, and 9 refraining from answering either way.

However, of the 84 voting yes, 14 qualified their votes by saying that multiple sessions should be scheduled only in the event they were to be on completely different subjects. This increases the total opposed to present procedure. The remaining 70 who answered yes did so without further comment. There were 70 who answered no without comment.

Of others who approved of change, 14 felt that the many sessions now held at the same time made it exceedingly difficult for conferees with broad interests to gain as much information as would be possible under a different scheduling system.

Twelve felt that there should be fewer sessions involving only basic interests and problems. Eleven said that the sessions should be shortened and staggered to permit maximum attendance. Eleven felt that fewer sessions should be scheduled unless more time is given to the conference.

Six felt that the Institute should schedule fewer sessions but should still retain a great variety of subjects. Two believed that there should be more "work-study" groups and fewer lectures. One felt that too much ground was covered too lightly.

Ohio State Survey:

Questions of Broader Scope For Ohio End in Standoff

NEW YORK, July 24.—The question of whether the Institute for Education by Radio should broaden its scope beyond the problems of educational radio and television was given a "Mexican standoff" answer in The Billboard's survey on the annual Columbus meeting. Of the 225 participating in the survey, 99 favored adherence to educational aspects only, 109 favored broadening the base of discussions and 17 failed to answer.

Those replying with suggestions for change included 43 who stated that the institute should be concerned with all problems of benefit to the radio industry, educational and pubserv.

Seventeen stated that it was impossible to narrow the issue as all programming has educational implications.

Six felt that the institute should include some concern with commer-

cial radio and its problems. Four felt that educational radio has much to learn from commercial radio. Four felt that the institute should concern itself with practical educational problems, minimizing the academic ones.

Two felt that educational radio was too small a part of the industry to warrant complete consideration.

Two felt that all phases of communication should be considered.

One felt that television was not nationally advanced enough to warrant any consideration.

Thirty-five answered without comment.

A correlative question, to determine whether the institute should be changed to a general program con-

ference, covering all aspects of programming, rather than concentrating on education-pubserv as now, similarly resulted in a virtual tie.

Question was: "Should the institute devote itself primarily to programming with educational broadcasting one of the phases discussed." The replies were 103 in favor, 90 against and 32 no answer.

Of those who answered "yes," two felt that production should be included.

One felt that writing should be included.

One hundred answered "yes" with out comment.

Of those who answered "no," 30 felt that the institute should concern itself with all angles of broadcasting.

Three felt that it should consider public relations, and the commercial aspect of broadcasting. One felt that the program should be determined by the delegates. One felt that the institute should narrow its scope from the present form. Fifty-six answered "no" without comment.

like to see greater co-operation of all groups—in planning, participation, and publicizing—making it really an all-radio conference that everyone connected in any way with the broadcasting industry would not want to miss."

Jerome R. Feniger Jr.  
WSUI, Iowa City

"I think the institute has a definite place in American radio. Derogatory and sarcastic critics, including yours, panned the institute this year, but no one seemed to have any constructive suggestions to offer. 'OSU institute is dead.' Bushwah! I think the institute has its weakness . . . doesn't the NAB annual session? Let's try to offer suggestions to improve. Think you're to be complimented on this questionnaire. Hope the results are fairly and accurately reported to Keith Tyler and that he takes them to heart."

Tracy F. Tyler  
University of Minnesota

"It is important for the heads of the industry to attend and to participate in the "grass roots" level. A serious look at the changes which have been made in radio over the years and a comparison with discussions which have taken place at Columbus might reveal the extent to

(See COMMENTS on page 18)

Ohio State Survey:

Of 219 at 1948 Session, 154 Are Set for Next One

NEW YORK, July 24.—The Columbus Institute appears headed for a fairly good attendance for its 1949 session, according to replies in The Billboard's survey of that project. A question to determine attendance habits at the meetings, the following information was received:

Did you attend the 1948 Institute sessions?

Yes ..... 211

No ..... 7

No Answer ..... 1

Have you attended any previous sessions of the Institute?

Yes ..... 158

No ..... 73

No Answer ..... 3

Do you plan to attend next year's Institute?

Yes ..... 154

No ..... 61

Undecided ..... 6

No Answer ..... 3

Ohio State Survey:

'Can Industry Help Institute?' Replies Overwhelming 'Yes'

NEW YORK, July 24.—The commercial end of radio received a sharp rap over the knuckles in The Billboard's survey of Ohio State's Radio Institute. The censure, if not explicit, was implicit in replies to a two-part question seeking to establish opinion as to whether the industry should work closely with the Institute's mentors to improve its all-over service. The questions read:

"Do you believe the broadcasting industry should work in close cooperation with the sponsors of the Institute?" and "Should the National Association of Broadcasters, for example, work in conjunction with Ohio State University in setting up the Institute?"

Replies Markedly Alike

The replies took a marked similarity in pattern, with 177 answering yes to Part A and 174 yes to Part B. The no's were 12 and 29, for Parts A and B, respectively, with 36 and 22 no comments, respectively.

Of those answering yes (comment was asked for in combination on these two questions), 45 felt that the NAB should work with Ohio State authorities but care should be exercised that

NAB not dominate the conference. Eighteen others felt that Columbus should have the support of the NAB, the National Association of Educational Broadcasters (NAEB), the networks and the Association for Education by Radio.

Criticism of the Institute was voiced by nine participants who felt that it was imperative that the Institute discover what the radio industry wanted and needed.

Four Oppose "Factions"

Four felt that there should be no "factions" in the radio industry or in educational radio and that all phases should work together.

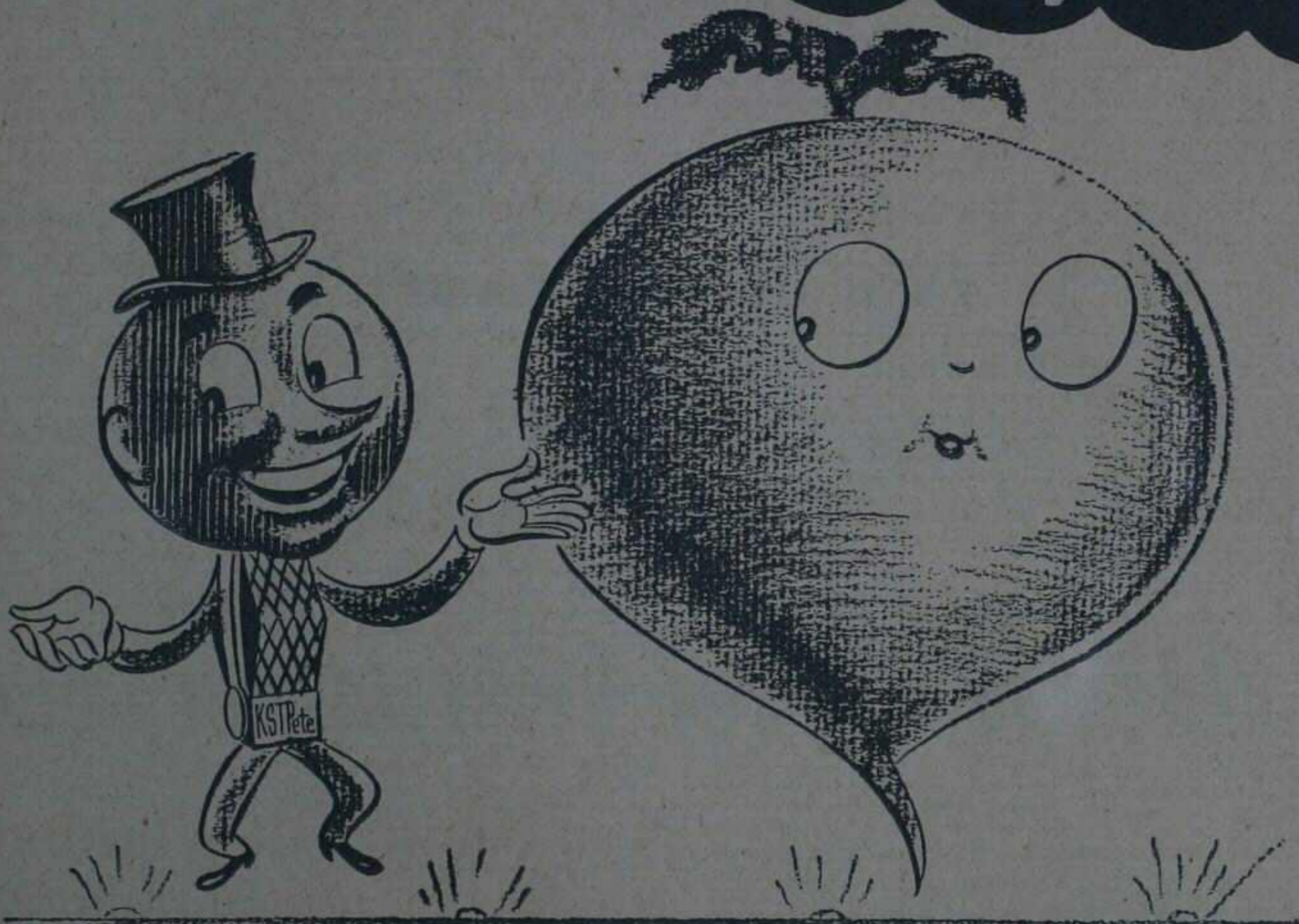
Ninety-seven answered "yes" without comment.

Of those who answered no, one felt that the conference should be "school" and not "industry."

Twenty-eight answered no with scattered comments, most of them adding up to the fact that NAB has not asked educators to take part in their convention. Many were quite sure that NAB would take over the Institute and thereby cause the Institute to lose many of its original aims and purposes.

# KSTP's Lollipop Playhouse

Available  
for Fall!



## Billboard First Award Winner

**LOLLIPOP PLAYHOUSE . . . FIRST PLACE — KSTP, MINNEAPOLIS**

Writer-Producer: Betty Gerling for "Stubborn Turnip"

Featured on this series Saturday mornings 9-9:15 are imaginative, original stories dramatized splendidly with effective organ effects. The story on the sample submitted was *The Stubborn Turnip*, about a baby turnip which was so stubborn it held its breath until it became as purple as an eggplant. The result was, it won first prize at the fair both as a turnip and an eggplant, proving that the color of its skin didn't make any difference in its quality. The production was of the highest caliber, capable of holding the interest of adults as well as kids. And the message, if it could be called that, was delivered subtly and entertainingly, but nevertheless delivered. *This is an ideal example of effective original dramatic material for the younger set.*

Reprinted from *The Billboard*, July 17, 1948 issue.

**KSTP • MINNEAPOLIS • ST. PAUL • 50,000 WATTS • CLEAR CHANNEL**  
KEY STATION FOR THE NORTHWEST NETWORK

*Call your nearest Edward Petry and Company Office, Now!*



# Wallace Conclave Gets Quick Going Over; NBC Leads Nets

PHILADELPHIA, July 26.—Radio coverage of the Progressive (Wallace) party convention here during the past three days was considerably diminished from that offered by webs and indies during the recent GOP and Democratic clambakes. Third-floor studios at Convention Hall, buzzing at almost any hour during the first two conclaves, were completely deserted for this one, as few indie radio or tele stations went to the trouble or expense of sending equipment or personnel for these sessions. Edward R. Frisbie, radio and television head of the Progressives, commented today that "radio gave our convention only such coverage as it felt forced to supply, with none of the special events and color coverage which marked its handling of the other meets."

Of the four major webs, National Broadcasting Company (NBC) furnished the most complete coverage, with American Broadcasting Company (ABC) and Mutual Broadcasting System (MBS) offering somewhat less and Columbia Broadcasting System (CBS) virtually giving the sessions a quick brush. Frisbie was particularly peeved at the CBS treatment, saying the web's "duty to the American people went by default" and noting that it has long claimed to be the network with a reputation for public service consciousness.

CBS offered no coverage whatever of the meet's opening night, Friday (23), when the keynote address was delivered. Quincy Howe, CBS newscaster, did do a five-minute airing from Philly at 11:10 p.m. However, on Saturday CBS skipped the entire morning session embracing the nominating and seconding speeches for the candidates and aired only the final hour of the afternoon session from 5 to 6 o'clock. The web carried the acceptance speeches of Henry Wallace and Glen Taylor Saturday night, but again omitted airing the closing Sunday sessions, offering instead a 30-minute tape-recorded summary of the entire proceedings Sunday at 10:30 p.m. In terms of personnel CBS had only some 23 people, including engineers, on hand for this convention, in contrast with about 120 at the previous two. No members of its publicity or public relations staff attended.

By contrast, NBC aired the Friday sessions from 9 to 10:30 p.m., most complete coverage of any network. It also carried all proceedings Saturday and had two 30-minute airings skedded for Sunday. In addition, it had several Philly-originated news shows daily. While the NBC staff was somewhat cut down from the other two conventions, virtually all its commentators except H. V. Kaltenborn and Morgan Beatty were on hand for the Wallace sessions. Jo Dine was on hand to supervise press details.

MBS and the Progressives had a set-to over the projected appearance of Taylor on the network's *Meet the Press* show Friday night. But when this proved to conflict with the airing of the keynote speech, party public relations men sought to have the hour of the show changed. When no suitable compromise could be reached, Taylor declined to appear. MBS carried the convention from 9:30 to 10 p.m. Friday, then cut into the keynote speech to air *Meet the Press* anyway, to return to the sessions at 11:05 p.m. for another 25 minutes. Saturday, MBS carried 30 minutes of the morning session and the entire afternoon and evening proceedings. On Sunday it had 30 minutes definitely on the bill and 30 more ready to use should it prove necessary. Some 20 MBS men were on hand for this meeting, compared with about 50 for the other two. Two press men were on hand.

ABC carried one hour of the Fri-

day session, from 9:30 to 10 p.m., as well as the Saturday afternoon and evening portions after skipping the morning meet. It also had 30 minutes dog-eared on Sunday. Several regular ABC newscasters and commentators originated their shows from Philly during the convention. In terms of personnel it had only about 35 on hand instead of the 125 it had here previously. No press personnel here.

Local station coverage was almost non-existent. Frisbie said that the Progressives regarded the stations as "shamefully missing the opportunity to do the same sort of job they boasted of accomplishing at the other two conventions."

## Dari-Rich Dropping "Hollywood Stars"

NEW YORK, July 24.—Stars Over Hollywood, now airing on Columbia (CBS) for Bowey's, Inc. (Dari-Rich) is slated to wind up shortly, it was reported this week. The program airs Saturday mornings.

Music Corporation of America is offering the package to other advertisers.

## TALK OF THE TRADE

### Hollywood:

**KFI HANDED** out wholesale promotions last week, with George Dvorak and Rollie Thomas upped to announcer-producer berths, while Bob Hiestand moved over to KFI-TV as producer-director in charge of auditions. Pat Kelly was upped to production manager at the same time. . . . Bill Wernicke, Bulova's AM and TV spot producer, headquartering in Hollywood at Biow Agency. . . . Jim Morgan, *Queen for a Day* producer, upped to a veepee berth at Raymond R. Morgan Agency.

Harry Engle, ex-business manager for the late Earl Carroll, joined Morgan Company as sales promotion director. . . . Sam Kerner, principal owner of KWIK, Burbank indie, will dispose of his holdings to take over active management of a contemplated indie in San Bernardino. . . . Southern California magazine distributors set a precedent by buying air time on KFI to bankroll Johnny Murray Talks It Over. . . . MCA is packaging a new five-week air strip, with Buddy Clark and Cissy Simms reportedly being eyed by Alka Seltzer as Lum 'n' Abber replacement.

**AUDITION PLATER** for a new Alan Young show cut last week-end, with Glenhall Taylor directing. Show featured Jim Backus, with Dave Schwarz and Norman Paul scripting. . . . Sid Strotz, NBC tele topper and Western division veepee, due on the Coast next week after a three-month stay in New York. . . . Cast of *Junior Miss* ailer will double in brass and do a stage version of the ailer at Laguna week of August 24. Cast principals Barbara Whiting, Peggy Knudsen, Gale Gordon and Sarah Selby, will do the original air roles on stage.

### New York:

**BEN HYAMS**, formerly in the Columbia Broadcasting System (CBS) press department and lately its musicologist in the program department, resigned last week. Hyams went to Hawaii a year ago on leave of absence and has notified Columbia he would not return. He's now working for a Honolulu ad agency. . . . Joe Franklin, who produces WMCA's *Echoes of the Big Time*, will begin conducting a disk jockey show titled *The Human Side of the Record*, starting August 9. Franklin will offer behind-the-wax comment on the platters. . . . Hal Davis, chief flack at Kenyon & Eckhardt, vacationing for two weeks at his summer home in Brewster, N. Y. His side-kick, Herb Landon, radio press chief at K&E, will address a Fordham University radio class on "circus stunt ideas in program promotion" next week.

Donald Barr and Walter Bunker were made veepees at Young & Rubicam. Barr is manager of advertising service; Bunker is Y&R's Hollywood radio and tele director. . . . Jerome Lawrence, who with Robert Leo pens the *Favorite Story* shows for Frederic Ziv's waxed series, sailed for Europe last week where he will dicker with authors, publishers and agents in London, Paris and Brussels for rights to properties for future shows on the series. . . . Leo Durocher will make his first radio appearance as manager of the Giants on WMCA's *Giant Jottings* next Wednesday (26).

**ST. GEORGES & KEYES** Agency last week appointed to handle the Paradise Wine account for Bisceglia Bros.' Wine Corporation. . . . Ned Brooks, of the Sunoco *Three-Star Extra* show, in Philly for on-the-spot coverage of the Wallace convention. . . . Thomas D. Connolly has been upped to manager of program sales in the CBS network sales department. . . . Mayor William O'Dwyer presented a special plaque to WNYC's veteran announcer Thomas H. Cowan for his coverage of the New York at Work Parade June 12. Cowan opened the station when it began operations 24 years ago.

## NAB Confab in November Likely To Discuss the Code

WASHINGTON, July 24.—Prospect that the National Association of Broadcasters (NAB) board of directors will earmark a big chunk of time at its November meeting to examine broadcasters' response to the new standards and practices, developed this week at an orientation meeting of eight new board members. Altho the session of the board members here Thursday (20) was a routine annual get-acquainted custom, favorite topic of discussion was the new code, and considerable interest was being registered in the extent of compliance. However, the NAB so far has received little correspondence other than requests for additional copies of the code (*The Billboard*, July 24).

A new codal compliance committee which will make its first preliminary report to the next board meeting is not expected to offer detailed data at that time inasmuch as webs are making no effort to attune their programs fully to the new standards until January 1.

Meanwhile, 14 standing committees for the 1948-49 term, whose members were named by NAB prexy Justin Miller this week, are preparing to stage organization meetings within the next two months preparatory to

submitting first reports on their activity to the November board meeting. Chairmen of the new committees are John J. Gillin Jr., WOW, Omaha, advisory committee on international affairs; Ralph W. Hardy KSL, Salt Lake City, educational standards committee; Leslie C. Johnson, WHEF, employee-employer relations; A. James Ebel, WMBD, Peoria, Ill., engineering; Leonard Asch, WBCA, Schenectady, FM; Rex G. Howell, KFXJ, Grand Junction, Colo., freedom of radio; Theodore C. Streibert, WOR, music advisory; J. Harold Ryan, WSPD, Toledo, legislative; T. A. M. Craven, WOL, Washington, NAB's group on the NAB-Radio Manufacturers' Association joint committee; John S. Hayes, WINX, Washington, program executive committee; Frank King, WMBR, Jacksonville, Fla., public relations; Dietrich Dirks, KTRI, Sioux City, Ia., research; Eugene S. Thomas, WOR, New York, sales managers; Simon Goldman, WJTN, Jamestown, N. Y., small market stations.

## KFI Loses Decision In Conspiracy Suit

HOLLYWOOD, July 24.—KFI, local National Broadcasting Company (NBC) affiliate, served notice it would appeal the decision handed down this week by U. S. Judge Ben Harrison, who ruled against the outlet in the recent \$150,000 lawsuit which KFI had filed against Santa Ana Judge Kenneth Morrison and Santa Ana Station KVOE. KFI suit accused Morrison and KVOE of having conspired against the station and violating the constitution's free speech tenets by denying KFI the right to broadcast the courtroom verdict of the Gollum-Overell murder trial last year. Morrison gave KVOE exclusive right to courtroom airings.

Judge Harrison held that the Federal Court lacked jurisdiction in the KFI suit, and that under California laws Judge Morrison had control of his courtroom and could regulate granting of any and all broadcasting rights. Refusal to give KFI the green light evoked a bitter feud which was climaxed by the civil suit several months ago. Should the district court decision be upheld by the U. S. Circuit Court of Appeals, door will be wide open for enterprising broadcasters to make exclusive tie-ups with various area jurists for both radio and tele courtroom airings in the future.

## ABC Plans Fall Bow On Haymes Operetta

NEW YORK, July 24.—The Dick Haymes' operetta program (*The Billboard*, July 3) this week appeared set for a full debut over the American Broadcasting Company under sponsorship of the American Association of Railroads. The 45-minute ailer was plattered for audition by Benton & Bowles Agency, and received a warm reception from the New York railroad biggies this week. The platter is now in Chicago for final approval. The sample disk was an adaptation of Roberta, with others in the cast including David Wayne and Marion Bell.

The time period and starting date were not set yet at press time. The budget for the ailer, which has Haymes in the lead of a different operetta each week, is said to be about \$13,000.

# Mutual Urges 4 A's Study Of Entire Web Rate System

(Continued from page 3)

olicies. Mutual's request was sent by James to Carlos Franco, of Young & Rubicam, head of the 4 A's radio-television committee.

A major point made by MBS was that rising production costs have made advertisers scrutinize rates of all media far more carefully than in the past. At the same time, radio has been struck by new competitive factors, such as the influx of FM and television stations, so that despite peak listening on an over-all basis, radio must make sure its rates are right.

## Practices Obsolete

The MBS letter pointed out that since 1934, when web rates first achieved some balance with circulation, there has been no major revision. Also, it noted, in 25 years many business practices may become habitual even though they have been outgrown and become obsolete. In this respect, MBS urged consideration of such special inducements as discounts and annual rebates. In the same line of thought, the web also suggests that it might be time to permit advertisers a wider selection of station groups in place of the current arbitrary geographical divisions. Other items suggested for study were minimum purchases, qualification for the exercise of split network station selection, contiguous rates and multi-product rates.

Another major subject which MBS urged for reconsideration is the relationship of rates of time periods of various lengths, such as the 100-60-30 rate relationship of full hour, 30-minute and 15-minute periods. Similarly, it noted the differential be-

tween buying five quarter hours per week, at 200 per cent the cost of the hourly rate, and a single program of one and one quarter hours at 125 per cent of the rate.

## One-Half Rates Off Beam

The entire problem of day rates is one which MBS stressed particularly, noting that considerable research material has come to light underlining the unfairness of arbitrarily imposed charges of half the nighttime rate for daytimes. Some stations, it reminded the 4 A's, have far more importance during daytime hours than in the evening, and even in other cases the half-rate is off the beam. Here, MBS asserted, might be an opportunity to again take up the question of so-called "transition" rates.

Finally, the web urged thought on the topic of rate protection, effective date of increase and other rate-card provisions.

## 239 BBC-ers Will Air the Olympics In 40 Tongues

LONDON, July 24.—The British Broadcasting Corporation (BBC) will cover the Olympic games this month in 40 languages and with 239 commentators. It will even have reports in Korean, a language it has never used before.

BBC coverage will be the most extensive ever given by any country playing host to the Olympics. A special radio control room set up in the Palace of Arts at Wembley will

# Truman To Speak "Au Naturel" In Fall Presidential Campaign

WASHINGTON, July 24.—President Truman, in his speeches during the presidential campaign, will in virtually all instances speak "au naturel," in the fashion of a man sitting around the cracker barrel, his suspenders down and talking to his village friends. That's the authoritative report given here by informed sources. The approach represents a sharp reversal of the President's earlier talks, couched and delivered in formal fashion.

The reason given is the favorable reaction felt by both Truman and his advisers to his recent ad lib, off-the-cuff addresses made on a recent trip. It is felt that this has served to impress the President's auditors with a greater insight into his nature than any other development. As a result, reports state that the President will, in most instances, speak from notes, rather than typed text. The only variations are to be when he talks to Congress or speaks on some grave is-

sue, such as international relations.

Meanwhile, it's too early to determine the shape the forthcoming presidential campaign will take with respect to radio. The Democrats haven't set their plans, altho a meeting is scheduled for this week-end. The Dems have a short bankroll and this will obviously affect their use of radio. The GOP hasn't set its plans, either, but indications are the Republicans will make extensive use of spot announcements and jingles and shy away from long-winded political gab. The Wallace campaign, in view of that party's limited funds, will probably be conducted on a local level by local organizations, with one big program to air just before election day.

## WGN Moves Bruce Dennis To Program Department

CHICAGO, July 24.—Bruce Dennis, public relations director of WGN, Chicago Tribune station, since 1940 except for a period while he was in the navy, this week was named assistant program director of the Mutual Broadcasting System outlet. Dennis will be under Walter Preston and will be in charge of administrative details of the program department. Appointment will take effect August 2.

On that date, Jim Hanlon, now assistant to Dennis, will take over as director of public relations. In his new set-up Hanlon also will be in charge of special feature (remote) programs which Dennis also had under his wing as public relations director.

be able to handle 32 simultaneous broadcasts.

BBC has built at Wembley eight special studios and 20 recording channels. Eight play-back cubicles have been fitted so commentators can hear what they have sent.

There will be 75 BBC commentators talking to Europe alone. They were specially recruited and taught the finer points of the sports they will handle.

The BBC is even feeding the commentators while they are at Wembley. Catering will be under the direction of Miss N. B. Robinson, head of the BBC catering department.

# testimonial with teeth

Greater testimonial than this hath no program:

"The McCanns at Home" radio's oldest food program, has enjoyed the sponsorship of . . .

**Dugan Brothers for 21 years**

**The Hawaiian Pineapple Company for 19 years**

**The Richmond-Chase Company for 19 years**

**The Minnesota Valley Canning Company for 19 years**



Any sponsor who wants action fast—at a delightfully low cost-per-thousand homes reached—belongs on the "McCanns at Home", starring Dora and Alfred McCann right from their Yonkers home. Call Longacre 4-8000 and ask for more facts.

# WOR mutual

heard by the most people where the most people are

Knave of Hearts

Reviewed by Transcription Sustaining Via KLZ, Denver

Sundays, 10:15 p.m.

Writer, Lewis Thomas; director, Clayton Brace; music, Art Gow; effects, Ralph Sargent; announcer, Bob Petre; narrator, Richard Woellhaf. Cast, Barbara Peters, Charles Robberts; guest expert, Dr. Carl Josephson.

Inasmuch as more people die from various heart diseases than from any other ailment, and since many of these deaths are hastened thru ignorance of the conditions and their causes and cures, a sound radio educational series would seem in order. This bill has been filled capably by KLZ, in a series of documentaries on the various disturbances of the heart, titled Knave of Hearts. The station has slotted the shows in a good time period, and is promoting the airings with a series of transcribed spots and station breaks featuring the governor of Colorado, the American Medical Association's doctor of the year and an insurance exec, among others, all recommending a listen to the programs.

The show caught dealt with coronary arteriosclerosis and angina pectoris. Had these terms been used in ballying the program, few listeners would have been attracted. But the promotion and the program itself were done in simple, dramatic style. The show followed the career of a mythical self-made business man, from his days as a big man on the campus to the point where, at 45, he operates a factory employing 3,000 with branches all over the world. Dramatically, the show worked to a minor incident, in which the ex-athlete attempted to carry several suitcases at one time during an outing in the hills. The resulting attack of angina pectoris was vividly brought to life via a sock blend of narration, music and drama. The anguish and fear of such an attack came thru brilliantly.

Then, thru remarks of Dr. Carl J. Josephson, representing the Colorado State Medical Society, listeners were told how this might have been avoided, and what could be expected for the future of an individual so stricken. Dr. Josephson stressed the hopeful aspects, emphasizing that it need not mean a life of invalidism.

The series accomplishes a number of valuable results. Not only does it clarify in each show the meaning of each heart condition, but it distinguishes between many which are confused with each other, shows how the listener can help avoid them and informs those suffering of heart ailments what they can look forward to. It's a highly effective job on a most important topic, done with the same care and thoroughness which KLZ usually gives to its pubescent jobs. Sam Chase.



Radio and Television Program Reviews

You Can Lose Your Shirt

Reviewed July 19 Via WNEW, New York Mondays, 9-9:30 p.m.

Producer-writer, Ted Cott; announcer, Jerry Marshall; music Kay Reed. Cast, Jack Barry (emcee). Sponsor, Bruno-New York, Inc. WNEW has a showmanly natural in its reverse take-off on the current network giveaway craze, the WNEW version operating so that "contestants," mostly names, are penalized when they muffle a question. In any event, charity benefits, since the sponsor, Bruno-New York, Inc. (for Bendix washing machines, which it distributes), tosses in coin of its own, as well as giving out washers, all of which go to the charitable or social agencies involved. The show should be good for a 13-week run; beyond that it impresses as an idea which might fray at the edges.

Tee-off show, with Bennett Cerf, Morey Amsterdam, Arthur Adler (Elevator Shoes) and Joseph Shorin (Topps Chewing Gum), had a load of laughs, largely supplied by Amsterdam, about as flip a comic as is around today, and Shorin, who turned in a neat job. Virtually everyone on the show gets paid—but none collects. Jack Barry, who does a capable emcee; Jerry Marshall, the announcer; the station; Burt Lambert, who sold the show, all turn their stipends into the jackpot. Quite an idea.

Routine works like this: Each contestant comes in armed with a hundred clams of his own. Questions, progressively, are worth \$10, \$15, \$25 and \$50. Each wrong answer has the contestant throw the corresponding sum into the jackpot—and the questions, with a good comic slant and gaited to the contestant's own specialization, see to it that charity benefits. Amsterdam, for instance, as a nitery comic, had to identify the zither player at an East Side bistro! In the event a contestant answers all questions correctly, Bruno tosses \$100 into the jackpot.

The entire package represents smart showmanship, and is produced in a like manner. Jerry Franken.

The Jack Pearl Show

Reviewed July 7 Sustaining Via NBC Wednesdays, 8:30-9 p.m.

Director, Paul Harrison; writers, Paul Harrison, Joseph O'Brien, Bernie Gould; announcer, Bob Sherry. Cast: Jack Pearl, Cliff Hall, Richard Karlan, John Gibson, Ann Thomas, Arthur Carney, Eve Young, Jack Allison and Milton Katims (orchestra director). Current Hooperating of the program (Sustaining) None Average Hooperating of shows of this type (Sustaining) None Current Hooperating of show preceding ("A Day in the Life of Dennis Day") 8.3 Current Hooperating of show following ("Duffy's Tavern") 8.4 CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS ABC: Sustaining None CBS: "Dr. Christian" 6.9 MBS: Sustaining None

It will be interesting to see how Jack Pearl fares with this show. The comic's delivery is undoubtedly potent enough to draw boffs when he has the material, and Wednesday's (7) show had enough solid laughs to warrant the belief that Pearl may make it if his writers can continue to develop situations of intrinsic comedy worth. The Wednesday script was rapidly paced. It was built around a trip

Our Miss Brooks

Reviewed July 19 Sustaining Via CBS Mondays, 9-9:30 p.m.

Estimated Talent Cost: \$5,000 as commercial; producer-director, Larry Berns; writers, Al Lewis and Lee Loeb; announcer, Bob Stevenson; music, Wilbur Hatch. Cast: Eve Arden (Miss Brooks), Jeff Chandler (Mr. Boynton), Dick Crenna (Walter), Joe Forte (principal). Current Hooperating of the program (Sustaining) None Average Hooperating of shows of this type (Sustaining) None Current Hooperating of show preceding ("Arthur Godfrey") 15.2 Current Hooperating of show following ("Radio Theater"-9-10 P.M.) 19.3 CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS ABC: Sustaining None MBS: "Gabriel Heatter" 4.3 NBC: "Telephone Hour" 6.7

The Columbia Broadcasting System (CBS) has come up with a winner in its new package, Our Miss Brooks, a situation comedy show which has really funny situations. Off its first outing, it also has crisp scripting and a cast which wrings the last laugh out of each line. With its good timing and adult humor, there's hardly a thing missing to classify the show as a welcome addition to the web's fare.

A hefty portion of the credit belongs to Eve Arden, who seems to have found her niche in this show. As a schoolteacher with a pash for an unresponsive biology instructor, Miss Arden flashed some fancy footwork thru a boff script, making even ordinary lines seem funny. Jeff Chandler rendered a neat assist in the absent-minded professor role. Other cast members also excelled in a plot which called for Miss Arden to play Dorothy Dix to a love-starved teenage student in her English class, resulting in some misinterpretations of their relationship. The script abounded with double entendres which when analyzed, seemed bluer than when delivered. Apparently they raised no doubts among the pure-minded CBS censor crew.

Casting Worries Over

The troubles CBS had in casting this opus, with Joan Blondell and Shirley Booth prominently mentioned as prospects for the femme lead, seem to have worked out for the best, in the end. For it is doubtful whether Miss Arden could be excelled in her handling of the role. She gave it an interesting balance of vulpine enthusiasm and primness. If the scripting continues on the same level as on the first show, Miss Brooks may prove stiff competition for My Friend Irma before the next season is out. Sam Chase.

upon which Pearl and Cliff Hall were embarking, and this involved a session in a restaurant and another aboard a train. The restaurant piece was rather reminiscent of a vaudeville comedy routine, with a dead-voiced waitress reprising with good comedy effect. Pearl, however, performed to best advantage in the train sequence, a situation wherein he was heckled by odd-voiced females who were incarcerated with him in the jammed passenger compartment. The fem voices, incidentally, were excellent all thru the show.

The lines in the train routine were strongly in the nonsense groove. Now (See Jack Pearl on opp. page)

Let's Talk Hollywood

Reviewed July 4 THE AMERICAN TOBACCO CO. V. J. Boor, Asst. Adv. Mgr. Thru Batten, Barton, Durstine & Osborn, Inc. Len Carey, Acct. Exec. Via NBC

Sundays, 7-7:30 p.m. Producer-director, Hilliard Marks; writers, Martin Wark and Saul Stein; announcer, Hy Averback; cast: George Murphy (moderator and emcee), Eddie Bracken, Edith Gwynn and Erskine Johnson (alternating each week as guest). Different guest each week. Current Hooperating of the program (Started July 4) None Average Hooperating of shows of this type (Audience Participation) 8.0 Current Hooperating of show preceding ("Hollywood Star Preview") 4.0 Current Hooperating of show following ("Rehall Summer Theater") 6.3 CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS ABC: Sustaining None CBS: Gene Autry 4.3 MBS: "Sherlock, Holmes" 2.3

Let's Talk Hollywood is Information, Please, or virtually any of its imitators, with a kliegl accent. The tip-off on the audience at which it appears to be aimed primarily is that question subscribers get a subscription to Photoplay, a film fan monthly, as an award, if the term may be used loosely, and it serves 'em right. The loot, in the event a question stumps the experts, again using the expression loosely, is increased mightily, tho, including a year's pass at a local picture house and an RCA television receiver or radio-phonograph combination.

George Murphy Asks

Otherwise, the format is standard, with George Murphy as the question tosser and a rotating collection of film notables to answer, with the lineup on this show using Edith Gwynn, Eddie Bracken, Jimmy Stewart and David Butler, plus a typical Hollywood studio audience that figured every line, funny or unfunny, was a boffola, confounding the listening audience that much more. The names will serve more to draw listeners than the entertainment values. Questions run the gamut of this type of program, with, or course, a film colony base.

The Lucky Strike Cigarette commercials are of their usual trip hammer genre. Jerry Franken.

Places, Please

Reviewed Thursday (16), 6:45-7 p.m. Style—Talent show. Producer-emcee, Barry Wood; director, Ralph Levy. Cast, this program: Barry Wood, Marjorie Brett, Stephanie Antle, Rudy Tone, Larry Fuller, Bill Lee and Carlton Carpenter. Sustaining via the Columbia Broadcasting System television network.

Places, Please is a thoroly amiable show with a casual air, a smoothly flowing pace and better than average promising young talent. It's a backstage locale idea, with Barry Wood as the singer and emcee-host each program to a different group of performers. They're not amateurs, rather they're upward-bound young pros, mostly from Broadway legit.

Outstanding on this show was soprano Marjorie Brett, who photographs as a Class A locker, has a first-rate set of pipes and knows how to sell a tune. She scored heavily, both in a solo and the closing duet with Wood. A boy and girl dance team, Stephanie Antle and Rudy Tone, offered some bright dancing, the first tagged Typewriter Serenade and the second to a tune by Larry Fuller, Negro singer from Finian's Rainbow. Their hoofing by far tops their warbling, which at best is adequate. Fuller, from his speaking voice, can sing, too, but served only on this show to cue in the tune he'd (See Places, Please on opp. page)

the new look

SEE IT ON THE INSIDE FRONT COVER THIS ISSUE

MARY KAYE TRIO

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# Heat Put on FCC Again As It Resumes Hearings On Its Allocations Plan

## New Pressure Against Canada Pact, Too

WASHINGTON, July 26.—Resumption of the Federal Communications Commission's (FCC) hearings on video allocations today will introduce a new wave of pressure against the FCC's proposed TV allocations plan and against a tentative U. S.-Canada video allocations agreement. Criticism which reached a boiling point at the last session of the hearing, when details of the tentative U. S.-Canada agreement were first disclosed (*The Billboard*, July 17), is expected to flare anew.

Today's hearing will get under way in a cloud of uncertainty over the entire future of video allocations. Two major factors are contributing to that uncertainty: (1) A special House committee investigating the FCC is gathering evidence on the background of the FCC's proposed allocations which proved to be the basis for the commission's nationwide allocations plan; (2) the final outcome of the commission's current allocations hearing is fated to await developments of the upcoming September 20 FCC hearing on "upstairs" television.

### Westinghouse To Lead Off

First witness at the resumption of the allocations hearing in the Commerce Department auditorium this morning will be Westinghouse Radio Stations, Inc., which will cite problems raised by FCC's allocations scheme in relation to Westinghouse's stratovision video. Groups participating with Westinghouse in this presentation will be: Allegheny Broadcasting Corporation; WWSW, Inc.; WCAE, Inc.; Helm Coal Company, and Pittsburgh Radio Supply House, Inc.

The Westinghouse group will be followed on the stand by American Broadcasting Company (ABC), which will report on tropospheric effects in relation to allocations. Participating with ABC will be the following: WGAR Broadcasting Company; WJW, Inc.; Allen B. DuMont Laboratories, Inc.; United Broadcasting Company; Cleveland Broadcasting Company; Allen T. Simmons; Summit Radio Corporation; Dispatch, Inc.; WCAE, Inc.; Central Pennsylvania Corporation; WJAC, Inc.; Brush-Moore Newspapers, Inc.; Vindicator Printing Company; Meadville Broadcast Service, Inc.; Appalachian Company, Wyoming Valley Broadcasting Company; Louis G. Baltimore; Philco Television Broadcasting Corporation, Lehigh Valley Broadcasting Company, and WRAK, Inc.

### TBA Next

The Television Broadcasters' Association (TBA) will be next witness, with testimony featured by a sharp critique of the plan. Allen B. DuMont Laboratories, Inc., will follow with some general comments, and the current phase of the hearing will wind

up with testimony on directional antenna problems. Two separate groups of witnesses are prepared to submit evidence on this issue. First will be the Columbia Broadcasting System and its Washington outlet, WTOP, Inc., with the following participating: Hearst Radio, Inc.; A. S. Abell Company; Radio-Television of Baltimore, Inc., and Josiah P. Rowe. Next will be the National Broadcasting Company with the following participants: Yankee Network, Inc.; WPIX, Inc.; Travelers Broadcasting Service Corporation, Connecticut Broadcasting Company, ABC; Bamberger Broadcasting Service, Inc., and the Hartford Times, Inc.

## NBC Sets Back TV Debut Date in Chi

CHICAGO, July 24.—Because of delays in construction of studios and in obtaining equipment, National Broadcasting Company's (NBC) video station will not be in full operation as soon as was expected, it was brought out here this week at a press conference in which the net was represented by Sidney Strotz, executive vice-president in charge of television. In the past the web has stated it expected to be in full operation here by fall. Strotz said it is expected now that the station will be in full operation by January.

Strotz also said the station would be on the air and ready to feed shows on the Midwest coaxial net when the coaxial is ready for use in December. Before that, he said, the station would be airing a limited amount of programs for local consumption.

Strotz repeated his prediction that neither NBC nor any other net would have a coast-to-coast video chain for at least five years. He also stated that establishment of video nets with hundreds of affiliates was not in the cards for many years. For the next few years, he said, NBC did not expect to have a chain of more than 80 stations.

Indicating that in television NBC would have no policy against recorded programs as it now has against transcribed AM web shows, Strotz stated that much of NBC's networking would be thru use of kine-scope recorded films. These films would be used extensively for both regional and coast-to-coast airings, he said.

## TV Reflections

### Video Program Comment

After nearly six months on the air, DuMont's *Fashions on Parade* this week commenced a 39-week period of sponsorship under the Procter & Gamble banner. Major interest in the trade was in the handling of the commercials for P&G in the soap outfit's video debut, since the show itself was changed very little from its recent outings on a sustaining basis.

Products plugged were Ivory Snow and Prell, the latter a shampoo, and the commercials were delivered live. The first pitch was for Ivory Snow and featured an intelligent continuity of thought, logically arranged and well presented. From a shot of the stuff pouring from a box into a hand there was a close-up of the hand holding a pile of the soap chips. This made way for a sinkful of frothy suds, with a pair of hands scooping up and fondling quite a quantity of them. In turn, this was superseded by shots of models wearing clothes of different washable fabrics, last of whom was engulfed in a "snowstorm" of the product. It was interesting to watch, with the audio copy acting as a supplement, rather than a complement.

The second pitch, for Prell, featured a blonde with a gorgeous head of hair. When she turned the back of her head to the camera a shot of a stop watch was dissolved in and out over it, to point up the audio gab about removing dandruff in as little as three minutes. This gimmick seemed a bit labored. Some interesting lighting contrast effects were used on the blonde, with highlighting effects making way for low, as some lights were brought up and then doused. A dark-haired gal and a handsome lad brushing his tresses also were used in this plug, which was a bit over-loaded and thus lost some effectiveness.

By and large, however, P&G and the Benton & Bowles Agency showed again that good imaginative use of tele can be made for commercials, and their first attempt portends well for the soap firm's sales results from the medium. *Sam Chase.*

## WSPD-TV Inks NBC; Ganders CBS, Too

TOLEDO, July 24.—After signing a television affiliation contract this week with the National Broadcasting Company, WSPD-TV, Toledo, was concluding negotiations for a similar pact with the Columbia Broadcasting System, it was reported this week.

The station is owned by Fort Industry Company. Its AM adjunct, WSPD, is an NBC affiliate.

WSPD-TV began commercial operations Wednesday (21) with reception generally reported as good.

# Australia Okays TV; Private Broadcasters Are Out in Cold

SYDNEY, July 24.—Tenders are to be called for the supply and installation of television transmitters and receivers in the six capital cities of the commonwealth at an estimated cost of \$1,300,000, it was announced last week. The cabinet subcommittee recently appointed to study the reports of official experts who had been overseas made the following recommendations to the full cabinet which adopted them:

1. That in spite of the heavy capital cost, television should be introduced into Australia as soon as possible.
2. Experiments should not be confined to Sydney and Melbourne as recommended by experts, but should be conducted in all the State capitals.

3. If the cost is not prohibitive, television experimental stations should be established in the capital cities for television programs to be provided by the Australian Broadcasting Commission (ABC).

4. That the Postal Department should be authorized to call tenders for the six television transmitters and 500 receivers.

This would seem to sound the death knell of the commercial stations' chances of installing their own television transmitters and indicate that the government is very definitely determined to retain the tele field as a straight-out government monopoly under the control of the ABC.

# Sullivan Called For 4A Hearing On Vaude Show

NEW YORK, July 24.—The television committee of the Associated Actors and Artists of America (Four A's) has moved in and ordered Ed Sullivan, the emcee of *Toast of the Town*, the Sunday night vaude package on WCBS-TV, to appear for a Tuesday (27) hearing. The action was taken at a meeting of the committee Thursday (22) after numerous complaints had been made by agents.

A spokesman for the Four A's said the committee feels that Sullivan exerts unwitting pressure on performers to work on his show by reason of his position as a syndicated columnist. Execs also point out that the fees for his show reveal a considerable disparity with what acts get at the Texaco Star Theater, even though the latter is a commercial program. "Not only do they get peanuts," one exec stated, "but they can't accept work on the Texaco vaude show" (See Sullivan Called on page 45)

# Thackrey Interests Sale to Warners May Get FCC Delay

WASHINGTON, July 24.—The Federal Communications Commission (FCC) appears likely to delay action on the bid of Warner Bros. to buy from New York Post publisher Dorothy Thackrey two West Coast stations and a TV permit for \$1,045,000. The bid, whose formal receipt was announced by the FCC this week, seems certain to encounter the same reluctance for quick action displayed by the FCC in stalling on a sale bid involving a Paramount Pictures' subsidiary last week.

Warner Bros., like Paramount, was one of a number of flicker firms cited by the Supreme Court in May for actions in restraint of trade. The FCC, which asked for briefs on the conduct of Paramount in light of the court ruling, is expected to also ask Warner for an accounting before acting on the proposed sale.

Mrs. Thackrey told the FCC in the application that she wanted to sell KLAC and KLAC-TV, Los Angeles, and KYA, San Francisco, in order to devote full time to her newspaper interests.

Under terms of the contract, Warner is liable for an additional bite of up to \$500,000 to pay for the cost of boosting KLAC's power to 5,000 kw., for increasing the power of KYA to 50,000 kw. if the boost is approved by FCC and to pay for finishing the construction of KLAC-TV.

If Warner Bros. is finally permitted to buy KLAC the film company will be compelled to peddle KFVB, Los Angeles, under the commission's dual ownership regulations. However, no mention of a pending sale for KFVB was mentioned in the transfer bid. The only other broadcast interest of Warner Bros. is an application for a TV outlet in Chicago.

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# Fight Gate Area Video Ban May Set Precedent

WASHINGTON, July 24.—A percent of things to come in television's coverage of sports events was revealed when it was learned this week that the Ezzard Charles-Jimmy Bivins heavyweight match, to be held here August 2, is being offered to television sponsors and network—with the proviso that no station in Washington or Baltimore is to be allowed to telecast the brawl. The reason is obvious—a fear of what will happen to the gate receipts.

The fight is being promoted by the Variety Club and is a charity affair, with the fighters working on percentage, reportedly against guarantees. Either DuMont or the Columbia Broadcasting System will telecast the fight; details are to be set by Tuesday (27).

Both the Variety Club and the fighters' managers are said to have favored the restriction for Baltimore and Washington, since local availability via video would have hurt both the fighters' takes as well as the sum headed for charity. The fight is figured as having good b. o., especially in view of Joe Louis's recent statement that Charles is the best heavyweight in the picture today.

Herman Taylor, fight promoter who handled the recent Ike Williams-Beno Jack fight, blamed his poor gate receipts on video coverage.

# More Personnel Shifts Rumored In Works at WGN

CHICAGO, July 24.—Rumors continued to fly thick and fast here this week about additional important personnel changes at WGN, Chicago Tribune station. Rumors, which could not be confirmed, followed recent dismissals and changes at the operation's AM, FM and TV stations, unofficially attributed to a move to save money as a result of budget drain of operation of WGN-TV. As part of the cost-saving move, WGNB, FM station, is discontinuing independent programming and is duplicating AM shows.

Newest rumors were that Henry Weber, musical director of the station, and Marion Claire, his wife and head of WGNB, were leaving WGN, Inc., either in September or November. It was also stated that Jack LaFrandre, writer-director of the Chicago Theater of the Air on which for years the Webers have been mainstays, would be leaving the station soon to join forces in Hollywood with William Bacher, former program chief at the station, who is now producing movies.

Paul Brines, assistant manager of the station, contacted in the absence of Frank Schreiber, station manager, said he knew nothing about the rumored severing of connections. Other sources at the station also denied knowing anything about changes. One station spokesman, in giving his reasons for believing changes of the status of the Webers would not be forthcoming, pointed out that Marion Claire had a contract with the station which still has a couple of years to run.

Henry Weber, contacted at his home in Lake Bluff, Ill., refused to make any comment about the rumors, saying he would neither deny nor confirm statements about possible changes. He said, "If there is any truth to the rumors, statements will be forthcoming thru the regular channels."

# Radio Actors Don Strawhats

## SHORT SCANNINGS

JIM CADDIGAN, DuMont program boss, and Anita Cleary, until recently production manager in the National Broadcasting Company's (NBC) promotion department, will be married August 11. . . . Dick Goggin has been named American Broadcasting Company's (ABC) television program director for the West Coast. . . . WENR-TV, ABC's Chicago outlet, preparing to add 70 engineering people and 50 program department personnel in gearing for its September 1 opening. . . . Gamble Productions, film and tele production agency, has affiliated with Jack Davies and Louis L. Klotz, and the joint operation will be known as Gamble Productions, Inc., with Klotz serving as veepee in charge of sales and distribution. Firm is prepping a series of video packages with production now under way on a Bert Wheeler show, written by Nat Heiken.

The Telenews Video Newsreel this week added WSPD-TV, Toledo, to the list of stations taking its service, bringing to 23 the number of clients using either its 20-minute weekly reel or its 10-minute daily service. Of these, nine stations are showing the weekly film under sponsorship of Chevrolet. . . . George Foley Jr., tele chief at Newell-Emmett, off to Chicago for a gander at Midwest broadcast methods and to look over the talent situation. . . . Monte A. Kleban, program-production chief, and Charles Jeffers, chief engineer at WOAL, San Antonio, to spend three weeks working on tele at NBC's New York studios, beginning August 1.

WJZ-TV, ABC's New York outlet, will have better than \$500,000 in commercial commitments signed when it starts operations August 10. . . . Columbia Broadcasting System's (CBS) television news staff moving from East 42d Street to the web's Madison Avenue headquarters. . . . KDYL-TV, Salt Lake City, which began commercial operations July 7, has signed a non-interconnected affiliation pact with NBC. . . . Refurbishing operations to the tune of \$125,000 shortly will hit the studios of WABD. Repainting and re-equipment will accompany a modernization job. North American Video has begun production of its film series titled *It's a Woman's World*, which stars Maggi McNellis. Stanley Simmons and Charles Obermeyer in charge of production.

# NAB's Report Will Stamp TV a Blue Chip Venture; New Construction-Cost Key

## Batson Giving Data at White Sulphur Springs

(Continued from page 4)

television will be a major broadcast activity, paralleling and not replacing aural radio, altho a tiny scattering of extremists believes that video will replace aural radio. Another batch of opinion shows that television activity in the last year has spiraled at the sharpest pace in the industry's history and that television is "having a dramatic effect on home listeners." Most experts agree that this effect is not based on video's novelty and that video listening habits are likely to be permanent.

### In Loose-Leaf

The NAB compendium will be issued in loose-leaf form to members as fast as the sections are compiled. There will be three major sections. The first, dealing with "making a decision" on whether to go into television, will consist of two chapters. The first chapter will be called "Getting a Focus," and will contain general information. The second chapter will be called "Basic Economics."

Among information to be shown in the survey will be a mass of opinion on whether television will stay in the present part of the spectrum or move upstairs or go "dual." Most opinions point toward eventual shifting upstairs, altho there is divided opinion on whether dual upstairs-downstairs television will evolve. The final two sections of the report will deal with "Building a Television Station" and "Operating a Station."

WHITE SULPHUR SPRINGS, W. Va., July 26.—The second Broadcast Measurement Bureau (BMB) study of station and network audiences next March will include figures on the total number of families listening to

each station, in the course of an average day, with daytime and nighttime figures listed separately. This will supplement the total weekly audience figures supplied in the past and will indicate turnover of audience in the course of a week, according to Hugh Feltis, BMB president, who will describe the innovation to the fourth-district meeting of the NAB here this week.

Feltis also confirmed previous reports that the next BMB survey would probe audiences of television and FM stations.

# Hayes and Parnell Now Producing Pix

HOLLYWOOD, July 24.—Sam Hayes, pioneer Coast sports and news commentator, last week announced formation of a tele pix production unit in partnership with Parnell S. Billings, former president of Belmont Radio Corporation of Chicago. Firm is incorporated in Nevada with a capitalization of \$5,000,000 and will be known as Hayes-Parnell Productions, Inc.

Already in production are several series of films, including a sports library of 52 five-minute golf shorts, tagged *Thru the Sports Glass*, a series on one-minute film time signals, and a strip called *Thru the Question Glass*.

Personnel will include Jim Leices-ter, producer; Ed and Hohn Dunn, cartoon animators, and Hazel Thornton, corporation secretary. Bob Schow, title expert, and Harry Lehman, sport film producer, complete the staff.

# Barns Offer Experience For TV Jobs

## Stiffer Requirements

(Continued from page 4)

Peary, radio's *Great Gildersleeve*, touring with a summer stock outfit.

The summer playhouses this year apparently have overflowed the barns and are utilizing tents, as in the Rockaway Summer Theater in Rockaway Park. This outfit, closest to New York outside the subway circuit, has attracted a considerable number of radio names, including Ruth York, Earl Hammond, Nancy Pollock and Ben Irving. The Rockaway outfit is operated by Max Miller, a radio and tele director himself, who is production head for the New Stages radio and video shows being readied for fall debut.

Howard Smith and Harry Worth, acting stalwarts at the Columbia Broadcasting System, are spending three weeks near Detroit doing summer stock, while G. Swayne Gordon, of many CBS shows, is in Louisville. Muriel Kirkland, with a wealth of legit experience behind her, also has decided to brush up on her stage technique this summer, as has Peggy Allenby. Sylvia Field (Mrs. Ernest Truex) is having a fling at the Tanglewood Playhouse, in Falmouth, Mass., where Norman Porter, network thesp, also is holding forth.

Ruth Last, who works both web and wax shows and handles commercials for Walter Winchell, has been playing in *Escape Me Never* with Elisabeth Bergner, and will work out the summer at the Brighton Theater on the subway circuit. Other top web thesp emoting in the sticks include Roland Wood, Elaine Rost, Raymond Edward Johnson, Elizabeth Watts, Tony Randall, Diana Donneworth, Earl Hammond, Robert Shaw, Katharine Anderson, Pat Hosley, Tileston Perry, Salem Ludwig, Peggy Fenn, Ira Stadlin, Tyler Carpenter, Jean Owens, Warren Stevens and Don McLaughlin.

# FC&B Skeds 5-Min. Rheingold Girls Pic

NEW YORK, July 24.—The Foote, Cone & Belding (FC&B) Agency this week skeded 52 showings of a five-minute film over four stations during a four-week period under sponsorship of Rheingold Beer, starting August 9. The film, titled *Miss Rheingold Candidates*, will feature six glamorous girls competing for the beauty award, presented and interviewed by emcee Tom Shirly.

The film will be shown over WABD, WCBS-TV, WJZ-TV and WPIX.

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## Cap Names New Indie Distributors

Memphis, N. Orleans, Seattle

HOLLYWOOD, July 24.—In the name of streamlining and strengthening its disk distribution, Capitol this week revealed it will open a company-owned branch at Houston and will shift the functions of its own branches in Memphis, New Orleans and Seattle to indie distributors. According to Floyd A. Bittaker, Cap vice president and general sales manager, the move results from territorial re-assignments and will speed distribution to a greater number of dealers. Cap's line in Memphis and New Orleans will be handled by Delta Record Distributing Company, formed by R. E. (Buster) Williams. Latter will be joined by Overton Ganong, who previously headed Cap's New Orleans branch and more recently managed the diskery's branch in Memphis. In joining Delta, Ganong will manage the Cap platter distribution in both Memphis and New Orleans, replacing the company-owned branches in those towns.

Seattle's Allison Motorola Distributors will take over the Cap line in that territory. Robert Martin, who had managed Cap's Seattle branch, will join Allison as head of its record department. A segment of the territory formerly serviced by Cap's Seattle office will be assumed by Cap's Portland, Ore., branch. With the opening of a new branch in Houston and the switch to indie distribution in Memphis, New Orleans and Seattle, Cap will have increased its number of indie distributors to 18 and decreased the number of company-owned branches to 27.

## Rondo and Regent Serve "Darlin'" on Thompson Platter

CHICAGO, July 24.—Lang Thompson, Associated Booking Corporation band booker here, will have two copies of his recently unearthed *You Darlin'* platter, with Herman Lubinsky's Regent waxing of the tune joined by a Rondo platter. Twist is that both versions evidently came from the same 1941-made master, cut for Eli Oberstein's now defunct Varsity label. While Lubinsky would not divulge the source of his master, a spokesman for Rondo said they had secured their copy from Milton Benjamin, formerly associated with the Sonora Record firm. It was learned from Sonora that the Thompson masters, approximately 26 sides, have been sold recently. The Rondo platter carries a Ken Griffen organ original on its B side, while the Regent platter carries Thompson's version of Billy.

Thompson when contacted by *The Billboard* said that his contractual agreement, made with Varsity label, is being recognized by Lubinsky, but that he didn't even know about the Rondo disking until he saw a *Billboard* ad. No royalty agreement has yet been set up with Rondo, he said, as a spokesman for Rondo said J. F. Bard is currently in Europe and Nick Lany, his associate, is out on the Coast.

Thompson used the ditty as his theme from 1934 to 1947, when he broke up his band. In addition, he utilized several bars of the tune as intro for each number in his library and as lead-in for the vocals during that same period.

# MCA Ork-Act England Push

## New Congress May Tackle Welfare Fund Revisions; Hartley Giving Ground?

WASHINGTON, July 24.—A new congressional attempt to bring an end to the impasse between James C. Petrillo and diskeries may develop out of the special session which opens Monday (26), but little hope for conclusive results is seen.

A statement yesterday (23) by Chairman Fred A. Hartley Jr., of the House Labor Committee, that the Taft-Hartley (T-H) Act could stand certain changes has inspired rumors that Hartley may lead a drive to amend the quarrelsome "welfare funds" section so as to satisfy Petrillo and thereby pave the way for an end to the disk ban. Hartley, however, is not promising to request such a change, altho he has hinted that the Petrillo situation might be looked into.

### Fundamental Changes

Hartley said he is primarily interested in "fundamental" changes such as making union elections unnecessary and authorizing employers to file non-Communist statements. Even Hartley considers it doubtful that the special session will take any action on major changes, particularly since Sen. Robert A. Taft (R., Ohio), who co-authored the T-H law with Hartley and who is G.O.P. policy boss on Capitol Hill, is averse to drastic modifications at the present time. He is described by aids as insisting that President Truman has summoned Congress back for political purposes and that the G.O.P. should therefore avoid being duped into foolish action.

While congressional feelers for bringing peace to the disk world are seen certain to develop in the special session, the sole way to end the disk ban is still believed to lodge in industry-American Federation of Musicians negotiations. It is held certain, tho, that the issue would be dealt with seriously at the regular

## BVC To Hold Rights to Fox Score, Myrow

NEW YORK, July 24.—The projected Mack Gordon-Harry Warren pub firm subsid to the Robbins, Feist and Miller pubberies ran into a couple of snafus this week. Initially, Mack Gordon said he expected the G-W firm to get under way with the score from the Fox flick, *When My Baby Smiles At Me*, which previously had been assigned to the Bregman, Vocco, Conn pub. The BVC firm this week, however, declared that it has never intended to relinquish the pic score which includes tunes like *By the Way* and *What Did I Do?*

BVC served up the second snafu to the G-W firm as well. Gordon last week (*The Billboard*, July 24) claimed that his new pubbery would sign Joe Myrow, Gordon's writing partner, to a writer's contract. But Myrow is under contract to BVC. Altho his pact runs out in October, it is subject to options which the pubbery intends to pick up from year-to-year.

term of the 81st Congress next January if the ban still prevails then.

The first opportunity for Congress to take a new look-see at the Petrillo situation will develop when Hartley convenes his House Labor Committee. While Hartley will not return to the 81st Congress, he is planning to lay the groundwork for future revisions of the law, and his last chance will occur in the special term. Rep. Carroll Kearns (R., Pa.), chairman of a House labor sub-committee on Petrillo activities, is expected to initiate a preliminary re-study of the Petrillo situation when the Hartley committee convenes.

## New Small Wax Label Concedes Non-AFM Disks

NEW YORK, July 24.—While it is an open secret that sub rosa recording by union musicians has been taking place thruout the country, the first instance of waxings by admittedly non-union tootlers came to light this week—with a curious explanation.

Texstar Records, a new folk waxery in Dallas, has released its initial four platters with the frank announcement that three of them are by non-AFM artists. Here is how J. L. Haight, Texstar spokesman explains it:

"Altho the releases have been cut by non-union musicians we have, nevertheless, retained the good will and support of union musicians because we subscribe to the proposition of paying artists' royalties, and the union men in this area recognize the necessity of establishing the label as an effective medium thru which they can achieve national reputation and profit on the royalty plan at such time as the Petrillo ban is lifted."

### The First Sides

The company's first records are two sides by Jack Haight's Kadoodlers, four by the Texstar Playboys, and two organ instrumentals. The Kadoodlers and the Playboys are almost identical with the group known as the Calumet Indians, sponsored by General Foods on a transcribed network show. (Certain categories of non-union hillbilly musicians are permitted by the union to do radio work.) Haight claims pressing facilities capable of 61,000 disks a week. Th distribution arrangements blanketing Texas have already been made, and country-wide coverage is now being worked on, he says.

## Castle Acquires A&C Routines

HOLLYWOOD, July 24.—Castle Records, Hollywood indie, this week acquired blanket disk rights to all radio comedy routines of Abbott and Costello. Included are more than 100 individual comedy turns, similar to A & C's "Who's on first" routine now being distributed by Castle.

Gags suitable for disking will be culled from air checks of previous

## Org To Drive For Booking Native Talent

### Barnet To Head Sortie

NEW YORK, July 24.—Music Corporation of America (MCA), "the star-spangled octopus," is spreading its tentacles into the Union Jack band and act biz. The agency colossus in this country will, within a matter of weeks, add new personnel to its office in England and make a large-scale sortie into British band and act booking.

The international operation is nothing new for MCA (its representatives have been established abroad for many years), but hitherto in England the agency has never actually gone after the native market (bands and acts) on the scale now contemplated. Larry Barnet, head of MCA's band and act department, who is probably No. 3 man in the agency under Jules Stein and Lew Wasserman, will expedite the new drive after Britain. Barnet is leaving for Europe to spend about four weeks in London (as well as investigate showbiz possibilities in Paris and Sweden) and get the new expanded operation on the road.

### Americans Abroad

The extent of MCA's operation in England has long been sizable and financially important, but the biggest part of its dealings there rotated around American stars who were booked abroad. Top namers—Jack Benny, Edgar Bergen, Lena Horne—have been MCA-handled in English vaude houses, and in reverse the "octopus" has wrapped up many of England's big film names: viz., Rex Harrison and wife, Lill Palmer, for American film jobs.

But the concentrated effort now will be made in the band and act field, with MCA to make a play for English home-grown talent. The object is to work with English bands and radio-vaude acts and enlarge the selling org thru the British Isles. Problems of "getting the money out" are avoided by the "native talent and local office" angle, with MCA, Ltd., destined for much encouragement by the agency toppers here.

### Plenty of Biz

From MCA's viewpoint there are a lot of English band and acts to work with and plenty of biz to be done. Possibilities of English orks getting into this country, of course, are limited by the stringent American Federation of Musician rules, but the flesh trade might expect to see a pick-up in exchange dates between countries as well as a revived traffic for American acts in England.

Some tradesmen here view the MCA push to England as tempted by the increasing amount of William Morris Agency biz being conducted overseas, particularly thru the English Forster Agency. But whatever the purpose, the Barnet tour definitely spells "big doings" for MCA in England and marks another important reflection of the growing internationalism of showbiz.

broadcasts, thereby circumventing the Petrillo ban. Deal was closed by Castle Records toppers George Howe and Dave Miller, with Nate Friedman, attorney for A & C. Platters will be distributed by Harry Leader Enterprises.

# Petrillo: 802 King Solomon

## Decish Hailed By Both Sides As a Victory

### In Two Parts, One Each Way

NEW YORK, July 24.—James C. Petrillo, American Federation of Musicians (AFM) prexy, Thursday (22) rendered a Solomon-like decision for the opposing factions in Local 802 that elicited victory claims from each side. His judgement came in the form of a letter in response to an appeal by anti-administration Unity Party leaders Max Arons, Henry Maccaro, Al Manuti and Herman Tivin (*The Billboard*, July 10) protesting the refusal of the local's executive board to carry out the motions passed at the June 14 membership meeting.

Petrillo's verdict split the difference by upholding the administration's ouster of Arons, Manuti and Maccaro from theater and recording and e.t. fund duties, but okaying the membership resolution designating the local's exchange floor as the place for membership meetings. The third moot point, disposition of the local's recording and e.t. fund, was not mentioned in his letter, but according to local Secretary Charles Iucci, the Federation prexy informed him over the phone that the administration was to proceed as they had planned and ignore the membership resolution that fund disbursement be suspended between October 1 and December 15.

#### Iucci Hails "Victory"

Iucci hailed the letter as "a great victory for the administration." The fact that the exchange floor had been okayed for meetings against the administration's wishes he termed as "unimportant." He said that the Blues Ticket brass had opposed the move only because of practical expedience and common sense, for the reason that the exchange floor had virtually no facilities for the conduct of a meeting. "We were upheld on the vital matter—the removal of inefficient executives from important union duties," he concluded.

Blue Ticket spokesmen, on the other hand, took a directly opposite stand on Petrillo's pronouncement. "The approval of the exchange floor is a complete victory for the membership," they told *The Billboard*. "We've been fighting for this for more than two years. It's the primary question in this fight between an autocratic administration and an aroused rank and file. It's going to mean more quorums, more membership, and more democratic expression of the membership's will—and that's just what McCann, Iucci and company don't want. We never doubted for a minute that Petrillo would uphold the will of the membership, which after all is the highest authority in our local."

#### Minimize the Rest

They minimized the upholding of their removal from exec duties, saying, "as far as we personally are concerned, we feel that the members' virtually unanimous decision to restore us to our respective positions proves that we were functioning efficiently and were removed for political expediency only." They now plan to ask Petrillo to reconsider his decision, on the basis that they were never given an opportunity to see the (See Petrillo 802 on opp. page)

## N. Y.'s Cafe Rouge To Get Face Lifting

NEW YORK, July 24.—The Cafe Rouge of the Hotel Pennsylvania here, long one of the top name band slots in the country, will shutter for redecoration August 21. The room will be closed from four to six weeks with no ork yet designated for the reopening. The current bandstand tenant, Skitch Henderson, will remain at the hotel until the room closes. Redecoration will consist mainly of new draperies, rugs, furniture and a paint job.

Another band spot in the metropolitan area due to temporarily shutter in mid-August is the Pelham Heath Inn. The Bronx spot will be closed for about a month.

## Heidt Magnolia Wax Spots PM Air Talent

HOLLYWOOD, July 24.—Horace Heidt expects to start pressing platters under his own label, Magnolia, and will release an album tagged *Philip Morris Parade of Stars*. Eight-sided disk book will feature the talent Heidt has unearthed via his Philip Morris air show's coast-to-coast tours and will include Dick Contino, accordionist; Harold Parr, blind vocalist, and Richard Malari, impersonator.

Albums will be distributed directly to stores in a manner similar to that followed by Phil Spitalny and his *Hour of Charm* platter books.

## Watts Manages Clinton

NEW YORK, July 24.—Grady Watts became personal manager of the Larry Clinton ork Thursday (22). Clinton, now on tour in Ohio, will book into a New York location in the fall.

## BBC Urges Slice in Airing Of American Tunes; Writer Yelps, Dollar Flow Cited

### Only 25 Per Cent of Pops in Britain Are Native

LONDON, July 24.—The British Broadcasting Corporation (BBC) has taken steps to push American songs into second position as far as the airing of music is concerned. Orders sent to singers and band leaders by the BBC urge them to use more new British songs in their programs. This action has the backing of Harold Wilson, president of the board of trade, who stated at a Performing Right Society luncheon: "We must not take and play everything American in preference to British compositions merely because it is American." The BBC action followed protests to the broadcasting house from the Song Writers' Guild of Great Britain and the 40 British publishers of popular songs.

The guild, representing 157 song writers, produced statistics to show that British songs had only a 19 per cent share of home radio time with American songs. The publishers complained that too much time has been given to old songs with only about 2½ per cent of broadcast songs being new.

It is reported that only 25 per cent of popular songs are British. This is said to be the result of thin air time given, British numbers.

#### Yanks in Demand

Listener demand in Britain is all for the tunes and singers from America, which is causing great concern in the music world here and has

## World's Fair Growls to Halt; Dog Nips Wiener

NEW YORK, July 24.—Music publisher George Wiener's World's Fair of Music promotion at the Grand Central Palace ground to a shuddering halt yesterday (23) and expired to the cries of wounded exhibitors and the promise of a law suit by Local 802, American Federation of Music (AFM).

Intimations of doom for the project began to manifest themselves as early as Tuesday (20), second day of the fair, when Wiener was asked by 802 to deposit wherewithal to the tune of \$5,000 to insure payment for the musicians scheduled to perform. This would represent part payment on a total of some \$9,000 asked by the union, the balance to be delivered Thursday afternoon (22). Wiener paid only \$2,600, however, and on Thursday two union representatives appeared at the exposition with a cease and desist order and pulled the 60 tootlers scheduled to play a concert featuring Benny Goodman. Upon this sudden curtailment of flesh entertainment, Wiener announced that the public would be admitted free of charge for the duration of the fair, scheduled to run until Sunday (25). This move, it is understood, was a last-ditch gesture to appease the exhibitors, who had already laid it on the line, and the management would doubtless have preferred to shutter immediately. The fair managed to sweat out one more day, and then it closed.

Officials of 802, meanwhile, are readying a suit to collect remedial monies. Wiener could not be reached for comment as *The Billboard* went to press, but one of his assistants at the fair said that financial adjustment (See *World's Fair Growls*, page 22)

## Just for Jox

HOLLYWOOD, July 24.—MGM Records will try a new disk jockey promotion gimmick, beginning with firm's August 13 release by distributing special non-breakable pressings of all sides to the nation's platter spinners. Disks will feature a specially printed disk jockey label, with a pic of Leo the lion holding a miniature platter in his paw. Imprinted in the label will be the legend, "specially pressed for," and the name of the disk jockey inserted.

Disks will be supplied by MGM, with individual distributors handling labeling and selection of disk jockeys. Plattery feels that inclusion of wax whirlers' names will give boys personal incentive for giving MGM disks that extra whirl.

## Himber's RH Log Sheet Sent to Pubs

NEW YORK, July 24.—The first week's edition of orkster Richard Himber's RH logging system, new rival for the Peatman sheet, was sent out to the music trade this week on the cuff.

Himber is seeking to get publisher subscriptions to his RH service at \$50 a month. His contention, as advanced on the flyleaf of his first week's re-cap, is that a "popular song is played on all programs."

"Careful analysis over a period of time," says RH, "has proven that the some sustaining programs are more important than others and some commercial programs are more important than others, an average does prevail. Our point system is predicated on this average; One point for sustaining instrumental; two points for sustaining vocal; four points for commercial instrumental and six points for commercial vocal."

On the claim that Peatman's listener-coverage, Hooperating-based system actually averages out in close proportion to his own point evaluations, Himber stated that he had made a nine-month breakdown of the Peat sheet to substantiate his allegation.

Deficiency of the RH system in that it re-caps the accurate logging system (with a spot-check as well as a double-check with network master logs claimed to be maintained) which covers only programs heard in New York is only temporary, Himber says. As soon as practical, he will conclude arrangements to include programs emanating from Chicago and Hollywood but not heard in New York.

One big selling point of the RH system comes with the tag-line, "all information available at all times," an obvious slap at Peatman who some pubs claim has refused to supply information when requested.

Comparison of the first 30 songs in the Peatman survey for the week ended July 22 with the RH survey for the same period shows that 24 of the Peat-listed tunes were among the first 30 in the RH listing, altho the order varied. Six tunes in the Peat sheet's first 30 were listed from 31st to 41st place in the RH sheet.

## NEW OHIO SPOT BOWS

ELYRIA, O., July 24.—Dance Theater, new outdoor dine and dance spot with accommodations for 2,500, located 10 miles from Elyria, made its bow Monday (19) with Larry Clinton's ork. Al Jewell, of the Reserve Booking Agency, is supplying the spot with bands thru C. R. (Chuck) Campbell, of GAC in Cincinnati. Ray Anthony comes in for a week opening Monday (25); Dean Hudson is set for August 2-8, with Sam Donahue, Sonny Dunham, Victor Lombardo and Al Cassidy slated to follow.



# MBOA Seeks Antidote for 1-Nighter Ills; Calls First Confab With Non-Members

### GAC Sends Sinnott as Rep; Cut-in-Prices Talk Due

NEW YORK, July 24.—As part of a general drive to diagnose and perhaps cure the ills in one-nighter band biz, the Midwest Ballroom Operators' Association (MBOA) is planning as part of its annual conclave, to conduct a round-table discussion with non-member music biz participants. This will mark the initial MBOA meet at which such non-op members will participate. Already known to have received an invitation to the conclave is Howard Sinnott, General Artists Corporation (GAC) one-nighter department chief out of the New York office of the agency. The MBOA conclave is scheduled to be held in Chicago September 21 and 22.

One of the chief topics due to be raised at the round-table conference involves probabilities for lowering admission prices. In many music biz quarters, tradesmen have contended for months that ork prices finally have been lowered because of ops' complaints that high band prices had ruined their biz. Now that the ork prices have in most cases come down to what they consider a low level, the tradesters are throwing back to the ops the complaint that the music take is down but the admission price still remains at the wartime level.

Sinnott, who will accept the invitation to sit in on the conference, plans to air grievances against ops who have neglected their ballroom operation, both in physical appearance and in promotion of their dances. Agency men, since the bad biz set in, (See MBOA Seeks on opp. page)

# Heebner Mexico Trek Postponed

HOLLYWOOD, July 24.—Sudden and serious illness striking in Walt Heebner's family forced the RCA Victor artist and repertoire chief to temporarily abandon his diskng mission to Mexico. After securing his visa and passport and taking the necessary medical inoculations, Heebner at the last minute was forced to let his Mexico City-bound plane leave without him as he rushed his wife to Queen of Angels Hospital for major surgery.

Heebner told *The Billboard* that the Mexico waxing session is still on schedule and he will leave as soon as his wife's condition warrants.

# Palladium May Ax Extra Attractions In Economy Move

HOLLYWOOD, July 24.—Hollywood Palladium is considering two changes in its current policy: (1) Abandon its use of additional attractions to appear with the regularly booked bands; (2) dropping intermission orks in favor of an electric organ. First added attraction to be used by the Sunset swank dancery is Helen Forrest, currently sharing the Palladium spotlight with the Buddy Rich group. Use of attractions was originally inaugurated to boost biz but the slump has not been hurdled despite the presence of the attraction. Altho the Pied Pipers and Modernaires were considered as possible successors to Miss Forrest, Palladium has failed to book them and is reportedly ready to drop the attraction plan.

Terpsery is also seriously eyeing use of an electric organ for intermission music-making instead of its traditional second band. Currently giving the Rich men a breather is Nestor Amaral's rumba combo (6). If house decides in favor of a Hammond, move would be the second economy measure taken by the Palladium in recent times. First was when Palladium started to black out on Monday nights, thereby eliminating the use of an off-night band.

# WORLD'S FAIR GROWLS

(Continued from page 20) ments would be made for exhibitors, who had paid varying amounts for the privilege of maintaining booths at the fair for the scheduled seven days.

# Joy Gets Decca Walking Papers

HOLLYWOOD, July 24.—Unless disk biz takes a healthy upswing, Leonard Joy, top Coast man for Decca Records, will be dropped by the platters before end of the year. Joy, who has been heading Decca's Hollywood A & R set-up the past four years, has been put on notice in a drastic economy move. Reason for Joy's exit is said to be purely financial, since he is Decca's highest paid recording exec, second only to Dave Kapp.

Should Joy leave, other cuts in the Hollywood operation will follow. Decca topper Jack Kapp is said to be considering consolidation of firm's Coast recording offices with plant and distribution departments. Joe Perry, also in A & R department, would shift to sales. Perry recently completed a good-will trip, visiting Decca's Alaskan dealers, which points to change in his status within a short time.

No successor to Joy is being talked about, but the berth would probably fall to either Morty Palitz or Monroe Wayne. Palitz has been shuttling between the Coast office and New York for past year, while Wayne is a long-time Decca employee familiar with Coast operations.

Joy is one of the top veterans in diskng field, having spent 18 years with RCA Victor before joining Decca. He is expected to continue in the record industry in addition to stint as conductor of radio studio orks. Currently he is batoner on Mutual's *Background for Stardom* ailer and is dickering for a fall commercial radio stanza.

## The ORIGINAL "Rendezvous With a Rose"



### The Nations Latest Love Song

# RENDEZVOUS with a ROSE

BACKED UP BY "YOU DIDN'T BELIEVE ME (DID YOU)"

Featuring the Romantic Tenor Voice of DICK WONG with J. JACK STOUT at the ORGAN . . . . .

# ROSE

Ask to Hear This Beautiful Ballad on D&D RECORD

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RED BARN (Hillbilly) RECORDS

# VOX JOX

A National Accounting of Disk Jockey Activities

**ATE FLASHES** . . . Joe Franklin, of the fabulous old-time platter library, starts two new shows at WMCA August 9. *Records To Remember*, one hour daily across the board, will feature disks of stars of the past, with "phantom voice" contest, winners receiving albums of rare platters from his collection. *Echoes of the Big Time*, a half hour daily, spotlights rare disks by headline performers. . . . Howie Lund, one of Cleveland's most popular jocks, severed relations with WJMO after more than a year of waxing wax popularity. . . . Dave Baylor, the station's general manager, made the announcement without explaining details, and Lund also is mum. Jack's several daytime shows have been split up among Gene Carroll, Bud Wendell and Marty McNeeley. . . . Billy Eckstine's National platter of *Sophisticated Lady* selected record of the month by the Michigan Phonograph Association in conjunction with a promotion shared by Detroit deejays. . . . Eddie Newman will be top jock at Newark's new wattery, WVNJ, AM and 4, bowing September 1.

**CHICAGO CHATTER** . . . Eddie Hubbard, Ernie Simon, Linn Burton and Dave Garroway take their second disk jockey show into the Chicago Theater August 13 for two weeks, with acts as yet unselected. . . . Harmonicats' flack, Sam DeCara, working a giveaway deal with local jocks, Tony Forest, Jim Hamilton, Marty Hogan and several others, to give the listener who sends in the best letter on why they enjoy Cat platters a \$1,500 jackpot of prizes. . . . Lin Burton, ex-semipro baseballer, led the radio announcers in their tie game with the Chi Cardinals baseball team. Other jocks in the lineup included Ernie Simon and Marty Hogan. . . . Bud Chase has moved from Kokomo, Ind., to WEMP, Milwaukee.

**OTHAM GLEANINGS** . . . When WHOM moves to new quarters in the Hickory House Building on 52d Street in August, their *After Hours Sing Show*, co-piloted by Willie Bryant and Ray Carroll, is set to be extended to an all-night deal. . . . Edmundo Ros, England's fave L-A batoneer, a visit here, doing a guest junket this week on a dozen local jock programs.

**STRICTLY FROM DIXIE** . . . WDUK's (Durham, N. C.) jockeyette, Dee Deering, seems to have a penchant for getting platters with label errors. She writes: "When I got Basile's *Robin's Nest*, which should have been spelled *Robbin's Nest*, I mentioned it to the Count when he guested on my show and found that he had not been informed of it before then. Now I have a new Bullet recording of Cecil Gant Trio doing a number labeled *If It's True*—but the entire vocal is done 'Is It True?' Many's the alip between pressing and labeling these days." . . . Eddie Gallagher, WCOP, Washington, adds a morning stint to his schedule beginning August 2. He'll do a 40-minute seg of the *Sundial* show. . . . Tom Daisley, WNOK, Columbia, S. C., polled his *Jukebox Review* listeners for their preference between old style jazz and the progressive kick. The old-stylers outscored the hopsters five to four, and that's the ratio Tom is going to work by. . . . Stan Warren, WSAP, Portsmouth, Va., arranged to have Xavier Cugat visit one of Stan's fans in the hospital last week. The fan had injured his back while swimming, resulting in paralysis from the neck down, and when he heard that Cugie, his favorite bandleader, was appearing near-by, he asked Stan to try to bring him in. Stan promptly concurred.

**ITCHES** . . . Johnny Bradford, WRC, Washington, has the only disk jockey show in town featuring live music. Johnny, who has recorded Victor, warbles to the accompaniment of Charlie Cliff's flesh foursome. . . . Robert Snyder, WPTR, Albany, N. Y., would like to learn in what entry the fountain pen known as Osmia is manufactured. The pen was presented to Bob by a Russian colonel while he was deep within Russian lines covering a story as an army combat correspondent. He wonders whether the pen was made in Russia or liberated from another section. . . . Dinsmore, formerly with WCOP, Boston, has joined WBen, Buffalo, to a *Luncheon Club* platter show five times weekly. . . . When the *Disney Lady Time* flicker played Cleveland recently, Walt Kay, jock of the *Lady Time* platter show on WJW, gave listeners 600 free tickets to the show.

**COAST CUTTINGS** . . . Bert Hallberg and Bob Gleason, KBRO, Bremerton, Wash., are running a contest in connection with Ted Straeter's *Sonora* waxing of *The Most Beautiful Girl in the World*. Listeners are asked to write in describing T.M.B.G.I.T.W. using song titles. Daily, weekly, and a grand prize of a radio reward the winners. . . . Frank Arthur will "Jack Eigen" from San Francisco's *Burma Club* via XSAN beginning August 2. The show will have a "bring your own record" twist.

**CONNECTICUTTINGS** . . . Ed Weston, staff announcer at WCCC, Hartford, has started a new disk jockey show for youngsters, *Tunes for Tots*, Mondays thru Fridays for a half hour. . . . Walter Nielson, WCCC's program director, reports the addition of a new show to station's roster, with love songs and love letters combined in a 15-minute daily shot thru the week. *Green Journey*, program chief of WFEA, Manchester, N. H., married her WFEA receptionist Ruth Crane, and jockeys in the New England area sent best regards to the couple. . . . Ben Hawthorne, WTHT, Hartford, has a fling at summer stock the other week, starring in *Pursuit of Happiness* at suburban strawhat theater.

**BOA SEEKS**  
(Continued from opp. page)  
He attributed a good portion of the blame to shoddily kept ballrooms and inadequate publicity. Sinnott also plans to revive interest in the National Dance Week promotion which was supported by *The Billboard* last year but plans for which fell thru when the booking agencies couldn't get together. He says that if the other agencies aren't willing to co-operate this time,

he will tell the MBOA membership that GAC will carry the ball for the promotion. But he points out that even if GAC works on the dance week idea alone, it would not be a concentrated promotion for his agency's properties. Sinnott also has been invited to sit in on a conclave of the recently formed Ballroom Operators' Association of New England (BOANE), with this org displaying equal interest in mapping out an antidote for bad biz.



A special listing of Decca records based on actual sales . . . your guide to the sure-fire hits of today and tomorrow.

**THE ORIGINAL!!**  
**"COOL WATER"**  
 coupled with "TUMBLING TUMBLEWEEDS"  
**SONS OF THE PIONEERS**  
 Decca 46027

**BEST SELLERS**

- 1 **MY HAPPINESS** . . . . . **ELLA FITZGERALD**  
**TEA LEAVES** . . . . . Decca 24446
- 2 **LITTLE WHITE LIES** . . . . . **DICK HAYMES**  
*The Treasure Of Sierra Madra* . . . . . Decca 24280
- 3 **MAYBE YOU'LL BE THERE** . . . . . **GORDON JENKINS**  
*Dark Eyes* . . . . . Decca 24403
- 4 **THE WOODY WOODPECKER** . . . . . **DANNY KAYE**  
**PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON** . . . . . **ANDREW'S SISTERS**  
*(And Throw 'Em In The Deep Blue Sea)* . . . . . Decca 24462
- 5 **RUN JOE** . . . . . **LOUIS JORDAN**  
*All For The Love Of Lil* . . . . . Decca 24448
- 6 **EVERY DAY I LOVE YOU** . . . . . **DICK HAYMES**  
**HANKERIN'** . . . . . Decca 24457
- 7 **IT'S MAGIC** . . . . . **DICK HAYMES**  
*It's You Or No One* . . . . . Decca 23826
- 8 **FRIENDLY MOUNTAINS** . . . . . **BING CROSBY**  
*The Kiss In Your Eyes* . . . . . Decca 24204
- 9 **YOU CAN'T BE TRUE, DEAR** . . . . . **DICK HAYMES**  
*Nature Boy* . . . . . Decca 24439
- 10 **I HATE TO LOSE YOU** . . . . . **ANDREW'S SISTERS**  
*Toolie Oolie Doolie* . . . . . Decca 24380

**COUNTRY SERIES**

- SEAMAN'S BLUES** . . . . . **ERNEST TUBB**  
**WAITING FOR A TRAIN** . . . . . Decca 46119
- THAT WILD AND WICKED LOOK IN YOUR EYE** . . . . . **ERNEST TUBB**  
**FOREVER IS ENDING TODAY** . . . . . Decca 46134
- THE BEAUT FROM BUTTE** . . . . . **DICK THOMAS**  
**TWO CAR GARAGE** . . . . . Decca 46132
- DON'T MAKE ME GO TO BED AND I'LL BE GOOD** . . . . . **RED FOLEY &**  
**I'M WALTZING WITH A** . . . . . **CUMBERLAND VALLEY BOYS**  
**BROKEN HEART** . . . . . Decca 46126
- YOU NEARLY LOSE YOUR MIND** . . . . . **ERNEST TUBB**  
**I AIN'T GOIN' HONKY TONKIN' ANYMORE** . . . . . Decca 46125

**SEPIA SERIES**

- TEACH ME TO BE RIGHT** . . . . . **SISTER ROSETTA THARPE**  
**LAY DOWN YOUR SOUL** . . . . . with SAM PRICE TRIO, Decca 48083
- BEAMS OF HEAVEN** . . . . . **SISTER ROSETTA THARPE and MARIE KNIGHT**  
**PRECIOUS MEMORIES** . . . . . Decca 48070
- WHAT COULD I DO** . . . . . **MARIE KNIGHT and SAM PRICE TRIO**  
**I MUST SEE JESUS** . . . . . Decca 48072
- FAR CRY** . . . . . **BUDDY JOHNSON**  
**LI'L DOG** . . . . . Decca 48076
- YOU'LL GET THEM BLUES** . . . . . **BUDDY JOHNSON**  
**I WONDER WHERE OUR LOVE HAS GONE** . . . . . Decca 48040

All Records Listed \$.75 Each, Exclusive of Taxes

**CANADIAN CAPERS**

**BYNG WHITTEKER**

In Toronto Byng does a lot of free lance shows, concentrates on CJBC where he originates his popular "Byng Time" stanza. It's on from 1 to 3 pm every day, spots every type of music from Blue Barron to Stan Kenton.



Just Snap! Snap! Like That!!!

HIT!  
HIT!  
HIT!



*The Current Champ*  
**JUST LIKE THAT**

Vocal by The Ensemble  
**If I Can't Have The One I Love**  
Vocal by Francey Lane  
on Sig 15205

*The Contender*  
**POOR BUTTERFLY**

Vocal by The Ensemble  
**Night And Day**  
Instrumental  
on Sig 15196

*The Dark Horse*  
**HOME**

Vocal by The Five-Beach Boys  
**Allah's Holiday**  
Instrumental  
on Sig 15215

Johnny Long is an Exclusive Signature Artist

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**The Billboard**

**MUSIC POPULARITY CHARTS**

PART I

**The Nation's Top Tunes**

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's Week Ending popularity as measured by survey features of The Billboard's Music Popularity Chart.

**HONOR ROLL OF HITS**  
*(Trade Mark Regd.)*

The title "HONOR ROLL OF HITS" is a registered trade-mark, and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

This Week

Last Week

**1. WOODY WOODPECKER**

*By Tibbles and Idriss*

*Published by Leeds (ASCAP)*

Records available: Kay Kyser, Columbia 38197; the Honey Dreamers, Mercury 5134; M. Blanc-The Sportsmen, Capitol 15145; Gene Carroll, Animal 170; Danny Kaye-Andrews Sisters, Decca 24462.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

**2. MY HAPPINESS**

*By Betty Peterson and Bernay Bergentine*

*Published by Blasco (ASCAP)*

Records available: R. Deauville-Nouvelle Harmonica Trio, Bullet 1032; the Martin Sisters, Columbia 38127; the Pied Pipers, Capitol 15094; P. Sheridan, Palda 1004V; J. & S. Steele, Damon D-1133; E. Fitzgerald, Decca 24446; A. Dale, Signature 18206; J. Laurens, Mercury 5144; The McKay Trio, Continental C-1241; A. and J. Nelson, Bandwagon 504; Anne Vincent, Dana 20-17; Dorothy Morrow Ensemble, Victor 20-2965.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

**3. YOU CAN'T BE TRUE, DEAR**

*Based on a composition by Hans Otten and Gerhard Ebaler*

*Published by Biltmore (ASCAP)*

Records available: Ken Griffin, Broadcast G-4006; Ken Griffin, Rondo R-126; Ziggy Lane, De Luxe 1171; V. Lynn, London 202; Jerry Wayne-Ken Griffin, Rondo R-228; F. Wilson, Grand G-25004; R. Deauville-Nouvelle Harmonica Trio, Bullet 1032; Colonial Ork, Standard T-138; N. Emmett, Apollo 1121; The Sportsmen, Capitol 15077; Dick Haymes-The Song Spinners, Decca 24439; The Martin Sisters, Columbia 38211; R. Brooks, Musicraft 568; D. James, Victor 20-2944; L. Stewart, Bandwagon 561.  
Electrical transcription libraries: Jack White Ork, London.

**4. YOU CALL EVERYBODY DARLIN'**

*By Sam Martin, Ben Trace and Clem Watts*

*Published by Mayfair (ASCAP)*

Records available: B. Hayes, De Luxe 1178; A. Trace, Starling 3022; A. Trace, Regent 117; A. Vincent, Mercury 5155; Tennessee (Slim) King, Apollo 161; Jack Smith-The Clark Sisters, Capitol 15155; J. Wayne, Columbia 38288.  
Electrical transcription libraries: Al Trace, Lang-Werth.

**5. LITTLE WHITE LIES**

*By Walter Donaldson*

*Published by Bregman-Vocco-Conn (ASCAP)*

Records available: Dick Haymes-Gordon Jenkins Ork, Decca 24280; Dinah Shore, Columbia 38114; Mel Torme, Musicraft 556; M. Davis, Jewel OH-2002; S. Gibson, Mercury 8085; Tommy Dorsey, Victor 27821.  
Electrical transcription libraries: Les Brown, World; Hugh Waddill, Lang-Werth, Manhattan Nighthawks, NBC Thesaurus; Ike Carpenter, Standard.

**6. LOVE SOMEBODY**

*By Kramer and Whitney*

*Published by Kramer-Whitney (ASCAP)*

Records available: Doris Day-Buddy Clark, Columbia 38174.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

**7. A TREE IN THE MEADOW**

*By Billy Reid*

*Published by Shapiro-Bernstein (ASCAP)*

Records available: S. Brown, London 123; P. Fennelly Ork, MGM 10211; J. Laurens, Mercury 5148; Monica Lewis-Ames Brothers, Decca 24411; J. Lees Ork, Victor 20-2965; Margaret Whiting, Capitol 15122; B. Johnson Columbia 38279; B. Lester, Rainbow 70015.  
Electrical transcription libraries: Cyril Stapleton Ork, London.

**8. IT'S MAGIC**

*By Sammy Cahn and Jule Styne*

*Published by Witmark (ASCAP)*

From Warner Bros.' "Romance on the High Seas."  
Records available: Vic Damone, Mercury 5138; Doris Day, Columbia 38188; Dick Haymes, Decca 23428; Buddy Kaye Quintet, MGM 10187; Gordon MacRae, Capitol 15072; Tony Martin, Victor 20-2862; Sarah Vaughan, Musicraft 567.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

**9. MATURE BOY**

*By Eden Abbez*

*Published by Burke-Van Heuzen (ASCAP)*

Records available: King Cole, Capitol 15084; Frank Sinatra, Columbia 38216; E. Manson-A. J. Jones, Rainbow 10070; Dick Haymes-The Song Spinners, Decca 24439; H. Jeffries, Exclusive 36X; S. Vaughan, Musicraft 167; J. Laurens, Mercury 5134; D. James, Victor 20-2944; A. Young-Mantovani Concert Ork, London R 10013.  
Electrical transcription libraries: Curt Massey, Standard; Jack White Ork, London.

**10. TOOLIE OOLIE DOOLIE (THE YODEL POLKA)**

*By Vaughn Horton and Arthur Best*

*Chas. K. Harris (ASCAP)*

Records available: The Alpine Belles, Flint 5065; Andrews Sisters, Decca 24280; Dana Serenaders-M. Chimes, Dana 2015; J. Denis, London 201; V. Horton and His Polka Debs, Continental C-1222; H. Rene Musette Ork, Victor 20-1114; The Larkin Sisters, Spiro S-3505; The Sportsmen, Capitol 15077; The Martin Sisters, Columbia 38211; J. Day, MGM 10198; V. Zecmbruski, Continental C-772.  
(No information on electrical transcription libraries available as The Billboard goes to press.)



USE THIS PAGE AS YOUR CHECK SHEET Here's a handy way to order and to re-order RCA Victor's top new hits!

**RCA VICTOR STARS**

On The  
**Billboard**

**HONOR ROLL OF HITS**

**2. MY HAPPINESS**

DOROTHY MORROW ENSEMBLE  
RCA Victor 20-2965

**3. YOU CAN'T BE TRUE, DEAR**

DICK JAMES  
RCA Victor 20-2944

**5. LITTLE WHITE LIES**

TOMMY DORSEY  
RCA Victor 27521

**7. A TREE IN THE MEADOW**

J. LOSS ORCHESTRA  
RCA Victor 20-2965

**8. IT'S MAGIC**

TONY MARTIN  
RCA Victor 20-2862

**9. NATURE BOY**

DICK JAMES  
RCA Victor 20-2944

**10. TOOLIE OOLIE DOOLIE**

HENRI RENE  
RCA Victor 25-1114

This week's **RCA VICTOR** release!

**POPULAR**

- Ready, Set, Go!  
Seventh Avenue Express  
COUNT BASIE  
RCA Victor 20-3003
- A Woman Always Understands  
At The Flying "W"  
TEX BENEKE  
RCA Victor 20-3001
- This Is The Moment!  
Ah, But It Happens  
TONY MARTIN  
RCA Victor 20-2958
- If I Could Be The Sweetheart of a Girl Like You  
It's My Lazy Day  
VAUGHN MONROE  
RCA Victor 20-3000
- Mama's Gone, Good Bye  
Early in the Morning  
FREDDY MARTIN\*  
RCA Victor 20-3004

**FOLK**

- I'm Gonna Get Tight  
Dizzy Strings  
CHET ATKINS  
RCA Victor 20-3006
- Easy Payment Blues  
I'm a Tired Cowboy  
ZEKE MANNERS  
RCA Victor 20-3005

**RHYTHM & BLUES**

- I Can't Tell A Lie to Myself  
My Blue Heaven  
DELTA RHYTHM BOYS  
RCA Victor 20-3007
- I Know My Baby Loves Me  
Roaming and Rambling  
TAMPA RED  
RCA Victor 20-3008

**SPIRITUAL**

- Lead Me to the Rock  
Heavenly Gospel Train  
HEAVENLY GOSPEL SINGERS\*  
RCA Victor 20-3009

**INTERNATIONAL NOVELTIES**

- Paul Jones Rumba  
Linda Mujer  
IRVING FIELDS  
RCA Victor 25-9039

**POLISH**

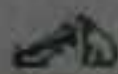
- Old MacDonald  
Behind the Barn  
SILVER BELL ORCHESTRA  
B. WITKOWSKI, DIRECTOR  
RCA Victor 25-9186

**THE AMERICAN BANJO ALBUM**

- NATHANIEL SHILKRET AND ORCHESTRA,  
REX SCHEPP, BANJO SOLOIST  
Old Black Joe and Down South  
Holiday for Strings and Sand Dance  
Serande Rhapsodie and Banjo Concerto  
RCA Victor Album P-218  
RCA Victor 20-2936  
RCA Victor 20-2937  
RCA Victor 20-2938

The stars who make the hits are on

**RCA VICTOR**  
Records



Riding High... Climbing Fast

- Cool Water  
VAUGHN MONROE  
RCA Victor 20-2923
- Meadowlands  
TEX BENEKE  
RCA Victor 20-2898
- Friendly Mountains  
SAMMY KAYE  
RCA Victor 20-2922
- The Old Piano Polka  
ZEKE MANNERS  
RCA Victor 20-2975
- Boogie Honky Tonky  
ROOSEVELT SYKES  
RCA Victor 20-2902
- Cuckoo Bird Waltz  
HENRI RENE  
RCA Victor 20-3062

\*Re-issued by Popular Demand!

# M-G-M'S LUCKY 7

**BLUE BARRON**  
and his Orchestra  
**YOU WERE ONLY FOOLING**  
M-G-M 10185

**ART MOONEY**  
and his Orchestra  
**BLUE BIRD OF HAPPINESS**  
M-G-M 10207

**BILLY ECKSTINE**  
Orchestra conducted by Hugo Winterhalter  
**MR. B'S BLUES**  
M-G-M 10208

**ART LUND**  
Orchestra conducted by Johnny Thompson  
**IT ONLY HAPPENS WHEN I DANCE WITH YOU**  
(From the M-G-M picture "Easter Parade")  
M-G-M 10184

**PAUL FENNELLY**  
and his Orchestra  
**A TREE IN THE MEADOW**  
M-G-M 10211

**BUD HOBBS**  
with his Trail Herders  
**LAZY MAZY**  
M-G-M 10206

**THE BEALE STREET BOYS**  
**WEDDING BELLS**  
(Are Breaking Up That Old Gang Of Mine)  
M-G-M 10197

**M-G-M RECORDS**  
THE GREATEST NAME  IN ENTERTAINMENT

The **Billboard** MUSIC POPULARITY CHARTS  
**Sheet Music**  
PART II  
Week Ending July 21

### BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales. (F) Indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

Weeks to date	POSITION		Song	Publisher
	Last Week	This Week		
13	2	1	MY HAPPINESS (R)	Blasco
16	1	2	YOU CAN'T BE TRUE, DEAR (R)	Biltmore
9	3	3	WOODY WOODPECKER (R)	Leeds
3	5	4	A TREE IN THE MEADOW (R)	Shapiro-Bernstein
4	9	5	YOU CALL EVERYBODY DARLIN' (R)	Mayfair
7	7	6	IT'S MAGIC (F) (R)	Witmark
14	6	7	LITTLE WHITE LIES (R)	Bregman-Vocco-Conn
28	8	8	NOW IS THE HOUR (R)	Leeds
4	11	9	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON' (R)	Remick
3	—	10	LOVE SOMEBODY (R)	Kramer-Whitney
16	4	11	TOOLIE OOLIE DOOLIE (The Yodel Polka) (R)	Chas. K. Harris
6	13	12	MAYBE YOU'LL BE THERE (R)	Triangle
1	—	13	IT ONLY HAPPENS WHEN I DANCE WITH YOU (F) (R)	Berlin
3	14	14	CUCKOO WALTZ (R)	Chas. Hansen
14	10	15	NATURE BOY (R)	Burke-Van Heusen

### ENGLAND'S TOP TWENTY

Weeks to date	POSITION		Song	English	American
	Last Week	This Week			
13	1	1	GALWAY BAY	Box and Cox	*
8	2	2	HEARTBREAKER	Leeds	Leeds
7	3	3	BALLERINA	Peter Maurice	Jefferson
5	4	4	I'M LOOKING OVER A FOUR LEAF CLOVER	Francis Day	Remick
11	4	5	TIME MAY CHANGE	Campbell-Connelly	Shapiro-Bernstein
7	3	6	NATURE BOY	Edwin Morris	Burke-Van Heusen
19	5	7	GOLDEN EARRINGS	Victoria	Paramount
4	7	8	TOOLIE OOLIE DOOLIE (The Yodel Polka)	Southern	Charles K. Harris
11	6	9	DREAM OF OLWEN	Lawrence Wright	Mills
28	8	10	NEAR YOU	Bradbury Wood	Supreme
8	9	11	AFTER ALL	Cinephonic	*
9	12	12	LAROO, LAROO, LILLI BOLERO	Irwin Dash	Shapiro-Bernstein
15	10	13	TERESA	Leeds	Duchess
14	11	14	OH! MY ACHIN' HEART	Campbell-Connelly	Mood
1	—	15	THERE OUGHT TO BE A SOCIETY	Kassner	Dreyer
24	13	16	SERENADE OF THE BELLS	Edwin Morris	Melrose
30	15	17	A TREE IN THE MEADOW	Campbell-Connelly	Shapiro-Bernstein
22	14	18	CIVILIZATION	Edwin Morris	E. H. Morris
15	17	19	REFLECTIONS ON THE WATER	Peter Maurice	Peter Maurice
1	—	20	I'D GIVE A MILLION TOMORROWS (For Just One Yesterday)	Campbell-Connelly	Oxford Music Corp.

\*Publisher not available as The Billboard goes to press.

### CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the seven largest retailers in the Dominion.

Weeks to date	POSITION		Song
	Last Week	This Week	
11	1	1	YOU CAN'T BE TRUE, DEAR
5	4	2	WOODY WOODPECKER
7	2	3	MY HAPPINESS
9	6	4	LITTLE WHITE LIES
17	10	5	THE DICKEY-BIRD SONG
12	7	6	NOW IS THE HOUR
15	3	7	TOOLIE OOLIE DOOLIE
12	5	8	NATURE BOY
2	15	9	A TREE IN THE MEADOW
14	8	10	BABY FACE
1	—	11	LOVE SOMEBODY
14	—	12	I'M LOOKING OVER A FOUR LEAF CLOVER
2	—	13	IT'S MAGIC
10	—	13	SABRE DANCE
4	12	14	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON
9	—	14	TELL ME A STORY
10	11	14	HAUNTED HEART
1	—	15	WORRY, WORRY, WORRY

The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending July 23



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, July 16, 8 a.m., and ending Friday, July 23, 8 a.m.) Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated. The feature is copyrighted 1947 by the office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcasts utilizing this information may be aired. Infringements will be prosecuted.

The Top 30 Tunes (plus ties)

Table with 4 columns: Title, Publishers, Lic. By, and other details for the top 30 tunes.

The Remaining 21 Songs of the Week

Table listing the remaining 21 songs of the week with their publishers and license information.

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

Table with columns for Position, Weeks to date, Last Week, This Week, Title, and Lic. By for records most played by disk jockeys.

SUMMER SALES TIPS on M-G-M Records with a cartoon illustration of a woman.

SOMEBODY ELSE'S PICTURE BLUE BARRON EV'RY DAY I LOVE YOU

AIN'T DOIN' BAD DOIN' NOTHIN' HELEN FORREST HELP YOURSELF TO MY HEART

AH, BUT IT HAPPENS JOHNNIE JOHNSTON JUDALINE

THIS IS THE MOMENT GEORGE PAXTON WIN OR LOSE

IF THERE'S A GIRL FOR EVERY BOY IN THE WORLD THE BUDDY KAYE QUINTET I OUGHT TO KNOW BETTER

HARRY HARDEN THREE MINUTE POLKA MAIN STREET POLKA

'NEATH HAWAIIAN PALMS BOB WILLS THORN IN MY HEART

MY DREAM BOAT IS DRIFTING ROME JOHNSON THERE'S NO ROOM IN MY HEART FOR THE BLUES

M-G-M COIN CATCHERS JACK FINA'S GEORGE PAXTON'S BOB WILLS'

M-G-M RECORDS THE GREATEST NAME IN ENTERTAINMENT

nobody is  
**DISILLUSIONED**  
about  
**BULLET'S Top**  
release of '48

**FRANCIS CRAIG & HIS ORCHESTRA**

**"Disillusioned"**

Vocal by **Bob Lamm**

THE FLIP—"I STILL GET A THRILL"

And how they rave!  
We quote---

"Disillusioned" is already a hit

Gene Nobles  
Disk Jockey, WLAC

Destined to parade to the top

Red O'Donnell  
Top o' the Morning  
Nashville Tennessean

The nickels are rolling in for "Disillusioned"

Jimmie Claxton  
Juke-Box Baron  
Nashville, Tennessee

Bullet Record #1040 is really selling, and it's "Disillusioned" they're asking for

Ernest Young  
Owner, The Record Mart  
Large Nashville Record  
Retailer

"Disillusioned" is the "Near You" of 1948

Monroe Passis  
Chicago Distributor  
Bullet Records

Ummm—"Disillusioned" is enchanting

Virginia Summitt  
Nashville Stenographer

Ask your distributor for Bullet Record #1040

**BULLET RECORDS**

423 Broad Street

6-4573

Nashville, Tennessee

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending July 28

**BEST-SELLING POPULAR RETAIL RECORDS**

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) Indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in *italics*.

POSITION			
Weeks to date	Last Week	This Week	
9	1	1	WOODY WOODPECKER...Kay Kyser.....Columbia 38197 <i>When Veronica Plays the Harmonica</i>
3	3	2	WOODY WOODPECKER...The Sportsmen-Mel Blanc.....Capitol 15145 <i>I'd Love to Live in Loveland</i>
4	2	3	YOU CAN'T BE TRUE, DEAR...Ken Griffin.....Rondo R-128 <i>The Cuckoo Waltz</i>
12	4	4	MY HAPPINESS.....J. & S. Steele.....Damon D-11133 <i>They All Recorded to Beat the Ban</i>
9	5	5	MY HAPPINESS.....Pied Pipers.....Capitol 1509 <i>Highway to Love</i>
6	8	6	YOU CALL EVERYBODY DARLIN'.....Al Trace.....Regent 117 <i>Linger Awhile</i>
6	10	7	TWELFTH STREET RAG...Pee Wee Hunt.....Capitol 15105 <i>Somebody Else, Not Me (M. Herth Trio, Decca 24450; N. Simons, Rego 1018)</i>
10	6	8	WILLIAM TELL OVERTURE.....Spike Jones.....Victor 20-2861 <i>The Man on the Flying Trapeze</i>
9	12	9	LOVE SOMEBODY.....Doris Day-Buddy Clark.....Columbia 38174 <i>Confess</i>
17	7	10	LITTLE WHITE LIES.....Dick Haymes.....Decca 24280 <i>The Treasure of Sierra Madre</i>
7	11	11	MY HAPPINESS.....Ella Fitzgerald.....Decca 24448 <i>Tea Leaves</i>
7	13	12	MAYBE YOU'LL BE THERE.....Gordon Jenkins.....Decca 24403 <i>Dark Eyes (J. Pina Ork, Mercury 5160)</i>
17	9	13	YOU CAN'T BE TRUE, DEAR...Ken Griffin-Jerry Wayne.....Rondo R-228 <i>Doodle Doo Doo</i>
3	18	14	IT'S MAGIC.....Doris Day.....Columbia 36186 <i>Put 'Em in a Box</i>
1	—	15	A TREE IN THE MEADOW...Margaret Whiting...Capitol 15122 <i>I'm Sorry But I'm Glad</i>
9	15	16	YOU CAN'T BE TRUE, DEAR...Dick Haymes-Song Spinners...Decca 24439 <i>Nature Boy</i>
9	17	17	YOU CAN'T BE TRUE, DEAR...The Sportsmen...Capitol 15077 <i>Toolie Oolie Doolie</i>
5	20	18	BLUEBIRD OF HAPPINESS...Art Mooney...MGM 10207 <i>Sunset to Sunrise</i>
15	14	19	NATURE BOY.....King Cole.....Capitol 15054 <i>Last April</i>
15	16	20	TOOLIE OOLIE DOOLIE...Andrews Sisters...Decca 24380 <i>I Hate to Lose You</i>
2	24	21	IT'S MAGIC.....Dick Haymes-Gordon Jenkins...Decca 23826 <i>It's You Or No One</i>
6	22	22	THE MARARAJAH OF MAGADOR...Vaughn Monroe...Victor 20-2851 <i>Give a Broken Heart a Break</i>
16	22	23	ST. LOUIS BLUES MARCH...Tex Beneke...Victor 20-2723 <i>Cherokee Canyon</i>
2	26	24	MY HAPPINESS.....Marlin Sisters...Columbia 38127 <i>The Man on the Carousel</i>
1	—	25	YOU CALL EVERYBODY DARLIN'.....Al Vincent...Mercury 5155 <i>Bluebird Palha</i>
2	—	26	WOODY WOODPECKER...Andrews Sisters-Danny Kaye...Decca 24462 <i>Put 'Em in a Box</i>
1	—	27	RAMBLING ROSE.....Perry Como-The Satisfiers...Victor 20-2947 <i>There Must Be a Way (F. Brito, Mastercraft 560; E. Eberly-R. Morgan, Decca 24449; T. Pastor, Columbia 38207; G. Pixton Ork, MGM 10192)</i>
4	23	28	CONFESS.....Patti Page...Mercury 5129 <i>Twelve o'Clock Flight</i>
3	28	28	YOU CAN'T BE TRUE, DEAR...Marlin Sisters...Columbia 38211 <i>Toolie Oolie Doolie</i>
5	27	30	CONFESS.....Doris Day-Buddy Clark...Columbia 38072 <i>Love Somebody (J. Dorsey, MGM 10194; D. Day-Buddy Clark, Columbia 38174; The Four Tones, Manor 1131; T. Martin-Lytle Sisters, Victor 20-2812; Mills Brothers, Decca 24489)</i>

**YOU CAN'T LOSE  
WITH THIS  
SIZZLING SEXTET!**

**1 'YOU CALL EVERYBODY DARLING'**  
JACK SMITH With The Clark Sisters  
'CUCKOO WALTZ'

CAPITOL RECORD 15156

**2 'TWELFTH STREET RAG'**  
PEE WEE HUNT And His Orchestra  
'SOMEBODY ELSE, NOT ME'

CAPITOL RECORD 15105

**3 'MY HAPPINESS'**  
THE PIED PIPERS  
'HIGHWAY TO LOVE'

With Paul Weston And His Orchestra

CAPITOL RECORD 15094

**4 'WOODY WOODPECKER'**  
With THE SPORTSMEN Featuring MEL BLANC  
and his original Woody Woodpecker voice from the Walter Lantz Cartoons  
'I'D LOVE TO LIVE IN LOVELAND, WITH A GIRL LIKE YOU'

THE SPORTSMEN With Orchestral Accompaniment

CAPITOL RECORD 15145

**5 'A TREE IN THE MEADOW'**  
MARGARET WHITING With Orchestra  
'I'M SORRY BUT I'M GLAD'

With Paul Weston And His Orchestra

CAPITOL RECORD 15122

**6 'TELL ME, DADDY'**  
JULIA LEE And Her Boy Friends  
'(IT WILL HAVE TO DO) UNTIL THE REAL THING COMES ALONG'

CAPITOL RECORD 15144

  
**Capitol**  
REG. U.S. PAT. OFF.  
**HOT HITS**

**POPULAR**

TOOLIE OOLIE DOOLIE  
(The Yodel Polka)  
YOU CAN'T BE TRUE, DEAR  
The Sportsmen Capitol 15077

PUT 'EM IN A BOX, TIE 'EM WITH A  
RIBBON (AND THROW 'EM IN THE  
DEEP BLUE SEA)  
IT'S THE SENTIMENTAL THING TO  
DO  
The King Cole Trio Capitol 15080

I'M MY OWN GRANDMAW  
HAUNTED HEART  
Jo Stafford Capitol 15023

CARAMBA! IT'S THE SAMBA  
BABY, DON'T BE MAD AT ME  
Peggy Lee Capitol 15090

HOW HIGH THE MOON  
INTERLUDE  
Stan Kenton Capitol 15117

NATURE BOY  
LOST APRIL  
King Cole Capitol 15054

**SEPIA**

COOL WATER  
LAKE CHARLES BOOGIE  
Nellie Lutcher Capitol 15148

FINE BROWN FRAME  
THE PIG-LATIN SONG  
Nellie Lutcher Capitol 15032

KING SIZE PAPA  
WHEN YOU'RE SMILING (THE  
WHOLE WORLD SMILES WITH  
YOU)  
Julia Lee Capitol 40082

COME AND GET IT, HONEY  
HE SENDS ME  
Nellie Lutcher Capitol 15064

**WESTERN**

ROCK AND RYE  
MY HEART'S AS COLD AS AN EMPTY  
JUG  
Tex Ritter Capitol 15119

HUMPTY DUMPTY HEART  
TODAY  
Hank Thompson Capitol 40065

CRAZY BOOGIE  
I'M NATURAL BORN GAMBLIN' MAN  
Merle Travis Capitol 15143

**COMING UP FAST**

DON'T SMOKE IN BED  
EVERYBODY LOVES SOMEBODY  
Peggy Lee Capitol 15151

WHO? ME?  
FOOLISH TEARS  
Tex Williams Capitol 15113

THIS IS THE MOMENT  
EV'RY DAY I LOVE YOU (Just a Little  
Bit More)  
Jo Stafford Capitol 15139

HANKERIN'  
I WENT DOWN TO VIRGINIA  
Gordon MacRae Capitol 15128

(A Little Corner Table Down At)  
TONY'S PLACE  
FOR YOU  
Artie Wayne Capitol 15140



PHONE OR WIRE YOUR ORDER TODAY FOR PROMPT DELIVERY

EVERY RECORD DEALER  
EVERY DISK JOCKEY  
EVERY RADIO STATION

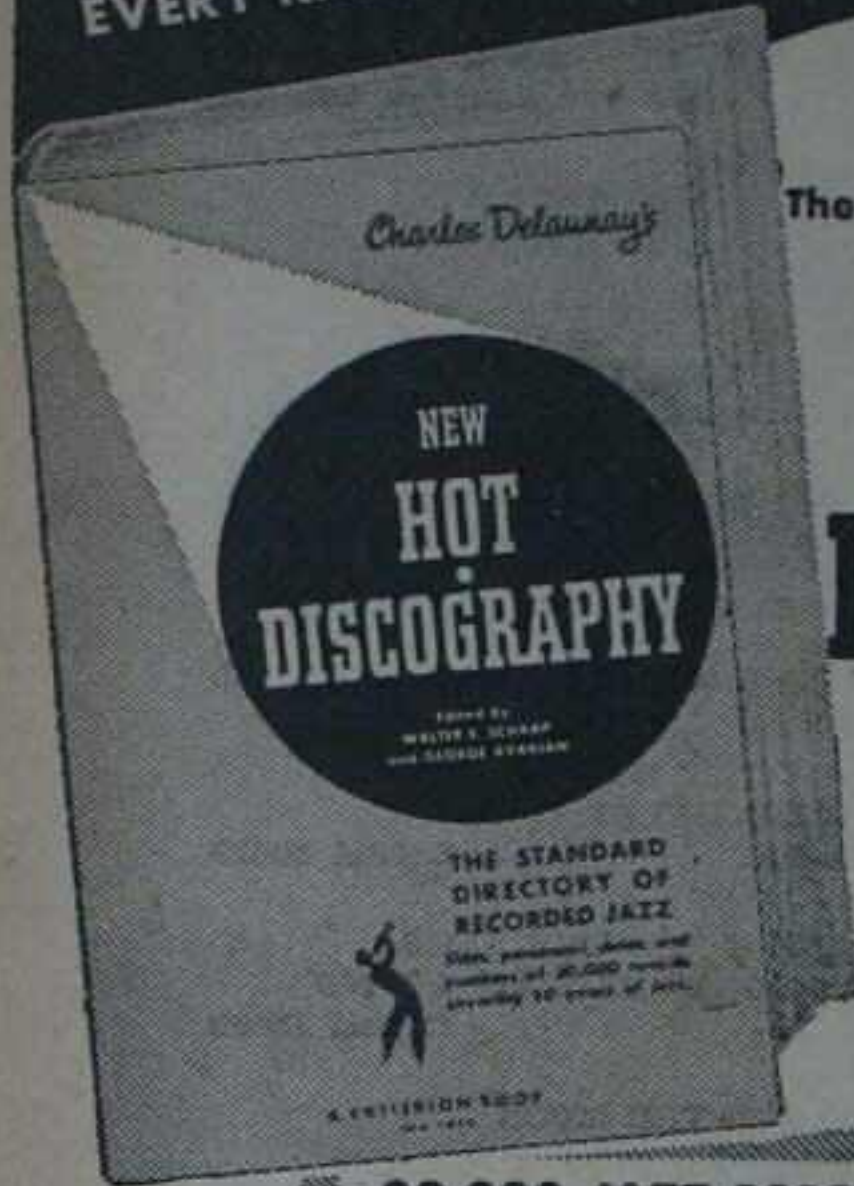
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**CHARLES DELAUNAY'S**

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DISCOGRAPHY**

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**20,000 JAZZ RECORDS**  
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**5,000 MUSICIANS**  
**250 RECORD LABELS**  
and  
**DISCODE**  
(The new automatic index)



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**MY HAPPINESS**

**WILL BE  
TOP NUMBER INTERNATIONALLY  
A LONG TIME**

**EVERYONE DEMANDS THE SUPERIOR ORIGINAL**

by

**JON & SONDRAS STEELE**

**DAMON D-11133**

The Jon & Sondra Steele Sequel To  
**"MY HAPPINESS" Is Coming Soon!**

**AMERICA'S NEXT BIG SELLER—D-11130**

**DAMON RECORDING STUDIOS, Inc.**

1221 Baltimore Ave.

Kansas City, Mo.

The Billboard

MUSIC POPULARITY CHARTS

PART  
IV

**Retail Record Sales**

Week Ending  
July 23

**BEST-SELLING CHILDREN'S RECORDS**

Records listed are those children's records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Records are listed according to greatest sales.

Weeks to date	POSITION		
	Last Week	This Week	
8	1	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters.....Capitol DAS-80
3	4	2	BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig....Capitol BBX-84
8	2	3	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig....Capitol BBX-34
8	3	4	BUGS BUNNY (Three Records) Mel Blanc.....Capitol CC-64
2	—	5	MANNERS CAN BE FUN (One Record) Frank Luther.....Decca CU-105
5	9	5	MICKEY AND THE BEANSTALK (Three Records) Johnny Mercer and Original Cast.....Capitol CCX-67
6	8	5	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast.....Capitol CC-40
1	—	8	BONGO (Three Records) Dinah Shore.....Columbia MJ-41
1	—	8	COLONNA'S TROLLEY (One Record) Jerry Colonna.....Capitol DAS-80
1	—	8	LITTLE FIDDLE (One Record) Danny Kaye.....Decca DU-11

**BEST-SELLING RECORDS BY CLASSICAL ARTISTS**

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Records are listed according to greatest sales.

Weeks to date	POSITION		
	Last Week	This Week	
27	2	1	Bluebird of Happiness Jan Peerce.....Victor 11-9007
145	1	2	Clair de Lune Jose Iturbi.....Victor 11-8851
113	3	3	Jalousie Boston Pops; Arthur Fiedler, conductor.....Victor 12160
6	5	4	Fiddle Faddle Boston Pops.....Victor 10-1397
21	3	4	Khachaturian: Gayne Ballet Suite—Sabre Dance Chicago Symphony Ork; A. Rodzinski, director..Victor 20-0209
116	—	4	Warsaw Concerto Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianist.....Victor 11-8663

**BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS**

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales.

Weeks to date	POSITION		
	Last Week	This Week	
16	3	1	Strauss Waltzes (Three Records) Andre Kostelanetz and His Ork.....Columbia 481
11	1	1	Tchaikovsky: The Sleeping Beauty (Six Records) Leopold Stokowski and His Symphony Ork....Victor DM-1208
3	—	3	Khachaturian: Violin Concerto (Five Records) David Oistrakh.....Mercury DM-10

**BEST-SELLING POPULAR RECORD ALBUMS**

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,370 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	POSITION		
	Last Week	This Week	
4	1	1	Al Jolson Volume III Album (Four Records) Al Jolson.....Decca A-849
11	2	2	Stan Kenton—a Presentation of Progressive Jazz Album (Four Records) Stan Kenton.....Capitol CD-79
3	3	3	Emperor's Waltz (Five Records) Bing Crosby.....Decca A-620
11	4	4	Songs of Our Times (1932) Album (Four Records) Carmen Cavallaro.....Decca A-1932
2	—	5	Songs of Our Times (1934) Album (Four Records) B. Grant Ork.....Decca A-1934

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YOU HEARD THE  
*Latest*



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singing stars are on

*Mercury*  
RECORDS



**FRANKIE  
LAINE**

**AH BUT IT HAPPENS**  
Hold Me  
Mercury 5188



**VIC  
DAMONE**

**IT ONLY HAPPENS WHEN I  
DANCE WITH YOU**  
Just For Now  
Mercury 5166



**JOHN  
LAURENZ**

**HAIR OF GOLD**  
Just One More Chance  
Mercury 5172



**PATTI  
PAGE**

**TOMORROW NIGHT**  
Give Me Time  
Mercury 5153



**SNOOKY  
LANSON**

**WHERE THE  
APPLE BLOSSOMS FALL**  
You Darlin'  
Mercury 5156



**DINAH  
WASHINGTON**

**I SOLD MY HEART TO THE  
JUNK MAN**  
Am I Asking to Much  
Mercury 8096

**YOUR FAVORITE TUNES...  
YOUR FAVORITE ARTISTS..**

POPULAR

CONFESS

Twelve o'Clock Flight.....PATTI PAGE Mercury 5129

WOODY WOODPECKER

Mish Mosh Polka.....HONEY DREAMERS Mercury 5154

MY HAPPINESS

Someone Cares.....JOHN LAURENZ Mercury 5144

YOU CALL EVERYBODY DARLIN'

Sweet Potato Polka.....ANNE VINCENT Mercury 5155

IT'S MAGIC

It's You or No One.....VIC DAMONE Mercury 5138

UNDERNEATH THE ARCHES

Dingle Dangle.....AL HUMMER Mercury 5173

A TREE IN THE MEADOW

Tea Leaves.....JOHN LAURENZ Mercury 5148

MOON IS ALWAYS BIGGER ON A SATURDAY NITE

Little Girl.....ORRIN TUCKER Mercury 5165

DOLORES

Million Tomorrows.....TOMMY RYAN Mercury 5157

HANKERIN'

I Never Met a Texan.....ART KASSEL Mercury 5146

CRIME DOESN'T PAY

Go See Seattle.....TED WEEMS Mercury 5159

CUCKOO BIRD WALTZ

Red Robbin Comes Bob Bob  
Bobbin'.....ANNE VINCENT Mercury 5164

COUNTRY

KEY DON'T FIT MY LOCK

Silver Haired Daddy.....TINY HILL Mercury 5163

GALLIVANTIN' WOMAN

One More Waltz With You.....ART GIBSON Mercury 6119

JOLLY SWISS BOYS POLKA

Waltz Bohemia.....SAMMY MADDEN Mercury 6120

OVER THE HILL POLKA

Cuckoo Bird Waltz.....LOUIS BASHELL Mercury 6118

HARLEM HITS

IN THE RAIN

Tell Me So.....DINAH WASHINGTON Mercury 8028

DANNY BOY

Scratch and You'll Find It.....STEVE GIBSON Mercury 8091

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The  
Billboard

MUSIC POPULARITY CHARTS

PART  
V

Juke Box Record Plays

Week Ending  
July 23

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,588 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I.

Weeks to date	Last Week	This Week	POSITION
6	1	1.	WOODY WOODPECKER... Kay Kyser..... Columbia 38197
4	2	2.	YOU CAN'T BE TRUE, DEAR ..... Ken Griffin..... Rondo R-128
12	3	3.	MY HAPPINESS ..... J. & S. Steele..... Damon D-11133
7	6	4.	YOU CALL EVERYBODY AL TRACE ..... Al Trace..... Regent 117
12	5	5.	LITTLE WHITE LIES..... Dick Haymes..... Decca 24280
8	4	6.	MY HAPPINESS ..... Pied Pipers..... Capital 15094
6	7	7.	MY HAPPINESS ..... Ella Fitzgerald..... Decca 24446
3	10	8.	WOODY WOODPECKER... The Sportsmen-Mel Blanc..... Capitol 19145
16	8	9.	YOU CAN'T BE TRUE, DEAR ..... Ken Griffin-Jerry Wayne..... Rondo R-228
3	19	10.	TWELFTH STREET RAG... Pee Wee Hunt..... Capitol 15105 (H. Herth Trio, Decca 24450; N. Simons, Rego 1010)
5	12	11.	LOVE SOMEBODY..... Buddy Clark-Doris Day..... Columbia 38174
9	11	12.	YOU CAN'T BE TRUE, DEAR ..... Dick Haymes-Song Spinners..... Decca 24439
12	9	13.	NATURE BOY ..... King Cole..... Capitol 15054
1	—	14.	YOU CALL EVERYBODY DARLIN' ..... Al Vincent..... Mercury 5255
2	28	15.	COOL WATER ..... Vaughn Monroe-Sons of the Pioneers..... Victor 20-2823 (The Eastman Trio, Trilon 189; N. Lutchner, Capitol 15348)
1	—	16.	A TREE IN THE MEADOW... Margaret Whiting..... Capitol 15122 (B. Browne, London 123; B. Johnson, Columbia 38270; J. Laurenz, Mercury 5148; B. Lester, Rainbow 70015; M. Lewis-Ames Brothers, Decca 24411; Joe Loss Ork, Victor 20-29065)
1	—	17.	IT'S MAGIC ..... Dick Haymes-Gordon Jenkins..... Decca 23826
6	15	18.	BOUQUET OF ROSES..... Eddy Arnold and His Tennessees Plowboys..... Victor 20-2809
10	13	18.	YOU CAN'T BE TRUE, DEAR ..... The Sportsmen..... Capitol 15077
3	18	20.	WOODY WOODPECKER... Andrews Sisters-Danny Kaye..... Decca 24462
1	—	21.	IT'S MAGIC ..... Doris Day..... Columbia 38188
13	25	22.	JUST BECAUSE ..... Frank Yankovic and His Yanks..... Columbia 38072 (A. George Ork, Master 101; A. George Ork, Signature 35207; J. Gumin, Chord 894; E. Howard, Majestic 1231; Lane Star Cowboys, Victor 20-2941; T. Parker's 4 Jacks, Paldo 1002; Penn-Jersey String Band, Metropolitan 20-91; R. Shepard, Embassy P-1008; Sheriff T. Owens and His Cowboys, Mercury 6085; D. Stahlke Ork, Decca 25376; P. Zajc Polkaters, Continental C-1228)
6	24	23.	I HATE TO LOSE YOU... Andrews Sisters..... Decca 24380 (J. Wald Ork, Commodore C-7502; M. Carson, Mastercraft 541)
6	20	24.	WILLIAM TELL OVERTURE ..... Spils Jones..... Victor 20-2861
16	14	25.	TOOLIE OOLIE DOOLIE... Andrews Sisters..... Decca 24380
2	28	25.	YOU CALL EVERYBODY DARLIN' ..... B. Hayes..... De Luxe 1178
1	—	27.	IT'S MAGIC ..... Gordon MacRae..... Capitol 15072
3	28	27.	THE MAHARAJAH OF MAGADOR ..... Vaughn Monroe..... Victor 20-2851
23	25	27.	NOW IS THE HOUR... Bing Crosby..... Decca 24279 (B. Block Ork, Signature, 15178; E. Carroll-D. McEntire Harmony Hawaiians, Decca 24378; B. Clark-The Charioteers, Columbia 38115; S. Fields Ork, Mastercraft 832; H. Heldt, Columbia 38081; E. Howard, Majestic 1191; P. Paul Trio-C. Hayes, Mercury 8368; K. Smith, MGM 10125; C. Spivak, Victor 20-2704; J. Wald Ork, Commodore C-7502; M. Whiting, Capitol 15024)
2	—	27.	YOU CAN'T BE TRUE, DEAR ..... Martin Sisters..... Columbia 38211

Howard for 1-Night  
Junket Back to Chi

HOLLYWOOD, July 24. — Eddy Howard will take a one-nighter swing back to Chicago following his engagement at Elitch's Gardens, Denver. He will headquarter in the Windy City, origination point for his National Broadcasting Company Sheaffer Parade airseg. Tour, set by personal manager Biggie Levin and Music Corporation of America (MCA), includes the following dates: July 27—Nightingale Ballroom, Kaukauna, Wis.; July 28—Tarp Ballroom, Austin, Minn.; July 29—Kate Ballroom, Mankato, Minn.; July 30—Municipal Auditorium, Minneapolis; August 3—Lakeside Ballroom, Guttenberg, Ia.; August 4—Ballroom, Storm Lake, Ia.; August 6—Ballroom, Great Lakes, Ill.; August 13—Expo Park Ballroom, Fort Dodge, Ia.; Aug-

Tucker Stricken,  
Chirp Leads Ork

WICHITA, Kan., July 24.—Orrin Tucker, band leader appearing currently at the Blue Moon, is seriously ill in St. Francis Hospital here.

Tucker opened an engagement Tuesday night (20) at which time he had a fever, nearly collapsing before the program was completed. He was taken to the hospital Wednesday morning.

John Dotson, operator of the ballroom, said the nature of the illness had not been diagnosed. In the absence of Tucker the band was led by Scotty Marsh, girl vocalist.

August 12—Soldiers Memorial Park, Mineral Point, Wis.; August 13—Fairgrounds, Arthur, Ill.; August 17—Coliseum Ballroom, Oelwein, Ia.; August 18—Swingland Ballroom, Lakeview, Ia.; August 19—Shore Acres Ballroom, Sioux City, Ia.; August 20—Ballroom, Truer, Ia.



The Billboard

MUSIC POPULARITY CHARTS

PART VI

Race Records

Week Ending July 23



BEST SELLING RETAIL RACE RECORDS

Records listed are race records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase race records.

Weeks to date	Last week	This Week
3	1	1. I CAN'T GO ON WITHOUT YOU Bull Moose Jackson.....King 4230
11	5	2. LONG GONE.....Sonny Thompson...Miracle M-128
11	4	3. GOOD ROCKIN' TONIGHT...Wynonie Harris.....King 4210
11	2	3. TOMORROW NIGHT.....Lonnie Johnson.....King 4201
11	7	5. MESSIN' AROUND.....Memphis Slim.....Miracle 125
5	6	6. SEND FOR ME IF YOU NEED ME.....The Ravens.....National 9045
6	3	7. RUN, JOE.....Louis Jordan.....Decca 24448
7	9	8. MY HEART BELONGS TO YOU.....Arbee Stidham.....Victor 20-2572
8	11	9. PRETTY MAMA BLUES.....Ivory Joe Hunter.....4 Star 1254
11	12	10. KING SIZE PAPA.....Julia Lee and Her Boy Friends Capitol Americana 40082
2	—	10. WEST SIDE BABY.....Dinah Washington...Mercury 8079
8	15	12. FINE BROWN FRAME.....Nellie Lutcher.....Capitol 15032
11	10	13. ALL MY LOVE BELONGS TO YOU.....Bull Moose Jackson.....King 4189
4	—	13. I WANT A BOWLEGGED WOMAN.....Bull Moose Jackson.....King 4189
9	—	15. NATURE BOY.....King Cole.....Capitol 15054
3	—	15. TEMPTATION.....Earl Bostic.....Gotham G-160

MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require race records.

Weeks to date	Last week	POSITION	This Week
11	4	1.	LONG GONE.....Sonny Thompson...Miracle M-128
6	1	2.	RUN, JOE.....Louis Jordan.....Decca 24448
14	3	3.	GOOD ROCKIN' TONIGHT...Wynonie Harris.....King 4210
2	2	4.	I CAN'T GO ON WITHOUT YOU.....Bull Moose Jackson.....King 4230
8	7	5.	MESSIN' AROUND.....Memphis Slim.....Miracle 125
22	6	6.	TOMORROW NIGHT.....Lonnie Johnson.....King 4201
5	7	7.	SEND FOR ME IF YOU NEED ME.....The Ravens.....National 9045
8	4	8.	PRETTY MAMA BLUES.....Ivory Joe Hunter.....4 Star 1254
1	—	9.	DRIPPERS BLUES.....Joe Liggins "Honeydrippers".....Exclusive 271
12	9	10.	NATURE BOY.....King Cole.....Capitol 15054
2	—	10.	X-TEMPERANCE BOOGIE.....Camille Howard Trio.....Specialty SP-307
24	10	12.	KING SIZE PAPA.....Julia Lee and Her Boy Friends Capitol Americana 40082
17	—	13.	FINE BROWN FRAME.....Nellie Lutcher.....Capitol 15032
1	—	14.	ELEVATOR BOOGIE.....M. Scott.....Exclusive 35X
1	—	14.	I WANT TO CRY.....Savannah Churchill-Four Tunes...Manor 1129
1	—	14.	TEAR DROP BLUES.....Jimmy Liggins Drops of Joy...Specialty SP-521

ADVANCE RACE RECORD RELEASES

- Are You Getting Married Brother**  
The Chicago All Stars-Cory Eggleston (Strange, Strange) Columbia 30133
- Away**  
E. Bostic Ork (Let's Ball) King 4343
- Barcarolle Boogie**  
C. Howard (Going Home) Specialty 309
- Big Fat Mamma**  
Roy Milton (Thrill Me) Specialty 518
- Big Four Boogie**  
Doc Wiley Trio (Big House) King 4241
- Blues For Sale**  
Joe Lutcher (Rockin' Boogie) Specialty 303
- Big House Blues**  
Doc Wiley Trio (Big Four) King 4241
- Blues for the Red Boy**  
Todd Rhodes (Sportree's Jump) King 4280
- Bring 'Em Dawn Front**  
C. Williams and Ork (Stingy Blues) Capitol 15164
- Camille's Boogie**  
Roy Milton (True Blues) Specialty 510
- E-A-A-K Blues**  
G. Ammons and Ork (Shermanski) Mercury 8096
- Fat Meat**  
J. Wynn and His Groove Masters (Put Me) Specialty 312
- Going Down Slow**  
J. Dupree (Mean Old) Continental C-6066
- Going Home Blues**  
C. Howard (Barcarolle Boogie) Specialty 309
- If I Ever Cry Again**  
Shelton Brothers (Oh Monah) King 729
- Let's Ball Tonight**  
E. Bostic Ork (Away) King 4343
- Mean Old Friece**  
J. Dupree (Going Down) Continental C-6066
- Memphis Gal**  
Bullmoose Jackson (Moose on) MGM 10234
- Mamma's in the Kitchen But We've Got "Pop" on Ice**  
The Slim Gaillard Trio (Purto Voutie) MGM 10231
- Moose on the Loose**  
Bullmoose Jackson and Ork (Memphis Gal) MGM 10234
- Oh Monah**  
Shelton Brothers (If I) King 729
- Purto-Voutie**  
The Slim Gaillard Trio (Mamma's in) MGM 10231
- Put Me Down Blues**  
J. Wynn and His Groove Masters (Fat Meat) Specialty 312
- Rockin' Boogie**  
Joe Lutcher (Blues for) Specialty 303
- Rub a Dub**  
Sonny Boy Williamson (Stop Breaking) Victor 20-3047
- Shermanski**  
C. Ammons and Ork (E-A-A-K Blues) Mercury 8096
- Society Boogie**  
Joe Lutcher (The Traffic) Specialty 304
- Sportress Jump**  
Todd Rhodes (Blues For) King 4240
- Stingy Blues**  
C. Williams and Ork (Bring 'Em) Capitol 15164
- Stop Breaking Down**  
Sonny Boy Williamson (Rub a Dub) Victor 20-3047
- Strange, Strange Love**  
The Chicago All Stars-Pro McClam (Are You) Columbia 30133
- The Traffic Song**  
Joe Lutcher (Society Boogie) Specialty 304
- Thrill Me**  
Roy Milton (Big Pat) Specialty 518
- True Blues**  
Roy Milton (Camille's Boogie) Specialty 510
- Until You Say You're Mine**  
The Dixaires (You Can't) Continental C-6067
- You Can't Cure the Blues**  
The Dixaires (Until You) Continental C-6067

"5 STAR" SPECIAL

These five new Columbia releases are getting a full scale promotion across the country that will pre-sell their popularity in every community!



ARTHUR GODFREY

with Orchestra under direction of Archie Bleyer

"TURKISH DELIGHT"

With Chorus

"THE TRAIL OF THE LONESOME PINE"

With The Mariners

Columbia 38246



FRANK SINATRA

"JUST FOR NOW"  
(from "Whiplash")

"EVERYBODY LOVES SOMEBODY"

Orchestra under Axel Stordahl  
Columbia 38225



DORIS DAY

"IT'S MAGIC"

"PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON"

(Both from "Romance on the High Seas")  
Columbia 38188



JERRY WAYNE

and The DELL TRIO

"I'D LOVE TO LIVE IN LOVELAND"

"YOUR HEART AND MINE"

Columbia 38251



TONI HARPER

with Eddie Beal and Sextet

"CANDY STORE BLUES"

"DOLLY'S LULLABY"

Columbia 38229

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# "T" TEXAS TYLER

"The Man With A Million Friends"

FEATURING THAT NOW FAMOUS TYLER "CROWL"

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"Deck of Cards"

"Remember Me"

"Dad Gave My Dog Away"

NOW THE LATEST AND GREATEST RELEASE

★ "MEMORIES OF FRANCE" ★

No. 1249

backed by

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## "T" TEXAS TYLER

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### flash

"... SECOND LARGEST CROWD OF THE YEAR"

★★★★

"We thought it only right that you should know of the fine attendance at Sleepy Hollow here last Sunday (July 11) when 'T' Texas Tyler made his first personal appearance at this Park. Besides drawing the second largest crowd of the year, hundreds upon hundreds of the fans demanded a return engagement, so we have set August 15th for your next date here. (Signed) JOE EDISON, Sleepy Hollow Ranch, Pennsburg, Pa.

★

★

★

★

### flash

"... SMASHED ALL RECORDS"

"Congratulations for a record-breaking performance at Mt. Crestna Park last night (July 18). You smashed all existing records in the entire history of the park. (Signed) ARTHUR WOODS, Mt. Crestna Park, Mt. Crestna, Pa.

ARTHUR WOODS, Mt. Crestna Park, Mt. Crestna, Pa.

The Billboard

MUSIC POPULARITY CHARTS

PART VII

## Folk Record Section

Week Ending July 23

### MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are hillbilly records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require folk records.

Weeks to date	POSITION		Record
	Last Week	This Week	
10	1	1	BOUQUET OF ROSES..... Eddy Arnold and His Tennessee Plowboys ..... Victor 20-2806
20	3	2	ANYTIME ..... Eddy Arnold and His Tennessee Plowboys ..... Victor 20-2700
27	4	3	HUMPTY DUMPTY HEART ..... Hank Thompson and His Brazos Valley Boys ..... Capitol Americana 40065
12	2	4	TEXARKANA BABY..... Eddy Arnold and His Tennessee Plowboys ..... Victor 20-2806
8	7	5	SWEETER THAN THE FLOWERS ..... Moon Mullican..... King 673
14	5	6	TENNESSEE WALTZ..... Pee Wee King and His Golden West Cowboys ..... Victor 20-2680
10	11	7	TENNESSEE WALTZ..... Cowboy Copas ..... King 696
9	12	8	SEAMAN BLUES ..... Ernest Tubb..... Decca 46119
3	9	9	ROCK AND RYE..... Tex Ritter..... Capitol 15119
19	6	9	WHAT A FOOL I WAS..... Eddy Arnold and His Tennessee Plowboys ..... Victor 20-2700
43	-	11	I'LL HOLD YOU IN MY HEART ..... Eddy Arnold and His Tennessee Plowboys ..... Victor 20-2332
2	15	12	WHO? ME? ..... Tex Williams Western Caravan ..... Capitol 15113
7	10	13	BANJO POLKA ..... Tex Williams ..... Capitol Americana 15101
11	8	14	SUSPICION ..... Tex Williams Western Caravan ..... Capitol Americana 40109
1	-	15	FOOLISH TEARS ..... Tex Williams..... Capitol 15113

### ADVANCE FOLK RECORD RELEASES

- Big Fat Pappa Hank Penny (Wouldn't It) King 727
- Billy Goat Rag Mel Cox and Flying X Ranch Boys (Starlight Waltz) King 728
- Columbus Stockade Blues A. Paul-Ramblin' Range Riders (Drivin' Nails) Rainbow 70013
- Come To the Saviour The Blue Sky Boys (I'll Take) Victor 20-3055
- Down in Nashville Tennessee J. Haynes and His Melody Wranglers (Lost on) Melody Trail 189
- Drivin' Nails in My Coffin Over You A. Paul-Ramblin' Range Riders (Columbus Stockade) Rainbow 70013
- Dusty Saddles M. Duvall and Royal Buckaroos (Sing Those) Trans World 100
- Faded Ribbons of Blue F. Lewis (Love Turns) 4 Star 1219
- Gallivantin' Woman A. Gibson and His Mountain Melody Boys (One More) Mercury 6119
- Honey Bee Texstar Playboys (Twin Fiddle) Texstar 161
- I Cry When I'm Blue A. Dexter and His Troopers (It's Just) Columbia 20461
- I Threw My Heart Away Saddle Dusters (Trail of) Crystal 167
- If You Like Pretty Women Jack Haight's Kadoodlers (Lulabel Can't) Texstar 2158
- I'll Take My Saviour By the Hand The Blue Sky Boys (Come To) Victor 20-3055
- I'm Gonna Straddle My Saddle P. Jenkins (Sealed With) Cowboy CR-801
- It's Just Because of You A. Dexter and His Troopers (I Cry When I'm Blue) Columbia 20461
- Just Born That Way T. Daffans Texans-C. Borgen (Two of) Columbia 20462
- Lost on a River of Dreams J. Haynes and His Melody Wranglers (Down in) Melody Trail 189
- Love Turns To Hate F. Lewis (Faded Ribbons) 4 Star 1219
- Lulabel Can't See the Likes o' Me Jack Haight's Kadoodlers (If You) Texstar 2158
- Midnight Train Montana Slim (The Tramp's) Victor 20-3038
- Moon Over the Andes C. Wynne-The Tumbleweeds (Red Wing) Cowboy CR-1001
- My Dream Boat Is Driftin' R. Johnson with His Saddle Pals (There's No) MGM 10235
- 'Neath Hawaiian Palms B. Wills and Texas Playboys (Thorn in) MGM 10236
- Okiefanoka Texstar Playboys-F. Hudson (One Life) Texstar RCH 162
- One Has My Name (The Other Has My Heart) J. Wakely and Cowboy Band (You're the) Capitol 15182
- One Life, One Love Texstar Playboys (Okiefanoka) Texstar RCH 162
- One More Waltz With You A. Gibson and His Mountain Melody Boys (Gallivantin' Woman) Mercury 6119
- Red Wing R. Keefer-The Tumbleweeds (Moon Over) Cowboy CR-1001
- Roy Rodgers Souvenir Album (4-12") R. Rogers ..... Victor P215
- A Gay Ranchero ..... Victor 20-3076
- Along the Navajo Trail ..... Victor 20-3075
- Don't Fence Me In ..... Victor 20-3073
- Home in Oklahoma ..... Victor 20-3076
- On the Old Spanish Trail ..... Victor 20-3074
- Roll On Texas Moon ..... Victor 20-3073
- San Fernando Valley ..... Victor 20-3075
- The Yellow Rose of Texas ..... Victor 20-3074
- Sad Heart Texas Jim Robertson and Panhandle Punchers (When I) Victor 20-3039
- Sealed With a Kiss P. Jenkins (I'm Gonna) Cowboy CR-801
- Sing Those Blues Away M. Duvall and Royal Buckaroos (Dusty Saddles) Trans World 100
- Sometime F. Willing and His Riders of the Purple Sage (I'll Have) Capitol 15163
- Starlight Waltz Mel Cox and Flying X Ranch Boys (Billy Goat) King 728
- Strawberry Roan S. Clark (The Last) Continental C-8037
- That's All C. Odum-Western Rhythm Boys (These Lonely) Blue Bonnet 144
- That Little Log Cabin of Mine C. Moody (There's No) King 726
- The Bathtub Ran Over Again J. Engro Ork (The Mountains) Signature 15216
- The Last Letter S. Clark (Strawberry Roan) Continental C-8037
- The Mountains Ain't the Mountains Anymore J. Engro Ork (The Bathtub) Signature 15216
- The Tramp's Mother Montana Slim and the Big Hole Bronco Busters (Midnight Train) Victor 20-3038
- There's No Room in My Heart for the Blues R. Johnson with His Saddle Pals (My Dream) MGM 10235
- There's No Room in My Heart for the Blues C. Moody (That Little) King 726
- These Lonely Nights C. Odum-Western Rhythm Boys (That's All) Blue Bonnet 144
- Thorn in My Heart B. Wills and Texas Playboys ('Neath Hawaiian) MGM 10236
- Tonight and Every Night B. Hess and the Naiton's Playboys (You Ain't) Mercury 6121
- Topoka Polka S. Cooley (Big Chief) Victor 20-3030
- Trail of Dreams Saddle Dusters (I Threw) Crystal 167

# Gems of Melody

# by JIMMY WAKELY

America's Foremost Composer and Recorder of Western and Folk Songs

on  RECORDS  
REG. U.S. PAT. OFF.

*Just released:*

"ONE HAS MY NAME" (THE OTHER HAS MY HEART)

"YOU'RE THE SWEETEST ROSE IN TEXAS"

(original)

*Still going big:*

"SIGNED, SEALED AND DELIVERED"

"EASY TO PLEASE"

"NIGHT AFTER NIGHT"

(original)

"OKLAHOMA BLUES"

(original)

"FOR THE SAKE OF DAYS GONE BY"

"ARE YOU ASHAMED!"

(original)

MONOGRAM PICTURES (8 a year)

Latest released pictures: OKLAHOMA BLUES, SILVER TRAILS

Standard Hits (Introduced by Wakely) ON DECCA RECORDS

"YOU CAN'T BREAK THE CHAINS OF LOVE"  
(original)

"I'M SENDING YOU RED ROSES"

"I'LL NEVER LET YOU GO"  
(original)

"TOO LATE"  
(original)

"CATTLE CALL"

"FORT WORTH JAIL"

"TOO BAD, LITTLE GIRL"  
(original)

"BLUE BLUE EYES"  
(original)

"ONE LITTLE TEAR DROP TOO LATE"

"STAR-SPANGLED BANNER WAVING"

Just signed for 5th year to star in own series of Westerns

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CALIFORNIA

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# T. TEXAS TYLER

4 STAR RECORD #1249

## "MEMORIES of FRANCE"

backed by

## "HONKY TONK GAL"

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T. TEXAS TYLER

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- ★ 1228 DECK OF CARDS
- ★ 1008 REMEMBER ME
- ★ 1114 GUITAR BOOGIE WOOGIE AND OTHERS . . . .

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. . . and now their latest recordings are sweeping the country

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I'm Learning How to Forget

Lamb Record  
#L10-137

Words and Music by



Evereff (Shorty) COOK



Guy CAMPBELL

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**MIDTOWN SALES**

378 GENESEE  
BUFFALO, NEW YORK

# The Billboard MUSIC POPULARITY CHARTS

PART VII

## Folk Record Section

Week Ending  
July 21

### BEST SELLING RETAIL FOLK RECORDS

Records listed are hillbilly records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores the majority of whose customers purchase folk records.

Weeks to date	POSITION		Record	Artist	Label
	Last Week	This Week			
12	1	1	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
4	2	2	ANYTIME	Eddy Arnold and His Tennessee Plowboys	Victor 20-2790
12	3	3	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol Americana 40065
12	5	4	TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
12	4	5	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2650
4	8	6	ROCK AND RYE	Tex Ritter	Capitol 15119
10	11	7	SEAMAN BLUES	Ernest Tubb	Decca 46119
4	12	8	WHO? ME?	Tex Williams Western Caravan	Capitol 15113
9	15	9	I'LL HOLD YOU IN MY HEART	Eddy Arnold and His Tennessee Plowboys	Victor 20-2332
2	—	10	DAD GAVE MY DOG AWAY	T. Texas Tyler	4 Star 1248
4	9	10	TENNESSEE MOON	Cowboy Copas	King 714
6	14	12	BLUE SHADOWS ON THE TRAIL	Roy Rogers-Sons of the Pioneers	Victor 20-2780
12	6	13	SWEETER THAN THE FLOWERS	Moon Mullican	King 673
12	15	14	DECK OF CARDS	T. Texas Tyler	4 Star 1228
1	—	14	MOLLY DARLING	Eddy Arnold	Victor 20-2489
5	13	14	WHAT A FOOL I WAS	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700

### FOLK TALENT AND TUNES

By Johnny Sippel

Paul Cohen, Decca folk music chief, was in Chicago last week for the burial of his mother. . . . Gov. Jimmy Davis will play the baseball park, Grand Rapids, Mich., July 24-25, according to Ted Brown, Southern's Chi folk music rep. . . . Charlie Monroe is spending the summer supervising his farm near Beaver Dam, Ky. . . . Elwin Cross, who started on KFI, Los Angeles, is now doing two shows daily over KYNO, Fresno, Calif. . . . Bill Ellsworth, the Chicago h.b. and Western talent booker, reports that Whitey Ford, the Duke of Paducah, is back on the Grand Ole Opry, doing a half-hour seg for a Tennessee paint firm. Whitey is set for Roy Acuff's Dunbar Cave, Clarksville, Tenn., July 25; Lima, O., 28, and Springfield, O., 30.

Salty Holmes is back at WSM, Nashville, after several years with different stations. . . . Little Ella and Smoky, comedy team who were featured with John Lair's Rento Valley Gang, have jumped to WNAS, Yankton, S. D., where they work during the week and drive to Sioux City, Ia., Saturdays, where they head a jamboree which includes the Glick Sisters, harmony team from Lancaster, Pa. . . . Fred Rose was a Chicago visitor last week in connection with several pop tunes he wrote and which have been recorded.

Hunt's Starlit Ballroom on the Boardwalk in Wildwood, N. J., which features the top names during the summer season, has turned to Western bands Mondays, bringing in Pop Johnson and his boys for the square dancing. . . . Jolly Joyce Agency, Philadelphia, setting an Eastern tour for Bob Nolan and the Sons of the Pioneers from July 24 to August 29, and the Hoosier Hot Shots, making their first Eastern appearance in several years on a tour, starting August 7. . . . Western and hillbilly units going big in Eastern bistros, with the Pennsylvania Hot Shots held over at Fisher's Hotel, Kinzers, Pa.; Stan Farley's band, with caller Arthur Schoudt, at Shadyside Ballroom, Alpha, N. J., and Patsy Newcome and Her Hickory Nuts at the Collonnades, Bethlehem, Pa.

Roy Rogers's rodeo itinerary includes the Philadelphia Arena, September 2-11; Detroit Olympic Stadium, 15-26; Indianapolis Arena, 29-October 5, and the Chicago Stadium, October 8-24. Foy Willing and the Riders of the Purple Sage, and Dale Evans will probably be with him. . . . Pee Wee King drew 8,710 admissions at Louisville's Fontaine Ferry Park July 17. . . . Eddie Ruton, manager of Hillbilly Park, Newark, O., reports that he has a 15-minute show three times weekly over WINS, Coshocton, O., featuring Jimmie Walker and His Western Stars. He expects to have a wire at the park soon.

The NBC portion of the Grand Ole Opry goes on at 9 p.m. (CDT) next week instead of a half hour later. Lulu Belle and Scotty will work the show August 7. . . . Reed Dunn returned to WWVA, Wheeling, W. Va., July 19. Known as the Singing Mountaineer, he had been away from the station for about a year.

The Milo Twins at Ole's Dude Ranch, Marlton, N. J., with Tommy Mason and His Dude Rangers as house band. . . . Jolly Joyce, Philadelphia agent, has set the Hoosier Hot Shots at Sleepy Hollow Ranch, Quakertown, Pa., August 8; Carsonia Park, Reading, Pa., 11; Honeybrook (Pa.) Farms, 14; Sunset Park, Oxford, Pa., 15; Santa Fe Ranch, Reading, Pa., 18; Constitution Hall, Washington, 21; Jim and Jane's Park, Williamsport, Pa., 22, and Himmelreich's Grove, Whomersdorf, Pa., 29. . . . Ash Taylor, op of Sally Ann Park, Kutztown, Pa., celebrated the park's second anniversary with the appearance of Bob Nolan and the Sons of the Pioneers July 14, with the Victor combination set for a return August 8.

The Billboard MUSIC POPULARITY CHARTS

Record Reviews

Week Ending July 23

PART VIII



RATINGS (100 Point Maximum) 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined

Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change, depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for appraisal within the market.

The Categories

Point listings are maximums. Song calibre, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't'g-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

Table with columns: ARTIST, TUNES, LABEL AND NO., COMMENT, and RATINGS (OVER-ALL, DISK JOCKEY, DEALER, OPERATOR).

Table with columns: ARTIST, TUNES, LABEL AND NO., COMMENT, and RATINGS (OVER-ALL, DISK JOCKEY, DEALER, OPERATOR).

POPULAR

Main record review table, left column. Includes entries for Woody Woodpecker, Harry Kyser, Benny Mercer-The Pied Pipers, and Chick Owens.

POPULAR

Main record review table, middle column. Includes entries for Dinah Shore, Frankie Carle, Kate Smith, Bob Houston, and Art Mooney.

RATINGS (100 Point Maximum) 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR

Table with columns: ARTIST, TUNES, LABEL AND NO., COMMENT, and RATINGS (OVER-ALL, DISK JOCKEY, DEALER, OPERATOR).

Table with columns: ARTIST, TUNES, LABEL AND NO., COMMENT, and RATINGS (OVER-ALL, DISK JOCKEY, DEALER, OPERATOR).

POPULAR

Main record review table, right column. Includes entries for Marie Shaw-The Temp-Tones, Vic Damone, Chuck Foster Ork, Harry Roy Ork, Vaughn Monroe, Herbie Fields, and Freddy Martin.

POPULAR

Main record review table, far right column. Includes entries for Barclay Allen, Primo Scala's Banjo & Accordion Ork, Anne Shelton, The Squadronaires, Vera Lynn, Margaret Whiting, and Les Paul.

(Continued on page 167)

## SENSATIONAL CLOSEOUT OFFER

Get ready for fast-moving fall record business. Fill your album requirements of certain numbers at below distributor's cost. List furnished upon request.

### SPECIAL LOT #1

To be sold before August 15 to the highest bidder

#### COLUMBIA ALBUMS

4625 C Sets • 3260 MM Sets • 480 MX Sets  
Enter your bid now for entire lot or any part of it

#### LOT #2

15,000 Columbia Playtime (Kiddie) Records, 75 different titles, 14c each

#### LOT #3

100,000 Columbia, Decca, Victor and Capitol Records  
Available for export and domestic use

ALSO WE CAN SUPPLY ALL YOUR CURRENT NEEDS IN VICTOR, COLUMBIA, DECCA, CAPITOL AND OTHER LABELS AT A SMALL CHARGE ABOVE DISTRIBUTOR'S COST.

Shipments of \$100.00 net or over shipped free.  
(Free delivery on all orders in Metropolitan New York area.)

Excellotone Ruby Point Needle, \$3.00 list; Close-Out Special, 75c each; Sample, \$1.00.

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compound

NEF-O-LAC "709" is the ideal "hot weather" record compound. Because "709" can be removed from the molds SOONER than other compounds and still retain all the NEF-O-LAC qualities it will help to increase production. To know more about this "hot" production item . . .



WRITE OR PHONE  
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Exclusive Sales Agents for U. S., Canada, Central and South America

## The Billboard

## MUSIC POPULARITY CHARTS

PART IX

## Record Possibilities

Week Ending July 23

### THE BILLBOARD PICKS:

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart:

WALKIN' WITH MY SHADOW.....Four Knights.....Decca 48014  
Monica Lewis With Roy Bloch Ork.....Signature 15229

Four Knights' year-old dinking of a rather pretty, easily remembered ballad written by Ben Raleigh and Bernie Wayne is reported to have caught on in the Richmond, Va., area. It appears to be spreading into another one of those "sleeper" hits. Signature's Monica Lewis is an old waxing which has been laying on the shelf and never before has been released. Both versions capture the flavor of the ditty with the Knights' version sounding Ink Spottish while the Lewis-Bloch side displays simplicity and polish.

I'D LOVE TO LIVE IN LOVELAND....Bing Crosby With John Scott Trotter Ork.....Decca 24471

Being revived now some 40 years after it originally proved to be one of the biggest pops ever, the Will Rossiter waltz is given a relaxed ride by Der Bingle with the usual able Trotter background.

### THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 1,200 of them, the disk jockeys think tomorrow's hits will be:

1. COOL WATER ..... Vaughn Monroe-Sons of the Pioneers.....Victor 20-2923
2. THE MAHARAJAH OF MAGADOR.... Vaughn Monroe.....Victor 20-2851
3. DON'T BLAME ME..... King Cole Trio.....Capitol 15110
4. RAMBLING ROSE..... Perry Como-The Satisfiers.....Victor 20-2947
5. DON'T SMOKE IN BED..... Peggy Lee.....Capitol 15151
6. SOPHISTICATED LADY..... Billy Eckstine.....National 9048

### THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them, the record retailers think tomorrow's hits will be:

1. EVERYDAY I LOVE YOU..... Vaughn Monroe.....Victor 20-2957
2. YOU CAME A LONG WAY FROM ST. LOUIS..... Ray McKinley.....Victor 20-2913
3. EVERYDAY I LOVE YOU..... Dick Haymes.....Decca 24457
4. BLUE TAIL FLY..... Burl Ives-Andrews Sisters.....Decca 24463
5. JUST FOR NOW..... Frank Sinatra.....Columbia 38225
6. HAIR OF GOLD..... Harmonicats.....Universal U-121

### THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 3,558 of them, the juke box operators think tomorrow's hits will be:

1. HAIR OF GOLD..... Harmonicats.....Universal U-121
2. EVERYDAY I LOVE YOU..... Dick Haymes.....Decca 24457
3. FRIENDLY MOUNTAINS..... Sammy Kaye.....Victor 20-2922
4. HANKERIN'..... Dick Haymes.....Decca 24457

THE BILLBOARD PICKS:

# UNDERNEATH *the* ARCHES

By BUD FLANAGAN

Additional American Lyric by JOSEPH McCARTHY

*It started with the disc jockeys, and it's growing like mad! Reports from Chicago, Philadelphia, Seattle and many more key areas are proving the sensational word-of-mouth publicity for the Summer's biggest song sensation.*

*If you haven't heard about it . . . you will, because "Underneath The Arches" is now receiving the biggest disc jockey and juke-box exploitation ever given one record!*

UNDERNEATH THE ARCHES  
*LONDON RECORD*  
No. 238







# MUSIC—AS WRITTEN

## New York:

Murray Baker off on vacation. Searching for his long-lost smile? . . . RCA Victor suspending disk shipments to press reviewers for weeks of July 26 and August 2, due to the Camden plant's vacation schedule. . . . Gem Records' Nat Cohn leaving July 26 on a six-week country-wide tour to promote his disks with jocks, ops and retailers.

Bob Chester reportedly giving up his work to become a disk jockey in Detroit. . . . Former Lionel Hampton work trumpeter, Joe Morris, and his work, which features tenor Johnny Griffin, signed to a three-year waxing pact with Atlantic Records. . . . Signature diskery picked up a couple of 12-inch sides by pianist Liberace. Tunes include Warsaw Concerto and Ritual Fire Dance. . . . Elliot Lawrence's work drew 6,000 customers into Coney Island, Cincinnati park, July 16-18. . . . Dizzy Gillespie's work grossed approximately \$7,500 at a Gene Norman concert in Pasadena, Calif., July 19.

Decca Records completing negotiations for new union contract with plant help here. . . . Bit of mystery induced when Decca's stock jumped from about 8 3/4 to 10 Friday (23) after about 4,700 shares changed hands. Considering state of disk biz and lack of any "obvious" big doings, purchase of so many shares and rise in stock gathered attention. . . . Freddy Martin coming into the Waldorf, following Guy Lombardo. . . . Negro attractions grabbing tremendous Broadway biz with the Count Basie-Billie Holiday show racking up an all-time non-holiday week record at the Strand Theater; a 95¢ week was helped by the *Key Largo* pic. . . . Miller Music moving Oscar Robbins onto the pluggers staff, replacing Paul Case. . . . Chi and California phono ops associations lining up big drive on *Juke Box Jamboree* tune.

Ida Shurman, whose first song, *The Scarecrow Man*, has just been published by the Boston Music Company, is a successful whodunit author with several tomes to her credit. . . . Sammy Kaye cut the sound track for a documentary film titled *I'm the U in the U. S. A.*, a community-sing short produced by the film industry, in co-operation with the Anti-Juvenile Delinquency Conference, for release in September, which is National Youth Month. Project is strictly non-profit, with all hands contributing services and facilities gratis. . . . Dean Hudson's work into Bill Green's Casino, Pittsburgh, August 22 for two weeks.

Commodore Records' topper, Milt Gabler, explains that he sanctioned only the Decca distributing org's job-lotting his wax but not retail sales of Commodore disks at 65 and 95 cents as reported last week. . . . Gene Williams's work, which debuted at the Click nitery in Philadelphia last week, is carrying the Mack and Desmond dance act as a permanent feature. . . . Illinois Jacquet's small work into the Roxy Theater here beginning September 9 with the Harvest Moon Ball's winning contestants' show. . . . Dave Cavanaugh, one of the house worksters at the Capitol diskery in Hollywood, will take an work into the Flamingo Hotel, Las Vegas, Nev., for four weeks beginning August 13.

David (Shoestring Symphony) Broekman conducting a Gershwin concert July 30 at Fairfield, Conn. . . . Work is Connecticut Symphony, with Todd Duncan featured singer. . . . Edwards Music nabbed the publication rights to Ivory Joe Hunter's *Pretty Mama Blues*, race hit via Four Star Platters. . . . Ames Brothers into Baltimore's Hippodrome July 29. . . . Modern Records, who formerly shipped their disks from their Coast plant cross-country for Eastern distributing, will now have platters for local markets pressed by Empire Records here.

Jon and Sandra Steele currently at the Biltmore Bowl in L. A. for two weeks. . . . Grace Smith, ex-Erskine Hawkins thrush, who recently made her platter debut as a single with the National waxing of *Competition Blues*, opens at the Cavern nitery in Washington July 30. . . . James Kirk, swing harpist from Holland, now at the Park Avenue Restaurant on 52d Street. . . . Three Suns opened at Virginia Beach's (Va.) Surf Club July 23. . . . Guy Lombardo's work will enjoy a five-week vacation with pay beginning August 6, when Guy lays down the baton to enter a series of speedboat contests. . . . Don MacLeod replacing Al Gross in Johnny Long's Beachcombers Quartet. . . . Gene Krupa to play the Toronto Exhibition August 27-28. . . . Henry Jerome's work opens at the Edison Hotel's Green Room July

29, and will air six times weekly via Columbia Broadcasting System Mutual Broadcasting Company wires

Paul Kale, of Pops Music, has entered the entertainment booking field. . . . Rhythm Masters, vocal quartet, made four shorts for Universal Pix. . . . Signature Records has taken over several Pat Terry masters from Famous. . . . Korn Kobblers finished a record 54-week run at the Flagship, Union, N. J., and are now on vacation. . . . London platter library has signed WQXR for a two-year subscription. . . . Lob Farnon, Canadian workster, stopped off here on his way home from England, where he conducted a service dance band during the war.

Former GAC agent Paul Bannister may take over the personal management of the Hal Derwin work. . . . Noro Morales's Latin crew heads for one-month engagement in Cuba next month. . . . Ted Weem's work skeds for two return weeks at the King Phillip terperery in Wrentham, Mass., beginning August 10.

## Chicago:

Pat Lombard leaves the William Morris location department Wednesday (28), with Jack Archer replacing him. Lombard will handle Eastern locations for WM. No appointment has yet been made in WM's one-night department, vacant since Nev Wagner's exodus. . . . Paul Bannister will go with Stan Kenton, as previously reported.

Vitacoustic is reported to have sold a batch of its masters, but execs of the firm could not be reached for comment. Howard Moses, attorney for the Vita creditors' committee, will hold a meeting with Vita execs Tuesday (27), at which time the June statement of the firm will be discussed. . . . Jimmy Wakely, Capitol cowboy singer, will headline the Flying L Ranch Rodeo with his horse, Sonny, at State Fair of Texas, Dallas, October 9-24.

Universal platters working out a deal to merchandise its first venture into kiddie disks thru a publishing house. . . . Ray Raymond, juke op, and Murray Arnold, ex-fronter, have sold their *Juke Box Jamboree* to Encanto Music. . . . Jerry Murad, leader of the Harmonicats, will be a daddy January. . . . Johnny Knapp and Marion Spellman, nitery singers, dubbed in vocals on four Ken Griffin sides for Rondo last week.

George Solar, general manager of Jimmy Martin's distributor outlet, lost his dad, Louis Solar, veteran retail music shop op, last week. . . . Jack Owens and his 13-year-old daughter, Mary Ann, with whom he cut *Will You Be My Darlin'*, a tune they wrote, will play a series of theater and nitery dates.

## Cincinnati:

Ray Anthony set an all-time mark for Crystal Ballroom, Buckeye Lake, O., with a two-weeker ended July 15, according to A. M. Brown, manager of Buckeye Lake Park. Efforts are being made to bring Anthony back there for a week in August. Anthony crew is current this week at the new Dance Theater in Elyria, O. . . . Deke Moffitt's work now heard each Monday and Wednesday, 11:30 p.m. to midnight, over WLW from Beverly Hills Country Club, Newport, Ky. . . . Al Fish's Club Rendezvous, Connersville, Ind., recently enlarged to accommodate 850 diners and dancers, is enjoying a solid play. Elliot Lawrence and Ray Anthony have just finished there, and Johnny Long comes in August 13.

Tex Beneke, who smashed all records for Moonlite Gardens, Coney Island, last season, takes his crew back there for a one-nighter August 6. . . . Fats Frady and His Frady Cats into Toddy's cocktail bar-restaurant for an indefinite stay. . . . Jimmy James work playing five nights a week at the Ault Park dance. . . . The Modernaires, with Paula Kelly, an added feature this week with Clyde Trask's combo at Coney's Moonlite Gardens.

## Philadelphia:

Aqua String Band recorded Ted Troy's *Everything is Peaches in Georgia*, backed with another local offering in Billy Hayes's *When They Play the Mummies Reel*. . . . Hershey Kaye conducted the orchestra for the Wallace convention here. . . . Three Suns follow Louis Jordan at Orsatti's at near-by Somers Point, N. J.

Louis Armstrong and the All-Stars set for two weeks, starting Labor Day, at Frank Palumbo's Click. . . . Johnny Harman, singer at the Club Harlem, Atlantic City, leaves the show to join Dizzy Gillespie on the West Coast.

## San Francisco:

Four out of five musicians here not working at their profession, reports Eddie Burns, business rep of Local 6, American Federation of Musicians (AFM). Burns lays the blame squarely on the 20 per cent amusement tax—23 per cent when the State tax is added. . . . Work leader Sterling Young opened a two-week engagement at El Patio Ballroom, filling in for John Wolohan and crew who are on vacation. Featured with the band is songstress Bobby Ennis. . . . Series of free band concerts have started in Union Square, financed by record royalties obtained by the musicians' union.

## London:

Duke Ellington leaves Cherbourg July 30 aboard the Queen Elizabeth after a successful London, provincial and Paris tour. . . . Ivor Freid takes over position of bandmaster-in-charge of three bands aboard Queen Mary starting with next trip, July 23. . . . Ivy Benson has canceled a two-month tour of Italy with her band, owing to currency difficulties, and may visit the U. S. before opening her winter variety tour.

Vocalist Dick James has signed to record solo for Decca and London label. . . . The Italian Festival of Jazz and Song, set for Naples, has been postponed indefinitely due to differences and difficulties in signing up foreign artists.

"THAT FIVE O'CLOCK FEELING"

Recorded By  
**FRANKIE CARLE**  
AND HIS ORCHESTRA  
On Columbia No. 38203

BROADWAY MUSIC CORPORATION  
Will Von Tilzer, Pres.  
1619 BROADWAY New York N.Y.

ANOTHER ORIGINAL  
ANOTHER DOUBLE-SIDED  
HIT

"YOU DARLIN"  
"BILLY"

REGENT #122

By Lang Thompson and his orchestra.

Yes! Lang Thompson is back and REGENT'S got him—on the record everybody is talking about—

DISTRIBUTORS IN ALL PRINCIPAL  
CITIES, COAST TO COAST.

A FEW CHOICE DISTRIBUTOR  
TERRITORIES AVAILABLE.

**REGENT RECORDS**  
58 MARKET ST. NEWARK, N. J.

### UNC Experiment Retail Disks

CHICAGO, July 24.—The Union National Company, which operates 700 outlets dealing principally in records, magazines and newspapers thru rail-station stands, is experimenting with the latter and radio television set through the Merchandise Mart store here. George Tanty, a near veteran in appliance and record sales, who manages the shop, *The Billboard* that the shop was named by Stenz Gard, who designs handling equipment for RCA Victor, and the UNC outlet is considered the most modern self-service in the city.

Tanty pointed out that the national retail news chain is not only testing the feasibility of peddling records thru its established outlets, but also making a test with the Chicago to determine whether or not such retail appliance and plate-shops should be set up under UNC banner.

### Teener Dances Spread in N. E.

STON, July 24.—Teen-age promotion sparked by the Prom Operators' Association of England (BOANE) is reaching a peak in this area. The newest to go for teen dances is the Light Ballroom in South Lynn, Mass., where free dancing for teens under 17 started July 13, and continues each Tuesday. Local youth in the section are co-operating heartily on the deal. The first to start teen dances here was Carl Braun Jr., op of the Com-re Ballroom, Lowell, Mass., and of BOANE. Braun has the backing of the school department and Keith Academy for his spot.

### McKinley Into New Yorker

NEW YORK, July 24.—Ray McKinley's work was signed to follow the Cummins band into the Ice Cream Room of the Hotel New Yorker. McKinley, who was in the city for an engagement early this week, will return for a four-week two-week option stay, with no definite date as yet designated. Cummins opens at the hotel July 28, replacing Ray Eberle's work at the spot.

### Maceo Inks Specialty Pact

NEW YORK, July 24.—Maceo Maceo, generally known as Maceo, this week signed an exclusive waxing pact with Specialty Records, the West Coast firm which specializes in race and religious etchings. Maceo for many years has worked with the RCA Victor diskery. The specialty pact calls for a five-year deal.



WE'RE GONNA ROCK  
by BILL MOORE

SAVOY #666

SAVOY RECORD CO.

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### Jacquet Asks G In Contract Suit

NEWPORT NEWS, July 24.—Be-bop Tenorman Illinois Jacquet filed suit last week in the Circuit Court here for \$1,000 he claims is due him for a dance engagement at the Norfolk Auditorium last October 20. The suit names B. J. McClain, local promoter, as defendant, alleging that Jacquet's contract with him called for a 50-50 split.

The take, Jacquet contends, was \$4,000, of which he says he received only \$1,000.

### Jerome Leaves Apollo Diskery

NEW YORK, July 24.—Jerry Jerome, musical director for the Apollo diskery, this week left his post with the firm. Jerome, who has been with the diskery for over a year, was let out for the duration of the Petrillo ban in order to slice the firm's operational overhead while it is unable to make musical records.

The firm this week also completed arrangements for Sid Talmadge, who at one time worked for the now defunct Cosmo waxery, to become Apollo's West Coast representative in lieu of the recently closed Coast branch office. He will supervise distribution, pressing and sales promotion on the Coast for Apollo.

## Universal's 4-Tune Disks Prepped for Sept. Release

CHICAGO, July 24. — Universal Records this week demonstrated exclusively for *The Billboard* its own version of the longer-playing disks in a 10-inch standard shellac platter, which carries four complete two-and-a-half-minute selections, two on each side of the disk. The innovation will retail for \$1.05, with the first two-on-one-side waxing expected on the September release sheet.

Made possible thru use of "quality control," the disk carries a narrower groove which makes it possible to squeeze on five minutes of playing time. The record has a standard appearance except for a five to eight-second blank bar between selections. While first platters will be on shellac, the process works equally well on vinylite. No new pressing equipment is necessary and the double-feature disks can be pressed in any plant.

### L. A. Palladium Inks Welk

NEW YORK, July 24.—Lawrence Welk's champagne music will pour forth from the bandstand at the Palladium terperly in Los Angeles for six weeks beginning October 19. Currently the work is one-nighting thru the Midwest, with the tour due to wind up with a four-week run at the Trianon Ballroom in Chicago beginning August 10.

A standard record player head will operate without skidding, and over-cutting is avoided, experimental tests have shown.

Bill Putnam, Universal prexy, said the first double-feature disk will carry four Johnny (Scat) Davis sides, running from 2:15 to 2:30 in length, with the Harmonicats and Gene Austin to follow in the next two months. All sides will be releases which have not been previously marketed.

Putnam said the process will be open to any record manufacturer who buys a quality control license, which will be available in about two months. He feels that the new five-minute sides may cut the use of some 12-inch records which run about five minutes.

Putnam said he is attempting to work out a deal with pubbers whereby present 79-cent two-selection platters at a standard royalty of 4 cents will be apportioned to fit the \$1.05 four-selection platters. Talks with a number of pubbers indicate they will probably agree to the Universal suggestion, Putnam said.

Because of the narrow blank bar on the 10-inch double-feature disk and the limitation on selectivity, the record probably will have little interest to juke ops unless they try the disks at 5-cent play in hopes that the two selections per side will encourage more nickels in the slot.

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**MARY KAY TRIO**

**25G Off the Pace Of '47, Robin Hood Calls It a Year**

PHILADELPHIA, July 24.—Bad business has brought a halt to the open air Robin Hood concerts, lopping off three weeks of the regular seven weeks' scheduled season. Poor weather and slim attendance are blamed, other sources also blaming competition from the political conventions, two Mummers parades, free musical concerts at Wanamaker's department store and too many longhair programs at the Dell itself.

The Dell's income at the end of four weeks ran \$25,000 behind last year's receipts for the same period. Management called it quits for the year, since at the present rate another

three weeks would put the 6,500-seat Dell at least 35G in the red.

Attendance for the four weeks was only 50,000, compared to 67,000 in the same period last year. However, the Dell aims to be back in full swing next year and season tickets will be honored for the first three weeks next summer.

The Dell management admitted that the public will continue to stay away from the longhair stuff, adding that "music of a more popular character and more spectacular soloists will be scheduled for next summer." Management also blamed the recording ban for empty coffers. Normally, the Dell ork, comprising almost 100 men of the Philadelphia orchestra, would wax for Columbia with the Dell's musical director, Dimitri Mitropolous, conducting along with other guest stick wavers. The local musicians union says it may ask the management for some settlement rather than outright cancellation on the unfinished schedule.

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**Magic**

By Bill Sachs

MILBOURNE CHRISTOPHER, current at the Sheraton-Biltmore Hotel, Providence, moves next to the Mount Royal Hotel, Montreal, for a fortnight's stand beginning August 6. Writing under date of July 16, Christopher says: "Everything is going beautifully here. The room is intimate and the audiences are appreciative. Am doing five radio interviews next week. Am spending tomorrow afternoon at Adrian Smith's library of magic. On Sunday, my day off, I'm doing a show for the tuberculosis hospital. Will try to get down to Bill Baker's shore, too, to join the Providence magicians." . . . Roster of the Marquis show, playing for the Udekum-Crescent chain of theaters thru Kentucky and Tennessee, includes George Marquis; Barney B. Spear, tour manager; Hawkins and Rex Oliver, publicity; Christine Godard, Alice Langtry, Bernice Perlman and Charles Lay, assistants. . . . The amazing Mr. Taylor (Joe Taylor) was featured last week at the 509 Club, Detroit. . . . King Paul, magician-mentalizer, out of the business for several years, is making a comeback working out of his headquarters in San Luis Obispo, Calif. . . . Just released by Stanford University Press is *Magic—A Sociological Study*, by Hutton Webster. "To the layman magic is a black art surrounded by an aura of romance and mystery," says the blurb on the book's jacket. "The sociologist Hutton Webster, black and white, is a pseudo science that has discouraged intellectual acquisitiveness among the primitive cultures of the world." In the book, which bears a \$6 price tag, Webster presents a survey of magic as a sort of text or reference for sociological study. He describes the various forms of magic, and tells how magicians are made and how they operate. Above all, Webster emphasizes the importance of doing away with the practice, explaining that it substitutes unreal for real achievement and generally delays the progress of civilization. In compiling his material, the author aims that he has used primary sources exclusively and that there is no secondhand material in the book.

AMES H. PARKE, of 3701 Massachusetts Avenue, N. W., Washington 16, is anxious to learn the whereabouts of Tommy Tucker and Pogie Pogie. "These two gentlemen of the magic arts," writes Parke, "did yeoman service for the armed forces in the North African and Mediterranean theaters of operation under the aegis of USO-Camp Shows, Inc., during World War II. Not only were these two magical artists excellent in their professional abilities as magicians but they were extremely popular with the troops because they were, in the highest sense of the word, 'good guys.' Any co-operation you can give me in finding an address on these men will be sincerely appreciated." . . . Harry King and Zorita, now winding up a two-weeker at Helsing's Vodvil Lounge, Chicago, doubled on their last nine days there at the Road Builders' Show at Chi's Soldier Field. . . . Alexander the Great, Chinese Magician, has replaced Karrell Fox as manager of Percy Abbott's Detroit magic shop. . . . Marion the Magician (Marion Halcomb) and wife have returned to their Hamilton (O.) headquarters after a several weeks' vacation jaunt that took them thru the East and as far north as the thousand Islands where, they report, they were forced to beat off the fish with clubs. They will begin soon on rehearsing their show for their school season which gets under way around October 1. . . . Karland (Dr. C. S. Karland Frischkorn) has his Three-ring Magic Circus set in a number of arenas and stadiums in the Norfolk area. . . . Sir Edwards shoots us a copy of *AP News* features which pic-

**"Detroit Free Press" Aids Ops in Cop Fuss**

DETROIT, July 24.—The only bit of encouragement here was given by *The Detroit Free Press* to the nitery owners fearful of heavy fines and closing penalties from the inquiry into the decency of shows made by the Michigan Liquor Control Commission. Altho the hearings have recently closed, the paper in a lead editorial advised the liquor commission to leave well enough alone and stay in its own baliwick without getting tangled in questions of taste and obscenity. More competent authorities, it claimed, could not solve these questions. Meanwhile, the hearings proved full of copy for local dailies with acts and policemen who had taken notes on performers' routines testifying as to details. One policeman, for instance got a carload of laughs while attempting to give an imitation of a bump and grind routine.

**NORMANDIE ROOF**

(Continued from page 47)  
newcomers in the non-tumult comedy field. The roof is a tough room for comics, generally speaking, and if this funster can get the payers off their mitts and have 'em yelling for more and more, he must have something on the ball. Gobel, on night show was caught, sold everything slowly but surely for sock effect, much in the style of Will Rogers. His material was, for the most part fresh, and the underselling of his gags, topped by his hilarious versions of the Ink Spots and *Nature Boy*, guaranteed him the sock palming which he got.

**Franklin and Moore**

The singing team of Cass Franklin and Monica Moore, in the deuce, also registered nicely, in their own particular stylized—perhaps a bit too stylized—brand of singing. It took a few minutes for the crowd to catch on to the fancy arrangements, but after they did, the act had no trouble at all and walked off to a beg-off hand. Their "better than you" number was one of the brightest things they did, as was the medley of "love" tunes.

Tee-off act was the young flamenco terp team of Trini and Monolo, who scored solidly in a fast and furious turn. This act has plenty of punch and would be surefire in any Broadway production number. All in all, a solid show.

Neil Golden's work did a fine show cutting job aided by looker Carol Paige in the vocals for dancing. Peter Barry's rumba crew crowded the floor during the in-between sesh. Biz okay. Charles Lazarus.

**BILTMORE BOWL**

(Continued from page 47)  
him two callbacks and a beg off. Rest of the bill gives solid support. Opening slot goes to comic juggler Ben Beri, who displays plenty of flash in standard routines. Acro terpster June Edwards scores with a series of good body bends and tough-to-do twists. Holding the closing niche, the De Marlos continue to ring the bell. The ballroom terp team has been held over at the Bowl twice and offers an act of grace and skill. For dancing, Jan Garber's work offers payers a solid beat. His show cutting chores are well executed. Alan Fischer.

tures him performing his sensational upside-down strait-jacket escape at the recent Society of American Magicians' Convention in Atlantic City. The photo-story of Sir Edwards' stunt made the dailies from coast to coast. He was featured over the last week-end with his mentalism, magic and escapes at the Firemen's Carnival at Greenhills, near Cincinnati.

**Burlesque**

By UNO

DICK BERNIE, another burly comic to migrate to Broadway legit, started rehearsing July 19 for Proser and Litvack's new musical, *Heaven on Earth*. . . . Richard (Shorty) McAllister is about to undergo an operation in a hospital at Fairhaven, N. J. . . . Phil Rosenberg, Hirst circuit exec, is back from a lengthy vacation in Miami Beach. . . . Roxy, Cleveland, cast (all Jack Beck-booked) the week of July 23 will be Dorothy Denke, Lotus DuBois; Vic Ames, formerly Hap Arnold, and Laura Fay, formerly Nadine; August 6, Jimmie Pinto and Chalamar. . . . The Famous Door nitery in Chicago changed its policy to burly with Bobb Lang, who closed recently with Cavalcade of Amusements, engaged to produce and Frank Lenz to do straights. Opposite Lang in Cavalcade was Chuck Wilson. . . . Ed Stapleton, Fred Lundquist and Hank Dobrow comprise the We Three instrumental trio now at the Blackamoor Room of the Wisconsin Hotel, Milwaukee. . . . The Empress, Detroit, has for its new cast Jack (Duck Nose) Pershing and Eddie (Snorky) Dale, comics; Will (White Cargo) Hayes, straight; Diane Hayes, featured, and Sally Connolly, Diane Morgan, Helen Grey, Josephine Day, Myrna Bond, Mickey Dale, Toni Lafayette, Sylvia Murphy and Patti Dunn, strips.

**WINSOME WYNETTE**

is starring at the 400 Club, St. Louis, where hubby Don Hart is engaged in AGVA duties. . . . Ann Palmer, fan dancer, is a newcomer at Georgie Jay's Club 78, Manhattan. . . . The cast at the Globe, Atlantic City, the week of July 25, booked by Beck, includes Irving Harmon, Mary Ann, Stinky Fields, Maxine Miller, Laura Bruce, Chet Atland, Frances Carroll, Danny Jacobs and Beverly Lane, featured. Eddie Lynch, producer, was replaced by Natalie Cartier, who, in turn, will be succeeded by Billy Koud. . . . Sam Cohn, manager of the Hudson, Union City, N. J., is back from his auto vacation trip to the Coast. . . . Duke DeKeno is touring niteries in and around Miami. . . . Jimmie West, former Columbia wheel principal, is emcee-singer with George Bolstead's Illusion show with the Eudy Bros., carnie. The same troupe has Billy Milton, ex-burly concessionaire, managing the freak show and talking out front. . . . Harry Wald, concession manager of the Grand, St. Louis, became the father of a girl, Deborah Ann, at the Jewish Hospital July 10. . . . Gerry Germaine, strip, and Bobby Monahan (formerly of Fraye and Monahan), emcee-impressionist, are new headliners at the Club 26, Milwaukee. Other new principals are Joan Day, from the Band Box, Chicago; Francine Johnson, from Barsolino's, Cleveland; Joe Lane, Stormy Jones, Joe Aarons and Rolly Malsack. . . . Tom McKenna, ex-burly character-straight, is a singing waiter at the Savoy, Bayonne, N. J.

**Trenton Strawhat Shuts**

TRENTON, N. J., July 24.—An early silo circuit casualty is the Civic Theater here which opened July 5 for a sock week with Edward Everett Horton's perennial *Springtime for Henry*. The second stanza, however, with the resident company in *Importance of Being Earnest* has registered a b.-o. washout. Producers Jack Barry, Dan McClullough and Edgar Levy announce a fold-up tonight due to a lack of public interest and support.

Clay A. Rambeau, former general manager of the Lookout House, Covington, Ky., has been named general manager of the Vernon Manor, Cincinnati hotel.

**Pa. AGVA Rep Fines Agent Zwicker \$300**

PHILADELPHIA, July 24.—Ed Zwicker, agent, this week was fined \$300 by Vito Melfi, local rep of the National American Guild of Variety Artists (AGVA). The charges were that Zwicker spotted a booking associate, Bill Jaffee, into a club as emcee. The national body will review the fine. Meanwhile, the membership of Local 6, AGVA, is claiming that the fine is only a whitewash for Zwicker. Their point is that Melfi could not possibly fine the agent who is not a member of the union and not subject to membership penalties. An owner or an agent, Local 6 states, can have his license revoked or can be suspended but cannot be fined.

**Semi-Name Bands, Weekly, For Club Combo, Salem, Ore.**

SALEM, Ore., July 24.—The Club Combo, Salem's newest night club, has embarked on a policy of booking in semi-name bands weekly. Among the first, due for a week August 1, will be the Ali Baba Trio, from Hollywood's Florentine Gardens. Tentatively booked for the week before are the Jolly Rogers, another trio. Tiny McDaniel's four-piece band finished a week at the Combo July 17 after playing Chicago's Capital Lounge, and has begun a series of one-nighters along the Oregon coast. Dottie O'Dell, brunette, is vocalist. Club Combo has a capacity of 300, and is open six days a week, with doors closed Tuesday nights. Cover is 25 cents week nights and 74 cents Saturday nights. Set-ups are served for patrons bringing their own bottles.

**Salem, Ore., Rink Popular**

SALEM, Ore., July 24.—Interest in ice skating is increasing 25 per cent if biz figures at the Salem Ice Arena this summer are any indication. Mr. and Mrs. A. J. La Point, owners, report patronage that much better than last summer. The rink, which accommodates 200, is open year round.

**THE CASBAH**

(Continued from page 47)  
into the spotlight for a zestful swing at *Them There Eyes*. A vibrant, warm quality filled her pipes, spiced with a rhythmic lilt that added spark to the lyric for this one, as well as for *He's a Good Man To Have Around Ain't Misbehavin'*, etc. Her vocal versatility was evidenced in her chuckle-purring treatment of *Mama Goes Where Papa Goes* and her ability to create an authentic shade of indigo in the blues item, *Mercy, Mercy*. Lass is reaching for the upper rungs of the vocal ladder and has individuality of style, sales savvy, pipes and looks to assist her in the boost to the top, not to mention a major record company (Capitol) disk contract.

To add to the enjoyment, she was capably supported by the tasteful and musicianly blends of Benny Carter's combo (7) which also caught the ear with two show openers, a brightly paced version of *Lover*, followed by *Cocktails for Two*. Lee Zhito.

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# CHICAGO R. R. FAIR A-ROLLIN'

## Strong Getaway Starts Talk Of 1949; Pageant Scores

Parking, lack of eat-drink facilities pose problem—spec a masterpiece of production, but other entertainment not too heavy

By Herb Dotten

CHICAGO, July 24.—Unveiled here this week, the Chicago Railroad Fair met with an enthusiastic reception and attendance which more than pleased its sponsors, 38 of the nation's railroads. Moreover, it satisfied persons who thronged out the first three days. As a result, there are indications the lake-front event, first plotted for a seven-week run, will be extended to nine weeks and repeated in 1949. The probability also exists that it will pave the way for another world's fair or, perhaps, a big annual exposition here.

Attendance the first three days barely missed a total of 100,000. Tuesday (20), opening day, yielded a paid gate of 40,062; Wednesday, 24,564, and Thursday, 33,834, for a total of 98,460. The gate was doubly gratifying inasmuch as the daytime weather was extremely hot and there were menacing clouds and rain Thursday evening.

### Week-Ends a Test

Of course the big attendance will come week-ends, constituting the fair's big test in more ways than one. The 50-acre tract is crowded with exhibits, huge ones inasmuch as most are railroad cars, and the walkways are big and there are no main thoroughfares for pedestrian traffic.

Parking accommodations now are limited to 4,700 cars. More space, however, will be available beginning Monday (26), when the road builders' show moves out of the lakeport area immediately adjacent to the fair site.

Parking constitutes one of the major problems which will confront the fair should a huge week-end throng (See CHI R.R. FAIR on page 82)

## 400G Funspot Skedded for Madison, Wis.

### Construction Under Way

MADISON, Wis., July 24.—Happy Acres, an amusement park and free picnic grounds, will be the new funspot for Madison. Work already has begun on the project and hopes are that it may be in partial operation by Labor Day, but initial plans will not be fully developed until next year.

The new project, costing an estimated \$400,000 and covering 130 acres, is located on highways 12, 18 and 51 on the Graver property at Femrite's Corners, five miles south of Capitol Square. Land is owned by O. C. Harris, Madison business man, who said he has hired Ben Bergor to manage the layout. The area is divided into two sections, one containing 43 acres and the other 87.

### Partially Wooded

The larger section lies north of highways 12 and 18 and adjacent to (See Work Begins on page 88)

## Pape Story Draws Wilson's Ire — He Gives His Version

Editor's Note: The following letter from Jerome O. Wilson, director of Gran Circo Americano, is in answer to a story written by Billy Pape, then with Circo Americano, and printed in the July 3 issue of The Billboard:

"Recently I read a copy of your July 3 issue in which there appeared an article on this circus written by a former member who traveled with this company for six months. After giving the article careful consideration, I feel obliged, in defense of this show and other shows working in the South and Central American countries, to give some additional information which might not make such interesting reading as the referred to article but will surely be more accurate.

"Not knowing the reasons prompting such an article, my only comment is that in justice to fellow-workers and performers, as well as to this show, which offered and fulfilled in (See PAPE STORY DRAWS, page 91)

## A. C. Pulls 'Em But They Are \$\$\$-Conscious

### Over-All Outlook Okay

(Continued from page 3)

Fourth crowd was the biggest since before the depression. Convention Hall box offices felt a little lull last week, but generally speaking are doing better than last year. Theater operators seem satisfied with the intake, but not so the night clubs. The after-dark places, however, note some pick up over week-ends.

### Rolling Chairs Busy

Rolling chair operators, keeping in mind the Fourth, when this resort had its "biggest crowd in 10 years," say that the first 15 days of July are ahead of last year. They look for a good season—depending on the weather. A check of boat sightseeing operators showed business there equal to last summer. And people are still buying as much salt-water taffy as ever. That the visitors are here—at least during the week-ends—is most apparent. The beach front and side avenue hotels report that there is a decided drop in business, but that it is a bit too early to make any positive statements about the state of hotel business for the summer. Most apparent is the fact that the hotel population is not spending its money any too generously, with high cost of living and high hotel rentals a decided factor.

The Boardwalk Merchants' Association, with the heavy Fourth under its belt, is at least very optimistic. They predict that "everybody will be very happy in September" after checking bank deposits for the season. Also noted is the fact that the tone of the Boardwalk is on a higher plane than at any time in recent years. There is less barking, every hot dog stand now has a receptacle for disposing of napkins and left-overs, fewer people in bathing suits are walking the boards and the rolling chair pushers are better behaved.

### Other Resorts Report

At adjoining Ventnor, Margate and Longport, a general tightening of purse strings is reported. At near-by Somers Point and Ocean City, business generally isn't as booming as last year. Farther south, at Avalon, Stone Harbor, Wildwood and Cape May, business is rated from "satisfactory" on down. All report that week-end crowds are large in number, but the majority of vacationists appear to be rather cautious in spending. Hotels and particularly restaurants at the near-by resorts report business "way off."

In Wildwood, where the Boardwalk is akin to a giant midway with numerous rides, games, shows and pitch stands, concessionaires report that their intake is largely in small coins and single dollar bills rather than the 5s, 10s and even 20s that were abundant in previous seasons. Hunt's Starlit Ballroom on the Boardwalk, featuring name bands on week-ends, is doing top business, but the danceery operates only three or four nights a week, depending on bookings, as compared with full weeks last year.

## Stars of Hollywood Opens in Honolulu

HONOLULU, July 24.—E. K. Fernandez, after completing a two-month tour of this island, opened here with Stars of Hollywood, a two-hour vaude show, for a 10-day stand (See Stars of Hollywood on page 91)

### Close-Ups:

## Campfield Tried Most Showbiz Before Housing It Under Canvas

By Jim McHugh

(This is another of a series on little-known facts about people prominent in outdoor show business.)

SELLING CANVAS to the outdoor show business fraternity is about as close to nature as a fellow can get, and Arthur E. Campfield, whose forebears chose a name with a literal meaning—pitching tents in pasture—plugged away in that capacity for a number of seasons until this year when he started his own firm by adding "Inc." to his name and digging deep into his jeans for the satchel of dough it takes for capitalization.

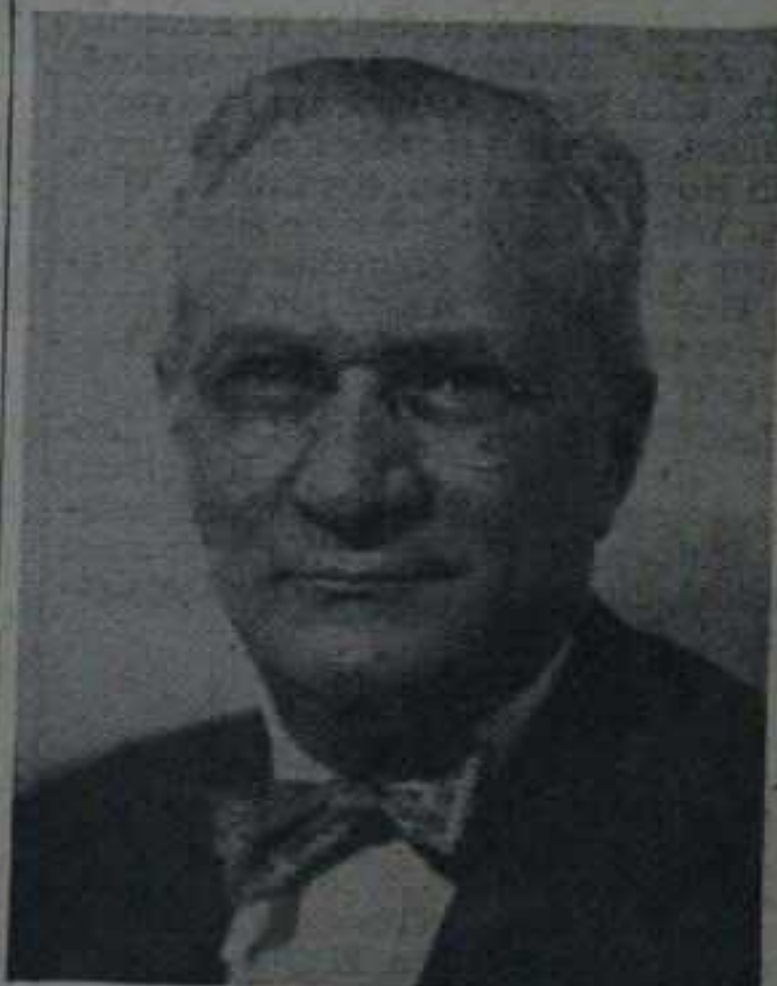
Like most successful men in the industry, it took Arthur quite a spell to find his niche. Forty-five years ago, when he was 15, Arthur was working with a Mutoscope unit, the predecessor of arcades, in Cleveland. He muscled in locally with the Bostock & Ferrari Shows, which he remembers as the first organized carnival to play the city, and found it a "right interesting business."

The die was cast. Arthur joined Nat Reiss's Southern Carnival Company to become a prop boy for high-diver Matt Fay. This was the first organized show to play the Pacific Coast. He later joined a bicycle act, Rose & Lemon, and by so doing added his name to the billing. Later, with the Talbot & Whitney Show, the act became Clark & Campfield.

Arthur severed his tramping connections for a short time in Sour Lake, Tex., an open town, where he broke the local gambling bank, "got fresh and got fired; went back and went broke." It wasn't long before he returned to the Reiss show, hired by Fay Kenneth as a master electrician. The job also called for helping to erect tent.

The Lewis & Clark Exposition, Portland, Ore., occupied him in 1905. After that he made a Mexican tour with Reiss and it was so tough, he remembers, that the Southern Pacific Railroad had to bring the show back on the cuff. With Fee and Mozelle Kenneth, Arthur formed a legit company to tour the Southwest with The White Feather. It was a fiasco, however. The company once passed its advance agent.

(See Campfield Tried on page 68)



ARTHUR E. CAMPFIELD

### 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 36 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50c; Wood Calling Numbers, \$1; Printed Tally Card, 15c. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2. 10c each.

### 3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. 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, 50c.
  - Pink-Pong Balls, printed 2 sides, 530.00
  - Replacements, Numbered Balls, Ea. .58
  - 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
  - M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00
  - 3,000 Small Thin "Brownie" Bingo Sheets 5 colors, loose only, no pads. Size 4x5, M 1.50
  - 3,000 Featherweight Bingo Sheets, large size 5 1/2 x 3; 5 colors; loose no pads. M 1.75
  - Adv. Display Posters, Size 24x36, Each .10
  - Cardboard Strip Markers, 10 M for .75
  - Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 15.00
  - Thin Transp. Plastic Markers, 500, M 1.00
  - Red or Green Plastic Markers, 14 Square, Round or Scallop, \$2.50 M; 1/2ths Size \$2.00 M

All above prices are transportation extra. Catalog and sample cards free. No personal check accepted. Immediate delivery.

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PARTS AND SERVICE  
**I. SHORE**  
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### Funny Distorting Mirrors

30"x70" high, unframed, Ea. . . . \$ 85.00  
With Standing Wood Frame, Ea. . . . 125.00  
Crating charge included  
F.O.B. Factory, NYC

**A. L. HIRSCH & CO., INC.**  
518 W. 22d St. NEW YORK CITY

### City Council in L. A. Revises Management Set-Up for Coliseum

LOS ANGELES, July 24.—The city council here has taken steps to change the management set-up for the Memorial Coliseum, scene of large events such as celebrations, rodeos, outdoor circuses and all types of athletic events.

The council will substitute three of its members for three members of the recreation and parks commission as representatives of the city on the coliseum commission, it is announced.

Move was made as the city legislators voted, nine to three, to have the city attorney prepare an ordinance extending the present coliseum management plan another period of three years. Proposed ordinance will contain provision for the changed representation.

The coliseum commission is composed of three members of the board of supervisors, three representatives of the Sixth District Agricultural Association and three members of the recreation and parks commission.

Councilman Harold Harby, chairman of the council's recreation and parks committee, first proposed that only one member of the council be seated on the coliseum commission. But Councilman Ernest Debs urged the number be increased to three, declaring the people will have a stronger voice on the coliseum commission when they are represented by officials directly responsible to them.

### NEW IMPROVED CHAIRPLANE SWINGS

16-18-22 Foot Towers. Le Roi Power Units.  
Kiddle Aero Plane Swings.

**RIDE-HI MFG. CO.**  
MURPHYSBORO, ILL.

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Most Beautiful—  
Most Practical

# BAR



### The A. J. Stephens ALL-IN-ONE Combination BAR— With Refrigerated Walk-in Back Bar

#### Opportunity

of a  
**Lifetime**  
for

LIVE Distributors

Earn up to  
**\$50,000.00**  
a year!

Act **NOW!**

While this  
**OPPORTUNITY**  
is still open

Designed and  
made exclusively  
by  
**A. J. Stephens & Co.**  
Patents pending

"New equipment that revolutionizes bar service!" Saves TIME, WORK, EXPENSE. Draws patronage . . . boosts profits.

Servicing of the bar is done inside the refrigerated back bar which COOLS and STORES 14 half-barrels of beer, 100 cases bottled beverages and bar supplies.

#### Outstanding Features

Include: Built-in walk-in cooler . . . visible reach-in bottled beverage compartments . . . direct draw beer dispenser strategically placed . . . back bar liquor display with glass shelves in attractive arrangement . . . greatly increased seating capacity at front bar . . . one compressor refrigerates entire unit.

#### A Big Waiting Market

The bar of the future . . . available now! This is the ideal bar equipment for small bars, taverns, cocktail lounges, as well as clubs, hotels, lodges, and even luxury liners. This new bar gives you, as distributor, an effective entree into this fertile equipment field.

#### National Advertising Campaign Now in Process

Special papers, magazines and direct mail will completely cover the buying field composed of taverns, fraternal organizations, bars, hotels, clubs . . . so that every potential buyer of this new equipment will know about it. And inquiries will be referred to distributors for closing.

Our company has, for years, supplied all types of custom-built interior fixtures and equipment for night clubs, taverns, hotels, restaurants in every State in the Union, equipment including tables, chairs, stools and booths. We provide a complete FREE planning and designing service.

Don't miss this opportunity to make big profits quickly! Write us TODAY! Tell us something about your background and the territory you can competently serve.

## A. J. STEPHENS & COMPANY

Designers and Manufacturers of Custom-Built Fixtures and Equipment  
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Kansas City 1, Missouri

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Tandem Model 262

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Warm floors in winter, controlled power ventilation, full insulation and perfectly fitted doors and windows are just a few of the Vagabond features which will make you, too, one of the great family of happy Vagabond owners.

A new brochure, in color, gives you full information regarding the mechanical features and the appointments of the new Vagabond Tandem 262 and the new Model 232. Write for your copy today . . . free for the asking.

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Box 98 New Hudson, Mich.



# Small Fry Are Big Shots

By  
**KEITH WALLING**

General Manager, Alabama State Fair Authority

That's how they figure in Birmingham—city-owned amusement center—fairgrounds ups with kiddieland

**S**EVEN hard-boiled Birmingham business and professional men and three city commissioners these days stare in wide-eyed amazement at a colorful wonderland of dazzling delight for Birmingham youngsters—and almost wonder how it all came about. The lumber man, the investment banker, the newspaper editors, the lawyer, the meat packer and the county building superintendent who serve on the board of directors of the Alabama State Fair Authority, started out to help combat juvenile delinquency and to further the economic welfare of Alabama youth. They awoke from an active dream of labor to find themselves guardians of a half-million-dollar entertainment center.

Kiddieland at Birmingham's Fair Park is but one chapter in the story of the new development of the Alabama State Fair properties after it was taken over by the City of Birmingham and placed in the hands of a seven-man board—civic leaders who serve without compensation, but who have devoted a world of imagination and energy for the benefit of Birmingham's young fry. Yet Kiddieland is the latest and at the moment the most spectacular of the improvements being made by the aggressive civic leadership of the South's big steel and iron city.

## Sought Advice

Birmingham's Kiddieland is an unorthodox amusement park. And it was fashioned in a most unorthodox way. Not one of the men responsible for it had ever been in the amusement business.

Some of the best brains in the amusement business, however, lent advice and aid to the amateur group which set out in enthusiastic fashion to provide a junior amusement park for the children of Alabama's largest city, a city that had been starved for this kind of entertainment since old East Lake Amusement Park closed some 20 years ago.

Today people come from all over Alabama to see the sights of Fair Park's Kiddieland, ride the widely publicized miniature train, the Little Southerner, and take in the sights and thrills.

## Started on Small Scale

About 10 months after Birmingham purchased the Alabama State Fair properties from R. H. McIntosh, J. C. McCaffery and Joe McDavid, Bedford Seale, the lumberman chairman of the new city fair park board, invited John Coleman, of Riverside Park, Indianapolis, to visit Birmingham and to advise on the possibilities for an

**T**HE AUTHOR of this article is general manager of the Alabama State Fair Authority. He entered outdoor showbiz via newspapers and radio. A former Alabama and Tennessee newspaper editor and publisher, he once was secretary to Senator Lister Hill of Alabama. During the war he was with the Foreign Service Division of OWI.



amusement park. Coleman was enthusiastic over the prospects. And other park men bore out his enthusiasm.

We decided to go into the amusement park business in a small way, with the feeling that next year, or year after next we might spread out with a full-fledged amusement park—provided a small park proved a financial success.

We had been thru one State fair, with a veteran fair man, R. H. McIntosh, leading the way and taking all the bumps. But an amusement park was something else again.

## Expansion Expected

There may be plenty of headaches in planning and bringing into life an amusement park—but it is lots of fun, too, and our board members were not exactly unexcited as plans began to shape for the creation of Kiddieland. We called it Kiddieland to keep from disappointing teen-agers and

older folk who might turn up their nose at a junior package deal in outdoor entertainment. Now we are busy advertising that "Kiddieland is fun for all the family." Maybe next year we will have to drop Kiddieland altogether and call it Fair Park. It is growing that fast.

No prince came into the world with more pre-natal concern and planning than did Birmingham's Kiddieland, albeit many doctors of the amusement world would have been shocked by the unscientific approach. After all, we didn't know anything about the amusement business. We knew only that Birmingham kiddies needed a wholesome recreation center and that plenty of grassy space, green trees, thrilling amusement devices and paint and electricity were some of the ingredients that make a successful amusement park.

Chairman Seale appointed Vincent Townsend, city editor of *The Bir-*

*mingham News*, as chairman of a subcommittee to plan and build the junior amusement park. Hal S. Whisler, energetic superintendent of buildings for Jefferson County, and O. L. Ford, Southeastern manager of Armour & Company, were the other two members of the park committee. We went to work.

After two or three false starts that led into dark mazes of the planning stage, our committee finally decided that the park should be a super-duper kiddie park, with several major rides and attractions for adults.

William de L'horbe Jr., of National Amusement Devices, whose Century Flyer train became the Little Southerner, with an imposing railroad station, a half-mile of track and an extra long tunnel, supplied several ideas that were grabbed quickly.

## Kid Zoo Popular

Kiddieland Park opened June 5 with a fanfare of newspaper and radio publicity. The crowds came. They liked our park. They have been coming back every day since, and the optimism of the men who envisioned the program has been justified—both by happy public reaction and by the tinkle of the cash register.

Kiddieland Zoo, an idea contributed by De L'horbe, is a popular feature that helps make Kiddieland one of the most unusual projects of its kind in the country. Mary's little lamb, the three little pigs, brer fox, brer coon and other woodland characters make up the zoo. Children pay 9 cents to see it—and they come back for more.

John L. Campbell, the Baltimore insurance man, looked over our miniature train some few weeks before the opening of the park. He suggested that one of the big railways might build a station in return for the publicity.

## Promoted Train Ride

We went Campbell one better and invited the Southern Railway System to participate. The result was the Little Southerner, a replica of the crack streamliner of the same name. Southern Railway president, Ernest Norris, came down from Washington to take part in dedication ceremonies—and the whole Southern Railway System takes a keen pride in the little train.

A three-abreast Merry-Go-Round from Allan Herschell, a kiddie Ferris Wheel from National Amusement Devices Company, and airplane ride from Smith & Smith, a pony track with 12 ponies, a pony buggy ride, a jeep ride, a chair swing, a kiddie Merry-Go-Round, a toddler's airplane ride, were among the other features ready for opening day.

Bisch-Rocco's Flying Skooter was (See **SMALL FRY ARE** on page 150)



SOUTHERN RAILWAY SYSTEM'S President Ernest Norris sits at the throttle of the Little Southerner at the opening of Fair Park's kiddieland, Birmingham. The little girl is Sandra Lee Green, granddaughter of Mayor Cooper Green. To the left, waving hat, is Bedford Seale, chairman of the Alabama State Fair Authority; William M. Spencer and Ervin Jackson, of the Fair Authority Board, and Eugene (Bull) Connor, city commissioner.





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Six for \$12.00  
One for \$3.00

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CASH WITH ORDER

**WILL JONES** 131 Vine St.  
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**Pennsy Celes Book Western, Hick Units**

READING, Pa., July 24.—Sponsored events in Eastern Pennsylvania are going in heavily for Western and hillbilly attractions. The units are presented as free acts and are credited with boosting attendance at fire company doings and celebrations thruout this area.

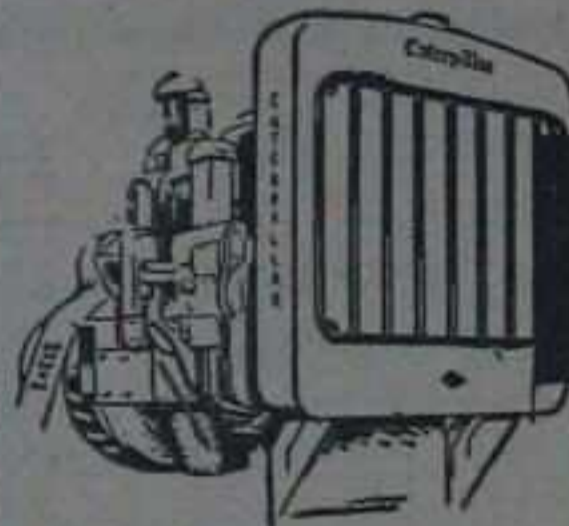
The Oley Fire Company Saturday (17) featured Asseba and Sabina with their folk show, featuring polka music of Ray Herring's band with Keturah. The same night saw Bernie and His Round-Up Gang at the Alsace Manor Fire Company carnival. The Reiffon Fire Company carnival at Sante Fe Ranch featured Lawson's Original Bums. Rusty Keefer and His Tumble Weeds are holding forth at the Woodwill Fire Company Celebration in Hyde Park. Curley and His Pine Ridge Pioneers are at the Junior Fire Company carnival and the Prairie Rangers are appearing at the Penwyn Celebration in near-by Shillington.

Folk talent will also be offered next week at the 14th annual carnival of the Neptune Fire Company at near-by Richland. Dan Garber and his band, with variety acts added, will show for the Kenhorst Fire Company and the Liberty Fire Company.

The Socialist party picnic Sunday (18) at Socialist Park in Sinking Spring presented Shorty Long and His Sante Fe Rangers as a free attraction afternoon and evening.

**Chi Billposters To Celebrate**

CHICAGO, July 24.—The 50th anniversary of Local No. 1 of the International Alliance of Billposters, Billers and Distributors will be celebrated at a banquet in the Congress Hotel here August 2.



starring

**Clyde Beatty**

... and "Caterpillar"

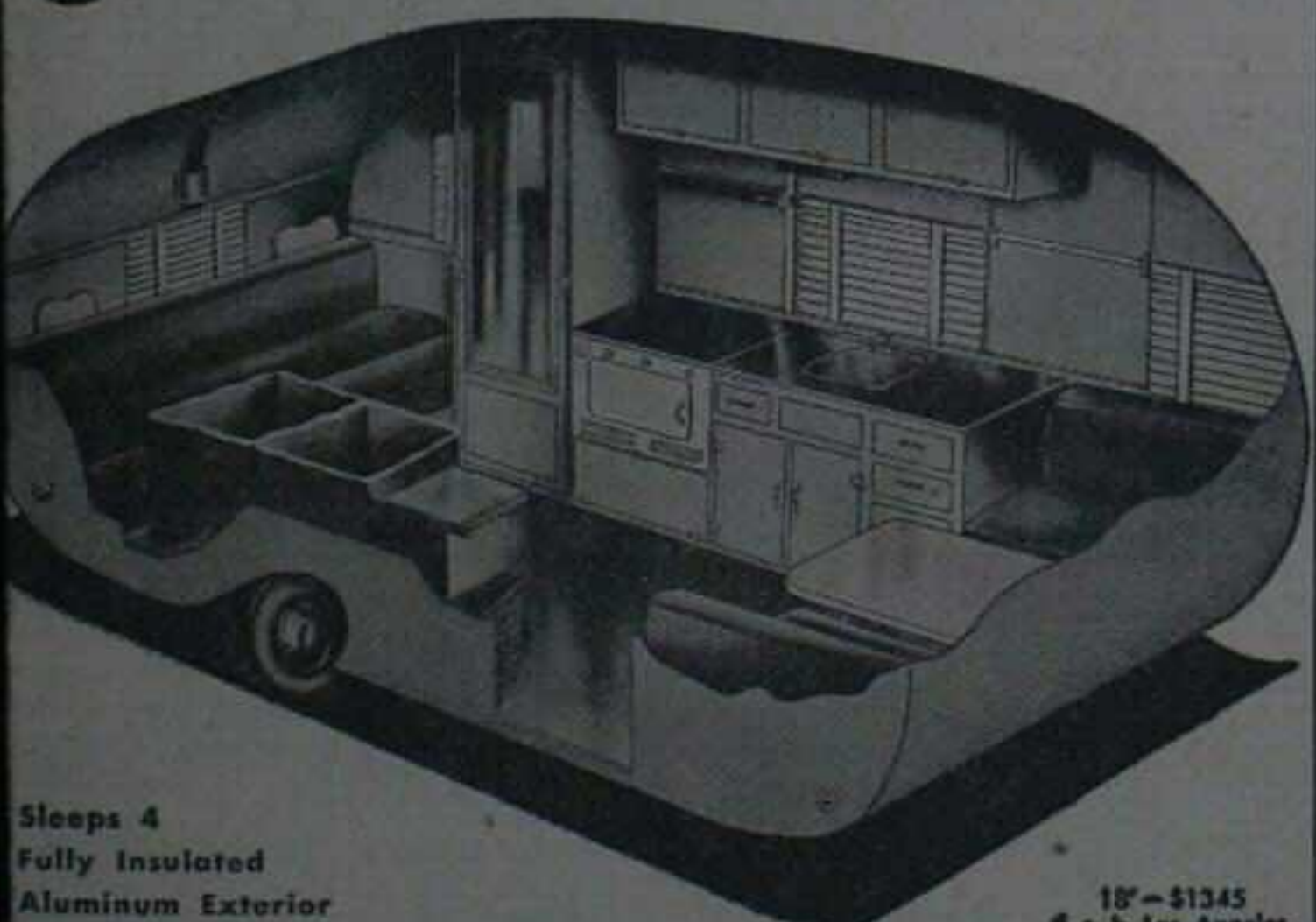
WHILE Clyde Beatty puts his cats through their snarling paces, two dependable "Caterpillar" Diesel Electric Sets provide double insurance against a blackout that could spell disaster. In fact, between the two they generate the juice that does everything from lighting the big top, side show and concession tents to operating the popcorn machines, electric grills and calliope.

In true "show must go on" tradition, both "Caterpillar" Diesel Electric Sets have noteworthy performance records. At the time this picture was taken, one had logged 10,740 hours on its hour meter—the other, 8043 hours. And both are still going strong.

To the circus or carnival owner looking for easy-to-operate, long-lived and economical power equipment, there's no better answer than "Caterpillar" Diesel Engines and Electric Sets. Compact and sturdy, self-contained and self-regulating, they make reliable road companions. And back of them, throughout the country, is a dealer set-up second to none for service.

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Fully furnished attractive interior. Electric brakes, perfect balance. No swing-sway! See the Silver-Fleet by Main-Line, builders of "America's Greatest Trailer Coach Values." Write for free folder and dealer information.

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**Kindlan's Circle K  
Plays Lifesavers;  
Pittston Date Fair**

PITSTON, Pa., July 24.—After having five New England dates canceled, Gordon Kibbler, booker for E. F. Kindlan's Circle K Ranch Rodeo, brought the show into Bone Stadium, a new midget auto speedway here, for the second of two "lifesaving" dates in five weeks of layoffs, reports Harold I. Fraser, in charge of press. The first was the recent date at Lakewood Park, Mahoney City, Pa.

The show opened its four-day stand here Thursday (15) night to a gate of 2,000 and the next night drew about 2,500. Saturday's matinee was played mostly to orphans from the Wilkes-Barre and Scranton industrial school and the Pittston Parochial home, while the night offering drew about 800. For unexplained reasons the management canceled Sunday's matinee, altho weather was excellent and there were 424 paid admissions

in the stand. Later a thundershow struck and the night show drew about 200. Added features here were Flying Extellos and the Great IV cannon act.

Fraser reports he was fired after he had Silver, trained Brahma bull and a horse tie up traffic Wednesday (14) at the corner of Spruce and Washington streets in Scranton. The bull bellowed over WSCR's Sidekick Reporter show, he reported, and papers carried good publicity.

Kibbler has booked the show under Jaycee auspices July 29-August 1 in Roanoke, Va.

Personnel includes Lou Rudolf, announcer; Bob Cobb, handling trained bull and whips; Earl Evans, superintendent of stock; Al Workle, trick roping; Hub Hubbel, clown and trick roping; Roy Correll, trick roping, bulldogging, calf roping and bronk busting; Jackie Owens, Margie Merritt and Barbara Smith, riding; Gordy Smith, bulldogging and bull riding; Johnny Dayton, bronk and bull riding; Barton's Liberty Horse; Margie Merritt's Palomino jumper and Zeke Lamont.

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**JOHNSTON DIPPING CHOCOLATE FOR ICE CREAM BARS**  
5 GALLON DRUM, 48 lb., \$17.50; PADDLES, BOX 600, 90c

**CHOCOLATE SYRUP — MAKE YOUR OWN DIP**  
GALLON, \$2.25; CASE 4 GALLONS, \$8.00

**SNOW CONE ALUMINUM CABINET**  
MADE TO FIT WITH ECHOLS SHAVER—  
PASSES PURE FOOD INSPECTION

**\$50<sup>00</sup>**

**SNOW CONE SUPPLIES**

6-Oz. Printed "Snow Man" Vee Cups (case lots 5M only), \$17.00

6-Oz. Rolled Rim Vee Cups (plain) (case lots 5M only), \$15.00

Syrups, Concentrates, etc. We carry a full line of Snow Cone Supplies

**SYRUP DISPENSER, \$4.50 EACH**

1 Gallon Capacity. Heavy Vitreous Crock with Push Button Spigot. All Fittings heavily plated. Vented Rubber Gasket prevents Air-Lock. Packed 4 to a Shipping Carton. Shipping Weight—14 lbs. Bottle not included.

**ECHOLS HIGH SPEED**

**ELECTRIC SNOW SHAVER, Complete, \$60.00 Immediate Delivery**



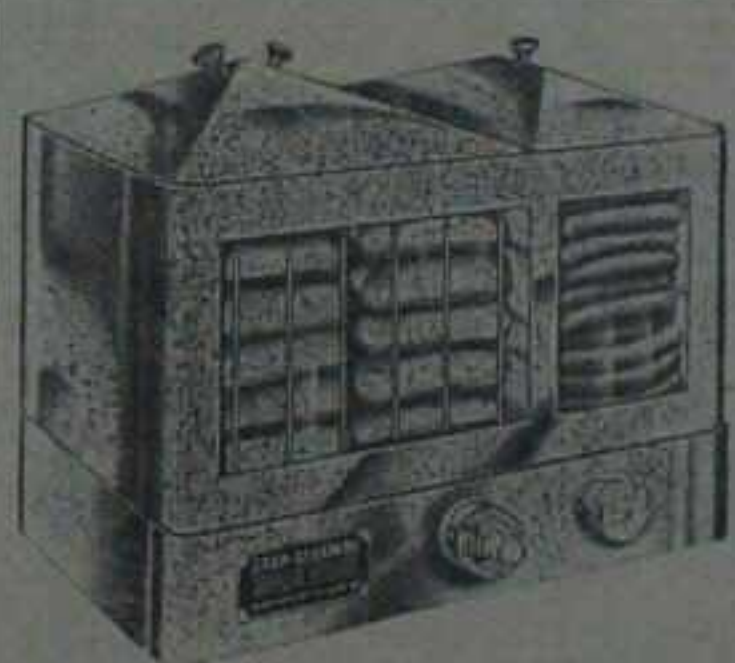
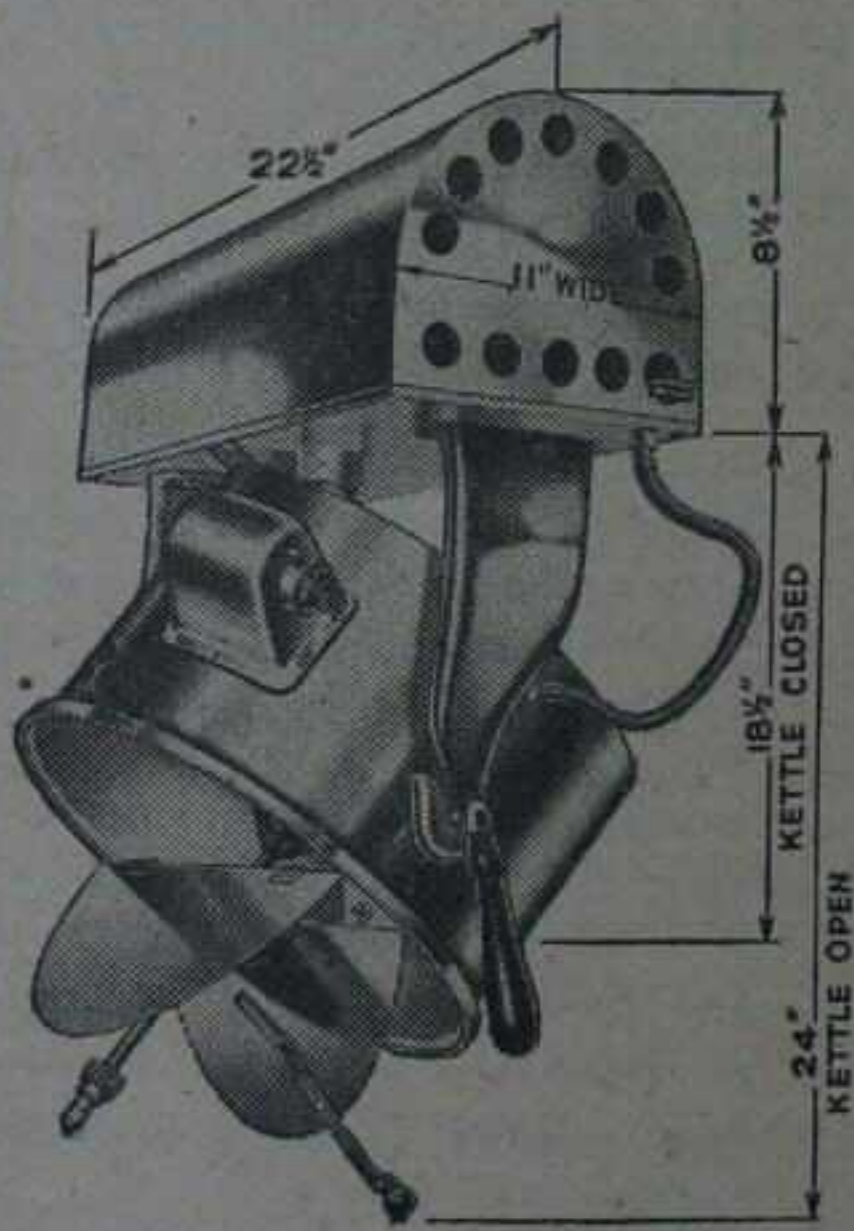
**WHOLESALE TYPE  
"JUMBO-GIANT"  
SEPARATE  
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THERMOSTAT CONTROLLED

Built for either gas or electric heat. Capacity: 50 lbs. raw corn per hour for the gas model; 44 lbs. per hour for the electric model. Heavy cast deep aluminum kettle, 18" diameter . . . chromium plated kettle shell and motor housing. Approx. shipping weight, 140 lbs. Electric model, approx. 3500 watts. Gas models can be equipped for tank, bottled, natural or artificial gas. We recommend gas fuel wherever available.

View aside shows how kettle is emptied. Can be installed in any space 25" long by 28" wide. Easily installed by anyone. Approximate shipping wt., 140 lbs. Also splendid to mount in trailer for Concession work.

**\$248.00 IMMEDIATE SHIPMENTS**



**STAR STEAMRO  
COMBINATION HOT DOG STEAMER  
AND BUN WARMER**

Compact, yet an unusually large capacity of 125 to 200 Frankfurters, and approximately 48 buns, depending upon the size. **ELECTRIC OR BOTTLED GAS.**

**SPECIFICATIONS:** SOLID MONEL metal body, racks and trays—attractive, non-rusting. 3 lids for fast serving . . . Adjustable damper humidity control for bun compartment . . . Base of heavy stainless clad steel . . . 3-quart water reservoir with handy solid brass chrome plated drain valve. Size overall, 17x20x16" high. Voltage, 115. Wattage, 715 on "High," 358 on "Medium," 179 on "Low." Shipping weight, approx. 35 lbs.

**\$69.00** Incl. Tax, F. O. B. St. Louis

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Immediate Delivery**



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FLOSS PAPERS, 4x12, 50 Wt., Kraft, \$5.00 per 5M

FLOSS PAPERS, 4x12, 60 Wt., Kraft, \$6.00 per 5M

COLORS: Raspberry Red, 1 lb., \$3.50; Orange, 1 lb., \$3.50; Green, 1 lb., \$4.50

(All dry colors)

VANILLIN FLAVOR: (Dry) 1 lb. Pack, \$3.50

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SKEWERS: 4 1/2 x 11/64, \$1.25 per M; case 10M bulk, \$10.00; 5 1/2 x 1/4, \$2.25 per M; case 10M, \$20.00

RED COLOR: Dry, 1-lb. Can, \$3.50

COATINGS: Shredded Coconut, 10-lb. pack, \$5.00  
Granular Peanuts, 30 lb. pack, \$9.50

SETS QUICK: A hardening, no more sticky apples, 5-lb. pack, \$4.50

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*All prices F. O. B. St. Louis, Mo.; subject to change without notice. A deposit with all orders; 1/3 amount of order; balance C. O. D. Please state how to ship; RY. EXPRESS, RY. FAST FREIGHT OR MOTOR TRUCK.*

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 EAST ST. LOUIS, ILL.

**Ildebrando Zacchini, Circus Family Head, Succumbs at Tampa**

TAMPA, July 24. — Ildebrando (Papa) Zacchini, 79, former European clown and circus owner and head of a clan of some 30 circus performers, died at the Centro Asturiano Hospital here July 17 after a brief illness.

Zacchini was the owner of the Olympic Circus in Europe where his seven sons received their circus training. While there is some dispute on this score, Zacchini is commonly credited with conceiving the idea of shooting a man from a cannon. They were brought to New York in 1929 with their cannon act as a feature of the Ringling Bros. and Barnum & Bailey Circus.

Ildebrando Zacchini and his family settled in Tampa, which they made their headquarters for the development of their cannon acts and the promotion of circus and carnival units. At the present time three of Zacchini's sons are on tour with cannon acts—Edmundo, with the Miss Victory unit; Bruno, with a double cannon, and Emmanuel, with a single.

Papa Zacchini lost a leg, thru infection, and has been inactive for several years, aside from supervising rehearsals at Tampa headquarters. Surviving are his widow, Maddalena; seven sons, Bruno, Hugo, Victor, Emmanuel, Edmundo, Mario and Tio, and two daughters, Mrs. Jolanda Cristini, of New York, and Mrs. Olga Mangeavacchi, of Tampa.

Funeral services were held Tuesday (20) morning at Our Lady of Perpetual Help Church, with burial in Myrtle Hill Cemetery, Tampa.

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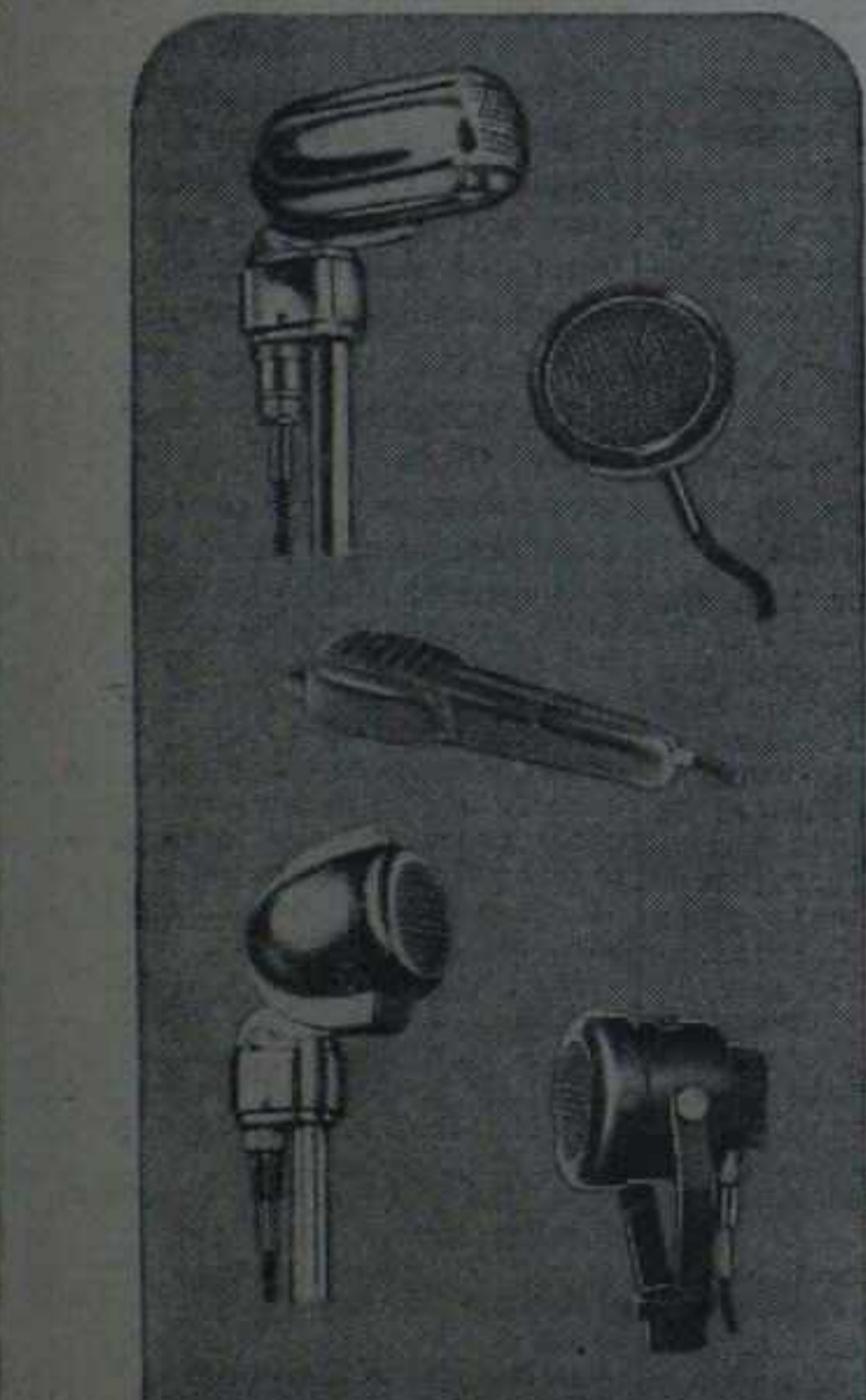
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c.p.s. Ideal for the most exacting work in voice or music. Level: 62 db below 1 volt/dyne/sy.cm. at high impedance. Built-in 4-impedance output switch permits use with any 50, 200, 500, or high impedance equipment. Equipped with Universal swivel mounting, 3/8" — 27 thread. Richly finished in gun-metal gray with polished chromium screen. Complete with 20-ft. balanced line shielded cable.



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# Country Music Parks Grow

By  
**JOHNNY SIPPEL**

Hillbilly and Western entertainers  
and fans cash in on oatune trend  
thru their own week-end park sites

**NEWEST** contenders for a place in the ranks of established park operators are a group of hillbilly and Western music fans and entertainers, who have begun setting up sites which previously were merely country picnic parks, and are developing these locations into what will eventually become full-fledged amusement parks. In a survey made by *The Billboard*, 15 such parks scattered thruout the country were uncovered and reports indicate that at least a similar number exist but have not been heard from. In addition, comment from major folk music acts and bookers indicate that more rustic musickers are eying with interest their own park operation.

Typical of such an operation is Buck Lake Ranch, located at Angola, Ind., about 25 miles north of Fort Wayne, Ind., opened last year by Harry and Eleanor Smythe, Fort Wayne radio executives and folk music enthusiasts. Smythe took over the former picnic site and proceeded to build an outdoor amphitheater on the sides of a natural basin that lay within the park area. Benches which seat 5,000 spectators were erected. A covered stage, able to hold up to 30 performers, was added later to supplant an open-air stage.

## Expanded Second Year

After the first year of operation, the Smythes built an outdoor pavilion for square dances, enlarged their picnic grounds, added fireplaces, plus a pony circle, riding horses, boating on a small lake contained within the area, and purchased their first piece of park equipment, a five-car miniature train, which they intend to use as the basis of a full-sized amusement park to be built over a period of years. The Smythes also operate a block of food concessions and novelty and curio shops called the Trading Post, which is constructed along pioneer day lites.

As the big lure for their week-end promotions the Smythes offer top-notch vaude revues, usually bulwarked by outstanding folk music stars, such as Eddy Arnold, Smiley Burnette, Bob Atcher, Elton Britt and Bradley Kincaide, often throwing in a nitery and vaude favorite to spotlight the shows. When they do oper-

ate during the week they utilize outdoor movies to pull crowds from within a radius of 200 miles.

## Pa. Park Oldest

Folk music parks, according to veteran h.b. and Western entertainers, got their start in the New England States about 15 years ago, with a series of locations that featured picnic grounds with a rustic type show during the day. It's been only during the past three post-war years that the folk music parks have really mushroomed into small amusement parks that keep growing yearly.

Oldest park uncovered by *The Billboard* survey was 12-year-old Ravine Park, Blairsville, Pa., operated by Mrs. Rose E. Palmer, who runs all day Sunday with picnics and continuous folk music shows. Other veteran park operators are Curtis L. and A. C. Bell, who head Lone Star Ranch at Reeds Ferry, N. H., a 10-year-old outdoor spot. In addition to an outdoor stage this park also has a ranchhouse with a full-sized stage, operating only Sundays and holidays.

## Two Eight-Year-Olds

Established eight years ago, Radio Park, near Wilmington, Del., is managed by Haley & Barnard Enterprises, Chester, Pa., which has only an outdoor stage set-up, with plans for a dance floor pending. This park boasts an airplane ride for adults and a series of kiddie rides. Another eight-year-old park is Pine Crest Ranch, North Smithfield, R. I., run by Charles V. Krylo, Earl Harris and Frank Snow, which has only an outdoor stage.

Post-war parks include Hillbilly Park, near Zanesville, O., managed by Eddie Ruton, which has a huge outdoor stage, a 40 by 75-foot covered dance floor, a pony circle, two miniature trains and horseshoe courts, now in its third year of operation; Golden Oaks Park, run by Gene Johnson, Wheeling, W. Va., theatrical booker, who took the Rogersville, Pa., site over two years ago; Musselman's Grove, Claysburg, Pa., operated by Doc Williams, a covered stage and picnic pavilion, plus two kiddie rides in its two-year history; Bar M Ranch, East Bloomfield, N. Y., run by Max Raney, a covered stage and theater seating area, a barn for dancing and a ranchhouse for dining.

Other spots which were uncovered by the survey but about which addi-



HARRY SMYTHE, operator of Buck Lake Ranch, Angola, Ind., is pictured extreme left foreground, whooping it up as a capacity crowd watches the Hoosier Hop gang work during one of the park's Sunday summer sessions by leading folk entertainers.

tional information was lacking include Mount Gretna, near Lancaster, Pa., operated by Art Woods; Harmony Ranch, Chagrin Falls, O., run by the WGAR, Cleveland, Range Riders; Pioneer Park, Pierpont, O., owned by Blaine Smith and Dale B. Cole; Moxahala Park, Zanesville, O., and Cowboy Park, located in the San Fernando Valley outside Los Angeles by Tex Terry, movie cowboy.

## Acuff Put 200G Into His

An important development in the folk music park field is Roy Acuff's Dunbar Cave Park, purchased this year by the Columbia Records balladeer. Located near Clarksville, Tenn., it is strangely enough the first rustic music park ever operated in the South, where folk music is strongest, and its first year of operation is being watched closely by many other major folk artists south of the Mason-Dixon line. Acuff, who has already invested \$200,000 in the operation that includes an open-air amphitheater, dance hall in the mouth of the cave and boating accommodations, intends to make it a full-fledged amusement park, as well as a Southern resort center.

Promise of these folk music parks developing into amusement parks is shown in the reaction noted in *The Billboard* questionnaires, with 10 out of 11 park ops, who don't currently own much or any park equipment, noting that they are definitely interested in more rides and concessions for the future. These parks potentially appear as if they could make the grade, at least financially, as even the parks which haven't been operating for five years show good crowd pull in their folk music stage-shows and square dancing. At admission prices ranging from 15 to 25 cents for children to 30 to 90 cents

for adults, these parks have been able to lure anywhere from 5,500 to 10,000 people as their top crowd for last year and might have captured more week-end vacationists had they had the additional park equipment.

## Use Own Shows To Plug 'Em

The hillbilly park owners, especially those who are entertainers themselves, are also able to cut down their promotional nut a good deal, in that each of them reported they have radio programs daily on at least one station in the area, making it possible for them to get free publicity for their week-end operation via their own air shots. In addition, the parks usually utilize outstanding units from other radio stations in their vicinity, making it possible to get a larger area of prospective clientele when playing such regional favorites.

Hint that other h.b. and Western artists are emerging into the folk music field comes from outstanding regional favorites like Eddie Sosby and His Radio Rangers, KFAB, Lincoln, Neb., veterans, who are looking for a site and are experimenting with Sunday dates at near-by picnic parks. Buddy Starcher, veteran h.b. emcee and singer, opened July 4 at Baker's Park, Falls Mills, W. Va., which is near his WPDH, Clarksburg, W. Va., radio outlet.

The Georgia Crackers, RCA Victor recording artists out of WHKC, Columbus, O., report they intend to lease a site for 1949 operation. Ed Swartz, folk music fan, who once operated Clown Park, Harrisburg, Pa., has now moved to Indian Echo Cave Park, Hummelstown, Pa., where he intends to reopen no later than 1950. All the prospective ops, when queried, said they intended to expand into full park operation.



STANDING ROOM ONLY as country music fans gather on week-ends to dance to the music of Roy Acuff's hillbilly combination in the mouth of Dunbar Cave, where Acuff has constructed a ballroom in conjunction with his Clarksville, Tenn., park.

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**GET BACK TO SNOWMANSHIP**  
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**C-Cruise Readies New Kiddie Ride**

WEST SALEM, Ore., July 24.—Tom Armstrong, sales manager for the C-Cruise Corporation, reveals the development of a new kiddie ride to be called Little Skipper.

The ride resembles, on a smaller scale, the major C-Cruise. Skedded to hit the market early in August, it will have a capacity of 24, with each of six boats holding a maximum of four passengers.

The Little Skipper has a diameter of 16 feet, operates on a single rail, and will simulate the motions of small boats moving across choppy waters.

Since it will weigh only about a ton, the ride can be transported on a pick-up truck or single small trailer, Armstrong said.

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**Building Program Underway For Alturas Rodeo Aug. 14-15**

ALTURAS, Calif., July 24.—The newly organized Alturas Livestock and Rodeo Association is making plans for a rodeo here August 14-15.

The group has razed the old buildings on the rodeo grounds and new ones are being built, it was announced. Chutes have been moved to a spot nearer the grandstand. A half-mile track has been built and five races are slated each day of the rodeo.

**NOTICE, CONCESSIONAIRES**  
 NEW MODEL BERT'S AUTOMATIC ICE MAKING MACHINE for Snow Cones now available. Entirely automatic, with push-button control. Machine delivers clean, fine snow in quantity. This money maker will be demonstrated at Cotton Bowl Roller Rink, Fair Park, Dallas, Texas. If you can't call, write or wire.  
**BERT'S SNOW CONE MACHINES**  
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 We also handle Snow Supplies.

**Rogers for L. A. Rodeo**

LOS ANGELES, July 24.—Roy Rogers; his horse, Trigger, and Dale Evans, his screen leading lady who in private life is Mrs. Rogers, will headline the sheriff's championship rodeo at the Memorial Coliseum here August 22.

**Kiddie Boats SPLASH HIT**

Price Complete **\$2,400.00**  
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BRING LIFE TO YOUR MIDWAY AND PROFIT TO YOUR OFFICE  
**KIDDIES LOVE IT GROWN-UPS ADMIRE IT YOU'LL BE PROUD OF IT GUARANTEED VALUE**

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 Echols ice ball machine with motor, stainless steel case, 4 qts. Snow-Man flavors, 2 qts. fruit acid, pick, dipper, plastic pour-outs, and 2000 Snow-Man cups.  
**All for \$125!**

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 All Popular Flavors Concentrates \$1.75 Qt. (Citric Acid Free)  
 Syrups \$1.50 Gal.  
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 Six One-Gallon Cans Liquid Peanut Oil \$18.20  
 Five Gallon Cans \$15.50

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## Cobra Bite Fatal To Grace O. Wiley At Her Snake Zoo

LONG BEACH, Calif., July 24.—Bitten on a finger by a six-foot Indian cobra, Mrs. Grace Olive Wiley, 64, herpetologist, known to show people throught the country, died an hour and a half later in a hospital here Tuesday (20).

The accident occurred at her snake zoo at near-by Cypress, Calif., while she was trying to persuade the reptile to arch its neck for a photographer. Mrs. Wiley furnished deadly snakes for motion pictures, carnivals and circuses. She had tamed king cobras, puff adders, black snakes, corals and almost every type of poisonous snake.

She outlived her own mortality table, inasmuch as she had estimated that cobra venom would kill in 20 minutes. She also had said she would prefer death from a snake bite to "any other way."

A widow, Mrs. Wiley had been curator of reptiles at a Minneapolis museum and Brookfield Zoo in Chicago before she moved to California in 1937. She leaves her mother and a sister, both of whom reside here.

## Cyclist Flash Rogers Hurt

PHILADELPHIA, July 24.—Joseph (Flash) Rogers, 29-year-old stunt cyclist, was seriously injured Tuesday (20) when his motorcycle stunt failed at Yellow Jacket Speedway here. Rogers was top man in a leap-frog stunt in which he was to race off a ramp, travel 50 feet thru the air, and land on a receiving ramp while another cyclist passed beneath him on the track. He missed the 18-inch wide receiving ramp and plunged to the ground with his motorcycle falling on top of him. He was treated at a local hospital for cuts, shock and bruises.

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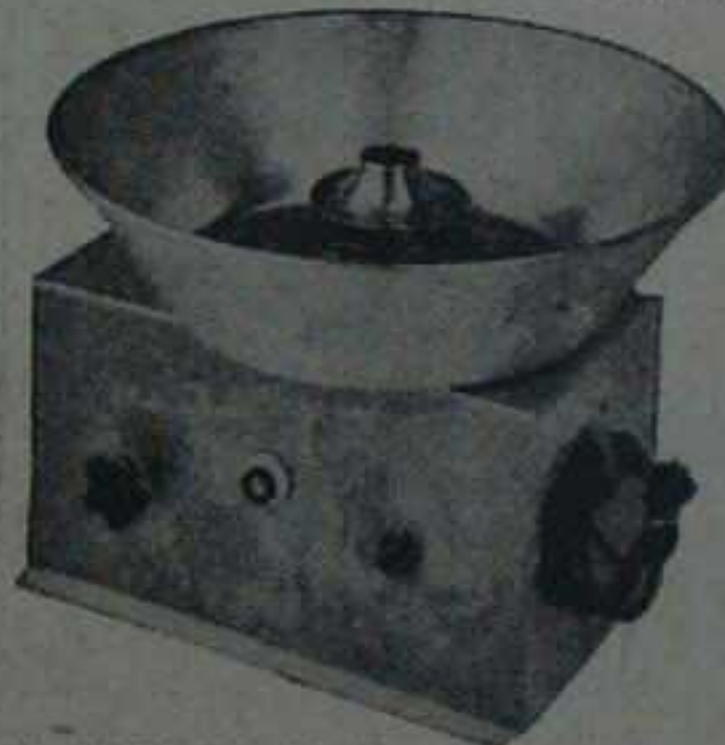
Model 111 floss machines — Single spinnerhead, \$227.50; double spinnerhead, \$245.00. Single bands and ribbons, \$5.00 each. Double bands, \$15.00 each. Headquarters for all floss machine repairs and replacement parts. We manufacture the original single and double bands, ribbons, etc.



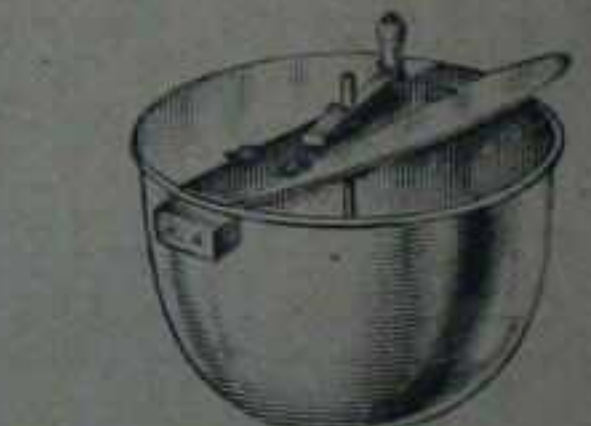
Waffle or Rosecake Molds—Original round, six-sided or scalloped molds, complete with handles—\$2.50 each.



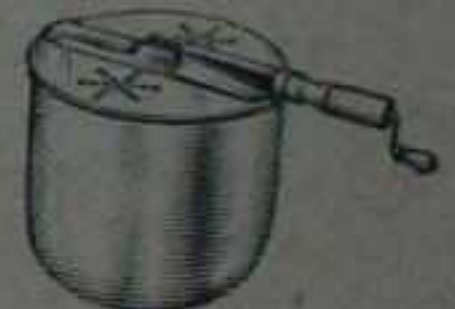
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**Beam Attracts 6,200  
In Bridgeport, Conn.**

BRIDGEPORT, Conn., July 24.—B. Ward Beam's Dare Devils, in for a one-nighter at Candlelight Stadium Friday (16), shattered all attendance records for any attraction ever to play the spot. The auto thrill show drew 6,200 with an estimated several thousand turned away.

This was Beam's first Bridgeport appearance and the success of the date indicated that a two or three-day stand would have been in order. Publicity was excellent with press and radio outlets co-operating. Billing was heavy.

General admission was \$1.20 for adults and 60 cents for children. Reserved seats were \$1.80 for adults and \$1.20 for children.

**Yuba-Sutter Horsemen Set  
Rodeo for July 31-Aug. 1**

MARYSVILLE, Calif., July 24.—The Yuba-Sutter Horsemen's Association will sponsor a California Centennial Rodeo here July 31-August 1, in the Peach Bowl Stadium.

The rodeo will be staged under Rodeo Cowboy Association rules. Robert Barmby, of Sacramento, has contracted to furnish the stock.

**Charter Issued**

LITTLE ROCK, July 24.—Secretary of State has issued a charter to Westmar, Inc., of West Memphis, which proposes to operate theaters, vaudeville houses, airdromes and parks. Authorized capital stock is \$100,000, with \$1,000 paid in. Edwin P. Sapinsley, Herbert Kohn and M. A. Lightman Jr., of Memphis, were listed as the incorporators.

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\$15.00 each. \$5.00 deposit on C. O. D.'s. Write if this does not cover your application.  
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COCONUT OIL  
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**Speed Round-Up**

**Binnie Leads at Playland**

COUNCIL BLUFFS, Ia.—George Binnie is leading driver in the midget races at the new Playland Park here. A three-car crash, involving Johnny Woods, Kansas City, and Don Ross and Jimmy Summers, Omaha, marred July 17 races.

**Brewer Takes Honors**

HUNTINGTON BEACH, Calif.—Frank Brewer captured the main event at the midget auto race card here Monday (19) before a crowd of 4,500. Allan Heath was second and Roger Ward third. Brewer also nabbed the trophy dash while the semi-main went to Noel Coath.

**Minyard Rally Wins**

EL MONTE, Calif.—Moving up from eighth starting position, Hal Minyard won the 30-lap SCMA midget auto feature here Sunday (18) before 3,011 fans. It was the first appearance of midgets on the quarter-mile dirt oval. Minyard was trailed to the wire by Speed Boardman and Jerry Curry. Bill Leroy copped the semi-main, and trophy dash honors went to Boardman. Heat winners were Leroy, Joe DeHart and Curry.

**Tipton Hot-Rod Victor**

CULVER CITY, Calif.—Archie Tipton throttled off with featured hot-rod racing honors here Friday (16) by flashing to the wire in front of Bob Livesay and Dick Vinyard. Vinyard won the trophy dash while Yam Oka took the semi-main in other spins.

**12,500 See Garson Win**

LOS ANGELES—Joe Garson throttled his midget racer around the new banked-board Coliseum track here Friday (16) to win the featured event ahead of Manuel Ayulo and Fletcher Pierce before a crowd of 12,500. In the semi-main, Mac Hellings took the winner's spot, while Ed Haddad copped the trophy dash. Heat winners were Bob Hornbrook, Ayulo, Garson, Pierce, Speck Friedman and John Tolan.

**Bailey, Coleman Share**

HUNTINGTON BEACH, Calif.—Jack Bailey and Pete Coleman divided motorcycle racing honors here Thursday (15) before a slim crowd of 1,100 fans. Bailey bagged the handicap final, while Coleman toured to victory in the scratch final.

**Slinker Hurt in Crash**

OAKLAND, Calif.—Al Slinker, local midget racing driver, lost control of his car in the semi-main of the Friday (16) race card and suffered injuries when the car crashed into a wall. Tommy Cheek, Redwood City, won the main event, with Earl Emmons, Artesia, N. M., coming in second. Jim Davis, Los Angeles, set a new track record in the time trials.

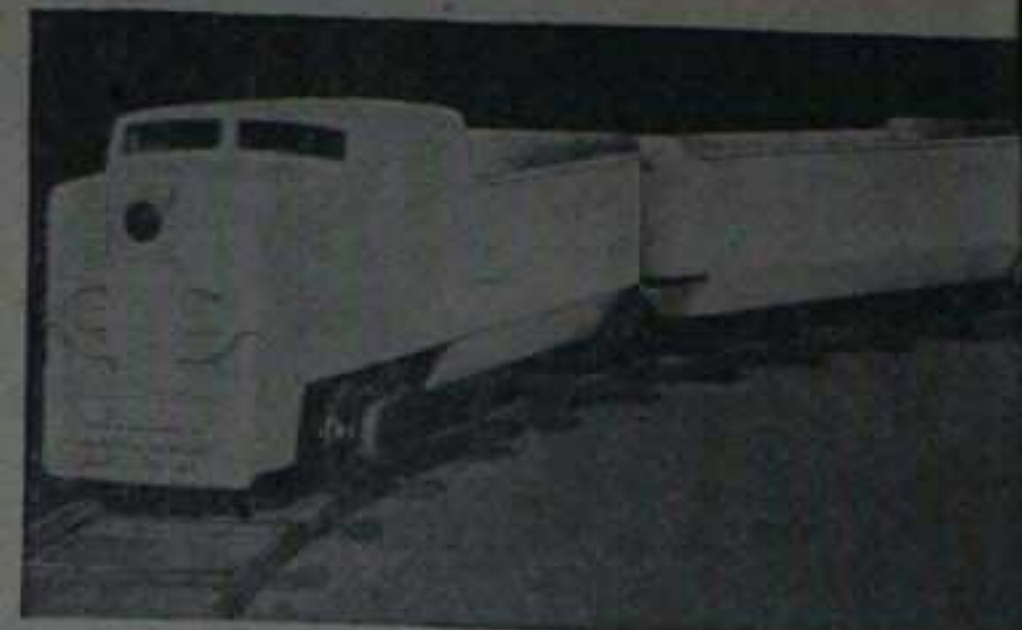
**New Track for Lebanon, Ore.**

LEBANON, Ore.—Nearing completion here is one of the Pacific Northwest's finest race tracks. It will feature rodeos, quarter horse racing and midget auto races. The track is a half-mile oval with a quarter-mile straight track added. Grandstand will seat 3,000. A rodeo tentatively has been arranged for fall, but horse and midget auto racing probably will have to wait for spring.

**Andres in First Win**

GARDENA, Calif.—Roy Andres won his first main event of the season at Carrell Speedway here Wednesday (14) when he headed Win Young and Bert Brundage to the finish line

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in the 20-lap motorcycle feature before 4,916 fans. Bud Hogan bagged the semi-wind-up, with Andres copping the trophy dash.

**Machine Wins Hot Rod**

SACRAMENTO—Bob Machin, Alameda, Calif., piloted his roadster to a featured victory in the hot-rod races at Hughes Stadium here Friday (16). George Mahalas was second and Ed Huntington placed third. Two crack-ups involving half a dozen cars marred the card, but none of the drivers was injured seriously.

**Two in Row for Elder**

SACRAMENTO — Edgar Elder, Fresno, made it two in a row at the midget auto races at Hughes Stadium here Monday (12) as he sped to a triumph over Chuck Stevenson and Marvin Burke in the feature event. About 4,000 fans watched the contest. Johnny Baldwin won the semi-main and Johnny Boyd copped trophy dash honors.

**Livingston Vancouver Victor**

VANCOUVER—Four thousand fans at Digney Speedway Wednesday night (14) saw Gordon Livingston, Portland, Ore., win the 40-lap main event two lengths ahead of Shorty Templeman, of Seattle, in record time of 10, 14; 15 (old time 10, 17; 05).

During the Australian pursuit gallop two Vancouver cars tangled to bring the crowd to its feet as they piled into the fence at the east end. The drivers, Bill Jenkins and Alf Voza, were unhurt but both cars damaged. Quite a donnybrook emerged thru an announcement that the speedway will present hot rods each Saturday night. Midget men want nothing to do with the rodmen, but Promoter Andy Digney announced that matters were strictly under control and both midgets and hot rods will alternate for the balance of the season.

**4,200 See Hanks Win**

CULVER CITY, Calif.—Sam Hanks finally crashed the winner's circle at the Lincoln-Washington Boulevard midget auto racing oval by capturing the feature contest Tuesday (20) before a crowd of 4,220. Allan Heath was second and Roger Ward third. Andy Linden bagged the semi-main, while Bill Brereton won the trophy dash.

**Hogan Cycle Victor**

ROSCOE, Calif.—Bud Hogan outdistanced the field in the main motorcycle race at 5-H Speedway here Tuesday (20), and also nabbed the trophy dash. Chuck Blasney was second and Floyde Emde third in the feature contest. Ray Tanner got the checkered flag first in the semi-main.

**Figaro Tops Stock Field**

GARDENA, Calif. — Lou Figaro piloted his Kaiser into the lead on the 27th lap and held it to the finish to capture the 125-lap stock car race before 9,414 fans at Carrell Speedway here Tuesday (20). The cars, stock except for the removal of mufflers, air cleaners and fans, averaged around 40 miles per hour for the 62.5-mile grind. Andy Linden was second and Allan Heath third. Bill Taylor won the 30-lap consolation event and Troy Ruttman copped the trophy dash.

**Congdon Posts First Win**

SPOKANE—Russ Congdon, Tacoma, overtook Bob Covey, Spokane, on the fifth lap and staved off threats by Bob Verbeck thruout the remaining 35 laps to win his first Class A main event at the midget auto track here Saturday night (17) before 3,500 fans. His time for the feature was 10 minutes, 31.78 seconds. Bob Britton, Seattle, came (See SPEED ROUND-UP on page 70)



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## Steel Shortage Hits Ride Mfrs.

SALEM, Ore., July 24.—Unless the international situation eases and the government can curtail or slow its armament program, the amusement ride industry will be pressed for material to fulfill ride commitments and may not be able to accept future orders.

That's the opinion of Salem's three ride manufacturers, the Eyerly Aircraft Company, Frank Hrubetz Amusement Company, and the C-Cruise Corporation. All three believe they have enough steel on hand to take care of this season's scheduled production, but the shortage is alarming. Steel companies report no relief is in sight.

The Eyerly firm markets the Fly-o-Plane, Rolloplane, Octopus and the new Rock-o-Plane, while Hrubetz puts out the Spitfire, the Hi-Ball and the new kiddie boat ride. C-Cruise corporation manufactures the C-Cruise and a new kiddie ride, the Little Skipper.

## N. J. Aviation Commission Puts Ban on Air Circuses

TRENTON, N. J., July 24.—The New Jersey Aviation Commission has announced its intention to ban air circuses which it claims result in too many accidents and promiscuous and irresponsible flying.

Robert L. Copey, aviation director, said that properly planned shows of an educational nature and demonstrations that would require no waiver of air traffic regulations would be better for all concerned.

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volume, 500 cu. in. (approx. 9 qts.). 1 1/2  
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Note: Operators have reported their new 'Polar  
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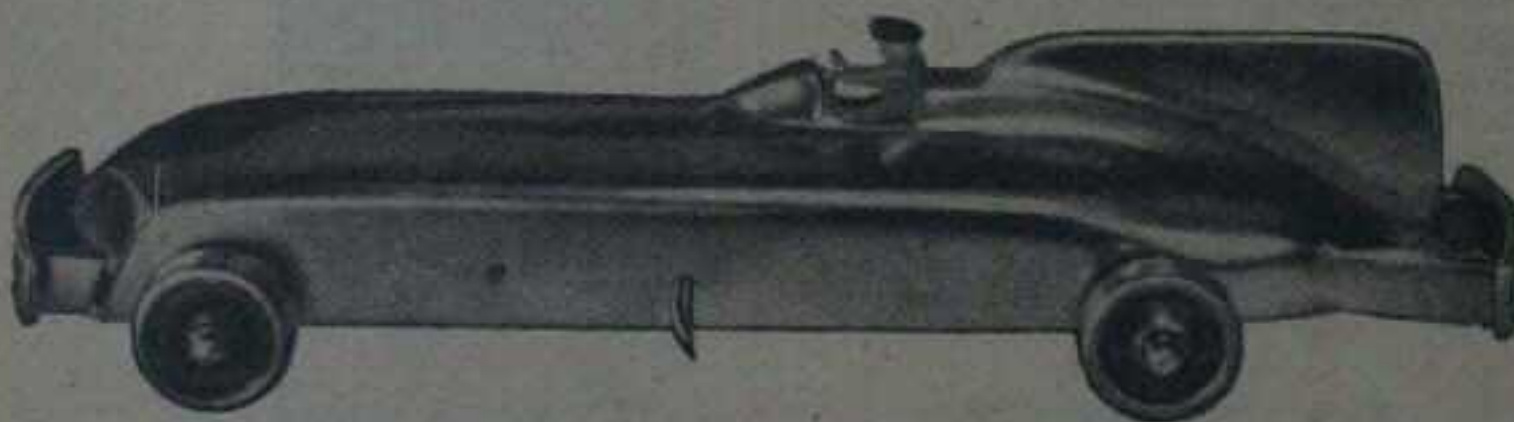
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"Red Star Parachute Flares," originally used by airmen as a distress signal. These flares about  
14 inches long by 1 1/2-inch diameter are similar to a shotgun shell. They are discharged from a  
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float down on a parachute. Pistols also are available for these flares.

Also included in the lot are regular "red light" hand flares, 13 1/2 inches long which burn with a  
brilliant red glare for ten minutes.

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# Van Cleef Reports Miss Leers, Former R-B Performer, in Need

Editor's Note: The following letter was received by The Billboard and is self-explanatory:

Dear Sir:  
I am writing in behalf of a dear friend, Luisita Leers. Unquestionably you are well acquainted with Miss Leers's past career as a star performer with Ringling Bros. and Barnum & Bailey Circus. This truly great aerial gymnast was the successor to Lillian Leitzel with the Big Top and for nearly a decade was a featured artist. If you knew her in person, I am confident you were aware that this rather serious person is a very admirable one in character.

Miss Leers has, as a war victim, endured considerable hardship for a period of years. Due to acute mal-

nutrition, she has been in the hospital more than once. Her state of health has been improving. The food that my wife and I have been sending to her and her parents has been a factor in helping to withstand the shortages of food that have so seriously undermined her health. But I know she needs more food than I alone can provide. Right now she could resume her career as a circus performer by having an operation on her arm. But the specialists refuse to operate until she can improve her physical state with more nourishment. She particularly needs dextrose, vegetable fats, cocoa, powdered milk and eggs, brown rice, sugar and some canned meats.

I feel confident that more than a few of the readers of the circus section of *The Billboard* would welcome the opportunity to assist this great performer and wonderful person by sending her some much-needed food articles. Miss Leers had many admirers throughout the nation when she was a star with the Ringling-Barnum show. I know that none know of her present whereabouts and distress.

I would greatly appreciate your inserting a notice in *The Billboard* calling attention to the fact that Luisita Leers is in need of food. All food packages to her should be addressed as follows:

Miss Luisita Leers  
Helenenstrasse 1  
(20B) Branschweig, Germany (British Zone)

It is advisable that all packages be marked 'unsolicited gift' by the sender.

I am leaving Wednesday, July 14, on a trip to England with our Olympic group. I am serving as the trainer for the U. S. weightlifting team. It will be the first week in September by the time I arrive back in York. All mail received here in the near future will be forwarded on to me. I hope if possible to arrange to visit Miss Leers before returning. Send food directly to Miss Leers at the address given in this letter but any mail to me regarding her will reach me at the address below.

Sincerely yours,  
Ray Van Cleef,  
Associate Editor *Strength and Health*,  
51 North Broad Street,  
York, Pa."



## Noah can have his ark... **WE GOT C-CRUISE**

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— Frank S. Tilyou, Steeplechase Park, Coney Island, N.Y.
- "Handled 1200 passengers in two hours and 15 minutes at La Crosse, Kansas!"  
— L. M. Schrader
- "You've got a winner!"  
— J. W. (Patty) Conklin of Conklin Shows, Canada
- "Tops along our midway!"  
— Mrs. Marie McHenry, Penn Premier Shows
- "We would not want for anything better!"  
— Mr. and Mrs. Sol Golden, Ocean Park, California



**C-CRUISE** The ark was mighty important to Noah in his day, and so is the C-CRUISE to you now! If the old patriarch were around today, it's a lead-pipe cinch he'd say "GET ABOARD the C-CRUISE" for UNBEATABLE PROFITS! It's here to stay.

Safe, sound and sensible, yet with zip and zowie in every dip and whirl, the C-CRUISE makes Mom and Pop younger and sets the youngsters a-tingle. They all come back for more. It's the fascination of the undulating, up-and-down-and-rocky motion that turns the trick. This was developed by the C-CRUISE Corporation after prolonged scientific research for a rib-tickling ride that would simulate a small boat moving rapidly through or over choppy waters. Get in on the payoff!

Clever Design • Robust Frame • Ideal Size • Smooth Running • Easily Portable

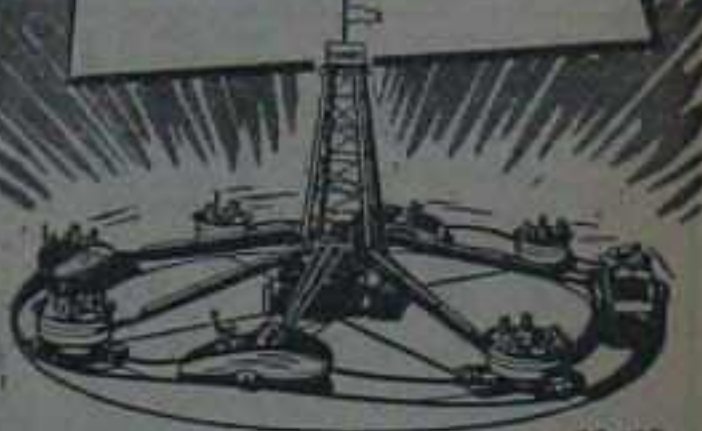
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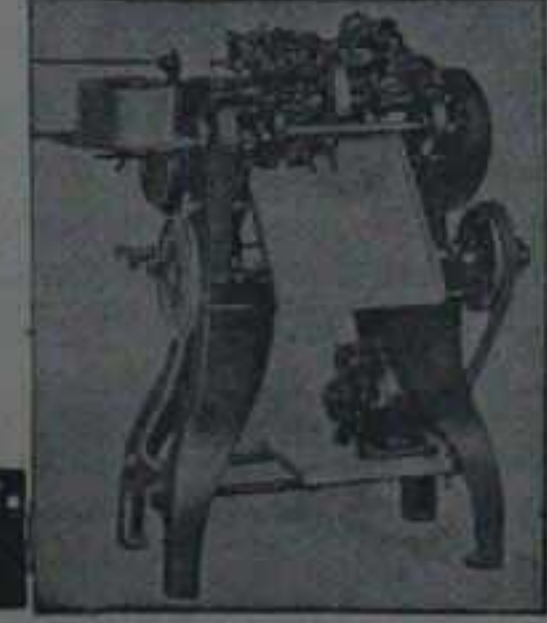
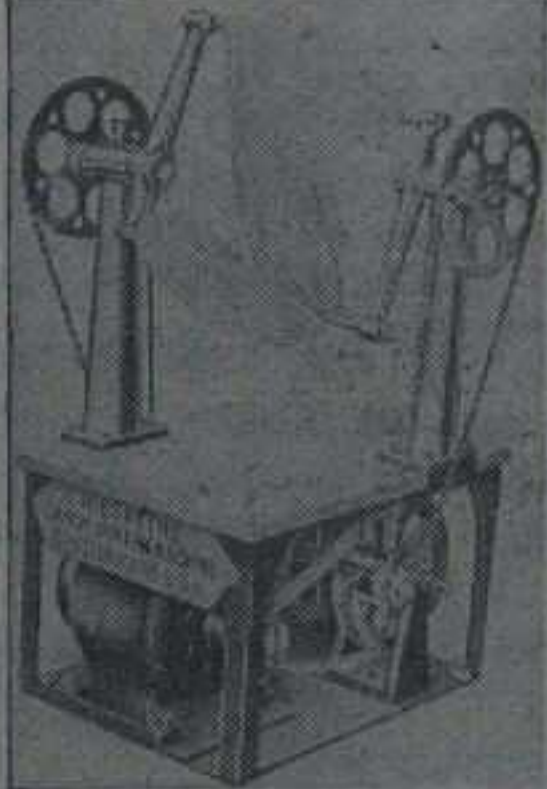
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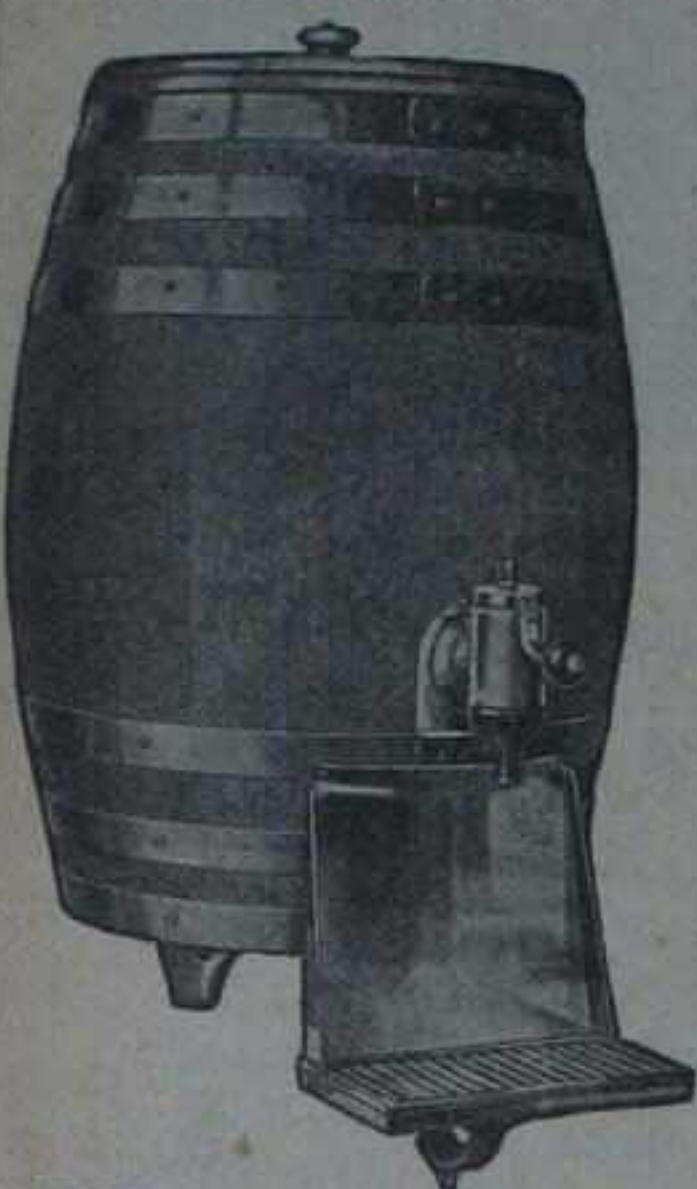
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**Campfield Tried Most Showbiz Before Housing It Under Canvas**

(Continued from page 54)

"I was the worst actor in the world, before, then and now," he insists. Arthur Hill got him a job with the Sells-Floto Circus when he was stranded in Denver, but he was worn out and quit in a few weeks because his berth was right over the bar in the privilege car. "I never got to bed until the bar closed at 3 and I had to get up at 4," Arthur remembers with a yawn.

Heading east, Arthur joined up with Bennie Krause's show, then went with Harry Hunter and later as agent for Keen and Shippy. He next joined Jimmy Sullivan as general agent.

"Jimmie had just broken into the business and if you wanted him you could always find him riding on the Merry-Go-Round," Arthur says.

**Toured With Burlesque**

For nine winters Arthur was with William A. Campbell's Rose Sydell's London Belles. During other cold seasons he toured with Hurtig & Seamon's Bowery Burlesque and units put out by Fennessey Enterprises, Cincinnati. He worked for Charles Frohman and Maudie Adams on a 53-week tour of one-nighters.

After talking with Max Kunkelly, a revered tentmaker, Arthur decided to go into the canvas business. He was successively with Martin, Baker-Lockwood and Ernest Chandler as field representative before forming

his own company this year with William Mitchell, an old-timer in the trade, as vice-president, and Henry Heil as secretary-treasurer.

The firm has offices at 145 West 54th Street, New York, in a neighborhood where Gothamites would ordinarily expect to find an expensive gin mill, complete with floorshow.

Back when he entered the carnival business Arthur remembers that there were only about four organized shows. It was in those days that committees offered the guarantee to get the shows to visit. Only shows were featured then, with maybe a ride or two added for variety.

**First Concession**

"The first concession I ever saw, except for some confetti (novelty) stands, was a knife rack operated by Sam Solomon," Arthur says. A concessionaire lived a hard life in those days. When one came on, the showmen would object so tremendously that he would have to leave. Times sure have changed!"

Arthur was with Capt. John Sheesley who, he says, had the finest show staff ever assembled. It was there that he first met the late Bill Fleming, whom he labels one of the greatest general agents of all time.

One of Arthur's happiest experiences in the carnival business was with Frank West. He agented the show for several years.

Arthur met the present Mrs. Camp-

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"Tents With That New Look."  
Individually designed by Jimmy Morrissey. Beautiful lustrous colors.  
Write—Wire—Phone  
**ALL-STATE TENT & AWNING CO.**  
300 E. 9TH ST. (Phone: Harrison 6567) KANSAS CITY, MO.

**TENTS**  
All Sizes—NEW AND USED—All Styles.  
BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.  
**E. G. CAMPBELL TENT & AWNING CO.**  
100 CENTRAL AVE. (Phone 38385) ALTON, ILLINOIS

**SHOW TENTS**  
FLAMEPROOF FABRICS  
**HOGSHIRE TENT & AWNING MFG. CO., INC.**  
2401 HAMPTON BLVD. Phone: 2-4777 NORFOLK 8, VA.

**NEW LOW PRICES SIDEWALL**  
NEW WATERPROOF MILDEWPROOF  
**MICHIGAN SALVAGE**  
417 W. Jefferson Ave., Detroit 26, Mich.  
Following finished sizes, complete with Groundsets and Rope. Made of approx. 8 oz. material, Green or Khaki.  
6'x100' ..... \$54.55 9'x100' ..... \$80.00  
7'x100' ..... 63.05 10'x100' ..... 88.45  
8'x100' ..... \$71.52  
Made in any length at the above rate per running feet.  
Satisfaction Guaranteed. Prompt Delivery. "If It's Made of Canvas, We Make It."  
25% Deposit—Balance C. O. D.

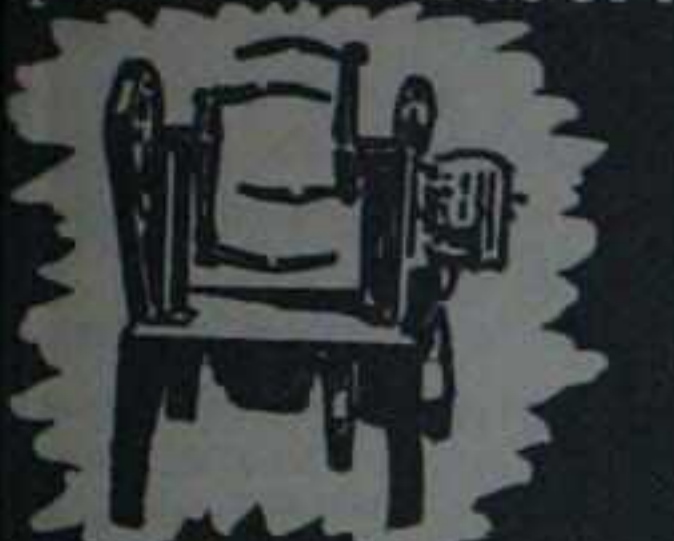
"AMERICA'S FINEST SHOW CANVAS"  
12x16 GABLE END CONCESSION TENT, 5' AWNINGS, CORNERS ON 4 SIDES, GREEN FLAMEPROOFED.  
IMMEDIATE DELIVERY!

**Tents—Side Show Banners**  
The Best Flameproofed Fabric Available.  
Bernie Mendelson—Charles Driver  
**O. Henry Tent & Awning Co.**  
4802 N. CLARK ST. CHICAGO 40

**NEW TENTS**  
All sizes. Wide selection of materials. Finest craftsmanship. Write for details.  
**SOUTH BEND AWNING CO.**  
1124 Mishawaka Ave., South Bend 15, Ind.

**D. M. KERR MFG. CO. TENTS**  
1954 W. GRAND AVENUE CHICAGO 22, ILLINOIS

# Salt Water Taffy Operators... SCOOP!



**PORTABLE 10 LB. PULLER**  
**\$245.00** F. O. B.  
 Los Angeles

Send for Your Copy of our Illustrated Catalog.

**SALT WATER KISSES**  
 (Assorted Colors and Flavors)  
**22c lb.**  
 70 pieces to lb. — 30 lbs. to Carton  
 Wrapped in Wax Paper to hold up in  
**HOT WEATHER—FLASHY COLORS!**  
 1/3 Dep., Bal. C. O. D.

**CONFECTIONERS SUPPLY CO.**  
 304 Newton St., Los Angeles 21, Calif.

## ASTRO FORECASTS

All Readings Complete for 1948  
 Crystal Balls; Imported  
 in three sizes: 2 1/2; 3 inch; 3 9/16;  
 7/16. Write for prices.  
 Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00  
 Goldfish Pamphlet, 8 1/2 x 11, 12 Signs,  
 by Quantity. Each 1 1/2¢  
**WHAT IS WRITTEN IN THE STARS.** Folding  
 booklet, 12 P. 3x5. Contains all 12 Analyses.  
 by Well Written, \$5.00 per 100; sample 10¢  
**EAST AND ANALYSIS**, 10-p., Fancy  
 vers. Ea. 5¢  
 Sample of each of the above 4 items for 25¢  
 45 Pages. Assorted Color Covers 50¢

**NEW DREAM BOOK**  
 Pages, 2 Sets Numbers, Clearing and Policy.  
 50 Dreams. Bound in Heavy Gold Paper  
 Very Good Quality Paper. Sample 20¢  
**TO WIN AT ANY KIND OF SPECU-**  
**LATION**, 24-p., Well Bound, 8 1/2 x 11  
**OF 75 EGYPTIAN F. T. CARDS**,  
 Answers All Questions, Lucky Numbers, etc. 50¢  
 Cards. Illustrated. Pack of 36 15¢  
 Hology Charts, 9x17. Sam. 5¢. Per 1000 \$7.50  
**TAL TELEPATHY**, Booklet, 21 P. 25¢  
 Plans Made to Your Customers Under Your  
 Name. No checks accepted. C. O. D. 25% Deposit.  
 Name or ads do not appear in any merchandise.  
 See postpaid prices. Orders are P.P. Extra.

**SIMMONS & CO.**  
 West Jackson Blvd. CHICAGO 4, ILL.  
 Send for Wholesale Prices

field prior to the disastrous Mexican tour when they were on the same show. She was touring with her husband, Capt. John Sarco, a famous showman of the day. Many years later Captain Sarco and Arthur's first wife died within a short time of each other—at the time, unknown to the two families, which had had very little contact during the intervening years.

**Friendly Guy**  
 Arthur, whose appearance belies his occupation since it might more properly be identified with the distinguished gentlemen pictured in the Calvert ads (but he doesn't drink), has spent his life winning friends and influencing people. The man's adeptness along these lines could provide enough material to make the popular tome authored by Dale Carnegie look like a pamphlet. He has been tagged "a very nice guy" in a business where the word is frequently grudgingly given.

He takes his membership in the National Showmen's Association seriously and is a pillar of strength, refusing to yield on vital issues when he feels he is right. He'd make a corking honest politician—the kind that would make awfully dull copy for the Westbrook Peglers.

Life holds a full share of laughter, for Arthur also chuckles easily, even when he recalls the theft of one of his two suits when the daily menu was beans and to draw a buck out of the office wagon was tantamount to floating a world bank. And the times he peddled hand-carved Mexican canes in New Orleans to make a stake, or promoted and sold space in his architectural folders of which no town could support more than one, ever.

Arthur's life these days is rather leisurely despite presiding over a new business. He and Mrs. Campfield week-end in the Pocono Mountains (not in a tent) where he has attained the status of a squire in the local community.

The rest of the time Arthur plugs the sale of canvas—in all colors and fireproofed—ranging from horse troughs to big tops. He has an advantage with his customers in that all of them know he's had plenty of experience in getting 'em up and down.

## Portable Public Address System

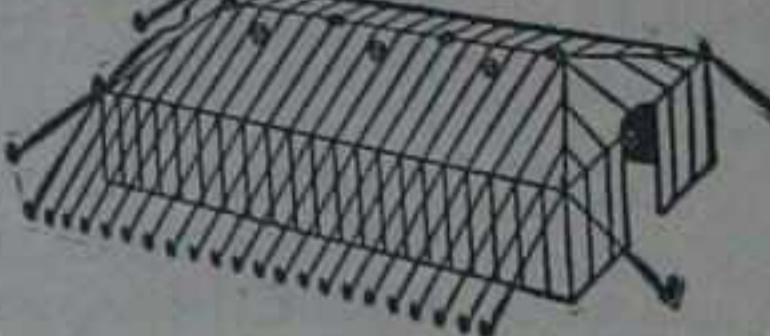
**18 WATT PEAK. MODEL RA-155**  
**WILL FIT ALL YOUR NEEDS!**  
 Audience coverage up to 3,000 people, area coverage up to 10,000 sq. ft. For indoor or outdoor use. Carnivals, halls, sporting events.  
 • Consisting of attractive, sturdily built, leatherette covered carrying case.  
 • Heavy magnet 12" P.M. Speaker, no distortion.  
 • Turner crystal mike—velvet chrome stand; or available with floor stand if required for additional \$3.50.  
 • RA-15 Raparco Amplifier, featuring Mike and Phono Input, 2 separate Bass and Treble Tone Controls, 6 Tubes, Frequency Response 30-17000 Cyc. + 1/2 DB.  
 This high fidelity range gives excellent results when the amplifier is used with FM tuners or recordings.  
**PRICE COMPLETE \$64.50**  
 We can supply amplifier units to accommodate any situation; mobile, portable or fixed, any output range. Send for our catalog.



Radio Parts Company, 614 RANDOLPH ST., CHICAGO 6, ILL.

## Help Solve Storage-Housing Problems

**New TENTS** Gov't Surplus  
**12.29 Oz. DUCK-WATER AND FLAME PROOFED**  
**50' x 16'**  
**COMPLETE with POLES and PINS**  
 Shipping Weight ★ Regular Value \$500 \$165.00 F.O.B.  
 Appr. 600 Lbs. Special Price \$165.00 Each Chicago  
**MANNIE & CO. CHICAGO 16, - ILLINOIS**



## MAKE \$100.00 A DAY ON CANDY FLOSS

This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW. FREE parts given with each machine.  
**Electric Candy Floss Machine Co.**  
 202 Twelfth Ave., So. Nashville 4, Tenn.



## CONCESSION TRAILERS

This sturdy Trailer has masonite body 10 ft. long, 88 inches wide. Full price, \$490.00 plus tax. Immediate delivery. Write for catalog showing 35 new models.  
**KING AMUSEMENT CO.** 82 Orchard St. Mt. Clemens, Mich.



## ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED

WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M's AT SAME ORDER, \$2.00  
 Price for any wording desired. For each change of wording and color add \$3.75. Change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.  
**WELDON, WILLIAMS & LICK**  
 FORT SMITH, ARKANSAS  
 Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

## ATTENTION, ALL CUSTARD OPERATORS "VANILLA WHIP"

line, complete, prepared mix for Custard Machines. Just add water. No muss, other supplies needed. Brings repeat business because it is an excellent, uniform product. Vanilla Whip sold with a money back guarantee. 20 pounds of Vanilla Whip makes 10 gallons of good mix. Plenty of overrun. No after taste.  
 250-Lb. Drum at .33 per pound  
 100-Lb. Drum at .34 per pound  
**IMMEDIATE DELIVERY**  
 Wire, Call or Write  
 Distributed By  
**GENERAL EQUIPMENT SALES, INC.**  
 S. WEST ST. INDIANAPOLIS 2, IND.  
 Telephone: Riley 7137

## Snow Cones ★ Popcorn ★ Candy Floss ★ Candy Apples

Our 1948 Catalogue has been mailed to everyone on our mailing list. If you have not received your copy, write for it today. The new 58-page catalogue lists all the equipment and supplies you need for the above Concessions, in addition to many other items. Be sure you line up with Gold Medal this year for the fastest service in the business.  
**GOLD MEDAL PRODUCTS CO.**  
 318 E. THIRD STREET CINCINNATI 2, OHIO

## SMITH & SMITH RIDES FOR CARNIVALS AND PARKS

Makers of Chairplanes, Kiddie Airplane Swing, Kiddie Chairplane, Ocean Wave. Write, wire, phone for catalogue, price, delivery date.  
**SMITH & SMITH, Springville, N. Y.**

## PLACE YOUR ORDERS

For the original "TAYLOR MADE" dolls, cats, bottles and tops. All painted in flashy colors and have good wool. Your choice of thirty-five styles. Send for your catalogue today. All made in the original  
**TAYLOR GAME SHOP**  
 COLUMBIA CITY, IND.  
**MRS. ORPHA SHEPHERD, Owner and Operator**

# New ELECTRIC CORN POPPER



**DOES WORK OF \$500 MACHINE!  
TURNS OUT 100 BAGS AN HOUR**

**POPS A BATCH IN 3 MINUTES**

Simplicity is one thing you will like about the EXCEL. No trick mechanisms whatever. Comes complete with cord and plug, ready to connect. Flip the switch and in 5 minutes pour in the corn and seasoning. Makes a batch of popcorn in 3 minutes—the quickest of any popper on the market. Easy to clean. Requires no constant repairs. The brilliantly lighted case and visible corn popping thru the screen cover attracts the crowd.

**FULLY GUARANTEED**

Among the 31 features—beautiful New Gray Metallic finished plate glass case, trimmed in gleaming nickel and polished aluminum; electric lighted and beautifully decorated with multi-colored popcorn selling signs. Occupies small space, 17x17x20" high. Weight, 30 lbs. Easily moved. Uses less current, only 990 watts, yet heats in 5 to 7 minutes. Heating element guaranteed for a year—and many more features too numerous to mention here.

**EXCEL MFG. CORP.**

Dept. B-7-3148

MUNCIE, INDIANA

## PROFITS GALORE!

**\$5 to \$50 Daily Earnings!**

**Get in the Popcorn Business Now and CLEAN UP!**

Where can you make more money than in selling Popcorn? Everybody loves it—young and old. The Popcorn stand is always swarming with customers. And it's almost all clear profit. Popcorn earns top money in any carnival. And here's the opportunity of your life to get in it.

**LOWEST PRICED POPPER ON THE MARKET PAYS FOR ITSELF IN A FEW WEEKS!**

Popcorn is low in price—easy to get—your market unlimited. Billions of bags are sold yearly. Get your machine today and start now to cash in on this tremendous market.

**SALESMEN Write for PROPOSITION**

## Speed Round-Up

(Continued from page 65)

from last place to capture the Class B event in six minutes, 35.32 seconds. Don Farmer, Los Angeles, took the 10-lap trophy dash in two minutes 16.22 seconds.

### Zeke Noses Out Tappet

BRIDGEPORT, Conn. — Johnny Zeke captured the 25-lap midget feature at Candlelight Stadium Monday (19) in one of the closest races of the season. He nosed out Ted Tappet, who has dominated many races at the local track. George Flemke finished third.

### Luptow Surprise Winner

LEBANON, O.—Frankie Luptow, Detroit pilot, turned in a major upset when he bested Deb Snyder, Kent, O., in the 15-lap feature race of the dirt track card at the raceway Sunday (18). Approximately 5,000 fans viewed the seven-event, sprint-type program, which was the first sanctioned by the IMCA in Ohio for nearly 20 years. The card also marked the Ohio debut of National Speedways (Gaylord White-Al Sweeney), who sponsored the event.

### Crash Kills Lewis Caldwell

COLUMBIA, S. C.—Lewis Caldwell, Greenville, S. C., 20-year-old motorcycle racer, was killed at Columbia Speedway Saturday (17). He received a fractured skull, chest injuries and a broken leg. Alec Swing, Lexington, N. C., won the five-mile final.

### Tappet Wins Conn. Feature

WEST HAVEN, Conn.—Ted Tappet won the 25-lap midget feature at the Speedway Thursday night (15).

### Attractively Printed

#### POPCORN BOXES

5c Size .....\$ 5.1  
10c Size ..... 6.0  
25c Size ..... 16.5

#### PEANUT OIL

5-gal. can .....\$16.50

#### COCONUT OIL

50-lb. cans.....38c

"Prices Subject to Change Without Notice."

#### KONTNEY CARTON CO.

P. O. Box 402  
GREEN BAY, WIS.

## Frozen Custard Machine CONCESSION TRAILERS

Act at Once—Investigate Today!  
Write for latest free catalogue.

Frank Thomas

#### GENERAL EQUIPMENT SALES, INC.

814-824 South West Street  
Indianapolis 2, Indiana

## TIPP WHIPS

Are the Best!  
Catalogue Ready

#### THE TIPP NOVELTY CO.

242 NO. 6TH STREET, TIPP CITY, OH.

## NEW and USED

POPCORN — PEANUT — SNOW BALL  
JUICER — NUT — FRENCH FRY and  
TAFFY MACHINES

NEW CANDY FLOSS MACHINES, \$225  
Precision built, ball bearings, 24" stainless  
steel pan, switches mount on top of counter,  
double spinner head, fused.

131 Vine St.,  
Philadelphia 6, Pa.

**BILL JONES**

## LOOK! PARKER DOES IT AGAIN!

YES! We are the first to announce a flat cut of 10%. This is in keeping with our policy of always being out front and always giving the best for the least.

**A FLAT 10% REDUCTION IS EFFECTIVE THIS DATE AND RETROACTIVE ON ALL CONTRACTS DELIVERED OR YET TO BE DELIVERED THIS SEASON!**

Prompt delivery on 2-abreast 34 ft. Price \$7,987.00. The smallest practical adult machine. 20 metal horses, 2 finely decorated and upholstered chariots, fluorescent lighting, decorated inside scenery.

3-abreast, \$9,167.00. 30 metal horses, 2 chariots.

Kiddie Merry-Go-Round, 32 ft., metal ponies, \$4,925.00.

**GET YOUR ORDER IN TODAY.**

## C. W. PARKER AMUSEMENT COMPANY

World's Largest Manufacturer of  
Amusement Devices

LEAVENWORTH, KANSAS

P.S.—Order that set of Metal Horses now to bring your machine up to date. They fit any make. Phone, 1455.

## Crystal Coach Sr

1948 MODEL

Other models from \$695 up.



### TWO SUPER SPECIALS

Senior model CRYSTAL COACH, 7½ ft. wide by 12 ft. long with plexiglas windows. Equipped complete with overhead popper, warming counter for popped corn, carmelcorn cooker complete with cooling counter, and serving counters on both sides, fluorescent lighting, exhaust fan, etc. Price, \$2,831.00, plus tax. Delivered free of charge in Midwestern states.

ROLL-O-MART Model, 6 ft. wide x 10 ft. long. Restaurant type "grab joint" Equipped with canopy type window panels, 6-case Coca-Cola ice box, metal storage ice box, Orange Crush dispenser, bottled gas grill, Cory coffee maker, giant size hot dog steamer, 42-gallon water storage tank, galley pump, wash basin, fluorescent lights, exhaust fan, etc. Price, \$2,380.00 plus tax. Delivered anywhere in the Midwest free of charge.

Generous trade-in allowance on any used concession trailer

## The Calumet Coach Co.

11575 S. Wabash Ave.  
Chicago 28, Ill.

COMING EAST TO NEW ENGLAND, OHIO, W. VA., PENNA. ??

!! WE WANT YOUR BUSINESS !!

Popcorn—Seasoning—Salt—Boxes—Bags—Cones—Warmers—Star and Page Poppers—Semi-Cone Machines—Cups—Syrup Concentrates—Candy Floss Paper—Candy Apple Stick

FAST SERVICE — UNIFORMLY TOP QUALITY — ECONOMY

Don't stock big loads—we will ship your current needs to meet you at each new location

## THEATRE CANDY CO., INC.

215 STUART ST.  
BOSTON, MASS.

415 VAN BRAAM ST.  
PITTSBURGH, PA.

**TICKETS PRINTED TO YOUR ORDER 100,000—\$24.70**

ROLL — FOLDED — CASH WITH ORDER — SAVE

Minimum Order Each Working Day, Price or Color 10,000 Tickets  
Daly Ticket Co. COLLINSVILLE, ILL.

10,000 Each Additional 10,000  
Same Order Price Change Color Change  
\$8.50  
1.80  
3.00  
80

# OUTDOOR SHOWBIZ'S MANANA

## Lynch Thrill Show Week-End Click thru Mass., Conn.

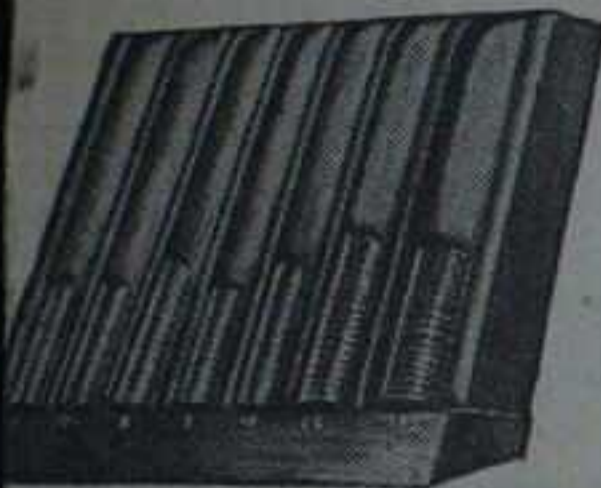
SPRINGFIELD, Mass., July 24.—Eastern unit of Jimmie Lynch's Dodgers rang up a big week-end here Sunday (18) and in Hart-Conn., Saturday (17).  
 Saturday night four of the org at LYNCH THRILL (R on page 85)

## CHROME METAL VERED ADMISSION SIGNS



Complete with 5 opaque plastic inserts. Additional cards for any change of price. 80¢ each.....

\$5.95



## CHANGE RACK

actical . . . Speedy . . . Efficient  
 Cushioned bottom keeps Coin Rack steady; change-making easy. Mahogany finish, and durable. 8 1/2" high by 12" wide.....

\$2.95

## AMPLEX COLOR CLIP . . . . . 85¢



and  
**AMPLEX COLOR FILTER**  
 Standard Colors 85¢  
 Special Colors 80¢  
 Fits Any Standard Reflector Bulb.

TICKETS (STOCK) 20M . . . . . \$8.00  
 FULLY PRINTED TICKETS ON ORDER AT YOUR DEALER OR DIRECT.

ASSOCIATED TICKET REGISTER COMPANY, Inc.  
 14 W. 44th Street New York 18, N. Y.

## ECHOLS ICE SHAVING MACHINE



With Motor \$80.00  
 With Stand \$85.00  
 \$15.00 Deposit on C. O. D. orders.  
 S. T. ECHOLS  
 3700 S. Jefferson  
 St. Louis 18, Mo.

## TIPP BATONS

Are the Best!  
 Catalogue Ready  
 THE TIPP NOVELTY CO.  
 NO. 6TH STREET, TIPP CITY, OHIO

## FOR SALE

Tent Tops, good condition, flameproof, waterproof and mildewproof, \$95.00.

Main Awning & Tent Co.

ain St. Cincinnati, O.

## Last Rites Held In Chicago for Frank D. Shean

CHICAGO, July 24.—A large delegation of friends, former business associates and members of the Showmen's League of America attended services here Tuesday (20) for Frank D. (Doc) Shean, veteran showman who died in Norfolk July 16. Services were conducted by the SLA and burial was in Showmen's Rest, SLA's plot in Woodlawn Cemetery.

Shean, at the time of his death, was manager of Casino Park, Virginia Beach, Va., general manager of the recently organized Agricade Fair—(See Last Rites Held on page 151)

## Sun Sr., Grossman Injured in Plane Crash at Saskatoon

SASKATOON, Sask., July 24.—Gus Sun Sr., 80-year-old founder of the booking agency bearing his name, sustained a broken nose, and Irving H. Grossman, his Midwest rep, suffered bruises and scratches when the latter's personal plane struck an airport ditch here last week. The plane was demolished when Grossman tried to land on the airport's grass, as the runway, then undergoing repairs, was blocked by cars and trucks.

After treatment at a hospital here, Sun and Grossman continued the tour of the Canadian Class B fair circuit, for which the Sun office is supplying the grandstand attractions. Sun headquarters in Springfield, O., while Grossman works out of Des Moines.

## Four-Day Redondo Beach Fiesta Proves Success

REDONDO BEACH, Calif., July 24.—Annual fiesta here opened Thursday (15) for a four-day run that was highly successful, according to the event's officials. No estimate of attendance was given.

The celebration featured street dancing, fireworks and swim contests. A cross-channel-and-return Catalina Island-Redondo Beach water ski race climaxed the program Sunday (18).

## Lew Dufour Pays Tribute to Shean

ST. LOUIS, July 24.—Lew Dufour, for several years associated with the late Frank D. Shean when the Dufour & Rogers Enterprises were operating at world's fairs and expositions, wired the following tribute to *The Billboard* following Shean's death in Norfolk July 15:

"Doc was a good man, a kindly man, a friendly man, one possessing character. His word was trustworthy. He was dependable, helpful and thoughtful of his fellow man. Doc was a gentleman. He was a lovable, devoted husband, who brought happiness and sunshine to his home, his friends and wherever he traveled. We who are left behind will miss his charming personality, his noble and kind deeds.

"Frances Shean has lost a dear, devoted husband; the show world a grand showman, and I a very, very dear friend."

Dufour is connected with the RKO organization in this city.

## Wildwood To Pinch Vendors

WILDWOOD, N. J., July 24.—Police have been ordered to arrest anyone vending merchandise on local beaches. City Clerk R. Leonard Byrne said that all such sales are banned by a local ordinance. The matter has been in dispute since Vice-Chancellor Vincent Hanonmann, of Atlantic City, handed down a ruling which permits veterans to peddle on the beaches.

## Expect Upped Takes for 2d Half of Year

### Hopes Are on Fairs

(Continued from page 3)

will spend freely for solid outdoor entertainment fare.

At still dates this year, carnival attendance, except when hit by weather, generally has held up to 1947. The fall-off in receipts is due primarily to a lessening of per capita spending, particularly in and around industrial centers, where the mounting cost of living has been felt more acutely than in the country.

On the whole, circuses have been doing better than all right, tho they are running below last year's attendance. There have been thinner matinees, but night patronage has held up. The Ringling circus enjoyed phenomenal business in its indoor stand in New York and Boston. The Big One's attendance, however, did level off as it began its cross-country trek.

### Parks Optimistic

The amusement park business offers a mixed picture. On the East Coast early attendance was hurt by rain. Elsewhere park operators are not complaining about their general business, most allowing that it is slightly below last year but insisting that,

(See Outdoor Biz on page 151)

A CUSTARD OPERATOR'S DREAM COME TRUE!

# TOTO

Pasteurized FREEZING MIX JUST ADD WATER

CUSTARD OPERATORS AGREE  
 . . . it's the GREATEST DISCOVERY  
 IN A DECADE!

Saves labor, space. Ingredients approved by Health Department. High Over-Run. 33¢ per pound or \$82.50 per barrel of 250 pounds net, delivered. Plus butterfat required in accordance with State laws.

NEED PROOF!

Order 20 lb. trial shipment

USE THE COUPON NOW!

HOMIX PRODUCTS, INC.  
 Manufacturers of Toto Mix  
 165 Broadway, New York 6, N. Y.

Yes, I want proof of TOTO's Pasteurized Freezing Mix. Send me 20-lb. trial shipment, enough for 15 gallons of finished product, and as much as \$50.00 in sales. I enclose \$6.60 check or money order.

My Name .....

Organization .....

Address .....

City ..... State .....

## NEW LOOK

NO HIDDEN PARTS



Pat. Pend.

Manufactured and Distributed by

## V. E. SUPPLY CO.

282 W. Market St., Akron, Ohio

See larger ad on Page 144



## SHORT RANGE GALLERY

Ever popular Short Range Shooting Gallery uses paper targets. There are many varieties of them, therefore you can always offer your customers new and interesting propositions. Can be operated with either merchandise or cash prizes. Gallery is instantly ready for operation and can easily be pulled by a passenger car. Write today for catalog of all types of galleries, rifles, ammunition and supplies.

KING AMUSEMENT CO.

82 Orchard St. Mt. Clemens, Mich.

STOCK TICKETS  
 One Roll . . . . . \$ 1.00  
 Five Rolls . . . . . 4.00  
 Ten Rolls . . . . . 6.00  
 Fifty Rolls . . . . . 20.00  
 100 Rolls . . . . . 38.00

ROLLS 2,000 EACH.  
 Double Coupons.  
 Double Prices.  
 No C. O. D. Orders.  
 Size: Single Txt. 1x2 1/2"

Platonic Love—the gun you did not know was loaded.

## TICKETS

Of Every Description

THE TOLEDO TICKET COMPANY  
 114-116 Erie, Toledo (Ticket City) 2, O.

SPECIAL PRINTED Cash With Order. Prices:  
 2,000 . . . \$ 6.60  
 4,000 . . . 7.45  
 8,000 . . . 8.30  
 8,000 . . . 9.15  
 10,000 . . . 10.00  
 30,000 . . . 14.00  
 50,000 . . . 18.00  
 100,000 . . . 28.00  
 500,000 . . . 108.00  
 1,000,000 . . . 208.00  
 Double coupons. Double prices.





**CONTACT US IMMEDIATELY!!**

for full information and prices on

Popping Corn  
 Boxes • Coconut Oil  
 Corn Syrup  
 Seasoning • Cones  
 Popcorn Machines

We have everything necessary to put you in the popcorn business. All you need are the four essentials.

**BRADSHAW CO. INC.**

ALBERT N. DUKER, President

QUICK, DEPENDABLE SERVICE SINCE 1903

SALES OFFICE

619 Broadway, New York 19  
 Circle 7-4343

PLANT

31 Jay Street, New York 13  
 Walker 5-5359

**SELL MORE POPCORN Golden Yellow**

(Formerly Called "Nuco")

Added to seasoning, so that when popcorn is kettle-popped it comes out a delicious and appetizing golden yellow. **INCREASES SALES.** Cost very small, for it goes so far. Send name of dealer and **ONE-OUNCE TRIAL BOTTLE** will be mailed on receipt of 10¢ cash or stamps to cover handling expense.

**KEM COMPANY** 2301 N. 11th St. ST. LOUIS, MO.

**Kernel Prunty Says:**  
 "Keep your good humor during those rush periods" by using  
**RUSH HOUR POPCORN**

When in Need of the Following, Write Me.

PEANUTS PEANUT ROASTERS (Roasted) (With Warmer)  
 POPCORN MACHINES, OILS, TONS, CONES, BAGS, ETC.

Price list of full line of supplies sent upon request.

**ITY SEED & GRAIN CO.**

—Popcorn Processors—  
 1422 2nd St. St. Louis 2, Mo.  
 —In Our 74th Year—

**SHOOTING GALLERIES**

Supplies for Eastern and Western Type Galleries. 1927. WRITE FOR CIRCULAR.

**W. TERPENING**

Marine St. OCEAN PARK, CALIF.

BUILT BETTER . . .

TO LAST LONGER . . .

WITH LESS MAINTENANCE



**ALLAN HERSHELL MERRY-GO-ROUNDS**

Made by the makers of  
 KIDDIE AUTO RIDE  
 MERRY-GO-ROUND  
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1948 FAIR DATES

ALABAMA

Anniston—Calhoun Co. Fair, Sept. 7-11. Athens—Limestone Co. Fair Assn. Week of Sept. 20. W. I. Dobbins. Athens—Limestone Co. Colored Fair, Sept. 27-Oct. 2. Maxie Allen. Atmore—Escambia Co. Fair, Oct. 8-9. Attalla—Etowah Co. Fair Assn. Week of Sept. 27. Riley L. Hamby. Birmingham—Alabama State Fair, Oct. 4-9. R. H. McIntosh. Dothan—Houston Co. Tri-State Fair, Oct. 25-30. Mrs. L. J. Lunsford. Florence—North Ala. State Fair, Sept. 20-25. C. H. Jackson. Huntsville—Madison Co. Fair, Sept. 20-25. Marie Dickson. Jasper—Walker Co. Fair Assn. Sept. 20-25. James D. Dickson. Lexington—Lexington Fair Assn. Oct. 7-9. C. P. McMeans. Laverne—Crenshaw Co. Fair Assn. Oct. 11-16. W. J. Bell.

ARIZONA

Duncan—Greenlee Co. Fair, Oct. 15-16. Stanley W. Coon. Holbrook—Navajo Co. Fair Assn. Sept. 17-19. John H. Miller. Phoenix—Arizona State Fair, Nov. 5-14. Paul F. Jones. Prescott—Yavapai Co. Fair, Sept. 30-Oct. 3. Safford—Graham Co. Fair, Oct. 28-30. Col. E. D. Householder.

ARKANSAS

Arkadelphia—Clark Co. Fair, Sept. 9-11. A. T. Goodlow. Ashdown—Little River Co. Fair Assn. Sept. 16-18. C. M. Lamkin. Bentonville—Benton Co. Fair Assn. Sept. 28-Oct. 1. Arthur Smith. Benton—Saline Co. Fair Assn. Sept. 13-18. Mill Scott. Blytheville—Northeast Ark. District Fair, Sept. 21-26. Robt. E. Blaylock. Booneville—Logan Co. Livestock Show & Fair, Sept. 16-18. George E. Lusk Jr. Clarksville—Johnson Co. Fair Assn. Sept. 27-Oct. 2. Lucile Miller. Danville—Yell Co. Free Fair Assn. Oct. 13-16. J. B. Briggs. De Queen—Sevier Co. Fair Assn. Sept. 23-25. Ralph B. Kite. El Dorado—Union Co. Livestock Assn. Sept. 27-Oct. 2. Julius Miller. Eudora—Chicot Co. Fair, Sept. 20-22. W. H. Mathis. Fayetteville—Washington Co. Fair Assn. Sept. 15-18. James W. Holder. Fort Smith—Ark.-Okla. Livestock Expo. Sept. 19-25. A. D. Murphy. Greenwood—Sebastian Co. Free Fair Assn. Sept. 9-11. Earl Pryor. Hamburg—Ashley Co. Fair Assn. Sept. 23-25. Tom Durham. Hampton—Calhoun Co. Fair Assn. Sept. 23-25. L. A. Primm. Harrisburg—Poinsett Co. Fair Assn. Sept. 22-25. Edward S. Maddox. Hatfield—Hatfield Fair Assn. Aug. 5-7. Mrs. Chas. McCown. Hazen—Prairie Co. Fair, Sept. 16-18. W. B. Pulcher. Heber Springs—Cleburne Co. Fair Assn. Sept. 24-25. Oscar Patchell. Hope—Third Agri. Dist. Livestock Show Assn. Sept. 20-25. Chas. A. Armitage. Imboden—Lawrence Co. Fair Assn. Sept. 30-Oct. 2. Austin Stovall. Jasper—Newton Co. Fair Assn. Sept. 23-25. Iris Fern Spencer. Little Rock—Arkansas Livestock Show, Oct. 4-10. Clyde E. Byrd. Lonoke—Lonoke Co. Fair, Sept. 30-Oct. 2. J. E. Tull. Magnolia—Columbia Co. Fair, Last week in Sept. W. L. Jameson Jr. McGehee—Desha Co. Fair Assn. Sept. 27-Oct. 2. A. C. Isch. Mena—Polk Co. Fair Assn. Sept. 13-18. Richard Barham. Monticello—Drew Co. Fair, Sept. 16-18. Richard Lee. Morrilton—Conway Co. Fair, Sept. 16-18. E. M. Coleman. Mount Ida—Montgomery Co. Fair Assn. Sept. 20-25. Cleo Ray. Mulberry—Crawford Co. Fair Assn. Sept. 13-18. T. J. House. Newport—Jackson Co. Fair, Sept. 23-25. P. L. Copeland. Osark—Franklin Co. Fair Assn. Sept. 16-18. J. M. Hopper. Paris—Logan Co. Free Fair Assn. Sept. 27-Oct. 2. Arnold B. Sikes. Paragould—Greene Co. Fair, Sept. 13-18. Earl E. Kirk. Perryville—Perry Co. Fair Assn. Sept. 30-Oct. 2. C. W. Vandervert.

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CALIFORNIA

Anderson—Shasta Co. District Fair, Sept. 9-12. Dudley V. Saeitzer. Antioch—Contra Costa Co. Fair, Sept. 24-26. Norman D. Sundborg. Auburn—20th District Agri. Assn. Sept. 24-26. L. F. Morgan. Bakersfield—Kern Co. Fair, Sept. 28-Oct. 3. Lee Clark. Bonaville—Mendocino Co. Fair, Oct. 1-3. H. J. June. Caruthers—Caruthers District Fair, Oct. 14-16. James L. Edmonson. Cedarville—Modoc Co. Fair, Aug. 27-29. John C. Smit. Colusa—Colusa Co. Harvest Festival, Sept. 23-26. Wm. S. Randall. Crescent City—Del Norte Co. Fair, Aug. 20-23. R. B. McClure. Ferndale—Humboldt Co. Fair, Aug. 10-15. Dr. Jos. N. D. Hindley. Fresno—Fresno District Fair, Oct. 5-10. Tom A. Dodge. Grass Valley—Nevada Co. Fair, Aug. 26-29. Loyce Freeman. Gridley—Butte Co. Fair, Sept. 16-19. Joseph E. Whitaker. Hanford—Kings Co. Fair, Oct. 13-16. Norman H. Holt. Hayfork—Trinity Co. Fair, Aug. 28-29. J. D. Berry. Hemet—46th District Agri. Assn. Oct. 6-10. Fred M. Brudlerin. Hollister—33d District Agri. Assn. Oct. 8-10. Jacob M. Leonard. Lakeport—49th District Agri. Assn. Sept. 4-6. C. P. Lewis. Lancaster—Antelope Valley Fair, Sept. 9-12. D. R. Jaqua. McArthur—Shasta Co. Inter-Mountain Fair, Sept. 4-6. George Ingram. Madera—Madera District Fair, Sept. 30-Oct. 3. J. T. O'Shaughnessy. Mariposa—Mariposa Co. Fair, Sept. 4-6. Dale K. Campbell. Merced—35th District Agri. Fair Assn. Sept. 14-19. W. C. Woxberg. Monterey—Monterey Co. Fair, Sept. 23-26. Fred S. McCargar. Napa—25th District Agri. Fair, Aug. 12-15. Lowell J. Edington. Orland—Glenn Co. Fair, Sept. 15-19. J. W. Bequette. Paso Robles—16th District Agri. Assn. Sept. 16-19. Lawrence W. Lewin. Placerville—El Dorado Co. Fair Assn. Sept. 10-12. Robt. K. Woodward. Plymouth—Amador Co. Fair, Aug. 27-29. Wentworth Lynch. Pomona—Los Angeles Co. Fair Assn. Sept. 17-Oct. 3. C. B. Afferbaugh. Quincy—Plumas Co. Fair Assn. Aug. 13-15. Martin W. Sword. Red Bluff—Tehama Co. Fair, Sept. 24-26. George F. Blake. Roseville—Placer Co. Fair Assn. Aug. 19-22. Tom J. Pugh. Sacramento—California State Fair, Sept. 2-12. E. P. Green. San Fernando—51st District Agri. Assn. Aug. 27-29. Henry C. Coles. San Francisco—Grand Natl. Livestock Expo., Horse Show & Rodeo, Oct. 29-Nov. 7. Carl L. Garrison. San Jose—Santa Clara Co. Fair Assn. Sept. 13-19. Russell E. Pettit. San Mateo—San Mateo Co. Fair Assn. Aug. 12-22. Norvell Gillespie. Santa Rosa—Sonoma Co. Fair Assn. July 30-Aug. 7. Weslie Jamison. Sonoma—Mother Lode Fair, Sept. 15-18. Mrs. Frances M. Graham. Stockton—San Joaquin Co. Fair, Aug. 21-29. E. G. Vollmann. Susanville—Lassen Co. Fair, Aug. 17-22. A. A. Jensen.

Tulare—Tulare-Kings Co. Fair Assn. Sept. 21-26. A. J. Elliott. Turlock—38th District Agri. Assn. Aug. 9-15. W. F. Hollingsworth. Ukiah—12th District Agri. Assn. Aug. 20-22. W. C. Peters. Ventura—Ventura Co. Fair, Oct. 6-10. Robt. E. Stuart. Watsonville—Santa Cruz Co. Fair, Sept. 30-Oct. 3. E. P. Johnson. Yreka—Siskiyou Co. Fair, Sept. 4-6. Edward Mathews.

COLORADO

Akron—Washington Co. Fair-Rodeo, Aug. 16-18. Brandt Wenig. Alamosa—San Luis Valley Fair, Sept. 16-18. Robt. E. McGee. Brighton—Adams Co. Junior Fair, Aug. 17-18. Don Young. Brush—Morgan Co. Junior Fair, Aug. 12-13. Jack French. Burlington—Kit Carson Co. Fair, Aug. 17-19. Harley Rhoades. Canon—El Paso Co. Fair, Second week in Sept. A. L. Pelper. Castle Rock—Douglas Co. Fair, Sept. 11-12. Chas. E. Kirk. Craig—Moffat Co. Fair, Sept. 9-10. Walter J. Gregory. Del Norte—San Luis Valley Livestock Fair, Oct. 21-23. Dean Hammond. Denver—Denver Fair, Sept. 7-9. Robt. D. Buck, 125 Municipal Bldg. Durango—San Juan Basin Fair, Oct. 1-3. Fred Kreager. Eads—Kiowa Co. Free Fair, Sept. 9-11. C. E. Hightower. Greeley—Weld Co. Junior Fair, Aug. 10-12. Chas. F. Lane. Hayden—Routt Co. Fair Assn. Sept. 2-4. George J. Rober. Holyoke—Phillips Co. Fair, Sept. 2-4. George J. Rober. Hotchkiss—Delta Co. Fair & Rodeo, Sept. 8-11. Mark Clay. Hugo—Lincoln Co. Free Fair & Rodeo, Aug. 19-21. Robert Igou. Julesburg—Sedwick Co. Fair, Aug. 16-18. Don W. Acott. Kiowa—Elbert Co. Fair Assn. Aug. 12-13. J. Stringer. Kremmling—Middle Park Fair Assn. Sept. 24-25. Mike H. Hinman. LaVeta—Huerfano Co. 4-H Fair, Aug. 19-20. Chas. Boyd. Littleton—Arapahoe Co. Fair Assn. Aug. 11-15. U. C. Thomas. Longmont—Boulder Co. Fair Assn. Aug. 19-22. T. G. Thompson. Loveland—Larimer Co. Fair-Rodeo, Aug. 16-18. Paul L. Olinger. Montrose—Montrose Fair & Rodeo, Aug. 18-20. Richard Randall. Pueblo—Colorado State Fair, Aug. 23-27. Frank H. Means. Rifle—Garfield Co. Fair-Rodeo Assn. Sept. 4-6. James W. Hybarger. Rocky Ford—Arkansas Valley Fair Assn. Aug. 31-Sept. 2. W. H. Kittle. Sterling—Logan Co. Fair & Roundup, Aug. 12-14. H. E. McKenzie. Trinidad—Las Animas Co. 4-H Fair, Sept. 4-6. Verne Stewart. Yuma—Yuma Co. Fair Assn. Aug. 10-12. L. E. Fitzgerald.

CONNECTICUT

Avon—Hartford Co. 4-H Fair, Sept. 3-4. Barbara George, Collinsville, Conn. Berlin—Berlin Grange Fair, Sept. 17-18. Mrs. Emma Suprenant. Bethel—Bethel Fair, Sept. 11-12. Mrs. Frank Devine, Waterbury, Conn. Brooklyn—Windham Co. Fair, Sept. 16-19. Mrs. H. Freeman Strunk. Chester—Chester Agri. Soc. Aug. 28-29. Wm. G. Stark. Danbury—Danbury Fair, Oct. 2-10. John W. Leahy. Durham—Durham Agri. Fair Assn. (Durham Fair), Sept. 24-25. John A. Jackson. Durham—Middlesex Co. 4-H Fair Assn. Aug. 27-28. Lillian E. Lawler, Higganum, Conn. Goshen—Goshen Agri. Soc. Sept. 5-6. Edward N. Randall. Guilford—Guilford Agri. Soc. Sept. 29. Marie E. Griswold. Haddam Neck—Haddam Neck Fair Assn. Sept. 6. Leonard J. Seiden, R. D. 1, E. Hampton. Harwinton—Harwinton Fair, Oct. 2-3. Merle H. Plaskett, R. F. D. 2, Torrington. Lyme—Lyme Grange Fair Assn. Aug. 25. Mrs. Reginald W. Stark. Madison—Future Farmers' Fair, Sept. 18. Raymond Jennings. Marlborough—Marlborough Grange Fair, Aug. 28. Mrs. Howard B. Lord. Mansfield—Echo Grange Fair, Sept. 18. Fred Rosebrooks, Willimantic, Conn. Meriden—Meriden Grange Fair, Sept. 16-17. Mrs. Bertha B. Tinkham, S. Meriden. Monroe—Fairfield Co. 4-H Fair, Aug. 27-28. Mrs. Rosemary Potemziana, R. D. 4, Danbury. North Haven—North Haven Fair Assn. Sept. 10-12. Laura T. Bartlett. North Stonington—New London Co. 4-H Fair, Sept. 3-4. Marjorie E. Bullard, Norwich. Orange—New Haven Co. 4-H Fair Assn. Aug. 30-31. Beverly C. Yale, Meriden, Conn. Riverton—Union Agri. Soc. Oct. 12. Grace D. Seymour, R. D. 2, Winsted, Conn. Rocky Hill—Rocky Hill Grange Fair, Sept. 10-11. Dorothy B. Herrick. Somers—Union Agri. Soc. Sept. 29. B. R. Grant, Melrose, Conn. Stafford Springs—Stafford Fair, Sept. 30-Oct. 3. C. D. Benton. Vernon—Tolland Co. 4-H Fair, Sept. 3-4. Ellen M. Abbe, R. D., Hazardville, Conn. Wallingford—Wallingford Grange Fair, Sept. 11. Flora E. Hough. Wapping—Wapping Fair, Sept. 11. Mrs. Barbara Potterton, Manchester, Conn. Woodstock—Woodstock Agri. Soc. Sept. 3-6. Donald B. Williams, R. 3, Putnam, Conn.

DELAWARE

Harrington—Kent & Sussex Co. Fair, July 28-31. Ernest Raughley.

FLORIDA

Crestview—Legion Harvest Fair. H. A. King. DeFuniak Springs—Walton Co. No. 8-13. Basil E. Moore. Pensacola—Pensacola Interstate 18-23. J. E. Frenkel. Tallahassee—Leon Co. Fair Assn. Lloyd Rhoden.

GEORGIA

Adel—Cook Co. Fair, Oct. 4-9. J. T. American—Sumter Co. Fair Assn. Oct. 25. O. C. Johnson. Athens—Athens Agri. Fair, Oct. H. Williams. Atlanta—Southeastern Fair Assn. Mike Benton. Augusta—Exchange Club Fair Oct. O. McGalice. Bainbridge—Decatur Co. Fair, Oct. E. Rich. Canton—Cherokee Co. Fair Assn. O. E. Morgan Jr. Cartersville—Bartow Co. Legion Fair, 20-25. V. H. Waldrop. Cedartown—Northwest Ga. Fair Assn. 11-16. Thomas Adamsson. Columbus—Chattahoochee Valley Ex. 11-16. F. L. Jenkins. Conyers—Rockdale Co. Fair, Sept. A. C. Ellington. Cordel—Central Georgia Fair, Oct. J. D. Rainey. Decatur—DeKalb Harvest Festival, 25. Dr. C. C. Von Grempe. Eastman—Dodge Co. Legion Fair, O. R. T. Ragan. Eatonton—Putnam Co. Fair, Oct. 4-9. Lawrence. Elberton—Elberton Fair, Sept. 27-Oct. V. Hulme. Gainesville—Northeast Ga. Fair Assn. 27-Oct. 2. H. H. Adderholdt. Hawkinsville—Pulaski Co. Fair Assn. 30. Roger H. Lawson. Jackson—Butts Co. Fair Assn. Oct. W. M. Redman. La Fayette—Walker Co. Fair Assn. Oct. 4. W. E. McKeown. Lawrenceville—Gwinnett Co. Fair, Sept. Oct. 2. P. V. Kelly. Macon—Georgia State Fair, Oct. 18. Ross Jordan. Madison—Am. Legion Morgan Co. Fair, 20-25. J. B. Turner. Manchester—Tri-County Fair, Sept. 2. Welby Griffith. Milledgeville—Middle Georgia Fair, Oct. 11. F. Paisley Davis. Monroe—Walton Co. Legion Fair, Oct. H. H. Shores. Quitman—Brooks Co. Fair Assn. Oct. J. P. Bass. Sandersville—Washington Co. Fair, Oct. 16. D. E. McMaster. Sparta—Hancock Co. Fair, Sept. 27. J. David Dyer. Summerville—Chatteoga Co. Fair Assn. week in Oct. Hubert Gihkerson. Swainsboro—Emanuel Co. Fair, Oct. Earl M. Varner. Valdosta—South Georgia Fair, Nov. 8-K. Wilkinson. Waycross—Dixie Fair, Oct. 18-23. List. ins, Chamber of Commerce.

IDAHO

Blackfoot—Eastern Idaho State Fair, 14-18. Ival H. Wartzchow. Boise—Western Idaho State Fair, Aug. W. L. Hendrix. Burley—Cassia Co. Fair & Rodeo, Aug. Saul H. Clark. Cambridge—Washington Co. Fair Assn. week in Sept. Buck Howland. Coeur d'Alene—Kootenai Co. Fair, Sept. 25. C. W. Neider. Downey—Marah Valley Fair & Rodeo, 3-4. B. M. Almond. Emmett—Gem Co. Fair, Aug. 19-21. Johannessen. Piler—Twin Falls Co. Fair & Rodeo, 31-Sept. 3. Thomas Parks. Gooding—Gooding Co. Fair & Rodeo, 19-21. L. Leurn Lucke. Grace—Bannock Co. Fair, Aug. 13-14. D. Petty, Swan Lake, Idaho. Grangeville—Idaho Co. Fair, Sept. Wesley H. Jenkins. Homedale—Owyhee Co. Fair, Aug. Erma Parker. Jerome—Jerome Co. Fair Assn. Sept. Chas. Andress. Lava Hot Springs—Bannock Co. Fair, 27-28. Wm. D. Petty, Swan Lake, Idaho. Lewiston—Lewiston Round-Up & Fair, 16-12. Joe M. Skok. Malad City—Oneida Co. Fair, Sept. K. V. Hanson. Montpelier—Bear Lake Co. Fair, Aug. H. G. Nuckols. Moscow—Latah Co. Fair, Sept. 23-25. McProud. Orofino—Clearwater Co. Fair, Sept. 24-25. Preston—Franklin Co. Fair, Aug. 21-23. L. Roberts. Ririe—Jefferson Co. Fair, Sept. 10-11. S. Shaner. Saint Maries—Benewah Co. Fair Assn. 16-18. R. Loren Kamblisch. Weiser—Weiser Round-Up Assn. Aug. Claude Wade.

ILLINOIS

Albion—Edwards Co. Agri. Fair Assn. 24-27. Loy L. Thread. Alledo—Mercer Co. Agri. Soc. Aug. 31-Sept. John W. McHard. Altamont—Effingham Co. Fair Assn. Aug. 13. Mart Alwert. Anna—Southern Ill. Fair Assn. Aug. Glendale Hudgens. Antioch—Lake Co. Fair Assn. Aug. 1-10. Elsbury, Gurnee, Ill. Arthur—Moultrie-Douglas Co. Fair Assn. 18-14. H. E. Hood. Augusta—Community Livestock Assn. Aug. Sept. J. K. K. Cunningham. Belleville—St. Clair Co. Fair Assn. July 29. George Gerken. Belvidere—Northern Ill. Fair Assn. Aug. Mrs. Frieda Spencer. Benton—Franklin Co. Fair, Aug. 3-4. E. Martin. Bloomington—McLean Co. Fair, Aug. Jack Stevenson.

(See FAIR DATES on page 13)

# RUSH BLDGS. AT DALLAS EXPO

## Cook County Primes Heavy Flack

### Boards, Radio, Press

AGO, July 24.—The Cook Fair, which bows here August 11-day run, is primed to a powerful publicity barrage August 1, officials revealed. Then, a heavy schedule of advertisements and radio announcements will break thru the Mills Advertising Agency, of Chicago, and the outdoor advertising campaign will be in full swing. Long outdoor advertising drive planned. Two hundred and sixty boards have been contracted. Sixty will be used for the Johnny J. Jones Exposition, which opens on the midway; a like number of Crosby water show, to be held in Soldier Field, and the fair in general.

**Street Banners, Too**  
In addition to the 24s, the fair has ordered 180 three-sheet panels on the elevated railway platform, 3,000 streetcar and bus cards and street banners, which will be placed across elevated railways at intersections. In addition, 2,000 sheets of paper will be posted on routes.

Johnny J. Jones Exposition will feature 1,500 window cards and 4,000 sheets of paper in the county, Ralph Lockett, the general agent, announced here. Jones show also will supply 60 of the 24-sheet boards and 60 of the 3-sheet boards contracted for by the fair. James Kearns and Jack Foster, of Kearns and Associates, local publicity org., have been at work on publicity for several months. On August 5, press headquarters established at the Stevens Hotel. Besides Kearns and Foster, Rose, of the Jones show, and others, on behalf of the Crosby show, will devote their full flacking the event.

**Hit Women's Angle**  
Y. R. Beasley, superintendent of women's department of the State Fair, Tampa, for many years scheduled to arrive here next week to head women's activities. Party will be tossed shortly after arrival, with the fair guesting newspaper and radio women editors and columnists.

## A. L. Dathe, Former Min. Prexy, Dies

MINN., July 24.—A. H. Dathe, 58, president of the Minnesota Fair Association in 1943 and 1944, died in a Moose Lake, Minn., hospital Monday (19) after a long illness. Funeral services were held Friday (23), with burial in Minneapolis. Dathe was becoming fair board president. He was a board member for 23 years. For many years he was secretary of the Carlton County Fair Association. Since 1910 he has owned and operated a general store in Baraboo, Wis. Surviving are his widow, Lula, and three sons, Lloyd, Donald and George.

## AROUND THE GROUNDS

Two electrically operated displays which will depict many of the services of the New York Department of Agriculture and Markets will tour 15 fairs in the State this season, C. Chester DuMond, commissioner, announces.

J. Burleigh Cheney has been elected chairman of a special commission which will raise funds for the erection of a Rhode Island Building on the Avenue of States at the Eastern States Exposition, Springfield, Mass. The State will match bond purchases up to \$50,000.

For the second year in a row the Topsfield (Mass.) Fair will feature harness horse racing under lights with pari-mutuel betting. A 10-act grandstand show has been inked thru Al Martin, Boston booker.

A committee on attractions and night show, consisting of former governor of Ohio Myers Y. Cooper, George K. Foster, Clarence A. Peters and Lawrence P. Lake, has been set up for this year's Carthage Fair, Carthage, O., Cooper announced last week. Foster is committee chairman.

The Three Bee Puppeteers, free act, have been signed for the Sacramento County Fair, Galt, Calif. The Puppeteers recently played a successful date at the San Diego County Fair at Del Mar under sponsorship.

Dates of Lycoming County Fair, Hughesville, Pa., have been changed from September 13-18 to October 4-9, following Bloomsburg, Pa. Don Pysner, Williamsport, Pa., formerly with James M. Cole Circus, has been appointed general manager to promote a program calling for booking

## Rhode Island State Sets Show Features

KINGSTON, R. I., July 24.—A completed program for Rhode Island State Fair, August 28-September 6, was announced this week by James C. Muldowney, president.

A horse show will be featured the first two days. The State Fair Circus, presenting talent booked thru Al Martin, Boston, will be featured grandstand fare eight nights and seven days. Jimmie Lynch and His Death Dodgers will appear Labor Day.

R. H. Minor's Garden State Shows have been awarded the midway contract. Additional rides are to be added for this date, Muldowney said.

The entire plant is being painted to complete refurbishing of the grounds. Stock car races presented each Wednesday night by Bob Sall, promoter, are proving popular with vacationists in this area, and paying off, Muldowney said.

## Lou Blackmon's Rodeo Inked for New York State

NEW YORK, July 24.—Lou Blackmon's Diamond B Ranch Rodeo has been booked for the New York State Fair, Syracuse, which will be revived on a limited scale this year under the directorship of Bligh Dodds, it was announced by George A. Hamid, local booker.

Hamid said other entertainment would include Mickey Sullivan's band, plus several novelty acts. Shows will be presented daily in the Coliseum, which is now being refurbished.

of outstanding attractions and renewal of horse racing. Elton B. Edkin is secretary.

Jim Carey, agricultural fairs representative with the New York State Department of Agriculture and Markets, told a radio audience recently that there was a strong likelihood that the State's 49 county and town fairs would this year smash all previous attendance records.

## 50G Face Lifting For Weymouth

WEYMOUTH, Mass., July 24.—Improvements under way at the Weymouth fairgrounds will cost an estimated \$50,000. The work is under the direction of Milton Danziger, general manager, who took over his post July 1.

The renovation program includes the rebuilding and extension of the cattle barn, installation of a chain link fence around the entire grounds and the grandstand area, new gate controls, road improvements and decorations. All work is scheduled for completion by the August 15 opening.

A George A. Hamid show will be presented in front of the grandstand each afternoon and evening. Eli M. Lagasse, Haverhill, Mass., carnival operator, has the midway contract.

The half-mile track has been regraded in preparation for the pari-mutuel racing which will be held each weekday thruout the fair.

Agricultural features include a full week of 4-H Club activity, an extensive goat exhibit, improved poultry department and the presentation of exhibits in a large tent.

## Congress Okays Fire Claim By Tenn. Annual Vs. Army

GALLATIN, Tenn., July 24.—A bill granting Sumner County Colored Agricultural Fair Association \$5,650 for loss of its grandstand by fire, allegedly caused by the discarded cigarette of a soldier on maneuvers here in August, 1943, has been passed by Congress and awaits the signature of President Truman, Edward V. Anthony Sr., association secretary, has been advised. The bill was pushed thru Congress by Rep. Albert Gore and Sen. Tom Stewart.

Claim officials refused to honor the association's claim because it was impossible to identify either the unit or individuals playing ball at the fairgrounds prior to the fire. The fair had been without a grandstand from 1943 until last year, when a new one was erected.

## Refurbishing Nears End At Northampton, Mass.

NORTHAMPTON, Mass., July 24.—Extensive renovations are nearing completion at the Northampton Fair which will run September 5 thru 11. A new fence encircling the grounds has been completed and painted. The half-mile track has been moved 50 feet back from the grandstand to provide a large paddock area. Modern decorations have been added to the exhibition hall.

Ox and horse drawing contests, automobile thrill shows, racing and grandstand entertainment are all on the program. Bicycles will be given to a lucky boy and girl on Children's Day.

## Say They'll Be Up Sept. 1

**Total cost tops \$2,000,000  
— Cotton Bowl's seating  
capacity hiked to 67,435**

DALLAS, July 24.—In preparation for the 63d annual exposition of the State Fair of Texas, October 9-24, work is being rushed to completion on two of Dallas's largest building projects—the \$1,280,000 extension to the Cotton Bowl and construction of the new \$800,000 Automobile, Aviation and Recreation Building at State Fair Park.

Despite strikes and other problems which have confronted builders in recent months, both projects will be definitely ready for the fair's opening day, according to W. H. Hitzelberger, executive vice-president and general manager.

A huge second deck is being added to the west side of the Cotton Bowl. This, with the conversion of approximately 1,200 of the old space-consuming box seats into regular seats, will increase the capacity of the bowl from 45,195 to 67,435.

Rising above and overlooking the second deck will be three additional tiers of the new press box. These tiers will contain 182 press seats, six broadcast booths, two coaches' booths, 20 photographers' stations, and the public address booth. Top tier is called the seventh floor, but the structure actually rises to the height of an eight-story building.

### Strikes Slow Work

Work stoppage by two AFL building trades unions—cement finishers and common laborers—halted construction on both the Cotton Bowl and the Automobile, Aviation and Recreation Building for a few days in July but this delay will be overcome by overtime work, Hitzelberger said.

Extension of the Cotton Bowl was financed by sale of \$1,200,000 in Cotton Bowl bonds to 2,500 business firms and individuals in the Southwest. Each bondholder has the option to purchase one ticket for each football game, or any other exhibition in the Bowl for which reserved seats are sold, for each \$100 purchase of bonds.

The Automobile, Aviation and Recreation Building is 750 feet long, 112 feet wide, 35 feet high, and contains 84,000 square feet. So vast is the building that three big square dances may be held at once—one in the center. (See RUSH BUILDING on page 84)

## Mass. Fairs Draw 1,131,957 in Year

BOSTON, July 24.—Massachusetts' 157 fairs were attended by 1,131,957 during the fiscal year ended June 30. This was an increase of 410,261 over the previous year, according to a report issued by the Department of Agriculture.

A total of \$57,150.51 was awarded in agricultural exhibit premiums. Of this amount the fairs contributed \$38,326.36 and the Agricultural Department \$18,824.15.

The State's contribution of prize money to annuals will be at least doubled this year, the report said.

# Calgary Ropes 'Em In!

By  
**HERB DOTTEN**

Action-packed, Wild West-flavored pro pulls folks from far and wide—top lu offered by Stampede's own chuck wagon



**U**P in Calgary, they fashioned the suit to fit the cloth. The result — the Calgary Stampede and Exhibition—is an amazingly good fit. In fact, the Stampede long has been one of the world's outstanding spectacles. What's particularly notable, however, is that its stature and pulling power continues to mount.

The 1948 edition, to illustrate, was the most successful on many counts. Not the least of these was attendance—a walloping turnstile tally of 376,983, which eclipsed all previous records for the 63-year-old event.

#### Strong Pull From U. S.

That attendance is remarkable inasmuch as it represents more than three times the population of the city of Calgary. It is doubly impressive because the area immediately adjacent to the city is sparsely settled, judging by general standards.

The answer lies in patronage from people who come great distances and who remain thruout part, if not all, of Stampede week. Some 15 per cent of the attendance, it is estimated,

comes from the U. S., principally, incidentally, from California, Washington, Montana and Idaho.

#### Surefire Formula

To pull from great distances, the Stampede's formula—one of its own devising—proves surefire. In brief, it's give 'em an abundance of action for their money. And, the word "action" in this instance is used both literally and figuratively.

Topping in crowd-lure all of the action-packed events on the program are the celebrated chuck wagon races, events which the Stampede made famous—and vice versa. These thrilling races are offered each of the six nights, beginning at 7:30, in front of the grandstand.

On its own, the hour-long program of chuck wagon events is more than worth the price of admission. But the colorful, thrill-packed wagon races comprise but a part of the night show. They are followed by a revue and acts, booked this year thru Ernie Young of Chicago, and on three nights by a sock fireworks show, this year presented by Thearle-Duffield Fireworks Company, also of Chicago.

**SPILLS AND THRILLS GALORE** are offered by the Stampede's celebrated chuck wagon races. Picture above shows two horses going down as they out of the figure 8.

The night show runs on an average of slightly under three hours, and the tariff—in view of the 25-cent front gate—is, indeed, reasonable: \$1.50 and \$1 in the 8,800-capacity grandstand and 50 cents in the 6,200-capacity uncovered bleachers.

The afternoon grandstand shows also run long but they, too, are crammed with action. In fact, the matinee dish is really a two-for-one program. It combines a full-fledged rodeo of the "hell for leather" variety and a complete running horse race program, with pari-mutuels. The events come thick and fast, sometimes simultaneously, with only rare lulls—and those only of momentary duration. Admission to the grandstand in the afternoon goes at \$1.25 and \$1 and 50 cents for the bleachers.

#### The Real McCoy

There is nothing synthetic about the grandstand and track offerings. The rodeo events and the chuck wagon races are fraught with danger.

The runners contribute their quota of action.

The piece de resistance is the renowned chuck wagon races. They have been on the Stampede program for about 20 years. And each year they have grown, drawing more tries and pulling more people.

Credit for the chuck wagon goes to Jack Dillon, who died spring after many years as arena rector, and to Guy Weadick, Stampede manager back in the '20's. They were their brain child; they produced and nurtured them.

#### How They Run 'Em

The set-up for the chuck wagon races is simple. Only props are barrels and a range-type stove, each team. The barrels are spotted two to a team, with the sets of barrels set close together, barely sufficient for the teams to describe a figure 8's around them without running into other teams. Moreover, barrels are so set that the fast-moving wagons must be guided carefully to avoid knocking over a barrel in describing the figure.

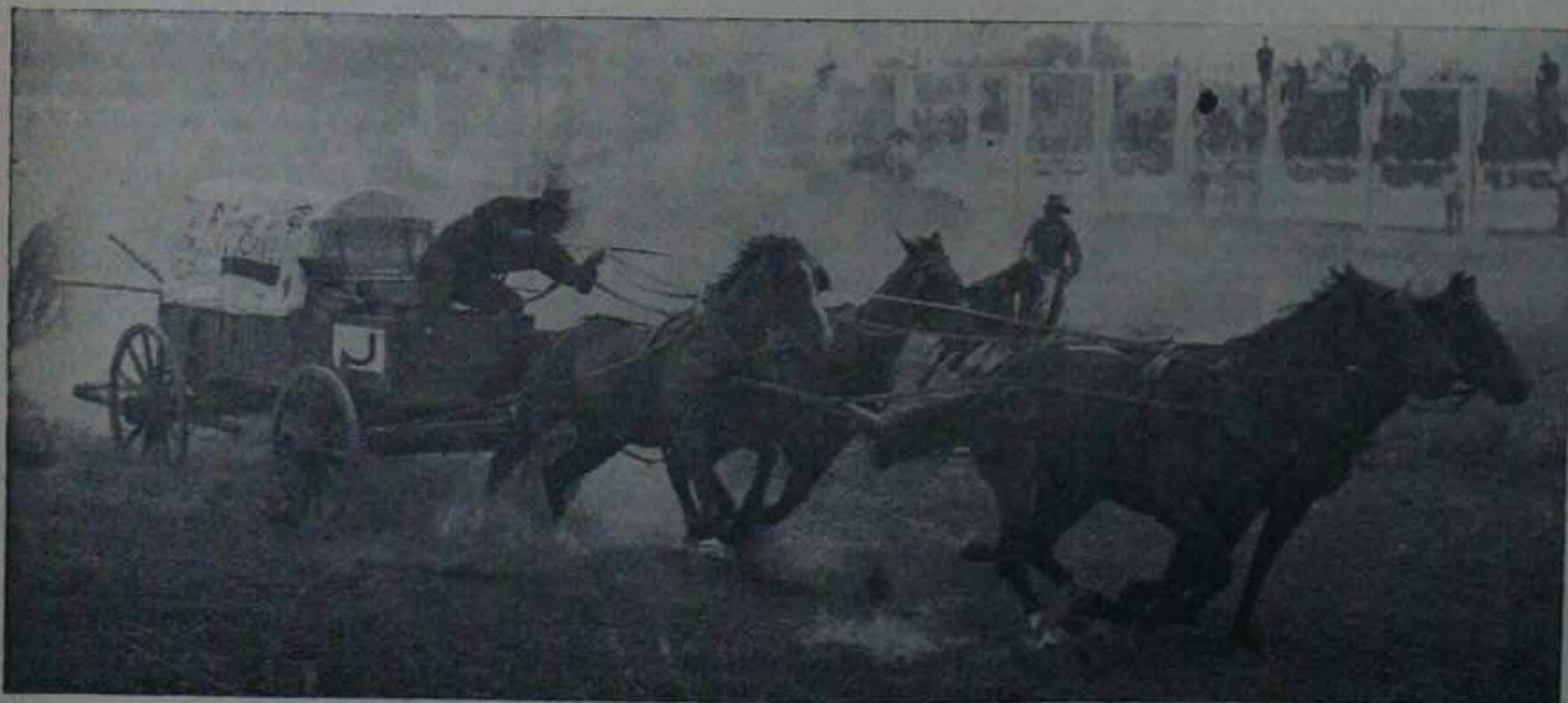
The plan of the race sounds simple. The idea is for one of the outriders with each team to place the stove on the rack behind the wagon as it starts up. Then, the wagon, drawn by a four-horse team, describes an 8. From out of the figure, the wagon moves out onto the track and proceeds to race around. Meanwhile, the outriders catch up with it, the idea being for the outriders to finish with their respective wagon.

There is plenty of action and scheduled thrills. Once the word is given, four teams, each pulled by four horses and accompanied by four outriders, take off. That means a total of 32 horses, dashing wildly around in the midst of eight barrels. The action is further heightened by the success or failure of one of the outriders to get the stove into the rack of his wagon.

#### Plenty of Tangles

Needless to say, the result of this wild scramble presents a thrilling

(Continued on page 81)



**KEEN COMPETITION MARKS** the chuck wagon races. A driver is shown above, characteristically straining to bring his wagon home first. Note the outrider in the background.



THE FOLLOWING FAIRS WILL BE PLAYING GEORGE A. HAMID REVUES AND WILL BE DRAWING GREATER CROWDS AND LARGER REVENUE IN 1948:

FANTASIES	SHOW TIME	GRANDSTAND FOLLIES	IDEAL REVUE
July 19....Selingsgrove, Pa.	July 27....Fredericton, N. B. Ca.	July 25....Steel Pier	July 18....Steel Pier
27....Harrington, Del.	Aug. 2....Presque Isle, Maine	Aug. 2....Batavia, N. Y.	26....Owego, N. Y.
Aug. 1....Steel Pier	9....Bangor, Maine	10....Bedford, Pa.	Aug. 11....Valleyfield, Que.
9....Gouverneur, N. Y.	16....Middletown, N. Y.	15....Elmira, N. Y.	17....Lowville, N. Y.
16....Skowhegan, Maine	23....Malone, N. Y.	23....Ottawa, Ont.	24....Vernon, N. Y.
22....3 Rivers, Que.	29....Steel Pier	30....Sherbrooke, Que.	30....Staunton, Va.
30....Essex Junction, Vt.	Sept. 6....Dunkirk, N. Y.	Sept. 6....Rutland, Vt.	Sept. 6....Bath, N. Y.
Sept. 6....Schaghticoke, N. Y.	13....Morris, N. Y.	13....London, Ont.	13....Rutherfordton, N. C.
13....Reading, Pa.	20....Shelby, N. C.	20....Allentown, Pa.	20....Hagerstown, Md.
20....Rochester, N. H.	Oct. 4....Winston-Salem, N. C.	27....Bloomsburg, Pa.	27....Petersburg, Va.
26....Trenton, N. J.	11....Greensboro, N. C.	Oct. 4....Richmond, Va.	Oct. 4....Frederick, Md.
Oct. 4....Charlotte, N. C.	18....Columbia, S. C.		11....Wilson, N. C.
11....Spartanburg, S. C.	25....Augusta, Ga.		
18....Raleigh, N. C.			
25....Orangeburg, S. C.			

... and to the hundreds of other clients that are using Hamid acts, circuses, thrill shows and smaller revues to make 1948 an all-time record, the George A. Hamid organization extends sincerest appreciation.

EXPERIENCE PROVES GREAT REVUES DRAW GREAT CROWDS—ASK THOSE WHO USE HAMID ATTRACTIONS

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IN A  
*Great*  
1947

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IN A  
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Greater*  
1948

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★ AND Lucille ★  
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A RIOT OF FUN!



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Eastern: JACK KALCHEIM  
1270 Sixth Ave. — New York

Fairs : CHAS. ZEMATER  
54 W. Randolph St. - Chicago

Peoria Shows How!

Everyone Chips In To Give City Much-Needed Amusement Center

THE Peoria story is one of old-fashioned civic co-operation geared to present-day methods. In 1940 the Illinois city had a population of 105,000. The war sent that figure into the limbo of the past, and post-war plant expansion transformed the city into a thriving, seam-busting manufacturing center.

In the rapid upsurge, there were more than the usual growing pains. The city had perhaps more than its share of labor disturbances. Too, the speedy plant expansion and the mushrooming housing developments accentuated the city's shortcomings.

Lack Facilities

Not the least of these was the palpable lack of facilities for adequate outdoor recreation and entertainment. It was believed by some that there was a correlation between this lack and with the frequency and severity of labor difficulties.

There were several civic-minded leaders who were acutely aware of the need for recreation and facilities. They decided to do something about it. They considered a project first to have a fair. Then, upon mulling that one closely, they figured a fair itself was not enough, that there should be a year-round amusement center offering the necessary facilities for the presentation of all kinds of entertainment and recreation, indoors as well as outdoors.

A planning organization developed into a working organization. A. N. Ekstrand, a Boy Scout official in Wisconsin, who had been associated with the Wisconsin State Fair, was secured to serve as the paid spearhead in a drive to bring the plan into being.

320G From Gifts

Formal plans were drafted. A public relations campaign was initiated. Support was rounded up. A money-raising campaign was begun.

Plans called for a 160-acre site, with a grandstand to seat 8,800, two race tracks—a half-mile all-weather oval and a quarter-mile for midget auto race cars. Plans also called for exhibition buildings and eventually for a coliseum to be designed for year-round activities of various kinds.

The money-raising campaign brought results. Outright gifts, ranging from \$100 to \$50,000 from industrial firms thruout Central Illinois, yielded a total of \$320,000.

Sell Advance Tickets

In addition to these outright donations, a drive was pushed to sell books of coupons exchangeable for tickets

at events at the gardens. These books, containing \$12.50 of tickets, were sold at \$10 each during an intensive campaign. At the close of the drive a total of 24,109 books had been sold.

A potent feature of the advance ticket sale was a tie-in whereby industrial plants set up pay-roll deduction plans thru which employees could pay for these tickets at 50 cents per week. Of the total number of books sold some 9,000 were disposed of thru the deduction plan.

During all of the money-raising a strong public relations campaign was pushed.

Project Gets Publicity

The biggest publicity-getter proved to be a huge earth-moving project. This came in the spring of this year after the exposition had acquired its 160-acre site near here. Into this campaign exposition backers welded all the vital ingredients of a solidly based civic venture.

Labor Kicks In

Labor leaders, sold on the value of the amusement center; manufacturing concerns, who essay it highly for its possibilities in making for more contented employees; the rank and file of the workers themselves and various civic organizations and civic-minded individuals, were tied up in a project smartly and dramatically labelled "Operation Earthworm."

In this, according to exposition figures, some 150 earth-moving pieces of equipment and some 1,150 volunteer workers participated to level and grade the site for the amusement center. All equipment and labor were donated.

It was a 48-hour project, worked around the clock over a week-end, to the accompaniment of many showmanlike touches, such as the supervision by a high-ranking U. S. army engineer; the glow of a battery of high-powered floodlights at night, the feeding of volunteer workers by still other volunteers recruited from churches, service clubs and civic organizations. Not the least of the touches were religious services, both Catholic and Protestant, held for the benefit of the workers on Sunday.

Hope to Open in Fall

In addition to saving much money, the project served to spotlight the community shoulder-to-shoulder aspect of the amusement center. Too, it inspired other contributions, such as fencing for the entire area, donated by a wire-fencing manufacturer of the area.

At the present time footings and pilings for the grandstand are being installed. Barring disappointments on steel, officials believe the stand will

be completed in time for the fall. It is expected to be opened formally this fall as a stage attraction in front of the stand.

The plant is expected to flow a lusty thing next year. By then is expected, buildings and planned facilities will be in operation.

Then, it is expected, Peoria last will have filled its need—the plant adapted to the production of ice shows, major events, musical productions, horse races, auto racing, rodeos, trade shows and other activities.

Meanwhile, interest continues thru skillful public relations.

Interest continues vested in a board of directors which embraces 33 members. Officers are president, J. V. O'Connell, vice-president, Hiram W. & Sons, Inc.; vice-presidents, L. Bill, president of Peoria Bro. Co.; C. A. Haller, president of the Peoria County Farm Bureau; Barney Ghiglieri, president of Citizens' National Bank, Toluca; C. V. Frings, attorney, Pekin; secretary, Merle Yontz, vice-president, R. G. LeTourneau, Inc.; treasurer, Samuel Rothberg, vice-president, American Distilling Co., Pekin, Ill.



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A city of 25,000 and draws crowd from surrounding and adjacent towns: York, S. C.; Fort Mill, S. C.; Chester, S. C.; and Lancaster, S. C.; all of which have a population from 2,000 to 15,000. Must have not less than 75 booths, a good Colored Minstrel Show, 5 or 6 Educational Shows, and not more than 50 prizes.  
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1201—7 In. ....	\$ 5.25
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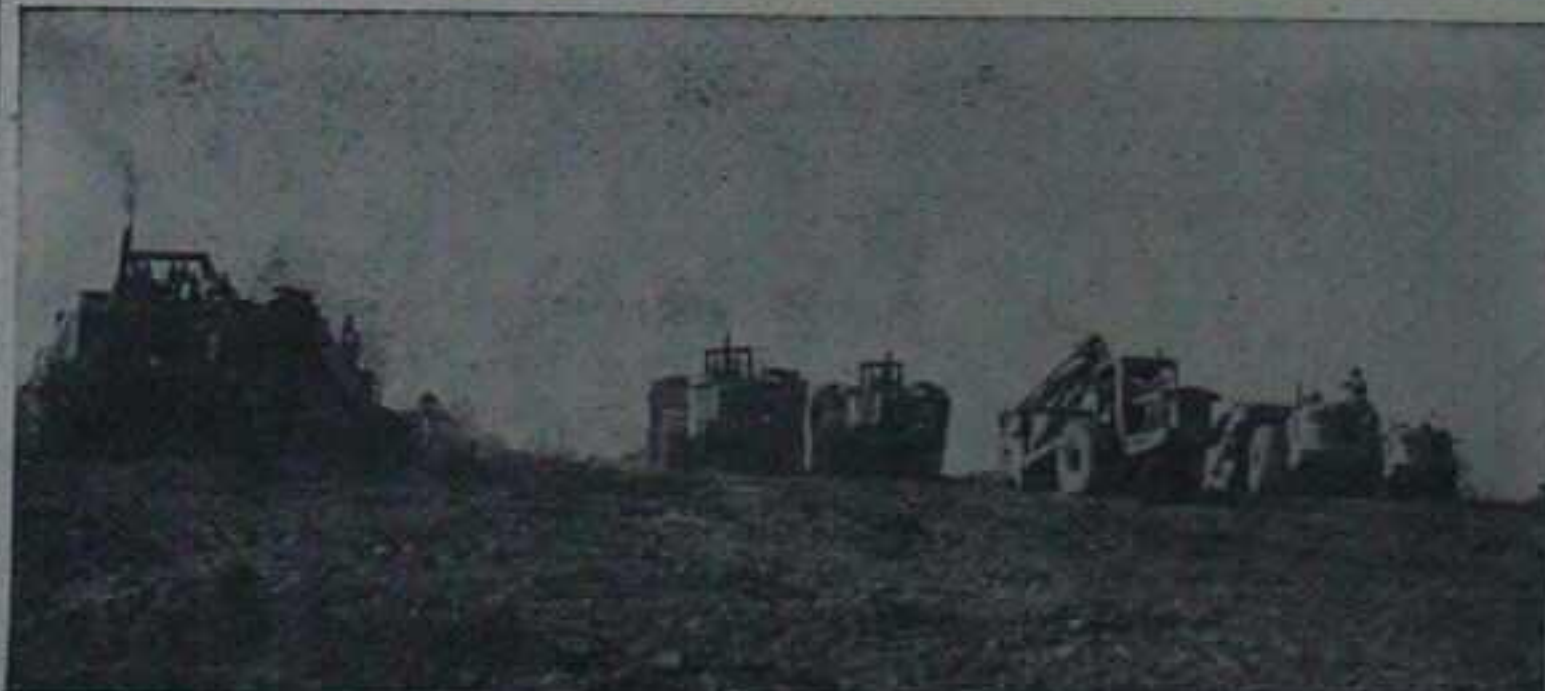
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"OPERATION EARTH-MOVER" was a dramatic demonstration and a practical project. It leveled and graded the site for the new year-round amusement center at Peoria, Ill., and focused attention on the civic-sponsored campaign to create the funspot. Shown above are a few of the many pieces of earth-moving equipment in action during the project.

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AUGUST 10-14  
UNDER NEW MANAGEMENT  
Rides, Cookhouse, Candy, Pop, Photo, Cus-  
toms, Ice Cream, Corn, Bingo, Athletic.  
Novelties sold. Can use 10-in-1 and Girl  
Show. Some Games still open.

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Any week in October for  
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RIDES AT THE FORKSVILLE FAIR,  
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**OTIS HATCH**

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**WANT FREE ACTS**

Week August 30

**MID-STATE FAIR**  
COLUMBIA, TENN.

**Yorkton Annual Hit By Rain on Final Day; Gate Under '47**

YORKTON, Sask., July 24. — Attendance at the three-day Yorkton Exhibition was down 1,700 from last year because of a heavy rain on the final day which canceled the afternoon grandstand show and slashed gate admissions severely.

Total paid gate was 16,000, as compared with 17,702 last year, and grandstand total was 11,101 against 13,367.

Exhibition plant was hard hit a week before the fair's opening when a cyclone ripped thru the grounds doing \$50,000 damage. The grandstand, exhibits building, industrial hall, farm boys' camp, race track fence, dining hall and concession booths were wrecked. No cyclone insurance was carried.

Townpeople pitched in to clear the grounds of debris in time for the fair to open. Business places made cash donations to help rebuild the plant.

Wallace Bros.' Shows were on the midway and the Gus Sun Attractions and Lucky Lott's Hell Drivers in front of the grandstand. Harness races and fireworks were features. Livestock entries were down slightly from last year. President is W. Wilkinson.

**Attendance Below 1947 At Swift Current Cele**

SWIFT CURRENT, Sask., July 24. — Attendance at the two-day Frontier Days celebration was down slightly from last year.

Paid admissions to the grounds totaled 12,976, as compared with 14,176 in 1947. Admissions to the rodeo totaled 11,044, as compared with 12,189 in 1947, and the grandstand total was 6,779, compared with 8,096.

**Shelby Community Set**

SHELBY, N. C., July 24. — The first annual Bethware Community Fair will be held here September 16-18. Officers are Myers Hambright, president, and Willis Harmon, secretary.

**WILFRED ALCIDO**

presents

**The Three Sky High Alcidos**

The act that can make your celebration a success!!

Featuring

**LEXIE**

The **Glamazon** Aerialist

In a leap from a 130-foot rigging to a trapeze bar 25 feet away!

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For 15 years the name Selden, The Stratosphere Man, has meant an outstanding grandstand attraction to all fair secretaries, booking offices and outdoor showpeople. Whenever Selden is booked as the feature for any fair or outdoor show the management knows in advance that he will assure big repeat crowds.

The act is unique in showdom—the only man to do a handstand atop a 138-foot swaying pole—thrilling crowds wherever he goes. Selden also features many daring acrobatic routines which make hearts pound and bring crowds to their feet. Topping this outstanding act is the sensational "slide for life" which brings patrons back to see Selden again and again.

Write now for open dates.



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Construction of 3 Bldgs. Okayed At Mich. Annual

DETROIT, July 24.—Late construction plans for three new buildings at the Michigan State Fairgrounds were confirmed this week by Hazen Funk, general manager. New structures will be used to replace those which were burned in 1942. No major new construction was attempted last year when the fair was revived for the first time since the war.

The new buildings and connecting halls will be exhibition halls, the White Hall for radio and television sets, records, and music generally; the Gold Pavilion for interior furnishings and electrical appliances, and the Blue Pavilion for household mechanical appliances.

Split dates have been booked for the grandstand show, with a Wild West show starring Leo Carillo for September 3-9, and Lucky Lott and His Hell Drivers for September 10-12.

New midway set-up will be used this year, with a kiddieland laid out at some distance from the major midway. All midway attractions will be supplied by the Gooding Amusement Company.

Revamp Training Center For Camrose Celebration

CAMROSE, Alta., July 24.—A new fairgrounds, formerly an army training center, will be used for the three-day Camrose Fair. An additional race horse barn, sheep and swine pens and concession booths have been built.

Permanent booths are being installed in the former drill hall, which will serve as manufacturers' building and auditorium. Secretary-manager is J. E. Stuart.

Harrington Boos Program for 1948

HARRINGTON, Del., July 24.—29th annual Kent & Sussex Fair set to preem Monday (26) with one of the biggest programs it has presented and with high hopes of passing past records in every department, Ernest Raughley, secretary who has held that post since the fair was staged in 1919, made optimistic prediction.

A calf scramble, copied from West, and presented last year for the first time, will be repeated. Kockman and His Hell Drivers will be featured on opening Monday night. Other grandstand entertainers booked thru George A. Hamid, Inc., include Joe Basile and His Mad Square Garden Band, The Fantasy of 1948, the Flying Hartzells, Jinx Hoaglan and Company.

The greatest assembly of fire companies in State history is expected to participate in the special parade day (30). The fire groups will bring \$600 in prizes.

Sam Nunis-promoted big cars will be presented Saturday (31). Harness and running horse races scheduled. Endy Bros.' Shows will be on the midway.

Improvements concluded in time for opening include new livestock buildings, the paving of all streets on grounds with macadam and the stallation of a new drainage system.

More Than 14,000 Take Weyburn Fete for New Market

WEYBURN, Sask., July 24.—Attendance at the two-day 40th annual Weyburn Agricultural Society exhibition was more than 14,000, exceeding last year's mark by 4,000 despite intensely hot weather.

Second night's grandstand was believed to have set a fair record.

"SERENADO" The Second



The One and Only Musical Wonder Horse, trained and presented by that famous horse-trainer:

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THE GREAT CALVERT

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CHARLES L. SASSE

18 Kennedy Rd., Morris Plains, N. J.; or GREAT CALVERT, 164 Averill Ave., Rochester, N. Y.



## ALGARY STAMPEDE ROPES 'EM IN! ACTION-PACKED WILD WEST A LURE

(Continued from page 76)

...tacle, not to mention brilliant horsemanship. Out of the confusion comes a truly breath-taking race as the wagons hit the track with their riders clearing the confusion and lining their mounts to obtain and maintain a position alongside their opponents.

Elimination heats in the chuck wagon races are run each of the first five nights. On the closing night of the Stampede the 12 best teams vie for the top honor. Scoring is based on time, less penalties. These penalties vary, points—or time—being deducted off a wagon's score if it backs over a barrel, if the outriders fail to finish with it, etc.

Oddly, tho the chuck wagon races have been attempted elsewhere, they have never been greeted with any enthusiasm except at Calgary. The reason lies in the fact that Southern Alberta provides the proper type of horses and horsemen for the events, this easy access—plus the greater honor and money conferred upon the winning time—enables a large entry available elsewhere.

### Wild West Flavor

The chuck wagon races give the Stampede a heavy Wild West flavor, perhaps than the rodeo. During Stampede week, the wagons move through the city streets and park. Usually, each wagon team has a driver or two who make with Western music. And each wagon carries its own p.-a. system. The picturesque wagons, thus spotted, become the center of downtown crowds as the boys blare out with cowboy tunes. Other colorful touches also are provided as the boys place their range markers on the city streets, make a fire, serve hot cakes as Stampede visitors and residents look on.

When it comes to Wild West flavor, the parade throws the book at the visitor. And what's tossed out bears the authentic touch. Biggest feature is the parade thru downtown Calgary the morning of the Stampede's opening. It's so big and colorful that you rate it almost as good a show as the Stampede itself.

### Some 3,000 March

A sum of \$7,000 is spent by the Stampede upon the parade. That's much importance execs place on it in creating the proper atmosphere. To say it pays off is an understatement. Streets are lined hours before the parade starts. Practically all stores and business concerns fold while its on.

The parade is definitely horsey and musical. In addition to the chuck wagons, there are rodeo performers and all kinds of other riders. In color, there are the Indians—representing three tribes—dressed in authentic costumes; pioneers who set the area riding in old-time horse-drawn vehicles, the Canadian mountaineers, etc. And, as for music, this year there were 19 bands in the line of march.

The city of Calgary and its residents dress up for Stampede week. Residents assume cowboy and cowgirl garb. Store fronts feature windows tied in with the Stampede or with the scenic lure of Western Canada. Waitresses, sales personnel, cab drivers, etc., break out with wide-brimmed hats, gaudy kerchiefs, etc., and stores feature the sale of Stampede accessories.

It's all in the spirit of good fun and of good business. And it pays off. The hotels are crammed. Private homes are crowded. Everyone bends to it to make the week a big holiday for the incoming visitors. Staid families, who otherwise wouldn't, open their rooms for the week.

### It Pays Off

All of this yields big dividends—not alone to the Stampede but to the city and many of its businesses. Eateries, hotels and stores do a huge business. Most of the visitors in recent years come heavily loaded with cash—many with U. S. cash, of which Canada now can use a lot—and they spend freely. Not a little of their spending is done in the department stores, where they go for the well-known Hudson Bay blankets, English silver, English china, etc.

Thus, the success of the Stampede redounds to the entire city. And the city's business leaders are fully cognizant of this and give out with support unmatched in many cities on the continent for an annual event.

### Lack Facilities

The Stampede has grown into such a huge thing that it is really bursting at the seams. It could accommodate more people if it had more grandstand seating facilities. Execs are well aware of this. For some time, they have been mulling various ways in which they could up their seating. Too, housing constitutes a major problem. It is not unlikely that Stampede officials will master these problems.

Financially, the Stampede is in excellent condition. Going into this year's event, there was some \$400,000 in the kitty. This year's edition added greatly to that surplus. In addition to its consideration for more grandstand seating, officials are considering the possibility of erecting a new coliseum, equipped with an ice-making plant, which would serve as a year-round, all-purpose building. Improvements to the 78-acre plant are certain to come "just as soon as conditions permit," as one official put it.

### Conservative Policy

The Stampede pursues a conservative policy. While many other Canadian exhibitions upped their front gate charges, Calgary has held firm to its 25-cent fee. Once inside, there are ample ways for the visitors to spend. In addition to the grandstand, there are, of course, the pari-mutuels and the midway, to mention the chief money-getters.

The Royal American Shows this year racked up a record gross. The folks go big for the midway. Sally Rand, with the Royal American, proved a powerful lure. She packed 'em in at \$1 per, proving the lure of American names.

The midway business is particularly impressive in the light of the long, powerful grandstand shows. But the entire offering is in keeping with Calgary's formula in giving 'em plenty of action, flavored with the old Wild West.

"Yes, we've apparently hit on a winning formula," Charlie Yule, veteran general manager of the Stampede, allows in his characteristically restrained manner.

To which we add, "You can say that again!"

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FAIRS, RODEOS,  
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"THE SINGING RANGER"  
AND HIS RAINBOW RANCH BOYS

a GRAND-stand attraction  
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FAIRS—PARKS  
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**ALL TYPES OF ACTS  
AVAILABLE**

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**CARNIVAL WANTED**

FOUR DAYS  
DATES: AUG. 18-19-20-21, 1948.

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Parks and Fair Dates  
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and Canada:

Have a Complete Show for Your  
1948 Fair!

**PARK MANAGERS**

Contact me now for 1948 season!

**Chi R.R. Fair Gets A-Rollin';  
Entertainment Not Too Heavy**

(Continued from page 54)

turn out. Other problems are posed by an apparent lack of sufficient eating and drinking concessions and of toilet facilities, which have proven inadequate. On the first three days the shortage of drinking stands and water fountains was demonstrated by the long lines that formed in front of the few on the grounds.

**Execs Amazed**

Apart from these shortcomings, the management has done a truly marvelous job. Oddly, the array of railroad equipment—ranging from the oldest to the newest — has been greeted with avid interest, amazing the execs of the sponsoring railroads.

The spectacle, *Wheels A-Rollin'*, which traces the history of railroad-ing and the development of the country, more than pleases the patrons who pay 60 cents to sit in the 5,000-capacity grandstand built, especially for it. As a matter of fact, observers who have seen similar pageants presented at the Century of Progress here and at the New York World's Fair rate it as far superior to its predecessors.

The pageant, if nothing else, is fast moving. It is paced by superb narration of two fine voices (male and female) and excellent music. Skillful segueing of the voices into and out of the music gives the spec the dramatic effect of a top radio production. Moreover, the p.-a. system is excellent, and the engineers at the controls apparently know their business, for they make pick-ups and regulate volume flawlessly.

**Mix Trains, Autos, Cycles**

What lifts the pageant to heights

approaching a Hollywood epic is the use of many locomotives and trains—22 of all vintages—together with the interpolation of some dozen early-day automobiles, bicycles and horse-drawn vehicles. The trains shuttle back and forth on three tracks laid out on a 100-foot apron, which separates the grandstand from the lake-front. Eight feeder spurs are used to shunt trains onto the three tracks.

Adding immeasurably to the color is the range of costuming which embraces that of dancing (ballet) girls of the gold rush days, cowboys, Indians, pioneers, bandits, the U. S. Army of frontier days, etc., all in the cast of 220 who double in various rolls.

The spec, offered twice in the afternoon and night, runs an hour and 10 minutes. There is not a lull in it, and there is some drama, some corn, some humor, and plenty of action, all of which makes for good outdoor theater and satisfaction of the folks.

**Fireworks Featured**

Aside from the spec, there is little entertainment at the fair. There are fireworks, of course, offered nightly, with Thearle-Duffield, fireworks company, this city, shooting the show. There is the Deadwood Central, narrow-gauge railroad, for which the tariff for a one-way ride the length of the fair is 10 cents, and there is free entertainment put on in a few spots.

Chief among the free entertainment is that offered thru the combined auspices of the Great Northern, North Western and Northern Pacific. These roads have a corral-type set-up, with the folks standing on the outside, in which trick riding, roping and archery is featured. Acts in this were booked thru the Boyle Woolfolk Agency, this city, and include Earl and Janice Sutton, horse roping, trick riding and a high school horse; the Glades, trick riding, horse roping and a comedy mule; the Kemp family, trick riding; Montana Jack, whip-cracking; Joe Moeller, archer, and Billy Beckett, whip-cracking, roping and clowning, with Ed Lovett doing the announcing.

**Visibility Limited**

The show has been drawing big crowds, but the layout is such that visibility is limited to only those standing in the first few rows around the corral.

The Rock Island has a square dance set-up, providing a combo and caller for the dancing. Patrons are invited to dance, and a pro group gives an exhibition. Like the corral show, this one pulls well but visibility again is limited.

Fair officials apparently have bent over backward not to put out a hand for the patron's dollar. Admission to the fair is 25 cents, parking goes for 25 cents, and the only other charges are for the pageant and Deadwood Central ride, which, incidentally, has been doing a capacity business. Such novelties as there are for sale are sold in what is termed a trading post and is operated by the Harvey Restaurant chain.

**Old Faithful Present**

Notable features at the fair include a replica of Old Faithful, the geyser, which gives off on schedule; an Indian village, and the feeding (alho a limited number) of people out of Pullman diners set on railroad sidings.

Pre-opening publicity was topped off by a huge special section put out by *The Chicago Tribune* and by lavish treatment from other local gazettes. The fair is readying a series of special events, which, execs feel, will serve to sustain interest and keep the folks coming.

**Row Rages O  
Portola Set -**

**Charges, counter-cl  
fly as George Reilly  
post at California fe**

SAN FRANCISCO, July 24.—bles of discontent over aments for the forthcoming Portola Festival and Pageant cont be heard here, with some terming the situation "a most fused set-up."

The ruckus, touched off by cent resignation of George R. as chairman of the festival c tions and parade committees, b these developments: 1. Festival ident Cyril Magnin, returning the East to find himself in the of confusion and controversy that Reilly was "misinformed Appointment of Norman Mann Hollywood impresario, as co-ot tor of parades and decorations vigorously defended by Magni Charles Rosenthal, festival ex vice-president.

Reilly, first district member State Board of Equalization, q protest over the method of awa a \$30,000 contract to decorate th for the October 8-25 celebratio Don Gaspar de Portola's disc of the bay.

**Urges Competitive Bidding**

Reilly charged that unnamed val chiefs went over his head to the contract to a local firm w securing competitive bids. Since festival is financed in part with lic funds, Reilly protested that petitive bidding was at least mo obligatory.

In reply, Magnin announced: contract has been let to anyone. contract would be valid unless si by me."

Rosenthal explained that one d rating firm had pressed him for immediate decision on the decor award because steel shavings which it proposed to festoon the st were going up in price. He said told them to order the shavings they wished, but at their own The firm did, he said.

**Charge Denied**

Rosenthal hinted that Reil resignation stemmed from irrita at Manning's appointment by the tival directors to run the parade a reputed fee of \$5,000 for some days of work. Reilly countered saying that this was not so; that a director he helped hire Manning.

Rosenthal is a retired auto ex utive who has risen since last I cember from chairman of the spe delegations committee to the No post, which he attained recently an organizational reshuffle which so stripped Major O. J. Keatinge many of his duties as executive rector, but left him the title.

Meanwhile, Daniel J. Murphy, vice president of the Crocker First National Bank, has been offered the treasurer's post, succeeding the late Louis Ghirardelli. He has not accepted.

**Advance Sale for P. N. E.  
Big, Officials Report**

VANCOUVER, July 24.—Advance sale tickets for the Pacific National Exhibition here, August 25-September 6, at five for \$2, are selling rapidly, according to PNE execs. Three autos, government bonds and other prizes are the lure.

A Miss PNE contest, with entries from thruout the province eligible, in full swing. The 14 finalists will appear nightly on the stagemore with Jimmy Durante, and the winner will receive a trip to Hollywood.

Again in 1948 ...

**WLW TALENT WILL BE  
A FEATURE ATTRACTION  
AT THE OHIO STATE FAIR**

The Grand Finale of this year's Ohio State Fair will feature the top stars of The Nation's Station. Even more significant is the fact that WLW talent has been an outstanding attraction at every Ohio State Fair held since 1938.

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# Calif. Board Buys Report; Bids Okayed

## Predict Event To Top '47

SACRAMENTO, July 24.—Directors of the California State Fair, scheduled for September 2-12, today retained Raymond Loewy Associates, New York City, to prepare a report covering operations, problems, and the future of the fair. The price was set at \$38,000.

Directors said the report should be of vital importance when the time comes to make plans for a new fair. The State Legislature in 1947 appropriated \$4,000,000 for a new fair site.

Hal G. Hotchkiss, San Diego, a director, predicted the estimate of 50,000 for this year's total attendance is too low. Last year, the first post-war fair held, attracted 657,000 thru the gates in 11 nights and 10 days.

Directors at their regular August meeting voted to accept a flat guarantee of \$20,000 from Barrett Brothers for the parking concession, a bid of 10 per cent of the gross from the Eve Cochran Company for catering concessions, and a bid of \$68,000 from the California Maintenance Company for supplying janitor service at the grounds before, during, and after the fair.

All exhibitors have been requested to use the centennial theme, the fair board was told by Dr. James McConnell of Sonora, chairman of the centennials committee; and each county has been asked to have one person at the fair dressed to represent the county's outstanding historical figure.

The board agreed to buy fireworks gain from Pat Lizza, of Redondo Beach, who has had the fireworks contract for many years.

The Tractor and Implement Club refused to enter the fair this year for the first time in years, claiming the rent of 50 cents per foot was excessive. It was 30 cents per foot last year. However, Joe Olgardt, fair staff man in charge of commercial and industrial concessions, is rapidly selling the \$54,000 worth of space left open by the club's action.

## Detroit Slates Suburban Annual for August 26-29

DETROIT, July 24.—A new suburban fair for the Detroit area is being projected as the Macomb County Free Fair, to be held at Jefferson Beach Amusement Park, August 26-29. Sponsor is the Walter Bruce Post, Veterans of Foreign Wars, of which Carl Wellman is secretary.

Major entertainment feature will be the Tri-State Rodeo, directed by Buster Todd.

Fair should be distinguished from the long-established Macomb County Fair at Armada, in the opposite end of the county. This is the second time a local amusement park has staged a fair. Edgewater Park tried the idea two years ago for a Detroit fair, while the Michigan State Fair was dormant. The Edgewater experiment proved unsuccessful, despite sponsorship by the then aggressive Northwest War Council.

## 10,000 Prizes for Hemet Fete

HEMET, Calif., July 24.—Over 10,000 prizes, totaling \$35,000, will be awarded in the farm products division of the Farmers' Fair and Festival here October 6-10, Fred M. Bruderlin, secretary-manager, announced.

## Finish 12G Bldg. For Durham Event; Plan New Eatery

DURHAM, N. C., July 24.—The American Legion Fair Association, operators of the Durham County Fair, announces completion of a large cement and cinder block building in which additional livestock, swine and poultry will be housed. The building plans, which were prepared by Architect M. A. Hamm, contain several thousand feet of floor space. It was designed for the specific purpose mentioned above. The building cost approximately \$12,000.

At the same time Mel J. Thompson and C. M. Rumley, fair managers, announced an \$8,000 restaurant building is nearing completion. Plans also were prepared by Hamm. It is planned to permit the shows' eating stands to use this building so as to conform with State health rules and regulations.

Premium money has been upped considerably this year and the fairgrounds are being prepared for the opening, October 4. The Durham County Negro Fair operates the following week on the same grounds.

## Oxford Annual To Put Heavier Accent on Vaude

OXFORD, N. S., July 24.—The 1948 edition of the Oxford Fair will be on a record scale, it has been announced by Frank Smith, manager, and Claude Thompson, secretary. New grounds have been added and several new buildings acquired and built.

Special attention will be given the grandstand show, with a view to boosting the night attendance. In the past the accent has been on the morning and afternoon programs, notably horse-pulls and tugs-of-war. This year the vaude angle will be stressed more than ever before. The dates, as usual, are in mid-September.

## Shamrock, Tex., Cards First Farm Exhibit in 25 Years

SHAMROCK, Tex., July 24.—Agricultural and livestock exhibits from a four-county area will be on display at the fair here September 24-25.

Lonnie Burks, president of the Shamrock Chamber of Commerce, in making the announcement, pointed out the event will be the first of its kind here for 25 years.

## Cannon Is Named Chairman Of Pasco Co. (Fla.) Annual

DADE CITY, Fla., July 24.—D. E. Cannon was re-elected chairman of the Pasco County Fair Association at a board of directors meeting here. H. A. Grutzmacher was elected secretary, and J. Higgins reappointed manager.

The 1949 event is scheduled January 19-22.

## Butler Heads Fannin Annual

BONHAM, Tex., July 24.—J. D. Butler has been named president of the Fannin County Fair Association, succeeding Elwyn Raiden. Vice-presidents include Virgil Wilson, general arrangements; Ike Biggerstaff, livestock; Wallace Smith, poultry; Glen Flewharty, main building; Curlee Cummings, school exhibits; Ray Edwards, rural exhibits, and Dennes Bales, George G. Pope and Dan Baker, rodeo. C. R. Jones was re-elected secretary.

ROSEVILLE, Calif., July 24.—Nic Huddleston, manager of the Placer County Fair, August 19-23, announces the Roseville 20-30 Club will sponsor a queen contest in connection with the fair.

**NEED A DARK HORSE?**  
 THIS CANDIDATE LEADS THE FIELD  
 A PSYCHIC KNOWLEDGE OF MONEY  
 RECOGNIZES RED AT A GLANCE  
 A GENIUS WITH FIGURES  
 UNDERSTANDS ANY LANGUAGE  
 CAN EASILY STRIKE A BALANCE



# SERRANO

THE WORLD'S BEST EDUCATED HORSE

FOR BROCHURE OF CANDIDATE'S RECORD AND PLATFORM WRITE  
**CAMPAIGN HEADQUARTERS**  
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## AERIAL CHARLTON'S

RAY AND SHIRLEY  
**Chilling Thrills in the Clouds!**

CONTACT FOR AVAILABLE WINTER DATES BOOKED THRU SEPTEMBER, 1948

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**CHARLES ZEMATER**  
 203 N. Wabash Chicago, Illinois

## GREAT PONTIAC FAIR

Pontiac, Mich., August 17 to 22 Inclusive

Can place Demonstrators, Jewelry, Photos inside exhibit tents.  
**WILL BOOK TWO SENSATIONAL HIGH ACTS.**

All address Office Great Pontiac Fair  
**WILTON MARTIN, Secretary**

★ DAZZLING DISPLAYS  
 ★ ANIMATED CHARACTERS  
 ★ FIREWORKS

**THE WORLD'S GREATEST CROWD ATTRACTION**

Each Show Complete With Expert Operators and Liability Insurance.

**NOW BOOKING FOR FAIRS AND EXPOSITIONS**     **FAIRMEN SEND FOR PROGRAM AND INFORMATION**

COMPLETE "SHOOT YOURSELF" PACKAGE SHOW CATALOG SENT ON REQUEST.

**P. O. BOX 2005 PEERLESS FIREWORKS CO. TULSA 1, OKLA.**

# Rush Buildings at Dallas Expo; Expected To Be Ready Sept. 1

(Continued from page 75)

ter and others at the ends—without interference.

The building is designed for the simultaneous use of six portable basketball courts, complete with seats on all four sides. The special hardwood floors used for these games will be rolled up and stored in a special compartment when courts are not in use. Trolley-ducts make it possible to move main overhead lights to one particular game or to spread them evenly over the entire building.

The Automobile building is scheduled for completion by September 1. On Labor Day, the South and East Dallas Chamber of Commerce, working with the physical education department of Dallas public schools, has scheduled an elaborate square dance for the housewarming.

Formal dedication will be held October 9, opening day of the State Fair, with an impressive ceremony by the automobile committee of the fair and the dedication committee of the Dallas Automobile Trades Association. The governor and mayor are expected to officiate.

Another major project completed by the State Fair of Texas this year is the new \$75,000 Kiddie Town, a special midway for Texas youngsters of 12 and under, located right in the middle of the Greater State Fair Midway.

Within Kiddie Town's city limits are such attractions as: A midget auto ride with 54 tiny police cars, fire engines, limousines and roadsters; a baby Ferris Wheel which appears to be operated by a giant clown; a miniature steam train on the midway;

a kiddie-size version of the State Fair \$100,000 roller coaster; a boat pond with real motorboats and reduced-scale restrooms with pint-size plumbing fixtures.

"Nothing has been overlooked to make Kiddie Town the finest thing of its kind in America," said Hitzelberger. "Once again the State Fair, with an eye to the needs of all ages, has added to its achievements in the field of entertainment."

Fifteen thousand feet of additional neon tubing has been installed in the midway's half-mile this year. The midway has a half million lights and 30 miles of neon tubing, according to fair execs.

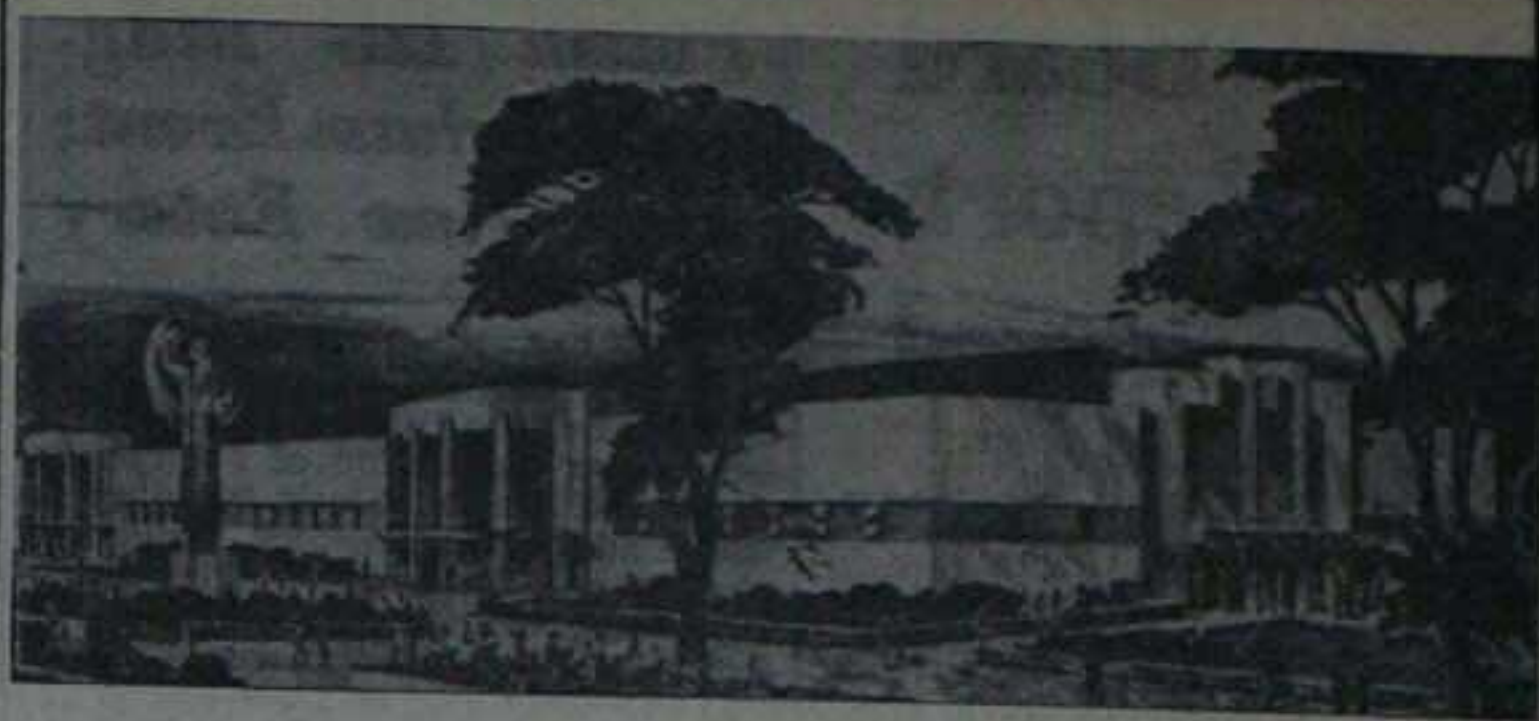
In the first 10 weeks of operation Kiddie Town sold 99,000 tickets at 9 cents for children, and 18,000 tickets at 14 cents for grown-ups.

### Free Concerts

Free pop concerts by the 36-piece State fair band are given each Sunday on the midway between 6 and 7:45 p.m. These concerts definitely draw to the midway many people who would not otherwise come, and consequently are considered highly worth while by the State fair management.

Free outdoor acts are presented twice nightly at 8 and 10:30. Acts this year have included Penny Millette, Phil and Bonnie, Winifred Coleano, Gessner Dogs, the Great Fussner, the Heerdinks and the Aerial Willards.

General Motors Preview of Progress, dramatic science show, has been presented at the State fair picnic pavilion since June 12. This show will close July 27.



AUTOMOBILE, AVIATION AND RECREATION BUILDING, now under construction at the State Fair of Texas, Dallas, is shown in the top photo as it appears on the architect's drawing board. Lower view, showing the steel work up, gives a look-in on the progress made on the building to date.



THE COTTON BOWL at the State Fair of Texas, Dallas, as it will appear when completed is shown in the photo at top. Lower shot shows the progress made on the project to date. When completed the new Cotton Bowl will have a seating capacity of 67,435 as against the former Bowl's capacity of 45,195.

## BALLOONS ALL SIZES ALL COLORS

### Complete Line Including

- Mouse Heads with inflatable cars
- Toss Ups
- Mottled Balloons
- Gas and Air Balloons

- Workers
- Spirals
- Serpentine
- Inflatable Squawking Dolls

Unlimited Variety of Carnival, Fair and Park Prints.

SURE FIRE HITS

## Our RING-A-ROUND BALLOONS

Patriotic designs of stars on gas weight balloons. A real money maker!



Our inflating Apparatus can't be beat — Two Styles — with or without Recording CLOCK.



## TOY BALLOON CO.

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### SEND AT ONCE

For our free catalogue, which gives you complete details on balloons, gas, inflating equipment, reed sticks, string for tying balloons, etc., and helpful hints on how to inflate balloons.

USE OUR SAFE AND SURE BALLOON GAS—MOST ECONOMICAL ON THE MARKET!

### L. G. Lageson, Calif. Exec, Tenders His Resignation

NEVADA CITY, Calif., July 24.—L. G. Lageson, county horticultural commissioner, has asked the supervisors to relieve him of his duties as State fair commissioner.

He said that increased pressure of his regular office duties made it impracticable to continue in the fair post.

### Ga. Event Starts Oct. 4

ADEL, Ga., July 24.—Cook County Fair, sponsored by the County Farm Bureau, is slated to be held here October 4-9. Other sponsors of the event, which will feature livestock and agricultural exhibits and a midway, include VFW Post No. 5974 and the Cook County American Legion.

### Proposal To Shorten Race Track at Napa Fete Vetoed

NAPA, Calif., July 24.—A State-inspired proposal to shrink the race track at Napa Fairgrounds to three-eighths of a mile from its present half mile has been rejected by the board of directors of the 25th Agricultural District.

The three members of the board present at the meeting voted to send a suggested master plan for the fairgrounds back to the State division of architecture with a request that the race track be left unchanged. Master plan, which covers proposed fairgrounds improvements over a period of years, called for a smaller track than the one now in use.

The board felt the smaller track would be of no use to the fair.

# WISCONSIN MISSES NO BETS

## Cent. Program Presents Much

**Powerful grandstand show, many speed events, strong midway line-up scheduled**

MILWAUKEE, July 24.—Manager Ralph Ammon has passed up no bets in framing attractions for the Wisconsin Centennial which opens here August 7 for a 23-day run at the State fairgrounds.

The day-by-day program, released today, abounds with variety, embraces all the sure-fire crowd lures of standard fair entertainment, gives emphasis to name attractions and thrusts radio shows prominently into the schedule of events. The sum total is the strongest package of entertainment ever framed for this State.

### Stageshow Stressed

Stress, of course, is given to the grandstand stageshow and to race track events. Previously announced, the stage offerings will consist of two units. *Songs of a Century*, built around songs written by natives of the State and featuring Charles Winninger, flicker star, will be presented each night, beginning with the opener and continuing thru August 20. This show now is being rehearsed by Barnes-Carruthers Theatrical Enterprises, Chicago, which will follow it with its No. 1 fair revue for seven nights.

Race track events include five days of big car races, including a 200-mile national championship; two of midget car races, two of stock car races, one of hot-rod competition, three of mo-

## WLW's Hayride Inks 24 Annuals

CINCINNATI, July 24.—*Midwestern Hayride*, aired each Saturday night over Station WLW here, has been set for 24 fair dates by the station's talent booking division, headed by William (Lafe) Harkness, it was announced this week.

Single day stands have been signed for these fairs: Cass County Fair, Logansport, Ind.; Fayette County Fair, Washington Court House, O.; Dearborn County Fair, Lawrenceburg, Ind.; Knox County Fair, Mt. Vernon, O.; Delaware County Fair, Muncie, Ind.; Ripley County Fair, Osgood, Ind.; Plain City Independent Fair, Plain City, O.; Greene County Fair, Xenia, O.; Knox County Fair, Bicknell, Ind.; Auglaize County Fair, Wapakoneta, O.; Muskingum County Fair, Zanesville, O.; Clark County Fair, Springfield, O.; Fayette County Free Fair, Connersville, Ind.; Meigs County Fair, Pomeroy, O.; Harrison County Fair, Corydon, Ind.; Athens County Fair, Athens, O.; Marion County Fair, Marion, O.; Kosciusko County Fair, Warsaw, Ind.; Ohio State Fair, Columbus; Pickaway County Fair, Circleville, O.; Paulding County Fair, Paulding, O.; Hocking County Fair, Logan, O.; Hardin County Fair, Kenton, O., and Attica Fair, Attica, O.

torycycle events, two days of thrill shows and eight days of harness racing, including four of Grand Circuit competition.

Among other features in front of the grandstand will be a musical festival the final two nights of the exposition. It will offer more than 1,000 singers, instrumentalists, musical groups and choruses.

### Icer on Midway

*Ice Vogues of 1948* will be featured on the midway. Other midway shows will be Sam Howard's *Aqua Follies*, Jesse Drost's *Wild Life Show*, a Swiss colony, Eskimo village, Terrell Jacobs's *Wild Animal Circus*, a sports show and *Houdini Mysteries*, a magic show.

Finishing touches now are being placed on the new radio hall from which scores of radio programs will emanate. Many of the radio stations of the State will broadcast from the building, which has a seating capacity of 1,500.

Among network shows skedded to be aired one time or more from the expo are CBS's *Armour's Hint Hunt*,

Mutual's *Queen for a Day*, CBS's *Borden's County Fair* and NBC's *National Farm and Home Hour*. Negotiations for other network shows continue.

Besides Winner, other name stars will participate. Lucille Meusel and Guila Bustabo, both of the musical world, already are set. Other showbiz names have indicated they will be on hand. The expo, however, is withholding announcement on these, playing it safe in the event of disappointments caused by last-minute studio demands on those who have said they will participate.

## LYNCH THRILLER

(Continued from page 71)

tracting the second largest crowd in the history of Cherry Park in Avon, Hartford suburb.

Despite threatening weather at the matinee, which turned into light showers just before the evening show, biz was satisfactory Sunday at Riverside Park, Agawam, just south of here.

Aut Swenson handled the exploitation at Avon and co-operated at Agawam with Harry Storin, publicity director for the funspot.

## RAY MARSH BRYDON

SCORES SENSATIONAL "FIRST" NATIONALLY KNOWN DANCE HEADLINERS TO APPEAR TOGETHER FOR FIRST TIME IN ANY SHOW



## YVETTE

AND HER SARONG-STEALING PARROT



## TIRZA

IN HER WINE-BATH DANCE

Featured at  
 Mich. State Fair Detroit—Sept. 3-12  
 Kansas State Fair Hutchinson—Sept. 18-24  
 Mid-South Fair Memphis—Sept. 26-Oct. 3  
 Texas State Fair Dallas—Oct. 9-24



ASSOCIATED INDEPENDENT MIDWAY OPERATORS, INC.  
 915 W. WILSON AVE., APT. 403 CHICAGO, ILLINOIS

## THE CRAIGS

Versatile Circus Stars  
 Balancers & Globe Artists  
 —Available 1948 Fairs—

BOOKED EXCLUSIVELY BY

J. C. MICHAELS ATTRACTIONS

Reliance Bldg. Kansas City, Mo.

## NO MORE TOUCHING HAMBURGERS BY HAND

New patented item turns out 30-60 patties a minute. No fuss. No second operation. Makes any size. Send \$1.00.

LEE MFG.

50 S. Riverside St. Waterbury, Conn.

## THE CYCLONIANS

Comedy Cycling Thrillers  
 —Available 1948 Fairs—

BOOKED EXCLUSIVELY BY

J. C. MICHAELS ATTRACTIONS

Reliance Bldg. Kansas City, Mo.

## WANTED

Because of disappointment NEED RIDES OR CARNIVAL FOR BENTON COUNTY FAIR

Aug. 18 to 20, Boswell Ind.

Write or wire:

Edgar Burnett, Sec., Boswell, Ind.

## WANTED

For week of October 11th.

Small Carnival for a small town Community Fair. Would like Merry-Go-Round, Ferris Wheel and 1 or 2 Little Rides. Any clean Shows or Concessions may be included with above. This Fair is sponsored by the Lions Club. State terms and address communications to ELCO KENNEDY, President Lions' Club, Scotts Hill, Tennessee.

## Kennewick, Wash., Fete Puts Up \$2,500 for Celebration

KENNEWICK, Wash., July 24.—Benton County Fair Association last week set its annual fair for September 10-12 and posted \$2,500 prize money to attract top livestock and produce exhibits.

Alfred Amon, chairman, said a rodeo and concessions are being planned in conjunction with the fair.

## DELWIX ANIMAL CIRCUS

5 head of horses—dogs—ponies—monkeys—5 big acts  
 —Available 1948 Fairs—

BOOKED EXCLUSIVELY BY

J. C. MICHAELS ATTRACTIONS

Reliance Bldg. Kansas City, Mo.

## 24 GIRLS WHO HAVE THRILLED MILLIONS GEORGE "RED" BIRDS' MUSICAL MAJORETTES REVUE

AMERICA'S NEWEST GRANDSTAND ATTRACTION



SOME CHOICE DATES STILL AVAILABLE  
 • AUG. • SEPT. •

Contact

GUS SUN BOOKING AGENCY  
 SPRINGFIELD 3, OHIO

# 20% TAX LIKE LOUIS PUNCH

## Ballroom Biz Hardest Hit

Attendance drop is called alarming by Huedepohl — eat and drink grosses up

CHICAGO, July 24.—The federal admission tax is dealing a stiff blow to ballroom biz, ride and show patronage and, in fact, anything at amusement parks carrying the 20 per cent tariff. Yet, thanks to income from eateries, other eat and drink concessions and games, funspots throughout the nation should, if given good weather from now thru Labor Day, come close to approaching last year's good business.

That is the considered opinion of Paul H. Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, upon his return to NAAPPB headquarters here from a four-State swing of amusement centers in which he visited more than a dozen parks.

### Hits Ballrooms

The federal tax has served to cause a sharp drop in ballroom business at parks thruout Ohio, Indiana, Pennsylvania and New York and the drop is truly alarming in some instances, he maintained.

Amplifying, Huedepohl said: "It appears that people balk at the prices which are made so high by the addition of the 20 per cent tax. And it's impossible for the operators to drop the basic charge without dipping into the red. Meanwhile attendance at these tax-bearing features continues to drop."

To support his contention, the NAAPPB official pointed out that generally speaking the grosses from eat and drink concessions are higher than last year. "To be sure," he added, "food prices and costs are up, and the public seems to realize this and does not balk at the higher prices made necessary by higher costs. However, even tho prices at park ballrooms on the whole are the same as last year, the people resist the charges, and the reason for this, I believe, is the federal tax."

Continuing, Huedepohl said: "I am not alone in this belief. Practically every park operator I talked to voiced the same view."

Ed Sheck, president of Summit (See 20% Tax Wallop on page 88)

### Portland Funspots Get Plug Via Photos in Oregonian

PORTLAND, Ore., July 24.—In cooperation with Jantzen Beach and Oaks Park, one of Portland's dailies, *The Oregonian*, published a full page of pictures plugging the entertainment concessions at both spots Sunday (18).

Idea of the full-page picture spread was to awaken the public to the fact the amusement centers again are ready for biz.

Both parks virtually have recovered from effects of the recent flood. They escaped serious damage mainly because maintenance engineers moved much of the equipment before high waters from the Columbia and Willamette rivers inundated the grounds. Except for the dance pavilion and skating rink at Oaks, where repair work is still progressing, all facilities at both parks are at near normal operation.

## Coney Island, New York

By UNO

Heavy attendance over the week-end (July 17-18) despite a rainy Saturday morning. Chamber of Commerce will feature in the fireworks display Tuesday (27) 50 atomic bombshells of the harmless variety as Coney's participation in Manhattan's celebration of the Golden Jubilee. Excursion boats from New York, New Jersey and other nearby points are making the Coney trip for the first time since before World War No. 2 with one drawback. Instead of landing at the Steeplechase Pier, which needs strengthening and which was within easy distance to the Island proper, the docking is at Neptune Avenue and West 23d Street, a spot that confuses visitors who find it quite a long way from the midway.

### 22d Year for Onerato

Heading the list of Steeplechase Park's big personnel is James J. Onerato celebrating his 22d year as manager. His brother, Rocco, cashier chief, came to the park 25 years ago. Office assistants are Lawrence K. Dalton, James J. McGuinness, Helen Rasmusson and John Motto. Chief electrician is Jack Walsh, 52 years with the Tilyous. His helpers are Jack Cronin, Edward Dove, William Dunham, Claude A. Stewart and Fred Schonberg. Funhouse, where hand-made breezes send skirts of unsuspecting females upwards to the delight of seated spectators out front, has Angelo Brienza, dwarf clown, again manipulating the electric charged stick; Wilbur Biggart, fat clown; Fred Bohn and Frank Travia, cowboys; Joseph Carter, stagehand; John Doyle and James Foley, ushers, and Louis Salerno, in the elephant blower house. Arthur Schult is chief mechanic at the Parachutes. Helpers include John Kowalski, George Cox, Walter White, Romaine DuMott, Frank Haynes, Henry Etherington, Hugh Ribbon, James Hughes, Vincent Strype, Thomas Boyle and William Hanashy. Head cashier is Edward McNenny. Assistant cashiers are Timothy Walsh and Anthony DeBartolo. Ticket taker is Joe Gonzales,

## Lucas Kiddieland Biz May Beat '47

LOS ANGELES, July 24.—The Lucas Kiddieland, four-acre amusement zone at the corner of Riverside Drive and Fletcher Drive, probably will top last year's business, according to James L. Lucas and William Schofield, park officials.

Lucas started operations on the site in 1940 when he ran a pony ride on the property. He gradually added rides until now he operates 14 of them on a 350-foot frontage. He is also a manufacturer of boat rides.

Park sells an average of about 12,000 tickets a week and is open six days a week during the summer from 2 to 10 p.m. In the winter it is operated only on week-ends. All rides are park-operated with the food concessions being leased out. Park is operated by four regular employees, with a total of 20 working on week-ends.

Rides include boat, pony, midget bus, pony-and-cart, airplane, auto, Merry-Go-Round, Ferris Wheel, Whip, "dry land" boat, Roller Coaster and Miniature Train.

A miniature zoo is now under construction.

whose dad is a Coney cop.

Nick Garafalo and his brother, John Garfield, sign-making pioneers, have agreed on an amicable split, with both embarking on their own in the same biz, former, under the label of Garrow on West 16th, and later, retaining Garfield, on Stillwell. Latest placement by Nick is a huge sign covering the entire Boardwalk front of Nathan Faber's Poker Roll. Another is a spectacular decoration on the Surf Avenue front of Suicide Globe.

### In Family 30 Years

Mrs. Jennie Myers, her son, Albert C., and two daughters, Mrs. Lillian Rosenfelt and Helen, continue manipulating the Boardwalk rolling chair and beach chair concessions; a family possession the last 30 years. . . . Harry's (Rosen) Arcade on the Boardwalk near West 12th, featuring in its equipment 10 Skee-ball Alleys, photo and recording booths and a shooting gallery, has, for its personnel, Leonard Rosen, Harry's son, in charge of the recording and change; Rose, Harry's wife, developer; Estelle Schiff, a sister, at the gift stand; Jerry Cohen, Karl Greenfader, Ben Hirsch and Libby Cutler, change boys, and Charles Lipnick, miniature photo developer.

## Super Highway Forces Mullins To Sell Rides

CHICAGO, July 24.—John C. Mullins, owner of Crystal City Park, Tulsa, Okla., writes that he has sold his rides and concessions at Crystal City Park "and they have been shipped out of town."

"Reason for selling the rides," Mullins wrote, "is a super highway they have been planning on building for the last three years from Tulsa to Oklahoma City. Our park, which consists of 32 acres, is long and narrow and the proposed highway goes right thru the midway of our park. We can't move back because we already have a railway directly in back of us. At the present time we are operating only our swim pool and open-air dance pavilion.

"Due to the rains and cloudy weather for the last three weeks, our swim pool biz has been off. Our dancing has been very good. We have been featuring Leon McAuliffe's ork."

## Marlowe Reports Biz Big at Idle Hour

PHENIX CITY, Ala., July 24.—Business at Idle Hour Park has been very good, Manager Jesse L. Marlowe says. "If it keeps up its present pace, final figures for 1948 may show this season to be the best in Idle Hour's history."

Perfect weather over the July 4 week-end brought out more than 100,000 persons, giving the spot its best holiday week-end business in history. All rides, games, concessions and the swim pool received heavy plays. Fireworks Monday (5), plus the matinee and night performances of Corrine and Bert Dearo, free act, helped chalk up a red one.

## Hamid's A. C. Piers Surge Ahead of '47

### Season Records May Go

ATLANTIC CITY, July 24.—Daily attendance and grosses at Steel Pier since the first of the month, have been running ahead of 1947, a record year, George A. Hamid, operator, announced this week. Hamid, other local funspot, Million Dollar Pier, which this season is housing the International Industrial Exposition, has been playing to steadily growing crowds and is expected to be drawing peak attendance by August. The piers were considerably handicapped during June by rain almost every day.

Over the three-day Fourth of July week-end Steel Pier drew a record-shattering 100,000 persons. A record was also established on the week which eclipsed the approximate 158,000 mark established by both Dick Haymes and the showing of *The Outlaw*, a flicker featuring the bosomy Jane Russell. Tex Beneke and his ork, songstress Frances Langford and Jon Hall were featured over the Fourth.

### Romm Press Director

Charles Romm, former Philadelphia public relations man, this week was named press director for the International Industrial Exposition. The exposition has attracted the attention of Dr. Jacques Kunstenaar, chief of fairs and exposition branch, intelligence and service division, U. S. Department of Commerce. He said he plans to suggest that the Department of Commerce recognize and assist a permanent international trade show here.

Spun glass draperies and a ceiling canopy are new additions to the decor of Marine Ballroom on Steel Pier. The decorations supplant those partially destroyed a fortnight ago by fire and water. New murals, 150 feet long, are on each side of the ballroom.

Louis Prima's ork is the current attraction. New name bands come in each week.

## Hrubetz Org Sends New Kiddie Ride to Mex. City Gardenas

SALEM, Ore., July 24.—Frank Hrubetz & Company, manufacturers of the Spitfire and Hi-Ball thrill rides, announced Tuesday (20) availability of a new Kiddie Boats ride for small children.

First ride went to Francisco Gardenas, Mexico City. Six all-steel boats in a tube and canvas tank frame make up the affair. Each boat holds four or five youngsters. Gas engine power is furnished one boat, and this craft pulls the other five around the tank in a three-minute ride cycle.

Hrubetz says two attractive features of the Kiddie Boats ride are its portability (it can be hauled in a 14-foot trailer) and the fact it can easily be operated by one man. An 800-watt flood light cluster illuminates the brightly colored boats and tank.

# Riverview Ads Attract

### Chicago funspot spends 110G to make folks conscious of Windy City park— "It's worth every cent," Schmidt says

IF THERE'S anyone in Chicago or its environs who hasn't heard the name Riverview Park, when he is (a) deaf, (b) blind, or (c) living the life of a hermit, "It pays to advertise" is more than a slogan with George A. Schmidt, president-general manager of the Chicago funspot—the world's largest amusement park under a single management. A firm believer in letting people know there is an amusement park at Western Belmont in Chicago, Schmidt, with the aid of the Miller & Hixon Agency, Chicago public relations firm, has a strong advertising campaign.

The fact that the park has a strong advertising campaign is not news in itself. *The Billboard* believes Riverview's newspaper ads are most attractive. In a city the size of Chicago, there is, naturally, a lot of entertainment spots, and as a result two solid pages packed with entertainment ads nothing for Chicago papers.



It is easy to look at the double-page spread of ads and see them all at a glance, yet not see them. However, Riverview's ads are so distinctive that it's almost impossible not to pick that ad out in a second. That doesn't happen by chance.

Harry Miller, of the Miller & Hixon Agency, has this to say about Riverview's newspaper ads. "We have so many different types of ads

ning from 150 to 200 lines per day. In addition to its newspaper and billboard ads, Riverview this year has added radio. Schmidt signed a contract with WIND, Chicago station which specializes in local programs, for five spot announcements each day for 119 days. This has proven powerful advertising, according to Schmidt.

Regarding the spot radio announcements, Miller says: "We have our announcements spotted near newscasts, sportscasts and disk jockey programs. In this way we hit all age groups."

In billboard advertising the park uses 100 boards a month for four months, 80 in the city of Chicago and 20 on arterial highways leading into Chicago.

What is the cost of such a program? Schmidt reports the advertising budget, including newspaper, radio, billboards and the always dependable mailing list, runs, in round figures,



This year the Riverview press agents are using kiddies in pictures more often and they believe this is paying dividends.

According to Miller, his agency starts its advertising campaign for the following season the minute the park

Chicago's famous Amusement Park

# RIVERVIEW

"The greatest name in fun"

## OPENS TODAY

2¢ DAYS—MON., WED., FRI., SAT. (TILL SCHOOLS CLOSE) EXCEPT HOLIDAYS

5¢ NIGHTS TUES., THURS.

WESTERN-BELMONT



about \$110,000. "And," he says, "it's worth every cent of it."

Just to be certain people visiting Chicago, who may not bother reading the local dailies or listening to the radio, the Chicago funspot runs an ad once each week in the local amusement sheet, *This Week in Chicago*, which lists the various attractions which may be seen by the visitors.

In addition to its out-and-out advertising copy, the Miller & Hixon agency manages to crash each daily once each week with a picture or story and sends out a weekly release

closes in September. "We start mapping out plans for the following season in the fall, working on every conceivable kind of an idea. By the time the season arrives we have a regular plan on which we follow thru," Miller said.

First of all, early in the spring, Chicagoans are bombarded with mailing pieces, which includes passes to the park. The first newspaper ad appears five days ahead of the opening.

Slogans, especially for the radio announcements, are important, Miller

YOUR HOLIDAY FUN

BRING THE WHOLE FAMILY FOR GLORIOUS HOLIDAY FUN. MORE THAN 100 RIDES, SHOWS, ATTRACTIONS!

AMERICA'S FAMOUS AMUSEMENT PARK

# RIVERVIEW

WESTERN-BELMONT

that they don't have to be used often and, because of that, people don't see the same thing over and over. Too, we believe the important thing in an ad is brevity."

Riverview ads, it's true, get away from a lot of wordage. Note the examples on this page. . . . Words in the ads, for the most part, are few and far between. . . . But they do toss out the word "Riverview," so that you can't miss it.

Daily newspaper ads for Riverview, Miller points out, run 100 lines per day, with week-end ads and those for special days and holidays, run-

FUN FOR ALL!

2¢ DAYS—MON., WED., FRI., SAT. (Till Schools close) (except holidays)

5¢ NITES! TUES., THURS.

NO INCREASE IN PRICES

AMERICA'S FAMOUS AMUSEMENT PARK

# RIVERVIEW

WESTERN-BELMONT

WORLD'S GREATEST THRILL!

2¢ DAYS—MON., WED., FRI., SAT. (Till Schools close) (except holidays)

5¢ NITES! TUES., THURS.

NO INCREASE IN PRICES

AMERICA'S FAMOUS AMUSEMENT PARK

# RIVERVIEW

WESTERN-BELMONT

# RIVERVIEW

THE GREATEST NAME IN

## FUN

CHICAGO'S FAMOUS AMUSEMENT PARK

WESTERN-BELMONT

to 125 community and suburban newspapers.

The pictures used by Riverview for the daily news columns are the old stereotyped type, showing, for instance, some celebrity from a prominent Chicago night club on one of Riverview's various rides. Miller admits this is nothing new in the advertising game. "It retains its reader appeal," they tell you, "because everyone, especially women, likes to read about a celebrity. And it's the women, mostly, who bring the kiddies out to the park."

says. Last year the park used "Just for fun, go to Riverview." This year the slogan is "Riverview, the greatest name in fun."

Once Miller and Hixon have their newspaper and billboard ads down in rough form in the fall, they turn the copy over to Egan Ungar, Chicago artist, and he works them out. Once his ideas are on paper, they are given the once over by the ad agency and the rough spots worked out.

Yes, "It pays to advertise," is more than just a slogan for Riverview Park . . . it's money in the bank.

## Pontchartrain Marks 20th Birthday to Big Turnout

NEW ORLEANS, July 24.—Harry Batt's Pontchartrain Beach celebrated its 20th anniversary here Friday (16) and more than 50,000 persons turned out for the event. Special events highlighted the occasion, including a speech by a congressman and a revue, *Now and Then*.

The spot received plenty of advance publicity on the event. *The New Orleans Item* running several pages of stories and pictures, giving the history of the funspot, features on various attractions and a story, with picture, on Batt. Local merchants helped with congratulatory newspaper ads, etc.

Speakers in addition to U. S. Congressman F. Edward Hebert, who praised Batt for the great work he had done, included Lester Lautenschlager, director of the New Orleans Recreation Department, and Stanley Lemaire, president of the Orleans Levee Board.

Twenty major prizes, one for each year of the spot's existence, were given away by Batt, who has been managing director since 1934.

The *Now and Then* revue featured bathing girls dressed in the beach styles of 1890, 1900, 1920 and those of the present day.

### Special Prices

The midway opened at 3 p.m., with "fun saving time" in effect until 7 p.m., and a big crowd was on hand to enjoy the reduced prices during that period. All rides were reduced to 5 and 10 cents during that period. The usual free entertainment, which, Batt says, the park spends about \$20,000 annually, was offered and included the Flying Meteors, trapeze, and Paige, Jewett and Kiki, cyclists.

The expansion of Pontchartrain has been steady since 1928 and so has its beautification.

One year after work on the new beach started, a temporary Pontchartrain Beach was built on the west side of Bayou St. John on the lake front where an amusement park had been in operation since 1912.

The old site of the beach officially was opened on the first Sunday in 1928. A revue of bathing beauties competing for the Miss New Orleans title kicked off the opening. Since then the bathing beauty competition has been an annual attraction.

Approximately 25,000 people were on hand for the official opening and more than twice that number were present for the 20th anniversary celebration.

### Tranchina First Op

The beach was then, as now, part of the Orleans Levee Board's lake shore development and reclamation project. Felix Tranchina was the first operator of the beach when it was located near the old Spanish Fort

site and then moved to the present location.

Heavy surf greeted the beach soon after it opened and it was seized from operators by the levee board for non-payment of rent. That was in 1934, when the Playground Amusements, Inc., took over.

The corporation headed by John W., Harry and Richard Batt operated the beach until 1939, when it was moved to the present location. In that year John W. Batt and his two sons took over and have been in direct operation of the lake front resort ever since.

When the resort opened in its new location June 18, 1939, it had new and streamlined buildings, new rides and a larger beach. Free entertainment was started and has become a nightly attraction.

Then followed a \$750,000 expansion program which was climaxed a few weeks ago with the opening of the 2,300-foot beach. This compares with the original length of 900 feet.

### \$685,300 Spent So Far

A total of \$685,300 already has been spent on the project and \$63,500 remains in new projects.

One of these, a new lifeguard station-roof platform, will be contracted for Thursday (29). The platform above the lifeguard ramp will be used for the free acts, bathing revues and other spectacles.

Already the largest man-made beach in the United States, the facility can handle 20,000 bathers at one time on the white-sand strip.

### No Admish

More than 1,500,000 visitors bathe at the beach each year and scores of others come to visit the midway. Pontchartrain does not charge admission or a parking fee.

## Silver Beach Installs Flashy Mirror Maze, Complete With Clown

ST. JOSEPH, Mich., July 24.—A new Mirror Maze has been installed here at Silver Beach Park, which is owned by Mrs. Maude Drake and managed by H. J. Terrill. The unit was designed and built by William de L'horbe Jr. and the National Amusement Device Company, Dayton, O., of which de L'horbe is sales manager.

Design and construction were complicated because the maze is in a line-up of concessions and is situated under a veranda, which made it impossible to extend it out in any direction. Notable features are that it embraces 50 per cent more glass and floor area than used in the standard maze and has a laughing clown. The latter is located in the maze, visible to the public and so placed that he laughs at his own face in a distorted mirror. The clown was made by Messmore & Damon.

Corrugated glass, with indirectioned color lights that flash on and off, is built into both ends of the front, while an upper sign of flashing neon is backed by corrugated aluminum, superimposed over varicolored neon.

Percy turnstiles, located at the entrance and exit, make it possible to operate the concession with only one person, the cashier. On busy days, however, a man is required to clean the mirrors.

The front presents an arresting appeal. Pastel colors, ranging from deep maroon at the bottom to yellow in the middle and back to maroon on the upper marquee, are eye-catching. Chrome stripping separates the colors. Theater-type lighting on the underside of the marquee adds to the flash of the unit.

## 20% Tax Wallop To Park Business

(Continued from page 86)

Beach, Akron, was one of the most outspoken foes of the tax among park operators to whom Huedepohl talked on his trip. Sheck reported that business as a whole at his park was good, but he complained about the rides being down and attributed this chiefly to the tax.

### Make Kiddie Pitch

Funspots this year are making a stronger pitch to the small fry. "Many parks have installed lavish kiddie lands, and these are paying off, not only in the money derived from the small fry but from the spending of their parents who otherwise might not come out," Huedepohl pointed out.

Huedepohl was high in his praise of some of the improvements which have been made at several spots. He pointed to Westview Park, Pittsburgh, where only recently the ball-room was completely renovated and refurbished at a cost of \$167,000.

"It is one of the best park ball-rooms I have ever seen. By the time they finish, they will have spent \$200,000 on it. The entire building is outlined by neon, and its front is an eye-catching, eye-holding spectacle, certain to command attention. I was really amazed by the refinements inside and by the flash on the outside of the building," Huedepohl said.

### Praises Myers Lake

"At Myers Lake Park, situated near Canton, O., I was astonished by the beautiful ride fronts and the new concession stand which the park's owner, Carl Sinclair, has built. Lighting, all by neon, is brilliant. Moreover, crowd lure recently has been raised by the installation of a new Roller Coaster, a new Cuddle-Up building and a new Scooter building. Typical of Sinclair's operation, the park was in immaculate condition," Huedepohl added.

A Penny Arcade, termed "one of the finest at any amusement park in the country," and a bingo game at Lakeside Park, Dayton, O., drew raves from Huedepohl. The bingo, he pointed out, has a 3,000-seat capacity.

At Waldameer Beach Park at Erie, Pa., F. W. A. Moeller, owner, and Jack Foley, general manager, told Huedepohl that the park had excellent July 4 week-end patronage and that business has been on the upgrade. They attributed the park's business to several fine promotions.

Percy Killaly and Mrs. Doris Makovec, execs at Euclid Beach Park, Cleveland, joined in expressing confidence that the season will end up comparable to last year. "I was much impressed with the tidiness of their layout and with the good afternoon play they were getting from a picnic," Huedepohl observed.

### New Buildings Erected

At Le Sourdsville Lake, Middletown, O., Huedepohl was impressed by the new construction. Three new buildings have been erected. These provide a new shooting gallery and structures for the Pretzel Ride and Dodgem. The building for the latter is particularly impressive, according to the NAAPPB secretary. "There is complete vision for spectators on three sides. The ceiling is of solid steel, and there is cross ventilation beneath the all-steel floor," Huedepohl said.

Among other parks he visited were Coney Island, Cincinnati; Riverside Park, Indianapolis; Buckeye Lake, Buckeye Lake, O.; Celoron Park, Jamestown, N. Y.; Kennywood Park, Pittsburgh, and Cedar Point Park on Lake Erie, near Sandusky, O.

## Work Begins On Madison's 400G Funspot

(Continued from page 84)

Highway 51. It is a partially wooded area, which, Bergor said, will be developed into a public picnic ground and a natural amphitheater. It will boast two parking lots capable of handling some 700 cars. Late this summer a road will be cut thru the woods and tables, benches and fire places will be built.

Plans for next year call for the building of a bridge path. The southern section of the area will be the sports and recreation location. It will have a trailer camp with room for at least 200 house trailers which can be kept there permanently.

A recreation hall, built of concrete blocks and with a curved steel roof measuring 100 by 180 feet will be erected later this year. A temporary wall will be built on one side and another addition, of equal size, will be erected later, according to Bergor. The hall will contain a museum, restaurant and a convertible floor for dancing or roller skating as well as music events, plays, hobby shows and other such events. Bergor said he plans to book name bands for year round dancing.

### Lagoon Being Built

Already under construction is a lagoon. It is being dredged from land which lies along the Yahara River and will be about 300 feet south of the recreation hall. The lagoon will be 30 feet wide and 6 to 8 feet deep, except in the center section where a 70-foot cut will be made and a 400-foot beach is to be laid out. Bergor said there is an excellent supply of extremely fine-grained sand which will be used to cover the beach.

In the center of the lagoon, Bergor said, a half-mile race track will be built. Within the larger track, a second course, one quarter-mile long, will be laid out. The two tracks will be used for midget auto, horse and motorcycle races. A 5,000-seat all-steel grandstand will be constructed at the northern end of the tracks. Also located in the lagoon area will be a gun and archery range.

### Large Midway Site

The midway of the new grounds, lying west of the recreation hall, will be large enough to house a full-fledged circus, Bergor said.

In addition to the usual summer activities there will be provisions for almost every type of winter sport. The lagoon will be large enough to permit laying out of a large area for ice skating rinks, several hockey rinks and a curling rink. Part of the lagoon may be put under a temporary roof during the winter to permit all-weather skating. During the summer months boats will leave from a downtown pier and take patrons directly to the new area.

Plans also are under way to construct a seaplane landing strip in the wide spread of the Yahara River which adjoins the grounds.

## Heat Wave Jams Olympic's Swim Pool, Picnic Groves

IRVINGTON, N. J., July 24.—Olympic Park's big swim pool and picnic groves are getting a good play during the current heat wave. Henry Guenther's funspot tops all amusement parks in the vicinity of New York City in the number of its shade trees, a definite hot-weather drawing card.

Unusually good bill this week-end at Olympic's open-air circus, featuring the ace high thrill act of Jeannette and Paul, plus Arthur and Ray, equilibrists and unicyclists; the Great Astor, wire walker, and Rosen and Kantor, comedy contortionists.

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**Hot Spell Sends Big Crowds to N. Y. Funspots**

NEW YORK, July 24.—Hot weather over the past week-end gave beaches and parks in the New York area very satisfactory attendances. Scattered fun spots on Long Island and along the New Jersey coast were hit by local rain storms, which in most cases were of short duration.

Coney Island was one of the spots hit by showers Sunday (18), with rain slowing up activities for about an hour in mid-afternoon. Estimated attendance was 900,000.

Rockaway Beach also was affected by threatening skies and a bit of rain and reported a modest estimate of attendance of 420,000, which included 50,000 at Jacob Riis Park.

Jones Beach, after two record-breaking week-ends, reported a satisfactory turnout of 81,000. Atlantic Beach continued to chalk up hefty attendance marks, with Sunday's crowd estimated at 75,000.

Usual Monday quiet at Coney Island was upset by the arrival, at nine o'clock, last Monday (19) morning of the advance contingents of orphan children from 56 orphanages in New York, who were part of the 7,500 kiddies attending the 12th annual outing at Coney's Steeplechase Park, sponsored by the Police Anchor Club of the New York Police Department.

More than 500 off-duty police officers were on hand to supervise the party which lasted until 7 p.m. All kiddies were given tickets for 12 rides and provided with box lunches, soft drinks, cookies, candy and ice cream.

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# COLE 'DERAILED' AT DELAVAN

## Late Arrival Dampens B. O.

Mishap at Janesville delays show—business in other spots average

CHICAGO, July 24.—Cole Bros., which was dealt a staggering blow by fate this week at Delavan, Wis., in the form of a mishap, moved into the Chicago area this week-end, playing Friday in Skokie and today and Sunday in Bellwood, a suburb. Weather co-operating on the week-end, the show figured to do big business.

A rail accident at Janesville, Wis., early in the day, Wednesday (21), kept the centennial date in Delavan, Wis., from being an almost certain record breaker.

### 15,000 on hand

More than 15,000 visitors were in Delavan for the Wisconsin Centennial Circus Celebration, in which the Cole org was to play the leading role. The advance sale was so heavy that circus officials had planned to give three shows.

A derailment of the cars at Janesville at 4:15 a.m. held the train there until 9 a.m. and it was almost noon before the show reached Delavan. Meanwhile the crowd, which had started gathering early in Delavan to be on hand for the show's arrival, thinned after waiting more than two hours.

The parade, scheduled for 10 a.m. didn't get under way until 4 p.m. The matinee didn't start until 5 p.m., and instead of an overflow it was a three-quarter house. Night show drew a full one, but circus followers were certain the show would have drawn three capacity houses had the show been able to arrive on schedule.

### Memorial Service Held

Before the parade CFA members, showfolks and others gathered in Spring Grove Cemetery for a memorial service honoring William C. Coup, circus pioneer, and other circus folks buried in Delavan. Florree Galt, press representative, representing Zack Terrell, Cole Bros.' owner, placed the wreath on Coup's grave.

Speakers during the day were Acting Gov. Oscar Rennebohm; Dr. H. H. Conley, Park Ridge, Ill.; Melvin D. Hildreth, Washington attorney; Mayor John F. Thorpe, Delavan; Col. Harry Thomas, of the Cole show; Father T. P. Trahey, of St. Andrew's Catholic Church, Delavan; Rev. O. C. Thusius, of Redeemer Lutheran Church, Delavan; Dr. Ora Rice, Delavan, and Congressman Lawrence Smith, of Wisconsin.

At Janesville the show had a three-quarter matinee and a full one at night, while at Freeport, Ill., there was a light matinee and a strong night house.

In other spots business was average, Monroe, Wis., giving with two strong houses; Madison, Wis., registering a strong matinee and a near capacity at night; Woodstock, Ill., giving with a three-quarter matinee and an overflow at night, and Elgin accounting for two strong ones.

### Hunt Skeds Ocean City, N. J.

OCEAN CITY, N. J., July 24.—The Hunt Bros.' Circus will show here August 6 and 7 under the joint auspices of the Kiwanis, Rotary and Exchange clubs. Arthur M. DeMaris, Kiwanis president, handled preliminary arrangements. All three clubs will join in an advance ticket sale.

## Minn. Gives Two Straws for K-M

APPLETON, Minn., July 24.—Despite a heavy rain two hours before the opening, Al G. Kelly-Miller Bros. played to a near-capacity house at the matinee here Thursday (15) and it was a straw at night.

The org scored another red one the previous day in Redwood Falls, Minn., with a full matinee, despite rain, and an overflow at night. Estimates placed the total attendance for shows at 7,000.

## Dailey Gets Good Turnout In Perry, Iowa

### Harvey's Home Town Okay

PERRY, Ia., July 24.—This is the home town of R. M. Harvey, general agent of Dailey Bros., and so it goes without saying that the folks turned out in goodly numbers when the show played here.

Even the weatherman co-operated—it was clear and not too hot—and as a result the show had better than a three-quarter matinee and a full one at night. The org did not arrive here until 10:30 a.m., due to train trouble in Cedar Rapids. Matinee, however, was only a half hour late.

At Cedar Rapids, the show was hit by a veritable cloudburst a half hour before the matinee started. Despite this, a strong crowd was on hand for both shows. Business in Washington, Ia., was very good, both matinee and night shows drawing near capacity.

The show had plenty of opposition in Davenport, Ia., in the form of a local grocers' picnic, a Veterans of Foreign Wars' convention, which attracted several thousand persons, and a State Eagles' convention wind-up. The matinee attendance was light, little better than a half house being on tap, but the night show drew better than three quarters.

Burlington, Ia., proved a red one, both matinee and night shows attracting full ones. Weather was ideal.

## Circus Busch Offers Good Show on Tour

HAMBURG, Germany, July 24.—Circus Busch, one of the leading circuses of Germany, is on tour under canvas with an excellent program. Show is owned and managed by Paula Busch, daughter of the founder.

Acts include a mixed animal opening number, Two Cherkas, aerial perch; Two Arrigonis, high-school horses; Three Rossis, comedy musical; Hildegard Nory and Ritho Ullmann, tandem high-school; Three Lorandos, comedy wire; Edith Crocker's bears; 12 Therumars, unsupported ladders, and Austria, trapeze head-balancer.

Show also has the Andree Ballet (8 girls) with Ruth Lorenz; Two Baldors, comics; Three Arrigonis, bar act on horseback; Five Elsys, comedy jugglers; Busch's elephants; Three Fredanos, musical clowns; Hermann Ullmann, Liberty horses; Nine Cervantes, teeterboard tumblers.

## Matinees Off But R-B Click In Midwest; Detroit a Red One

MILWAUKEE, July 24.—Ringling Bros. and Barnum & Bailey are in here today from Rockford, Ill., for a two-day stay and, weather co-operating, all signs pointed to a big stand. The show, which was forced to pass Chicago this year, expected to draw not only from Milwaukee and immediate vicinity, but also from the Windy City. Feature of the stand here, inasmuch as the personnel is concerned, is the party scheduled tonight, following the show, for all personnel and given by the Pabst Brewery. The R-B Midwest business to date has been okay, altho added up it shows matinee attendance not up to expectations and night attendance excellent. Most spots report matinees getting three-quarter or less houses, with a capacity and overflows the rule at night.

### Draws 13,000 Crowd

The three-day stand in Detroit proved a red one, according to reports. Show wound up its stand there Sunday (18) with a straw at night. Attendance was estimated at 13,000 and it was necessary to bring out tarpaulins to seat the overflow.

Matinees both Saturday and Sunday were good. Total attendance for the three days was placed at 54,000. Weather was ideal thruout the stand, with the exception of rain the morning of opening day.

Rumors were afloat this week that the Big One would not play its scheduled two-day stand (29-30) in Minneapolis during the Aquatennial. Rumors had it the Minneapolis City Council was being urged to void the permit granted the show a month ago. Both Aquatennial and Minneapolis city officials, however, were emphatic that no such move was afoot and indicated the show would play as scheduled.

### Okay in Minneapolis

Russ Ackerman, head of the Minneapolis License, Weights and Measures Bureau, said, "The permit stands as issued and I know of no effort to have it canceled." Alderman Henry H. Bank, leader of the city council liberal block and a member of the licensing committee, said, "Even if an effort was under way—and I know of none and I certainly would know it if an attempt was being made to keep the show out of the city—the city council could do nothing about it until July 29, which is the date of our next meeting and the day the circus opens."

In Fort Wayne, Ind., the show had competition from *Holiday on Ice*, which opened there July 16 and did capacity business. Because of that and also because of threatening weather, matinee attendance was hurt. At night, however, the R-B org drew capacity.

A shower, shortly before the matinee started, hurt matinee biz at Kalamazoo, Mich. At night, tho, it was a full one. William Brown, Louisville, circus employee, fractured both legs and suffered other injuries when he slipped while jumping from a moving truck while the show was unloading in Kalamazoo. He was taken to Borgess Hospital where his condition was described as "poor." Another mishap occurred there when one of the show's busses for personnel was hit by a west-bound New York Central train. William Johnson, Brunswick, Ga., who was driving the bus and its only occupant at the time, jumped to safety. He said his brakes failed to hold.

### Toledo Gives Two Full Ones

Ideal weather at Flint, Mich., helped the show draw a three-quarter matinee and an overflow at night. A two-day stand at Toledo proved okay, with the night shows playing to (See R-B Matinee Off on page 94)

## Beatty's Big In Wisconsin Up Slightly

### Spots Better Than Minn.

CHIPPEWA FALLS, Wis., July 24.—Business for Clyde Beatty, who hasn't been anything to rave about, took a slight turn for the better this week as the show moved out of Minnesota and into Wisconsin.

The first railroad circus to play Chippewa Falls in many years, the show drew two three-quarter houses which, while not up to expectation, was okay considering the weather. It was extremely hot and humid, the matinee and threatening at night. The rain held off, however, until night show was well under way.

Menomonie gave with a three-quarter matinee but a light house at night. The org ran into a bit of trouble in Winona, where business was not fair. The show was served with writ of attachment in Winona, complaint of the Olmsted County, Minn., Agricultural Society of Rochester, Minn. Complaint alleged that the show broke its contract not playing Rochester. After a conference, a cash settlement was made and the show continued its route. Show officials reported they settled for \$150, but others reported the sum to be \$300.

At Austin, Minn., the show, aided by good weather, came up with fair matinee and a strong night house.

## Schmidt Show First To Play Copenhagen

COPENHAGEN, July 24.—Circus Louis Schmidt is the first tent show to play here this summer, opening Wednesday (21) for a six-week run. Show features Liberty and other horse numbers presented by Director Louis Schmidt, Vivi and Valde and Andre Dyr.

Line-up of acts includes the Spaldis, hand-to-hand; Payo and Max jugglers-cyclists; Teddy Cox, musical novelty; Paul Arland and Norma illusionists; Vivi and Valde, bareback riding; Handy and Partner, equilibrium; Three Ricordis, musical clowns; Two Wilsons, high aerial novelty; Hidalgo Troupe, teeterboard; Johnny De Koks (assisted by son, trainer, Erica Wysa), trained partners, and Tommy and Milleus clowns.

Circus Schumann is continuing its indoor run at the Schumann Arena. Altho only a few replacements have been made in the 100th anniversary program, the show is still playing to capacity and is sold out for at least a week in advance.

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## Pape Story Draws Wilson's Ire -- He Gives His Version

(Continued from page 54)

every respect a six-month contract with the author of the article, more accurate reporting would have been more beneficial to all concerned than the report given.

### It's Overstressed

"The implication of taxes and losses due to exchanges is certainly overstressed and overstated. I use the word 'implications,' for the author does not say he actually paid off lost amounts as given but had only to 'be reckoned with.' In reality, the referred-to 29 per cent tax that had to be 'reckoned with' actually turned out to be an approximate 4 per cent tax, for official records on my books, as well as in the tax office of the Puerto Rican government show that the author's salary, earned in that country, amounted to \$2,571.48, and a tax of \$108.23 was paid. In the only other country in which the performer was obliged to pay a tax (in Panama) on a salary earned in that country amounting to \$1,157.16, an approximate total tax of \$24 was paid. (Unfortunately, I do not have on hand at the moment the exact amount but this figure would not vary more than five American dollars.)

That there is in some countries a loss of exchange is undeniable. However, thruout my experience in these countries, I never have heard to exist, and certainly have never had to pay or have performers paid any amount near the '40 per cent.' In the particular case of the author of the article on this show, the only country in his tour in which there was any loss to speak of was Nicaragua, which was about a 20 per cent loss—which

loss, it could be pointed out, is only on the money saved, not money spent in that country. Also, it could be pointed out that the show played approximately only four weeks there. In the other four countries played, the author had no loss on exchange to scoff at.

### Different Than in States

Since the rest of the article is only comment or 'according to' reporting, it is not necessary to give or correct information in detail. My only desire and purpose of this letter is to correct that part directly harmful to this circus and misinformative to artists contemplating contracts in these countries. One bit of advice I would like to add to those contemplating such contracts, don't come into these countries expecting the same life as in the States. There is a difference from the time you enter and have to start speaking a different language till the time you leave. But for the seasoned and traveled performers who can take these differences in stride, there can be many pleasant and profitable months, while also profiting from experiences that cannot be had in the States.—JEROME O. WILSON."

## STARS OF HOLLYWOOD

(Continued from page 54)

under auspices of a youth organization. The show is composed of imported State acts and presents a strong bill in this otherwise vaudeless island.

Headlined by the Andrini Brothers, instrumentalists, the line-up includes the Millerettes, with Bobby, Rosemarie and Loretta Miller, roller skaters; Val Valentine, juggler; Norma Hughes, singer; Toni La Rue, marimba player; Ford and Harris, tapsters; Nancy Lou, acro dancer, and the Molly O'Day Dancers, including Joan Wall, Jean Jun, Ruth Roddy, Joyce Bennett and Patti de Tarre.

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# Dailey Has Growing Pains

By  
**HANK HURLEY**

War-born railroad show comes to front  
fast and Davenport looks to future —  
Harvey and Kelley draw owner's praise

**B**EN DAVENPORT, owner of Dailey Bros.' Circus, admits his show is suffering from growing pains. But like any good doctor he has the interests of his patient at heart and plans to relieve them as quickly as possible.

Already Ben and his assistants, particularly R. M. Harvey, his veteran general agent, have prescribed quite a few medicines to relieve "that distressed feeling." But more is needed, Ben admits, and the cures are in the making.

Dailey Bros., as a big-time railroad show, actually is just an infant. Technically, it was a war baby, born in 1944, but is expanding so rapidly that it is well past the knee-pants stage.

#### Snares Top P.A.'s

Davenport's rail show was born back in 1944, but it wasn't until this spring that circusdom felt the full impact of the late arrival. That was in the form of a story that the Dailey owner had hired one of the top circus press agents—F. Beverly Kelley—and surrounded him with a staff of Kelley's own choosing to tell the world about the railroad circus baby. Kelley, for several years, had headed the press department of the Ringling Bros. and Barnum & Bailey Circus. Then came the announcement that Dailey had signed Kelly and two of his Ringling staffers—Allen J. Lester and Frank Morrissey, both of whom are well trained in the Ringling school of press agency. This truly was the shot heard 'round the circus world.

Will the ex-R-B boys be able to get the national publicity for Dailey that they did for Ringling? . . . How can they compare this new "upstart" with Big Bertha? . . . Those were just a couple of the questions dyed-in-the-wool circus fans started asking the minute they heard the news.

#### Crashes Public Print

Truth of the matter is, Kelley hasn't made one attempt at comparisons and probably never will. But he hurdled the national publicity problem with ease. His answer to that question was a piece, with pictures in *The Saturday Evening Post* on Butch, the Dailey baby elephant, in particular, and the Dailey show in general.

A few weeks later he came back with national hits, both in the press and over the air, by sending Little

Eva, another of the Dailey midget elephants, to the Republican National Convention in Philadelphia to aid Senator Robert Taft in his battle for the nomination of president of the United States. Dailey Bros. hit the front page of practically every newspaper in the country. Photos were sent out by the wire services, showing the bull complete with a blanket on which the name Dailey Bros.' Circus was prominently displayed.

Needless to say, when Dailey moves into the towns and cities of the nation now, the populace knows the name and comes out in goodly numbers to see Little Eva and Butch, and, incidentally, the show.

#### Pays Tribute to Kelley

"Getting Bev Kelley was the smartest move I ever made," Davenport says. "It was Harvey's idea and a good one. Publicity pays off. If I ever needed proof of that, I have it now."

To intimates, Harvey remarked, when he hired Kelley and his staff, "I'm sticking my neck out by going for such an expensive public relations department." But now he says with a smile, "We are more than happy with Kelley, Lester and Morrissey, proud of the work they have done in this short space of time. And they are happy with us. It is an ideal set-up, has paid dividends, and we hope they will be with us for many years."

Ben Davenport and his wife, Eva, aren't newcomers to the circus business by any means and the name Dailey Bros. is an old one. When Davenport speaks about the management of the circus he always uses the editorial "we," which, he makes it clear, means himself, Eva and Harvey. Working side by side, this trio knows the ins and outs of the business. Davenport makes it clear, too, that in Harvey he has the best general agent in the business.

#### Lived, Let Live

Eight years ago Dailey Bros., owned and operated by the Davenports, was a small truck show, making money some years, not doing so well others, but going along living and let living. Harvey was with the org then and he had ideas—expansion ideas. He wasn't going to be satisfied, it was clear even at that time, to let Dailey remain a truck show. Between the Davenports and Harvey there often were huddles at which imaginary



HERE'S LITTLE EVA IN ACTION at the Republican National Convention in Philadelphia, accompanied by her mahout who watches over her like a mother hen over her chicks. Note Bev Kelley (with hat on and holding one of Eva's blankets), left, with that look of anxiety in his eyes.

blueprints were drawn. Little by little things began to take shape, in the form of added stock, larger canvas and more employees.

The year 1943 was the final year for the Dailey org as a truck show. "We had 26 trucks and carried more elephants—12—than any other truck show in the country," Davenport said, by way of leading up to how he finally went on rails. "The war was on, you know, and tires and trucks were hard to get. In fact, they were impossible to get. It was tough going to keep the show moving on trucks. Harvey and I talked it over many times during the season of 1943 of how tough it was getting rolling equipment. One day while discussing the situation, I said, 'Hell, let's go on rails.'"

#### Keeps Adding Stock

That, in a nutshell, is how Dailey Bros.' railroad show was born. Of course, it wasn't that easy, but thru the tireless efforts of the Davenports and Harvey, not to mention, as Ben says, the many faithful employees of the org who have been with it for years, the Dailey org bowed as a rail show in 1944.

Since that time the show has been bursting at the seams with growing pains. Davenport, a lover of good stock, has been adding to that depart-

ment and will continue to add to it. It was his idea to go in heavy for good stock, including plenty of elephants. It was his idea, too, to add little elephants to the show and this, he says, has paid off at the gate. For instance, this year the org has added five railroad cars, one of which is an advance. "That advance car was Harvey's idea," Davenport said, "and it was a good one. Before this year we used a truck on advance. You can't give Harvey enough credit in helping this show grow. That's why I tell you he's the best general agent in the business."

#### Grows Out of Top

Dailey Bros.' big top this year is a 130 with five 40s and seats around 5,800 persons. It isn't big enough, according to Davenport and Harvey, and already an order has been placed for a larger one. The show this year carries 24 elephants (there were 25 but Jap died recently while the show was playing Springfield, Ill.) where last year it had 15. Whereas the show employed about 100 persons eight years ago, it now has 325 on the pay roll.

To get the employees' reaction regarding the show, a talk with Ralph Noble will convince you that they are a happy lot. "I started in the circus (See *Dailey Railroader* on page 159)



BEN DAVENPORT



EVA DAVENPORT

### Cole Bros.

After show notes—or relaxing at night spots:

Grouping members on various ways of the great Free Roll Society they well look to their laurels because of the technique developed by the members. While the names of Miller, Saluto, Springer, Evans, Lewis, Murphy, etc., may go down in history as past masters, the names of Kyes, Longhi and Griebing will carry on forever on points—quick on the draw in the grab bag of stories when it's time to buy one.

The words, "Your money is no good," always are welcome music to a trio. They always come up with, "Look me up when we play Grand Old's."

Biggest laugh in the car gag is Longhi bringing the pony out after the clowns. . . . Jack Kaplan, press agent for Jimmie Lynch's Death Riders, came to visit and ended up props with Pete Cristiani. . . . Wedding anniversaries on the same day were celebrated by Paul and Edith Nelson and Gus and Rita Tellario.

Visitors have included Nick and Virginia Hinigs, Pappy and Erma Tholson, Mr. and Mrs. Clifford Downing, the two Joseph G. Teausillies, Dr. and Mrs. Otto Schlack, Ed and Hattie Shipley, Edgar Incberg, Ed and Dorothy Davenport, Harold Ramage, Mr. and Mrs. Harry M. Ramage, Edna Ramage, Mr. and Mrs. Bob White, Phil Fien, Leo and Ethel Milton, Al Stevens, Hubert Dyer, and Chester Sherman, Everett Elie, Bill Hedges, James McElwee and Erle Chapin.—FREDDIE FREE-MAN.

### Bailey Bros.

We see Lew Kish in the back yard swing his red and black checked coat. All are wondering when he will complete it. Next season Lew is going to bill himself as the clown with a million stitches. Lew, incidentally, is all the kids playing jacks. Even the big top boys get in the game.

Our new pad room went up for the first time in Fremont, Neb., and George Myers has forsaken his prize top and has moved back into the old spot.

Ernie White, bannerman and ex-dancer, gets them up every day. Jockey Moore is Ernie's capable assistant.

B. W. (Candy Apple) Huddleston celebrated his 24th birthday. He was presented with many gifts from the teacher department. Mabel Johnson and George Barnaby are on a diet. How long they will keep it up is a question.

Shirley, the four-year-old elephant, went into the program doing her rolling globe turn, along with Babe, the handstand elephant. Shirley was Ken Murray's *Blackouts* last winter. Little Barbara Sandowski went swimming for the first time in her life and did she enjoy it! Jane and Loree, her sisters, had a hard time getting her out of the water.

Besides being a good rider, Tommy McGini also is an expert mechanic. He is seen daily looking over the motor truck and the jeep that pulls the Hodgini trailer.

Grover Nitchman, white-face clown, the latest addition to clown alley. Visitors: Jack Brady from Bloomington, Ill.; Mr. and Mrs. Delbert Light and children, who are playing independent dates; Ed and Virgil Campbell; Hedy Jo Starr; Bill Green, publisher of *The Call of the Calliope*; Dan L. Sullivan and Tom Ewalt, former owner of Bell Bros.' Circus. Many thanks to Laurence Cross for sending the July 4 menu of the Clyde Beatty Circus and the letter.—ALBERT WHITE.

CFA Director Mabel C. Buckingham has returned to her home in Chesapeake, Conn., after spending several months in Pasadena, Calif.

## Dressing Room Gossip

### Polack Bros., Western

Bowing out of office is the Truzzi ticket of the NPLSPers, whose long and successful regime ended with another enjoyable party for the cast and guests. The shindig was complete with an orchestra for dancing and a one-act drama entitled *Who Done It?*, co-starring Massimiliano Truzzi, Gus Bell and the Boy Wonder. Frieda Wiswell and Gus Bell did an adagio with Arthur Konyot and Irene Barnes leading in the polka department. Zest was added to the party by the guest of honor, Soude, the nature girl, stripteuse at a Burbank, Calif., theater.

Clint Barnes was unanimously elected president. Irene has already started to write a *My Day* column. Also elected were Bee Carsey, vice-president; Frieda Wiswell, secretary, and Dwight Moore, treasurer.

Another party, hosted by Slivers and Jo Madison at their sister's home, was enjoyed by Frenchy Durant, Chai and Somay Huang, Ernie and Frieda Wiswell, Francisco and Pauline Heinzman, Gus and Betty Bell and family, the Roland Tiebors, Tex and Reggie Reppert, Mr. and Mrs. Eddie Allen, Don (Ben Turpin) O'Connor, Mr. and Mrs. George Emerson, and the Barneses. Color movies of the show taken by the show's camera fiends were shown. An enjoyable get-together also was given by Shirley Van, Broadway musical comedy star, recently of *Barefoot Boy With Cheek*.

Chester (Bobo) Barnett is back playing trumpet after having undergone a tonsillectomy. Despite only three days to recuperate, Bobo didn't miss a performance. Roland Tiebor's younger son, John, has donned his object coat and is now No. 2 assistant in his father's act, now including father and two sons. Slivers Madison has discarded his tuxedo and is working the MGM elephants in white tie, topper and tails.

Don Dorsey's aunt flew in from (See *Polack, Western* on page 94)

### Polack Bros.' Eastern

Henry Barrett has the distinction of promoting two successive dates, Wisconsin Rapids, Wis., and Marquette, Mich. Fond du Lac, Wis., under direction of Joe O'Donnell, was a "first" for this org and a big surprise. Attendance was excellent despite threatening weather. Playing indoors at Wisconsin Rapids was a relief. Nita Borza joined the aerial ballet in Wisconsin Rapids.

Billy Pallenberg suffered serious injuries when he strayed into a pasture and was kicked by a horse. Zenka Malikova rushed to his aid and succeeded in stopping the flow of blood from a deep head wound. He was taken to a hospital where 15 stitches were required.

Lured by the lakes of Wisconsin, personnel got in plenty of fishing. Enormous catches were displayed daily. So many were caught and eaten that after a few days nobody could look a fish in the face.

Fragments: Edythe Boyd played a 15-minute Hammond organ interlude over the networks. . . . Zenka Malikova received a bouquet of flowers from the Shrine committee at close of her performance in Fond du Lac. . . . Dime Wilson went in for the clown "strip" number and lost even his pink bloomers. . . . Jimmy de Cobb has been voted the show's Sir Walter Raleigh. . . . Everyone howled at prop boy Phil's new routine during the elephant act.

Visitors: Harry May's sister and family; J. C. McCaffery, Amusement Corporation of America; Cliff Wilson, Royal American Shows; S. L. (Buster) Cronin, Los Angeles; Bob Zimmerman, fan; Walter Fleck, advance agent for Clyde Beatty, and Mr. Lindermann.—BILLY BARTON.

### Tom Packs

Montreal, Que., and all hands intact. In mid-July the thermometer should be near the breaking point, but this cool Canadian air is out of this world.

New arrivals included the Hartzells, flying act; the Egoneses, trampoline, and Rose Behee, who is working in the Wallendas' ladder and web display. To correct a miscue, the Wallendas do not have a horse act, but due to the numerous assignments and chores they have on this show, they could be likened to a team of work horses.

Acts not mentioned before include the Condors, high act; Francis Hogan's seals; Bill Buschbaum's Liberty horses; Will Hill's elephants and dogs; Snyder's bears and Johnny Weldy's bears.

One of the novelties of giving a show in this very French town is the announcing. Bob White, our announcer, gives the regular announcement in English, then each act stands by for two or three minutes, while the French announcer carries on.

Bozo Harrell, Bill Buschbaum and Eugene Willys had a little border trouble coming in here. On Sundays, according to Quebec law, one must not drive his own truck in this province. If it must be driven, you must hire a Canadian transport driver at the prevailing scale and you may ride with him in your own truck. Also non-performing dogs must have a 24-hour rabies clarification or they will accommodate you over the border for a modest sum. So this is where Bozo and Bill came in. Eugene had to sit on the border from Saturday until Monday until the immigration authorities in Washington could prove he was with it.

Flashes—Two of the best dressed girls on the lot are Duina and Eggle Zacchini. . . . Jimmy Davison and Cabbage Dekoe had almost reached Montreal when they discovered they had not reported to the immigration men, so for the greater honor and glory of Davison and Dekoe they turned around and went back. . . . Joe Lewis is now the man without a country. He left Pat and Eva in Peru. Mrs. Lew Hershey is on for a visit, coming all the way from Fort Scott, Kan. . . . Simone Repensky also is here visiting the family and working in the teeterboard and riding acts. . . . Tony Elton back in good shape after being ill in Evansville, Ind. . . . Give the Zacchini boys a hand for coming along with their trampoline act. . . . Note to Lucio, Henry Keyes, Megador, Oscar, Daviso, Belmonte and especially Pete and Otto, all of the Cole show: Brownie is having a fish fry this week. Hoot Mon!

Famous Last Words—To juggler just arriving to join big show. "We will use your act in the Side Show for the balance of the season."—DICK LEWIS.

### Dales Bros.

Ted Raye celebrated her birthday and was presented with a pair of cowboy boots. She is now making the Wild West line-up.

Evelyn Jordan, Dorothy Pierce, Joyce Birch, Jean Jordan and Virginia and Diane Pressly are seen practicing web daily. Little Diane, age six, is right in the thick of it.

Speedy Johnson has added his youngest son, Jasper, to his act. Speaking of the Hendersons, another son, Lou Junior, joined.

Mickey Dales slowly but surely is acquiring a case of stomach ulcers. Mac McDonald's Wild Life Show, on the midway, has added Texas horned toads. Harry Boardman has to hotel it these days because his wife took their trailer to the factory for repairs.

Bobby Miller has taken over the Side Show for the time being. Burt Pettus and family joined, Burt being

### Clyde Beatty

Heat continues thru this section (Minnesota-Wisconsin) of the country, with everyone hunting a shady spot. There still is a lot of practicing between shows in spite of the torrid weather.

It hasn't slowed down George Werner's big-top crew, tho. They get the top up in time daily. Harry Hammond, of the White wagon, had a pleasant surprise when his parents, Mr. and Mrs. Burt Hammond, motored over to spend the day with him. Paul M. Conaway, the show's attorney, came on from Macon, Ga., joining at Winona, Minn., for several Minnesota and Wisconsin stands. He made a jump of 1,400 miles for his circus visit. It is Paul's second visit of the season. He made a 4,000-mile jump to the show in Eureka, Calif., two months ago.

Mrs. Pat Graham and three sons are spending a few days with Pat, our trainmaster. Mrs. Whitey Haven and two children also are spending a few days visiting Whitey. Mrs. Mary Moore, wife of our legal adjuster, observed a birthday last week. Likewise for Barbara Barry, Side Show mentalist. The latter gave a party for a few friends in a local nitery.

Billy and Gee-Gee Powell, Dorothy Herbert, A. W. Kennard and Johnny Cline now are eligible for the "late but never missed it club." They paid a visit to the farm of Bill Blomberg between shows and arrived on the lot as spec was lining up, clothes and wardrobe flew and no one missed his place in the tournament.

The question of the week is "how to keep the kids from feeding grasshoppers to Bozo, Side Show wild man, after the inside lecturer tells them that is his favorite diet." It seems that Mullens, of Vic Robbins's band, decided to lead a few of the band boys along a short cut to the train and all wound up two miles from said train.

Clyde Beatty caught two Northern pike, one nine pounds and one 11-pounder on a recent fishing jaunt. George (Whitey) Linneman is back from the hospital, feeling fit as a fiddle. Shirley Carroll, who handled our press and radio while in Los Angeles, should be proud of the break in pictures the show received in the July and August issues of movie mags.

Recent visitors were Babe Boudinot, Lee S. Conroe, Johnny Brassil, Mrs. Fuller with Punch and Judy Jacobs; Mr. and Mrs. Deapu, Milt Herriot and family, Harold Engesser and family, Margaret and Johnnie Engesser, Mel and Lois Engesser, Mary McConnell, Dean Engesser, Willard Engesser, Mrs. C. R. Hidy and Mr. and Mrs. Bill Blomberg—LAURENCE CROSS.

### Dailey Bros.

Mrs. B. C. Davenport is back on the show after a lengthy stay in the hospital. She was accompanied by her sister, Ethel Stock, and nurse, Miss Nylon. The latter drove Mrs. Davenport's auto from Lockport to Kirksville, Mo. Many of her relatives live in or near Quincy, Ill., and they all turned out to greet the org when it played there. The Stock family entertained a large number of the personnel with a chicken fry between shows.

Holly Howard has joined as electrician and installed several improvements in the lighting system. Johanna Rittley Webb visited her in-laws, the (See *DAILEY BROS.* on page 94)

boss canvasman of the Side Show. Deacon and Davey McIntosh played the role of Sir Walter Raleigh when Cora Davis had a flat tire. Steve Crowe, formerly with Mills Bros., joined clown alley.

Visitors have included Johnny Booth, L. Verne Stout, Tommy Comstock, Tom Bearren and Mr. and Mrs. Ronkle.—FRANK CLARK.



Communications to 155 No. Clark St., Chicago 1, Ill.

# RECORDS TOPPLE BEFORE RAS

## Rain Hits Jones First Two Days in Hamilton, O.

HAMILTON, O., July 24.—Rain ended the Johnny J. Jones Exposition Tuesday and Wednesday (20-21), the two days of its stand here. Thursday (22) the weather cleared and the show received a fair day's business.

Just Liverpool, O., stand, which ended Saturday (17), ended extremely big. Closing day's patronage, backed by a powerful kiddies' mat-building, yielded the biggest Sunday's business of the season.

From here the org will move into Ill., for the annual Soldiers' Sailors' Reunion. That event is first of a succession of celebrations fairs which will run thru November, with only one break, a single date of a week's duration.

## Weather Slugs Endy in 2 Dates

PLAINFIELD, N. J., July 24.—Endy, after a damp stand at Schenectady, N. Y., were greeted with more while setting up Sunday (18) on lot at West 7th and Rock streets suburban Arbor, where the show has been playing this week.

One of the worst storms of the seaswept the region of Schenectady Tuesday (13) and for a time threatened to wreck tents and stands on the lot. Shows escaped serious damage but were rained out for the night. It was okay when weather conditions were at all favorable.

Monday (19) night's opening at Arbor (Plainfield) registered a good turnout, with rides, games and shows doing brisk business. Side Shows, to revue with Stepin Fetchit, and Girl Shows drew a good crowd to back lot but it required several days to get the crowd to ante up for the shows.

Business was cut Wednesday (21) by rain, which started about 9 a.m. and Friday (23), with rain starting at noon.

Endy is looking for a real up-turn in business with the start of the fair on next week when the org takes the midway at the Kent-Sussex at Harrington, Del.

## Dumont Shows Take On Triangle's Slate

DURHAM, N. C., July 24.—The Dumont Shows and Lou Riley have contracted with Mel J. Thompson and J. Rumley, of the Triangle Exposition Shows, which recently suspended activities, to take over the following fairs:

Franklinton, N. C., opening on Monday to be followed by the American Legion Harnett County Fair at Harnett, N. C.; the American Legion Union County Fair at Smithfield, N. C.; the VFW Granville County Fair at Oxford, N. C.; the American Legion Durham County Fair here and the Durham County Negro Fair.

Endy has agreed to enlarge his shows for these fairs, and announced that the free attractions will be the Cannonball.

## Battle Creek Gets Chimp Chase, Hospital Show From Cavalcade

BATTLE CREEK, Mich., July 24.—Half-way thru its week's stand here, Al Wagner's Cavalcade of Amusements Wednesday (21) hadn't scored business worthy of raves. One night was lost to rain and the other two yielded a fair play. Personnel and management, however, were quite happy in the face of a promise that the wind-up would be big and also because of other experiences here.

For one thing, key personnel of the various shows on the Cavalcade gave a performance at the Percy Jones Hospital, entertaining some 5,000 army patients. This alone gave Cavalcade personnel the gratifying feeling of having made an extremely worthwhile contribution.

### Two-Hour Show

The Percy Jones is the former Battle Creek Sanitarium. Mammoth in size, it is equipped with a hospital-wide p.-a. system. Practically all of its patients are men who lost arms or legs or who sustained spinal injuries in the war. Those who couldn't attend the two-hour auditorium show heard it over the p.-a. system.

Full performances in complete costumes were given by Charles A. Taylor's Minstrel Show and band, Mrs. Rose's Midget Show, and *Maid 'n' America*, Girl Show, featuring Mitzi, Eddie Keck, of the *Pandora* show, was emcee. Mr. and Mrs. Al Wagner were the guests of General Ottum.

Shows were given much publicity here as a result of the escape of Kip, the chimp. Kip took off Tuesday (20) night and was still among the missing at 4 p.m. Meanwhile, city police, the sheriff, newspapermen and show personnel joined in the chase. A reward for the chimp's capture was offered by the radio station and the newspapers here. This served to fan the publicity flames and focus attention on the shows' stand.

The org made a fast run in here from Lansing, Mich., and unloading began early Sunday (18) afternoon. The Lansing engagement had opened light but finished strong, with a heavy play Friday and Saturday (16-17). The Midget Show had its best two days of the season during the stand. Mitzi, *Little Harlem* and *Pandora* paced the shows in that spot.

Ward in Mont.; Preps for Fair At Great Falls

## Ward in Mont.; Preps for Fair At Great Falls

MILES CITY, Mont., July 24.—John R. Ward Shows arrived here Tuesday (20), making a fast rail move of some 770 miles from Duluth, Minn., without incident. Business thru the first three days of the stand here was in keeping with expectations for this small city.

The engagement here will run thru Wednesday (28), after which the org will move into Great Falls, Mont., where it will resume its fair season. The North Montana State Fair there will open Sunday, August 1, giving the show ample time to make ready and apply finishing touches. Considerable painting and refurbishing of equipment is being done here in anticipation of fair dates.

The Duluth stand, which closed Saturday (17), wound up with a satisfactory gross.

## Schooley To Produce Folies Bergere at Canadian National

TORONTO, July 24.—Edgar I. Schooley, veteran Chicago producer of musical revues, has signed to produce and present an Edgar I. Schooley revue, *Folies Bergere*, as a midway feature at the Canadian National Exhibition, it was announced by J. W. (Patty) Conklin, generalissimo of the independent line-up.

Schooley announced he will use a line of 16 girls and an all-star cast headed by Helen Parker. Standard acts also will be worked into the revue.

Theme of *Folies Bergere* will be a trip to Paris, designed so that veterans may relive some of their more pleasant overseas experiences, and show their wives and sweethearts their off duty pastimes.

Schooley reported Dean Dietrick will design special stage settings and

## All-Time High Hit in Canada

### Brandon, Calgary, Edmonton account for record grosses

SASKATOON, Sask., July 24.—A succession of all-time record grosses has been registered by Royal American Shows on its sweep over the Western Canadian Class A fair circuit.

Brandon, tee-off spot, provided a surprisingly high gross. The peak there was scored in the face of resistance in the early days of the exhibition's run to a hike in the front-gate admission to 75 cents from last year's 50 cents.

### Calgary in Big Jump

At Calgary, the next stop, Royal American upped with a take that topped last year's figure, the second best in the Stampede's history, by better than 20 per cent. Moreover, the week's take eclipsed the previous all-time high by a substantial margin. Excellent weather and record-breaking Stampede attendance were important factors in running up the take.

At Edmonton, played the week prior to the exhibition here, even early rain failed to stop RAS from registering a new high. The shows lost the opening night to rain and business was affected by a muddy lot the second night. Even with adverse lot conditions, the second night the show eked out a fair take. Business the last four days was big and overcame the early loss.

The first few days at the Industrial Exhibition here this week indicated that the Royal American was continuing its record-smashing pace. Economic conditions in the area have been excellent, and the folks who turned out at the exhibition in the early days spent freely on the midway.

From here the show moves to Regina, Sask., for the annual exhibition there next week. A sponsored event in Winnipeg and the Canadian Lakehead Exhibition at Port Arthur, Ont., will follow to wind up the Canadian tour and send the show rattling back to the States for its long U. S. fair route.

One of the outstanding features of the Canadian tour thus far has been the business scored by shows in the Royal American line-up. Sally Rand's Girl Show, priced at \$1 per admission, has established new records for such a unit, with the take running about four times ahead of any similar show ever to play the circuit. Such shows in the past have gone for half the Rand price.

Other RAS shows are running substantially ahead of last year, with Leon Claxton's Minstrel Show and the Side Show, owned and operated by Cortez and Lorow, pacing them.

The front end has been enjoying good business. A record amount of merchandise has been dished out. Another feature of the front end has been the huge business which Bob Parker's Derby Race has been getting.

costumes will be executed by Lesters, Ltd., of London and Paris.

Previously announced for the CNE midway were Alphonse Phillips's Water Show and Ray Marsh Brydon's Side Show and Motordrome.

# GETLIN and WILSON SHOWS

WORLD ON PARADE

## IONIA FREE FAIR

Ionia, Mich., week Aug. 9 to 14, inclusive.

CAN FURNISH WAGONS for an 8-Car Whip or any other Ride we do not have now.

WANT—Worthwhile Grind Shows to join immediately. Have 70-ft. Neon Front with 35x70 Tent. What have you to offer? No Girl Shows wanted.

WANT—Hi-Ball Ride or any other New Ride.

Earl Chambers wants Men for Monkey Show to sell tickets or work monkeys. McDonald wants sober Cat Drivers for lot and train. If you get drunk you will not last a day.

WANT—Experienced Ferris Wheel Men for battery of 4 Wheels.

Jimmy Ayers wants Colored Performers. You pay yours, he will pay his wires.

We can place experienced Carnival Workingmen in all departments.

This week, YOUNGSTOWN, OHIO; week August 2, TOLEDO, OHIO

# W. G. WADE

Shows

Complete Midway Brokers for the  
BARRY CO. FREE FAIR  
Hastings, Mich., August 3-7

CAN PLACE RIDEE-O or ROCKET RIDE, WILD LIFE SHOW  
AND GLASS HOUSE.

All Legitimate Concession Privileges Open  
W. G. WADE SHOWS

Ithaca, Mich. (Fair), now; Shiawassee County Free Fair (Corunna, Mich.), Aug. 9-14, follows Hastings.

## MERRIAM & ROBINSON SHOWS

WANT—Ride Help on Tilt, Merry-Go-Round and Chairplane. Agents for Fish Pond, Ball Games, Age, 3-Ball Pan Game, Counter Men for Corn Game. Fred, come on.

WANT—Hanky Pank Concessions that do not conflict.

WANT—Shows for 6 Nebraska Fairs starting at Madison, Aug. 28.

WANT—Girl Show, Athletic Show and Spitfire for Howard Co. Fair, St. Paul, Neb., Sept. 6-11.

FOR SALE—Jones Chairplane, complete with transportation, \$2,000.00.  
GREENE, IOWA, JULY 30-31; DOWS, IOWA, AUG. 2-3;  
GRUNDY CO. FAIR, GRUNDY CENTER, IOWA, AUG. 4-7.

## QUEEN CITY SHOWS

Want for Lore City Home Coming with two good street dates to follow, and then the BIG ONE, on the streets, in the heart of Cincinnati, for the Elks' Convention. Space limited. Those joining now given preference.

CONCESSIONS: Ball Games, Scale and Age, Huckley Buck, Dart Games, Bumper, Box Ball, Pitch-Till-U-Win, Devil's Bowling Alley and Novelties. No grift, no gypsies.

RIDE HELP: Foreman for Wheel. Top money if you are a Ride Man. Drunks and chasers, stay away. This Show goes south after Labor Day. Address:

CURLEY LITTLE, QUEEN CITY SHOWS  
LORE CITY, OHIO

## OPERATOR FOR BINGO

REAL PROPOSITION FOR GOOD BINGO MAN

WANT—Girl Show; have complete outfit. Some Concessions open. Ride Help that can drive. All Celebrations and Fairs for balance of season.

## GREATER RAINBOW SHOWS

FAIRMOUNT, JULY 29-30; ULYSSES, JULY 31-AUG. 1; FRIEND, AUG. 3-4; ALL NEBRASKA.

## WANT

## LEE BECHT SHOWS

## WANT

Small Bingo, 12'x24' preferable; Photos, Cork Gallery, Fish Pond, Duck Pond, Hoop-La, High Striker, Jewelry, Penny Pitch, Scales, Bumper, String Game, or any Legitimate Concession that throws stock. Only one of a kind booked.

NOTICE  
We hold exclusive on West Union, Ohio, Fair, Aug. 24-27; those booking now given preference. NOTICE to Committees or Secretaries: Have one week in September and one in October open. If you want a clean, small, four-Ride Show, I have it. All replies to:  
New Carlisle, Ohio, July 26-31. Permanent address: P. O. Box 92, Mt. Healthy, Ohio.

## WANTED

## A GOOD CLEAN CARNIVAL

## WANTED

With as many as 8 to 10 Rides, 6 Shows, 50 Concessions. No grift. 7 weeks of Fairs in Missouri, Arkansas, Mississippi and Louisiana. Starting Sept. 11 to Oct. 30 or longer. A real route. Also can use Carnival next spring, 12 weeks. Illinois, Iowa spots, first in.  
FOR SALE—1944 White Truck, 18 ft. long, excellent condition, with four Concessions. A real buy. Address:

M. J. (MIKE) DRESSEN, BOX 258, EAST PEORIA, ILL.  
(Phone: 3-7400)

## Hennies Opens To Big Turnout At Racine, Wis.

RACINE, Wis., July 24.—Hennies Bros.' Shows teed off its stand here Monday (19) night to a good turnout, indicating that the org, given weather, would score better than satisfactory business during the stand.

Sheboygan, Wis., closed Saturday (17) with everyone happy. The kiddies matinee, promoted by Press Agent Chic Franklin, proved the biggest of the season.

Benny Fields added a new bird store here, bringing the total of concessions up to 48. Fields' store is framed attractively. Lighting is of deep-sea green, sides and background are painted in three shades of green and palms, and ferns are used to heighten the effect.

Charley Goss's recently completed Midnight Taxi Ride continues to keep well up in the top money.

Two more still dates remain before the show swings into its fairs. In anticipation, much painting is being done. Jack Morgan and his crew are building new wagons and repairing old ones.

C. Mercer's Crash-Up Show and a Snake Show will be ready for the first fair.

Special representative J. C. McCaffery and Mrs. McCaffery recently visited the show. Other visitors included Bob Parker and Mr. and Flash Williams.

## Thomas Ride Man Killed In Fall at Warren, Ind.

WARREN, Ind., July 24.—J. L. Burton, ride man with the Thomas Amusement Enterprises, which played here last week, died Saturday night (17) in a Huntington, Ind., hospital of a fractured skull sustained in a fall from the top of the Merry-Go-Round on which he had been working. Burton was rushed to Huntington and died a few hours later.

A brief funeral service was held at the H. Brown & Son Funeral Parlor here before the show left for Otterbein, Ind. T. J. Smith, Thomas manager, requests that anyone knowing the address of Burton notify the funeral director by wire, collect, so that relatives may be notified. Burton, about 50 years old, had red hair, weighed 120 pounds, and was five feet tall.

## WANT DROME RIDERS

Male or Female that can race, also Ticket Sellers that can drive semis.

## GEORGE W. MURRAY

care Strates Shows, Rochester, N. Y., this week; Clearfield, Pa., to follow.

## FOR SALE

One All-Electric Candy Floss Machine, brand new, ball bearing, perfect. Must sell at once. First \$135 takes it. Wire, don't write.

## SAM BARR

421 Broadway Santa Monica, Calif.

## CARNIVAL WANTED

For Sandy Valley Park, Sept. 4-11. Located on Route 21 between Ripley and Sandyville, W. Va. Three days horse racing—one night midget car racing on Thursday.

## EUGENE MACE

Sandyville, W. Va.

## ATTENTION

FAIR SECRETARIES  
TRACK OPERATORS  
BOOK THE NATION'S  
TOP ATTRACTION



## JOHNNY HAND

"WORLD'S WILDEST STUNT MAN"  
AND HIS

## HELL DRIVERS

14 CARS 14  
7 DRIVERS 7  
2 CLOWNS 2

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Until Aug. 8, O'Henry Hotel, Greensboro, N. C.; then care The Billboard, Cincinnati 22, O.

CAN ALWAYS USE CAPABLE  
STUNT DRIVERS AND CLOWNS.

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## ROLLOPLANE

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\$3,500.00

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## MACK HOGE WANTS

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Slum Skillo Agents and capable Outside Help  
FORTVILLE, IND., this week.



# I'm With And For It!

By  
**SALLY RAND**

Fan dancer, biggest current midway  
lure, tells reasons why—gives tips  
to others who might take to tents

HAVE been asked a jillion times: "Well, how do you like"—the carnival, that is.

I like it.

And I like being a carnie, if being a carnie means carnival people love and respect me as much as I do them.

Of all the show business I know about, I can't think of any other branch where honor, integrity and the worth of a man's word are so important and valuable.

I believe that I am one of the first names in modern times to go out with carnival. In night clubs and theaters, I have enjoyed the reputation of stimulating business. Whether or not the name, Sally Rand, would stimulate business on a carnival sufficient to justify the expenditure a carnival operator would find necessary to make, was, and has been, a question about which outdoor showmen apparently have been more interested in than I knew.

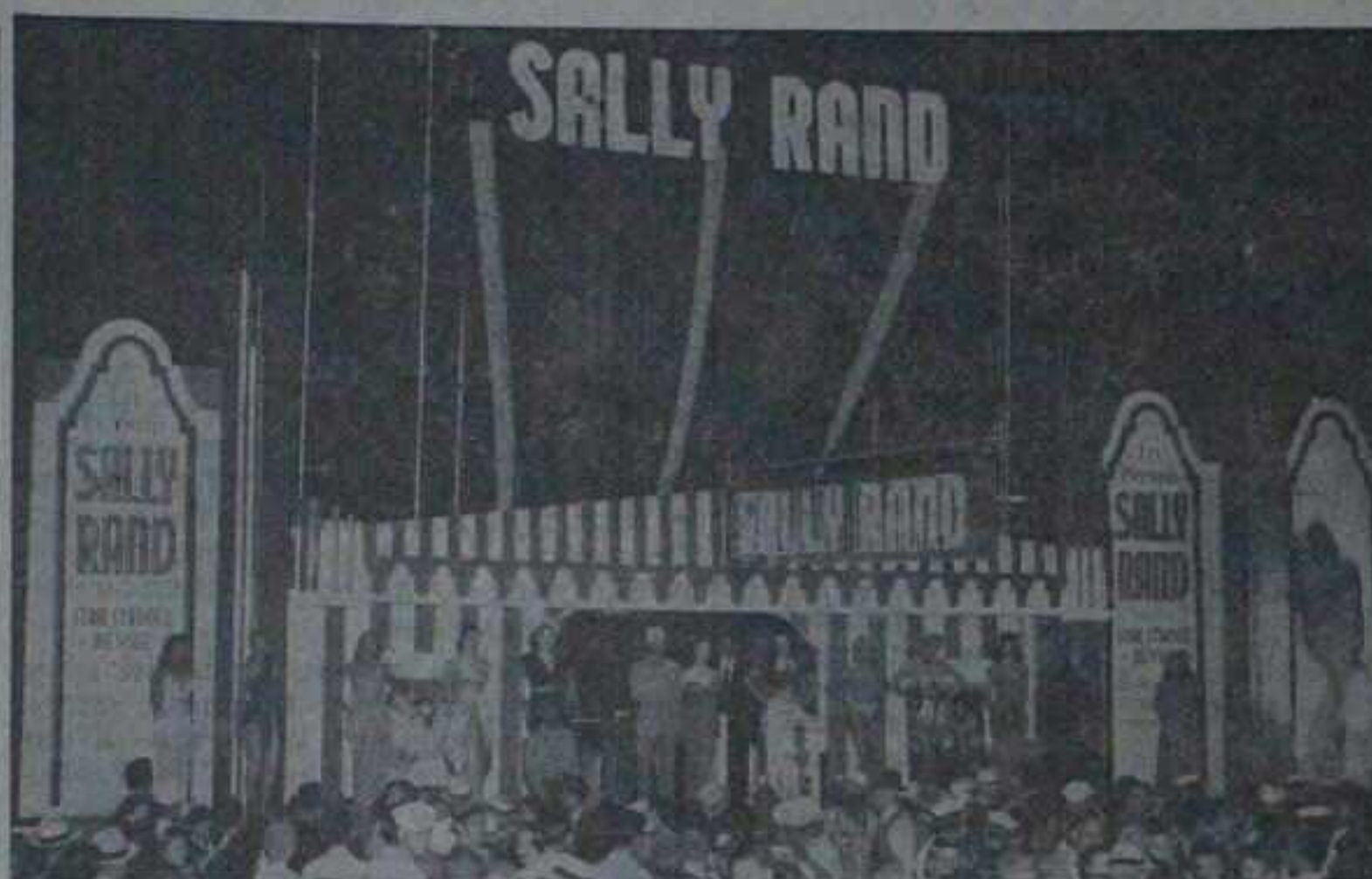
### Expenditure Great

That it would be necessary to make substantial expenditure is no secret. The carnival with which I worked that season went all out to publicize the financial terms of its contract with me. The amount of money I earned from that contract, including salary and percentage, was, I have been told, the largest sum ever drawn down by a single midway attraction. Upon the strength of the known value of last season's drawing power, Carl J. Sedlmayr Sr. honored me by asking me to join the Royal American Shows' family this season.

To merely do better business than last year's girl show proves nothing. Our admission price is more (a dollar all times). Show's cost to the operator is much greater than last year, not only must admissions pay for the current cost of the show, plus amortization of the operator's investment over a 25-week period, but it almost must show sufficient profit to justify the operator's investment and gamble.

### Business a Gamble

For whatever else it may be, the carnival business is a gamble! It is a gamble with weather, labor, seasonal wealth or lack of it, crops, strikes and many other unforeseen and ungovernable conditions. But over and above the show's paying for itself, amortizing its investment and



HERE'S THE FLASHY FRONT on the Sally Rand show on the Royal American Shows. It packs sock appeal, both inside and out, and that's why the fan dancer is packing 'em in.

making a profit, the final test of the value of a name on a carnival midway is by comparing the previous season's business, day and date, over the same route, of the entire midway, rides, shows and front end. The severest test of this comparison is still dates.

I don't see the tape when it comes out of Walter de Voyné's office wagon each night, but other show operators, the rides and the front end, have volunteered the information that they are two or three times ahead of last year's business. This—in the face of the fact that carnival business in general, from what one hears and reads, generally has been down from last year's business.

It is for this reason, I am sure, that *The Billboard* has asked me to comment upon my experiences and views concerning names and their worth to the carnival business.

### Public Makes "Names"

The carnival business has at least one thing in common with all other kinds of show business: It is selling entertainment value to the public. It is no secret that the public makes its own names and continues to support them as long as their idols give them what they want and expect. The strength of a name to advertise in any kind of show business increases box

office. How much it will increase it always is the question the operator must ask himself before he knows whether he can afford what it is going to cost.

So let's start on the premise that intelligent judgment must be used in selecting a name. It must be one that is well known and liked by the general public and not just a particular age group or class of people. It must be a name that is popular with the people in small towns, the people of moderate incomes and the less sophisticated—of all age groups. There are a great many high-priced names whose appeal is peculiar to a particular limited audience, such as the highly sophisticated night club-goer, the teen-agers, or to Broadway theater-goers, etc.

### A Matter of Judgment

The judgment exercised by the operator as to what available names have universal appeal will spell the difference between profit and loss. It must be remembered also that the people who visit carnival lots and fairs are not, on the whole, the people that one meets at Twenty-One and Ciro's. As a matter of fact, it is quite possible that your star may have enjoyed a tremendous popularity in a night club or theater in a particular city, but when you play that city it won't draw flies on your carnival lot. Why? Because the people who will pay a cover charge and run up a big check at a night club or buy reserved seats in a theater won't come out on a carnival lot, get shavings in their shoes, wait for the fourth bally and sit on a hard stringer.

### A Star Not Enough

Regardless of the value of the star, how well you do the last part of the stand depends upon the type, kind and quality of show that surrounds your attraction. Again, like every kind of show business, a star is not enough. The show also has to be good.

I was briefed on the limitations of producing a girl show under a tent on a midway. I was told that "this can't be done" and "that can't be done." As a matter of fact, practically everything that I wanted to do "couldn't be done." I know better.

There are no more limitations to producing a show under canvas on a

carnival midway than there are to producing a show on Broadway or for vaudeville.

Stage scenery has to be made so it will go into backstage doors in small theaters and auditoriums, executed so it can be packed into trucks and put into 60-foot boxcars, etc. Properly approached and with accurate knowledge of the facilities afforded, i.e., power, number and size of wagons, etc., this medium is no different than any other theater medium, except that, in my opinion, it affords an even greater elasticity for highly creative work.

Normal good taste, experience and a knowledge of the number of shows, packing and transportation problems, are the only special tools the producer requires, together with thoughtful planning and budgeting. Perhaps the last is most important. You can't frame a show and spring it in a couple of weeks.

### Subtlety Out

Costuming a show must be approached with the knowledge that you have only a few minutes to impress your audience and the force and impact of your flash cannot be subtle or build, but must start at a crescendo. It must be flashy and made of materials that will withstand 20 shows a day, lack of bathing and washing facilities by its wearers and handlers, rain and mud, and, happily, takes kindly to soap and water and frequent cleanings. The same holds for scenery and decor of all kinds.

Good taste, coupled with experience, will tell the designer, for example, that quantities of red plush under a top, with the temperature 100 in the shade and the dust flying, is not going to be as beautiful a front drop as it would be in an air-conditioned Broadway theater. Pink velvet and accordion pleating are not going to look pretty very long on the bally platform after being dragged thru mud and rain, and after being sat in from 9 o'clock in the morning until 1 a.m.

### No Stalling

But I still can't call these limitations. The actual production itself is a challenge to a producer to cut out all deadwood, stalling and bows, so that what ordinarily would be an hour and a half to two-hour show is condensed into a maximum 30 minutes (sometimes 20 on busy days)—and all of it so stimulating, interesting and entertaining that the audience never feels cheated because the show is short, but—to the contrary—goes out a talking advertisement that makes the last day of the stand jam-packed.

Such a plan requires careful selection of performers and girls—people who have health, youth and stamina and whose acts and choreography are so arranged that it is physically possible for them to do as many as 20 good shows a day. But again this is a matter of planning and selection.

Don't be fooled! There aren't any more suckers left. Mr. and Mrs. Rural America, old and young, have seen Hollywood-glamourized musicals and heard the New York Philharmonic and Lily Pons on the radio. Your performers and show have to be good—at least if you are going to get a dollar admission.

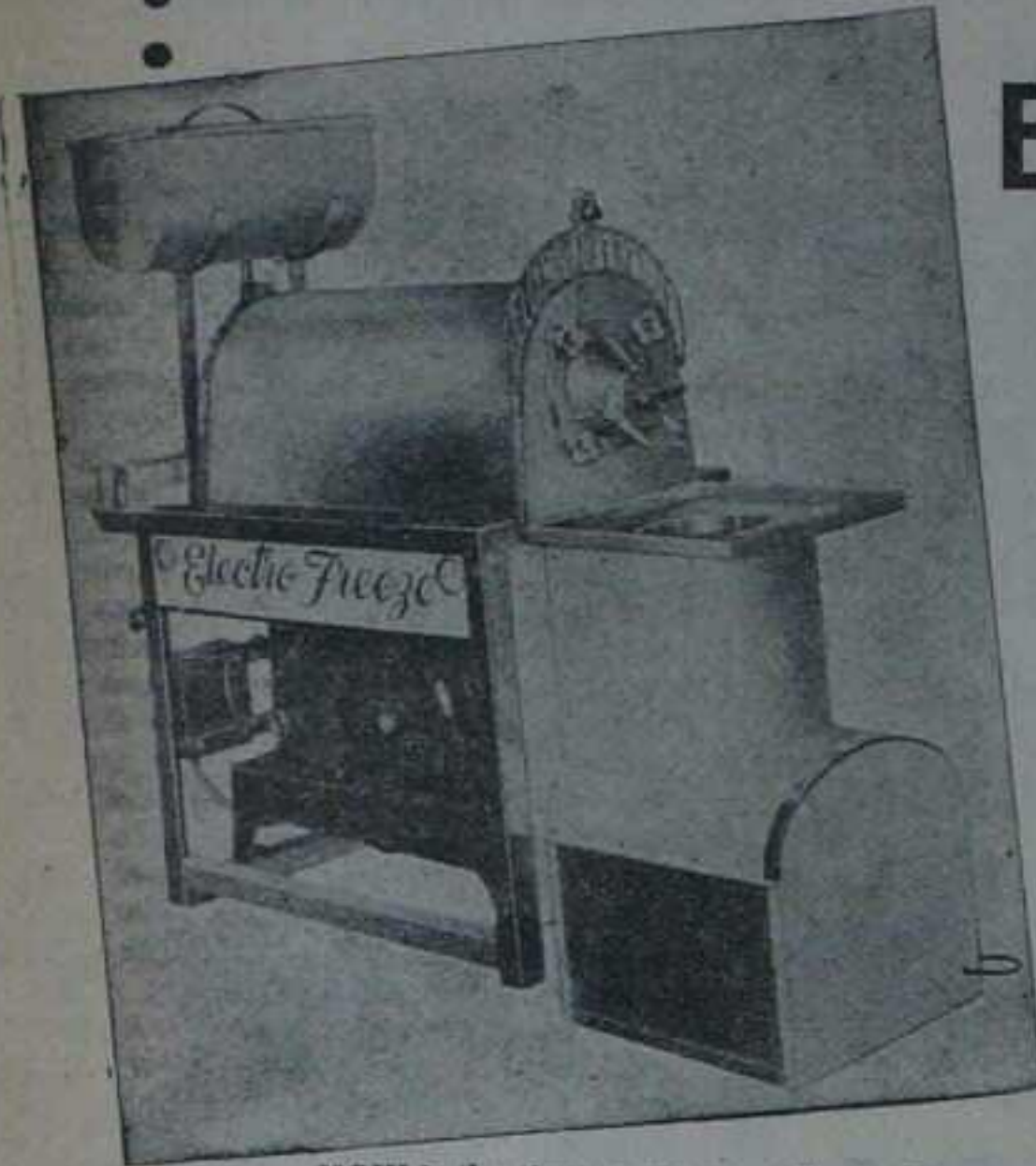
### Vetoes Candy Pitch

The admission price brings up a delicate subject—the candy pitch and dinging them after you get them in.



**T**HE AUTHOR of this article has proved the biggest individual draw of the carnival world. This year with the Royal American Shows, routed over the strongest circuit of fairs in North America, the fan dancer and her Girl Show are expected to gross more than a half-million dollars. Her pulling power on a traveling carnival was first demonstrated last year. Then with Hennies Bros.' Shows, she played to more than 55,000 at \$1 per head at the Iowa State Fair, thus getting one customer out of every 10 persons who thronged thru the front gates at Des Moines. Her crowd lure at Des Moines has been duplicated at practically every stand she has made.

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GIELOW RIDES

Well, I'll tell you! Maybe I'm still a sucker broad. Maybe I'm not the carnie I think I am. I prefer to do a show of such good quality that a good, ordinary talker can tell the truth, turn a tip on a quick opening, get no beefs on the admission price, or force the customers to wait for the show to begin. I prefer this than to making mine selling three dusty pieces of stale halavar and an empty pasteboard box on the re-hash—and then have to split it up with the guy that makes the candy pitch.

Mind you, I make no criticism of anybody else who wants to do it—only my business is show business. The merchandise I am selling is entertainment. My potential customers are people who like shows, or they wouldn't have bought their tickets in the first place.

**Advises Two Managers**

Which brings us right back to the name performer again. To stars and name attractions thinking of the carnival as a medium, and who happen to read this, I address the following: Get yourself two managers, one to handle your business, the other to supervise backstage.

The business manager should take care of you and your business, serving as your contact with the office wagon and management. He should understand how to stand at a turnstile (and you should have a turnstile)—watch every ticket sold, taken, torn and put in the box, make sure that every customer who comes in has a ticket, know better than to get into a beef with a drunk or a gate-crasher, how to keep ticket-sellers from short-changing customers, yet keep the patrons happy with the natural walkaways.

He should have experience and diplomacy enough to let fair officials, newspapermen and the people who should get in free get in free, even tho they don't have a pass. Similarly, he should keep out the temporary deputies, firemen and badge guys. He should have experience and authority enough to make your transactions with the office wagon brief, accurate and pleasant; know enough to insist upon different colored tickets every day (and a different size if possible from other tickets on the midway) and have a gimlet eye that can catch a wrong serial number on a ticket.

**Must Keep Eyes Open**

While doing all this he should keep a weather eye out so that the men on the sidewalls and exits are not letting the wise guys in for a quarter. He should be mathematician enough to figure out what the basic price of a ticket has to be when you run into local or unusual tax situations. He should be a diplomat with enough charm and smooth talk to get along with the advance man, the talker, the crew and all the rest of the shows on the midway.

This last is important because you are liable to be next to or across from the Jig Show, the Midget Show, Hawaiian Show, Side Show, the Funhouse, the Wild Life, the War Show or (God forbid!), the Motordrome.

When they start turning their speakers into your top or blasting a bally of their own which breaks up a tip you have laboriously collected, it requires real diplomacy, a lot of salve, a sincere interest in the other guy's business and a real, honest desire to co-operate to cure the difficulty without getting into a season-long enmity which makes life miserable for everyone.

**Must Work in All Weather**

To top it off, he should be able to work in the rain, sun, heat, the dust and the mud.

I expect the qualifications I have listed makes him sound like rather a special guy. Well, he is! But, then, experienced, capable people always are special guys.

In this instance, a man who has been a theater manager knows all

about tickets and keeping sellers and takers from re-hashing. If he has been with a chain, he has been taught how to handle the public. The other qualities are natural personality traits which you have to go out and look for. A man who has worked for a ticket-checking agency checking theaters and pictures on percentage deals is good material. So, too, is a man who has been in the carnival business but whose sole interest is you.

A man who carries this kind of responsibility, who has put out the sheer physical effort it requires, stay on the front, on his feet as many hours as he must, gets real money. Don't fool yourself: a stooge won't do!

Naturally, he must be someone you trust completely; whom you don't have to ask 1,001 questions, because you must feel and know that he will do the right thing at the right time in the numberless situations that arise every hour on a carnie front, without any advice from you or questioning afterwards.

**Leave Front Men Alone**

You don't belong up front even if you belong backstage. The men on the front of your show know what they are doing, or if they don't, you're dead anyway. The best that you can do is to louse up the formula which they have worked out.

So if you hire yourself a manager, he is your most important guy. Let him manage and you mind your business backstage, which will take up more of your time than you ever thought it possible for any one job to do.

The other manager is also a working guy. He is the stage manager. He looks after the technical end and the personnel that is solely and purely concerned with the show and the production. The reason I advise this is because the crew that works around a tent is not composed of experienced stage technicians as we know them. Their most vital job is to take care of the top and things that concern it (more on this later). They double in brass—spotlight, switchboard, sound

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curtains, props, etc.; but it requires the full attention of an experienced stage manager to co-ordinate all these various people, including your performers, chorus, etc.

If you do as many shows as you would, you will not be able to look after details of lighting, scenery, costumes, personnel and all the many problems which must always arise in a large group of performers. Remember, they eat, sleep, work and live together many more hours a day than average people. Eating hours are irregular, toilet facilities are difficult, their working hours are long and irregular, their few leisure hours can never be planned for, and all of these things make for taut nerves, irritation, bad temper and the making of mountains out of mole hills.

Promptness and attention to their work is vital. The difference between profit and loss on a day can be in leaving the bally girls out early and leaning up the midway for a first show. If your gals aren't there, you will lose a tip—and that's that. They won't come back.

Getting your show on on time can mean additional hundreds of dollars a day. You've got to time your shows so when the grandstand breaks, afternoon and evening, you've got a bally going on by the time they reach the front of your tent; which means that one show has to be over by the time the people can be on the bally stand. Late performers can keep this from happening.

**Guard Against Favoritism**

Taking care of all these problems is the job of your stage manager, who must know and understand stage technique and have a way with people, too, because he has to get along with your performers without ever showing favoritism. He must be firm without being a slave-driver, and he must get along with inexperienced crew members.

This is a guy that costs money, too, because your show can stand or fall

on his competence and judgment.

You probably should have a publicity man. Carnivals usually have their own, but like everyone else on the carnival he usually doubles in brass. He contacts the newspapers with advance stories, puts out passes, frequently takes care of posting paper (tho this is usually done by the show's advance agent who is not a publicity man).

The publicity man's job is publicizing the whole midway, the combined operations of which will have a far greater revenue than your particular show, and so, if he looks after first things first, no matter how big or important you are, you are still just one of the shows on the midway. And, while it is true that your being on the midway benefits everyone, still Kiddies' Days and Saturdays have to be taken care of, the newspapers and radio have to be given stories and material on the rides and the other shows or else it wouldn't be a carnival. And, after all, carnival press agents have just two legs and so many hours in a day.

So if you are on percentage—which you certainly should be—it would behoove you to have a little man who works in perfect harmony and co-ordination with the show's press agent, but whose job is to look after you.

This is easier written than done. If you are a name (and it is you to whom this is addressed) you have had publicity men, and you know all about the drunks and the fakes and the padded swindle sheet. But you also know that there are good sober, sincere, capable ones and also that they cost money.

If you are the kind of a star that carries a maid and a hairdresser and a secretary, etc., I would advise you to streamline your entourage. Finding hotel rooms and accommodations during fair and exposition weeks is one of the hardest jobs the advance agent has to do, and it is even hard

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for him to get you, the star, a room. Which reminds me: Don't forget to take care of him for this service, because he has to put out plenty to get it done (and I don't want any irate letters from the hotel associations).

#### Simplify Wardrobe

The dressing room which you will have is a wagon. There isn't room in it for you and a lot of other people. You would be smart to simplify your wardrobe to a point where you would have a few definite clothes that you wear for public appearances. You might as well forget about wardrobe for your private life. You won't have any—private life, that is.

If you actually need a dresser, you would do better to find someone on the lot, the wife or sister of someone who already is employed by the carnival; or, if you are a man, one of the men on the lot who are not too busy during the week, such as one of the train crew or a cat driver, and instruct him or her as to your needs. That goes for the wardrobe woman for the show too. As for a hair-dresser, if you have to have one, you are better off with a local girl from the town if one is available. If you must have a secretary, combine the secretary with a bookkeeper so that at the end of the season your books are up to date for income tax and you haven't left all of your receipts and memoranda in a suitcase that got lost in Peoria. This particular employee ought to be able to double at utility also. A delicate hot house bloom from an air-conditioned office, or a Hollywood executive's right hand will hardly do.

#### A Big Payroll

So now you see you've got quite a payroll of your own, not considering the show and its performers and crew, which may or may not be your expense according to the kind of contract you have.

And now we come down to the most important item—you, yourself. If you are an introvert, or like to live in an ivory tower, if your public annoys you, or if you enjoy poor health, don't come on a carnival.

Your most important job, or certainly equally as important as your stage appearances, is your personal appearances for publicity purposes and your contact with your public. You must be ready and willing to give cheerfully newspaper interviews or be on the radio at any hour of the day or night.

You must autograph a jillion pictures, little dirty pieces of paper, shirts, shorts, hats, pocketbooks or anything else as many times a day as you do shows, not as a favor, not condescendingly, but gratefully and graciously.

You must appear at Rotary, Kiwanis and other service club luncheons six days a week if called upon. You must not only appear, but speak or do your act with as much charm, talent and graciousness as if it was being performed in Carnegie Hall. You must answer questions with wit and humor and a certain degree of honesty.

#### Disk, Jockey, Too

You must learn how to be a disk jockey, give good interviews as many times a day, as many times a week as you can get on the air. Frequently your interviewers will be young, inexperienced, or so totally glamorized by you that you will have to take the lead on the interview. And don't forget that, when you are giving interviews or you are on the air, that you are not only selling yourself and your show, but every other show, ride and concession on the midway.

You've got to make coming to the carnival sound exciting, glamorous and the most absolutely amusing and wonderful thing that anybody could do. And you are not doing this as a favor to anybody. It is part of your job even tho you are doing 20 shows a day.

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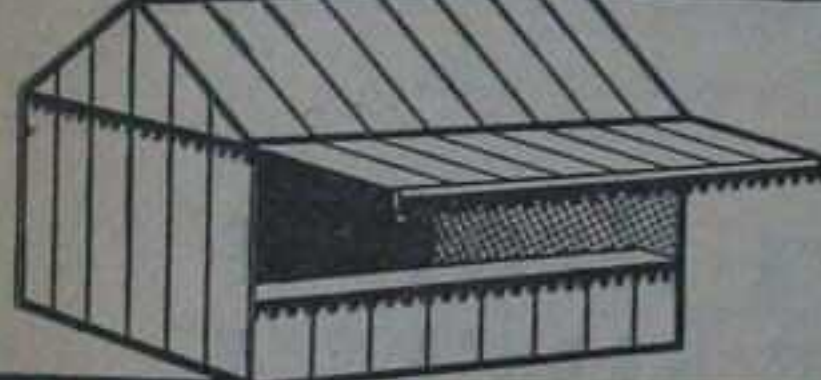
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1338 S. Osage Wichita 12, Kan.

### PARK AND CARNIVAL RIDE BUILDING PLANS

FREE CATALOG  
TESTED Building Plans for Rides and Concessions. See complete listing in our CLASSIFIED AD under Second Hand Show Property.  
BRILL 228-B North University St., Peoria, Ill.

## ANCHOR TENTS



CARNIVAL TENTS SHIPPED WITHIN 5 DAYS AFTER ORDER RECEIVED! SLIGHTLY MORE TIME REQUIRED FOR SHOW TENTS WIDE SELECTION OF MATERIALS AND TRIM

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

### Tivoli Exposition Shows

WANT—SHOWS AND CONCESSIONS—WANT

For long route of bona fide Fairs beginning August 1: Kahoka, Mo.; Oskaloosa, Northwood, Decorah, Eldon, Cresco, Webster City, all Iowa; Butler, Mo.; then South, out until November 1. Can place Shows with own equipment: 10-in-1 Side Show, Mechanical and any other Show that doesn't conflict. Can place a few more Leontimate Concessions, String Game, Bomper, Novelties, Jewelry, Ball Games. No whiskey bottles wanted. Mrs. Lutz wants Reader for Mitt Camp. Contact: H. V. PETERSEN  
BOONE, IOWA, this week; KAHOKA, MO., next week.

## VICTORY EXPOSITION SHOWS

CAN PLACE FOR THE FOLLOWING FAIRS:

SHELBY COUNTY FAIR, SHELBYNA, MO., AUGUST 3-7; DES MOINES COUNTY FAIR, BURLINGTON, IA., AUG. 8-13; MISSISSIPPI VALLEY FAIR, DAVENPORT, IA., AUG. 17-22, AND FAIRS AND CELEBRATIONS UNTIL NOVEMBER. SHOWS—Side Show, Illusion or any worth-while Shows. RIDES—Caterpillar, Pretzel and any Rides not conflicting. CONCESSIONS—Stock Concessions of all kinds. HELP—Capable Electrician and Ride Help. Address: Moberly, Mo., this week; then per route.

### CUSTARD

Trailer, running hot and cold water, sink and accessories, lots of neon and lites, beautifully flashed. \$1,200 gross one day. Other business. H. R. TAYLOR  
BOX 16, KILLEEN, TEXAS

### FOR SALE

Electro-Freeze Frozen Custard Outfit Mounted on special built truck, fully equipped with power plant. This unit in A-1 condition and can be seen in operation. For further information, phone Essex 5-1912. No letters answered. R. MASTROIANNI  
644 Sanford Ave., Newark 6, N. J.

**MOW 'EM DOWN**

with **BERGEN'S BETTER BUBBLE GUM**

**TURING** Charlie and Mortimer—Giant size wrapped piece—Now available in colors.

**BULK PRICE**

1000 pieces with display boxes, \$5.40 case. F.O.B. St. Paul, Minn. Terms 1/2 cash, balance C.O.D. Write:

**GUM CORPORATION OF AMERICA**  
30 W. OLYMPIC BLVD., LOS ANGELES 25, CALIF.



**CENTURY FLYER TRAIN FOR SALE**

Engine, 3 cars, track, station; 125 Wurster Organ; 5 Pretzel Cars; 100 Wurster. Style #150; Organ Rolls, \$7.50 each, used, all in good condition.

**A. KARST**  
FOREST PARK HANOVER, PA.  
Phone. 3-5286

**GLOBE SHOWS WILL BOOK**

Mad Gallery, Cork Gallery, Hoop-La, Teddy Bear Wheel, Frozen Custard and any other shows not conflicting. No racket.

FOR SALE—Roll-o-Plane. No reasonable offer will be refused. Can be seen in operation.

HARRISVILLE, R. I., JULY 26-31;  
NORTHBRIDGE, MASS., AUG. 2-7;  
LAKEWOOD, R. I., AUG. 9-14.

Contact:  
**JOHN COSTA**  
727 Charles St., Fall River, Mass.

**FOR SALE**

Ocean Wave Ride, carries 36 adults. Perfect condition, newly painted. Can be seen in operation or will trade for other ride.

**LAKWOOD PARK**  
YOUNGSTOWN, N. Y.

**For Sale—60' x 120' Tent**

Fireproof Canvas complete with all poles and wall, used three months, \$875.00.

**OPERA HOUSE**  
Millbridge, Maine

**SHOW FOR SALE OR LEASE**

50 by 120; 4 pole bale ring khaki top, seats, box, stage, light plant, 3 large trucks, complete. Write to go if you have your own show to put in it. No 40 per cent of gross.

**L. O. RILEY**  
E. First Ave. Williamson, W. Va.

**FOR SALE PONY RING**

5 Ponies, Saddles, Fence, Ticket Booth.

**MERLE KURTZ**  
Jefferson Ave. Oshkosh, Wis.

you. You will be much happier if you are an elastic, adaptable sort of person who can get along with anybody under any kind of conditions. You will travel on a train in a stateroom that you will pay for. It won't be a very good stateroom and will require a lot of fixing up. There is no electricity in the daytime, usually. You run out of water about half of the time and the porters are not the regular pullman porters you find on the Zephyr or the Lark. The train is slow and they sidetrack it for the regular passenger trains.

**With Good People**

But you are traveling with a trainful of swell people, and you can stay in bed from the time you get on the train until you reach your destination if you want to. And then there's the Pie Car, where you eat, and the Privilege Car, which if you don't know about it, you will. There are all your friends' staterooms to visit and cards and games to play; and, altogether, it's fun and you will like it.

The hotels are like all hotels. Some are good and some are bad. Some are cheap and some are expensive. And sometimes, no matter how hard the advance man tries, you haven't got a room or maybe one with a wall for a view. But what the heck—it's always that way when you live in hotels. And, if you've been on the road before, you take the good with the bad, and you smile and never grouse and find that you can be very grateful for a place with a bed, any kind of a bed, with clean sheets and a place to take a bath.

Some of the trips you can make in your own car, if you want to go to the trouble, the expense and the aggravation of taking it, together with a driver, with you. You would need a driver because you will be too tired and sleepy to drive it yourself and probably so will everybody else on the show, and, moreover, a good car always is a pretty fair investment which you hesitate to trust to any Tom, Dick and Harry to drive. Besides, the car will take a beating on a carnival lot with the dust, getting mired in, and having to run it over cow pastures and tent stakes.

**Dressing Room Loaded**

And now for your dressing room. It will be a wagon, like a circus wagon, from 14 to 20 feet long, 8 feet wide and 7 feet high. It is yours to use after the tent is up, but on get-away night it is packed full of sidewalls, top, seat stringers, tent poles, the stage, scenery or anything else that the head canvas man decides should be in it. And I've got news for you. You darn well better have yourself, your bags and your things out of it by the time the show is over or you'll get packed in. You can fix it up very attractively with a mirror for your dressing table. You can even have a couch in it, if it folds up, and the mattress can protect your mirror on the run.

And who is this head canvas man? He's an artist, a prima donna, a technician, a craftsman, a weather man—and a boss. Make no mistake. He's the No. 1 guy. Without him your tent doesn't go up and it doesn't come down. Without a tent you aren't in business, and when you aren't in business, you don't get paid.

**Canvas Fragile**

There are only a few good canvas men in the world. He has charge of several thousand square feet of living skin which the canvas in a tent is. Strong as it looks, it is fragile and as easily hurt as a baby's backside. It's literally a skin, a living skin which lies over an intricate skeleton of hemp rope. It shrinks in the cold and the wet. It stretches in the heat. It is a dead weight of many tons. A tiny little breeze can make it buck like a bronco. A little shower can burst it from front to back like a toy balloon if it isn't properly guyed out. It shields you from the sun and the rain

**Wanted HELP Wanted**

**For All Departments**

Grab, Griddlemen, Taverns, Cafeteria, Candy Apples, Chocolate Dip, Novelty, Grandstand Vendors \*

**FOR THE BEST ROUTE OF FAIRS**

Sydney Rodeo, Aug. 17-21;	Brockton Fair, Sept. 11-18;
Superior, Wis., Aug. 17-22;	York Interstate Fair, Sept. 14-18;
Illinois State Fair, Aug. 13-22;	Eastern States Expo., Sept. 19-25;
Missouri State Fair, Aug. 22-29;	Great Allentown Fair, Sept. 20-25;
Iowa State Fair, Aug. 25-Sept. 3;	Bloomsburg Fair, Sept. 27-Oct. 2;
Kansas Free Fair, Sept. 11-17;	Memphis Fair, Sept. 26-Oct. 3;
Oklahoma City, Sept. 25-Oct. 1;	Little Rock, Oct. 4-10.

For Assignments and Instructions

— CONTACT AT ONCE —

**BUSH-LAUBE CONCESSIONS**

723 Main St. Kansas City, Mo.

**Sober HELP Reliable**

Griddlemen, Bartenders, Novelty, General Stand

"ARCHIE GAYON'S SHOWGROUNDS"

Wisconsin Centennial, Aug. 6-29

State Fairgrounds Milwaukee, Wis.

**Contact Tom Kennedy**

General Delivery, West Allis, Wisconsin, or Bush-Laube, 723 Main St., K. C., Mo.

**ROYAL EXPOSITION SHOWS**

Want for our Southern tour and all Winter in Florida to open at Sylvania, Georgia, week commencing September 6th, with 10 straight weeks of Fairs ending at Tavares, Florida, Armistice week followed by several choice still dates and re-opening first week in February, 1949, at one of Florida's very best Fairs on East Coast.

All kinds of clean, worthwhile Shows with own outfits and transportation, 30 per cent to office. Fly-o-Plane, Tilt, Spitfire, Caterpillar, Octopus, Comet or any Novelty Rides, 30 per cent. Especially want several Kiddie Rides such as Roto-Whip, Airplane, Auto, Wheel or what have you. Can use all kinds of clean Merchandise Concessions that work for stock only. No Flat Joints or Mitt Camps wanted. W. H. (Splinter) Royal wants several P.C. Agents, also live wire Ball Game Agents. Want an up-to-date Funhouse, Glass House and Penny Arcade. For five more weeks of Firemen's Celebrations around Washington, D. C., want several Merchandise Concessions such as Scales, Custard, High Striker, Penny Arcade, etc. Also want A-I Help on Merry-Go-Round, Wheel, Chairplane, etc., that have driver licenses and can stay sober.

Address all correspondence and wires this week,

**J. P. BOLT, Manager**  
CHEVERLY, MARYLAND, then as per route.

**DEL-MAR SHOWS**

**WANT WANT WANT**

Concessions—French Fries, Age and Scale, Balloon Pitch, Dart Store, Clothes Pins, Fish Pond, Hoop-La, Ball Games, Add 'Em Up Darts, Grab, Custard, String Game, Novelty or any flashy Stock Stores. Ride Help—Experienced Chairplane Man, also Man for Kiddie Rides. **WILL BOOK WHEEL OR MERRY-GO-ROUND for STRUTHERS, OHIO, HOME COMING AND CENTENNIAL, WEEK AUG. 16TH TO 21ST.** Write, wire or come on.

**AL DELFLORE, MGR.**  
This week, DUNBAR, PA.; next week, MT. PLEASANT, PA.

**WATCH GARDEN STATE IN '48**

WANT for American Legion Fair, Hackettstown, N. J.; American Legion Fair and Carnival, Phillipsburg, N. J., first show to play another new location; Firemen's Celebration, Hudson, N. Y., and then the **RHODE ISLAND STATE FAIR**, Kingston, R. I., and then the McClure Bean Soup Celebration and Homecoming, McClure, Pa., following.

**WANT CONCESSIONS:** Ball Games, Grind Stores, Custard, Coke, Basket Ball, Hoop-La, Fish Pond, Duck Pond, Striker, Photos, Lead Galleries, String Game, Clothespin, Bowling Alley, Over Twelve, Cork Gallery, American Palmistry, Rotaries, Diggers. What have you! Can place **GIRL SHOWS**, with or without outfits; Grind Shows, Fun House, Arcade, etc. Will place Rolloplane, Octopus, any Rides not conflicting. All address:

**R. H. MINER**  
KIMBERTON FAIR, KIMBERTON, PA., NOW

## BLUE GRASS SHOWS VERMILLION COUNTY FAIR

Cayuga, Ind., Week Aug. 2 to Sunday, Aug. 8, Incl. Can place for this fair, and followed by: Dubois County Fair, Huntingburg, Ind., Week Aug. 10-13; Jackson County Free Fair, Brownstown, Ind., Week Aug. 16-20; Lawrence County Fair, Bridgeport, Ill., Week Aug. 23-27.

Want legitimate concessions of all kinds, such as Fishpond, Pitch-Til-U-Win, Hoop-la, Devil's Bowling Alley, Country Store, Cane Rack, Age and Scales, Jewelry, Novelties, American Palmistry or any other legitimate concessions. No ex on games at these fairs, open midway.

MR. CONCESSIONAIRE: It will pay you to investigate the above spots and do business at once with us. You will get your Fall bankroll here.

All wire

C. C. GROSCURTH, BLUE GRASS SHOWS,

All this week, Spencer, Ind.; all next week, Cayuga, Ind.; then as per route

### OUR FIRST BIG FAIRS BUTLER FAIR, AUGUST 9 TO 14 GREAT CARLISLE FAIR, AUGUST 16 TO 21



WANT

WANT

WANT

SHOWS—Wild Life, Hillbilly, Mechanical

CONCESSIONS—Jewelry, High Striker, Guess Your Age, Scales, Penny Arcade, Novelties, all types of Grind Stores. Will give X to American Palmistry.

Will place for all our fairs Custard, Popcorn, Candy Apples, Grab outfits, Eats and Drinks. We have the X on fairs from France to France. Make reservations now and be sure of a location.

Bob White wants Girls for Revue. Highest salaries.

Joe Kane wants Accents for Balloons, Imita, Ball Game and P.C.

Wanted—Foreman for Hides-O, Chairplane and Dark Ride.

Anyone joining this Show now will get the preference on all fairs. No other Show in the country has a better list of sure and proven fairs than this show has.

Tiny Tim wants Talker for Fat Show. Ted Barro wants Talker for Motordrome.

Make Help of all kinds always wanted. Pay the highest salaries and the biggest bonuses to the right people. If you drive Semi, come on.

Prof. Vadalisa wants talent of all kinds for Colored Show.

EVERYBODY WIRE SAM E. PRELL

PRELL'S BROADWAY SHOWS

HICKSVILLE, L. I., N. Y.

THEN PER ROUTE

## BEAMS Attractions

### THREE OUTSTANDING PENNSYLVANIA FAIRS

THE GREAT DAYTON, PA., FAIR, AUG. 16-21

Horse Racing — Thrill Shows — Outstanding Free Acts.

MERCER COUNTY FAIR, MERCER, PA., AUG. 23-28

\$5,000.00 Program with Horse Racing. Will book Thrill Show for Tuesday, Aug. 24.

SOMERSET COUNTY FAIR, MEYERSDALE, PA., AUG. 30-SEPT. 4

Big Racing Program, Lulu Belle and Scotty. 2 Days of Thrill Shows — Parades.

Largest Free Act Program Ever Presented at Fair.

BEAM'S ATTRACTIONS HOLD FENCE TO FENCE CONTRACTS FOR THESE FAIRS.

Write or Wire M. A. BEAM, Windber, Pa., For Space.

Watch Billboard for our September Fairs.

### ATTENTION, ALL MOUSE MEN SAVE THIS AND SAVE FUTURE HEADACHES

Enough game mice now on hand to supply old customers and a few new ones who notify well ahead of needs. Orders must be received by Tuesday for shipment on Wednesday, our ONLY shipping date. No "rush" orders, please. We are active in both breeding and working game mice and know the angles. Arrangements for best breeders' supply, as new-type rodents are making wild mice scarce as hen's teeth. Send stamp for advance information on forthcoming booklet on game mice. If anybody knows another source of mice for our own games. A fine business opportunity here with ideal living and working conditions for an energetic young man or couple of good habits, character and education. Old age is creeping up on the present owner and he would like to spend some of the money the mice have made for him.

RIVERSIDE MOUSERY

Avon, New York

when it is in a good mood and properly taken care of, but when it acts up it makes the tent poles dance like jumping jacks, and when they start to kick out they have the force of a wagon tongue being shot out of a cannon. They kill and maim.

It is your Boss Canvas Man who knows how tight to guy it out and when to let it loose and when to raise a sidewall and when to tie it down. And he knows that if you tie it down tight the wind will blow the tent down, and if it is not guyed out tight enough the rain will split it, and if it is guyed out too tight it will split like tissue paper. And he knows that between dawn and darkness it will stretch a hundred times.

#### Canvas Man Important

He is like a doctor with his hand on a patient's pulse, and he babies it and knows exactly what to do with it. And on tear-down night and opening day, in the wind and the wet and the mud and the heat and the dust and no matter what, this temperamental top, this indispensable housing, this thing that keeps you in business must be put up and must be taken down. And long after you are warm and snug and dry in your bed or your berth, he and his crew—cold, wet, dirty, hungry—are pulling and hauling and carrying by hand tons and tons of canvas and poles and seats, stowing them away.

And then do they have time or a place to bathe and sleep? No, they roll themselves in a blanket, wet or dry, and lie under the wagons on a flatcar for such shelter as the wagon may afford, and hold on tight to keep from getting bumped off; until the train arrives at the next lot, which is probably overnight. Then the caterpillars drag the wagons down on the lot and they start all over again. You see what I mean?

#### Tents Need Attention

But besides the care and attention your boss canvas man and his crew give this temperamental tyrant, besides mending it, sewing it, washing and brushing it and all the rest, the canvas men look after the sidewalls during the show to see that they are put up so a breeze can get through on a hot day, and put down to keep out the weather. They keep the gate crashers from crawling in under a sidewall and the drunks from crawling in under the wagons. They keep the curious and the prowlers out of your dressing rooms and off the stage.

Your head canvas man gets you many an extra dollar by standing at the entrance of your tent and packing your seats and your aisles and your standing room so that every last possible inch of available space is being occupied by a paying customer. He pulls out the sidewalls so you can get a couple of hundred more in. He protects your property and your show. He is usually a touchy guy and he won't take any sass or nonsense from you. But he is also an intelligent man or he wouldn't know all he does, and he has many pleasing ways of making life easier for you. He can fix anything, mend anything or find you anything. Or, if he can't, he knows who can. He is wise to the ways of the lot.

#### He's the Boss

He will boss you and you will take it (if you are smart) and you will do exactly what he says. And if he bawls you out, no matter how mad you get, you will hold your temper and your tongue, because tomorrow when he gets some sleep and a bath and a shave and some clean clothes, he will do favors for you. So, like anything else, it is give and take. Only it's a good idea to know who you can take it out on, and this is one guy you can't.

You will be expected to be gracious and show every courtesy to public officials and fair board members, their wives and families. It is they

### WANTED—2 SHOWS EX.

For Someone Who Has Two Small P. C. Grind Shows.

Opening for  
FUN HOUSE — ARCADE  
Few More Hanky Panks,  
Such as Basketball, Two-  
Bumper.

#### SHOW PLAYS CELEBRATIONS

Berkley and Lake Orion.

Then Fairs Until  
November

TASHMOO PARK WEST BRANCH  
STANDISH ONEKAMA  
EAST JORDAN HARRISON  
BROWN CITY

10 Days for Goodfellows in  
a Suburb of Detroit.

4—FAIRS IN INDIANA—4

Show has 9 Rides, 30 Concessions.

### PLAYLAND UNITED SHOWS

JACK GALLAGHER, Prop.  
15610 Veronica  
East Detroit, Mich.

### IMMEDIATE DELIVERY

Anatomical Wax Works of all Social Diseases  
Unborn Show and Natural Embryological  
Specimens, all sizes.  
Complete Dope Show Outfit.  
Natural Petrified Man.  
Double-Headed Baby.  
Large Assortment of Full Size Mounted  
African Animals for Jungle Scenes.

FREAK SHOWS—Every Description  
MADE TO ORDER

### SCHLIESSER STUDIOS

5715 Melrose Ave., Hollywood 38, Calif.  
Phone: HI. 1070 Night Phone: HE. 5702

### BORDER LAND SHOWS

WANT

Bingo for rest of season, Fish Pond, Coke  
Bottles, String Game, Pitch-Til-U-Win.  
Cotton towns rest of season.

SINTON, TEXAS, JULY 26-31

ROBSTOWN, TEXAS, AUGUST 2-7

BEEVILLE, TEXAS, AUGUST 9-14

Contact

HOWARD DEASON, Mgr.

### UNBORN SHOW FOR SALE

18 to 20 genuine specimens. Beautiful,  
indirectly lighted panel front, P.A. system.  
A complete show except top. A year around  
money maker. Road in summer. Store  
rooms in winter.

#### JOHNNY CANOLE

2912 6TH AVE., ALTOONA, PA.  
Wire, Write, Phone Altoona 9347 or 5500

### WANTED FOR CASH WHEELS

One large Chuck, one large Horse Race, one  
small Chuck, one small Horse Race. New or  
used, but in good condition. Give full par-  
ticulars, price, etc.

BOX D-370

Care The Billboard, Cincinnati 22, O.

PRODUCING AMERICA'S BEST

### BANNERS

SNAP WYATT STUDIOS  
1808 FRANKLIN ST. TAMPA, FLA.  
Phone: M-63562







ok care of the stage hands pretty (od) and begged a couple of cur- ins. Well, they hadn't been play- any flesh in Peoria since the tors got wise to eating and asked money, but they took down a ple of curtains that were mask- the picture screen, and put them the taxi and, with a little coaxing, ey agreed to meet me on the lot in hour.

Sally Tours Peoria

From there I went to a wholesale per house that sells all kinds of ncy corrugated cardboard, crepe per, and a lot of flashy stuff they e in window decorating. I bought ue and white scalloped awnings, arlet and white and blue corre- ted pasteboard. Blue and white ttered eight-foot fluted columns th chaste white Doric pasteboard ses and tops, gold and silver, and d, white and blue paper ribbon d a big roll of Chinese red paper at looked and felt like velvet. Miles scotch tape and four staple guns— en out to the lot.

By this time the top was up—the ge cleared and cleaned and only little burned.

The borrowed stagehands put up d fitted the theater curtains—we ound all the exposed pipe frames th the red velvet paper and barber led it with gold held on with tch tape. The four staple guns d busy with blue and white stripes d scalloped border for the mask- e from ground to stage floor. The te and gold was stapled on to sk the platform on stage and the es of the stairs. The eight-foot er Doric columns masked the

FOR SALE

1 KIDDIE AUTO RIDE
1 7-TUB TILT-A-WHIRL
CLIFF WILSON DIST. CO.
1121 S. Main
Tulsa, Okla.

WILL BOOK

for the BEST CELEBRATIONS AND FAIRS IN TEXAS
FLOWER, BOWLING ALLEY, CLOTHES PIN and AMERICAN MITT CAMP. No 10%
—No Privilege. 50-50 Small Committee Fee.
Address:

SAM ANSHER

c/o SCHAFER SHOWS
Hillsboro, Texas, this week; Hico, Texas, next week; then as per route.

CARNIVAL WANTED

FORSYTH, MISSOURI, FAIR
Sept. 23, 24 & 25
Sponsored by
FORSYTH CHAMBER OF COMMERCE
Contact: ROY G. BURNS, Pres.
Forsyth, Missouri

FOR SALE AIRPLANE RIDE

Passenger, in good condition; with trailer to haul ne. Pulls back of any car. Price, \$600.00 for tek sale.

HOWERTON TIRE CO.
Eureka, Mo.

COOKHOUSE FOR SALE

Modern equipment: steam table, electric re- gerator and pop cooler, French fryer, Silex fee maker.

DICK GLASS

DOWNRIVER AMUSEMENT CO.
Land, Mich., July 26-31; then as per route.

SECOND-HAND SHOW PROPERTY FOR SALE

10.00 Small Hand Organ, Paper roll playing.
11.00 Blue Sateen Drop 12x16 ft. Slightly used.
4.50 Torture subject. Full size leg. Good prop.
5.00 Wax female head. Brunette. Real hair.
2.50 Child's head on Hygienic Subject.

WEIL'S CURIOSITY SHOP

So. 2nd St. Philadelphia 6, Pa.

PAGE BROS.' SHOWS

Ant Diggers, Scales, Jewelry, Stock Con- sions of all kinds. Dud Brewer, can place l of your Concessions. Paul Pittman wants gents. FRANKLIN, TENN., this week.

GIVE TO THE RUNYON CANCER FUND

center stairs where the curtains couldn't be stretched to reach.

The chorus girls and the acts scrubbed the stage and gave the three sets of stairs a quick coat of white water paint. Dick, the front man, and his crew stapled scarlet paper to the charred wooden teaser wings—complete with S. R. cut out and stapled over the arches—and, as a finishing touch, he made a big beautiful decoration of bright bal- loons, flags and brilliant paper streamers to brighten the top stage level.

The cat men were all over the place. It was they who, with quick forethought, had jerked the dress- ing room wagons out from under the top. Mirrors crashed; cosmetics, file cabinets and everything tumbled into a crazy mess into the middle of the floor, but the costumes were saved. Back under the top went the wagons. My secretary, a good rugged gal; Charley, the stage manager, and Martha, the dresser (Pee Wee's wife in the War Show), cleaned up the mess and put the wagons in order.

Organ Saved

The water wagons, manned by a cat man, sprinkled down the front. Shorty put the spot back up in the crowd's nest. (During the fire the boys had grabbed the lights, sound system and seats and dragged them to safety.) They settled the Ham- mond organ back in place, from where the two boys from the Life Show had dragged it to safety—and suddenly it was 7:30 p.m.

I took a quick French bath in some stinky toilet water, pinned on my best switch, stuck on my gee string, which had only a little ground glass and a couple of crushed benzedrines in it.

Duke, the talker, called a bally, made an opening, turned the tip, Buddy played the opening fanfare, and the show was on! I looked at my watch, it was 8 p.m., sharp, the regu- lar opening time on a still date.

Not one hour's business had been lost. Gosh the show looked beauti- ful! Honest, all the paper and tinsel looked swell. But there was some- thing else present on the stage that night that made the show so exciting and look so good. A spirit of triumph over odds, a spirit of people working together toward a common cause in the face of disaster, the combined hopes, good wishes, prayers, sweat and work of every single carnie on the midway, that's what made it shine, and glow and sparkle. The au- dience sensed it too.

The Show Goes On

As I stood in the back of the dark- ened tent and saw those swell kids, who only a short half hour ago were scrubbing and painting, looking glamorous and gay, dancing and singing and doing a great job, I felt a glow of pride for my profession. I looked around. Every man and woman who wasn't actually needed on their own show was there. Some of them were a bit misty eyed.

I had heard some say at two o'clock that afternoon, "They'll never get it ready for Brandon. They may get it up for Calgary." No one even dreamed we'd do a show that night, but there it was. And it didn't look make-shift either.

It wasn't until later that Leon Claxton told me he was all set to send his jig show people down to the picture show and let me use his top. It wasn't until later that I found out that Harry Larkin on the Scooter ride, who up till then had never had time to see the show, had had his arm burned terribly by a hot piece of the A-frame which fell on him while he was trying to pull the curtains down. I will never know how many people put their hearts and hands into getting my show ready for that night. They didn't do it for glory or per- sonal gain. That was the day they baptised me carnie and made me one of them.
Yes, I'm with it—and for it!

NORTH BAY OLD HOME WEEK

ONTARIO, CANADA

AUGUST 16-21

Location on the Streets

The outstanding celebration of the year in Ontario.

Can place all Legitimate Games, Eating Concessions, Popcorn, Apples, Floss, Ice Cream, French Fries, Waffles

FOR SALE

1946 MOON ROCKET

1947 LOOPER RIDE

Both these rides are in perfect condition. Will consider as trade-in material a late model Caterpillar, Octopus, or a Ferris Wheel in good condition.

Apply

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BERNARD & BARRY SHOWS

Box 367
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Canada

CONTINENTAL SHOWS, INC.

THE SHOW OF HIGH STANDARDS

WANT FOR FOUR WEEKS IN VERMONT

Including

BARTON FAIR

Concessions of all kinds.

Change in dates: Barre, Vermont, now week of August 2 to 7.

Wire this week to Schroon Lake, N. Y.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

WANT TO BUY FOR CASH

Completely framed Shows—Monkey, Big Snake, Side Show, Minstrel or any neatly framed Platform Shows; must be in keeping with our high standard. No junk.

CONCESSIONS

Can place legitimate Merchandise Concessions of all kinds—Frozen Custard, Novelties, Jewelry, Candy Floss, Photos, Guess Your Age, Scales and Hanky Panks of all kinds.

We are playing in and around Atlanta until Labor Day, followed by a route of real Fairs. Address

JOHNNY T. TINSLEY SHOWS

Mayson, Turner & Ashby Sts., Atlanta, Georgia, this week.

WHEELS

Bazaars, Carnivals and numbered Laydown Charts, Milk Bottles, Cats, Hoopla Blocks and Rings; Horse Race; Dice Cages; Bingo Cages, Cards and Markers; Penny Pitch Charts; Darts and many others. Catalog on request.

WILLIAM ROTT, Inc., Manufacturers

142 W. 24th Street New York 11, N. Y.

BRAND NEW MILLS ICE CREAM FREEZERS AND HARDENING CABINETS

AT A SACRIFICE!

4 2 1/2 gal., latest model super-automatic freezers..... \$1,059.00
5 60 gal. hardening cabinets, latest model..... 486.00
5 40 gal. hardening cabinets, latest model..... 370.00
FREIGHT PREPAID!

Write or phone R. B. BOX

216 N. Martin St.

Elizabeth City, N. C.

Telephone 165

**BAKERS GAME SHOP**

**IMMEDIATE SHIPMENT**  
Wheels, all sizes and kinds.  
Skittles, Tracks, etc.  
Razzies, Roll Downs and Charts.  
Buckets, Bumpers and Blowers.  
Six Cats.  
Soup Pegs with Rings to Fit.  
Wheel and Chuck Laydowns.  
Under and Over Seven Laydowns.  
Milk Bottles, Steel and Aluminum.  
Water Fall Blowers and Balls  
Jack Pot, Penny Pitches,  
Counter Posts, Pool Outfits.  
**New—Front Counter Blowers.**  
**New—Counter Type Slum Wheels.**  
**New—Counter Slum Bumpers.**  
**Baker Counter Wheel Posts.**  
**SIX CATS that look like Cats.**  
**Many Other Items Not Mentioned.**  
Catalog if you are in the business.  
**8108 Desoto, Detroit, Mich., UN 2-0464**

**Hoopala Boxes**

**THE OLD RELIABLE**  
Grind Store . . . . . \$50 per set of 30  
Punks with the New Look . . .  
 . . . . . \$27 per doz.  
23" Big 6 Cats—Wool all  
around . . . . . \$7.50 each  
Penny Pitch Boards—4 Colors  
9 Jackpots . . . . . \$60 each  
**RAY OAKES and SONS**  
BOX 106 BROOKFIELD, ILL.  
Home of the World's Greatest Zoo.

**INSURANCE**

**IDA E. COHEN**  
175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

**SHRUNKEN HEADS**  
As the natives of the jungle  
prepare them. White native  
and others. Female heads with  
long hair, prepaid \$8.00; Male  
heads, prepaid \$6.00. Many  
other manufactured attractions:  
Wolf Boy, Fish Girl, Apo  
Boy, Cannibal Heads and  
Bodies, Shrunkon Bodies, life-  
size Mummies and Bodies.  
Attractions made to order.  
Write for Prices and Photos.  
**TATE'S CURIOSITY SHOP**  
5240 EAST VAN BUREN  
PHOENIX, ARIZONA

**RECORDS FOR MERRY-GO-ROUNDS**  
Used by Leading Carnivals Across the  
Country. Guaranteed To Satisfy or  
Money Refunded.  
**Write For Free Listing**  
**MIDWEST RECORDED SPECIALTIES**  
Elmhurst, Illinois

**NEW FORTUNE**  
Buddha Papers on  
**NEW WHITE**  
Paper  
MASTER OUTFITS  
NOW AVAILABLE.  
**S. BOWER**  
Belle Mead, N. J.

**SUNFLOWER STATE SHOWS**  
**WANT NOW FOR**  
**10—FAIRS—10**  
STARTING NOW, ENDING SEPT. 25  
All Show People for Side Show, Monkey Show,  
Girl Show, Fun House, Ride Men that drive,  
Sober Banner Men, Concessions open. What  
have you? Remember, we go to Texas; close  
Nov. 11. Wire  
Lenora, Kansas (Fair), this week.

**WANTED**  
**FOR ILLINOIS AND MISSOURI FAIRS**  
Stock Concessions, Map, Outfit, Cookhouse. One  
more Grind Show. Will book Octopus, Roll-o-Plane,  
Pony Ride and Train. Can place top Merry-Go-Round  
Man, Morrisonville, Ill. (Homecoming), this week;  
then the Faira. Contact  
**JACK WALLACE, Morrisonville, Ill.**

**WHITEY WANTS**  
**A-1 SECOND MAN** for new #12 BIG ELLI  
WHEEL. Only a good man considered. Top wages.  
Wire or Write  
**MIKE ROCKWELL SHOWS**  
Kinsley, Kansas

**MIDWAY CONFAB**

Hugh G. Coffey is legal adjuster with the Smith Amusement Company.

Remember those years when a '49 Camp operator's hardest job was to rent a piano.

Billy Burton, general agent of the Harry Lottridge Shows, recently left the org at Pineville, W. Va.

Al Davis, formerly of Eastwood Park, Detroit, has joined the Playland United Shows as scenic artist.

Bernie Smuckler, concessionaire, plans to enter a Detroit hospital soon for an operation.

Carnivals never need to worry about unbalanced budgets as long as there are concessions to put the bite on.

Jack (Red) Lang, after spending 48 years in different branches of show



MRS. GEORGE A. ABBALE, the former Norma Lee Hubbard, is pictured following her recent wedding in First Christian Church, Miami. Mrs. Abbale is the daughter of Mr. and Mrs. Al Hubbard, well-known concessionaires, currently with the Majestic Greater Shows.

business, is working stock burlesque at the Globe Theater, Baltimore.

O. Tate closed with the John H. Marks Shows and joined W. C. Kaus Shows for the remainder of the season with his concessions.

Cookie Zimmerman, of Hills Greater Shows, took delivery on a new trailer while org was appearing in Rapid City, S. D.

This is the time of the year when visiting showmen are shocked at the appearance of all midways except their own.

Tom Wilcox, formerly with Frank Hilderbrand, is handling his own promotions, being booked until next April.

Roscoe T. Wade, head of the Joyland Midway Attractions, is at his home recuperating following hospitalization in Detroit.

Georgia Brown, formerly with the World of Mirth Shows and who has retired from showbiz, recently visited Endy Bros.' Shows in New Jersey.

Worried general agent is one who carries a map of the United States and starts moving tacks every time he reads The Billboard's route list.

The Ski Princess closed her season July 20 at Detroit and is at home, Terre Haute, Ind., for a few weeks' rest before starting on fair dates.

Ben Liddon, veteran concessionaire, is hospitalized in Pittsburgh. He recently visited his daughter, Mrs. Charles H. Stapleton, in Detroit.

D. Wade, general agent of the W. G. Wade Shows, entered Woman's Hospital, Detroit, July 21, for an operation.

Tommy Pell joined the Endy Bros.' Shows recently at Plainfield, N. J. He reports he plans to make the Southern tour with Jack Gilbert.

Jake Faulkner caught Cetlin & Wilson Shows at Wheeling, W. Va.

**NEW CHEVROLET TRUCKS**  
AT REGULAR ADVERTISED PRICES  
—NO PREMIUMS—

Factory Warranty—G.M.A.C. Terms  
A Direct Dealer Deal  
**McNALLY-PARKER**  
"MACK" "BOB"  
5975 N. E. 2d Ave. Box 111  
Miami, Fla. Delavan, Wis.  
Phone: 78-1886 Phone: 801j

**PICK UP  
IN MIAMI  
OR  
WILL DELIVER**

**SILVER STATES SHOWS**  
**Units #1 and #2**

Unit No. 2 wants Floss, Candy Apples, Peanuts and Popcorn and Slum Stores of all kinds. Will sell ex. for Mitt Camp.  
Can use Side Show or Grind Show with own equipment. Have 14 Fairs and Celebrations. Address Battle Creek, Iowa, July 29-31; then Pacific Junction, Iowa, Aug. 5-7. Contact  
**HARRY RICHMAN**  
Unit No. 1 can use Slum Stores of all kinds, Side Show or Grind Show. Contact  
**JAMES D. CARPENTER**  
119 S. 73d St., Omaha, Nebr. Phone: Glendale 7271.  
Millard, Nebr., July 26-28; Elkhorn, Nebr., July 29-31.

**CARNIVAL PLASTER**

The quality of our merchandise is higher than ever before. Carry-out price at the shop has been reduced. Florentine has served the showmen for 30 years, but has been under a new management for the past two seasons. Let us serve you. Write today for our price and descriptive list.

**FLORENTINE ART STATUARY CO.**  
906 E. 12th, KANSAS CITY, MO.  
(new address)  
Phone Ha. 0996  
(night) Dr. 4389

**PEPPERS ALL STATES SHOWS**

**CAN PLACE IMMEDIATELY**  
**GIRL SHOW MANAGER**  
Must have at least 3 Girls. Have beautiful outfit, including Neon Front for same. Lehman, Carley McCann, contact. Good opening for Custard.  
**Can also place**  
**COMBINATION BILLPOSTER-LOT MAN**  
Good proposition.  
Want capable Wheel Foreman and other Ride Help. **MUST DRIVE SEMIS.**  
**Address FRANK W. PEPPERS, Elizabethtown, Ky., this week.**

**LINDA LOPEZ**  
**WANTS FEMALE IMPERSONATOR**  
**OR ATTRACTIVE GIRL**  
**FOR SINGLE COOCH SHOW**  
*Good percentage deal.*  
Raynell from Ring Cafe, Dayton, contact.  
All replies to me.  
**Care L. B. LAMB SHOWS,**  
Donnellson, Iowa, this week.

**FOR SALE**  
**CHAIRPLANE, LOOP-O-PLANE, KIDDIE**  
**AUTO RIDE, KIDDIE AIRPLANE RIDE.**  
Priced for quick sale.  
Reason for selling: Too many rides.  
Want Merry-Go-Round Foreman, Second Man on Wheel. Top salary paid.  
Rides can be seen by calling at  
**Northwestern Amusement Company**  
810 BROADWAY, TOLEDO, OHIO  
Stock Stores wanted.  
Come on, Liberty Center, O., next week.

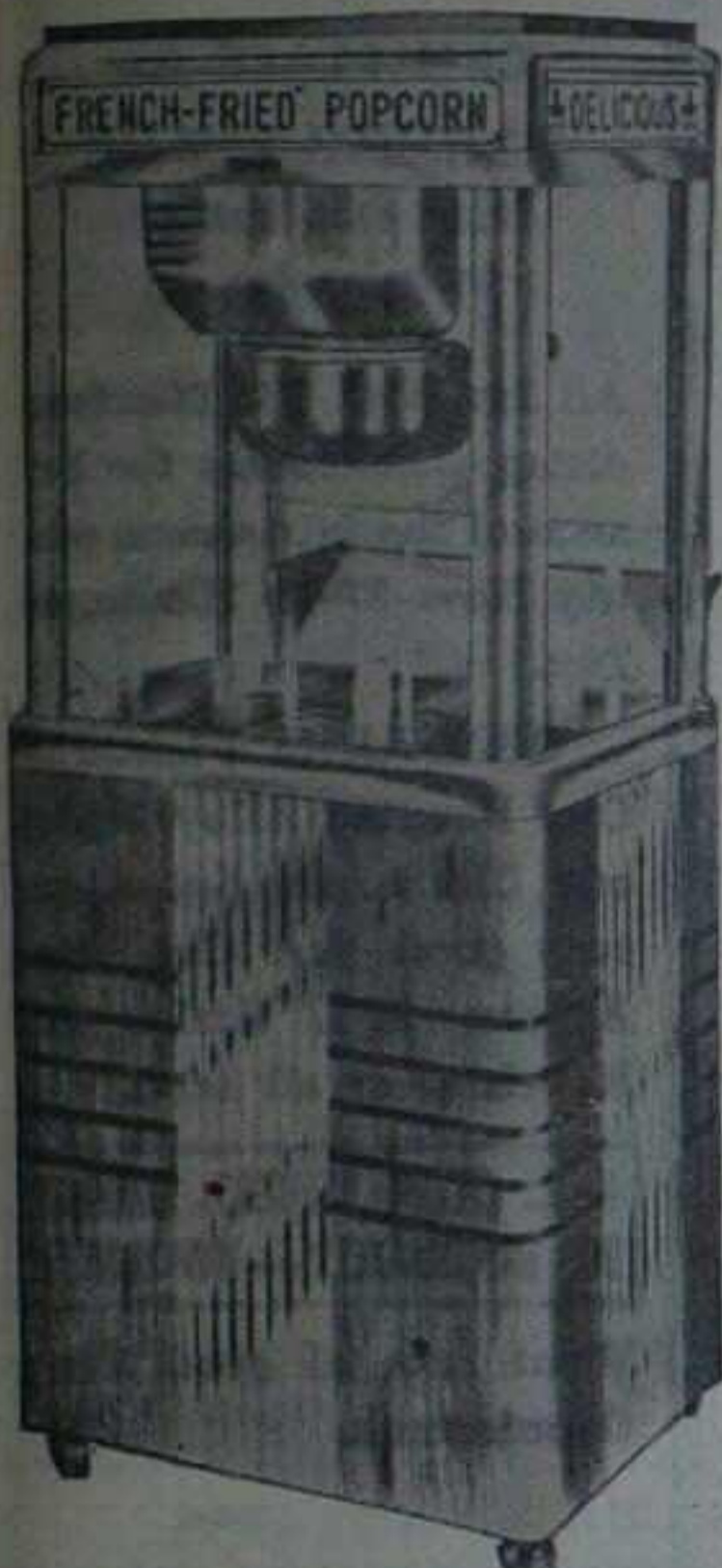
**WANT**  
Monkey Show or small Animal Show. Experienced Man to take charge of Glass House, must drive semi trailer. Cookhouse and Grab to join immediately. Frozen Custard, Hanky Pank Concessions open. Boys, if YOU want to play Fairs we have them.  
*All replies:*  
**L. J. HETH SHOWS**  
Madisonville, Ky., now; Central City, Ky., next week.

**SAM LIEBERWITZ**  
**WORLD OF TODAY SHOWS**  
**WANT**  
EXPERIENCED CORN GAME MEN. WIRE SALARY \$60.00 A WEEK. Address:  
c/o **WORLD OF TODAY SHOWS**  
Waterloo, Iowa, July 26-31; Fairbault, Minn., Aug. 4-8.

**WANTED**  
**A-1 TALKER AND ACTS**  
For Side Show. **ALL FAIRS.**  
**CARL J. LAUTHER**  
c/o J. J. JONES EXPO.  
Salem, Ill., this week; Muncie, Ind., follows.

**CAN PLACE CONCESSIONS**  
Of all kinds except Cook House. Bottled Soft Drinks, Pop Corn, Peanuts, Novelties, Corn Games, \$4 per foot. Show, 25%. Have 7 Rides. Grab Outfits? Yes, come on.  
**W. S. Malarkey,**  
Binghamton, N. Y.

# POPCORN MACHINES—ACCENT ON VALUE—PROFITS UNLIMITED



We HONESTLY believe this ad carries the FAIREST, SQUAREST POPCORN MACHINE PLAN "EVER" to APPEAR in this publication. TWO (2) of the FINEST Popcorn Machines that offer FLAWLESS Performance, Perfection in Operation for YEARS of "PROFITS." In fact, so deep is our belief in either or both machines, we offer same on TERMS (below).

108 YEARS' POPCORN MACHINE BUILDING EXPERIENCE BUILT IN THESE UNITS. These machines are built to "stand by" you for years, rugged.

HERE'S ANOTHER "TIP" TO THE "WISE" BUYER: ALL METAL PRODUCTS MUST ADVANCE SHARPLY with curtailment of METAL (ALL TYPES) for the re-armament program of our government. Many manufacturers are ADVANCING their products SHARPLY NOW.

So a word to the "WISE"—as we say here—should SUFFICE—GET IT?

### HERE'S THE PRICE TERMS ON THESE TWO "WINNERS"

— FEATURES —  
BRILLIANT \$12.00 HOUR CAPACITY. PK. — "STAR - P - 50" MODEL—Floor Model.

**NET PRICE**  
**\$247.50 COMPLETE**

Does Work of \$700.00 Model. Time Piece, add 6% Simple Interest. 6 EQUAL MONTHLY PAYMENTS. DOWN PAYMENT, \$175.00; Bal. 6 Mo. Payments. CASH PRICE, DEDUCT 2% CASH DISC.

— FEATURES —  
FAST \$60.00 PER HOUR CAPACITY. "KORNKING" — Floor Model.

**NET PRICE**  
**\$295.00 COMPLETE**

FORMERLY \$750.00 Time Piece, Add 6% Simple Interest. 6 EQUAL MONTHLY PAYMENTS. DOWN PAYMENT, \$150.00; bal. 6 Mo. Payments. CASH PRICE, DEDUCT 2% CASH DISC.

ORDER FROM THIS AD—ALL DETAILS ARE HERE IN FULL

LIMITED NUMBER WILL BE SOLD ON TERMS—ADD 3 REFERENCES—YOUR BANK WITH ORDER

IMMEDIATE—SAME DAY SHIPMENT, CASH WITH ORDER (LESS CASH DISCOUNT)

THE SEASON IS "N-O-W"—GET ON THE "BALL"—START POPPIN' YOURSELF SOME "DOUGH". WHAT MORE CAN WE SAY? WHAT MORE CAN YOU ASK? EVERY MACHINE "UNCONDITIONALLY GUARANTEED" TO PLEASE YOU OR FULL REFUND MADE. WE CARRY ALL PARTS FOR EACH MACHINE IN STOCK. 16 YEARS SAME LOCATION YOUR FUTURE SAFEGUARD. WIRE US IMMEDIATELY HGW MANY, AND FOLLOW WITH SHIPPING INSTRUCTIONS AND REMITTANCE—AIR MAIL.



### DIMENSIONS AND SPECIFICATIONS

SIZE: 54 inches high, 44 inches long, 29 inches deep.  
INSIDE WORKING SPACE: 16 cubic feet.  
\$60.00 POPPING VOLUME HOUR.  
SHIPPING WEIGHT: 560 pounds.

ALL ELECTRIC—220 VOLT A.C. CURRENT.  
"SPECIFY" EXPRESS, FREIGHT, TRUCK SHIPMENT.  
"AMERICA'S MOST ALERT, PROGRESSIVE POPCORN MACHINE DISTRIBUTOR-MANUFACTURER."  
SEND \$1.00 FOR "THE POPCORN POLKA"—AMERICA'S HIT NOW ON 10-INCH RECORD. IT'S GREAT.

## THE P. K. SALES COMPANY

507-09 WHEELING AVENUE CAMBRIDGE, OHIO

### W. R. GEREN Presents

# MIGHTY HOOSIER STATE Shows

### Zacchini Cannon Act: Shot Over Twin Ferris Wheels

WANT FOR 9 STRAIGHT FAIRS AND CELEBRATIONS. American Legion Celebration, Aug. 2-8, at Latonia, Ky.; Germantown, Ky., Fair, Aug. 10-14. Want Concessions—Cookhouses for Germantown, Custard for balance of season, Pitch-Till-You-Win, Ball Games, High Striker, Novelties and Stock Stores. Come on. Shows—Not conflicting with Side Show, Snake, Monkey, Life and Girl. Come on, Committee Money only. Do not phone or write—wire!

All replies to:  
**W. R. GEREN, Owner**  
MIGHTY HOOSIER STATE SHOWS

This week, Madison, Ind: Aug. 2-8, Latonia, Ky.: Germantown to follow.

# PIONEER SHOWS

—high class midway attractions—

Mansfield, Pa., August 2-7, American Legion Free Fair; then New York-Pennsylvania Firemen's Convention, August 9-14, Horseheads, N. Y., first show in 15 years. More red ones to follow.

WANT CONCESSIONS of all kinds, Grab, Cookhouse, Pop-Corn, Apples, French Fries, Waffles, Candy Floss, Hanky Panks, Photos and Jewelry.

SHOWS all open. Several bona fide fairs to follow. RIDE HELP, Bingo Help. Sensational Free Act.

**MICKEY PERCELL**  
BENTON, PA.

### "Here It Is"

Ossian, Ind., Street Celebration, Aug. 3-7. First show in seven years. Green County Fair, Aug. 9-14. Elmore County Fair, Aug. 18-21. Danville Street Celebration, Aug. 25-28. Brazil Labor Day Celebration, Aug. 30-Sept. 6. All Indiana; several more good money spots to be announced at a later date.

CONCESSIONS—Photo, Custard, Jewelry, Cane Rack, Penny Pitch, String Game, Darts, Bumper, Cat Rack.  
RIDE HELP—Merry-Go-Round Second Man, must drive and have license; other useful Ride Help, contact.  
SHOWS—Snake, 10-in-1, Wild Life or Fat Show; good proposition to genuine showman. All contact

## JOHNNY'S UNITED SHOWS

JOHN PORTEMONT, MGR. DUNKIRK, INDIANA, THIS WEEK.

SEPTEMBER 1st-11th Inclusive  
(2 SATURDAYS . . . SUNDAY AND LABOR DAY)

## TIMONIUM STATE FAIR

TIMONIUM, MD.

WANT

RIDES . . . SHOWS . . . LEGITIMATE CONCESSIONS (NO EXCLUSIVE).

**LES SPONSLER**

117 WEST SARATOGA ST.

BALTIMORE 1, MD.

## WHITE STAR ATTRACTIONS

WANT Experienced Wheel Man to join at once. Drunks, stay away. Will book Funhouse, Glass House or any small show with own tops. Forest, Ohio, July 28-31.

## WANT CAPABLE FOREMAN

For Ferris Wheels and Caterpillar Ride. Must be sober and get up and down. Kalamazoo, Mich., this week; Hammond, Ind., following week.  
**WAGNER, Cavaleade of Amusements**

# CARAVELLA AMUSEMENTS

12 FAIRS . . (Start August 23rd) . . 12 FAIRS

**CONCESSIONS** Can place Popcorn, Ball Game, Bowling Alley, Age and Scales, Blower, String, Darts, High Striker, Photo, Jewelry and Novelties, or what have you?

**WANTED** Agents for P. C. Tables and Stock Concessions.

**WANT** Talkers for Life Show (Pickle Punk) and Fun House.

**SIDE SHOW** Jerry O'Brien can use useful People and Outstanding Attractions for his Combined Side Shows. Wants Half and Half and any Side Show Talent.

**SHOWS** Can use Girl Shows, Monkey Show, Snake Show, Motor Drome, Posing Show and Hawaiian.

**CARPENTERS** Can use 2 good Carpenters at once who can build show fronts. All year around work.

**ATTENTION** Mac McKettrick, please get in touch with Frank Caravella at once. Very important.

**HELP** Can use useful Carnival Help in all departments. Such as Canvas Men, Bill Posters and Lot Men.

**RIDE HELP** Foremen—Merry-Go-Round, Ferris Wheel, Octopus and Rolloplane. Also Secondmen.  
**NO DRUNKS, PLEASE—THANK YOU**

**RIDE OWNERS** Can place at once and for Fairs: Tilt a Whirl, Chairplane, Flyoplane, Spitfire, Moon Rocket or any Rides not conflicting. Pony Ride.

EDNA, GET IN TOUCH WITH KAY COOPER  
JACK COLE, CONTACT RONALD HANCOCK

**WILLIAM "RED" HICKS**      **FRANK CARAVELLA**  
This week BARNESBORO, PA., then per route.

## Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

**BATON ROUGE, LA., JULY 26-31; BUNKIE, LA., AUGUST 2-7**

Can place Photos, Scales, Hi-Striker, Custard. Have 5 Parish Fairs, starting September 27, then Jonesboro, La., with Ruston, Marksville, Tallulah, and Sulphur, La., to follow. Those joining now given preference for these dates.

**WANT** Foreman for Merry-Go-Round, Ferris Wheel, Chairplane; top salaries. **Want** Foreman for Caterpillar about August 2; salary \$75.00 a week.

**WANT** Talker for Minstrel Show and Electrician. All replies  
**ED GROVES**  
Baton Rouge, La., July 26-31; then as per route.

### A. M. P. SHOWS #1 UNIT

**WANT** Ball Games, Pitch-Till-U-Win, Hoop-La, String Games, Lead Gallery, Fish Pond, Age and Scale, High Striker, Penny Pitch, Devil's Bowling Alley and any other Stock Concessions. Will book Octopus or Spitfire. **SHOWS**—Wild Life, Monkey or Snake. All replies to

**A. M. PODSOBINSKI**  
Alderson, W. Va., this week; Summersville, W. Va., next week.

### A. M. P. SHOWS #2 UNIT

**Want** Custard, Candy Floss, Photos, Age and Scales, Bingo, Dingers, Penny Pitch, Fish Pond, High Striker or any other not conflicting. **Want** Foreman for Ferris Wheel and Tilt-a-Whirl. **Want** Ride Help in all departments, Semi Drivers preferred. **Want** Shows with own equipment. Have Top for 5-in-1. All replies to:

**JOHN P. MILLER**  
ALDERSON, W. VA., this week.

### IMPERIAL SHOWS

10 ILLINOIS FAIRS—ALL PROVEN

**WANT**—Well framed Cook House and Grab. **WANT SHOWS**—Penny Arcade, Illusion, Monkey Show. **WANT**—Ride Men. Can place Foreman for either Octopus or Roll-o-Plane. Second Men on Twin Ferris Wheels must drive. Macomb Fair, July 27 to 30; Taylorville Fair, Aug. 1-5; Knoxville Fair, Aug. 10-13; Warren Fair, Aug. 19-22; Fairbury Fair, Aug. 24-27; Alton Fair, Aug. 31 to Sept. 3; Mendota Tri-County Fair, Sept. 4-5.  
**Address BILL GULLETTE, Mgr.**

### Midway Confab

Tom Wilcox, doing a promotional job across the river in Bridgeport, was on hand for the lobby jackpot session in the Hotel Windsor. Harry Stevens, Canton, O., and Mike Harris also were visitors.

This has been a sad season for the Snake Show's geek who, after leaving himself wide open for seven months of Leap Year, finds himself a total failure.

James H. Drew Jr. breezed into Springfield, Ill., recently from the South to cut up a few jackpots with A. C. Hill, an old-time friend.

E. H. Rucker is still producing and managing the Cotton Club Revue on the J. A. Gentsch Shows. He says the unit has added all new stage settings and new wardrobe.

Tom Yanda has sold his Ferris Wheel to Riverview Park, Sioux City, Ia., where he operated it this summer, and has taken over his auto ride in Overton Park Zoo, Memphis.

Jimmie (Carmen Lee) Hilyard is the featured annex attraction with W. L. Latham's Circus Side Show on Hill's Greater Shows. A sister, Pat, also is with the org.

Juice joint operator on the Gate & Banner Shows claims that fairground patrons don't enjoy orangeade unless its been wrung out of a counter rag.

Twenty-seven youngsters of the 20th Century Shows attended a birthday party in the cookhouse of the org at Omaha in honor of Chickie Workman, nephew of Marie Brunk, wife of the cookhouse manager.

Bobbie Barrow has returned to Miami after spending several weeks at her home in Cleveland, where she recently lost her mother, Mrs. Dorothy S. Markley, and grandmother, Mrs. Henry Stevens.

Judge Ben Tucker, of Richmond, Va., visited The Billboard's New York offices Wednesday (21). He is visiting funspots in the Gotham area and may extend his jaunt to Maine and a visit on the World of Mirth Shows.

Mr. and Mrs. Joe V. Palmer are back home in San Antonio after playing a holiday celebration with Harry Craig's Heart of Texas Shows. They plan to book a pet shop with the same org in the near future.

Shortage of house trailer parking space on midways would get some reasonable attention if it bothered those who can afford rooms in the best hotels.

Bobby Kork, annex attraction on the John Marks Shows, reports visits from Johnny Wright, Grace McDaniels and Glenn Porter, all of World of Mirth Shows, when the two shows played Portland, Me.

Eddie Dellmore infos that his parents, Deacon and Lizzie Dellmore, celebrated their golden wedding anniversary at their home at 639 W. 11th Street, Erie, Pa., July 10. Now retired, the couple tramped with various shows years ago.

Ray Marsh Brydon recently visited Charles H. Hodges, Side Show op, and Eastwood Park in Detroit. Brydon and Hodges were guests of Art Concello, general manager, at the opening of the Ringling circus in Detroit.

Among showfolk in attendance at funeral services in Nashville July 19 for Phil C. Travis, secretary-manager of the Tennessee State Fair, who succumbed to a heart attack while working in the fairgrounds office July 15, were Bertha (Gyp) McDaniels, Mrs.

### WILLIAM COWAN

**CAN PLACE** for NO. MONTANA STATE FAIR Great Falls, Montana beginning Aug. 1st

All kinds of 10c Merchandise Concessions for balance of the fair season ending Nov. 27 at Harlingen, Tex.

**CAN ALSO PLACE** One Bowling Alley Agent and one Clothespin Agent and two good Six Cat Rack Agents. Age, Scales and Novelties at all fairs.

**H. C. (STEVE) STEVENS; CONTACT ME IMMEDIATELY—IMPORTANT!**

**Want two (2) good Bingo Countermen.**

WIRE C/O

**JOHN R. WARD SHOWS**  
Miles City, Mont., until July 28; Great Falls, Mont., beginning July 29

### SCHAFER SHOWS

**WANT**

for long season south, first class Tilt Man, Second Man for Wheel Roll-o-Plane, Flyoplane.

**W. A. SCHAFER**  
Hillsboro, Texas, July 26-31; Hico, Texas, August 2-7.

### NOTICE!

**Want to hear from M. B. MAUNEY**

Concession or Popcorn Man, with some carnival thought to be playing State of Georgia at present time, or anyone knowing his present location. Write  
**E. B. STONE FINANCE CO., INC.**  
920 S. Tryon St. Charlotte 2, N. C.

### SAMMY LANE SHOWS

Sweetheart of the Ozarks

**Want** Agents for High Striker, Basket Ball, Pan Game, Slush, Wheel, Pea Ball. Can place Candy Floss, Glass Pitch, Shows, Merry-Go-Round. **Notice**, Committee Southern Missouri—Have open dates third and fourth week in August and first, second, third and fourth week in September. Raymondville, July 30-31; Birch Tree, Aug. 2 to 7; Alton, Aug. 11 to 14; all Missouri.

### WANT

Experienced Man for Popcorn and Candy Apple Concession. Good proposition to capable man. Fairs start with Great Falls, Montana, Aug. 2. Wire

**JESSIE JEAN WARD**  
c/o John R. Ward Shows  
Great Falls, Montana

### FOR SALE

Short Range Gallery on wheels. Booked exclusive Eddie L. Wheeler Shows. Complete outfit with booking. First \$400 takes it.

**PATRICK O. MONAHAN**  
Benton, Tennessee, this week.

# JOHNNY J. JONES EXPOSITION

CAN PLACE LIMITED NUMBER

## LEGITIMATE CONCESSIONS

FOR

DELAWARE CO. FAIR, MUNCIE, IND.

ALLEN CO. FAIR, FT. WAYNE, IND.

AND FOR REMAINDER OF OUR FAIR SEASON

LASTING THRU NOVEMBER 1ST

Can place nicely framed Monkey Show or Fat Show or other String Show for these twelve weeks of fairs.

MORRIS LIPSKY, Manager

JOHNNY J. JONES EXPOSITION

SALEM, ILLINOIS

## DICK'S Greater Shows

WANT WANT WANT

PAULSBORO FAIR, PAULSBORO, N. J.  
WEEK AUGUST SECOND

WANT SHOWS—Wild Life, Motordrome.

CONCESSIONS—Grind Stores of all description that work for ten cents. Wheels all sold. Fish Pond, Grab, Photos, Penny Arcade, Candy Floss. Will sell Novelties exclusive.

RIDE HELP—Ferris Wheel Foreman, help on other rides, semi drivers preferred, top salaries.

Prince Mondhi wants Magician that can pitch or lecture inside. Girls for Illusion. Freaks and Novelty Acts for Side Show. Wire Mondhi.

R. E. GILSDORF, Mount Holly, N. J., this week

## C. W. ADKINS PRESENTS BROWNIE AMUSEMENTS

FIRST CALL—SOLID PICNICS—CELEBRATIONS—FAIRS—FIRST CALL  
LOOK OVER THIS ROUTE:

Arcadia, Kans., July 29-31	Mound City, Kans., Aug. 31-Sept. 3
Centralia, Kans., Aug. 3-9	Pittsburg, Kans., Labor Day
Nefawaka, Kans., Aug. 10-14	West Mineral, Kans., Sept. 8-11
Independence, Kan., "The Big Fair"	Bristow, Okla., Sept. 14-18
Oswego, Kans., Aug. 24-28	Cuthrie, Okla., Sept. 21-25
	Chelsea, Okla., Sept. 28-Oct. 2

THEN THE BIG ONE—BROKEN ARROW, OKLA., FOR YOUR WINTER B.R.

WANT WANT WANT

STOCK CONCESSIONS — INDEPENDENT SHOWS.  
MAN and WIFE FOR COOK HOUSE—BALL GAME AGENTS—RIDE HELP.  
No Racket and No Gypsies Wanted.

COME ON TO ARCADIA FOR PREFERENCE FOR BALANCE OF SEASON.

Address: C. W. ADKINS

c/o BROWNIE AMUSEMENTS, Arcadia, Kans., this week; then per route above.

## HARRIS UNITED SHOWS Want

12 Fairs starting Aug. 16th, closing Dec. 1st. 7 modern Rides, 4 Shows, Light Towers, Diesel Light Plants. No gate and no racket.

CONCESSIONS that work for stock. Opening for Cookhouse or Grab. Butch Coff, wire Jack Rooney. Age, Scales, Floss, Diggers. SHOWS with own outfits, 20%. Have 30x50 top, banner line and banners, will book small Colored Show on P.C. FOR SALE or will lease 1947 Rolloplane with transportation to reliable show for flat rate, must put up deposit. HAVE FOR SALE Neon Front for Penny Arcade, words "FREE—Sportland—FREE" in neon. Crate, transformers used three weeks, as new cost over \$450; sell for \$250. Sell 30x50 Top, wall poles, stakes, banner line. Frank Rooney wants Combination Man for Athletic Show. RIDE HELP for 7 modern Rides, must drive semi trailers and be sober. Address:

A. C. HARRIS, Manager  
SHAWNEE, OKLA., THIS WEEK.

## Wants—MURRAY AMUSEMENT CO.—Wants

FOR 16 FAIRS AND CELEBRATIONS. ALL ILLINOIS.

Potomac, July 26-28; Piper City, 29-31; La Fayette Fair, Aug. 3-6; Winnebago Homecoming, Aug. 7-8; La Mollie Homecoming, Aug. 9-11; Pontiac Fair, Aug. 10-12; Cullom Homecoming, Aug. 12-14; Ridge Farm Tomato Festival, Aug. 16-18; Mahomet Fall Festival, Aug. 19-21; Rockinaw Homecoming, Aug. 25-28; Winter Homecoming, Aug. 27-28; Creve Coeur Fish Fry, Aug. 28; Rockford, Aug. 31-Sept. 2; Braidwood, Sept. 4-6; Rutland, Sept. 8-12; Golden, Sept. 15-18. Southern route to be announced later. WANT STOCK CONCESSIONS OF ALL KINDS. PRIVILEGE \$15.00. NO FLATS OR GYPSIES.

## ROSS MANNING SHOWS

MENANDS, NEW YORK

(ALBANY — TROY — WATERVLIET)

300,000 POPULATION

BILLED LIKE BARNUM & BAILEY CIRCUS

FIREMEN'S CELEBRATION, AUGUST 2 TO 7

CONCESSIONS—American Palmistry, Custard, Photo, Over 12, String, Guess Weight, or any concession that works for stock.

Will give exclusive on all fairs.

SHOWS—Earl Meyer wants Talker for Girl Show, one that can stand prosperity; also Talker for 120-Ft. Side Show, Man to handle Two-Headed Baby—framed on truck. Girls for Posing Show, \$50.00 per. Salaries office paid. Wanted to join at once. Can use 5 or 6 Hillbillies for show; have top and transportation. Have 30x40 Top complete, sound, transportation. What have you? Will book any show that does not conflict for following fairs—Norwich, N. Y.; Great Barrington, Mass.; Brookfield, N. Y.; Ossining, N. Y. (Am. Legion Convention); Manchester, Conn. (Firemen's Celebration), and Danbury, Conn., Fair.

ALL ADDRESS

ROSS MANNING

HARRIS HOTEL

RUMFORD, MAINE

AUGUST 2-7 — 6 BIG DAYS — AUGUST 2-7

## 100TH ANNIVERSARY CENTENNIAL

AT AUBURN, NEW YORK

Giant Pageant, bona fide Celebration, Down Town, on the Streets. No Exclusive.

Booking any Flat Ride, Legitimate Concessions, clean Shows or Attractions.

Can use Agents and Help in all departments.

FAIRS TO FOLLOW.

Contact Ernie at 18 East Lake Ave., Elmsdale, N. Y. Phone: Triangle 1715.

## BARKER & ERNIE'S MIDWAY ATTRACTIONS

## TWIN CITY SHOWS

WILL BOOK

One or two nice Kiddie Auto Rides. All Concessions open except Diggers, Bingo, Photo, Candy Floss and P.C. RIDE HELP—Second Man, Merry-Co-Round and Octopus. Attention, Fair Secretaries and Celebration Committees—We have 2 open dates the last week in Sept. and first week of Oct. Have 8 Rides, 30 Concessions and Shows. 15 Fairs and Celebrations. Frank King, contact. Mack McCary, contact Geo. Crable. No phone calls.  
GRANT CITY, MO., JULY 26 TO 31.

## COLEMAN'S STATE SIDE SHOWS

Celebration uptown, Black Oak, Ind., P. O. Gary, Ind., July 26 through Aug. 2.

Want nice, small Cookhouse; Popcorn, Lead Gallery, Photos, Jewelry, Basket Ball, String Game. Also want Monkey Show. These spots O. K. Going south after September 9. Tommy Humphreys needs 2 Countermen for Bingo. Fay Curtis, contact Tommy Humphreys. We need sober Ride Help. No gate. No grit, no gypsies wanted. Committeemen wanting a clean 4-ride show, contact

C. COLEMAN, STATE SIDE SHOWS

GENERAL DELIVERY, GARY, IND.

## MERRYLAND SHOWS WANT

For ten of the best bona fide Homecomings and Celebrations in Central and Northern Michigan, Beulah, Mich., this week; Swartz Creek, then Otter Lake.

Concessions of all kind that work for stock. Will sell X on Mug, Jewelry and High Striker. Want A-1 Foreman for Little Beauty Merry-Co-Round. This show has seven beautiful Rides and three Shows. Get with a good clean show that is a winner. Louise Morgan, wire. Will sell you X. All wires as per route.

C. Crittenden, Owner-Manager Tony Carl, Asst. Mgr.

## FREAR'S UNITED SHOWS

Want for St. Lucia Celebration in Omaha, Nebr., Aug. 7 thru Aug. 15, and Sidney, Iowa, Rodeo, Aug. 17 thru Aug. 21

Stock Throwing Concessions of all kinds. Agents for Penny Pitch, Ball Games, Cigarette Shooting Gallery, Set Joint, 2 Pin Store Agents, 2 Count Store Agents. Help for Cook House and Griddle Man. Manager for Girl Show with girls for Sidney, Iowa, a red one. Ride Help on all Rides, First and Second Men.

ROY FREAR, Owner and Manager, Council Bluffs, Iowa, and Omaha, Nebr., 6th & Pierce St.

# KING REID SHOWS

ALL STAR ROUTE OF NEW YORK FAIRS

AUGUST 3 TO 7—BOONVILLE FAIR  
 AUGUST 16 TO 21—LOWVILLE FAIR  
 AUGUST 24 TO 28—SANDY CREEK FAIR  
 AUGUST 31 TO SEPTEMBER 4—RHINEBECK FAIR  
 SEPTEMBER 6 TO 9—SCHAGHTICOKE  
 SEPTEMBER 13 TO 18—MORRIS  
 SEPTEMBER 21 TO 24—COBLESKILL

CAN PLACE Legitimate Concessions of all kinds and Independent Shows of merit. This is the finest route of fairs in Eastern United States. Contact as per route above or

**KING REID SHOWS**  
 Saranac Lake, N. Y., this week

## Midway Confab

Hodie Jones and Mrs. Bootsie Pad-dock, of the Johnny J. Jones Exposition, who made the trip from East Liverpool, O.; Al Wagner and Doc LaMarr, who arrived from the Cavalcade of Amusements at Battle Creek, Mich., and Marie Simpson and Flonnie Ayers, who came on from Birmingham.

Times have changed since the boom days. Already the bally-talking grouches have started chasing kids out of their tips thru fear that they'll kill good turns.

Biletza Ni-Fong and Jack Richards motored from Philadelphia to Red Lion, Pa., to visit their friends, Bud Valier and Karl Alzora, who were playing the Red Lion Fair. Ni-Fong and Richards formerly were with the W. C. Kaus Shows.

Joe Frederick, who had the Ferris Wheel, Penny Arcade and three shows on the Down River Amusement Company, has left that org to play a short route of independent fairs and then will join the Majestic Greater Shows for the Southern fairs. Frederick recently purchased two new tractors.

J. W. Hartigan Jr. writes from Morgantown, W. Va., that Cetlin & Wilson Shows played to excellent business during the stand there when weather permitted. "It was," says Hartigan, "the largest and cleanest show to play the town in many years."

Jesse S. Raupp, 77, father of Frank Raupp, has been missing for three weeks, his son reports. The elder Raupp, en route to Florida from a convalescent home in Ashland, Ore., is believed to have been hitch-hiking. Raupp says his father probably will contact shows en route and asks anyone knowing of his whereabouts to wire Frank Raupp in care of the Playland United Shows.

It's true that the neighbor of yesteryear who lived in a box wagon next to your living top didn't own a radio to keep you awake all night, but he did have a son who practiced beating a drum coche-show style.

Ken Wheeler and Tommy Fitzgerald motored to Norwich, N. Y., to visit Jimmy Travis (Zonzinnette), annex attraction on Lawrence Greater Shows. They all motored to Utica, N. Y., to visit Bertha Bert, Madeline, Claude Bentley and personnel of the Bentley Side Show on James E. Strates Shows. En route to Utica they stopped off in Waterville, N. Y., to visit the personnel of Lee Bros.' Circus.

Smiley Sprenger, nine-year-old daughter of Smiley and Del Sprenger, formerly with Beckmann & Gerety, Capell Bros., Siebrand Bros. and Alamo Exposition Shows and Pete Kortez's Side Show, was the subject of an interesting story in the July 11 issue of *The San Diego (Calif.) Union*. An accompanying two-column pic showed the youngster exhibiting her prowess as a musical trickster, utilizing bells, drums, octofone and vocalsax.

Roster of Lentini Oddities Side Show on Gooding Greater: Mrs. Frank A. Lentini, secretary; Ned Lentini, outside talker and assistant manager; Harlin Isam and Clarence Brown, ticket sellers; Frank A. Lentini, feature attraction; Mr. and Mrs. E. W. Brundell, magic and illusions and inside lecturer; Marion Johnson, electric chair; Pauline Brundell, sword box; the Musical Macks and their Hollywood trained dogs; Mr. Reese, one-man band; Ling Ho, sword ladder; Texas Jim, knife thrower; Lady Phyllis, rag pictures; Prince Dante, fire eater.

## GET WITH THE WINNER AMERICAN MIDWAY SHOW

TAYLOR COUNTY FAIR  
 Bedford, Iowa, this week  
 ADAMS COUNTY FAIR  
 Corning, Iowa, Aug. 2-6  
 MILLER COUNTY FAIR  
 Malvern, Iowa, Aug. 10-13  
 PAGE COUNTY FAIR  
 Clarinda, Iowa, Aug. 16-18  
 RINGGOLD COUNTY FAIR  
 Mount Ayr, Iowa, Aug. 19-2  
 ADAIR COUNTY FAIR  
 Greenfield, Iowa, Aug. 23-26  
 3 CLASS A OKLAHOMA FAIRS  
 CHEROKEE COUNTY FAIR  
 Columbus, Kansas  
 5 TEXAS FAIRS FOLLOWS

**RIDES**  
 WILL BOOK OR LEASE ANY RIDE NOT CONFLICTING

**SHOWS**  
 WILL BOOK SHOWS OR FUN HOUSE

**CONCESSIONS**  
 STOCK CONCESSIONS COME ON. NO "EX."

OPENING 1949 SEASON CHARRO DAYS FIESTA BROWNSVILLE, TEX. FEB. 17-27

## FOR SALE

One Long Range Shooting Gallery, built on truck, 1941 Dodge cab over engine, brand new oversize tires, dual wheels, motor guaranteed. The heaviest piece of steel on the sides, weight 8 lbs. One man can pick it up in 2 hours. This gallery will be sold very reasonable. Six good Winchester Automatic Rifles go with it, also plenty of Loading Tubes. Have plenty of Ammunition which I will sell to the buyer at cost price. Don't waste any time, as this will be a bargain. It is now in operation on the J. J. Perry Shows. Reason for selling, I have too much stuff on hand. If interested, wire for particulars or come and see it. Must be for cash.

**EDDIE DAVIS**  
 c/o J. J. PERRY SHOWS, YORK, PA.

## W. E. ATTRACTIONS WANT

Agents for Slum Concessions, also Slum Skills Agent. Will book Mitt Camp and Slum Concessions. Want experienced Mix-Up Foreman, Oscar Burlingame, come on. Want to buy good Set Joint and 10x12 Top. Cartier will place Pop Corn. Come on.

**W. E. WEST, Owner**  
 Lynnville, Tenn., this week.

## OHIO VALLEY SHOWS

Want Stock Concessions, Ice Cream, also Shows of all kinds for Miami County 4-H Fair and Livestock Show, Peru, Ind., Aug. 3-7. Address:

**ROXIE HARRIS**  
 Milford, Ind., this week.

## WANTED

For big annual Street Fair at Waveland, Indiana August 23 to 28.

Concessions of all kinds. Bingo, P.C. can work Ball Game, Photo Gallery, Fish Pond, Pitch Toss You Win. Address:

**Doc Stoddard**  
 Ramsay Hotel Crawfordville, Ind.

## WANTED TO BUY ONE MERRY-GO-ROUND

**B. L. Johnson**

Box 414 Sulphur Springs, Texas

# TED LEWIS SHOWS

WANT

For the following celebrations and Italian Feast, Ogdensburg, N. J., July 26-31; Boonton, N. J., August 2-7; Rockland Lakes, N. Y., August 9-14; Montvale, N. J., August 16-21; St. Rocco's celebration and feast, Martins Creek, Pa., August 23-29; Bath, Pa., August 30 to September 4; then first in the center of Allentown, Pa., September 6-11. ALL RED ONES. CONTACT NOW.

CONCESSIONS—Custard, French Fries, Diggers, Cover the Spot, Hoop-La, Pitch Till Win, String Game, or what have you all? P.C. Outfits will open from Aug. 21 on. SHOWS—Will book any Show with own outfit, Girl Revue, 10-in-1, Wild Life, Hillbilly, Hawaiian, Fun House, Monkey Show. HELP—Can always place Ride Men that drive semi trailers. More Celebrations and Fairs to follow, contact at once as per route or

**TED LEWIS SHOWS**

12-37 ROSEWOOD STREET

FAIR LAWN, NEW JERSEY

## WANTED

HIGH DIVER AND DIVING GIRLS FOR SPRINGBOARD.

WANTED—Concessions working for 10 cents.

RIDE HELP—That can drive Semis.

FOR SALE—2 Light Plants, cheap; 20x30 Bingo Top and Stools.

**JOHN KEELER**

**KEELER'S MODERNISTIC SHOWS**

FRUITLAND, MD., THIS WEEK; RIDGLEY, MD., AUG. 2-7.

## WANTED AT ONCE TO ENLARGE SIDE SHOW

FOR FOURTEEN FAIRS AND ALL WINTER'S WORK IN FLORIDA.

Inside Lecturer that does Magic, Mind Reader, Novelty Working Acts, Tattoo Man, fast Ticket Sellers that can stand prosperity. Joe and Mabel, contact me at once.

HICKSVILLE, L. L. N. Y.; then as per route.

**JAKE "SEALO" AUGHMAN**

**PRELL'S BROADWAY SHOWS**

## STARLIGHT AMUSEMENTS

Now playing the coastal plains in the heart of early cotton. Now picking a bumper crop.

WANT WANT WANT

Pop Corn and Peanuts, Frozen Custard, Mug Outfit, Long Range Shooting Gallery, Age and Scales, Coke, Jewelry, Milk Bottle, Basket Ball, Watch-La and Grab Outfit; must be clean.

Snake Show, Mechanical or Minstrel Show.

Ernest Luther wants Talker, Working Acts, Freak to Feature, Annex Attraction for Side Show.

JULY 28-31, ROBSTOWN, TEXAS; then as per route.

## Garrahan Men Hurt in Truck Accident

WILKES-BARRE, Pa., July 24.—Seven members of Jack Garrahan's Mountain of Youth Shows were injured Sunday (11) near Dallas, Pa., when the driver of the truck in which they were riding fell asleep at the wheel and the vehicle overturned. The truck, carrying ride equipment, was en route from Bernice to Kingsport, Pa.

Three of the injured were admitted to Nesbitt Memorial Hospital here, while the remainder were treated and discharged. The admitted were Paul Mich, fractured finger and hand; Charles Molcavage, fractured wrist and amputation of two finger tips; and Dominick Palmentera, head and facial injuries. Those treated and discharged were Walter Drach, Joseph Oscheck, Joseph Dugel and Louis Martoli, who suffered lacerations and bruise contusions.

The truck contained center units of the Octopus and Flying Scooter. Garrahan said both units were damaged but that the show was able to get the Octopus working Tuesday night (13) at Kingston. It will be more than a week before the other ride is operational, he said.

## Stahl Comes To Aid Of Playland Shows

DETROIT, July 24.—Harry Stahl, superintendent of Eastwood Park, played the role of good samaritan when the Playland United Shows were spotted at Eight Mile and Harper roads here.

Shows' Ferris Wheel truck overturned while moving onto the lot here and the wheel's engine was damaged. Stahl, upon hearing the news, rushed for a replacement from his park. Frank Raupp and his crew succeeded in making the necessary repairs after the first day.

Playland Shows, taken over this spring under the exclusive management of Jack Gallagher, with his brother, Jimmy, as manager, have been playing dates, both still and sponsored, in the Detroit vicinity. The date of fairs and celebrations in Michigan and Indiana will start soon. Among visitors to the shows during the stand at Eight Mile and Harper roads were, in addition to Stahl, Herb Pence, John Carrigan and Mr. and Mrs. Ben Millar.

Org's staff includes Jimmy Gallagher, manager; Bessie Gallagher, secretary; Bill Hollensworth, ride superintendent and electrician; Joe Murphy, concession manager; Art Kavanaugh, billposter; Al Davis, scenic artist; Virgil Wood, Merry-Go-Round reman; Gene Crawford, Ferris Wheel foreman; Harold Somers, waterpillar; Frank Rupp, Swinger; John Taylor, Chairplane; Milo Rupp, kiddie plane, and Jerry Rupp, kiddie car.

## Omaha Takes Ban Off Kids Patronizing Merry-Go-Round

OMAHA, July 24.—Welfare Inspector Tom Knapp's edict that children under 12 could not ride the Merry-Go-Round of the 20th Century Shows apparently didn't affect the Albert Martin carnival.

Knapp amended his order to allow kids under 12 to ride the Merry-Go-Round if accompanied by adults. That meant an additional rider.

So Martin wrote the city council raising Knapp, saying, "We like to do business with him because he seems to understand what it is all about."

## Free Bus Service Bolsters Strates' Utica, N. Y., Gate

UTICA, N. Y., July 24.—To overcome a bad transportation problem—service every 30 minutes to the end of the line a quarter-mile from the Bankert showgrounds—James E. Strates, owner-operator of the shows bearing his name, chartered buses that carried passengers free from the downtown shopping district to the org's front gate. The move paid off in bigger crowds and grosses than would ordinarily have been expected. The free transportation, new for local midway patrons, was plugged over the air and in newspaper ads.

The first of a series of National Showmen's Association benefit shows, produced by Georgia Sothorn and Rita Cortez, was staged Thursday midnight (15). The two-hour original presentation was attended by a straw house, Jean Dellabate and Frances Fornier, both seasoned concessionaires, handled the refreshment stand to a good take. Bingo games, parties and other money-raising shows will be given thruout the season.

Topping the midway here were Nate Eagle's Hollywood Midget Stars and George Murray's Lion Motor-drome. Tom Evans, veteran train-master and builder, joined to take over the management of the Glass House. Doc and Betty Hartwick reported good business with their Wild Life and Stella shows. The redecorating of rides and shows is nearly completed.

## Three Bill Lynch Units Are on Tour

ST. JOHN, N. B., July 24.—The Bill Lynch Shows this year have three units touring the Atlantic provinces. For seven years, the Lynch org has had a No. 2 Unit on the road, making spots chiefly thru the province of Nova Scotia and playing villages and small towns not visited by the No. 1 Unit. The No. 1 Unit covers not only Nova Scotia but the adjoining provinces of New Brunswick and Prince Edward Island.

This season Lynch has added a third unit, which is making the villages and smaller towns of both Nova Scotia and New Brunswick. Jack Lynch, brother of Bill, is managing the No. 3 Unit.

In addition to the three Lynch units, other carnivals playing the maritime provinces include All-Maritime Shows, headed by Len (Kid) Dryden, Bernie (Kid) O'Neill and Cec Wiggins; the Libbey Shows, headed by Len Libbey; Ted's Broadway Shows and the Elliott Shows, headed by Frank Elliott Jr.; the Maine Amusement, Buck's Columbia Shows and the Pine Tree Shows.

## Browning Plays Salem Fete

SALEM, Ore., July 24.—Browning Bros.' Amusement Company showed the Cherryland Festival here for three days, beginning Thursday (15). Org is owned by Fred, a local resident, and Bill and Ed Browning, of nearby Prineville. Their father, Fred Sr., broke into the business 40 years ago. The sons have been active for about 22 years.

L. B. Lamb, owner-manager of the shows bearing his name, returned to the org at Kewanee, Ill., after a book-ing trip thru the South on which he inked contracts for the shows to provide the midway at fairs in Moulton, Hartselle and Luverne, all in Alabama, and Marianna, Panama City and Apalachicola, all in Florida.

## JOHN FRANCIS SHOWS

WANT

Ride Men that can put it up and take it down. Will pay highest salaries for good men. Boozers and chasers, save your time and mine. Can use a few more clean Concessions that work for stock. Can place clean Cookhouse. Green Lake County Free Fair, July 28 to August 1; West Bend Legion Celebration, August 3 to 8; Darlington Fair, August 11 to 15; Janesville Fair, August 19 to 26; Lancaster Fair, August 27 to 29; Plymouth Fair and Labor Day Celebration, September 2 to 6. This is the biggest Labor Day fair and celebration in Wisconsin. Four more fairs and celebrations to follow and that ends it.

Address

**JOHN FRANCIS, Mgr.**

Green Lake, Wis., this week; West Bend, Wis., next week; then per route.

## STANDARD SHOWS

CAN PLACE FOR FOLLOWING FAIRS

JOHNSON COUNTY, AUG. 17-19; CAMPBELL COUNTY, AUG. 21-24; WYOMING STATE FAIR, AUG. 25-28; PLATT COUNTY, AUG. 29-SEPT. 1; GRANT COUNTY (NEB.), SEPT. 3-5; CUSTER COUNTY FALL FESTIVAL (NEB.), SEPT. 9-11, AND THREE MORE CELEBRATIONS TO FOLLOW

HAVE SOLD X ON FOLLOWING: Bingo, Diggers, Ball Games, Popcorn, Mitt Camp, Percentage and all Shows using Monkeys.

E. J. KASTLE can use Agents for Stock Stores. Gus Abold can place Man capable of operating flashy Mug Outfit; everything furnished, cut money.

Will give flashy Merry-Go-Round a good proposition.

Want Help for following: Foreman for Octopus, top wages; Second Men for all Rides, Working Men in all departments. If you cannot cut it stay where you are. No tickets, but we do, pay every Thursday.

ADDRESS: BOX 1255, SHERIDAN, WYO.

## W.S. CURL shows

"A CLEAN MODERN MIDWAY"

WANT Legitimate Concessions—Photo Gallery, Jewelry, High Striker, Penny Pitch, Hoopla, Cotton Candy, Candy Apples. Bethel, Ohio, Sesquicentennial, July 28-31, on streets

Hagerstown, Ind., Annual Street Carnival, August 2-7

Also want Games, Concessions for Croton, Ohio, Fair, August 11-14—Shooting Gallery, Ball Games, Pitch Till Win, etc. Answer:

W. S. CURL Bethel, O., this week.

## ATTENTION, CONCESSIONAIRES

DO YOU WANT PROFITS?

Then serve only Phillip's finest Fruit Drinks

Phillip's Real California Orange Juice Syrup .....	\$2.60 Per Gallon
Phillip's Mixed Fruit Punch Syrup .....	2.00 Per Gallon
Phillip's True Fruit Grape Syrup .....	2.00 Per Gallon
Phillip's Wild Cherry Pit Syrup .....	4.80 Per Gallon
Phillip's Loganberry Syrup .....	1.80 Per Gallon

(Just mix one gallon of syrup with five gallons of water)

Also: Phillip's Finest Quality Root Beer .....	\$1.65 Per Gallon
Phillip's Highest Type Cola Syrup .....	1.45 Per Gallon

Deposit 25% with order, balance C. O. D., F. O. B. Cleveland, Ohio.

All 4 gallons to case. Dispenser information and samples upon request.

**PHILLIP'S ORANGE COMPANY**

1243 W. 3RD ST. Manufacturers Since 1921 CLEVELAND, OHIO

## HOWARD BROS.' SHOWS

WANT FOR 10 WEEKS OF FAIRS

OHIO, WEST VIRGINIA, PENNSYLVANIA

SHOWS—Wild West, Motordrome, Side Shows, Fat Show commencing Lucasville, Ohio, Fair, August 2-6.

WANT for Quaker City Home-Coming, August 10-14, Concessions: all open but Popcorn. Want Second Man on all Rides who drive semi. Lucasville, Ohio, July 27-August 6.

## FOR SALE

Complete Frozen Custard Outfit. Built on late Diamond T Truck. Easy Way Machine, 5 H.P. Motor, built special for this job. Meets all sanitary requirements. Outfit made to work Florida fairs. Body is built of stainless steel and aluminum. Will last indefinitely. Reference, Frank Thomas, General Equipment Co., of Indianapolis. Contact

**GOLDING'S CONCESSIONS**

2915 East Riverside Drive Phone: Talbot 1437 Indianapolis, Ind.

## JOHN R. WARD SHOWS

Want for Fairs starting **NORTH MONTANA STATE FAIR, Great Falls, week of August 2, followed by**

- Midland Empire Fair and Rodeo, Billings, Mont.
- Central Wyoming Fair, Casper, Wyo.
- Black Hills Fair and Expo., Rapid City, S. D.
- Brown County Fair, Aberdeen, S. D.
- Kentucky State Fair, Louisville, Ky.
- Fair at Florence, Ala.
- Columbus, Miss., Stock and Dairy Show
- American Legion Fair, Caruthersville, Mo.
- Tri-Parish Fair, Eunice, La.
- Mid-Winter Fair, Harlingen, Texas

Can book Hi-Ball, C-Cruise, Looper, Spitfire. Want War Show, Life or Unborn, Fat, Midget, Glass House, Iron Lung or any other non-conflicting Shows. Want Talker and Boss Canvasman for Girl Revue. Will book Stock Concessions, Age and Scale and Novelties. Want Ride Foremen for Fly-o-Plane, Rocket, Octopus, Merry-Go-Round and Ride Help for all Rides. J. D. Powell and Lee Springfield, answer. Want Polers and Tractor Drivers. Want experienced Man and Wife to operate Frozen Custard Machine on percentage. Address:

**JOHN R. WARD SHOWS**  
GREAT FALLS, MONTANA



### WANTS

Cookhouse that caters to show people. Want Foreman for Tilt and Octopus, must drive. Can use Second Men that drive, \$35.00 and \$40.00. Also third that drive on all rides. Want Ball Games and Slum Concessions for Thief River Falls, Minn., Fair, starting Monday, Aug. 2; followed by fairs at Bemidji, Hibbing, Preston and Hutchinson, Minn., and Marshalltown, Monticello and Postville, Ia., fairs. Thief River Falls, Minn., from July 27 to Aug. 5.



The Show With The Proud Reputation.

CAMBRIDGE, MD., COOTIES AND VETERANS FOREIGN WARS COMBINED. NINE DAYS. THEN SALISBURY, MD., FOLLOWS.  
WANT AT ONCE: Candy Apples, Popcorn, Candy Floss, Mug Outfit, Long Range Shooting Gallery, Hoop-La, Ball Games, Penny Pitches, Basket Ball and Huckley Buck.  
OUR FIRST FAIR, AUG. 26, KELLER, VA.  
John Riddick wants to hear from Trombone Player and Chorus Girls for Minstrel.  
Wire or write:  
**WM. C. MURRAY**  
VIRGINIA GREATER SHOWS, CAMBRIDGE, MD., this week.

## THE BOSTON SHOWS

### WANT

Merry-Co-Round Foreman, also Ferris Wheel Foreman. Highest wages paid to sober, reliable men. Can place all kinds of Stock Concessions for the next 10 big weeks, playing church lots in Massachusetts. Can use one Grind Show, Salem, this week, ending July 31; Winthrop, week ending Aug. 7; Webster, week ending Aug. 14; Ludlow, week ending Aug. 21. (5) Rides on Midway (5). We have fireworks show 2 nites a week. Contact

**JIM DEARY**

11 SOUTHSIDE AVE., WEST LYNN, MASS.



**8 RIDES LIGHT TOWERS** | **WANT For Balance of Season** | **5 SHOWS SEARCHLIGHTS**

CONCESSIONS: Photos, Ball Games, Cigarette Shooting Gallery, Long Range, Hi-Striker, Penny Patch, Bumper, Novelties, Scales, Age, Coke Bottles, String Game. SHOWS: Can place one Grind Show. RIDES: Can place Spitfire. HELP: Useful Show and Ride Help. WIRE ALL REPLIES:  
**MICKEY STARK, Mgr.**  
Benson, Minn., July 26-28; Ortonville, Minn., July 29-Aug. 1; Canby, Minn., Aug. 5-8.

### FOREMEN WANTED

FOR BIG ELI WHEEL AND BRAND NEW TILT-A-WHIRL

Also Ride Helpers of all kinds. Must be sober, reliable, capable and should be able to drive semi-unit safely. Good salary. Fair treatment and the best of equipment. Address inquiries:  
**Gooding Amusement Co., Inc.**

1300 NORTON AVENUE

COLUMBUS, OHIO

## CAPELL BROS.' SHOWS

### WANT

For Yale, Oklahoma, Annual Legion Reunion, next week, and for balance of season. Hanky Panky of all kinds. Want Foremen for new Octopus, Eli Ferris Wheels, Spitfire, Merry-Go-Round, Roll-o-Plane. Working Men for Rides-O and Kid Rides. Top salaries paid, good treatment. Positively no drunks or chasers tolerated. Address:  
**H. N. "DOC" CAPELL, Chandler, Okla., this week; Yale, Okla., next week; then per route.**

## FROM THE LOTS

### Larry Nolan

OAKLEY, Kan., July 24.—The front end enjoyed a big week here, as org operated on the city owned ball park. Mr. Smiley, Bill Brenton and Eddie Kirkman joined John Dugans's concessions. Gary Henr's Side Show still is topping the midway, with Jo-An Mysteries of Life a close second.

Owner Larry Nolan went to Illinois and returned with a Ferris Wheel. Ray Martin continues to click with his Octopus. All fronts and rides have been repainted for the fair season. F. A. (Dutch) Lober closed here as general agent. Lot boss Elvin Bishop recently completed new platforms for the kid auto ride. Night watchman Hollingsworth painted them a flashy red and silver.

The office-owned cookhouse has been restored. Dick Logston booked with a larger one for the fairs. A new two-ton Dodge truck has been received to handle the wheel.

Mrs. Charles Scott has been on the sick list. Jimmy Keyes was under doctor's care for a couple of days. Both are back at work. Chet Reese is doing okay with his four pc stores. —BUBBLES REESE.

### Johnny's United

ROSEDALE, Ind., July 24.—Org moved in here early Sunday afternoon and personnel enjoyed a rest until Monday morning. That night everyone was ready to work, but biz was poor for rides and shows. Among visitors here were Bill Green and H. Stokes, of Mighty Hoosier State Shows, and Mr. and Mrs. John Mack.

Members of the shows enjoyed a beach party here, with festivities including a wiener roast. Joe Wherry called an old-fashioned square dance, assisted by Mack Murray, Merry-Go-Round foreman, on guitar, and Al Beltz, concession agent, on banjo. Other performers included Lynn Griner, Shorty Gaum, Norman Rady, Kenny Etzle, Betty Thorner, Billy and Mary Portemont and Betty Harper.

Shows purchased a new Funhouse from John Mack recently. Tony Gene Harper won first prize, and Michael Kent, second prize, in a local baby contest. —M. PORTEMONT.

### Penn Amusement Co.

MIFFLIN, Pa., July 24.—Show had its best spot of the season here this week, altho it was rained out Thursday night. It was the first show here in 20 years. Personnel includes Doc Cook, Ferris Wheel and two ball games; Peck Martz, electric train and popcorn; Ditzler, pony ride; Bob Walker, Chairplane; Bob Walker, manager Athletic Show, and Kid Steffen, wrestler; Girl Show, Jack Donahue, manager, and Mrs. Donahue, dancer; Wild Life Show, Jack Donahue, manager; Charles Simmons, grab, toy wheel, dart balloon, big six and p.c.; Mr. and Mrs. Hugh Gross, French fries; Mr. and Mrs. Schmacher, ice cream and popcorn; Mr. Shadle, string game and cork gallery; Mr. and Mrs. I. Mendleson, blanket wheel; Ed Abernathy, guess-your-age; Mr. and Mrs. John Pinfold, mug joint and mitt camp; Mr. and Mrs. Tom Chambers, candy apples, snow cone and mitt camp; Joe Boyd, cork gallery. Show fronts and rides are being painted. —MEL SOBER.

### Art White

CLARION, Pa., July 24.—Opened here on a new lot, part Culbertson's Airport. Biz was factory despite opposition from med show. Art White is painting rides and will have a long south after Labor Day. Visitors Sam Spencer, Mr. and Mrs. He Bantley, Mrs. Sue Copping, Howard; Mrs. Ann (Gething) and husband, Charles, of De Pappy Dietz, Paul Rihel, Tom Bortz, Tom and Ann Schrieber, Tom Crawford, from Eddie's Shows; Bill McDonald, of Shipville, and Mr. and Mrs. Frank Rimersburg, Pa. Dick Feidler, D rider, visited friends. —BURT FR

### Mighty Page

GREENVILLE, Tenn., July 24.—Org encountered rain and thunder showers every night here week of July 12 but the lot drained. Jimmy Cunningham, painter, builder, has joined. Junior Leo is on bingo as counter clerk. School starts. D. Carter placed mug joint several weeks ago. Folks of the writer's wife at John City, Tenn., were visitors. —BUFFINGTON.

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**EZRA GOOD, Clarksville, Mich., or JOHN D. ANDERSON, Middleburg, Mich.**



Ride Help who drive semis. Shows with or without equipment, Big Snake, Midget Side Show. Madison, Wisc., this week; Jefferson, Wisc., Fair, next.











# RECORDS FALL AT CLEVELAND

## 40,000 Gate Sees 8 Race Records Set

### Wallace, Latin Sidelined

CLEVELAND, July 24. — National competitions of the Roller Skating Rink Operators' Association of the United States at the RollerCade here, July 12-17, drew a record 548 entrants. In most classes competition was of a higher standard than ever before, largely as a by-product of the fact that entrants were all winners in regional meets. This solid background of competition experience served them in good stead in the nationals.

Attendance was approximately 40,000 for the week, with turnaways on two occasions, after the 3,000 seats and a full quota of standees had been admitted.

In senior ladies' speed skating Mary Lou Dauer, Cincinnati, smothered competition. In the senior men's events, while distances were skated in slower time than in past years, every race was hard fought and brought the gallery to its feet. There were fewer penalties and disqualifications than usual, and sportsmanship was at a high level.

A new brother team of national champions was developed at the meet—Orville Godfrey Jr. in senior men and Dale Godfrey in intermediate men. Sons of Orville Godfrey, owner of Arcadia Rink, Detroit, are slated to go into the service within two months.

Eight national records were set, all in junior and juvenile classes. Ralph Conrad, Morey Skating Club, Pennsville, N. J., was a two-time winner, setting a new time of 18.4 in the one-twelfth mile for Juvenile C boys in the final after reducing the old mark of 21.8 to 19.0 in the heat

## Cash on the Drumhead

CLEVELAND, July 24.—Here for the convention and national championships of the Roller Skating Rink Operators' Association of the United States, July 12-17, Irwin N. Rosee, of the New York public relations firm of News Alliance, stated that the article, *URO'S Slump-Busting Institute* (The Billboard, July 17), gave an erroneous impression. The article dealt with creation of the Roller Skating Institute of America, a public relations campaign designed to combat slumping roller rink revenues, and Rosee's firm has been appointed to handle details of the campaign. The institute, he declared, is a campaign in which all segments of the industry will take part.

"The idea," said Rosee, "originated a year ago with Victor J. Brown, Newark operator and a member of the RSROA board of control." It was launched this spring and broadened in a nonpartisan effort to combine the United Rink Operators, manufacturers and independent rink operators. Its function is to stimulate business in the industry thru powerful publicity forces. It is expected to begin operation before the summer is over.

"At its meeting here the 11 RSROA regional groups pledged \$10,000 for the campaign," Rosee reported. "The manufacturers," he said, "named Joseph F. Shevelson, of Chicago Roller Skate Company, as treasurer of the institute. The manufacturers, according to Shevelson, have pledged various amounts in support of the new organization.

"One of the most inspiring speeches delivered here at the convention was made by Brown, who emphasized the importance of putting forth nonpartisan efforts to sell roller skating to the public. He, too, pledged his support and that of the RSROA to the program. Brown pointed out that this campaign is for the general welfare of the entire industry and that he would support the program all the way."

Shevelson also emphasized the nonpartisan nature of the institute. "It is not sponsored by either rink association or any special manufacturer," he declared. "It is an institute organized to popularize roller skating, and all parties interested in roller skating have pledged their support. The institute will be backed by the RSROA, the URO, independent rinks and all manufacturers of skating equipment. The product sold will be roller skating, and everyone connected with the industry will benefit.

"The present slump in roller rink attendance must be stopped and the institute is in a position to create a skating craze. It is unimportant where the original idea was born of what separate organization or manufacturers are backing the institute.

"Chicago Roller Skate Company will support the institute to the greatest extent possible. We are sure the other manufacturers will go along in this all-out effort to keep roller skating as the top participation sport."

## RSROA Elects Ed LaVenture As New Chief

### 1949 Events Go to D. C.

CLEVELAND, July 24.—Edward H. LaVenture, operator of Whalom Park Roller Rink, Fitchburg, Mass., was elected president of the Roller Skating Rink Operators' Association of the United States at the 11th annual convention of the association held at Cleveland RollerCade, succeeding William T. Brown, Seattle.

Other new officers are: Thomas S. Boydston, Lincoln, Neb., first vice-president; Edward W. Stollery, Rolladium, San Mateo, Calif., second vice-president; Harry J. Warner, Coliseum, Tampa, third vice-president, and Benjamin F. Morey, Eli Skating Club, New Haven, Conn., fourth vice-president. Fred A. Martin, secretary-treasurer since 1937, who had scheduled his retirement, has agreed to continue office on a pro-tem basis.

Elected to the board of control for three years were Phil Hays, Pallo-mar, Milwaukee; Hyatt D. Ruhlman, Lexington Roller Skating Palace, Pittsburgh, and William T. Brown, Seattle.

### Drum-Beating Campaign

Action was taken to raise a fund of \$10,000 to underwrite the national publicity campaign. This was raised by subscription among individual chapters and members. The campaign will be handled by News Alliance of New York, under the personal direction of Irwin Rosee, assisted by Jerry Nagler. The campaign will be devoted primarily to an educational program to press, radio, television and other communication media upon background and activities in roller skating.

An association-wide insurance is being developed, it was brought out at the meeting. This is to develop an all-inclusive type of coverage for rink operators. Operators consider present (See La. Venture Named on page 118)

and also reducing the one-sixth mile record from 35.3 to 34.3.

In the junior boys one-sixth mile Paul Best, Doling Speed Club, Springfield, Mo., reduced the old 31.5 time to 31.1. In the Juvenile A boys one-sixth mile Charles Webb, RollerDrome Speed Club, Phoenix, Ariz., reduced the old record of 33.0 to 32.0. In the Juvenile B boys 440 yards Arthur Kerwin, William T. Brown Skating Club, Seattle, set a new mark of 48.6 against the old record of 50.1.

In the junior girls one-sixth mile Alice Plumb, Detroit, reduced the time from 33.2 to 32.8. In the Juvenile B girls 440 yards Phyllis Markley, Red Devil Speed Club, Dayton, O., bettered the old record of 50.6 by a 50.1 in the heat and a 49.6 in the final. In the Juvenile A girls one-sixth mile Sue Massey, W. W. Morrison Skating Club, Springfield, Mo., reduced the old 33.5 record to 33.2, altho she lost the championship in the final.

### Disqualifications

Disqualification of two well-known skaters, Margaret Wallace, national senior ladies' champion, and Norman Latin, world's singles figure champion, who were also the world's pair skating champions, occurred during the convention. It was learned that both had signed contracts with Skat-

ing Vanities prior to entry in the nationals.

Ted Shufflebarger, San Francisco, former national senior figure-skating champion, signed with *Skating Vanities* immediately following the nationals. Harold Steinman, producer of the show, made the contact personally following the skater's freestyle performance in competition.

Nancy Lee Parker, Mount Clemens, Mich., won the national senior ladies' (See RSROA Cleveland on page 118)

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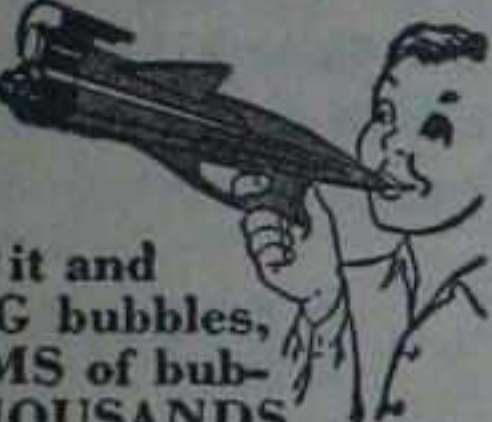
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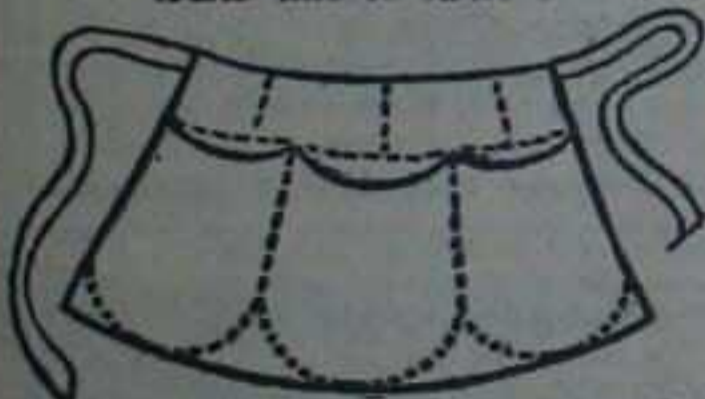
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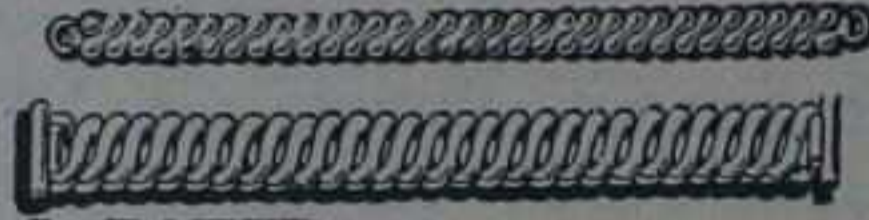
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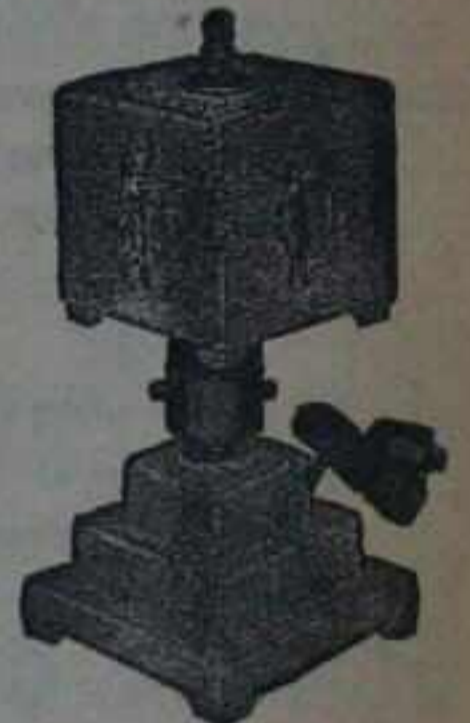
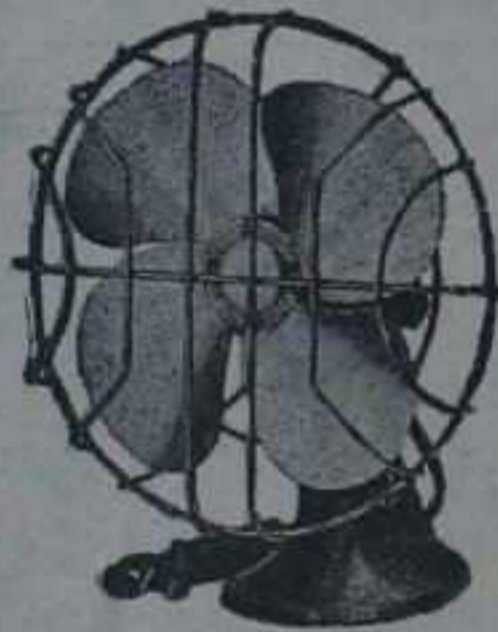
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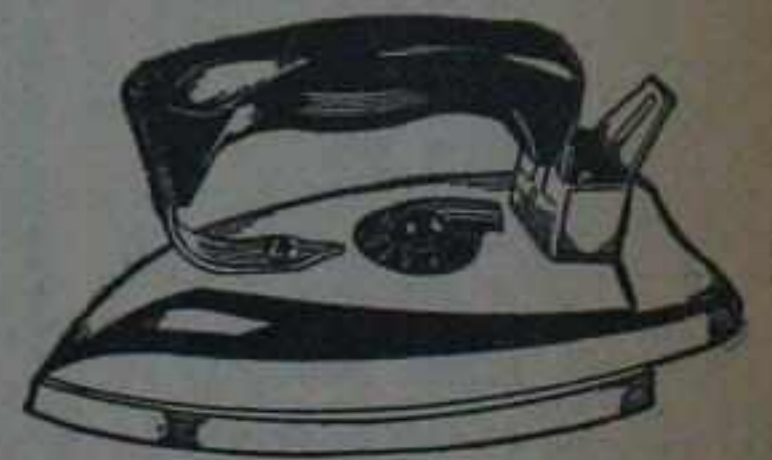


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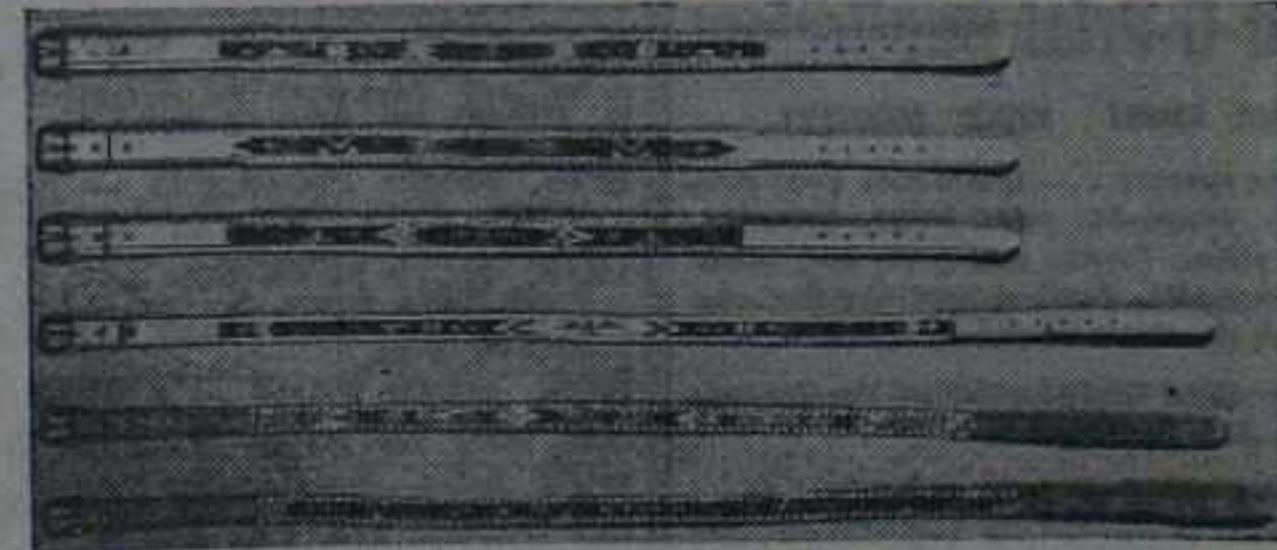
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Brussels Boy Bottle Opener Key Chain. The Latest Pocket Novelty. Doz. \$1.50. Gro. \$16.50. Novelty Rubber Shimmie Dancers. Doz. 70c. Hundred \$5.00. Novelty Rubber Man in Barrel. Doz. \$2.50. Hundred \$18.75. Kilroy Plastic Statuettes. Doz. \$1.20. Hundred \$9.00.
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- Precision Built 1-Jewel Movement
Genuine Saddle Leather Band
Gene Autry Photo Gift Box
Each Watch Autographed by Gene Autry
Guarantee With Each Watch
Styled for Beauty
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\$4.88 Each Sample, \$1 Extra

IT'S A KNOCKOUT—MEN and YOUNG MEN STAINLESS STEEL EXPANSION IDENTIFICATION BRACELET



#30 HEAVY OBLONG \$4.25 Dozen — \$48 Gross

Each Dozen on Velvetten Tube Display. 25% Deposit With Order. Balance C. O. D. SEND FOR ILLUSTRATED PRICE LISTS

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- #10 ASSORTED COLORS \$1.00 PER GROSS
A Medium Size Balloon
#20 ASSORTED COLORS \$2.50 PER GROSS
Inflates as Large as a Watermelon

— PACKED 50 GROSS TO CASE — Orders less than case lots add 50c per gross. Terms: Cash with order only. We pay postage.

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● Square and round rolled gold plate wire, all gauges and qualities. ● Stone-set and plain bangles as follows: ● hearts ● stars ● flowers ● crescents ● beaded hearts ● wagon wheels ● crosses, etc. ● Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls ● 3-stone ring top of beaded stock. ● Beaded band wire ● Plain findings, such as crosses ● anchors ● bowknot pins ● springrings ● jumpings ● swivels ● chains ● plain and twisted hoops ● earwires ● earcrawls, etc. ● Hoop earrings ● earrings for pierced and unpierced ears. ● Hand-made adjustable bangle bracelets. ● Wire knot rings of rolled gold plate. ● Pearl plates of small shell. ● Cameos, etc.

Write for \$5 sample order with price list. Deposit, \$2, bal. C.O.D. EMROW JEWELRY CO. Box 88, North Station, Providence 8, R. I. Buy Direct From Manufacturer and Save

COMBINATION COOKIE PRESS and CAKE DECORATOR SET
14 pieces boxed \$1.00 Retail
Immediate Delivery
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FLASH SUPREME SELLS ON SIGHT



LOOKS LIKE A PARASOL. OPENS LIKE A PARASOL. IT IS THE BEST MADE PARASOL. see for your self

**\$24.00**  
Per Gross

Less than gross lots, \$2.50 per doz.  
3 samples will be sent for \$1.00 postpaid.

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**BUY DIRECT AT THESE LOW JOBBER PRICES**

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716 W. MADISON ST. CHICAGO 6, ILL.

Manufacturer of  
**HIGHEST QUALITY CHEWING GUM**  
**BALL GUM**  
**BUBBLE GUM**  
**BUBBLE BASE**

SOLICITES INQUIRIES FROM  
QUANTITY BUYERS ONLY

**BARKER BRANDS, Inc.**  
SEA BRIGHT, N. J.

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**FOR SALE**

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Full One Pound Boxes, each Ribbon Tied. Choice of Chocolate Covered Chips, Nut Butter Sticks, Peppermint Sticks, Spearmint Jellies and Wrapped Caramels, packed 36 boxes to case, \$7.50 Ca. (5 case lots, \$37.00).

Terms: Cash or 1/2 deposit, balance C. O. D. Full sample box of all 5 kinds (full 5 lbs. of candy), postpaid \$2.00.

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**CASTERLINE BROS.** Dept. L, Chicago 25, Ill.

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(5 Gr. Lots) **\$14.40 Per Gross**  
Sample Gross, \$15.00; Sample Doz., \$1.50; Postpaid.

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LOOKS LIKE GOLD

WATCH CHAINS and CHARMS, DUST CONTAINERS, SCARF PINS, UNMOUNTED NUGGETS, ETC.

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P. O. BOX 424  
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Aluminum Milk Bottles, not loaded, Ea. . . \$1.10	Dice Lamp, Electric, Dz. . . . . \$18.75
Wood Milk Bottles, loaded, 1/2 lb. Ea. . . . . .85	Yellow Flying Birds (whistler), Gr. . . . 9.60
Wood Milk Bottles, loaded, 1 lb. Ea. . . . . 1.00	Metallic Flying Birds (whistler), Gr. . . 12.00
Wood Milk Bottles, loaded, 2 lbs. Ea. . . . . 1.10	Jap (Inside Whistle) Bird, 3 dz. In box . 3.75
"Worth" Baseballs, Dz. . . . . 2.25	Radio Snakes, Gr. . . . . 9.60
Plaster Doll, Asst., 13 1/2 to 15 1/2 In. Dz. 3.00	Chinese Paper Snakes, Gr. . . . . 8.50
Swaggers, Full Size, Gr. . . . . 3.00	Metallic Foil Pinwheel, Gr. . . . . 9.00
Plastic Crook Handle Canes, 100 for . . . 15.00	White Sailor "Gob" Hat, Gr. . . . . 24.00
Batons, Tinsel Head, Gr. . . . . 13.50	Miniature Cowboy Hat, Gr. . . . . 14.25
Tinsel Batons, with Balls, Gr. . . . . 15.75	Miniature Spanish Hat, Gr. . . . . 21.00
Composition Monkey on Stick, Gr. . . . . 28.00	Extra Large Spanish Hat, Dz. . . . . 4.25
Fur Jumping Monkey without Stick, Dz. . 2.00	Comic Yodler Hat, Gr. . . . . 16.50
Celluloid "Kewpie" Doll w/feather . . . 2.75	Mexican "Cholo" Hat, Gr. . . . . 24.00
Dress, 7 in. tall, Dz. . . . . 3.75	Full Size Spanish Hat, Gr. . . . . 30.00
Celluloid "Kewpie" Doll, w/feather . . . 3.75	Full Size Cowboy Hat, Gr. . . . . 33.75
Dress, 8 in. tall, Dz. . . . . 3.75	Coolie Straw Hat, Dz. . . . . 2.75
8" Cat Tails, w/Comic Card, 100 for . . 5.50	Miniature Mexican Straw Hat, Gr. . . . 8.75
20" Jumbo Fox Tails, Dz. . . . . 4.50	Miniature Straw Hat, Box of 3 Dz. . . 3.75
Beacon Mingo or Magnet Bikts, Ea. . . . 3.30	Beanie Propeller Hats (2 Blades), Dz. . 2.35
Beacon Toba or Midway Bikts, Ea. . . . 2.75	Cardboard "Pop Gun", Gr. . . . . 4.25
Case Lots of 30-10¢ Less per Blanket .	2-Way Mirror, 100 for . . . . . 4.50
	1 1/2 In "Comeback" Balls, Gr. . . . . 4.50
SLUM	GLASSWARE
Enamel Tin Cigarette Cases, Gr. . . . . \$4.00	Miniature Beer Mugs, Gr. . . . . \$3.50
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Nosco Plastic Animal Standups, Gr. . . . . .95	Glass Ashtrays, Gr. . . . . 3.50
Metallic Pinwheels (misprints), Gr. . . 4.25	Glass Custard Cups, "Fire-King", Gr. . 4.50
"Kiddy" Sun Specs, Dz. . . . . 1.15	Glass Desert Dishes, Gr. . . . . 4.50
Metal Bean Blower, Gr. . . . . 3.00	
Bean Blower Ammunition (250 pkgs.) . 5.40	
Min. Metallic Paper Hat, Gr. . . . . 2.00	
Comic Postcards, Very Snappy, 1000 for. 3.50	

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**GUNS - - - - HOTTEST FALL ITEM - - - - GUNS**

**NICKEL CHROME PLATED—CUSTOM FINISH**



25-SHOT TUBULAR MAGAZINE CHROME PLATED .22 CAL. REPEATING RIFLE, ILLUSTRATED ABOVE, \$33.50, F. O. B. ST. PAUL.

8-SHOT CLIP MAGAZINE CHROME PLATED .22 CAL. REPEATING RIFLE, \$28.50.

TERMS: CASH OR C. O. D.

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No. 4286 1/30 14K RGP. Something new! Pear shaped stones on side in red or white with large white center stone. doz. \$19.50

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Same model, larger and heavier No. 4105 doz. \$24.00

No. 4235 New — imit. white-stone center with baguette sides in red or white. 1/30 14K RGP. doz. \$18.00

No. 4205 Heavy men's ring. All imit. whitestones or white with imit. rubies on sides. 1/30 14K RGP. doz. \$22.50

Write for New Catalog of Complete Line

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**THOMAS E. DEWEY \* HARRY S. TRUMAN**

Full 1 3/16 inch, top quality, metal lithographed buttons with photographic reproduction of your favorite candidate. Attractive soap brown finish.

BUTTONS ONLY	100 LOT	500 LOT	1,000 LOT
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Immediate shipment. Send check or money order. 25% deposit on C. O. D. We are in position to supply all types of campaign buttons and badges. Write for details.

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**NOVELTY MEN,**  
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Hottest Item in Years

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FIRST QUALITY—ALL BLACK STOCK

**\$18.00 Gr.**

Order Sample Gross and be convinced as others have.

5 Gr. Lots or More . . . . . \$16.50 Gr.  
24" Raffan Sticks . . . . . 70c Gr.

(Sticks used in attaching Black Widow Spiders.)

Hands Up Pipes . . . . . \$14.40 Gr.  
Lg. Size Chinese Paper Snakes . . . . 7.20 Gr.  
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20" Cowboy Rayon Scarfs . . . . . 6.00 Dz.  
20" Roy Rogers Rayon Scarf . . . . . 6.40 Dz.  
20" Cotton Roy Rogers Scarf . . . . . 3.00 Dz.  
Assorted Metal Scarf Slides . . . . . 2.00 Dz.

Complete Lines of Novelties for Rodeos, Fairs and Celebrations.

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1013 MISSION ST.  
SAN FRANCISCO 3, CALIF.

**100% PROFIT**

on reconditioned  
Nationally Advertised  
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YOUR COST, \$10.

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**BE convinced—**  
**Order samples!**

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Flashlight & Ball Point Pen Combination in Gold Plated Case, \$6.00 Doz.  
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Sharp colors.

All plush Scotty Dogs with electric light-up eyes, \$16.00 doz.  
Black and brown.

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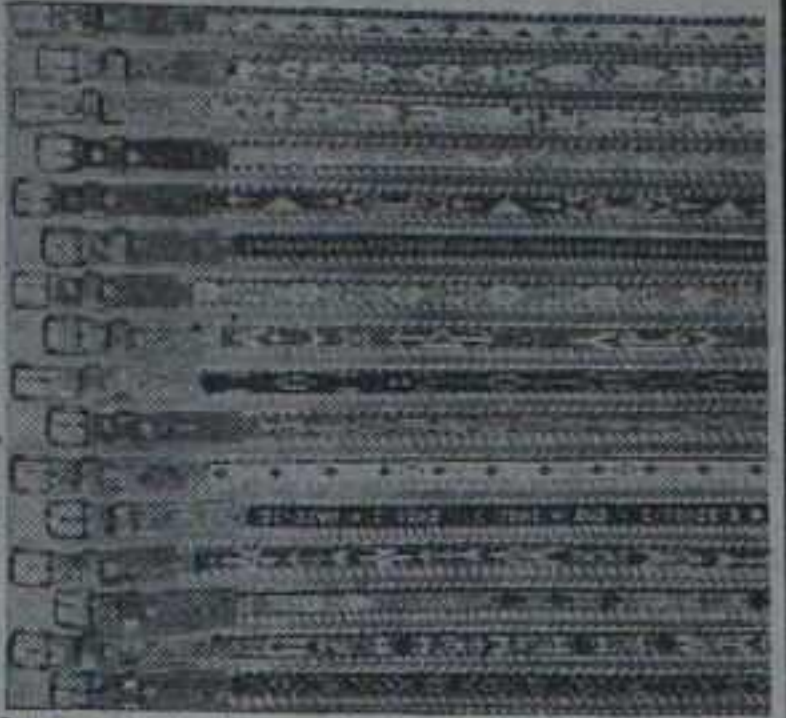
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No. 400

Attractive One Inch Indian Design Beaded Belt. Beautiful assortment of Hand-Loomed Beaded Strips, sewed on full top-grain finest selected one piece beautifully embossed cowhide saddle LEATHERS. Ends tapered per Western style. Two edges hand-laced in white. Quality gilt hardware. Packed in One Dozen to box, assorted sizes as follows: 1-24, 2-28, 3-28, 3-30, 2-32, 1-34. **NOT IN-SUBSTITUTION - MADE MERCHANDISE.** Guaranteed to sell legally anywhere in the world.

FOR ALL INDIAN-TYPE MERCHANDISE, send for our latest catalogue.



Suggested Retail \$4.95  
 Your Price **\$30.00** per doz.  
 Sample \$4.00

TERMS: Open Account to Rated Firms  
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Quantity Discounts to Bona Fide Jobbers & Wholesalers.

Dept. B, 2122 N. Lincoln Ave. Chicago 14, Ill.

**THUNDERBIRD PRODUCTS CO.**

# FLAGS - DECORATIONS - NOVELTIES

Canes, Tissue Shakers, Tissue Fringe, Carnival Pennant Strings, Half Fans, Pull Downs. Special Design Flags.

**"National Line"**

**THE NATIONAL FLAG COMPANY**  
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**ELECTRIC FANS—NON-OSCILLATING—AC**  
 10" sturdily built electric fans. Lots of 6, \$6.60 each; single sample, \$7.50; retails \$14.50.

**NEW AIR COOLED ELECTRIC IRON**  
 All chrome finished, genuine walnut handle with reliable indicator, long life elements. Lots of 6, \$3.65 each; retails \$7.49; single sample, \$4.65. Electric plug-in cord for above irons, lots of 6, 27¢ ea.

**PORTABLE ICE BOXES**  
 Made of heavy galvanized steel, finished with pea green enamel, detachable carrying handles. Size: 17"x8 3/16"x11". Lots of 4, \$4.75; retails \$8.95; single sample, \$6.00.

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 Pretty girl subject, 2 1/4"x3 1/2". A carton of 200, only \$2.00.

**PRICES F. O. B. CHICAGO**  
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<p>"LIE DETECTOR"                  Newest, "Hot-test" Item Out!                  60¢ dozen                  \$6.75 gross</p>	<p>"HOT DOG" MATCHBOOK                  Red-Tipped "Hot Dog"                  Fast Seller.                  50¢ dozen                  \$5.75 gross</p>	<p>CRYING TOWELS                  Novelty Sensation!                  6 in. Envelope.                  75¢ dozen                  \$8.75 gross</p>
<p>JUMBO MATCHBOOK                  12 1/2 inches long!                  100 matches!                  90¢ dozen                  \$10.50 gross</p>	<p>SQUIRTING CAMERA                  Looks real, but squirts 10 feet!                  \$3.60 dozen                  \$42.00 gross</p>	<p>COMIC WALL SIGNS                  Funny, clever, etc.                  12 diff. styles.                  50¢ dozen                  \$5.75 gross</p>

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**JOBBER'S WHOLESALE CATALOG, 10¢—413 Fast Sellers!**

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No. BBN7 . . . . . **\$6.00** per doz.  
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17 Jewel — Rhinestone Dial  
**GUARANTEED BRAND NEW**  
 Rolled Gold Case

**\$12.75** EA. WITH LEATHER STRAP  
 Gold Filled Expansion Bands, \$1.50 Extra  
 (Minimum Order—3 Watches)

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 Single Head . . . . . \$2.25 ea.  
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 Each in pouch. We supply Cellophane, etc., for Display Purposes, FREE.

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 Gorgeous GIRL models . . . . .  
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 with Lighter . . . . .  
 2-Way **GOLDTONE** Ball Point Pen.  
 1 end RED. . . . . \$6.00 per doz.  
 1 end BLUE . . . . .

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Gene Autry autograph on back of every watch. Each watch packed in Attractive Display Box. Big HIT with ten thousands of GENE AUTRY Fans. Printed **GUARANTEE** with each watch.

Luminous Hands Western Strap **\$4.79** EACH

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 Best Assortment in the WEST  
 Special Offer—3-Stone Ring 1/20-14K-R. G. P. . . . . **\$18.00** DOZ.

WE HAVE THE MERCHANDISE YOU WANT AT LOWEST PRICES—Pocket Knives • New Haven ALARM Clocks and Watches • Gibraltar Electric Clocks • Pens and Many Novelties.

TERMS: 25% Deposit, Balance C. O. D.

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**GENE HOFFMAN** Prop. Est. Since 1926

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Everyone wants horses today. . . . This is our original **GENUINE SILVER-PLATED** horse. (Plated on ceramic.) An absolutely new item, excellent repeats, popularly priced. Individually boxed, immediate delivery. We guarantee that this silver plate will not tarnish, and insert guarantee slip so stating in each box.

Price per dozen **\$24.00**  
 Sample \$2.25

Ideal for Premiums and Prizes.  
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Mfd. by  
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We also manufacture 12 styles of miniatures (3 in. high) in the same silver finish. Price, \$4.80 per dozen. Individually boxed. 12 style assortments to the carton. **ALL OUR ITEMS ARE GUARANTEED NOT TO TARNISH.** Sample dozen on request, \$4.80.

Stands 10 1/2 Inches

MOUSE WORKERS, PITCHMEN **ATTENTION!** Made of Plastic

ORIGINAL The Mysterious **WONDER MOUSE** Made of Plastic

**EMIL SEIBOLD**  
 97-36 63rd Drive, Rego Park, L. I., New York

They are perfectly balanced; everyone a worker. Will not melt in hot weather. Mouse gray color. Packed in attractive 3-colored boxes. Prompt shipment. 25% with order, balance C. O. D. **\$6.00** Per Gross

**CARNIVAL NOVELTY HATS**

Famous "GOB" Suitable for embroidery writing. A good repeat item!

• ASSORTED COLORS •  
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 • IMMEDIATE DELIVERY •

We do not sell to the consumer trade. Jobbers' inquiries invited.

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Colorful "CREW" Suitable for embroidery writing. Sure fire seller!

PLASTER STATUES  
 SWAGGER CANES  
 HAWAIIAN LEIS  
 SLUM  
 BASEBALLS  
 GLASSWARE

CORK GUNS. Each. . . . . \$4.95  
 5-INCH POCKET COMBS, Gr. . . 1.50  
 NO. 4 BALLOONS. Gr. . . . . .80  
 NO. 10 BALLOONS, Gr. . . . . 1.25  
 NO. 20 BALLOONS. Gr. . . . . 3.00

**WHITIE'S NOVELTY HOUSE**  
 180 WEST JACKSON AVE., BOX 1270 (PHONE 2-4410) KNOXVILLE 8, TENN.





**MEN'S MASSIVE RING**  
 3 Sparkling White Stones or With Ruby Center  
 1/20—12K Gold Filled  
 No. B6101  
**\$22.50** Doz.  
 In Sterling Silver No. B6102 **\$19.75** Doz.



**MEN'S 5-STONE RING**  
 HEAVY WEIGHT  
 3 White Stones or Cluster White, End Stones Ruby  
 Gold Filled  
 No. B6107  
**\$22.50** Doz.



**Ladies' Matched Ring Sets**  
 BRILLIANT WHITE STONES  
 Sterling Silver  
**\$9.00** up Per Doz. Sets  
 Gold Filled  
**\$10.50** up Per Doz. Sets  
 Write for Samples State Your Business



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 —WHERE RINGS ARE MADE—

**FOLDING CHAIRS**  
 HARDWOOD • STEEL  
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 ASK ABOUT OUR SPECIAL FOLDING CHAIR **\$1.89** EACH  
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 100 Lbs. \$50.00  
 Rush Order or Write for Details.  
**B. LOWE**  
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**Brand New Ding Store**  
 New—Timely—Appealing  
**\$1.00**  
 Brings Samples and Details.  
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 Worth investigating!

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 Wagon Jobbers, Candy, Carded Goods, Tobacco, News Dealers, Blade Men, make a killing with us in August. Just August ONLY. Send your name today for our August ONLY offer. After two years it's back again, for August ONLY! **RILEY'S SPECIALTY HOUSE**, Sulphur Springs, Florida.

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**BIG MONEY—QUICKLY AND EASILY**, Taking orders for complete line Personalized Initialed Buckles, Belts, Cap Badges, 2,000 emblems, Fast repeats. Write today, Hook-Fast Company, Box 480-BB, Roanoke, Va. **np 1731**  
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RELIABLE TRUCK DRIVERS, GOOD TALENT, bookers. Send pictures, references. State experience. Airmail. Marjorie Hobson, Mt. Pleasant, Iowa.

TALKER AND ACTS FOR SPORTS SHOW, AND Manager Talker, who can drive, for Eskimo Show, Milwaukee Centennial. Write Dave Irwin, care Archie Gray, Milwaukee Centennial.

TENOR SAX, BASS—THOSE DOUBLING Preferred. Also Trombone. Other musicians write. Guaranteed weekly salary. Fats Carlson, Box 593, Sioux Falls, S. D.

WANT ARCADE MECHANIC FOR TRAVELING arcade. Must drive. Top pay to capable man. Do not misrepresent. J. A. McDonald, Victory Expo. Shows, Quincy, Ill., week July 19-24.

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WANTED—ACCOUNT OF DISAPPOINTMENT, experienced Medicine Show Performers. Join on wire. Give full details first letter, salary wanted, age and if you have transportation. Dawson Players, Box 143, Bedford, Ind.

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Sells Like **HOT CAKES!**  
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- Candid Cameras. \$1.98 retailer. Super-duper. 1.20 Ea.
- Key Chain Knives, ass. colors, doz. on card. 2.50 Cd.
- Bobby Pins, black or brown, 24 on card. 4.20 Gr.
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**LA-MAR — MAGICIAN, MENTALIST, ILLU** sions, Spooks, Lady Assistant. Two-hour show. Auditoriums, theaters, entertainments. Booker wanted. La-Mar the Magician, Cambridge, O. 1931

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**ALTO SAX, TENOR SAX, CLARINET—AVAIL** able immediately. State salary, chairs. No co-bos, transposing, or jazz chairs. Single, sincere and sober. Bob Reid, Gen. Del., Manitou Beach, Mich.

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Ancil, John  
Anderson, Norman  
Ankin, George Jr.  
Anshel, Sammy  
Arnaut, Roy E. (Smoker)

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Archevman, G. H.  
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Auer, Palmer F.  
Averill, Billy  
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 William, A. B.  
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 Williams, R. H.  
 (Sweety)  
 Wilson, Bill (Web)  
 Wilson, Perry W.  
 Wilson, Walter  
 Winters, James W.  
 Wise, Mrs. John W.  
 Wolcott, William  
 Woodard, Norman  
 Mrs.  
 Woodcock, William,  
 COL.  
 Woodward, Ted  
 Woody, Jim  
 Joseph  
 Wotasek, Paul J.  
 Worthy, H.  
 Wright, Jack  
 (Cowboy)  
 Yellowieb, Anthony  
 Victor  
 Young, Max B.  
 Young, Mrs. Max  
 Young, Gypsy  
 Green  
 Yuen, Kenneth  
 Lain  
 Zebik, Jack  
 Zern, Charles A.

Demars, Mr. &  
 Mrs. F.  
 Deas, Carl Wright's  
 Dow, Freddie  
 Edwards, Blanche  
 Elverick, Walter  
 Faisst, Frank  
 Finke, Doris  
 Genious, Kenneth  
 Gichrist, Charlotte  
 Gutierrez, Joseph H.  
 Hallock, Hon. Bob  
 Hamilton, Carlin  
 Hamman, E. M.  
 Hannah, Billie  
 Harper, Annette  
 Hartnett, Robert J.  
 Harton, Mary  
 Harris, Richard  
 Heiman, Max  
 Herman, Al  
 Holts, David  
 Horne, Berna  
 Howard, Bert  
 Howard, Mr. &  
 Mrs. Merle  
 Jack, Willard  
 Jacobs, Mrs. Joy R.  
 Janosek, William  
 Jones, Cecelia  
 Keller, Louise  
 Kikapan, Chief  
 Kirkman, Jack  
 Kluesen, Leoy  
 Kneint, William  
 Kolout, Jr., J.  
 Lane, Dotty  
 Lee, June  
 Lee, John J.  
 Littler, J.  
 Lowe, Ed.  
 Lynn, J. W.  
 Lynn, Robert B.  
 Mack, Edward  
 Orral

O'Dea, Shannon  
 One-O-One Ranch  
 O'Saturday, Major  
 Parasand, Vincent  
 Pelley, Burnam  
 Perry, Lucky Jack  
 Perre, Jack  
 Phipps, M.  
 Pink, William  
 Porter, Roland  
 Powers, Mr. Alva  
 Renshaw, Irene  
 Resnan, Beilla  
 Rice, Allen  
 Rice, Ruth  
 Richards, R. W.  
 Richmond, Leo  
 Roberts, George  
 Robertson, Paul P.  
 Rodgers, Jackie  
 Ross, Diane  
 Saban, Irene Roth  
 Saliers, Don  
 Satterlund, Leo  
 San Fratello  
 Shepardson, Eugene  
 Sherwood, George  
 Sigal, Dorothy  
 Simian, Richard  
 Signor's Shooting  
 Galleries  
 Simons, Raymond  
 Socranson, Ted E.  
 Stevens, George W.  
 Stinnett, Lucky Ray  
 Stinson, Terry  
 Malone  
 Sterenson, Twisto  
 Talley, Mr. & Mrs.  
 W. J.  
 Terrell, Jack  
 Thompson, Art &  
 Ina

Holt, A. C.  
 Hour, Mr. & Mrs.  
 Charley  
 Hudson, Vernon C.  
 Hutchens, John W.  
 Hutchinson, John  
 Thomas  
 Hyland, R. C.  
 Irey, R. C.  
 James, Bill  
 James, Helen  
 Jenner, Lawrence  
 Johnson, Mr. &  
 Mrs. Jesse  
 Kante, Mary  
 Ragan  
 Karnes, Walter  
 Kelly, Jack C.  
 Kimbrough, Earl  
 King, Larry  
 Kimmel, Mr. &  
 Mrs. Leo  
 Kolberg, Arnie  
 Krager, W. H.  
 LaBerta, Otis  
 Lafayette, Edward  
 Lambert, Harold A.  
 Lankford, Betty &  
 Son  
 Lantz, John  
 Leiner, Carl  
 Levine, Joseph B.  
 Luak, Mr. & Mrs.  
 R. J.  
 McCain, Ardon L.  
 McGovern, Roy Dale  
 McSpadden, Mrs.  
 Myrtle  
 Mackey, Roy  
 Madden, Raymond  
 W.  
 Males, J. G.  
 Marshall, Bob  
 Miller, Lloyd A.  
 Miller, W. M.  
 Milliken, James H.  
 Milliken, Wilson J.  
 Montez, Ricardo  
 Morgan, Miss Patay  
 Mucher, Lofty  
 Nell, Chester  
 Pambilio, Joe  
 Parasand, Vincent  
 Pasha, Evelyn-Bill  
 Pelley, Burnam  
 Peterson, George  
 Pierce, Wendell T.  
 Plier, Bob  
 Pine State Shows  
 Porter, Roland  
 Porter, Shorty  
 Preston, Buck H.  
 Reed, Mrs. Louise  
 Robertson, Mrs. E.  
 E.

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 Beaumont, Jimmy  
 Bellar, Harry  
 Bellano, Mrs.  
 Emmett  
 Bellows, Clarence  
 Bergman, Leo  
 Berry, J. W.  
 Berr, T.  
 Blair, Fene Zora  
 Blair, Revell

Acar, Dale  
 Amack, Velma  
 Amack, Mrs.  
 Eugene S.  
 Ames, Jack Venay  
 Anderson, M. C.  
 Bailey, Bob  
 Bales, Mrs. Dorothy  
 Bales, Pete  
 Beard, C. W.  
 Brininger, C. B.  
 Brockway, Louise  
 Brockway, Joe  
 Bryer, Mr. & Mrs.  
 Ollie  
 Burns, Robert B.  
 Carter, W. M.  
 Carter, William  
 Carlson, Miss Evelyn  
 Chandler, Eloise  
 Charles, Duke  
 Clemmons, A. B.  
 Clemmons, Miss  
 Betty D.  
 Coleman, Leonard  
 W.  
 Corey, William  
 Crawley, Mrs.  
 Eleanor  
 Darling, Earl E.  
 Davis, Mrs. Ruth  
 Davidson, Mrs. Mae  
 Davidson, William  
 Deraps, Phillip  
 Deraps, Rita K.  
 DeVault, Mr. &  
 Mrs. Don  
 Davis, Mrs. E.  
 Dean, Al  
 DeLano, Louis

Dopson, Mr. &  
 Mrs. Chas.  
 Duran, Jack Jr.  
 Eckstein, Mr. &  
 Mrs. George  
 Eldridge, Jerry  
 Elliott, Mr. & Mrs.  
 Whitie  
 English, Mrs. Ruby  
 English, W. H.  
 "Cous"  
 Enos, Phillip R.  
 Evans, Bob G.  
 Fiddes, Harry S.  
 Fink, Charles  
 Thomas  
 Fortner, C. C.  
 Fortson, J. H.  
 Fortune, George E.  
 Garbey, Mrs. Lela  
 Garland, Horace  
 (Bob)  
 Gayle, Kay  
 Gibson, Jackie  
 Gordon, Charles L.  
 Green, Mrs. Clois  
 Grum, Frank  
 Haley, H. D.  
 Harbin, L. W.  
 Harris, Albert J.  
 Harrison, Ray  
 Harvey, Henry F.  
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 Hodine, Joe  
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 Queenabeth  
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 Scott, John  
 Sauer, Mrs. Frank  
 (Billie)  
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 Sewell, C. M.  
 (Curley)  
 Shallow, Alonzo  
 Shannon, Wilburn  
 Sheel, Frank  
 Shipley, C. W.  
 Sorenson, Sigrid  
 Smith, Tex  
 Smith, William  
 Daniel  
 Spitler, Paul  
 Bernard  
 Stralife, John  
 Sweney, Herbert  
 M.  
 Tanserean, Dan  
 Thornton, Dick  
 (Pappy)  
 Walker, Margaret  
 Wallace, Miss Jean  
 Wall, Jimmy "Red"  
 Wary, Charles R.  
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## 1948 FAIR DATES

(Continued from page 74)

Bridgeport—Lawrence Co. Fair Assn. Aug. 23-27. Grover C. Gross.	Auburn—De Kalb Co. Free Fair. Sept. 14-18. W. E. Walter, R. 2. Waterloo, Ind.
Brownstown—Payette Co. Fair Assn. Aug. 4-7. L. A. Tudor.	Bicknell—Knox Co. Farm Fair. Aug. 10-14. T. Perry Wesley.
Cambridge—Henry Co. Fair. Aug. 10-13. M. E. Werbach.	Bloomington—Monroe Co. Fair Assn. Aug. 18-21. Guy L. Baker.
Carmi—White Co. Agri. Assn. Aug. 15-20. Eldon (Bud) Niekarap.	Bluffton—Bluffton Street Fair. Sept. 28-Oct. 2. Dwight F. Gallivan.
Carthage—Hancock Co. Junior Fair. Aug. 10-13. Ernest Painter, LaHarpe, Ill.	Boonville—Boonville Fair Assn. Aug. 2-7. Albert C. Derr.
Charleston—Coles Co. Fair Assn. Aug. 2-5. Robt. R. Blackford.	Boswell—Benton Co. Fair Assn. Aug. 18-20. Lendall Lowman, Earl Park, Ind.
Chicago—Cook Co. Fair at Soldier Field. Aug. 27-Sept. 5. Orville F. Cullerton.	Brazil—Clay Co. 4-H Club Fair. Aug. 10-12. R. D. McHargue.
Danville—Eastern Illinois Fair. Aug. 31-Sept. 4. Howard W. Atkin.	Bourbon—Bourbon Fair Assn. Sept. 21-25. H. E. Byrer.
Decatur—Mason Co. Fair. July 28-30. E. L. Huntley.	Brookville—Franklin Co. 4-H Fair. Aug. 3-6. Mrs. Merrit Naylor.
Du Quoin—Du Quoin State Fair. Aug. 29-Sept. 6. H. E. Strong.	Brownstown—Jackson Co. Fair Assn. Aug. 16-21. Richard Elliott.
Elgin—Kane Co. Fair. Aug. 3-6. Ralph B. McKenzie.	Cayuga—Vermillion Co. Fair Aug. 4-8. V. N. Asbury, Newport, Ind.
Elizabeth—Elizabeth Community Fair. Sept. 1-2. L. V. Batz.	Centerville—Wayne Co. 4-H Fair. Aug. 2-6. Marilyn Rohe, R. R. 1, Richmond, Ind.
Fairbury—Fairbury Fair Assn. Aug. 24-27. Robt. J. Maurer.	Connersville—Payette Co. Free Fair Assn. Aug. 17-20. W. Erb Hanson.
Fairfield—Wayne Co. Fair Assn. Aug. 10-13. Bolland D. Scott.	Converse—Miami Co. Fair. Aug. 24-26. Allen Kling.
Farmer City—Farmer City Fair Assn. Aug. 1-6. E. S. Wightman.	Corydon—Harrison Co. Agri. Soc. Aug. 23-27. Dr. L. B. Wolfe.
Flora—Clay Co. Fair. Aug. 23-27. Loren Patty.	Crown Point—Lake Co. Fair. Aug. 24-29. George H. Neises.
Freeport—Stephenson Co. Junior Fair. Aug. 25-27. Boy Hefty, Orangeville, Ill.	Decatur—Decatur Free Street Fair. July 26-31. R. W. Pruden.
Georgetown—Voc. Agri. Fair. Aug. 23-28. Grover Blayney.	Elmora—Elmore Township Fair. Aug. 14-21. Leland Sargent.
Greenup—Greenup-Cumberland Co. Fair Assn. Aug. 23-28. John Jenitne.	Fairview—Fairview Farmers Fair. Aug. 25-28. Earl Furnish, Bennington, Ind.
Greenville—Bond Co. Fair Assn. Aug. 23-26. C. H. Johnson.	Flora—Carroll Co. 4-H Fair. Aug. 16-21. R. D. Landis.
Harrisburg—Saline Co. Agri. Assn. July 26-30. L. M. Hancock.	Fort Wayne—Allen Co. Fair Assn. Aug. 16-21. Carl Suedhoff.
Henry—Marshall-Putnam Fair. Aug. 31-Sept. 3. R. H. Monier, Spauld, Ill.	Frankfort—Clinton Co. Fair. Aug. 23-27. O. M. Meeker.
Highland—Madison Co. Fair Assn. Aug. 26-29. A. P. Spencer.	Goshen—Elkhart Co. Fair. Sept. 13-18. Roy M. Amos.
Kankakee—Kankakee Fair Assn. Aug. 10-13. Walter S. Ricks.	Greencastle—Putnam Co. Fair Assn. Aug. 9-14. Roy C. Sutherland.
Knoxville—Knox Co. Fair. Aug. 10-13. Ray Swanson, Galesburg, Ill.	Hamlet—Starke Co. 4-H Club Fair. Aug. 4-7. Tom Bell, R. R. 3, Knox, Ind.
La Fayette—La Fayette Fair. Aug. 3-5. Chas. Cavely, Toulon, Ill.	Huntingburg—Dubois Co. Fair. Aug. 9-13. Kermit Ruttkan.
Lewistown—Fulton Co. Fair Assn. Aug. 3-6. Arthur D. Young.	Huntington—Huntington Co. 4-H Fair. Middle of August. Fred A. Loew.
Lincoln—Logan Co. Fair Assn. Aug. 8-13. W. E. Layman.	Indianapolis—Indiana State Fair. Sept. 3-10. Orval C. Pratt.
Litchfield—Montgomery Co. Fair. Aug. 8-11. Ray Rostron.	Kendallville—Noble Co. Fair. Aug. 9-14. Clinton S. Rimmel.
Macomb—McDonough Co. Agri. Fair. July 27-30. J. D. Davenport.	Kentland—Newton Co. Fair Assn. Aug. 20-Sept. 3. J. A. M. Schuh.
Marion—Williamson Co. Fair Assn. Sept. 6-10. Ray Miller.	Kingman—Kingman Fair Assn. Aug. 9-14. Teresa McAllister.
Marshall—Clark Co. Fair. Aug. 9-14. H. R. Barnesberger.	La Fayette—Tippecanoe Co. Exhibit Assn. Aug. 16-18. Sarah J. Norris, Buck Creek, Ind.
Mason—Grundy Co. Agri. Fair. Sept. 3-6. W. F. Carter.	La Porte—La Porte Co. Fair Assn. Aug. 10-14. Robt. Pelan.
Melvin—Ford Co. Fair. Sept. 8-11. C. D. Thompson.	Lawrenceburg—Dearborn Co. Fair Assn. July 25-31. Bill Ritmann.
Mendota—Mendota Tri-Co. Fair Assn. Sept. 4-6. Paul A. Stenger.	Logansport—Cass Co. Fair Assn. July 25-31. Wm. (Babe) Thomas Jr.
Mendon—Mendon-Adams Co. Fair Assn. Aug. 9-12. I. M. Burbank.	Lycobs—Lycobs Fair. Aug. 25-28. D. R. Edwards.
Millford—Irequois Co. Agri. Fair. Aug. 10-12. Chas. Allen, Clansna Park, Ill.	Muncie—Muncie Fair. Aug. 1-6. A. G. Norrick.
Moline—Rock Island Co. Fair Assn. Aug. 4-9. George H. Reid.	New Castle—Henry Co. 4-H Club Exhibit. Aug. 9-12. W. G. Smith.
Morrison—Whiteside Co. Agri. Assn. Aug. 31-Sept. 3. V. M. Desinger.	North Vernon—Jennings Co. Fair Assn. July 25-30. Phillip Fox.
Mount Carmel—Mt. Carmel Fair. Aug. 16-20. E. Guy Pixley, West Salem, Ill.	Osgood—Ripley Co. Agri. Assn. Aug. 1-6. Wm. B. Delay.
Mount Sterling—Brown Co. Fair. Aug. 3-6. Walter I. Manny.	Perru—Miami Co. 4-H Fair. Aug. 4-8. Don Hostetler.
Nashville—Nashville—Washington Co. Fair. Aug. 10-13. J. K. Williamson.	Portland—Jay Co. Fair Assn. Aug. 8-13. Chas. C. Hartzell.
Newton—Jasper Co. Agri. Assn. Aug. 30-Sept. 4. C. L. Batman.	Princeton—Gibson Co. Fair. Aug. 30-Sept. 4. Chas. A. Steele.
Oblong—Crawford Co. Fair Assn. Sept. 6-11. Ralph Goodwin.	Rensselaer—Jasper Co. Fair Assn. Aug. 17-21. Robt. E. Conley.
Odell—Odell Community Fair. Sept. 9-11. Lowell Burns.	Reynolds—Reynolds Free Fair. Sept. 1-4. Albert Geler.
Olney—Richland Co. Fair Assn. Sept. 13-17. W. H. Shultz.	Rising Sun—Ohio Co. Fair. Aug. 34-38. Ralph E. Gessom.
Oregon—Ogle Co. Fair. Sept. 4-6. E. D. Landers.	Rochester—Fulton Co. 4-H Fair Assn. Aug. 3-6. Fred Rankin.
Ottawa—La Salle Co. Junior Fair. Aug. 10-12. Edmund Freese.	Rockport—Spencer Co. Fair Assn. July 26-31. Styls Matthews.
Paris—Edgar Co. Fair. July 25-30. Wm. Parrish.	Rockville—Parke Co. Fair Assn. Aug. 17-31. A. K. Noblitt.
Peoria—Heart of Illinois Expo. Aug. 31-Sept. 6. A. N. Ekstrand.	Rushville—Rush Co. Agri. Assn. Aug. 3-6. E. E. Privett.
Peotone—Will Co. Fair Assn. Aug. 5-8. O. M. Glinter.	Salem—Farmers-Merchants Fair Assn. Aug. 18-20. R. R. Tash.
Petersburg—Menard Co. Agri. Fair. Aug. 25-27. Lloyd W. Chalcraft.	Shelbyville—Shelby Co. Fair Assn. Aug. 8-13. Warren M. Brown.
Pleasant Hill—Pike Co. Fair Assn. Aug. 9-12. J. L. Laugharn.	South Bend—St. Joseph Co. 4-H Fair. Aug. 11-14. Oscar Valentine.
Pontiac—Livingston Co. Fair. Aug. 10-12. Guy K. Gee.	Spencer—Owen Co. Fair Assn. Aug. 16-21. Lois K. Long.
Princeton—Bureau Co. Fair. Aug. 24-27. Wayne Slutz.	Sunman—American Legion Fair. Sept. 3-6. E. W. Howrey.
Roseville—Warren Co. Agri. Fair. Aug. 24-27. John Felt.	Terre Haute—Vigo Co. Fair. Aug. 23-25. F. J. Acree.
Salem—Marion Co. Fair Assn. Sept. 6-11. W. R. Hancock.	Wabash—Wabash Co. Draft Horse Assn. Aug. 24-28. W. K. Delaplaine.
Sandwich—Sandwich Fair Assn. Sept. 8-12. C. R. Brady.	Wanamaker—Marion Co. Free Fair. Aug. 18-21. Harry C. Roberts.
Shawneetown—Gallatin Co. Fair Assn. Sept. 14-18. Chas. I. Oldham.	Warsaw—Konciusko Co. Fair Assn. Aug. 31-Sept. 4. Ross W. Sittler.
Sparta—Randolph Co. Fair. Aug. 3-6. Harry G. Foster.	Winamac—Pulaski Co. 4-H & Community Fair. Aug. 17-21. Stuart Gast.
Springfield—Illinois State Fair. Aug. 13-22. Wm. (Jake) Ward.	
Stronghurst—Henderson Co. Fair. Aug. 17-20. Ralph Butler.	
Sullivan—Moultrie Co. Fair. Aug. 5-7. Walter M. Lane.	
Taylorville—Christian Co. Fair Assn. Aug. 1-6. Clifford C. Hunter.	
Vienna—Johnson Co. Fair Assn. Aug. 9-13. Paul Powell.	
Urbana—Champaign Co. Fair Assn. July 25-30. Carl A. Parks.	
Virginia—Cass Co. Fair Assn. Aug. 26-28. E. E. Greer.	
Warren—Warren Fair. Aug. 19-22. J. W. Richardson.	

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**RING BROTHERS**  
6050 Market St. Philadelphia 39, Pa.

Arlington—Des Moines Co. Fair Assn. Aug. 10-12. Fred Cromwell.  
 Atterville—Appanoose Co. Fair Assn. Aug. 10-11. E. C. Merkle.  
 Clear Rapids—All-Iowa Fair. Aug. 15-21. Andrew C. Hanson.  
 Central City—Linn Co. Fair. Aug. 5-8. T. W. Lewis.  
 Clarinda—Page Co. Agri. Fair Assn. Aug. 16-18. Kenneth R. Fulk.  
 Dallas—Jasper Co. Agri. Soc. Aug. 23-26. Leslie Doak, R. 1, Newton, Ia.  
 Columbus Junction—Louisa Co. Fair. Aug. 17-20. H. M. Duncan.  
 Clear Rapids—Four-County Fair. Aug. 18-21. Joe King.  
 Clarinda—Adams Co. Fair Assn. Aug. 2-6. A. L. Gauthier.  
 Clarissa—Wayne Co. Fair. Aug. 17-20. A. L. Cobel.  
 Cresco—Howard Co. Fair. Aug. 30-Sept. 3. C. C. Nichols.  
 Council Bluffs—Mississippi Valley Fair. Aug. 17-22. Frank Harris.  
 Council Bluffs—Winneshiek Co. Agri. Soc. Aug. 19-22. Leon R. Brown, Cresco, Ia.  
 Council Bluffs—Crawford Co. Fair. Aug. 9-12. Bryan Weberg.  
 Council Bluffs—Derby Dist. Agri. Assn. Sept. 7-10. Lewis O. Ryan.  
 Council Bluffs—Des Moines State Fair. Aug. 25-Sept. 3. L. B. Cunningham.  
 Council Bluffs—Clinton Co. Club Show. Aug. 11-13. Lyle Haring.  
 Council Bluffs—Lee Co. Fair Assn. July 28-31. J. R. Doherty.  
 Council Bluffs—Eagle Grove Dist. Junior Fair. Aug. 23-25. Gerhard Hanson.  
 Council Bluffs—Wapello Co. Agri. Fair Assn. Aug. 22-26. L. W. Hall.  
 Council Bluffs—Hardin Co. Fair. Aug. 9-13. C. W. Haase.  
 Council Bluffs—Elkader Fair. Aug. 17-20. E. F. Seifert.  
 Council Bluffs—Paolo Alto Co. Fair Assn. Aug. 16-18. H. E. Barringer.  
 Council Bluffs—Emmet Co. Agri. Show. Aug. 19-21. Jesse DeVoss.  
 Council Bluffs—Pocahontas Co. Agri. Soc. Aug. 21-23. B. F. Barber.  
 Council Bluffs—Webster Co. 4-H Achievement Show. Aug. 10-12. Floyd D. Huling.  
 Council Bluffs—Adair Co. Fair Assn. Aug. 23-26. H. W. Crooks.  
 Council Bluffs—Potosi Co. Agri. Assn. Aug. 23-25. L. D. Brown, Brooklyn, Ia.  
 Council Bluffs—Grundy Co. Fair Assn. Aug. 4-7. C. S. Macy.  
 Council Bluffs—Guthrie Co. Fair. Sept. 7-10. M. L. Branson.  
 Council Bluffs—Franklin Co. Fair. Aug. 23-26. Glenn D. Craighton.  
 Council Bluffs—Shelby Co. Fair Assn. Aug. 9-12. J. H. Frederickson.  
 Council Bluffs—O'Brien Co. 4-H Fair. Aug. 16-17. L. L. Hansen.  
 Council Bluffs—Humboldt Co. Agri. Soc. Aug. 16-19. Levi W. Olson.  
 Council Bluffs—Buchanan Co. Fair. Aug. 19-22. B. O. Gates.  
 Council Bluffs—Warren Co. Agri. Assn. Aug. 9-12. Lewis Johnson.  
 Council Bluffs—Greene Co. Fair Assn. Aug. 17-20. Francis L. Cudahy.  
 Council Bluffs—Van Buren-Jefferson Co. Fair. Aug. 9-13. Arthur J. Secor.  
 Council Bluffs—Marion Co. Fair Assn. July 29-Aug. 1. A. C. Milner.  
 Council Bluffs—Plymouth Co. Agri. Soc. Aug. 16-18. Don P. Carter.  
 Council Bluffs—Decatur Co. 4-H Fair Assn. Aug. 9-12. W. B. Halstead.  
 Council Bluffs—Lorimer Agri. Assn. Aug. 16-19. Clyde Thompson.  
 Council Bluffs—Mills Co. Fair Assn. Aug. 10-13. D. M. Kline.  
 Council Bluffs—Delaware Co. Fair. Aug. 10-13. E. W. Williams.  
 Council Bluffs—Calhoun Co. Fair Assn. Aug. 19-22. Sara S. Klots.  
 Council Bluffs—Jackson Co. Fair Assn. Aug. 9-11. L. S. Lein.  
 Council Bluffs—Central Iowa Fair. Sept. 14-17. George A. Price.  
 Council Bluffs—North Iowa Fair Assn. Sept. 3-7. M. C. Lawson.  
 Council Bluffs—Harrison Co. Fair Assn. Sept. 7-10. Fred C. Behm.  
 Council Bluffs—Jones Co. Fair. Aug. 18-21. Ross Baly.  
 Council Bluffs—Ringgold Co. Fair Assn. Aug. 18-21. Stuart W. Hoover.  
 Council Bluffs—Henry Co. Fair. Aug. 2-6. W. H. Bainter.  
 Council Bluffs—Woolbury Co. Fair Assn. Sept. 8-11. F. H. Rebelesky.  
 Council Bluffs—Big Four Fair Assn. Aug. 24-28. Horton Bloom.  
 Council Bluffs—Clayton Co. Agri. Soc. Aug. 27-29. Arthur Seeland, Froelich, Ia.  
 Council Bluffs—Story Co. 4-H Fair Assn. Aug. 16-19. Glenn Z. Randsau, RFD 2, Ames, Ia.  
 Council Bluffs—Worth Co. Fair Soc. Aug. 15-18. Glenn O. Tenold.  
 Council Bluffs—Monona Co. Fair. Aug. 23-26. Harold J. McNeill.  
 Council Bluffs—Mitchell Co. Agri. Soc. Aug. 26-28. Max Katz.  
 Council Bluffs—Clarke Co. 4-H Fair. Aug. 17-20. Floyd Newman.  
 Council Bluffs—Southern Iowa Fair Assn. Aug. 8-14. Clyde A. Hanna.  
 Council Bluffs—Big 4 Agri. Soc. Sept. 3-6. A. S. Burdick.  
 Council Bluffs—Lyon Co. Fair. Aug. 15-18. Don DeWany.  
 Council Bluffs—Calhoun Co. Expo. Aug. 9-14. J. H. Nutter.  
 Council Bluffs—Sac Co. Fair Assn. Aug. 18-21. Chas. A. Hacke.  
 Council Bluffs—Osceola Co. Livestock Show. Sept. 8-11. Sam D. Robinson.  
 Council Bluffs—Clay Co. Fair. Sept. 13-18. L. A. Wittler.  
 Council Bluffs—Dickinson Co. Agri. Soc. Aug. 17-19. L. E. Hendricks.  
 Council Bluffs—Winneshiek Co. Junior Fair. Aug. 19-21. Vincent Otis.  
 Council Bluffs—Cedar Co. Fair. Aug. 31-Sept. 3. J. F. Casterline.  
 Council Bluffs—Tama Co. Fair Assn. Aug. 18-21. Elmer Taylor Jr.  
 Council Bluffs—Benton Co. Agri. Soc. Aug. 12-15. Richard K. Bauder.  
 Council Bluffs—Waterloo Dairy Cattle Congress. Oct. 4-10. E. B. Estel.  
 Council Bluffs—Allamakee Co. Agri. Assn. Aug. 16-19. A. M. Monsrud, Harpers Ferry, Ia.  
 Council Bluffs—Bremer Co. Fair Assn. Aug. 12-14. L. V. Ormston.  
 Council Bluffs—Hamilton Co. Fair. Sept. 6-9. W. H. Johnson.

West Liberty—Union Dist. Agri. Soc. Aug. 23-26. Ray Wuestenberg.  
 West Union—Payette Co. Fair. Aug. 23-26. Ed Bauder.  
 What Cheer—Keokuk Co. Fair. Aug. 21-24. E. P. Lally.  
**KANSAS**  
 Abilene—Central Kan. Free Fair. Aug. 23-27. Leonard Pike.  
 Allen—Northern Lyon Co. Fair. Sept. 16-18. T. B. Davis.  
 Alma—Four-H Club Fair Assn. Aug. 26-28. A. J. Pecinovsky.  
 Anthony—Anthony Fair Assn. July 20-23. Edwin C. Toler.  
 Auburn—Auburn Grange Fair. Oct. 1-2. Mrs. Ina Cellers.  
 Belle Plaine—Belle Plaine Fair Assn. Sept. 9-10. Dallas W. Davis.  
 Belleville—North Central Kan. Free Fair. Aug. 30-Sept. 3. Homer Alkire.  
 Beloit—Mitchell Co. Fair Assn. Sept. 7-10. Lyle Lukens.  
 Big Springs—Douglas Co. Fair Assn. Aug. 26-27. Carl Kampschroeder, Leecompton, Kan.  
 Blue Rapids—Marshall Co. Stock Show & Fair. Aug. 24-27. C. B. Coulter.  
 Buhler—Buhler Community Fair. Oct. 28-30. J. A. Johnson.  
 Burden—Eastern Cowley Co. Fair. Aug. 18-20. Dick Alexander.  
 Burlington—Coffee Co. Fair. Aug. 30-Sept. 3. Carl N. Henning.  
 Caldwell—Sumner Co. Fair. Sept. 9-11. P. W. Frazier.  
 Cheney—Sedgwick Co. Fair Assn. Aug. 30-31. Frank A. Ryniker.  
 Cimarron—Gray Co. Fair Assn. Aug. 26-28. Chas. S. Sturtevant.  
 Clay Center—Clay Co. Free Fair. First week in Sept. Royal Vergades.  
 Coffeyville—Inter-State Fair. Sept. 6-11. Lawrence M. Smith.  
 Colby—Thomas Co. Fair Assn. Aug. 17-20. J. B. Kuska.  
 Columbus—Cherokee Co. Am. Legion Fair. Aug. 30-Sept. 4. Kenneth McComak, Hallowell.  
 Conway Springs—Conway Springs Fair Assn. Sept. 23-24. R. H. Cline.  
 Cottonwood Falls—Chase Co. Fair. Sept. 29-Oct. 2. Ernest McKenzie.  
 Delphos—Ottawa Co. Fair Assn. Aug. 19-21. Harold Mertz.  
 Dodge City—Southwest Fair & Rodeo Assn. Sept. 7-11. Ward Perkins.  
 Downs—Osborne Co. Fair. July 28-31. Chas. H. McConnell.  
 Eppingham—Eppingham Fair Assn. Aug. 17-20. Clarence J. Hegarty.  
 Ellis—Ellis Co. Jr. Free Fair. Sept. 22-25. Jack R. Nicholson.  
 Emporia—Lyon Co. Fair Assn. Aug. 24-27. Warren R. Jones.  
 Eureka—Greenwood Co. Fair Assn. Aug. 31-Sept. 3. Harrison Brookover.  
 Fort Scott—Bourbon Co. Fair Assn. Sept. 1-3. James C. Neal.  
 Garden City—Finney Co. Free Fair. Sept. 29-Oct. 1. Herb W. Clotter.  
 Gardner—Johnson Co. Free Fair. Sept. 1-4. Eldon E. Moore.  
 Garnett—Anderson Co. Fair Assn. Aug. 25-27. Fred L. Coleman.  
 Girard—Crawford Co. Fair Assn. Aug. 23-27. Marvin Green.  
 Glasco—Cloud Co. Fair. Aug. 16-18. L. J. Nutland.  
 Goodland—Northwest Kan. Dist. Free Fair. Aug. 24-27. H. R. Shimeall.  
 Great Bend—Barton Co. 4-H Fair. Aug. 17-19. Robt. J. Danford.  
 Greensburg—Kiowa Co. Free Fair Assn. Aug. 4-7. W. A. Stewart.  
 Hardtner—Barber Co. Fair Assn. Aug. 31-Sept. 3. J. M. Mols.  
 Harper—Harper Co. Agri. Fair Assn. Aug. 24-27. R. E. Dresser.  
 Hillsboro—Marion Co. Fair Assn. Sept. 28-Oct. 1. Arthur H. Penner.  
 Holton—Jackson Co. Fair. Aug. 18-20. Matt J. McAssey.  
 Horton—Tri-County Fair. Sept. 8-10. Jules A. Bourquin.  
 Howard—Elk Co. Fair Assn. Aug. 24-26. Noel Mullendore.  
 Hutchinson—Kansas State Fair. Sept. 19-24. S. M. Mitchell.  
 Inman—Inman Community Fair. Oct. 15-17. Wm. J. Braun.  
 Iola—Allen Co. Agri. Soc. Aug. 30-Sept. 4. Northcott Alken.  
 Kincaid—Kincaid Fair Assn. Sept. 23-25. W. R. Brown.  
 Kingman—Kingman Co. Fair. Oct. 6-9. Bruce L. Behymer.  
 Lane—Lane Fair Assn. Aug. 13-14. W. J. Robinson.  
 Longton—Elk Co. Fair Assn. Sept. 9-11. Bert Speer Howard Kan.  
 Macksville—Stafford Co. 4-H Fair. Week of Aug. 23. Fred Hopley.  
 Minneapolis—Ottawa Co. Fair. Aug. 25-27. J. Willard Fouts.  
 Mound City—Linn Co. Fair Assn. Aug. 24-27. John H. Morae.  
 Ness City—Ness Co. 4-H Fair. Aug. 16-17.  
 Newton—Harvey Co. Fair Assn. Aug. 31-Sept. 3. Guy W. Webster.  
 Norton—Norton Co. Agri. Assn. Aug. 16-20. Guy L. Allen.  
 Oberlin—Decatur Co. Fair Assn. Aug. 23-26. E. R. Woodward.  
 Onaga—Pottawatomie Co. Fair. Aug. 25-27. Howard Haughout.  
 Osage City—Osage Co. Fair. Aug. 25-27. F. D. Cellier.  
 Osawatomie—Osawatomie Free Fair. Sept. 8-10. R. A. Hanfeld.  
 Osborne—Osborne Co. Fair Assn. Aug. 9-11. Dr. C. W. Rogers.  
 Oswego—Lafayette Co. Fair. Aug. 24-27. Arthur T. Sanders.  
 Ottawa—Franklin Co. Agri. Soc. Aug. 23-25. Willard Lister.  
 Overbrook—Overbrook-Osage Co. Fair. Sept. 1-3. Emery E. Paget.  
 Paola—Miami Co. Fair Assn. Sept. 1-3. Benj. Attebery.  
 Pratt—Pratt Co. Fair. Aug. 25-27. W. E. Gladhart.  
 Rush Center—Rush Co. Fair. Aug. 23-26. Roy Peterson.  
 Richmond—Richmond Free Fair Assn. Aug. 18-20. Ralph S. McCrea.  
 Rush Center—Rush Co. Fair Assn. Aug. 20-Sept. 2. Roy Peterson.  
 Saint Francis—Cheyenne Co. Fair. Sept. 1-3. Wm. R. Wilber.

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CHICAGO 6, ILLINOIS

Salina—Saline Co. Fair Assn. Aug. 21-Sept. 3. John C. Sauerwein.  
Scott City—Scott Co. Free Fair. Sept. 6-8. Donald Christy.  
Sedan—Chautauqua Co. Free Fair. Sept. 30-Oct. 2. Carl Ackerman.  
Seneca—Nemaha Co. Agri. Fair Assn. Aug. 12-14. A. J. Haverkamp.  
Smith Center—Smith Co. Free Fair Assn. Aug. 24-27. Paul Gilpin.  
Stafford—Stafford Co. Fair. Sept. 7-10. Art Harzman.  
Stockton—Rooks Co. Free Fair. Sept. 1-5. Ray Marshall.  
Sublette—Haskell Co. Fair Assn. Aug. 19-21. Frank McCoy.  
Syracuse—Hamilton Co. Fair. Sept. 3-4. Glenn E. Wilson.  
Sylvan Grove—Sylvan Grove Fair Assn. Sept. 8-11. W. A. Busick Jr.  
Thayer—Thayer Fair Assn. Sept. 1-3. H. M. Minnich.  
Tonganoxie—Leavenworth Co. Fair. Sept. 1-3. George L. Baker.  
Topeka—Kansas Free Fair Assn. Sept. 11-17. Maurice W. Jencks.  
Vinland—Vinland Grange Fair. Sept. 23-25. Woodrow Sturdy. R. F. D. 3, Baldwin, Kan.  
Wakeeney—Trego Co. Free Fair. Aug. 24-27. Lew H. Galloway.  
Wakefield—Wakefield Free Fair. Oct. 6-8. Mrs. Mildred Eye.  
Washington—Washington Co. Fair Assn. Sept. 9-11. A. C. Fuhrken.  
Wellsville—Wellsville Picnic Fair Assn. Sept. 9-10. J. H. Cramer.  
West Mineral—Mineral District Free Fair. Sept. 8-11. John Blair.  
Wetmore—Nemaha Co. Free Fair Assn. Aug. 26-28. Earl E. Church.  
Wichita—Kansas Natl. Livestock Show. Oct. 5-9. Conlee Smith.  
Winfield—Cowley Co. Free Fair. Aug. 31-Sept. 3. Nobel Bradbury.

**KENTUCKY**

Alexandria—Alexandria Fair. Sept. 4-6. J. W. Shaw, Newport, Ky.  
Barbourville—Knox Co. Fair Assn. Aug. 23-28. Gorman W. Taylor.  
Booneville—Owalee Co. Fair Assn. Sept. 23-25. Fred W. Gabbard.  
Broddhead—Broddhead Fair. Aug. 11-14. W. O. Yadon.  
Burlington—Boone Co. 4-H Utopia Fair. Aug. 20-21. Mrs. Vernon Pope.  
Burns—Livingston Co. Fair Assn. Oct. 1-2. Ophelia Martin. Smithland, Ky.  
Murray—Calloway Co. Fair. Aug. 18-20. Clarence Mitchell.  
Carrollton—Carroll Co. Fair. Oct. 6-9. P. H. Williams.  
Central City—Muhlenberg Co. Fair Assn. Sept. 6-11. Larry Stone.  
Columbia—Adair Co. Fair. Aug. 11-14. Jack Williams.  
Falmouth—Falmouth Fair. Aug. 25-26. H. B. Best.  
Germantown—Germantown Fair Assn. Aug. 12-14. R. E. Asbury.  
Glasgow—Barren Co. Am. Legion Fair. Aug. 25-28. Wm. H. Jones Jr.  
Grayson—Grayson Co. Fair. Oct. 1-3. John Debord, Grahn, Ky.  
Greenup—Greenup Co. Fair. Sept. 16-18. James Melvin.  
Hardinsburg—Breckenridge Co. Fair. Sept. 10-11. W. C. Pate.  
Harrodsburg—Mercer Co. Fair. July 27-31. John S. Buster.  
Hartford—Ohio Co. Fair. Sept. 9-11. J. R. Russell.  
Inez—Martin Co. Fair. Sept. 23-25. Wm. P. Cornett.  
Irvine—Estill Co. Fair. Sept. 3-4. S. H. Rice.  
Jamestown—Russell Co. Fair. Aug. 4-7. R. Felton Robertson.  
Kuttawa—Lyon Co. Fair. Sept. 3-4. Levi Oliver, Eddyville, Ky.  
Lebanon—Marion Co. Fair Assn. Aug. 18-21. R. L. Isaacs.  
Lexington—4-H Dist. & Fayette Co. Farmers' Fair. Sept. 1-2. Ed Parker Jr.  
London—Laurel Co. Fair. Aug. 25-28. Ellie Asher.  
Louisa—Lawrence Co. Fair. Aug. 16-21. C. K. Vantiburg.  
Louisville—Jefferson Co. Fair Assn. Aug. 9-12. Tom Young.  
Louisville—Kentucky State Fair. Sept. 12-18. J. O. Matlick.  
Manchester—Clay Co. Fair Assn. Sept. 23-25. J. M. Rogers.  
Mayfield—Graves Co. Fair. Aug. 24-27. Hoyt Jones.  
Morehead—Rowan Co. Fair. Oct. 8-9. Wm. K. Rouse.  
Mount Olivet—Robertson Co. Agri. Fair. Sept. 24-25. Theo. Schubert.  
Nicholasville—Jessamine Co. Lions Club Fair. Aug. 15-21. Harlan H. Veal.  
Owensboro—Owensboro Fair Assn. Sept. 8-11. Louis T. Riley.  
Paintsville—Johnson Co. Fair Assn. Sept. 9-11. John N. Mostoller.  
Pineville—4-H Club Fair. Sept. 16-18. Dr. J. M. Brooks.  
Pikeville—Pike Co. Fair Assn. Sept. 30-Oct. 3. Fannie Mae Howell.  
Russell Springs—Russell Co. Fair Assn. Aug. 4-7. R. Felton Robertson.  
Russellville—Logan Co. Fair. Aug. 25-28. Claud Tipton.  
Scottsville—V. F. W. Allen Co. Fair. Sept. 2-4.  
Shelbyville—Shelby Co. Agri. Assn. Aug. 3-7. Phil W. Moesser.  
Stanton—Powell Co. Agri. Fair. Sept. 9-11. James H. Hall.  
Warsaw—Gallatin Co. Farmers' Fair. Aug. 19-21. Audrey Spencer.  
Whitley City—McCreary Co. Fair Assn. Last week in Sept. George D. Corder.

**LOUISIANA**

Alexandria—Rapides Parish Agri. Fair. Sept. 29-Oct. 2. B. W. Baker.  
Amite—Tangipahoa Parish Fair. Oct. 7-10. J. H. Goldsby.  
Bastrop—Morehouse Parish Fair. Oct. 6-8. C. V. Shear.  
Coushatta—Red River Parish Fair Assn. Sept. 29-Oct. 2. Lester P. Vetter.  
Clinton—East Feliciana Parish Fair. Oct. 28-30. Overton Beauchary.  
De Ridder—Beauregard Parish Fair Assn. Sept. 28-Oct. 2. O. J. Hood.  
Donaldsonville—South La. State Fair Assn. Sept. 30-Oct. 3. Philip M. Sleet.

Eunice—Tri-Parish Fair. Oct. 14-17. Mrs. R. S. Parrott Sr.  
Franklinton—Washington Parish Fair Assn. Oct. 13-15. Mrs. Letha Bateman.  
Haynesville—Claiborne Parish Fair Assn. Oct. 7-9. C. L. Cook.  
Houma—Terrebonne Fair Assn. Oct. 9-10. Andrew Bernard.  
Jennings—Jefferson Davis Parish Fair. Oct. 21-24. T. E. Owens.  
Jonesboro—Jackson Parish Fair. Sept. 27-Oct. 2. R. C. Pippy.  
Leesville—Vernon Parish Fair. Oct. 6-9. Floyd Jackson, Simpson, La.  
Livingston—Livingston Parish Fair Assn. Oct. 8-10. Alexander J. Berey, Albany, La.  
Lutcher—St. James Parish Fair. April 16-19. E. L. Roussel.  
Manfield—DeSoto Parish Fair Assn. Oct. 6-9. May Huson.  
Markville—Avoyelles Parish Fair Assn. Oct. 8-10. Marc Dupuy.  
Minden—Webster Parish Fair Assn. Oct. 13-16. J. C. Salmon Jr.  
Monterey—Concordia Parish Fair. Oct. 1-2. R. W. Kemp.  
New Iberia—La. Sugar Cane Festival & Fair. Oct. 1-3. Robt. Badon.  
New Roads—Pointe Coupee Parish Fair Assn. Oct. 23-24. J. Wade LeBeau.  
Oak Grove—West Carroll Parish Fair. Oct. 18-23. J. Wayland Smith.  
Oberlin—Allen Parish Fair Assn. Oct. 7-9. G. C. Meaux.  
Olla—North Central La. Fair. Oct. 11-16. H. Vinyard.  
Opelousas—Louisiana Yambilee Assn. Oct. 6-7. A. M. Landry.  
Port Allen—W. Baton Rouge Parish Fair Assn. Sept. 23-26. A. E. Camus.  
Ringgold—Bienville Parish Fair Assn. Oct. 7-9. John Thomas.  
Ruston—North La. State Fair Assn. Oct. 12-16. F. W. Stewart.  
Shreveport—State Fair of La. Oct. 23-Nov. 1. W. R. Hirsch.  
Shreveport—Caddo Parish Fair. Oct. 21-22. C. S. Shirley.  
Sulphur—Calcasieu-Cameron Fair. Oct. 25-30. Mrs. Harold Owens.  
Tallulah—La. Delta Fair Assn. Oct. 17-22. J. M. Gilfoil.  
Thibodaux—Lafourche Parish Agri. Fair. Sept. 25-26. S. F. Blanchard.  
Verda—Grant Parish Fair Assn. Oct. 7-9. Odella Purvis, New Verda, La.  
West Monroe—Ouachita Valley Fair Assn. Oct. 4-10. John Birdsong.  
Winnfield—Winn Parish Fair. Sept. 29-Oct. 2. H. E. Crawford.  
Winnsboro—Franklin Parish Fair. Oct. 13-19. Louis Westerburg.

**MAINE**

Acton—York Co. Agri. Assn. Sept. 30-Oct. 2. W. R. Ayer, Milton Mills, N. H.  
Andover—Oxford North Agri. Soc. Sept. 23-25. George P. Stowell Jr.  
Bangor—Bangor State Fair. Aug. 9-14. H. O. Pelley, Skowhegan, Me.  
Blue Hill—Hancock Co. Agri. Soc. Sept. 6-8. C. R. Parker.  
Cherryfield—West Washington Agri. Soc. Sept. 14-16. C. H. Small, Addison, Me.  
Cornish—Cornish Agri. Assn. Oct. 11-16. Leon M. Ayer.  
Cumberland Center—Cumberland Fair. Sept. 27-Oct. 2. F. C. Wilson, R. D. 5, Portland.  
Damariscotta—Damariscotta Fair. Aug. 2-7. Wm. C. Murch, Brunswick, Me.  
Dover-Foxcroft—Piscataquis Valley Fair. Aug. 28. Frank A. Pierce.  
Emden—Emden Agri. Assn. Sept. 18. Mrs. Lelia C. Case, North Anson, Me.  
Exeter—New Exeter Fair. Aug. 26-28. Keith N. Smith, Corinna, Me.  
Farmington—Franklin Co. Agri. Soc. Sept. 21-25. Frank E. Knowlton.  
Fryeburg—Fryeburg Fair. Oct. 4-9. G. Myron Kimball.  
Guilford—Guilford Fair Assn. Sept. 4. Louis A. Morin.  
Leeds—Leeds Agri. Assn. Oct. 7. J. J. Murphy, North Leeds.  
Lewiston—Maine State Fair. Sept. 6-11. Jim O'Kane.  
Litchfield—Litchfield Farmers' Club. Oct. 5-6. Chas. H. Harvey, Gardiner, Me.  
Monmouth—Chocomaquagan Fair Assn. Sept. 29-30. C. H. Smith.  
New Gloucester—New Gloucester Fair Assn. Aug. 23. W. B. Harnden, Auburn, Me.  
North Waterford—World's Fair Assn. Oct. 1-2. Bill Button.  
Norway—Paris—Oxford Co. Agri. Soc. Sept. 13-18. Elmore C. Edmunds, South Paris.  
Presque Isle—Northern Maine Fair. Aug. 3-7. Albert C. Brewer.  
Skowhegan—Skowhegan State Fair. Aug. 14-21. Roy P. Symons.  
Springfield—North Penobscot Agri. Soc. Sept. 4-6. L. A. Averill, Prentiss, Me.  
Topsam—Sagadahoc Agri. Soc. Oct. 18-23 (tentative). Emery W. Booker.  
Union—North Knox Agri. Soc. Aug. 24-28. James L. Dornan, E. Union.  
West Cumberland—Cumberland Farmers' Club Sept. 27-Oct. 2. Frederic C. Wilson, RFD 5, Portland.  
Windsor—Windsor Fair. Aug. 31-Sept. 6. E. E. Hayes.

**MARYLAND**

Bel Air—Harford Co. Fair Assn. Aug. 31-Sept. 1. A. G. Ensser.  
Cumberland—Cumberland Fair Assn. Aug. 24-27. Carl F. Schmutz.  
Elkton—Cecil Co. Fair. Sept. 11. Wm. Shelton.  
Ellicott City—Howard Co. Fair Assn. Aug. 18-21. Wm. S. Ledbetter.  
Frederick—Frederick Fair. Oct. 5-9. Guy K. Motter.  
Hagerstown—Washington Co. Agri. Assn. Sept. 20-25. Chas. E. Cushwa.  
La Plata—Charles Co. Fair. Sept. 29-Oct. 2. W. Mitchell Digges.  
Leonardtown—St. Marys Co. Fair Assn. Sept. 17-19. Heath W. Steele, Great Mills, Md.  
Prince Frederick—Calvert Co. Fair. Oct. 13-14. Robt. M. Hall.  
Rockville—Montgomery Co. Fair. Aug. 21. R. N. Whipp.  
Timonium—Maryland State Fair. Sept. 1-11. Matt L. Daiger, Pimlico Race Course, Baltimore.  
Upper Marlboro—Southern Md. Fair. Oct. 11-16. John Wm. Farrell, Fidelity Bldg., Baltimore.

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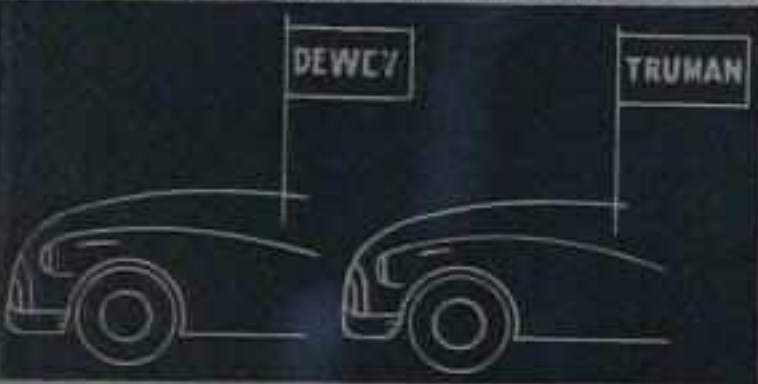
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Moundsville—Marshall Co. Fair. Sept. 1-4. George Ellis... New Hope—Beaver Pond Dist. Fair. Sept. 2-4. Earl Harman, Princeton, W. Va...

WASHINGTON

Battle Ground—Clark Co. Fair. Aug. 26-28. Arthur Kulin, Vancouver, Wash... Bremerton—Kitsap Co. Fair. Aug. 26-29. H. R. Hubbard...

WEST VIRGINIA

Bellington—Bellington Fair & Festival. Sept. 15-18. James Keene... Charleston—W. Va. Free Fair. Sept. 4-12. T. H. McGowan...

UTAH

Albion—Summit Co. Fair. Aug. 26-28. Ralph... Cedar—Millard Co. Fair & Rodeo. Aug. 30-31. Cecil Warner...

VERMONT

Orleans—Orleans Co. Fair. Aug. 18-21. Louise... Champlain Valley Expo. Aug. 10-Sept. 8. Harris K. Drury...

VIRGINIA

Southwest Virginia Fair. Aug. 9-14. O. Y. Booker... Amherst—Amherst Co. Fair Assn. Sept. 22-25. W. M. Gannaway...

Antigo—Langlade Co. Agri. Soc. Aug. 6-8. Ira V. Goodell... Athens—Athens Agri. Assn. Aug. 24-26. R. Neuschwander...

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# Pipes for Pitchmen

—By Bill Baker—

WILL GEORGE HANEY . . . please phone the pipes desk again? Old Gas Bill is holding information of vital importance to him.

Getting an audience is one thing; keeping it interested is another.

AMONG THE BOYS . . . sighted working Green Bay, Wis., are Junior Buckwalter, Joe Sands and Jimmy Boone.

WORKING . . . balloons to big tips and takes in Milwaukee are Joe and Louis Lubarsky. It makes for a good father-and-son combination.

*Don't just sit back and wait for fortune to smile at you. Most of the time it laughs at you.*

STILL GOING . . . strong is the Osage Herb Store operated in Dallas by Chick Denton and Alex Pasha. Chick says he and Alex have decided to settle in Dallas for the remainder of their lives. Both would like to read pipes here from Richard Owens, Ben Freed, and Ed St. Mathews.

Getting the most out of your stock is what counts.

FOLLOWING . . . a successful 10-week stand in Birmingham, Stanley Naldrett left for other fields to conquer.

DR. REXFORD L. NORTH . . . pre-war astrology pitchman of New York, continues to present his mental-hypnotic act on week stands in Illinois, Iowa and Indiana spots to lucrative results. He's still closing each show with a strong \$1 scope pitch.

PHIL KRAFT . . . pipes from Overland, Mo., that he recently purchased a home there and

is manufacturing cake decorators. He says he'd like to read pipes here from Harry Dempsey, Fred Hudspeth, George Thurman, Glen Reeves, Spencer Matson and Charlie Stevens.

SIGHTED WORKING . . . Birmingham recently were Blackie Beard, coils; Doc Morgan, perfume, and Lee and Marie Yondell.

*Soon it'll be fair time again. Are you ready for the annual trek?*

ARTHUR DONOFRIO . . . widely known in pitch circles, left Milwaukee after having visited the Beer City recently as a member of an army glee club.

SCISSOR SHARPENERS . . . are the big item with Chuck Dutrow, who is working them to good counts in the Rexall drugstores in Los Angeles.

Life can become very trying for those who are not trying their best.

NATE YOUUMAS . . . continues to 40-mile it around Detroit.

STILL GATHERING . . . the geedus in Newberry's in Los Angeles is Kay Goodman with Wipe-On.

*If your talk is right your success is assured.*

STILL PURVEYING . . . their wares around Los Angeles are Julius Lazarus, target balloons; Jack Vinnick, badges; Benny Stone, candy; Doc Hallie, and Mr. and Mrs. Ross.

BILLY WINTERS . . . has left the pitch business to open a bar and grill in New York, he advises from his quarters in the Chesterfield Hotel there. Billy says that on a re-

# PITCHMEN

SENSATIONAL MONEY GETTER

## THE NEW MECO FIZ KAP

GET IN ON THE BIG PROFITS NOW

Outgrossed Peelers At All Sports and Home Shows This Past Year.

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Sample and Pitch on Request, 25c.

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Send for complete details of this wonderful eye-catcher. Include \$1.00 for full-size sample of the sensational SYCO-SLATE Pocket Fortune Teller.

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 Please send me a copy of your new folder on Helium-filled balloons.

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City.....

My jobber's name.....

His address.....

(Be sure to give jobber name and address)



Always be sure you get genuine OAK-HYTEX in the sealed Blue Box with this Yellow Diamond Label.



# Pitchmen I Have Met

By Sid Sidenberg

IN THE year following World War I I conceived the idea of writing this series of *Pitchmen I Have Met* and the first was devoted to Jimmy Huskisson, vaudevillian and a sterling proponent of the tripes and keister. During that period vaudeville was starting its nose dive into oblivion and some of the more aggressive performers were preparing for the worst.

Joe Hall, an ace behind the tripods, told me he carried his plumber tools in the bottom of his trunk when doing his stuff before the footlights. After taking a squint at Huskisson in action with the gummy-ga-hoo, he too joined the ranks of pitchdom. He became an ace of aces. In fact, the former vaudevillians who entered the portals of pitchdom all became successful. Their experience on the stage was a real asset in the new game of facing-tips.

Huskisson hung close to the Chicago booking agencies where I often met him and went with him to Heinie Gabooble's Oasis prior to the enactment of the 18th amendment and where most of the boys sipped their malt and cut up jackpots. We got many a laugh from a tenderfoot who dared to venture into the spot and was tossed around by the many de-

VICES set up by Heinie to entertain his customers.

Huskisson told me that some day he would duplicate or even better the joint. Prohibition entered and Heinie's laugh palace of practical jokes went out. War was declared and we went in. Thru the years I often wondered what became of Jimmy.

Recently I was making a celebration at Valley Park, a small town on the outskirts of St. Louis. Just after making a pitch and going into the turn an astute banker-type looking old gent yelled: "Give me a dozen of those gadgets. They look good to me." The man was perfectly sober and a stranger. It was my first tip and what a pass-out that baby created, leading me to believe that the spot was going to be the banner one it was. The old gent returned and did the same thing when I turned the second tip. I figured that the fellow couldn't be anything other than one of the boys who saw action in front of a tip and was ever ready to assist. To my amazement, after blowing off the second tip, the gent made himself known and he was none other than my friend of my JCL days.

He reminded me of what he told me in Heinie's Windy City joint and said: "Let me show you mine and see how close I came to duplicating the layout." Jimmy's fun palace is known as the Hudnet Night Club and if memory serves, it is an exact duplicate of Heinie's place. Entertainment is provided to enable Jimmy to give performers some time. He also reminded me to tell all the boys coming that way to stop and make a pitch anytime they are in the neighborhood. In fact, Jimmy indulges in a talk and pass-out in his own joint occasionally with a sally to near-by spots just as he did in his actor days.

Jimmy is a brother of the noted Margaret Hastings, the Broadway hostess, who has been dubbed "not the last, but the hottest of the red-hot mammas." She made a terrific hit with armed forces personnel in the Panama Canal Zone with her entertainment activities via the USO. The boys at the front hung the moniker of "Panama Hattie" on her.

Jimmy's wife, Elsie, assists him in his business and their 13-year-old daughter, Shirley Ann, shows promise of becoming a real entertainer and dancer.

J. F. GREEK . . . former pitchman and currently owner-manager of the Acme Novelty Service, Macon, Ga., writes that he'd like to see more pipes in the column from G. H. (Pat) Patterson, Y. W. (Doc) Rowe and Jack Ellenington.

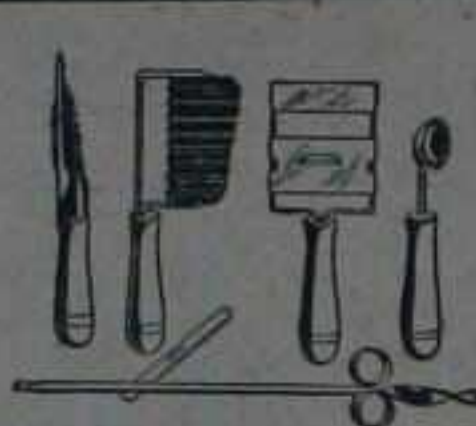
*The bankroll you formerly had means nothing. It's the moola you can lay your hands on now that counts.*

HENRY H. VARNER . . . reports from Akron that the weather there has been hot despite a few showers, and that business has been improving. Henry visited John Quinn, Floyd (Whitey) Newell, Sandra Lee, Cleo Renee and Margie Flynn on the World of Pleasure Shows during the org's engagement in Massillon. He adds that Sandra turns 'em 100 per cent at all times.

Good items and go-getting tactics is what rolls up the geedus in the novelty business.

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1280 CHINESE FLASH \$3.95  
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6-Glass Pump Set. Fast selling item. Cost to dealer, \$2.95 ea. Packed 12 to a master carton. Min. order 6.



#C612 Son-Chief AUTOMATIC Pop-Up TOASTER  
Full size, oven type, Sparkling Chrome Plate, Bakelite handles, feet and knobs. \$9.57 ea. Packed 6 to a carton. Min. order 3.

OTHER HOT SELLERS  
• #B-300 Steam-O-Matic Iron, sturdy, dependable. \$9.55 ea. 8 to a carton. Min. order 3.  
• #B10 Boat Clock—Smart idea for sportsman. Chromium Salt. \$7.75 ea. Min. order 4.  
• #B11 Boat and Clock Deluxe with Lights. \$9.60 ea. Min. order 4.  
• #50 Canary Cottage Clock, Deluxe Green Gates. \$5.35 ea. Min. order 6.  
• #375 Banjo Wall Clock, Swinging Pendulum. \$7.75 ea. Min. order 6.  
• #380 Abbey Clock, Mantel Type, Swinging Pendulum. \$7.75 ea. Min. order 6.  
• #385 Grandfather's Clock, Mantel Type, Swinging Pendulum. \$7.75 ea. Min. order 6.  
• #680-17 Speedmaster Toaster, complete with Tray and Cord. All Chrome. Unusual value. \$2.67 ea. Min. order 6.  
WAFFLE IRONS, SCALERS, AUTOMATIC IRONS, BROILERS, GIFTS, CLOCKS.

25% With Order, Balance C. O. D.  
Send for price list of other merchandise available for immediate delivery.  
**B. M. LULOFF CO.**  
249 Flatbush Ave., Ext. B'klyn 1, N. Y.  
Phone: ULster 5-3450-6440

# PITCHMEN!!!!

## Amber Colored Combs

A complete line (9 attractively designed numbers) for demonstrating purposes. The colors are uniform and deliveries made same day order received. Also available, to help you with your demonstrating, are Breakable Combs at 85 cents per gross. Buy direct from a manufacturer who understands your needs. Sample and prices sent upon request.

Pitchmen only, PLEASE.  
**TAMOR PLASTICS CORP.**  
LEOMINSTER, MASS.

### TODAY'S FASTEST NOVELTIES SALES IN THE WEST

	Doz.	Gross
Clown and Monkey Head on Swagger Canes, new flashy item.	\$ 7.20	\$ 84.40
Squawky Dolls, heavy rubber, 11" tall; Bugs Bunny, Mickey Mouse, 3 doz. to box	2.70	32.00
Feather Dolls, Jap 7" celo., beakles	3.20	37.00
Water Guns, 75 spec. automatics; to 200 shots 1 filling, kids' favorite	6.50	78.50
500 Shot Raider Submachine-Type Water Gun, red and black plastic, 17" long	15.30	180.00
25 Special Defender red plastic Water Gun	3.20	37.00
Balloons, Oak, #11 Mottled Airship or Rd. Type	.70	7.80
Balloons, Oak, #524 Mottled Airship or Rd. Type	.80	9.30
Balloons, Oak, #10 Cross-Eyed Charlie, red nose on yellow	.80	9.30
Balloons, Oak, #10 P. Happy Hop and Jolly Joey	.80	9.30
Reed Sticks, 24", \$1.00 gr.; 18", wood, 75c gr.	.80	9.30
Bubble Pipe Pop-Ups, new, good item	.80	9.30
Balloons, various types at Western distributors' prices.		
Whips, Tipp brand, best long lash, 3-doz. lots	1.80	17.80
Batons, tinzel knob, R.W.B., with bell	1.60	18.00
Monkeys, large, jumping, colored fur and bell, indiv. boxed	5.80	68.40
Do Do Monks, chenille arms and legs, with bell	1.85	21.80
Bo Bo Monks, chenille arms and legs, with bell	1.85	21.80
Flying Birds, 2 types, \$10.80 and \$13.20 a gross; and other Celebration Items.		
25% Deposit With All Orders—Balance C. O. D.		
2275-77 Nyland Drive	<b>INTER WEST NOVELTY CO.</b>	Salt Lake City 6, Utah

## STREET PHOTOGRAPHERS

WE HAVE CAMERAS MAKING A GOOD CLEAR 2x3 FERROTYPE PICTURE IN ONE MINUTE  
No Experience in Photography necessary, using Newsman Wire Type View Finder. Just snap the picture and drop in Developer, remove and rinse. Picture is then complete.

PRICE, \$18.75. (Includes 25% Federal Tax.) We also have Button Plates and Brooches.  
**DAYDARK SPECIALTY CO.** 2827 BENTON STREET ST. LOUIS 6, MO.

**BRAND NEW FLASH ITEMS**  
FOR PARKS AND CARNIVALS

 <p><b>No. 961</b> <b>CHROME PLATED</b> <b>FIGURE LAMP</b> \$2.75 Ea. \$32.00 Doz.</p> <p>Graceful 10-in. figure on highly polished chrome base decorates this distinctive, luxurious looking lamp. 12 inches high overall. Packed individually, 1 doz. to master carton.</p>	 <p><b>No. 960</b> <b>LIGHTHOUSE SHIP</b> <b>LAMP</b> \$2.25 Ea. \$26.00 Doz.</p> <p>Milk-white glass ship and lighthouse, white metal base finished in silver and blue. Lighthouse 9 in., base 6x5 ins., overall 10 3/4 in., ship 5x4 in. Individually packed, 6 to master carton.</p>
---	---

**No. 145** *Beautiful Decorative*  
**SHIP LAMP with GLASS HULL**

15 inches high \$4.25 EACH  
14 inches long  
In Lots of 6 or more, \$4.00 each

Light shines from port holes and upward on mirror-like chrome plated sails, reflecting a myriad of iridescent colors that bathe the room with a charming glow, like moonlight on the sea. Finished in Duco-white with gold and blue hi-lites. 6 to master carton, complete with standard tubular bulbs. Ready to use.

**BE FIRST IN YOUR TERRITORY WITH THESE SPECTACULAR ITEMS!**  
50% Deposit on All C. O. D. Shipments.

**M. K. BRODY, 1116 S. Halsted St., Chicago 7, Ill.**  
Send for FREE Catalog. In Business in Chicago for Over 34 Years.

**Sensational New Fluorescents**  
With "Miracle" **CIRCULAR TUBES!**

**22 Big Money-Makers in**  
Single, Fast-Selling Line!

**AGENTS!** Just like having "exclusive" when you sell sensational new CIRCLELINE Fluorescents. First to utilize circular tubes in fixtures for kitchens, dinettes, halls, bedrooms, and play rooms. Also in beautiful Floor Lamps, Table Lamps for living rooms and Pin-Ups, for Shaving and Vanity Tables. New Streamline Designs never before offered in Fluorescents. A walk-away for quick, big-money sales. Enormous demand in homes, stores, offices, public buildings — everywhere. Be first in your territory to cash in on latest Fluorescent "Gold Mine."



**HOMELITER**  
**MAXILUME**



**MAXILUME PIN-UP**  
**MIRROR LIGHT**

**FREE! Send Name for**  
**FREE SALES OUTFIT**

Don't send a penny. Sample Outfit is FREE. Rush name on penny post card for money-making facts about most sensational line of Fluorescents ever offered to agents. Also immediate delivery on all sizes and types of standard Fluorescents. All fixtures complete with Tubes! Don't miss these big, quick profits. Rush name on post card this very minute for Free Sales Outfit.

**MAXILUME COMPANY** 125 W. Hubbard, Dept. 137-E  
CHICAGO 10, ILLINOIS



**JOJO** NEW-COLORFUL  
**ELECTRIC BANKER**

EYES LIGHT UP WHEN COIN IS DROPPED

Just slip a coin in Jojo's mouth and watch Jojo's eyes light up. Everybody goes for Jojo! The kids love Jojo — and Jojo fascinates the old folks. It's worth a small coin to see Jojo's eyes light up in appreciation of the donation. Jojo is made of tough composition in beautiful glazed porcelain finish. Brilliant colors add flash and eye appeal. Completely self-contained electric unit with long life, heavy duty battery — with General Electric bulbs. Stands 6 1/2 in. high, base measures 5 1/2 x 5 1/2 inches. Let Jojo go to work for you! He'll bring those dead spots back to life.

**PACKED \$15.00 Doz. SOLD FOB**  
24 TO A CASE CHICAGO  
**SAMPLE ONLY \$1.85 EACH**

**HEADQUARTERS FOR WESTERN SADDLE HORSES**  
WE GIVE YOU THE FINEST AT THE LOWEST PRICES

FLASH! 8 1/2-INCH RADIO. PACKED 8 TO A CASE. SAMPLE ONLY — \$2.95. PRICE, PER DOZEN. <b>\$33.00</b>	LARIAT COWBOY HORSE. METAL BASE. PACKED SIX TO A CASE. PLENTY OF FLASH. EACH. <b>\$5.95</b>
<b>THE FAMOUS MODEL R2—ABBOTWARE</b> GENUINE BRONZE HORSE RADIO, EACH. <b>\$40.00</b>	

ALSO IN STOCK

• C.E. WAKE-UP ALARM RADIO	• MICKEY MOUSE WATCHES
• YANKEE CLIPPER SESSIONS CLOCKS	• IVORY PORTOBAR RADIO
	• CANDY FILLED CEDAR CHESTS

ALL PRICES F. O. B. CHICAGO—SEND DEPOSIT ON C. O. D.

**GOLD SEAL NOVELTY CO.** 807-9 W. MADISON ST.  
CHICAGO 7, ILLINOIS  
Long Distance Phone: Monroe 9077

**Small Fry Are**  
**Big Shots Down**  
**Birm'ham Way**

*(Continued from page 58)*

the first major thrill ride to be installed, and it proved to be popular from the first. Now a No. 5 Ferris Wheel and a Spitfire have been added.

Charles Paige, of National Amusement Devices, is now on the grounds constructing a kiddie Roller Coaster similar to the one at Dallas. An elaborate front is being prepared to give additional flash to what we expect to be a very popular attraction. The Coaster will be publicized as a Junior Coaster so as to appeal to older children and parents as well as the kiddies. It stands 14 feet high and has 750 feet of track, representing an investment of \$15,000 for its basic structure. About \$5,000 is being spent on lighting and front.

We found on our hands one of the largest swimming pools ever operated in the country. The pool had not been operated since the depression and was found uneconomical—at this time—for remodeling as a swimming pool.

Our board has decided to put 10 of National Amusement's fiber glass boats in the pool, and they will be in operation within a few weeks.

**Striking Entrance**

Over \$10,000 was put into elaborate neon entrance ways for Kiddieland Park. A 50-foot pedestrian gate is illuminated with moving Mother Goose figures in four colors. A neon auto gate sign, 15 feet high, shows teddy bears driving auto. A figure of a small boy beckons autoists into the park with a moving thumb.

We have used plenty of neon, fluorescent and incandescent lighting, gobs of bright paint, and have spared no expense to provide flowers and greenery. Two thousand dollars was spent to plant running roses around the park fence.

The total investment for the amusement park will represent something close to \$100,000.

Thus far over 250,000 ride tickets have been sold since the June 5 opening.

**Constant Promotion**

Promotional activities keep a steady flow into the park. Station WSGN names a king and queen of Kiddieland on its Comic Club program and the winners are guests of the park for one day a week. The same station broadcasts from the park bandstand every Sunday afternoon, and the free radio show is advertised in the newspapers, thus tying in radio publicity with free acts.

Hillbilly programs, band concerts and other free shows are given each Sunday.

Admission to the grounds is free. Parking is free. A wooded picnic grove with barbecue pits and tables and benches also is free for small family groups. A minimum clean-up charge is billed for large picnics.

All children's tickets are 9 cents. Adult prices vary from 10 to 20 cents. Birthday parties and picnics are encouraged, but no special rates have been given this year for ticket purchases.

**Press, Radio Co-Operative**

Three free parties have been given this year for underprivileged groups, the park contributing rides and with civic clubs furnishing chaperons and transportation.

Several new promotional stunts are now in the pot. Newspapers and radios are generous with space, provided the publicity has news value. Paid advertising is used daily in the newspapers, with larger ads on week-ends.

Members of the Alabama State Fair Authority Board of Directors are Bedford Seale, chairman; Vincent Town-

**Dailey Railroader**  
**Comes to Front**

*(Continued from page 92)*

business 43 years ago with the Norris & Rowe Circus," Noble relates, "and I've been with this one since February, 1944, when it had just 10 cars. We would put it up in about 1 1/2 hours and take it down in 45 minutes. Now it takes three hours to put up and about 1 1/2 hours to take down. We only had an 80-foot top at the start and now we've got a 130-footer.

**Morale Runs High**

"You can't beat working conditions on this show. . . . It's more like a big family than anything else. . . . These people can't be beat when it comes to working for someone. . . . Why on this show everyone calls Davenport by his first name, and he knows the first name of practically everyone on the show. . . . He's never too busy to stop and talk to you. . . . And R. M. (he referred to R. M. Harvey) is the same. . . . Everyone loves him. . . . That's why I say it's more like a big happy family than anything else."

Regarding business this year, Davenport says, "To date we are holding our own with last year's figures. Last year was a very good season for us, and I think the great publicity we've received, thru the efforts of Bev and his gang, is responsible for helping us keep even with last year. Whether you know it or not, people have tightened their spending this year and that, coupled with the fact the weather at the start of the season wasn't too good, could have put us below last year. But we are even with last year and that's good, believe me.

**Attendance Holds Up**

"I'd like to tell you that our attendance figures are away ahead of last year, but that wouldn't be the truth," Davenport went on. "I do tell you, and this is the truth, that we are equal to last year and that satisfies us."

Davenport, who started his career in outdoor show business as a groom at \$3 per week for Seils-Sterling Circus, owned by the Lindemann brothers, now has one of the Lindemanns, Peter, working for him as contracting agent. The other two brothers are still living. Art is with the Al G. Kelly-Miller Bros.' Circus as brigade agent, and Will, the oldest, is retired.

**May Scout Europe**

Davenport declares he may go to Europe this fall to scout for new acts. He'd like to get at least one, if not more, good name attractions for the show. Right now, he says, the show lacks a strong name act—one that is different. "You've got to give people something new, something they haven't seen and right now we're working on that. I don't know what we'll come up with next year but you can bet it'll be good. It'll have to be good before Eva, Harvey, Kelley and the rest of 'em will okay it," Ben said with a smile.

Yes, Dailey Bros.' Circus is suffering from growing pains, but the pains have been lessened and Doctors Davenport, Harvey and Kelley are still working on the patient.

**30G for Ocean City Survey**

OCEAN CITY, N. J., July 24.—A survey of the entire Ocean City beach front by U. S. Army engineers at a cost of \$30,000 was authorized this week by the city commissioners after a conference with property owners. The resort will pay \$15,000 as half the cost of the study, which will require 12 to 18 months to complete. Such a study has been discussed since last winter when property owners demanded action of a program aimed at restoring bathing beaches.

send, vice-chairman; Ervin Jackson, William M. Spencer Jr., O. L. Ford, Hal S. Whisler and Don Sewell.



Communications to 155 No. Clark St., Chicago 1, Ill.

# POPULAR DEMAND FOR MUNCIE-MADE TICKET GAMES



Has made Muncie, Indiana,  
the ticket game center  
of the nation!

Concentrate your purchases of ticket games  
with these Muncie, Indiana, manufacturers

**GAY GAMES, INC.**    **WERTS NOVELTY CO., INC.**  
**NOEL MANUFACTURING CO.**                                **HOME TALLY CARD CO.**

## *A Winner...*

### "TENS AND TWENTIES"

Here is the Board that has 'em all Beat!

5 NUMBERS ON EACH TICKET  
400 GL Holes

25c PLAY... SUPER THICK  
FORM NO. 14407

Takes In ..... \$100.00  
Av. Payout ..... 55.16  
AV. PROFIT ..... \$ 44.84

**HARLICH MFG. CO.**  
1200 NORTH HOMAN AVENUE  
CHICAGO 51, ILLINOIS

## SALESBOARD SIDELIGHTS

Joseph Berkowitz, president of Universal Manufacturing Company, Kansas City, Mo., has just returned from a six-city trip thru Houston, Little Rock, Memphis, St. Louis, Cleveland and Chicago, where he contacted a number of his distributors and appointed several new firms to handle the firm's line. Universal is now in production on a new pad deal, called Football Bingo. New item is a brother to the Baseball Bingo pad which has taken the spotlight as a big demand item during the baseball season, Berkowitz says. He is planning another extensive trip by auto in the near future, during which he will cover the country from coast to coast.

Sam Tumpson, sales representative for Harlich Manufacturing Company, Chicago, will soon be back in his Indiana, Illinois, Michigan and Wisconsin territory. Sales Manager Sam Feldman reports, Tumpson is recuperating rapidly from a recent major operation. . . . Iry Padort, Peerless Products, Inc., Chicago, says the efficient production machinery in use at the plant means that rapid switches from one board to another is not only possible but means that a full line of numbers can be kept on hand and going out to the trade. Firm's sales manager, Bernard Kite, and Ben and Marshall Maltz, are keeping close to the present board trends and promise that Peerless Products will continue to be tops.

Harold Boex, Pioneer Manufacturing Company, Chicago, vice-president, put on his travelin' shoes Monday (19) when he drove off for Pennsylvania. Will be gone about 10 days, traveling the Pennsylvania area. Staffers report Pioneer's annual picnic, held Sunday (18) was a big success. . . . The McNamara Company, Chicago, reports its team of brother sales representatives, Philip and Bill McNamara, are currently roaming the roads taking the tidings of the newest pellet board releases to the field. Five new insert boards are due for unveiling shortly. Production Manager Walter McNamara says.

**PUSH CARDS**

Straight numbers 10 to 200-Holes Girl Names. Also 1-29 to 1-99 in 12 to 66-Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.

FREE Order Guide. Write  
**W. H. BRADY CO., MFRS.**  
CHIPPEWA FALLS, WISC.

Superior Products, Chicago, is humming with high salesboard activity, officials report. Firm's sales manager, Robert H. Kolinsky, continues to cover the West Coast on his contact trip which started July 9. He will be gone another two or three weeks.

## EMPIRE

FOR THE *Finest*  
in SALES BOARDS

WRITE FOR CATALOGUE

**EMPIRE PRESS**  
637 SOUTH DEARBORN ST.  
CHICAGO 5, ILLINOIS

NO OTHER BOARD CAN MAKE THIS STATEMENT

MORE OPERATORS  
and JOBBERS USE  
**PROFIT BOARDS**  
THAN ALL OTHERS COMBINED  
IT'S A FACT!

**PROFIT MFG. CO.**  
50-11 40th St. L. I. C. 4, N. Y.

### IF?

You Want Fast Delivery  
Beautiful Salesboards  
Full Count Jar Deals  
FAIR PRICES

Write  
**GALENTINE NOVELTY CO.**  
520 E. Sample St., South Bend 10, Ind.

## SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Def.	Profit	Price
400	5¢	Lucky Bucks, Thick	7.00	\$ .85	
1000	25¢	J.P. Charley, Thick	51.95	1.25	
1200	25¢	Texas Charley, Thick	102.98	1.80	
990	5¢	Fully Packed, Thick, Girl Board	26.25	2.75	
990	5¢	It's the Knots, Thick, Girl Board	26.25	2.75	
1000	5¢	Barely Speaking, Thick, Girl Board	26.80	2.75	
1000	5¢	Glovely Lady, Thick, Girl Board	28.80	2.75	
1200	5¢	Pick a Cherry, Thick, Seal Board	30.04	2.85	
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	33.15	2.85	
220	25¢	Kwick Fin, Giant Holes, 6 for 25¢	28.75	2.50	

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock Plain, Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO.** BOX 66, MICHIGAN CITY, INDIANA

### PUSH CARD DEAL

It's Red Hot!!

IF YOU WANT QUICK, EASY PROFITS WRITE FOR OUR CIRCULAR GIVING FULL DETAILS

**THE STEINBERG-WILLS CO.**  
105 W. 9th St. Kansas City 6, Mo.

### SALESMEN WANTED

Full or part time  
Complete line of Ticket Deals  
Address  
BOX D-373  
Care The Billboard, 2160 Patterson, Cincinnati, O.

### TRY THESE MONEY MAKERS AT LESS THAN COST

Play	List Price	Profit	Special Price
1080 Big Time Charley	50¢	\$7.80	\$107.84
1081 Knockout Charley	25¢	5.50	81.00
1000 De Luxe Charley	25¢	6.20	50.00
576 Five Spot	25¢	4.50	49.00
800 Super Triple Steo Up	10¢	5.00	27.88
900 Super Triple Steo Up	50¢	5.00	124.24
1000 Peaches	25¢	7.50	81.74
1200 Apple Pie	5¢	8.00	30.04
1200 Pack A Cherry	5¢	8.00	30.04
200 Quick Fins, 6 Tickets for	25¢	5.50	39.00

25% with order, bal. C. O. D. We carry a complete line of Salesboards, Bingo and Jar Tickets. Send for our Complete Price List.  
**HENRY E. WEISS, 140 N. 31st St., Belleville, Ill.**

### BRAND NEW MILLS ICE CREAM FREEZERS AND HARDENING CABINETS AT A SACRIFICE!

4 2 1/2 gal. latest model super-automatic freezers ..... @ \$1,059.00  
5 60 gal. hardening cabinets, latest model ..... @ 486.00  
5 40 gal. hardening cabinets, latest model ..... @ 370.00

Freight Prepaid!  
Write or phone **R. B. BOX**  
Elizabeth City, N. C. Telephone 165

### Brand New! SLOT MACHINE DICE

(Exactly like a slot machine)  
Something definitely new in the amusement world. Sparkling white plastic dice, each sides on each with colored symbols and same winning combinations of an expensive slot machine.  
Dice remain unharmed regardless of price tag make 75% average payout.  
Be first to get your instant Five-out-a-payout card included with each set of three dice.  
Per Set **\$3.95** Postpaid

Patents Pending  
**ORDER DIRECT FROM THE INVENTOR**  
These Dice can be installed in any machine now using Dice, making an entirely new Game out of your Old Machines.  
DISTRIBUTORS AND JOBBERS: WRITE FOR QUANTITY PRICES.  
**A-P DISTRIBUTING COMPANY**  
2823 LOCUST ST.  
ST. LOUIS 3, MO.



### USED COIN-OPERATED MACHINES

**Music • Vending • Amusement • Bells • Counter**  
Only advertisements of Used Machines accepted for publication in this column.

**RATE—12c a Word . . . Minimum \$2**

Remittance in full must accompany all ads for publication in this column . . .  
No charge accounts.

**Forms Close Thursday for the Following Week's Issue**

**A-1 BARGAINS—CIGARETTE AND CANDY**  
Vending Machines. All makes, models, lowest  
prices. What have you to sell? Mac Postal, 6316  
N. Newgard Ave., Chicago. au14

**ALMOST NEW, SOME SLIGHTLY USED STAMP**  
Machines, wooden boxes, \$7.50. Leon Gutta, 83  
Knapp Ave., Clifton, N. J.

**BEAUTIFUL CHROME FORD BALL GUM MA-**  
chine and 3,500 Balls Gum for \$20. 5 deals,  
\$95, 10 deals, \$195. Machines only, \$475 for  
all 40. Brackets, 60c extra. Paul Bowers, RR 2,  
Claypool, Ind. au7

**BUY NOW—CIGARETTE MACHINES, EQUIP-**  
ment thoroughly reconditioned and refinished. Low  
prices; we buy equipment. Central Vending Machine  
Service Co., 3907 Parrish St., Philadelphia 14, Pa.  
Evergreen 6-4244.

**EXHIBIT MERCHANTMEN, MUTOSCOPE ROLL**  
Chute Diggers, Exhibit Iron Claw Diggers, Erie  
Diggers, hand operated. Rotary Merchandisers, National,  
4248 Sansom, Philadelphia, Pa.

**FOR QUICK SALE WE HAVE 50 "POP CORN**  
Sez" Vending Machines left. Like new, Guaranteed,  
\$100 each F.O.B. Syracuse, New York.  
N & N Amusement Co., 526 Butternut St., Syracuse,  
New York. j531

**FOR SALE—30 "POP CORN SEZ" VENDING**  
Machines, fully guaranteed, ready for location.  
A bargain at \$99.25 each, freight prepaid. Moore,  
828 N. Dubuque, Iowa City, Iowa.

**FOR SALE—BALLY ROLLS, 14' SKEE BALL**  
Alleys in first-class condition, \$90 each. Also  
1' Target Rolls, \$80 each. Reliable Skee Ball Co.,  
2612 Irving Park Rd., Chicago, Ill. au7

**KIRK'S ASTROLOGY SCALE WITH TICKETS—**  
Good, \$100. Insette Converter Changers, 32  
DC to 110 AC, \$22.50. T. F. Deal, Great Bend,  
Kan.

**LIKE NEW BALL GUM MACHINES AND 3500**  
highest grade Tot Brand  $\frac{3}{4}$ " Ball Gum, \$15.00.  
State make machine preferred. T. O. Thomas,  
Paducah, Ky. j531

**LIKE NEW—PENNY STAR PEANUT MA-**  
chine filled with Peanuts, \$5. Perfectly recon-  
ditioned, \$4. Limited quantity. Cash with order.  
T. O. Thomas Co., 1572 Jeff., Paducah, Ky. au14

**OUT THEY GO, OUR LOSS, YOUR GAIN—WE**  
must have more room. Advance Ball Gum  
Machines, perfect, \$8; Advance Peanut Machines, per-  
fect, \$8; Columbus Peanut Machines, perfect,  
\$7; Atlas Ace, perfect, \$7; Hawkeye Peanut  
Machines, \$6.50; Northwestern 33, porcelain, Ball  
Gum, \$8; Northwestern Peanut, \$8; Northwestern  
Merchandisers, \$7.50; Cabinet Type Victors, \$8;  
Master 1c, \$7.50; National Ball Gum, \$7; North-  
western Bell Type, \$8; Star Venders, filled with  
peanuts, \$4; like new Grip Views, \$27.50; Kicker  
& Catcher, like new, \$27.50; Kicker & Catcher,  
reconditioned, \$17.50; Gusher, 5c, fruit reel, like  
new, \$17.50; Mills Vest Pocket, reconditioned,  
\$17.50; 3-compartment 1c Snacks, \$10; A. B. T.  
Challengers, perfect, good as new, \$25; 1c Grip  
Machines, \$12.50; 1c Arcade type Wind Mill Ball  
Gum Machines, \$12.50; 2-compartment Log Cabin  
Peanut Machines, \$10; Silver King Hot Nut Vender,  
5c, like new, \$20; 1c Home Run Ball Gum Target,  
\$10; arcade type 2 for 5c Post Card Machine, \$15;  
2 for 5c Card Machines, like new, counter type,  
\$10; like new Vendit 150-piece 5c Candy Bar  
Machine, \$120. Many other machines at lowest  
price. Tell us what you want. T. O. Thomas Co.,  
1572 Jefferson, Paducah, Ky.

**PHOTO MACHINES—WILL SELL 1 OR 20.**  
Going in army. Repainted, reconditioned. Bar-  
gain. Johnson, 4809 Harding, Dearborn, Mich.

**REBUILT POPCORN MACHINES FOR SALE—**  
Fully guaranteed. Priced from \$150. Consul-  
tated Confections, 1314 S. Wabash, Chicago 3, Ill.  
au38

**TEN BALLY VICTORY DERBYS — VERY**  
clean, \$12.50. H. O. Novelty Co., 2500 Day-  
ton Drive, Baton Rouge, La. au7

**TWO LIKE NEW IMP WITH 3,500 BALLE**  
Gum, \$15. T. O. Thomas Co., Paducah, Ky.  
au14

**VICTORY DUPLEX POSTAGE STAMP MA-**  
chine, first-class condition, \$7.50; Match  
Vendors, \$4. Ideal, Northside Sales Co., Indianola,  
Iowa. au31

**WATLING SCALE, #500, \$75; PIKES PEAK,**  
\$10; Kicker Catcher, \$10; two Poison-the-Rat,  
both \$10; Gripper, \$10; Skyflinger, \$27.50; Sub-  
marine, \$22.50; Gallery Ammunition, like new  
Rifles. Pops Arcade, Anniston, Ala.

**25 ELECTRO-SERY HOT POPCORN MA-**  
chines, condition almost new, 10c slot, 69 dollars  
each. F. O. B. Alfred Antak, 106 Archison Rd.,  
R. D. #3, Syracuse, N. Y.

**31 BALLY BEVERAGE MACHINES—WILL**  
sell all or part. Perfect condition both mechni-  
cally and exterior. I. J. Markin, 707 W. Cornelia,  
Chicago 13, Ill. Grandland 7338.

**50 NORTHWESTERN MODEL "39 RULE**  
Vendors, \$5 each; 20 Norris Masters, \$6 each;  
20 Silver Kings, \$7 each; 50 Advance Ball Gum  
Machines, \$6 each; 10 Double Nuggets, \$8 each;  
Gottlieb Three-Way Grippers, \$10 each. All in  
fine condition. De Cotes, 29 Prospect Ave., Bingham-  
ton, N. Y.

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JAR-O-DO TICKETS  
WHOLESALE PRICES TO ALL**

**BEE JAY SALESBOARDS  
JAR DEALS - BOX DEALS  
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LUCKY 7 - SPINDLES - REFILLS**

**BEE JAY SALESBOARDS**  
ALL TYPES OF TICKETS  
PREMIUM MERCHANDISE  
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All orders are shipped without delay  
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Phone 25-771

## Gardner's DIE-CUT SEAL BOARDS

**360 POSITIVE SAWBUCKS DEFINITE PROFIT**  
ALL 36 SEALS GO EXTRA THICK—6 NOS. ON A TICKET

TAKES IN: \$90.00  
PAYS OUT: \$53.00  
**DEFINITE PROFIT: \$37.00**

**360 GOLD SEAL SPECIAL 10¢ PLAY**  
6 NOS. ON A TICKET

TAKES IN: \$36.00  
PAYS OUT: \$17.84  
**AVERAGE PROFIT: \$18.16**  
MAXIMUM PROFIT: \$26.00

**WRITE FOR CIRCULARS ON NEW DIE-CUT SEAL BOARDS**

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## ! FOOTBALL BINGO !

We offer you this Beautiful Pad exactly the same size as our Baseball Bingo Pad with which our many customers have enjoyed such a tremendous success.

**NOTICE**  
WE ARE NOT AFFILIATED,  
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WITH ANY OTHER TICKET  
MANUFACTURERS.  
THOSE WHO KNOW  
PLAY JAR-O-DO

**BUY THE BEST FORGET THE REST 1600 TICKETS ON ONE PAD**

Takes in 1600 Tickets @ 5 for 25c **\$80.00**  
Pays Out:  
Card (Average) **\$26.88**  
Consolation **18.00**  
**\$44.88**  
Profit (Average) **\$35.12**

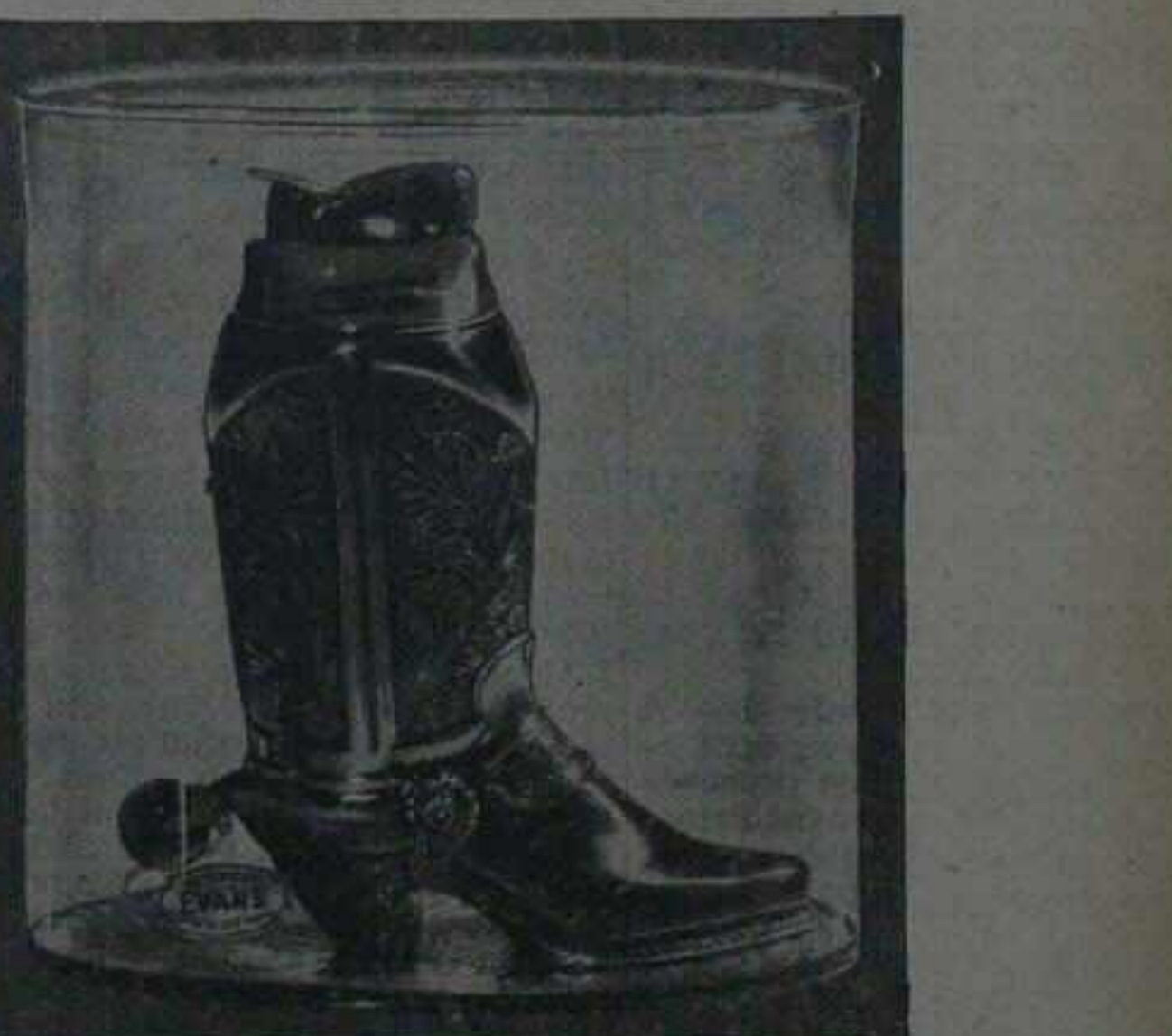
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**NEW FLASHY NOVEL TABLE LIGHTER**



### LIGHTER BY EVANS . . . . . BOOT BY CHAMPION

Transparent plastic display box, packed in beautiful gift package. A quality board item designed with lots of flash and value. Cast metal, jeweler's finish in silver and 24 karat gold plate. Height, 5 inches.

**YOUR WHOLESALE PRICE:**  
L-1-S . . . SILVER PLATED . . . . . \$5.00 NET  
L-1-G . . . 24 KARAT GOLD PLATE . . . . . 6.25 NET  
Shipping weight: 1 1/2 lb. per unit, approx.  
Unrated orders, 1/3 down, balance C. O. D.

manufactured by **CHAMPION PRODUCTS, INC.**  
Dept. B, 305 East 4th Street, Los Angeles 13, California

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# Pin Game Problems Spotlighted

## Over 200 Ops Report on Top Biz Subjects

### First of Three-Part Series

CHICAGO, July 24.—This is a story written by over 200 pin game operators located in 37 of the 48 States, about such grass-root problems as how play and costs today compare with last year and pre-war days. It is a story in which operators reveal how many weeks they keep new games in top locations; how long they keep them before they trade them in. In addition, it is a story that discusses in detail operators' feelings (and they are pretty violent, too) on the subject, "are pin games too hard for people to understand?"

#### How Story Was Obtained

A questionnaire sent to 2,000 of the leading pin game operators in the United States provides the material for the stories to be carried in the next three issues. Replies are still coming in, but at the time this is written 205 have been received, of which 175 qualify by being filled out properly, signed, etc. In percentages this means 8.6 per cent of operators polled have answered.

This proves to be more than a sufficient sampling when it is considered that Gallup, Hooper, The Pulse and other nationally accredited research organizations consider a 2 to 4 per cent cross-section as ample for establishment of accurate conclusions. (See *Games Problems* on page 172)

## Change Asked For Oklahoma Coin Tax Law

### Would Repeal 10% Levy

OKLAHOMA CITY, July 24.—A move is underfoot here to repeal Oklahoma's 10 per cent gross proceeds tax on all types of amusement games and music machines and substitute a per machine tax on this type of equipment.

Recommendation that the State Legislature, in its next annual session (which begins January, 1949), set aside the 10 per cent tax came from the State legislative council, a group set up to study such problems. As a general rule, the lawmakers accept the recommendations of this council, so observers here are betting that the 10 per cent tax will be set aside.

Thus far, the council has made no announcements as to the amount of per machine tax which it would recommend, but members of the council headed by J. C. Nance did say that the per machine tax would return as much revenue as the present revenue act.

## Jail Bell Slug User

PHILADELPHIA, July 24.—Lester M. Miller, a former art instructor in Reading, Pa., was sentenced to four months in jail last week by U. S. District Court Judge J. Cullen Ganey here for using a 25-cent slug in a bell machine. Miller pleaded guilty last May 24. He said he lost a lot of money in the bell machines at a Reading club and went home, made a mold and produced the slugs, one of which jammed a machine. Reading police arrested Miller and turned him over to the U. S. Secret Service which prosecuted the slug user.

## What Are Current Coin Mch. Conditions in England? Vet Music Man Gives Juke Pic

### Operations Differ From U. S. — Biz Tops

By Thomas H. Kosh Jr.  
Partner, K.E.B., Camden Town, N. W. I., England

CAMDEN TOWN, N. W. I., England, July 24.—Before going into the picture over here, I would like to explain that we, K.E.B., are specialists in the repair and modernization of juke boxes only, and know nothing

about coin-operated games. We are, however, familiar with all types of jukes—Wurlitzer, Seeburg, Rock-Ola, Mills, Capehart—and we know them inside and out, upside down.

Back in 1934 I was a pipe organ builder and a maintenance man in the employ of Wurlitzer's London house. I was given a manual of the Wurlitzer 412 and told to read it as it was going to be my job to service those machines. Thus, I had the honor of handling the first juke box to come into this country, that is, if we ignore a possible stray that might

## Indiana Operator Lets Down His Hair on Pin Game Biz

*Editor's Note: The following letter from Louis Warak, president of Louie's Amusement Company, of Bedford, Ind., is typical of several which pin game operators in 37 States sent along with their replies to the questions asked by The Billboard in a current survey of pin game conditions. (See "Pin Game Problems Spotlighted," this issue.)*

Gentlemen:

"I received your pin game questionnaire and was very glad to answer it. In the first place a pin game was made and designed for entertainment based on the sport of the old marble game, but the manufacturers gradually have drifted away from that idea and are now trying to make a robot that will do everything but give the player a free game. The score on most of new machines we buy is too high and we have to revamp the game to get it where a player can win a game. With their special bonuses and what nots, after a player hits it a few times and kicks it a few times he will probably get about 50 games, then a location gives us a service call complaining that the machine gives too many free games.

"The voltage on practically all late model games is too high and burns out bumper contacts and points faster than an operator can afford to replace them, and the kick-out ball pin games are affected too much by the change of line voltage. Some locations may have only 90 volts and others as high as 120 volts, which causes a pin game to go haywire. At the same time we have placed pin games 10 years old that have the simple high score arrangement on which a player can get a free game now and then, that have made us more money and caused us less service calls.

"The majority of the pin games are also made with a flat top on the backboard which makes an ideal place for players to set their pop bottles and all sorts of advertising that falls down on the field glass making for more expense for the operator. All companies seem to have the idea that they have to have one-half-inch holes

in the bottom of pin game legs. Then they put three-eighths-inch leg levelers into them and they fasten the leg leveler holder with two or four one-half or three-quarter inch nails that pull out every time the pin games are moved. If they put three-eighth holes in the legs it would be much harder for the adjusters to come loose.

We quit trading in our pin games a long time ago as the bulbs and the glass and other parts are worth more to us than what the distributor would allow us on a new pin game. The cost of the pin game is too high and the depreciation too great. Buying a pin game in January for \$225, distributors will take it on trade in May for about \$25 or \$30 and charge (See *Op Lets Down Hair* on page 172)

## Flippers Score Big With Women Players In N. O. Locations

NEW ORLEANS, July 24.—Two things are causing operators and distributors here to be optimistic about the future despite the fact that play on machines is being hit by hot weather and the general exodus of natives to cooler resorts. These reasons are the manner in which flippers have caught on and the fact that the Legislature finally ended without putting additional taxes on pin machines.

Flippers, operators say, are attracting a new class of players. Most noticeable in this category are women who in some spots are developing into rabid fans. Ops say that the it takes longer to play a flipper game, the added attention flippers are getting more than makes up for the difference.

Coin machine business in general, however, is back at the pre-war level. The reason is that more and more people are leaving the city during the summer. During the war and even up until last year, business during hot months remained about on a par with other seasons with the exception, of course, of the lush Mardi Gras fortnight.

## Second in Series

This is the second in a series of articles written by prominent English coinmen on current conditions in England. Third in the series, written by Tom Boland and describing ball machine conditions, will appear next week.

have been brought in by some far-sighted private individual.

Since then I have dreamed, invented and worked on nothing else and even during the war when I was making airplanes, I designed and patented and perfected the A.M.P. which was first shown at the Amusement Trades Exhibition in 1946. However, to date we have not been able to put this unit in production. It's not easy to do that in this (See *What are Current* on page 172)

## Louisiana Bell Operations Tax Starts July 28

BATON ROUGE, La., July 24.—State Department of Revenue offices in Louisiana are receiving blanks for the \$100 tax on bell machines enacted this spring by the Legislature. The tax, revenue officials are quick to point out, does not legalize bell machines. Stamps will go on sale July 28 and operators of bells have until August 15 to buy stamps for their machines or face the penalty of having revenue agents confiscate their equipment.

W. A. Cooper, State collector of revenue at Baton Rouge, and Dwight Laughlin, director of the revenue department's Shreveport office, compare the bell machine tax with the liquor tax in neighboring Mississippi. (See *La. Bell Tax Starts* on page 172)

# Candy Firms Deny FTC Charges

## Pa. Bottlers Launch Fight To Kill Tax

### Seek Help From Other Fields

HARRISBURG, Pa., July 24.—Pennsylvania soft drink bottlers, in a concerted attempt to have the 20 per cent State soft drink tax declared unconstitutional, have launched an all-out fight against the levy. Keystone Bottlers Association (KBA) president, Emanuel D. Lowenstein, who announced the opening of the tax battle this week, has asked other business groups in the State to ally themselves with the bottlers in the campaign.

Tax, enacted for two years by the 1947 Legislature, requires that 1 cent be paid on each 12 ounces of bottled soft drink and  $\frac{1}{2}$ -cent on each ounce of sirup used in the making of such drinks. Following enactment of the tax, a series of eight lawsuits contesting its legality were filed, plaintiffs being Coca-Cola, Pepsi-Cola, 7-Up, Tru-Ade, and a number of other bottlers and sirup makers. However, in filing its answer to these suits, the State, via State's Attorney General T. McKee Chidsey, denied all points raised by the soft drink industry (*The Billboard*, June 5).

### Tax Cuts Sales

In a continuation of the anti-tax battle, Lowenstein stated: "Bottlers and retailers (including operators) are not the only ones who have been hurt . . . the 20 per cent State tax has diverted millions of dollars from normal trade channels and the effect is being felt indirectly by every merchant in Pennsylvania."

Since enactment of the tax, Lowenstein pointed out, surveys by bottling organizations with plants in other States show that the average increase in soft drink sales in adjoining tax-free States is about 33  $\frac{1}{3}$  per cent greater than in Pennsylvania. He also stressed the fact that in the first year of the 1947-48 biennium revenue from the tax was \$4,146,691 (or 414,669,100 5-cent sales) below the State's expectations.

"The first-year rate of tax collection indicates that the two-year period will be off more than \$8,000,000, representing the loss of 800,000,000 expected individual nickel sales worth \$40,000,000," Lowenstein said. He added, "A case of soft  
(See *Pennsy Bottlers on page 157*)"

## Cigaromat Sets Production Goal

NEW YORK, July 24.—Cigaromat Corporation of America, which moved this week to new offices here, will manufacture 10,000 of its selective-type cigar venders in its first production run, according to Martin Berger, president. The firm is now tooling up for quantity production, slated to begin in the near future. The vender, to be available in either three or six-column models, dispenses any conventional size cigars. Each column can be set for operation at 5 to 25 cents, in nickel steps.

Formerly located on Fourth Avenue, Cigaromat's new address is 114 East 32d Street. Harry Weiner is manager of the firm.

## Supplies In Brief

### Sugar Picture

WASHINGTON, July 24.—Sugar stocks and distribution for the first five months of 1948 increased slightly over the same period last year, Agriculture Department stated this week in a special sugar report.

Distribution for January-May period was 2,445,936 tons as compared with 2,359,939 tons for the corresponding 1947 period. Stocks on hand at the end of May were 1,782,484 tons, while stocks May 31, 1947 were 1,605,251 tons.

Almost half of the cane sugar used in this country during the first five months came from Cuba, with domestic cane sugar furnishing only (See *Supplies in Brief on page 158*)

## Name Charles Lipton National Rejectors Rep in New York City

NEW YORK, July 24.—Charles H. Lipton has taken on the representation of National Rejectors, Inc., in this area as head of National Rejectors Service Company of New York. The outlet, located at 447 West 50th Street, carries the complete line of the parent company's supplies and parts and houses facilities for repairs and conversions. Jack Abott, Lipton's assistant, supervises the repair department.

Territory covered by the service company comprises New York, Maine, Vermont, New Hampshire, Massachusetts, Connecticut, Pennsylvania, New Jersey, Maryland, Delaware, Rhode Island, West Virginia and Virginia. Lipton also heads the Self Lok Corporation.

## Whyte-Dunn Also To Sell Craig - Built Bar Vender

AUBURN, Me., July 24.—Whyte-Dunn, Inc., of this city, announced this week that it will sell essentially the same ice cream bar vender as the machine previously announced by the Craig Machine Company, of Danvers, Mass. Whyte-Dunn holds patents on the machine equally with Craig. The Craig company will manufacture a unit which it will sell thru its own sales organization and another unit, different only in exterior lines, which will be sold by Whyte-Dunn.

The bar vender, which will list at approximately \$700, features an agitating principle designed to keep the bars from freezing together. When the customer inserts a coin to make a purchase, all of the bars in the machine are jiggled slightly.

Principals in Whyte-Dunn are William W. Whyte Jr., Auburn manager for the General Ice Cream Company, and Harry B. Dunn, hardware merchant of Rumford, Me. To handle their sales promotion and advertising, Whyte and Dunn have retained the services of Douglas Fosdick, of Lewiston, Me.

Whyte-Dunn is currently developing its sales organization. Altho no sales program has been definitely announced, the firm indicated that it intends to market the machine thru fac-

## Dismissal Asked in Briefs Answering Monopoly Claim

Confectioners cite differences in cost of business with Automatic Canteen—Switzer explains special bar produced for automatic merchandising operators

WASHINGTON, July 24.—Seven confectionery manufacturers filed separate briefs with Federal Trade Commission (FTC) last week denying any discriminations in prices, allowances, services or facilities, and asking for dismissal of FTC's complaints. The firms, which thus denied violation of the Robinson-Patman Act as charged by FTC, were Wayne Candies, Melster Candies; Luden's, Inc.; D. L. Clark Company, Williamson Candy Company, Queen Anne Candy Company and the Switzer Licorice Company. A similar denial was filed several weeks ago by the Sperry Candy Company.

FTC's allegation that Automatic Canteen Company of America received price discriminations was specifically denied by each firm. Altho not admitting that Canteen received price differentials, each brief asserted that any such differentials that might have been made were not discriminatory and were made only because of lawful allowances for differences in the costs of doing business with Canteen.

### Deny Special Consideration

Similar answers were made by most of the confectioners in answer to FTC allegations that they offered services and allowances only to favored customers. Typical was the reply of Queen Anne, which stated that it had "occasionally" given free deals but denied that they were not made available to all customers. Switzer further remarked that its free deals were stopped in 1942. Luden's and Wayne, however, merely remarked that they denied "each and every allegation" contained in that particular FTC charge.

Luden's departed from the general trend of the briefs in offering as a "further defense" to the charges of preferential services and allowances the statement that the various counts of the complaint "failed to state a cause of action against respondent upon which relief can be granted." The transactions described in the complaint, declared Luden's "show on their faces that they did not involve payments by respondent to customers as compensation for services or facilities."

### Explain Vender Bar

While most of the respondents made a simple denial to the allegation that price differentials listed by FTC represented discrimination in favor of vending machine firms, Switzer went into great detail to assert that price differences quoted by FTC were not comparable since the company made a special bar for vendors.

A special vending bar, said Switzer, was developed in 1939 because its standard bar was "not suitable" for  
(See *Candy Men on page 157*)

## Drink-o-Mat Names Four N. Y. Operators

NEW YORK, July 24.—Drink-o-Mat Industries, Inc., disclosed this week that four new operating firms, franchised during the last six weeks, have already placed approximately 80 Drink-o-Mat cup vendors in this area. The new firms, whose routes cover New York City, Northern New Jersey and extend into Westchester County, were listed by Mel Rapp, Drink-o-Mat sales manager, as the Beverage Dispensing Corporation, Federal Dispensers, Inc., the General Dispensing Corporation and the Club-Sodamat Corporation.

## Rudd-Melikian To Pay First Div. Aug. 11

PHILADELPHIA, July 24.—The board of directors of Rudd-Melikian, Inc., manufacturers of the Kwik Kaffe hot coffee venders, have declared the corporation's first dividend of \$5 per share on the firm's Class A stock, and 75 cents a share on Class B stock. Dividends will be paid to all stockholders of record at the close of business August 11.

Firm, which was incorporated in Pennsylvania May 31, 1946, as reported by Cyrus Melikian, vice-president, earlier this month (*The Billboard*, July 17) has sold approximately 1,300 machines to date which are operated in 34 States by about 100 operators. Heaviest concentrations of equipment are on the East and West Coasts. Current production level is being maintained at 150 units a month.

tory representatives rather than distributors.

Commenting on the company and the bar vender, Advertising Manager Fosdick said, "These two young fellows (Whyte and Dunn) brought the original idea for an ice cream bar vending machine which would be efficient and practical in every respect to the Craig Machine Company. The idea was subsequently improved and developed by that company (Craig)."

Meanwhile in Danvers, Mass., Ralph Towne, assistant to the president of Craig Machine, reported that his firm already has its production lines rolling. An initial run of 10 machines went thru the plant last week and the plant is now tooled for quantity production.

Towne said that tentatively Craig likewise intends to handle its sales of the machine thru factory representatives.

### W. Va. Cig Tax Returns

CHARLESTON, W. Va., July 24.—First year of cigarette tax collections for West Virginia netted \$2,146,515, State Tax Commissioner C. H. Koontz reported this week. Return had been estimated at \$2,000,000 to \$2,250,000 when the tax was passed by the 1947 Legislature to become effective July 1, 1947.

## CIGARETTE MACHINES

NEW C-8 Electric	\$222.50
Rowe Royal, 10 Cols., 400 Pack Cap.	95.00
Rowe Royal, 6 Cols., 320 Pack Cap.	85.00
Rowe Imperial, 6 Cols., 180 Pack Cap.	60.00
Uneceda Model 500, 9 Cols., 350 Pack Cap.	115.00
Uneceda Model E, 9 Cols., 270 Pack Cap.	59.50
DuGrenier, 6 Cols., 150 Pack Cap.	32.50
DuGrenier, 4 Cols., 100 Pack Cap.	25.00
8 Columns	35.00
NEW Uneceda, 8 Cols., 510 Pack Cap.	159.50
NEW Uneceda, 6 Cols., 380 Pack Cap.	149.50
NEW DuGrenier Challenger, 7 Cols.	100.00

## CRACKER MACHINES

9 Cols., 200 Cap.	\$ 85.00
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## CANDY MACHINES

National, 9 Cols.	\$100.00
National, 6 Cols.	85.00
Rowe, 8 Cols.	90.00
DuGrenier Candyman	65.00
U-Select-It	35.00
Advance Candy Machine	27.50

## 10c CIGAR MACHINES

Single Column, Capacity 50,	\$22.50—1 Machine; 10 or More, \$15.00 Ea.
-----------------------------	--

## SPECIAL, \$65.00

DuGrenier Champion, 9 Cols., 420 Pack Capacity.

DuGrenier Champion, 7 Cols., 325 Pack Capacity, \$80.00.

1c Stick or Tab Gum Machines, 500 Cap., \$17.85

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED  
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.

Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

## UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK

## S. Carolina Bottlers Consider Selectivity For Bottle Venders

COLUMBIA, S. C., July 24.—Altho bottlers in this area are toying with the idea of setting up co-operative companies which would operate selective bottle venders, no one has as yet made a concrete move in that direction. Most local retailers indicate that they feel their businesses are too small to buy vending equipment from the bottlers, and the bottlers are equally reluctant to embark on such a financial venture.

Pepsi-Cola, second in volume here only to Coca-Cola, has not yet begun to use vending machines, nor have local Pepsi officials announced plans for establishing vending routes.

Other bottlers, wary of Coca-Cola's direct-to-location sales of single drink machines, are, for the first time, talking about setting up a co-op venture to operate selective-type machines.

## Vending Corp. Chartered

DOVER, Del., July 24.—Consolidated Services, Inc., has been chartered with the corporation department of the Secretary of State's office to deal in vending machines.

## All-American Shiner Names N. Y. Distrib

NEW YORK, July 24.—Kal Trading Company, Inc., 800 Eighth Avenue, has been appointed distributor of the All-American shoe-shine machine in New York State south of Albany, it was announced this week. The outlet, which engages in export trade with Cuba, Egypt, India and Japan, may shortly introduce the coin-operated shiner in those countries, according to Aaron Alpert, vice-president.

Altho the machine is the only coin-operated device now handled by Kal Trading, the firm plans to add others, it was learned.

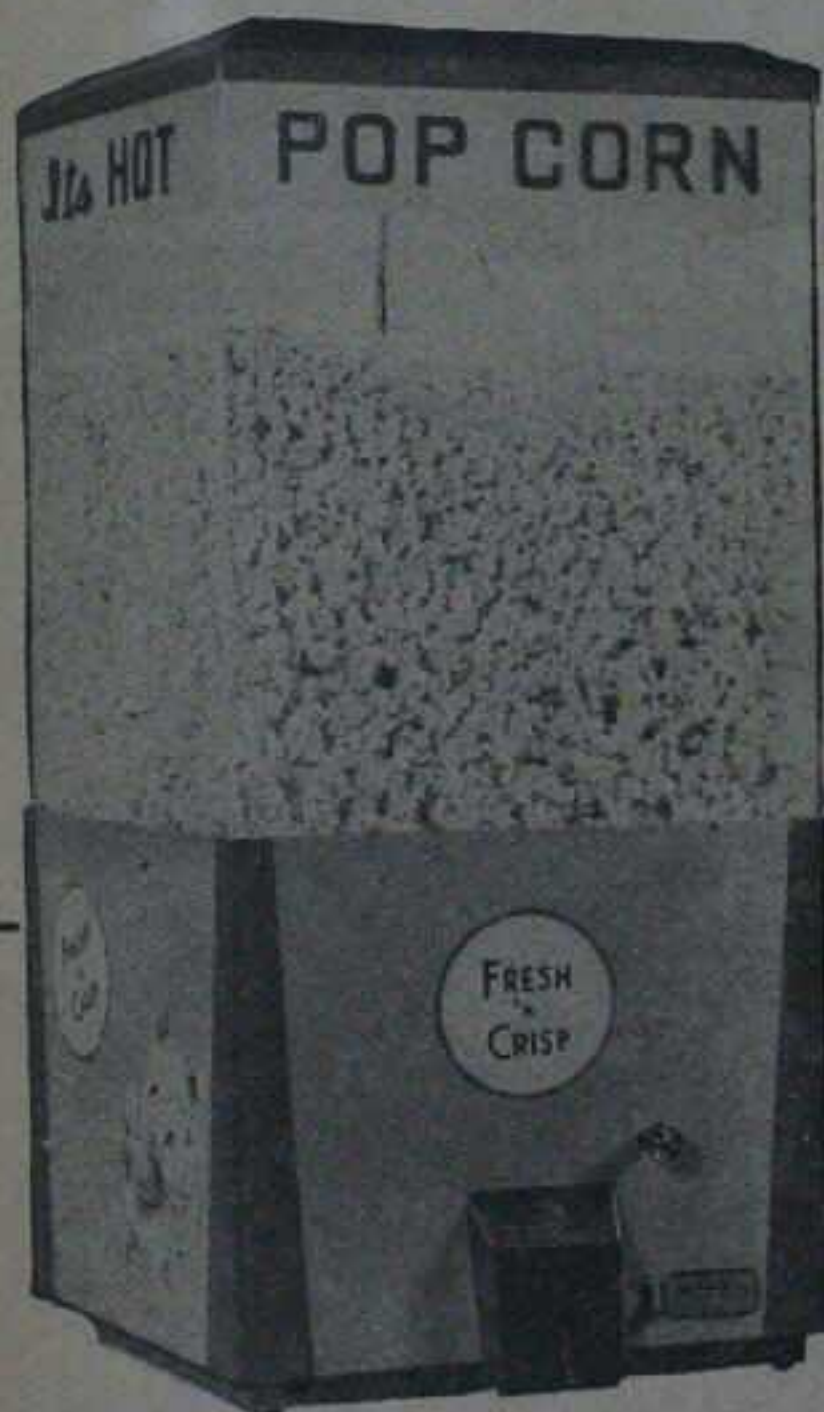


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The Operator's Choice is Model V, as it correctly vends ALL BULK MOSE. Charms, Peanuts, Candy and Ball Gum. No additional parts necessary. Write us NOW for detailed information and prices.

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Patent Pending

Low cost operation; small investment. Big Profit Maker. Easy to fill from top. Heat-proof construction. Small current consumption.



### Check These Profit-Making Features

**HOT BLAST** Forced Hot Air Heating System Assures Every Serving Is HOT, No Matter How Great the Rush.

Holds over 120 10c servings of pop corn, Mechanically perfect, no service required.

Two heats . . . low for normal, high for peak operation.

Stainless steel or plastic on all parts in contact with corn.

New type agitator assures positive delivery of corn at all times.

Manual operation . . . fills any size box or bag with pull of knob.

Convenient size, 16" square by 35" high. Positive 2-light socket for illumination.

THE sensational new Pronto Junior Pop Corn Warmer enables you to make a bigger profit selling pop corn. It is designed and priced for successful operation in stores . . . concessions . . . or any amusement place where people gather.

This snappy modern dispenser steps up sales by catching the customer's eye immediately. The Pronto Junior has striking clear plastic construction with gleaming red and yellow metal trim top and bottom. It follows in the steps of the popular Senior model, leader in the theater field. When you buy the Pronto you get the benefit of Pronto's know-how gained from years of successful experience.

The Pronto Junior Pop Corn Warmer offers the latest modern method for selling pop corn more profitably. Reheated pop corn served hot is most delicious and, regardless of the rush, there is always an ample supply ready in the Pronto, heated just right. There are no cooking problems . . . operating cost is cut to a minimum.

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5c BANTAM TRAY VENDOR IMMEDIATE DELIVERY

Atlas Mfg. & Sales Corp. 12226 TRISKETT RD. - CLEVELAND 11, OHIO ESTABLISHED 1925

Candy Men Deny Charges of FTC

(Continued from page 155)

vender use. This bar, according to the brief, was sold to Canteen on an experimental basis and was later ordered by Canteen in substantial quantities. Other operating companies were offered the same bar at the same price but Switzer "was never able to develop a substantial amount of business with such companies, other than Canteen."

Describing the difference in manufacture between the standard and vender bars, Switzer said the latter was "cheaper to produce and package, and the differential in price charged for this bar... made only due allowance for the difference in the cost of manufacturing, packaging, or otherwise, resulting from the differing methods or quantities in which such products were produced, sold or delivered."

Melster Candies offered one additional general defense. Denying FTC's allegations, Melster said that "claimed discriminations, if any, are found to have been made contrary to its (Melster's) denial, were made in good faith" in order to meet the competition of competitors.

Each of the respondents wound up its respective brief by requesting that the complaint against it be dismissed. Hearings on the complaints will be held "in due course," according to FTC.

Cleveland Ice Cream Mfr. Ups Price 10%

CLEVELAND, July 24.—Wholesale ice cream prices were increased approximately 10 per cent recently by Telling-Belle Vernon Company here, largest manufacturer of dairy products in this State. Ice cream operators are watching reaction, as move may herald similar increases by other ice cream makers.

Telling-Belle firm upped its prices 15 cents per gallon, and packaged ice cream 2½ cents a pint. Firm attributed the increase to the continuing shortage of milk supplies, preventing storing of the usual reserve during the peak production season and thus requiring heavier purchases during the period of higher prices.

PENNSY BOTTLERS

(Continued from page 155)

drinks cost the retailer the same today as it did before the tax, but until he collects the State's tax pennies from his customers, his investment in each case of soft drinks is increased 24 cents to 36 cents."

Meanwhile, the tax continues to be collected, and in an attempt to maintain the nickel price, soft drink vender operators have been reported to be making special arrangements whereby the location participates 50-50 in payment of the tax. Effect is that the tax means lower commission rates to the location, as well as lower net profit to the operator.

Life Cigarettes Debuted

MINNEAPOLIS, July 24.—Brown & Williamson Tobacco Corporation introduced its new Life Cigarettes in the Minneapolis-St. Paul area recently, accompanied by large newspaper advertisements, radio spot announcements and car cards.

The Twin Cities are the first area outside New York to receive the new brand.

Atlas

VENDS ALMONDS, NUTS, CANDY, PISTACHIOS Write for Circular. Jobber Inquiries Invited.



THIS MACHINE GROSSED AS HIGH AS \$20.00 IN ONE DAY!

Let us show you how POPCORN PAYS OFF with ARISTOCRAT... the QUALITY Popcorn Vendor!

Operators all over the country are acclaiming the ARISTOCRAT the finest and most successful automatic popcorn vendor they have ever used... a proved money-maker!

Note the ARISTOCRAT'S Streamlined Design, Beautiful Coloring and Rugged Construction. Examine the Perfect Automatic Operation. Compare its low servicing cost.

Write, wire, phone for nearest distributor. Ask for complete details and demonstration.

Exclusive Manufacturer's Representative

J.R. Giesler AND ASSOCIATES

8804 Hollywood Blvd. Los Angeles 46, Calif. CRestview 5-5950

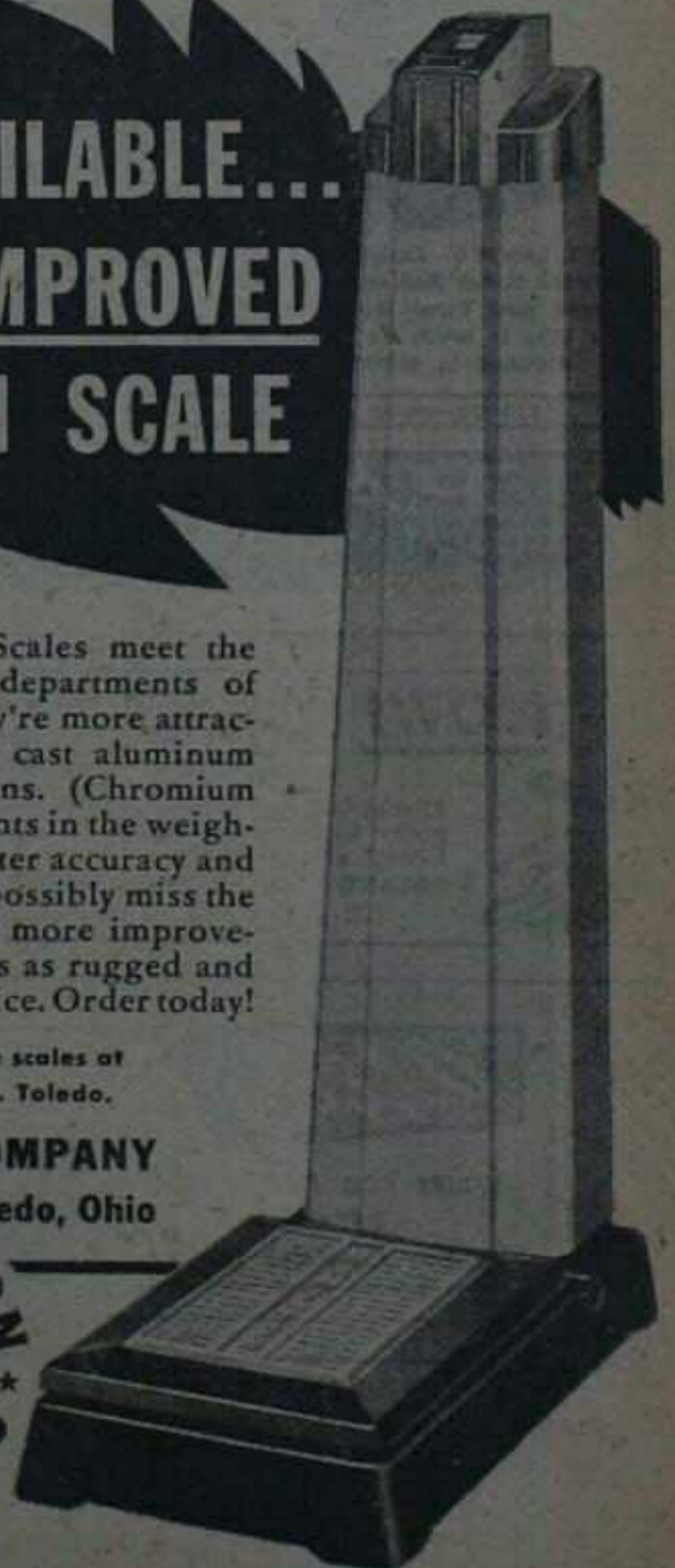


NOW AVAILABLE... THE NEW IMPROVED HAMILTON SCALE

New improved Hamilton Scales meet the requirements of all state departments of weights and measures. They're more attractive than ever before with cast aluminum step plate and colored columns. (Chromium head optional.) Improvements in the weighing mechanism provide greater accuracy and longer wear. Coins cannot possibly miss the cash box. These and many more improvements make Hamilton Scales as rugged and accurate as any scale at any price. Order today!

While they last—a few old-style scales at reduced price of \$57.50 F. O. B. Toledo.

HAMILTON SCALE COMPANY 214 Oliver Street Toledo, Ohio



# GET INTO THE POPCORN BUSINESS

### With only a small investment!

Popcorn will sell **FASTER** through a hot dispenser than any other type on the market today. Your local community or town is an ideal, profitable spot for this type of business.



## "Little Giant" HOT POPCORN DISPENSER

The "Little Giant" is a proven money-maker that is small in size but a "giant" in action! 8-gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes. It is more profitable to operate dispensers without a coin chute.

Write for free literature and profit table compiled by a popcorn man for popcorn operators.

**\$57.50\*** each

F. O. B. Chicago

\*Slightly Higher on Eastern and Western Seaboard.

Manufactured by

## ABC POPCORN CO.

3441 West North Ave.  
Chicago 47 • DICKens 3375

COMPLETE LINE OF

- Raw Corn
- Seasoning
- Boxes
- Bags
- Pre-Popped Corn (No. 10 Cans)

**Pre-Popped POPCORN**  
 Packed in moisture-proof bushel bags... \$1.12  
 In handy moisture-proof 2 1/2 pk. bags... 70¢  
 Shipped anywhere in the U.S.A., F.O.B. Chicago (Special discount to Popcorn Machine Distributors)  
 Also cheese corn, smoked corn for immediate shipment.

## Supplies In Brief

(Continued from page 155)

about 9 per cent. Another 10 per cent of the total sugar consumption was provided by domestic sugar beets. Small amounts of cane sugar were also imported from Puerto Rico, Hawaii and the Philippines.

### Nut Production Outlook

WASHINGTON, July 24.—Production of walnuts, almonds and filberts is making gains this year, Agriculture Department reported this week.

Walnut production in California and Oregon is estimated at 70,000 tons—8 per cent above last year and 9 per cent above average. The California almond crop is estimated at 29,600 tons, slightly larger than last year and 44 per cent above normal. Filbert production is figured at 6,500 tons, some 30 per cent above average but 26 per cent smaller than last year's record crop.

Production of Brazil nuts during the 1948 growing season was 50 per cent below 1947 and 40 per cent below 1946.

The short crop is expected to cause keen competition between U. S. and British importers. The former, said Commerce have been expressing an ever increasing interest in the nuts, most of which have usually been snapped up for the British market.

### More Popcorn Planted

WASHINGTON, July 24. — After two successive years of decreases in popcorn planting, the 1948 acreage will be 51 per cent larger than last year, Agriculture Department estimated this week.

Planting of 126,700 acres of popcorn is predicted for this year as compared with only 83,700 acres last year and a 10-year average of 125,960.

Weather during the planting season which ended July 1 was generally good, Agriculture said, altho dry weather in some sections has caused uneven stands.

### Tobacco Output Declines

WASHINGTON, July 24.—A decline of 17 per cent in tobacco production in 1948 was predicted by Agriculture Department this week. Total production is estimated at 1,757,000,000 pounds as compared with 2,108,000,000 pounds in 1947.

Total acreage is estimated at 1,535,800 acres, while tobacco acreage last year amounted to 1,845,000 acres. Most of the reduction, Agriculture said, is accounted for by decreased planting of flue-cured tobacco.

### Tobacco Price Up 10%

WASHINGTON, July 24.—Demand for flue-cured tobacco will be bolstered by high cigarette consumption and improved export prospects when marketings get underway, Agriculture Department reported this week. The support price will be 10 per cent higher than last year, and the demand for cigarettes is expected to continue strong thruout the year. From July 1, 1947, to July 1, 1948, an estimated 375,000,000,000 cigarettes were produced, 14,000,000,000 more than in the previous fiscal year.

Cigar consumption the first five months of this year was slightly above the same period in 1947, stated Agriculture. The 1948 fiscal year total is estimated at approximately 5.7 billion, almost the same as the 1947 fiscal year. Prices for the 1947 crop of most cigar types were lower than the previous year. Exceptions were Havana seed type 52, and the shade-grown wrapper types 61 and 62. Sharp declines in prices occurred in the Wisconsin types.

### MILLS VEST POCKET BELL

Pays Out Automatically

**\$65.00 Ea.**  
USED .....\$49.50

### BRAND NEW COLUMBIA BELLS

Twin Jackpot 1948

**\$119.00 Ea.**

White Trolley Last. Changeable to 1¢, 5¢, 10¢, 25¢ Play

Penny Back Ball Gum Vendors, biggest money maker today .....\$39.50  
 Shipman Triplex Stamp Vendors, brand new ..... 39.50  
 Folders, in 20 M lots, Per M ..... 50  
 Adams Gum and Chiclet Vendor, brand new, 6 col. .... 24.00  
 4 Col. .... 14.50  
 Postmaster Stamp Machine, latest 3 col. roll type, only one of its kind .. 79.50

Send for New 1948 Catalog Listing All Vending Machines, Counter Models and Merchandise.

Certified Deposit Required on All Orders.

### RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN ST. PHILA 23 PA.  
Lombard 3-2676

## 1948 IMPS

1¢ or 5¢ Cigarette or Fruit

**\$12.95**  
Lots of 12

\$13.75, Lots of 5. Sample, \$14.50. Here's the Finest Bell in the world. A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

1/3 Deposit on All Orders.

## VICTORY DUPLEX POSTAGE MACHINE

### BRAND NEW!

Vends 1¢, 5¢ postage stamps, with wall installation. Compact, fool-proof. Immediate delivery. Original price \$38.75. Limited stock on hand. While supply lasts

**\$14.95**  
Lots of 5 \$16.95 single.

### STAMP FOLDERS

For Shipman, Schermack, Victory.

10,000 ....\$ 5.75  
25,000 .... 13.95

Distributors interested in selling our advertised machines, write for details.

Write for Catalog on Bulk Vendors, Games, etc.

## PARKWAY MACHINE CORPORATION

623 W. NORTH AVE. DEPT B • MADISON 1447 • BALTIMORE, 17, MD.

## NOW! LEON "HI-HO" SILVER'S SELECT CALIFORNIA VENDOR SIZE ALMONDS

Packed in 5-lb. vacuum tins, 6 tins to shipping case. Packed under his direction at the "Almond Bowl of America." Lowest prices. Write:

ROLAND SEE, Sales Mgr., LEON "Hi-Ho" SILVER, INC., 760 HAYES ST., SAN FRANCISCO 2, CALIF.

## Atlas

WRITE FOR PRICES AND DETAILS  
Jobber Inquiries Invited

### 1c ACE VENDOR

All Purpose. All Product Vendor

## Atlas Mfg. & Sales Corp.

12220 TRISKETT RD. • CLEVELAND 11 OHIO  
ESTABLISHED 1929

### SPECIAL PRICE!

## BOSTON BAKED BEANS

For Vending Machines. 33 Lb. Cases—12¢ Lb. F. O. B. Evanston. Not less than 5 cases at this price.

**PAUL X. BERGIN CO.**  
1908 Central St. Evanston, Ill.

### A PEACHY PREMIUM!

CHARLIE MCCARTHY and MORTIMER SNERD

have the answer in

## BERGEN'S BETTER BUBBLE GUM

See advertisement, page 101, this issue.

## T. O. THOMAS CO.

Phone 2131  
1572 Jefferson Paducah, Ky.

WRITE FOR OUR CATALOG

### VENDORS' SPECIALS

Mdse. Stands, Solid Steel—Weight 35 Lbs. .... \$4.50  
 Double Plates for Two Machines ..... 1.15  
 BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons, Per Lb. .... .35  
 1/3 Deposit, Balance C. O. D. Fast Delivery.

**VEEDCO SALES CO.**

2113 Market St. Philadelphia 3, Pa.

## VICTOR'S CUSTOM-BUILT UNIVERSAL

24 or more \$13.50  
1 to 23 13.95

## EMPIRE COIN MACHINE EXCHANGE

1012 Milwaukee Ave. Chicago 22, Ill.

Operator . . . Distributors!

### CEBCO DELUXE HOT NUT VENDERS

Double Compartment . . . 4-way coin chutes . . . now available with cup dispenser . . . for \$43.50

**CEBCO**

Dept. B748

Peoria, Ill.

## Drop Plans To Put Coin-Op Radios in Detroit Busses

DETROIT, July 24.—Plans to install coin-operated radios in street cars and busses have apparently been dropped, altho the coin industry may win an advance in the vending field, it was indicated this week. Free-play radio installations, along the lines of the well-publicized Cincinnati installation (*The Billboard*, July 24, page 7), are being put into 100 cars and busses here on a trial basis by the Transportation Advertising Company. It is anticipated that a general installation by the company will be given after the trial period is over.

Meanwhile, a proposal to install cigarette venders in vehicles was under consideration, according to a statement by Leo J. Nowicki, general manager of the city-owned department of street railways. Such an installation, however, would be slightly inconsistent with the rule against smoking in vehicles, altho it would make good logic from the dollars and cents point of view.

Another novelty proposal was given when the new installation was reviewed by Mayor Eugene Van Antwerp, to consider venders for cellophane raincovers, but not taken up seriously.

### Bowman Gum Reports Loss

PHILADELPHIA, July 24.—Bowman Gum, Inc., has announced a net loss of \$379,870 for 1947. Figure compares with a net income of \$870,271 in 1946, equal to \$1.30 a share. Net sales for 1946 were \$8,347,227 compared with net sales of \$6,865,159 last year.

## Vensom Readies New Cup Mach.; Less Than \$500

MONTGOMERY, Ala., July 24.—The Vensom Machine Company, Inc., here announced early production on a new low-cost pre-mix soft drink vender this week, to be manually operated and adjustable to dispense 6 to 10-ounce drinks. Norman K. Vensom, president, stated the machine would be priced considerably under \$500.

First production models are to be single-flavor type, with a dual-flavor model to be offered later. Capacity will be 200 and 300 drinks, with smaller capacity units selling for \$20 less. Machine features six-second operating cycle and two moving parts; compressor is only electrical device in vender. Cabinet is of 18-gauge steel. Temperature control and slug rejector are standard equipment, with coin changer optional at extra cost. Shipping weight of complete vender's under 400 pounds.

Pre-mixed soft drinks are contained in light-weight, stainless steel drums (weighing 8 pounds, empty) which hold the equivalent of four cases of six-ounce bottled goods. Delivery of drinks is effected by patron moving level, after depositing coin, and placing paper cup under delivery spout. Cups are available from separate column on machine.

Operators will be offered franchised territories, according to Vensom.

### Mrs. Sarah Breidt Dead

NEWARK, N. J., July 24.—Mrs. Sarah Breidt, mother of Jacob Breidt, president of U-Need-a-Vendors, died here Friday (16). Other survivors include her sons, Ira and Harry Breidt, of Hudson Cigarette Vending.

### VICTOR'S NEW MODEL V-K

It's Outstanding! Vends Everything! Investigate the many new features incorporated in this great new bulk vender. Write us NOW for detailed information and prices.

A Product of  
**VICTOR VENDING CORP.**  
6701-13 Grand Ave.  
Chicago 39



### WE WISH TO BUY

Plastic Elephants, Donkeys, Skulls, Basketballs, Footballs, Miniature Knives, Wedding Rings, Small Campaign Buttons. Suitable to use as Charms in Ice Bulk Venders. Send samples and prices. Will also buy PENNY COIN STACKERS.

### M. T. DANIELS

1027 University Avenue, Wichita, Kan.

### PROVEN Money Makers!



**WHY PAY MORE???**  
**BUY DIRECT—SAVE 40%**

TOM THUMB Venders are time tested. Thousands in operation. Die cast, precision built—2 sizes, 1 1/2 #, 3# interchangeable mechanism. You should be able to earn \$5.00 to \$8.00 a week net per machine. **ORDER FROM STOCK—** immediate delivery (money-back guarantee on sample). **WRITE FOR PRICES AND BULLETINS.** (We distribute Victor Vending Machines.)  
**FIELDING MFG. CO., INC.**  
258 W. Pearl St. Jackson, Mich.  
Department BB-31

## METAL PLATED CHARMS

In bright gold and silver finish

Metal Plated Charms, Series #1	Per M
Metal Plated Charms, Series #2	\$6.00
Plastic Charms, Famous Series #1	7.50
Plastic Charms, Big Series #2	3.50
Plastic Skulls	4.50
	5.25

**SAMUEL EPPY & CO., INC.**  
WORLD'S LARGEST CHARM MANUFACTURER  
113-08 101st Ave.  
RICHMOND HILL 19, L. I., N. Y.

## 10c HOT 5c

### COIN OPERATED POPCORN VENDERS

DeLuxe Counter Model . . . \$134.50  
Floor Model only \$20.00 more  
**POP YOUR OWN CORN—SAVE 50%**  
2-Gallon Popper for \$27.50

Write for free booklet.  
**ELECTRO-SERV**  
Dept. B748 Peoria, Ill.

# NO. 1

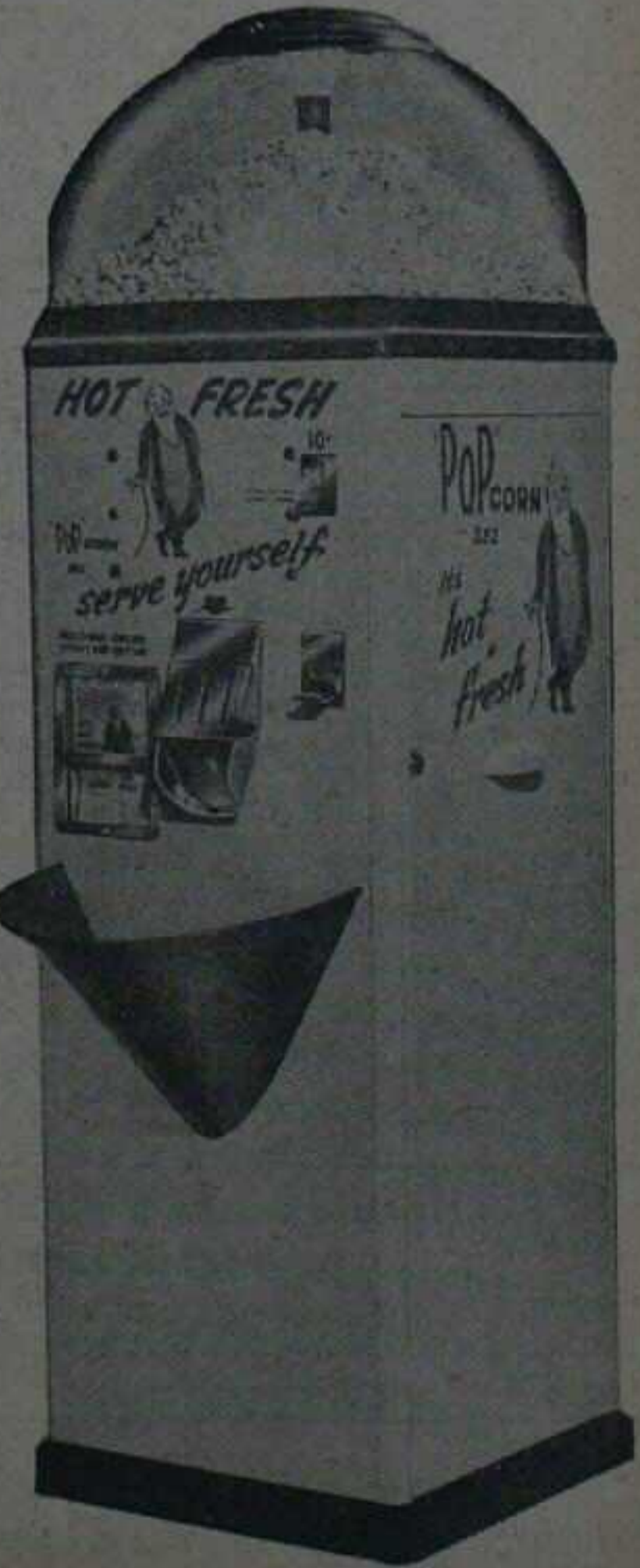
## 'POP' CORN SEZ AUTOMATIC POPCORN VENDORS

Number 1 profit-makers . . . number 1 method of merchandising popcorn. There's no guessing with 'Pop' Corn Sez venders . . . over 30,000 machines on location—90% of all popcorn venders sold since 1941—are 'Pop' Corn Sez. Fully automatic, no attendant necessary . . . attractive and trouble-free . . . unlimited supply of always fresh, uniformly-perfect 'Pop' Corn Sez pre-popped corn. Write, wire or phone today for complete information.



**Auto-Vend, inc.**  
FORMERLY T. & C. CO.  
3612 CEDAR SPRINGS  
DALLAS 4, TEXAS

**Operators:**  
Over 50% net profit.  
**Distributors:**  
A few choice territories now open for exclusive franchise.



**YOU SELL?**

I'd like to contact a few top notch men on coin operated equipment who sold business prior to the present crop of post war "order takers." Send resume, photo, first letter.

**C. E. BOBENMYER**  
213 Commercial Bank Bldg.  
Peoria, Illinois

**VICTOR'S NEW MODEL V-K**

*It's Outstanding!*  
Vends Everything! Investigate the many new features incorporated in this great, new bulk vander. Write us NOW for detailed information and prices.

A Product of  
**VICTOR VENDING CORP.**  
5701-13 Grand Ave., Chicago 39



**JULY CLEARANCE!**

- 15 1c ABT Challengers (Late '47 Model), Ea... \$ 27.50
- 100 1c-5c Northwestern De Luxe Nut, Ea... 20.00
- 5 10c Aristocrat Pop Corn Vendors, Ea... 150.00
- 25 5c Silver King Hot Nut Vendors (used 2 weeks), Ea... 20.00
- 1 Flip Skill Counter Game, Ea... 20.00

Also Cigarette Vending Machines. Write for Prices  
1/2 Dep. With Order, Bal. C.O.D.  
**CAMEO VENDING SERVICE**  
482 West 42d St., New York 19, N. Y.  
LONGACRE 3-1334

**Frosti-Server Ready To Build 10 Ice Cream Units Per Day**

SAN DIEGO, Calif., July 24.—The Frosti-Server Corporation, manufacturers of ice cream bar venders, is now ready for production of about 10 machines a day beginning this month, according to T. B. Smiley, vice-president in charge of production. Production will be gradually increased to about 25 venders a day on a five-day week, Smiley told The Billboard. Corporate set-up of Frosti-Server includes Dr. John C. Redell, president; T. B. Smiley, vice-president, and Rupert C. Linley, secretary. Company plant at Lakeside, Calif., has about 20,000 square feet of floor space, Smiley said. Tooling up of the factory is virtually complete.

**Established in 1932**

Established in 1932, the first Frosti-Server unit was sold in 1939 under the banner of the H & M Company. The company discontinued operations due to war production of airplane parts in 1941.

At present there are about 100 machines out on location. Smiley terms these as "pilots." He said that no replacements due to defective parts have occurred, and that all machines leave the factory on a 90-day guarantee to cover defective workmanship or parts.

Machine is designed to vend three and one half or four-ounce bars. Capacity is about 70 bars using wax envelopes, which in turn are placed in cardboard boxes. Vender is 6 feet high, 21 inches wide and 22 inches deep. Finish is air-dried enamel. Machine loads from the front with the racks stationary in the box. Insulation is three inches in the back and sides, with three inches on the top. Cork and rock cork is used in the insulation. A National Slug Rejector

is a feature of the machine. Sales policy of the firm has been set. Smiley said that when production is up the concern will sell to both distributors and operators in quantity. The firm has already sufficient distributors to handle the line, he stated. The company has no plans for operating the machines and will remain as manufacturers only.

Frosti-Server Corporation has no stock issued and Smiley declared that the firm has no territorial or distributing rights for sale.

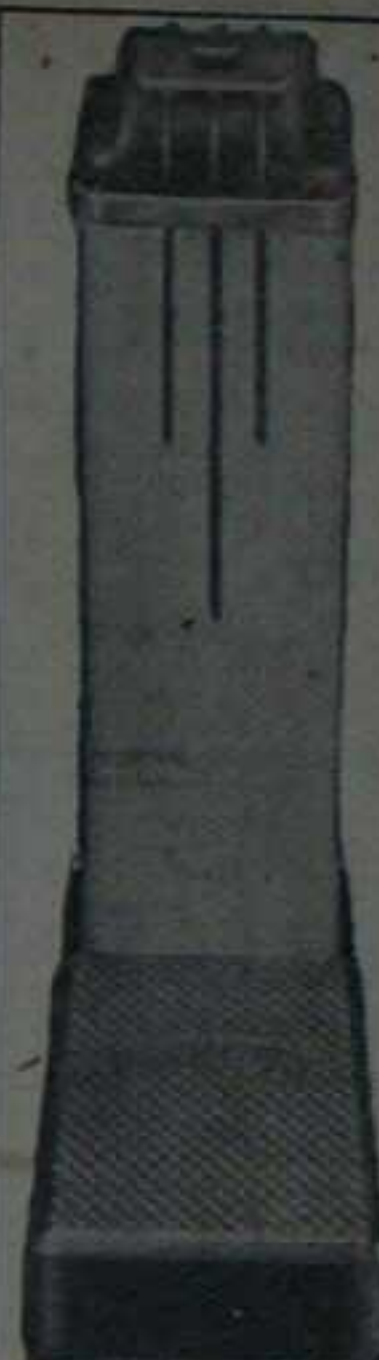
There has been a relatively recent change in the executive set-up. R. A. Kelsey, originally announced as president, has been succeeded by Dr. Redell. Smiley is new to the vending machine trade. He said that he has been in the aircraft parts manufacturing business for 10 years.

Smiley cleared up a certain amount of confusion which seems to have been prevalent in the trade as to the connection between Frosti-Server and Vendi-Freeze, another ice cream vender. He said that there is not now, nor has there ever been any connection between the two firms. It seems that the fact that both machines are San Diego concerns has helped create that impression.

**Peanut Acreage Off**

WASHINGTON, July 24.—A decrease of 2 per cent from last year is indicated for 1948's peanut acreage, Agriculture Department reported this week.

Estimated acreage this year amounts to 4,042,000 acres as compared with the 1942-46 average of 4,144,000 acres.



**MARION AMERICA'S**  
Most BEAUTIFULLY DESIGNED Personal Penny Weighing Scale

6 Colors—To Harmonize With the Choice Locations

**\$79.50**

F. O. B. Plant 25% Cash Bal. C. O. D. Less in Quantities.

Territories Open, Foreign Inquiries Invited.

**WORLD SALES, INC.**

Sole Factory Agents  
3220 W. BROAD ST. COLUMBUS, OHIO RA-6336



**VICTOR'S MODEL V**

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSSE. Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.

Write us NOW for detailed information and prices.

A Product of  
**VICTOR VENDING CORP.**  
5701-13 Grand Ave., Chicago 39

**ENJOY THE "LUSH" PROFITS. TAKE THE BEST LOCATIONS WITH NEW 1949 MODEL.**

**"POP 'N' HOT"**

**COIN OPERATED POPCORN VENDOR HOLDS 18 GALLONS OF PRE-POPPED CORN**

Vends 120 10c bags of corn from each filling. New positive delivery feature for equal portions every time. Heat elements thermostatically controlled to keep corn hot and at even temperature all the time. Drop style A.B.T. slug proof coin chute. All metal cabinet. Rich gold hammerloid finish (baked on). Size 70 in. high, 20 in. wide, 16 in. deep. Weighs 100 pounds.

**\$139.50** F. O. B. CHICAGO

**ORDER FROM YOUR NEAREST DISTRIBUTOR**

**IT'S THE SWEETEST OPERATING DEAL IN THE BUSINESS**

"POP 'N' HOT" has separate key for the corn compartment. Leave a supply of corn with the merchant and let him service your machine for you. You have separate key for cash box. All you do is collect.

**JACK NELSON & CO.**

2320 MILWAUKEE AVE. TEL: DICKENS 3020 CHICAGO 47, ILL.

5c GUM AND 5c HARD CANDY AND MINT VENDORS



for Charms, Lifesavers, Gum and similar sized products.

**ALKUNO & CO.**

408 Concord Ave., New York 54, N.Y. ME 6-5-7757  
Mechanical Manufacturing Laboratories



Slightly Used 1947 Model V VICTORS

(Gum or Peanuts) Lots of 25 only \$200

1/3 deposit with order, balance C.O.D.

ACT NOW Supply is limited

**BUCKMAN NOVELTY CO.**  
107 S. Madison St. Green Bay, Wis.

**\$ PUT IN CANDY \$ PULL OUT CASH**



**BEAT COMPETITION WITH SILVER KING**

2 for 1¢ Ball Gum Vendors. Finest Top Brand Ball Gum, 1 to 3 cases, 2,500 to 3,700 balls, \$10.00 per case; 3 or more, \$8.75; freight paid. Shipped day order received. Other "¢" gum low as \$5.75 per case. Silver Kings low as \$10.95. Address mail to Dept. B.

**T. O. THOMAS CO.**

1572 Jefferson Phone 2131 Paducah, Ky.

**ALL VICTOR MACHINES**

recommended and sold on **TORR TIME PAYMENT PLAN** Pay for same in 10 weekly payments **WRITE FOR DETAILS**

**RAIN-BLO BUBBLE BALL GUM**

Packed 25 Lb. to Carton

- 140 Count 5/8th ..... 25¢ Lb.
  - 170 Count 1/2" ..... 25¢ Lb.
  - 210 Count 3/8th ..... 25¢ Lb.
- Freight paid on 100 lbs. or over

- Pistachios, Large Red, 80 Lb. Ctn. .... 75¢ Lb.
- Pistachios, Small Red, 80 Lb. Ctn. .... 60¢ Lb.
- Virginia Peanuts, 30 Lb. Ctn. .... 27¢ Lb.
- Spanish Peanuts, 30 Lb. Ctn. .... 21¢ Lb.
- Lisoria Gums, 77¢ Ct., 37 Lb. Ctn. .... 28¢ Lb.
- Jawbreakers, 57¢ Ct., 34 Lb. Ctn. .... 23¢ Lb.
- Chocolate Omifall, 45¢ Ct., 34 Lb. Ctn. .... 30¢ Lb.
- Pea Wee Rainbow Peanuts, 33 Lb. Ctn. .... 25¢ Lb.
- Pea Wee Boston Baked Beans, 33 Lb. Ctn. .... 24 1/2¢ Lb.

**FULL CASH WITH ORDER**

**ROY TORR** LANSDOWNE, PENNA.

**Northwestern**

40 MODEL QUALITY AT A PRICE

**IN STOCK!**

6 Lb. Globe Less than 25 \$11.00 Less than 100 10.75 100 or more. 10.50

Write for prices on Models 33, 39 and Deluxe Venders.

**EMPIRE COIN MACHINE EXCHANGE**  
1012 MILWAUKEE AVE. CHICAGO 32







# Pioneer Coinman Offers Answers To Some of Industry's Problems

(Continued from opp. page)

original cost back and pay the merchant a little commission. The plain fact is that there is no margin left for the operator. Just like the dog trying to catch his tail, we never catch up with any profit. We sometimes make only enough out of the record to buy another one.

One of our most dangerous losses of income comes from record costs. Poor quality records shoot our operating costs sky high, and as a result, many operators leave noisy records on machines that should have been replaced, which in itself helps develop more trouble before the next check-up date. Records will go completely bad. The playing will be objectionable to the general public and will have a tendency to drive customers away from the music box. Sometimes grooved-out records will result in a service call which helps run up operating expense some more.

### Record Troubles

I do not insinuate that all records are of exceptionally poor quality, but there are enough poor ones to cause many a headache to the operators. Some may say: "Why buy duds or those that won't stand up?" The answer is simply this: The operator has to buy the record that starts to hit even tho they won't play enough times to pay for themselves before they are worn out. To illustrate this point, here is an example: During the past 30 days or so we have had one big hit. The original was recorded by one of the smaller newcomers to the record business. The first of these records seemed to wear fairly well, but not good. Then, when the tune became a hit what happened? I put one on every juke box I operated. Then we started getting call-backs for replacements during the middle of the week. Soon my reserve of these records was gone and I got caught short before I could get another shipment from the distributor.

Some of these service calls result in having to spend time in substituting another tune, and what a squawk goes up from a location for pulling their top tune. As one of the location owners remarked, "When the outer skin of a record comes off, something must be done." So we just have to let the customers yell until the next shipment comes in, which sometimes takes a long time.

Cases of this kind have been prevalent for the past year or more and the operator can do nothing about it, only shell out some more of the dwindling cash for more records.

It seems that due to good judgment or luck, many of our hit tunes during the past two years have been discovered by or recorded by some little company, and as everyone knows, when a tune clicks it's a "must" for every juke box. So the record manufacturer can sit back and laugh, so to speak, at the operators, while they visualize that the poorer the record, the more they sell. It seems unreasonable when we say: "The poorer the quality the faster the record wears out and the greater number of sales the manufacturer makes," but it is true. So up goes the manufacturer's profit and down goes the operator's profit, which leaves the operator behind the eight ball. He has to buy the inferior product and like it.

At this point I want to give credit where credit is due, but about all I can say in this respect is that not all of the pressings made by the smaller companies are of the poorest quality. They are not all bad or good. The same is true of the major companies' pressings. But as a whole none of the records, so far as wearing quality is concerned, are what they used to be. About the only comparison that can be made is to say some are worse

than others. At any rate, the record situation is one of the big factors with every operator, and as long as the manufacturers sell inferior quality products the smaller will be the net profit, if any, realized by the operator.

### Equipment Costs

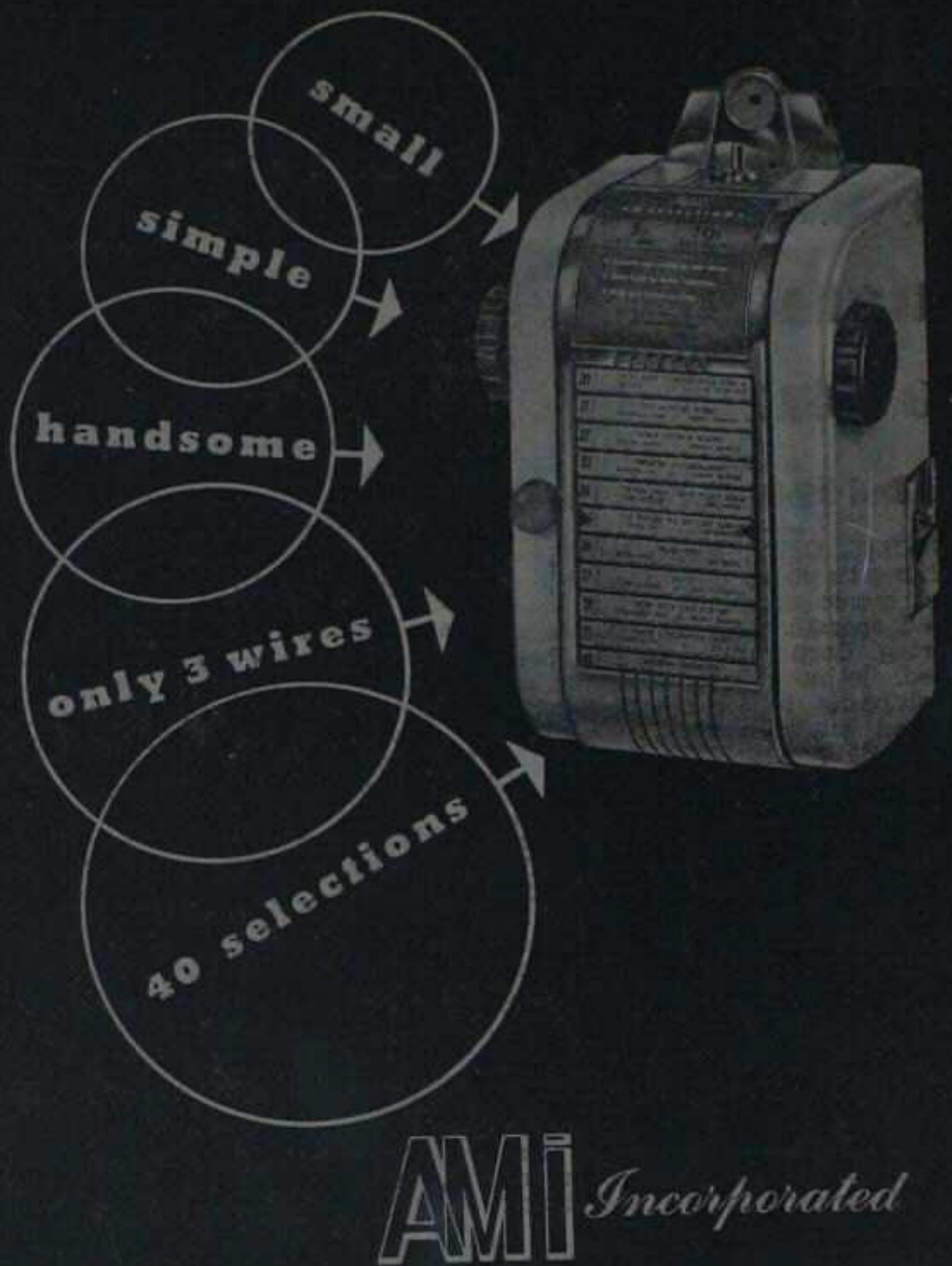
One of the much discussed subjects among the operators of today is the cost of equipment. Personally, I would say the subject is a hot potato now. Going back to the time when the writer started operating in the days of the 10, 12 and 16-record jobs, the price ranged from about \$275 to \$325 per unit. But the operators were not satisfied; they kept asking for more lighting effect, more records per unit and, in fact, wanted more elaborate units. We did not know what a high-priced serviceman was, nor did we need a high-priced technician. As a result, the juke box manufacturers went overboard to build about everything into a juke box they could think of, making them as elaborate as they knew how. Finally they had the answer to the average operator's dream of a few years ago, but among the several things their dreams did not reveal was that the juke boxes could not be kept simple to operate and the price in line with the operator's pocketbook.

In adding all these new gadgets with all the other attachments, the juke box became so complicated, and, last but not least, the price skyrocketed to such an extent that an operator could only afford to pay the price for new units in his choice locations, which were in the minority. It must be remembered that the operators' bread and butter comes from a few high take spots in each string of equipment. No operator has all good ones, so he has to use the high-take spots to equalize the low-take spots in many cases. But when the price of new equipment gets too high and will only show a small margin of profit on the capital invested, it leaves the operator with only one alternative and that is to stop buying new equipment and try to pay his bills from the string of equipment consisting of many old juke boxes that should not be on location.

Generally speaking, there are more locations today that gross less than \$15 per week than there are that gross over that amount. But those spots with a gross of only \$10 to \$15 still want music, and if the operators are going to survive, it is up to them to find a way to furnish them music at a profit and give the location a little cut each week to keep them plugging and happy.

### Spots Spoiled

Many of these low-gross spots have been spoiled, so to speak, during the past few years due largely to inexperienced operators who believe that all they need is a juke box and a location to make money. This all adds up to a lot of unseasoned operators, which reminds me of the old story about one rotten apple spoiling the whole lot. That is true in the operating field. One rotten operator can spoil the game for a lot of good ones. All he has to do is start calling on spots and find one where an operator is taking top money on an old machine, then offer the location a brand new machine and most likely on a 50-50 basis. If this won't keep a territory in a turmoil nothing else will, and to take some more joy out of life, wait until the merchant tells you of the wonderful offer your competitor has made him. Then you try to explain why you can't afford to buy a new machine for his \$10 to \$12-a-week spot and play it on a 50-50 basis. Some will ask, "Where did this new operator come from and how did he get the new machine?" The (See Pioneer Coinman on page 166)



127 NORTH DEARBORN, CHICAGO 2, ILLINOIS

## WHO ELSE Carefully Checks and Tests EVERY Part!



Where else can you be sure of picking a tested winner in a guaranteed reconditioned phonograph at such low bargain prices? Every part in a Shaffer buy is carefully checked and tested by skilled, factory-trained experts. All mechanical and electrical parts and circuits are tested and adjusted on the new Seeburg

Test Panel. 100% perfect performance is assured. This is just one of 6 complete series of reconditioning steps which make Shaffer guaranteed rebuilt phonographs the best buys at any price. Yet — look at these record low prices.

### ★ ★ PHONOGRAPHS ★ ★

Seeburg 147-M Symphonola .. \$625.00	Seeburg Concert Grand ..... \$139.50
Seeburg 147-S Symphonola .. 575.00	Seeburg Plaza .. 139.50
Seeburg 146-M Symphonola .. 515.00	Seeburg Casino .. 129.50
Seeburg 146-W Symphonola .. 500.00	Seeburg Hideaway .. 124.50
Seeburg 146-S Symphonola .. 490.00	Seeburg Royal .. 99.50
Seeburg H146-M Hideaway .. 349.50	Mills Throne of Music .. 99.50
Seeburg 9800—R. C. Lolone. 249.50	Rock-Ola 1422 .. 324.50
Seeburg 8800—R. C. Lolone. 249.50	Rock-Ola Super '40 .. 149.50
Seeburg 8200—R. C. Lolone. 249.50	Rock-Ola '39 Std. .... 109.50
Seeburg 9800—E. S. Lolone. 224.50	Rock-Ola Monarch .. 59.50
Seeburg 8800—E. S. Lolone. 224.50	Wurlitzer 950 .. 199.50
Seeburg 8200—E. S. Hitone. 224.50	Wurlitzer 850 .. 199.50
Seeburg Colonel—R. C. .... 199.50	Wurlitzer 24 .. 69.50
Seeburg Commander—E. S. .. 174.50	Wurlitzer 61—Counter Model 69.50
Seeburg Maestro—E. S. .... 164.50	

TERMS: 50% CERTIFIED DEPOSIT, BALANCE C. O. D.

All Items Subject to Prior Sale.

## SHAFFER MUSIC COMPANY

606 South High St.

Columbus 15, Ohio

PHONE, MAIN 5563



# Right Risk at the Right Time In Right Box Pays Ops Off

(Continued from page 162)

for the over-all operation, a spot survey has revealed. While this over-all increase may seem small, it is accomplished with no additional cash outlay and quite often is accompanied by a reduced record expenditure. These days, too, any increase in earning is welcome, no matter how small.

## How Ops Do It

In the spot check conducted by *The Billboard* this week, the following Chicago operators describe their method of "routeman purchase" of records.

ABC Music Service, headed by Bob Gnarrow, is a recent convert to the tailored disk purchase plan. Gnarrow states that since the introduction of the system, record costs have dropped 4 to 5 per cent per week, with an average jump in play of 1 per cent for all routes. Formerly, disk costs hovered around 16 per cent of gross take, but now have settled to an average 10 per cent. "And we are getting better music coverage with the lower record expenditure," Gnarrow said. In some instances, routemen have hiked weekly total take by \$45 to \$50, he added.

Big thing in this system, according to Gnarrow, is that its the answer to the routeman who says: "We know the kind of records that go on our route—and those you picked for us last week aren't the right ones."

ABC Music stipulates that all record salesmen leave sample disks, to be listened to at the routeman's leisure. Each picks those that he thinks fit best in his stops. A weekly tally-sheet, with a column for each routeman, lists those records ordered. Should an order for any one week exceed the 10 per cent of gross take limit, following week's order is reduced proportionately.

## No Two the Same

Paul Silverman, of Universal Music, one of the largest music operating firms in Chicago, also testifies to the benefits of routemen purchasing of records. "There are no two routes that require exactly the same type of records, in the same proportions," he states. "And that is why the man who services the machines in a given area is best qualified to make up the programs on those machines. While the big hit numbers are bought in large quantities, as they will go in any and every type of location, it's the nationality, waltz, polka, race and hillbilly type of wax that, while in the minority, still goes a long way, when properly placed, to make the over-all operation of a successful, paying one."

"Since installing the routeman buying program, we have found that location complaints on music have dropped drastically, and in many cases disappeared entirely from some of our stops that formerly gave us the most trouble," Silverman stated.

Another important advantage to routeman disk purchasing, especially in the larger operations where a number of men are employed, is that it eliminates the wasted time and expense of returning and re-routing misplaced disks from one route to another, or back to the distributor. Universal's routemen select their records during personal trips to local distributors; if one person were to buy all records, many would prove to be of no value on certain routes, and either result in costly return trips

to the distributor, or in money spent for duds.

Silverman said that while striving to keep the disk budget to a 10 per cent of gross figure, it usually hits the 14 per cent level. When you buy 50 or so records of one hit number for a single route, purchase of additional numbers of lesser popularity, but still definitely coin pullers, means that to keep your machines stacked you'll often have to ignore the 10 per cent maximum, he stated. However, without the personalized buying of routemen, record costs would rise still higher, Silverman concluded.

## Stimulates Interest

Ray Cunliffe, Brown Music Company, feels that selection and purchase of records by his routemen stimulates their interest in their work, increases alertness and results in all-around improvement in servicing, location relationship and play. Cunliffe's men listen to new selections in company headquarters, picking those most appropriate for their own stops. Outstanding hits, of course, are purchased by all and used in all locations. Here too, record costs are being checked to come as close to 10 per cent of gross take as possible.

Gillette Distributing Company, after adopting the routeman disk buying plan, reports a 2 to 3 per cent reduction in record costs. Mrs. H. Gillette, as head of the firm, instituted regular weekly disk buying sessions, which take place Monday mornings, and generally last from 10 a.m. until noon. All routemen attend these sessions, while representatives from distributors demonstrate their wares (usually playing a quarter of each release, to save time). Routemen are given request sheets on which they mark their orders after each disk is played. At conclusion of session, all slips are gathered up and total orders tallied.

## Nine Per Cent Policy

A 9 per cent purchase policy on new records, per total gross per route, is in effect at Gillette. With the usual leeway, this averages out to 10 per cent, Mrs. Gillette admitted. When a routeman has bought over his quota of records for any one week, a general tally sheet shows amount of over-purchase with amount in red, and following week his purchases are held to a lower level.

Bert Bondioli, B & B Novelty Company, while not employing the routeman record buying method, saw definite advantages to the system if individual routemen would subdue personal preference to public preference and spot records accordingly. They would have to be able to interpret trends and localized demand for different types of records, and have to, therefore, know the music business thoroly, he contended. Standard disk placement procedure at B & B is the placing of top hits, one waltz and one polka as musts for each location. Record expenditure is kept to 12 per cent of gross take.

## Advantages

There is one other definite advantage to the routeman system. It has been found that these men become more efficient and conscientious employees, as they have the sole responsibility of furnishing the music for their stops. They pay greater attention to their location requirements, and, in natural sequence, to the appearance and performance of their equipment.

In spite of the fact that some 90 per cent of the record releases can be used in all locations, the remaining 10 per cent can make enough difference to mean hypoed play, when properly placed, and often turn a "marginal" stop into a definitely "in the black" location.

# TERRIFIC CLOSEOUT!

## FAMOUS MAKE\* COIN RADIO

Buy of a Lifetime for  
**COIN MACHINE OPERATORS**



Made by one of the world's largest radio manufacturers. BRAND NEW—IN FACTORY SEALED CARTONS. Truly a Sensational Value at the Low Price of...

# \$24<sup>50</sup>

WRITE FOR QUANTITY DISCOUNT IN LOTS OF 100 OR MORE

Complete with Tubes, Ready to Operate

These 6 tube 2-band superhet radios were originally made to sell for \$79.50. The manufacturer of these famous name radios has discontinued production — We bought the entire lot at a close-out price, enabling us to pass along this terrific bargain to you

Receives foreign and American broadcast. Housed in massive steel case with exquisite chrome trim. Tamper-proof coin mechanism — precision timer — slug reject device. Sturdy coin box and lock. Operates on insertion of 25c coin. Size — 16 1/2" W x 10 1/4" D x 9 1/2" H. Shpg. wt. 25 lbs.

For 115V 50 60 cycle AC operation — DC inverter at small extra cost.

NO REPLACEMENT PARTS WORRY — perpetual stock at our warehouse

\*We agreed not to disclose the manufacturer's name so don't you'll recognize it immediately!

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Executive Offices:  
242-250 West 55th Street  
NEW YORK CITY  
Circle 6-4060 (Ext. 35)

NO C.O.D.'s  
NEWARK ELECTRIC COMPANY, INC.  
242 West 55th Street  
New York 19, N. Y.

I am enclosing \$\_\_\_\_\_ Please forward COIN RADIOS to:

NAME\_\_\_\_\_  
ADDRESS\_\_\_\_\_  
CITY\_\_\_\_\_ STATE\_\_\_\_\_

### 10,000 Brand New Records

Hillbilly, Race and Popular, 15c Each.  
One-half deposit, balance C. O. D.

#### STERLING NOVELTY CO., INC.

609 South Broadway Lexington, Ky.









LATEST NEW MODELS  
MILLS  
AND  
JENNINGS  
SLOTS  
IMMEDIATE  
DELIVERY

BUY YOUR MACHINES  
FROM THE WORLD'S LARGEST  
SUPPLIERS OF  
CLUB EQUIPMENT

STEEL SAFES AND STANDS

OUR GUARANTEE IS YOUR  
ASSURANCE OF SATISFACTION

WRITE, TELEGRAPH OR PHONE  
MONROE 7911

**BAKER**  
NOVELTY COMPANY  
1700 WASHINGTON BLVD.  
CHICAGO 12, ILLINOIS

**COLUMBIA TWIN  
JACKPOT BELL**



Fruit or Cigarette Machine. Gold Award or  
Jackpot Model. Size: Height, 18 3/4"; Width,  
12 1/2"; Depth, 12"; Weight, 43 lbs.

WRITE FOR PRICES

**FOREIGN TRADE**

This machine takes any foreign coin as  
big as U. S. 25c piece or as small as  
U. S. 10c piece.

**GROETCHEN  
TOOL & MFG. CORP.**  
126 N. Union Ave. Chicago 6, Ill.

*Bally*  
**CARNIVAL**  
is doubling  
and tripling  
5-ball profits

**Des Moines:**

Several exhibitors were in town for  
the organization meeting of the Iowa  
Automatic Music Operators' Association  
held at Des Moines. Jack Carter,  
of St. Paul, was on hand represent-  
ing the Midwest Coin Machine  
Corporation. The Pittman Distribu-  
ting Company was also on hand. The  
exhibitors, however, did not set up  
any displays, but opened their hotel  
rooms to the operators. Des Moines  
distributors did not set up any ex-  
hibits for the meeting.

The non-technical service schools  
held by Atlas Music Company at Des  
Moines July 13, and Omaha, July 20,  
were reported well attended by Phil  
Moss, manager of the Des Moines of-  
fice, Ed Feldman, of the Seeburg  
factory, conducted the schools. . . .  
Newell Benson has joined the sales di-  
vision of Atlas Music, and Evelyn  
James has joined the staff as a sec-  
retary.

**Philadelphia:**

Newest addition to coin row in the  
uptown Broad Street area is the  
Boulevard Amusement Company. New  
firm was set up by Sam Grizer and  
Eugene Stave. . . . Local chatter  
columnists made capital of the fact  
that maestro Ted Lewis, during his  
engagement at Frank Palumbo's  
Click, would slip away from the  
throngs between dance sets to play  
pinball machines at the near-by coin  
machine arcade.

James McAndrews, collector for Key-  
stone Vending Company, is looking  
for a new strong box for his truck since  
the one he had been using was broken  
open and \$450 stolen. The robbery  
occurred while he was parked in West  
Philadelphia to service a vending  
machine.

David and Ned Yaffe, heads of Y &  
Y Popcorn, and their wives went to  
New York last week to celebrate the  
Ned Yaffes' third wedding anniver-  
sary. . . . Music operators hail the  
announcement that Warner Bros. will  
relight the Earle Theater stage in  
September after two years of dark-  
ness, calling to mind the excellent  
promotions with name bands appear-  
ing there each week. . . . Basin Street  
Boys' recording of *I Sold My Heart*  
to the Junkman topping the nickel  
pull of King Cole's *Nature Boy*, still  
going strong. . . . Personal appear-  
ances of T. Texas Tyler in this terri-  
tory stimulating added nickels for  
his *Deck of Cards* creation, which  
originally hit hitdom in this area.  
A new cigarette vending opera-  
tion was set up by Lewis Gross and  
Samuel Gross, operating under the  
name of L. & S. Cigarette Vending  
Company.

**San Francisco:**

Bill Schetter, president and general  
manager of Jack R. Moore Company,  
returned from a business trip to  
Chicago. While admitting that busi-  
ness is slack, he sees a good spurt  
ahead by fall. The firm has enlarged  
its game department in order to  
handle increased demand in this line.  
Jack Dolan, Moore rep, is back at his  
desk from a business trip thru  
Northern California. . . . Al Meyers,  
sales manager of the Golden Gate  
Novelty Company, reports that spots  
which have installed shuffleboards  
have greatly increased business.

**Columbia, S. C.:**

Music machine ops here report play  
up slightly in the municipal area due  
to National Guard encampments at  
nearby Fort Jackson. They fear, tho,  
that the loss of the Fifth Division at  
the Fort may chop their play. . . .  
Coastal ops report resort business  
good, but not up to expectations. In  
the interior, the usual summer drag  
has plagued the trade. . . . At the Co-  
lumbia office of Sparks Specialty  
Company, two Seeburg Select-o-Matic  
200 Library machines went out to the  
Piedmont area.

**Los Angeles:**

Joseph Duarte, of Badger Sales  
Company, is passing out cigars again.  
This time it's a daughter, born at St.  
Luke Hospital, Pasadena. . . . George  
O'May has been named manager of  
the E. T. Mape Distributing Com-  
pany succeeding Ray R. Powers who  
has opened his own business and will  
handle coin-operated phonographs  
and equipment. Powers has taken  
over the spot formerly occupied by  
Nels Nelson and later used by Min-  
thorne Music as a display warehouse.  
O'May comes to Los Angeles from  
San Francisco where he was as-  
sociated with the Jack R. Moore Com-  
pany. . . . Distributorship for the  
Pop 'n' Hot vender has been taken  
on for Southern California, Southern  
Nevada and Arizona by Badger Sales,  
William R. Happel Jr., announced.

D. W. Price, of Allite Manufacturing  
Company, and wife and daughter left  
by motor last week for the East. Price  
is making the trip in the interest of  
the automatic pin setting and scoring  
bowling alley. He will make stops at  
Salt Lake City, Denver and Chicago,  
and, then hit the Eastern Seaboard.  
Allite is increasing its production on  
a new schedule. . . . General Music,  
headed by Bud Parr, is manufactur-  
ing The Champ, new coin-operated  
shuffleboard with the plastic top. . . .  
Al Silberman, seen along coin row,  
promises to make an important an-  
nouncement soon. . . . Western Ven-  
ding Machine Operators' Association  
will vote on new officers at their next  
meeting.

**TRADIO-ETTE**



Here's one of the finest business  
opportunities in years. You can  
cash in on the fact that people like  
radio with their meals. That's why  
Tradio-ette—a small, compact coin-  
operated radio designed for res-  
taurant and tavern booths—has  
become so nationally popular. Plays  
15 minutes for 10c.

**Small Investment** Thousands of high-  
yield locations are  
available if you get  
in on the ground floor.  
Only a small invest-  
ment needed to operate this lucrative  
full or part time business. Tradio is  
the nation's leading manufacturer of  
coin-operated radios.

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Contact Us Today  
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**TRADIO, Inc.** ASBURY PARK  
NEW JERSEY

**MONARCH COIN MACHINE CO.**

1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

**BRAND NEW 5-BALL GAMES—CLOSEOUTS! CALL OR WRITE FOR PRICES**

BRAND NEW TUMBLERS AND BOOMERANGS \$129.50 SHOOTING STARS 5-Ball Pin Game, \$50.00	Thoroughly Reconditioned Equipment Ready for Location
Batling Practice . . . \$ 75.00	Keeney Submarine . . . \$ 69.50
Sky Fighter . . . . . 99.50	Undersea Raider . . . 69.50
1947 Ten Strike . . . 129.50	Zingo . . . . . 69.50
Chicoin Hockey . . . . 69.50	Drivemobile . . . . . 149.50
Groetch. Typex, 10c. 289.50	Ex. Mystic Eye . . . . 139.50
Periscope-Liberator . . 69.50	Ace Bomber . . . . . 89.50

**SPECIAL: 50c JEWEL BELLS  
JEWEL BELLS**

MILLS BROWN FRONTS—Orig. 5c-10c-25c 2/5 or 3/5 PO \$109.50 EA.	MILLS BLACK CHERRYS—Orig. 5c-10c-25c 2/5 or 3/5 PO \$150.00 EA.	MILLS GOLDEN FALLS, H.L.—Orig. 5c-10c-25c 2/5 or 3/5 PO \$155.00 EA.
5c-10c-25c New and Reconditioned		<b>WRITE</b>

**WANT TO BUY:** Genco Total Rolls—Chicoin Basketball Champs—Drivemobiles—  
Draw Bells, red buttons—DeLuxe Draw Bells—Mills Escalator Slots

**WRITE FOR COMPLETE LIST:** 1-Balls, 5-Balls, Consoles, Slots, Scales, Etc.  
**FOREIGN TRADE:** We are prepared to serve you now. Write in your own language for information.  
Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft. **CABLE: MOCoin.**

**PRECISION BUILT**  
*Lightning Fast*  
*The Master Changer*

"AS ESSENTIAL AS YOUR CASH REGISTER"

A flick of the finger dispenses 5 nickels,  
5 dimes, 4 quarters or 2 halves in the  
palm of your hand. No unnecessary  
trips to the cash register. Tubes hold  
quarters and halves offered for change



Lustrous Chrome Finish  
Heavy Weighted Base

Northwest Sales Co.  
EXCLUSIVE NATIONAL DISTRIBUTOR  
2144 Elliot Ave. Seattle 1, Washington



**WANTED—250 STAGE DOOR CANTEENS**  
**\$10.00 Each**  
MUST BE COMPLETE AS TO PARTS, NOT NECESSARILY WORKING  
Ship C.O.D.—Advise Quantities  
**B & B NOVELTY CO.**  
715-17 WEST MAIN ST. LOUISVILLE, KY.



pinball tour tie-in with the motion picture *Time of Your Life*, due to tee off within the next few weeks, and scheduled to cover 25 cities.

With the Filben Manufacturing Company of Chicago now in full production on the Maestro and other Filben units, William W. Rabin, president, is flying around the country in his new Lodestar contacting distributors and operators. Bill visited Des Moines last week where Sam A. Drucker, vice-president of the National Filben Corporation, was contacting operators at the State meet at the Fort Des Moines Hotel, and then flew Drucker back to Chicago. Rabin reports he will hold a factory showing of the Filben line in Dallas July 29-30 at the Adolphus Hotel.

A. M. Brennan, Wico executive, says that the firm is going strong on its Whirlwind unit, and that operators from all over the United States are using it on their games. . . . Robert M. Albert has opened offices for his new firm, the Ram Corporation, on West Madison Avenue, and is now operating coin radios in hotels in this vicinity. Albert is a former football star from Ripon College and is making his debut in the business in the coin radio field, but says he expects to expand his operations with other lines later.

Another headquarters which appeared depleted last week, altho this time business, and not vacations, were responsible, were the AMI offices here. Lindy Force, AMI's sales manager, reported that Joe Caldron, assistant sales manager, had spent Monday and Tuesday (19-20) in Des Moines at the operators' meet there, then was scheduled to travel thru the tall corn area for the balance of the week. Monte West, sales service engineer, was en route to Havana, where he will instruct staff members of the CIA Distributora Pan Americana S. A. (AMI distrib in Havana) on the new Model B unit. John Haddock, AMI's president, and his wife, who were visiting in Winnetka, Ill., have returned to the firm's headquarters in Grand Rapids. Force, who reported that production has been moving along so well that it has not caught up with the demand, said that AMI will re-publish its service manual to include the Model B, and will also publish a manual for the firm's wall boxes.

**New Orleans:**

(Continued from page 168)

"brain child" which has gone over with such a bang. He opened a retail parts and repair department on the second floor of the warehouse-office building and reports unusual success.

Quiz machine installed in the New Orleans Novelty Company's arcade on Canal Street is attracting plenty of play since *The New Orleans Times-Picayune* praised its "interesting and educational offerings to those men with an extra 15 minutes to spare at lunch." Louis Boasberg hailed the machine as "just what we need right now when business on other machines in the arcade is in a summer slump."

Fishing is still getting close attention from Frank Anselmo, the "old man" of the Anselmo family at Johnny's Music House.

**Bally**  
CARNIVAL  
is doubling  
and tripling  
5-ball profits

**Twin Cities:**

(Continued from page 168)

has purchased a lot and plans to construct his own building to house his coin machine business. . . . Midwest Coin Machine, Filben jobber, has cleared space in the back of its building and installed a new loading dock as well as making room to park some 30 automobiles.

Another operator who visited recently was Andy Benn, Ironwood, Mich., who hasn't been in the Twin Cities in a year. . . . Don Hazelwood, Aitkin, Minn., was in town to buy arcade equipment. . . . Jack Karter, Midwest Coin Machine, wants it known he has a daughter and a son. A recent issue inadvertently credited him with two sons. The daughter is Joan and the son Stanley. . . . Robert Proper, Pine River, Minn., came to the Twin Cities with his wife, and while she went shopping he visited jobbers to look over music equipment.

M. H. Illies, Long Prairie, Minn., was in the cities buying new music machines. . . . Morrie Berger, Duluth, also arrived in search of equipment. . . . Henry, mechanic for Harvey Hanson, Cambridge, Minn., picked up several music units and hauled them home. . . . Merle Stoddard, Zumbrota, Minn., was around buying five-balls.

Joe Goldberg, Berkely Amusement Company, St. Paul, recently bought a 1941 Pontiac coupe and is busy rebuilding it to look like a Tucker. He's doing the work himself. . . . Ed Gelsinger, Watertown, S. D., was looking for new games and music. . . . Irving Hertman, Lake City, Minn., was buying music. . . . Other visitors included Al Buck, White Bear, and Al Bathrick, Hastings.

**New York:**

(Continued from page 168)

Cup vendors in the subway stations are getting a terrific play these hot and humid days. . . . And there is the case of one attendant, making change at one of the busier underground locations, who has had more than his share of refreshment. One of the machines under his care which was installed this week wasn't operating just right, and every so often would give only a half cup. As he gave the customer another nickel, he would down the half cup.

Chick Meehan, renowned ex-football coach of New York University and current president of the Touchdown Club, is one of the newest additions to the ranks of coinmen. He heads the just-organized Cobbs Florida Orange Vending Company of Manhattan and only during the last week installed more than 25 of the Cobbs orange drink venders in subway locations. Associated with him in the new firm is Michael J. Fornatora.

Jerry Finkelstein, editor of *The Civil Service Leader*, is another new automatic merchandiser. He's associated with Spacarb in its subway operation. . . . Jack Pero, Spacarb advertising and sales director, returned last week from Charlotte, N. C., with I. H. Houston, firm president, and Bill King, engineer. Jack says the Spacarb showing there drew the crowds and got plenty of favorable publicity for venders in the local press and over the local radio.

The Blendow & Meyers two-day showing last week (22-23) attracted more than 200 local and visiting coinmen to the firm's 10th Avenue showrooms. Altho some of the attendance can be accounted for by the well-laden refreshment table, all showed a keen interest in the vending music and amusement equipment displayed. And some orders were written, too. The showing kept Al Blendow, Al Meyers and Teddy (Champ) Seidel busy demonstrating the machines. And Phil Rose, Blendow & Meyers mechanic, did an ace job of explaining the technical details of machines.

**Williams Sets Dew-Wa-Ditty In Production**

CHICAGO, July 24.—Following a successful run of Yanks, the Williams Manufacturing Company is now in production on its newest five-ball game, Dew-Wa-Ditty, which features special bonus pockets and a fast bonus take-up, it was announced this week by Harry Williams, firm head.

Object of the game is to light up seven numbered bumpers which then light up the advance bonus roll-overs, stepping up the special bonus scores progressively from 10,000 to 100,000. When the latter is lit, a special saucer pocket lights, offering an additional 50,000 bonus. When the numbers are all lit, a side roll-over on either extremity of the playfield lights, offering a free play if contacted.

Highspot of the game are four bonus holes, ringing the bottom advance bonus roll-over which, when numbers one thru seven are lit, scores a free play if the ball lands in the lighted hole. The bonus holes, however, do not light up simultaneously; rather, when all other lights are on, one of the bonus holes will light up, and only that hole offers a free play. The bonus holes do not light in rotation, but jump around, thus offering an added suspense for the player. In addition, free plays may be made thru the scoring.

One of the special features of the new Williams game is the fast bonus take-up which, instead of taking from 18 to 20 seconds as is the case with the usual game, only takes from 1 to 2 seconds in Dew-Wa-Ditty, thus stepping up the play considerably. A new coin chute is also featured on the game, which works with only slight pressure.

According to Fulton Moore, Williams sales manager, the new game is in full production and initial field tests have been above expectations.



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KILROY LIGHTNING	FOR	CYCLONE ROCKET	FOR	STEP UP	ANY FIVE
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	600 K } \$99.50 EA.
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DRIVEMOBILE . . . \$99.50	Comp. with Carrying Case . . . \$99.50
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	<b>ROLL DOWNS</b>
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	DOUBLE UP . . . . . \$49.50 EA.
	PINCH HITTER . . . . \$49.50 EA.
	SUPER TRIANGLE . . . \$49.50 EA.
	ADVANCE ROLLS . . . . . \$49.50 EA.
	BING-A-ROLLS . . . . . \$49.50 EA.
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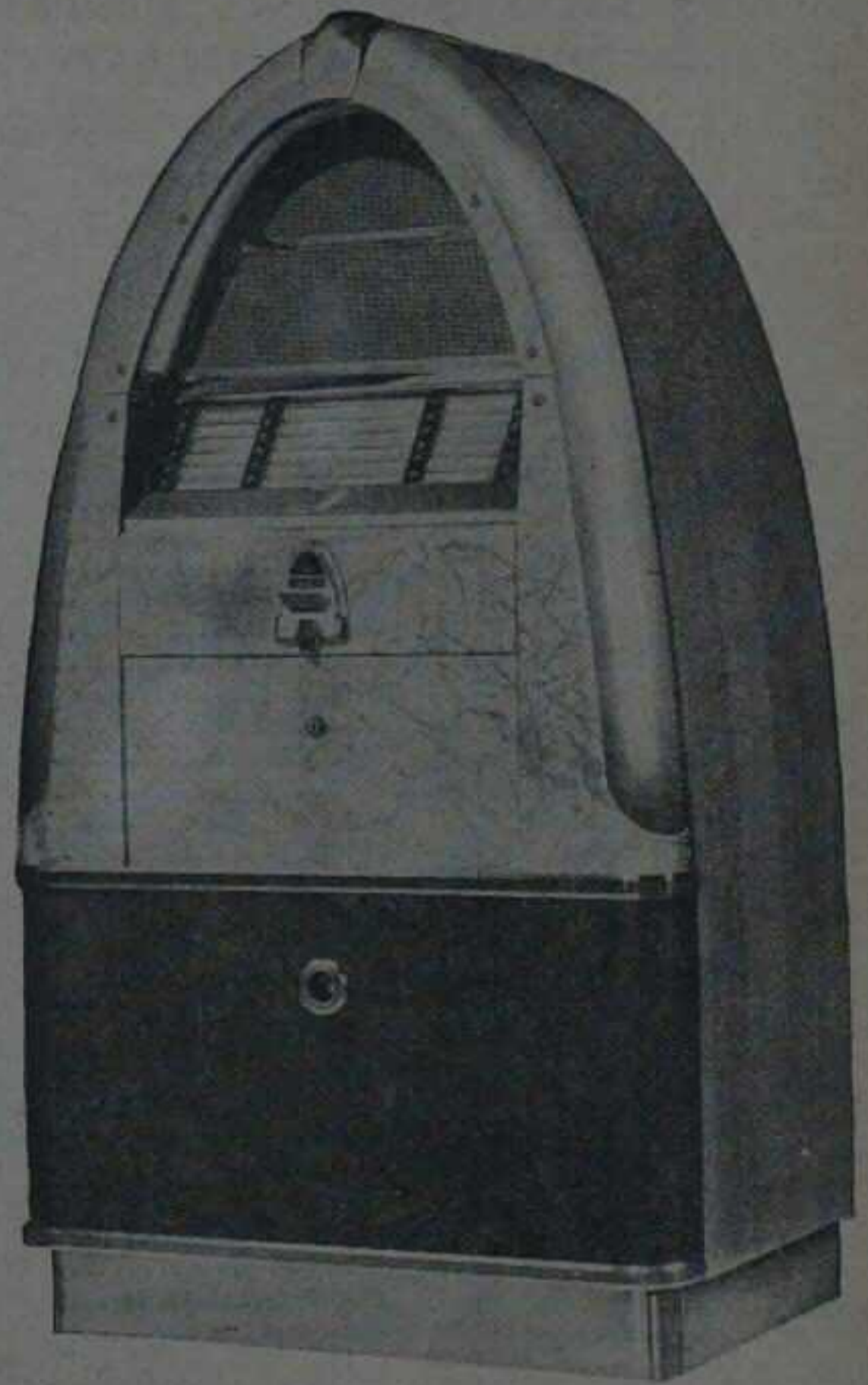
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B'Wanga London 247
Caramba London 249
Copenhagen London 247
Hays D'Ocuvres London 248
Matraca London 250
Streamline Strut London 248
Tarantula London 249
The Night Ride London 250
Ariel
Billos Caracas Boys (Una Noche) Victor 23-0907
Artzena Haktantonet (Our Tiny Land) M. Botoshansky-A. Schwartz Ork (Habibi) Apollo 184
Don't Forget Me
F. Yankovic (Vadnal Waltz) Continental C-1231
Dzwom Polka
Zath-mary Ork (Goral-Stann Polka) Rainbow 80001
El Clavel Y La Rosa
Angellito (El Gitano) Victor 23-0911
El Conejito (Little Bunny)
E. Serrano Ork (Playas De) Victor 23-0908
El Gitano Gandul
Angellito (El Clavel) Victor 23-0911
Estey Hecho Tierra (Down and Out)
Las Guarachas (Que Bobo) Victor 23-0905
Expectation Waltz
J. Biviano (The New) Victor 25-1125
Fontane (Mountain)
R. Salvailli (A Thousand) Victor 25-7097
Good Luck Polka
K. Weiss (Happy Memories) Continental C-314
Goral-Stann Polka
Zath-mary Ork (Dzwom) Rainbow 80001
Habibi (My Dear One)
M. Botoshansky-A. Schwartz (Artzena Haktantonet) Apollo 184
Happy Gay and Wide Awake
J. Mazanec (My Beautiful) Continental C-22
Happy Memories
K. Weiss (Good Luck) Continental C-314
I'm a Widow
S. Banks (Four Husband's) Continental C-13004
Jolly Swiss Boys Polka
S. Madden and Ork (Waltz Bohemia) Mercury 6120
Kare Konte-Polka (The Dark Horses)
P. Wojnarowski Ork (Wszystkie Sie) Dana 563
M. Koshetz Presents Gypsy Airs Album (8-10")
M. Koshetz Victor S-55
De Mill Dreng (Give Me Your Hand for Luck) Victor 26-5040
Gracious (If I Could Sleep Never to Wake) Victor 26-5041
Kallita (Little Gate) Victor 26-5039
Shatu Mue Gore (There's No Sorrow) Victor 26-5038
When It's Love Victor 26-5041
Ya Veeher Miada (Last Night I Drank Too Much) Victor 26-5040
Krakowiak
P. Wojnarowski and Ork (Miala Baba) Dana 574
La Barquita
Trio Urquina (Sin Ti) Victor 23-0910
La Sittiera (Tenant Farmer)
Conjunto Casino (Traigo Un) Victor 23-0908
Long Island Pickers
V. Zembruski (Vic the) Continental C-1233
Malanga Dice (Malanga Tells Me)
O. Guerra (Patilla De) Victor 23-0904
Miala Baba Koguta-Polka
F. Wojnarowski and Ork (Krakowiak) Dana 574
Mille Cherris en Carol (A Thousand Angels Sing in Chorus)
R. Salvailli (Fontane) Victor 25-7097
My Beautiful Rose
J. Mazanec (Happy Gay) Continental C-22
Negrellone
Gomesa Ork (Shein Vi) Rainbow 10029
Negra Maria (Black Mary)
A. Maria Gonzales (Volber a) Victor 23-0909
Pan Migdalek (Old MacDonald)
Silver Bell Ork (Za Stodola) Victor 25-9186
Patilla de Chivo (Sideburn)
O. Guerra (Malanga Dice) Victor 23-0904
Playas de San Luis (St. Louis Shores)
E. Serrano Ork (El Conejito) Victor 23-0908
Que Bobo Es Juan (Foolish John)
Las Guarachas (Estey Hecho) Victor 23-0905
Riding By the Lake
V. Zembruski (Toolie-Collie) Continental C-772
Shein Vi L'Vene Rhumba
Gomesa Ork (Negrellone) Rainbow 10029
Sin Ti (Without You)
Trio Urquina (La Barquita) Victor 23-0910
The New Accordion Polka
J. Biviano (Expectation Waltz) Victor 25-1125
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V. Zembruski (Riding By) Continental C-772
Traigo un Tumbao (A New Step)
Conjunto Casino (La Sittiera) Victor 23-0906
Uno Noche
Billos Caracas Boys (Ariel) Victor 23-0907
Vadnal Waltz
F. Yankovic (Don't Forget) Continental C-1231
Volber a Empezar (Begin the Beguine)
A. Maria Gonzales (Negra Maria) Victor 23-0909
Vic the Drummer Boy
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Waltz Bohemia
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P. Wojnarowski Ork-E. Nijelski and F. Wojnarowski (Kare Konte-Polka) Dana 563
Your Husband's Business
S. Banks (I'm a) Continental C-13004
Za Stodola (Behind the Barn)
Silver Bell Ork (Pan Migdalek) Victor 25-9186

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Candy Store Blues
Baby Rosetta (Looks-There) Rainbow 70021
Tommy Dorseys Clambake Seven
T. Dorsey's Clambake Seven Victor P-220
Alla en El Rancho Grande Victor 20-3033
At the Cedfish Ball Victor 20-3031
Chinatown, My Chinatown Victor 20-3033
Josephine Victor 20-3031
Sailing At Midnight Victor 20-3030
The Lady Is a Tramp Victor 20-3032
The Music Goes 'Round and 'Round Victor 20-3030
The Sheik of Araby Victor 20-3032
Lion's Roar
R. Jacquet-His All Stars (Suede Jacket) King 4242
Looks-There
B. Carver (Candy Store) Rainbow 70021
Mad Moon
J. Morris Ork-J. Griffin (The Spider) Atlantic 859
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The Spider
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Heifetz-Dinicu: Hora Staccato Milhand: Tinjaca From "Sandades Do Brazil"
I. Stern-A. Eakin Columbia 17541
Salle: Trois Morceaux En Forme De Peire Album—Robert and Gaby Casadesu (2-10")
Columbia MM-763
Waltzes of Tchaikovsky Album (4-12")
Vronsky-Babin Columbia MM-760
Valse Sentimentale, Op. 51, No. 6 Columbia 12560
Waltz From "Eugene Onegin," Op. 24, Parts I & II Columbia 72590
Waltz of the Flowers From "Nutcracker Suite," Op. 71a, Parts I & II Columbia 12592
Waltz From "The Swan Lake" Ballet, Op. 20, Parts I & II Columbia 12551
Waltz From "Serenade in C Major," Op. 48 Columbia 12589
Vaughan Williams: Fantasia on a Theme By Tallis Album (2-12")
Minneapolis Symphony Ork.-D. Mitropoulos, Dir. Columbia MX-300

LATIN-AMERICAN

Round the World Rhumba, Parts I and II E. Morales Rainbow 10027
Samba With Cugat Album—X. Cugat and Ork (3-10")
Columbia C-165
Brazil—Cugat Chorus Columbia 38244
Copacabana—F. Alvarez Columbia 38243
In Chi-Chi-Castenango—L. Romay Columbia 38243
Mary Ann—Aladdin Columbia 38243
Papa Knows—F. Alvarez Columbia 38242
38244
Tico-Tico—E. Verdugo Columbia

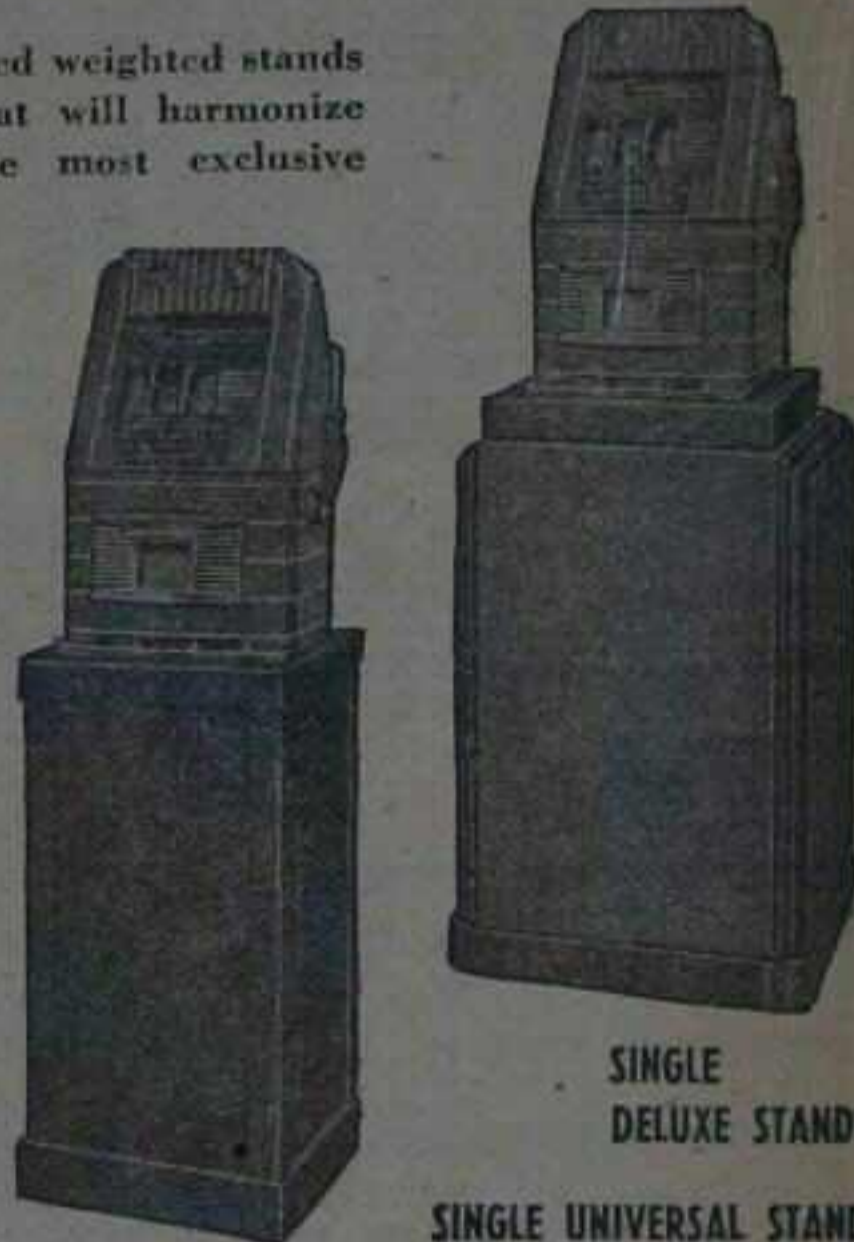
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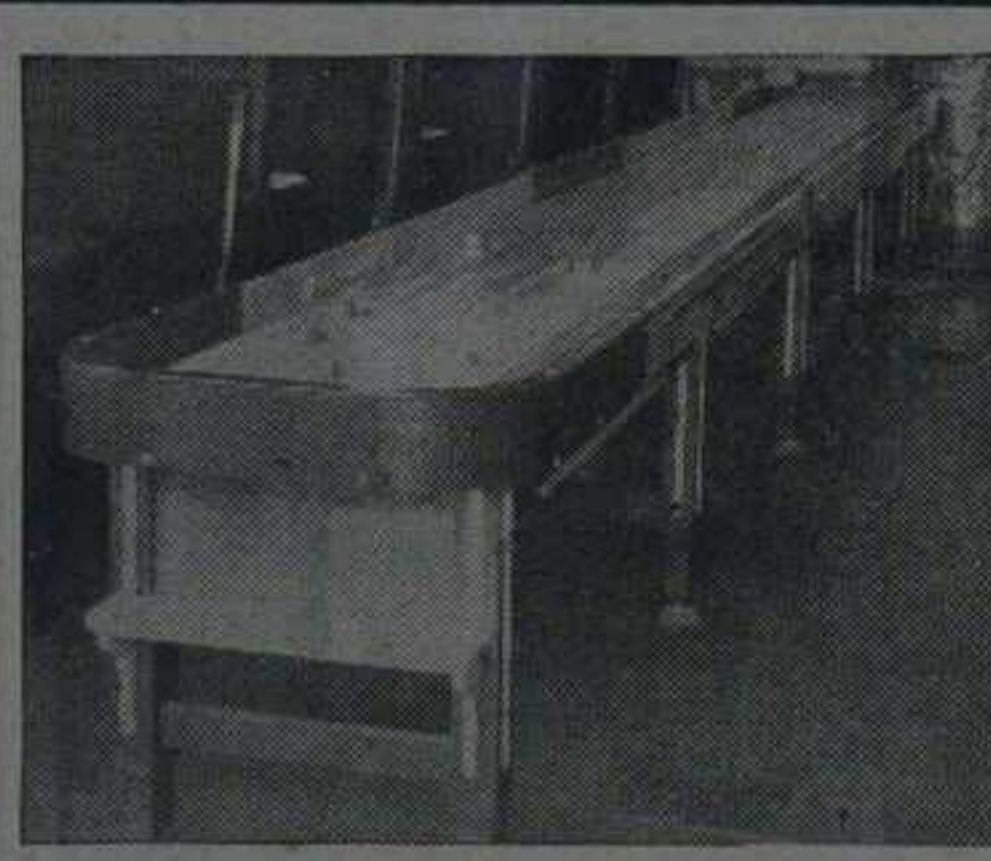
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Indianapolis area, the Western Specialty Company, Kansas City, Kan., for Eastern Kansas and Western Missouri; Dial Distributing Company, 400 Lodi St., Syracuse, N. Y., for 12 New York counties.

Filben has appointed two new distributors: Paul W. Hawkins, Phoenix and Tucson for Arizona, and the Interstate Coin Machine Exchange, Springfield, Mass., for New England.

Globe Distributing Company, Chicago, has been appointed by the Sattley Company, Detroit, to handle the distribution of its coin auditing equipment.

Jack Nelson Company, Chicago, national distributor for Hume, Hagen & Company, has appointed following sub-distributors for its Pop 'n' Hot popcorn vender. Badger Sales Company, Los Angeles, for Southern California; A & B Candy Company, Portland, for Oregon; McClure Distributing Company, Kansas City, Mo., for Kansas and Missouri; Superior Distributing of Denver, for Colorado; Rex Distributing Company, Buffalo, for Buffalo; Gold Metal Products Company, Cincinnati, for Ohio, and Bill Doyle & Company, Grand Rapids, Mich., for Grand Rapids.

## Frisco OK's Diggers; Overrules Police

SAN FRANCISCO, July 24.—The city board of permit appeals this week overruled an order of Police Chief Michael Mitchell revoking the licenses of six claw machine operators. Chief Mitchell revoked the licenses several weeks ago, claiming that payment of an annual \$100 federal license per machine put them in the same class as bell machines, which also pay a \$100 federal fee.

Marshall Leahy, attorney for the six operators, told the appeals board that the federal license was being paid under protest. Claw machines, he said, have been operating in San Francisco since 1925, and that there are now some 400 licensed here each year.

"There was no evidence shown they are gaming devices," said E. B. Baron, president of the appeals board, in announcing reversal of Chief Mitchell's order.

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### FREE PLAYS — PINS ALL PACKED READY TO GO

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- Bonanza . 1
- Hawaii . 1
- Tally-Ho . 3
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WILL OPEN CLOSED TERRITORIES! WILL MAKE GOOD TERRITORIES TERRIFIC!

OPERATOR'S REPORT: Unbelievable high grosses . . . prolonged sessions of fast repeat play . . . simple operation . . . best of all, phenomenal profits.

Attention-attracting brilliantly lighted merchandise cabinet. Merchandise available at wholesale cost.

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Proof? . . . We have moved to new and larger quarters.

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- Banjo
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- Manhattan
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| Lady Robin Hood | \$135.00 |
| Humpty Dumpty   | 135.00   |
| Manhattan       | 80.00    |
| Nevada          | 79.00    |
| Flying Trapeze  | 79.00    |
| Mexico          | 72.00    |
| Hawaii          | 69.00    |
| Bowling League  | 69.00    |
| Torchy          | 69.00    |
| Gold Ball       | 69.00    |
| Co-Ed           | 69.00    |
| Ranger          | 69.00    |
| Flamingo        | 69.00    |
| Tornado         | 69.00    |
| Rocket          | 69.00    |
| Lucky Star      | 69.00    |
| Ballyhoo        | 69.00    |
| Ginger          | 69.00    |
| Broncho         | 49.00    |
| Crossfire       | 49.00    |
| Havana          | 49.00    |
| Malsie          | 49.00    |
| Marjorie        | 49.00    |
| Smarty          | 49.00    |
| Playboy         | 49.00    |
| Honey           | 49.00    |

**NEW 5-BALL EQUIPMENT FOR IMMEDIATE DELIVERY**

- WRITE FOR PRICES
- |                         |                   |
|-------------------------|-------------------|
| Gottlieb All-Baba       | Bally Carnival    |
| United Major League     | Exhibit Jamboree  |
| Genco Merry Widow       | Williams Yanks    |
| Chicago Coin Crazy Ball | Marvel Hit Parade |

**RECONDITIONED MUSIC**

- |                |          |                |          |
|----------------|----------|----------------|----------|
| Wurlitzer 500  | \$120.00 | Wurlitzer 1015 | \$475.00 |
| Wurlitzer 600  | 120.00   | Seeburg 148-M  | 400.00   |
| Wurlitzer 750E | 225.00   | Rock-Ola 1422  | 300.00   |
| Wurlitzer 800  | 200.00   | Rock-Ola 1428  | 419.00   |
| Wurlitzer 850  | 200.00   |                |          |

**SPECIAL**

**25 NEW MARVEL MACHINES**  
Cigarette or Fruit Reels, Coin **\$35.00** EACH  
and non-coin operated

MEMBER CMI

**NATIONAL COIN MACHINE EXCHANGE**  
1411-12 DIVERSEY BLVD. Phone: BUCHingham 64661 CHICAGO 14

*Bally*  
**CARNIVAL**  
is doubling and tripling 5-ball profits

**SPECIALS**

- HIDEAWAYS**
- |                                       |         |
|---------------------------------------|---------|
| 1 Wurlitzer 24, good shape            | \$60.00 |
| 1 Rock-Ola 20, 1 Wurlitzer 16, Ea.    | 40.00   |
| DYNAMIC SPEAKERS, Ea.                 | 5.00    |
| BOXES—Rock-Ola, Buckley, Seeburg, Ea. | 5.00    |
- ONE BALLS**
- |   |         |
|---|---------|
| Dark Horse, Record Time, Sport Special, Turf Champ, Ea. | \$35.00 |
| TEN PINS, nice shape, new paint, Each                   | 35.00   |
- Terms: 1/3 With Order, Balance C. O. D., F. O. B. Grand Rapids.

**E. & R. SALES CO.**

813 Collage, N. E. Grand Rapids, Mich.

**DON'T PASS UP THESE BARGAINS!**

- |                               |               |
|-------------------------------|---------------|
| 1 AMI Model A                 | Each \$774.50 |
| 2 Wurlitzer 616               | 39.50         |
| 3 Wurlitzer 500K              | 84.50         |
| 1 Rock-Ola Super              | 84.50         |
| 2 Mills Thrones               | 39.50         |
| 3 Chicago Coin Roll Downs     | 69.50         |
| 2 Electromaton Rol-a-Score    | 74.50         |
| 1 Esso Stars                  | 29.50         |
| 1 Tally Roll                  | 34.50         |
| 1 Bang-a-Fitty Skee Ball      | 174.50        |
| 5 Vest Pocket Bells, 5¢       | 24.50         |
| 2 High Hand, F.P., P.O. Comb. | 59.50         |
| 5 Model 125 Wurl. Wallboxes   | 4.50          |
| 1 125 Stepper                 | 9.50          |
| 2 Mills Jewel Bells           | 199.50        |

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FROM STOCK!

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Pushback Wire

18 or 20 Strand

## 68

Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

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Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

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Cord and Wire Co.

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CHICAGO 41, ILL.

**SPECIAL!**  
ALL PURPOSE  
**RUBBER SERVICE KIT**  
**\$5.00**

Includes every type of rubber used in pin games.

THIS IS A GREAT BUY  
ORDER TODAY

**COIN MACHINE SERVICE CO.**  
1547 N. Fairfield Ave., Chicago 22, Ill.

Bally

# CARNIVAL

is doubling  
and tripling  
5-ball profits

**CLOSEOUT PRICE**  
Strikes & Spares, 10—\$348 ea. as is

From a rep Levin deal.  
Original cost over \$1,000.00.

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You'll have fewer out-of-order calls with a Jennings!

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For a rapidly expanding fraternal organization.

All cities of 2,000 population or more provide a fertile field for the installing of one or more chapters. Liberal commissions paid.

One man made \$700 in June. Opportunity to advance into state organizer with override on all state business.

A financially sound organization with a plan of operation that is easy to sell because it is generally recognized as being far superior to old established fraternal groups.

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**NATIONAL ORDER OF FALCONS**  
301 Scarrit Arcade Building  
KANSAS CITY, MO.

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WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

NEW PIN GAMES	NEW COUNTER GAMES	NEW CONSOLES
CHICOIN CRAZY BALL EXH. SHORT STOP UN. MAJOR LEAGUE GENCO MERRY WIDOW GOTT. ALI BABA WMS. DEW-WA-DITTY BALLY CARNIVAL MARV. HIT PARADE WMS. YANK \$184.50 EX. JAMBOREE 180.00 UN. RONDEVVOO 158.50	MARVEL POP-UP \$ 28.50 ABY MODEL F 52.50 ABY CHALLENGER 48.50 SHIPMAN ART SHOW 49.50 GRIP-VUE 49.50 KICKER & CATCHER 34.50 GOTT. GRIP SCALE 28.50 NON-COIN MARVEL 34.50 DAVAL'S ACE OR OUB 14.50 BAT-A-BALL JR. & STAND, Originally \$79.50, Now... \$21.50	MILLS 3-BELLS WRITE KEEN. GOLD NUG. 880.00 EVANS RACES 931.00 BAL. TRIPLE BELL 895.00 EV. WINTERBOOK 826.00 EVANS BANGTAILS 671.50 EV. CASINO BELL 637.50 JENN. CHALLENGER 595.00 BAL. WILD LEMON 542.50 BAL. DOUBLE UP 542.50
NEW ONE BALLS	NEW SLOTS	NEW VENDORS
BALLY GOLD CUP, F.P. \$645 BALLY TROPHY, P.O. 645	MILLS JEWEL BELL W JENN. STD. CL. CONSOLE MILLS BLACK GOLD, H.L. R JENN. S. DL. CL. CONSOLE MILLS MELON BELL I JENN. STANDARD CHIEF MILLS BONUS BELL T JENN. LITE-UP CHIEF COLUMBIA, JP \$139.50 VEST POCKETS 65.00	ALL-AM. SHOE SHINE MACH. \$308.50 SHIPMAN SELEC-A-BAR, 3-col. 59.50 ARISTOCRAT POP CORN VENDORS 225.00 MARION SCALE 79.50 SILVER KING HOT NUT VENDOR 29.85 5¢ 4-WAY MINT 17.50 ADVANCE 25¢ MODEL 21¢ VENDOR 29.50 SILVER KING, 1¢ or 5¢ NUT OR B.G. 13.95 VICTOR MODEL K 12.85 VIC. MOD. V. C.T. 13.75 VIC. UNIVERSAL 13.95 N-W STAMP VEND. 69.00
NEW COIN COUNTERS	SLOT SAFES, STANDS, ETC.	
Downey-Johnson \$198.50 Coin Sorter, Electric 290.00 Hand Operated 225.00 Master Changer 27.95 Junior Changer 17.95	CHICAGO METAL REVOLVING SAFES — DE LUXE Single \$119.50 • Double \$174.25 • Triple \$292.00 UNIVERSAL—Single Safe \$79.50 • Double Safe 116.75 FLIPPER BUMPER KIT 55.95 • NICKEL NUDGER 3.95 BOX STANDS \$27.50 • FOLDING STANDS 12.50 EXH. ROLL TILT 2.75 WICO'S WHIRLWIND SPINNER 11.95	
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TOTAL ROLLS — ALL POST-WAR BALLY ONE-BALLS — EUREKA — DRAWBELLS — ALL MILLS SLOTS  
COLUMBIAS — ALL LATE FLIPPER PINS

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WMS. YANKS 149.50	BALLYHOO 64.50
CATALINA 149.50	PLAY BOY 64.50
ROBIN HOOD 149.50	KILROY 59.50
BERMUDA 149.50	FIESTA 69.50
HUMPTY-D 139.50	SUPER SCORE 64.50
NEVADA 119.50	SPELLBOUND 49.50
BOWL. LEAG. 109.50	MISS AMER. 39.50
MEXICO 99.50	DYNAMITE 39.50
HAWAII 89.50	SMARTY 39.50
FLAMINGO 74.50	SHOW GIRL 39.50
GOLD BALL 74.50	BAFFLE CARD 39.50
MARJORIE 74.50	STEP UP 39.50
LUCKY STAR 74.50	STATE FAIR 39.50
CROSSFIRE 74.50	HOLLYWOOD 39.50
HAVANA, with Motor Unit 74.50	SUPERLINER 39.50
HONEY 74.50	FAST BALL 39.50
MAISIE 74.50	SEA BREEZE 39.50
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	BIG LEAGUE 39.50
	BIG HIT 39.50
	LITE-O-CARD 29.50

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50¢ MILLS GOLD CHROME \$209.50
MILLS Q.T., Slightly Used 65.00
MILLS BLACK CHERRY, Orig. 5¢ \$144.50; 10¢ \$149.50; 25¢ 154.50
5¢ MILLS BLUE FRONT, ORIG. 89.50
5¢ MILLS BONUS BELL 119.50
5¢ MILLS ORIG. CHROME, 2¢ 108.50
10¢ BROWN FRONTS 108.50
JENN. SILVER CHIEF, 5¢ 79.50
JENN. OIGAROLA XV 89.50
GROET. COLUMBIA, J.P. 69.50
5¢ MILLS VEST POCKET 44.50
WATL. ROL-A-TOP, 5¢, 10¢ or 25¢ 69.00

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VICTORY DERBY, P.O. 189.50
LONGACRE, F.P. 89.50
TURF KING, P.O. 78.50
PIMLICO, F.P. 78.50
'41 DERBY 78.50
CLUB TROPHY, F.P. 74.50
JOCKEY CLUB, P.O. 69.50
KENTUCKY, P.O. 68.50
BLUE GRASS, F.P. 59.50
RECORD TIME, F.P. 59.50
LONGSHOT, P.O. 59.50
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EVANS LUCKY STAR 109.50
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MILLS 4-BELLS, 5-5-5-5 89.50
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5¢ PACE SARATOGA SR., P.O. 69.50
BALLY BIG TOP, P.O. or F.P. 69.50
MILLS JUMBO, LATE HEAD 69.50
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JENN. FAST TIME, P.O. 59.50

**109 PRE-WAR GAMES**

With FREE Flipper Kit for only \$24.50 Each

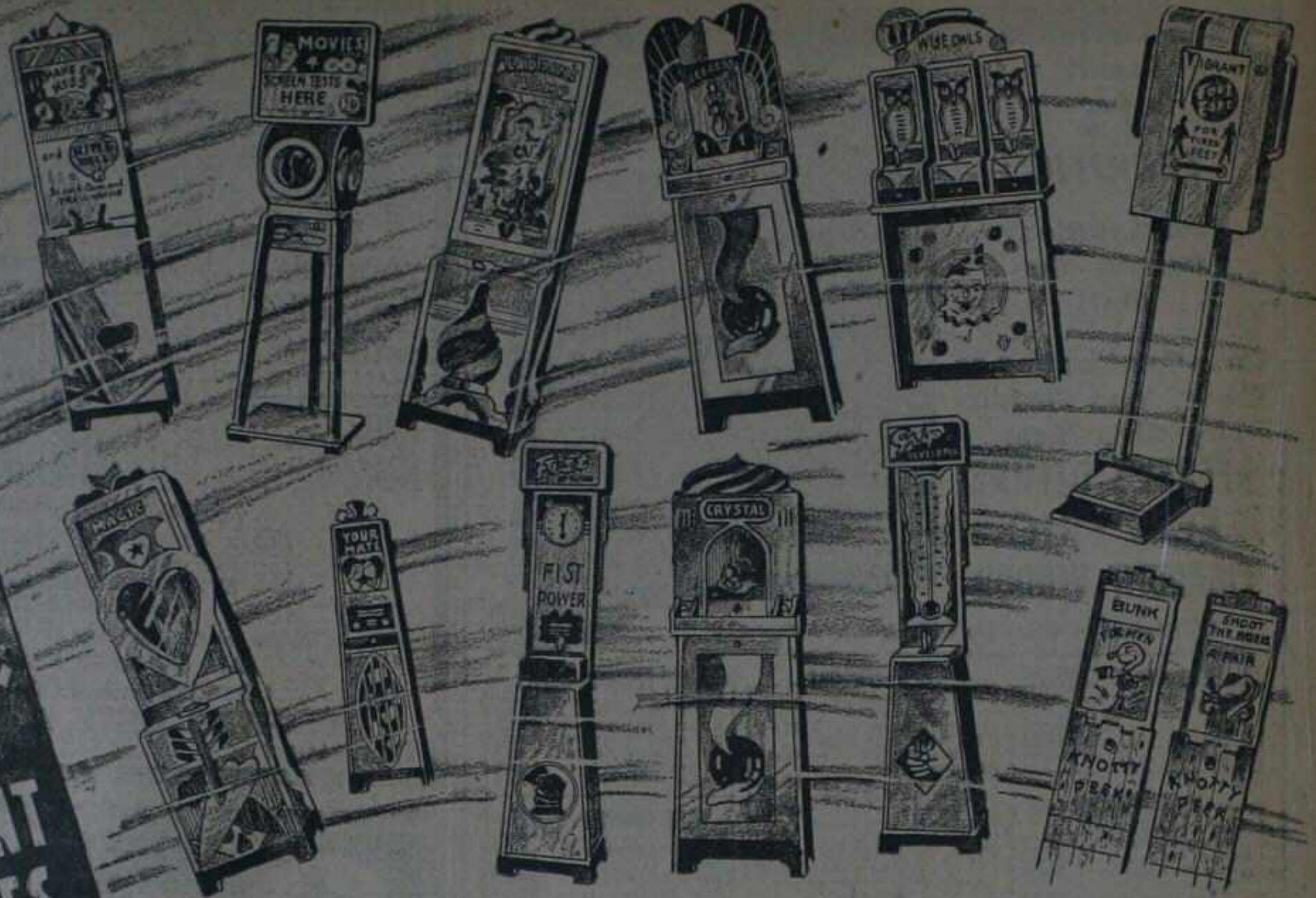
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Manufacturers of

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We Also Sell  
**NETS AND PRE-WAR QUALITY CARPET**  
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Won't you come with me . . .  
**NOT TO Alabamy but to TRIMOUNT**  
and see Williams' Terrific NEW 5 BALL "DEW-WA-DITTY"

WHAT A GAME! WHAT A NAME!  
 • Colorful • Fast • High Score  
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FOR NOVELTY PLAY IN CLOSED TERRITORIES try the new "MISTIC DERBY" race horse game  
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Brand new, original crates, only 10 left. Close-out price, \$50.00 apiece. Write for price on entire lot.

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**For a Combination of Beauty and Simplicity Give Them KEENEY'S DELUXE ELECTRIC CIGARETTE VENDOR**



Distributors in Ohio, West Virginia and Kentucky

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Original Black Cherry Bells,  
 1 Cherry Pay Out  
 5¢ ..... \$135.00  
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 25¢ ..... 155.00

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 Marlon Scale ..... 87.50  
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 25 Pop Set Pop Corn Vendors ..... 135.00  
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**SPECIAL**

50 Like New Silver King Ball Gum Vendors... \$8.00  
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 50 Northwestern #33 Ball Gum, Parc. Finish. All with plastic globes. Each ..... 8.00

**300 BANK A BALLS**

Bowling Alleys, 8 Ft., 12 Ft. and 14 ft.—some new and some almost new—but all in excellent shape—write or phone us for special prices.

**TERMS: 1/2 DEPOSIT, BALANCE C. O. D.**

**NEW COUNTER GAMES**

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 Whiz ..... 20.00  
 Kicker & Catcher... 18.00  
 Bingo ..... 12.00  
 Home Run Gun ..... 12.00  
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**NEW ARCADE EQUIPMENT**

Mutoscope Silver  
 Gloves ..... \$375.00  
 Scientific Pitch 'em  
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**1 MILLS**

**25¢ GOLF BALL VENDOR**  
 like new ..... \$275.00

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2021-2025 PROSPECT AVE • CLEVELAND 15, OHIO  
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**SLOT MACHINES**

**HEADQUARTERS** for all models of Mills Bell Machines  
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Coed ..... 38.50	Mystery ..... 77.50
Cyclone ..... 39.50	Nevada ..... 34.50
Dynamite ..... 18.50	Playboy ..... 44.50
Flying Trapes ..... 59.50	Ranger ..... 28.50
Ginger ..... 50.00	Rocket ..... 28.50
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Honey ..... 39.50	Stop-Up ..... 20.00

NOW DELIVERING: Carnival, Jamboree, Major Baseball, Merry Widow, Crazy Ball, Dew-Wa-Bitty and Gold Cup.

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**COMPLETE SELLOUT SALE!!**

**LATEST 5 BALL PIN TABLES**

Each and every game at a sacrifice price—Our Loss—Your Gain!!

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 COVER GIRL ..... 80.00

**SPECIALS!!**

LADY ROBINHOOD ..... \$120.00  
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AND MANY, MANY OTHERS

OLDER GAMES AT EXTREMELY LOW PRICES  
 ALL GAMES IN PERFECT CONDITION  
 ALSO 40 JUMBO PARADE P.O. .... \$40.00 EACH  
 EXCELLENT CONDITION

Write For Complete List — Orders Shipped Promptly.  
 ALL ORDERS F.O.B. ROCHESTER, N. Y.  
 1/3 DEPOSIT—BAL. C.O.D. OR SIGHT DRAFT

**FLOWER CITY AMUSEMENT CO.**

618 E. MAIN ST. ROCHESTER, N. Y.



**MILLS BELLS!**

We have all Mills latest Bells in stock.

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 AUTHORIZED BELL-O-MATIC DISTRIBUTOR

Most Beautiful Most Durable Stamp Vendor of Them All



**POSTMASTER STAMP VENDOR**

Three chamber roll stamp machine, vending from 2 to 5 stamps for any coin in any chamber, accurately cut on the perforations. The only stamp machine which will not become obsolete by change in postal rates.

**\$69.95**

In Lots of 10 or More  
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**RUSH YOUR ORDERS**

1/3 Deposit, Balance C. O. D.

**Scott-Crosse Co.**

1423 Spring Garden Street  
 Philadelphia, Pennsylvania  
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**Bally CARNIVAL is doubling and tripling 5-ball profits**

**LIKE NEW**

CROSS FIRE ..... \$ 37.50  
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 HAVANA ..... 32.50  
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 TRADE WINDS ..... 122.00  
 CINDERELLA ..... 130.00  
 MANHATTAN ..... 89.50  
 BOWLING LEAGUES ..... 64.50  
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 582 Clinton Ave., North Rochester 5, N. Y.

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**FAST PLAY—GREATER EARNINGS!**

Evans' new electro-pneumatic control speeds up play faster than ever before!

**MYSTERY ODDS!**

One each play odds change with flashing lights and mechanical action!

**7 COIN DROPS with Individual Coin Detectors**

**NEW REFINEMENTS! NEW DESIGN!**

Rich new cabinet . . . brilliant, colorful backboard . . . brightly lighted, full vision race track!

**3 GREAT MODELS—5c or 25c PLAY**

**CASH OR CHECK PAYOUT**



**FREE PLAY**  
ODDS CHANGE WITH EVERY SELECTION  
CONVERTIBLE

**CASH MODEL**  
5c or 25c PLAY

**CASH MODEL**  
5c PLAY WITH 25c DAILY DOUBLE FEATURE

**H. C. EVANS & CO.**

1528 W. ADAMS STREET

CHICAGO 7, ILLINOIS

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# WICO'S "WHIRLWIND" PLAY BOOSTER

PROVES "GOLD MINE" FOR OPERATORS

TESTED and APPROVED by OPERATORS!

**SENSATIONAL NEW PROFIT-MAKER**

Continuous Action!  
Constant Eye Appeal!  
Easy to Install!

**PLAYER ACTION!**

**THRILLS GALORE!**

**ORDER TODAY!**

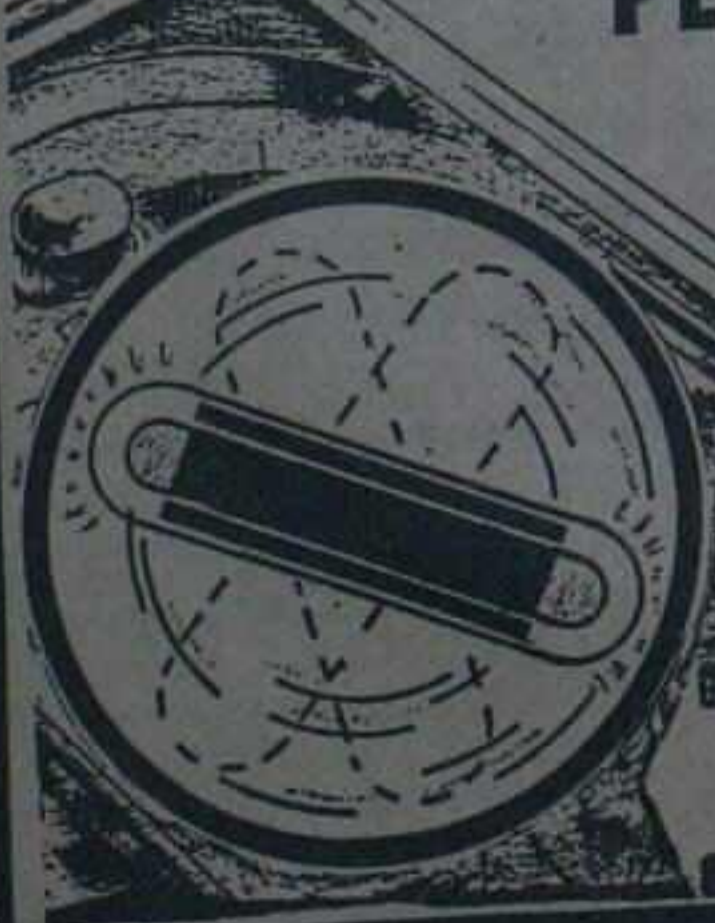
FOR GREATER PROFITS TOMORROW!

PRICE \$11.95

YOUR MONEY BACK

COMPLETE WITH INSTRUCTIONS AND DIAGRAMS

IN 10 DAYS IF NOT SATISFIED



Colorfully Illuminated While It Spins

and NOW.

Wico's WHIRLWIND PLAY BOOSTER is made in another desirable size . . . 4 inches from end to end. When ordering specify size you desire . . . 4 inches or 5 inches.

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2913 No. PULASKI RD.

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CHICAGO 41, ILLINOIS

The New **EXTRA AWARD**

**CRISS CROSS**  
**JACKPOT**  
**BELLE**



X X X

This outstanding bell features EXTRA-AWARDS in addition to the conventional payouts.

CRISS CROSS is designed for clubs preferring liberal payout machines.

X X X



MEMBER

*Buckley Manufacturing Co.*

4223 WEST LAKE STREET • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533

**EARN MORE** per individual unit  
than a Complete Route of other equipment



with KEENEY'S  
**BONUS**  
*Super Bell*

Install one 2-Way Keeney Bonus Super Bell. Compare collections you make with a complete route of other equipment. Be assured — your Keeney 2-Way Bonus Super Bell will out-earn a group of competitive machines by a wide margin. A test will prove it!

**in Heavy Production**  
Now by  
**Popular Demand!**  
See Your Nearest Keeney  
Distributor

There's a Keeney Console for Every Location

- ★ 2-WAY BONUS SUPER BELL, famous 5 multiple, up to 5 coins each chute.
- ★ GOLD NUGGET, sensational Twin Multiple, 4-coin play console.
- ★ WILD BELL, new "wild" symbol, single coin, 2 chute console.

Any combination of 5c-10c-25c chutes available for each machine  
Order from your Keeney Distributor NOW!

J. H. *Keeney* & CO., INC.

"THE HOUSE THAT JACK BUILT"  
3455 NORTH STATE STREET, CHICAGO 33, ILLINOIS

**A HIT!**  
**HIT PARADE**

- WAS AN IMMEDIATE HIT WHEN FIRST INTRODUCED!
- STILL A BIG HIT!
- WILL CONTINUE TO BE A HIT FOR A LONG, LONG TIME!

**Because—**  
**RIGHT NOW**  
**HIT PARADE IS SETTING**  
**NEW COLLECTION RECORDS**

PEP UP THOSE SLUGGISH LOCATIONS WITH A REAL PROFIT-PRODUCING GAME — PACKED WITH THRILLS, ACTION and FEATURES GALORE!  
**ORDER FROM YOUR DISTRIBUTOR AT ONCE**

DISTRIBUTORS WRITE  
Territory Still Available

**MARVEL MFG. CO.** 2647 Fullerton Ave. Chicago 47, Ill.  
Dickens 2424

AUTOMATIC COIN



Authorized Exclusive Factory Distributor for  
**BRAND NEW MILLS SLOTS**  
NOW DELIVERING **JEWEL BELL**  
BRAND NEW **BLACK GOLD HANDLOAD**  
**MELON BELL**

**GUARANTEED SLOTS** — Reconditioned — Refinished — Repainted

**MILLS GOLD CHROME HANDLOAD J.P.**  
2/5 or 3/5, \$129.50  
5c-10c or 25c

**MILLS GOLD CHROME**  
2/5 or 3/5, \$119.50  
5c-10c or 25c

**MILLS GOLDEN FALLS, HL, JP**  
(Post-War) \$164.50  
2/5 or 3/5,  
5c-10c or 25c

**MILLS BLACK CHERRY (Post-War)**  
2/5 or 3/5, \$154.50  
5c-10c or 25c

**MILLS 4 BELLS** \$129.50  
Late Head

**JENNINGS 5c BRONZE CHIEF** \$129.50  
(Post-War)

**JENNINGS DELUXE LITE-UP** \$149.50  
(Post-War)  
5c, 10c or 25c

**JENNINGS 4-STAR CHIEF** \$69.50  
5c or 10c

**NEW METAL BOX STANDS FOR SLOTS** . . . . \$22.50

**MISCELLANEOUS GUARANTEED**  
**RECONDITIONED EQUIPMENT**

11 Col. Du Granier Cig. Machine	\$118.50
9 Col. Du Granier Cig. Machine	108.50
Uneda-Pak Cig. Machine	120.50
Uneda-Pak Cig. Machine, like new	140.50
Buckley Track Odds (No Daily Double)	24.50
A. S. T. Challengers	148.50
Wurlitzer 500 Phonograph	139.50
Seeburg Casino	149.50
Seeburg Mayfair	149.50

**BRAND NEW MILLS** \$65.00  
**VEST POCKET** . . . .

**DOWNEY-JOHNSON** \$198.50  
**COIN COUNTER** . . .

TERMS: 1/3 Deposit, Balance C. O. D.  
WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

**AUTOMATIC COIN** **MACHINES & SUPPLY CO.**

ALL PHONES: CAPITOL 8244  
4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS



BAFFLE CARD	30.00
TRAPEZE (3)	65.00
BALLERINA, Flippers (2)	99.50
TRIPLE ACTION, Flippers	99.50
NEVADA, Flippers (4)	79.50
HAVANA, Motored, Flippers	39.50
CINDERELLA, Flippers	105.00
RANGER (2)	39.50
RIO, Flippers (2)	24.50
HUMPTY DUMPTY, Flippers	89.50
SINGAPORE (2)	59.50
VANITIES, Flippers	39.50
DYNAMITE	20.00
BONANZA (2)	74.50
BRONCO	44.50
MANHATTAN, Flippers	89.50
SMARTY, Flippers	29.50
BOWLING LEAGUE (2)	69.50
BERMUDA, Flippers	89.50
ROBIN HOOD, Flippers (2)	99.50
VICTORIOUS, 1945, F.P.	34.50
MEXICO, Flippers	64.50
GOLD BALL	39.50
TRADE WINDS, Flippers (2)	105.00
CATALINA, Flippers	105.00
SUNNY, Flippers	89.50
MELODY, Flippers	89.50
KILROYS	25.00
WHIZZES, with Stand	25.00
TORNADO	29.50
VICTORY SPECIALS	125.00

All machines in good condition, ready for location.

1/3 deposit with all orders.

### GLOBE AMUSEMENT CO.

141 Saranac St. Rochester, N. Y.  
Phone Glenwood 5918

## British Tour Shows Penny Mchs. Tops, Detroit Mfrs. Find

DETROIT, July 24.—Edward A. Gorney and Chester Rozinski, partners in the Mercury Athletic Scale Corporation, have returned from a short business trip to England, where they made a number of distributor appointments for their athletic tester line, including one for South Africa.

According to Gorney, the penny machine is the one that has been making out best in the present severe economic circumstances in England, as viewed by American eyes. The higher priced machines are not taking in the money in the competition of the various price brackets, and the "copper king" has become the most envied figure in the industry accordingly. Scales and fortune-tellers are accordingly among the most popular types with English operators today. With no attempt being made to change the coin chutes on the other types of machines, they are unable to operate at a very profitable level under present conditions.

**REMEMBER THIS**

**acme PLASTICS**  
ARE UNCONDITIONALLY GUARANTEED AGAINST BREAKAGE FOR 3 YEARS

SOLID COLORS THRU AND THRU—NOT SPRAYED OR PAINTED. ALMOST 1/4" THICKNESS—PERFECT FIT.  
Write for Price List

**ACME SALES COMPANY**  
305 West 42nd St., N. Y.  
Longacre 3-4138

## ROLLDOWN GAMES

RECONDITIONED BY FACTORY EXPERTS  
READY FOR LOCATION

### WOOD BALL

BING-A-ROLLS	\$225.00
AUTO ROLLS	WRITE
ADVANCE ROLLS	89.50
CHICAGO COIN ROLLDOWN	49.50
BIG CITY	50.00

### STEEL BALL

SEA ISLE	\$49.50
BUBBLES	49.50

Crating Extra

1/3 deposit with order, balance C. O. D., F. O. B. New York

### SEABOARD

NEW YORK CORPORATION  
540-550 W. 58th St., New York 19, N. Y.  
Phone, COLumbus 5-4584

## MILLS BELLS!

We have all Mills latest Bells in stock.

### AUTOMATIC COIN MACHINE & SUPPLY CO.

4135 W. Armitage Ave., Chicago, Ill.  
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

*Bally*  
**CARNIVAL**  
is doubling and tripling 5-ball profits

Palisades Can Make Immediate Delivery of

## BALLY'S CARNIVAL

BALLY GOLD CUP, JOCKEY SPECIALS, VICTORY SPECIALS, SPECIAL ENTRIES, VICTORY DERBIES AND DRAW BELLS, EVANS WINTER BOOKS, FREE RACES, BANGTAILS AND DOMINOES. ALL PRE-WAR BALLY ONE BALLS IN PERFECT RUNNING ORDER.

A COMPLETE LIST OF NEW AND USED POST-WAR FIVE BALL PIN GAMES; A BEAUTIFUL GROUP OF MILLS AND JENNINGS 5c, 10c AND 25c SLOTS; EVANS TEN STRIKES, TALLY ROLLS, SUPREME SKEE BALLS, AND VARIETY OF STEEL BALL ROLL DOWNS.

CALL OR WRITE FOR PRICES

**PALISADES SPECIALTIES COMPANY**

498 Anderson Avenue Cliffsides Park, N. J.  
Cliffsides 6-2892

Only One Mile South of George Washington Bridge on 9W, Jersey Side.

## MAYFLOWER SPECIALS

### ARCADE CLOSE OUTS

Heavy Hitter	\$ 75.00
Big Inning	300.00
Box Score, Roll Down	155.00
Mudgy, Roll Down	49.50
Premier Barrel Roll	200.00
Strikes and Spares, Used	200.00
All Stars, Used	225.00
Basketball Champ, Used	250.00

### NEW CONSOLES

Galloping Dominoes	Write
Bangtails	Write
Bally Double-Up	Write
Bally Triple Bell	Write

IMPROVED FOR SIMPLE INSTALLATION

## LIGHT WEIGHT PICKUP

FOR ALL WURLITZERS

NOTHING TO CHANGE  
SIMPLE PLUG IN UNITS

TERMS: 1/3 DOWN PAYMENT WITH ORDER

## Mayflower Distributing Co.

2218 UNIVERSITY AVENUE

ST. PAUL 4, MINN.

## BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see Bill Hoppel  
MILWAUKEE see Carl Hoppel

### GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS 3-WAY, 5-10-25	\$695.00	KEENEY BONUS 1-WAY, 5c	\$275.00
BALLY TRIPLE BELLS, 5-10-25	550.00	KEENEY BONUS 2-WAY, 5-25	550.00
BALLY TRIPLE BELLS, 5-5-25	545.00	KEENEY BONUS 2-WAY, 5-5	545.00
MILLS 1947 THREE BELLS	395.00	KEENEY GOLD NUGGET	WRITE
MILLS 1941 THREE BELLS	169.50	KEENEY WILD BELL	WRITE
JENNINGS CHALLENGER, 5-25	375.00	BALLY DE LUXE DRAW BELLS	275.00
KEENEY TWINS, 5-25, F.P., P.O.	99.50	BALLY DRAW BELLS (R. B.)	245.00
KEENEY SINGLE SUPER, F.P., P.O.	59.50	BALLY DRAW BELLS (M. B.)	225.00
MILLS JUMBO, LATE F.P.	89.50	MILLS JUMBO, LATE F.P., P.O.	49.50
1947 EVANS BANGTAILS, P.O.	250.00	MILLS JUMBO, LATE P.O.	39.50
BALLY WILD LEMON	WRITE	1947 EVANS BANGTAILS, F.P., P.O.	205.00
NEW BALLY GOLD CUP, F.P.	WRITE	NEW KEENEY FAVORITE, F.P., P.O.	WRITE

### GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 1015	\$495.00	SEEBURG MODEL 1-47 M	\$525.00
WURLITZER MODEL 1080	495.00	SEEBURG MODEL 1-46 M	425.00
A.M.I. 1946 MODEL A	595.00	ROCK-OLA MODEL 1426 (1947)	450.00
PACKARD 1946 MODEL 7	395.00	ROCK-OLA MODEL 1422 (1946)	375.00
1946 SEEBURG MODEL 246	295.00	1946 ROCK-OLA PLAYMASTER	325.00
PACKARD MODEL 400	195.00	1940 ROCK-OLA PLAYMASTER	149.50

### BRAND NEW IN ORIGINAL CRATES

JOBBERS WRITE FOR PRICES

BALLY HI ROLL	WRITE	GENCO BING-A-ROLL	WRITE
WILLIAMS BOX SCORE	WRITE	BALLY BIG INNING	WRITE
BALLY BOWLER	WRITE	BALLY HEAVY HITTER	WRITE
A. B. T. CHALLENGER	WRITE	STRIKES & SPARES	WRITE
1948 GALLOPING DOMINOES	WRITE	1948 BANGTAILS	WRITE

ALSO LARGE STOCK OF USED GENCO BING-A-ROLLS, BALLY HI ROLLS AND ADVANCE ROLLS

WRITE

### RECONDITIONED SLOTS AND STANDS

MILLS BLACK CHERRY, ORIG.	5c 5145.50	NEW MILLS JEWEL BELL	WRITE
MILLS BLACK CHERRY, ORIG.	10c 499.50	NEW MILLS BLACK CHERRY	WRITE
MILLS BLACK CHERRY, ORIG.	25c 189.50	NEW MILLS GOLDEN FALLS	WRITE
MILLS BLACK CHERRY, ORIG.	50c 295.00	SINGLE WEIGHTED STAND	25.50
NEW MILLS VEST POCKET BELLS	59.50	DOUBLE REVOLV-A-ROUND SAFE	149.50

TERMS: 1/2 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

**Badger Sales Co., Inc.**

2251 WEST PICO BLVD.  
LOS ANGELES 6, CALIF.  
ALL PHONE DR. 4326

**Badger Novelty Co.**

2546 NORTH 30TH STREET  
MILWAUKEE 10, WIS.  
ALL PHONE KIL 3030

### JAR TICKETS—SALESBOARDS NEW AND USED SLOTS

Always at Lowest Prices

**E. R. THOMAS & Associates**  
Manufacturers' Agents

315 17th St. ROCK ISLAND, ILL.

### ROUTE IN NEW JERSEY FOR SALE

\$45,000.00

150 Machines, approximately one-half Muntz and one-half Pin Ball and Amusement Machines, 1946 Truck and Parts. Excellent opportunity to expand. Average past income, \$2,000.00 per month. Should increase this year because of recently added equipment. Ideal location, promising and especially lucrative post. Owners interested in other business, but will be on hand to assist if necessary.

BOX D-4, Billboard, Cincinnati 22, Ohio.

**FREE PLAY GAMES — READY FOR LOCATION**

\$19.50  
EACH

BAFFLE CARD — BIG PARADE — BIG HIT — BARRAGE  
(PREWAR COVER GIRL) — SPELLBOUND — SUPERLINER —  
SUPERSCORE — SURF QUEEN — SUSPENSE

CAROUSEL — DYNAMITE — FAST BALL — KILROY —  
MYSTERY — ROCKET — STATE FAIR — STEP UP —  
TORNADO

\$29.50  
EACH

\$39.50  
EACH

CYCLONE — FIESTA — MAISIE —  
MISS AMERICA — PLAYBOY  
— RIO — SHOW GIRL

HAVANA  
HI RIDE  
MAMSELLE  
STARLITE

\$49.50  
EACH

- Gold Ball . . . \$ 59.50
- Manhattan .. 129.50
- Nevada . . . 89.50
- Tally Ho . . . 59.50

TERMS: 1/3 Deposit,  
Balance Sight Draft.



Write for List of  
Other Games.

"The House that Confidence Built"

**SOUTHERN AUTOMATIC  
MUSIC COMPANY, INC.**

SEEBURG DISTRIBUTORS IN  
CINCINNATI · DAYTON · FT. WAYNE  
INDIANAPOLIS · LEXINGTON

624 S. Third St., Louisville 2, Ky.      228 W. 7th St., Cincinnati 2, Ohio  
240 Jefferson St., Lexington 2, Ky.    603 Linden Ave., Dayton 3, Ohio  
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NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

**MILLS LATEST MACHINES**



**GOLDEN FALLS**  
You can make **MORE MONEY** with this New Mills Bell (with Hand-Lead Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on the unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play. **WRITE FOR PRICES**



**JEWEL BELL**  
If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play. **WRITE FOR PRICES**

**IMMEDIATE  
DELIVERY**



**MILLS QT**  
A "Pony-Size" Bell. Weighs only 35 lbs. The **NEW QT** is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

**\$115.00** 1/3 Deposit

New Box Stands, Single, Double and Triple Safes

**SICKING, INC.**

Associated with Sicking Dist. Co., 2833 W. Pico Blvd., Los Angeles, Cal.



**NEW VEST POCKET BELL**  
The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payroll cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. **BLUE & SILVER or GOLD & SILVER.**

**\$65.00** 1/3 Deposit  
Established 1401 CENTRAL PARKWAY  
1895 CINCINNATI 14, OHIO

**NEW EQUIPMENT**

- Eah. Short Stop
- Merry Widow
- Major League Baseball
- Carnival
- Crazy Ball
- All-Babs
- Hit Parade
- Gusher . . . \$19.95
- Mills 5¢ Vest. Pook. 85.00
- Mills 5¢ Q.T. . . 115.00

5¢ WIRELESS WALL-O-MATICS (WS-2Z) . . . \$19.50  
5¢-10¢-25¢ WIRELESS BAR-O-MATICS (WB-1Z) . . . \$29.50

Each unit completely reconditioned and refinished. All worn parts replaced.

**GUARANTEED PERFECT**

**SPECIAL!**  
Brand New SHOOTING STARS

5¢ F.P. Game, in Orig. Cartons

**\$50.00**

**COLUMBIA DOUBLE JACKPOT BELL SPECIAL**

Factory re-conditioned like new. **\$75.00 EA.**

Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 1/2" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

For NEW COLUMBIAS WRITE FOR PRICES



1/3 DEPOSIT, BAL. C.O.D., F.O.B. CHICAGO.

WRITE FOR FREE NEW CATALOG!

WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!

Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

**COIN-OPERATED 1¢ or 5¢ AMERICAN EAGLES OR MARVELS**

Free Play Token Payout      Cigarette Token Payout  
Factory Reconditioned

**\$20.50**

Government Tax-Free Non-Coin American Eagles or Marvels. No coin chute, no cash box. Attendant permits play by unlocking handle with special key. Total plays notify seen on visible register.

**\$27.50** ea.

NEW 1948 IMPS

Specify 1¢ or 5¢ Play, Cigarette or Fruit Reels. **\$11.95** ea.  
Write for Quantity.



**NEW JENNINGS BELLS®**

- Standard Chief, 5¢ . . . \$289.50
- Standard Chief, 10¢ . . . 279.00
- Standard Chief, 25¢ . . . 289.00
- Standard Chief, 50¢ . . . 399.00
- Standard Chief, \$1 . . . 699.00
- Super DeLuxe Lite Up Chief, 5¢ . . . 324.00
- Super DeLuxe Lite Up Chief, 10¢ . . . 334.00
- Super DeLuxe Lite Up Chief, 25¢ . . . 344.00
- Super DeLuxe Lite Up Chief, 50¢ . . . 454.00
- Standard Club Console . . . 369.00
- Super DeLuxe Club Console . . . 424.00

\*With Tic-Tac-Toe Reels, Same Prices.

**NEW CONSOLES**

- 5 25¢ Challenger . . . \$585.00
- Double Up . . . 542.50
- 5¢ Monte Carlo . . . 800.00
- 5 25¢ Monte Carlo Challenger . . . 745.00
- Evans Bang Tails . . . 671.50
- 25 Evans Races, J.P., P.O. Fl. Sample. 450.00

**CONSOLE BARGAINS**

- 5¢ Pace Reels Jr. . . . \$ 49.50
- Bang Tails . . . 425.00
- Mills 3 Bells (Fact. Rebuilt) . . . 245.00
- 25¢ Mills Club Console . . . 145.00
- 5¢ Super Bell . . . 89.50
- Victory Derby, Chrome Reels . . . 149.50
- Sport King . . . 59.50
- Turf King, P.O. . . . 79.50
- 5¢-25¢ Jenn. Challenger (Fl. Samp.) . . . 395.00

**BELL SPECIALS**

- 5¢ Jenn. Chief . . . \$ 85.00
- 5¢ Jenn. Silver Chief . . . 85.00
- 5¢ Jenn. Bronze Chief . . . 125.00
- 5¢ Jenn. Red Skin . . . 79.50
- 10¢ 4-Star Chief . . . 74.50
- 10¢ Super DeLuxe Chief (Lite-Up) . . . 175.00
- 10¢ Watling Rolatop . . . 60.00
- 10¢ Pace Comet . . . 60.00
- 25¢ Mills Brown Front . . . 99.50
- 25¢ Mills War Eagle . . . 85.00
- 25¢ Pace Bantam . . . 49.50
- 1¢ Pace Bantam . . . 39.50
- 25¢ Watling Rolatop . . . 75.00
- 50¢ Mills Gooseneck . . . 75.00



Terms:  
1/3 Dep.  
Balance  
C. O. D.

\$49.50

HOME OF PERSONAL SERVICE

**PHONOGRAPHS**

- Wurl. 24 . . . \$189.50
- Wurl. 500 . . . 189.50
- Wurl. 600 . . . 189.50
- Seeburg Lo-Tone . . . 275.00
- Seeburg K20 . . . 88.50
- Seeburg Colonial . . . 219.50
- Concert Grand . . . 175.00
- 8800 RC . . . 250.00
- 8800 RC . . . 250.00
- Classic ES . . . 175.00
- Casino . . . 149.50
- B200 Conv. . . 149.50
- Concert Master . . . 185.00
- Rock-Ola DeLuxe . . . 169.50
- Rock-Ola Windsor . . . 89.50

EXTRA BELL CABINET

(New slot cabinet, complete)

**Atlas NOVELTY COMPANY**

2200 N. WESTERN AVE. · PHONE ARMitage 5005 · CHICAGO 47

Assoc. Offices: ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8  
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ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 3



**Abco NOVELTY Co.**

823 W. RANDOLPH ST. PHONE TAYLOR 1203 CHICAGO 7, ILLINOIS

**OUT THEY GO!**

Thoroughly Reconditioned Used Games

3 FOR \$50.00		YOUR CHOICE—\$39.50 EACH	
SUPERLINER	BIG HIT	HAVANA	RIO
STATE FAIR	BIG LEAGUE	BALLYHOO	AMBER
SPELLBOUND	STEP UP	PLAYBOY	ROCKET
SURF QUEEN	CANTEEN	TORNADO	KILROY
YANKS . . . . .	\$169.50	SINGAPORE . . . . .	\$99.50
STARDUST . . . . .	179.50	MEXICO . . . . .	69.50
ROBIN HOOD . . . . .	149.50	HONEY . . . . .	49.50
MANHATTAN . . . . .	139.50	RANGER . . . . .	49.50
SEA ISLE . . . . .	99.50	MAMSELLE . . . . .	49.50
STARLITE . . . . .	99.50	CROSSFIRE . . . . .	49.50
CATALINA . . . . .	149.50	GOLD BALL . . . . .	49.50

1/3 Deposit, Balance C. O. D.

**ATLAS AMUSEMENT CO.**

1078 Union Ave., Memphis, Tenn.

Ph.: 36-2309

**All four,  
streamlined  
and action  
forevermore**

THE JEWEL	THE BLACK GOLD	THE MELON	THE BONUS
			
<p>The operator's standard Bell!</p>	<p>The hand load with dominant Jackpot!</p>	<p>It kicks out a Jackpot Token!</p>	<p>It's not only a Bell- it's a game!</p>

**All four,  
streamlined  
and action  
forevermore**

**Bell-O-Matic Corporation**

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS



# GENCO'S MERRY WIDOW

**GOOD NEWS!**

Due to great demand for Merry Widows, we will continue production for at least 30 days more!

You'll Find GENCO'S MERRY WIDOW Even BETTER Than TRIPLE ACTION, TRADE WIND or MARDI GRAS!

**FLIPPER ACTION KICK-OUT HOLE SINGLE DOUBLE TRIPLE BONUS**  
 SUPER HIGH SCORE  
 7 EXTRA ROLL-OVER BUTTONS  
 3 100,000 BUMPERS

ORDER FROM YOUR NEAREST DISTRIBUTOR



**GENCO** BUILDS GREATER GAMES  
 2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

**NEVER BEFORE**  
 at these **LOW PRICES**



- |                               |                                       |
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| <b>FIVE BALLS</b>             | <b>TORNADO</b> . . . . . \$ 20.50     |
| AMBER . . . . . \$ 29.50      | <b>STARDUST</b> . . . . . 175.00      |
| BAFFLE CARD . . . . . 29.50   | <b>TREASURE CHEST</b> . . . . . 85.00 |
| BIG HIT . . . . . 15.00       | <b>VANITIES</b> . . . . . 39.50       |
| BIG LEAGUE . . . . . 15.00    | <b>CO-ED</b> . . . . . 38.50          |
| BRAZIL . . . . . 15.00        | <b>ROCKET</b> . . . . . 38.50         |
| BRONCO . . . . . 29.50        |                                       |
| CANTEEN . . . . . 19.50       | <b>ONE BALLS</b>                      |
| CATALINA (Chgo Coin) 119.50   | JOCKEY SPECIAL . . . . . \$115.50     |
| CYCLONE . . . . . 28.50       | SPECIAL ENTRY . . . . . 299.50        |
| DOUBLE BARREL . . . . . 15.00 | VICTORY SPECIAL . . . . . 162.50      |
| FIESTA . . . . . 29.50        | LONGACRES . . . . . 39.50             |
| FLAP TOP . . . . . 15.00      | RECORD TIME . . . . . 29.50           |
| FRISCO . . . . . 15.00        |                                       |
| GOLD BALL . . . . . 39.50     | <b>PHONOGRAPHS</b>                    |
| HAVANA . . . . . 39.50        | SEEBURG LOTONE, RCA 130.00            |
| HOLLYWOOD . . . . . 15.00     | SEEBURG 1946 ROL-AWAY for Wireless    |
| KILROY . . . . . 29.50        | Wallboxes . . . . . 275.00            |
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| MIDGET RACERS . . . . . 15.00 | WURLITZER #950 . . . . . 199.00       |
| MEXICO . . . . . 69.50        | WURLITZER #800 . . . . . 155.00       |
| MYSTERY . . . . . 29.50       | WURLITZER 24-Record                   |
| NUDGY . . . . . 15.00         | VICTORY . . . . . 65.00               |
| OKLAHOMA . . . . . 15.00      | WURLITZER #110 . . . . . 4.00         |
| RIVIERA . . . . . 15.00       | Wallboxes, as is . . . . .            |
| RIO . . . . . 29.50           | WURLITZER #220 . . . . . 4.00         |
| SEA ISLE . . . . . 62.50      | Wallboxes, as is . . . . . 29.50      |
| SHOWGIRL . . . . . 29.50      | MILLS THRONE, as is . . . . . 299.00  |
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| SMOKY . . . . . 29.50         | ROCK-OLA, 1948 . . . . .              |
| SEA BREEZE . . . . . 19.50    |                                       |
| STEP UP . . . . . 29.50       |                                       |
| SUPERLINER . . . . . 15.00    |                                       |
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MODERNIZE ANY MACHINE WITH  
 WHIRLWIND SPINNER . . . \$11.95 EXTRA  
 FLIPPERS . . . . . 3.50 EXTRA  
 Plus Installation Charge

WE REQUIRE 1/3 DEPOSIT, BALANCE SHIPPED C. O. D.

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**T and L DISTRIBUTING CO.**  
 1321 Central Parkway Cincinnati 14, Ohio

## Buckley MUSIC BOX



Available for 20, 24, 32 Record Selection

PRICE \$29.00 F.O.B. Chicago

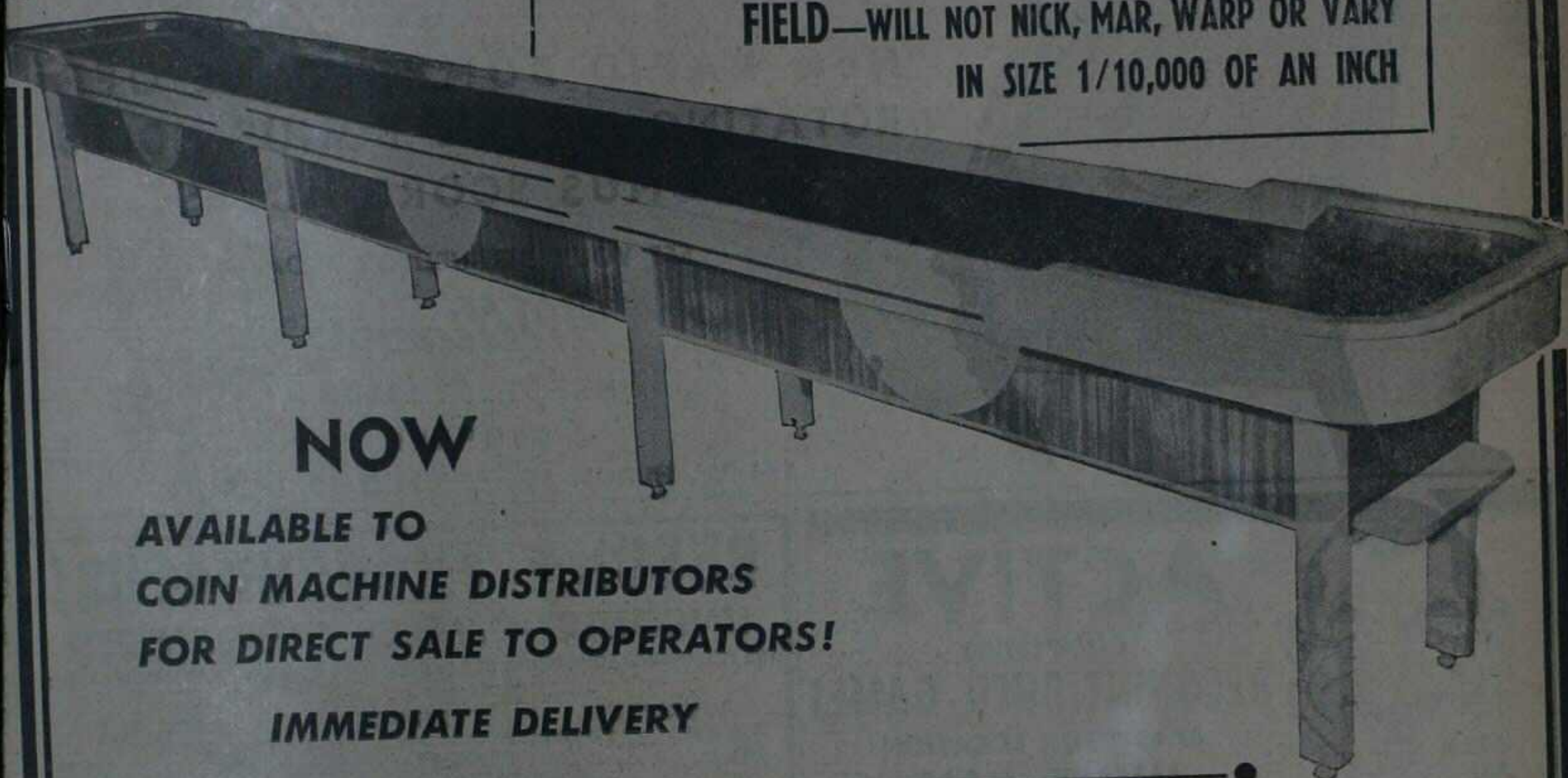
The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug ejector and double capacity cash box. Complete program of selections always in full view. Buckley's exclusive features of construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box . . . equally popular for wall or bar installation.

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 4223 W. Lake Street Chicago 24, Ill.  
 Phone Van Buren 6636-37-38-6533

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NEW SKILL GAME SENSATION SWEEPING THE COUNTRY!

THE ONLY SHUFFLEBOARD WITH GUARANTEED  
INDESTRUCTIBLE "MYKO-PLAST" PLAYING  
FIELD—WILL NOT NICK, MAR, WARP OR VARY  
IN SIZE 1/10,000 OF AN INCH



**NOW**

AVAILABLE TO  
COIN MACHINE DISTRIBUTORS  
FOR DIRECT SALE TO OPERATORS!

IMMEDIATE DELIVERY

## HERE ARE THE FACTS!

The "CHAMP" is the only shuffleboard game with a genuine MYKO-PLAST playing field. NEVER REQUIRES SERVICING OR RESURFACING.

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*You've heard some terrific stories about Shuffleboard Earnings on Location. THEY'RE TRUE!*

**WE ARE NOW APPOINTING DISTRIBUTORS  
FOR EXCLUSIVE TERRITORIES**

*(Operators — You can buy direct from manufacturer until distributor is appointed in your territory.)*

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YES! IT'S EVEN  
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New RAPID BONUS TAKE OFF!  
ROTATING SPECIAL BONUS HOLES!  
4 BONUS SCORE HOLES!

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SURF QUEEN  
SUSPENSE  
SUPERLINER

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IF YOU WANT THESE PHONOGRAPHS PROFESSIONALLY REBUILT AND UNCONDITIONALLY GUARANTEED, ADD \$35 PER MACHINE

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WALL BOXES Seeburg: 5-20-1Z, \$3.95; WS-1Z Wireless, \$19.50; DS-20-12 3-Wire, \$15.00; Seeburg post-war. Write: Wurlitzer 120, \$5.00; Rock-Ola Dial-a-Tune, \$3.50.

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

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✓ THESE FEATURES

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- ✓ 50,000 TO 200,000 SCORING LANE

✓ **SEQUENCE SCORING**  
PLAYERS MUST HIT C-R-A-Z-Y BUMPER IN SEQUENCE TO SCORE FROM 50,000 TO 200,000

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KICKER CONTROL BUTTON EACH SIDE  
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↑  
REPLAY BUTTON

FIVE-BALL NOVELTY REPLAY

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Proven Play Incentive!

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NOW BUILT INTO *Bally*  
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CARNIVAL is a modern pepped-up version of the famous BALLY RESERVE of 1938 . . . with original BALLY RESERVE BUILD-UP BONUS that steps up, up, up and keeps players glued to the game, fascinated by the simple, easy-to-understand score-system (hit all 12 bumpers) and the powerful appeal of the EVER-INCREASING BONUS. Bally's new CARNIVAL is BALLY RESERVE plus HIGH-SCORE competitive play appeal . . . plus new fast action . . . plus KICKER-BUMPERS . . . plus new modern flash . . . plus new 1948 trouble-free mechanisms. Earnings are double and triple usual 5-ball average. Get your share. Get CARNIVAL today.

**KICKER-BUMPER  
BUTTON  
ON BOTH SIDES  
OF CABINET**

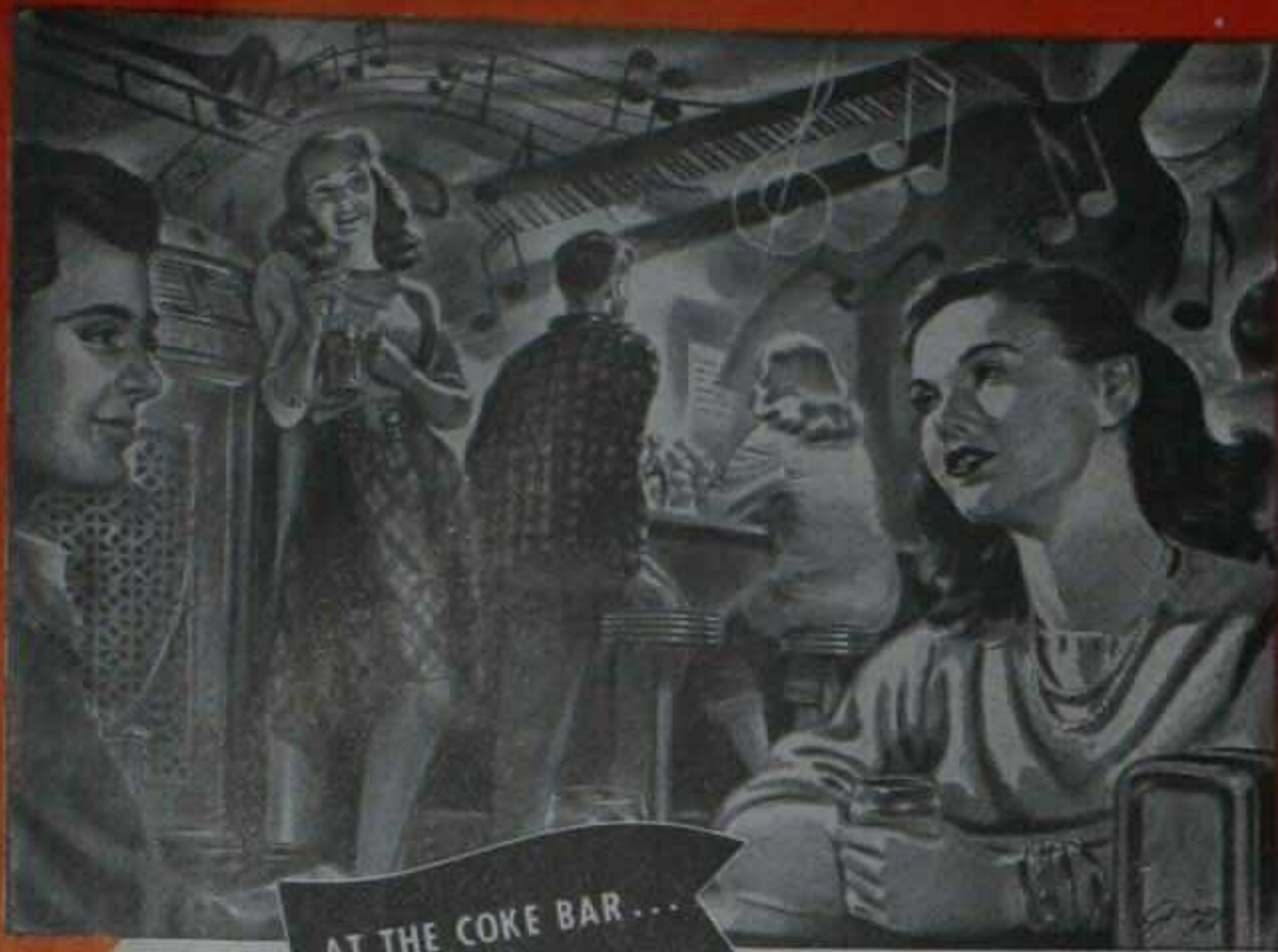
**A BALLY GAME FOR EVERY SPOT**

**GOLD CUP • TROPHY • TRIPLE BELL  
WILD LEMON • DOUBLE-UP • HI-BOY  
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Wireless and 3-Wire Wallomatics



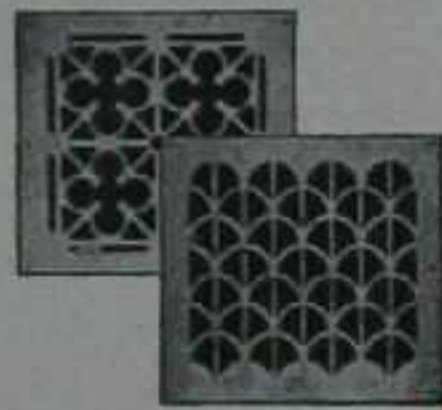
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