

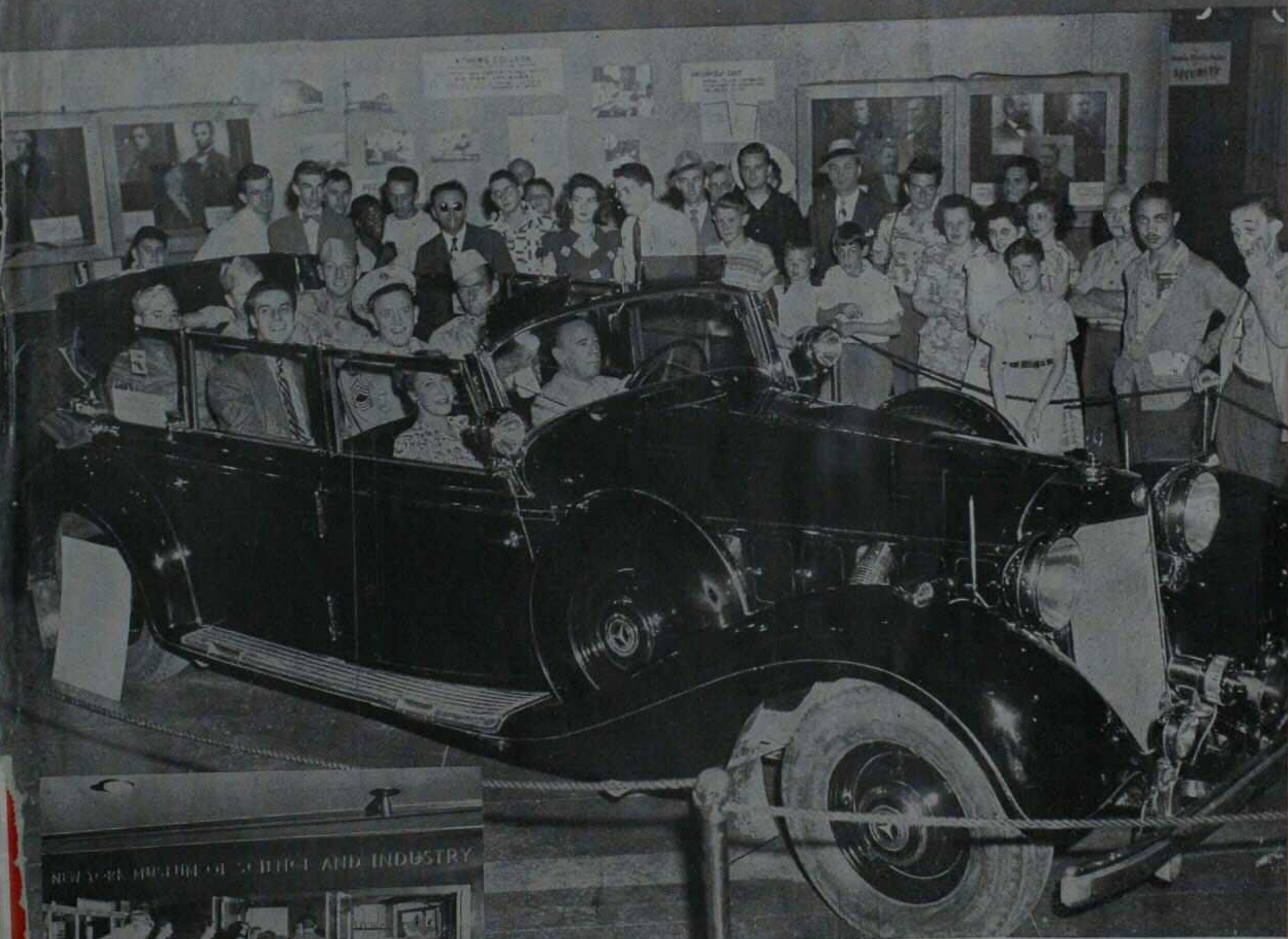
The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENT

AUGUST 14, 1948

IT IS EVIDENCE THAT ARMOR-PLATED HITLERS CANNOT SURVIVE HUMANITY'S
FINAL BELIEF IN TRUTH, FREEDOM AND DEMOCRATIC EDUCATION.
C. JANUS



A cinch to prove a top attraction at a number of the nation's major fairs this year is Adolf Hitler's personal automobile, a heavily armored Mercedes-Benz. Until last week the erstwhile house painter's car was on display at the New York Museum of Science and Industry to much fanfare and newspaper space. August 13-21 it will show at the Illinois State Fair in Springfield. Christopher Janus, import-export biggie, owns the car and it is booked exclusively thru Amusement Corporation of America. That's Janus in the middle row with the striped tie. Behind the wheel is Roland Young. Inset shows crowds at the New York display.



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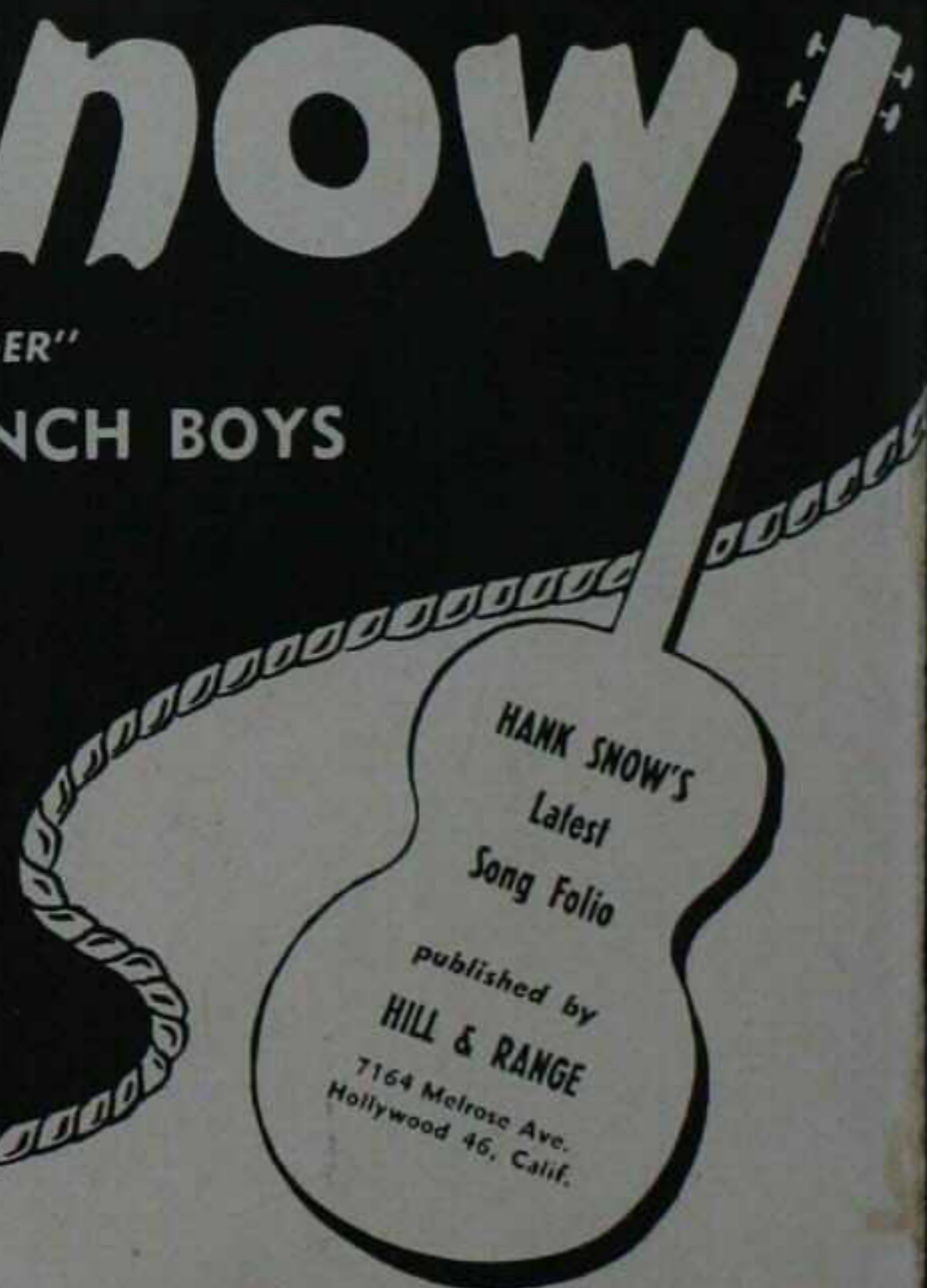
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The World's Foremost Amusement Weekly

TV PKGE. COSTS SKY HIGH

Taps Devises New Pubbing Pix Formula

"If and When" Exhib Fees

By Joe Carlton

NEW YORK, Aug. 7.—A realistic pattern for music publishers to deal with film companies while the American Society of Composers, Authors and Publishers (ASCAP) ponders its next move against the Judge Vincent L. Leibell anti-trust decision, seems to have been set here by Jonie Taps, Columbia film producer and former music man, who has evolved an "if and when" policy for clearing the some 50 songs to be used in the forthcoming Jolson sequel pic, *Jolson Sings Again*.

The Leibell ruling had posed a hectic problem not only for the Society (whose newly retained counsel, Robert W. Patterson, reportedly will seek a stay of execution pending an appeal) but also for the Jolson picture. (See Taps' "If and When," page 15)

USO Shows Not Revived — Phillips

NEW YORK, Aug. 7.—The facts regarding Secretary Forrestal's recent press release on the revival of the United Service Organization (USO) Camp Shows have generally been misinterpreted by entertainers, according to Lawrence Phillips, director of the USO. (See USO NOT REVIVED on page 38)

Giveaway Battle Lines Drawn

Radio To Fend FCC Attacks On 'Lotteries'

Hearing Probable in Fall

WASHINGTON, Aug. 7.—Broadcasters are expected to wage a last-ditch battle against a sweeping crackdown on giveaways proposed by the Federal Communications Commission (FCC) this week. Agencies and sponsors, whose properties are endangered by the proposed restrictions, are seen certain to join in the fight at a hearing which probably will be held this fall.

FCC's quiet investigation of money shows, which was exclusively foretold in *The Billboard* of June 26, culminated in a rule Thursday (5) proposing four restrictions which would require vast changes in format of almost every giveaway program now being broadcast. Such gimmicks as the "Miss Hush" and "Walking Man" (See Giveaway Battle on page 5)

Array of Talent for Festival At Reading Is Sumpin' Terrif

READING, Pa., Aug. 7.—Some of the top names in show business are being imported to pull a hoped-for 500,000 people thru the turnstiles at the fairgrounds here, where a 24-day industrial exposition, a highlight of the Reading-Berks County Bicentennial, will open next Saturday (14).

Olsen and Johnson move into the spotlight with their *Laffacade* Sunday night (15) to remain thru Tuesday (17). Natives will get their first look at a portable water show Wednesday and Thursday (18) when the *Water Follies of 1948* opens a six-night

stand. The water show is produced by the International Aquatic Production, Inc., of Boston.

Frances Langford will supplement the water show Wednesday and Thursday (18-19), cast of which includes Peter Fick and the Fitzsimmons Sisters.

Vocalist Dick Haymes will be featured Wednesday and Thursday (25-26) and Eddie Cantor Friday and Saturday (27-28).

The audience participation show, *Give and Take*, with John Reed King (See BIG NAMES on page 50)

Pugs To Fight for TV Audiences Only? Why, It Almost Happened Already

Title Bouts May be "in Private" Some Day

NEW YORK, Aug. 7.—Two prize fights, each for the heavyweight championship of the world, had been scheduled to be held in private this fall, to be witnessed only via television and on theater screens, it was learned exclusively this week by *The Billboard*. Each projected match was upset when a key participant failed to win a preceding bout which would have made the battle possible. A

leading network set both deals, by which it retained the privilege of selling theater tele rights as well as commercial sponsorship. In addition, one of the most elaborate manufacturer tie-in arrangements in video history was on the fire for one of these matches.

Altho sports events held in private for television theater viewing have (See MIGHT HAVE BEEN, page 14)

Battle Lines Drawn

Atl. City Hotels Go For Big Name Orks

ATLANTIC CITY, Aug. 7.—Altho night club business here is definitely on the punko side, the hotel rooms are looking to music makers rather than variety acts to hypo attendance each night. The first musical name to play a beachfront hostelry, Nat Brandywyne opened at the Brighton Hotel last night (6). Hotel Chelsea fortified its music stand, where Pupi Campo's rumba rhythms hold forth, by adding Capt. Stubby and His Buccaneers. And at the President Hotel, Bob Friedberg this week returned Esy Morales's Latin music, with Arguëso's smaller unit to keep the rumba rocking continuously.

Hamid's Million Dollar Pier for the first time this season added a band for dancing. Set for the remainder of the season is Lennie Rogers, former trumpeter-singer with Sammy Kaye, who preems a new band here with Virginia Diehl for the canarying. Hamid's Steel Pier plays the top band names for weekly pitches.

AFM Brings War on AGVA Out in Open

Petrillo Kills All Pacts

By Bill Smith

NEW YORK, Aug. 7.—Open warfare broke out between the American Federation of Musicians (AFM) and the American Guild of Variety Artists (AGVA) this week as a result of a major policy change authorized by AFM Prexy James C. Petrillo in a letter signed by him and sent to all AFM locals and agents. Controversy over jurisdiction goes back for months but this is the first time it resulted in an outright explosion. The new rule threatens the status quo in branches of showbiz covered by AFM and AGVA contracts.

In his letter Petrillo canceled all agreements and understandings that existed between the two unions and said: "This understanding is (See AFM-AGVA FIGHT on page 40)

Sponsors Balk At Anteing 10G Per Show

Sports Among Most Costly

NEW YORK, Aug. 7.—Program packagers for television are being regarded with jaundiced eyes by would-be sponsors and their ad agencies at the moment, with most potential bankrollers hesitant about shelling out the heavy cash being demanded. At the same time a strong feeling prevails that many packagers setting up video shows are ignorant of the medium's intricacies, with few first quotations including such items as sets, rehearsal fees and facilities charges, as well as time and talent costs. Network execs particularly have been riled upon entering negotiations to find that high prices asked sometimes did not include one or more of these "extras" above the actual talent costs.

It is the prices asked for the tele packages, however, which are causing (See PACKAGE COST on page 13)

Capitol Disk Sales Up 18% So Far in '48

Gain Tops Million Bucks

HOLLYWOOD, Aug. 7.—At a time when other labels are singing the bad biz blues, Capitol, youngest of the major diskeries, wants to know why the meloncholia and points to an 18 per cent increase in its sales for the first six months of this year as over the same period the previous year. As a matter of fact, current sales are so strong that both Capitol's Scranton, Pa., plant and its local factory are working two shifts daily and overtime on Saturdays to meet the demand, Cap's prexy, Glenn Wallichs, told *The Billboard*. Furthermore, Cap's local production has had to be supplemented by the complete facilities of the Duraflex plant in Long Beach, Calif., which formerly pressed Mercury's Coast-delivered product. (See CAPITOL DISK on page 16)

Walters Insists Video Must Pay For His Talent

HOLLYWOOD, Aug. 7.—Lou Walters adopted a continuing firm stand on television this week, declaring that his original thinking on video had remained unchanged. Operator of New York's Latin Quarter nitery, currently on the Coast, told *The Billboard* that if tele wants his acts they (See WALTERS INSISTS on page 38)

Legit Reaps So. Calif. Harvest

Big & Little Theaters Get Rich Yield

Haylofts Also Thriving

HOLLYWOOD, Aug. 7.—Southern California, once one of the more barren areas in legitdom, is flowering. While other facets of the entertainment industry—records, ballrooms, night clubs, etc.—are wincing under the steadily tightening pinch of a showbiz slump, public support, interest and activity in legit continue to mount. Recent years have witnessed the mushrooming of little theaters, a new preference for straw-hat, with the reawakening in legit's favor paying off handsomely in top grosses at the professional house box office.

The theater's success here leaves some of the local old-timers scratching their heads for an explanation. Many had felt legit could never gain a beachhead on this part of the Coast and pointed a blaming finger at the (See Legit, Big, Little on page 44)

Southern Faces FCC Revocation

WASHINGTON, Aug. 7.—Southern Radio & Television Equipment Company, Miami, has become the first telecaster to face revocation of a construction permit, since the Federal Communications Commission (FCC) announced lifting of the grant pending a request for hearing on the FCC charges of "knowingly concealing facts."

The FCC alleged that Southern, despite changes in its control and financing set-up, filed a statement with the commission claiming there had been no such changes.

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TV Showcase

NEW YORK, Aug. 7.—A reversal of the current rush of performers to get into television was noted this week, as several who have appeared on video have secured, as a result, week-end bookings at Green's Hotel, Pleasantdale, N. J. Mr. and Mrs. Irving Green, who operate the year-round hostelry, serve as their own talent scouts by watching performances on their tele receiver and then phoning their New York agent to secure the services of those they like.

Some of those who have got bookings at Green's as a result of their video shots are the Mack and Desmond dance team, harmonica player Stan Fisher, who appeared on Texaco's Star Theater, and songstress Jane Kean, formerly of Call Me Mister.

Showbiz Has Chance to Build, With Materials Now at Peak

WASHINGTON, Aug. 7.—The rising volume of building material production in recent months is giving the entertainment industry its best chance to go ahead with construction since the war. The Commerce Department reported this week that stocks of lumber, cement, brick, and

ABC in Quick Salvage Move On "Dead" Met

NEW YORK, Aug. 7.—With a sizable amount of billings in jeopardy should efforts to reopen the Metropolitan Opera fail, the American Broadcasting Company (ABC) this week was seeking to salvage some of the business by building operatic programs of its own. The major loss facing the web is the three-hour Saturday afternoon broadcasts from the Met itself, which again were to have been sponsored by Texas Company. In addition, ABC had been negotiating with the Met for rights to televise one of the week-night operas, with Monday all but set as the day, when the threatened cancellation of the season was announced. Another probable casualty will be the Metropolitan Auditions of the Air, which Farnsworth Radio & Television Corporation again is signed to bankroll. ABC Program Chief Charles (Bud) (See ABC IN QUICK on page 6)

selected steel and iron items were at their post-war peak.

Reflecting the increased output of these items, new construction of all types amounted to \$1,605,000,000 during June, according to Commerce Department statistics.

Heads of All Showbiz Orgs Now on Camp Shows Board

NEW YORK, Aug. 7.—The Veterans Hospital Camp Shows announced this week that heads of all sponsoring organizations now have places on its board of directors, giving representation to all groups in the entertainment industry. The organization, set up by show business to meet the needs of hospitalized veterans for high-quality live entertainment on a regular basis, services 107 army, navy and Veterans' Administration hospitals from Maine to California. Sponsoring organizations and directors include:

Actors Equity Association, Clarence Derwent and Bert Lytell; Authors League, Oscar Hammerstein 2d; American Broadcasting Company, Ed-

ward J. Noble; American Federation of Radio Artists, Ken Carpenter and George Heller; American Guild of Musical Artists, Lawrence Tibbett; American Guild of Variety Artists, Dave Fox; American Society of Composers, Authors and Publishers, Deems Taylor; Artists Managers Guild, Bert Allenberg; Associated Actors and Artistes of America, Paul Dullzell; Association of Motion Picture Producers, *Y. Frank Freeman; Association of Theatrical Press Agents and Managers, Ben Boyar; Columbia Broadcasting System, William Paley and Donald W. Thornburgh; Dramatists Guild, Moss Hart; Hollywood Co-ordinating Committee, *George (See SHOWBIZ HEADS on page 38)

NAB May Org TV Department

WASHINGTON, Aug. 7.—In what is seen as a step toward long anticipated creation of a separate television department in the National Association of Broadcasters (NAB), President Justin Miller of NAB this week appointed a television advisory committee of the association's board of directors.

In announcing the new committee, which will meet at the Palmer House, Chicago, Friday (13), Miller said the advisory group will "extend the work of board committees into the new visual broadcasting art, already for many months the subject of an intensive study." Part of that study is a forthcoming facts book on television for NAB members who are or are considering becoming operators (The Billboard, July 31).

The Chicago meeting of the TV advisory group will follow a two-day meeting there of television broadcast members of NAB who, Miller said, will discuss "the further work of the association in the television field." NAB's first serious contemplation of setting up a TV department was disclosed in these columns early this year when NAB, in preparing its agenda for the Los Angeles convention, indicated that preliminary board discussions of the project would take place.

Miller and his executive vice-president, A. D. (Jess) Willard Jr., will attend the Chicago meetings. The new advisory committee is as follows: Harry Bannister, WWJ, Detroit; T. A. M. Craven, WOL, Washington; G. Richard Shafto, WIS, Columbia, S. C.; Robert Enoch, KTOK, Oklahoma City; Michael Hanna, WHCU, Ithaca, N. Y.; Clair McCullough, WGAL, Lancaster, O., and Calvin J. Smith, KFAC, Los Angeles.

Connecticut Tax Report

HARTFORD, Conn., Aug. 7.—Amusement taxes in Connecticut in the 1947-1948 fiscal year totaled \$104,422.66, compared with \$104,876.09 for 1946-1947, a decrease of \$453.43. Revenue from alcoholic beverages dropped from \$5,707,870.70 to \$5,392,928.83.

The Billboard

The World's Foremost Amusement Weekly

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- 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-128
- 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 20 to 35 in Music Section.

GIVEAWAY BATTLE LINES UP

Webs Divided Over Squeeze On Giveaways

ABC Will Fight, NBC Won't

NEW YORK, Aug. 7.—The Federal Communications Commission's (FCC) projected clarification of the lottery laws with respect to radio programs caused mixed reaction here this week. The American Broadcasting Company (ABC), it was learned, was preparing a defense of its programing, notably its *Stop the Music* show. Top ABC execs, expressing themselves apropos this program a couple of months ago, when it was suggested that the program ran counter to the code of the National Association of Broadcasters (NAB), vigorously maintained it would stay on the air. The web's temper is the same now.

National Broadcasting Company (NBC), in a statement, welcomed the FCC's action "in proposing defined standards for the determination of the legality of giveaway programs" and said it would accept no additional programs of the type questioned by the FCC. The web said that programs depending upon elements other than entertainment, educational and news values are a detriment to the industry.

CBC Silent

Columbia Broadcasting System (CBS) refused comment until further study.

Mutual Broadcasting System (MBS) stated that "... it is our present opinion from examination of the regulations in which they appear in the press that very little of our programing would be affected. . . ."

Ted Streibert, WOR station president, said: "WOR welcomes a clarification . . . there is no question that the giveaway craze . . . has begun to overshadow the entertainment value of programs. Such overemphasis is not healthy for radio, and if it (See *Webs Divided* on page 29)

Kudner Ups Cashman To Nat'l Radio Dir.; Buys New Berle Seg

HOLLYWOOD, Aug. 7.—Edmund Cashman, Coast radio topper for the Kudner Agency, was named national radio director for Kudner this week. Cashman moves to New York in September, stepping into the berth formerly held by Myron Kirk. Kirk moves up in the Kudner firm to a new executive berth.

Coincidental with Cashman's appointment the agency announced the purchase of the new Milton Berle ainer for both radio and video. Berle, currently emceeing the Texaco video show, will continue to headline the tele ainer and launch radio show in mid-September.

Still unsettled, however, is fate of Texaco's present radio stanza which features Gordon MacRae, Evelyn Knight and Victor Young's ork originating in Hollywood. Show is headed for cancellation, with option time due August 17, unless the bankroller decides to foot the bill for both the musical show and Berle opus. If not, Berle will inherit MacRae's Wednesday night time slot on the American Broadcasting Company.

FCC Raps WARL For Quiz Posers Being Too Tough

WASHINGTON, Aug. 7.—The Federal Communications Commission (FCC) in assailing a quiz program, *Dollars for Answers*, run by WARL in Arlington, Va. (see story on FCC and giveaways), singled out nearly three score questions asked on the program which the FCC insists would stump an oracle. The commission claims that the questions could be answered only by persons listening in on the program to get the previously-announced answers. Some typical WARL program questions listed by the FCC are:

What was the national debt of Liberia in 1944?

By whom and in what year was duterium discovered?

In 1945 how many stockholders were there in American Telephone & Telegraph Company?

In 1945 how many telephone subscribers were there in Palestine?

What does the word "asoka" mean?

What was the headline of the newspaper extra called on the streets the evening of December 6, 1901?

How many children did Cleopatra and Anthony have?

How old was Julius Caesar when he married Cornelia, the daughter of Lucius Cinna?

Where is the Atacama Desert located?

Who is president of the Columbia Hospital for Women in the District of Columbia?

Lever Eve Show Plugs May Be Switched About

HOLLYWOOD, Aug. 7.—Reports here this week are that Lever Bros. will reshuffle all product identification on its various nighttime ainers, except for Lux, which will continue to foot the bills for *Radio Theater*. Bob Hope may be given either Swan Soap or Rayve Shampoo to sell instead of Pepsodent, since soap and toiletries have a larger ad budget, which would allow Hope to travel the show from time to time. Hope's beef with Lever last season centered around that one issue. At that time, the comic was told that the Pepsodent budget is too small to stand an extra \$15,000 weekly nut for taking the show on the road.

Should the product shift take place, it will, in effect, mean a transfer of billings among the Lever agencies, with the necessary reshuffling in production and executive personnel. Agencies involved will not lose out on Lever business, but may drop or gain a few gross dollars, depending on show costs and product billings.

Talking Stages

Charles Luckman, prexy of Lever Bros., admitted last week that such a plan had "been talked about" as long as a year ago. Contacted here during a week-end visit, he said that he was now on a vacation junket and out of touch with the latest decisions, indicating that final okay would be up to John Gilman, Lever ad chief in Cambridge, Mass.

The present show and product lineup of Lever's nighttime ainers are as (See *Lever Eve Show* on page 29)

Broadcasters Gird Loins For Last-Ditch Fight Vs. FCC Proposed Lottery Ban

Hearing Expected This Fall

(Continued from page 3)

series would be hamstrung by a provision prohibiting the repeating of a query from week to week.

Another proposed FCC restriction certain to be violently protested would ban the broadcasting of winning letters or telephone conversations. With much of the giveaway interest hinging on the correct response, this restriction is seen likely to have the effect of limiting quiz shows to the studio audience.

Charitable organizations which have benefited by some of the present money shows would be hard hit by a restriction prohibiting such shows from requiring listeners to

send in contributions as part of winning procedure.

The fourth restriction would outlaw quiz programs which require the winner to be listening to or viewing the show in question.

Perhaps the most controversial of the limitations is the one which would have the effect of prohibiting the "cliff-hanger" technique of building up interest in a particular question or riddle by letting it ride from week to week. In writing up this proposed restriction, FCC declared that the ban applies "where aid in answering the question correctly is given." FCC added that "the broadcasting of the question to be answered over the radio station on a previous program will be considered as aid."

The unqualified terms of this provision could conceivably outlaw those programs whose emcee delights in tossing hints at the contestant. In the extreme, it might even apply to shouted answers from the studio audience.

(See *Giveaway Battle* on page 35)

WJR, Auto Workers Commie Fuss Settled

DETROIT, Aug. 7.—The dispute of the United Automobile Workers (UAW) with WJR over alleged broadcast statements imputing communism and the teaching of Marxist doctrine to Samuel Jacobs of the union's Educational Department was settled amicably last week with a retraction over the air. The broadcast apparently was based on an International News Service dispatch concerning material handed out in a University of Michigan extension course taught by Jacobs, and an exception was taken by the union and Jacobs to the form of words used in reporting the matter.

The broadcast retraction by newscaster John Denman and the station was to the effect that they "did not intend to imply that Jacobs is a communist or that the course taught by him was communistic or communist-inspired."

Household May Drop 'Whistler'

NEW YORK, Aug. 7.—Household Finance, which sponsors *The Whistler* over the Columbia Broadcasting System (CBS), this week reportedly decided to drop the mystery ainer when the current period runs out September 15. The program is on Wednesdays at 10 p.m.

Sponsor is undecided about future radio plans, but may take a flier on another show, possibly on a different web, later in the fall.

La Vally, Inc., is the agency.

AS Beautiful TO See AS TO Hear...



HOUR OF CHARM

ALL-GIRL ORCHESTRA and CHOIR

under the direction of PHIL SPITALNY

The Perfect Television Program

CAMPUS VOTES TV OVER AM

Collegians See Radio Second Fiddle by '63

Rate Lux Theater Top Show

LANSING, Mich., Aug. 7.—Television will "overtake" standard broadcasting within the next 15 years, according to many students and faculty members of Michigan State College. Expressing their views in the fifth annual survey of college listening habits, made by graduate students of Michigan State College here, the students were of the opinion that AM broadcasting would be "overtaken" by TV within the next 5 to 10 years, whereas the faculty members, more cautious, estimated between 10 and 15.

In answer to the question, "Do you think television will replace present standard broadcasting?" 446 students said "Yes," 180 said "No," 33 said they didn't know, and 34 stated it would not replace but would supplement standard radio. Of the faculty members, 151 answered "Yes," while only 37 said "No." Twenty-eight persons indicated that they knew too little about the subject to voice opinions, 14 felt that television would only supplement radio, and 59 gave no answer.

Favorite Programs

Voting on favorite radio programs, the students tabbed *Lux Radio Theater* the top dramatic show, *Hit Parade* the best pop music program, *Bob Hope* tops among variety programs, *Hope* the top comic, *Lowell Thomas* No. 1 among newscasters, *Winchell* the favorite commentator. Student favorites in other program categories included *Prudential Family Hour*, semi-classical music; *New York Philharmonic*, classical music; *Town Hall Meeting*, discussion and forum; *Take It or Leave It*, quiz; *Don Wilson*, favorite announcer, and baseball favorite sports fare.

Favorites with the profs varied from the student line-up in some instances. In the variety program category, for example, the faculty members named *Fred Allen* top program and also listed him as top among comedians. Again, in the news commentator category, the profs gave the nod to *Drew Pearson* as against *Winchell*. In semi-classical music faculty chose *Firestone Hour*. In sports, profs showed slightly more interest in football than in baseball, and in quiz shows, the faculty again differed from the students, choosing *Information, Please* as No. 1.

Chart Included

A chart showing favorite programs, as chosen by the students and the faculty, will be found elsewhere in the Radio Department. Winning programs were selected on the basis of points, each voter naming choices, the first choice getting three points, the second two and the third one.

The survey, supervised by Prof. Joe A. Callaway, director of radio (See **CAMPUS VOTES TV** on page 8)



KLZ's Farm Reporter
LOWELL WATTS

Wherever better farming or livestock raising is being talked or demonstrated, KLZ's Farm Reporter is part of the scene. Watts traveled more than 35,000 miles last year to broadcast farm news.

KLZ, DENVER

ABC in Quick Salvage Move On "Dead" Met

(Continued from page 4)

Barry said he has initiated discussion with talent, with the emphasis on Met personalities, for a Saturday afternoon series to be produced by the network, should the Met doors stay shuttered. Exact format of the show is still being evolved, one possibility being a capsulized version of an opera, with commentary, and another being simply a heavy-music vocal concert. The program would almost certainly be broadcast simultaneously over the AM and television facilities of ABC. The network, naturally, will pitch the shows at Texaco.

No decision on the Farnsworth series has been made as yet. However, if this show, too, is forced to be dropped, it is likely that another vocal show with the stress on operatic music will be built in the hopes of keeping the Sunday afternoon business on the network's books, too.

Meanwhile, all hands are hopeful that moves by Lawrence Tibbett and the American Guild of Musical Artists (AGMA) to end the deadlock will prove successful next week. The unions are skedded to confer with Tibbett Monday (9).

N.Y. Station Rep Org Set; Hires Flanagan

NEW YORK, Aug. 7.—The National Association of Radio Station Representatives has established permanent offices on Park Avenue and has appointed Thomas F. Flanagan managing director, according to Paul H. Raymer, president. Flanagan resigns as chairman of Associated Tobacco Manufacturers to take over the station rep post.

The association will shortly release, under Flanagan's supervision, a representation on spot radio.

RTDG Coast Meet Embroiled Over Compliance With T-H; East, West Factions Duel

Org's Role in Video Also Comes Up for Discussion

HOLLYWOOD, Aug. 7.—Radio and Television Directors' Guild (RTDG), holding its second annual convention here this week-end, found itself in stormy seas today, hanging on reefs of the Taft-Hartley Act. After getting off to a quiet start yesterday with routine business and committee reports, the conclave today flared into a tug of war between Western and Eastern locals over compliance with T-H. Long and heated debate threw the convention off schedule, lasting thruout Saturday's session and into the Sunday morning meeting. While no decision had been reached at press time, it

was generally agreed that the future of the org as a strong national body may depend upon outcome of the East-West battle.

In addition to barring the press from its sessions, the Guild remained mum on what was going on behind its doors. Org execs said a statement will be available for general release after the convention adjourns. However, *The Billboard* learned that fireworks were touched off when the Hollywood local disclosed its intent to comply with T-H and proposed that the Chicago and New York groups follow suit, thereby placing the international Guild on record as willing to accept T-H. The Hollywood org further indicated that should its Eastern brothers be unwilling to come along, the Coast group intends to stick by its T-H guns.

This stirred a storm of protest from Eastern factions who claimed such autonomous action would weaken the Guild as a national org and lessen its bargaining strength with webs. Foes of autonomy argued that the membership flow to and from New York, Chicago and Hollywood, would face unnecessary difficulties, since they would find themselves governed by varying conditions as they moved from one city to the next.

Hollywood faction, in fighting for autonomy, claimed stronger self-rule for the locals is essential since each group faces different problems. Immediately prior to the adjournment Saturday, the New York group informed Hollywood that the Easterners are not out to railroad thru such measures against the will of Coast membership, and if the matter cannot be brought to a successful conclusion, the Hollywood org is free to return its charter to the international Guild if it so desires. A spokesman for both factions refused to confirm or deny that the conclave had sounded so ominous a note, claiming only that the Guild has had its hassels before but they always have their happy ending.

Intensity of the T-H autonomy debate forced postponement of the election of officers to late Sunday. Other matters to be treated includes the Guild's role in tele (org is already bargaining agent for video meggers at Columbia Broadcasting System, New York). Among issues approved earlier was the Guild's official endorsement of the Association of Broadcast Unions and Guilds (ABUG), joint body composed of reps (See **RTDG Coast Meet** on page 8)

NAB Fights Cost Ruling by Military

WASHINGTON, Aug. 7.—The federal government is studying a protest registered by the National Association of Broadcasters (NAB) against a proposed military branch ruling that "advertising costs" are inadmissible as costs of doing business with respect to government contracts as "cost-plus-fixed-fee" basis. The protest was made in a letter from A. D. (Jess) Willard, executive vice-president, to Rear Adm. Frank Baldwin, head of the joint Army-Navy Audit Co-ordination Committee.

Willard said the proposed rule would stifle advertising, "the very media of dissemination of news, information and instruction needed by the government."

Budget Shaves Hit Free-Plug Addicts

CHICAGO, Aug. 7.—Way in which the epidemic of budget shaving can have an adverse effect on manufacturers who hope to get free plugs on air shows by giving away merchandise on the programs has been demonstrated by a situation here involving the American Broadcasting Company's Chicago-originated program, *Shoppers Special*. The show, emceed by disk jockey Eddie Hubbard, is aired on the net Saturdays from 9 to 10 a.m., sustaining.

A couple of weeks ago, after ABC here received from New York headquarters instructions to cut costs wherever possible to make way for video operation, the decision was made to cut costs on this show. One way, it was decided, was to shave music expenses. Altho the program had been aired on a sustaining basis, musicians were drawing commercial rates because of free advertising given in the form of plugs for those who donated prizes. In order to pay a sustaining rate plugs had to be eliminated. As a result, merchandise give-aways have been dropped from the show.

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The Billboard's 11th Annual Radio-Television Promotion Competition

WNBC Readies Salute to Youth

NEW YORK, Aug. 7.—WNBC, the National Broadcasting Company (NBC) key outlet here, plans a *Salute to Youth* day September 1, in conjunction with Attorney General Tom Clark's designation of September as Youth Month. The station, which during the past two years has set up an elaborate technique for the purpose of saluting cities, will draw on this experience for the youth day promotion, the general purpose of which will be to combat juvenile delinquency.

According to plans of Thomas B. MacFadden, station manager, every program during that day will be devoted to the youth theme. Additionally, 17 cities which the station has honored in its city salute series, will be asked to tie in with the youth day event. Boy Scouts of America, Girl Scouts, the Police Athletic League and other organizations will participate in the station's programing.

Station personalities and programs tying in with the event include farm director Tom Page, sportscaster Bill Stern, Tex and Jinx, Norman Broken-shire, *Metropolitan News Roundup*, John K. M. McCaffery, Mary Margaret McBride, Bob Smith and Tex Antoine.

ABC Inks Kid Segs, "Yukon," "Hornet"

NEW YORK, Aug. 7.—American Broadcasting Company (ABC) this week set the 5 to 5:30 p.m. strip across the board for two kid shows, with Quaker Oats buying *Challenge of the Yukon* for Mondays, Wednesdays and Fridays. The Tuesday and Thursday slots will be occupied by

Traffic Problems

WASHINGTON, Aug. 7.—The travel bureau of the Sun Oil Company this week was in receipt of a letter from a woman who sought information for a tour thru Canada. The letter requested dope on roads, location of gas stations and similar matter.

The gal who wrote the letter for traffic dope was Ruth Hardke, of WSYR, Syracuse. She's been traffic manager at the station for the past 15 years.

New Cast and Format For Revere's Show

HOLLYWOOD, Aug. 7.—Revere Camera will expand its *All-Star Revue* from 15 to 25 minutes beginning August 12 with a new format and cast. Marion Tutton will headline the new show, supported by the Rhythm-aïes and Ray Sinatra's ork. New guest star policy will be instituted, with Frankie Yaine inked for the kick-off stanza. Bill and Judy Brennen take over production reins from Mike Dutton; writer and announcer are not set. Show will originate in Hollywood in 6:30-6:55 p.m. EST slot over Mutual.

In show's shake-up, both Andy Russell and Pied Pipers bowed out of the line-up. Phil Stewart, radio head for Roche, Williams & Cleary, is in town to set details for the new package.

Green Hornet, as a sustainer. This show recently was cancelled from its Tuesday night period by General Mills.

Date for the start of the new set-up is September 13.

Elgin in 100G Splurge for 2 Holiday Shows

NEW YORK, Aug. 7.—At a time when many sponsors are tightening the purse strings, the Elgin Watch Company will spend \$100,000 on talent for its two shows, one on Thanksgiving and the other Christmas Day. This year the programs will be aired over the National Broadcasting Company (NBC) 4-6 p.m. Last year the billing went to the Columbia Broadcasting System (CBS).

A flock of top talent is already lined up, with more to come. Set are Don Ameche and Ken Carpenter, as emcee and announcer, respectively, on both shows. Both were on last year. On the Thanksgiving opus, Durante and Moore will be reunited in a talent layout that includes Jack Benny, Vera Vague and Red Skelton.

On the Christmas show, already set, with more to come, are Ozzie and Harriet, Cass Dailey, Edgar Bergen, Danny Thomas and Mario Lanza, the operatic tenor.

Elgin does this institutional radio splurge annually.

Currey's Gen. Mills Ranger Suit Held Up

DETROIT, Aug. 7.—Action on the suit filed here by Earl W. Currey against the Lone Ranger and General Mills, asking an injunction against their alleged claim that he is an "imposter" is being held in abeyance pending the final outcome of the Federal Court decision against Currey at Scranton, Pa., last week. The possibility of an appeal by Cur-

Program Competition Resumes August 28

Because of space limitations and vacation schedules, the winners in the next categories in *The Billboard's* First Annual Local Program Competition will not be published until the August 28 issue. Next types to be covered will be sports and variety programs, to be followed by drama, farm and miscellaneous show awards.

Paramount Tries Strato Pick-Ups

NEW YORK, Aug. 7.—Paramount Pictures has been quietly conducting experiments in stratovision pick-ups during the last few months. A plane with stratovision equipment is being operated at Michigan City, Ind., to pick up television programs from a Westinghouse stratovision plane over Pittsburgh.

If suitable pick-ups can be made it is figured this method would provide an economical means of televising special events for theaters, inasmuch as it would do away with the necessity for radio relays and line costs.

rey against the injunction, which stops him from using the Lone Ranger or Lone Star Ranger name, or using other devices indicating any resemblance, is considered likely, and action on the Detroit suit will be contingent on what is done in the Pennsylvania matter, it was learned here.

beauty and the east...

Barbara Welles can wrap up the whole eastern seaboard for participating sponsors

THE GIRL:

beautiful. Complete with brains, warmth, showmanship. A mike manner that has housewives hanging on her words. Has the rare knack of doing a commercial as if it were a personal, from-the-heart endorsement (which it is). That's WOR's Barbara Welles. (Off-stage, she's well-known Helen Hall.)

THE SHOW:

All the intimacy of the usual woman's program... PLUS. Guest interviews, glamour news, a panel to discuss topics near to a woman's heart, AND a false-fact gimmick that we'd like to tell you more about. That's WOR's "The Barbara Welles Show"

Want to sell a product fast in the East? Phone Longacre 4-8000 and ask for Sales today.

—heard by the most people where the most people are

WOR

mutual



Campus Votes TV Over AM; See Radio 2d Fiddle By '63

(Continued from page 6)

education at Michigan State, and conducted by Shirley Hulet and Doris MacBride, graduate students, was tabulated by faculty members. Of the 800, 661 were men, 139 women.

This survey incidentally, marks the first year the listening habits of students were measured alongside those of Lansing residents.

Other Opinion

The students and faculty expressed themselves strongly on other matters pertaining to radio. For instance, in answer to the question, "Do you approve or disapprove of the Petrillo ban on recordings?" a strong negative was registered. Reasons were given as "undemocratic," "monopolistic," "ridiculous" and "economically unsound." Those who indicated approval of the ban cited "protection of musicians" as the reason. The results to this question were tabulated as follows:

	Student Answers	Faculty Answers
Approval	71	25
Disapproval	458	60
No Answer.....	271	194

Students and faculty disagreed on the question, "Do you prefer to get your news from the newspaper or the radio?" Students preferred radio. Here are the results:

	Student Answers	Faculty Answers
Newspaper	220	166
Radio	411	134
News Magazines —	—	5

Both students and faculty were vehement in answer to the question, "Do you have any objection to commercials?" Tabulations were as follows:

	Student Answers	Faculty Answers
Objection to Commercials	436	215
Yes	208	42
No	156	22

General objection to commercials were summarized as follows: "They

are not objectionable if they are fairly short, on an adult level, and appear only at the beginning and end of programs. Commercials are objectionable if they take up too much time, are overdone and exaggerated, insult the listener's mentality, are untruthful, break continuity, and if they become too repetitious.

WHN-Switch to WMGM Knits Closer Pic Ties

NEW YORK, Aug. 7.—A change in call letters of WHN, Loew-owned indie, to WMGM, and the switch from present quarters on Broadway to new quarters on Fifth Avenue, will inaugurate a closer relationship between the station and the Metro-Goldwyn-Mayer Studios. WHN moves into the new studios August 16, but ceremonies will not be held until September 15, on which date the call letter switch becomes effective. According to current thinking, the station's programing will be abetted by MGM talent airing from the MGM lot. These shows will be both live and transcribed. Additionally, MGM will make greater use of the station for the promotion of MGM film product and talent.

Starting August 16 the station will embark on a four-week promotion campaign using special jingles, transcribed announcements made by film stars, and the voice of Leo, the MGM lion, calling attention to the new call letters. This will be supplemented by a promotion splurge in newspapers, subways and other media.

The new quarters—which years ago housed the National Broadcasting Company (NBC)—include six studios for AM and FM transmission.

Classified Ad Co. Debuts on WEXL

DETROIT, Aug. 7.—A classified ad service for radio is being launched here on WEXL by the newly formed Tel-Ad Company, which is buying time on a spot basis. The commercials are devoted to the telephone theme, with the announcement of some of the products of service wanted or for sale, and inviting listeners to phone the company to fill their needs, whether to buy or sell. A fee is charged the seller for the service. The present contract with WEXL is on a 13-week basis.

The company is headed by Robert S. O'Connor, whose two sons, A. L. and Joseph H. O'Connor, manufacture the Radiotel, coin-operated radio.

Conn. Casters Shape Radio Execs Club

HARTFORD, Conn., Aug. 7.—Paul W. Morency, general manager of WTIC, and C. Glover Delaney, manager of WHT, both of Hartford, and James T. Milne, WNHC, New Haven, manager, this week organized the Radio Executives Club of Connecticut. They also announced plans for the organization of a Connecticut Association of Associated Press Broadcasters.

The Executives Club will offer for Connecticut broadcasters and all others connected with the radio industry a parallel set-up to the Radio Executives Club of New York and the newly organized Boston Radio Executives Club.

College Listening Favorites

LANSING, Mich., Aug. 7.—Following chart lists the favorite programs as reported in the fifth annual survey of radio listening, prepared by Michigan State College. One column indicates the choices of the students, whereas another column lists the choices of faculty members. The scoring is on a three-two-one basis, that is, three points for a first choice, two for second and one for third.

FIVE FAVORITE DRAMATIC SHOWS

STUDENT POINTS		FACULTY POINTS	
Radio Theater	544	Radio Theater	87
Sam Spade	138	Theater Guild	57
Theater Guild	107	Studio 1	32
Suspense	97	Screen Guild	15
The Fat Man	88	Sam Spade	15

FIVE FAVORITE POPULAR MUSIC SHOWS

STUDENT POINTS		FACULTY POINTS	
Hit Parade	215	Hit Parade	43
Paul Whiteman	207	Guy Lombardo	20
Fred Waring	121	Fred Waring	17
Vaughn Monroe	112	Wayne King	11
Bing Crosby	95	Vaughn Monroe	10
		Bing Crosby	10

FIVE FAVORITE VARIETY SHOWS

STUDENT POINTS		FACULTY POINTS	
Bob Hope	198	Fred Allen	49
Bing Crosby	118	Bing Crosby	30
Jack Benny	115	Henry Morgan	29
Morgan-Ameche-Langford	108	Jack Benny	27
Arthur Godfrey	84	Bob Hope	25

FIVE FAVORITE COMEDIANS

STUDENT POINTS		FACULTY POINTS	
Bob Hope	764	Fred Allen	138
Jack Benny	456	Bob Hope	113
Henry Morgan	370	Jack Benny	85
Fred Allen	253	Charlie McCarthy	84
Red Skelton	179	Henry Morgan	81

FIVE TOP NEWSCASTERS

STUDENT POINTS		FACULTY POINTS	
Lowell Thomas	244	Lowell Thomas	85
Edward R. Murrow	63	Joseph Hainline	21
Joseph Hainline	55	Edward R. Murrow	13
Harold Trus	28	Walter Winchell	12
Drew Pearson	20	Elmer Davis	6
Bud Guest	20	Peter Grant	6

FIVE TOP COMMENTATORS

STUDENT POINTS		FACULTY POINTS	
Walter Winchell	270	Drew Pearson	68
Drew Pearson	210	Lowell Thomas	50
Lowell Thomas	181	Edward R. Murrow	45
Edward R. Murrow	98	Walter Winchell	39
Gabriel Heatter	36	Martin Agronsky	27

FIVE FAVORITE SEMI-CLASSICAL MUSIC SHOWS

STUDENT POINTS		FACULTY POINTS	
Prudential Family Hour	91	Firestone Hour	42
Fred Waring	79	Bell Telephone Hour	35
Boston Pops	55	Hour of Charm	23
Hour of Charm	49	Prudential Family Hour	21
Andre Kostelanets	48	Album Familiar Music	19

FIVE FAVORITE CLASSICAL MUSIC SHOWS

STUDENT POINTS		FACULTY POINTS	
New York Philharmonic	168	New York Philharmonic	116
Boston Pops	76	Boston Pops	77
NBC Symphony	63	Metropolitan Opera	56
Metropolitan Opera	60	NBC Symphony	48
Boston Symphony	49	CBS Symphony	27

FIVE FAVORITE DISCUSSION PROGRAMS

STUDENT POINTS		FACULTY POINTS	
Town Hall Meeting	301	Town Hall Meeting	122
Chicago Round Table	60	Chicago Round Table	48
In Our Opinion (WJR)	21	In Our Opinion (WJR)	10
Information, Please	19	Meet Your Congress	7
We, the People	12		

FIVE FAVORITE QUIZ PROGRAMS

STUDENT POINTS		FACULTY POINTS	
Take It or Leave It	139	Information, Please	48
Break the Bank	106	Stop the Music	37
Truth or Consequences	98	Quiz Kids	11
Stop the Music	89	Dr. I. Q.	10
Information, Please	63	It Pays To Be Ignorant	7

FIVE FAVORITE TYPES OF SPORT SHOWS

STUDENT POINTS		FACULTY POINTS	
Baseball	366	Football	176
Football	269	Baseball	172
Boxing	192	Boxing	21
Hockey	71	Basketball	16
Basketball	68	Horse Racing	8

Barefoot's Shoes

DETROIT, Aug. 7. — Russ Mulholland, ace jockey on WXYZ, who has long cultivated the title of *The Barefoot Boy*, has a shoe store for a sponsor. The program, *Junior Barefoot Society*, picks up the 8:30-9 a.m. hour on Sunday morning and has built a solid following among youngsters in the four to 11 age group. The theme on the air is that the youngsters really have to wear shoes, and all this barefoot stuff is just kidding after all.

Doris Day Inked For Hope Airing

HOLLYWOOD, Aug. 7. — Singer Doris Day was set this week as the first cast member in the new and drastically revamped Bob Hope airtel. With the pacting of Miss Day, it was indicated that further additions to the Hope cast would be announced shortly. Next in line to be inked is to be an unknown male vocalist now working in New York.

The format of the Hope show is still unknown, other than it will be a situation comedy, with Miss Day doubling both as vocalist and feature player. Jerry Colonna and Vera Vague, old Hope stand-bys, will not return to the airtel this fall, nor will the Les Brown ork be re-signed under the current scheme. Hope's 12 writers of last season likewise have been dropped and the comic expects to pact three or four top comedy scripters shortly.

Speculation continues active on reports that Hope will drop the Pepsodent product pitch for another Lever Bros. product (see other story in Radio Department).

Masterson Resigns As 'Breakfast' Mgr.; Emsee Hunt Still On

HOLLYWOOD, Aug. 7. — While packager, sponsors and net were still seeking a pilot for the *Breakfast in Hollywood* airtel and a possible change in its format, John Masterson, manager of the air show since its inception seven and a half years ago, resigned from that post, claiming he needs the time for other business enterprises. A successor for the BH helm has not been chosen, with Masterson staying on until his post is filled. Masterson will retain his interest in the package with partners Ray Morgan, Chet Mittendorf and Billie Breneman, widow of the emcee.

Among Masterson's other interests are the Video Broadcasting Company of Portland, which he heads and which has been granted license for tele operations; a piece of the *Bride and Groom* package, as well as *The Tom Breneman Magazine* which he conceived. Latter has reached the 500,000 circulation mark after six months' operation.

In the meantime BH is sans a permanent emcee, with Gary Moore returning Monday (9) on a temporary basis. Air show, co-sponsored by Procter & Gamble and Pillsbury Mills, has auditioned Jay Stuart, Jack McElroy, Bill Gargan, Bill Goodwin, Harry Von Zell, Ed East and Johnny Olson while Moore vacationed. Indications are that Olson will get the slot, altho no announcement was made at press time to confirm this. Plan is for Moore to stay on for a few weeks while the newly picked emcee pitches in, thereby getting listeners accustomed to the new voice.

Temple - Agar Show Set for Fall Airing

HOLLYWOOD, Aug. 7. — Shirley Temple and husband, John Agar, will team up for a situation comedy air show to be packaged for fall sponsorship. Film couple have gotten radio okay from David O. Selznick, who owns the duo's contracts, and will complete an audition script shortly.

Tobey as Anti-NAB as White?

Rooney Show, Deep in the Red, Likely To Fold in September

NEW YORK, Aug. 7.—Likelihood that the Mickey Rooney show over the Columbia Broadcasting System (CBS) will fold at the end of the current 13-week cycle on September 26 provides another illustration of the vagaries and pitfalls of package program production. The other chief example, of course, is *Studio I*, which cost the web \$250,000 in talent alone and folded after a distinguished run during which it attained a high Hooper. In the case of *Studio I*, the folderoo was ameliorated by the switch of Ford Theater to CBS.

In the case of Rooney, however, there's nothing on the black side of the ledger to counterbalance the red ink. And there's plenty of the latter—for Rooney's take is figured at \$3,000 weekly, conservatively. This figure, multiplied by nine months, adds up to approximately \$110,000 — for Rooney alone, sans cast, writers, air time and other costs.

The Rooney story, peculiarly enough, seems to be this: Despite all the performer's Hollywood glamour, he is not considered a worthwhile proposition by clients. The web has been pitching him eagerly, but to no avail. CBS, too, has tried two different formats for him—the dramatic airtel (*Shorty Bell*) and now *Hollywood Showcase*, which casts him as an ebullient emcee and is admittedly a pretty fair show.

Rooney has been considered the outstanding Hollywood glamour pack-

age on the web, but the package ran into snags from the very beginning. William Hazlitt Brennan, noted writer who scripted some of Rooney's films (*Killer McCoy*, *National Velvet*), was taken on to script the show but tangled with the CBS production chiefs almost immediately. He told about his troubles in a byline piece in *The New York Times*, and parted company with the web shortly thereafter. The new format (*Hollywood Showcase*) followed.

But apparently, more than glamour and performer talent are necessary to sell a package. The cautious attitudes of the bankrollers figure heavily in any projected deal—and sometimes it costs an awful potful of moola to find out all the angles.

Demos May Nix Biow Account

NEW YORK, Aug. 7.—The Biow Agency this week appeared to be on the verge of losing one of its veteran accounts, the Democratic National Committee. The Demos are understood to have decided late this week to switch agencies, with the new agency yet to be chosen.

The loss of the account involves the legal limit of \$3,000,000 customarily spent during an election campaign by the committee, mainly on radio. In addition to this amount, considerable additional funds are expected to be put out by various citizens committees, which usually supplement the legal expenditures of the official party organization.

Tempo Launching E.T. Debut With \$1 Div. Gimmick

HOLLYWOOD, Aug. 7.—In heralding its move into the transcription library field, Tempo Records next week will launch its "dollar dividend" promotional campaign. Gimmick consists of sending 250 letters announcing Tempo's e.t. move, each containing an attached \$1 bill. Announcement will inform radio station recipients that the buck is their first "dividend" from the Tempo library. Future dividends will come from the use of the library. Tempo is offering 20 sides of vinylite platters (78 r.p.m.) containing 100 tracks. Each was recorded overseas by a 50-piece ork (billed as the Tempo Symphony Orchestra), with tracks designed to fit any purpose and mood, Tempo said.

For another promotional gimmick Tempo deposited \$10,000 with the Bank of America as a special money-back guarantee fund. Any purchaser of Tempo's library who does not agree that he got his buck's worth need only so notify the Bank of America and his money will be "cheerfully refunded."

Broad Scope Of Sen. Probe Looks Like It

New Chairman Bristling

WASHINGTON, Aug. 7.—The Senate Interstate Commerce Subcommittee, which is rivaling the Harness House committee (see other story in Radio Department) in a probe of broadcast activities, will spread its investigation on a far-flung scale to cover the National Association of Broadcasters (NAB), State Department, the armed services, manufacturers and the Federal Communications Commission (FCC).

In widening its scope of inquiry to cover the NAB, the Senate subcommittee announced today it would survey the "influence and pressure exerted within industry and on the commission and Congress by individuals, corporations and organizations, including trade organizations," and it will seek to determine "to what extent trade organizations properly represent industry" and how their set-up relates to the federal anti-lobbying act.

The inquiry, headed by Sen. Charles Tobey (R., N. H.), who has replaced the retiring chairman, Wallace White (R., Me.), of the Senate Interstate Commerce Committee, is almost without precedent in its range. In launching into State Department activities, the committee will parallel the inquiry promised by the House counterpart under Rep. Forest Harness (R., Ind.) in looking into the "unofficial" pact between Canada and United States on television channel allocations (*The Billboard*, July 17). The probe will also continue Tobey's pet subject of radio patents, with the Radio Corporation of America (RCA) among the objects of Tobey's study.

Tobey appears to have inherited former Chairman White's hostility to the NAB since the controversial hearings on the proposed White communications bill which NAB had heatedly fought under direction of NAB President Justin Miller. The subcommittee was "interested" in the position taken by NAB "on legislative matters" and that "questions had been asked from time to time as to the extent to which the association had the right to speak for the more than 2,000 radio broadcast stations in the United States as well as the question of whether its spokesman should be registered as a lobbyist."

Considered significant was the fact that the subcommittee's disclosure of its broadened agenda came after conferences with FCC Chairman Wayne Coy and simultaneously with the first hearing of the Harness committee on FCC activities. While the subcommittee pointed out that it will explore FCC's organization and its personnel as well as its policy-making procedures and license methods, Tobey personally declared, "I am very much impressed with some of the new blood in the Federal Communications Commission and I am confident that some mistakes of the past will not be repeated."

2-Way Phone Disks Offer Little Help To News Programers

CHICAGO, Aug. 7.—Recent FCC order permitting recording of two-way telephone conversations for broadcast would seem to offer little help for news programing, if an experiment by WMAQ, local NBC station, Monday (2) is considered to have significance.

Local NBC news department, under the direction of Bill Ray, decided that the ruling would help news broadcasters thru recorded telephone interviews with persons involved in the news.

Special demonstration for the press of how new ruling could be applied to radio brought little results, however. Calls were made to Moscow, London and other spots in Europe with no success. Calls to Moscow were turned down, with the telephone company saying contact could not be made until the following morning. Calls to England were canceled after long distance operators said it was a holiday in that country and long distance offices there were not being manned.

Newscaster Leonard O'Connor, who was making the calls for a local show the same evening, finally had to be satisfied with trying to get information about weather from Nome, Alaska and Las Vegas, N. M. Even these took hours to get thru.

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The Billboard's 11th Annual Radio-Television Promotion Competition

Stars of Yesterday, Today and Tomorrow

Reviewed August 4

Sustaining Via WGYN-FM, New York
Wednesdays, 3:30-4 p.m.

Producer-director, Chamberlain Brown; announcer, Ralph Brent. Cast (this program): Chamberlain Brown, emcee; guests, Samuel Martin Farrar, Edith Helena, Stanley Church, Bob Quinn, Donald Bucher, Teresa D' Eramo, Kempster Barnes, Roderick Pinkerton.

Chamberlain Brown has been associated with the legit theater for a good many years, mainly as a talent manager. He recently began this series over WGYN, New York FM outlet, in which, as the title indicates, he presents talent of the past, present and, he hopes, future. As such, the program represents a forward step in live FM programming of a non-duplicated nature.

Brown serves as emcee, but it would seem that his radio capabilities are mostly limited to the business end of the game. For he was unable to bring to the show the pace, timing or smoothness it needed. On the positive side, he was able to offer a number of showbiz anecdotes and yarns which come from out of his lengthy experience. Brown's manner of handling talent on the program of left something to be desired. He was abrupt with the introductions, in some cases either delivering their names in scarcely audible manner and once not even mentioning the artist's name. Another minus mark is Brown's tendency to be a name-dropper, to show the greats and near-greats whom he claims as intimates. It's hardly needed in a show of this type. The talent, too, seldom fails to get in a plug for Brown's background or his other current activities. This obvious sort of buttering-up is detrimental to the show as a whole and to its dignity.

Good Talent

The talent shown, for the most part, was of good quality. The only participant whose appearance meant absolutely nothing was Stanley Church, mayor of New Rochelle, N. Y., who said he once was in show business himself and added that he might, or perhaps he might not, decide to become the Republican nominee for governor. On the brighter side, was the guest shot of Edith Helena, noted vaudevillian and operatic soprano of another era, whose age today is estimated at anywhere between 70 and 85. Miss Helena, who once played 10 straight weeks at the Palace, showed that talent need not fade completely with the years by her rendition of an operatic aria, which she followed by *Comin' Thru the Rye*, the latter done charmingly and with considerable style.

Also on the bill, representing the "today" end of the title, were Donald Bucher, legit juvenile, who chatted with Brown about the current status of the theater, and Roderick Pinkerton, who replaced Wilbur Evans as the lead in *Up in Central Park*. Pinkerton sang *When You Walk in the Room* from that show.

Future Stars

The "future" luminaries offered by Brown were Bob Quinn, vocalist, who



Radio and Television Program Reviews



Designates Radio Review



Designates Television Review

Record Rendezvous With Stan Shaw

Reviewed Wednesday (4), 7:05-7:30 p.m. Style—Music and interviews. Sustaining via WPIX, New York. Director-writer, Jack Balch; production assistant, Ruth Laroue; guests (this week), Bill Harrington, singer-accordionist; Lois Kaplan, pianist.

Stan Shaw is bringing some interesting talent to his *Record Rendezvous* program over WPIX. From what we could gather from the Wednesday (4) program, Shaw is showcasing a line-up of guests who are peculiarly suited to video. The performers are young and skilled in their various fields. Additionally, they are photogenic.

Artists on the Wednesday show included Bill Harrington, singer-pianist-accordionist who is now doing a program over the Mutual Broadcasting System (MBS), and Lois Kaplan, an 18-year-old concert pianist. Harrington, whose MBS radio show is not heard in New York, is a good-looking youngster with an easy, natural manner. In fact, he seemed perfectly at home in a medium which has troubled older and noted performers. His vocals and instrumental work were pleasant to hear and watch, and he could easily fit into a regular TV program.

Miss Kaplan, a concert pianist, opened the show, and her type of talent naturally contrasted strongly with Harrington's, the contrast providing added interest. The young lady did two numbers, one of them a tricky affair wherein chords were played with the left elbow. More orthodox was the second number, Debussy's *Claire De Lune*, delivered with delicate tonal quality. In fact, both of Miss Kaplan's numbers were of the tone poem type.

The talent therefore was quite good and photogenic, and Shaw is to be commended for bringing promising performers to TV. Shaw himself at times seemed somewhat nervous in manner. Perhaps it was over-anxiety while interviewing each performer.

The camera work was somewhat uneven on this show. It's understood that the show was done without a camera rehearsal.

Shaw presents his young talent in a studio, the walls of which carry caricatures of persons who have appeared on the show. It is a fairly effective bit of scenery and ample for the purpose of the show.

Paul Ackerman.

showed promise in his rendition of *Dear Little Boy of Mine*; Samuel Martin Farrar, young legit actor, who related how he got the lead in a forthcoming production; Teresa D'Eramo, who flashed possibilities with an intimate chirping style on *It's Magic*, and Kempster Barnes, British Shakespearean actor, who spoke of his own plans in the American theater.

The show is elaborate, by FM standards, and offers more live talent on a single 30-minute program than most FM stations do in a full day. If Brown can smooth out his delivery, cut down a trifle on the interviewing and add a bit more to performance rather than interviews, perhaps in the way of a dramatic reading for contrast, the program might really shape up into something which could be slotted in an evening hour as a real commercial possibility.

Sam Chase.

Jane Pickens Show

Reviewed August 3

Sustaining Via NBC

Tuesdays, 9-9:30 p.m.

Estimated Talent Cost: \$4,500; producer, Robert K. Adams; director, Edwin L. Dunham; writer, Edward Eager; announcer, Robert Warren. Cast: Jane Pickens, Jack Kilty, Phil Leeds and Norman Cloutier.

Current Hooperating of the program (Sustaining) None
Average Hooperating of shows this type (Sustaining) None
Current Hooperating of show preceding (Carmen Cavallaro) 4.9
Current Hooperating of show following ("Call the Police") 5.8

CURRENT HOOPERATINGS OF PROGRAMS ON OPPOSITION NETWORKS

ABC: "American Town Meeting" 3.7
CBS: "We the People" 4.5
MBS: Gabriel Heatter (9-9:15) 3.1
Sustaining (9:15-9:30) None

Sultry-voiced Jane Pickens heads up a musical show designed for smooth listening, and the program accomplishes what it sets out to do. Miss Pickens, with an assist by baritone Jack Kilty, steers a true vocal course thru a bill which consists mainly of long-time pop faves, with an occasional novelty tossed in. A charming aspect of the program is the use of choral effects for bridges between numbers, these for the most part being take-offs on classics, semi-classics or operetta excerpts. On occasion, however, some of the bridges verged on the too cute; they should be kept as uncomplicated as possible.

Both Miss Pickens and Kilty exhibited their known ability to render a ballad faithfully without twisting it into something hardly recognizable. Choice of numbers was excellent, too.

Change of pace, midway in the show, was supplied by comic Phil Leeds, a good laugh-getter who seems bogged down at the moment with second-rate material. Leeds showed well when he began an exaggerated imitation of a Frankie Laine vocal, but when he left off the tonsiling for a patter routine built up from the lyric of *Two Loves Have I*, things slowed down rapidly. A little crisp scripting is called for here, for Leeds can deliver a good line with the next comic when given suitable yock stuff. Withal, the show shapes up as a better-than-average airtimer in its field.

Sam Chase.

45 Minutes on Broadway

Reviewed August 1

Sustaining Via WOR, New York

50,000 Watts

Sundays, 10-10:45 p.m.

Producer, Arthur Van Horn. Cast: Danton Walker and Hy Gardner, with guests.

This airtimer sounds like a two-man all-night disk jockey show without disks. Broadway columnists Danton Walker, of *The New York Daily News*, and Hy Gardner, of *Parade* magazine, have joined forces at the Astor Hotel in a program which seems considerably longer than its 45 minutes. They talk with celebrities, answer phone calls and chatter about showbiz, and it just goes on and on and on, with little variation in pace and mood.

Gardner, who has a reputation as a wit, works overtime trying to live up to it, but most of his shots on the show caught proved duds. Walker usually sounded like an echo, repeating many of Gardner's comments word for word. With both

NBC University Theater

Reviewed July 30

Sustaining Via NBC

Fridays, 9-10 p.m.

Estimated Talent Cost: \$4,000; director, Andrew Love; writer, Sinclair Lewis; orchestra director, Henry Russell. Cast: Vanessa Brown, Leon Ames, John Beal, Theodore Von Eltz, Herb Lytton and Frank Gerstle.

Current Hooperating of the program (Sustaining) None
Average Hooperating of programs of this type (Sustaining) None
Current Hooperating of program preceding (Sustaining) None
Current Hooperating of program following ("Waltz Time") 4.8

CURRENT HOOPERATINGS OF PROGRAMS ON OPPOSITION NETWORKS

ABC: "Break the Bank" (9-9:30) 6.8
"The Sheriff" (9:30-9:55) 6.8
Sustaining (9:55-10) None
CBS: "Old Gold Show" (9-9:30) 4.5
"Silver Summer Revue" (9:30-10) 2.4
MBS: Sustaining (9-10) None

NBC University Theater debuted auspiciously Friday (30) with an hour-long dramatization of Sinclair

Lewis's *Main Street*, the satire on small-town life written in the early 1920's. The full-hour length is important, for in competent radio hands it makes possible satisfactory character delineation. The National Broadcasting production, happily, was given solid workmanship, and in the course of the hour was able to recreate faithfully the characters and story line of the novel.

Vanessa Brown and Leon Ames played Carol and Dr. Will Kennicott, the leads, with John Beal cast as Erik. Miss Brown and Mr. Ames delivered careful performances, and their lines realized the drama in the conflict between Carol, sensitive and artistic, and the residents of Gopher Prairie, dull and gossip-mongering. But perhaps the best performance was rendered by Beal, who gave life to a difficult role, that of the artistic soul who struggles against the stodgy influences of Gopher Prairie.

Tightened for Air

The Lewis story still carries interest today, inasmuch as the influences which molded Gopher Prairie have molded hundreds of other Main Streets thruout America. For radio purposes, however, the yarn was trimmed and fashioned by Agnes Eckhardt, who was able to preserve the flavor of the original. The technique included, of course, narration (by Theodore Von Eltz) to tighten the whole into available radio time.

Norman Cousins, editor of *The Saturday Review of Literature*, touched upon cultural highlights of the 1920's during the intermission.

Main Street was the first of a five-week series anent the U. S. literary scene. A half-hour series will follow the present run. In due time, it is expected that NBC University Theater will be the basis of a literature course in connection with the web's college-by-radio project.

Paul Ackerman.

wearing earphones for their telephone conversations, each tried verbally to elbow the other out of the way until Walker, a bit peeved, finally told Gardner to stay clear of the phone.

Guests on the opening gambit were Jo Stafford, Dean Murphy, Lisa Kirk, John Frederick, Herb Shriner and others. Some of these came off nicely, with Walker doing the better job of tossing questions and repartee at the guests. Gardner, for his part, was so busy trying to get in his funnies that he tended to shut out the comments of the visitors. This was particularly true in the case of hat designer John, formerly of John Frederick, now head of John, Inc. The poor fellow tried to explain what his "new pinhead look" in fem headgear is like, but was effectively taken out of the play by Gardner's verbal blocks.

There's no doubt that both Walker and Gardner know their show business. (See 45 MINUTES on opposite page)

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Club Television

Reviewed Wednesday (29), 9 to 9:45 p.m. Presented sustaining via WGN-TV, Chicago. Produced and directed by Jay Faraghan. Talent procured by Paul Fogarty. Cameramen, William Rocker and George Ervo. Talent: Georgie Gobel, emcee; Honeydreamers, Art Nelson and His Puppets; Fose and Niles, dance team; John Mallow, announcer; Bob Trendler's ork.

A showcase for theater and niterly talent desiring to get a foothold in television, this series illustrates that top theater or floorshow acts are not necessarily the best for video—and won't be until acts work up special material or styles for television or until television production techniques present talent in ways to utilize their maximum potentials.

Georgie Gobel, best talent on this show, is a case in point. In niteries Gobel is a hit. His mannerisms, guitar playing and jokes go over. On this show Gobel's material, about the same as he uses for floorshows, didn't go over as well as it should.

The reason wasn't that he and other talent had not live audience to work to. Setting of the show emulated a night club, with groups at tables around a simulated niterly floor on which the acts performed. It's just that video producers haven't learned to have their cameras take the place of the eyes of a customer at a ring-side table. It would behoove entertainers, therefore, to work out routines based on camera limitations.

Other talent on the show, such as the Honeydreamers and the Fose and Niles dance team, were affected by the same limitations. But noticeable was the improvement in presentation now that these types of acts may be backed by a live orchestra.

Bob Trendler's orchestra did a good job of backing the show. A little unnecessary, however, were trick shots such as superimpositions and lap dissolves. These were attention getters in video's early days. Now, they're antiquated and distract from the music's impact.

Art Nelson did his usual good job with his drunk, clown and wire-performing puppets. Wide-angle shots showing him and the full puppet stage, should have been eliminated, however. They destroyed the illusion of man-size performers which has been one of the greatest assets of video puppet work.

Despite the above-mentioned faults, the program constitutes above-average programing. The talent is professional and above the cut of amateurs who have been used in the medium here for years.

The talent is not getting paid top dough (average nut, thru arrangement with AGVA, is about \$300). When the bugs are finally ironed out, this type of show should reap top rewards. *Cy Wagner.*

45 MINUTES

(Continued from opposite page) ness. But for radio purposes Walker's style should be polished more brightly and Gardner's toned down considerably. The telephone routine, in which they are supposed to answer listeners' questions on the show world, is threadbare and could be discarded with no loss whatever. The guests were good names and some contributed what interesting moments the show offered; these visitors should be given more leeway and not interrupted so frequently. And maybe some music, wax or live, wouldn't be such a terrible idea as a change of pace. *Sam Chase.*

Washington Round-Up

WITH THE Federal Communications Commission (FCC) soon expected to approve *Washington Post's* taking over the majority control of Columbia Broadcasting System's WTOP, the National Association of Broadcasters (NAB) has jumped the gun by luring WTOP's Maurice Mitchell into the post of chief of NAB's advertising department. Mitchell will take over early in September in the NAB spot vacated recently by Frank Pellegrin. Meanwhile, *The Post* is gradually sending several of its WINX men over to WTOP, with *Post's* WINX up for sale and being eyed by a number of prospects including the local Negro newspaper, *AFRO-American*.

Increased emphasis on international radio problems, which the National Association of Broadcasters (NAB) board promised at its last meeting in Los Angeles, will come nearer reality soon when a new staff director to assist in formulating international policy will be created. NAB sees the issue of international channels and frequency allocations a growing important one as evidenced by remarks made by NAB President Justin Miller in Boston's first district meeting this week.

ASSOCIATION OF AMERICAN RAILROADS is putting finishing touches on arrangements for a new series of radio and television programs starting next fall. AAR public relations recently set up a radio and television unit "to provide information to AM, FM and TV stations thruout the nation." Included in plans is a broadcast of a series of musical comedies this fall once a week, and in the following summer a substitute program will be presented. Benton & Bowles is the agency.

Having nearly completed the first round of its district meetings, National Association of Broadcasters (NAB) has announced that the second series will start with the 14th district meeting in Yellowstone National Park's Mammoth Hotel September 8-9, followed by 17th district meeting at Spokane, Wash., September 12-13. Next will be 16th district meeting in Los Angeles, September 14-15, followed by 15th district meeting in San Francisco September 16-17.

LATEST REPORT on the loyalty record of Federal Communications Commission (FCC) shows that seven FCC cases are pending in the president's loyalty review board and that an eighth case was closed in July when the employees resigned. Identities are held secret by the board, which reported 1,504 pending cases from all government agencies in Washington last month, with 98 others closed when employees resigned and with 54 others closed unfavorably and an additional 396 closed favorably. Sole case closed in FCC last month was the one in which the employee resigned. The board has not issued a single charge against any FCC'ers.

Radio is booming in the Republic of Panama, with four new standard stations licensed in Panama City bringing the Republic's total to 11, the Commerce Department reported last week. Panama City now has a total of nine stations, with the other two being located in Colon. In addition there are two short-wave stations in Colon and four in Panama City.

Ladies in Retirement

Reviewed Sunday (1), 8:30 to 10:45 p.m. Presented sustaining by WBKB, Chicago. Produced and directed by Beulah Zachary; cameras, Rachel Stewart and Esther Rojewski; supervised by Harry Birch; studio production manager, Bill Ryan; studio stage manager, Joe Simon; setting designed by Don Bohl; narrator, Vin Gottschalk.

CAST

- Lucy Gilham Frances Peters
- Leonora Fiske Ilka Diehl
- Ellen Creed Catherine Payne
- Albert Feather Fred Smith
- Louisa Creed Alice Dineen
- Emily Creed Alma Platts
- Sister Theresa Marjorie Marlowe

If all video shows here were as good as this one, in so far as utilization of television production techniques is concerned, it could truly be said that Chicago television has come of age. That should not be interpreted as meaning that the program had no flaws. Its acting was far from good. In some places mishandling of lines resulted in a failure to create proper mood and was responsible for lagging of viewing interest. But the television production and adaptation—setting, lighting and camera work—were excellent. This show was the fifth in a series of full-length Sunday dramatic offerings WBKB has presented in recent months.

Beulah Zachery, producer of the program, tried no trick shots to create

dramatic effect. She was satisfied to have her cameras work as two pair of eyes which caught all action as naturally as would the eyes of a theater audience. At times close-ups and angle shots (profiling two actors in conversation) were used, but this type of shot appeared natural and only brought the actors closer to the home audience. The video audience didn't get the impression it was viewing the action thru the eyes of cameras. It at all times felt it was right in the room where the action was taking place.

Entire action of the play took place in one room, the living room of Leonora Fiske, who eventually was murdered by Ellen Creed so that her sisters, Louisa and Emily, would have a permanent place in which to live. The setting was a faithful reproduction of a room of the locale and period in which the action took place.

In many places the actors, members of the Chicago Radio Actors and the Michigan Stock Company (Barnum Tele Players), overplayed and came close to being grossly amateurish. One exception was the work of Catherine Payne, who as the murderer, played her role with restraint and understanding.

Now that WBKB's production staff has learned to handle a dramatic offering of this scope, it would be interesting to see what could be accomplished with a topnotch cast. It is this reviewer's prediction that such a combination would prove the power of television as a dramatic vehicle. *Cy Wagner.*

FM in Detroit Busses and Cars Draws Protests

DETROIT, Aug. 7.—Reluctance of a sizable portion of the public to accept something for nothing—particularly a blaring radio while attempting to read a newspaper—has been reflected in a flood of letters to the Detroit press over the trial installation of FM radio in a bus and street car by the Transportation Advertising Company. The protests reached such proportions that Leo J. Nowicki, general manager of the city-owned transportation system, had to take the issue before the public Wednesday with a statement that the system was not paying for the installation.

A lot of squawks evidently came from people who thought the money they figured the transportation authorities were spending on radios should be put into improved service on existing vehicles. A corroborative statement was made by Joseph E. Wellman, general manager of Transportation Advertising, estimating that the radio installation would mean a half-million annually in revenue to the system—equal to its present total revenue from car ads.

Nowicki went on to answer squawks about program content, with the public protesters jumping to the conclusion that they would get a duplication of existing AM radio programs instead of the specially prepared FM shows such a tie-up with a particular station for contract broadcasting would mean. According to Nowicki, the programing policy would feature "soft background music with short commercial announcements, newscasts, weather reports, and perhaps baseball and football scores."

Cap Eyes Multiple Music Operations Thru CPI Set-Up

HOLLYWOOD, Aug. 7.—Additional details of the projected operation of Capitol Publications, Inc. (CPI), revealed that Cap's wholly owned subsid would (1) mark a full-scale invasion into the sale, publication and exploitation of music; (2) act as a single clearing house for all licensing of material used by the diskery. As previously revealed by *The Billboard*, Mickey Goldsen will head the above mentioned operations of CPI. In taking over the licensing chores, Goldsen will be relieving Cap's artist and repertoire department of numerous headaches.

Heretofore, CPI handled only diskery's consumer mag, *Capitol News*, but will now absorb under its wing those firms previously directed by Goldsen in New York (i.e. Capitol Songs, Criterion Music, Barbour-Lee Music, Leslie Music, Tex Ritter Music and Atlantic Music). By combining the activities of these companies under the directorial hand, Cap expects a streamlined and more intensive operation. Goldsen will headquarter at Cap's Sunset and Vine home office.

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House Group Preps Move For Political Censorship; FCC Opposition Is Fading

"Broadcasters Have Right To Protect Selves"

WASHINGTON, Aug. 7.—The Harness Committee probing the Federal Communications Commission (FCC) is reading a recommendation for amending the FCC Communications Act to permit stations to delete libelous material in political broadcasts. Meanwhile, the FCC is prepared to deal leniently with such deletions despite the Port Huron decision, FCC Chief Wayne Coy told the House group at a two-day (5-6) hearing this week.

Altho refusing the request of Chairman Forest Harness (R., Ind.) that FCC hold the entire Port Huron decision "in abeyance until Congress or the courts can act," Coy, in the opinion of committee members, backed water in stating that "broadcasters certainly have the right to protect themselves from possible conflicts of commission opinion and State law."

No "Capricious Action"

Coy remarked further that "broadcasters have the right to consider that we renewed the license of WHLS (Port Huron licensee). Broadcasters will simply have to do the best they can in case of conflict." Harness then asked if it was true that an honest, conscientious broadcaster who uses common sense in deleting obviously obscene or libelous language, need not fear any commission action." Coy replied that such broadcasters need not fear "capricious commission action." Harness then demanded to know whether it was true that "no licensee need fear revocation if he uses sound judgment." "I think that is right," replied Coy. He warned, however, that he did not mean that broadcasters were free "to go ahead and censor." Each case, he said, would have to be judged on its individual merits.

The hearing brought out a serious disagreement among the four major networks on the political libel issue. The National Broadcasting Company (NBC) and American Broadcasting Company (ABC) both urged that the Communications Act be revised to free broadcasters from libel laws. The Columbia Broadcasting System (CBS), however, declared that it "was against relieving broadcasters of responsibility." Mutual Broadcasting System (MBS) asserted "that there were but two alternatives. Either broadcasters must be free to censor political talks or they must be relieved of responsibility for airing libel." Mutual said it had no preference.

NBC and ABC Disclaimers

Both NBC and ABC claimed that they have never attempted to delete political libel, leaving the responsibility for the talk up to the speaker and permitting the webs to run the risk of being sued. Both Joseph Mc-

Donald (ABC) and Gustav Margraf (NBC) said the webs had experienced scant difficulty because of this policy.

Despite requests of the two webs for legislation to relieve broadcasters of libel responsibility, present plans of the committee involve recommending enactment of a bill spelling out the right of stations to delete political material that is "obviously" libelous or obscene. The recommendation is seen sure to be delayed until the 81st Congress convenes in January.

The feeling of the House group runs directly counter to the opinion of the Senate Interstate Commerce Committee, which has approved a bill carrying out FCC's view that stations may not censor political broadcasts and are free from libel that may be contained in such talks.

Other Views

Other witnesses at the hearing protested that the FCC's Port Huron decision has put broadcasters in the dilemma of losing their licenses if they censor libelous material or of being sued under State laws for libel if they do not. Don Petty, of the National Association of Broadcasters (NAB), described it as an "impossible situation." So far as censoring is concerned, he said, stations which have in the past deleted libelous matter have done so for their own protection and not because of favoritism for one candidate. Such action, Petty asserted, is not censorship.

T. V. Pierson, representing some 60 stations, declared that since issuance of FCC's decision, "most stations dread meeting the dilemma and therefore political broadcasting is being kept to a minimum."

The Port Huron phase of the House group's probe of the FCC ended with the two-day session. The committee is next expected to take up FCC licensing and renewal policies later in the year.

ABC Booting 4 Sustainer Segs

NEW YORK, Aug. 7.—This was clean-up week for sustainers at American Broadcasting Company (ABC), with program boss Charles (Bud) Barry planning to sweep four off the web's schedules. The ill-fated quartette included *Criminal Casebook*, *Superstition*, *Ross Dolan and Tomorrow's Tops*, the last-named being the talent showcase emceed by Margo Whiteman. Definitely set to continue as sustainers until sold were *Johnny Fletcher*, *Candid Mike*, *Child's World*, *On Trial* and *Go For the House*, the latter a giveaway, future of which may depend upon the Federal Communications Commission (FCC). Not definitely set but likely to continue was the comedy writers' show.

The network also was planning to turn its 12:30 p.m. Sunday *Piano Playhouse* into a co-op.

Hart'd TV Hearing Put Off

HARTFORD, Conn., Aug. 7.—The FCC-scheduled television hearing for Hartford (slated to be held Tuesday, August 10 at Hartford's Federal Building) will be indefinitely postponed. Applicants include *The Hartford Times* (WHTT), the Travelers Broadcasting Service Corporation (WTIC) and the Connecticut Broadcasting Company (WDRG).

TALK OF THE TRADE

New York:

DIANE COURTNEY will substitute for the vacationing Irene Bessley for two weeks on the CBS musical quiz, *Grand Slam*, beginning Monday (16). . . . CBS emcee Bill Cullen curtailed his honeymoon with songstress Carol Ames to sub for vacationing John Reed King. . . . Jacki Reubens, wife of Beryl (CBS press) Reubens, copped the woman's division of the *World-Telegram's* annual Westchester hole-in-one tournament at Leewood Golf Club. The missus has been playing golf only one year. . . . Guy Della Cioppa, director of CBS network programs, Hollywood, in New York for business conferences. . . . Ed Greif (of Banner & Greif) and his missus, Mildred, have a new son, John David.

Staats Cotsworth and his actress-frau, Muriel Kirkland, painting the New England countryside during their vacations. . . . Les Tremayne, of CBS's *Romance*, and his wife, Alice Reinhart, of NBC's *Life Can Be Beautiful*, off to Mexico for a few weeks. . . . Jo Dine, NBC trade press editor, vacationing. . . . Tom Mahoney, CBS-TV production assistant, marrying Frances J. Ralsch, of Staten Island, September 18.

ROBERT C. MAYO appointed sales manager of WOR, replacing Gene Thomas, who last week was named general manager of WOIC, WOR's TV outlet in Washington. . . . Clifton Fadiman has joined the advisory board of NBC's *University Theater*.

Chicago:

AL STONE, Joe Connor and Melvin Lewis have been added to the staff of the rapidly expanding Morris F. Swaney office, which headquarters here. Lewis will be production manager of the agency's New York office, Connor manager of merchandising in the same office, and Stone account staff member in Chicago. . . . John Norton, ABC central division v.-p., last week made four new appointments in the division's sales staff. Robert Brethauer was made manager of the sales service department; Robert Atwood takes over Brethauer's old spot. Don Saraceno was shifted from local sales service to network sales, and his former post will be filled by Harry Jefferys.

Ade Hult, Midwest MBS v.-p., last week addressed the Blue Cross-Blue Shield Public Relations Conference. . . . William D. Connolly, recent Yale graduate, has joined NBC central division advertising and promotion department. . . . Ernie Lee's Omega show has been renewed on 85 Southern MBS stations, effective September 26, by H. C. Cole Milling Company, Chester, Ill. . . . Bennett, Petesch & O'Connor Agency, founded late in May, has moved to larger offices at 75 East Wacker. New agency increasing activities are expected to result in a \$750,000 billing in 1949.

Hollywood:

KEN HIGGINS, KFI writer-producer, upped to post of television director for KFI-TV. Higgins will be succeeded by Les Barry, formerly with WBEN, Buffalo. . . . Michael Douglas, ex-Kay Kyser radio vocalist, pacted to transcription deal by Standard Transcriptions. . . . Don Lee will dedicate its new radio-tele studios with special video show August 18, to which the station is inviting 350 top civic and business leaders. . . . NBC Coast execs, Sid Strotz, Hal Bock and Frank Berend, will address members of the NBC-Stanford Radio Institute in San Francisco.

Bob Forward, Don Lee staff producer, will pilot *Ladies First*, new Don Lee five-a-week daytime strip. . . . Jack Smith moves his *Oxydol* ailer to Hollywood permanently beginning August 23. . . . Bunny Coughlin takes over as producer of *Texaco Star Theater* while Ed Cashman goes on a two-week vacation. . . . Jack Rourke auditioning a new version of *Blind Date* in Hollywood this week-end. . . . Mimi Chandler, Baseball Commissioner Happy Chandler's daughter, visiting Hollywood. Mimi conducts disk jockey program over pappy's station in Kentucky.

From All Around:

GEORGE CUSHING, news editor, WJR, Detroit, is back at his post after an operation. . . . Austin Grant is withdrawing from Powell-Grant Agency, Detroit. . . . James F. Hopkins, owner of WHRV, Ann Arbor, Mich., has signed Chalmers (Bump) Elliott, noted football player, to handle play-by-play reports of the University of Michigan football schedule this fall. . . . Hugh V. Guidi has joined announcing staff of WTOP, Washington.

Robert F. Hyland appointed assistant sales manager in charge of FM sales at KXOK, St. Louis. . . . Robert S. Holcomb named director of press information at KMOX, St. Louis. . . . H. Allen Campbell, key figure in the Trendle Enterprises, producing *The Lone Ranger* and other shows, is one of the incorporators of the \$5,000,000 Michigan Racing Association, incorporated Thursday (5) to establish a new track in Detroit.

WXYZ-TV Inks 52-Week Series

DETROIT, Aug. 7.—First commercial contract for a 52-week series of programs was signed Tuesday by James G. Riddell, manager of WXYZ-TV, which is not expected to be on the air until after October 1. Sponsor is the Wettlaufer Manufacturing Company, with the Marvin Hahn Agency handling the show. Present contract offers the sponsor a choice of three different shows being ready by the station, all in the sports field.

Plans for whatever show is decided

upon for Wettlaufer will be based upon the rate card issued June 1 by the American Broadcasting Company (ABC), which owns the station.

Original plans to carry the University of Michigan home football teams under Wettlaufer sponsorship were nixed by Riddell as a matter of station policy. WWJ carried the games last year and is slated to do so again, and Riddell ruled against any duplication of programming.

Instead, another sports deal was slated for signing Friday (6) to carry the eight home games of the Detroit Lions by WXYZ on both television and AM. Show will be sponsored again by Goebel Beer, who sponsored the Lions on WXYZ's AM operation in 1947.

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NBC's Midwest Video Web Gets Okays From 3 Sponsors

CHICAGO, Aug. 7.—Strong likelihood that the National Broadcasting Company Midwest television network will be backed with immediate revenue when it goes into operation around the end of December was seen this week when it became known that the NBC sales force here has already been given verbal confirmations from at least three sponsors.

The three which are slated to have shows on the Midwest link are Kraft Foods, Swift Packers and the Admiral Radio and Television Corporation. Kraft and Swift already have shows on the NBC East Coast link, Kraft a dramatic series and Swift a home economics program. These companies plan to spread their coverage by using the same shows on both East Coast and Midwest outlets. NBC Midwest link undoubtedly will include Chicago, Milwaukee, Detroit, Toledo, St. Louis and Cleveland at the beginning and spread out later to such cities as Columbus, O., St. Paul and Louisville.

Admiral has already committed itself to backing the 7:30 to 8 p.m. Sunday night spot on the East Coast starting early in October. Program has not yet been picked, but Admiral is in the process of auditioning various film and live shows, according to NBC sources here. According to

these same sources, the Admiral show started in the East will be extended to the Midwest chain when it is in operation.

Reason for desire of sponsors to extend East Coast shows to the Midwest chain is that package and studio facilities cost will be the same for East Coast presentation as for wider coverage, and sponsors feel that they should take advantage of additional coverage involving time charges only.

NBC has not received and confirmed orders, Oliver Morton, head of local sales, said for the local NBC video station only. He stated that many deals were cooking, but no definite order had been accepted.

Friday 13!

NEW YORK, Aug. 7.—Two tele stations here will mark the occasion of Friday 13, the only time this year a Friday occurs on the 13th day of the month. The National Committee of 13, anti-superstition group, will participate in shows over WNBT and WPIX, with the programs handled by Gainsborough Associates, production agency.

The WNBT program will likely be a studio show dealing with the origin of superstitions. WPIX is expected to do a remote from the Museum of Natural History which on the 13th will open an exhibit exposing superstitions and prejudices. The exhibition will run for 13 days, natch.

B.R.'s Hesitate To Shell Out 10G Per Show

Sports Among Most Costly

(Continued from page 3)
ing the most consternation among sponsors seeking time franchises in television. With considerable doubt existing about the possibilities of immediate advertising return, and most old-fashioned cost-per-viewer figures offering little encouragement, sponsors are looking askance at tele talent costs, which frequently run into five figures weekly.

Texaco's 10G Splurge

Texaco, for its variety show, is shelling out better than \$10,000 weekly, same as the estimated bill which Philco will foot for its sponsorship of the forthcoming *Equity Theater* series. A film series, *Mysteries of Paris*, starring Charles Boyer, is being offered at \$11,500 per show. Another, with Ronald Colman playing the lead in *Bleak House*, costs an estimated \$7,500 per show. Camel cigarettes are shelling out \$350,000 for the five-a-week Fox tele newsreel, and time costs come to another \$300,000 for the tobacco firm.

Among live shows currently available, the *Theatre Guild* dramatic series may be had from National Broadcasting Company for about \$9,000 per week. Ed Sullivan's variety series, *Toast of the Town*, is listed for sale by Columbia Broadcasting System for about \$7,500 weekly. The same web has aired Martin Gosch's package, *Tonight on Broadway*, talent fee for which is \$7,000 per airer. Somewhat less expensive is Gosch's newest package, *Sunday at Dinah's*, a husband-wife airer on film which is tagged at \$5,750.

Sports Costly

Perhaps the biggest beef now being heard is about the cost of sponsoring sports events, especially one-shots, such as fights. One agency official this week said that prices now being asked are "five to 10 years in advance of their circulation value." He pointed out that risks, such as a quick knock-out in an expensive fight, make it a dubious investment. In addition to other costs, he noted that sponsors of such special events have to put on additional advertising and promotional campaigns to inform people about the event's airing. He admitted the necessity of promoters' protecting themselves from possible drops in gate receipts, but said that such charges as \$100,000 for the Louis-Walcott fight were on the extravagant side. Another factor which has developed more frequently of late, he said, is the insistence of promoters that a sponsor buy both radio and television rights to an event.

Even such sports events as are offered on a regular basis, affording the sponsor the cumulative value of consistent plugs, cost tremendous sums in terms of the video audience. Thus, the sponsors airing the major league baseball games of the three New York teams paid an estimated \$700,000 for those rights this year. The 12 games of the pro football Giants are being offered by American Broadcasting Company for a total cost exceeding \$75,000. Chevrolet, by the same token, is sponsoring the pro grid Yankees' games over DuMont at the rate of about \$5,000 per contest this fall.

Whopper TV Football Sked Prepped for Lucky Cigs

NEW YORK, Aug. 7.—The biggest football schedule to run thus far on television is now being set up by N. W. Ayer for the American Tobacco Company's (ATC) *Lucky Strikes*. ATC, which bankrolled the games last year on three NBC-TV outlets, will now air them this year on six web outlets, including WNBT, New York; WBAL-TV, Baltimore; WBZ-TV, Boston; WRGB, Schenectady; WTVR, Richmond, and WNBW, Washington, D. C. In addition to games to be carried on the web, Ayer is lining up another series to be telecast over WABD, the DuMont outlet here. The web series will include those games which, in the opinion of the sponsor, carry most interest for fans of the Eastern Seaboard.

Teams already set for the web series include Army, Navy, Princeton, Harvard, Yale and others.

Additionally, WPTZ, Philly TV outlet, will carry the University of Pennsylvania games, bankrolled by Atlantic Refining. Ayer is the agency.

Ayer has not released schedules yet, but it is understood that facilities-wise, and of course from the standpoint of audience, the American Tobacco schedule shapes up as about twice as big as last year's. Both the web series and the WABD series are expected to run 10 weeks, starting in September. The agency has been clearing rights to games from Boston to Maryland and is expected to have the entire schedule set shortly.

Gamble Productions Preps 13 Show Name Packages for Video

NEW YORK, Aug. 7. — Gamble Productions, TV package production combine, consisting of vet Producer Bud Gamble (prexy); Jack Davies, long-time top talent handler (treasurer), and Louis Klotz, film producer (veepee), is prepping 13 package shows featuring such names as Bert Wheeler, Frank Fay, Ralph Dumke, Hank Ladd, Eddie Foy Jr., Billy House, Dean Murphy, Luba Malina, Paul Draper, Jack Cole, Hal LeRoy, Sue Ryan and Pat Barnes.

First in the works is a Bert Wheeler show written by Nat Heiken, erstwhile Fred Allen scriptman. This is a situation comedy idea and will run 13 half hours. Several sponsors are said to be mulling it. The plan is to produce the shows live in New York, then to film each episode for later resale to other telecasters. The firm will also produce commercials and spot announcements of varying length and featuring the same names. Virtually all the names around whom shows are planned are handled by firm member Davies.

SHORT SCANNINGS

DIAN DINCIN, who was executive secretary of American Television Society for two years, has agreed to remain an ex-officio member of the group's board of directors as recording secretary. . . . Martin Seligson has joined Gainsborough Associates as manager of sales operations. He formerly was with Robert & Roberts, Denver agency. . . . Video commercial of a humorous nature will be the latest offerings of Marty Roth and Al Sproul, who have turned out special material, radio and video scripts for Milton Berle, Jan Murray and Lew Parker. . . . National Variety Artists, Inc., is prepping a tele series titled *A Night at the Palace*, which will recreate variety bills of other days.

Crosley video outlet WLWT last week altered its call letters slightly to be WLW-T. The hyphen, it is believed, will make the WLW portion of the call letters more prominent. . . . The same station has named Mary Ann Kelly assistant to program director Chester Herman. . . . Inauguration of Class A time rate of \$420 per hour was set by WWJ-TV. Class B rate is \$350, while announcements cost \$50. . . . WAVE-TV, Louisville, which will start operations in October, has signed an affiliation contract with American Broadcasting Company. . . . Radio News, monthly publication covering radio, electronics and television, has changed its name to *Radio and Television News*, effective with its August issue.

THE NUMBER of video sets in the nation's capital has topped 15,000, the Washington Television Circulation Committee said this week. The committee estimated that 1,750 sets were installed during July. . . . The Schenectady viewing audience now about 40,000, an increase of nearly 100 per cent since February 1, according to Station WRGB. The survey shows that 2,800 sets are in homes and 887 in taverns, with an average of 4.3 viewers in homes and 32.6 in public places. . . . Howard G. Barnes has joined the Dorland, Inc. agency as head of its radio-tele department. He will take charge of the agency's portion of the Gloria Swanson show on WPIX, which it airs for A. S. Beck Shoes. . . . William Witherell, radio and tele copywriter at Batten, Barton, Durstine & Osborn, has left to become an active partner in Video Films, Detroit. He will be in charge of the spot film commercial department with the agency.

Annual *Chicago Tribune* Chicagoland Music Festival will be televised by WGN-TV for the first time August 14. . . . Cycloid micromatic fishing reel will be advertised thru a series of spots on various video stations in the near future thru Bennett, Patesch & O'Connor Agency. First spots were aired on WGN-TV, Chicago, August 4.

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CBS Is Confident

NEW YORK, Aug. 7.—The open season on TV prognosticating has reached a new peak, with the Radio Corporation of America (RCA), the Columbia Broadcasting System (CBS), the Radio Manufacturers of America (RMA), and others looking intently at that crystal ball. They see lots of sets, lots of audience, lots of stations and, it is to be hoped, a certain amount of moola in the offing. But on the latter matter a number of "clouds" marred the picture. For instance, George Gallup, president of Audience Research, Inc., in a recent brochure on video, states "the growing industry is afflicted with enthusiastic wishful thinkers on the one hand and ill-equipped fact-finders on the other." Too, Sid Strotz, National Broadcasting Company (NBC) TV topper, in a statement last week predicted lean years ahead for TV operators.

On the rosy side of the picture, CBS television will be serving over 80 cities and surrounding areas in the United States "in the immediate future," according to Herbert V. Akerberg, CBS vice-president in charge of station relations. Akerberg, pointing out that the CBS-TV net now includes outlets in New York, Philadelphia and Baltimore, and working agreements with WNAC-TV, Boston, and WMAL-TV, Washington, stated that "at least five more metropolitan areas will enjoy CBS television before the year is out."

New CBS Outlets

These additions to the web would be WSPD-TV, Toledo; WEWS, Cleveland; WAGA-TV, Atlanta; KTTV, Los Angeles, and a Detroit station whose call letters are not yet assigned. Akerberg stated films—taken off the tube—would be used to provide service until stations were linked by cable or microwave relay.

By 1949, according to Akerberg, at least 25 more stations are expected to join the TV web, with 36 more scheduled to join in 1950 and 19 in 1951. He estimates the CBS Eastern Seaboard coax network, coming thru Cleveland, Toledo and Detroit, will hook up early next year with a regional microwave connecting Indianapolis, Louisville, Cincinnati, Dayton and Columbus, O.

According to George L. Moscovics, manager of CBS television sales department, the web's engineering department estimates that 1948 will end with a total of about 870,000 receivers. By 1949, the receiver figure should reach almost 2,500,000, and

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Might Have Been, Still May Be: Title Bouts Via Video Only

By Sam Chase

(Continued from page 3)

long been considered a possibility for the future, the first such match actually arranged was the third title fight between Joe Louis and Jersey Joe Walcott, which would have followed a victory by Walcott in their last meeting. Many sports writers thought Walcott was well on the way to such a win when Louis set down the Jersey battler in the 11th round last June.

Return Match Was Set

The deal for a return match in the event of a Walcott win had been pre-arranged for video only, with spectators barred, except for key members of each fighter's entourage and a few selected guests. The network involved already had negotiations under way with theater chains for linking movie houses thruout the East. In addition, a sponsor also had agreed to pay a sum estimated at close to \$500,000 for the right to append commercials to such a showing.

Perhaps the most startling aspect of the deal is the report that virtually all leading television receiver manufacturers had agreed to participate in the promotion by paying out a royalty on every set made during the current year, proceeds to go mainly to the fighters and promoters. The entire deal was regarded as the greatest potential hypo to television and to receiver sales that could be made, and one which could accelerate the development of video to a pronounced degree.

The entire plan collapsed, of course, when Louis landed his flurry of blows in the waning seconds of the 11th round, and announced his intention to retire. But it was revived again only a few weeks ago by Felix Bocchicchio, New Jersey fight promoter, regarded as Walcott's closest adviser. The new plan had all the trimmings of the first except the manufacturers' tie-in.

The new plan was to match Walcott with Gus Lesnevich, as the two top men in the remaining batch of heavyweights, in a title fight also to

from there it should reach a total of 13,570,000 by the end of 1952, according to CBS.

Just prior to the release of the CBS figures, Frank M. Folsom, RCA executive vice-president, estimated that over 850,000 receivers would be produced by the end of 1948, and that the end of the year would see over 50 stations in operation. Currently, said Folsom, 31 stations are on the air, with total receivers numbering 500,000.

RMA Figures

Production of television receivers is now steaming along at an unprecedented pace of approximately 12,500 a week, according to latest figures from Radio Manufacturers' Association (RMA) members, and all signs point toward even greater output in the coming months. The production in the first half of 1948 reached a peak total of 278,896 TV receivers. Of this total, 160,869 were produced in the second quarter of the year, a 36 per cent increase over the first quarter's output. The post-war total video set output has now reached 463,943, with June's production alone totaling 64,353 sets. The output of all types of radio and video sets in the first half of this year reached 7,745,419, RMA reported. The TV output was 100,000 greater than in any corresponding period since the war.

be seen by video only. According to this plan, the fight was to be held in New Jersey, possibly in Camden, where Bocchicchio holds his promoter's license. Had Walcott defeated Louis, he automatically would have been under contract to defend under promotional auspices of Twentieth Century Sporting Club, probably for three years. But because of the loss, he had no obligations to fight under any particular promoter's banner.

Thus, with Bocchicchio, acting in Walcott's behalf, staging the match with Lesnevich, the proverbial middleman's profit would have been eliminated, making for a much larger percentage of take for the fighters and their handlers. The Walcott-Lesnevich bout would have been scheduled after a petition to Abe Greene, chairman of the National Boxing Association (NBA) and athletic commissioner for New Jersey, to recognize the winner as NBA heavyweight champion. With NBA and the New York State Athletic Commission frequently feuding and differing over titleholders, it is regarded as a good bet that such recognition would have been forthcoming since the bout would have been held in NBA territory. But these plans, too, were smashed when Lesnevich lost a decision to Freddie Mills in London a fortnight ago.

Day Is Approaching

It is regarded now as highly likely that sports events of the highest interest, such as a championship fight, very likely will become an exclusive video promotion in the near future. By the same token, insiders feel that tele is not likely to encroach upon the grounds of the average sports promoter. If anything, news of the two near-deals is considered likely to hasten agreement between typical promoters and video broadcasters as being the logical, workaday means of covering sports, inasmuch as practically all research has pointed to tele as being a gate hypo. But those who have predicted early use of video, especially in theaters, as a major source of revenue to sports promoters, found verification in the two deals, as well as from recent reports that many theater chains, including Skouras, were preparing to outfit their houses with the necessary equipment for large-screen video.

Davis Seg Proves Video's Ad Worth

CHICAGO, Aug. 7.—Success of television as an advertising medium was again demonstrated here Sunday (1) when Russ Davis amateur show on WBKB pulled for its new sponsor, Beacon Camera Company, enough orders the night of the initial show for bankroller to more than pay for cost of the program.

Davis made his commercial pitch explaining and demonstrating camera kit which retails for \$15.95 at 7:32, little past the half way mark in the show. Phone orders, he said, would be accepted. Before the end of the show more than 170 orders had been accepted. If company makes usual 30 per cent profit prevailing on items of this type, profit on orders, station spokesman said, more than paid for cost of show. Later in the week additional orders came in by mail.

Agency on the account is O'Neil, Larson & McMahon.

ABC Picks Up World Video

NEW YORK, Aug. 7.—The World Video dramatic package, Actors Studio, Inc., this week was picked up by the American Broadcasting Company (ABC) for sustaining airing, starting August 29. Marc Connelly will serve as host for the dramatic series which has Elia Kazan as director and John Steinbeck as supervisor of material. Cast members are mainly from the legit stage.

ABC is slotting the stanza in the 9:30 to 10:30 p.m. period Sunday, opposite strong shows on the National Broadcasting Company (NBC) and the Columbia Broadcasting System (CBS) tele networks. Ed Sullivan's *Toast of the Town* variety stanza airs in the same time period over CBS, while Philco's new *Equity Show* dramatic series is set for 9 to 10 p.m. on NBC.

KTLA To Tele L. A. Grid Game

HOLLYWOOD, Aug. 7.—KTLA's Klaus Landsberg again scooped the field in snaring the local pigskin plum by securing video rights to the annual *Los Angeles Times* charity game between the Los Angeles Rams and the San Francisco Redskins. Game will be sponsored by Rexall Drug and marks the second year that Landsberg had been able to secure both sponsor and tele rights for the grid event. It is particularly interesting that KTLA was able to gain rights this year since *The Times* is soon to kick-off its own video outlet, and KFI during recent years has enjoyed an AM radio news link with the paper. Trade had reasoned that *The Times* would not be on the air by September 2 (date of the game) and that it would toss the tele plumb to KFI-TV, which is expected to be telecasting by then.

Tentative plans are for telecasting to tie in with the opening of a new Rexall store in the Crenshaw district. Gimmick would be for commercials to be aired live from the newly opened store before the game and between halves. This would mean station would be switching back and forth from two remote locations in bringing game and sponsor's messages.

WWJ Ups Rates On All Facilities

DETROIT, Aug. 7.—A price boost clear across the board, symbolizing the close tie-in of standard radio and television, will go into effect at WWJ on September 1. On AM radio, the new rate will be \$800 per hour, instead of the present \$700. WWJ-FM comes along as a bonus on the AM rates under present parallel programming.

The new rates for television—the third boost since the station went on the air a year and a half ago—are \$420 and \$350 per hour for class A and class B time, respectively, and \$60 and \$50 for the corresponding announcements.



TAPS' "IF AND WHEN" FORMULA

ASCAP Inks Patterson on License Case

May Ask Leibell Stay

NEW YORK, Aug. 7.—The American Society of Composers, Authors and Publishers (ASCAP) this week retained Judge Robert P. Patterson, former Secretary of War and president of the Association of the Bar of New York, as counsel for the Society to take charge of the problems stemming from the adverse decision of Judge Vincent E. Leibell concerning ASCAP's theater licensing practices.

Appointment of Patterson came as no great surprise, since his was one of several names considered soon after the Leibell verdict evinced ASCAP directorial desire for a "name" counsel who could better handle the Society's legal affairs at the high levels.

Former Cases

A member of the New York law firm of Patterson, Belknap and Webb, Judge Patterson recently defended Eugene A. Tracey and other defendants in an appeal against a ruling holding the Majestic Records prexy guilty of abuse of corporate opportunity. The Appellate Court ruled in favor of reducing the liability charged against Tracey.

Patterson held a preliminary meeting with the ASCAP board of directors on Wednesday (4) but no specific decisions or actions were outlined. From here on in he'll chart the legal recourse to be sought by the Society, the first move probably to seek a "stay" of the Leibell decision until an appeal is filed and heard.

Vita Proposes New Divvy Plan

CHICAGO, Aug. 7.—Vitacoustic Records, which entered Chandler Act proceedings here five months ago under Chapter XI, this week accelerated its proposed payoff to creditors with a new repayment plan, submitted to Referee Nathan P. McChesney. Execs said the new plan stemmed from the sale of certain blocks of masters which will be completed within the next month. Creditors will be informed of the new plan and asked to okay or refuse it within the next four weeks, Col. Albert Langeluttig, counsel for Vita, said.

Under a previous plan filed early in May Vita proposed to pay debts thru a series of partial payments, starting with 10 per cent payments February 1, May 1, August 1 and November 1, 1949, and 15 per cent payments February 1, May 1, August 1 and November 1, 1950. Under the new plan all debtors, other than the U. S. government, which will be paid off before November 1, 1948, will receive a 40 per cent payment before November 1, 1948, with a 5 per cent payment each month from December, 1948, to November, 1949. Notes are payable at 3 per cent interest at the Mutual National Bank of Chicago.

MOM Pops With Mail Order Record Album Sale Gimmick A La Routine of Book Clubs

CHICAGO, Aug. 7.—An expansive program to merchandise record albums via mail was announced this week by executives of the newly formed Music of the Month, Inc., here. To operate along syndicated merchandising lines thru a franchise plan, the MOM program will start next week in its first area, Wisconsin. The plan is somewhat parallel to that utilized by book clubs. W. Donald Dunkle, v.-p. in charge of merchandising, told *The Billboard* that the MOM program will originate a variety of retail outlets, such as beauty parlors, jewelry, appliance and furniture stores. For a buck, any customer can sign an MOM membership certificate entitling him to a bonus record, which he'll receive from the store at the time of his signing. The payment will be a deposit on purchase of his fifth album, which will be the last purchase required to fulfill his yearly obligation as a member of MOM.

Albums will average \$3.90 each, but Dunkle said the price would be approximately the same as that charged in retail platter outlets, with both 10 and 12-inch platters to be included in the albums of three and four disks. Each month, members will be entitled to a copy of *Music Prevues*, a magazine describing the month's selection. (See MOM POPS WITH on page 36)

Woody To GAC; Herd Realigns For Vaude Value

NEW YORK, Aug. 7.—The Woody Herman ork, wooed by the top booking offices here since his departure from Continental Artists Corporation last week, returned to the General Artists Corporation (GAC) fold Tuesday (3). The Herman Herd, which had been booked by GAC for many years, left the agency to join Continental when it was formed a year ago. Signing was implemented by GAC veepee Milt Krasny, newly shifted back to the East Coast scene.

New plans for the Woodchopper's crew call for a heightened accent on entertainment tantamount to a vaude kick. The ork already has re-signed Chubby Jackson and is on the lookout for other musicians who can combine music-making with fun-making. Herman will also experiment with a rumba section in the band to be used solely for Latin-American tempos.

BOANE Holds Section Confab

BOSTON, Aug. 7.—The first sectional meeting of the Ballroom Operators' Association of New England (BOANE) was held July 26 at the Hotel Sheraton in Worcester, Mass. New members announced were Ray Starita and Dick Williams, of the Meadows, Johnny Hines, op of Hines' Ballroom in Worcester, introduced his dance instructress, Pauline Gay, who was chosen Miss Centennial of Worcester.

Teen-age dances were discussed by the membership, and it was agreed that they were a successful promotion. The announcement of a membership drive was made, with interested ops asked to write to Arnold E. Kahn, executive secretary of BOANE, at Suite 506, 11 Pemberton Square, Boston.

Hilliard Leaves Mercury; Laine, Damone Renew

CHICAGO, Aug. 7.—Mercury Records this week got a vote of confidence from two of its major artists and lost its artist and repertoire chief, Jimmy Hilliard. Frankie Laine and Vic Damone both returned signed contracts, extending their time with Mercury another three years. Contracts called for a revision of sides per year and royalties, but details could not be learned.

Jimmy Hilliard, a. and r. exec since the firm moved into high gear two-and-a-half years ago, parted company with the firm when he found it impossible to move his family to New York, where waxery execs have decided to centralize pop a. and r. activities. Lou Douglas, musical director under Hilliard, also anklked the operation. Hilliard said he is mulling several offers. Replacing Hilliard is Mitchell Miller, who previously cut some albums and singles for Keynote, now in the Mercury catalog, as featured oboist and did some pop supervision for Mercury before the ban. Remainder of Mercury supervisory staff will be: John Hammond, race, and David Hall, longhair, both to be located in New York, and Murray Nash, folk music, with offices in Knoxville.

Bridgeport Gets Jazz Concerts

BRIDGEPORT, Conn., Aug. 7.—Evidently hoping that history will repeat itself, (name jazz troupes racked up impressive grosses last fall) William Ratzenberger and Roy Gregory, both of this city, are sponsoring a series of bi-weekly jazz concerts here, starting September 29. The two have rented Bridgeport's State Auditorium, which will be renovated thruout. Installation of a new bleacher section will increase seating capacity to about 3,000.

The two promoters have lined up such top flight jazz attractions as Dizzy Gilles, Louis Armstrong's All Stars (with Jack Teagarden and Barney Bigard and Illinois Jacquet, with Sarah Vaughan, for the first three shows. Negotiations are also underway for Stan Kenton to play here during his Eastern tour this fall.

Altho Bridgeport is the first city definitely set for a series of jazz concerts in Connecticut, indications are that other cities in the State are lining up similar offerings for fall presentation.

Proviso Ratio For Synchro-Exhib Fees

Jolson Pic Songs Cleared

(Continued from page 3)

appeal) but for the film companies as well. Under Leibell's decision the possibility existed that unless a higher court reversal came thru, the Society or its individual members would have to collect exhibition fees direct from film producers and discard the present exhibitor seat-tax system.

Taps Faces Poser

The problem faced by Taps was ironic. Here he was with one of the biggest films in years, from a song viewpoint, at least, and as he steps off the train from California bent on completing routine tune deals, the Leibell verdict and its resultant confusion hits the street. Taps had some 50 songs (involving some 30 publishers) to do business on. Suddenly, the expected synchro fee bargaining was clouded by a new element. If ASCAP would be unable to collect from exhibs, very evidently the film producers would be called upon to foot a tab for exhibition rights. But how much?

The answer worked out by the Columbia exec and former w.-k. music biz professional manager was to couple a routine synchronization price with an "if and when" price on exhibition rights to the music. In turn, the publisher, should any problems arise governing the writer's end in bargaining for exhibition dough, would obtain the necessary okays from the scribes. The Taps formula for future pic-publisher dealings (at least until such time as the Leibell decision is upheld, overruled or at least clearly delineated, which may require months or years) is simple. "If and when" the film producer must pay for exhibition rights under a final ruling, then the price would be worked out on a ratio basis. The ratio would require a search back thru ASCAP records. How much did a publisher earn in synchronization rights from songs during a given average period; how much did he get from ASCAP for film performance revenue during the same period? Whatever the proportion was be- (See "IF AND WHEN" on page 36)

Osfeld Set To Debut Raymond Music Pub

NEW YORK, Aug. 7.—Veteran music man Jack Osfeld, who last week departed the Encore-Jewel pub picture after some five months' service, launches his newest venture, Raymond Music, next week. Osfeld has secured the office space recently vacated by Milt Deutsch's Continental Artists' Corporation at 131 West 52d Street.

According to Osfeld, his Stevens firm will remain inactive pending final liquidation which was begun by Herb Levine as part of Osfeld's deal with Encore-Jewel. After the liquidation is completed, the Raymond catalog will be absorbed by Stevens.

Negotiations are reportedly under way between Osfeld and Broadcast Music, Inc. (BMI).

Capitol Disk Biz Booms

Six Mo. Sales Up Million \$\$ From '46

Decca's Net Dips 100%

(Continued from page 3)

Duraflex is in full-time production for Capitol, Wallichs said, and the waxery is currently negotiating for contract pressing in the East to help boost the Scranton plant's output.

The future picture is just as rosy, according to Wallichs, who stated that anticipated sales for fall and winter promise to be even greater than last year, judging by the present flow of orders. Last year was Capitol's biggest, the diskery head said, hence biz in '48 should be great.

Sales for the six months ended June 30 (1948) were \$8,013,659.20 as compared to the sales of the same period last year amounting to \$6,794,684.30. Capitol has been fortunate in having such best sellers as Nat (King) Cole's *Nature Boy*, Peggy Lee's *Manana* and her *Golden Earrings*. According to Wallichs, Cap's current strong sellers include the Pied Pipers' *My Happiness*, Mel Blanc's *Woody Woodpecker*, Pee Wee Hunt's *12th Street Rag*, Maragaret Whiting's foreign-ork accompanied *Tree in the Meadow*, Jack Smith's *You Call Everybody Darlin'* and Gordon MacRae's *Hair of Gold*, *Eyes of Blue*.

A year ago Cap had 29 company owned - and - operated distributing branches; today, diskery distributes its platters thru 27 company-owned branches and 18 independent distributors. According to its most recent report to stockholders, the first three months in 1947, ended March 31, gave as earnings per common share (430,000 shares outstanding) 44 cents, as compared to the 1948 figure of \$1.32.

Decca's Net Axed

NEW YORK, Aug. 7.—Altho its biz for this month appears to have taken a welcome incline, Decca Records' profit statement for the first six months of this year shows the result of a sizable slump in record sales during the March, April and May period of 1948. For the period ended June 30, 1948, Decca's net profit amounted to \$427,212 after provision of \$261,839 for all estimated income taxes. This equals 55 cents per share on 776,550 shares of capital stock outstanding and compares with a net profit of \$889,149 or \$1.14 per share for the corresponding period in 1947.

Recent economies in the Decca org and the \$1,500,000 sale of the World Broadcasting subsid to the Frederick W. Ziv Company, however, figure to considerably improve the financial position and statement of the company in the forthcoming quarter.

Jan August To Expand Trio

NEW YORK, Aug. 7.—Jan August, 88-er, who apparently has patched up recent booking differences with the Music Corporation of America (MCA), is slated to add a girl vocalist and accordionist to his trio, so that the group can be sold as a dance unit and not just as an act. Plans call for the accordionist to double on the piano during dance sets, with August doing two or three shows nightly with the unit, remaining solely a feature attraction.

Godfrey Awarded Decree in 20G Suit Vs. Crown

NEW YORK, Aug. 7.—Arthur Godfrey was awarded an interlocutory decree against the Crown Recording Corporation in U. S. District Court this week. Federal Judge Sylvester J. Ryan granted the judgment on Crown's failure to defend the action.

Godfrey had sued for \$20,000, an accounting of profits, rescinding of his recording agreement with the waxery, and the return of five masters he had cut for them.

Judge Ryan's decision orders the contract between Godfrey and Crown rescinded, enjoins Crown from making further sales or exploitation of the Godfrey recordings, and orders Crown to turn the masters back to Godfrey. Sides are *Freckles*, *Blow the Man Down*, *Where the Mountain Meets the Moon*, *Little Brown Jug* and *Melancholy Baby*. Crown is also directed to make an accounting of revenues from sales of the platters and pay Godfrey his royalties.

The court retains jurisdiction, to enable Godfrey to apply for further relief and for entry of a final judgment after the accounting decree is completed.

RCA Refuses Any Petrillo Ban Skirting

Nixes Foreign Waxing

NEW YORK, Aug. 7.—No recording in Mexico, no backgrounds in England, no direct circumvention of the Petrillo ban currently remains the affixed policy of the RCA Victor Company, despite previous reports which indicated the lofty diskery might join with other diskers in looking to foreign waxing sources.

Even while efforts sparked by Brig. Gen. David Sarnoff to find a meeting ground with Petrillo on the ban have proved fruitless, RCA apparently has decided that its all-over union relations might be jeopardized by "recording around" Petrillo and has canceled any possibilities of other-country waxing for at least such a period until it becomes a necessity. RCA Victor spokesmen indicated that the company does not yet feel that there is any pressing need to hop to England or Mexico (See RCA REFUSES on page 18)

Justice Dept., Decca To Meet On Anti-Trust Suit; Consent Decree May Follow Talks

Complaint Reply Must Be Filed First; English Org in Case

NEW YORK, Aug. 7.—The U. S. Justice Department is ready to meet informally with Decca Records to discuss a possible compromise of the government's civil anti-trust suit against the waxery, it was learned yesterday (6). The possible outcome of such meetings might result in a consent decree whereby the suit would be dropped on an agreement between the Justice Department and Decca on the conduct of future relations of the company and the British co-defendant, Decca Records Company, Ltd. Pending any confabs, however, the next legal step on the agenda is filing of Decca's answer to the complaint in New York Federal Court. A Decca motion to dismiss, with corresponding objections from the government plaintiff, could then be expected. In the event the case reaches a trial stage, it is doubtful that evidence could be taken before winter.

Standard's 3d Foreign Cutting Largest of All

HOLLYWOOD, Aug. 7.—Standard Transcriptions recording director, Harry Bluestone, will sail for England September 5 on a European recording junket, marking the third time the plattery has recorded outside the United States since the Petrillo no-recording-ban went into effect. Bluestone will be accompanied abroad by Robert Callem, Standard recording engineer, and will set up dinking sessions in Paris, London and other foreign cities.

Diskery expects to record more than 300 separate tunes abroad, using portable tape recorders. Musical arrangements are currently being made for exclusive Standard library use, and tunes to be cut will include pop ditties as well as classics and semi-classics. Many of pops etched will be vocal backgrounds, with singers to be dubbed in here later on.

European trip is the broadest recording venture yet attempted by Standard. Two previous sessions were (See STANDARD'S THIRD, page 36)

T. D. Mont'l Bally Cures Gross Ill

MONTREAL, Aug. 7.—In the face of continued poor one-nighter biz, Tommy Dorsey's date at the Forum here, Tuesday (3), which drew close to the house capacity of 7,000 at a \$2 top, stands out as an oasis in the desert of band biz woes. The secret of the date's success is attributed by the maestro to sock exploitation work turned in by Roy Cooper, of the Paramount Entertainment Bureau, who handled the date.

Dorsey, expounding further on the angle of stepped-up promotion to cure the present box-office slump, feels that bands can still make a buck today if exploitation and publicity is right and if orksters forget their greed and stop looking for the cuts handed out to them by promoters during the lush war days. TD also pointed out that batoneers have a tendency to stay in New York and Hollywood crying the blues instead of hitting the road and building up large followings by playing towns both large and small.

BVH May Join Buddy Morris Music Scene

But MGM Deal Still On

NEW YORK, Aug. 7.—Sidney Kornheiser, mentor of the Burke & Van Heusen (BVH) pubbery activities appears as a possible candidate to re-emerge on the Edwin H. (Buddy) Morris music scene, after last week's departure of Henry Spitzer. Kornheiser, it is reported, received an offer from Morris for return of the BVH firm simultaneously with Spitzer's exit.

Altho Morris pub spokesmen contend that no one will be hired to fill the same niche held by Spitzer, it is considered probable that Morris may designate Kornheiser to handle pub activities here while the pubber is on the West Coast.

The future of the BVH enterprise (and Kornheiser) is expected to be cleared up one way or the other in a short while, as negotiations are reported still under way for the pub to enter the MGM music fold.

Meanwhile, Spitzer's own pubbery (Henry Spitzer Music Company) began laying the groundwork for future big-scale music biz operation. In addition to the Warock and Vogue catalogs which Spitzer received in return for his 10 per cent share of the Morris holdings, some new copyrights were turned over to him. Among these are *Ain't Doing Bad Doing Nothin'*, cut by Peggy Lee for Capitol, and the much disked recent sleeper, *Where the Apple Blossoms Fall*.

firms made a final market division, allotting North America, U. S. possessions and the Philippines to American Decca, certain areas of the East to EMI, and the balance to British Decca, with the exception of South America and Japan, which were to remain open markets.

Attorney General Tom C. Clark, who filed for the Justice Department said: "Like motion pictures, phonograph records provide an effective medium thru which American music, customs, ideas and literary and dramatic material can be disseminated thruout the world. The free dissemination of information among the peoples of the world is not merely desirable but indispensable to mutual (See D. J. AND DECCA on page 38)

In 1937, the complaint states, the

RH Plug Recap

For the second week of an experimental test of music trade reaction, *The Billboard* reprints below the most-heard 30 radio tunes of the week as recapped by the Richard Himber RH system. Ratings are charted as follows: 1 point for sustaining instrumental; 2 points for sustaining vocal; 2 points for local commercial instrumental; 3 points for local commercial vocal; 4 points for network commercial instrumental, and 6 points for network commercial vocal. Coverage is for the week of July 30 to August 5. Reaction of the music trade will be the sole determinant for *The Billboard's* deciding whether to continue or drop listing of the RH totals.

Week of July 30-August 5

		Sust. Instr.	Sust. Voc.	Loc. Comm. Instr.	Loc. Comm. Voc.	Netw. Comm. Instr.	Netw. Comm. Voc.	Total Points
1. A TREE IN THE MEADOW (Shapiro)	N.Y. CHI. CAL.	1 4 8	10 14 13	0 0 0	0 1 0	0 0 0	5 2 5	170
2. IT'S MAGIC "Romance on the High Seas" (Witmark)	N.Y. CHI. CAL.	2 8 15	11 8 15	0 4 1	0 0 1	0 0 0	7 2 2	160
3. PUT 'EM IN BOX "Romance on the High Seas" (Remick)	N.Y. CHI. CAL.	2 4 5	10 5 13	0 1 0	2 0 0	1 0 0	4 1 1	109
4. ONLY HAPPENS DANCE WITH YOU "Easter Parade" (Berlin)	N.Y. CHI. CAL.	3 4 7	9 2 6	0 1 0	0 0 0	0 0 0	4 0 1	85
5. JUST FOR NOW (Advance)	N.Y. CHI. CAL.	1 0 9	4 9 12	0 1 1	0 0 0	0 0 0	2 1 0	82
6. LITTLE WHITE LIES (B. V. C.)	N.Y. CHI. CAL.	4 3 10	6 5 4	0 1 1	0 0 0	0 0 0	3 1 1	81
7. BABY, DON'T BE MAD (Paramount)	N.Y. CHI. CAL.	3 2 6	6 8 9	0 0 0	1 0 0	0 0 0	1 2 1	80
8. BLUEBIRD OF HAPPINESS (T. B. Harms)	N.Y. CHI. CAL.	2 2 3	7 5 7	0 0 0	0 1 0	0 0 0	3 0 1	72
9. BLUE SHADOWS ON TRAIL "Melody Time" (Santly)	N.Y. CHI. CAL.	1 1 2	11 1 7	0 0 0	2 0 0	0 0 0	1 0 2	66
10. EVERY DAY I LOVE YOU "Two Guys From Texas" (Harms)	N.Y. CHI. CAL.	4 2 16	5 4 6	0 0 0	0 0 0	0 0 0	2 0 0	64
11. DOLORES (Famous)	N.Y. CHI. CAL.	5 3 9	9 1 4	0 1 0	0 0 0	1 0 0	1 0 0	62
12. YOU CALL EVERYBODY DARLIN' (Mayfair)	N.Y. CHI. CAL.	0 6 5	6 0 4	0 0 0	0 0 0	0 0 0	4 1 1	61
13. WOODY WOODPECKER (Leeds)	N.Y. CHI. CAL.	0 0 0	2 2 9	0 2 0	0 0 0	0 0 0	4 0 1	60
14. MAYBE YOU'LL BE THERE (Triangle)	N.Y. CHI. CAL.	2 0 5	3 3 8	0 1 0	0 1 0	0 0 0	2 1 0	58
15. A FELLA WITH UMBRELLA "Easter Parade" (Felst)	N.Y. CHI. CAL.	5 3 6	7 2 2	0 1 0	0 0 0	2 0 0	2 0 0	58
16. LOVE SOMEBODY (Kramer-W)	N.Y. CHI. CAL.	0 0 0	7 0 0	0 0 0	0 0 0	0 0 0	4 0 3	56
17. A BOY FROM TEXAS (Shapiro)	N.Y. CHI. CAL.	0 1 1	6 3 5	0 0 0	0 0 0	0 0 0	3 1 0	54
18. IT'S YOU OR NO ONE "Romance on the High Seas" (Remick)	N.Y. CHI. CAL.	0 4 7	5 3 2	0 0 0	0 1 0	0 0 0	2 0 1	52
19. TAKE IT AWAY (Pamira)	N.Y. CHI. CAL.	1 4 7	4 0 13	0 0 1	0 0 0	1 0 0	0 0 0	52
20. NOBODY BUT YOU (Duchess)	N.Y. CHI. CAL.	0 5 1	2 7 5	0 0 0	0 1 0	0 0 0	1 0 1	51
21. WHEN THE RED, RED ROBIN (Bourne)	N.Y. CHI. CAL.	1 0 5	2 0 4	0 1 0	0 0 0	0 0 0	3 0 2	50
22. MY HAPPINESS (Bisco)	N.Y. CHI. CAL.	2 0 1	5 0 1	0 0 0	1 0 0	2 0 0	2 0 2	50
23. RHODE ISLAND FAMOUS FOR YOU "Inside U. S. A." (Crawford)	N.Y. CHI. CAL.	2 2 2	4 4 0	0 2 0	0 0 0	0 0 0	4 0 0	50
24. CHILLICOTHE, OHIO (Mellin)	N.Y. CHI. CAL.	2 2 10	5 0 8	0 0 0	0 0 0	0 0 0	1 0 0	48
25. CONFESS (Oxford)	N.Y. CHI. CAL.	2 0 3	3 2 4	0 0 0	0 0 0	0 0 0	2 1 1	47
26. STEPPIN' OUT MY BABY "Easter Parade" (Berlin)	N.Y. CHI. CAL.	3 3 4	3 4 1	0 0 0	1 0 0	0 0 0	2 0 1	47
27. HAUNTED HEART "Inside U. S. A." (Williamson)	N.Y. CHI. CAL.	1 5 4	2 4 2	0 2 0	0 0 0	0 0 0	2 0 0	46
28. P.S.: I LOVE YOU (La Salle)	N.Y. CHI. CAL.	1 2 1	7 0 6	0 2 0	0 0 0	0 0 0	2 0 0	46
29. THIS IS THE MOMENT "Lady in Ermine" (Miller)	N.Y. CHI. CAL.	1 3 0	6 3 4	0 0 1	0 2 0	0 0 0	1 0 0	44
30. I WENT DOWN TO VIRGINIA (Jefferson)	N.Y. CHI. CAL.	0 0 0	4 1 7	0 1 0	0 0 0	0 0 0	2 0 1	42

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MUSIC—AS WRITTEN

New York:

Funny timing on that government anti-Decca suit. Fell just when Jack Kapp was in England, and English Decca magnate E. R. (Ted) Lewis was arriving in this country. . . . Victor dropping Russ Case off the regular company payroll (that Petrillo ban) but retaining him as an "on call" music consultant. Sharing the musical chores with Case will be Charlie Grean and Henri Rene. Case, meanwhile, will accompany the RCA Victor air show on tour when it goes out in the fall. . . . Irving Berlin to Europe August 14. . . . Leo Piper taken under management wing of Gabbe, Lutz & Heller.

Barbara Bell expanding her personal management activities in which Philly-nitery king pin Frank Palumbo holds an interest. Gal has taken on Jackie Paris Trio, which caps off her p.m.'ing for Louis Prima, Fran Warren and the new Gene Williams ork. . . . Metro-Robbins's Abe Olman wrote the standard *Down Among the Sheltering Palms* which his firm will soon revive. . . . This month's *Esquire* photo-featuring Stan Kenton and feature-articling top penner Harold Arlen.

Don Palmer, personal manager for Charlie Ventura, will marry Beverly Cassidy, Kansas City thrush, September 20. . . . A son was born to Dinah Washington in Providence Hospital, Chicago, August 2. Dinah's hubby, Bobby Grayson, is a non-pro. . . . Stan Kenton, set for a two-night concert stand at Carnegie Hall, September 17-18, pulled a record 8,706 paying customers at the Lagoon Resort, Salt Lake City, last week. . . . Batoneer Dick Stabile and pianist Sammy Prager have signed writer contracts with the American Academy of Music.

Dick James, English warbler, formerly with HMV and Victor, signed with London Records. . . . Jane Gilbert, Hartford agency mannequin, becomes a professional tunesmith with release this week of a pair of Signature sides composed by her. Tunes are *Lazy Little Me* and *It Could Have Been You*, cut by Freddie Miller's ork and thrush Pat Terry. . . . Modern Records now handling the Vitacoustic label, including the fast-moving Todd Rhodes sides. . . . Ex-Kenton trumpeter Ray Borden's bop band reorganizing, with pianist Nat Pierce taking over front chores.

Betty Hutton set to open at London's Palladium September 15. . . . Kay Starr to play the female lead in *Make Believe Ballroom*, Columbia deejay feature film scheduled to go into production in September. . . . Clarke Fortner, of Chicago, has been appointed factory representative for the U. S. and Canada for the Frontalini Instrument Company of Italy. . . . Art Lund to do some shorts for MGM pix.

Nitery comic Joe E. Lewis to wax for Gala diskery. . . . First tune Jack Ostfeld will work on with his new pubbery is *I Long to Belong To You*, turned over to him by Bobby Mellin. . . . The Lamplighters, vocal group

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formerly with Ray McKinley's ork, has regrouped and added Rita Ryan. . . . Sammy Kaye has taken on a new gal vocalist, Clementine.

Victor is reissuing six authentic calypso offerings waxed by Wilmoth Houdini, Ralph Fitz Scott, Sam Manning's Rhythm Boys and Bill Rogers in Trinidad sometime during 1934-'35. . . . Victor label has also launched contest among its distributors, awarding \$200 and \$100 as first and second prizes to ones selling the most of Henri Rene's *Tunnel of Love* platter during this month.

Sonny Dunham's four sides for Embassy label, slated for release some time ago, finally hit the market last week. . . . Cocktail party for Noro Morales prior to his departure for Puerto Rico was thrown by makers of Don Q rum at the Hotel Biltmore Tuesday (9). . . .

James C. Petrillo has sent a message to American Federation of Musicians' locals urging members to write their congressmen and senators asking repeal of the 20 per cent federal amusement tax at the special session. . . . Mousie Powell ork, now booked by Robbins, opens at the Iceland Restaurant Tuesday (10). . . . Vincent Lopez and Russ Morgan will play a piano-trombone duet on the Ed Sullivan tele show Sunday (15). . . . Dizzy Gillespie ork to play the Los Angeles Cavalcade of Jazz opening September 12.

Lester Young combo into the Apollo Cafe Friday (13). . . . Singer-pianist Harry Le Roy into Boston's Darbury Room Saturday (7). . . . *Amsterdam News* welfare fund sponsoring an inter-racial musical tribute to Irving Berlin, W. C. Handy and Bill Robinson at Lewisohn Stadium Wednesday night (11). Talent line-up includes Billie Holiday, Ella Fitzgerald, Mary Lou Williams, Billy Eckstine, Charlie Ventura and Count Basie ork and others. . . . Dolores Vogue Trio opened at Hialeah Supper Club in Atlantic City Saturday (7).

Frankie Schenk, former 88-er with Johnny Scat Davis and Herb Miller orks, brings his crew into the Magnolia nitery, Fort Walton, Fla., Thursday (12). . . . Freddie (Schnickelfritz) Fisher's ork now at La Kotas Restaurant, Milwaukee. . . . Orkster Orrin Tucker still laid up with fever ailment at St. Francis Hospital, Wichita, Kan. Tucker was stricken during run at the Blue Moon there, July 13. . . . Eddie Holly, one-time Abe Lyman chanter, takes over vocal chores with Landerman Brothers band at the Hotel Bond, Hartford.

Chicago:

Henry Streiff is new business manager for singer Jack Owens. Owens cut an a cappella version of *My Home, My Home* and *The Holy City*, backed by a chorus, for Tower last week. . . . The Harmonicats return to the Roxy Theater, New York, August 25 for two weeks. . . . Dick Bradley, of Tower, on a two-month junket to straighten out distribution and promotion problems. . . . Billie Fletcher, ex-secretary with Jimmy Martin, the independent distributor, plugging Tower records here as the "Tower-iffic" gal, complete with a Crosley car. . . . Beige Room of the Pershing Hotel, black and tan bistro, reopened last week with Lonnie Simmons's ork. . . . Charlie Petzold, Capitol branch manager, will be a pa in November. . . . Sonny Thompson, who made *Long Gone* for Miracle, takes over as intermission band leader at the Savoy, New York.

Helen Lee, ex-Tucker chirp now with Larry Clinton, was chosen "vocalist of the year" by the Treasury Department. . . . Charlie Spivak will take a month's vacation starting September 24. Rumor is that Spivak may switch from the WM Agency, but he denies it. . . . Larry Geer putting in a new 20 by 100-foot Fountain Room into his Laramar Ballroom, Fort Dodge, Ia. . . . Webb City, the huge drugstore that boasts 25,000 customers per day in St. Petersburg, Fla., will open a record department next month. . . . Al Miller, sales manager of King Records, will open branch distributorships in Nashville and Jacksonville before September 13, making a total of 13 King-owned outlets. . . . Murray Nash opening a Mercury branch in Dallas.

Philadelphia:

Joe Frassetto takes over the Wagner Ballroom bandstand. . . . The Jimmy Lunceford band will usher in the new dance promotion season with a one-night stand August 20 at Reynolds Hall. . . . Reese DuPree, vet dance promoter, forced into temporary retirement by a heart attack, with his brother, Hiram, carrying on. . . . Jimmy Zenker preeming a new band at the new Tuna Club in Cape May, N. J. . . . Definitely inked in for Frank Palumbo's Click are Desi Arnaz, October 11 week; Stan Kenton, November 1 week, and King Cole Trio, November 22 week.

Local 274, local Negro union of the American Federation of Musicians, to sponsor weekly dances, starting August 18 until November, at the Elate Ballroom with recording royalty funds. . . . Ace Leshner's Tracey Distributors, local independent record distributing firm, now handling Century, Wax, Billboard, Virgo, Globe, Taxco, Three Minute and Tune Disk labels. . . . George Ellis, local maestro, bows on the local Virgo label with George Brooks's *I'm Saving My Kisses for You*, with Blanch Lee handling the lyrics.

RCA REFUSES

(Continued from page 16)
and is content to settle for "ersatz" recordings—using harmonicas, jug-blowers and ukeleles as with its latest release of *Hair of Gold* and *You Call Everybody Darlin'*, featuring singer Jack Lathrop.

The recently projected trip by Walt Heebner (RCA Victor West Coast rep) to Mexico for purposes of re-

recording new materials, was termed as "exaggerated out of proportion" by Victor spokesmen. Heebner's trip originally was canceled when his wife became ill but the diskery says that probabilities of Mexican recording now have been discarded, with the company deciding to stick to a "no-fight-the-American-musician" policy until the compulsion of sales requirements forces a change of heart.

Southern Adds Longhair Dept.

NEW YORK, Aug. 7. — Southern Music has set up a longhair music department, headed by Wladimir Lakond, former director of promotion and exploitation of the E. B. Marks pub standard department. The Ralph Peer publishing firm has completed a deal by which it will act as sole selling agent in the Western Hemisphere for Liber-Southern, Ltd., London; Enoch & Cie, Paris; Irmaos Vitale, Rio De Janeiro and Wagner & Levien, Mexico City.

Lakond, who was one-time general manager for Affiliated Music, is editor, translator and annotator of Rimsky-Korsakoff's biography, slated for publication by the Oxford University Press in the fall of '49.

Nelson Heads Cap's New ET Programing

NEW YORK, Aug. 7.—Ken Nelson, ex-music director for Station WJJD, Chicago, this week took over as program director for Capitol diskery's new transcription service.

Nelson, one-time song plugger and radio announcer, will take charge of both disking and programing for the transcription department, and will co-ordinate talent and artists relations activities for his division with James Conkling, artists and repertoire head of Capitol Records.

Victor Hires Robert Ross

NEW YORK, Aug. 7.—Robert Ross, formerly connected with Tom Parker (manager of hillbilly chanter Eddy Arnold), has taken over as assistant to RCA Victor's hillbilly platter exec, Steve Sholes. Ross will work out of his native Nashville, scouting the Southern territory for new talent.

Leeds, CRI Deny Peer Complaint in "Just Because" Suit

NEW YORK, Aug. 7.—Leeds Music and Columbia Records, Inc. (CRI), answering the Peer International Corporation's complaint involving the tune *Just Because* in U. S. District Court this week, made a general denial of all allegations and asked for a dismissal of the suit. Peer's original complaint alleges that James D. Touchstone and Hubert Nelson wrote and copyrighted the tune in 1930 and assigned it to the Peer pubbery, and that in 1941 Leeds infringed by publishing a tune with the same title copied from the Touchstone-Nelson song. Columbia was named as a co-defendant for recording the Leeds version.

Defendants, denying infringement, maintain that the music had been in the public domain prior to Touchstone's and Nelson's writing, and that the latter had copied and appropriated substantial portions of their version from prior copyrights. Leeds and Columbia also claim that Peer is guilty of laches (the legal term for failure to take action at the proper time) for delay in bringing of suit, and that this, plus the three-year limitation on the starting of actions, bars Peer from maintaining the action.

Mayer, Zito Join Forces

NEW YORK, Aug. 7.—Jay Mayer, former Skitch Henderson manager, and Louis Zito, who handles Charlie Spivak, have joined forces in a personal management partnership. The new firm's first client is Si Oliver, booked by General Artists Corporation.

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Prof. Mgr.

Wally Brady

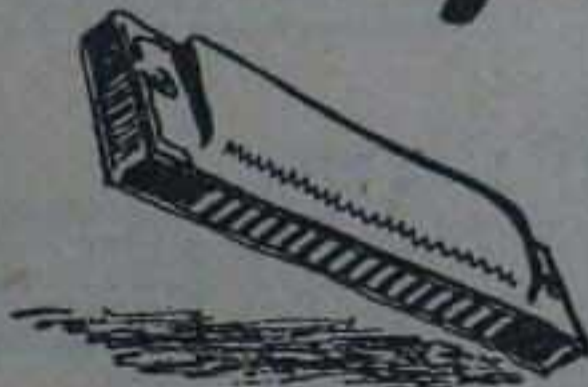
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MUSIC POPULARITY CHARTS

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Billboard
TRADE
SERVICE
FEATURE

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 popularity as measured by survey features of The Billboard's Music Popularity Chart.

Week Ending
August 6

HONOR ROLL OF HITS

(Trade Mark Reg.)

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. MY HAPPINESS | By Betty Peterson and Barney Bergentina
Published by Blasco (ASCAP) | 1 |
| Records available: R. Deauville-Novelle Harmonica Trio, Bullet 1032; the Marlin Sisters, Columbia 36127; the Pied Pipers, Capitol 15094; P. Sheridan, Falda 1004V; J. & S. Steele, Damon D-1133; E. Fitzgerald, Decca 24446; A. Dale, Signature 15206; J. Laurenz, 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; Tyler Duo and Ork, Varsity 101.
(No information on electrical transcription libraries available as The Billboard goes to press.) | | |
| 2. WOODY WOODPECKER | By Tibbles and Idrix
Published by Leeds (ASCAP) | 2 |
| Records available: Kay Kyser, Columbia 36197; the Honey Dreamers, Mercury 5154; M. Blanc-The Sportsmen, Capitol 15145; Gene Carroll, Animal 170; Danny Kay-Andrews Sisters, Decca 24462; G. Carroll's Originals, Animal 170; Phillip Green and Ork, MGM 10247; Varsity Ork-Barbara, Varsity 101; Dorothy Howe, Bandwagon 508.
(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 Ebeler
Published by Biltmore (ASCAP) | 3 |
| Records available: Ken Griffin, Broadcast G-4006; Ken Griffin, Rondo R-128; Ziggy Lane, De Luxe 1171; V. Lynn, London 202; Jerry Wayne-Ken Griffin, Rondo R-224; F. Wilson, Grand G-25004; R. Deauville-Novelle Harmonica Trio, Bullet 1032; Colonial Ork, Standard T-136; N. Emmett, Apollo 1121; The Sportsmen, Capitol 15077; Dick Haymes-The Song Spinners, Decca 24439; The Martin Sisters, Columbia 36211; R. Brooks, Musicraft 566; D. James, Victor 20-2944; L. Stewart, Bandwagon 501.
Electrical transcription libraries: Jack White Ork, London. | | |
| 4. YOU CALL EVERYBODY DARLIN' | By Sam Martin, Ben Trace and Clem Watts
Published by Mayfair (ASCAP) | 4 |
| Records available: B. Hayes, De Luxe 1178; A. Trace, Starling 3023; A. Trace, Regent 117; A. Vincent, Mercury 5155; Tennessee (Slim) King, Apollo 161; Jack Smith-The Clark Sisters, Capitol 15155; J. Wayne, Columbia 36286; Frank and the Boys Ork, Varsity 103; Art Lund-Crew Chiefs & the Harmonica Gentlemen, MGM 10258; Jack Lathrop and the Drugstore Cowboys, Victor 20-3102.
Electrical transcription libraries: Al Trace, Lang-Worth. | | |
| 5. IT'S MAGIC | By Sammy Cahn and Jule Styne
Published by Witmark (ASCAP) | 5 |
| From Warner Bros.' "Romance on the High Seas."
Records available: Vic Damone, Mercury 5138; Doris Day, Columbia 36188; Dick Haymes, Decca 23826; Buddy Kaye Quintet, MGM 10187; Gordon MacRae, Capitol 15072; Tony Martin, Victor 20-2862; Sarah Vaughan, Musicraft 557.
(No information on electrical transcription libraries available as The Billboard goes to press.) | | |
| 6. A TREE IN THE MEADOW | By Billy Reid
Published by Shapiro-Bernstein (ASCAP) | 6 |
| Records available: S. Browne, London 123; P. Fennelly Ork, MGM 10211; J. Laurenz, Mercury 5148; Monica Lewis-Ames Brothers, Decca 24411; J. Loss Ork, Victor 20-2965; Margaret Whiting, Capitol 15122; B. Johnson Columbia 36279; B. Lester, Rainbow 70015.
Electrical transcription libraries: Cyril Stapleton Ork, London. | | |
| 7. LOVE SOMEBODY | By Kramer and Whitney
Published by Kramer-Whitney (ASCAP) | 7 |
| Records available: Doris Day-Buddy Clark, Columbia 36174; Barbara and Frank with Ork, Varsity 102.
(No information on electrical transcription libraries available as The Billboard goes to press.) | | |
| 8. LITTLE WHITE LIES | By Walter Donaldson
Published by Bregman-Vocco-Cann (ASCAP) | 8 |
| Records available: Dick Haymes-Gordon Jenkins Ork, Decca 24226; Dinah Shore, Columbia 36114; Mel Tormé, Musicraft 558; M. Davis, Jewel ON-2082; S. Gibson, Mercury 8085; Tommy Dorsey, Victor 27321; Dick Haymes, Decca 24480.
Electrical transcription libraries: Les Brown, World; Hugh Waddill, Lang-Worth, Manhattan Nighthawks, NBC Thesaurus; Ike Carpenter, Standard. | | |
| 9. TWELFTH STREET RAG | By Al Bowman and James S. Sumner
Published by Shapiro-Bernstein (ASCAP) | 9 |
| Records available: M. Herth Trio, Decca 24450; Pee Wee Hunt Ork, Capitol 15105; N. Simons, Rigo 1018. | | |
| 10. MAYBE YOU'LL BE THERE | By Sammy Gallop and Rube Bloom
Published by Triangle (ASCAP) | 10 |
| Records available: J. Pins Ork, Mercury 5160; G. Jenkins Ork, Decca 24403; Varsity Ork-Frank and Chorus, Varsity 102. | | |

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"

- 1. MY HAPPINESS**
DOROTHY MORROW ENSEMBLE
RCA Victor 20-2963
- 3. YOU CAN'T BE TRUE, DEAR**
DICK JAMES
RCA Victor 20-2944
- 4. YOU CALL EVERYBODY DARLIN'**
JACK LATHROP AND THE
DRUGSTORE COWBOYS
RCA Victor 20-3109
- 5. IT'S MAGIC**
TONY MARTIN
RCA Victor 20-2862
- 6. A TREE IN THE MEADOW**
J. LOSS ORCHESTRA
RCA Victor 20-2965
- 8. LITTLE WHITE LIES**
TOMMY DORSEY
RCA Victor 27521

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

POPULAR

- I'd Love to Live in Loveland with a Girl Like You
I Love You
DENNIS DAY
RCA Victor 20-3018
- Manteca
Cool Breeze
DIZZY GILLESPIE
RCA Victor 20-3028
- The Click Song
Here Comes the Milkman
SAMMY KAYE
RCA Victor 20-3017
- Solitaire
My Destiny
FREDDY MARTIN
RCA Victor 20-3018
- Tea Leaves
Where the Apple Blossoms Fall
FREDDIE GARDNER ORCH.
RCA Victor 20-3128

FOLK

- He Taught Me How to Yodel
I Wasn't Born Yesterday
ROSALIE ALLEN
RCA Victor 20-3028
- Topeka Polka
Big Chief Boogie
SPADE COOLEY
RCA Victor 20-3038
- Horses, Women and Wine
Hi, Nellie
GEORGIA CRACKERS
RCA Victor 20-3028

BLUES

- Love Me or Let Me Be
Facing Life
WASHBOARD SAM
RCA Victor 20-3034

INTERNATIONAL NOVELTIES

- The New Accordion Polka
Expectation Waltz
JOE BIVIANO
RCA Victor 25-1128

NEW ALBUM OF GYPSY MUSIC

- "MARINA KOSHETZ PRESENTS GYPSY AIRS"
with Jack Scholl and his Orchestra
RCA Victor Album 5-58
- Kalitka (Little Gate)
Shto Mue Goré (There's No Sorrow)
RCA Victor 26-5039
- Däy Mili Droog (Give Me Your Hand For Luck)
Ya Vecher Mlada (Last Night I Drank Too Much)
RCA Victor 20-5048
- When It's Love
Graziosa (If I Could Sleep Never to Wake)
RCA Victor 26-5041

Riding High... Climbing Fast

- Cool Water
VAUGHN MONROE
RCA Victor 20-2923
- Rambling Rose
PERRY COMO
RCA Victor 20-2947
- You Came A Long Way (From St. Louis)
RAY McKINLEY
RCA Victor 20-2913
- Quit Honkin' That Horn
PEE WEE KING
RCA Victor 20-2995
- Just a Little Lovin'
EDDY ARNOLD
RCA Victor 20-3013
- The Droidel Song
MICKEY KATZ
RCA Victor 25-5084



... Mail your order to your RCA Victor distributor!

Name _____
Street _____
City _____ State _____

M-G-M SPOTS THE HITS



ART LUND
**HAIR OF GOLD,
 EYES OF BLUE**

M-G-M 10258



JOHNNY DESMOND
P.S. I LOVE YOU

M-G-M 10225



BOB HOUSTON
I'D LOVE TO LIVE IN LOVELAND

(With A Girl Like You)

M-G-M 10227



GEORGE PAXTON
 and his Orchestra
THIS IS THE MOMENT

M-G-M 10238



ARTHUR (Guitar Boogie) SMITH
 and his Cracker-Jacks
BANJO BOOGIE

M-G-M 10229



ANNOUNCING M-G-M RECORDS' NEW EBONY SERIES

✓ **THE SLIM GAILLARD TRIO**
PUERTO-VOOTIE
**MOMMA'S IN THE KITCHEN BUT
 WE'VE GOT "POP" ON ICE**
 Both Vocals by Slim Gaillard M-G-M 10231

✓ **VIOLA WATKINS** *Sings and Plays*
NOW I KNOW (What I Didn't Know Then)
I WONDER WHY M-G-M 10232

✓ **BULLMOOSE JACKSON** *and his Orchestra*
MEMPHIS GAL *Vocal by Bullmoose Jackson*
MOOSE ON THE LOOSE M-G-M 10234

✓ **THE SINGING CRUSADERS**
SORROW VALLEY (See About Me)
STAND IN THE STORM M-G-M 10233

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The Billboard MUSIC POPULARITY CHARTS

Sheet Music

Week Ending August 6



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	Last Week	This Week	Title	Publisher
15	1	1	1	MY HAPPINESS (R)	Blasco
18	2	2	2	YOU CAN'T BE TRUE, DEAR (R)	Biltmore
5	3	4	3	A TREE IN THE MEADOW (R)	Shapiro-Bernstein
9	4	3	4	IT'S MAGIC (F) (R)	Witmark
6	5	6	5	YOU CALL EVERYBODY DARLIN' (R)	Mayfair
11	6	5	6	WOODY WOODPECKER (R)	Leeds
5	7	8	7	LOVE SOMEBODY (R)	Kramer-Whitney
16	8	—	8	LITTLE WHITE LIES (R)	Bregman-Vocco-Conn
16	9	11	9	TOOLIE OOLIE DOOLIE (The Yodel Polka) (R)	Chas. K. Harris
8	10	15	10	MAYBE YOU'LL BE THERE (R)	Triangle
30	11	10	11	NOW IS THE HOUR (R)	Leeds
2	12	14	12	BLUEBIRD OF HAPPINESS (R)	T. B. Harms
3	13	9	13	IT ONLY HAPPENS WHEN I DANCE WITH YOU (F) (R)	Berlin
6	14	7	14	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON (R)	Remick
2	15	13	15	TEA LEAVES (R)	E. H. Morris

ENGLAND'S TOP TWENTY

Weeks to date	Position	Last Week	This Week	Title	English	American
15	1	1	1	GALWAY BAY	Box and Cox	*
10	2	2	2	HEARTBREAKER	Leeds	Leeds
9	3	3	3	BALLERINA	Peter Maurice	Jefferson
2	4	10	4	WOODY WOODPECKER	Leeds	Leeds
13	5	4	5	TIME MAY CHANGE	Campbell-Connelly	Shapiro-Bernstein
7	6	8	6	I'M LOOKING OVER A FOUR LEAF CLOVER	Francis Day	Remick
13	7	5	7	DREAM OF OLWEN	Lawrence Wright	Mills
21	8	6	8	GOLDEN EARRINGS	Victoria	Paramount
9	9	7	9	NATURE BOY	Edwin Morris	Burke-Van Heusen
6	10	9	10	TOOLIE OOLIE DOOLIE (The Yodel Polka)	Southern	Charles K. Harris
10	11	10	11	AFTER ALL	Cinethonic	*
30	12	12	12	NEAR YOU	Bradbury Wood	Supreme
17	13	15	13	TERESA	Leeds	Duchess
11	14	13	14	LAROO, LAROO, LILLI BOLERO	Irwin Dash	Shapiro-Bernstein
3	15	19	15	I'D GIVE A MILLION TOMORROWS (For Just One Yesterday)	Campbell-Connelly	Oxford Music Corp.
3	16	14	16	THERE OUGHT TO BE A SOCIETY	Kassner	Dreyer
26	17	17	17	SERENADE OF THE BELLS	Edwin Morris	Melrose
1	18	—	18	RAMBLING ROSE	Irwin Dash	Laurel Music Co.
32	19	20	19	A TREE IN THE MEADOW	Campbell-Connelly	Shapiro-Bernstein
24	20	18	20	CIVILIZATION	Edwin Morris	E. H. Morris

*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	Last Week	This Week	Title
9	1	1	1	MY HAPPINESS
13	2	2	2	YOU CAN'T BE TRUE, DEAR
7	3	3	3	WOODY WOODPECKER
14	4	4	4	NOW IS THE HOUR
3	5	7	5	LOVE SOMEBODY
4	6	9	6	A TREE IN THE MEADOW
19	7	8	7	THE DICKEY-BIRD SONG
17	8	6	8	TOOLIE OOLIE DOOLIE
11	9	5	9	LITTLE WHITE LIES
14	10	10	10	NATURE BOY
3	11	14	11	YOU CALL EVERYBODY DARLIN'
4	12	11	12	IT'S MAGIC
14	13	13	13	YOU WERE MEANT FOR ME
10	14	—	14	HEARTBREAKER
1	15	—	15	IT ONLY HAPPENS WHEN I DANCE WITH YOU

The Billboard
MUSIC POPULARITY CHARTS
Radio Popularity

PART III

Week Ending August 6



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.

Weeks to date	POSITION		Title	Lic. By
	Last Week	This Week		
12	3	1.	LOVE SOMEBODY..... Buddy Clark-Doris Day..... Columbia 38174—ASCAP	
5	2	2.	WOODY WOODPECKER... The Sportsmen-Mel Blanc..... Capitol 15145—ASCAP	
10	1	3.	WOODY WOODPECKER... Kay Kyser..... Columbia 38197—ASCAP	
14	5	4.	MY HAPPINESS..... J. & S. Steele..... Damon D-11133—ASCAP	
10	4	5.	MY HAPPINESS..... Pled Pipers..... Capitol 15094—ASCAP	
3	7	6.	A TREE IN THE MEADOW..... Margaret Whiting..... Capitol 15122—ASCAP	
5	6	7.	YOU CALL EVERYBODY DARLIN'..... Al Trace..... Regent 117—ASCAP	
15	8	8.	LITTLE WHITE LIES..... Dick Haymes..... Decca 24280—ASCAP	
6	9	9.	YOU CAN'T BE TRUE, DEAR..... Ken Griffin..... Rondo R-123—ASCAP	
2	10	10.	YOU CALL EVERYBODY DARLIN'..... A. Vincent..... Mercury 5155—ASCAP	
2	18	11.	IT'S MAGIC..... Doris Day..... Columbia 38188—ASCAP	
6	15	12.	MY HAPPINESS..... Ella Fitzgerald..... Decca 24446—ASCAP	
2	16	13.	TWELFTH STREET RAG... Pee Wee Hunt..... Capitol 15105	
9	13	14.	YOU CAN'T BE TRUE, DEAR..... Dick Haymes-Song Spinners..... Decca 24439—ASCAP	
15	13	15.	YOU CAN'T BE TRUE, DEAR..... Ken Griffin-Jerry Wayne..... Rondo R-228—ASCAP	

(Continued on page 28)

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, July 30, 8 a.m., and ending Friday, August 6, 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.

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The Top 30 Tunes (plus ties)

Title	Publishers	Lic. By
A Boy From Texas—A Girl From Tennessee (R).....	Shapiro-Bernstein	ASCAP
A Fella With an Umbrella (F) (R).....	Feist	ASCAP
A Tree in the Meadow (R).....	Shapiro-Bernstein	ASCAP
Baby, Don't Be Mad at Me (R).....	Paramount	ASCAP
Beyond the Sea (R).....	Chappell	ASCAP
Blue Bird of Happiness (R).....	T. B. Harms	ASCAP
Blue Shadows on the Trail (F) (R).....	Santly-Joy	ASCAP
Chillicothe, Ohio (R).....	Mellin	BMI
Confess (R).....	Oxford	ASCAP
Dolores (R).....	Famous	ASCAP
Ev'ry Day I Love You (R).....	Harms, Inc.	ASCAP
Haunted Heart (M) (R).....	Williamson	ASCAP
It Only Happens When I Dance With You (R).....	Berlin	ASCAP
It's Magic (F) (R).....	Witmark	ASCAP
It's You or No One (R).....	Remick	ASCAP
Just For Now (R).....	Advanced	ASCAP
Little Girl (R).....	Leeds	ASCAP
Love Somebody (R).....	Kramer-Whitney	ASCAP
Maybe You'll Be There (R).....	Triangle	ASCAP
My Happiness (R).....	Blasco	ASCAP
P. S.: I Love You (R).....	La Salle	ASCAP
Put 'Em in a Box, Tie 'Em With a Ribbon (R).....	Remick	ASCAP
Serenade (Music Played on a Heartstring) (R).....	Duchess	BMI
Steppin' Out With My Baby (F) (R).....	Berlin	ASCAP
Tea Leaves (R).....	E. H. Morris	ASCAP
When the Red, Red Robbin Comes Bob, Bob, Bobbin' Along (R).....	Bourne	ASCAP
Woody Woodpecker (R).....	Leeds	ASCAP
You Call Everybody Darlin' (R).....	Mayfair	ASCAP
You Can't Be True, Dear (R).....	Biltmore	ASCAP

The Remaining 23 Songs of the Week

Baby Face (R).....	Remick	ASCAP
Better Luck Next Time (F) (R).....	Feist	ASCAP
Caramba! It's the Samba (R).....	Martin	ASCAP
Cuanto Le Gusta (R).....	Southern	BMI
Dellah (R).....	Encore	BMI
Don't Blame Me (R).....	Harry Warren	ASCAP
Hair of Gold, Eyes of Blue (R).....	Robert	ASCAP
I Went Down to Virginia (R).....	Jefferson	ASCAP
I'd Love To Live in Loveland (With a Girl Like You) (R).....	Bregman-Vocco-Conn	ASCAP
It's a Most Unusual Day (R).....	Robbins	ASCAP
It's So Peaceful in the Country (R).....	Regent	BMI
Judaline (R).....	Robbins	ASCAP
Love of My Life (F) (R).....	T. B. Harms	ASCAP
Nobody But You (R).....	Duchess	BMI
On the Little Village Green (R).....	Bourne	ASCAP
Rambling Rose (R).....	Laurel	ASCAP
Rhode Island Is Famous for You (M) (R).....	Crawford	ASCAP
Take It Away (R).....	Pemora	BMI
These Are the Things I Love (R).....	Campbell	BMI
This Is the Moment (R).....	Robbins	ASCAP
We Just Couldn't Say Goodbye (R).....	Words & Music	ASCAP
You Walk By (R).....	Cavaller	BMI
Yours (R).....	E. B. Marks	BMI



LENA HORNE
SOMETIMES I'M HAPPY
IT'S MAD, MAD, MAD!
 Orchestra conducted by Luther Henderson
M-G-M 10246

ZIGGY ELMAN
YOU'RE MINE, YOU HUP-JE-DE-BEE
 and his Orchestra
M-G-M 10243

JIMMY DORSEY
LILLETTE
 Vocal by Bill Lawrence and The Skylarks
AZUSA, CUCAMONGA AND ANAHEIM
 Vocal by The Skylarks
 and his Orchestra
M-G-M 10245

PHILIP GREEN
WOODY WOODPECKER
 and his Orchestra
MATT HEFT
THE WEDDING SONG
 Both vocals by Doraen Lundy
 and his Orchestra
M-G-M 10247

THE JACKIE BROWN QUARTET
HEARTS WIN, YOU LOSE
 Vocal by Denny Vaughan
WHERE THE APPLE BLOSSOMS FALL
M-G-M 10248

LEO GUARNIERI
GLISS IN THE DARK
THIRTY MINUTES FROM TIMES SQUARE
 Vocal by George Spelvin
 and his Quintet
M-G-M 10249

SAM NICHOLS
IT NEVER RAINS BUT WHAT IT POURS
I'M NOT THE TRIFLIN' KIND
 with his Melody Rangers
M-G-M 10242

REV. KELSEY
LITTLE BOY
LORD SEND THE RAIN
 Featuring Lena Phillips
 and his Congregation
M-G-M 10250

M-G-M RECORDS
 THE GREATEST NAME IN ENTERTAINMENT



THE DARKTOWN STRUTTERS' BALL

(with Special material written by Sy Oliver)
Vocal duet by **CONNIE HAINES** and **ALAN DALE**
With **RAY BLOCH'S** Swing Eight
COUPLED WITH
LITTLE BOY BLUES

VARIETY says
"Petite chirper, Connie Haines, proves herself quite versatile as a trouper on this combination. 'Ball' will both tickle the older element and perk the attention of the younger generation. With Sy Oliver furnishing special patter for the duet, Miss Haines and Alan Dale take the old-time favorite on a sort of interpretive circuit linking the past idiom with the new. Etching is worthy of extra spins."

Hear Them On The Air!
CONNIE HAINES
Mondays at 10 pm.
EDST over CBS
ALAN DALE
Saturdays at 8 pm.
EDST over CBS

The Tip Pool Survey
of July 30,
published by Tunnis Publications
"DARKTOWN STRUTTERS' BALL by
Connie Haines and Alan Dale looks
like a sure winner. Early reports are
good."

EXTRA, EXTRA, EXTRA!
DARKTOWN STRUTTERS' BALL is The
Hit Tune of The Month for August in
3,000 juke boxes throughout Ohio.

FLASH:
Based on reports from
operators, dealers,
jockies and distribu-
tors, this record will
sell over a million
copies. The initial
orders are swamping
us so be sure to rush
your order today.

Signature
records

The **Billboard** MUSIC POPULARITY CHARTS
PART IV
Retail Record Sales
Week Ending August 6

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*.

Weeks to date	POSITION		Record Title	Label
	Last Week	This Week		
8	5	1.	YOU CALL EVERYBODY DARLIN' <i>Linger Awhile</i> Al TraceRegent 117	
6	3	2.	YOU CAN'T BE TRUE, DEAR <i>The Cuckoo Waltz</i> Ken GriffinRondo R-128	
14	6	3.	MY HAPPINESS <i>They All Recorded to Beat the Ban</i> J. & S. Steele.....Damon D-11133	
11	4	4.	MY HAPPINESS <i>Highway to Love</i> Pied Pipers.....Capitol 15094	
5	2	5.	WOODY WOODPECKER <i>I'd Love to Live in Love-land</i> The Sportsmen-Mel Blanc.....Capitol 15145	
11	1	6.	WOODY WOODPECKER <i>When Veronica Plays the Harmonica</i> Kay Kyser.....Columbia 38197	
8	8	7.	TWELFTH STREET RAG <i>Somebody Else, Not Me</i> Pee Wee Hunt.....Capitol 15105	
3	11	8.	A TREE IN THE MEADOW <i>I'm Sorry But I'm Glad</i> Margaret Whiting....Capitol 15122	
5	12	9.	IT'S MAGIC <i>Put 'Em in a Box</i> Doris Day.....Columbia 38188	
11	7	10.	LOVE SOMEBODY <i>Confess</i> Doris Day-Buddy Clark.....Columbia 38174	
19	9	11.	LITTLE WHITE LIES <i>The Treasure of Sierra Madre</i> Dick Haymes.....Decca 24280	
9	10	12.	MY HAPPINESS <i>Tea Leaves</i> Ella Fitzgerald.....Decca 24446	
12	14	13.	WILLIAM TELL OVERTURE <i>The Man on the Flying Trapeze</i> Spike Jones.....Victor 20-2861	
9	15	14.	MAYBE YOU'LL BE THERE <i>Dark Eyes</i> Gordon Jenkins.....Decca 24403	
19	13	15.	YOU CAN'T BE TRUE, DEAR <i>Doodle Doo Doo</i> Ken Griffin-Jerry Wayne.....Rondo R-228	
11	20	16.	YOU CAN'T BE TRUE, DEAR <i>Nature Boy</i> Dick Haymes-Song Spinners.....Decca 24439	
4	22	17.	IT'S MAGIC <i>It's You or No One</i> Dick Haymes-Gordon Jenkins.....Decca 23826	
1	—	18.	COOL WATER <i>The Legend of Tiabi-neers</i> Vaughn Monroe-Sons of the PioneersVictor 20-2923	
11	16	19.	YOU CAN'T BE TRUE, DEAR <i>Taalie Oolie Doolie</i> The Spartans.....Capitol 15077	
7	17	20.	BLUEBIRD OF HAPPINESS <i>Sunset to Sunrise</i> Art Mooney.....MGM 10207	
8	19	21.	THE MAHARAJAH OF MAGADOR <i>Give a Broken Heart a Chance</i> Vaughn Monroe.....Victor 20-2851	
3	18	21.	YOU CALL EVERYBODY DARLIN' <i>Bluebird Palha</i> A. Vincent.....Mercury 5155	
3	27	23.	RAMBLING ROSE <i>There Must Be a Way</i> Perry Como-The Satisfiers.....Victor 20-2947	
7	24	24.	CONFESS <i>Love Somebody</i> Doris Day-Buddy Clark.....Columbia 38072	
2	26	25.	IT'S MAGIC <i>It's You or No One</i> Tony MartinVictor 20-2863	
1	—	26.	UNDERNEATH THE ARCHES <i>Side by Side</i> Prima Scala's Banjo and Accord-ion Ork-The Keynoters.....London 238	
1	—	27.	HAIR OF GOLD <i>Harmonical Blues</i> (Al Hummer and His Mummies, Mercury 5173; B. Green-A, Paul String Band, Rainbow 70977) HarmonicatsUniversal U-121	
6	23	28.	CONFESS <i>Twelve o'Clock Flight</i> (See No. 24) Patti Page.....Mercury 5129	
3	—	28.	WOODY WOODPECKER <i>Put 'Em in a Box</i> Andrews Sisters-Danny Kaye.....Decca 24462	
1	—	30.	IT'S MAGIC <i>It's You</i> Sarah Vaughan.....Musicraft 557	

* **Click**

And

DOUBLE

Click

For

GENE WILLIAMS

and his ORCHESTRA
featuring ETHYL SHELL "Miss Hi Octane"

A SMASH *currently* Return Engagement

AT AMERICA'S TOP BAND LOCATION
Frank Palumbo's

Click

PHILADELPHIA

* A Click

and Double Quick
They Were Brought Back for
an 8-Week Engagement

Personal Management

Barbara Belle
1619 BROADWAY
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ABC, CBS, NBC
AND MUTUAL
COAST TO COAST

THE

MUSIC

OF

MR.

YOUNG

AMERICA



MERCURY

HITS A NEW HIGH

WITH THESE **HOT** RELEASES!

HAIR OF GOLD

JUST ONE MORE CHANCE

JOHN LAURENZ with Orchestra

MERCURY 5172

AH, BUT IT HAPPENS

HOLD ME

FRANKIE LAINE with Orchestra

MERCURY 5158

UNDERNEATH THE ARCHES

I'M A HEARTBREAKIN' COWBOY

AL HUMMER and Orchestra

MERCURY 5173

DANNY BOY

SCRATCH AND YOU'LL FIND IT

STEVE GIBSON and RED CAPS

MERCURY 6091

YOU CALL EVERYBODY DARLING

SWEET POTATO POLKA

ANNE VINCENT with Orchestra

MERCURY 5155

IT ONLY HAPPENS WHEN I

DANCE WITH YOU

JUST FOR NOW

VIC DAMONE and Orchestra

MERCURY 5166

IN THE RAIN

TELL ME SO

DINAH WASHINGTON and Orchestra

MERCURY 8094

TOMORROW NIGHT

GIVE ME TIME

PATTI PAGE and Orchestra

MERCURY 5153

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending August 6

Billboard TRADE SERVICE FEATURE

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		Record	Label
	Last Week	This Week		
9	1	1.	LITTLE TOOT (One Record) Don Wilson-The Starlighters	Capitol DAS-80
9	3	2.	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-34
9	4	3.	BUGS BUNNY (Three Records) Mel Blanc	Capitol CC-64
4	2	4.	BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol DBS-84
2	8	5.	THE LITTLE FIDDLE (One Record) Danny Kaye	Decca DU-11
7	—	6.	BOZO AND HIS ROCKET SHIP (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-65
3	—	7.	SPARKY AND THE TALKING TRAIN (Two Records) Henry Blair	Capitol BC-66
7	5	7.	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast	Capitol CC-40
6	—	9.	NURSERY RHYTHMS (Two Records) Frank Luther	Decca CS-5
6	—	10.	TUBBY THE TUBA (One Record) Danny Kaye	Decca CU-106
4	—	11.	NUTCRACKER SUITE (One Record) Fred Waring	Decca 90022
1	—	12.	BOOMER AND THE BASS DRUM (One Record) Two-Ton Baker	Mercury 11
6	5	12.	MICKEY AND THE BEANSTALK (Three Records) Johnny Mercer and Original Cast	Capitol CCX-67
2	—	12.	MOTHER GOOSE (One Record) Frank Luther	Decca CUS-2
1	—	12.	SLEEPING BEAUTY (Three Records) Let's Pretend Players	Columbia MJ-45
1	—	12.	THE BEAR THAT WASN'T (Four Records) Keenan Wynn	MGM 12-A

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		Record	Label
	Last Week	This Week		
147	4	1.	Clair de Lune Jose Iturbi	Victor 11-8851
115	1	2.	Jalousie Boston Pops; Arthur Fiedler, conductor	Victor 12160
1	—	3.	Because Jan Peerce-RCA Victor Ork; S. Levin, director	Victor 10-1454
29	1	4.	Bluebird of Happiness Jan Peerce	Victor 11-9007
21	—	4.	Khachaturian: Gayne Ballet Suite—Sabre Dance Chicago Symphony Ork; A. Rodzinski, director	Victor 20-0209

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		Record	Label
	Last Week	This Week		
84	—	1.	Rachmaninoff Concerto No. 2 in C Minor (Five Records) Arthur Rubinstein, pianist; NBC Ork; Vladimir Golschmann	Victor 1075
3	—	2.	Grieg; Concerto in A Minor for Piano and Orchestra (Four Records) Oscar Levant, piano; Efrem Kurtz, conducting; Philharmonic Symphony Ork of New York	Columbia MMV-741
4	1	2.	Khachaturian: Violin Concerto (Five Records) David Oistrakh	Mercury DM-10
2	1	2.	Ravel: Bolero (Two Records) Koussevitzky-Boston Symphony Ork	Victor DV-18
2	5	2.	Ravel: Concerto for Piano and Orchestra Album (Three Records) L. Bernstein, pianist-director; Philharmonica Ork of London	Victor M-DM 1209-V/DV-15

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 4,970 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
6	1	1.	Al Jolson Volume III Album (Four Records) Al Jolson	Decca A-649
13	3	2.	Stan Kenton—a Presentation of Progressive Jazz Album (Four Records) Stan Kenton	Capitol CD-79
5	2	3.	Emperor's Waltz (Two Records) Bing Crosby	Decca A-620
1	—	4.	Wizard of the Organ Ken Griffin	Rondo R-1007
86	—	5.	Glenn Miller (Four Records) Glenn Miller	Victor P-148
12	—	6.	Down Memory Lane (Four Records) Vaughn Monroe	Victor P-202
19	—	6.	Glenn Miller Masterpieces (Volume II) (Four Records) Glenn Miller	Victor P-189
1	—	8.	Oklahoma (Six Records) Joan Roberts, Alfred Drake, Howard DaSilva, Celeste Holm, Lee Dixon, with Oklahoma Ork and Chorus, directed by J. Blackton	Decca 359
13	4	9.	Songs of Our Time (1932) Album (Four Records) Carmen Cavallaro	Decca 1932
13	5	10.	Busy Fingers (Four Records) Three Suns	Victor P-206



Its Two-Sided Dynamite!
GORDON MacRAE
 sings the song that sweeps the country!

'HAIR OF GOLD, EYES OF BLUE'

with The Starlighters. From the Columbia Picture "Singin' Spurs"

over *coming up fast...* **'RAMBLING ROSE'**

CAPITOL RECORD 15178

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



POPULAR

IT'S MAGIC

Spring in December
 Gordon MacRae

Capitol 15078

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

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

Lakes 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 15110

HUMPTY DUMPTY HEART

Today
 Hank Thompson

Capitol 40065

DEAR OAKIE

A Million Memories
 Jack Rivers

Capitol 15109

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

Eu'ry Day I Love You (Just a Little Bit More)
 Jo Stafford

Capitol 15139

HANKERIN'

I Went Down to Virginia
 Gordon MacRae

Capitol 15128

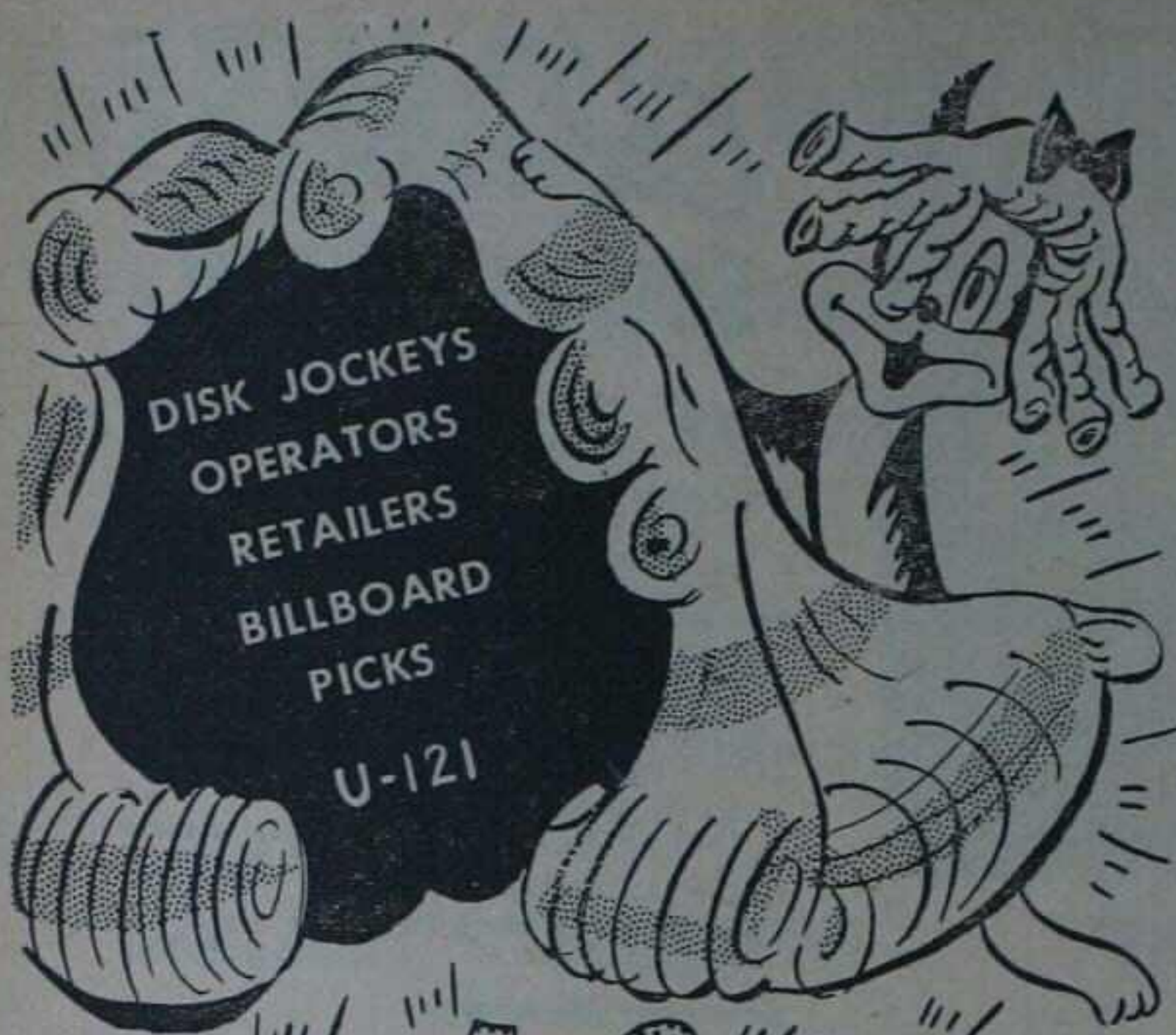
AT THE FLYING "W"

Sissy
 Hal Derwin

Capitol 15160



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The Billboard MUSIC POPULARITY CHARTS

Juke Box Record Plays

PART V

Week Ending August 6

MOST-PLAYED JUKE BOX FOLK 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 3,558 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	Record	Label
10	1	1	1	WOODY WOODPECKER	Kay Kyser... Columbia 38197
9	3	2	2	YOU CALL EVERYBODY DARLIN'	Al Trace... Regent 117
8	2	3	3	YOU CAN'T BE TRUE, DEAR	Ken Griffin... Rondo R-126
4	4	4	4	MY HAPPINESS	J. & S. Steele... Damon D-11133
7	11	5	5	LOVE SOMEBODY	Buddy Clark-Doris Day... Columbia 38174
5	7	6	6	WOODY WOODPECKER	The Sportsmen-Mel Blanc... Capitol 15145
10	5	7	7	MY HAPPINESS	Pied Pipers... Capitol 15094
5	10	8	8	TWELFTH STREET RAG	Pee Wee Hunt... Capitol 15105
8	8	9	9	MY HAPPINESS	Ella Fitzgerald... Decca 24446
14	6	10	10	LITTLE WHITE LIES	Dick Haymes... Decca 24280
3	15	11	11	YOU CALL EVERYBODY DARLIN'	A. Vincent... Mercury 6155
18	9	12	12	YOU CAN'T BE TRUE, DEAR	Ken Griffin-Jerry Wayne... Rondo R-228
3	12	13	13	A TREE IN THE MEADOW	Margaret Whiting... Capitol 15122
3	17	14	14	IT'S MAGIC	Doris Day... Columbia 38188
8	14	15	15	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys... Victor 20-2806
11	13	16	16	YOU CAN'T BE TRUE, DEAR	Dick Haymes-Song Spinners... Decca 24439
8	21	17	17	MAYBE YOU'LL BE THERE	Gordon Jenkins... Decca 24403
3	30	18	18	IT'S MAGIC	Dick Haymes-Gordon Jenkins... Decca 23826
2	23	19	19	RAMBLING ROSE	Perry Como-The Satisfiers... Victor 20-2947
4	19	20	20	COOL WATER	Vaughn Monroe-Sons of the Pioneers... Victor 20-2923
12	15	21	21	YOU CAN'T BE TRUE, DEAR	The Sportsmen... Capitol 15077
1	-	22	22	CONFESS	Buddy Clark-Doris Day... Columbia 38174
8	-	23	23	CUCKOO WALTZ	Ken Griffin... Rondo R-128
1	-	25	25	EBONY RHAPSODY	Rosetta Howard (Big Three Trio) Columbia 37573
4	-	23	23	THE MAHAJARA OF MAGADOR	Vaughn Monroe... Victor 20-2851
2	30	26	26	MY HAPPINESS	John Laurenz... Mercury 5144
3	27	26	26	MY HAPPINESS	Marlin Sisters... Columbia 38211
8	22	26	26	WILLIAM TELL OVERTURE	Spike Jones... Victor 20-2861
4	20	29	29	YOU CALL EVERYBODY DARLIN'	B. Hayes... De Luxe 1178
8	18	30	30	WOODY WOODPECKER	Andrews Sisters-Danny Kaye... Decca 24462

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 23)

11	11	16	YOU CAN'T BE TRUE, DEAR	The Sportsmen... Capitol 15077-ASCAP
2	24	17	IT'S MAGIC (F)	Gordon MacRae... Capitol 15072-ASCAP
7	19	17	WILLIAM TELL OVERTURE	Spike Jones... Victor 20-2861-ASCAP
1	-	19	IT'S MAGIC	Sarah Vaughn... Musicraft 557-ASCAP
18	12	20	NATURE BOY	King Cole... Capitol 15054-ASCAP
6	17	21	CONFESS	Patti Page... Mercury 5129-ASCAP
7	20	22	LITTLE WHITE LIES	Dinah Shore... Columbia 38114-ASCAP
3	21	23	BLUEBIRD OF HAPPINESS	Art Mooney... MGM 10207-ASCAP
1	-	24	IT'S MAGIC	Dick Haymes-Gordon Jenkins... Decca 23826-ASCAP
1	22	25	THE MAHAJARA OF MAGADOR	Vaughn Monroe... Victor 20-2851
1	-	26	IT'S MAGIC	Tony Martin... Victor 20-2862-ASCAP
2	26	27	MAYBE YOU'LL BE THERE	Gordon Jenkins... Decca 24403-ASCAP
2	29	28	RUN, JOE	Louis Jordan... Decca 24448
1	-	28	YOU CAME A LONG WAY	Ray McKinley... Victor 20-2913
1	-	30	YOU CALL EVERYBODY DARLIN'	B. Hayes... De Luxe 1178-ASCAP

The Billboard
MUSIC POPULARITY CHARTS

PART VI

Race Records

Week Ending August 6



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	Record	Artist	Label
5	1	1	I CAN'T GO ON WITHOUT YOU	Bull Moose Jackson	King 4230
13	2	2	GOOD ROCKIN' TONIGHT	Wynonie Harris	King 4210
10	8	3	PRETTY MAMA BLUES	Ivory Joe Hunter	4 Star 1254
13	4	4	LONG GONE	Sonny Thompson	Miracle M-126
13	7	5	MESSIN' AROUND	Memphis Slim	Miracle 125
13	6	6	TOMORROW NIGHT	Lonnie Johnson	King 4201
9	5	7	MY HEART BELONGS TO YOU	Arbee Stidham	Victor 20-2572
7	9	8	SEND FOR ME IF YOU NEED ME	The Ravens	National 9045
8	3	9	RUN, JOE	Louis Jordan	Decca 24448
7	15	10	RECESS IN HEAVEN	Dan Grissom	Jewel ON-2004
4	10	11	LOLLYPOP MAMA	Wynonie Harris	King 4226
13	13	12	KING SIZE PAPA	Julia Lee and Her Boy Friends	Capitol Americana 40082
5	—	13	DON'T FALL IN LOVE WITH ME	Ivory Joe Hunter	King 4220
2	12	14	TELL ME, DADDY	Julia Lee and Her Boy Friends	Capitol 15144
13	11	15	ALL MY LOVE BELONGS TO YOU	Bull Moose Jackson	King 4189

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	Record	Artist	Label
13	6	1	LONG GONE	Sonny Thompson	Miracle M-126
4	1	2	I CAN'T GO ON WITHOUT YOU	Bull Moose Jackson	King 4230
5	4	3	RUN, JOE	Louis Jordan	Decca 24448
10	2	4	PRETTY MAMA BLUES	Ivory Joe Hunter	4 Star 1254
10	11	5	MESSIN' AROUND	Memphis Slim	Miracle 125
16	3	6	GOOD ROCKIN' TONIGHT	Wynonie Harris	King 4210
2	—	7	TEARDROP BLUES	Jimmy Liggins Drops of Joy	Specialty SP-521
24	5	8	TOMORROW NIGHT	Lonnie Johnson	King 4201
1	—	9	LONG TALL MAMA	Smoky Higgs	Modern 20-574
7	15	9	RECESS IN HEAVEN	Dan Grissom	Jewel ON-2004
2	10	11	MY HAPPINESS	Ella Fitzgerald	Decca 24446
7	—	11	MY HEART BELONGS TO YOU	Arbee Stidham	Victor 20-2572
1	—	13	LOLLYPOP MAMA	Wynonie Harris	King 4226
2	—	13	WE'RE GONNA ROCK	"Wild" Bill Moore	Savoy 666
2	—	15	ELEVATOR BOOGIE	M. Scott	Exclusive 35X
1	—	15	THE TWISTER	Paul Williams	Savoy 665

ADVANCE RACE RECORD RELEASES

Bowlegged Boogie Viviane Green and Her Trio (He's the) Mercury 8098	He's the Man Viviane Green and Her Trio (Bowlegged Boogie) Mercury 8098
Dinah Dan Grissom-Maylon Clark Sextette (You Don't) Jewel ON-2007	Hop, Skip and Jump Roy Milton and His Solid Senders (Everything I) Specialty SP314
Everything I Do Is Wrong Roy Milton and His Solid Senders (Hop, Skip) Specialty SP314	Just You, Just Me Big Sid Catlett's Band (Henderson Romp) Capitol 15177
Get Your Fat Man Now Grace Smith (What's on) National 9051	What's on the Ball for the Lizards Grace Smith (Get Your) National 9051
Henderson Romp Big Sid Catlett's Band (Just You) Capitol 15177	You Don't Know What Love Is Dan Grissom-Maylon Clark Sextette (Dinah) Jewell ON-2007

WEBS DIVIDED

(Continued from page 5)
reached undue extremes would kill itself off in any event.

HOLLYWOOD, Aug. 7. — Sudden clamp-down on giveaways, announced this week-end by Federal Communications Commission (FCC), caused little immediate concern among Hollywood broadcasters. Survey of four networks disclosed that the bulk of airers at which FCC had aimed its guns were New York headaches, and that little programing changes in Coast shows would be needed to comply with proposed government controls.

Truth or Consequences appeared to be the most affected among local airers, since the Ralph Edwards show, over National Broadcasting Company (NBC), has often used telephone gimmicks in its various contests. The Edwards office gave forth with a short "no comment" statement, but if adopted, few FCC controls will end "Walking Man," "Miss Hush" and similar contests.

T or C's closest rival, Art Linkletter's People Are Funny stanza, ap-

peared to be unaffected. John Guedel, who packages People, G. E. House Party and Groucho Marx's You Bet Your Life, said all three of his airers would be in the clear.

The FCC announcement put dampers on plans to expand Take It or Leave It into the super-jackpot class. A new format, which would have offered as high as \$20,000 in prizes, was auditioned by Biow Agency early in July and set up for quick adoption. Agency withheld introduction of gimmicks for client reasons, with indications that idea would now be junked entirely.

LEVER EVE SHOW

(Continued from page 5)
follows: Radio Theater (Lux Soap, J. W. Thompson Agency), My Friend, Irma (Swan Soap, Young & Rubicam), Amos 'n' Andy (Rinso, Ruthrauff & Ryan), Bob Hope (Pepsodent, thru Foote, Cone & Belding) and New Junior Miss, Saturday morning airer plugging Spry, Lifebuoy and Swan, thru Needham, Louis & Brorby. Miss was sold on a firm 26-week basis, which will carry the show well into the fall.



"Sends" the Spenders
JERRY WAYNE

SINGING

"YOU CALL EVERYBODY DARLING"

(with Rhythm Accompaniment)

"CUCKOO WALTZ"

(with Organ Accompaniment)

Columbia 38286

COLUMBIA'S TUNE TIPSTER

BEST BETS

Doris Day

SURE FIRE

"It's Magic"

"Put 'em in a Box, Tie 'em with a Ribbon"

(And throw 'em in the deep blue sea)
(Both From "Romance On The High Seas")
Orchestra under direction of George Siravo
Columbia 38188

Arthur Godfrey

COMING UP FAST

"Turkish Delight"

"The Trail of the Lonesome Pine"

With The Mariners
Orchestra Under the Direction of Archie Blyer
Columbia 38246

Johnny Desmond and The Dell Trio

WATCH THIS ONE

"Lillette"

"Bella Bella Marie"

Columbia 38269

HEAR THE GREAT ARTISTS AT THEIR BEST ON

COLUMBIA RECORDS

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The Billboard
MUSIC POPULARITY CHARTS

Folk Record Section

PART VII

Week Ending August 6

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 Last Week	Position This Week	Record	Artist	Label
12	1	1	1. BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
29	6	2	2. HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol Americana 40065
14	3	3	3. TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys	Victor 20-2808
16	4	4	4. TENNESSEE WALTZ	Pec Wee King and His Golden West Cowboys	Victor 20-2680
22	2	5	5. ANYTIME	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
10	5	6	6. SWEETER THAN THE FLOWERS	Moon Mullican	King 673
2	12	7	7. FOREVER IS ENDING TODAY	Ernest Tubbs	Decca 46134
1	—	8	8. LIFE GETS TEE-JUS, DON'T IT?	Carson Robison	MGM 10224
2	7	9	9. BLUE SHADOWS ON THE TRAIL	Roy Rogers-Sons of the Pioneers	Victor 20-2780
10	—	10	10. SEAMAN BLUES	Ernest Tubbs	Decca 46119
12	9	11	11. TENNESSEE WALTZ	Cowboy Copas	King 696
2	—	12	12. DEAR OKIE	Doye O'Dell	Exclusive 33X
44	—	12	12. I'LL HOLD YOU IN MY HEART	Eddy Arnold and His Tennessee Plowboys	Victor 20-2332
12	—	12	12. SUSPICION	Tex Williams Western Caravan	Capitol Americana 40109
3	15	12	12. TENNESSEE MOON	Cowboy Copas	King 714
3	—	12	12. WHO? ME?	Tex Williams Western Caravan	Capitol 15113

ADVANCE FOLK RECORD RELEASES

- Between the Lines
Buffalo Johnson (My Angel) Mercury 6123
- Charmaine Polka
Jimmy Gunter and His Tennessee Valley Ramblers (Press Your) Dome 1002
- Chime Bells
Rex Allen and His Arizona Wranglers (Miranda Deakes) Mercury 6122
- Columbus Stockade Blues
Jimmy Davis (Henky Tonk) Decca 46137
- Cornbelt Symphony
Jack Emerson-C. Howard Ork (There's an) Metrotone M-3014
- Crying For You
Stu Davis and His Northwesterners (The Dude) Victor 20-3054
- Don't Dog Me 'Round
Buchanan Brothers and the Georgia Catamounts (Crying For) Victor 20-3045
- Don't Use My Heart (For a Stepping Stone)
Texas Jim Lewis and His Lone Star Cowboys (One Has) Exclusive 45X
- Down the Roadway of Old Heartaches
Don Aele and Arcadia Parlor Ensemble (Faded Love) Arcadia AP-2150
- Faded Love Letters (of Mine)
Don Aele and Arcadia Parlor Ensemble (Down the) Arcadia AP-2150
- Finishing School Was the Finish of Me
Emeraldy (For Red) Musicraft 487
- For Red Nellie's Honor
Emeraldy (Finishing School) Musicraft 587
- Four Leaf Clover Blues
B. Haley and 4 Aces of Western Swing (Too Many Parties) Cowboy CR-1201
- Honky Tonk Blues
Jimmy Davis (Columbus Stockade) Decca 46137
- I Hate To Lose You
Texas Jim Lewis and His Lone Star Cowboys (Zeb Turney's) Exclusive 45X
- I Wander What's Become of Slim
Dottie Leader (Two Cars) Arcadia AP-1949
- I'm Not the Triffin's Kind
S. Nichols With His Rangers (I Never) MGM 10242
- It Never Rains But What It Pours
S. Nichols With His Melody Rangers (I'm Not) MGM 10242
- Just a Pair of Blue Eyes
Tex Williams and His Western Caravan (Talking Boogie) Capitol 15175
- Miranda Deakes
Rex Allen and His Arizona Wranglers (Chime Bells) Mercury 6122
- My Angel Sweetheart
Buffalo Johnson (Between the) Mercury 6123
- My Little Heaven Down in Devon
F. Kendall With the Starlite Trio (She's the) Arcadia AP-2546
- My Michigan (Official State Song)
F. Kendall With Arcadia Rhythmaites (The Girl) Arcadia AP-2650
- Never Break Your Promise To a Woman
B. Boyd and His Cowboy Ramblers (The Skaters Waltz) Victor 20-3067
- One Has My Name (The Other Has My Heart)
Texas Jim Lewis and His Lone Star Cowboys (Don't Use) Exclusive 45X
- Press Your Lips To Mine
Jimmy Gunter and His Tennessee Valley Ramblers (Charmaine Polka) Dome 1002
- She's the Only Girl
F. Kendall With the Starlite Trio (My Little) Arcadia AP-2546
- Square Dances Album—Goodfellow With the Pore Of Tired Texans (3-12")
Bandwagon A 1
Deep in the Heart of Texas . . . Bandwagon 9002
Forward Up Six and Back . . . Bandwagon 9002
Hopkins' Turn . . . Bandwagon 9001
Hot Time in the Old Time Tonight . . . Bandwagon 9003
Loch Lomond . . . Bandwagon 9001
The Jolly Irishmen—1. McNamara's Band; 2. Irish Washerwoman . . . Bandwagon 9003
- Talking Boogie
Tex Williams and His Western Caravan (Just a) Capitol 15175
- The Dude in the Ten Gallon Hat
Stu Davis and His Northwesterners (Crying For) Victor 20-3054
- The Girl of the Limberlost
F. Kendall With the Arcadia Rhythmaites (My Michigan) Arcadia AP-2650
- The Gods Were Angry With Me
E. Kirk and String Band (You Little) Capitol 15176
- The Skaters Waltz
B. Boyd and His Cowboy Ramblers (Never Break) Victor 20-3067
- There's an Old Rusty Wagon
Jack Emerson-C. Howard Ork (Cornbelt Symphony) Metrotone M-3014
- Too Many Parties and Too Many Pals
B. Haley and the 4 Aces of Western Swing (Four Leaf) Cowboy CR-1201
- Two Cars Came Together
Smilin' Red Mazedon-Dottie Leader (I Wander What's Become) Arcadia AP-1949
- Two of a Kind
T. Daffan's Texans-C. Borgen (Just Born) Columbia 20462
- Underneath the Arches
Al Hummer and His Mummies (You're a Heartbreaking) Mercury 5123
- Unloved and Unclaimed
Daisy Mae and Old Brother Charlie (Sweeter Than) Mercury 6125
- You Little Sweet Toy
Eddie Kirk With String Band (The Gods) Capitol 15176
- You'll Never Take Away My Dreams
Buchanan Brothers and the Georgia Catamounts (Don't Dog) Victor 20-3045
- Your Key Don't Fit My Lock Anymore
T. Hill & His Cactus Cutups (That Silver) Mercury 5123
- You're the Sweetest Rose in Texas
J. Wakely and Cowboy Band (One Has) Capitol 15162
- You're a Heartbreaking Cowboy
Al Hummer and His Mummies (Underneath the) Mercury 5123
- Zeb Turney's Gal
Texas Jim Lewis and His Lone Star Cowboys (I Hate) Exclusive 45X

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by **PEPPER NEALY**

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THE DISK JOCKEYS PICK:
1. HAIR OF GOLD Jack Emerson-Chet Howard Ork Metrotone 2018

THE RETAILERS PICK:
1. HAIR OF GOLD Jack Emerson-Chet Howard Ork Metrotone 2018

THE OPERATORS PICK:
1. HAIR OF GOLD Jack Emerson-Chet Howard Ork Metrotone 2018

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compound

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

The **Billboard** MUSIC POPULARITY CHARTS
Folk Record Section
PART VII
Week Ending August 6

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	Last Week	This Week	POSITION
14	1	1.	BOUQUET OF ROSES Eddy Arnold and His Tennessee Plowboys Victor 20-2808
6	2	2.	ANYTIME Eddy Arnold and His Tennessee Plowboys Victor 20-2700
14	3	3.	TEXARKANA BABY Eddy Arnold and His Tennessee Plowboys Victor 20-2808
14	3	4.	SWEETER THAN THE FLOWERS Moon Mullican King 673
5	—	5.	ROCK AND RYE Tex Ritter Capitol 15119
8	—	6.	TENNESSEE WALTZ Cowboy Copas King 698
14	11	6.	TENNESSEE WALTZ Pee Wee King and His Golden West Cowboys Victor 20-2808
1	—	8.	RED ROSES TIED IN BLUE Clyde Moody King 708
14	8	9.	HUMPTY DUMPTY HEART Hank Thompson and His Brazos Valley Boys Capitol Americana 40065
5	—	10.	WHO? ME? Tex Williams Western Caravan Capitol 15113
8	6	11.	BLUE SHADOWS ON THE TRAIL Roy Rogers-Sons of the Pioneers Victor 20-2780
12	7	11.	SEAMAN BLUES Ernest Tubb Decca 46119
6	9	11.	TENNESSEE MOON Cowboy Copas King 714

FOLK TALENT AND TUNES

By Johnny Sippel

Jimmy Wakely, Capitol label star, who started his latest Monogram pic, *Singing Rancher*, July 26, has made a deal to headline the Flying L Ranch Rodeo at the Texas State Fair, Dallas, October 9-24, with his horse, Sonny, getting billing. Wakely, whose *Bouquet of Roses* waxing is tops on Hal Horton's KRLD, Dallas, *Hillbilly Hit Parade*, was released last week on Capitol with his version of the rising *One Has My Name*. . . Al Turner, director of the *Lone Star Barn Dance*, held each Saturday night in the Sportatorium, Dallas, and aired over WFAA there, reports that the show has celebrated its first anniversary and is scheduling the biggest gueststars available.

A. B. Harville, manager of the Tennessee Ridge Runners, reports that the combination hillbilly band and gospel quartet, who are also known as the Four Deacons, are working steadily on KWEH, Shreveport, La. Curley Kinsey (Mercury), vocals and leader; Deacon Freeman, guitar; Bill Byrd, electric guitar, and Kit Henderson, bass, and Sonny Harville, fiddle and piano, make up the group. . . Bob Nolan and the Sons of the Pioneers are set for the following dates: Sayre Theater, Sayre, Pa., August 9; Fox Theater, Corning, N. Y., 10; Avon Theater, Watertown, N. Y., 11-12; Kasgoag Lake Park, Altmar, N. Y., 13; State Theater, Cortland, N. Y., 14; Max Raney's Ranch, E. Bloomfield, N. J., 15; Oneonta (N. Y.) Theater, 16; Colonial Theater, Norwich, N. Y., 17; Geneva (N. Y.) Theater, 18; Selmgrove Park, Lancaster, Pa., 20; Wernersville Grove, Wernersville, N. Y., 21; Himmelrich Grove, Womelsdorf, Pa., 22; Avalon Theater, Easton, Md., 23; Cambridge (Md.) Theater, 24, and Millford (Del.) Theater, 25. . . Budge and Fudge, the Mayes brothers, have moved from WWVA, Wheeling, to WPDJ, Clarkburg, W. Va., where they are working with their Dixie Records' boss, Buddy Starcher. . . Jackie Osborne left WPDJ for WRVA, Richmond, Va.

Murray Nash, Mercury folk music chief, currently in Dallas, reports that WSB, Atlanta, has started a new hillbilly roster, headed by Lonnie Glosson and His Railroad Playboys, Mercury chattels. . . Daisy Mae and Old Brother Charlie have been inked by Mercury. . . Hawkshaw Hawkins, who was a feature with WWVA, Wheeling, has joined WFIL, Philadelphia, where he will do video in addition to radio work. . . Smiley Burnette knocked off Roy Acuff's record gross of better than 9,000 last week at Harry Smythe's Buck Lake Ranch, Angola, Ind., when he racked up 9,777 paid admissions. . . Carl Russell, who appears with Irene Litka and the West Virginia Hillbillies, reports that they are airing over WNAR, Norristown, Pa. Carl's latest for Sapphire platters is *I Hung My Head and Cried*. . . Tommy Dilbeck, Dallas cowboy star, reports that his two latest Bullet releases, *Now I've Seen Everything* and *Right Next Door to Tennessee*, are doing well.

Hank Snow, *Singing Rancher*, who was a feature for years thruout Canada with his Western band, has moved to the Coast where he organized the Rainbow Ranch Boys. Booked by the Frank Foster Agency, Hollywood, Hank brought his two trained horses and dogs back from Canada and started a personal appearance tour August 1. . . Eddy Arnold will be featured on the WFIL, Philadelphia, *Hayloft Hoedown* video seg September 4. Arnold starts his Florida tour April 9 and is set for Sleepy Hollow Ranch, Pennsylvania, Pa., September 5 and Sunset Park, Westgrove, Pa., 6. . . Sheldon Gibbs, leader of the Arizona Ranch Boys, KOY, Phoenix, writes that he has sold his Frontier Ballroom and is working many dates at Encanto Park and Lagoon and South Mountain Park there. Patsy Praxcott, singing cowgirl, is still at KOY, together with a newcomer, Martin Robinson. . . Texas Tiny, the 500-pound disk jockey on KGER, Los Angeles, reports that he is doing a half-hour video show over KTLA, Los Angeles, which features Cottonseed Clark and Carolina Cotton. Tiny writes that KGER's line-up includes Alkali Alex, Cousin Ford Lewis, Tex Williams, Bruce Trent, Carolina Cotton and Cottonseed Clark.

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The Billboard

MUSIC POPULARITY CHARTS

PART VIII

Record Reviews

Week Ending August 14



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.

ARTIST, TUNES, LABEL AND NO., COMMENT. RATINGS: OVER-ALL, DISK JOCKEY, DEALER, OPERATOR

POPULAR THE EDDIE HEYWOOD TRIO, JUDY GARLAND, CARMEN CAVALLARO, BING CROSBY, VAUGHN MONROE AND ORK

ARTIST, TUNES, LABEL AND NO., COMMENT. RATINGS: OVER-ALL, DISK JOCKEY, DEALER, OPERATOR

POPULAR THE COLUMBIA ORK, LOUIS PRIMA AND ORK, TEX BENEKE AND ORK, THE VARSITY ORK-BARBARA, FRANK AND THE BOYS WITH ORK, TOMMY WILLARD WITH ORK

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

ARTIST, TUNES, LABEL AND NO., COMMENT. RATINGS: OVER-ALL, DISK JOCKEY, DEALER, OPERATOR

POPULAR BERYL DAVIS, JEAN SABLON, FREDDIE STEWART, MILLS BROTHERS, BING CROSBY, HAL DERWIN AND ORK, ANDY RUSSELL, TONI HARPER-EDDIE BEAL AND SEXTET

ARTIST, TUNES, LABEL AND NO., COMMENT. RATINGS: OVER-ALL, DISK JOCKEY, DEALER, OPERATOR

POPULAR JACK LATHROP & THE DRUGSTORE COWBOYS, LORRY RAINE-R. GARCIA ORK, MONICA LEWIS-RAY BLOCH ORK, COUNT BASIE AND ORK, TONY MARTIN, BILL JOHNSON, SHERMAN WILLIAMS AND ORK

(Continued on page 120)

The Billboard

MUSIC POPULARITY CHARTS

PART IX

Record Possibilities

Week Ending August 6



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:

RENDEZVOUS WITH A ROSE.....Pepper Nealy.....Bullet 1056
 A hauntingly sentimental melody, an old-fashioned lyric idea, and Pepper Nealy's simple, forthright tenor warbling add up to what has all the earmarks of a strong sleeper possibility. Clean, unobtrusive instrumental backing by the Ace Trio frames Nealy's earnest balladeering neatly. The other available waxing of the tune is also a tenor vocal, Dick Wong's, organ-backed, on D & D.

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. AH, BUT IT HAPPENS.....Frankie Laine.....Mercury 4148
2. THIS IS THE MOMENT.....Jo Stafford.....Capitol 15139
3. CLAIR DE LUNE.....Paul Weston Ork.....Capitol 15153
4. UNDERNEATH THE ARCHES.....Primo Scala's Banjo and Accordion Ork-The Keynotes.....London 238
5. EVERYDAY I LOVE YOU.....Jo Stafford.....Capitol 15139
6. THIS IS THE MOMENT.....Tony Martin-Lyttle Sisters.....Victor 20-2958
7. DOLORES.....Bing Crosby-Merry Maca-Bob Crosby's Bob Cats.....Decca 25399
8. HAIR OF GOLD.....Harmonicals.....Universal U-121
9. HAIR OF GOLD.....Jack Emerson-Chet Howard Ork.....Metrotone 2018
10. AT THE FLYING "W".....Tex Beneke.....Victor 20-3001

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. HAIR OF GOLD.....Jack Emerson-Chet Howard Ork.....Metrotone 2018
2. UNDERNEATH THE ARCHES.....Primo Scala's Banjo and Accordion Ork-The Keynotes.....London 238
3. I'D LOVE TO LIVE IN LOVELAND.....Bing Crosby.....Decca 24471
4. EVERYDAY I LOVE YOU.....Vaughn Monroe.....Victor 20-2957
5. AH, BUT IT HAPPENS.....Frankie Laine.....Mercury 5158
6. EVERYDAY I LOVE YOU.....Dick Haymes.....Decca 24457

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. EVERYDAY I LOVE YOU.....Dick Haymes.....Decca 24457
2. HAIR OF GOLD.....Harmonicals.....Universal U-121
3. LINGER AWHILE.....Al Trace.....Regent 117
4. HAIR OF GOLD.....Jack Emerson-Chet Howard Ork.....Metrotone 2018
5. FRIENDLY MOUNTAINS.....Sammy Kaye.....Victor 20-2922
6. HOLD ME.....Frankie Laine.....Mercury 5158

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- UNDERNEATH THE ARCHES, Ferko String Band, Palda 117
- MY HAPPINESS (The Original), Jon and Sondra Steele, Damon 11133
- YOU CAN'T BE TRUE, DEAR (The Original), Ken Griffin, Rondo 128; Jerry Wayne, Rondo 228
- YOU CALL EVERYBODY DARLIN', Al Trace, Sterling 3023
- WHERE THE APPLE BLOSSOMS FALL, backed by TEA LEAVES, Art Sidroe, Palda 1005
- YOU DARLIN', by Lang Thompson, backed by ON A BENDER, Ken Griffin, R143
- CUCKOO BIRD WALTZ, backed by EVERY LITTLE MOVEMENT, vocal J. Knapp and M. Spelman, R146
- IF I HAD YOU, Ken Griffin, Rondo 137
- SCHOENE MAEDEL, Don Rodney, Dana 2005
- TOOLIE OOLIE DOOLIE, Vaughn Horton, Continental 1223

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The Billboard MUSIC POPULARITY CHARTS PART X
 Advance Information
 Week Ending August 8

ADVANCE RECORD RELEASES

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

- A Foggy Day**
M. Torne (My Baby) Musicraft 589
- A Song Was Born**
L. Armstrong and His All Stars (Before Long) Victor 20-3064
- A Stranger in Town**
Buddy Greco and the Sharps (Lillette) Musicraft 588
- April in Paris**
C. Hawkins and Ork (How Strange) Victor 20-3057
- At the Flying "W"**
B. Crosby-Andrews Sisters (160 Acres) Decca 24481
- Azusa, Cucamonga and Anaheim**
J. Dorsey and Ork (Lillette) MGM 10245
- Baby, Won't You Please Come Home**
Jo Stafford-Nat Cole-P. Weston Ork (Trouble in) Capitol 15171
- Barnyard Blues**
S. Haskell and the Jolly Millers (Jolly Miller) Capitol 15174
- Before Long**
L. Armstrong and His All Stars (A Song) Victor 20-3064
- Constellation**
S. Donahue and Ork (September in) Capitol 15172
- Cool Breeze**
B. Eckstine (You're My) National 9052
- Daddy-O**
Page Cavanaugh Trio-Lillian Lane (That's the) Victor 20-3065
- Don't Burn the Candle at Both Ends**
L. Jordan and His Tympany Five (We Can't) Decca 24483
- El Fe Ka Pa**
The Four Top Hatters (You're So) Music Art 757
- Everything Reminds Me of You**
Pepper Nealy and the Ace Trio (Rendezvous With) Bullet 1056
- Foolish Me**
Lorry Raine-R. Garcia and Ork (Spring Made) Const 8035
- Hair of Gold, Eyes of Blue**
Art Lund-Crew Chief and the Harmonica Gentlemen (You Call) MGM 10225
- Dick Haymes-Helen Forrest Souvenir Album (Vol II) (4-10")**
Decca A 690
- Give Me a Little Kiss, Will You Huh?**
Decca 23481
- I'll Buy That Dream** . . . Decca 23434
- It Had To Be You** . . . Decca 23349
- Oh, What It Seemed To Be** . . . Decca 23481
- Some Sunday Morning** . . . Decca 23434
- Something Old, Something New** . . . Decca 23611
- Together** . . . Decca 23349
- Why Does It Get So Late So Early?** . . . Decca 23611
- Hearis Win, You Lose**
Jack Brown Quartet (Where the) MGM 10425
- How Strange**
C. Hawkins and Ork (April in) Victor 20-3057
- Hup-Je-De-Bee**
Z. Elman and Ork (You're Mine) MGM 10243
- I Don't Care**
Liberace (Tico Tico) Signature 15233
- It's Just a Matter of Time**
S. Dunham and Ork (Memories of) Embassy F-1010
- It's Mad, Mad, Mad**
L. Horne (Sometimes I'm) MGM 10246
- Jolly Miller Polka**
S. Haskell and Jolly Millers (Barnyard Blues) Capitol 15174
- Let's Get Married**
A. Kassel and Ork (160 Acres) Mercury 5108
- Lillette**
V. Damone (The Night) Mercury 5170
- Lillette**
J. Dorsey and Ork (Azusa/Cucamonga) MGM 10245
- Lillette**
Buddy Greco and the Sharps (A Stranger) Musicraft 588
- (I'm Sick and Tired of You) Little Darlin'**
M. Amsterdam With S. Fidler and Ork (Never Underestimate) Apollo 1127
- Makin' Love Mountain Style**
Dinning Sisters (You're a) Capitol 15172
- Memories of You**
S. Dunham and Ork (It's Just) Embassy F-1010
- My Baby Just Cares For Me**
M. Torne (A Foggy) Musicraft 589
- My Guitar Is My Sweetheart**
The Four Top Hatters (On the Sunny) Music Art 756
- My Melancholy Baby**
P. Comto-R. Case and Ork (When You're) Victor 20-3068
- Musical Smart Set-Ellan Britt Sing Country Song Hits Album-E. Britt and the Skytoppers (4-10")**
Victor P221
- Chime Bells** . . . Victor 20-3090
- Patent Leather Boots** . . . Victor 20-3092
- Put My Little Shoes Away** . . . Victor 20-3091
- She Taught Me To Yodel** . . . Victor 20-3092
- Someday** . . . Victor 20-3090
- The Precious Jewel** . . . Victor 20-3091
- There's a Star Spangled Banner Waving Somewhere** . . . Victor 20-3093
- They're Burning Up the House (I Was Brung Up in)** Victor 20-3092
- Never Underestimate the Power of a Woman**
M. Amsterdam With S. Filer and Ork (Little Darlin') Apollo 1127
- On a Slow Boat To China**
L. Clinton Ork (This Is) Decca 24482
- On the Sunny Side of the Street**
The Four Top Hatters (My Guitar) Music Art 756
- 160 Acres**
B. Crosby-Andrews Sisters (At the) Decca 24481
- 160 Acres**
A. Kassel and Ork (Let's Get) Mercury 5108
- Put the Blame on Mame**
M. Lewis-Ray Bloch Ork (Walkin' With) Signature 15229
- Rendezvous With a Rose**
Pepper Nealy and the Ace Trio (Everything Reminds) Bullet 1056
- Rendezvous With a Rose**
Jack Stout-Dick Wong (You Never) D and D 45-1903
- Rooster**
The Ravens (September Song) National 9053
- September in the Rain**
S. Donahue and His Ork (Constellation) Capitol 15172
- September Song**
The Ravens (Rooster) National 9053
- Sometimes I'm Happy**
L. Horne (It's Mad) MGM 10246
- Songs of Our Times (1942) Album--Bob Grant Ork (4-10")**
Decca A 1942
- 1. Blues in the Night; 2. This Is Worth Fighting For; 3. Moonlight Cocktail** . . . Decca 24311
- 1. I Left My Heart at the Stage Door Canteen; 2. Somebody Else is Taking My Place; 3. Fraize the Lord and Pass the Ammunition** . . . Decca 24312
- 1. Jersey Bounce; 2. Don't Sit Under the Apple Tree; 3. A String of Pearls** . . . Decca 24312
- 1. Jingle Jangle Jingle; 2. Deep in the Heart of Texas; 3. Strip Polka** . . . Decca 24312
- 1. Johnny Found a Rose in Ireland; 2. White Christmas; 3. Everything I Have Is Yours** . . . Decca 24312
- 1. My Devotion; 2. You Made Me Love You; 3. Mr. Five by Five** . . . Decca 24311
- 1. Sleepy Lagoon; 2. I Don't Want To Walk Without You; 3. Always in My Heart** . . . Decca 24310
- 1. Who Wouldn't Love You; 2. The White Cliffs of Dover; 3. One Dozen Roses** . . . Decca 24310
- Spring Made a Fool of Me**
Lorry Raine-R. Garcia and Ork (Foolish Me) Const 8035
- Tallulah Polka**
J. Eager and Eager Beavers With E. Musette Ork (You, You) Grand G-25010
- That's My Gal**
Jack Caldwell Trio (You'll Always) Bullet 1054
- That's the Way He Does It**
Page Cavanaugh Trio (Daddy-O) Victor 20-3065
- The Night Has a Thousand Eyes**
V. Damone (Lillette) Mercury 5170
- This is the Moment**
L. Clinton Ork (On a) Decca 24482
- Tico Tico**
Liberace (I Don't) Signature 15233
- Trouble in Mind**
J. Stafford-P. Weston Ork (Baby, Won't) Capitol 15171
- Walkin' With My Shadow**
M. Lewis-Ray Bloch Ork (Put the) Signature 15229
- We Can't Agree**
L. Jordan and His Tympany Five (Don't Burn) Decca 24483
- When Summer Comes**
S. Dunham and Ork (You Gaze) Embassy F-1009

(Continued on page 115)

The Billboard
MUSIC POPULARITY CHARTS
PART XI
Album Reviews

Week Ending August 6



The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted. Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

THE CATEGORIES

- | | |
|--|-----------|
| | Max. Pts. |
| 1. Production Idea (grouping of selections continuity) | 15 |
| 2. "Name Value" | 15 |
| 3. Caliber of Material | 15 |
| 4. Manufacturer's Distribution Power | 10 |
| 5. Exploitation Aids (Record company and other advertising-promotion, film, legit and other plugs) | 10 |
| 6. Interpretation | 15 |
| 7. Record Quality | 5 |
| 8. Manufacturers' Production Efficiency | 5 |
| 9. Packaging (art work, binding, wrapping) | 10 |

THE RATINGS

- (100 points—the maximum)
- | | |
|--------|--------------------|
| 90-100 | tops |
| 80-89 | excellent |
| 70-79 | good |
| 60-69 | satisfactory |
| 40-59 | poor |

ETHEL MERMAN SONGS SHE HAS MADE FAMOUS ALBUM— 80

Ethel Merman (4-10") (Decca A-681)
 You're the Top; I Get a Kick Out of You; Eddie Was a Lady (Parts 1 and 2); Blow Gabriel Blow; I Got Rhythm; Life Is Just a Bowl of Cherries; It's De-Lovely.
 The healthy pair of lungs that belong to Broadway's Ethel Merman are on display in this Decca album rendering the few tunes that the gal has been associated thru the years. Miss Merman, ably assisted by the ork, manages to put on wax the same vivacity of style that has long kept her a legit fave. Tho all here are top drawer renditions, thrush shines brightest while chirping "You're the Top," "I Got Rhythm," "I Get a Kick Out of You," and "Eddie Was a Lady." Package should go well over counters all over the country due to many fans gal has garnered as result of her pic and radio work in addition to Broadway musical.

JUKES In places where the jitney drop-pers delight in the Merman delivery.
JOCKS Take your pick.

KING COLE FOR KIDS (3-10") 85

Songs for children by King Cole Trio (Capitol DC 89)
 Old MacDonald Had a Farm; Go To Sleep My Sleepyhead; There's a Train for Dreamland; Nursery Rhymes.
 Package represents diskery's first three-disk unbreakable (Superflex) album for kiddies, and talent employed here, that of the King Cole Trio, is perfect for the job. Nat (King) Cole employs his soft, velvety tonality to good advantage, emerging equally strong on such as "Nursery Rhymes" and two lullaby ballads, "Go To Sleep My Sleepyhead" and "There's a tender against full Frank De Vol orking and are soothing for sleep-bound youngsters; others feature the Cole Trio. Retailers should find the King Cole name a lure for the adults who buy disks for their kiddies.

JUKES Possibly the two lullaby platters, which are typical King Cole efforts.
JOCKS Fine for kiddie programing.

SONGS FROM GRAND OLE OPRY ALBUM (4-10") 72

Wally Fowler's Oak Ridge Quartet (Capitol AD-86)
 Gonna Move This Wicked Race; Turn Your Radio On; Old Time Religion; No

Tears in Heaven; I Can Tell You the Time; Get on Board, Little Chillun'; Her Mansion Is Higher Than Mine; I've Found a Hidin' Place.

Relaxed and restrained is the treatment extended this group of spiritual tunes that enjoy particular favor among the hillbilly folk. Fowler and his quartet blend their voices well, exhibiting deft harmony throughout. Disks are representative of offerings featured by Fowler on the "Grand Ole Opry" airtel. Quartet seems to shine best on such numbers as "Turn Your Radio On" and "I Can Tell You the Time," wherein lyrics are framed with sensitive feeling.

JUKES One or two might go the most are typically spiritual.
JOCKS For change of pace programing or on Sundays.

TONY MARTIN MEMORIES ALBUM—Tony Martin (3-10") 73

(Mercury A 32)
 As You Desire Me; Without You; Make Believe; All the Things You Are; I Kiss Your Hand Madam; If I Love Again.
 Here's another package of platters featuring the schmaltzy romantic Tony Martin crooning, cut during the warbler's days of service under the Mercury banner. Material here, standard stuff with all crooning barys, is well suited to Martin's manner of chanting. All are in the dreamy mode, as ork sets lush, soft-light scene thruout, definitely subdued behind the full Martin tonality. "All the Things You Are," "Make Believe," and the currently revived "I Kiss Your Hand Madam" are Tony's top efforts.

JUKES Fine for the dreamy, holding hands spots.
JOCKS All rate a whirl.

TINY HILL ALBUM—Tiny Hill (3-10") 70

(Mercury A 30)
 Skirts; I Wish You Were Jealous of Me; You Gotta See Your Mama Every Night; Would You For a Big Red Apple; Angry; You Gotta Quit Cheatin' on Me.
 Nice idea here—a package of old-time jazz favorites from vaudeville's heyday. Tiny shucks them out in a robust, cherry style, with the hand beating it out in back on a tongue-in-cheek Dixie kick.

JUKES Good back-room stuff.
JOCKS Fine for reminiscent jazz, or vaude slots, except for the double-entendre "Red Apple."

GIVEAWAY BATTLE

(Continued from page 5)

In announcing the proposed rules, the FCC emphasized that the determination of the legality of an individual program will depend "on the facts of each case," with any violation of the four proposals to be used as prima facie evidence of the lottery provisions of the Communications Act.

The case of WARL, Arlington, Va., served as the touch-off for the giveaway issue. The station had been ordered to show cause why its telephone quiz program should not be considered as violating the act. Simultaneously with publication of the proposed giveaway rules, the FCC rejected a petition by WARL to vacate the order, and adopted as a proposed decision a hearing examiner's finding that the program constituted a violation of lottery prohibitions. Format of the accused program involved announcer's telephoning a previously selected number and asking the responder a question to which the answer had been previously given over

the air. The FCC alleged that the questions were too difficult to be answered by anyone not listening to the program.

The hearing examiner's conclusion was that WARL's increased listening audience was "bargained for" and "sought after, requested, appealed to, and intentionally induced by the respondent." FCC is offering WARL the opportunity to present oral argument before the whole commission on the specific issue of whether the program violated the Communications Act.

Station WARL revealed it will request oral arguments before the FCC to defend its abandoned telephone quiz program, Dollars for Answers, as a test case to determine future policy applicable to all quiz programs. The FCC, meanwhile, is expected to be deluged with arguments from stations and networks on its anti-giveaway policy. With September 10 the deadline for stations to submit briefs, it is considered certain that FCC will call a hearing soon after that date.

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THIS IS THE MOMENT

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 Produced and Directed in Technicolor by Ernst Lubitsch

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MOM Pops With Mail Order Record Album Sale Gimmick A La Routine of Book Clubs

(Continued from page 15)
lections, in which there will be a coupon advising the member that he may accept the feature of the month, a pop album selected by a board of five nationally known music figures, or pick any of four other albums in the month's release. All types of music will be utilized in the selection of the four alternates.

Supervised Program

The program will be supervised by a group of MOM franchise holders. Franchises will be given to one person or firm in each district of approximately 200,000 people, with the holder to designate approximately 96 retail outlets in that area to handle certificates and bonus records. After a retail outlet signs for the plan, the store receives 10 bonus records, together with membership certificates. Within a week after getting his initial records, the franchise holder will begin supplying him with platters.

Franchise holders are being asked to put up \$2,000 yearly to cover promotion costs, plus \$450 for 1,000 bonus records. Over franchise holders will be a supervisor who will hold a franchise that will cost him \$2,000 for each district he superintends. Over the supervisor will be a division franchise, enabling a man to check nine or more district franchises. Top franchise will be the State franchise, which will cost \$2,000 for each district.

First return for the district franchise holder will be 20 cents out of every dollar that is spent for a bonus platter, with the retailer getting 35 cents and MOM getting 45 cents. Plus that, he'll receive a percentage of album sales profit accrued from the membership, with that percentage also being shared with the division supervisor and State franchise holder.

Wisconsin Program Set

The Wisconsin program will utilize a fleet of nine station wagons, fitted with sound equipment, plus a battery of spots for radio and mats for newspaper advertising, all to be bankrolled by MOM. Dunkle said the promotion nut for the first 90 days is set at \$250,000. Berne J. Ellis, prexy of MOM, said the campaign will follow into Michigan, Indiana, Illinois, Iowa and Minnesota, in that order, and then

into the South. Thus far, all but two of the 20 districts are manned in Wisconsin, Dunkle said.

A feature of the program is a patented unbreakable record holder, invented by Ellis, which has been pre-tested and will be utilized to cut down breakage. Bonus record for the Wisconsin area will be *The Wisconsin Song* backed by a pop, cut by the Honeydreamers and a band late in 1947. MOM has a backlog of 16 other State songs.

First album release selections will be ready for members in September, Dunkle said he has received letters from 45 record manufacturers signifying that they are behind his plan. He cannot get full co-operation of all of the big four, he added, as record retailer pressure is being brought to bear.

ALL SMASH HITS ON
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Records

B'way's Great Artist

CHARLIE VENTURA

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*** **NATIONAL** ***
Records
ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR
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"IF AND WHEN"

(Continued from page 15)
tween these two would be applied between the synchro and the "if and when" exhibition prices.

Pubs Okay Taps

According to Taps, his proposition has already been accepted by the bulk of the publishers approached. With the Herman Starr-MPHC group a deal setting \$40,000 as the synchro fee for a bundle of 15 songs and an additional 40¢ as the "if and when" exhibition fee was concluded. Other publishers will get synchro prices varying according to the number of tunes and usage, with the "if and when" price depending on their particular ratio of past synchro money as compared to past-film-performance collections.

STANDARD'S 3D

(Continued from page 16)
held in Mexico City, during which near 100 tunes were etched. Standard topper, Jerry King, said the European trip was "exploratory," in line with firm's growing interest in foreign recordings. Junket will be made even if ban is settled before sailing date, King added.

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18559-A1

DECCA

VOX JOX

A National Accounting of Disk Jockey Activities

READ THE GOSPEL . . . The American Music Conference (AMC), to help get its public education program across to radio audiences, worked out a system giving jocks suggested commentaries to drop into their patter. Sets of cards have been prepared with a short message on each. Example: "You have to be a musician like _____ to play music the way you've just heard it, but you don't have to be a _____ to enjoy life more with music. Almost one-third of America's families have at least one person who plays for enjoyment." Or: "Music is one of the world's strongest civilizing forces. Play it and hear it. You'll enjoy life more with music." AMC points out that jocks can build up musical good-will and develop more music-interested listeners for themselves by spreading the word. Card sets and succeeding series can be obtained from AMC offices at 332 South Michigan Avenue, Chicago 4.

GOTHAM GLEANINGS . . . Georges Meyerstein, general manager of French Polydor, here from Paris on a visit. . . . George Mendelssohn, Vox proxy, guested with WNEW's Art Ford on his August 4 show. . . . Symphony Sid is adding six more phones to handle request calls for his WMCA all-night jazz show. . . . Woody Woodard, WLIP, a champion of bebop, was to have Thelonious Monk as a guest August 8, and Lorraine Lyons, Blue Note exec, the following day. Others Woody has interviewed recently include Kenny (Pancho) Hagood and Walter Fuller.

PLATE TOUTING . . . Howie Richmond, of Robbins Music, and Joe Martin, of London Records, doing an *Underneath the Arches* deejay campaign, with pictures of leading jocks thruout the country on sheet music distributing in their areas. Eddie Hubbard, WIND, Chicago; Hal Moore, CAU, Philly; Bill Brandt, KDKA, Pittsburgh, and seven others are making the *Arches* pitch. . . . Dave Jacobs, WSID, Baltimore, reports that his new hour-long request show, *Sid's Bandwagon*, has fans giving top call to Jack Johnson's *Hair of Gold* on Metrotone. Alix Blake, WENT, Gloversville, N.Y., says of the same platter: "Looks like a sure thing."

CONNECTICUTTINGS . . . Walter Nielsen, WCCC, Hartford, has launched a new musical comedy show featuring Broadway show tunes, Monday thru Friday, 8-9 a.m. . . . Walter Haase, station manager of WDRG, Hartford, reports the recent experimental three-hour disk show on Saturday afternoons has been incorporated into wattery's regular schedule.

STRICTLY FROM DIXIE . . . KATL, Houston, Program Director Bill Newkirk, subbing for vacationing Johnny Edwards on an early-riser show, picked up the phone last week and heard a soft fem voice say: "Johnny, you didn't give me my kiss yet." Seems that Edwards intersperses patter and disks with some smacking good-morning osculations, and the girls missed them. Married man Newkirk lost no time in turning the show over to a bachelor sub. . . . Bob Van Camp, WSB, Atlanta, has added 25 minutes to his early a.m. *Morning Melodies* show, making it 75 minutes in all.

FRIENDLY FEUD . . . WING, Dayton, O., running a sweet-hot battle between Gene Barry, jazz spinner, and Lonesome Gal, protagonist of the mickey. Show from 3:30 to 4 across the board, allots two 15-minute segments to each jock, with audience votes determining the winner. Stunt pulled almost 1,000 pieces of mail during its first four days, and got a raft of local newspaper stories.

WESTERN WAX WHIRL . . . Warren Kelly, WJR, Detroit, emceed a neighborhood frolic at the Brewster Recreational Center August 4, featuring an amateur contest, with winners aired on Kelly's show via transcription. Event was co-sponsored by *The Detroit Times*.

ON THE STAND

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

Bernie Cummins

(Reviewed at Hotel New Yorker, August 3. Booked by Music Corporation of America).

BRASS: Bob Tamburri, Clyde Bellin and Dick Wilkie, trumpets; George Walsh, trombone.
REEDS: Gaines Carley and John Hamel, alto; Roy Jarvis and Don Klerus, tenors.
RHYTHM: Mel Stone, bass; Thad Wilkinson, piano; Max Gold, piano.
VOCALIST: Jo Ann Talley.
ARRANGER: George Walsh.
LEADER: Bernie Cummins.

Bernie Cummins, back at the hotel he opened 18 years ago, is purveying the same brand of quiet, unobtrusive lounge music that has kept him employed in conservative, upper middle-class rooms for better than 25 years. With arrangements unadorned to the point of anonymity, and a light and easily-felt beat, there's nothing in his music to restrict dancers from the business at foot. Tempos vary little from medley to medley or set to set, with easy-to-manage medium fox trots in the great majority. Tried and true standards, including the most desirable show tunes, comprise the bulk of the book, with just an occasional short rumba set thrown in. Cummins always gives the timorous

or unaccomplished terpers warning when an L-A medley is coming up by casually announcing, "R-r-room-bah."

Muted Brasses

With one of his saxes doubling on baritone for most of the ballads, the four-reed section has good depth and body. Brasses, playing muted till after the shank of the evening and even then keeping it down with tin derbies, blend well. The drummer stays with brushes, is gentle with the foot pedal. The piano, amplified over horns, takes the lead in many passages.

Thrush Jo Ann Talley, debuting on the big time, sings in simple, low-pitched style well-suited to the genteel-conservative tone of the band. Cummins, who joshes his way thru a vocal or two, has an easy podium manner, and an occasional friendly rib for the customers, many of whom seem to be old friends.

He obviously knows just what he's about, furnishing conservative music for a conservative dance crowd. Almost three decades of experience have brought him to a groove that requires little tampering or experimentation. Jerry Weisler



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The original recorded version of Lang Thompson's

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Also timely and terrific

#126 "UNDERNEATH THE ARCHES" "SIDE BY SIDE" by Aqua String Band

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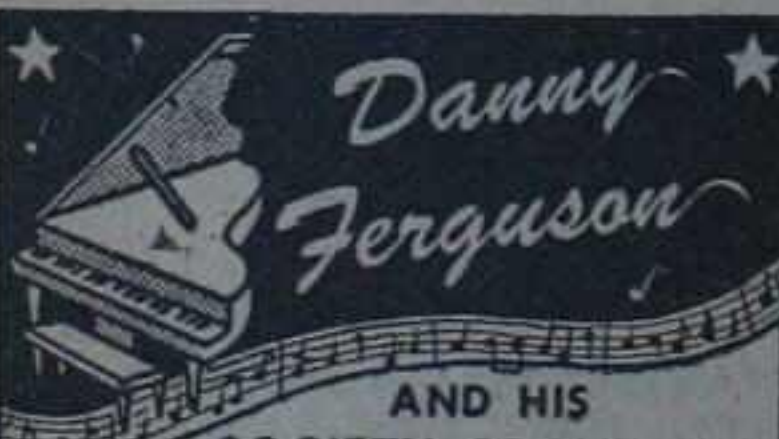
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D.J. and Decca To Talk Over Anti-Trust Suit

(Continued from page 16)

understanding and to the maintenance of good neighborliness.

"Therefore, in addition to removing artificial barriers to foreign trade and commerce, we seek by this suit to eliminate any contractual arrangements which interfere with or prevent the free interchange of information among the several nations."

Sales for 1947

Noting that retail disk sales for 1947 in the U. S. bettered \$190,000,000, Assistant Attorney General Herbert A. Bergson, in charge of the anti-trust division, said that as a result of the alleged conspiracy and contractual agreements, American platter exports to important foreign markets where a strong demand exists have been "seriously restrained," and that the British firms have been prevented from selling here, except on a non-competitive basis with American Decca.

"This case is intended to remove the restraint on trade and commerce in records in order to permit the American defendant to compete in foreign markets, and at the same time open the domestic market so as to provide the American purchaser a wider selection of records at competitive prices," Bergson said.

Milton R. Rackmill, executive veepee of Decca here, stated that the firm's income from foreign sources was "negligible." "These foreign agreements have been in existence since 1934 when our business had barely begun, and they have not until now been criticized," he said.

Decca Agreements

Music biz observers are speculating as to the timing of the government suit, coming as it does at a period when relations between the American and British waxeries are at their lowest ebb. As stated in the government's complaint, British Decca set up the American firm in 1934, retained a majority of its stock until 1939, and finally withdrew completely in 1943. By terms of the original agreement, British Decca was to press American Decca pop sides in England, and American Decca was to peddle the English Full Frequency Range (FFRR) recordings here. It is common knowledge that Jack Kapp, Decca prexy, would like to see cer-

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Vocals are by Smilin' Red Maxedon and Dottie Leader,
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ARCADIA RECORD #1949
ARCADIA RECORDS 6432 CASS AVE.
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Walters Insists Acts Be Paid

(Continued from page 3)

will have to pay. Walters repeated his previous belief that if the public sees nitery performers on tele for free they won't patronize clubs. To offset this possible loss in revenue, he felt that niteries or theaters should be compensated by tele stations or sponsors for any loss of revenue.

"I realize I'm not going to stop television," Walters said. "I would be happy to have my shows televised provided arrangements were made whereby I would be compensated for a loss in business." He didn't elaborate on what form of compensation would be agreeable, but stressed that any tele use of nitery performers must result in loss of bistro biz.

Walters denied charges that he had been pressured by a columnist to allow Willie Shore to make a tele appearance. He said he gave Shore an okay to do the Ed Sullivan video shot to help the performer out of a difficult contractual situation and because "Willie Shore is a friend of mine." He stressed that Sullivan had never pressured him in the slightest to secure acts for his tele show.

USO NOT REVIVED

(Continued from page 3)

and former exec veepee. To clarify the matter and to stop the deluge of job requests, Phillips stated today:

"The USO-Camp Shows has not been revived and no steps have been taken as yet to reconstitute it. Veterans' Hospital Camp Shows, a separate corporation, continues to furnish entertainment to hospitalized veterans under its charter, and will continue to do so indefinitely. It is not expanding its activities, and entertainers desiring employment by it should apply at this office, 8 West 40th Street, for that type of service. When, as and if USO-Camp Shows is revived, an announcement to that effect will be made."

tain of these contractual agreements voided. E. R. Lewis, head of British Decca, is understood to be similarly inclined. London Records, the British Decca firm here, is expanding, and with its current platter hit, *Underneath the Arches*, is reported to be getting into the black for the first time, and would be a convenient instrument for getting the FFRR material to American buyers. A government order to dissolve these arrangements would be a convenient out for at least one side.

Kapp is in Europe now, and Lewis is here. When the latter was apprised of Rackmill's statement to the effect that American Decca's foreign take is negligible, commented dryly: "It wasn't peanuts."

Showbiz Heads on Camp Shows Board

(Continued from page 4)

Murphy; International Alliance of Theatrical Stage Employes, Richard Walsh; League of New York Theaters, *Brock Pemberton; Music Publishers Protective Association, Walter G. Douglas; Mutual Broadcasting System, Edgar Kobak; National Association of Broadcasters, Justin Miller; National Broadcasting Company, Niles Trammell and Sidney Strotz; Negro Artists Guild, *Noble Sissle; Screen Actors Guild, Ronald Reagan and *Mrs. Florence Marston; Screen Directors Guild, Sheridan Gibney; Theater Authority, Alan Corelli; Theater Owners of America, Ted Gamble. Other directors include John Golden, *John Shubert and *A. J. Balaban. Officers include *Walter J. Hoving, chairman of the board; *Abe Lastfogel, president; *Lawrence Phillips, *Emil Friedlander, *James Sauter and *George J. Schaeffer, executive vice-presidents; *Clarence G. Michalis, treasurer; *John M. Lewis, secretary, and *C. J. Witting, assistant treasurer. *Dr. Lindsley F. Kimball, former president of USO, is also a member of the board.

*Indicates member of original board

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'Rum, Coca-Cola' Infringe Defense Get Stay in Suit

NEW YORK, Aug. 7.—In the latest installment of the long-run Rum and Coca-Cola litigation, Leo Feist, Inc., pubbery, and writers Morey Amsterdam, Jeri Sullavan and Paul Baron, defendants in the infringement suit brought by pubber Maurice Baron, were granted a stay on all but injunction proceedings by Federal Judge Simon H. Rifkind this week. The stay was granted pending final hearing on the defendants' appeal to the U. S. Circuit Court of Appeals from Judge Rifkind's recent decision giving Maurice Baron, publisher of a tune titled *L' Anne Passe*, an injunction and an accounting for infringement of the music of *Passe* by Rum.

The defendants' motion for a stay was granted on the condition that they post a bond of \$50,000. The plaintiff had asked that the bond be set at \$250,000, claiming that damages will exceed that amount.

The original publisher of the lyrics of Rum, Mohamed H. Kahn, of the British West Indies, has already won an action for infringement on the lyrics in the lower and upper courts.

Gastel Pacts Cole For 5-Year Period

HOLLYWOOD, Aug. 7.—Nat (King) Cole and his personal manager, Carlos Gastel, extended their existing contract for an additional five years. New pact goes into effect a year from now when the current paper expires. Gastel originally inked the threesome in 1942, at which time the group was earning \$300-\$350 per week, with terms of the initial agreement guaranteeing Cole that his group would be getting \$1,000 per week within six months and a minimum of \$1,500 weekly by 1943.

Since that time, group has hit the \$4,000-\$4,500 per week bracket, and has marked up more than \$10,000 per week during its one-nighter tours. Most paydirt gained during a one-week period was two years ago when the threesome got \$13,500 for an appearance in Tom Breneman's *Breakfast in Hollywood* flicker while getting \$3,500 for playing the Trocadero.

Martin Activates Fremart Music Pub

NEW YORK, Aug. 7.—Orkster Freddie Martin this week activated his Broadcast Music, Inc. (BMI) pubbery, Fremart Music, and will concentrate his pubber activities mostly thru the BMI firm.

Frank Kelton, professional manager of Martin's American Society of Composers, Authors, and Publishers (ASCAP) pub, Martin Music, will also assume the p.m. duties for Fremart. The first tune to be worked on in the BMI affiliate will be *Am I All of Your Future*.

Desmond Leaves "Teen-Timer" Seg

NEW YORK, Aug. 7.—Chanter Johnny Desmond reportedly has left the Mutual Broadcasting System's (MBS) *Teen-Timers* ailer due to time conflicts with his new five-a-week video show for the Columbia Broadcasting System (CBS).

Jack Leonard is rumored slated to fill the *Teen-Timer* spot this week, with Bob Eberle to follow. By that time the show expects to have lined up its new regular warbler.

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AFM-AGVA FIGHT OUT IN OPEN

Petrillo Kills All Pacts With Thesp Union

Actors Taken by Surprise

(Continued from page 3)

being dissolved and you and your members are hereby notified that no members of American Federation of Musicians, even tho they sing or entertain by means other than their musical ability, shall become members of AGVA except with permission of the national office." (Full text of letter appears in an adjoining column.)

AGVA Taken Off Guard

AGVA toppers said they were caught by complete surprise by this action and couldn't understand what Petrillo wanted or was aiming for. None of the AFM toppers was available for comment. Rex Ricardi, Petrillo aid, reached by phone at his home late Friday night, claimed ignorance of the order. Other AFM heads were out of town, it was said.

The only clues AGVA had to account even in part for this Petrillo move was a meeting held about two weeks ago between Harry Steper, another Petrillo aid, and AGVA leaders. The huddle was attended by Jonas Silverstone, AGVA lawyer; Dewey Barto, AGVA member on the Associated Actors and Artistes of America (Four A's) board now running the actors' union; Hy Faine, chairman of the Four A's committee in AGVA, and Dave Fox, AGVA New York topper, and Steper, of AFM. The meeting discussed some mutual arrangement whereby more jobs could be made available for members of both unions.

Next Confab Canceled

The meeting ended on a friendly note and later, upon urging by Barto, another meeting was skedded for the following Wednesday. "It was at this meeting," said Barto, "that we intended to tell Steper that we had definite commitments for 26 weeks in theaters to be opened if the musicians would play along with us. The day before the meeting Steper's secretary phoned us and canceled the meeting. The form letter of Petrillo's is the first we have heard of since then."

AGVA lawyers were out of town, as were the rest of the members of the Four A's committee running AGVA; Barto charged that AFM's move was in his opinion an attempt by Petrillo to raid AGVA and was a direct violation of AFM's charter. "What Petrillo now wants is an American Federation of Musicians to keep you laying off," he said sarcastically.

Charges Poaching

Barto further said that this letter convicts Petrillo of encroaching and poaching on another American Federation of Labor (AFL) union in violation of all union practices.

Until the full committee meets, AGVA has decided to stick to its guns that nobody who performs in the AGVA field, whether a musician or not, will be permitted to do so without an AGVA card.

It was further charged by AGVA toppers that this move of AFM is an attempt to enrich itself by foisting the 10 per cent traveling tax on AGVA people. Originally, AGVA said, the tax was levied on traveling (See AFM-AGVA WAR on page 46)

Petrillo's War Declaration

Quite a few of our locals in the past several months have asked this office for information concerning membership of their members in AGVA and the demands placed upon them by AGVA. Just a few days ago an article appeared in one of the trade papers stating that AGVA has reached an agreement with the American Federation of Musicians concerning membership of musicians in AGVA when they sing or entertain by means other than their musical ability. This article is erroneous, as no agreement has been made between the American Federation of Musicians and AGVA.

It is true that an understanding has existed between ourselves and that organization for quite a while that, where a member of the American Federation of Musicians sings or dances, tells stories, etc., in a floorshow or on the stage of a theater, we agreed this member was a potential member for AGVA. As of this day, however, this understanding is being dissolved and you and your members are hereby notified that no members of the American Federation of Musicians, even tho they sing or entertain by means other than their musical ability, shall become members of AGVA except with permission of the national office.

Your further attention is directed to Article 10, Section 20, of our national by-laws which reads as follows: "Members of the American Federation of Musicians are not permitted to sign any form of contract or agreement for an engagement other than that issued by the American Federation of Musicians." This law should be called to the attention of your members as many of them are now signing AGVA contracts in violation of this law.

Fraternally yours,

James C. Petrillo

President,

American Federation of Musicians.

August 5, 1948.

Biz Off 40%; Atlantic City Ops Desperate

ATLANTIC CITY, Aug. 7.—Niteries, taverns, side street peep shows and even the swank beachfront hotels at this resort are experiencing one of the worst seasons in their history, despite the crowds. Ops admit that business is as much as 40 per cent under last season, and if not for the week-end upliftings, most of the spots would never weather it.

As for the major clubs, absence of the games of chance in the back rooms is attributed to the absence of the "wine buyers." Others lay the blame on the booming rise in food prices. Not only are the ops worried about the summer, but they've got the rest of the year to consider. For the most part they depend on a bright June-to-September for them to sit out the dead months of the year.

Even "Harlem" Suffers

Even the North Side spots—the resort's Harlem—are hard hit. With a pay roll of at least \$5,000 for the big show and other help, vet nitery owner Leroy Williams's Club Harlem is one of the hardest hit spots in town. Instead of the usual pack-'em-in-every-night, it's lucky if it can be filled up week-ends. Patronage is about 75 per cent white. Across the street from the Harlem, Grace's Little Belmont Club is now on a musical bar kick. Here, too, they're crying the blues, with over 10 people at the bar considered a crowd.

Altho the Atlantic City race track opens its season next week, nitery ops are not too hopeful, what with the resorts just getting over the throes of a major gambling investigation. The big race-horse figures, number bankers, card sharks and other fast-money boys are sticking close to New York, Philadelphia and Washington because of the gambling freeze. This group of visitors ordinarily could be looked upon to spend at least \$250,000 while they relaxed here.

AGVA Ballots Out, Campaign Is On

NEW YORK, Aug. 7.—The ballots in the American Guild of Variety Artists (AGVA) election are out and at least two groups are actively campaigning for office and national board jobs.

On the West Coast, Eddie Rio, seeking the presidency of the union, has a committee headed by Bob Alder and consisting of some of the biggest names in showbiz. Among them are Bob Hope and Bing Crosby.

In New York the program committee is drum-thumping for an all-inclusive platform which includes the following: (1) Regular monthly meeting in all branches; (2) stimulating and creating employment and removing taxes that affect the profession; (3) rigid control of all benefit performances; (4) death benefits, hospitalization and welfare funds without dues hike; (5) complete organization of the variety field.

Walters Pitches For Florentine

HOLLYWOOD, Aug. 7.—Having failed to purchase either Earl Carroll's or Slapsy Maxie's, New York's Latin Quarter op, Lou Walters, this week-end made a bid to take over the defunct Florentine Gardens here. Walters offered to sign a 10-year lease for the property at a figure understood to be \$3,500 monthly. Walters said he expected an answer early next week. Walters's partner in the venture would be E. M. Loew, co-owner of the Latin Quarter.

Walters talked with ops of Earl Carroll's earlier this week and was told the spot was not for sale. He got the same reaction from Slapsy's.

Reported sale of Slapsy's to Monte Proser appeared dead at press time. Proser is said to have asked for a partnership in the club, whereas Sy and Charles Devore, ops, were only willing to tie up with Proser in a booking and show production deal.

Spa Biz Gains As Lid Pops Off Gambling

Clubs' Big Nut Now Justified

NEW YORK, Aug. 7.—The Saratoga season which started under a cloud intensified by the fear that the clubs with big shows would be murdered because there was no okay on gambling, finally got their break when the casinos began operating Wednesday (4) night.

The original apprehension was based on the belief that with the Spa virtually in Governor Dewey's backyard, he would be anxious to build up a political record for the presidential campaign and so would put the finger on the tables. It later developed the fears were groundless. It was the local politicians who had to be appeased.

Biz Picks Right Up

In any event, Piping Rock with its expensive show, Joe E. Lewis, Kay Thompson, Copsey and Ayres, a 16-girl Wally Wanger line, which didn't open too badly, picked up as soon as the odds-on boys began working. Delmorico's with its *Hold It* group (16) headed by Jean Carroll, opened to only a so-so house. Business, however, picked up after the gambling green light came on.

Orthwaite's, the only other spot of importance in town, also opened, but up to this writing has only a seven-girl line in. It's understood, however, that the club is trying to bring in some acts with heft to get the money lads to give their room a play.

Other Biz Far Off

Business in the rest of the town is a far cry from what it was even last year, which wasn't any too good. For example, cabs which used to charge \$5 for track transportation, now start off with \$2. Comes post time, the (See SPA BIZ GAINS on page 46)

Carmen Vs. Chip In Countersuits

HOLLYWOOD, Aug. 7.—South American cine songstress Carmen Miranda asked \$260,000 in a countersuit filed in Superior Court against the Chip Corporation, Monte Proser firm, which was to have reopened the Trocadero. The action came on the heels of a \$200,000 suit against her by Chip, charging her with changing her mind after contracting to appear in the Carmen Miranda Room, bistro which was to have occupied a wing of the Troc.

Miss Miranda's exclusive five-year pact with Chip called for her to appear 12 weeks per year in the room, for which she was to have received \$52,000 a year. Chip Corporation contended that it shelled out \$60,000 for the 15-year Troc lease and wanted to a \$1,600 monthly rental for the spot only to find the Brazilian bombshell backing out on the deal.

Miss Miranda, however, denied the charges, stating that she would have been willing to fulfill her contract had Chip redecorated the spot and opened for biz. She charged Chip was not able to get permits for reconstruction work and alleged that the firm was short of funds and didn't pay the rent. In asking for \$260,000, she stated the sum represents the salary she would have earned on the contract.

Oriental, Chicago

(Thursday, August 5)

Capacity: 3,200. Price policy, 50-98 cents. Five shows daily; six week-ends. House booker, Charley Hogan. Shows played by Carl Sands' house band.

The quality of Horace Heidt's Radio Stars revue falls way short of the terrific job turned in several months ago when Heidt shepherded the operation. Corny comic, Don Rice, contributes plenty of talk, but the production tricks and pacing that made Heidt's first visit a success are missing.

Rice tries to liven proceedings by walking on in the middle of the singing acts and starting to talk, taking the focus off the act and hurting the general presentation. This house of squares died at Rice's trite impressions of a woman dressing and a stereotype drunk. He hit real lows, with vulgar lines like "spit on the first floor audience."

Tho the house full of Heidt fans reddened their mits for every act, only two could work this spot without the aura of Heidt's webber. Blind singer Harold Paar has a smooth pop-style delivery that would make him a good recording bet. Negro trombonist Stanley Morse could draw a solo spot with a name ork. Remainder fall in the amateur class.

Jeanne Harvey, 16-year-old tapster, shows possibilities and Johnny Mongol has a distinctive high tenor that registers well. He lacks animation, however. Pat Theriault plucks plenty of banjo, but needs more novelty material to step up the tempo of his work. Jimmy E. Rosso, crooner mimic, hits some high spots, like his banjo and Frankie Laine impress, but other than that, there's little realistic material of note. Jack Green pulled eyes as well as ears with his dance-musical bottles stint, but the turn needs a new approach.

Drummer Johnny Vana works with ease either at the vibes, marimba and drums and tap dances while working the marimba, but turn needs musical routining. The Melodares, three boys and a gal, make a sharp appearance but their harmony vocals frequently are out of tune. *Johnny Sippel.*

Roxy, New York

(Wednesday, August 4)

Capacity: 6,000. Price range, 80 cents to \$1.50. Four shows daily; five Saturdays. House booker, Sam Rauch. Show played by Paul Ash's house band.

This show is full of sight acts and productions with each blending into the whole to make it completely diverting and almost equally entertaining thruout. A stronger laugh-getter in the comic spot would have given it the solid quality it seemed to need.

The name draw on this bill is Dick Haymes. The 20th-Fox lad got a big hand on the entrance and a bigger one on his exit. His singing, tho, wasn't his best, seemingly being affected by either a throat condition or nervousness. But whatever it was, there was a distinct tremulo in most of his numbers. The singer limited his act to standards, most of them coming from his flickers, ending with *Old Man River*. Last time here Haymes did a bit with some gal in the show which helped loosen him up. Maybe he needs somebody with him again.

Trent's Puppets Laughable

Tommy Trent's puppet and marionette act was good giggle fodder. He handled the puppets with skill, using the standard props, and got the desired results. His marionette, a Sambo doll in black light, doing a rubber-legged dance, got him off to a juicy mitt.

Buster Shaver's act with Olive, George and Richard, was well received by a full house that found the midgets entertaining. Shaver's bit with Olive got oohs and ahs and good applause.

The show opened with a house production doing well rehearsed rou-

VAUDEVILLE REVIEWS

Paramount, New York

(Wednesday, August 4)

Capacity: 3,054. Prices, 55 cents to \$1.50. Five shows daily. House booker, Harry Levine. Show played by name ork.

This package has about all the ingredients that make up a sock stage-show. It has pace, novelty, top comedy, listenable music and a record name that lives up to its rep.

Peggy Lee in the top spot and closer did a standout job. Her choice of numbers ranging from a throw-away to her trademark, *Manana*, were sold with a skill that had the jammed house completely hushed. The blond canary showed a sexy voice quality that brought the whistles from the gallery. Her slow blues were particularly effective, e.g., *Baby, Don't Be Mad at Me*. Miss Lee's clear enunciation, sharp phrasing and deliberate underselling allowed her smooth voice a full range. When she finished the applause was tremendous.

Barbour a Big Help

There is little doubt that much of Miss Lee's selling quality comes from the backing by her husband, Dave Barbour. He's onstage with a quintet (two guitars, drum, bass, clarinet), giving a rhythmic and melodic background that is almost irresistible. In the *Manana* number, for example, the backing was all rhythm. Even the lads in the Ray Eberle band were in with various percussions. It all added up to a fine production that set Miss Lee off to her best vocal advantage. But if Miss Lee can warble, her appearance can stand a little changing. In the show caught she wore a blue gown with some sort of chest doo-hickey that made her look top-heavy. A simpler sort of costume seemed indicated.

Jan Murray, working in the middle, got some of the biggest yocks we have heard in a long time. As he worked with Toni Kelly in the doll bit, the belly gurgles came one on top of another. The fact that an ad lib situation occurred when the doll's head came off and rolled into the pit didn't hurt any, either. Most of Murray's material was old. But the way the mob ate it up it was like strawberry shortcake. Murray's timing was right on the button. He got about everything out of a gag it was possible to get. When finally he finished, the house was weak with laughter.

Cardenas Juggler

Rudy Cardenas, youthful Mexican juggler, opened the show with a fast routine and kept it all the way, whether it was hats, cocktail shakers or balls he was tossing around. He flubbed a couple of times, but his disarming smile while doing it got him a better reception than had he gone thru his act without a hitch.

Ray Eberle doesn't have much of a chance in the show. He did sing a couple of songs in commendable fashion and his band (15) showed a verve and cohesion in its one number that made it pleasant to listen to.

Pic, *Beyond Glory*. *Bill Smith.*

times to *Ooh, Ain't She Pretty*. Gals were in bathing suits and boys were in spectator beach costumes. There was some pretty stuff with big balls bouncing in unison while the H. Leopold Spitalny choral mixed ensemble, on stage left and right, gave it vocal backing.

The icer gets better each time caught. Carol Lynne's graceful, almost effortless skimming, and Arnold Shoda's frozen pyrotechnics, backed by four girls and four boys on ice, is lovely to watch. Jean Sturgeon, working with Shoda, made an excellent foil. Fritz Diel, on stilt skates, swooped around capably to *You Can't Be True, Dear*. The whole thing made for a good show.

Pic, *The Walls of Jericho*. *Bill Smith.*

Casino, London

(Monday, July 26)

Capacity: 1,750. Price policy, 80 cents to \$2.20. Number of shows daily, two; Saturdays, three. House booker, Bernard Delafont. Shows played by house band.

A number of unplanned incidents upset this new vaude bill, which should be a hit show even tho it played to a house one-third empty on opening night.

Maxine Sullivan, billed as the Loch Lomond Lady, received a late call, and the orchestra went thru three choruses of her opener before she came on.

The usual nervousness of opening night, plus the late appearance, had the singer a little on the restless side for the first two numbers. She opened with *Lazy Country Side* and then swung into *Jackie Boy*. She received a good hand for the two opening vocals which increased with the singing of *Nature Boy*. This set the stage for *Loch Lomond*, for which she is famous thruout England. Her closer was *The Folks Who Live on the Hill*.

Miss Sullivan would have been good for at least three encores, but her act was cut short as the band swung into the music for the next turn. The audience was still calling for more as the next act came on. This difficulty should be overcome with better timing of acts to make room for encores.

Program Shuffled

Opening night found a shuffling of acts, with only two turns appearing in the order set out in the printed program. This was upsetting to the audience.

Moran and Etof had a tough spot opening the bill, as nearly one-third of the audience came in late during the first half of their act. Their routine was good and they drew a big hand.

Jackie Hunter got off to a slow start, but reached high pitch with an imaginary poker game. He closed his act with a turn at the drums which was a noisy affair but dull in spots.

Senor Wences was moved into No. 4 spot. He drew one of the biggest hands of the night for his return engagement. His ventro act is exceptional and he reaches a high spot while holding a note for at least five seconds while smoking a cigarette.

The Three Wiles, American novelty act, had a mild opening, but closed with a three-piano novelty routine (See CASINO, LONDON on page 42)

Radio City Music Hall, New York

(Thursday, August 5)

Capacity: 6,200. Prices, 50 cents to \$2.40. Four shows daily. House booker and producer, Leon Leonidoff. Show played by Alexander Smallens ork.

If the city of New York has any prizes for good-will builders they should go to the Music Hall stage staff for its outstanding job in constructing a fletcher around New York's 50th anniversary. Leon Leonidoff put a show together that has as much eye and ear appeal as anything caught in this house in many a long day. The Bruno Maine settings, bringing to life scenes and subjects closely identified with the five boroughs, show a rare imagination. The Russell Markert and Florence Rogge choreography was fascinating to watch. The Albert Stillman special lyrics showed rare touches of humor. And finally the performers did outstanding jobs knitting the whole thing into a delightful pattern symbolic of the city's golden anniversary.

The show opened with a nod to Richmond on a ferryboat set with a film projection on the backdrop showing harbor scenes. Andy Arcari, accordionist, pumping away on the stomach Steinway, gave it the realistic touch.

The Bronx came in for bows, being billed as the *Home of Champions*. The glee club in baseball uniforms, three umpires (who bemoaned their fate) and warbled funny things about Durocher, the Yanks, Giants and Dodgers, got laughs and hands practically all the way.

Rockettes Are Queens

The borough of Queens got its share of the limelight with the Rockettes, labeled as queens, going thru their customary precision work with a snap and fire that brought them the usual top mits. Brooklyn was exemplified by Coney Island and started with the Idalys (man and woman), perch and trapeze act. The couple worked high in spangles showing a thrilling routine. The lad did most of his act from an inverted bike, wheels of which were fastened to a circular platform. The fly-walking effect was so realistic it was breathtaking. While on his bike the man held the gal via teeth swivel harness, adding so much more thrill to the act.

Next was a midway scene bringing on the Bunin puppets, now billed as Bunin and Company. The act is still one of the best puppet combos around. It has uproarious comedy in addition of its deft handling. Unfortunately the act lost much of its impact because of the large stage. (See RADIO CITY on page 42)

LOOK who's here . . . **BIG** as **LIFE**

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MIRTHFUL MUSIC MAKERS

NIGHT CLUB REVIEWS

Vogue Room, Hotel Hollenden, Cleveland

(Thursday, August 5)

Capacity, 235. Price policy, no minimum. Shows at 8:30 and 12. Operator, Robert P. Joyce. Booker, non-exclusive. Publicity, Landis, Koehl & Landan. Estimated budget this show, \$6,250. Estimated budget last show, \$2,300.

After a six-week shutdown for re-decoration, this popular spot opened with a bang to a full house, featuring the Ink Spots in a two-week booking. Sammy Watkins's orchestra, which marked time during the closing at the Columbus, O., Deshler-Wallick Hotel, returned to its old stand.

Showing every bit of the \$50,000 claimed spent for renovation, the room is now out to get whatever night club business remains in the city. Maroon and black patent leather serves as a bright background for the Ink Spots, who pull all their show tricks to maintain high caliber entertainment.

Novelties Go Strong

Their novelty numbers went biggest with the capacity crowd. One was *If You Have to Hurt Someone, Why Does It Have to Be Me?* and they attribute authorship to fighters Joe Louis and Jersey Joe Walcott. The other humdinger is *Your Feet Too Big*. The latter, reminiscent of *Dry Bones*, builds better and hotter than the one emulated.

For contrast the quartet gives out with *The Best Things in Life Are Free* and *I Wake Up With a Teardrop in My Eyes*. On the beam with both hot and sweet, they never miss a chance to plug their disks, which got a bit tiresome after awhile. Also they overdid the dedications for a first night, referring constantly to the "big bosses of the hotel who are in the audience."

Nevertheless the crowd clamored for encores and the boys weren't stingy. Their style of old, with humming background, off-time strumming, is still tops for that kind of an act and their stay in Cleveland promises to be an extra special success.

Sammy Watkins's orchestra, geared to the style of the Ink Spots, is a big help to the act. Milton Widder.

Club Carnival, Minneapolis

(Sunday, August 1)

Capacity, 400. Manager, Tex Cook. Price policy, no cover, no minimum weekdays; \$2.50 minimum Saturdays. Shows at 8, 10 and 12. Booking policy, non-exclusive. Estimated budget this show, \$3,500. Estimated budget last show, \$3,500.

Pushing hard for recognition as the area's No. 1 nitery, this spot continues giving patrons top talent. Current show is headed by the Three Lind Brothers. The brothers, Murray, Dale and Phil, have built a repertoire ranging from *Eh Eh* and *Ave Maria* to nonsensical novelties like *Yah, Sure, You Betcha* and *I Can't Get Out of the Saddle*. And they have the ability and know-how to make the transformations with great ease. The three were crowd-pleasers from the moment they walked on the stage until they begged off after a double round of encores.

Show opener had Dolly Barr, lithesome roller skater and baton twirler, who executed several difficult handstands and splits on skates to

Lookout House, Covington, Kentucky

(Monday, August 2)

Capacity, 600. Price policy, \$2.50 minimum. Shows at 8 and 1. Operator, Lookout House, Inc. Manager, S. D. Alex. Booking policy, Frank Sennes, exclusive. Publicity, William A. A. Castellini. Estimated budget this show, \$5,000. Estimated budget last show, \$4,500.

Current menu moves skillfully and packs a wallop. Selection of acts won additional nods from patrons.

Laurel-grabbing honors rested between comic-impressionist Jay Jason, show's headliner, and Billy Fiorelli, youthful tonsil, with the former a shade the better. Jason packs a world of cute gimmicks into his staccato-projected material, all of which scored handsomely. Some of it was so sharp it soared way above a warm opening crowd. His vocal caricatures of Durante, Monroe and other screen and radio characters proved an immediate click. A sagely presented burlesque of *Ole Man River* and a sack army routine brought down the house. Jason utilizes perfect timing and an abundance of stage savvy to sell his wares.

The good-looking Fiorelli boasts an engaging set of bary pipes to score with a jived-up version of *All of Me* and powerful lunging of a *Don't Take Your Love From Me* heart throb. Payers palm-whacked him back after an ear-arresting low-register *Without a Song* and he obliged with a highly salable *You've Changed*. Gets rapt attention from his opening notes and holds it thruout with his vocal warmth, range and enunciation. Personable manner, scope of selection and good stand-up style also tab the youth as a performer likely to hit the upper brackets.

Peggy Taylor Trio, adagio experts, is back again, this time incorporating a number of new and exhilarating spins, twists and catches into its standard ballet and ballroom turns. All bring long kudos. Peggy and her strong-armed handlers work with surprising agility and grace, with the lithe-limbed gal sharply executing pinwheels, gainers and neck-risking leaps and dives to astound table sitters.

The Wally Wanger Dancers (8), attractively turned out, won good audience reception with a brace of better-than-average turns. Emsee Allan Cole, who put the show thru its paces in grand fashion, lends able vocal support to the ponies' prancing.

Bob Snyder's ork continues its top-notch show cutting and dance job, while Carl Bonner is still the feature at the Steinway in the club's Wonder Bar. Bob Doepker.

draw good applause. A sleeper at the 10 p.m. show was Buddy Tomasso, ork sax player, who stepped to the mike for a drunk number and impersonations of Peter Lorre, Edward G. Robinson, Lionel Barrymore and Vaughn Monroe that were outstanding. The boy is good and can be built up.

Nick Stuart, one-time filmster, fronts the 11-piece plus canary ork which does an all-right job for show and dancing. Dick Phillips at the piano handles Grieg's *Concerto* masterfully. Music at dinner was sweet, but musickers cut out with some fine offerings for the patron terpsisters. Jack Weinberg.

El Morocco, Montreal

(Monday, August 2)

Capacity, 275. Price policy, \$1.50 minimum. Shows at 8:30 and 12:30. Operators, Edmund Quinn and Yvon Robert. Publicity, Elmer W. Ferguson. Booking policy, William Morris Agency exclusive. Estimated budget this show, \$1,900. Estimated budget last show, \$1,500.

Current parlay at El Morocco must have been set in the bookers' heaven. It's got everything a nitery show should have, especially three main personalities—Artie Dann, Sunny Skylar and Stanley Kramer—who, by themselves, supply the socko folderol that kept the customers pounding the tables for more and more.

In addition, here's proof that if you give the customers an even break, i.e., quality merchandise at a reasonable price, it's still possible to have the maitre d' shaking his head to the table seekers. And this even without big names.

What this layout has even more than top performers individually is the three ingredients that make for perfect entertainment: comedy, music and novelty.

On top of this, the three performers complement instead of compete with each other.

They Team Up Well

Comedian Dann, with the elongated schnozzle, and singer Skylar are working together for the first time, and if their agents and bookers are smart it shouldn't be the last. Besides their own spots, the two do comedy bits together that with the proper setting could easily insure their being package-booked from now on. Dann brought Skylar on to the floor after Skylar socked across some audience heckling horseplay, and then Skylar sold for everything he was worth. He has a sterling floor personality and his special material and reprise of songs he's authored (*Amor, Amor; Besame Mucho, Love Is So Terrific*) got a hefty mitt all the way. He's a boff performer.

Dann, in his own spot, contrived some smart storytelling and a keen sense of material delivery based on his outsized nose. The guy has plenty of assurance and audience know-how and brought forth a steady stream of yocks that built to a beg-off mitt. His *Lord You Made My Nose Too Long* is, of course, a natural.

Kramer's Puppets

Puppeteer Stanley Kramer, working with his mother and father, is one of the best in the business. His dolls are lifelike and the act is always well paced and smartly routined. After the puppet stint he segues into a record-panto routine which doesn't quite tie in but nevertheless wins a warm palm.

Wally Wanger's line (6) contrib some effective routines and Buddy Clarke's ork cuts the show in the usual snappy fashion. Biz socko. Charles J. Lazarus.

CASINO, LONDON

(Continued from page 41)

which headlined a rather average turn.

The Newman Twins in a balancing act drew a good hand as they performed with an ease rarely seen on opening night.

Rolly Rolls on 88

Returning to the Casino after nearly six months, Rolly Rolls and his routine at the piano was a novelty but grew a little tiresome. He closed with a Gershwin medley on the concertino which drew a better hand than his piano act.

Medlock and Marlow with their dancing routine were okay as they knocked about the stage. Their material was good, but the act needs shortening.

Stars of the evening were the nine Frenchmen billed as *Les Compagnons de la Chanson*. These Parisian cabaret discoveries performed in a style not seen at the Casino in many months. They did it all in French but explained it first in English. K. H. Waggoner.

Follow-Up Review

BILTMORE BOWL, BILTMORE HOTEL, LOS ANGELES—Currently riding the crest of their popularity as the result of a socko recording of *My Happiness*, Jon and Sondra Steele display plenty of what it takes to score. Team has been a long time getting there, but their present singing act is ideally suited for bistro floors. Spotted in closing slot, duo is on for 20 minutes, to offer a generous helping of individually flavored ditties, topped by their wax version of *Happiness*.

Fresh in appearance, well groomed and polished, the Steeles appeal to all types of club-goers. They work together with easy precision, displaying better-than-average pipes and spotlighting close harmony. Choice of numbers is a great help in selling the act. Opening with a medley of oldies, they switch to blues-novelty *Send Me a Man* which highlights sultry-voiced work of fem partner. A change in pace, and Jon takes over via a flashy solo version of Chopin's *Polonaise* done straight and in boogie tempo. For wind-up, there's a novelty hillbilly tune which earns heavy returns and an enthusiastic call back.

Team shows top salesmanship and delivery, plus an infectious enthusiasm which makes them easy on the eyes and ears.

Rest of the Bowl show remains the same, with Arthur Blake sharing the bill with Ben Beri and June Edwards. Alan Fischler.

RADIO CITY

(Continued from page 41)

tomers down front in the orchestra howled with glee. The mezzanine and balcony trade lost most of the really funny bits. Perhaps having the act work against a colored drop is a mistake. A black drop might add to its visibility.

Rockefeller Center Finale

The finale was the topper. The set was a reproduction of Rockefeller Center complete with statue of Prometheus and spouting fountains. The ork was now on the "street level" while the ballet staff was down below. But instead of the customary ballet, the gals went thru some mild gymnastics with blue flags for a universal appeal.

The conclusion to *Little Old New York*, with the cast down on the descending pit, drew enthusiastic applause.

Picture, *A Date With Judy*.

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Dunn - Irving Clash Makes N. Y. AGVA Confab a Fiasco

NEW YORK, Aug. 7.—The first membership meeting of the American Guild of Variety Artists (AGVA) here since AGVA had its first convention ended in fiasco, with Henry Dunn (Cross and Dunn) and Phil Irving at complete cross purposes.

The confab at the Capitol Hotel Tuesday (3) was called ostensibly to inform rank and file on what happened at the convention. Later the floor was thrown open for discussions and a number of acts sounded off on agents' tactics. It was the consensus that the ballots for the election of a national board wouldn't be in until mid-September and the board wouldn't be seated until November. In view of members' beefs about conditions in the business, Phil Irving made a motion that a committee of 11 be nominated and elected at the meeting to act in an advisory capacity to Dave Fox, New York AGVA head. The committee would serve until the national board would take office.

Henry Dunn took exception to the

motion, and the charges and counter charges started to fly. Irving's motion, however, was passed and seconded and nominations began. In the midst of nominations, Dunn called Irving to the chair and turned the gavel over to him. Irving promptly called Dunn out of order and the yelling began all over again. The upshot of the meeting was that Dunn called for a motion to adjourn, made a rapid count of hands and adjourned the meeting.

While this was going on in New York, reports began reaching *The Billboard* that dissident groups headed by New England factions had accumulated a bankroll of \$100,000 to fight AGVA and the Associated Actors and Artistes of America (Four A's). The first shot in the campaign, a spokesman for the group said, will be fired in New York Supreme Court in October when this group will ask that the injunction granted recently by Justice Coahan, barring Matt Shelvey and a group of his supporters from interfering with the affairs of AGVA, be set aside as not binding on the general membership.

AGVA toppers and Four A's officials said they knew nothing about such a group and doubted its existence. It was admitted that the Boston situation wasn't good and that Philadelphia was also acting up. But confidence was expressed that the final outcome would be happy.

Ont. Liquor Board Eases Clamp, Allows Music in Small Clubs

TORONTO, Aug. 7.—The Ontario Liquor License Board (OLLB), which a fortnight ago put a clamp on live talent in the intine spots, eased the order this week by allowing pianists in spots seating under 100 persons and a musical trio in rooms seating over that number. However, live talent like singers, jugglers and ventriloquists are still forbidden.

Meanwhile ops of spots—big and small—were in a dither wondering what the next move will be on the part of the OLLB. The first order threw a monkey wrench into Toronto night life, which had just started into second gear after years of no nitery activity whatsoever. Last year the selling of hard liquor in night spots was okayed for the first time in years.

Spokesmen for the liquor board said that the main reason for the new curbs was the fact that the entertainment in the smaller spots was getting out of hand.

Dance Spot Rule

When the original order came out, it was ruled that no live talent be permitted in any spot unless one-fifth of the floor space was used for dancing. However, when ops beefed that customers didn't care to dance in intine spots the clamp was eased.

One source close to the situation said that alleged pressure by large Toronto hotels, who used no live talent, and by spots who used no musicians because of insistence by the Toronto Musical Protective Association (TMPA) that no less than three musicians must work a spot, were responsible for bringing about the original clamp.

This informant argued that because the musicians' unions insisted on a minimum of three contracts, the spots not using the talent allegedly brought pressure on the liquor board to ban all live talent.

Meanwhile the union's legal department and nitery ops were studying the matter of contractual abrogations by government action. On the other hand, pressure is now being brought to bear on the local board to end its forced employment policy, which, the ops claim, is only backfiring on the musicians themselves.

Rival Spots Lend Each Other Talent In Emergencies

MONTREAL, Aug. 7.—The spirit of private enterprise and competition took a back seat, temporarily at least, to the Golden Rule and brotherly love last week when two top niteries—El Morocco and the Tic Toc—"borrowed" performers from each other because two acts at the Tic Toc were canceled and one act at the El walked out a few days prior to closing.

First involved was the El Morocco, which lost singer Ida James a few days before she was set to close. The reason for Miss James's walkout was reported to be death in her family. In the emergency, Sylvia Froos, who was then at the Tic Toc, doubled into the El for one night, after which warbler Norma Hutton was inked to finish the date.

Little thinking how soon he might have to go to the El for help, Jerry Taylor opened his new Tic Toc show featuring Hope Emerson and Kirkwood and Goodman, Friday, July 30. However, after the show opened it was realized that the acts weren't for the room.

Both were paid off in full after the preem show and canceled. The El then returned the favor by letting the Tic Toc use the Barton Brothers for a few days until a new show could be set. Jose Duval, Latin-American singer, and Leon Fields, comic, now compose the new layout, with Fields doing a classy job in the emergency spot.

More Vaude for Brisbane

BRISBANE, Australia, Aug. 7.—Will Mahoney, who has been running the vaude show at the Cremorne Theater successfully since Harry Wren gave up the lease on the grounds that vaude was dead in Queensland, has decided to reopen the Theater Royal for live shows. Mahoney had a go at this sort of thing at the Royal a couple of years ago but it didn't click.

Hawkins Bows in Greensboro

GREENSBORO, N. C., Aug. 7.—Hawkins Skating Rink, Inc., a new roller rink on Westside Drive here, opened August 2. Owner and General Manager R. A. Hawkins has scheduled afternoon instruction periods and evening sessions Mondays thru Fridays. The rink is serviced by busses from Jefferson Square every 30 minutes.

New York:

Weather Ups Stem B.O.'s; Cap 108G, MH 117, Roxy 95

NEW YORK, Aug. 7.—Good theater weather, warm but rainy, helped Stem houses hold up their end in attracting customers from rained out ball games, beaches, etc., this week. Total take for five houses was \$445,000, compared with \$423,458 for the previous week.

The biggest boost came for the Capitol (4,627 seats; average \$66,000), which finished its first week with *Stop the Music* and *On an Island With You* with a terrific \$108,000.

Radio City Music Hall (6,200 seats; average \$115,000) wound up its seven weeker of Helene and Howard; Flo Vallet and *Emperor Waltz* by getting \$117,000 for the final stanza. Previous frame showed \$126,500. New bill (reviewed this issue) has Bunin and Company, Estelle Sloan, Andy Arcari and *Date With Judy*.

Roxy (6,000 seats; average \$89,000) finished its three-weeker with Jackie

Deluxe in Detroit To Revive Fleshers 3 Days Each Week

DETROIT, Aug. 7.—The Deluxe Theater, East Side house, will return to a stagershow policy the first Sunday in September, according to Owner-Manager Adrian D. Rosen. The house experimented with vaude last season for some 20 weeks, including some semi-name and name acts. It has been able to draw some top-flight talent by using names playing the Bowery and other night clubs and having the acts double. Show schedules are adjusted to make this possible.

Under the policy, shows will open Sunday for three-day split weekers and will be booked by various local offices.

Miles, Vivian Blaine, Cab Calloway, Roxy Ice Show and *Street With No Name* with \$95,000 as against \$110,000 for the previous stanza and \$140,000 for the preem. New bill (reviewed this issue) has Dick Haymes, Tommy Trent, Buster Shaver, Ice Show and *Walls of Jericho*.

Strand (2,700 seats; average \$40,000) is still in there racking up big figures. For the third week the Count Basie-Billie Holiday show with *Key Largo* collected \$72,000 as compared with \$83,000 the previous week and a new house record for the opener of \$95,000.

Paramount (3,654 seats; average \$76,000) wound up its five-week run with Jo Stafford, Georgie Kaye, Sam Donohue ork by getting \$53,000. Previous week saw take at \$60,000. New bill (reviewed this issue) has Peggy Lee, Jan Murray, Rudy Cardenas, Dave Barbour, Ray Eberle and *Beyond Glory*.

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Legit, Big, Little and Haylott, Comes Into Own in California

(Continued from page 4)
overshadowing importance of Hollywood's major industry, motion pictures.

A number of factors are responsible for the Coast's change of heart. First of all, thousands of Easterners, long nurtured on stage presentations, soon wearied of an all-screen diet and let it be known that they would support local theater ventures.

Hollywood Helps

Secondly, the motion picture industry has shown increasing recognition of legit's value, both from the standpoint of thesp talent and story material. It has been relatively recent that Hollywood started its race for film rights to stage vehicles, bestowing the lucky playwrights with its fabulous coin. Furthermore, film-land's top movie makers have come to realize the value of sound background in theater for their thesp. Nearly all the major flicker factories maintain on-the-lot little theater groups, used as a training ground for its newcomers.

An example of the recent trend for stage presentations was the formation of the Starlight Theater Association, backed by a number of screen names and headed by Gene Mann. STA, now only in its third season, stages light operas in Griffith Park's outdoor Greek Theater. Indicative of the swing in public taste, Greek Theater lost 86G during its first year of operation, but wound up last year tallying \$50,000 in the black. The current season holds even greater promise. With a \$3.60 top, Greek's season opener, *Merry Widow*, attracted \$72,000 in a two-week run; *Vagabond King*, the season's second offering, scored a \$76,000 b.-o. take, while *Anything Goes*, which opened this week, is expected to fill the till to the tune of \$90,000.

At the Los Angeles Philharmonic

Auditorium, charging a \$4.80 top, *Magdalena* premiered with a first week's gross of \$49,100, deemed a noteworthy take for a pre-Broadway break-in. Previous Philharmonic offering, *Annie Get Your Gun* with Mary Martin, rang up a solid \$52,000 b. o. *Carousel* at the Biltmore Theater brought in \$33,000 during its first week. Since Theater Guild subscription accounts for a goodly portion of house, first week's figures (it's the first week that the season pass holders are the heaviest) hold little meaning. It should also be remembered that this production opened the same night with *Magdalena* (across the street at the Philharmonic) and that both compete for patrons with the Greek Theater and Hollywood Bowl's *Symphony Under the Stars*.

Likewise, customers are attracted to the smaller stage ventures. An example of a highly successful small house undertaking is William Eythe's revue, *Lend an Ear*, at Hollywood's Las Palmas Theater. Show opened June 16 and has been playing to sellout houses nightly. Top is \$3.60 Fridays and Saturdays and \$3 week nights. Las Palmas seats 388 persons. Current talk has it that *Ear* has caught the Shubert eye and may soon be packing its bag for Broadway. Another highly successful Eythe production was *Glass Menagerie*, which played to packed houses at Las Palmas for a five-week run and then moved to the Coronet Theater for a three-week holdover. Coronet, seating 266, asks a \$4.20 top and is currently faring well with the newcomer, *Cupid Thumbs His Nose*.

Broadway-Bound

It is not unknown for local small-house productions to find themselves Broadway bound. Recent examples are Charles Laughton's *Galileo*, and *The Vigil* with Henry Wilcoxon.

Rounding out the legit picture are the numerous amateur groups active in nearly every community composing far-flung Los Angeles. Best known and oldest is Pasadena Playhouse. However, if its school affiliation doesn't qualify its inclusion with the other groups, there are many others available to make the list impressive. Since space will not allow mention of all of them, the following is a list of only the more recent to join the little theater ranks: Westwood Village Players, Eagle Rock Theater (currently showing *The Royal Family*) and Encino Little Theater (recently staged *Hope for Harvest*). Hollywood's capable Actors' Lab is marking time until it secures a house of its own, in the meantime sticking to occasional one-act vehicles.

San Diego Picture

Legit's mounting strength in the Los Angeles area is equally evident in San Diego. San Diego's proximity to the movie capital must take most of the credit for its legit spree. San Diego's pride is the Actors' Company at the La Jolla Playhouse, situated in San Diego's swanky suburb. The company was formed a year ago and has on its board of producers Joseph Cotten, Mel Ferrer, Jennifer Jones, Dorothy McGuire and Gregory Peck. A second glance at these screen names reveals they all have one thing in common—they are under contract to David O. Selznick. Actually, Selznick has been the company's angel. He shelled out \$15,000 last year to get the ball rolling and has as yet to withdraw his investment.

With a \$3.60 top, the group last year grossed a total of \$35,289 in a series of eight one-week plays. This year's grosses: June 4, *Kind Lady*, \$5,954; July 6, *Road to Rome*, \$7,267; July 13, *The First Mrs. Fraser*, \$8,015; July 20, *For Love or Money*, \$7,428, and *Glass Menagerie*, \$7,704. This year's grosses total \$36,368.

STRAWHAT REVIEWS

I WEEP FOR YOU

(Opened Wednesday, July 28)

YELLOW SPRINGS AREA THEATER, YELLOW SPRINGS, O.

Comedy by Earle Reynolds. Directed by Meredith Dallas. Sets by Budd Steinbiller and Ed Fisher. Company manager, Arthur Lithgow. Press representatives, Penny and Raymond Watts. Stage manager, Fred Schuller. Lighting by James Trittipio. Presented by Yellow Springs Area Theater.

Marty	Allan Rich
Jonathan Langer	Herman Pfuhl
Boy	Tim Reynolds
Moro	Arthur Lithgow
Virgie Esmond	Allyn Moss
Dan Euclid	Kenneth Diehl
Martha Ballantine	Petie Payne
Harriet Cook	Felicia Ramsey
Priscilla Langer	Jean Goff
Allen Camp	Arthur Lewis
Elsa Langer	Penny Hartshorne

The Yellow Springs Area Theater each year produces one or two original plays. This season's first is *I Weep for You*, by Earle Reynolds. Reynolds has written 11 plays. This is his fourth to be produced and easily rates as the best. The Hampton Playhouse at Southampton, L. I., is producing it late in August.

The story centers about a young man who has been groomed by a card shark to succeed him. Arthritis appears as an "occupational disease" to stiffen the gambler's joints. But the lad does not bend so easily to the sharper's will. Seems he has gotten hold of a book and read it. It has given him ideas of a better world outside of that to which he has been accustomed.

One day while waiting for an "L" train in Chicago he impulsively slaps a stranger. The latter turns out to be dean of a small-town college. Instead of resenting the act, he asks the young man to come to his home. Dan finds his way there and makes himself indispensable. He is accepted for work at the college and is on the way toward annexing the dean's daughter.

Then the sharpie mixies in again and the lad is back to his old haunts. However, everything comes out okay.

The play calls for three sets, and considering that only one week's rehearsal time was put on it, the results are remarkably good.

All casting is well done. Kenneth Diehl as Dan gives a clear-cut, forthright portrayal of a young man in search of himself. Arthur Lithgow is superb as the gambler and Herman Pfuhl underplays the role of the dean effectively.

The author has written in two minor roles that are exceptionally well handled by Jean Goff and Allan Rich. A. S. Kany.

Hope Revived U. S. Will Yield D. C. Belasco

WASHINGTON, Aug. 7.—Brighter prospects for restoring a legitimate playhouse in Washington developed this week (5) when the Federal Works Administration (FWA) offered to sit around the conference table with two heretofore unsuccessful bidders for the Belasco in an attempt to work out an acceptable lease. Maj. Gen. Philip B. Fleming, FWA administrator, said it would not be necessary to reopen bids if one of the two bidders turned down last month should make an acceptable offer.

New offers for lease of the Belasco are being rushed by the two bidders, American National Theater and Academy (ANTA) and its rival, Joseph Curtis. ANTA revealed it was exploring the possibility of building a new theater if the Belasco negotiations collapsed. Curtis is getting New York architects to determine whether the old Strand Theater, now a grind movie house but one time

CAPTAIN APPLEJACK

(Opened Tuesday, August 3)

PUTNAM COUNTY PLAYHOUSE, MAHOPAC, N. Y.

A comedy by Walter Hackett. Staged by Mady Correll. Sets by Jan Spencer Scott. Costumes by Rita Dhu Wray. Lighting, Martin Matuson. Stage manager, Carl Harms. Presented by the Putnam County Playhouse.

Lush	Robert Delaney
Poppy Paire	Jill Miller
Mrs. Agatha Whatcombe	Marion Randolph
Ambrose Applejohn	Brainerd Duffield
Anna Valeska	Dorothy Novis
Mrs. Pangard	Elizabeth Lawrence
Horace Pangard	Rocco Bufano
Ivan Borelsky	Ben Kapen
Palmer	Mary Denning
Dennett	Robert Stonebridge
Johnny Jason	Frank Hyatt

When a pewsitter recommends a revival for summer stock and forthwith a strawhat company puts it on, the reporter is left more than somewhat on the end of a limb. He obviously wants to like everything about it. That is the situation in which this reporter finds himself after trekking to the Putnam County Playhouse to see an old favorite, *Captain Applejack*—very creditably—brought to life. However, perhaps like the sports reporter who saw Joe Gans fight in Carson City and thereafter could find no succeeding lightweight worthy of the same slot, a recollection of the late Wallace Eddinger in the title role is bound to put any successor in a spot.

A combo of melo-fantasy-farce like *Applejack* calls for about everything in the experience book from the lead player. It requires a deft touch and superlative timing to make the transitions from light comedy to bravura strutting and on to a wind-up of rollicking farce. Brainerd Duffield makes a gallant attempt—and on the basis of a six-day strawhat rehearsal stint, a very creditable one—to make the part tick. But his experience is evidently not yet up to the demands of a chore like Ambrose Applejohn. The result is a frequent unevenness of pace which must irk Director Mady Correll—who has done an over-all excellent job of staging—as much as it does the beholder.

"Apple" a Laugh Brew

However, there is so much good in this revival of *Applejack* that much can be excused. There are still plenty of laughs and amusing situations in the old Hackett script, and Miss Correll and the players lose none of them. Members of the troupe are perfectionists in putting on silo circuit fare. Jan Scott's single background of a British manor house interior packs shrewd detail and is cleverly adapted in a moment's blackout to the dream sequence on the pirate ship. Rita Wray's costumes are likewise in the top summer theater bracket.

Jill Miller brings a fine warmth to the little spinster who is the other half of the love interest. Elizabeth Lawrence is excellent in a small part as the moll of one of the menaces. Stem managers would do well to keep an eye on her work. Ben Kapen contrives an excellent character stint as the No. 1 villain and Marion Randolph is effective as a fluttery comedy aunt.

In sum, these Putnam County players put on a mighty good brand of entertainment. There was no question on opening night as to local enthusiasm for their efforts.

Bob Francis.

plush-stage palace, can be adapted for legit shows as an alternative to the Belasco.

The Strand jumped in as a contender just after the shuttering of the National Saturday (31) when Sylvan Notes, son of the present owner of the Strand, said it is now available for leasing. Tho Curtis is discussing possibility of using the Strand, his legal counsel admits that the theater's location in the Ninth Street honky-tonk belt is not "ideal" and that renovation costs might run high.

Silo Circuit

Anthony Quinn opens in the title slot of *Gentleman From Athens* Monday (9) at Ogunquit (Me.) Playhouse. Quinn created role on Stem last season. Bess Winburn and Lou Polan, of original cast, are in support, as are also William Swetland, Daisy Atherton and Don Doherty.

Robert Porterfield's *Barter* (Abingdon, Va.) Players unveil a newie Monday (9). Title is *Cain's-Keep*, by Montgomery Hare.

Mary Boland revives her original Stem role in *Meet the Wife at the Olney* (Md.) Theater Tuesday (10). Ralph Glover, Dan Stapleton, Vivian Yeager and William Putch are in support.

Marion Randolph has the late Laurette Taylor's slot in *The Glass Menagerie* at the Putnam County Playhouse Tuesday (10).

Peggy Wood guest-stars at Stockbridge (Mass.) Playhouse in *Ned McCobb's Daughter* beginning Monday (9). Edward Andrews has other lead spot.

Eddie Nugent and Lois Wilson share starring honors at Wellesly (Mass.) Summer Theater in *Yes, My Darling Daughter*, opening Tuesday (10). Support includes Peggy Fenn, Patricia White, Jon Dawson and Bradford Hunt.

Frank Carrington returns *Blossom Time* to the Paper Mill (Millburn, N. J.) Playhouse rep Monday (16). Paul Reed will sing Shubert role. Andzia Kuzak, Donald Cage, Clarence Nordstrom, Elizabeth Houston and Albert Carroll are in supporting cast.

OUT-OF-TOWN OPENINGS

ULTRA-MARINE

(Opened Tuesday, August 3)

LA JOLLA PLAYHOUSE,
LA JOLLA, CALIF.

comedy by Peter Blackmore. Directed by Harry Ellerbe. Setting by John Boyt. Lighting, James W. Neilson. Press representative, Howard Hutchinson. Presented by the Actors' Company.

Cast: Ricki Soma, Fiona O'Shiel, Lillian Bond, Reginald Gardiner, Diana Lynn, John Rodney, Clara Blandick, Gar Moore

There's nothing ultra about *Marine*. It tells a fanciful tale of a London doctor who brings home a beautiful mermaid, cloaked as a wheel-chaired invalid. The development is devoted to showing how a siren of the sea can disrupt a home. She injects suspicion into the mind of the doctor's wife, breaks up a three-year-old romance between friends of the family and even dissolves an attachment between the chauffeur and the maid. Moral of the story: Never bring a mermaid home to roost.

This type of situation, meager as it may be, could lend itself to unlimited comedy treatment. However, it takes a lighter hand and a sharper wit than displayed by its author. Furthermore, this vehicle, with only a flimsy plot to hold it together, demands deft treatment from the cast. With the exception of Reginald Gardiner nobody was able to catch its farcical spirit.

Clara Blandick makes the most of her supporting role and ranks next to Gardiner as the most convincing member of the cast. Diana Lynn proves to be a lovely mermaid, but aside from displaying her adeptness at flapping a fin, her portrayal is flat and implausible. Lillian Bond as the doctor's wife comes closer to realizing the character but her reading is often too pat to be convincing. The remaining cast members display little that is exceptional.

Meatier Lines Needed

The blame is on Blackmore for not providing meatier lines. During the first one and a half acts, Miranda is passed off at the audience as a raw. (See *Ultra-Marine* on page 46)

MAGDALENA

(Opened Monday, July 26)

PHILHARMONIC AUDITORIUM,
LOS ANGELES

A musical. Score by Heitor Villa-Lobos. Book by Frederick Haallit Brennan and Homer Curran. Pattern and lyrics by Robert Wright and George Forrest. Directed by Jules Dassin. Settings and lighting by Howard Bay. Costumes by Sharaff. Choreography by Jack Cole. Musical direction by Arthur Kay. Choral direction by Robert Zeller. Presented by Edwin Lester and Homer Curran

Cast: Padre Josef - Gerhard Pechner, Manuel - Armando Garcia Solis, Ramon - Melva Niles, Maria - Henry Reese, Pedro - Dorothy Sarnoff, Major Blanco - John Raitt, Doctor Lopez - Ferdinand Hill, General Carabana - John Arthur, Chanteuse - Hugo Haas, Cigarette Girl - Betty Huff, Wine Steward - Christine Matsios, Zogge - Leonard Morganthaler, Danseuse - John Schickling, Teresa - Lorraine Miller, The Old One - Irna Petina, Chico - Gene Curtisinger, Juan - Patrick Kirk, Conchita - Leonard Morganthaler, Betty Brunser

In presenting the world premiere of *Magdalena*, the Los Angeles Light Opera Association seeks to repeat its outstanding success when it first unveiled *Song of Norway*. In some respects the association has considerably more at hand in its current offering than it had in *Norway*. Here are to be found all the necessary ingredients that go into making a smash hit. But as was the case with *Norway*, *Magdalena* will have to undergo major surgery before it can withstand the ordeal of a Broadway run.

Magdalena's main strength is to be found in the scorings of Heitor Villa-Lobos. As one of the foremost composers of serious contemporary music, the Brazilian master takes his initial plunge into operetta form and emerges with one of the most brilliant additions to light opera literature in recent years. Also Howard Bay's sets and Sharaff's costumes are breathtakingly beautiful and serve as a spectacular backdrop for the action, while a third element that points to *Magdalena's* success is the excellent cast meticulously directed by Jules Dassin.

Book Is Weak

One of its major weaknesses is in its book. Brennan and Curran here bite off an awkward mouthful in the tale of Catholicism vs. paganism as they clash on the banks of Colombia's Magdalena River. The sub-plot concerns itself with a wine-women-and-song-loving diamond mine owner who exploits the native workers to the point of rebellion.

Hugo Haas creates a convincing tycoon, adding considerably to the show's comedy content. Irna Petina is the gourmand general's mistress and cook, and turns in an exceptional job in the role. John Raitt, as the pagan leader of the insurrection, lifts his fine voice to good advantage. Dorothy Sarnoff contrives her vocal and acting talents as the native girl who helps the priest keep the people on the path of Christianity.

Needs a Paring

The shears will have to be applied in pruning out the deadwood that burdens nearly all scenes. And while the doctor is attending *Magdalena* he should give it a healthy injection of brighter comedy situations and punchier dialog. Above all, the show

(See *Magdalena* on page 46)

ETI Tells How To Age Fast Running Losing Proposition

NEW YORK, Aug. 7.—How to run an experimental theater and get gray hair is explained in a report made by Experimental Theater, Inc., to its board of directors which shows a loss of about 56G for presenting six scripts in 1947-'48. However, since about \$25,000 was received in contributions to keep the project going and was part of the total income, the loss is figured by some to be cut in half.

Since the project is also under attack by several legit unions, a study of it will bring out that almost 20G was paid to stagehands for their services, 3G to musicians, 11G to actors

and about 16G for building scenery. Actors' Equity, which is one of the sponsors of ETI, postponed its scheduled meeting of Tuesday (3) and on next Tuesday (10) will hear arguments by the other unions as to why the concessions made to the legit org should be withdrawn.

Undoubtedly the ETI was the most spectacularly successful of the new project operations on the Stem last season and was responsible for several shows getting on Broadway that never would have made the grade otherwise. Its report follows, in part:

This is a Cash Receipts and Disbursements Statement from July 31, 1947, to July 31, 1948, the second season of Experimental Theater's reactivation.

RECEIPTS

Membership Subscriptions	\$ 67,573.09
Contributions:	
Actors' Equity	\$2,000.00
Dramatists' Guild	2,000.00
ANTA	2,411.15
Small Gifts	390.20
Total Contributions	\$ 6,801.35
Income to ET From:	
2 SKIPPER Benefits at Maxine Elliot	\$3,797.50
Extended run of SKIPPER at M. Elliott	7,815.72
Martha Graham Dance	7,975.38
Stage Mgrs. Benefit, TEMPORARY ISLAND	541.05
Extra Performance of BALLET BALLADS	1,959.50
Total	\$ 22,099.15
Income From Options:	
SKIPPER NEXT TO GOD	\$500.00
SEEDS IN THE WIND	500.00
BALLET BALLADS	500.00
HOPE IS THE THING (Dowling)	166.60
HOPE IS THE THING (New Stages)	166.60
Total Income From Options	\$ 1,633.90
Income From Royalties (1% of Gross):	
SKIPPER NEXT TO GOD	\$1,310.18
SEEDS IN THE WIND	13.89
BALLET BALLADS	806.64
HOPE IS THE THING (Dowling)	12.61
Total Income From Royalties	\$ 2,143.30
Other Income:	
Income From Concessions	\$370.93
Interest	11.87
Total Other Income	\$ 382.80
Loans:	
ANTA	12,035.32
ANTA (To ET for)	5,000.00
Joseph V. Reed (production of)	1,000.00
Alfred Stern (BALLET BALLADS)	2,500.00
Total Loans	\$ 20,535.32
Total Income For Subscription Series	\$ 121,358.18
ANTA (Gift) For Invitational Series	2,377.42
Total Income For Subscription and Invitational Series	\$ 123,735.60

CASH DISBURSEMENTS

Salaries:	
Cast Salaries	\$ 11,026.00
Authors Payments	396.00
Designers Fees	658.00
Musicians	2,898.38
Directors Expenses & Secretary	1,159.00
Choreographers	144.00
Production Managers	800.00
Stage Hands	10,961.00
Additional Stage Managers	540.00
Wardrobe Mistress	562.50
General & Company Managers	4,984.50
Ushers, Ticket Takers & Doormen	381.37
Custodian	160.00
Engineer	800.00
Treasurer (on Membership Subscriptions)	256.67
Personal Membership Drive (3 people-6 weeks)	800.00
Manager's Secretary	1,147.50
Head of Script Department	1,011.50
Total Salaries	\$ 67,976.90
Physical Production Expense:	
Scenery	\$ 15,768.69
Properties	5,579.40
Costume Expense	2,666.36
Electrical Equipment (Rented)	739.50
Electrical Equipment (Purchased)	1,153.11
Stage Equipment	127.50
Sound Equipment (Rented)	102.00
Hauling	1,026.05
Storage	225.00
Food For Casts	312.45
Typing Scripts and Parts	273.48
Miscellaneous	228.92
Total Physical Production Expense	\$ 29,103.46
House Expense:	
Theater Rent	\$ 15,200.00
Electricity	1,043.63
Heat	2,357.34
Theater Maintenance	2,483.14
Total House Expense	\$ 20,984.11
Miscellaneous	\$ 23,590.63
Total Subscription Series	\$121,358.18
Invitational Series	2,377.42
Grand Total	\$123,735.60
Income From Subscriptions	\$ 67,573.09
Total Costs	123,735.54
Total Loss	\$ 56,162.45

BROADWAY SHOWLOG

Performances Thru
August 7, 1948

Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12-8-'47	285
Born Yesterday (Lyceum)	8-4-'48	1056
Command Decision (Fulton)	10-1-'47	357
Harvey (48th Street)	11-1-'44	1090
Heireasa, Thr. (Biltmore)	9-29-'47	361
Mister Roberts (Alvin)	2-18-'48	197
Play's the Thing, The (Booth) (Suspended)	4-28-'48	113
(Reopened July 8 until August 23)		
Respectful Prostitute, The; Happy Journey From Trenton to Camden, The (Cort)	8-18-'48	107

Musicals

Angel in the Wings (Coronet)	8-16-'48	873
Annie, Get Your Gun (Imperial)	5-16-'48	932
Finian's Rainbow (46th Street Theater)	1-10-'47	677
High Button Shoes (Century)	10-9-'47	348
Inside U.S.A. (Century)	4-30-'48	115
Make Mine Manhattan (Broadhurst)	1-15-'48	238

ICE SHOWS

Howdy Mr. Ice (Center)	8-25-'48	58
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ROUTES

Dramatic and Musical

Annie Get Your Gun (Shubert) Chicago.
April Fool (Geary) San Francisco.
Carousel (Biltmore) Los Angeles.
High Button Shoes (Great Northern) Chicago.
John Loves Mary (Harris) Chicago.
Magdalena (Philharmonic Auditorium) Los Angeles.
Oklahoma (Erianger) Chicago.
Oklahoma (Strand) Vancouver, B. C., Can.

Burlesque

By UNO

MEI LING, Lee Murray and Pinkie Patrick opened July 30 at the Avenue. **Blaze Fury** (Lucia Parks), came in August 6. **Mattie Mathews** closed. **Frances Parks**, mother of Lucia, continues as producer. . . . **Jackie Whalen**, back from six months on the Coast, where he appeared for Monogram pix and in niteries, bows soon at the New Hi-Way Casino, Fall River, Mass., thru **Phil Webb Attractions**. . . . **Dixie Sullivan**, who divided the last three years between the Burbank and the Colony Club, Los Angeles, is now added attraction at the Beretania Theater, Honolulu, where she will remain until September. . . . **Roxanne**, ex-strip, is now modeling for a dress shop in Los Angeles. . . . **Bettie MacDonald** is in her 13th week as a feature at the Village Nut Club, New York.

RENEE GRIFFIN opened August 2 at the Lamplighter Club, Fall River, Mass., thru **Arthur Bottis**, Boston, after a solo trip in her new car from her Coast home. . . . **Jack (Julius) Gerard** has sold his music publishing business in Detroit to return to the stage. He's doing a double in niteries with his son, **Jack Jr.** . . . New principals in Los Angeles include **Soude**, **Nature Girl**, and **Dexter Maitland**, tenor, at the Burbank; **Renee Andree**, **Yvonne** and **Mary Andes** at the El Rancho, and **Billy Mack**, **Zane** and **Mary Miller** at the Colony Club. . . . **Freddie Fulton** has associated himself with the Al Rock Agency in Manhattan. . . . **Al DeMarco**, emcee, has moved from the Faust Club, Peoria, Ill., to the Club Milwaukeean, Milwaukee. . . . **Jimmy Boone** booked by **Bill Schwartz**, replaced **Dave Duda** on bass when the Junior Buckwalter Trio shifted to **Don Hudson's Palladium** in Green Bay, Wis. **Joe Sands** is guitarist with the trio. . . . **Joe Besser**, ex-burly comic, has sold his house on Long Island and returned to Hollywood to start another year, his seventh, with Columbia films. . . . **Charlie Fox's Empress**, Milwaukee, has changed its policy to four-a-day, running from Thursday thru Sunday. **Ruth Allen** is featured lead. Sharing top billing are **Kathleen Lucky** and **Pat Robins**. **Al Pilak** has the candy concession for the rest of the summer. **Benny Melton** is held over as house singer. . . . **Annabelle Logan**, who under the names of **Annabelle DuKane** and **Annabelle LaVonna** toured for many years in tabs and burlesque, is still settled in her native Pittsburgh, where her sister **Josephine**, also formerly well known in showbiz, passed away recently. **Annabelle's** daughter was married recently, and her son is slated to go back to the navy soon, so she plans to take two girls of professional parents in to board.

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AFM-AGVA War Out in the Open

(Continued from page 40)

musicians because they threw local men out of work. "But since when does an accordionist, a singer who accompanies himself on the piano, or a harmonica player throw any local people out of jobs?" it was asked.

"If Petrillo wants feather-bedding in his own union and keeps his own members out of work, that's his lookout. We want our people to work, and whether Petrillo wants it or not, we are going to see to it that he doesn't interfere. The Vaughn Monroes, Cab Calloways and other name band leaders make their dough because they sing, not because they play their instruments. "The cocktail units get and keep jobs because they sing, do comedy and other bits that rightfully belong to our field. We want to increase jobs. Petrillo apparently doesn't. We will notify our members to abide by our rulings."

Court Action Threatened

It was indicated that the entire matter would be taken to the courts if Petrillo didn't retreat. As a precedent AGVA cited the case of American Guild of Musical Artists (AGMA) who stopped AFM when it tried to force **Jascha Heifetz** to join the AFM.

The ruling also put talent agencies in the middle. According to the letter, members of AFM are not permitted to sign any contract or agreement for a job other than that issued by AFM. In many cases performers are members of both AGVA and AFM and when in AGVA jobs sign AGVA form contracts. Agencies which hurriedly called AGVA to ask for a ruling were told that AGVA contracts had to be used and agents would be held accountable if they didn't use them.

It was hinted that in tangling with AGVA Petrillo would have all of the Four A's lined up against him. The Four A's unions consist of AFRA, Equity, Screen Actors' Guild (SAG), American Guild of Musical Artists (AGMA) and various subsidiary talent unions.

U. S. Appeals Tax Case Against Portland, Ore., Club

PORTLAND, Ore., Aug. 7.—A Federal Court suit involving payment of cabaret admission taxes entered another phase July 28 when the government filed a petition for an extension of time in which to appeal its case against **Irene Ethel Lambeth**, ex-owner of the **Fiesta Club** in Portland.

Mrs. Lambeth sued for a refund of \$7,000, contending she paid this amount under protest to the Internal Revenue Bureau. U. S. District Judge **Claude McColloch** recently ruled the taxes should not have been assessed because the club was not open to the public.

MAGDALENA

(Continued from page 45)

will have to be shortened considerably.

Best of the musical numbers are **The Seed of God**; **Teru, Teru**; **The Bus and I**, **The Emerald**, **The Broken Pianolita**, **The Singing Tree** and **Freedom**. **Jack Cole's** choreography is well suited to both the story and the barbaric excitement of the score. A particularly noteworthy dance sequence is set to the rhythmically sparkling **Teru, Teru**. **Ork** conductor **Arthur Kay** and choral director **Robert Zeller** provide a capable reading of the intricate score. **Lee Zhito**.

Magic

By Milbourne Christopher

Bill Sachs this week turns his column over to a guest writer-magician for a treatise on television magic.

TELEVISION is opening a vast new field to the hocuspocus profession. Large illusions and escape tricks will probably play second fiddle to sleight of hand and intimate magic but everything from the dime-and-penny trick to sawing a woman in two has video possibilities.

Photogenic wizards who could never find an outlet for their talents thru radio will find a hearty welcome in the new industry. **Dunninger** was the only conjurer who made an appreciable amount of cash in radio, principally because his showmanly mental magic was effective where other forms of foolery, which were visual in appeal, couldn't be projected.

The one-act wizard will find to his horror that the routine which was good for 52 weeks in theaters and night clubs every year (if he was lucky) will reach a huge television audience in a single night and not at a proportionate amount of pay.

The versatile performer who can change his tricks frequently will be able to build up a following never before possible under the old system.

Television is a wonderful medium for magic. The hundreds of clever tricks that were only good for small audiences are perfect for video. The cameras can move in for close-ups of the performer's hands and back away to build up climaxes.

Rehearsals are important for the proper framing of television tricks. Once at the CBS studio in New York a cameraman, who had come in close to follow my hands during an egg trick, stopped the run-thru.

"Better do it again," he laughed sheepishly, "I followed the wrong hand." The hand, apparently, is even quicker than the television eye. Another repeat and the show went perfectly when, later that night, it was televised.

A careless cameraman can ruin the best of tricks. In Philadelphia I watched a magician on the television screen. He performed the vanishing birdcage trick in fine fashion but the cameraman allowed his hands to get out of the frame, which, of course, spoiled the whole effect.

Vital points to check for telecasts are color contrasts and camera angles. If you are doing table tricks make sure that the table covering contrasts with the articles you use. A pack of cards or a candle will not stand out against a light background. Sometimes colors react differently to the camera eye than you would suppose. Test them during rehearsals.

As to camera angles, be sure that you know which camera is sending your image. If you play to the camera directly in front of you and later learn that the camera to your right was working, it's too late to cover up.

Will television take the place of night club and theater magic? I don't think so. But it will raise a few wizards almost over night to national prominence.

SPA BIZ GAINS

(Continued from page 40)

fare is cut to 50 cents. Hotels which last year got and asked \$10 a cubicle now ask \$5, with not too many takers.

So far the big money lads are conspicuous by their absence. One reason given is that the season is still young. It is hoped, however, that once word gets around that the rooms are operating, the spenders will start coming in.

Old Vic on Air In Australia

SYDNEY, Aug. 7.—Following the public agitation against the ban by the British Council on Broadcasting of the Old Vic Company's performances and repeated petitions by the Australian Broadcasting Commission (ABC), it has been decided to broadcast two of the plays from the rep. **School for Scandal** was aired Tuesday (3) and will be followed by **Richard III**.

Test broadcasts were extremely satisfactory this week and the decision to give radio listeners a chance to hear this famous company will be much appreciated by air fans thruout Australia, many of whom never had a chance to see the troupe in person. It has played only in the capital cities of each State.

Disabled Vet To Appeal To Courts on Flicker Ban

DETROIT, Aug. 7.—A suit is to be filed here to challenge the ban on films in night clubs in this State, according to **Arnold Zeleznik**, attorney for **Fred Maleck**. **Maleck**, a disabled veteran, formerly exhibited films in various night spots, but was stopped by the State liquor control commission recently.

Zeleznik, who appealed unsuccessfully to the commission, plans to take the case into the courts. His contention is that the ban, based primarily on safety factors, should not apply to safety film of the type used in virtually all 16mm. productions.

Norfolk Festival Flopperoo

NORFOLK, Va., Aug. 7.—Producers **David Lowe** and **Sue Davidson** blew taps over the Norfolk Drama Festival at the end of the third week of a scheduled eight-week series of plays. From the b.-o. angle, it was a doleful experiment. Opening week's play, **For Love or Money**, with **Janet Blair** and **Francis Lederer**, took in \$5,800, just \$1,200 under the nut, but succeeding plays, **John Loves Mary** and **Life With Father**, flopped, drawing only a few hundred per performance.

ULTRA-MARINE

(Continued from page 45)

sea-food-craving invalid. The fact that she's a mermaid is revealed just when the audience guesses it on its own. **Blackmore's** attempt to create suspense in cloaking her identity while still hinting at it, is poorly contrived. The device of letting the audience know **Miranda's** secret midway in the play makes it appear that the author was undecided whether to hold her identity to the last and use it for a surprise ending. In letting the cat out of the bag—or rather the mermaid out of the seaweed—in the middle of Act 2, the author is unable to accomplish either effect.

The play is badly in need of doctoring. It can welcome major surgery especially in the first act, which moves at a discouragingly slow pace. **Harry Ellerbe's** direction is far from exacting. He could have injected a spirit of whimsy into the work which might have saved it. **John Boyt's** set is tastefully designed. **Jorges Neilson's** lighting effects are realistic and effective. **Lee Zhito**.

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Brooks' Biz Okay on 37th Annual Tour

Established Territory Good

CINCINNATI, Aug. 7.—Brooks Stock Company, currently in its 37th year on the road, was the subject of an interesting story in a recent issue of *The Capitol Times*, Madison, Wis., at the time of their showing in Sauk City, Wis. Accompanying the story was a three-column photo of Mrs. Barbara Brooks, widow of Tom Brooks, former leading man, who died in 1946; Jack and Maude Brooks, who started the company in 1911, and Stefanie Lee Brooks.

Operating out of Sabula, Ia., the company for the past 37 years has been playing established territory in Iowa, Illinois and Wisconsin with its 1,200-capacity tent. Org is modernized, with 20 tons of equipment, and personnel totals 22. It moves on modern heavy transport trucks and this year the org is featuring its burlesque, *Adrift in New York or Her First Step*. Show also has been featured in one of August Derleth's Judge Peck mysteries, *No Future for Lana*. Established Wisconsin territory includes stands at Cuba City, Platteville, Fennimore, Wonewoc, Boscobel, Muscoda, Spring Green, Sauk City, Richland Center, LaFarge, Viroqua and Reedsburg.

Company officials report that business this year has been on a par with last year's good takes.

LaTheys on Vacation Jaunt

CINCINNATI, Aug. 7.—Bob and Pearle LaThey, veteran rep performers, were in Cincinnati last week for a visit with friends, and then hit out for Owensboro, Ky., to spend three days with J. C. Bisbee's Comedians there. The LaTheys left their home in Texarkana, Tex., on a vacation jaunt six weeks ago and since then have visited friends and relatives in six States. Among those visited were the Jewell-Harris Players in Talco, Tex.; Cliff and Helen Carl in Des Moines; Neil and Caroline Schaffner in Kahoka, Mo.; Arlie and Mae Choate in Wayne City, Ill., and Hazel and Bernice Butler in Indianapolis. The LaTheys will vacation for the rest of the summer and in the fall will resume in schools in the Southwest with their magic and novelty turn. They were visitors at *The Billboard* during their Cincy stay.

Rep Ripples

CHARLES E. JOHNSON, who has been operating a vaude-pix show in Montana, writes from Lodge Grass, Mont., that the org has been playing to fair business since opening in May, but that the results have been under last year's marks. Johnson has been playing halls on week stands. He's had only one vaude act, but soon will add short-cast bills. One matinee has been presented for kiddies each week to good results. At Melstrone, Mont., Johnson met Cris Abelton and his novelty trick. Johnson reports that Abelton is doing well with a good small animal act, which he also has booked for a string of small fairs. Abelton also has 16mm. pix, Johnson says.

L. K. Langley's Novelty Show, currently in its sixth week in the Taberville, Mo., area, is working to fair returns with its small animals, magic and 16mm. pix. Langley is presenting extra shows for the children in an effort to make up for the let-down from previous years. He plans to play halls until September when he will head for Sedalia, Mo., to ready his tab show for his established bookings in Wisconsin and Minnesota. Bert Harrison, owner-operator of Bert's Novelty Show, is playing Missouri spots. Leon and Bertha Richards are playing halls in Central Missouri with their hypnotic and magic show. They are moving toward Washington and Oregon where they have appeared in past seasons. Fred and Lillian Wood card from Adrian, Mich., that they enjoyed their visit with the Verne Slout Players in Manchester, Mich. The Woods report that the cast of the Adrian Players were welcome guests of Verne, Ora and Bill Slout. Norman Ginnivan, who recently returned to Adrian from a vacation in the Northern Peninsula, plans to visit the Slouts at Orland, Mich.

Drive-In Theater Expansion Program Continues in N. E.

HARTFORD, Conn., Aug. 7.—Expansion of outdoor motion picture theaters in the New England territory is continuing. A certificate of organization has been filed with the Secretary of State's office at the Capitol here for a new corporation, New Haven Drive-In Theaters, Inc., of New Haven, Conn., listing amount paid in cash, \$30,000; officers: president, David J. Willig, New York; vice-president and treasurer, Charles L.

Lane, West Hartford, and secretary, Meran Kahakian, Ludlow, Mass.

Firm has been erecting a 600-car capacity outdoor motion picture theater on the New Haven-Hartford highway.

Lane, a company officer, formerly was employed by Altec Service Corporation, and has been operating an outdoor motion picture theater at Daytona Beach, Fla.

At Concord, N. H., Charles R. Arnold, Penacook, N. H., has been given permission by the Concord Zoning Board of Adjustment to operate a non-profit outdoor motion picture theater in Penacook.

Arnold told the board that profits from the drive-in theater would be given to service clubs, churches, Boy Scouts or other organizations requesting donations. He was active in the recent organization of the Penacook-Boscawen, N. H., Boys Club.

In Springfield, Mass., opposition has come up in conjunction with two additional outdoor motion picture projects. In West Springfield, property owners, seeking to do away with the license for a drive-in theater in the town, have applied for a writ of certiorari against the town board of aldermen and a bill of complaint against Vernon A. Doty, who would build the drive-in theater.

The property owners charged that Henry S. Johnston, board chairman, influenced the board to grant the license for the drive-in, and approval was called "erroneous, void, illegal, and biased." Further action is expected.

Springfield's city council held a meeting last week on the application of two brothers, R. J. and Edward Wiatrowski, of Springfield, to construct an outdoor motion picture theater in that city. The mayor and several council members voiced objection to the application.

Season's First Half Winner for Caravan Players

LELAND-ON-LAKE, Mich., Aug. 7.—Caravan Players, Michigan rep company, topped off the first half of their summer tour with a successful week's stand here July 26-31. Outfit, playing halls, returned to headquarters to build a new show called *The Silver Cord*.

Current plans call for the org to swing out early this month for stands in Charlevoix, Petoskey, Cadillac and Owosso, Mich. Al LaGuire, producing director, says audiences have been fair thus far.

Line-up includes John Rogers, assistant producer; Joyce Biber, Victor Paul, Barbara and Billie Ann Monfort, Jim Finucan, David Parshall; Susan Scheele, who joined from Waukesha, Wis.; Jim Poole, who is playing juvenile roles, and Mrs. Violet Biber, Battle Creek, press representative. Don LaGuire and Jimmy Martin are touring with the org as apprentice actors and stagehands.

Did You Know That...

By Edmund L. Paul

THE first matinee ever played in the United States was at the Bowery Theater in 1826. The first dramatic production on the Pacific Coast was a presentation of Bulwer's *The Lady of Lyons* in 1847 at Santa Barbara, Calif., by soldiers of the army stationed there, with all female parts being portrayed by men.

Edwin Booth, whom we all think of as a Shakespearean tragedian, was starred in the old meller, *The Marble Heart*, in San Francisco in 1852, the play being a stand-by of many old-time rep shows. During his stay in San Francisco, Booth was featured in, of all things, Dumas' *Camille*. He and the production were panned unmercifully by the newspapers of the day, one critic having written: "It was scarcely fit for a respectable audience to witness." We've gone a long way from those days. Forward or backward, take your pick.

First Rep Company

The first rep company in America, of which there is an authentic record, was an organization known as Ludlow's Kentucky Comedians, which featured Richard Stanton. Show played thru Ohio, Kentucky and a few spots in what is now West Virginia. It played Cincinnati 100 years ago.

People took their drama seriously in those days. In 1849 the English tragedian, William Macready, came to New York for a series of Shakespearean productions. He had spoken in a slighting manner of the acting ability of the American tragedian, Edwin Forrest, when the latter appeared in London some time previously and on his first appearance in New York, Macready was hissed and booed by many in the audience.

The Macready partisans resented this and it developed into a feud which culminated in a bloody riot in the Astor Palace, May 10, 1849. It required the calling out of the militia to end the affair.

A writer to *The New York Times* says that of the 120 odd companies playing in the summer theaters of Eastern resorts this season, only 40 are what might be called legitimate theatrical enterprises. The majority of the others are simply rackets of one form or another. One of the most common gags is to charge the actors for appearing in the casts, with fees running as high as \$300 per actor. This is done under the pretext that the theater is a school for actors and appearance in the casts will open a way for engagements in the regular theatrical season. I see nothing so terribly wrong with all this. If a person is so in love with the stage that he is willing to work for nothing, support himself with his own money meanwhile, and pay \$300 a summer for the privilege of playing a part in the regular play, I say he should be (See *Did You Know That* on page 98)

WANTED

Colored Performers and Musicians
DOC MURL WEBSTER'S MEDICINE SHOW
Enlarging show. For sale. Two-week stands. \$40 week straight time. No rain-out. No up or down. Long season. Write or wire
STAGE MANAGER SLIM ADAMS, or MURL WEBSTER, Camden, Ark.

DRIVE-IN THEATRE EQUIPMENT

Complete new 35mm. Sound and Projection Equipment for Drive-ins—\$2,974.00; construction and operating instructions furnished. 16MM. FILMS RENTED—\$5.00. Advertising furnished. Used 16mm. and 35mm. projector bargains.

ACE CAMERA SUPPLY

150 N. Irby St. Florence, S. C.

Brunk's Comedians Want

Agent to bill and assist on front door. No posting. Also Working Man who can repair. Address:

HENRY L. BRUNK

Montrose, week Aug. 9; Gunnison, Aug. 16; Dal Norte, Aug. 23; all Colorado.

SILENT 35MM. FILMS

Six, seven and eight reel features and Westerns at \$10.00 and \$15.00 per feature. Old-time stars, Eva Novak, Helene Chadwick, etc. Short subjects at \$3.50 per reel. Free lists.

SIMPSON FILMS

155 HIGH ST. DAYTON 3, OHIO

COLORED MUSICIANS AND PERFORMERS WANTED

For the Thirty-Sixth Annual Tour of

F. S. WOLCOTT'S RABBIT FOOT MINSTRELS

Greatest Show of Its Kind on Earth

One night stands. No street parades. No band concerts. Now in rehearsal and open Aug. 23. Want Novelty Acts to feature, Chorus Girls, Blues Singor. Mary Smith, wire tickets. Don't wait to write (you will be too late), wire collect.

F. S. WOLCOTT, Port Gibson, Miss.

ROADSHOWMEN!

NEW LOW PRICES—SUMMER SPECIALS

Westerns . . \$5.00 per day; \$10.00 per week
Features . . . 7.50 per day; 12.50 per week

NEW PRINTS • SHORTS

Dependable Service
Many Pictorials, Hoppys, Fuzzys.
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1700 Assembly St. Columbia, S. C.

\$19.50 PUTS YOU IN SHOW BUSINESS

We supply you complete 16MM. Sound Projector and Films. Everything ready for showing. Be your own boss. EARN BIG MONEY. Write SOUTHERN VISUAL FILMS, 68 Monroe (Dept. BB), Memphis, Tenn.

CLEARANCE SALE

Annual Sale Used Prints
Big Bargains — Send for Lists
This Adv Appears 4 Weeks Only
FILM CLASSIC EXCHANGE Fredonia, N. Y.

BAYLESS — Charles R. (Bill), swinging ball operator with the Florida Amusement Company and other Eastern shows, found dead in his room in Attica, Ind., recently. Burial in McKeesport, Pa.

BELL—Dominic C., father and director of the Bell Family Band which toured with the Cetlin & Wilson Shows and other carnivals, July 29 at his home in Hepzibah, W. Va. Survivors include his widow, Julia; five sons, Raymond, Frank and Marvin, of Hepzibah; John, Beaver Falls, Pa., and Fred, concessionaire with the United States Shows, and several daughters. Burial in Clarksburg, W. Va.

BLUMENSTEIN—Sam, 60, former operator of the Bee Novelty Company, Philadelphia, suddenly July 27 at his home in that city. Survived by his widow, Minnie; a daughter, Mrs. Ruth Witt; three brothers, two sisters and three sons, Joel, former band leader known as Joel Charles, who now operates a talent booking office and a television production agency in Philadelphia; Harold, former promotion manager for MGM Records in Philadelphia and now with the Emerson Radio & Television Corporation of Pennsylvania, and Cecil, record salesman for Sidney Pastner Company, independent record distributing firm in Philadelphia. Burial in Mount Sharon Cemetery, Philadelphia, July 29.

BOULTER—Wilfred J., 68, former secretary-manager of the Prince Edward Island Fair at Charlottetown, P. E. I., and associated with the annual for 25 years, August 1 in Boston. Survived by his widow, son and daughter. Burial in Charlottetown.

BRICE—Chief Warrant Officer John J., director of the Lockbourne 766th U. S. Air Force Band, which airs weekly over WCOL and the all-Ohio network in the recruiting show, *Party Line*, July 28 in Columbus, O. His widow and daughter survive.

BUJDOSO—John, father of John Bujdoso Jr., formerly of the Midway Theater in Dearborn, Mich., August 3 in Detroit. His widow also survives.

BURGESS—Grover, 56, actor, July 30 in Chicago. Burgess became known on the legit stage in 1928 in Upton Sinclair's *Singing Jailbirds*, gaining critical acclaim for his impersonation of a labor agitator. Subsequent plays included *War*, produced by the Bronx Theater Guild, and Broadway shows *Battle Hymn*, *People on the Hill*, *Night Over Taos*, *Men in White*, *The Case of Clyde Griffiths* and just recently the part of Wilbur in *For Love or Money*.

CAMPBELL—Mrs. John G., 52, for six years vice-president of the Celoron Realty Corporation, former owner-operators of Celoron Park, Jamestown, N. Y., August 1 in Buffalo General Hospital. (For further details see Parks Department.)

CHANEY—Ellis, 63, co-founder and veepee of Southland Industries, owners of WOAI, July 25 in San Antonio. He was a Texas broadcasting pioneer. His widow and three sons survive.

EVANS—John W., 32, dancer known as Jake Evans, July 21 at the Naval Hospital, Philadelphia. He started his theatrical career at the Pearl Theater, Philadelphia, at the age of 13; toured Europe with the Lew Leslie's *Blackbirds* show in 1936 as a member of the Four Bobs, tap dancing team, later teamed with Nina Mae McKinney for a European tour, and at the time of his death worked with the Tip, Tap and Toe dance team. Survived by three sisters and a brother. Burial in Mount Lawn Cemetery, Philadelphia, July 27.

GABLE—William H., 78, father of Clark Gable, film star, at his North Hollywood, Calif., home August 4 of a heart attack. A resident of California for 20 years, he was a retired oil worker. Survived by his son and a stepdaughter.

GANNETT—William H., 94, magazine publisher and father of Guy P. Gannett, publisher and operator of stations WGAN, Portland, Ore., and

THE FINAL CURTAIN

WGUY, Bangor, Me., July 30 in Augusta, Me. He also leaves a daughter.

In Ever Loving
Memory of
SAMUEL JAMES GOLDEN
Who passed away
August 11, 1947.
You are not forgotten.
Helen

GOLDSCHMIDT—Joseph J., 65, St. Louis ticket agency owner, July 29 in St. Louis. His widow and son survive.

HAMILTON—Elmer J. (Al), former stage manager with various roadshows, including *My Soldier Girl*, and one-time advertising manager with the Ringling circus, recently at his home in Glens Falls, N. Y. He had also been on the road with Gus Edwards productions.

IN MEMORY OF
Samuel James Golden
a good Boss and Buddy.
KITTY KELLY

HERNDON—Mrs. Anna, 54, former actress and wife of Richard G. Herndon, theatrical producer and director, suddenly August 3 while driving from Philadelphia to Ventnor, N. J. Mrs. Herndon during the early '20s appeared in several Broadway plays under the name of Ann Walker. Her husband is currently directing the Baldwin Little Theater, Beach Haven, N. J. A sister and a brother also survive.

HOFFMAN—Edward, 50, president of WMIN, St. Paul, July 31 at his summer home near that city of a heart attack.

HOLIDAY—Frank Jr., 35, film actor and radio singer, a suicide in Hollywood August 3. He had been arrested on suspicion of burglary and lodged in the Hollywood jail where he hanged himself with his belt.

KEARNEY—A. J. (Dick), 69, assistant general manager for the Shea Circuit of theaters operating in Ohio, Pennsylvania and New England, July 30 in New York. He had been with the circuit since vaudeville days and at one time managed Will Rogers and Irene and Vernon Castle. His widow, a brother and three sisters survive.

LOEB—Adolph, former violinist with the Cincinnati Symphony Orchestra and for 35 years head of the violin department of the Wurlitzer Music Company, Cincinnati, July 29 in Jewish Hospital, that city. Survived by his widow, Gisela; a sister, Mrs. C. Steifel, Fort Wayne, Ind., and a brother. Crematory services in Cincinnati August 1.

LORIMER—Jack, old-time talker, at Riker's Island, New York, July 28.

MATTHIE—Mrs. Wallace, 56, mother of Walter W. Matthie, former advance man and press agent for the Clyde Beatty Circus and other shows, at her home in Long Beach, Calif., July 26, after a short illness. She was well known to circus people on the West Coast thru her son's activities. Survived by her son, Walter, and her husband. Burial in Long Beach July 29.

McGINNIS—Charles R., 47, veteran Hollywood casting director known

professionally as Charles Richards, at St. Vincent's Hospital, Los Angeles, recently after a short illness. Born in Indianapolis, he began his show business career as a juvenile actor and later became a protegee of C. B. DeMille as the latter's casting director. He cast, among other major productions, *Gone With the Wind*. Survived by his parents.

MONTANYE—Carlton Stevens, 56, detective story writer, August 3 in Larchmont, N. Y. Montanye wrote the book and lyrics for a Broadway musical, *The Rose Girl*, produced by the Shuberts in the 1930's. His widow, mother, two sisters and a brother survive.

MORGAN—William C. (Bronco Bill), 79, winner of the world's championship for breaking wild horses at the Chicago World's Fair in 1893, August 2 in Alhambra, Calif. He performed as a marksman and trick rider with Buffalo Bill's Wild West Show and later toured the country with his own show.

MUELLER—Alfred C., 78, former violinist, July 23 in Chicago. Four sisters survive.

MURPHY—Bob, 58, actor and restaurateur, August 5 in Hollywood. He was formerly a singing emcee on the old Keith-Orpheum Circuit and later entered movies. He owned two restaurants, Murphy's Cellar, New York, and the House of Murphy, Hollywood. His widow and a brother survive.

NELSON—Walter J., 72, former outdoor showman, July 28 in Wichita, Kan. He trouped with a Wild West show from 1902 to 1920, when he retired. Survived by his widow, Jessie, Wichita; a daughter, Mrs. Winona Bird, and three sons, Eli, J. A. and W. A., and a brother William.

NICHOLSON—Mrs. Hugh C. (Juliet Margaret Bush), 54, former vaude performer, recently at her home in New Glasgow, N. S., of a heart attack. She started in vaude with her parents as a dancer when a child, later trouping as a solo act. Survived by her husband and mother, of New Glasgow. Burial in that city.

NONWEILER—Mrs. William, wife of William Nonweiler and mother of William Nonweiler Jr., both well known in the carnival business, recently in Lehigh, Pa. Services at the Garrett Funeral Home, with interment in Granden Butten Cemetery, Lehigh.

PETRIE—David Hay, 53, stage and screen actor, July 30 in London. He played many leading Shakespearean roles with the Old Vic Company from 1920 to 1924, and left the stage for the films in 1931.

PHOENIX—Arthur S., 78, for 30 years director of the Weiting Opera House orchestra, July 27 in Syracuse.

PISARA—Joseph A. (Pappy), 57, July 23 in Methodist Hospital, Indianapolis, following a heart attack. A concessionaire with various shows for 40 years, Pisara was a member of the Michigan Showmen's Association, Miami Showmen's Association and Showmen's League of America. Survived by his widow, Babe Celeste; a son, James, and two granddaughters. Burial in Cave Hill Cemetery, Louisville.

POLATSCHEK—Victor, 53, Boston Symphony clarinetist and adviser for Edward B. Marks Music Corporation, July 27 in Pittsfield, Mass. His widow and sister survive.

REED—David C., 68, whose father introduced the rolling chair on the Atlantic City Boardwalk, July 25 in Atlantic City. He was president of the Shill Rolling Chair Company. His widow, three sons and a brother survive.

RIFKIN—Mrs. Louis, 56, wife of Louis Rifkin, a member of the family operating Poker Roll games at Coney Island, N. Y., in Ocean Parkway, Brooklyn, July 25.

SILVERS—Mrs. Lavonne, 33, divorced wife of Lou Silvers, Hollywood music director, July 28 at her home in

Los Angeles of an overdose of sleeping tablets. She was found dead in a bathtub nearly a week after her death. She was divorced from Silvers last March.

IN APPRECIATION

and thanks to my many friends
for the flowers, letters, tele-
grams and cards of sympathy
sent to me on the loss of my
husband, Frank D. (Doc) Shean.

Mrs. Frances Shean

SINK—Mrs. Beulah, wife of S. M. (Fat) Sink, ride superintendent of the Royal Exposition Shows, July 16 in Beltsville, Md., of cancer. Besides her husband, she leaves two brothers of Gastonia, N. C. Burial in Gastonia July 18.

SPETRINO—Francesco, 91, former director of Vienna's Imperial Opera House, July 25 in Rome. He conducted in many European and American cities, and composed several operas and music for ballets.

STRONG—Rowland, 42, skating rink operator, August 3, following a heart attack. He operated Strong's Rink at Keego Harbor, Mich., for many years. His widow and four children survive.

SUSS—Harry A., 67, showman for over 30 years, July 30 in Gibsonton, Fla. In recent years he had a Life Show with the James E. Strates, Dodson's World's Fair and John R. Ward shows and this season trouped with Prell's Broadway Shows. From 1929 to 1933 he operated a dry-cleaning establishment in Minneapolis and for a number of years was a pitchman, working condensers. Survived by five brothers, Stanley, Minneapolis; Herman (Great Herman, magician); Bernard, director and character actor; John, Englewood, Fla., and Frank, of Miami, and two sisters, Mrs. C. W. McKenna, Milton, Mass., and Mrs. William Nelson, Wilmar, Minn. Burial in Myrtle Hill Memorial Park, Cemetery, Tampa, August 3.

SWAIN—J. W., 74, groom for Bailey Bros.' Circus, August 2 in Lamar, Colo., from injuries sustained when crushed by a truck as the org was setting up for its stand there. He had no known relatives.

WARREN—Frank Hamilton, 73, former music critic for the old *New York World* and for three years program director of WHAM, Rochester, N. Y., July 30 in Canandaigua, N. Y.

WILSON—Charles, 64, former vaudevillian for 20 years, July 21 in Chicago. He toured the vaude circuits with his wife in the Wilson and Wilson act. He was last associated with the Balaban & Katz organization. His brother, Ernest Weil, survives.

WITMARK—Frank M., 70, member of the old music publishing firm of M. Witmark & Sons, August 3 at his summer home in Weehawken, N. J. He was the brother of the firm's founders, Jay, Isidore and Julius P. Witmark, and he contributed numerous compositions for Broadway musical comedies. Survived by his brother, Jay, and a sister.

IN LOVING MEMORY

of My Husband

RALPH L. WADE

who departed this life July 31, 1946.

The memory of someone dear is like

a thing of gold

That never dulls or tarnishes or grows

the least bit old.

It is a ray of sunshine that fills an

empty room.

And it is like a flower fair that never

fails to bloom.

The memory of someone dear, however

long apart,

is like a soothing melody that lingers

in the heart.

MYRTLE WADE

WIS. OPENING DRAWS 61,780

Chi R. R. Fair Increases Its Terrific Pull

Crowds May Hit 3 Million

CHICAGO, Aug. 7.—The Chicago Railroad Fair, which opened strong, continues to grow stronger in its crowd pull. Thursday (5), the 17th day of the event, produced a turnout of 53,408 paid, the largest single week-day gate thus far. Sunday (1), with a turnout of slightly over 75,000, was the best single day attendance to date.

Total attendance for the first 17 days aggregated a smashing 792,645, which has given everyone connected with the event ample reason for nips-ups. The ever-mounting gate has lifted the daily attendance average to over 46,500.

Pageant Keeps Rollin'

The pageant, *Wheels A-Rollin'*, the one big entertainment feature of the fair, is demonstrating increasing pulling power. The biggest day's attendance at the spec was scored Thursday (5), when 19,342 paid to see it. Thru the first 17 days attendance at the spec totaled 270,377, an average of better than 15,000 a day.

This week saw a further easing of the shortage of eating and drinking concessions, and fair execs expressed themselves as confident that this situation was well in hand. Inadequate toilet facilities remain a problem. Installation of additional toilets are expected shortly.

Aim at 3 Million Pull

Fair officials, who had based their planning for the fair on a gate of 2,000,000, now believe the event, originally slated to close Labor Day but recently extended thru September will pull close to 3,000,000 persons.

Publicity in the Chicago papers continues powerful, with all the gazettes maintaining a solid front in support of the fair. Some of the recent features which snared publicity was the judging of a tall girls' contest and the appearance of Jack Dempsey.

ARDC Adopts Safety Rules for Small Cars

HARTFORD, Conn., Aug. 7.—Bill Schindler, president of the American Racing Drivers' Club (ARDC), announced this week that three new regulations will shortly go into effect on the midget auto racing tracks operating in Connecticut.

One of the safety measures will make mandatory the installation on all machines of a cut-off button which can kill the engine in the event the throttle sticks. Another will favor the entrance of cars with four wheel brakes. The third will bar fathers with large families from midget racing.

The regulations will go into effect Sunday (15), Schindler said. In addition, he pointed out, ARDC drivers and car owners failing to comply with the new regulations will not be permitted to run on any track whose meet is sanctioned by ARDC.

Satan Hell Drivers West Coast Click; Mex Tour Skedded

NORTH HOLLYWOOD, Calif., Aug. 7.—Satan's Hell Drivers thrill show, playing still dates and fairs up and down the California Coast and in other parts of the West, is clicking solidly, according to Ken Baker, manager, who headquarters in this city.

Baker reports that the show had a successful engagement at the 52d Agricultural District Fair, Galt, and played to the largest crowds of the season so far. He said that the show has been booked for the 1949 fair as the main grandstand attraction.

On July 30, show played to 5,120 paid admissions at the fairgrounds in Eugene, Ore., under the sponsorship of the Eugene Active Club, which organization, Baker reports, lived up to its name in every way with plenty of publicity that brought the crowds out en masse.

Show next played Jantzen Arena, Portland, Ore., to turnaway crowds. It is reported that crowds were lined up four abreast for nearly a mile before the ticket boxes. Competition with Charlie Barnet and his orchestra, playing day and date, did not seem to hurt attendance, Baker said.

Route includes Hollywood Bowl, Salem, Ore., August 6; Athletic Park, Tacoma, Wash., August 11; Centralia, Wash., under sponsorship of the Cen-

Sprint Midget Races Fail To Pull Strong First Day

"Songs of a Century," night grandstand show, scores solidly—Centennial Expo teems with lures—plant abounds in new buildings, fronts and improvements

By Herb Dotten

MILWAUKEE, Aug. 7.—Wisconsin Centennial Exposition today opened here with a paid attendance of 61,780. The turnout was not up to expectations for the first day, nor was it in keeping with the attendance pace which must be set if it is to attain the 1,500,000 objective upon which it was budgeted. However, the expo, which teems with crowd lure, has 22 days to go. It is figured that the regular State Fair patrons, accustomed to the much shorter run of that event, realized there was no need to rush out the first day. Moreover, the opening day program held the regard of being one of, if not the lightest of all days. The afternoon grandstand bill consisted of qualifying trials and midget auto races. Compared to the 100-mile midget auto race slated for Sunday (8) and other more alluring events to follow, today's sprint races paled. A slim crowd paid to see them.

Night Show Pulls 5,800

Songs of a Century, grandstand show for the first two weeks of the expo, tonight played to 5,800 paid customers. Again, it was reasoned that since the show is in for a long stand the people did not throng out for its opening.

However, *Songs of a Century* tonight sent the customers home highly pleased and talking about the most lavish outdoor presentation ever offered at the State fairgrounds here. It was a smash hit, scoring solidly with the size, costuming and the execution of its production numbers and by the introduction of several touches rare to outdoor stageshows.

It was woven around tunes either written by Wisconsin natives or about Wisconsin colleges. It opened with a confection built around rah-rah tunes, and the effect upon the customers was the next best thing to the flag-waving routine. The folks loved it.

Large Cast Featured

The other two numbers solidly scored for other reasons. The final number was a charming spectacle. No less than 70 persons were on stage during it, with the theme built around songs written by Carrie Jacobs Bond. What's more, the cast was brilliantly costumed, the dancing girls ingeniously so, 12 with skirts lined with small lights that flashed on and off in a *Glowworm* routine and six with stunning and mirthful breakaway bustles.

A vocal chorus of more than 40 provided delightful musical background and added impressiveness. So, too, did a group of 12 harpists as Lucille Meusel, operatic star; Guila Bestabo, concert violinist, and Donald Gramm, baritone, all Wisconsin natives, played or sang.

The other number was a gay '90s bit, cut to greater proportions, injecting higher humor and more gayety and color than this not uncommon part of grandstand shows at fairs.

Winner in Cast

Charles Winninger, motion picture star and a Wisconsin native son, lent name value to the production. He also delighted with patter and a routine in which he leaned heavily upon Talent and Cogan, juggling team.

Marianne Seebold, ballerina; Ro-

Close-Ups:

Early Success Reflects Capable Act Merchandising by Al Martin

By Jim McHugh

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

THERE are a lot of folks who would give a fellow an argument on the saneness of dodging employment in his father's noisy machine shop to become a snare drummer—even if it did point the way to a position of prominence among the booking fraternity specializing in alfresco events. But the sanity of Al Martin, Boston talent merchant with offices in the Hotel Bradford, has never been questioned. As a matter of fact he is regarded as a capable fellow who has attained notable success in his chosen field and whose future looms even brighter.

Al started plugging away at the fringes of show business about 1926 when he was graduated from the Attleboro, Mass., High School. He worked diligently to become, as he puts it, "the world's worst drummer." He soon demonstrated that he was a better manager than a player and so took over the business affairs of the musical groups with which he was associated for the next few years. He engineered two successful seasons at York Beach, Me., on a percentage deal. But the ensuing seasons were blanks and Al's father, who referred to his activity as a "crazy business," managed to persuade him into concluding terms at Northeastern and Boston universities. It was in 1939 in Providence that Al accidentally found himself in the outdoor booking field, altho the office he had opened was supposed to be concerned with inking bands and indoor talent.

"I went to Rocky Point Park hoping to sell a band," Al recalls. "I was told that if I had a trumpet player who could do a high dive and a drummer who was a good trapeze artist, we might do business. It started as a joke but I found acceptable acts and got the contract."

Having no outdoor talent of his own under contract Al did business thru other agencies, including John Jaeckel and the Boyd & Wirth office. But

(See EARLY SUCCESS on page 56)



AL MARTIN

BIG NAMES FOR READING CELE

Radio, Stage, Flicker Stars

Concession space sales for 24-day doings bring \$50,000 in advance

(Continued from page 3)

emsee, will be featured Sunday and Monday (29-30).

Louis Armstrong will take over the stage Tuesday (31) with a number of other hot swing exponents, including Earl Hines, Jack Teagarden, Velma Middleton, Sidney Catlett, Oville Shaw and Barney Bigard. Bill

Jupe Dunks Pyro

NEW YORK, Aug. 7.—Coney Island's defiance of foul weather dished out by Jupe Pluvius this season was to have been climaxed Tuesday (3) night by a fireworks blast designated *The Bombardment of Jupiter Pluvius*, but Jupe beat the gun by opening his celestial rain spigots, and the Coney Island bombardiers were forced to throw in the sponge. No pyro barrage this week.

Robinson and Joe Howard are carded for September 1-2.

The exposition will go down the home stretch with an historical

pageant telling the 200-year story of Reading's growth. Over \$25,000 has been allotted to the outdoor dramatization. Elaborate sets have been designed by Robert Rowe Paddock, and Jess Kimmel is going forward with the pageant itself. A name narrator will be signed. Promotion includes the awarding of a \$500 top prize for a pageant script.

Free Shows Included

Altho high-priced entertainers are grabbing most of the advance publicity, plenty of free entertainment will be offered. National groups will present dances Sunday afternoon (15), while fraternal organizations will take over the following afternoon. This pattern will be continued thruout the exposition by giving the use of the grandstand and stage to various representative community groups.

A folk dance festival is in the mill for Tuesday (17), and the manufacturers and Chamber of Commerce will hold forth Wednesday afternoon (18). Agricultural Day will be observed Wednesday (25).

Other special days include Saturday (28), firemen and Negro; Sunday (29), music; Monday (30), veterans; September 1, Elks; 2, children, and 6, Labor Day.

Army War Displays

The armed forces are going to set up a chemical warfare and ordnance display, and two giant searchlights will be provided.

Approximately \$50,000 worth of space has been sold in advance. John S. Giles, president of the Reading Fair, who also is playing a prominent part in the bicentennial show, pointed out that the exposition will exit the grounds only a week before the fair preems, September 12.

Baldwin & Mermey, of New York, is promoting the entire celebration, with Alfred Stern as director. Publicity is being handled by Russ Moyer, Reading fair publicist, and Bob Gerhart and Nick Moser, local newspapermen.

75,000 Attend Harlacker Show

FITCHBURG, Mass., Aug. 7.—An estimated 75,000 attended the J. C. Harlacker Circus, sponsored by St. Bernard's Parish, at the new Bernardian Bowl for the week ending tonight. Approximately 20,000 jammed the Bowl opening Monday night (2). Patrons were largely drawn from surrounding communities since this city's population is under 45,000.

An advance ticket sale was said to have topped the \$20,000 mark with ducats offered at 50 cents each. General admission at the Bowl was 75 cents. More than 10,000 children's tickets for Friday and Saturday (6-7) matinees were bought in advance and distributed free by local merchants.

A strong show, inked thru Al Martin of Boston, included Capt. Keller and his trained wild animals; Miss Bernice, aerialist; the Aerial Ortons; Lambertis, high wire; Sylvia and Her Pals, dogs; Dornan Bros., comedy knockabout; Watkins's chimps; the Lang Troupe, teeterboard; and Fernando's band. Fireworks also were used.

Joe Harlacker Jr. was in charge of the show here.

The giveaway of several automobiles, including two on opening night, and penny sales, stimulated attendance.

Herbert Swift, High Diver, Suffers Head, Neck Injuries

SALISBURY, Md., Aug. 7.—Herbert Swift, of Miami, appearing in his high-diving act with the Modernistic Shows at near-by Delmar last week, was injured while putting on his act at last Saturday's (24) showing.

Swift was knocked unconscious as he struck the water and was pulled from his tank by a carnival workman. The diver suffered head and neck injuries, but his condition is reported as satisfactory.

"The Caterpillar Ride is HERE TO STAY..."

say Park and Carnival Men from Coast to Coast



ALLAN HERSHELL

CATERPILLAR

SOUTHERN VALLEY SHOWS

"I have seven major rides and it has topped any three combined in stock shows I'm playing."

Eddie Moran

IDLEWILD

"One of the best rides... that we operated. The maintenance on this ride proved to be very inexpensive."

C. K. Macdonald

GOODING AMUSEMENT CO.

"The ride is attractive, has tremendous capacity, packs a great thrill, easy to erect and dismantle. In the amusement industry it is thoroughly agreed that the Caterpillar Ride is here to stay."

F. E. Gooding

EASTWOOD COASTER CO.

"A 'must' ride for a park or carnival... a terrific attraction and a real flash, especially when properly lit up at night."

A. C. Rosenzweig

ONLY ALLAN HERSHELL builds the Caterpillar. And what a ride it is! Rates with the time-honored carrousel in popularity... a record-breaker when it comes to earning capacity. Many owners have grossed over \$5000 in a single week with this flashy ride. New streamlining and illumination make it a focal point at any park or carnival. Has 18 gleaming stainless steel cars with new type resilient cushions.

The Caterpillar carries 36 adult passengers or 54 children. Operates with small crew; requires only 50 feet frontage. Peak loading time approximately 60 seconds! Compact... easily carried on one 28 ft. and one 30 ft. trailer. Limited number available for early delivery. Write, wire or phone today!

WE PUT THE "SEE" IN SHOWS



Your "girlie" shows, rides, and games of chance draw better crowds when you have plenty of dependable light.

Dependable light is our business. We manufacture a complete line of factory-built and engineered power plants for carnival and show use.

These plants combine neat appearance with convenience, dependability, long-life and low cost operation. Stewart & Stevenson lighting plants are being used by many of the largest shows in the country.

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ALLAN HERSHELL COMPANY, Inc.

NORTH TONAWANDA, NEW YORK

World's largest manufacturers of amusement rides

Strates Adds 'Brown Skins' For Annuals

Top Negro Theater Unit

ROCHESTER, N. Y., Aug. 7.—After several weeks of negotiating, James E. Strates, owner-manager of the shows bearing his name, signed a top title in Negro musical shows, Irvin C. Miller's *Brown Skin Models*. The new unit preemed here under canvas for the first time, after closing an unbroken five-year tour of theaters in the East and Middle West.

Altho the nut is said to be of near-record proportions for an Eastern colored unit, the popularity of Miller's troupe here indicated that the investment would pay off. The Strates fair route this year has been considerably strengthened, especially with the addition of North Carolina's prize State fair. Colored units traditionally score heavily in the South and the take, it is believed, will hinge mainly on tent capacity.

The addition of a strong colored unit was all that Strates needed for a top-notch back end. Georgia Sothern, name stripper, was added for the season's opener. Eddie Hollinger closed his *Harlem Boogies* to make room for the new unit. He retains his former position.

Also opening here after weeks of preparation was Monte Navarro and Alexander DeGonslar's *Artist Village*. DeGonslar, an artist, laid the groundwork for the show and came up with a presentation that, while it remains in the posing show category, is different.

Both attendance and grosses here

Danbury Features Mute Motorboats On Water Raceway

DANBURY, Conn., Aug. 7.—John Leahy, Danbury Fair president, has perfected a near-noiseless motorboat and shortly will stage a series of meets on the water raceway which was built around the midget auto race track at the fairgrounds a year ago.

Leahy was all set to stage boat races last year, but neighbors complained to the State police because of the noise, and the plan was abandoned.

In co-operation with the Newman Manufacturing Company, Philadelphia, Leahy had built 18 noiseless boats. They are powered by Crosley inboard motors. Recently they were tried out and okayed by State police who used noise-registering meters.

The cost of each boat is estimated at about \$850. The top speed is 40 miles per hour. Special propellers with a different pitch will be added to provide more speed. Since all boats are mechanically the same, it will depend upon the skill and daring of driver to bring home a winner.

It is planned to stage about three races prior to the opening of the fair October 2.

kept pace with those of last year. Roy B. Jones, business manager, arranged for free busses to link the end of the local traction line with the lot.

A packed house attended a benefit show in the *Brown Skin Models* top. William Earl is featured comedian.

Mr. and Mrs. Carl Parsons joined with their snack stand. Bill Sylvan, talker, joined Claude Bentley's Side Show. Milton Fromm, concessionaire, reported this his best season.

Popcorn Profits Doubled with CRETORS auxiliary GIANT MODEL 41

A fast, trouble-free popper that pops corn direct in the seasoning and salt. Pops two pounds of raw corn each popping, giving about 13 bushels of popped corn per hour. Patented popper pan construction keeps heat where needed . . . patented cover construction relieves the popping corn of pressure, insuring maximum popping volume. Enclosed transmission.



HEADQUARTERS FOR PURDUE HYBRID S. A. CORN

Immediate delivery on Coconut Oil, Peanut Oil, Salt, Boxes

POPPERS BOY PRODUCTS CO.

60 E. 13TH ST. CHICAGO 5

FOR SALE

One Mills Frozen Custard Machine. 5-Gallon capacity. Excellent condition, used only three months. Reasonable offer will be accepted. Write or wire:

STATE AMUSEMENT CORPORATION

23 E. NORTH TEMPLE

SALT LAKE CITY, UTAH

Used Everywhere for Over 30 Years

ROLL TICKETS

100,000 \$25.00

PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B SHAMOKIN, PA.

Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

10,000 \$ 8.50
20,000 10.25
50,000 15.75

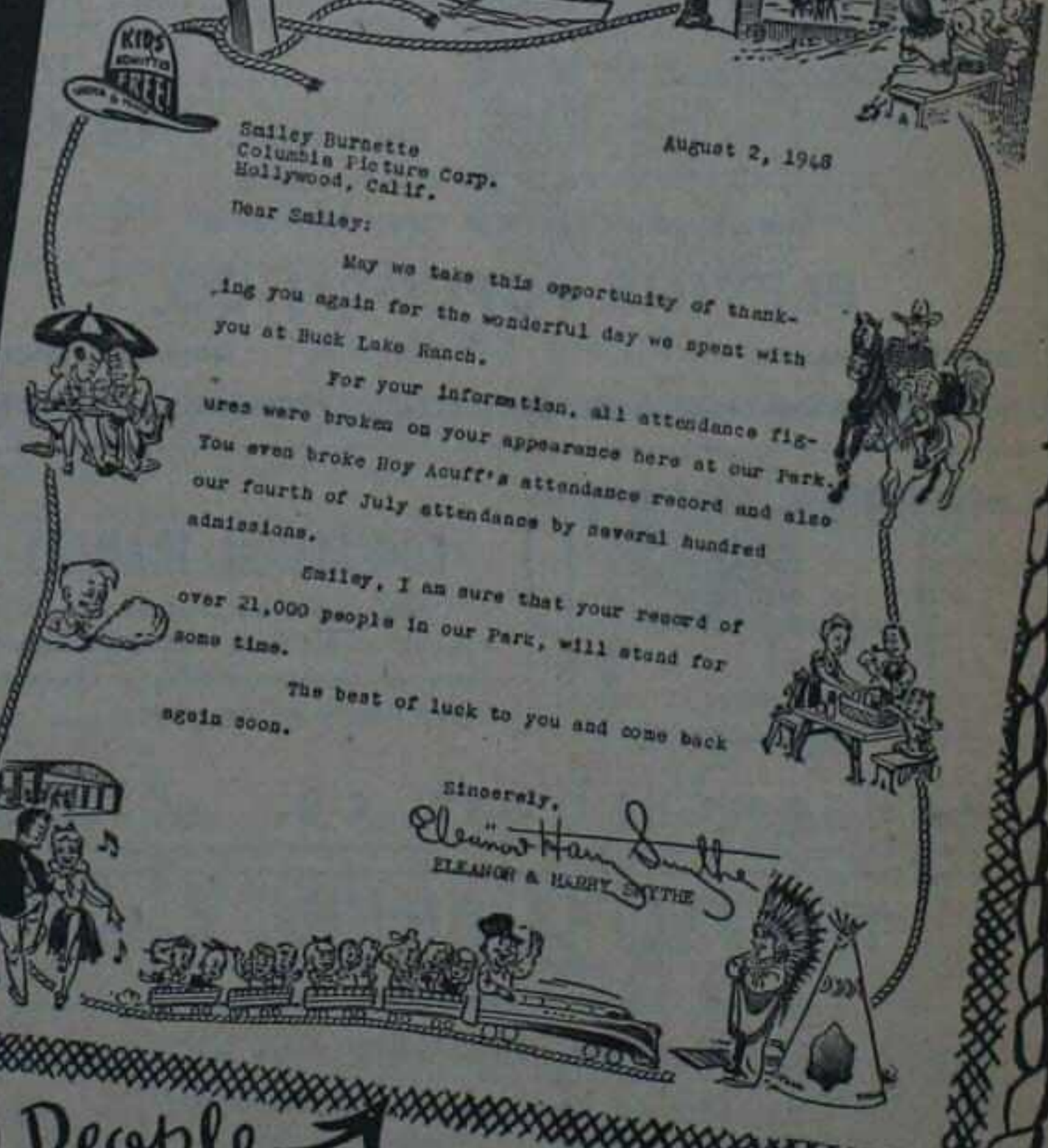
GIVE TO THE DAMON RUNYON CANCER FUND

SMILEY BURNETTE

ruff sed!



ANGOLA, IND. Telephone 198



Smiley Burnette
Columbia Pictures Corp.
Hollywood, Calif.

August 2, 1948

Dear Smiley:
May we take this opportunity of thanking you again for the wonderful day we spent with you at Buck Lake Ranch.

For your information, all attendance figures were broken on your appearance here at our Park. You even broke Roy Acuff's attendance record and also our fourth of July attendance by several hundred admissions.

Smiley, I am sure that your record of over 21,000 people in our Park, will stand for some time.

The best of luck to you and come back again soon.

Sincerely,
Eleanor & Harry Smythe

BULLET RECORDS
Latest Release
"HOMINY GRITS"
"Cattfish"
Personal Appearances
Across Country

COLUMBIA PICTURES
TRANSCRIPTIONS
"Smiley Burnette Show"

BOX 100
STUDIO CITY, CALIF.

21,000 People →

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TRAILERS — TRUCKS — GENERATORS

carry the load!



AVAILABLE

Now for Immediate Delivery—A full and complete line of New and Used Trucks and Trailers. We can arrange convenient payment terms for you.

BERMAN Sales Co.
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Detroit Youth Gets 18G in Suit for Loss of Eye at Fair

DETROIT, Aug. 7.—Richard A. Hinson, 11, was awarded a consent judgment for \$18,000 here by Circuit Judge Frank Fitzgerald for the loss of his left eye, incurred when kicked by a carnival employee as the lad attempted to sneak under a Side Show tent on the midway of the 1947 Michigan State Fair.

It was alleged that as the youth was sneaking under the tent, Roy P. Hicks, an employee of the two-headed calf exhibit, aimed a kick at his head, destroying the boy's eye.

Mr. and Mrs. Harvey Hinson, his parents, brought suit for \$50,000 against Gooding Amusement Company, Carl and Jackie Thomson, owners of the two-headed calf exhibit; Hicks, the State of Michigan and the State Fair Board. The last named two later were dropped as defendants.

The \$18,000 judgment is in addition to \$7,600 given the boy by the Detroit Racing Association and another \$2,400 raised thru a benefit concert by the Detroit Symphony Orchestra, organized by Henry H. Reichhold, president.

Medical expenses, attorneys' fees and other costs amounting to \$5,500 will be withheld from the \$18,000 and the remainder will be placed in a trust fund for the boy.

Fair Pays City 10G, Gets 5G Back; All's Well in Chattanooga

CHATTANOOGA, Aug. 7.—The Chattanooga City Commission, which earlier had balked at the payment, Monday (2) voted to give \$5,000 to the Chattanooga-Hamilton County Interstate Fair here for use in preparing for the '48 annual.

The city commissioners' decision followed the presentation a few days earlier of a \$10,000 check from the fair to the city as part payment for the use of Warner Park and land adjacent to it, which is the site of the fair. Fair officials pointed out that the charter held by the fair association prescribes that all moneys must be used for the upbuilding of the annual. They cited this as the reason for the delay in presenting the check.

The fair association, according to its officials, pays to the city the sum of \$3,000 yearly as rental for the use of the park as the site for the annual. This, the fair officials hold, is the only obligation that the fair has with the city.

Pioneer Days Ducat Sale Hits \$56,024

OGDEN, Utah, Aug. 7.—Ogden's Pioneer Days (20-24) had a gross ticket sale of \$56,024 before tax reduction, Mayor Harman W. Peery, chairman of the Pioneer Days committee, announced here Monday (26). This compares with \$101,000 in 1947, when the show was a part of the Utah Centennial Celebration and when the Gene Autry Rodeo held the spot.

This year J. C. (Doc) Sorenson furnished the stock and staged the show.

Crash Dunigan's Sky-High Thrill Circus is skedded for Tinty's Flying Ranch, Plainville, Conn., for one week beginning Monday (9).

NEW SEARCHLIGHTS AND PARTS

G. E. 800,000,000 Candle-power, 60" Searchlight Trailer Mounted, complete with transport braces and canvas cover.

NEW — NEW — NEW
\$1,000.00

Control Stations, Models 1941 and 1941A, complete with Tripod, slightly used, \$150.00.

Control Station, Parts, both Models; Lens Sectors; Reference #F57, Cat. #4964060P2 \$8.45 Ea.

Feed Rollers, Ref. #L397; Cat. #5356942, \$3.40 Ea.

Feed Rollers, Ref. #L365; Cat. #5957703, \$3.50 Ea.

Hand Extended Controller, Ref. # EB; Cat. #5934842G4, \$43.20

Head or Cap, Positive Nose, Ref. #L328,

Cat. #5994197P4, \$13.50 Ea.

Combined Equipment Co.
1-7 Brookside Ave.
Poughkeepsie, N. Y.

MIDWAY MARVEL

CANDY FLOSS MACHINE
\$275.00
Slightly higher west of Rockies.
double spinnerhead • rubber shock mounted • 25 in. aluminum pan • pilot light indicator • shaft rotates on ball bearings • dust cover • Tused to prevent overload • accurate machining • ball bearing motor.

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221 N. Second Street Philadelphia 6, Pa. 2908-14 Smallman St. Pittsburgh 1, Pa. 1261-83 E. Sixth St. Los Angeles 21, Calif.

ECHOLS ICE SHAVING MACHINE
With Motor \$60.00
With Stand \$65.00
\$15.00 Deposit on O. D. orders.
S. T. ECHOLS
3700 S. Jefferson
St. Louis 18, Mo.

GASOLINE MOTORBOATS FOR SALE AT SACRIFICE PRICES

Now operating. Come and ride them yourself.

15 PLAYERS GROUP GAME
being sold for storage fee of \$400. Worth \$2,000.

BOB ADLER
541 Surf Ave., Coney Island, N. Y. E5planade 2-7274

Frozen Custard Machines 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

Special Prices — August Only!

CLIP THIS AD AND SEND WITH YOUR ORDER

- GLUCOSE or SWEETOSE, 60 lbs. \$ 4.40
- COCOANUT—Macaroon, fine, unsweetened, 30 lbs. 10.80
- PEANUTS—Large Virginia fancy, in shell. Raw 17 3/4¢
Roasted 20 1/2¢

SEND 25% DEPOSIT ON C. O. D. ORDERS
OPEN ACCOUNTS REQUIRE CREDIT REFERENCES

BLEVINS POPCORN CO.

POPCORN VILLAGE NASHVILLE, 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.

The TLT-A-WHIRL Ride

One August Delivery Date
Now Available

WIRE OR CALL FOR PARTICULARS

SELLNER MFG. CO. Faribault, Minnesota

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE

SPECIALY PRINTED
CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M's AT SAME ORDER, \$2.00

Above price for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK TICKETS
1 ROLL \$1.00
5 ROLLS 6 75c
10 ROLLS 6 60c

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS
Tickets Subject to Fed. Tax. Must Show Name of Plans, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

Jersey Resort Men Seek Better Roads, More \$\$ for Flack

WILDWOOD, N. J., Aug. 7.—The construction of new highways, particularly in South Jersey, even if they are to be toll roads, was urged by the New Jersey Resort Association at its recent meeting here.

William C. Hunt, head of the Hunt Amusement Enterprises, cautioned the members that the proposed \$100,000,000 parkway, which was to be built in part in Cape May County, may be diverted at New Brunswick, N. J., to be linked with the new Delaware River span.

The association also went on record urging the army engineers to start a survey from Sandy Hook to Cape May on a beach erosion plan.

Mayor Clyde W. Struble, of Ocean City, advocated an appropriation of \$250,000 by the State for advertising purposes. The sum of \$50,000 is now allotted. Ned Gerber, representing the New Jersey council, said \$18,000 is now being spent in resort newspaper advertising.

Atlantic City hotel representatives reported that summer business was from 10 to 15 per cent ahead of last year and that they anticipated a good fall business. Wildwood's mayor, Harry Steele Jr., expressed similar views.

SNOWBALL CANDY APPLE SUPPLIES
 "HIGHEST QUALITY AT LOWEST PRICES"
 WRITE FOR PRICES
KIRBY'S PRODUCTS
 15 Fike Avenue
 UNION, SOUTH CAROLINA

WANTED BOSS CANVAS MAN
 50 with 4 twenties. Plenty men to help. Wire
MILT ROBBINS
 Dailey Bros.' Circus, Mitchell, South Dakota, Aug. 12; Redfield 13; Brookings 14; Watertown 16.

BUFFALO RANCH RODEO WILD WEST AND CIRCUS COMBINED
 FOR CHARLESTON, W. VA.
 August 25th through August 29th
 WILD WEST PEOPLE with or without stock, Cowboys and Cowgirls, Rodeo Clowns.
 CIRCUS ACTS: Family Acts doing two or more, Dog and Pony Acts, Bar Act or Tumblers, Buck Lucas, Buck McLean and Armstrong Funny Ford, contact.
 SIDE SHOW ACTS: Complete Side Show wanted. Cuban Mack, contact.
 WORKING MEN: Boss Canvasman, Seat Men and Blockers and Working Men all departments.
 Write or Wire CHAIRMAN
FRATERNAL ORDER OF POLICE
 Hotel Kanawha Charleston, W. Va.

FOR SALE AERIAL JOY RIDE
 Excellent condition, A-1. To be seen operating at South Beach, Staten Island, N. Y. C.
CHARLES TERRELLI
 250 Seaside Blvd., Dodgem Bldg., Staten Island, N. Y. C. Phone: Gibraltar 7-9726.

SNELL BROS.
 Open dates for Fairs and Celebrations
 Playing La Porte, Ind., Aug. 10-14.
 OPEN: Aug. 14-27 for FAIRS.
 Playing Spencer, Iowa, Sept. 13-18.
 OPEN: Sept. 19-Oct. 3 for FAIRS.
 Playing Waterloo, Iowa, Oct. 4-11.
 OPEN: Oct. 12-Nov. 3 for FAIRS or CIRCUS.
 Write BARNES-CARRUTHERS FAIR BOOKING OFFICE
 150 N. Dearborn St. Chicago, Ill.

Parading Lions (Human Kind) Use Pro Talent

NEW YORK, Aug. 7.—Four-day convention of the Lions International, which opened at Madison Square Garden Monday (26), gave New Yorkers a chance to see and hear some of the country's finest marching bands, including at least four pro units and many outstanding school and college bands. The bands participated in a big parade down Fifth Avenue Monday night (26) and in concerts at the Garden.

Very much in evidence were three of Philadelphia's famous string bands, Ferko's String Band and the Aqua and Q. C. S. B. string bands. Making their first appearance in New York were the snappy-stepping girls of George Bird's Cleveland Browns Musical Majorettes, who were outstanding in the parade and also scored in shows they put on in the Garden. Other pro, or semi-pro, bands in the parade were the Yonkers (N. Y.) Pipe Band, the Cowboy Band of Hardin-Simmons University, Abilene, Tex., and several hillbilly and rumba combos.

15,000 March

Crack military bands in the big parade, which was participated in by close to 15,000 marchers, 34 bands and 18 floats, were the 110-piece U. S. Air Force Band, the First Army Band and the band of the 71st New York National Guard.

In addition to the Hardin-Simmons Band, the Texas Lions brought up a peppy all-fem unit, the Melody Maids, of Beaumont, who marched and sang, plus three excellent school bands, White Oak High, of Longview; Alvin High and Gladewater High, which were tops.

Outstanding musically was the Phillips University Marching Band, of Enid, Okla., an unusually large band (boys and girls) displaying exceptional musical ability as well as snappy marching. Rating honorary mention were the Golden Bear Band, of the Jackson (Tenn.) High School; Elizabeth City (N. C.) High School and the Lane High School Band of Charlottesville, Va.

Gals and Indians

Novel musical units included the all-fem Scottish Highlanders, University of Iowa Band, the plumed Redskins Band of Washington, the Florida Band in Seminole garb and the Warren (R. I.) Indian Band, in red-skin get-up. Cuba, Mexico and other Latin-American delegations marched with small, but good musical units of their countries.

The convention, which brought nearly 25,000 delegates and visitors to New York, passed up all horse-play and kiddish nonsense. Plenty of fun was on tap, with several big dances at the hotels and a big all-pro show at Madison Square Garden Tuesday (27). Visitors also spent plenty on shows and eats and trips to parks, beaches and other fun spots. The Lions made a good impression by running full-page ads in Monday papers, explaining their activities and creed, and by placing quarter-page Thank You—New York ads in most of Thursday's papers.

Leo Carillo To Emcee Cent. Cele at Oregon City, Ore.

OREGON CITY, Ore., Aug. 7.—Oregon's official four-day centennial celebration starts here August 12, with Leo Carillo, movie actor, heading a wide variety of events as emcee.

A feature attraction is Bert Levey's balloon ascension acts. Other acts include Ward Wells and his Arabian horse, Sharik.

Wilburn Released From Hospital; No Word on Condition

OSKALOOSA, Ia., Aug. 7.—Jimmy Wilburn, veteran dirt track driver, has been released from the Mahaska County Hospital here and removed to his home at Indianapolis, but hospital attendants declined comment on his chances for complete recovery.

Wilburn was seriously injured July 1 when his car crashed into a fence just after he had set a record on the half-mile oval and was attempting to overtake Emory Collins. Wilburn was unconscious for nearly three weeks after the accident. His Offenhauser car is being repaired and is expected to be ready for action within two weeks. It was not announced who would drive the car.

Jewels Return to U. S.

NEW YORK, Aug. 7.—The Juggling Jewels arrived in New York Wednesday (4) after a highly satisfactory 14-week engagement with Jerome Wilson's Circo Americano with which they were on tour in Puerto Rico. The Juggling Jewels are set to play a string of Hamid fair dates, opening at Hamburg, N. Y., August 16.

Accident Kills Carver Horse

CAIRO, Aug. 7.—Texas, one of Carver's diving horses, was killed Thursday (5) night during a performance at Cairo's amusement park, City of Attractions, on the banks of the Nile. The horse, ridden by Laurene Carver, lost its balance when making a 40-foot dive and landed on its back. The act recently arrived here from a tour of Scandinavian countries.

George Cook has returned to Erie, Pa., after selling his interest in the Circus Inn at St. Petersburg, Fla. He is building a trick Austin which he hopes to have ready by August 15. Assisting him will be Mrs. Cook; also Merle Cook, doing clown cop.

F. Weddleton Dies In San Francisco

SAN FRANCISCO, Aug. 7.—Fredrick D. Weddleton, 64, retired showman and head of the department of concessions at the 1939 Golden Gate International Exposition, died here Thursday (5) at French Hospital of coronary thrombosis.

Weddleton started in show business at the age of 9 as prop boy with the Keith Circuit in Boston. At 14 he joined a carnival and at 19 was manager of a roadshow. He has traveled with roadshows thru the United States, Canada and Mexico, and until a few years ago managed trade shows and county fairs throughout California.

Survived by his widow, Ruby; a son, George; three brothers and a sister. He was a member of Show Folks of America. Interment in Cyprus Lawn Memorial Park, San Francisco.

Sunbrock Thriller Slated for Paris

CINCINNATI, Aug. 7.—Larry Sunbrock, in a phone call to The Billboard here today, stated that he would leave New York Monday (9) by plane for Paris to complete preliminary arrangements for the appearance of his rodeo and thrill show at the Palais de Sports there September 10-30.

According to Sunbrock his troupe of 42 people and 60 head of stock will sail from New York Thursday (12) for Havre, France. Sunbrock says engagements in Brussels, Amsterdam and on the Riviera are slated to follow the Paris stand.

BUTLER, Pa., Aug. 7.—Lou Patton, 79-year-old caretaker, and four race horses owned by A. J. Richards, president of Butler County Fair Association, burned to death in a fire which destroyed a large barn on Butler County Fairgrounds Thursday (5) night.



Crystal Coach Sr.
1948 MODEL
 Other models from \$695 up.

TWO SUPER SPECIALS

Senior model CRYSTAL COACH, 7 1/2 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, \$2,631.00, plus tax. Delivered free of charge in Mid-western 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, meat 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.

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

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card; 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$6 per 100. Fibre Calling Numbers, 50c; Wood Calling Numbers, \$1; Printed Tally Card, 15c. Colored Heavy Cards, 23, same weight as #1 in Green, Red, Yellow @ \$8 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. Pine-Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls, Ea. .58. 3,000 Jack Pot Bins (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 place layout for 15.00
Thin Transp. Plastic Markers, Bwn. 1/4 M 1.00
Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 1/2 the size \$2.00 M

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

J. M. SIMMONS & CO.
19 W. JACKSON BLVD., Chicago 4, Illinois



Beautiful New Navy

SIGNAL FLAGS!

For carnivals, shows, circuses! Complete set of 26 different "alphabet" Signal Flags, made originally for U. S. Navy battleships, now released as war surplus. All brand new and in perfect condition—never used. None smaller than 4' by 4'—many larger. Brilliant fast colors; fine, long-wearing bunting. All different—no two flags alike! Each equipped with metal clasp for hanging. Complete set of

26 FLAGS FOR \$13.95!

Order by mail today! Send check or money order (add \$1.00 for postage and handling) or order C. O. D. Immediate delivery. Satisfaction guaranteed.

HUGH CLAY PAULK

Dept. W-32
49 Falmouth St., Boston 15, Mass., or
813 No. Kansas Ave., Topeka, Kansas.

Fair Dates



A list of fairs, with dates one week in advance and arranged according to dates, States and cities, will appear in each issue. The complete list of Fair Dates was published in the issue dated July 31.

August 15-21

CALIFORNIA

Crescent City—Del Norte Co. Fair. Aug. 20-22. R. B. McClure.
Roseville—Placer Co. Fair Assn. Aug. 19-22. Tom J. Pugh.
San Mateo—San Mateo Co. Fair Assn. Aug. 12-22. Norvell Gillespie.
Stockton—San Joaquin Co. Fair. Aug. 21-29. E. G. Vollmann.
Susanville—Lassen Co. Fair. Aug. 17-22. A. A. Jensen.
Ukiah—12th District Agri. Assn. Aug. 20-22. W. C. Peters.

COLORADO

Akron—Washington Co. Fair-Rodeo. Aug. 16-18. Brandt Wenig.
Brighton—Adams Co. Junior Fair. Aug. 17-18. Don Young.
Burlington—Kit Carson Co. Fair. Aug. 17-19. Harley Rhoades.
Hugo—Lincoln Co. Free Fair & Rodeo. Aug. 19-21. Robert Igou.
Julesburg—Sedwick Co. Fair. Aug. 16-18. Don W. Acott.
Lafayette—Huerfano Co. 4-H Fair. Aug. 19-20. Charles Boyd.
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.

CONNECTICUT

Orange—New Haven Co. 4-H Fair Assn. Aug. 20-21. Beverly C. Yale, Meriden, Conn.

IDAHO

Gooding—Gooding Co. Fair & Rodeo. Aug. 19-21. Lieurn Lucke.
Homedale—Owyhee Co. Fair. Aug. 20-21. Erma Parker.
Montpelier—Bear Lake Co. Fair. Aug. 19-21. H. G. Nuckols.

ILLINOIS

Anna—Southern Ill. Fair Assn. Aug. 16-20. Glendale Hudgens.
Carmi—White Co. Agri. Assn. Aug. 16-20. Eidon (Bud) Niekamp.
Mount Carmel—Mt. Carmel Fair. Aug. 16-20. E. Guy Pixley, West Salem, Ill.
Springfield—Illinois State Fair. Aug. 12-22. Wm. (Jake) Ward.
Stronghurst—Henderson Co. Fair. Aug. 17-20. Ralph Butler.
Warren—Warren Fair. Aug. 19-22. J. W. Richardson.

INDIANA

Bloomington—Monroe Co. Fair Assn. Aug. 18-21. Guy L. Baker.
Boswell—Benton Co. Fair Assn. Aug. 16-20. Lendall Lowman, Earl Park, Ind.
Brownstown—Jackson Co. Fair Assn. Aug. 16-21. Richard Elliott.
Connersville—Fayette Co. Free Fair Assn. Aug. 17-20. W. Erb Hanson.
Elmora—Elmore Township Fair. Aug. 18-21. Leland Sargent.
Fort Wayne—Allen Co. Fair Assn. Aug. 16-21. Carl Suedhoff.
LaFayette—Tippecanoe Co. Exhibit Assn. Aug. 16-18. Sarah J. Norris, Buck Creek, Ind.
Rensselaer—Jasper Co. Fair Assn. Aug. 17-21. Robert E. Conley.
Rockville—Parke Co. Fair Assn. Aug. 17-21. A. K. Noblitt.
Salem—Farmers-Merchants Fair Assn. Aug. 18-20. R. R. Tash.
Spencer—Owen Co. Fair Assn. Aug. 16-21. Lois K. Long.
Wanamaker—Marion Co. Free Fair. Aug. 16-21. Harry C. Roberts.
Winamac—Pulaski Co. 4-H & Community Fair. Aug. 17-21. Stuart Gast.

IOWA

Adel—Dallas Co. Fair Assn. Aug. 19-21. J. Dwight Brown.
Albia—Monroe Co. Fair Assn. Aug. 17-19. Virgene Starcevic.
Alta—Buena Vista Co. Agri. Soc. Aug. 18-21. G. A. Soderquist.
Atlantic—Cass Co. 4-H Fair. Aug. 17-20. Cliff Hardie.
Bloomfield—Davis Co. Fair. Aug. 17-20. O. C. Wagler.
Cedar Rapids—All-Iowa Fair. Aug. 15-21. Andrew O. Hanson.
Clarinda—Page Co. Agri. Fair Assn. Aug. 16-18. Kenneth R. Pulk.
Columbus Junction—Lousia Co. Fair. Aug. 17-20. H. M. Duncan.
Coon Rapids—Four-County Fair. Aug. 18-21. Joe King.
Corydon—Wayne Co. Fair. Aug. 17-20. A. L. Cobel.
Davenport—Mississippi Valley Fair. Aug. 17-22. Frank Harris.
Decorah—Winneshiek Co. Agri. Soc. Aug. 19-22. Leon R. Brown, Cresco, Iowa.
Elkader—Elkader Fair. Aug. 17-20. E. P. Seifert.
Emmetsburg—Palo Alto Co. Fair Assn. Aug. 16-18. H. E. Barringer.
Estherville—Emmet Co. Agri. Show. Aug. 19-21. Jesse DeVoss.
Fonda—Pocahontas Co. Agri. Soc. Aug. 21-23. B. F. Barber.
Hartley—O'Brien Co. 4-H Fair. Aug. 16-17. I. L. Hansen.
Humboldt—Humboldt Co. Agri. Soc. Aug. 16-19. Levi W. Olson.
Independence—Buchanan Co. Fair. Aug. 19-22. B. O. Gates.
Jefferson—Greene Co. Fair Assn. Aug. 17-20. Francis L. Oudaby.
Le Mars—Plymouth Co. Agri. Soc. Aug. 16-18. Don P. Carter.

Lorimer—Lorimer Agri. Assn. Aug. 16-19. Clyde Thompson.
Manson—Calhoun Co. Fair Assn. Aug. 18-22. Sara S. Klota.
Monticello—Jones Co. Fair. Aug. 18-21. Rosa Baty.
Mount Ayr—Ringgold Co. Fair Assn. Aug. 18-21. Stuart W. Hoover.
Nevada—Story Co. 4-H Fair Assn. Aug. 16-19. Glenn Z. Randau, R. F. D. 2, Ames, Iowa.
Northwood—Worth Co. Fair Soc. Aug. 15-18. Glenn O. Tenold.
Osceola—Clarke Co. 4-H Fair. Aug. 17-20. Floyd Newman.
Rock Rapids—Lyon Co. Fair. Aug. 15-18. Don DeWasy.
Sac City—Sac Co. Fair Assn. Aug. 18-21. Charles A. Hacke.
Spirit Lake—Dickinson Co. Agri. Soc. Aug. 17-19. L. E. Hendricks.
Thompson—Winnebago Co. Junior Fair. Aug. 19-21. Vincent Otis.
Traer—Tama Co. Fair Assn. Aug. 18-21. Elmer Taylor, Jr.
Waukon—Allamakee Co. Agri. Assn. Aug. 16-19. A. M. Monserud, Harpers Ferry, Iowa.
What Cheer—Keokuk Co. Fair. Aug. 21-24. E. P. Lally.

KANSAS

Burden—Eastern Cowley Co. Fair. Aug. 18-20. Dick Alexander.
Colby—Thomas Co. Fair Assn. Aug. 17-20. J. B. Kuska.
Delphos—Ottawa Co. Fair Assn. Aug. 19-21. Harold Mertz.
Effingham—Effingham Fair Assn. Aug. 17-20. Clarence J. Hegarty.
Glasco—Cloud Co. Fair. Aug. 16-18. L. J. Nutland.
Great Bend—Barton Co. 4-H Fair. Aug. 17-19. Robert J. Danford.
Holton—Jaskson Co. Fair. Aug. 18-20. Matt J. McAsey.
Ness City—Ness Co. 4-H Fair. Aug. 16-17. Norton—Norton Co. Agri. Assn. Aug. 16-20. Guy L. Allen.
Richmond—Richmond Free Fair Assn. Aug. 18-20. Ralph S. McCrea.
Sublette—Haskell Co. Fair Assn. Aug. 19-21. Frank McCoy.

KENTUCKY

Burlington—Boone Co. 4-H Utopia Fair. Aug. 20-21. Mrs. Vernon Pope.
Lebanon—Marion Co. Fair Assn. Aug. 18-21. R. L. Isaacs.
Louisia—Lawrence Co. Fair. Aug. 16-21. O. K. Vantilburg.
Nicholasville—Jessamine Co. Lions Club Fair. Aug. 16-21. Harlan H. Veal.
Warsaw—Gallatin Co. Farmers' Fair. Aug. 19-21. Audrey Spencer.

MARYLAND

Ellicott City—Howard Co. Fair Assn. Aug. 18-21. Wm. S. Ledbetter.
Rockville—Montgomery Co. Fair. Aug. 21. R. N. Whipp.

MASSACHUSETTS

Seekonk—Rehoboth Agri. Soc. Aug. 21-26. Wm. J. Whitaker.
South Weymouth—Weymouth Agri. Soc. Aug. 15-22. Fauthal, Quincy, Mass.

MICHIGAN

Cheboygan—Northern Michigan Fair. Aug. 16-21. Harold G. Sellers.
Escanaba—Upper Peninsula State Fair. Aug. 17-22. Harold P. Lindsay.
Lowell—Kent Co. 4-H Agri. Assn. Aug. 18-20. K. K. Vining, Grand Rapids, Mich.
Mason—Ingham Co. Fair. Aug. 16-21. Joy O. Davis.
Midland—Midland Co. Free Fair. Aug. 16-21. H. D. Parish.
Pontiac—Pontiac Fair. Aug. 17-22. Wilton Martin.
Standish—Arenac Co. Fair. Aug. 18-21. Paul R. Pennock.
Wayne—Wayne Co. 4-H Fair Assn. Aug. 16-21. W. E. Eennells, Belleville, Mich.

MINNESOTA

Atkin—Atkin Co. Agri. Soc. Aug. 16-18. F. C. Kaplan.
Anoka—Anoka Co. Agri. Soc. Aug. 16-18. Ed. I. Iverson.
Barnum—Carlton Co. Agri. Assn. Aug. 19-21. J. T. Rudebeck.
Elk River—Sherburne Co. Agri. Soc. Aug. 16-18. E. E. Buge.
Glenwood—Pope Co. Agri. Soc. Aug. 18-21. Gilman P. Gandrud.
Grand Rapids—Itasca Co. Agri. Soc. Aug. 19-22. Francis Mullins.
Jackson—Jackson Co. Fair. Aug. 19-22. Anton C. Geiger.
Le Center—Le Sueur Co. Fair. Aug. 20-22. W. J. Baker.
Litchfield—Meecker Co. Agri. Soc. Aug. 19-20. D. E. Murphy, Dassel, Minn.
Little Falls—Morrison Co. Agri. Soc. Aug. 20-22. D. T. Sargeant.
Long Prairie—Todd Co. Fair. Aug. 17-19. Logan O. Scow.
Motley—Morrison Co. Agri. Soc. Aug. 18-17. Leroy Greig.
New Ulm—Brown Co. Agri. Soc. Aug. 19-22. Wm. A. Lindeman.
Owatonna—Steele Co. Agri. Soc. Aug. 17-22. Stan Muckle.
Pillager—Cass Co. Agri. Soc. Aug. 19-21. Earl LaPorte.
Saint Charles—Winona Co. Fair Assn. Aug. 20-22. Merrill Smith.
Waconia—Carver Co. Agri. Soc. Aug. 19-22. Ralph J. Efferts.

MISSOURI

Mexico—Audrain Co. Fair. Aug. 17-20. Clarence W. Mackey.
Tipton—Tri-County Agri. Soc. Aug. 18-21. Toby Lademann.
Washington—Franklin Co. Farm Products Show. Aug. 19-21. Wm. M. Day.

MONTANA

Baker—Fallon Co. Fair. Aug. 20-22. Gene Hoff.
Forsyth—Rosebud Co. Fair & Rodeo. Aug. 17-19. Fred R. Cox.

NEBRASKA

Bassett—Rock Co. Agri. Assn. Aug. 20-22. H. M. Bunnett.
Benkelman—Dundy Co. Fair Assn. Aug. 16-18. Hubert E. Dyke, Parks, Neb.
Chadron—Dawes Co. Fair. Aug. 20-22. Harry Kuska.
Gibberton—Blitchcock Co. Fair. Aug. 18-22. Ervin Coyle.

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Grant—Perkins Co. Agri. Assn. Aug. 19-21. W. E. Cannady, Madrid, Neb.
Holdrege—Phelps Co. Agri. Soc. Aug. 17-20. A. E. Johnson, Funk, Neb.
Homer—Dakota Co. Agri. Soc. Aug. 18-20. James Alloway.
Orleans—Harian Co. Junior Fair. Aug. 19-21. W. A. Lennemann.
Sidney—Cheyenne Co. Fair. Aug. 18-21. E. L. Hoover.
Spalding—Greeley Co. Free Fair Assn. Aug. 18-19. Don C. Smith.
Spencer—Boyd Co. Fair Assn. Aug. 18-20. Louis Klasna.
Springfield—Sarpay Co. Agri. Soc. Aug. 19-21. M. L. Vaughn, Papillion, Neb.
Stapleton—Logan Co. Agri. Soc. Aug. 20-22. V. K. Magnuson.

NEW JERSEY

Belvidere—Warren Co. Farmers' Fair. Aug. 18. C. Fred Lorenzo.
Troy Hills—Morris Co. Fair Assn. Aug. 17-21. Mrs. Susan DeC. Condit, Morristown, N. J.

NEW YORK

Canandaigua—Ontario Co. Agri. Assn. Aug. 18-21. Mrs. Janette D. Dewey.
De Ruyter—Four-Co. Fair Assn. Aug. 18-21. G. W. Irvine.
Elmira—Chemung Co. Agri. Soc. Aug. 15-23. Robert S. Turner, Horseheads, N. Y.
Hamburg—Erie Co. Agri. Soc. Aug. 18-21. Frank A. Slade, Erie Co. Hall, Buffalo.
Kingston—Ulster Co. Agri. Soc. Aug. 18. Nellie Elmendorf.
Lowville—Lewis Co. Agri. Soc. Aug. 18-21. Cyril L. Seymour, Turin, N. Y.
Middletown—Orange Co. Fair Assn. Aug. 18-21. Alan C. Madden.
Walton—Delaware Valley Agri. Soc. Aug. 17-20. Paul G. Williams.
Waterloo—Seneca Co. Agri. Soc. Aug. 17-20. George H. Leet, Seneca Falls, N. Y.
Watertown—Jefferson Co. Agri. Soc. Aug. 17-20. Karl Malady, R. 3.

OHIO

Berea—Cuyahoga Co. Agri. Soc. Aug. 18-22. Wm. H. Kroesen.
Celina—Mercer Co. Agri. Soc. Aug. 15-20. W. F. Archer.
Chillicothe—Ross Co. Agri. Soc. Aug. 17-21. W. R. Kramer.
Hilliards—Franklin Co. Agri. Soc. Aug. 17-20. Arch W. Alder.
Mansfield—Richland Co. Agri. Soc. Aug. 20-21. Orville Kibler.
Mount Gilead—Morrow Co. Agri. Soc. Aug. 18-21. Glenn Brown.
Owensville—Clermont Co. Agri. Soc. Aug. 18-21. J. W. Evans.
Pomeroy—Meigs Co. Agri. Soc. Aug. 17-20. C. L. Heaton.
Springfield—Clark Co. Agri. Soc. Aug. 17-20. L. C. Aleahire.
Troy—Miami Co. Agri. Soc. Aug. 17-20. Charles P. Rodgers.
Zanesville—Muskingum Co. Agri. Soc. Aug. 17-20. Peri D. Elliott, New Concord, Ohio.

OREGON

Myrtle Point—Coos Co. Fair Assn. Aug. 20-22. P. C. Roper.
Prineville—Crook Co. Fair. Aug. 20-22. Jerry Breese.
Tillamook—Tillamook Co. Fair. Aug. 18-21. H. G. Smith.

PENNSYLVANIA

Abbottstown—Adams Co. Fair. Aug. 17-21. M. E. Elder.
Carlisle—Carlisle Fair Assn. Aug. 18-21. B. B. Swartz.
Dayton—Dayton Agri. Assn. Aug. 17-21. Mrs. Maine Jordan.
Greensburg—Harrod Community Fair. Aug. 19-21. L. D. Moore.

RHODE ISLAND

East Greenwich—Rocky Hill Fair. Aug. 17-22. Warren P. Moorehead.

SOUTH DAKOTA

Rapid City—Black Hills Expo. Aug. 17-20. A. L. Halnes.

TENNESSEE

Clarksville—Montgomery Co. Negro Fair. Aug. 16-21. Pope G. Garrett, Sr.
Gallatin—Sumner Co. Fair. Aug. 18-21. R. M. Reese, Jr.
Tracy City—Grundy Co. Fair Assn. Aug. 19-21. W. N. Paris.
Winchester—Franklin Co. Fair. Aug. 19-20. Floyd Anderton.

TEXAS

Fredericksburg—Gillespie Co. Fair. Aug. 20-22. H. C. Meurer.

UTAH

Deseret—Millard Co. Fair & Rodeo. Aug. 20-21. Cecil Warner.
Kaysville—Davis Co. Fair. Aug. 19-21. W. Alvin Nalder, Layton, Utah.
Tremonton—Box Elder Co. Fair. Aug. 19-21.

VERMONT

Barton—Orleans Co. Fair. Aug. 18-21. Louise A. Gallup, Orleans, Vt.
Hartland—Hartland Fair. Aug. 18-20. Max P. Rogers, Woodstock, Vt.
North Bennington—State Line Fair. Aug. 18-22. Michael Akoury.

VIRGINIA

Tasley—Central Agri. Fair Assn. Aug. 18-21. Levi Pinney, Box 243, Accomac, Va.

WEST VIRGINIA

Lewisburg—State Fair of W. Va. Aug. 18-21. C. T. Sydenstricker.
Sutton—Braxton Co. Fair Assn. Aug. 18-21. Earle Morrison.

WISCONSIN

De Pere—Northeastern Wis. Fair. Aug. 20-24. Wm. B. Klaus.
Eagle River—Vilas Co. Agri. Assn. Aug. 20-22. H. M. Smith.
Gillett—Oconto Co. Youth Fair. Aug. 20-22. Frank J. Kuehl.
Medford—Taylor Co. Youth Fair. Aug. 19-22. Carl Zoerb.

Merrill—Lincoln Co. 4-H Leaders' Assn. Aug. 16-20. Wm. Stockling.
Milwaukee—Wisconsin State Fair. Aug. 7-29. Ralph E. Ammon.
Neillsville—Clark Co. Agri. Soc. Aug. 20-22. Harold Huckstead.
Platteville—Platteville Fair Assn. Aug. 20-23. W. O. Pitts.
Rice Lake—Barron Co. Fair. Aug. 19-21. Harry Moars.
Spooner—Washburn Co. Junior Fair. Aug. 18-19. W. H. Dougherty.
Superior—Tri-State Fair. Aug. 17-23. Max H. Lavine.
Westfield—Marquette Co. Agri. Assn. Aug. 20-22. W. P. Fuller.

WYOMING

Buffalo—Johnson Co. Fair. Aug. 18-19. Wm. B. Long.
Casper—Central Wyoming Fair. Aug. 18-21. H. L. Rains.
Lusk—Niobrara Co. Fair. Aug. 20-22. Dr. Walter E. Reckling.
Newcastle—Western Gateway Fair. Aug. 20-21. Sundance—Crook Co. Fair. Aug. 16-17. Willet Keyser.
Worland—Washakie Co. Fair Assn. Aug. 20-22. Dan S. Healy.

CANADA

Abbotsford, B. C.—Central Fraser Valley Fair. Aug. 20-21. L. J. Kettle.
Gibson's Landing, B. C.—Gibson's Landing Agri. Soc. Aug. 20-21. Mrs. M. LeFevre.
Langley Prairie, B. C.—Langley Agri. Assn. Aug. 19-20. Miss L. M. Anderson.
Mission, B. C.—Mission Agri. Assn. Aug. 18-19. E. J. Taylor.
Belleville Agri. Soc. Aug. 18-19. E. S. Denyes.
Isle-Verte, Que.—Riviere-du-Loup Agri. Soc. Aug. 18-19. J. M. Marquis.
Richmond, Que.—Richmond Co. Agri. Soc. Aug. 19-21. Antoinette Linshen.
Rimouski, Que.—Rimouski Agri. Soc. Aug. 18-21. Alfred Dube, Beaujour, Que.
Saint Bruno, Que.—Chambly Agri. Soc. Aug. 16-18. Albert Bernard.
Trois Rivieres, Que.—Trois Rivieres Expo. Aug. 21-29. H. Paul Martin.

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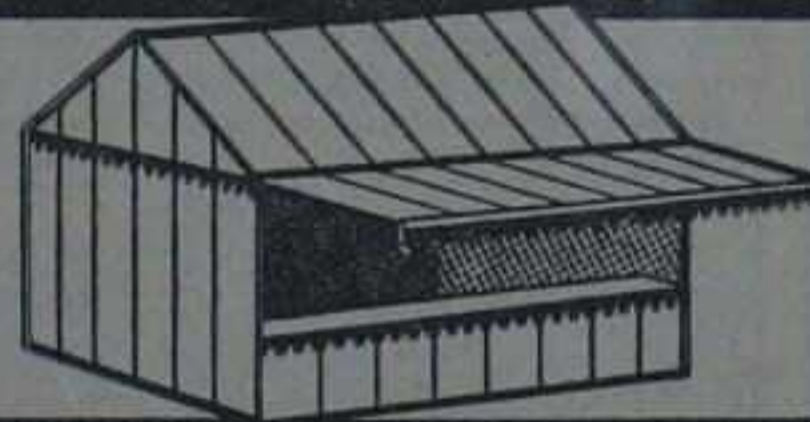
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Early Success Reflects Capable Act Merchandising by Al Martin

(Continued from page 49)
 he soon decided that representing other agencies made a fellow a fall guy with little authority and so he went independent.

"I brought in acts from the West Coast, including Harry LaMar, who has been under my exclusive management for more than 15 years," Al says. He likes the thought of having acts associated with him over long periods and, apparently, the acts like it too, for there are many old-timers on his books.

The Providence office folded and Al returned to Boston where he became associated with Lou Walters, an arrangement which lasted until Walters opened his famed Latin Quarter in Boston. Altho invited to take a fling at night club operation Al decided against it and, as he relates it, "I kept the office and the typewriter that went with it."

Creates New Market

From this time on there was never any doubt of Al's ultimate success in the outdoor booking field. He was handicapped and bucking tough opposition but he licked that problem by creating a new market.

"Today in New England every carnival, church bazaar, celebration and festival feels that a free act is essential—even if they don't have a ride," Al says. He finds it unnecessary to add that it would take a well-oiled tabulating machine to add up all of the miscellaneous doings in Yankee-land which annually require the services of one or more Martin attractions.

Al started modestly in serving New England fairs. He first inked Fryeburg in Maine, then Hartland, Vt., and Northampton, Mass. Now, Al says, he books the majority of fairs in Massachusetts. Adding up to a big slice of his business are regular accounts with Ed Carroll's Riverside Park, Paragon, Nantasket Beach, Mass.; Lincoln Park, North Dartmouth, Mass., and Dreamland, Sea Breeze, N. Y., all on an exclusive basis.

Acts for Harlacker

This year he also is booking acts into Playland Park, Rye, N. Y.; Rockaways' Playland, West View, Kenywood and Ligonier. Important in past and current successes of the

agency are J. C. Harlacker, one of the nation's biggest promoters of bazaars, and Eli Legasse who buys on an average four or five acts weekly to feature with his ride units.

"I haven't spread myself too thin," Al says. "As a result of this I have been forced, for the time being, to pass up some good business that has been offered to me in the Middle West." Al is definitely interested in the future promotion of indoor circuses and recalls with pride the laudatory comments resulting from his presentation of the Shrine Circus in Washington's Uline Arena during the first war year. Meanwhile, there's no hurry since there is much important business to be cared for, including the Brockton Fair's big entertainment program in association with Secretary Frank Kingman.

Al has some definite ideas on outdoor showbiz in the post-war period. Advanced prior to the end of hostilities was his theory that amusement parks should tend to build stadiums for music festivals, conventions, etc., with a close tie-in with municipalities.

Married 13 Years

Al met his wife, the former Ethel Johnston, to whom he has been married 13 years, when he was staging a show in Providence. A big, black cigar, which Al considers part of his dress, nearly queered him with Ethel, a non-pro, since it gave him the appearance of a gangster as portrayed in the movies of the day. All went well, however, and Ethel now travels with him frequently as he checks on his shows.

Stressing personalized service with both buyer and talent has been instrumental in his success, Al says. His friends credit him with fundamental honesty and the waste of no time in dreaming. Whatever the reason, he has done a notable job in a concentrated area.

Al's father, who continues active in his Attleboro machine shop, has withdrawn his objections to his son's career. He is now proud of his son and wants to attend all of the shows. "The only trouble is he wants passes, and my clients don't use them," Al says.



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Musical Show On Horseback To Make Bow

Debut Set for Calif. Fair

LOS ANGELES, Aug. 7.—Formation of an entirely new entertainment offering, *Horsecapades*, "a musical extravaganza on horseback," has been announced by Mark Smith, internationally famous horse trainer and president of *Horsecapades, Inc.* Smith is also producer of the show.

Reminiscent of the spectacular riding acts developed by P. T. Barnum, *Horsecapades* will feature beautiful girls and magnificent horses together with comedy and music in 90 minutes of rapid-fire entertainment.

Associated with Smith in the new enterprise are Bruce Gear, vice-president and secretary, a well-known horseman and personal manager for Jerry Colonna, and Don W. Haynes, treasurer, a veteran of the personal management field, identified with top band leaders including the late Glenn Miller, Charlie Spivak and Tex Beneke.

To Play Indoors, Too

The show will make its debut at the San Joaquin County Fair at Stockton, Calif., for a two-day engagement, August 21-22. Thereafter, according to Smith, the show will be booked into stadia, ball parks, coliseums and indoor arenas across the nation.

Radio-film comedian Jerry Colonna will hold the stellar spot in the Stockton preview as a special added attraction, Smith announced. Colonna will demonstrate his trick horse, then take over the mike for his comedy patter, and famous song parodies.

Will Run 90 Minutes

According to its promoters the production represents five years of planning, selection of stock and riding talent. Stock is trained by Smith.

In announcing the new enterprise, Gear said: "The show consists of 90 minutes of thrills and laughs. For the first time in history the public can see an all-girl revue on horseback; the garland entry, originally featured on the Al G. Barnes Circus; a rosin back number, Liberty acts featuring 12 black and white horse, girl bareback riders, Lady Godiva, comedy acrobats on horseback; Laddie, featured Liberty jumping horse; a Shetland pony chariot race, Roman riders and a prima donna doing an elaborate production called *Melody in Gold*.

Framed for Varying Needs

"*Horsecapades* is so designed that the show can be contracted or expanded to fit the needs, desires and budget limitations of individual sponsors," Gear pointed out.

"And, if the sponsors wish," said Gear, "we can always bring in a star as an added attraction, just as we are doing with Jerry Colonna for the San Joaquin County Fair at Stockton."

According to Gear and Haynes, the show is the brainchild of Smith, who has devoted his entire career to the breeding and training of fine horses. For years he was featured with the Al G. Barnes Circus and other shows.

Following his years on the road, Smith became the trainer at the Kellogg Arabian stallion farm in Pomona, Calif., where he trained many famous movie horses and acted as consultant on films wherein high school horses were featured. Smith will be ringmaster.

Queenie, snake dancer from Davenport, Ia., has replaced Billy Bell in the *Peggy From Patee* attraction, owned by Linda Lopez on L. B. Lamb Shows.

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(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

Admiration: Rush Springs, Okla.
Alamo Expo.: Parsons, Kan., 9-11; (Fair) Springfield, Mo., 12-20.
American Beauty: (Fair) Keosauqua, Ia.; Bloomfield 17-20.
American Eagle: Oquawka, Ill.; (Fair) Stronghurst 17-21.
American Midway: (Fair) Malvern, Ia., 10-13; (Fair) Clarinda 16-18; (Fair) Mt. Airy 19-21.
American United: Pendleton, Ore.
Anderson Greater: (Fair) Columbia, Ky.
Badger State: Brainerd, Minn.; Motley 15-17.
Baker United: Delphi, Ind.; Winamac 17-21.
Beam's Attrs.: Blairsville, Pa.; (Fair) Dayton 17-21.
Becht, Lee: Mowrystown, O.; Winchester 16-21.
Bernard & Barry: (Community Park) Toronto, Ont., Can.; North Bay 16-21.
B. & C. Expo.: Ogdensburg, N. Y., 10-21.
Bee's Old Reliable: Tompkinsville, Ky.
B. & H.: Sumter, S. C.
Big Bend: Stinton, Tex.
Big State Am. Co.: Gregory, Tex.
Blue Grass: (Fair) Huntingburg, Ind.; (Fair) Brownstown 16-20.
Bodart: Ladysmith, Wis.; Merrill 16-21.
Bogles & Reese: Yates Center, Kan.; Arma 12-15.
Bohn & Sons United: Auxvasse, Mo., 9-11; Middletown 12-14.
Boone Valley: (Fair) Harlan, Ia., 9-12; Rock Rapids 14-18.
Borderland: Beeville, Tex.
Berup's United: Coldwater, Miss.; Calhoun City 16-21.
Bright Light Expo.: Tyrone, Pa.; (Fair) Jennerstown 16-21.
Brownie Am.: Netawaka, Kan.; Independence 16-21.
Buck, O. C.: (Fair) Gouverneur, N. Y.
Buffalo: Sayre, Pa.; Corry 16-21.
Bullock Am. Co.: Flat Top, W. Va.; Rhodell 16-21.
B. & V.: Geneva, N. Y.
Capell Bros.: Pawhuska, Okla.
Capitol City: Salyersville, Ky.
Carayella Amusements: Nanty Glo, Pa.
Carr, Lawrence: Amherst, Mass.; Naghtick 16-21.
Casey, E. J., No. 1: Sherridon, Man., Can., 13-14; Neepawa 16-18; St. Vital 20-21.
Casey, E. J., No. 2: Smooth Rock Falls, Ont.,

Can., 11-12; Gore Bay 16-17; Manitowaning 18-19.
Cattell Greater: Nortonville, Kan., 9-12; Havenaville 15-17; Eudora 19-21.
Cavalcade of Amusements: (Fair) La Porte, Ind.
Central States: (Rodeo) Burwell, Neb.; (Fair) Colby, Kan., 16-20.
Cetlin & Wilson: (Fair) Ionia, Mich.; (Fair) Pontiac 16-21.
Chanos, Jimmie: Hoytville, O.
Cherokee Am. Co.: Hanover, Kan., 9-11.
Coleman Bros.: Kingston, N. Y.
Coleman's State Side: Cedar Lake, Ind., 10-16; Kouts, 17-22.
Collins, Wm. T.: South St. Paul, Minn.; Owatonna 16-22.
Conklyn: (Fair) Kingston, Ont., Can., 12-14; (Fair) Belleville 16-18.
Continental: Middlebury, Vt.
County Fair: Wilbur, Neb., 12-14.
Crafts Expo.: Napa, Calif., 9-15.
Crafts 20 Big: San Jose, Calif., 9-18.
Craig, Harry: Anadarko, Okla., 12-21.
Crandall's Midway: Springport, Mich.
Crystal Expo.: Hillisville, Va.; Christiansburg 16-21.
Cumberland Valley: (Fair) Tracy City, Tenn.; (Fair) Winchester 16-21.
Cunningham's: Pine Grove, W. Va.; Crooksville, O., 16-21.
Curl, W. S.: (Fair) Croton, O.
Dalree State: Fennimore, Wis.
Del-Mar: New Brighton, Pa.
De Luxe: Lakeville, Conn.; Wilson 16-21.
Dick's Greater: Bristol, Pa.; Middletown 16-21.
Dobson's United: Rush City, Minn., 9-11; Bayport 12-15.
Douglas Greater: Longview, Wash.
Down River Am. Co.: Milan, Mich.; Chelsea 16-20.

To maintain earlier distribution schedules, it is necessary that Circus and Carnival Routes be received in the Cincinnati office of The Billboard, 2160 Patterson Street, not later than 5 p.m. (EST) on Saturdays.

Drago Am.: Mooreland, Ind.
Dudley, D. S.: Nocona, Tex.
Dumont: York, Pa.
Dupree, Jimmie: Chama, N. M., 11-15.
Dyer's Greater: (Fair) Manchester, Ia.
Eddie's Expo.: Monessen, Pa.
Elliott, L. W., Am. Co.: Cedar Springs, Mich., 11-12; Ravenna 13-14.
Endy Bros.: Bedford, Pa.
Ferris: Phelps, N. Y.
Fidler's United: Seymour, Wis.

Fleming, Mad Cody: Commerce, Ga.
Florida Am. Co.: (Fair) Marshall, Ill.; Butler, Ind., 16-21.
Folk Celebration: Belen, N. M.
Francis, John: (Fair) Darlington, Wis.; (Fair) Janesville 19-26.
Franklin, Don, No. 1: (Fair) Junction, Tex.
Franklin, Don, No. 2: (Fair) Boerne, Tex., 11-15.
Galety: Tioga, Pa.
Ganote Greater: (Fair) Denison, Ia.
Garden State: Phillipsburg, N. J.
Gem City: (Fair) Wausau, Wis.
Gentsch, J. A.: Philadelphia, Miss.
Georgia Am. Co.: Alapaha, Ga.
Gifford's Rides: Haven, Kan.
Golden Gate: Eddyville, Ky.; St. Charles 16-21.
Golden West: (Fair) Quincy, Calif., 10-15; (Fair) Ukiah 17-22.
Golden Rule: Six Mile Run, Pa.; Rockwood 16-21.
Gooding Am. Co., No. 1: (Fair) Urbana, O., 9-13.
Gooding Am. Co., No. 2: (Fair) Wilmington, O., 9-13.
Gooding Am. Co., No. 3: (Fair) Jefferson, O.
Gooding Am. Co., No. 4: (Fair) Alexandria, Ind., 11-14.
Gooding Am. Co., No. 5: South Bend, Ind., 9-15.
Gooding American Expo.: (Fair) Kendallville, Ind.
Gooding Greater: (Fair) Monroe, Mich.
Gooding Park Attrs.: Bedford, O.
Graceland Greater: Newcomerstown, O.
Gra-Loy: Kingman, Ind.; Montpelier 16-21.
Granite State, No. 1: Woodville, N. H.
Grant's Am.: Chicora, Pa.
Great Sutton: (Fair) Eldora, Ia.; (Fair) Waukon 16-21.
Great Western: Pilot Grove, Mo.
Greater Rainbow: (Fair) Fairbury, Neb., 9-12; Milligan 13-15; Geneva 18-20; Fairfield 24-25.
Greater United: Lubbock, Tex.; Vernon 16-21.
Groves Greater: Lake Charles, La.
Hames, Bill: Alvarado, Tex.; Sherman 16-21.
Hannum, Morris: Fleurtown, Pa.; Tamaqua 16-21.
Happy Attrs.: (Fair) Wapakoneta, O.; (Fair) Mt. Gilead 16-21.
Happyland: (Fair) Mt. Pleasant, Mich.; (Fair) Cheboygan 16-21.
Harris United: Okmulgee, Okla.; Anadarko 16-21.
Harrison Greater: (Fair) Weirwood, Va.
Hartscock Bros.: (Fair) Mendon, Ill., 10-13.
Haywood: Brush, Colo.
Heller's Acme: Pocomoke City, Md.; Tasley, Va., 16-21.
Hennies Bros.: (State Fair) Springfield, Ill.
Henson, J. L.: (Fair) Fairfield, Ill.
Heth, L. J.: (Fair) Carthage, Tenn.
H. & H. Hickory, N. C.
Hill Greater: (Fair) Powell, Wyo., 9-15; (Fair) Worland 17-22.
Hottle, Buff.: (Fair) Vienna, Ill., 9-13; (Fair) Anna 16-20.
Howard Bros., No. 1: (Fair) Piketon, O., 12-14.
Howard Bros., No. 3: (Fair) Chillicothe, O.

Circus Routes

Send to
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Balley Bros.: Salina, Kan., 10; Manhattan 11; Lawrence 12.
Beatty, Clyde: Pans, Ill., 10; Centralia 11; Mt. Vernon 12; Mt. Carmel 13; Harrisburg 14.
Beers-Barnes: Evansville, Ill., 12; St. Marys, Mo., 13.
Cole Bros.: Wheeling, W. Va., 10; Fairmont 11; Morgantown 12; Clarksburg 13; Buckhannon 14; Charleston 15.
Dalley Bros.: Norfolk, Neb., 10; Hawarden, Ia., 11; Mitchell, S. D., 12; Redfield 13; Brookings 14.
Davies, Ayres & Kathryn: Rosebel, Wis., 16; Cuba City, Ill., 11; Hanover 12; Stockton 13; Warren 14; Argyle, Wis., 16.
Gainesville Community: Bowie, Tex., 12-13; Pains Valley, Okla., 19-20.
Gould, Jay: (Fair) Pleasant Hill, Ill., 9-12; Mercedonia 13-15; Bushnell 16-17; Chillicothe 18-19; Assumption 20-21.
Hunt Bros.: Woodstown, N. J., 12.
Jones, Al, Rodes & Circus: (Fair) Wilmington, O., 9-13; (Fair) Berea 17-22.
Kelly, Al G., & Miller Bros.: Two Harbors, Minn., 10; Cloquet 11; Ashland, Wis., 12; Bessemer, Mich., 13; Eagle River, Wis., 14.
King Bros.: Newport News, Va., 10; Portsmouth 11; Suffolk 12; Emporia 13; South Hill 14; South Boston 16.
Mills Bros.: Little Falls, N. Y., 10; Fort Plain 11; Amsterdam 12; Glens Falls 13; Troy 14; Albany 16; Kingston 17; Poughkeepsie 18; Newburgh 19; Port Jervis 20; Mounsey 21.
Polack Bros. (Eastern): (Stadium) Ann Arbor, Mich., 9-12; (Baseball Park) Port Huron 13-15.
Polack Bros. (Western): (Auditorium) San Jose, Calif., 9-11; (Mitchell Field) Greenville 15-17; (Rodeo Grounds) Reno, Nev., 19-22.
Ringling Bros. and Barnum & Bailey: N. Kansas City, Mo., 10; Denver, Colo., 12-14; Salt Lake City, Utah, 16; Ogden 17; Fossil, Idaho, 18; Butte, Mont., 19; Missoula 20; Spokane, Wash., 21.
Seal Bros.: Jetmore, Kan., 12; Ness City 13.

Imperial: (Fair) Knoxville, Ill., 10-13; (Fair) Warren 19-22.
Imperial Expo.: Comanche, Ia.
International: Zumbrota, Minn.
Jayhawk Am. Co.: Seneca, Kan.
J. & B.: Marshall, Va.
Johnny United: Worthington, Ind.; (Fair) Elmore 16-21.
Jollytime: Vandling, Pa.; Columbia 16-21.
Jones Greater: Fair Gasaway, W. Va.
Jones, Johnny J., Expo.: Kokomo, Ind.; (Fair) Ft. Wayne 16-22.
J. P. M.: Greenwich, R. I.
Kaus, W. C.: Alpha, N. J.
Keeler's Modernistic: Ridgely, Md.; Preston 16-21.
Kile, Floyd O.: Sunset, La.
Kirkwood, Joseph J.: Richmond, Va.
LaCrosse: Tilton, N. H.
Lamb, L. B.: (Fair) Rockwell City, Ia., 9-12; (Fair) Allison 12-15.
Lane, Sammy: Alton, Mo.
Lawrence Greater: Ambridge, Pa.; Conneville 16-21.
Lee United: Harbor Beach, Mich.
Leeright, J. R.: Shelton, Neb., 9-11; Gothenburg 12-14.
Lewis, Ted: Rockland Lakes, N. Y.; Montvale, N. J., 16-21.
Lone Star: Three Rivers, Mich.; Kouts, Ind., 16-22.
Lottridge, Harry: Madison, W. Va.
McBride Bros.: Richlands, Va.
Magic Empire: Union City, O.; Bardonia, Ky., 16-21.
Maine Am.: Lincoln, Me.
Majestic Greater, No. 1: Altoona, Pa.; Lewistown 16-21.
Majestic Greater, No. 2: Milford, Mich.
Manning, Ross: Syracuse, N. Y.
Marion Greater: Lake City, S. C.
Marks, John H.: Perth Amboy, N. J.; Winchester, Va., 16-21.
McKee, John: Petoskey, Mich., 12-15; (Fair) Belleville 18-21.
Meeker's: Omak, Wash.; Wenatchee 16-21.
Merriam & Robinson: Britt, Ia., 16-17; Traver 18-21.
Merry Midway: (Fair) Swayzee, Ind.; Clouse Park, Ill., 16-21.
Merit: Gloucester, Mass.
Merryland: Swartz Creek, Mich.
Miami Valley: Caledonia, O.
Midway of Mirth: (Fair) Arthur, Ill.
Midwest: Caldwell, Idaho; (Fair) Gooding 16-21.
Midwestern Expo.: (Fair) Maquoketa, Ia., 9-11; Galva 12-14; Waynesville, Mo., 18-21.
Mighty Hooster State: (Fair) Germantown, Ky.; Camden, O., 17-21.
Model: Vinton, Ia.
Model Shows of Canada: Danville, Que., Can., 9-11; Waterloo, Que., 13-16.
Modernistic: Ridgely, Md.
Moore's Modern: (Fair) Altsmont, Ill., 9-13; (Fair) Newton 15-26.
Mound City, No. 1: Edina, Mo.
Murray Am. Co.: LaMotte, Ill., 9-11.
Nelson, George W.: Centerville, Ia.
Newler's: Farmington, Ill.
Nolan, Larry: Belleville, Kan., 9-11; (Fair) Mankato 12-14; (Fair) Burlington, Colo., 16-19.
(See CARNIVAL ROUTES, page 84)

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

McKennon, Joe, Stageshow: Berger, Tex.
Pan-American Animal Exhibit: Frenchburg, Ky., 11-12; Sandy Hook 13-15.
Plunkett's Stageshow: Douglas, Wyo., 12-14.
Olen Rock 16-18; Casper 19-21.
Slout Show: White Pigeon, Mich., 9-14; Goodland, Ind., 16-21.

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CLYDE BEATTY CIRCUS

UNDER THE MARQUEE

Corrigan, the Clown Cop, was featured in a two and one-half column cut in the Sunday, July 25, issue of *The LaCrosse (Wis.) Tribune*. He was one of the features of the Coulee Region Fair at near-by Tomah.

With circus lots further out, one doesn't have to worry about locating menagerie tops to the windward of a beefing neighbor.

Fred Donovan, backyard officer with Cole Bros.' Circus, is sporting a new two-tone blue uniform patterned after those worn by the Indiana State Highway Police.

John Looney, formerly with the Bradley & Benson Circus, is operating the novelty concession on the J. C. Harlacker Circus. He reports an excellent week at the recent Providence Shrine Circus, held at Narragansett Park Race Track, Providence.

Walter D. Nealand, veteran press agent with King Bros., recently was guest of honor at party in Meriden, Conn., in celebration of his 50 years in showbiz. Those present included M. N. Fleming, of King Bros.; Herman Bridgeman, John D. Lasantro, Ray Cowl, Charlie Parker, Jimmy Flanagan and Cliff Burton, the org's former press agent who is sports editor of *The Meriden Record*.

Now that both political conventions are over, ticket sellers and candy butchers are not interested in planks—especially if they are painted blue.

Harry (Slip-Foot) Clifton reports that he visited Mills Bros.' Circus when that show recently played Syracuse. Time passed so rapidly, he reports, that he stayed over, ate in the cookhouse and caught the evening show.

Jack Neville and Billie Burke, after closing with King Bros.' Circus, joined Claude Bentley's Side Show on

the James E. Strates Shows. Jack is in charge of canvas and a ticket seller. Billie is scenic artist and lecturer.

In 50 years, today's picture of a circus performer in a yearly route book will be worth money to him—as a collector's item.

Frank Kindler recently visited Clyde Beatty in St. Cloud, Minn.; Monroe Bros. in Monticello, Minn., and Ringling-Barnum in Minneapolis. He was the guest of Beatty.

Walter D. Fleck, in charge of advance press and radio for Clyde Beatty, was a recent visitor to the Chicago office of *The Billboard*.

Faith King's circus unit is playing a two-week engagement at Pontchartrain Beach, New Orleans, ending August 14, and from there will go to Dallas.

Looking up unfamiliar adjectives in circus heralds and programs has taken the place of working crossword puzzles.

Eddie C. Grady and daughter, Jeanie, are ready for fall and winter dates to clown at night clubs and for fraternal organizations with new wardrobe. Act will be known as Dupe & Jupe, the Two Stupes.

Charles L. Busfield, an old-time trouper, visited King Bros.' Circus at Lewiston, Me., and spent the day with his old friend, Col. Loren D. Hall, superintendent. Mrs. Hall, the former Blanche Livingstone, also is with the org. Their two daughters are with Ringling-Barnum. Bill McDonough is handling reserved seats on the King show. Tommy (Maniac) Curran, Bangor, Me., former trouper, also visited with Hall.

Circus biz was a lot simpler when it was easy to find people who were born in dressing rooms or of circus families.

R-B TOP TOO SMALL IN S.D.

Train Delays Plague Cole Thru Indiana

Costs New Albany Matinee

LAWRENCEBURG, Ind., Aug. 7.—Bad luck, in the form of rain and train delays, has plagued the Cole Bros. Circus the past week.

The matinee here Wednesday (4) was rained out, and the org also lost the matinee at New Albany, Ind., Tuesday (3) when derailment of another train on the Monon line delayed its arrival to an extent which made an afternoon show impossible.

Evening biz at both spots, however, was satisfactory, but fell off badly at Bedford, Ind., Monday (2) when hardly more than a half-house viewed each performance.

The org played to a full one Saturday night, July 31, in Mattoon, Ill., following a near-capacity at the matinee.

The org also ran into transportation difficulties at Jacksonville, Ill., where attendance was small at the late matinee, but picked up noticeably at night.

Hawkeyes Give Dailey Series Of Packed Ones

CHARLES CITY, Ia., Aug. 7.—Dailey Bros. Circus continued its string of successes in Iowa by playing to full houses here, Iowa City, Newton and Centerville.

There was a capacity crowd for the night show here Tuesday (3) and strong house at the matinee, despite threatening weather which turned into rain early that evening.

Weather was good and so was biz at Iowa City, with a full house at night and a near-capacity at the matinee.

The evening performance at Newton was dedicated to Harry (Cookhouse) Kelly, circus veteran who now operates a gas station and general store there, and a full house was on hand. There also was a good turnout that afternoon.

Fair weather brought out a capacity crowd for the night show and a sizable attendance at the matinee in Centerville.

Stands in Minn., N. Dakota Prove Hit for K-M Org

GRAFTON, N. D., Aug. 7.—Despite a heavy rain the previous day which mired side roads leading into this town, Al G. Kelly-Miller Bros. played to a full one here at night after a scant matinee crowd. Herb Cliffgard, band member, is a native of this town and took the occasion to renew many acquaintances.

Rain and a poor location hurt biz at Warren, Minn., with the big top only slightly more than half filled at each performance. The lot was spotted on low ground at the county fairgrounds and the rain made it impossible to use one of the rings.

Sunshine and fair weather prevailed at Red Lake, Minn., and a capacity



THESE'RE THE BOYS WHO PUT THE RHYTHM, bounce and dash into the Cole Bros. Circus performance—Henry Kyes and his solid crew of tootlers. Left to right: Joe Fiore, baritone; Buddy Giess, calliope; George Raya, trombone; Bob Hernon, trombone; Jackson Kyes, bass drum; Bill O'Mies, trombone; Happy Belisle, snare drum; Ralph Gibbs, clarinet and E sax; Frank Tonar, clarinet and tenor sax; Harry Armstrong, comet; Henry Kyes, leader and comet; C. W. Swanger, comet; Jack Carroll, comet; Joe Woeckener, comet; Jimmy Hurtt, comet; Larry Ganyard, bass.

Beatty Tallies Two Full Ones In Rock Island

STREATOR, Ill., Aug. 7.—Clyde Beatty Circus, first to play here this year, attracted near-capacity crowds at both performances Tuesday (3).

A full house was on hand for the night show at Mendota, Ill., despite location of the lot, quite a distance from downtown. A small crowd viewed the matinee.

Rock Island, Ill., with ideal weather, produced a pair of full ones.

A postage stamp lot hindered proceedings in De Kalb, Ill., there being room only for the big top, Side Show and two small dressing tents. Despite these factors a strong house attended the night show, but only about a one-half house was present at the matinee.

Biz at South Beloit, Ill., was excellent, with a full one at night and near capacity at the matinee.

Marysville, Calif., Rodeo Pulls 7,500

MARYSVILLE, Calif., Aug. 7.—The California Centennials Rodeo, presented here August 1-2 by Theyuba-Sutter Horsemen's Association, drew an estimated 7,500 people.

The Peach Bowl stands were packed Sunday night (1) when eliminations in the rodeo events were held. In addition to rodeo events, trick roping was presented by Buff and Ruby Brady and trick riding exhibitions were given by Vern Goodrich, Newhall, Calif.; Sharon Lucas, Bartlesville, Okla., and Betty Saylor, Marysville. Bennie Merrifield was rodeo clown. The Sunday night crowd was estimated at 3,500.

Top money-earner was Stanley Gomez, who won the calf roping finals and was top man in the roping team final with Glen Shaw.

Bob Lockie, Willows, Calif., was winner in the bronk riding class and Eddle Osborne took top honors in the bareback division. Dick Bardsley won the Brahma bull riding finals.

crowd saw the night show after a fair matinee attendance.

Staples, Minn., proved okay, with a full night show after a near-capacity matinee.

Dixie Gives With Trio of Red Ones For King Bros. Org

ORANGE, Va., Aug. 7.—King Bros. Circus opened its tour of the South with red ones at Annapolis, Md.; Fredericksburg, Va., and here.

The org drew a full house at the matinee here Wednesday (4) and then attracted an overflow that night despite a cloudburst between 5 and 6 p.m., which developed into an overnight drizzle.

Prior to swinging south, the show played to a pair of capacity crowds at Cape May, N. J., and a full house at a matinee in Bridgeton, N. J.

Cole's Cincy Repeat a Click

CINCINNATI, Aug. 7.—Coming from Lawrenceburg, Ind., where show encountered an all-day rain, Cole Bros. Circus played this sector for the second time this season Thursday (5), using the Water Works lot in neighboring Norwood, O. Org was on the Cumminsville lot here for two days early in the season.

Weather on this occasion was ideal, but the lot was a bit muddy in spots from the rain Wednesday. A half house was on hand for the matinee and night show drew near capacity. Show had a late arrival and mat didn't get under way until 3:15. Ray Dean handled press and did okay in the local dailies. He also looked after Lawrenceburg.

Cole arrived late in Lawrenceburg, blowing the afternoon performance. At night the house was filled.

Weather, Crowds OK For James M. Cole

DELHI, N. Y., Aug. 7.—Ideal weather and sizable crowds have greeted the James M. Cole Circus the past week in New York State.

The org registered near-capacity crowds here and at Sherburne, after playing to a full house in Walton.

Biz was slightly off at the matinees, however, with the exception of at Walton, where a near-capacity throng was on hand for the afternoon show.

Straw House At Sioux Falls

Registers one of season's biggest Mondays—Ia. and Minn. stands pack 'em in

FORT DODGE, Ia., Aug. 7.—It was just one full house after another, with an occasional overflow tossed in for good measure, as the Ringling Bros. and Barnum & Bailey Circus swung merrily thru Minnesota, Iowa and South Dakota the past week.

Sunday (1), at Mankato, Minn., an estimated crowd of 10,000 was on hand for the matinee, the lone performance given that day.

The Big One, despite a morning rain, lured 24,000 thru the turnstiles for its two shows Monday (2) in Sioux Falls, S. D. An estimated 13,500, which was 3,500 more than capacity, viewed the matinee and another 10,000 plus saw the night show. The matinee crowd was termed by the R-B press department as the largest single show crowd since the org left Madison Square Garden and one of the largest Monday audiences ever attracted by the Big One.

Part of the show's success in Sioux Falls was attributed to a new location, used for the first time by a circus on this occasion. The lot, just to the west of Covell Lake at the edge of the former army air base, was situated directly on the main highway into town. The location used by most circuses in the past has been at the hard-to-reach Blauvelt Avenue grounds.

Sioux City, Ia., gave with a pair of full ones Tuesday (3) despite overcast skies in the afternoon and a light rain early in the evening.

The org continued its string of full houses at the matinee here Wednesday (4) and followed up with a near-capacity at night.

Mills Bros. Beats Rain at Ithaca; Waverly Okay, Too

WAVERLY, N. Y., Aug. 7.—With ideal weather, Mills Bros. played to a pair of strong houses here Monday (2).

Org, under American Legion post auspices, played to a near-capacity crowd at Ithaca, N. Y., despite a rain which started just before the night show. A special show was given between the matinee and night performances for patients at the Reconstruction Home.

At Cortland, N. Y., the weather was okay but only a scant crowd was on hand at the two shows.

Biz Okay for Bailey On Colorado Tour

LAMAR, Colo., Aug. 7.—Biz has proven okay for the Bailey Bros. Circus on its swing thru Colorado. With clear, moderate weather prevailing, the org attracted a full house for the evening performance here after a near-capacity at the matinee.

Walsenburg gave a strong night house following a fair afternoon attendance.

Colorado Springs also gave with a near-capacity for the evening show and a fair matinee crowd.

Biz took a dip at Rocky Ford, however, where scant crowds viewed each of two performances.

Polack Bros.' Eastern

Crowds during our Northern Michigan and Eastern Wisconsin trek have been nothing short of phenomenal. Packed matinees and overflowing night houses resulted with this org hanging out the standing room only sign on the box office in Marinette, Wis. So impressed was the dramatic critic of a paper in Marquette, Mich., by Malikova's performance that she presented Zenka with a huge bouquet of red roses. Mrs. Borza has returned from Sarasota, Fla., bringing with her two more members of the Borza tribe: Americo, 6, and Charley, 5. The Eriksons, Conchita, Borja Barton and wife, Wanda Malikova, Bob Hanford, and Elmer Santana visited the Ringling show in Milwaukee. On the return home, some stopped over to visit the Beatty org.

Arriving on the lot one morning, the writer noticed a large crowd of showfolk gathered around Bobby Harrison's station wagon. It turned out that Bob had finally received his chimp from New York; it has been named Mex.

Fragments: It isn't every show that has a cover girl, but we do, and her name is Irene Lafferty. She was featured on the Marinette program, perched atop an elephant head. Nita Borza's birthday celebration was a gala event. . . Mrs. Jack Klippel, after vacationing on the show for several weeks, has returned to Chicago.

In Alpena everyone got a chance to rib Clyde Harrison by calling him Papa. The Harrison girl was born in the Hollywood General Hospital.—**BILLY BARTON.**

Dressing Room Gossip

Bailey Bros.

Another hot week has come and gone. Ann Smith flew back to her Jackson, Miss., home due to a sudden death in her family. The Craig Trio again has forsaken our midst to start its fair season. Thomas Chamberlain, head waiter, celebrated his 30th birthday at Colorado Springs, Colo. He served ice cream and cake to the entire personnel.

Sterling, Colo., gave with a big Sunday matinee. The night performance was canceled due to a terrific wind and rain storm that came up at the close of the Wild West concert. The big top, menagerie and pad room hit the ground a few minutes before the storm started. Florence Leahy was presented with a 21-jewel watch by her husband, Buck. She also was gifted with a turquoise bracelet and ring. Percyna Clarke is making new wardrobe for the Clarke juggling act. Frank and Marie Forrest, Side Show attraction, left in Sterling for the Frontier Days at Cheyenne, Wyo.

Aaron Davis is the new 24-hour man. He replaces Ben Thomas, who went ahead of the show. Aaron, like Ben, is doing a good job of marking the roads. After a three days' illness, George Gaddis is back in the program.

Hanna Griebing was a proud mother and grandmother when she received an 8 by 10 photo of her son, Otto, in clown make-up, and one of her three-month-old grandson, Steven Robert Gable.

Lee Lawrence, Hawaiian and Oriental dancer, joined the Side Show. After being discharged from the armed forces, Bob Keeler is back in clown make-up. He formerly was with Charley Bell on the Ringling-Barnum circus. Emmett Grace and family visited Ben Thomas at Sterling. Grace and Thomas were classmates way back when. Other recent visitors included Mr. and Mrs. Richard Frey and their eight-month-old daughter, Janice Marie; Mr. and Mrs. Harry Chalfant, model circus builders; Mrs. Brank and Mrs. Nielsen and Edward Brank, daughters and grandson of Charles Fournier, our baritone player; Leonard Woodruff, Mrs. E. J. Frey, the Ortiz troupe and Fred Bowman, trombonist.—**ALBERT WHITE.**

Clyde Beatty

Show had good weather and plenty of visitors last week. Colonel Blake has returned from a short visit to Rolla, Mo., his hometown. At Waukesha, Wis., Floyd Shepler's son visited for the day, and at DeKalb, Ill., Joe Applegate entertained his niece and family from Highland Park, Mich.

Fay Alexander has added a new twist to the teeterboard act by jittersbugging when not somersaulting. Irish Ryan was a busy man when his belt broke during the elephant act, between holding his trousers with one hand and working the elephants with the other. Most of the personnel of the Dales show visited at Rock Island. Noted on the lot were Flo McIntosh, Lew Henderson and family, Charlie Cuthbert and mother, Jerry Pressley, Ted Ray, Tommy Bentley, Bubbles Hening, Mr. and Mrs. C. H. Jordan and Larry and Cora Davis. Mrs. Roy Haag also visited Mr. and Mrs. Denny Helms. A. W. Kennard is back after a bout with the flu. At DeKalb, the lot was so small that the usual dressing room could not be erected, so all the private tops were put into one and we all crowded in.

Willy Lish, of the concession department, is at the Mayo Clinic, Rochester, Minn., for treatment of ulcers. Lou Walton is recuperating rapidly and soon will leave the hospital. Frankie Doyle and Connie Conrey are planning a Wild Life Show.

Recent visitors were Mr. and Mrs. Tom Kennedy, Dee Aldrich, Burt Wilson, Carl Marks, Jake Crumley

Cole Bros.

Marion Partello, Jo Jo Monarch, Rita Telferrio, Alberta Voise, Pat Scott and the writer really going with washing after that storm and all-day rain at Sterling, Ill. Tommy Junedes, who joined a while ago, is doing all kinds of doubles in the trampoline.

Mrs. McFarlan and Mrs. Luckey doing nice things for people around the show; Daviso Cristiani is sporting a three-stone diamond and emerald ring; Tommy Marvin is scaring everyone with that Indian get-up between shows; Capt. John Smith and Alabama are feuding, fighting and fussin' again; Fritzie Partello Wagram tending the sick and needy every day; Noyelles Burkhart feeding those kids in the cookhouse; Col. Harry Thomas looking like a Philadelphia lawyer with that big brief case under his arm; Bogonghi wearing those big dark glasses. I don't know why; we all know him.

The partition falling down between dressing rooms. And was Ponce De Leon's face red? (Not to mention a few on the ladies' side).

Lucio, Oscar, Mogadore, Belmonte, Corky Ortans and Bonnie Cristiani are practicing between shows. Joyce Donovan, daughter of our chief of police, is spending a few days on the show. Bill (Hammerhead) Dwyer looking like Blackaman after Henry Kyes gave him that shampoo. Arizona Jack Campbell combing that long hair, and the writer wishing he had some to comb.

Ruth Nelson is back at work after that narrow escape she had when she fell 30 feet and was caught by husband, Paul. Whitey Warren is doing k. p. for Bill and Ada Spaulding in the pie car. Hats off to Officers Basil Zugs and Dick Thomas, of the Galesburg (Ill.) Police Department, for their convoy duty.

Visitors: Bob Murphy, who had a big time visiting all his friends on the Side Show; Franklin Mead, circus model builder; Whitey Wilbur, who is a papa for the second time; C. R. Ketrige, managing editor of The Star-Courier, Kewanee, Ill., who clowned the show and wrote a swell story on the show in general; Mr. and Mrs. George Valentino, Freddie Valentino, Don Nothdorft, Everett Richie, Bill Hedges, John Cain, Mrs. Dennie Curtis, Kurt Hilda, Eric Oranto, Earl Shipley, Art Concello and Mr. and Mrs. James Shea. Mrs. Shea is the former Lulu Davenport, bareback rider.—**FREDDIE FREEMAN.**

Hunt Bros.

After figuring for a couple of weeks what we would do when we had the Sunday in Atlantic City, what happened? It rained every minute. A few of us went to Steel Pier and got plenty wet. Mrs. C. R. Kimball, wife of the organist with the band, will be with us the rest of the season. Ethel Jennier was out of the program several days due to an injury to her shoulder.

Ethel Nimmo celebrated her 10th birthday and gave an ice cream party. Guests were Joan and Walter Jr. Jennier; Lucy, Francine, Gale, Frank and Sandra DeRiskie; Jimmy O'Donnell, Maesha Hunt, Diana Hunt, Peggy Ann Simpson and Vernon LeRoy Adams. Among visitors were Mr. and Mrs. Kemp, Trenton, N. J., and Joseph Conway, Philadelphia. The writer received the news of his mother's death at Minneapolis last week. We wish to thank Charles Hunt, owner of the show; Tige Hale, band leader, and members of the band who wired two beautiful wreaths for the funeral. Harry Hunt has a new 1948 Cadillac.—**NORMAN HANLEY.**

and partner, Mr. and Mrs. Herm Linden, Mr. and Mrs. Clarence Kachel, Mr. and Mrs. Edward Fuhrmann, John Hauri and Robert C. Zimmerman.—**LAURENCE CROSS.**

Tom Packs

Long jump from Montreal to Pittsburgh was made, but not without mishap. One of the semis of the White Horse Troupe overturned, killing one horse and bruising the rest. The Repensky Troupe was another casualty, burning out an axle and missing the opening show here.

Dick Lewis and Brownie left the org to play fairs. Whitey Harris and Coriel joined here. The Flying Ward replaced the Hartzells. Weather was swell, and so was biz. Visitors here included Mickey MacDonald, Nick Francis and the Flying Romas. CFA Otto Zange caught every show during the stand here.

The trip from here to Nashville proved costly for the Eltons, as they burned out a motor and were forced to ship their rigging by railway express. Charlie Siegrist has replaced the Flying Wards. Rose Behee and Yetta Wallenda are doing a beautiful cloud swing. Jimmy Davison brought a new one-man top here and staged a house-warming. The writer closes with the show this week.

Carl Wallenda bought a new three-ton Ford tractor. Jimmy Davison's belongings were stolen from the trunk in his auto. Rose Behee has joined the Wallendas, doing cloud swing and web. Bob White, announcer and emcee, purchased airplane tickets to his next stand and will play fairs. Jack Lyre was general superintendent of the show, assisted by George Bower, superintendent of props. William Nelson, general manager, arrived in Nashville from St. Louis. LeGay, rejoined in Nashville, is recuperating but will not work for some time.

Destinations of some performers: The Wallendas to Milwaukee; Zaccchini cannon and flying acts to Milwaukee; Lew Hershey, clown, Fort Scott, Kan., and Milwaukee; the Four Silver Condons, South Bend, Ind.; Johnny's bears, New York; Snyder's bears, Wisconsin fairs; Bozo Harrell, joining Sunny Bernet for fairs; Will Hill's elephants to play fairs; Bozo Lamont, funny Ford, to the Bob Atterbury Show; Jimmy and Gabby DeKoe, fairs; Rube Curtis, West Plains, Mo.; Billy Odell, St. Louis; Austin Trull, Wisconsin fairs; the Willys and Marcus Troupe, Chicago; George Bowers, St. Louis; Proske's tigers, Miami; the Five Eltons, Ernie Young's fairs; Joe Lewis, fairs for Gus Sun. Whitey Harris, clown cop, played the week in Pittsburgh and returned to his home in Detroit.—**BOZO LAMONT and JOE LEWIS.**

James M. Cole

Show has been having swell weather and biz thru the Adirondacks. Stands played were Malone, Potsdam, Gouverneur, Carthage, Lowville, Pulaski, Fulton, Cazenovia and Sherburne. At Potsdam, James M. Cole and family and members of the org visited the grave of George Cole, who had his own show on the road. Services were held and a large floral wreath was placed on the grave by James M. Cole Jr. Also present were some circus fans, including George Cook, Massena.

Slim Collins is producing clown and Slim Collins and son, Billy, are members of clown alley. Harry Phillips visited at Carthage and played drums. Joe Myers, policeman and circus fan, Auburn, N. Y., visited at Sherburne. The ice cream and pie-eating contest between Joe Calliope and Roy Short, of the band, was won by the former.—**ROY SHORT.**

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Polack Bros.' Western

Split week and the high school athletic fields at Santa Barbara and Salinas, Calif., were naturals. Unusually cold weather had no effect on the crowds that jammed the grandstands each performance. Buck Waltrip was promotional director at Santa Barbara and George Westerman at Salinas. Justus Edwards bypassed both dates, going directly to San Jose, Calif.

Dorita Konyot has returned to the ring, coming in from Los Angeles. Mrs. Sophie Truzzi and son, Macello, who remained in Long Beach for a week's vacation return next week.

Don Dorsey is sporting new wardrobe. Massimiliano Truzzi, Arthur Konyot and Nino Sambiasi are undergoing daily fittings by Hollywood costumers. Rex Ronstrom is beginning to capitalize on his uncanny taste for neckties by taking orders for hand-painted creations. Franzisco Heinzman, like Ronstrom, has started a classic disk collection.

Most of the trailerites are having hose trouble, because of the high pressure of the California water systems. Jack Klein celebrated his birthday with a party of close friends, as did Chai Huang, who received a new projector from Somay. Dwight (See POLACK WESTERN, page 100)

Ringling-Barnum

Our big day of the past week was date at Sioux Falls, S. D., where we had a record-breaking matinee with the ring curbs serving as front row seats. All other houses thru the Dakotas and Iowa are proving to be straw ones, too. Haven't had to worry about midsummer heat. It has been very much on the cool side.

Our soccer team is fast becoming one of the best in the country, beating many crack teams. Recent wins have been over the Milwaukee team, 4-1, and the Sheboygan Soccer Association, 2-0. Midgets and girls played a baseball game in Minneapolis with the midgets winning 13-12. A new team made up of "old men" had a practice turn with the midgets and, according to those present, it was a knockout session.

Fannie and Frank McClosky celebrated their wedding anniversary and Mars Bennett her birthday. French (See Ringling-Barnum on page 100)

James M. Cole Skeds 2 Fair Appearances

NEW YORK, Aug. 7.—The James M. Cole Circus, which was a standout attraction at last year's Mineola (L. I.) Fair, will be the grandstand attraction of at least two fairs this season.

In addition to again playing in front of the Mineola grandstand next month, Cole's will be the feature attraction at the Morris County Fair at Troy Hills, N. J., August 17-21.

Strong Program Featured By Swiss Circus Knie

RAPPERSWIL, Switzerland, Aug. 7.—Knie Bros.' Swiss National Circus is on tour this summer with an excellent line-up of acts, featuring the Riding Carolis and the Knie horses, elephants and polar bears. This circus, which boasts the largest number of big animal acts of any other circus in Europe, is using practically none of them this summer.

Line-up of acts on tour with Knie includes Jules Haenni, Liberty ponies and horses; Miss Schuretta, wire walker; Valencianos, trampoline; Fredy Knie, high-school horse; the Barrisons, adagio; Rolf Knie's elephants; Cavallini Bros., clown gags; Huguette Loyal, trained doves; Caroli Troupe (10), bareback riders; Vaclav Benes, polar bears; Francesco Trio, clowns; Fredy Knie, Liberty horses; the Geraldos, double trapeze, and Ernesto's balky mule.

Under the Marquee

Everette Bridgman, formerly with Charley Sparks's circus and now a detective, attended Cole Bros. in Norwood, O., and visited with showfolk acquaintances.

Remarks about the politeness of ticket sellers prove that turning one's duke has become such a well-established profession that it has developed its own etiquette.

Parker Bros., hand-to-hand balancing act, has been inked for several Connecticut dates by the Jack W. Gordon Agency, of Hartford.

Don Fosgate and M. R. Theiman, circus fans, presented Zack Terrell with a St. Bernard dog when Cole Bros. was in Norwood, O., August 5.

Now is the season when the fellow who never won a battle with an electric heater in a dressing room starts his annual struggle with a folding beach chair in back yards.

Ralph H. Bliss, who left the billing game this spring to take a night clerking job in a St. Louis hotel, cards that he will be back with a big top next season.

Chappy Gordon cards from Philadelphia that he's working two acts, one a four-people flying turn, the other a two-person high act. Chappy's (See Under the Marquee on page 100)

Binghamton Okay For Mills Bros.

BINGHAMTON, N. Y., Aug. 7.—Under auspices of the Veterans of Foreign Wars Drum and Bugle Corps, the Mills Bros.' Circus played here to a good matinee and fair night house Tuesday (3). Most of the afternoon attendance was composed of kiddies from the orphanages, guests of local business firms. The big top was heavily bannered.

The show has a fine, snappy performance presented in a three-ring big top. The show also carries a good side show and a menagerie with several cages of wild animals, an elephant and about 40 head of stock.

Jack Mills was host to members of the Circus Fans and the local press.

2 Amar Units Tour France, Italy on Rails

PARIS, Aug. 7.—The Amar brothers, who prior to the war were top circus operators in France, with a big top on tour and an indoor circus, the big Empire Music-Hall, Paris, are again active in the European circus field with two big circuses on tour, one in France and the other in Italy.

Amar Bros.' Circus in France is presented under a four-pole big top and travels by rail. Amar Circus on tour in Italy carries a six-pole top and travels by rail and truck. Reason for using railroads is the shortage of gasoline.

Prior to the war few, if any, European circuses traveled by rail, as the rolling stock of European railways was not adapted to handling circus equipment. Practically no cars large enough to carry elephants were available. In 1938 the combined railroads of France and Belgium had only three boxcars large enough to handle the Powers Elephants (4) and it was necessary to send tracers thruout the two countries to locate one of these three cars each time the act was set to make a jump.

Animals Featured

Both of the Amar units carry large groups of elephants, horses and wild animals, so routing the shows presents plenty of headaches. Fortunately it is possible to play three-day to week-long stands in many cities of both France and Italy.

Programs of both units are good. Line-up of acts in the unit touring France has Teddy Strick, illusionist; the Zacchins, clowns; Maginis, hand-to-hand; Bello Troupe, teeterboard tumblers; Ferry Trio, perch; Bousetta (See 2 AMAR UNITS on page 100)

Hamid Imports Athos, One Finger Juggling Equilibrist

ATLANTIC CITY, Aug. 7.—Athos, a Scandinavian equilibrist and juggler, who balances himself on one finger placed on a billiard cue, arrived in this country July 30 and is appearing in the water and outdoor circus at George A. Hamid's Steel Pier.

Feature attractions opening at the Steel Pier tomorrow are Olsen and Johnson and Woody Herman's orchestra.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Dead Timber, S. D., August 7, 1948.

Dear Editor:

Circus fans and well-wishers of Mike Upp, co-owner of this show, asked for the history of his career. The data below, secured from an old-timer, Bugs Kelley, is not his biography, but is the history of his rise and fall and rise in the circus profession. According to Kelley and verified by Syndicate Mack, prominent American meandering awning mush-faker, Mike Upp was a horse trader and livery stable owner at Swap Pens, O., specializing in wintering baggage stock for overland wagon shows. His downfall, caused thru being a host to horses, taught him that an overland show could operate when the grass was green, and that it could be wintered for a few I.O.U.'s handed to him in the spring.

Following the Spanish-American War, in which he served bravely as a bugler for Roosevelt's Rough Riders, Upp acquired a 60-foot round top with a 30-foot middle, which had been stored in his hayloft for safe keeping. After two days passed without the top's owner paying the 48-hour storage bill, Constable Mike Upp attached the canvas, which was legally sold to himself at public auction.

Another spirited citizen of Swap Pens County, Bromal Down, a farmer whose crop was wiped out by grasshoppers, owned two hayracks, two mules and a wife, Ophelia Down, who had learned to skin-the-cat on the rafters of his haymow. Thru Ophelia's desire to parade her shapely limbs and full bosom before the showgoers of Ohio, a partnership was formed between the farmer and the livery stable owner. On June 13, 1900, the Upp & Down Ohio River Circus took to the road as an overland two-hay-rack show with one mule hitched to each hayrack.

According to the show's first program, now the property of James Nisson, SFA, the performance opened with a grand entry: Ophelia Down carrying the flag while mounted on a mule; Mike Upp, in military uniform and blowing his bugle, riding the second mule; clown leading a goat, canvassmen leading dogs and Bromal Down winding it up carrying his pick-out monkey and pick-out box under his arms. The featured acts were Ophelia Down skinning the cat on a pipe, a stake-driving contest between canvassmen and towners and a race, six times around the track, man versus mule.

(See Won, Horse & Upp on page 100)

Soap Promotion Helps Big Show

NEW YORK, Aug. 7. — Ringling-Barnum circus is getting considerable publicity thru its tie-in with Lever Bros., who are using a large amount of display space in papers of this area announcing a deal by which a 35-piece cut-out replica of the Ringling big top, clowns, animals and equipment, is given in exchange for two Lever Bros.' box tops or labels and a quarter. Ads feature the circus rather than the Lever products.

Promotion is being handled by the Young & Rubicam Agency, which is using a big string of papers as well as several radio outlets and limited number of magazines.

Gainesville Org Resumes in Bowie

GAINESVILLE, Tex., Aug. 7.—Gainesville Community Circus resumes its 1948 tour with two performances at Bowie, Tex., under Lions Club auspices August 12-13. The show will be in Pauls Valley, Okla., August 19-20, under Rotary Club auspices.

Wichita Falls, Plano and Dallas are to follow a three-day engagement, September 8-10, at Fair Park in Dallas closing the season.

Show played seven spring engagements, with the Lubbock date, netting more than \$5,000 for the sponsors, being the best. Denton Optimist Club sold all reserved seats day before engagement opened for a record advance sale. Gainesville date set an all-time gross figure here, while other engagements at Denison, Sherman, Grand Prairie and College Station were fair to good.

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JOHNNIE B. WILLIAMS DAILEY BROS.' CIRCUS

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CHIPPEWA FALLS MOVES UP

No. Wisconsin Annual Opens To Strong, Promising Start

Attendance, cash up in early days—Conservation Bldg., with aquarium and deep freeze display of prize-winning fish, proves potent crowd lure—stand admish hiked

CHIPPEWA FALLS, Wis., Aug. 7.—If the Northern Wisconsin District Fair here this week can be accepted as a gauge, the '48 fair season in the Midwest should not merely be good, but excellent. Despite rain on opening day, the event here was launched to an excellent start. The midway take the first day, for instance, was up 33 1/3 per cent over last year. Attendance mounted the second day, and there were many indications that, following a long-established pattern here, the gate would build to a strong close. The annual closes Sunday (8). One thing quite notable this year as it has been for many years, is the event's aggressive management. Progressive-minded, last year it shoved thru the construction of a brace of the finest rest rooms ever seen on a medium-sized fairgrounds. Moreover, it also pushed, and pushed is the word, thru the construction of a modern commercial exhibit building. What's more, the building sold at that time, and again this year.

Boast 10-Year Plan

Not content with that construction program, the event, which has plotted a 10-year plant improvement program, this year came up with something believed to be new at fairs of its kind. It erected a new structure, an excellent one, to house an aquarium and a huge display case electric refrigerator.

In the aquarium are displayed all of the fish native to Wisconsin waters. In the display case are shown prize-winning fish, caught in Wisconsin's waters and picked as the best of many entered in the competition for which the fair put up the sum of \$285 as awards. All had been frozen before they were picked as prize-winners, and they are shown in their frozen state.

The building, which is called the Conservation Building, is 46x120 feet, built of waylite tile, with sections of glass brick spaced high in the walls, and with the roof of Western fir. Built at a cost of \$34,000, the structure has a large fireplace of native stone and is designed to accommodate various events the year-round. Lighting is by an array of fluorescents dropped from the ceiling.

20 Tanks in Aquarium

In the center of the building is the aquarium. There are 20 tanks, in three, four and five-foot lengths, in the 9x36-foot aquarium. The base holding the tanks and glass shields rising from the tops of the tanks are attractively painted. The entire aquarium is circled by a railing.

The fish displayed are supplied by the State conservation department. Together with the frozen fish, the aquarium this week proved a tremendous attraction. This community is the center of avid fishing interest, and the aquarium was widely publicized. So, too, was the contest for the prize-winning fish and the method by which these fish would be frozen and displayed.

Lure to Exhibitors

Apart from its crowd lure, the fish exhibits serve to give the building a strong theme around which to sell its commercial exhibits. The exhibitors in the structure include sports supply houses, sportswear outlets and sporting goods manufacturers.

The income from these commercial exhibits will not serve to amortize the building, Archie Putnam, veteran secretary of the fair, pointed out. But See CHIPPEWA FALLS on page 64)

Cortland Adds 1,100 Seats

CORTLAND, N. Y., Aug. 7.—Grandstand seating capacity at this year's Cortland County Fair, which opens August 30, will be 4,500 as a result of the addition of 1,100 seats now being installed. Secretary Harry Tanner also reports that the old stage and bandstand are to be replaced by a modern stage 45 by 75 feet.

The exhibition hall in the grandstand has undergone vast changes. The area has been black topped, new sidewalls erected, a new lighting system installed and the interior treated in attractive colors. The area again will be used for commercial exhibits, the effectiveness of which will be heightened greatly by the modernization of the hall, Tanner says.

Plant Modernized

The improvements to the grandstand and stage comprise one of the many projects in this year's program to modernize the 55-acre plant, Tanner points out. A new woven-steel wire fence is to replace half of the old wooden fence on the outside of the race track. The 300-foot section in front of the grandstand will be four feet in height, while the remainder will be five feet high. The plan is to eventually replace all of the old fencing.

A new roadway is being constructed from Carroll Street to a point meeting the road coming in from Fisher Avenue. This latter road is to be straightened and widened. The result will be the elimination of much vehicular traffic inside the grounds. Fair execs are hopeful that a new parking lot, immediately north of Carroll Street, will be ready for the fair's opening.

Build Transformer House

A new transformer house has been built and many of the old electric light poles on the grounds have been removed. Eventually, it is planned, all the lighting system will be placed under ground.

All buildings have been redecorated inside and out, with an eye to pleasing color effects. Many improvements to interiors also have been made, and these provide additional and more efficient space for exhibitors. New restrooms have been built for both men and women in the administration building.

Monroe 4-H Annual Expands

MONROE, Conn., Aug. 7.—This year's sixth annual 4-H Club Fair, skedded for Friday and Saturday (27 and 28), will be the first to run two days. Fred T. Shraeder, Darien, has been elected fair president.

Gold Rush Skedded At Quincy, Calif.

QUINCY, Calif., Aug. 7.—A real gold rush is a unique feature of the Plumas County Fair which opens here August 15, it was announced by Martin Sword, fair manager.

The gimmick will be staged by having several truckloads of heavily "salted" gravel and ore hauled in to be used in the gold panning contest. Sword said that contestants will be allowed to keep the nuggets and dust they pan but not staking of claims will be allowed.

Prizes will be awarded for the first to get "color" in his pan and for the person making the biggest strike.

This year's fair, the third since the war, will highlight a horse show, agricultural, horticultural, livestock and forestry exhibits. In addition to the gold panning event, a casting tournament, trout derby, log bucking contest, a rodeo, auto and horse racing are scheduled.

Galt, Calif., Gate Almost Doubles '47; Peak Stock Entries

GALT, Calif., Aug. 7.—The 52d Agricultural District Fair which closed here July 25 after a seven-day run was proclaimed the most successful in history. Figures, not yet complete, show that attendance was at least double that of last year. A total gate count of 25,500 was recorded the first six days. Last year total attendance was 15,000, then a new high.

No admission was charged the first day of the exposition and therefore an accurate gate count was impossible. It was estimated, however, that attendance was around 3,500.

First day when admissions were collected showed about 5,000 visitors. Next day (Wednesday, 21) brought 6,000 to the grounds followed by a like number Thursday. Attendance hovered around the 5,000 mark daily for the remainder of the fair.

Arthur Brown, director-chairman of the livestock division, said entries far surpassed expectations and developed a judging problem which necessitated complete revision of judging programs.

Figures released showed 2,034 animals of all kinds were on exhibition. The list embraced open dairy classes, 571; open beef classes, 124; open swine classes, 79; open sheep classes, 554; 4-H beef and dairy cattle, 58; FFA beef and dairy cattle, 58; FFA swine, 46; FFA sheep, 4; 4-H sheep, 10; 4-H swine, 43; race horses, 240, and show horses, 247.

A total of \$27,865 in prize money was awarded to 610 contestants in 33 events, highest in history of the fair.

Eugene Kenefick is secretary-manager.

Northeast Florida Fete Scheduled for Nov. 9-20

JACKSONVILLE, Fla., Aug. 7.—Dates for the Northeast Florida State Fair here have been set for November 9-20. Mel G. Dodson, former co-owner of Dodson's World's Fair Shows, and Curtis L. Bockus, general agent for Endy Bros.' Shows, again will produce the fair.

The James E. Strates Shows for the third successive year will furnish the midway attractions.

Great Falls Topping '47 Despite Rain

All Attractions Jam 'Em In

GREAT FALLS, Mont., Aug. 7.—North Montana State Fair thru Thursday (5) was a step ahead of last year's attendance. Figures compiled to that point show a paid gate of 130,030, as compared with 128,330 last year.

Attendance hike was registered in the face of rain Monday morning (2), the opening day, and rain from 5:30 to 7:30 p.m. Wednesday (4).

Grandstand attendance was running slightly ahead of 1947, as was the pari-mutuel handle. Running races and Gene Autry's Rodeo are the afternoon attractions, with Cavalcade of Stars, Barnes-Carruthers revue, the night attraction.

New records were being set on the midway. John R. Ward Shows grossed more from rides and shows thru Thursday night (5) than another org, a truck show, piled up for event's full run last year.

Grandstand attendance, excepting Monday afternoon, has been excellent. Patronage at the first matinee was hurt by the early morning rain. On Wednesday, despite a two-hour rain up to 7:30 p.m., the grandstand was packed to capacity for the Barnes-Carruthers unit's night show.

Autry appeared the first three matinees. His stock remained for the fair's full run. Sellouts for the night grandstand were assured for Friday (5) and tonight.

Business Tops 1947 At Gratiot Annual

ITHACA, Mich., Aug. 7.—Attendance at Gratiot County Free Fair, which closed here Saturday, July 31, was estimated by Secretary James Peet at 60,000, approximately 5 per cent higher than in 1947.

Business picked up considerably the last couple of days following a slow start, and Jack Raum's Thrill Show and Circus, night grandstand attraction, reported a gross which topped last year's. Matinee biz was below that of 1947, with harness racing about 25 per cent off at the gate, and the No. 1 unit of the W. G. Wade Shows reporting business under last year's figure, due mainly to slack afternoon attendance.

Cooke County, Tex., Fete Returns to Gate Admish

GAINESVILLE, Tex., Aug. 7.—Cooke County Fair will return to a pay gate this year after an experimental free gate last year, when extremely hot weather greatly cut attendance. Grounds are being fenced by Superintendent Portis M. Sims.

Chester January's Rodeo will show in front of the grandstand the last three days, September 9-11, and the Bill H. Hames Shows will be on the midway. Fair opens Labor Day, September 6.

Stage is being built for nightly free shows presented by talent from neighboring towns. Bob Murdoch is manager of the fair this year, in addition to his duties as Chamber of Commerce manager.

Muncie Event Runs Slightly Ahead of '47

Turnstiles Click at Night

MUNCIE, Ind., Aug. 7.—Except for one day, Wednesday (4), when rain dealt a severe blow, attendance at the Muncie Fair was running slightly ahead of 1947.

Daytime attendance Sunday (1) thru Thursday (5), with the exception of Wednesday, was close to last year's level but night attendance was up from 1947. No front gate admission is charged after 6 p.m.

Portable steel bleachers seating 3,000, obtained on a rental basis, are used as temporary substitutes for the grandstand which was destroyed by fire since last year's fair.

A. G. (Fred) Norrick, fair secretary, said that the Johnny J. Jones Exposition had racked up grosses from rides and shows Tuesday (3) and Thursday (5) which topped the takes for the corresponding days made last year by another show.

Stage attraction opening day was WLW's Midwestern Hayride, which pulled a fair matinee crowd despite hot weather and produced a good night turnout. Horse-pulling, Monday's feature, provided good crowds.

Harness races were the afternoon attraction Tuesday thru Friday, with Wednesday's program rained out. There was no stage program Tuesday night but on Wednesday, despite showers, the M Bar D Western Club, Inc., presented a Western horse show to a fair crowd.

WLS's Barn Dance unit played to capacity bleacher crowds Thursday afternoon and night. Featured in front of the bleachers Friday (6) night was a civic-patriotic program, built around the scheduled appearance of the Freedom Train. Afternoon track attraction is a program of eight running races, with no attraction billed for the night.

A balloon ascension by Don Wood is featured daily. The six-horse hitch of Goebel's Brewing Company also was presented.

Livestock entries hit a new high, totaling 1,100 head.

Lions, Jaycees Sponsor Compton, Calif., Cele

COMPTON, Calif., Aug. 7.—City council has authorized the local Lions Club and the Junior Chamber of Commerce to hold a community fair at Olive Street and Atlantic Boulevard. Al Jensen and Ernest Caruthers were named co-chairmen of the event, slated August 18-22.

Six to Hospital as Hot Rod Jumps Wall at Owosso, Mich.

OWOSSO, Mich., Aug. 7.—William Stone, of Howell, was slightly injured in a hot-rod race at the motor speedway here Wednesday night (4) when his car jumped the wall and went into the grandstand. Some 20 patrons were injured, mostly receiving minor injuries, but six remained in temporarily serious condition in hospitals here and at Saint Johns.

Schindler Cops Conn. Feature

AVON, Conn.—Bill Schindler, Freeport, L. I., won the Sunday night (1) feature midget race at Cherry Park Speedway.

Robbins Wins at El Monte

EL MONTE, Calif.—Quay Robbins, driving a Chrysler, won the 20-lap feature of stock car racing at the Speedway Sunday (1). Bob Shimp, in a Ford, finished second, and Al Long, piloting a Chevrolet, placed third on the quarter-mile dirt oval

Batavia Attendance Surges Ahead of '47; Features Hypo Gate

BATAVIA, N. Y., Aug. 7.—Attendance at the 109th annual Genesee County Fair was running slightly ahead of last year as the annual headed into its final performances today.

The appearance of Jack Kochman's Hell Drivers on opening Monday (2) primed the gate, with the result that the final count showed an increase of 1,200. Attendance Tuesday (3) was only about 200 under last year.

Wednesday (4), Children's Day, the midway was jammed with youngsters, and Lloyd Serfass' Penn Premier Shows garnered some of its best business. The total attendance on the day was about 1,000 ahead of last year.

Threatening weather Thursday (5) hurt the gate.

General admission for adults was 50 cents and 25 cents for children.

George A. Hamid's Show Time Revue played to hefty crowds thruout the week. Featured acts included Bobby Whaling and Yvette, bicyclists; the Adamsons, perch balancing; the Harvey Girls, aerialists, and Kirk's dogs. Jinx Hoaglan's Hippodrome was featured each afternoon. Joe Basile and his band supplied the music. Also appearing were the Flying Allens, balloon ascensionists.

Glenn W. Grinnell, secretary, said that more concession space had been sold than ever before.

Midget auto races were presented as a special attraction on Sunday (1).

Superior, Wis., Annual Announces Attractions

SUPERIOR, Wis., Aug. 7.—The Tri-State Fair here August 17-22 will have a Barnes-Carruthers revue, Trip to Wonderland, as the night grandstand attraction. Other features on the program are auto races, to be presented by John Sloan, and Jimmie Lynch's Death Dodgers.

The Royal American Shows will be on the midway.

Add New Barn, Two Pens To Grounds in Alberta

LLOYDMINSTER, Alta., Aug. 7.—A new barn and two sheep and pig pens have been built at the local fairgrounds. With a barn erected last year, the new buildings represent an outlay of more than \$8,000.

An additional \$10,000 is to be spent this year on new buildings and improvements.

before 3,132 spectators. Joe DeHart won the semi main, while Shimp annexed the trophy dash. Heat winners were Robbins, Long and Jack Gordon.

Minyard Is Winner

HUNTINGTON BEACH, Calif.—Hal Minyard won the 30-lap SCMA midget auto race feature before 2,200 fans here Monday (2). Only eight cars out of 12 starters finished.

Bonadies Wins at Danbury

DANBURY, Conn.—Tony Bonadies, of the Bronx, N. Y., took the feature race at the Speedway Saturday (31).

Tappett, Nazaruk Win

WEST SPRINGFIELD, Mass.—Ted Tappett, Manhasset, L. I., won the feature midget race at the Speedway last Wednesday (28). Mike Nazaruk, East Meadow, N. J., won the feature event Saturday night (31).

Ruttman in Third Win

CULVER CITY, Calif.—Troy Ruttman became the first driver of the season to win three main events at the speedway here by roaring to a wire-to-wire triumph in the 40-lap midget auto feature July 27 before a crowd of 3,803. Corky Benson held (See MOTOR SPEEDWAY, page 98)

Saginaw Spends \$60,000 on Plant

New commercial exhibit bldg. up—entrance completed—increase lighting

SAGINAW, Mich., Aug. 7.—Plant improvements aggregating \$60,000 will have been made before the opening of Saginaw Fair here, according to the estimates of Clarence H. Harnden, secretary-manager.

Chief among the new construction is a commercial exhibit building 45 by 200 feet. In addition to this structure, another building, 60 by 200, which formerly was partially used for women's and children's exhibits, has been freed for commercial exhibits.

Last year two large exhibit buildings and a big tent were used for commercial exhibits but they did not provide sufficient space to accommodate all exhibitors who sought space, Harnden said. With the new additions there are about 500 booths. All of these have been sold, and Harnden indicated that again this year the fair may be forced to fall back on a tent to house the overflow.

A new four-lane entrance, complete with a 3 by 60-foot neon sign giving the fair dates, has been finished. Two new blacktop roads leading into the grounds and a new blacktop road thru (See Saginaw Spends 60G on page 98)

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REGINA GATE UP, STAND OFF

Paid Crowds Up by 14,574

Grandstand patronage drops slightly under '47—record mutuel, midway marks set

REGINA, Sask., Aug. 7. — Paid attendance at the six-day Regina Exhibition and Rodeo, which closed Saturday, July 31, was 139,051, an increase of 14,574 over last year's total of 124,477.

Grandstand attendance, however, was off, aggregating 84,687, a drop of 1,082 from 85,769 in '47. Totals include afternoon and evening shows. Running races, with pari-mutuels, shared the spotlight with rodeo events each afternoon. Chuck wagon races and Ernie Young's State Fair Revue were on at night, drawing well every night but Tuesday. The fall-off in grandstand play came at the afternoon performances.

Variable weather prevailed thruout (it was windy, dusty, showery and hot) and, tho it may have tended to keep ruralites at home, it was never rough enough to chase customers off the lot. Best day of all was Saturday (31), perfect exhibition weather, and the gate reached 32,314, the week's best figure and 10,349 higher than the same day last year. The grandstand total Saturday was 17,472, an increase of 2,866 over last year.

Pari-mutuel wickets handled a record-breaking \$108,848 to bring the week's total to \$421,977, an increase of \$22,672 over last year. Saturday's record topped the previous final-day mark set in 1946 by \$3,432. The meet, which wound up the Western Canada Class A Circuit, brought the Calgary-Edmonton-Saskatoon-Regina total to \$1,893,183 and topped last year's figures by \$74,902.

Record for Royal American

On the midway, Royal American shows broke all records.

There was a one-car giveaway in conjunction with the fair and, although a draw was made in front of the grandstand, it was not necessary to be in the stand to win, otherwise the grandstand total might have been given a shot in the arm. Car was given away by the local Kinsmen Club which sold tickets on the grounds at a copy.

A Saturday night feature was the presentation of Saskatchewan Rodeo association trophies to high-point winners in rodeos at Swift Current, Maple Creek, Assiniboia and Regina. Champion all-round cowboy and champion highpoint cowboy was Ken Crowder, Manyberries, Alta. Top cowboy in the Regina Rodeo was Dyer Arbus, of Capitan, N. M. Chuckwagon champion for the Regina show was Alvin Hilker, of Red Willow, Sask., whose time for six races was 51 1/5 minutes, 51 1/5 seconds. World's champion Johnny Swain, of Innisfail, Alta., was one second slower.

All-out coverage of every aspect of the fair was given by *The Regina Leader-Post*, which had a press bureau on the grounds. Station CKCK conducted midway interviews and WRM handled the races.

Representatives of the Western Canada Class A fairs met at the fair-grounds Thursday (29) and set tentative dates for next year's fairs as follows: Brandon, July 4-9; Calgary, July 11-16; Edmonton, July 18-23; Saskatoon, July 25-30, and Regina, August 1 to 6. Dates are subject to confirmation in January at the annual fruit meeting in Winnipeg.

Around the Grounds:

Barkley and Warren Scheduled To Speak at Springfield, Ill.

Illinois State Fair, Springfield, will have the vice-presidential candidates of both major parties as speakers. Senator Alben Barkley will head the program on Democrat Day, August 18, with Gov. Earl Warren taking the mike the following day, GOP Day. Their appearance is expected to produce two huge crowds and to thrust the Illinois annual into the nation's eye.

Monroe County Fair, Aberdeen, Miss., will be held October 11-15, with George Howell Jr., secretary.

The North Dakota State Fair, Minot, which previous to this year ran the week of July 4, encountered chilly weather on its new dates, the six-day period ended July 31. The weather held attendance at the night grandstand show between one-half and three-quarters of capacity. Secretary H. L. Finke advises he is undecided whether he will recommend

Chippewa Falls In Strong Start

(Continued from page 62)

the aquarium should continue to serve as a strong attraction.

Among other changes noted at this year's fair was the increase of grandstand general admission from 80 cents to \$1, with reserved admissions continuing at \$1.35. The boost in grandstand admission was made, it is understood, to safeguard the fair from dropping below the break-even point should a recession occur. Mounting operation costs, too, were a factor in the decision.

Revue for Grandstand

The night grandstand show offers a revue and acts booked thru the Barnes-Carruthers Theatrical Enterprises, Chicago. The program, which is emceed by Preston Lambert, offers a 16-girl Dorothy Hild line in four production numbers; Martells and Mignon, adagio act; Barton and Brady, knockabout comedy; the Song Stylists, five male and two fem choral group; Jim Wong Troupe, acrobatic contortionists; the Three Franks, aerial act, featuring double balancing on revolving wheels; Page, Jewett and Kiki, unicycle act, and Captain Heyer and Starless Night, high school horse act.

In the afternoon some of these acts were interspersed with the harness horse races, which were offered each day thru Friday (6). The Jimmie Lynch Death Dodgers are set for matinee performances today and tomorrow.

Newport, Ore., Plant Gets Nine Additional Acres

NEWPORT, Ore., Aug. 7.—Expansion of exhibition grounds for the Lincoln County Fair was begun July 20. Nine acres will be added to include a race track and rodeo and parking area.

A horse show is set for August 26-27 and a rodeo for August 28-29. In addition, an art exhibition will be held for the first time.

that the fair's dates in '49 be returned to early July.

Tommy Sacco, Chicago booker, has booked the Great Siegfried, ski jump act, at the Canadian National Exhibition in Toronto, August 30 thru September 11; at Mitchell, S. D., September 20-25, and at Yakima, Wash., September 29 thru October 3.

Iowa State Fair, Des Moines, was singled out for a special article in the August issue of *Holiday* magazine. Written by Phil Stong, author of *State Fair*, the story is profusely illustrated with colored pictures.

Fred Murray, of the International Fireworks Company, has signed for the fireworks display at the Atlantic Rural Exposition in Richmond, Va.

The NBC network will carry the Hymn Sing from the Coliseum at the Indiana State Fair, Indianapolis, at 10 a.m. Sunday, September 5. The Hymn Sing was initiated last year, and indications are that this year the event will be even more successful.

New Sports Arena Will Be Ready for Lakeport Annual

LAKEPORT, Calif., Aug. 7. — A new sports arena, seating 2,200, will be ready for the 49th District Agricultural Association Fair here September 4-6, according to an announcement by fair officials.

The new structure features a steel grandstand and bleachers. It will be used for horse shows, baseball, football, track events and other county activities in addition to fairs and celebrations.

Project was financed from State funds acquired from taxes on pari-mutuel racing in California.

S. C. State Fair Nixes Plan For Columbia Fall Festival

COLUMBIA, S. C., Aug. 7.—A planned fall festival has been discarded after the State fair association vigorously opposed such a program within six weeks of the fair dates. A suggestion to combine the celebration with the fair was also killed.

R. B. Mobley, executive secretary of the Chamber of Commerce, reminded the group that several South Carolina cities had bid for the State fair, and that the city was obligated to protect its interests in the exposition. A special committee has been appointed to suggest a theme and dates for a possible 1949 festival.

270 Aggie Fairs Skedded For New England States

HARTFORD, Conn., Aug. 7.—According to the New England Chamber of Commerce, 270 agricultural fairs will be held this year in New England.

Leading the list is Massachusetts with 193, Maine, 30; Connecticut, 27; New Hampshire, 12; Vermont, 6, and Rhode Island, 2.

Presque Isle Records Fall

Daily attendance, gross records tumble at first Maine annual

PRESQUE, ISLE, Me., Aug. 7. — Record-breaking business was being registered here this week at the Northern Maine Fair, the first of the State's annuals to get under way.

Early Wednesday (4) the long-standing attendance mark of 20,000 was shattered. The parking areas within the grounds, which the fair management estimates can accommodate 5,000 cars, were jammed, and traffic congestion developed on all roads leading to the site. The situation became so serious that the U. S. Air Force threw open the gates of the air base to permit cars to park.

By the day's end the attendance was reported near the 30,000 mark. The grandstand was sold out for the afternoon racing program, and for the first time in history over 500 standees had to be admitted to the betting enclosure. Frank Bergen's World of Mirth Shows on the midway, and George A. Hamid's *Show Time Revue* featured night grandstand entertainment and did capacity business.

New Mark Seen

There was every reason to believe that the former mark of 60,000 paid admissions would be broken prior to tonight's scheduled closing. A total of 10,000 paid was registered for opening day, last Saturday (31) and Sunday (1). Jack Kochman and His Hell Drivers showed to two capacity crowds opening Saturday.

The World of Mirth and the Hamid grandstand show did not preem until Monday (1). The Hamid show, under the personal direction of Joe Hughes, included the California Queens, aerialists; Sharkey the seal; Coco, Steve and Eddy, acrobats; Bob Parry, comedy diver; Florence Hin Loew, contortionist, and the Beau Jesters. Business registered Monday more than trebled that of a year ago.

Purses totaling \$10,400 drew one of the best trotting fields in years. The pari mutuel handle also was expected to reach record proportions.

Redding, Calif., Gets Okay For 100G Exhibit Building

REDDING, Calif., Aug. 7.—The Shasta County board of supervisors has awarded a contract for constructing the exhibit building at McArthur for the Intermountain Fair on a bid of \$100,041.82.

Top bidder was J. P. Brennan, of this city. The figure is subject to approval by State fair officials.

Porter Resigns Post At Tappahannock, Va.

TAPPAHANNOCK, Va., Aug. 7.—Al Porter has resigned as secretary of the Northern Virginia Fair here and turned the management of the event over to the Gray Producing Company of North Carolina. Contracts made by him will be honored, Porter said.

The Joseph J. Kirkwood Shows are signed for the midway. The fair is skedded September 6-11.

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\$3,400,000 CNE Grandstand Certain To Be Ready on Time

TORONTO, Aug. 7.—Work has been virtually completed on the new Canadian National Exhibition grandstand and there is assurance that finishing touches to the \$3,400,000 structure will be made in time for this year's exhibition. The building replaces the old structure, which burned down in April of 1947.

Designed by Marani & Morris, architects, the stand will seat 22,000, which is 6,000 more than the former grandstand was capable of holding and almost twice the capacity of Maple Leaf Gardens.

There are two huge dining halls beneath the tiers of seating, each with a capacity of 1,000, and Exhibition Hall, 15,000 square feet in size, also is on the ground floor. There are five dressing rooms for contestants, and along the full length inner passageway are lavatories—four for men and the same number for women.

Cantilever Trussed

The stadium is of reinforced concrete, Queenston limestone and red brick. The roof is hung on steel cantilever trusses and supported by steel columns. Only a few columns mar an otherwise completely uninterrupted view of the stage, grounds and track. The roof is a solid mass of beams on edge, one of its main features being the absence of roosting spots for pigeons.

There are 300 flood and spotlights on the roof, all controllable from one instrument panel. In this same area are three complete, soundproof radio rooms, from which commentators can obtain a full view of any event in the grandstand. There are facilities to accommodate every radio station in this city and arrangements are being made to cope with television when it comes to Toronto.

Move Scenery on Rails

There is a total of 1,500 electrical outlets, stemming from 70 miles of

conduit containing 300 miles of wiring. The stage, three and one-half feet off the ground, is 350 feet wide, 132 feet deep and has a circular front. The rear is set off by a 35-foot white screen, backed by a giant screen flanked on each side by two screens in diminishing sizes and arranged to give the entirety a shell-like appearance.

Scenery is moved by 70-foot trucks mounted on rails, and the stage is of wooden construction on tubular steel beams. The stage may be taken down or put up in sections. The orchestra pit is 36 feet in length.

There are four entrances and all steps have been dispensed with, wide concrete ramps serving that purpose instead.

Eventually, plans call for as many as 5,000 telephones operating on the grounds, with control of the communications centered in the new grandstand.

Rush Construction As Space Sellout Looms at Roseville

ROSEVILLE, Calif., Aug. 7.—Nic Huddleston, manager of the Placer County Fair, which will open here August 19 for a four-day run, has announced that indications are that all available exhibit space will be sold well in advance of the opening date.

Contractors are rushing to completion the \$80,000 exhibit building, and Huddleston said that about half of the floor space already has been reserved. A new \$8,000 ticket office and entrance gate have been completed.

Geron Wilson has been named chairman of the exhibits committee. Other committeemen are County Supervisor J. B. Paolini, Eugene E. Watson, Willard Dietrich, Fred Wittsche, Carl G. Laughridge and Leonard M. Layton, Roseville; Edward A. Grey, Lincoln; E. M. Nelthorpe, Loomis; G. O. Griffith, Auburn, and Peter Hawkins, Newcastle.

Livestock judges are Prof. G. E. Gordon, Berkeley; J. W. Jamison, Santa Rosa, and W. C. Fleming, Stockton. The horse show will be under the management of Tevis Paine, Sacramento, with J. O. Price, Le Grande, Ore., and Clyde Kennedy, Burbank, as judges.

Lorain Annual To Host Ohio Governor

WELLINGTON, O., Aug. 7.—Ohio's Gov. Thomas J. Herbert will visit the Lorain County Fair here August 26, reports C. L. Hill, secretary of the Lorain County Agricultural Society. The date will be designated Herbert Day. The governor will arrive here in the evening, following a visit to the Lake County Fair in the afternoon.

As Democratic candidate for the Ohio governorship, Frank Lausche will be a fair visitor August 27, with that day being named Lausche Day.

Hill also has announced premiums for the annual totalling \$15,627. Of this \$8,687 is in open class premiums, \$5,240 in the speed department and \$1,700 for the junior fair awards.

Parking arrangements have been revamped this year to give everyone easier access to all parts of the fairgrounds. Fair dates are August 24-28.

Diamond Jubilee Slated for Sept. 8-12 in Downey, Calif.

DOWNEY, Calif., Aug. 7.—Plans for the Downey Community Fair, celebrating the town's 75th anniversary, have been announced, with events ranging from kangaroo courts and beard-growing contests to street dances and a midway.

The diamond jubilee program, September 8-12, will be preceded by the various contests during the last two weeks of this month, it is reported.

Fairgrounds have been established at Church Street and Firestone Boulevard. Industrial exhibits will be displayed in a large tent.

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HIGH PITCH ON FOR PICNICS

Funspots Step Up Drive Huedepohl Says After Tour

Facilities being installed by leading parks to snare more bigger ones—others map improvements to plant to get 'em, NAAPPB secretary reports

CHICAGO, Aug. 7.—Amusement parks are making a determined pitch to build up their picnic business. Many are in the process of installing modern facilities which will enable them to snare more and bigger picnics. Others have definitely mapped projects for next year which will give them better picnic facilities. These are the findings of Paul Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, back at the NAAPPB headquarters here after a tour which took him from Montreal to Louisville. "Parks are more aware than ever before of the value of picnics," Huedepohl declared. "And, they are doing something about it. They are making the necessary improvements. And, they are using skillful promotional methods to obtain picnics."

Camden Park Cited

Probably the most unusual picnic promotion he heard of during his trip was encountered at Camden Park, Huntington, W. Va., Huedepohl said. The park owners, William H. Nudd and H. B. Campbell, told him of a recent picnic negotiated with a manufacturing concern located at Alloy, W. Va., 85 miles from the park site. It required 40 railroad cars to transport the employees to the park and it cost the manufacturing company \$3,750 for transportation alone, Paul said.

Another unusual picnic promotion was outlined to Huedepohl at Fontaine Ferry Park, Louisville. Starting in June and continuing thru August, the park sponsors a series of county picnics. These are in the nature of homecomings, except that the people in the various counties, instead of returning home, come from their counties to the park to renew acquaintances and friendships. Sometimes as many as three such county picnics are held in a week. They are sponsored by a committee, which usually consists not only of leaders in the particular counties but also Louisville residents who previously had lived in these counties. The park management aims to have all counties within a 90-mile radius of the park hold a picnic there.

Detroit Lease Renewed

Dwelling on preparations now underway at parks to add to their picnic facilities, Huedepohl described the plan at Walled Lake Park, Detroit. Only recently, he says, Fred Farce had his lease on the park renewed. Immediately, a program was started to provide a picnic shelter, complete with barbecue grills and picnic benches, and to increase toilet and rest room facilities.

At Carlin's Park, Baltimore, Owner J. Carlin has launched a project—a large picnic grounds. An under-er picnic building, complete with barbecue grills, is being built, but the program will not be completed next year.

At Woodside Park, Philadelphia, man S. Alexander, the park president, has initiated a concerted campaign designed to snare picnics. Ten additional acres of land across the park and adjoining the pool have been acquired, and an area is to be devoted exclusively to picnics. Construction already has been on hundreds of new picnic benches. Plans also call for a refreshment room and new rest room facilities, Huedepohl reported.

NAAPPB secretary was high on HIGH PITCH on page 100)

Rockaway July Attendance Hits 17,000,000 Mark

NEW YORK, Aug. 7.—George Wolpert, executive secretary of the Chamber of Commerce of the Rockaways, reports that 17,000,000 persons visited the Rockaway beaches last month, topping the record of July, 1947, by 3,000,000.

Inauguration of excursion boat service from New Jersey and Lower New York City to Rockaway Beach by the Wilson Line is bringing additional crowds to the resort, and Rockaway's Playland is expanding its recreational facilities to accommodate them, the latest addition to the spot being a picnic area, which has been opened on a plot fronting on the Shore Boulevard between Beach 97th and Beach 98th streets.

Playland is also planning installation of additional rides, including another Merry-Go-Round. Free attractions are being presented on an elevated stage on the park's midway. Current attraction is Emil Winters, high pole thrill act.

Drambour's Seaside Park is also expanding, latest addition being a Sportland which will soon be supplemented by a second and larger arcade.

A new feature on the Rockaway Peninsula is a summer theater, presenting Broadway hits, which has been installed in a big top set up on the Jamaica Bay shore near Beach 116th Street.



HAPPY DAY, INDEED! Harry (Waggy) Prince, co-owner of Lincoln Park, Dartmouth, Mass.; Larry Stone, operator of Paragon Park, Nantasket Beach, Mass., and Johnny Campbell, Baltimore insurance man, are shown above left to right, in fun-making mood that marked the annual summer meeting of the New England Association of Amusement Parks and Beaches recently at Paragon Park.

Cincy Airport's Kiddieland Grabs Children's Fancy

CINCINNATI, Aug. 7.—New Kiddieland, set up at Lunken Airport Playfield here by Ferd A. Clemens, navy veteran and Xavier University graduate, has been growing in proportion to the good business it has been doing since its inception Decoration Day. Operating under the title of Pee Wee Amusement Company, Clemens set up two rides under a five-year contract with the Recreation Commission, with 25 per cent of the gross going to the city. Starting with a Kiddie Jeep ride and Merry-Go-Round, which met with immediate acceptance, Clemens added a Century Flyer Train and Kiddie Rocket.

Clemens said this week that he's working out plans to set up a similar kiddie funspot in Miami this winter. Students from Xavier University and the University of Cincinnati are operating the rides here, Clemens said. Ride tariffs are 10 cents for children and 17 cents for adults, who are permitted to ride the train and Merry-Go-Round only if accompanied by a youngster. Kiddieland operates seven nights per week and on Saturday and Sunday afternoons.

In addition to the new Kiddieland the two-square-mile playfield offers 36 tennis courts, golf driving range, archery range, Tom Thumb golf course, regulation nine-hole pitch and putt golf course, bicycle trails and numerous other sports features.

Clemens says that he's already negotiating for additional rides for his Kiddieland for 1949.

Mrs. J. G. Campbell Succumbs in Buffalo

BUFFALO, Aug. 7.—Mrs. John G. Campbell, 52, for six years vice-president of the Celoron Realty Corporation, former owner-operators of Celoron Park, Jamestown, N. Y., died Sunday (1) in Buffalo General Hospital.

Until becoming ill a year ago Mrs. Campbell served for 10 years as vice-president of the Buffalo Transit Corporation and the Jamestown Street Railway Company, Inc. She was also a pioneer woman aviator in Buffalo.

Survived by her husband. Services were held Tuesday (3) at Forest Lawn Chapel, Buffalo.

Air Show, Rain Lick N. Y. Spots

Sunday Biz Washed Out

NEW YORK, Aug. 7.—Attendance at beach resorts and amusement parks in the New York area did a nose-dive the past week-end as a result of competition Saturday (31) from the inauguration of Idlewild Airport and the big air show in conjunction with it, plus an all-day rain Sunday (1), which killed off practically all business for the day.

Attendance at Coney Island, the Rockaways and other resorts in the New York area was probably almost up to normal Saturday (31), but rain which set in early Sunday morning (1) and has continued intermittently thruout the entire week, made this one of the leanest weeks of the summer.

The highly publicized air show and dedicatory ceremonies at Idlewild Airport Saturday (31), which were participated in by President Truman, Governor Dewey and other top-flight personalities, drew a crowd estimated at 215,000. The principal events of the air show, featuring a review of several hundred military planes of all types, were visible from Rockaway Beach, Coney Island and excursion boats serving these spots.

An air show and an exhibition of planes and equipment housed in tents at the airfield have been forced by rain to curtail or postpone most of the events scheduled and, aside from the opening day, have drawn negligible attendance. The show and exhibition closes tomorrow (8).

Biz Boom Foreseen For 'Bama Funspot

PHENIX CITY, Ala., Aug. 7.—Business has been exceptionally good recently at Idle Hour Park here, Manager Jessie L. Marlowe reports. And, with the formation of the 8th Infantry Division at nearby Fort Benning and forthcoming inductions which are expected to increase the personnel at the army base over the 40,000 mark, indications point to a business boom for the Alabama funspot.

Etta Carver, whose 100-foot dive has been the free act this past week, has proven a top-notch attraction, attracting crowds estimated by Marlowe to be over 5,000 nightly.

Steel Pier Adds Bells

ATLANTIC CITY, Aug. 7.—A new set of carillon bells, imported from Europe, has been installed at George A. Hamid's Steel Pier. The new bells will be heard daily for the rest of the season in a series of daily concerts presented by Elsie Gross. It is said the bells will retain their pitch despite seashore atmospheric conditions.

Cape Town Op Seeks Rides

LONDON, Aug. 7.—Mrs. D. M. Nock, secretary of Sportland Amusement Park, Cape Town, South Africa, is in town looking for park rides and amusement devices for the Cape Town funspot.

Talk Development Of River Beaches In Sacramento Area

SACRAMENTO, Aug. 7.—A meeting has been scheduled for all civic groups and organizations in the area to discuss development of river beaches here.

County Executive C. W. Deterding announced he is taking steps to obtain all available information, particularly the results of State studies on possible projects for discussion at the gathering.

The statement followed a conference between Deterding; H. Lee Worlow, chairman of a State Chamber of Commerce subcommittee set up to look into the recreational possibilities along the American and Sacramento rivers, and William Clayton, assistant manager of the Sacramento Valley District of the State Chamber.

Worlow and Clayton offered the services of their groups to the county in a drive to develop the river areas. The board of supervisors here went on record in favor of the suggested plan and instructed Deterding to determine whether State funds can be obtained.

Groups to be invited to the meeting include city officials, representatives of local and State Chambers of Commerce, sportsmen's groups, Worlow's committee, and another group formed by the local district of the State Chamber to investigate recreational possibilities in the Folsom area.

It has been suggested the county might be able to get money from either or both of two State funds. One fund of \$15,000,000 was set up in 1945, \$5,000,000 of which was earmarked for such projects in this area. The State wildlife commission also has \$9,000,000 from which some help might be obtained, it was said.

Eastwood's Liquor Okay Still Pending

DETROIT, Aug. 7.—Council of East Detroit this week took two more steps in an attempt to restrict operations at Eastwood Amusement Park but the issue still remained in a state of confusion.

The council first balloted to a deadlock on a motion recommending the issuance of a liquor license and the tie was broken by the mayor, who voted against issuance of the license. The issue had been held in abeyance for several months.

The council then voted to pass the buck to the State Liquor Control Commission, at the same time deciding not to vote on this issue again this season. Earlier the liquor commission had tossed the issue back to the East Detroit government when confronted by apparently contradictory votes at different sessions of the council.

Demonstrators Arrested At Palisades Swim Pool

NEW YORK, Aug. 7.—Twenty-two members of the Committee on Racial Equality, of New York, were arrested by Fort Lee, N. J., police Sunday (25) for creating a disturbance at Palisades Amusement Park at Cliffside, N. J. All were released on their own recognizance for hearing in Police Court August 12.

The disturbance was a resumption of last year's efforts of the group to force the park to admit Negroes to its swim pool. The pool at Palisades is operated as a club, for members only, and last May, Judge Marconi ruled in East Rutherford (N. J.) District Court that the pool is open only to members of the Surf and Sun Club. It was also ruled that the park operators were free to select members for the club.

Leaders of the arrested group threaten to continue their nuisance campaign against the park.

Coney Island, New York

By UNO

Unpredicted rain for the best part of Sunday added another to this season's many wet week-ends (July 31-August 1) with the resultant loss in patronage and cash. Concessionaires in Phil Gould's Pleasureland, a new walk thru (Bowery to Surf) structure, have learned that pretty electric lights and modern equipment do not make for an all-out patronage inducement. One big kick is insufficient cooling, which, according to latest plans, will be remedied for 1949. Another complaint is the need for newer attractions for the interior, something the Island in general hasn't got.

Steeplechase Personnel

More Steeplechase personnel: Roller Coaster, Peter Andretti, operator; Francis Huhn, Edward Reynolds, Giovanni Prebianca and Wallace Gordon. Bathing pool, John Cavanaugh, Charles Salatino, Clarence Wolcott, Matt Murphy, Mary Griffin, Mildred D'Amatore, Anna Huhn, Helen Ferrares, Loretta Clancy, Philip Internicola, Thomas McKinney and Stuart Van Olinda. Wooden horses, Pasquale Cervo, Aniello DiMaio, Antonio Annunzato, Antonio Vastola, Felice Juliano, James Imbrognio, Felix Fiocolo, William Timmerman, Salvatore Perruccio, John Lally, Joseph Silverstein, Russell Bachman and Joseph Garry Sr. Derby Race, Edward Graf, operator; Dom Vastola, Anthony DiMaio and Fred Peritore. Whip ride, Louis Cannarella, operator; S. McDermott and William Gorman. Caterpillar, Elias Kaiser, operator; August Flatt and Charles Lutz. Cashiers, Morris Weisberger, Benjamin Block, Edward Hill, Harold Weisberger, Edward Armstrong, Joseph Grecco, William Auger, Harold Gaffney, William Grace, Alex Orr and Ben DeVoy Sr.

World in Wax, with 30 exhibits and a Coney institution for 27 years, with three entrances, one on Bowery, one on Stillwell and one on Henderson's Walk, and operated by Ralph Santangelo, has Doc Foster, Tony Bernadimi and Joe Carucci, ticket sellers; Irving Lipschitz, Teddy Fedele and Anthony Souttari, ticket takers, and Madame Grace, horoscope seller on the interior.

Louis Fox operates the Arcade, a Steeplechase Park concession, where Charle Toby is cashier, with David Dimentstein and Sam Lewin (started in 1911), attendants. Another Arcade, on the Boardwalk, in front of Steeplechase, that Fox owned and operated since 1924, the year the Boardwalk was built, was sold last year to Peter Weisman and William Genes.

Dough-Getter

Ted McCullough, of McCullough Brothers, has what he emphatically asserts, taking in consideration the big business so far done this season, is a money-getter in his own idea of a potato chip tinged with shrimp flavoring. He calls it Chee Chee Shrimp Chip. It's sold at the corner of West 8th and Surf, close by to one of the McCullough carousels. . . . Suwanee Castle, Steeplechase's new publicity chief this season, has left for other spheres because of transportation difficulties. Frank Tilyou is taking over. Assisting him is Harold Nisoff, Park's official photog. . . . Will Smith, general manager of Tirza's, all set to go to Santiago after the season to join Harry Taylor's ork at Claudie's nitery.

Chick Guelfi, partnered with Abe Seskin in the Victory Gift Shop, Manhattan, is out of the Parkside Hospital after two weeks of a successful gall bladder operation. . . . Carol Edwards, dancing daughter of Marie Wagner, at Palace of Wonders, is with a summer revue, *Top Hats and Tom Toms*, at the Rialto, Hoboken, N. J. . . . Reven Allison is a new dancer at Joe Boston's girlie show. . . . Plenty of pep and thrills, promises Jimmie Kyrimes, referring to the two new rides being made expressly for him as additions to his ride park on the Bowery for next season and giving

him a total of 11.

Julian Marshall, Jerome Cohen and David Spikol are Al Lesser's assists in latter's penny pitch on the Bowery and Jones Walk. . . . At Dave Rosen's freakery she is Happy Jennie, fat girl. With the Skating Earls, last year, she was Jennie Latina, doing comedy specialties. . . . Of the three golf courses on Coney, the Borer family, Islanders for three seasons, have two, one on West 15th and one on Kensington Walk. Operators are Ben Sr.; Sadie, his wife, and Harry and Eddie, two sons. Golfers find their pastime attended this season by new lighting effects and musical recordings.

Gartos Increase Rides

Four Garto brothers, Al, Frank, Tony and Joe, are increasing their properties each summer. This season they have a new Whip, Fire Engine and Carousel on Stillwell, between Bowery and Boardwalk, under supervision of Al, with Phil Travis as partner. Three more kiddie rides, Buggy, Fire Engine and Airplane Swing, plus a pony track, in Feltman's, are managed by Tony and Joe. Fourth brother, Frank, is financially interested and confines himself exclusively to this season's new Girl Show on Stillwell between Surf and Bowery.

Cappy's Poker Roll, on the Boardwalk the last 10 years, has 38 tables and is supervised by Al Cappy, his brother George, his sister Emmie, another sister, Anna Grevers, and Nick Calabria. . . . Harry Shapiro is manager for the Star Amusement Company's Bowery Bat-Em, controlled by the Katz brothers, Herman and Dave, who also run a Penny Arcade on Surf. Bat-Em has Ed Curry and Herbert Socklove as assists. Game, in its 27th year, is one of the oldest on the Island.

Blue Bird Casino, on Surf and West 12th, diagonally opposite the Eagle Bar, replaced a Childs eatery years ago when Morris Hanan took over the corner. In 1943 Hanan sold the establishment to Blue Bird Casino, Inc., of which Albert Falcon is prexy and son, Jack, and wife, Emily, are other execs. General manager is Jack, while dad keeps busy bartending and supervising when he is not hosting. Entertainers are Jack Dupree and His Five Rhythm Makers. Also Hilda Ramos and Her Authentic Rhumba Band, with herself supplying the vocals. Drink mixers are Carl Behrson and Ralph Hana. Casino capacity is 300.

Gunther's Olympic Features Nunzio's Accordion Band

IRVINGTON, N. J., Aug. 7.—Olympic Park is offering as added attraction Sunday (8) afternoon and evening Charles Nunzio's accordionists, a 40-man combo, who will alternate with Joe Basile's band in the park's band shell.

Olympic's circus will present a new bill Monday (9), featuring the Pluto-crats, canine novelty, plus Tyler and St. Clair, xylophonists; Al Castle, one-legged cyclist, and the Flying Wonders, roller skaters.

Edgewater Biz 15% Under 1947

DETROIT, Aug. 7.—Business continues around 15 per cent under 1947 figures at Edgewater Park here. Daylight saving time, adopted this year in Detroit for the first time in decades, is largely responsible. Park operators are counting strongly on a move, led by theater operators, which forced city council to place the time question on the ballot for a referendum vote in the fall, as a business-saver for 1949.

Some of the business drop is attributed to the jurisdictional dispute which flared at the park several weeks ago between two CIO unions claiming rights on park employees. Issue has quieted down and nothing has been heard of the second contending union in recent weeks, according to Jack Dickstein, park manager. Until picketing by massed groups was halted by court order, business at the park dropped as much as 50 per cent.

Major park's attraction policy this season again is the well-publicized use of free acts. The George Hanneford Troupe, riding act, closed a two-week stand Sunday (1). Winifred Colleano, aerialist, opened Monday (2), coming in from Flint Park.

Charles S. Rose, Edgewater owner, who was slated to return to the park this week, has been detained at his home in Milwaukee. Paul Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, was a visitor during the week, en route to Toronto.

Picnics have been an important factor at Edgewater this season, with a large Veterans of Foreign Wars picnic Sunday (1) helping week-end business. A two-day sponsored event for Detroit Times carriers last week drew heavy juvenile attendance, with an estimated 5,000 newsboys in the park the second night.

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ROCKAWAY BEACH, N. Y.

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WILLIAM J. HICKS, Mgr.

ROCKAWAYS' PLAYLAND, ROCKAWAY BEACH, N. Y.

Belmont Take 11% Over '47 Despite Rain

Weekday Play Boosted

MONTREAL, Aug. 7.—This year when most other branches of local showbiz are reporting a decided easing in the amount of coin being spent compared to last year, Belmont Park, only major amusement park in this area, has rounded the turn of the season with an approximate 11 per cent increase over last year, which also represents higher per capita spending. And this despite continuous bad week-end weather since the season began.

The weather generally has been "terrible." Rex Billings, general manager, says. Having learned in past years that dependence upon week-end business can be ruinous, Billings this year chose not to rely wholly upon Sabbath returns and now concentrates equally on getting folks out in the middle of the week.

The program is planned with the intention of getting the kids in the afternoon and the adults at night. Picnic business, on which Billings concentrates, also has paid off.

Attractions credited with boosting attendance include Korter and his Side Show, featuring Jess Willard, ex-heavyweight champ, and Joe Laflamme and his trained moose. A Hurricane ride was added this season.

Disk jockey Bob Harvie of CJAD broadcasts from the park. The Harvie ailer is one of the most popular teen-ager shows in the area. Ellis McClintock's ork, playing in the outdoor pavilion, has been doing good business at 35 cents per person admission.

Billings this season has plugged the cleanliness of the park and this has paid off handsomely.

Rides, Ballroom Get Good Play at Myrtle Beach, S. C.

MYRTLE BEACH, S. C., Aug. 7.—Seashore, Inc., with seven rides, reports good business to date, despite an apparent drop in grosses in the adjacent area.

The best takes are being garnered at the Ocean Forest Hotel's Marine Patio, open air ballroom. Buddy Waples, MCA ork out of Atlanta, is playing nightly except Sunday to capacity crowds.

Juke operators say they are making money, but not as much as expected. The current ruling on pinballs, making them illegal pending an appeal scheduled for October, hasn't stopped operation, but with the free play ruled out, biz is off.

N. E. Parkmen Lick Weather; Other Notes on Summer Meet

NANTASKET BEACH, Mass., Aug. 7.—Early morning hours of July 27 gave little promise of anything like ideal weather for the 19th annual summer meeting of the New England Association of Amusement Parks and Beaches skedded for Paragon Park. Genial host Larry Stone and his mother, Rose, dodged intermittent showers and were fearful that the day's events would, of necessity, parallel the doings at Ed Carroll's Riverside Park, Agawam, Mass., two years ago when the downpour on the outside only kept pace with the beverage flow on the inside. However, the Stone's luck in July weather won out and the skies cleared sufficiently for all park units to operate and take in a few shekels.

John Logan Campbell, Baltimore, park insurance specialist, sleepily reported that he has been doing most of his sleeping in Pullmans and planes as the result of extensive traveling that has blanketed the East and taken him into the Far West. Bill de L'horbe, sales representative of the National Amusement Device Company, a more experienced traveler, checked in here from Birmingham via his Dayton, O., home. Bill was full of vitality, as usual, altho faced with another cross-country jaunt.

Ride Men on Hand

Ride manufacturers, as serene a group of men as you'd see anywhere, all were on hand. Bill Wendler had his Hurricane and other Allan Herschell units to talk about. Ray Lusse, of Lusse Bros., and Mr. and Mrs. Herb Schmeck, of Philadelphia Toboggan Company, were in from Pennsylvania. Fred Markey, of the Dodgem Corporation, appeared primarily busy, as always, with his duties as association secretary. Wallace St. C. Jones, of the William Berry Company, said his business is booming. Lena E. Keeney was on hand to plug the ducats of the Elliott Ticket Company.

Sam Hamid, manager of White City Park, Worcester, Mass., was the only member of the Hamid clan on hand. George was too busy with his Atlantic City piers and the Harrington (Del.) Fair to attend, but sent along his best wishes for the success of the meeting. White City's business was reported as good, except for a period affected by a local bus strike.

Lake Compounce Hold-Up

Julian Norton, association president, held the attention of many operators as he recited the story of an attempted hold-up at his Lake Compounce spot. He, along with nearly all other association members, reported the biggest Fourth of July in history.

John Dineen, manager of the Hampton Beach (N. H.) Casino and allied interests, is happy with this season's take, except for two restaurants. It's

tough to make a buck with restaurants because, John says, the food costs 50 per cent, help 40 per cent and the remaining 10 per cent is swallowed by maintenance. However, the grab joints are doing okay.

Paul Huedepohl, executive secretary of the National Association of Amusement Parks, Pools and Beaches (NAAPPB) reported a sure sell-out of space for the trade show and urged members to make hotel reservations early. NAAPPB President Edward L. Schott, of Coney Island, Cincinnati, was unable to attend.

Riverside Represented

Mr. and Mrs. Ed Carroll and Mr. and Mrs. Harry Storin, of Riverside Park, Agawam, Mass., were on hand and forced to relate many times the unhappy story of their recent \$125,000 fire. Ed's father, usually present at all of his son's promotions, was hospitalized in Boston the day of the meeting for a gall bladder operation. Vernon Trigger, building superintendent at the park, failed to show since he had planned to fly and the weather was unfavorable.

Al Martin, Boston booking agent, nattily attired in a screaming sport coat, spent his time discussing future bookings with operators. Much of the conversation had to do with trying to convince operators of widely separated funspots that they couldn't have the same act on the same week. The Hebelers, aerialists, booked by Martin, were the free act at Paragon for the week.

Henry G. Bowen and Harold D. Gilmore arrived early with the Whalom Park, Fitchburg, Mass., delegation. Jim O'Malley, representing the same spot, has recovered from an automobile mishap while en route home from the winter meeting in Boston.

John Collins, manager of last year's hosting Lincoln Park, North Dartmouth, Mass., was on hand and looking fit. Waggy Prince showed up in ample time to be counted in.

Coney Island Plans Mardi Gras Week

NEW YORK, Aug. 7.—Coney Island's annual wind-up week will be weighted down this year with the tongue-tangling title of the Golden Anniversary Mardi Gras Week as a result of being admitted to the sacrosanct inner circle of special events being run off in honor of New York City's Golden Jubilee celebration.

In an impressive proclamation, full of whereases, therefores and wherefores, John Cashmore, borough president of Brooklyn, has designated the week of September 13 as Coney's Mardi Gras Week—and made it official by affixing the seal of the Borough of Brooklyn.

At a recent meeting of the Coney Island Carnival Company, the organization of Coney Island's amusement and business men which promotes and supervises the resort's annual closing festivities, the mid-September date was decided upon and plans discussed for making this year's event a real climax to New York's 50th anniversary celebration.

Silberman President

Moe S. Silberman, a pioneer of the amusement games industry in Coney Island, was elected president of the Coney Island Carnival Company for the ensuing year. George C. McCullough, president of the Coney Island Chamber of Commerce, was named vice-president; David Bernstein, second vice-president; Nils Mathiesen, treasurer; and William A. Nicolson, executive secretary.

As usual, the Mardi Gras will feature nightly parades with pumerous floats presided over by bebies of

"Riviera" Going Up in San Diego; Cost \$16 Million

SAN DIEGO, Calif., Aug. 7.—Construction of a Pacific "Riviera," combining many of the features of famed ocean-front resorts, is making rapid progress at Mission Bay here.

The city has been joined by federal and State governments in developing an aquatic park at a cost of \$16,000,000 on reclaimed land.

Big dredges have been scooping silt from the bottom of the shallow bay and depositing it to form picturesque shore extensions for recreational use, and at the same time creating navigable water areas for small boats.

Now in its third year of work, the Mission Bay project will require about 10 years for completion. The federal government will spend approximately \$6,000,000, much of it for flood control of the channel directing the course of the San Diego River into the ocean. The State of California will contribute almost \$2,000,000 and the remaining \$8,000,000 will come from City of San Diego funds.

Tours 33 States

Before the project was begun, the city council sent planning director Glenn A. Rick on a nationwide tour thru 33 States to study waterfront developments on the Atlantic, Pacific and Gulf coasts and the Great Lakes.

There will be an aquarium, yacht basin, numerous swimming areas, sailboat courses and facilities for tennis, squash, shuffle-board, an 18-hole golf course and other games. Picnic areas, a small boat harbor and hotel site, model yacht and fly-casting basin, trap and skeet shooting and a wild life preserve will be provided.

Several amusement zones, featuring rides and concessions, are scheduled to be erected in the huge park.

Airport in Plans

There will also be a marine stadium and space for motels and trailer courts. Even an airport is included in the plans.

Already completed are several peninsulas. Santa Clara Point, for example, contains 10 acres of land created from 200,000 cubic yards of dredged material. On it are located a boathouse with clubrooms and boat repair shops, and a pier for floating docks for training children in the art of building and sailing boats. A youth center and a public restaurant seating 125 persons soon will be in operation here.

Also shaped from dredged silt are Gleason Point, Ventura Point, Sunset Point and Tierra Del Fuego.

July issue of *Ties*, monthly publication of the Southern Railway System, devoted its front cover and two inside pages to the Little Southern, kiddies' train, given by the railroad to the Alabama State Fair Authority for the kiddieland at the fairgrounds in Birmingham.

swim-suited cuties. Picking of the sun-ripened glamour girls gets under way this afternoon (14) in the Old Tyme Movies garden at Feltmans' Surf Avenue establishment. Mack Sennett bathing girls, on the screen, will demonstrate how fortunate the 1948 crop of wolves are.

FOR SALE

MOON ROCKET

Excellent condition, operating daily in good Park. Will sell to first party making reasonable offer, as I have other business interests to look after.

JAMES E. CHAPMAN
Buckeye Lake, Ohio

AMUSEMENT PARK FOR LEASE

Located liberal area Atlantic Seaboard. Games well tolerated, owner retiring. Will sell all equipment at big discount. Cash deal and give long term lease on property to responsible party. Can be seen in operation now. Act quick for a wonderful opportunity.

Address Owner, BOX D-16, care Billboard

2160 Patterson Street

Cincinnati 22, Ohio

— RIDES FOR SALE —

One 8-Car Mangels Portable Whip with late model cars, light castings, Le Roi gas engine, all in good shape. One Traver make Stationary 24-Seat Caterpillar with two 10-H.P. motors and blowers. Above Rides now running and can be inspected at Lake Lansing Amusement Park, Lansing, Mich.

ROGER E. HANEY, Haslett, Michigan

Phone: Lansing 87866

IMPERIAL RINGS FAIR'S BELL

George Givot to Cavalcade; Kalamazoo Date Surprises

HAMMOND, Ind., Aug. 7.—George Givot, vaude comedian, who bills himself as the Greek Ambassador, has been signed to join Al Wagner's Cavalcade of Amusements August 22 when shows begin their stand at the Missouri State Fair, Sedalia. Givot will appear in the Maid 'n America girl show.

Shows opened Monday night (2) to more than 3,000 paid admissions and a strong inclination to spend was evident. Tuesday night (3) the paid gate jumped to 5,000. The back end was garnering big takes with several shows putting on extra performances.

Bill Naylor, publicity chief, had the Little Harlem show on Station WJOB here for a 25-minute program.

Rides, Shows Hit Highs

Kalamazoo, Mich., proved one of the pleasantest surprises of the season so far. At the outset the stand didn't hold much promise. Four shows previously had played the town. Moreover, Whitey Weiss and crew were on a forced vacation.

However, the turnouts measured up to the proportions of a fair. Rides and shows all played high, with Saturday's (31) business topping the previous record for any show in the city. The previous peak gross, incidentally, had been scored by another org during the lush war years when higher prices prevailed.

The kiddie matinee yielded a gross of \$1,100. At the close of the Kalamazoo stand, the Maid 'n America show, Little Harlem, Pandora and Mrs. Rose's Midgets unit had registered their top takes of the season thus far.

Recent visitors included Cliff Wilson, Lou Keller, Josephine Hayward, Sol Wasserman, Mrs. Carrie Farrell, Joe Streibich, Mr. and Mrs. Bob Morse; Gordon Taylor and Ann Stasch, of the La Porte (Ind.) Fair; Ed Wahl,

Mr. and Mrs. Eddie Young and Ralph Lockett.

B. J. McLain joined last week as superintendent, and Art Riley came on as trainmaster. John Beem closed at Battle Creek, Mich.

Madison Okay For Hennies; Ill. State Next

MADISON, Wis., Aug. 7.—Making its final still date stand before swinging into its fair season next week at Illinois State Fair, Springfield, Hennies Bros.' Shows encountered fair business in the early days of its run here this week. Big opening night was fair and there was an increase in patronage the following night.

Business Manager Noble C. Fairly returned from Regina, Sask., where he spent several days. Harry Hennies also returned from a business trip to St. Louis. Harry Weiss, bingo operator, came in from Brooklyn where he had been called by the death of his mother.

Recent visitors included Cliff Wilson, J. C. McCafferty, Gene Bernie, Lou and Ned Torti, Mike Wright, Joe Streibich, Bernie Mendelson, Marie Jones, Mr. and Mrs. William Snapp and Mr. and Mrs. Paul A. Fairly. Paul, son of Mr. and Mrs. Noble C. Fairly, recently returned from Venezuela.

Milwaukee, the week of July 26, yielded fair business. On July 24 shows day and dated Cole Bros.' Circus. Mrs. Harry Hennies was host at the circus matinee to 18 children on the shows. She was accorded generous hospitality on the part of Zack Terrell.

With Trimmin's

FRANKLIN, Ky., Aug. 7.—With nearly every member of the Peppers All-State Shows possessing a pet of one type or another, Cowboy Murphy copped a jump on them Tuesday (3) when he took delivery on a 300-pound ostrich from Jim Casper's 'Gator Jungle, St. Augustine, Fla. Murphy, shows' night watchman and rifle expert in Margaret Poteet's Silver Bullet, free attraction, says he plans to open a grind show next week in Paris, Tenn., and make the bird feed itself. Most of the show-folk on the org know where their Thanksgiving turkey is coming from, however.

Ward Hits Win At Great Falls; Sets New Mark

GREAT FALLS, Mont., Aug. 7.—At long last, the John R. Ward Shows this week hit a winner—a big winner it was, too.

Thru Thursday night (5), with two of the big days of the North Montana State Fair still to go, the org's rides and shows had grossed more than a different show—a truck organization—had registered during the full run of the '47 fair.

Weather on the whole has been good. There was rain Monday morning (2) and late Wednesday night (4), but otherwise the weather has been ideal.

Shows were in action here Sunday (1), getting in a good play before the actual opening of the fair.

The record-breaking business here halted the succession of bad blows which have befallen the Ward org practically since the outset of the season.

Wis. Annual Gross Climbs

Retitled, rebuilt org tops '47 biz by one-third first 2 days at Chippewa Falls

CHIPPEWA FALLS, Wis., Aug. 7.—The Imperial Exposition, formerly the Max Goodman Wonder Shows of America, launched its long and promising fair season auspiciously here this week. Two days after the opening of the Northern Wisconsin District Fair, the Imperial had grossed about a third more than the Goodman org did on the corresponding days in '47, a good year.

Even rain on the fair's opening day failed to prevent the Imperial from topping last year's mark. The fair's attendance, to be sure, was up, but the principal factor in the Imperial's take was its vastly improved appearance and the increased strength in the back end.

Most striking change effected has been in the lighting. The midway was aglow here this week with much fluorescent on the rides and show fronts and, adding immeasurably, were the flashed-up light towers and the battery of lights throwing its glare against the show's fronts and rides.

Rides Added

The shows in the back end number more than last year and throw out greater crowd-lure. As for the rides, the principal additions have been a Caterpillar and several kiddie rides.

(See Imperial Rings on page 80)

WOM Chalks Boff Biz at Presque Isle

First Fair Pays Off

PRESQUE ISLE, Me., Aug. 7.—Record free spending crowds attending the Northern Maine Fair are giving Frank Bergen's World of Mirth Shows the biggest gross it has ever garnered at the annual, the first of its current season. Only continuing good weather, lasting thru tonight, is needed to assure new marks in every department.

Wednesday (4) was the biggest day of the week. The former paid attendance mark of 20,000 was eclipsed by over 10,000. The increase in patronage was reflected in the midway take which soared about 25 per cent ahead of last year.

Attendance thru Monday (2), when the World of Mirth premed, was several thousand ahead of former records, and the midway take on both shows and rides was gratifying.

Shows had to compete here, as they do at other New England fairs, with a daily feature of harness horse racing programs.

Bergen's donation of a purse and cup for the winning horse-pulling team rated considerable publicity.

New canvas on all rides and a new Minstrel Show top were erected here for the first time. The usual planned refurbishing prior to entering fairs was completed prior to the org's arrival here.

RAS BIZ SOARS IN WINNIPEG

Sponsored Date Nets Big Play

Rides and shows hit \$30,000 in first 3 of 6 days—Regina tops '47 by 34¢

WINNIPEG, Aug. 7.—Continuing its record-shattering sweep across Canada, the Royal American Shows again this week chalked up phenomenal business. The stand here was under the auspices of the Elks but, in reality, packed as much power as a fair.

Thru the first three days of its six-day engagement, the RAS has rung up better than \$30,000 from rides and shows, and the indications were that the gross would climb in the final three days of the stretch.

Shows moved in here from Regina, Sask., the last stop on the Canadian Class A Circuit. There, Carl Sedlmayr's unit chalked up a gross which

(See RAS Biz Soars on page 80)

Growing Pains Plunge Youthful Vivonas Into Pitch for Annuals

By Jim McHugh

PEEKSKILL, N. Y., Aug. 7.—Morris Vivona, titular head of a comparatively new show-owning clan, opined this week that his org has grown too big to be limited any longer to bazaars and still dates and that fairs were the next order of business.

That Vivona Bros.' Amusements are capable of handling the usually heavier action at fairs was amply demonstrated this week as it opened here Monday night (2) with a paid gate of better than 2,000 (12 cents), grossed better than \$1,000 with its seven rides, including two kiddie units, and racked up good business on the front end.

Morris and his four brothers, Johnny, Babe, Phil and Don; his sister, Ann, and mother, Catherine, built their show only three years ago. It climaxed a dozen or more years of operating frozen custard units, as many as five in one season, on such carnivals as Prell's Broadway, Dick's

Paramount, Endy Bros., Zacchini Bros., O. V. Buck and Sheesley Greater. The family was started in the business by the father, Anthony.

Success Aids Known

The success of the Vivonas has been carefully analyzed by Morris. Just being here this week in a town that has been closed for a number of years should guarantee a better than average play. To insure the success of the date, if anything can, he maneuvered a location on the fringe of the business district which a potent sponsoring American Legion promoted the city into expanding with fill and bulldozers for free.

Based on the first part of the week, and depending upon continuing fair weather, the gross for the date should wind up in five figures. Ross Manning, who opened the town this spring, did well despite almost daily

(See Young Vivonas on page 87)

BAKERS GAME SHOP

IMMEDIATE SHIPMENT

Wheels, all sizes and kinds.
Skillos, Tracks, etc.
Razzles, Roll Downs and Chari.
Buckets, Bumpers and Blowers.
Six Cats.
Soup Pops 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, Pea 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

FAIRS! FAIRS! FAIRS! GET YOUR PILE

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

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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, Ape Boy, Cannibal Heads and Bodies, Shrunk Bodies, life-size Mummies and Bodies. Attractions made to order. Write for Prices and Photos.
TATE'S CURIOSITY SHOP
6240 EAST VAN BUREN
PHOENIX, ARIZONA

D. D. HALE WANTS AGENTS

For Buckets, Razzles and Roll Downs. Only Roll Down on Show. Have best flashed Bear Store on road. Jack Stein, Pee Wee Morning, Clifford Farmer, Jimmy Mitchel, answer.

Replies:

D. D. HALE
Columbia, Ky., this week;
ten good Fairs to follow.

FOR EXPORT

Popcorn Machines & Concession
Equipment & Supplies

BLEVINS POPCORN CO.
NASHVILLE TENN.

FOR SALE '39 TILT—7 TUB

Completely perfect. Completely overhauled and conditioned. All new bull plates, intermediates, it walks, fence, railing and ticket box. Motor, clutch, center, all iron, wheels and bearings all new or perfect. Cash sale, \$5,900.00. Also have transportation. Up and operating. Wire:
A. P. STICKEL
R. 3, BOX 392, TAMPA, FLA.

FOR SALE 1947 SPITFIRE

Excellent shape; operated in Park. Priced to sell.
GEORGE R. SEXTON
1650 Bennett Ave., Flint, Mich.

FOR SALE

Your Weight Outfit, complete. Platform like new, now operating on Show. Price, \$100. Complete Outfit. Jess Blanton, wire me.

PAT BRADY
c/o ROGERS GREATER SHOWS
Bicknell, Ind., this week.

MIDWAY CONFAB

King Leon joined the Bill Pike Shows recently with his Kiddieland and Monkey Circus.

R. L. (Red) Bishop, of Larry Nolan Shows, visited Catlett Greater Shows during their stand in Meadville, Mo.

Anyone who throws his bones and dumps the remains of his stew on a restaurant floor has been eating in cookhouses.

Barbara La May and Dixie O'Day have joined the Rita Raye Pin-Up Girl Revue on the United States Shows.

Daryle Arnette, who has been with the Rita Raye Side Show, has joined A. J. Budd's Side Show with Crafts West Coast Shows.

Amos (Tom) Wolf, of Catlett Greater Shows, took delivery on a 27-foot National trailer recently at Tabor, Ia.

W. H. (Duke) Brownell, well known among carnival folk, is a member of the advertising staff of the Johnny J. Jones Exposition.

Louie Berger left Chicago recently on an extended trip thru the South in the interest of Al Wagner's Cavalcade of Amusements.

Dottie LaRue, formerly with the James E. Strates Shows, recently opened an engagement in the Melody Lounge, Fair Haven, Mass.

J. C. Weer Sr. cards from Hialeah, Fla., that he, his son, John Jr., and Guy and Mel Dodson are enjoying the weather there.

Most seasoned showmen are of the opinion that all inside dope on advance booking is still in the offices.

Pat Rogers and Oscar Wiley visited the Pan-American Exhibit when that org recently played Pikeville, Ky. Magician Bill Styles and Canvasman Bill Riley have closed with the show.

Mr. and Mrs. J. C. King, veteran cookhouse and ball game operators, are mourning the loss of their dog, Teddy, which had trouped with them for 16 years.

Side Show talkers may not tell the entire truth, but that only gives their customers 99 per cent of the worst of it.

Bill and Bertha Williams, operating the Monkey Show on the Alamo Exposition Shows for 15 years, recently celebrated their 32d wedding anniversary at Woodward, Okla.

John Phillips, Detroit high-striker manufacturer, is at his home after being hospitalized for several months. He now is preparing to return to active management of his company.

Only one out of five troupers will save enough money to make the winter on, with the other four talking about his luck.

While Happyland Shows were play-



GRA-LOY SHOW
CLEAN ATTRACTIONS
WANTS
A-1 Foreman for Two-Abreast Jennie, must be able to drive semi. Want Concessions and Shows, what have you? Complete Penny Arcade for sale, same can be booked on show. Kingman, Ind., this week; Montpelier, Ind., 4-H Fair; Summitville, Ind., Lions' Festival; Reynolds, Ind., Street Fair; then the Big Labor Day Celebration at Elkhart, Ind., to follow.

CRANDELL'S MIDWAY DELUXE

**HOLDS CONTRACTS
FOR SPRINGPORT, MICH., FREE STREET FAIR
AND OX ROAST, AUG. 12-13-14**

All Concessions open except Bingo and Popcorn. Due to disappointment can place Merry-Go-Round and will give \$500 guarantee. Long route of Fairs and Celebrations following south. Contact Springport now.

WANTED

SOBER WHEEL FOREMAN

Winchester, Va., this week; Purcellville, Va., next.

SOL NUGER

Winchester Amusement Co.

CURLY SMITH WANTS

for
**ROYAL AM. SHOWS COOKHOUSE
COOKS, WAITERS, GRIDDLE MEN
AND YARD MEN**
If I know you, be in Superior, Wis., on train arrival.

J. F. Martin Amusement Co.

WANTS

Ferris Wheel Foreman. Also 10-Cent Grind Stores.
383 Broadway Bayonne, N. J.
Phone Bayonne 3-0345

WANTED

**2 HIGH CLASS CLEAN TICKET SELLERS
JOIN AT ONCE**
Springfield, Ill., State Fair
DOC A. J. BARRY

WANTED AGENTS

For eight Fairs. Six Cats, Buckets and Slum Store Agents who can work as told and stay sober. Pontiac, Mich., this week, and Wauseon, O., next week.
E. McKEOWN OR GILLESPIE
c/o ROSCOE WADE SHOWS

FOR SALE

ROOT BEER AND HOT DOG TRAILER
Complete. This is no junk. Can be seen at Britt, Iowa, Aug. 16-17; Traer, Iowa, Aug. 18-21; Hampton, Iowa, Aug. 23-26. Six good Nebraska Fairs to follow.
MERRIAM & ROBINSON SHOWS

POPCORN HEADQUARTERS

TOP-POP Hybrid Popcorn is backed by a money-back guarantee if you are not completely satisfied in every respect. Send your order in today.

Finest quality roasted peanuts—attractive circus bags.

5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.

Immediate delivery
Star Poppers. Midway
Marvel Candy Floss

Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity, 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast to Coast

MATTY MILLER
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BRIGHT LIGHTS EXPOSITION

SHOWS
World's Brightest Midway

WANT

For Jenner's Fair, Jennerstown, Pa., five days and nights, Aug. 17 to 21. Followed by York County Central Labor Union First Annual Celebration, week Aug. 23. Then South.
PLACE RIDES NOT CONFLICTING. PLACE FLAT RIDE.
GOOD OPENING FOR SOME MORE SHOWS. Opening for Girl Show; we have complete outfit.
PLACE CONCESSIONS OF ALL KINDS; must be legitimate.
PLACE RIDE HELP—Foreman for Chairplane, also other Help. Must drive Truck or Semi.
GOOD OPENING FOR MOTORCROME, PENNY ARCADE.
HELP IN ALL DEPARTMENTS.
WANT PEOPLE FOR MINSTREL SHOW. WRITE OR WIRE:
JOHN GECOMA or L. C. HECK
TYRONE, PA., THIS WEEK; JENNERSTOWN, PA., WEEK AUG. 16; YORK, PA., WEEK AUG. 23.

QUEEN CITY SHOWS

WANT FOR ELKS' GOLDEN JUBILEE ON THE STREETS IN THE HEART OF CINCINNATI.
Location: 8th block from Fountain Square. This is positively a Street Celebration.
Want Concessions that work for stock. Bingo, Photo, Popcorn, Cotton Candy and P.C. already booked. No grift. No gypsies. No raise in privilege. Space limited.
All wire:

CURLY LITTLE

Queen City Shows, W. Jefferson, Ohio

FOR SALE

12 CAR OCTOPUS and SUPER ROLLOPLANE

Now in operation at Riverview Park, Chicago, Illinois.
Available at close of season—Sept. 12. See

M. J. SMITH

Foreman at Park, or call BITTERSWEET 5697 after 1 p.m.

Want-White's Rides-Want

Concessions of all kind, \$15.00 Still Dates; \$20.00 at Fairs. Our Fairs start Aug. 16-21, Clarksville, Tenn.; Gallatin, Tenn., 23-28; Sawdon, Ga., Homecoming and others to follow. Small Bingo, Cookhouse, Walter Lankford, wired you to come on. Mug, Nickel In, Hoop-La, Bumper, Ball Games, String, Age and Weight, Mitt Camps, Darts, Candy Floss Shows: Snake, Monkey, Side Show. Rides: Flat and Kiddle Rides. Bill Reese, tried to call you and wired you. P.C. open, come on. Shannon and Watermelon Joe, come on.

All replies to GUY WHITE or FRED ALMANY Wire, no phone. Clairfield, Tenn., 9-14.

ing Owosso, Mich., Glen Wyle, ride owner, presented his wife with a new car in celebration of their wedding anniversary.

Following a lengthy illness A. J. Haas has rejoined Tivoli Exposition Shows as general agent for the remainder of the season. This season marks Haas's 33d in that capacity.

Josephine Haywood, who is recovering at the home of Mae Sopenar, Chicago, pens a note to her friends in the Middle West for their kind treatment during her illness.

Harry W. Hennies, of the Hennies Bros.' Shows, was a recent visitor in St. Louis, where he purchased an additional power plant from the John Fabick Tractor Company.

Roy Frear, owner-manager of Frear's United Shows, has returned to the org after being confined in Mathis Hospital, Omaha, for several weeks. His wife directed activities on the shows during his illness.

Lee Long, of Catlett Greater Shows, cards that Mr. and Mrs. C. L. McBrien, former carnival owners, have joined the Catlett org with their mug gallery, and report business okay.

For sheer majesty there is nothing that can compare with a suave general agent who just returned to the shows with a plum date.

R. W. Rocco, of the Gold Bond Shows, reports that his wife, Emma, recovering from an operation July 27 at the Benson (Minn.) Hospital, is expected to rejoin the shows within a few weeks.

P. F. (Pat) Downey, of the Downey Supply Company, St. Louis, returned to his office recently after a trip thru Southern Illinois during which, he reported, he sojourned Teleskopik light towers to several shows.

Carl and Jim Byers report good success with their five rides at Omaha Park, Council Bluffs, Ia. Jim is handling the rides, while Carl is on the road with the Gem City Shows, on which the brothers have several attractions.

Speaking of guided missiles, there is nothing like the pins that are knocked out of Ferris Wheel spokes on a teardown night.

Dave Stevens, of San Antonio, is mourning the death of Meyer (Jew Greener) Pellman, his friend and partner of many years. Mecca Pellman, brother of the late Meyer, now will operate the concessions jointly with Stevens.

Frank H. Owens, general agent of Magic Empire Shows, and wife visited the Cincinnati office of The Billboard last week. Owens, en route South, reported business good for the shows on their Indiana fairs and celebration dates.

Mr. and Mrs. W. A. Davis recently closed with the Dixon Bros.' Amusement Company and opened with the Greater Rainbow Shows at Dwight, Neb. Mr. and Mrs. Joe Copland also recently joined the same org with their high-striker.

Carl Bohn, Fred Bolis and Henry French, of Bohn's United Shows, recently were in St. Louis on a buying expedition, during which they purchased some motor equipment and a p.-a. system. Owner Bohn reported good business at the Missouri celebrations the org has been playing.

Sid Alcido, owner-manager of the Four Sky Rockets, received a new Roadmaster Buick while playing the Red Lion, Pa., Fair. The performers were entertained there by George G. Alwood, of The York Dispatch, and in Sunbury, Pa., by R. M. Spangler,

PEPPERS • NEW POLICY • NEW POLICY
ALL-STATE SHOWS

WANT **WANT** **WANT**

Want for balance of the season. We close November 27, Deep South Cotton Country. RIDES: Will book Pony Ride, Merry-Go-Round, Spiffire, any Ride that does not conflict with what we have. We have eight office Rides. Ride Help wanted. Foreman for Ferris Wheel. Second Men on all Rides. Must be able to drive Semis. Wives to Sell Tickets or work in Concessions. Drunks and fly-by-nights, please stay where you are. CONCESSIONS: Will book High Striker, Photo Gallery, Huckley Buck, Short Range Gallery, Six Cats, Bucket Store, Jewelry, String Store, Swingers, a few Grind Stores. Must have Slum Stores. What have you? Lady Agents for Penny Pitch and Big Six, and Bingo Counter Men. Mac McDonald, what happened to you? SHOWS: Want Managers for two Girl Shows, furnished complete. Must not have less than three Girls. Can place capable Funhouse Manager. Will book Minstrel Show, Illusion Show, Fat Show, Mechanical City, Hillbilly Show, with own transportation. Join on wire. No time to write.

Paris, Tenn.; Gallatin, Tenn., Fair; Russellville, Ky., Fair; Columbia, Tenn., Fair. All wires to:
F. W. PEPPERS, Manager
PARIS, TENN., this week.

PEERLESS CELEBRATION AMUSEMENTS

WANT

For Portage, Pa., Rotary Club Street Fair, Aug. 16 to 21.

Sit Down Grab, legitimate Concessions all kinds, Popcorn, Apples, French Fries and Stock Stores. Ride Help, come on or wire; drivers preferred. All address or wire

WM. J. MESPILT or DAVE WISE
Blankburg, Pa., this week; then Portage, Pa.

FOR SALE

ARCADE AND TILT-A-WHIRL PARTS

10 Arcade Floor Model Machines, money makers, cost several thousand, sell \$500, or trade for Kid Ride. Need slight repair. No crating, bring truck or semi.

Complete set of Scenery for '35 Tilt, clown heads, panels, etc., all electric lighted, \$175. Complete set 7 Canopies for '37 Tilt Cars, with safety guards, uprights, etc., \$175, or trade all Tilt parts for Kid Ride.

FRED ALLEN
1400 Brewerton Rd. Syracuse 8, N. Y.

CONCESSIONS WANTED

Photo Machine; Guess-Your-Age, Weight; Hoop-La, other Stock Concessions not conflicting—privilege right. No gypsies, no flats, no liquor.

Klein Amusement Co.
Wessington Springs, S. D., Aug. 12-13-14;
Salem, S. D., Aug. 16-17; Hudson, S. D., Aug. 19-20.

Golden Gate Shows

Want Ball Games, Pop Corn, Snow Balls, Cotton Candy, Penny Pitch, Bumper, Outfit, Ck. Gallery, Fish Pond, Balloon Dart, High Striker, Hoop-La, Cook House, Lead Gallery, Bingo and Stock Outfit. Ride Help. We are playing the real fields where the money is. They are working full time.

FRANK OWENS, Mgr. Show
Eddyville, Ky.; then St. Charles, Ky.

FOR SALE

Addison built Miniature Train; 1937 GMC Truck, '48 motor; 8-Car Kiddle Auto Ride. All good shape and priced to sell.

Call Elgin 2678-M or Write
G. WILSON
BOX 97, SOUTH ELGIN, ILL.

BORUP'S UNITED SHOWS

WANT

Agents for Cork Gallery and Stock Concessions. Want Dealers for Pan Store, Over and Under, Chuck Wheel and Pill Pool. Want capable Ride Help on five Rides, semi drivers preferred. Red Couch, Er J. Woods, contact.

Ooldwater, Mississippi, this week; then per route.

DRAGO AMUSEMENTS

Moorsland, Ind., Aug. 11, 12, 13, 14. First 4-H Fair and Celebration in seven years.

Want Ball Games, Jewelry, Shooting Gallery, Fish Pond, Diggers, Pitch-Till-U-Win, Hoop-La and any other Concession not conflicting. Address all replies to

PAUL DRAGO, per route

WANTED

FOR SEPT. 4-5-6
At Mio, Mich., Big Homecoming and Street Fair Complete Carnival Company or Rides, Concessions, Free Acts, Midway. This adv. is the cause of a cancellation of a Carnival Company. Auspices of MIO LIONS' CLUB. Wire or write

JERRY SULLIVAN or G. R. WHITNEY, Mio, Mich.

Omar's Greater Amusements

Want Diggers, Photos, Bingo, Girl and other Shows. Want Ride Help and Agents, Roll Down Agents. Arks, come on.
FOR SALE—100-Kw. Transformer.
INDEPENDENCE, KAN., AUG. 9-14.

W. G. Wade Shows

UNIT NUMBER TWO
RENSELAER, INDIANA
JASPER COUNTY FAIR

	Tuesday	Wednesday	Thursday	Friday	Saturday
August	17th	18th	19th	20th	21st

WANTED
Legitimate Concessions of all kinds. Shows—Snake Show, Pit Show, Girl Show, Penny Arcade. Can place Roll-a-Plane, Octopus, Spit Fire for balance of season. Red Luther, wire; lost your address. Write or wire
C. D. MURRAY, Mgr.
W. G. Wade Shows Unit No. 2, Argos, Indiana, August 10-14th, or Secy. of Fair, Rensselaer, Indiana.

HELLER'S ACME SHOWS WANT

OPENING WEDNESDAY, AUGUST 25, EAST NEWARK, N. J., ON THE STREETS. TWO SATURDAYS AND SUNDAYS. CLOSING SUNDAY, SEPT. 5.
Want Concessions, Ride Help and Foreman. Long season south. No exclusive at this Fair. FOR SALE—Kiddy Auto Ride, Rocket and Terraplane, Mangels eight-car Whip, priced to sell. Want one major Ride. All Concessions open. Pop Corn, Candy Apples, Diggers, Rotaries, Ball Games, Pitch Games, Penny Pitches, Hoop-La, Merchandise Wheels, Candy Floss, French Fries. No gift. All address:
HARRY HELLER, General Manager
Pocomoke City, Md., this week; Tasloy, Va., next week.

MISSISSIPPI SHOWS

WANTED
Concessions such as Fish Pond, Ball Games, Penny Pitch, Grab Outfit, any legitimate Concessions. No strong joints, drunkards or dope heads allowed. Don't need any Rides or Ride Help. Will book Shows at 15%. Yes, we've got a couple of Pumpkin Fairs. Everything works on percentage basis. Long season to all that join. All wires and mail addressed to
MISSISSIPPI SHOWS, BOX 181, BAY ST. LOUIS, MISS.

BUFFALO SHOWS

Corry, Pa., Downtown All Week Aug. 16-21
Only show inside city this year. Three-minute walk from postoffice. Free gate. Proceeds for charity. Better than any Fair. Want Legit Stores. Angelica, N. Y., County Fair, Sept. 1-4. All Concessions except Cookhouses are sold. Have sold exclusive on Frozen Custard, Bingo and Novelties. Hanky Pank open; any Concessions which work at New York State Fairs. Can use two Major Rides for this Fair and non-conflicting Side Shows.
THIS WEEK, SAYRE, PENNA.

PALMETTO EXPOSITION SHOWS

CAN PLACE
CONCESSIONS—Fish Pond, Hoop-La, Duck Pond, Ball Game, Ruzzle, Skillo, Clothes Pin Pitch, one Mitt Camp, Glass Pitch, small Grab, Cork Gallery. Can use good Slum Store Agents. SHOWS—Can place any Show with own transportation, 20%. RIDES—Can place Ferris Wheel or Merry-Go-Round for balance of season or any Ride not conflicting.
Pickens, S. C., Aug. 16-21; Cornelia, Ga., Aug. 23-28; Lavonia, Ga., Aug. 30-Sept. 4.
MILTON N. McNEACE, W. Washington St., Greenville, S. C., this week; then per route.

JOE GOODWIN

With Magic Empire Shows
Wants Skillo, Count Store, Pin Store, Hanky Pank and PC Agents.
One Line-Up Man, only one on show. Playing all fairs until November 30th.
Wire Union City, Ohio, this week; Bardstown, Ky., next.

PENN PREMIER SHOWS

worlds • cleanest • midway

**Smashed All Records at Our First Fair
With 13 More to Follow**

WANTED WANTED WANTED WANTED

Concessions—Can place all kinds of Hanky Panks that work for stock. Can place Grabs, Juice, etc., starting Hunting Fair, with all bona fide Fairs to follow. Rides—Sorry, we need none, as we carry 17 office owned Shows—Can place Iron Lung, Jig Show with own equipment (have best Southern route of Fairs in the East), Crystal Maze or Working World. Agents—Can place two Clothspin Agents, one for head of store; also two sober Count Store Agents. Stanley Stern, contact Curley, Ruby Kline, contact. Remember these Fair dates all follow, starting August 23rd, Huntingdon, Pa.; Mansfield, Pa.; Port Royal, Pa.; Bridgeton, N. J.; Mebane, N. C.; Sanford, N. C.; Goldsboro, N. C.; Chase City, Va.; Siler City, N. C.; Carthage, N. C.; Rock Hill, S. C. These dates follow in rotation. Address all mail to

LLOYD D. SERFASS

Penn Premier Shows, Caledonia, N. Y., Fair, this week; Johnsonburg Firemen's Celebration next, with all Fairs to follow.

WANT

EDDIE L. WHEELER SHOWS

WANT

CONCESSIONS—Good opening for Sit Down Grab or small Cookhouse and Bingo, \$25.00 each. Will sell X on two Mitt Camps. All Stock Stores, \$16.00 per week; opening for Diggers, No Flats. SHOWS—Good opening for Shows with own transportation, 15%. RIDE HELP for Eli Wheel and Chairplane. RIDES—Will book Merry-Go-Round, Tilt and Rolloplane on low percentage. AGENTS, CONCESSIONERS—Blackie Asher wants Swinger Agent, Rex Hope, contact. Bobby Mason, get in touch with Bill and Mary McLaughlin. M. M. Roland wants to hear from following people: Clarence Clark, Sam Spell and Jack Allen. Opening for Percentage Agents; Don Butter, contact. All replies to

EDDIE L. WHEELER

Coppertown, Tenn., this week.

P.S.: A. S. Phillips, contact again.

GROVE CITY, OHIO, HOMECOMING

MAIN STREETS—AUG. 20-21

WANTED—LEGITIMATE CONCESSIONS OF ALL KINDS.

Novelties, Popcorn, Candy Floss and Apples sold. Everything else open, including Bingo. Address inquiries:

GOODING AMUSEMENT CO.

1300 NORTON AVE.

COLUMBUS 12, OHIO

ROGERS GREATER SHOWS

WANT SIDE SHOW PEOPLE

Want Girls for Girl Show. Want Ride Help who drive trucks.

Want Truck and Ride Mechanic.

Bicknell, Indiana, this week; Mt. Carmel, Illinois, next week.

B & H AMUSEMENT CO.

CAN PLACE

Following for balance of season of sixteen weeks Tobacco Markets and Fairs

Pop Corn, Peanuts, Candy Apples, Floss, Snow Balls, also small Bingo. Capable Agents wanted for P.C. and Grind Stores. All answers to:

W. E. HOBBS

RT. 1, BOX 50

SUMTER, S. C.

MAJESTIC GREATER SHOWS, UNIT #2

CAN PLACE

Merry-Go-Round or Kid Rides. Side Show can place feature Freak, Magician who can M.C. or clown or runt for bally, A-1 Talker. Blackie Haskins, Leslie Lucas and Marvin Warner, contact. Want Concessions of all kinds.

SAM GOLDSTEIN, Owner

Altoona, Pa., this week; Lewistown, Pa., next week.

INTERNATIONAL SHOWS

WANT

WANT

SECOND MEN ON ALL RIDES; MUST DRIVE SEMIS. WILL BOOK SCALES, COKE BOTTLES, BALL GAMES, FISH POND, SNOW CONE, CANDY APPLES, SLIM STORES OF ALL KINDS. WANT CAPABLE MAN TO TAKE OVER AND MANAGE COOKHOUSE. WANT SLIM STORE AGENTS. CHAS. H. SUTTON WANTS AGENTS FOR ROLL DOWN, RAZZLE DAZZLE, PIN STORE, BEAR WHEEL, BUCKET STORE, SWINGING BALL AND SKILLO. WANT EXPERIENCED GIRLS FOR GIRL SHOW (SALARY OR PERCENTAGE). We are leaving Minnesota; come on back home boys.

ALL REPLIES TO US IN ZUMBROTA, MINN., THIS WEEK.

Get lined up for the Fall Fairs starting in Parker, S. D., Aug. 22-25.

owner of Rolling Green Park.

Tex Estridge, tattooer on Jimmie Watts' Side Show, was forced to close the season early because of a major operation. He will be hospitalized near his home in Winnsboro, S. C. Helen Watts has taken over his chores. Chief Jackie Crow is a recent addition to the unit.

With good grind store agents at a premium, schools should prepare the young for life by giving them courses in count-store-arithmetic.

Oris L. Curley, better known in outdoor show business as Denver Kid Curley, is confined in Ward 12, William Beaumont Hospital, El Paso, Tex., with a varicose congestion and ulcers. Curley says he's currently awaiting transfer to a veteran hospital and would like to read letters from friends.

Sam Cohen has joined Lawrence Greater Shows for the fairs. He visited the Cavalcade show in Michigan and recently met the following along the route: Ray Marsh Brydon, Tirza, Edgar Hart, Davey Fineman, Clyde Wilson, Paula Trent, Tubba Hyman, Kappie Kaplan, Bill McHugh and Stash Gray.

The Wallace & Murray Shows entered the political picture recently in Oceana, W. Va., when their billposter, Nathaniel Grey, was mistaken for the third-party candidate, Henry A. Wallace. Grey had a difficult time convincing an anti-Wallace personage that his (Grey's) business was representing Wallace, the showman, and not Wallace, the politico.

Personnel of Happyland Shows surprised Joe E. Hilton, Side Show op, with a party after hours in the top, the event being Hilton's birthday anniversary. Pat England and Doc Johnson were on the entertainment committee. Freddie West, who has the annex attraction on the Hilton show, received a new house trailer in Alma, Mich.

Seasoned gal show patron is one who subscribes to the fallacy that the show is holding back its best performance for Saturday at midnight.

Line-up on Jack Korie's Side Show includes Jack Korie, owner; Bob Larson and H. H. Preston, talkers; John Stubbs and Bob Westphal, tickets; Sonia, mentalist; Tana, lion-faced girl; Great Larson, magician; Jerry, fire eater; Yogi Ray, tattooer, rubber-skinned boy; Grace, double-bodied girl; Bunny Lee, sword swallower; Marion, atomic girl; Cecil, crocodile man; Great Ferris, pain-proof man; Angie, human spider; Bertie Le Paige and giant pythons, annex, and Red (Tex) Tanner, inside lecturer.

Personnel on the United Exposition Shows celebrated the birthday of Mrs. Sadie Emswiler July 22 at the Arctic Inn, Carlinville, Ill., with her husband, Babe Emswiler, as host. She was gifted with many presents, including a pair of diamond earrings set in platinum which were given to her by her husband. Among those present were Mr. and Mrs. C. A. Vernon and daughter, Marianna; Mr. and Mrs. Cliff Vernon, Mr. and Mrs. Harry Brown, Mr. and Mrs. John Scott, Mr. and Mrs. Jack Davis, Mr. and Mrs. Spencer Huntley, Mr. and Mrs. Louise McNeese and daughter, Brenda; Mr. and Mrs. Milton Williams, Mr. and Mrs. Dick Hyland, Mr. and Mrs. Harold Clippard, Mr. and Mrs. D. Burleson, Mr. and Mrs. A. E. Chapman, Mr. and Mrs. Jimmy Allman and niece, Bunny; Mr. and Mrs. A. Haley, Gene Burleson, Jack Burleson and Arthur Emswiler.

Mrs. Elizabeth Bancroft, of the Circus Side Show with the Royal Crown Shows, writes denying knowledge of an Ed. S. Torbert, who, it was reported in *The Billboard*, was employed by her and Fred Bancroft as a calliope player. She declares she

has had no responsibility since May 30 for any salaries or any other indebtedness contracted by Fred Bancroft.

W. G. Wade, head of the shows bearing his name, is recuperating following a virus infection incurred during the Gratiot County Fair at Ithaca, Mich.

Charles H. Hodges, just back from a trip to Toronto, and Mrs. Hodges, who managed his Freak Show at Eastwood Park in Detroit during his absence, recently visited with D. Wade, general representative of the W. G. Wade Shows.

WANTED

Rides of all kinds, Side Show Attractions, some Concessions, no Bingo or Carnival, for Mardi Gras Fountain Lake Carnival, Hot Springs, Ark., Sept. 1-6, six days. This will be an annual event. All State advertising radio and poster. Fireworks display on Sept. 6th. Contact

W. C. (BILL) BROCK

Route 4, Fountain Lake, Hot Springs, Ark.

APPLE RIVER, ILL., V-J DAY CELEBRATION

AUGUST 14-15

YOUNG'S AMUSEMENT COMPANY

WANTS Clothes Pins, Pitch-Till-U-Win, High Striker Mug Outfit, Candy Floss, Cook or Lead Shooting Gallery, Pan Game, Bumper, Darts, String Game, Diggers.

ANY SHOWS OF MERIT.

Agents for P.C. and Concessions.

Come on, don't write. Playing all the best in Illinois and Iowa Fairs and Celebrations.

WANTED!

GOOD CARNIVAL FAIR-LIVESTOCK SHOW

WEEK OF SEPT. 6, MONETTE, ARK.

Five Towns Co-Operating.

If Not Clean Show Don't Apply.

PAUL MANNING, Secy.

RIDE MEN

WANTED

WANT RIDE MEN THAT ARE CAPABLE AND WANT TO WORK.

(Melvin Ayres, contact Glen Joplin.)

AMERICAN MIDWAY SHOWS

Malvern, Iowa, Aug. 10-13;

Clarinda, Iowa, Aug. 14-19.

COOKHOUSE HELP

WANTED

NOW STARTING FAIRS

TOP SALARIES TO ALL HELP. Bob Anderson, Joe Smith, Eddie Vaughn, Blackie Robbins, Al Coleman; Kelly, who worked for Danny in Shreveport, come to:

Burlington, Ia., this week;

Davenport, Ia., next week.

DANNY LaROUECH and

CORKY ZIMMERMAN

c/o VICTORY EXPOSITION SHOWS

FOR SALE

One Tilt-a-Whirl, \$6000.00. One Octopus, \$6000.00. These Rides operating every day and in excellent condition.

C. S. PECK

572 S. Nelson

Kankakee, Ill.

CARNIVAL WANTED

For Sept. 5-6, 1948, Labor Day Week-End Centennial and Labor Day Celebration.

AMVETS POST NO. 13

REDGRANITE, WIS.

STEVE ANGELO, Chairman

FOR SALE

Very neat heavy colored Grab Outfit, built on Don Moore trailer frame. Complete with Dutton tank, range, steam table, griddles, ice box, dishes and cooking utensils. Selling because of death in family. Can be seen at North Bend, Neb., Aug. 12 to 14.

H. W. STECK

West Coast's Eugene Benefit Adds \$1,000 to PCSA Coffers

ROSEBURG, Ore., Aug. 7. — A show-within-a-show was given for the benefit of the Pacific Coast Showmen's Association at Eugene, Ore., July 13. Affair was a huge success, netting a total of \$1,000.

The following committees were appointed by PCSA President Everett W. Coe: Executive committee—Hunter Farmer, chairman; Eddie Barnett and Norman Schue. Entertainment—Wally O'Connors and A. J. Budd. Ticket sales—Barbara Hellwig, Marjorie Latiker, Eloise Syester, Hazel Christensen and Edward Kemp. Lunch and refreshments—Isabel Myers, Margaret Farmer, Lillian Schue, Betty Coe and Peggy Steinburg. Bar—Eddie Hellwig, Tommy Syester and Teddy Texiara. Doorkeepers—Paul Trent and Jack Beams. Billposters—Ed Kemp and Bill Smith. Purchasing agent—Johnny Miller.

Grace Carlos Emsees

Al Rodin, who was to have been emcee, sent good wishes and a generous check from his sickbed in the Klamath Falls (Ore.) Hospital. He appointed Grace Carlos to officiate in his place and Grace did a wonderful job. Judge of the kangaroo court was Manager Harry Myers; district attorney, Sam Dolman; public defender, Jack Christensen; sheriffs, Louis Leos and Virgil Latiker.

Doors opened at midnight and the fun was on. Hunter Farmer introduced Everett W. Coe as the official head of the PCSA. Coe made a short talk and turned the gavel over to Judge Harry Myers, who proceeded to open the kangaroo court.

First name called was our general manager, Mike Krekos, who was in San Francisco on business and wired his and Mrs. Krekos' moral and financial support to the affair. Judge Myers found them both guilty and fined them heavily for being absent. Wires and donations were received from the following: Country Yeager, Matt and Morosa Herman, Marshall and Freda Brown, Charles and Edith Walpert, Mr. and Mrs. Harry Martin, Mr. and Mrs. Sol Grant. The wife and daughters of our secretary-treasurer, Louis Leos, wired best wishes and a generous donation.

Judge Myers proceeded to fine each and every person present for some imaginary offense. Isabel Myers's dog, Rusty, was fined for barking at the wrong time. His fine was promptly remitted by Isabel.

The entertainment followed, with these members taking part: Grace Carlos, emcee, introduced Joyce O'Neal, toe dancer; Marjorie Latiker and Jean Dempsey in a comedy adagio number; Ristrick brothers, Johnny and Patch, tap dancing; Sharon West, songs; Marie Bastel, hula; Jean Dempsey, Oriental dance; comedy songs by Robin; Jack Armstrong, radio's all-American boy, comic strip hula, and Grace Carlos, parodies. Stage managers were Marie Armstrong and Pete DeCenzie.

Guest List

Following is a partial list of those who attended: Alice Miller and daughter, Alice Joan, Blackie Ford, Red Turner, Eddie Edwards, Mr. and Mrs. Pool and family, Lee Taylor, Louie Ristick and family, Mr. and Mrs. Bob Rollins, Mr. and Mrs. Friedlander and son; June and Ivan Gilligan and daughter; Slim Watchman, Cleo and Jessie Mortimer, Klone Grubbs, Mr. and Mrs. Bill Gibberson and family, Mr. and Mrs. Oscar Scarbarry, Bill Stataus, Paul and Barbara Trent, Mr. and Mrs. Clayton, Virginia Lee, Bill Cashman, Jack Hensley, Ann and Charles Auker and family; Mr. and Mrs. H. C. Baker, Harry Baker, Mr. and Mrs. Carl Ehrict, Mr. and Mrs. Finch and daughter; Helen and Fred Marks, Nonie Ristick and son; Roy Schue,

Dick Cameron, Chief Red Cloud, Mel Bestwick, Mrs. Bestwick, Mike Riley; Jessie, the seal boy; Linda Lee, Diablo, Betty Martin, Mr. Marshanna, Clyde Pool, Ray Meis, Ralph Baker, Walter Smith, Leslie Chappel and partner, Ronny Miller, Mr. and Mrs. Taylor, Forest Grubb and mother, Gene Weber, Ray Valkman, George Dalton, Nick Krekos, John Dediessis, Betty and Robert Dann, Oakie Rusher, Bill Johnson, T. W. Turner and son; Jerry Hellwig, Lonny and Betty Pool, Mr. and Mrs. Jeff West, Mr. and Mrs. Ray Raney and daughters; Mickey and Robin Laganus, Rocky Green, Mr. and Mrs. James Billingsley, Hobo Andrews, Nevada Eddie, Virgil Smith; Lizzie Ristick and daughters, Rose and Loretta Ristick; Shorty Allan, Roy Keath, Curley Wilson, Mr. and Mrs. Harold Mansur and sons, Guy Griffin, Mr. and Mrs. Lee Moore, Frankie and party from Frankie's Crosstown night club, and P. Don Quinn and his assistant, Pat, who put on a vaude act which they used 25 years ago.

Prell Gets Sock Biz on Long Isle

NEW YORK, Aug. 7.—Prell's Broadway Shows wound up a five-week trek thru Long Island at Hicksville July 31 to good business at all spots played, this in spite of the fact that King Bros.' and the Hunt Bros.' circuses, as well as several carnivals, were playing Long Island during the same period.

Shows' Long Island invasion got under way at West Hempstead June 28, followed by six-day stands at Babylon, Huntington Station, Lake Ronkonkoma and Hicksville.

Few carnivals playing Long Island regularly carry shows and since Prell's has eight shows, including the Barro Bros.' Motor Drome, on the back end of the midway, this fact proved a definite asset. Line-up includes Jake Oghtmun's Side Show, Bob White's Scandals, Vadalina's Harlem Revue, Mrs. Kidder's Latin Quarter, Monkey Races, Fat Twins Show and a Wild Life Exhibit.

Shows carry eight big rides and several kiddie rides. Most spectacular is the new Hi-Ball, which did extremely good business. Other rides are two Ferris Wheels, Whip, Tilt-a-Whirl, Rolloplane, Caterpillar and Merry-Go-Round.

In general the weather during the tour was favorable with rain hitting the shows only at a couple of spots. Final night, July 31, at Hicksville was clear and hot, bringing out a big crowd which jammed the midway. Crowd stayed late and patronized rides, shows and concessions.

Strong Act Line-Up At Detroit Event

DETROIT, Aug. 7.—Major sponsored annual for Detroit, the Police Benefit Association Field Day, held today at University of Detroit Stadium, was under the direction of Jack Dickstein, manager of Edgewater Amusement Park, with Lieut. Herbert W. Case, Detroit police censor, as chairman of entertainment.

Acts, booked by Peter J. Iodice of the Amusement Booking Service, include Bird's Majorettes, 30-girl revue; Three Vesses, Clark's Bears, Capt. Roland Tiebor's Seals, the Gretonas, Paroff Trio, Rene and Rita, the Silver Cyclones, the Prefericks, Yvonne and Victor, Morris and Morris, Rene and Pete, the Pages, and the Anzacs. Fireworks were supplied by A. B. Michele, of the Hudson Fireworks Company.

46th Annual Tour — The Show of Experience J. GEORGE LOOS GREATER UNITED SHOWS

Announcement To Showmen And Ride Operators

GENTLEMEN:

Perhaps some of you have had a rather hazardous spring and summer season due to weather conditions, high cost of living and other obstacles over which you had no control.

Past experience has proven to us that you can recuperate your losses and come out with a profitable season by booking your Rides and Attractions at the Fairs and Celebrations mentioned in this ad.

Naturally, as you are all aware, we have at times within our midst a few incompetents who could not earn a dollar if they were located on the White House lawn with the President thrown in as an extra added attraction. Nevertheless, they have an egotistical opinion of their brilliancy and would be smart folks if their brains were as large as the seat of their trousers. These weak-minded intolerants will always be among us.

We're not so smart — We're not so dumb — Just average. Just don't forget to remember — "YOU CAN'T LOSE WITH LOOS."

RIDES

Can place Octopus, Ferris Wheel, Kiddle Train, Roll-o-Plane, Spitfire, Scooter, Fly-o-Plane, Miniature Whip, Pony Ride, Caterpillar or any Ride that does not conflict with what we have.

SHOWS

Acts for Side Show and Illusion Shows, write. Want Glass or Fun House, Crime Show, Mechanical Attractions, Fat Show, Big Snake, Monkey Show, or any other non-conflicting Attractions with own equipment and transportation.

CONCESSIONS

Can place Frozen Custard, Ice Cream and Novelties, Long Range Gallery and Ball Games.

SHOWS AND RIDES TO REPORT AUGUST 23 AT WICHITA FALLS, TEXAS

12—FAIRS AND CELEBRATIONS—12

- WICHITA FALLS, TEX., week of Aug. 23 to 28. Not out in the woods but downtown, three blocks from main business section.
- DENTON, TEX., week of Aug. 30 to Sept. 4.
- MT. PLEASANT, TEX., Tifus County Fair, week of Sept. 6 to 11.
- CORSICANA, TEX., FAIR AND LIVESTOCK SHOW, Sept. 13 to 18.
- TEMPLE, TEX., Central Texas Fair, Sept. 20 to 25.
- NEW BRAUNFELS, TEX., Comal County Free Fair, Sept. 27 to Oct. 3.
- CALDWELL, TEX., FREE FAIR, Oct. 5 to 9.
- YORKTOWN, TEX., Little World's Fair and Diamond Jubilee, Oct. 11 to 16.
- VICTORIA, TEX., Legion Celebration, Oct. 18 to 23.
- GOLIAD, TEX., FREE FAIR, 4 days, Oct. 25, 26, 27 and 28.
- BEEVILLE, TEX., Livestock Show and Rodeo, 8 days, Oct. 30 to Nov. 6.
- KINGSVILLE, TEX., FAIR AND AGRICULTURAL SHOW, Nov. 8 to 13.
- LAREDO, TEX., Legion Celebration, Nov. 15 to 21.

Can Place Special Agent To Handle Advertising

NOW BOOKING FOR 1949

SHOWS — RIDES AND CONCESSIONS FOR THE GREATEST SPRING EVENT OF THE NATION

LAREDO, TEX. WASHINGTON BIRTHDAY CELEBRATION

3 SATURDAYS AND SUNDAYS FEB. 15 TO MAR. 1

THIS IS OUR 25TH YEAR AT THIS DATE AND WE HOLD CONTRACTS UNTIL 1953. A GREAT BIG WINNER WHILE MOST SHOWS ARE STILL IN WINTER QUARTERS.

WRITE OR WIRE J. GEORGE LOOS

Week of August 9th, Lubbock, Tex.; Week of August 16, Vernon, Tex.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

Sallsbury, Md., this week, followed by Cristfield, Md.; then Keller, Va., Fair, Aug. 23 to 28.

WANT AT ONCE

Girl Show Manager for one or two Shows. Don't want hit-and-run Girl Show Managers. Want Mugg Outfit, Penny Pitches, Basket Ball Games, Hoop-La, Frozen Custard. There is no Ex at our Fairs; everything open. All mail and wires to:

WM. C. (BILL) MURRAY
VIRGINIA GREATER SHOWS

WANT

WILLIAMS AMUSEMENT CO.

Have few more Hanky Pank Concessions open: Duck Pond, String Game, Knife Back, Coke Bottles, Ball Games, Lead Gallery, High Striker, Jewelry, Guess Your Age and Weight, French Fries, Candy Apples, Candy Flies. Will sell X on Muz Outfit and Novelties.

Have several Fairs in Virginia. First Fair starts at Sugar Grove, Va., next week.

HAVE SIX RIDES. Ride Men wanted. First Man on #5 Wheel, First Man on Roll-o-Plane, First Man on Merry-Go-Round. Must be Semi Drivers, sober and reliable. All replies to:

TROY E. WILLIAMS, WILLIAMS AMUSEMENT COMPANY
Cosburn, Va., this week.

LAWRENCE GREATER SHOWS

AMUSEMENTS OF TODAY PLUS A BIT OF TOMORROW

Want for Our First Two Big Fairs and Eight Fairs
in the CAROLINAS TO FOLLOW

Washington County Fair
Washington, Penna.
Aug. 23 to 28th

West Virginia's Fair
Charleston, W. Va.
Sept. 4th to 12th

SHOWS—Working World, Freak Animal, Rhumba, Wild West or any Show of merit—write us what you have.

RIDES—Sea Cruise, Loopier, Octopus, Tilt-a-Whirl and #5 Ferris Wheel.

CONCESSIONS—French Fries, Waffles, Jewelry, High Striker, Penny Arcade, Candy Floss, Jewelry, Root Beer, Chocolate Dip, Custard, Photos, Guess Your Age and Weight, and Legitimate Concessions of all kinds—all Eating and Drinking Stands OPEN. Can also use PERCENTAGE AND COUPON STORE AGENTS and BALL GAME WORKERS.

FOREMAN for Roll-o-Planes.

RIDE HELP—Can always place sober, reliable SECOND MEN on ALL RIDES. must be licensed truck drivers.

AMBRIDGE, PENNA., now; CONNELLSVILLE, PENNA., next week; then WASHINGTON, PENNA., Fair.

W.G. WADE

Shows



INGHAM COUNTY FAIR
Mason, Mich., Aug. 16-21

WANTED—60-Inch SEARCHLIGHT OPERATOR, technician preferred. Can also supervise up and down of 6 light towers for additional income.

CAN PLACE legitimate CONCESSIONS of all kinds, as well as CATERING, OUTRIGHT SALES and other items.

Contact W. G. WADE SHOWS

Corunna, Mich. (Fair), this week; Sanilac County 4-H Fair, Sandusky, Mich. (Aug. 24-28), follows Mason.

DICK'S Greater Shows

LEHIGHTON FAIR — LABOR DAY WEEK
September 6th Thru 11th

Will Book

OCTOPUS, ROLL-O-PLANE, FERRIS WHEEL, SHOWS
WITH OWN OUTFIT, GRIND SHOW, WILD LIFE,
WALK-THRU

Can use at once, CONCESSIONS: Hanky Panks, Short Range Gallery, Guess Your Age, Penny Arcade.

FERRIS WHEEL FOREMAN. TOP WAGES. Must drive Semi.

Richard E. Gilsdorf

This week, Bristol, Pa.; next week, Middletown, Pa.

GREAT SUTTON SHOWS

CAN PLACE LEGITIMATE CONCESSIONS OF ALL KINDS, Wonder Bar, Frozen Custard, Snow Cone, Popcorn, Penny Pitch, or what have you!

FOR 3 OF THE BIGGEST COUNTY FAIRS IN THE STATE OF IOWA: Hardie County Fair, Eldora, Iowa, Aug. 9-14; Adams County Fair, Waukon, Iowa, Aug. 16-21; Big 4-Country Fair, Nashua, Iowa, Aug. 23-28.

Leo Allen wants Bingo Caller and Counter Men, also can place Percentage Dealers at all times. Sandy Sanderson wants Dancers and Pipers for Girl Show.

WHEN THESE SPOTS ARE OVER WE HAVE MISSISSIPPI'S MOST OUTSTANDING FAIRS—NOT PROMOTIONS. All contact.

F. M. SUTTON JR., Mgr.

AS PER ROUTE ABOVE

WANT WANT WANT MICHIGAN STREET CELEBRATIONS

BOOKED SOLID THRU OCTOBER 10

PHOTO GALLERY, PITCH-TILL-YOU-WIN and other Legitimate Concessions that work for stock. AGENTS for Stock Concessions. SHOW—Can place any small Grind Show. ELECTRICIAN that can stand prosperity, to handle Light Plant.

DOWN RIVER AMUSEMENT CO.

MILAN MICH., all this week; CHELSEA, MICH., HOMECOMING, AUG. 16-20.

WANTED
TALKERS

WANTED
GRINDERS

WANTED
LECTURERS

for

"HITLER'S PERSONAL CAR"

Contact now

CLIF WILSON
FAIR GROUNDS

Starting at

SPRINGFIELD, ILL., FAIR

FROM THE LOTS

Pacific Coast

BURNS, Ore., Aug. 7.—Despite a heat wave, the local stand yielded excellent business. Sponsoring American Legion Post co-operated.

Thru the efforts of Prof. Milton Hale, former showman, now owner of the House of Hale, unusual record and book store here, shows were featured on a five-minute program over Station KFI, Los Angeles.

Herbert and Margaret Hilderbrand Paterson entertained a group of show-folk at a steak dinner at their ranch. Professor and Mrs. Hale also entertained at a cocktail party. Among showfolk who returned the courtesies were Mr. and Mrs. E. Pickard, Mr. and Mrs. Chick Lansdowne and the writer.

Pauline Lansdowne celebrated her birthday. General Agent E. Pickard made a flying trip to Ontario and Vale during the week. The swim pool at Hines was the mecca of personnel during hot daytime hours, while new bowling alleys received a good night play.

Terry Lansdowne was the guest of Betty Jo Hilderbrand during the week. Mrs. Ellen Barber sprained her ankle and was incapacitated for several days.—WALTON DE PELLATON.

Crafts Big 20

RICHMOND, Calif., Aug. 7.—Org had excellent business the week ended August 1 here at First and MacDonald streets, a new lot situated on the highway to San Rafael ferry.

O. N. Crafts planed back from Alaska. He said he crossed Bering Straits into Russian territory, but that he did not stay there long.

Joe Hurtt, who has assumed the office duties in addition to his regular chores, reports his wife is regaining her health. Everyone will be glad to see her back in the office.

Al Smith, hotel and motion picture theater owner here, renewed his friendship with Lee Brandon. They trouped together thruout the Midwest years ago.

The Goodfellow's Club has initiated some new members and are planning an old-fashioned barn dance. Frank and Charlotte Warren have been entertaining their niece, who will return to Hollywood in time for school opening.

Alicia Du Prey has joined the Vanities Revue. S. Ragland, who operates a string of concessions, entertained the mayor, the chief of police and city council in his trailer.—LOUIS ROSENBERG.

Golden West

OROVILLE, Calif., Aug. 7.—Fair dates in California are proving winners. Pleasanton was big and Petaluma yielded a crowd of free spenders, with business surpassing previous years. Vacaville also proved a red one.

Visitors in Vacaville included Harold Smith and Fred Beck, owners of Harold's Club in Reno, Nev., in to see Mr. and Mrs. H. P. Fisher.

Mrs. Rose Fisher gave a baby shower for Mrs. Jeanie DeClue July 30. Guests included Mrs. DeClue's mother, Mrs. Virgie Davis; her aunt, Mabel Davis; Mrs. Marie Thompson, Mrs. Emma Clifford, Mrs. Bert Clawson, Mrs. Amy Rees, Mrs. Betty Fictum, Mrs. Judy Price, Mrs. Bertie Harris, Mrs. Inez Cook, Mrs. Earl Straughn, Mrs. Roy Pursley, Mrs. Rose Fisher, Mrs. Judy Norris, Edna Kanthe, Rose Davis and the guest of honor.

Recent pot-of-gold winners were Judy Norris, David Keagon, Eugene Ward and Samuel Barron. Half of the proceeds go to the Show Folks of America cemetery fund.

Kenneth and Virginia Allen joined and will run the candy wheel. Mike Guffey has scales and his wife, Gloria, bingo.—PRINCE OMWAH.

Prell's Broadway

NORRISTOWN, Pa., Aug. 7.—First of shows' 14 fairs is just around the corner. The past five weeks, during which the shows played Long Island, were exceptional. During the three weeks in Connecticut, biz lived up to all reports and shows chalked up two good ones and a blank, due to the elements.

Motordrome is the leading money-getter thus far, while second money went to Jake Oghtmun's Side Show. Third money went to Bob White's Scandals and fourth to Professor Vadalina's Harlem to Broadway. Maybelle Kidder's Posing Show joined, replacing Ginger Rae. All are set for Butler (Pa.) Fair, which opens Monday (9).

New Hi-Ball ride is topping that department. Second money goes to the Caterpillar, with the Tilt-a-Whirl third. Twin Ferris Wheels and the Merry-Go-Round also are chalking up good grosses.

While shows were in Babylon, L. I., N. Y., Frank Code, a member of the Minstrel Show, died in Bay Shore Hospital. A collection was taken up to enable Code's widow, Virginia, to accompany the body to Winslow, S. C., for burial.

Nick Gren joined with five stores, Joe Kane, seven, and Joe Micklick, eight.

Mr. and Mrs. Joe Groos are building a 28-foot store, while Dottie Miller is readying a new store for the fairs.

Owner Sam Prell made a trek to the Pennsylvania fairs recently, and the writer is doing the same this week. While in Pennsylvania the writer visited the Jack Perry, Frank Caravella and the Peerless Amusement shows. While the shows were on Long Island all the families of the Prell clan spent a few weeks with the org.—ALLEN A. TRAVERS.

DUE TO DEATH FOR SALE

- (1) Two - Almost 40 FL. Herschel - Spiffman Merry-Go-Round, New Le Roi motor, new top.
- (2) 32-Seat Chairplane. New Le Roi motor.
- (3) Loop-o-Plane.
- (4) Airplane Kiddie Ride. New Briggs-Stratton motor.
- (5) 1 Diamond T Tractor, new motor, with 20 foot semi.
- (6) 1 37 1/2 K.V.A. Transformer, mounted on army trailer.

Above equipment in good running condition and can be seen in operation.

Sold as unit only. Make offer. Contact

Mrs. Betty M. Seerest

1523 No. Emerson Ave. Minneapolis, Minn.

RIDE HELP WANTED

Experienced Ferris Wheel and Octopus Operators. Must be sober.

Delgarian Amusement Co.

2303 N. Melvina Chicago 39, Ill.

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

CONCESSIONS WANTED

Have openings for Legitimate Concessions.

No graft, no gypsies.

El Paso, Illinois, Street Fair, Sept. 8, 9, 10, 11.

Write TOMMY SACCO

203 N. Wabash Ave., Chicago, Ill.

WANTED CONCESSIONS

For Edina, Mo., Street Fair; Mexico, Mo., Fair; Elberry, Mo., Homecoming; Paris, Mo., Fair; Columbia, Mo., Fair; Hoop-La, String Game, Bowling Alley, Dart Game for Stock, Jewelry and High Striker. Ride Help of all kinds.

MOUND CITY SHOWS

Edina, Mo., this week.

ROLLOPLANE FOR SALE
Or Will Trade
 No reasonable offer will be refused. Can be seen in operation at: Mariville, R. I., Aug. 9-14 Lakewood, R. I., Aug. 16-21 Attention, Fair Secretaries in New England: The Globe Shows still has open dates for Fairs. P.S.: Will book: Cork Gallery, Hoopla, Penny Pitch, or any other stand not conflicting. No racket. Contact: **JOHN COSTA** 727 Charles St. Fall River, Mass.

WANT—Borderland Shows—WANT FOR FIESTA DEL LIBERDAD
 Beeville, Tex., Aug. 9 thru Sunday, Aug. 15 SHOWS—Special rates: 10-in-1, Monkey, Illusion. Must be neat. No AT. or Girl. RIDE HELP—Second Men, all Rides; must drive Semi. Use wife as Agent or Tickets. Good salary, fair treatment. **WANT AGENTS—** Penny Pitch, Dart B. loons, Candy Floss, Red Davlin wants Ball Game Agents. Will Book—String Game, Fish Pond, Coke Bottles, Pitch-Till-You-Win. (No griff.) Richest territory in Texas, cotton harvest in full blast. Best crop in years. Wire or come on, don't write. The money's here and times a-wastin'. Shows stay out till bad weather runs us in. Address: **HOWARD DEASON, MGR.** Beeville, Texas, Aug. 9-15; then per route.

TURNER SCOTT Has For Sale REAL BARGAINS
 Phillips Comet Train, made in L. C. McHenry's winter quarters, nice ride, flashy, perfect shape, rides adults and children. Cost \$2,500.00.
 40-Ft. Allan Herschell Merry-Go-Round good condition outside of top and side wall. Spent \$600.00 this year on inside and outside, new scenery. Both rides now operating. Not broke but have new Merry-Go-Round for next season. Address: 166 S. Ocean Ave., Daytona Beach, Fla.

Alamo Exposition Shows
 NOW BOOKING FOR SPRINGFIELD, MO., FAIR, AUGUST 14-20.
 All Rides, Shows and Concessions that do not conflict. Can book Custard for balance of season. This is the largest Fair in the State. Contact **JACK RUBACK, Mgr.** Parsons, Kansas, August 9-11; Springfield, Mo., Fair, Aug. 14-20. Good Fairs and Celebration following.

AGENTS, ATTENTION CAN USE
 Ball Game, Stock Store and P.C. Agents all year round in beautiful Idle Hour Park, Phenix City, Ala. Must be capable ladies and gentlemen. Good home for right people. No lusher. Wire or come on. **G. M. COWAN**

WANTED
 For Big Annual Street Fair at Waveland, Ind., Aug. 23 to Aug. 28. Sponsored by the American Legion.
 Concessions of all kinds except Cook House, Pop Corn, Cracker Jack, Taffy and Bingo. These have already been booked. Will book 3 or 4 Independent Rides for balance of season on all my spots. Can use Shows with own outfit. P.O. open on all my spots. All Concessions, \$10.00 for week and lights. Address: **DOC STODDARD** Ramsey Hotel Crawfordsville, Ind.

SINTON, TEXAS, 9-16
 Need Ball Game Agents, fifty-fifty, no nut, office Concessions. Bill Gunter needs Agent. Will give Hamburger Outfit to man and wife. Need Kiddie Ride Operator. Need Penny Pitch Agent. Need Popcorn Outfit.

BIG BEND SHOWS
 ROY and JANE DEASON SINTON, TEXAS

FOR SALE FLYING JENNIE
 A-1 shape—built on trailer. Horses in very good shape. Write or wire **MIKE COLLINS** 12249 Ventura Blvd., Studio City, Calif.

WANTED TO BUY ONE MERRY-GO-ROUND
B. L. Johnson Sulphur Springs, Texas

Midway of Mirth
 MASON CITY, Ill., Aug. 7.—Rains and chilly nights continue to plague shows, but biz has held up surprisingly well. Spitfire is topping rides. Mr. and Mrs. H. R. Robinson are doing okay with their custard machine. Mrs. Evelyn Goodale is leading concessions with her dart balloon game.
 Lucille Foster, of Oklahoma City, has been visiting the shows the past two weeks, while her folks are touring Colorado and New Mexico. Her folks were on this org for 10 years with concessions. Other visitors included Mr. and Mrs. George Christian and Mr. and Mrs. J. C. Henderson, the latter visiting with Mrs. Esther Speroni. Mr. and Mrs. Everett Ware made a business trip to their home in Ellisville, Ill. Carl Popes left with his bingo. Gus Tucker booked his corn game and several other merchandise concessions. Mr. and Mrs. Mossholder, former carnival folk, who make their home here, entertained Mrs. Esther Speroni, Mr. Jackie Mulkey and Frank Lavall at a chicken dinner. Calvin Landrum, Ferris Wheel foreman, is on the mend following a serious illness.—**ROSIE DAVIS.**

United Exposition
 LAWRENCEVILLE, Ill., Aug. 7.—Delayed on the jump in here due to minor accidents, the org nevertheless was up and ready for business on schedule Tuesday night (3). The ride crew again demonstrated its ability to get it up fast.
 The new Ghost Train, owned and operated by Mrs. C. A. Vernon, has been vying with the Tilt-a-Whirl for top money. The Elephant Jungle ride, operated by Spencer and Helen Huntley, also has been extremely popular. The Huntleys present their elephant act as the free attraction.
 Dick Highland is credited with doing a bang-up job on banners. Ditto Jim Allman in handling the mail and The Billboard on time, and Bob Neeley in assisting C. A. Vernon in various capacities.
 Marianne Vernon leaves this month for college in the East.

Alamo Exposition
 CHERRYVALE, Kan., Aug. 7.—The org opened at City Park here Monday (2) to excellent biz. The occasion was the 54th Annual Soldiers and Sailors Reunion.
 Last week in Cassville, Mo., at the 64th annual reunion of that town, biz also was good, with an estimated 15,000 on the midway Saturday night. The Monkey Show topped the shows and the Ferris Wheel led the rides. John Hutchins renewed acquaintances with many friends on the org. Jack Oliver purchased a new Spartanette house trailer from Hutchins. Larry and Margaret Mullins and family and Mr. and Mrs. Steele visited during the stand in Cassville. Spud Steele, grandson of Jackie French, is going to finish the season on the show. The org is getting all dolled up for the Springfield, Mo., Fair.—**SAMMY SAPSON.**

Garden State
 HACKETTSTOWN, N. J., Aug. 7.—Shows moved in here from Kimber-ton, Pa., Fair, where business proved good. Speedy Babb's Motordrome topped the shows, and the Ride-o led the rides. Visits were exchanged with a number of Kimber-ton show people.
 Chet Kleintop joined with his ball game, as did J. Wozmrak with ball game and penny pitch. R. H. Miner's Monkey Drome continues to attract good play, and the Aerial Sensations and the Sky King are winning crowd approval with their performances. R. Parker rates kudos for a fine job of lighting the shows, with a top assist from Truman Wilhelm, who overhauled the generators.—**HIP ROBERTS.**

KEN-PENN AMUSEMENT CO.
Want Want Want for
GRENE COUNTY FAIR
 Waynesburg, Pa., August 16 to 21
 Racing Daily — Free Acts
ALLEGHENY COUNTY FREE FAIR
 South Park, Pittsburgh, Pa., Sept. 2-3-4-5-6
 Legitimate Concessions, Eating and Drinking Stands, Pop Corn, Apples, Floss, Ice cream
SHOWS—Fun House, Monkey Circus, Snake Show, Motor Drome
RIDES—Roll-o-Plane, Chairplane, Caterpillar, Tilt
 Can place Second Men on Merry Go Round and Ferris Wheel. Want Experienced Bingo Caller, Bingo Counter Men. **MIKE COLE** wants Agents for Legit Concessions.
RALPH D. SANDERS, Manager
 619 Earl Avenue New Kensington, Pa.

C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS
 FEATURING THOROUGHbred ENTERTAINMENT **BROWNSTOWN, ILL.**
 JACKSON COUNTY FREE FAIR, week August 16th; followed by BRIDGEPORT, ILLINOIS, and a continuous route of bona fide Fairs.
 Can place a reasonable number of Legitimate Stock and Slum Concessions. Shows: Any worth while Attractions with own equipment and transportation. Rides: Will book Spitfire, Fly-o-Plane, Caterpillar, Tilt-a-Whirl. (Zacchini, please wire.)
 All wire **C. C. GROSCURTH, Gen. Mgr., BLUE GRASS SHOWS**
 Huntingburg, Ind. (Fair), all this week; Brownstown, Ind. (Fair), all next week.

HILL GREATER SHOWS
WANT A-1 FERRIS WHEEL FOREMAN. (Must be sober and drive Semi). Eddie Servis Jr., call collect.
CAN USE SOBER, RELIABLE RIDE HELP ON ALL RIDES.
WILL BOOK SHOWS WITH OWN TRANSPORTATION.
WANT SIDE SHOW OPERATOR WITH OR WITHOUT FRAME-UP. (Have Top and Banners for same).
WANT LEGITIMATE CONCESSIONS OF ALL KINDS.
 Hazel Guyton wants Capable Agents for Pin Store and Bowling Alley.
FAIRS JUST STARTING: POWELL, WYO. (FAIR) AUG. 9-15; WORLAND, WYO. (FAIR) AUG. 17-22; MILES CITY, MONT. (FAIR) AUG. 23-28; SIDNEY, MONT. (FAIR) AUG. 29-SEPT. 1. All replies to:
C. O. HILL or H. P. HILL
 as per route above.

For Sale—1947 SUPER ROLLOPLANE—For Sale
 Ride used 1947 season and 1948 season to date. Approximately 150 days in park. Good canvas. Painted Cars—Fencing—Ticket Cage—Tilt Back Motor and Assembly new 1948. Ride never on road. Ride looks like new. Operates like new. Available now—must make room for new equipment.
PRICED REASONABLE FOR IMMEDIATE SALE
 Write **BARR & STURKEN**
 WASHINGTON PARK, MICHIGAN CITY, INDIANA

WANTED
 For the outstanding Catholic Church dates in Connecticut: St. Mary's, Windsor Locks, Aug. 30-Sept. 6; St. Sebastian's, Middletown, Sept. 9-12; St. Ann's, New Britain, Sept. 14-18.
 These three dates are better than any Fairs in New England, with Automobile Give-Aways, Free Acts, Free Admission.
 Will book Custard, Floss, Pitch-Till-U-Win, Fish Pond, Apples, Novelties, Ball Games. Will book any Ride not conflicting with what we have. Merry-Go-Round, Ferris Wheel, Chairplane, Kiddie Ride.
 Have for sale: Little Beauty two-abreast Merry-Go-Round with organ and 24-ft. Fruehauf van. 1939 #5 Eli Wheel, V-belt clutch. These Rides are in excellent condition. Reason for selling, have just purchased five Rides. No letters or wires answered. Come and see them.
FRANCIS KELLY AMUSEMENT CO.
 Werthington Ave. North Haven, Conn.

WILBER UNIT RIDES WANT
 For Grass Lake, Michigan, this week; Bristol, Indiana, Decatur Centennial, Sept. 8-9-10-11; Berrien County Youth Fair, Sept. 16-17-18-19.
 Concessions that work for stock. Will book or buy Merry-Go-Round or any other Ride not conflicting. Can use Second Man for Spitfire, and Kiddie Ride Operators.
HENRY O. WILBER, Owner and Manager
 PAW PAW, MICHIGAN

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.

MARKS SHOWS

MILE LONG PLEASURE TRAIL

WANT FAIRS WANT

FOR OUR OUTSTANDING SOUTHERN ROUTE OF FAIRS

Beginning at Galax, Va., August 23d-28th

Great Roanoke Fair, August 30th-September 4th

Lynchburg, Va., American Legion Fair, September 6th-11th

THEN NORTH and SOUTH CAROLINA FAIRS UNTIL NOVEMBER 6.

SHOWS—Motordrome with or without transportation, Fat Girl or any other money getting Show.

CONCESSIONS—American Palmistry, Photos, Ball Games, Six Cats, Jewelry, or any Legitimate Stock Concessions.

HELP—Experienced man who can handle and work Monkeys. Colored Musicians and Performers. A-1 Trumpet, Chorus Girls to enlarge Show. Address Jimmie Simpson.

Address: MARKS SHOWS

PERTH AMBOY, N. J., this week; WINCHESTER, VA., next week; then as per route.

BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

WANT CONCESSIONS: Can place all kinds of Legitimate Concessions. No exclusives. Privilege reasons.

SHOWS: Fun House, Mechanical, Glass House, Penny Arcade or any Show of Merit not conflicting with Monkey Snake or Midget Show.

RIDES: Can place one more Major Ride. Have Merry-Go-Round, Wheel, Tilt, Octopus and Roll-o-Plane.

RIDE HELP: Can place sober, reliable men on all Rides. Good pay and fair treatment. CAN PLACE: A-1 Lot Man or Manager for rest of season. MUST BE QUALIFIED AND EXPERIENCED.

DELPHI HOME COMING
ON THE STREETS
August 10-14

4-H FAIR, WINAMAC
August 17-21

HUNTINGTON CENTENNIAL CELEBRATION ON THE DOWNTOWN STREETS
AUGUST 23-28

Can place all kinds of Food Concessions for this date; also Novelties, Jewelry, Demonstrators. 75,000 attendance expected.

TIPTON FALL FESTIVAL ON THE PUBLIC SQUARE, AUGUST 30-SEPT. 4
All above in Indiana.

Address all communications to DELPHI, IND., this week; then as per route.

Harry Craig's HEART of TEXAS Shows

LAST CALL FOR THE AMERICAN INDIAN EXPOSITION, ANADARKO, OKLA., AUG. 13 TO 21. NO GATE. A REAL RED ONE.

WANT CONCESSIONS OF ALL KINDS. **WANT**

RIDE HELP ON ALL RIDES ON ACCOUNT OF ENLARGING SHOW FOR FAIRS. ALSO WANT SHOWS WITH OWN TRANSPORTATION. WIRE, DON'T WRITE. Address: LAYTON, OKLA., until AUG. 11; then ANADARKO, OKLA.

RIDE HELP WANTED

Cash Draw Every Day — No Promises or Meal Tickets.

LOOP-O-PLANE FOREMAN AND SECOND MAN.
TILT-A-WHIRL FOREMAN AND SECOND MAN.
FERRIS WHEEL FOREMAN AND SECOND MAN.
FOREMAN ON ALLAN HERSHELL 10-CAR AUTO RIDE.
SECOND AND THIRD MEN ON MERRY-GO-ROUND.
COOK HOUSE HELP IN ALL CAPACITIES—
(Griddle Men, Counter Men and Dishwashers.)

If you are married, can also place your wife in some capacity. Refreshers, Boozers and Cowboy Drivers don't answer this ad. Contact:

F. M. SUTTON JR., GREAT SUTTON SHOWS

Eldora, Iowa (Hardin County Fair), Aug. 9-14; Waukon, Iowa (Allamakee County Fair), Aug. 16-21; Nashua, Iowa (Big 4-County Fair), Aug. 23-28.

7 Big Days Including Sunday, Aug. 16-22

LAWRENCE CARR SHOWS

New England's Finest

WANTS for Natick, Mass., The Saint Rocco Society Celebration, where they march the Saint thru the streets pinning \$ \$ \$ on it. Featuring PARADE, BAND CONCERT, \$1,000.00 worth of FIREWORKS, RAFFLES, etc.; legitimate Concessions of all kinds, Novelties, Frozen Custard, Diggers, etc.

LAWRENCE CARR, Amherst, Mass.

OHIO VALLEY SHOWS

Want for Benton County Fair, Boswell, Ind., Aug. 17-21, and Knox, Ind., Fall Festival and Street Fair around Court House, Aug. 24-28.

Cook House (who can take care of the crowd), Ice Cream, Diggers, Floss, Apples, Snow Cone, Age, Scales, Pitch-U-Win, Cork, Darts, Clothes Pin, Ball Games, Duck Pond, Short Range Gallery. Shows—Freak, Animal, Glass, Crime, Monkey, Mechanical, Girl Show with or without Top. Will guarantee you'll work. Can use Kiddie Auto and one Major Ride.

ROXIE HARRIS

KEMPTON, IND.

Now booking for Cromwell, Ind., Labor Day Celebration, Sept. 6. We hold complete contract.

FROM THE LOTS

Bright Lights

FARRELL, Pa., Aug. 7.—Shows made the jump from last week's stand at Junction Park, Rochester, Pa., to this spot in good time.

While the sponsoring committee at Junction Park was one of the best of the season, business was merely fair, the attendance being cut by rain on two nights. In addition, several carnivals had recently played that territory.

On the jump from Bridgeville to Rochester, Pa., the tractor and trailer transporting the Ferris Wheel turned over. The tractor was damaged beyond repair and the trailer was badly smashed but salvageable. Mechanic Herman Conn did a real job in clearing up the wreck and getting the Ferris Wheel set up and operating in Rochester July 26.

Peter Howard, Minstrel Show manager, has been on the sick list but is up and around once more. Several new concessions and shows have joined up for the fair season.

Visitors on the lot from near-by Pittsburgh included the brother and sister of Manager John Gecoma and about 20 of his nephews and nieces. Richard Lucas and Sonny Daniels, shows' two mascots, had a big time swimming in the pool at Junction Park.—FRANK Z. HYDE.

Douglas Greater

RAYMOND, Ore., Aug. 7.—Org moved in here from Bremerton, Ore., in time to open Monday night (2) to good business. Eddie McCue, manager of A. J. Budd's Side Show, joined this week with all equipment repainted.

Mr. and Mrs. Earl Wilson came on with their Baby Dipper ride and sling shot stand. Jack Glassman is here with his pitch-till-you-win, age and scales. Mr. and Mrs. Bud Douglas added a pony track and new boat ride.

Ben and Lou Brooks brought out their sno cone equipment before Lou left for Zeigler United Shows where he will take over the cookhouse. Maurine, daughter of Mr. and Mrs. Earl Douglas, joined to assist Helen Henn in Mrs. Douglas's popcorn and floss wagon.

Down River Amusement

RIVER ROUGE, Mich., Aug. 7.—Org, now in its second season under the management of Severin Hilo, returned for a two-week stand here, shows' winter quarters. Date ends tomorrow night (8). Business thru the first week and early part of the second was running slightly ahead of last year. The Wallis-Wainwright-Hack Post of the American Legion sponsored the engagement.

Jean Avery joined with a kiddie airplane and new Ferris Wheel. Betty Postelwaite, bingo manager, purchased a new house trailer.

From here the show moves to Milan, Mich., for a five-day stand sponsored by the American Legion Post.

Harrison Greater

WINCHESTER, Va., Aug. 7.—Shows have been sailing along smoothly after a good July Fourth date. Aerial Millers joined as the free act. Billy Baskette is doing a good job with the Minstrel Show. Bill Pease is doing well with the Streets of Bagdad, as is Slim Young with his Slave Girls. Joe Baron has enlarged his Monkey Show and has built a 100-foot Snake Show front.

Harry Shreiber joined at Petersburg, W. Va., as business manager. He added 10 concessions. Earl Tileman, electrician, has added a new light plant for house trailers. Mr. and Mrs. Rudy Rivers took delivery on a new car.

Drago Amusement

FLORA, Ind., Aug. 7.—The opening here Tuesday (3) for the 4-H Fair proved a winner, with a large crowd turning out.

Buck Robinson has a new colt, born to his prize pony, Pansy. He named it Blue Ribbon. This makes a total of five ponies born during the last eight weeks.

After an extended trip thru the Southwest and Mexico, Mr. and Mrs. Frank Dyer have joined with their photo gallery.—ROSIE PRATT.

FOR SALE

A good-as-new custom-built Trailer-house, 33 ft. x 8 ft. Built on '46 model Chevrolet Truck with low mileage, short wheelbase, two speed axle. Has dressing closet in front, eight bunk beds, kitchen with sink, Butane stove, ice box, built-in cabinets, electric lights and water system. Just the thing for a small group of troupers, at a bargain. Write or phone:

MRS. BOB CROSBY
ROSWELL, N. M.

ALL FAIRS, CELEBRATIONS

Big Armistice Celebration

WANT—Stock Concessions, Shows, Rides not conflicting. What have you?

WANT ELI WHEEL FOREMAN

Virgil Grovenburg, wire. Want other Ride Help that drive. Need Agents, Help in all departments. NOW, Rush Springs Festival, and to follow: Apache, Perry, Wewoka and other good ones, such as HENRYETTA, THE BIG EASTERN OKLAHOMA LABOR DAY CELEBRATION, DOWN TOWN, City Park, 25,000 People, Parades, Free Acts, Fireworks.

ADMIRATION SHOWS

RUSH SPRINGS, OKLA.

TEXAS EXPOSITION SHOWS

EL PASO, TEXAS, AUG. 8-14

WANT FAIRS AND CELEBRATIONS IN TEXAS, ARKANSAS AND MISSOURI

Want Stock Concessions of all kinds and Popcorn, Candy Floss, Grab or Cookhouse. Also Grind Shows with own transportation. Can place Agents in office-owned Concessions. Want Foremen for Merry-Go-Round, Wheel and Mix-Up. Good salaries if capable. Also must be able to drive Semis; married men preferred. Chuck Schaefer, come on; will place you and wife. P.S.: Whittier Dickson, get in touch with Melvin Masley at 5021 El Paso Drive, El Paso, Texas, or Boobie Abadol in San Antonio, at River View Park. All replies to TEXAS EXPOSITION SHOWS 5021 El Paso Drive, El Paso, Texas

WANTED—AGENTS

For Hanky Panks

THAT CAN DRIVE TRUCK.

Fairs balance of season. Those that have worked for me before given preference. Bill Brooks, have good proposition for you. Contact by wire.

BUCK WEAVER

DELPHI, IND., AUG. 9 TO 14.

MERRY MIDWAY SHOWS

SWAYZEE, IND., FAIR, AUG. 11-14

Cissna Park, Ill. Homecoming follows.

Need Stock Concessions of all kinds: High Striker, Pitches, Fish Pond, Glass Pitch, etc. For Sale: Candy Floss, one Nashville and a new Knoxville, both \$300.00.

Complete Outfit, \$100.00

Blackie Davis and Dolly need Agents for Monkey and Fat Show.

ALBERT BARKER

Swayzee, Ind.

Available For Side Shows

Two Working Acts, Ventriloquist, good for Hally, Magician, 3 or 30 minutes. Young, clean cut. Both make Openings, Lecture and Pitch. Can handle Illusion Show.

NELLA THE MAGICIAN

319 W. 22nd St., NYC 11

SECOND-HAND SHOW PROPERTY FOR SALE

\$20.00 Window Scene Alaska, Illuminated, Attrac.
\$10.00 Wax dissection forearm & hand, Nat. color.
\$35.00 Wax Head Ideal, Fine condition, Bargain.
\$85.00 Wax Nude White Woman, Life size, Beau.
\$ 8.00 Government fibre desk trunk, Cost \$20.00.
WEIL'S CURIOSITY SHOP
20 So. 2nd St. Philadelphia 6, Pa.

SIDE SHOW ACTS WANTED

For Savin Rock, Conn.

Address

CASH MILLER

546 Beach St. West Haven, Conn.

For Palisades, N. J.

JIMMY HURD

Palisades Amusement Park

For Riverview, Chicago

RAY MARSH BRYDON

915 W. Wilson Ave. Chicago, Ill.

**LONG SEASON—PROMPT PAY
NO DEDUCTIONS
STATE ALL—NO C. O. D. WIRES**

**STEBLAR GREATER SHOWS
WANT WANT WANT WANT**

**FOR MOUTH OF SENeca, W. VA.,
ANNUAL PICNIC, AUG. 12, 13, 14.**
Want General Agent that knows West Virginia, Virginia, North Carolina, South Carolina. Can place Merry-Go-Round for balance of season. Can place Cotton Candy, Candy Apples, Snow Balls, Fish Pond, Bowling Alley, Pitch-Till-You-Win, Ball Games, Hoop-La, Penny Pitch, Long Range and Short Range Galleries, Pan Outfit, and all F.C. Shows: Snake Show, Monkey Show, 5-in-1, Girl Show and Freak Show. Hate for sale: 12x12 Cook House Top and Frame with 6-ft. kitchen, new this Spring. Also 30x60 Top and Poles, no Side Wall; also 60-ft. Banner Line, very light. Want Ferris Wheel Foreman; Red Nelson, get in touch with me. Nina Scott, get in touch with me.
Address all mail to:
J. G. STEBLAR
Mouth of Seneca, W. Va.

DUDE BREWER WANTS

Help for Grab; salary. "Doc", can place you. Truck Driver, one P.C. Dealer, come on.
WITH
Rogers Greater Shows
BICKNELL, IND.

HI-STRIKERS

22-24 ft.

Seasoned Dogwood Mallets\$3.50
Rocker Arm Rubbers 7.50

COLONIAL HEIGHTS HI-STRIKER
P. O. BOX 1163, PETERSBURG, VA.

CHAIR-A-PLANE RIDE FOR SALE

24-seat capacity. Excellent condition. Can now be seen in operation. Contact
M. J. LEON
Lake Quassapaug Amusement Park
Middlebury, Conn.

**WANTED
MEDIUM SIZED CARNIVAL**

With Merry-Go-Round and Ferris Wheel and other Rides to play
HARDIN COUNTY FAIR
FOR WEEK SEPT. 20TH.
Reverse telephone call for deal.
STOKLEY BOWLING, Elizabethtown, Ky.

**BRODBECK SHOWS
WANT**

STOCK CONCESSIONS for Rodeos and Fairs in Kansas. Will book Photos, Darts, Grab, Fish Pond, Bumper, Clothes Pin, Short Range, all Hanky Panks.
Oakley, Kans., Rodeo, Aug. 10-14.
Haskell Co. Fair, Sublette, Kans., Aug. 17-20.
Lakin, Kans., 75th Anniversary, Aug. 24-27.

FOR SALE

2 1/2-Gal. Taylor Ice Cream Freezer, 1 1/2 horsepower, 110 or 220 current, like new. Just the thing to make Ice Cream, Malts or Frozen Custard. Makes 15 gallons per hour. \$500 cash.
HARVEY STOUTD
Route 1, Hamburg, Pa.

Virginia Greater

CAMBRIDGE, Md., Aug. 7. — Weather was fair with the exception of one night which was lost to rain. Manager Rocco Masucci hosted more than 400 underprivileged children rounded up by Ray Buckley, chairman of the sponsoring VFW group.

Recent visitors included Mr. and Mrs. Bill Wallett and family from Havre de Grace, Md., and Mr. and Mrs. Harold Humphrey, her son, Harold, and daughter, Doris, from Bloomfield, N. J. Mrs. Humphrey is a sister of Mrs. Masucci.

Several of the personnel took time out for fishing, returning with lots of tall stories. Joe Conley was under a doctor's care one day. Manager Masucci spent a day at the Harrington (Del.) Fair, where he visited with Endy Bros.' Shows personnel. Mr. and Mrs. Jones and their family, novelty concessionaires, also visited the fair. Raleigh Gibson is repairing platforms on the Whip. Lewis Gibson rejoined after spending a few days in a Charlottesville, Va., hospital. This spot was expanded to 10 days, with closing Wednesday (4).

Blue Grass

SPENCER, Ind., Aug. 7.—First two nights here were rained out, but biz picked up the rest of the week and the stand proved a winner.

Business at the Paducah (Ky.) Fair was on a par with 1947, despite spotty weather. Show and ride operators were well satisfied with grosses. General Manager Specks Groscurth signed for the appearance of the org at next year's fair, which makes it three in a row for the shows.

Good committee co-operation made the Poseyville, Ind., date a winner. Midway was located on the school grounds in the heart of town and boasted such conveniences as shower baths, basketball grounds and tennis courts. Over 4,000 were on hand Saturday night, when a new Ford was awarded.

Nina Groscurth, wife of shows' electrician, Russell, left for their home in Owensboro, Ky., where she is awaiting the arrival of an heir.—**HARVEY (DOC) ARLINGTON.**

Page Bros.

MADISON, Tenn., Aug. 7.—Org opened here Monday (2) to a large crowd. Stand is sponsored by the American Legion.

Earl Denton joined with four concessions, Ellis Roberts with ice cream and George Emmerson came on as business manager to replace E. A. (Hoppy) Chatman, who closed at Franklin, Tenn.

Jack Settle has framed another joint, bringing his total to four. Johnny Butler is painting rides and rolling stock in preparation for the fairs.

Visitors include Lyle Page and Mrs. Florence Page, brother and mother of Manager W. E. Page; W. J. Williams, of Rogers Greater Shows, Bob Myers, of Wonder City Shows, and Pete Hendrix, of the Mighty Page Shows.

Eddie L. Wheeler

COPPERHILL, Tenn., Aug. 7.—Everyone got it here this week, with the spot marking the fifth red one this season. Happy Dawley's Monkey Circus is still topping the shows and Little Carol Jane Wheeler's duck pond is clicking.

Owner Wheeler has been busy getting the rides repainted for the fair dates. Harry Banta has taken over the electrical work. Eugene Scott is ride superintendent.

Joining here were T. P. Scott with his cookhouse and chuck wheel and Mr. and Mrs. Bill Burke, beehive. Mary McLaughlin has a new photo gallery; Bill McLaughlin, rolldown; Blackie Ashley and W. H. Hood, swinging ball; M. M. Rollins, glass pitch, and Mr. and Mrs. Bill Borhan, hoop-la.—**RUBY BANTA.**

SHAN BROS. SHOWS

WORLD'S CLEANEST MIDWAY

**WANT FOR BLOUNT COUNTY FAIR
MARYVILLE, TENN., WEEK AUGUST 16**

THE BEST COUNTY FAIR IN THE BIGGEST PAYROLL TOWN IN TENNESSEE with eleven Fairs to follow: London, Ky.; Pennington Gap, Va.; Sevierville, Tenn.; Cartersville, Canton, Elberton, McRae, Sandersville, Eastman, and three other Georgia Fairs. All White Fairs.

Want Shows with own outfits except Drome, Minstrel, Girl and Fun. Will furnish outfit for Monkey or Dog and Pony. Will book Sea Cruise, Fly-o-Plane or Spitfire. Concessions that work for stock; no exclusive. Custard and Long Range Gallery open. Grab, Apples and French Fries open. Musicians and other Minstrel People, Second Men on Rides. No phone calls accepted.

Wire this week, MORRISTOWN, TENN. All address:

R. E. (BOB) STEWART, Mgr., SHAN BROS.' SHOWS

PIONEER SHOWS
high class midway attractions

Wellsboro, Pa., August 16-21; Bradford County Fair, Troy, Pa., August 23-28;

McConnellsburg Fair, Fulton County, Sept. 1-4. Want legitimate Concessions, Eating and Drinking Stand. Shows of all kinds.

ANSWER HORSEHEADS, N. Y.

CRYSTAL SHOWS

CAN PLACE

For fourteen straight Fairs and Celebrations, starting with Botetourt County Fair, Fincastle, Va., and ending in Florida.

Want Foreman for Chairplane; Second Men for Tilt, Octopus and Wheel. Want Man to take charge of nicely framed Fun House. Can place Novelties, Guess-Your-Age and Weight, Short or Long Range Gallery and legitimate Concessions of all kinds. Want Man to take over Colored Minstrel Show who can bring at least two girls. All replies to
W. E. BUNTS, Hillsville, Va., this week; then Christiansburg, Va., following.

CONCESSIONS WANTED

3 Street Fairs—3

Butler, Ind., Aug. 17-21; sponsor, Chamber of Commerce. Garrett, Ind., Aug. 24-28; sponsor, American Legion. Monroeville, Ind., Aug. 31 to Sept. 4, by American Legion. 7 rides booked.

W. C. HERSH

343 W. 4th, Auburn, Ind. Phone 970-J Auburn, Ind.

EDDIE HACKETT

WANTS P. C. DEALERS

All fairs and all good dates. Duke Dougherty, contact me.

BEAM'S ATTRACTIONS

Blairsville, Pa., August 9-15; Dayton, Pa., August 17 to 24.

LEAD GALLERY FOR SALE

Beautiful 14-ft. Long Range Lead Gallery, built on 28-ft. semi trailer. Front 14 ft. for living quarters and storage spaces. Plenty of guns and ammunition. Priced very reasonably for classy gallery, but bargain hunters and junk collectors, save your time. Can be seen in action on **CETLIN & WILSON SHOWS**, Ionia, Mich., Aug. 9th; Pontiac, Mich., Aug. 17-22; then Indianapolis, Ind.

JOHN LYONS

SUNSET AMUSEMENT CO. WANTS

Merry-Go-Round Foreman; Help on Spitfire, Tilt, C-Cruise and Octopus. CONCESSIONS OPEN—Basketball, Stum, Spindle, Hoop-La and Ball Games.
Bemidji, Minnesota, until 11th; Hibbing, Minnesota, until 15th; Monticello, Iowa, week starting Aug. 16.

M. A. SRADER SHOWS

Can place for the following Fairs: Legitimate Concessions that don't conflict. People for Girl Show; have complete Frame-Up. Can also place Shows with own outfits. Will book any Ride that I don't have. Opening for Cookhouse.
Goodland, Kan., week of Aug. 23; St. Francis, Kan., week of Aug. 30; Dodge City, Kan., week of Sept. 6; Beaver, Okla., week of Sept. 13; Guymon, Okla., week of Sept. 30. Address:

SRADER SHOWS

OSBORN, KAN., AUG. 9 TO 14; HOLDREDGE, NEB., AUG. 16 TO 21.

FLORIDA Amusement company

STREET FAIRS—PROVEN SPOTS—STREET FAIRS

Want Hanky Pank Concessions all kinds, Photo, Slum Store. Place set of Diggers; join next week. Want one Flat Ride, Panies.

Butler, Ind., Aug. 16-21; Carrett, Ind., Aug. 23-28; Monroeville, Aug. 30-Sept. 4.

Then Indiana's best Labor Day Week, Linton, Ind. Don't miss it. Marshall, Ill., Fair, this week.

AMERICAN EAGLE SHOWS

WANT WANT

CONCESSIONS OF ALL KINDS FOR STRONGHURST, ILL. FAIR, AUG. 17-21; ROSEVILLE, ILL., FAIR, AUG. 23-28; KINGSTON MINE, ILL., LABOR DAY CELEBRATION. HAVE TWO LABOR DAY SPOTS.

Will book Girl Show, Animal Show, Mechanical Show. Will book Kiddie Auto Ride. HAVE 12 BONA FIDE FAIRS IN MISSISSIPPI.

Can use some Ride Help on Tilt-a-Whirl and Spiffire. Address:

DANNY ARNETT, Mgr.

AMERICAN EAGLE SHOWS

Oquawka, Ill., Aug. 9 thru 14; American Legion Fair.

Johnny J. Denton Shows Unit #2

Adair County Fair, Columbia, Ky., this week, with other Fairs and Celebrations to follow. CONCESSIONS: Popcorn, Diggers, Custard, Candy Apples, High Striker, String Game, Coke Bottles, Jingle Board, Basket Ball, Ball Games, Cigarette Shooting Gallery or any Stock Concession.

SHOWS: Good opening for Motordrome, Side Show, Fat Show, Unborn or Crime Show.

FOR SALE: Westinghouse 60-Kw. Transformer, complete with 400-Amp. Switch Box, extra Cartridges and "A" Frame with Jacks, ready to go. First \$500.00, come and get it.

Attention: Mr. McGurdy, can place you. All replies to:

BOB ROBINSON or NORMAN ANDERSON

COLUMBIA, KY., this week.

WANTED—OHIO STATE FAIR

AUG. 28 TO SEPT. 3, INCLUSIVE

Two or three clean, high-class Shows, particularly Monkeys, Dog and Pony, and Midgets. Nothing but the best will be considered. Can also use at Ohio State and for balance of season, late model Spiffire Ride, C-Cruise, Hi-Ball and streamlined Caterpillar. All Rides and Shows must supply own equipment and transportation.

Address inquiries:

GOODING AMUSEMENT CO.

1300 NORTON AVE.

COLUMBUS 12, OHIO

MODEL SHOWS, INC.

WANT FOR FOLLOWING FAIRS

VINTON, IOWA; INDEPENDENCE, IOWA; WEST UNION, IOWA; CRESTON, IOWA; AUDUBON, IOWA — PLUS FAIRS AND LONG SEASON SOUTH.

RIDES—Spiffire, Roll-o-Plane, Fly-o-Plane, Pretzel. SHOWS—10-in-1, Mechanical, Mickey Mouse, Fun House, Mirror Maze, Smoke, Crime CONCESSIONS—Root Beer, Ice Cream, Novelty, Bumper, String, Hoop-La, Ball Games or any Stock Concessions. RIDE HELP—Octopus Foreman and Ride Help that can drive Semis. Address:

JOHN L. ROBINSON

VINTON, IOWA, this week.

"Get With the Lucky Irishman—We Work on Here"

LARRY NOLAN SHOWS

Can place one money getting Show; will furnish 20x30 Top and Panel Front. No Athletic or Box wanted. Will book a few more Hanky Panks. We carry only one of a kind. Can use Fish Pond, Hoop-La, Cane or Shive. Gary Heru can use Talker and Manager for Snake and Jungle Show; prefers man that can train Monks. John Duggan wants one sober Swinger Agent, also Count Store Agents. Wire, don't phone: **LARRY NOLAN, MGR.**, Ballsville, Kan., 8-13; Mankato, Kan. (Fair), 12-14; Burlington, Colo. (Fair), 18-19; Bird City, Kan. (Celebration), 21-22; Oberlin, Kan. (Fair), 24-28; Pine Bluff, Wyo. (Fair), Aug. 31-Sept. 4; Natoma, Kan. (Labor Day Celebration), Sept. 8.

We close in West Texas November 13.

COLEMAN STATE SIDE SHOWS

Cedar Lake, Ind., Lions' Club Celebration

Aug. 10 to 16 incl. First Show in 6 years.

American Legion Community Free Fair

Kouts, Ind., Aug. 17 to 22 incl. First Show in 4 years.

Can place small Cook House or Grab, Bumper, String Game, Basket Ball, High Striker, Lead Gallery and Popcorn. Can use Ride Help and Agents for Bingo and Penny Pitch.

We go South after Labor Day.

Committees in Kentucky, Tennessee and Alabama, contact C. Coleman State Side Shows, as per route.

WANT

WANT

WANT

JOLLYTIME SHOWS

Now booking for the great North Eastern Pennsylvania Fireman's Federation Convention, OLIPHANT, PA., AUG. 30 THRU SEPT. 6. Operating Sunday, Sept. 5. CONCESSIONS that work for stock that don't conflict with Cookhouse, Bingo, Popcorn, Apples, Floss, No P.C., Mitts or Flats. SHOWS with own transportation and equipment except Girl Show. Especially want Side Show and Grind Shows.

FLOYD SHEAKS WANTS P.C. Dealers for Orer T and Pea Pool. FATS, CONTACT immediately for Columbia. NOTICE: MY FLASHY BINGO AT LIBERTY AFTER LABOR DAY. Wire replies to FLOYD SHEAKS, care Show.

All other replies to W. R. "WES" PRICE, Gen. Mgr., JOLLYTIME SHOWS

Vandling, Pa., this week; Columbia, Pa., next week.

WANT—LEE BECHT SHOWS—WANT

ADAMS CO. FAIR, WEST UNION, OHIO, AUG. 24 TO 27.

All Concessions open. Will book one Flat Ride. Also any worth while Show.

All replies to:

LEE BECHT SHOWS

Mowrystown, Ohio, Aug. 9 to 14; Winchester, Ohio, Aug. 16 to 21.

FROM THE LOTS

Florida Amusement

MARSHALL, Ill., Aug. 7.—Org opened its first fair date here yesterday (6), with the stand due to run thru Saturday (14).

Our swing thru Michigan proved okay, but stay at Marion, Ind., was one of the season's worst. The location was bad and parking facilities poor. At Marion we had many visitors from the Royal Crown Shows, playing the Logansport Fair, and from the Drago Shows, also located near by.

Stand in Attica, Ind., last week under auspices of the American Legion Post was good, with the lot right in the heart of town.

Charles (Bill) Bayless, veteran showman, known as the Swinging Ball Champion, was found dead Tuesday evening (3) in his hotel room. His sister planed in from Seattle to handle funeral arrangements. Last rites were held for the showfolks in Attica, and the body shipped to McKeesport, Pa., for burial in the family plot. Bill had made every Florida tour with the shows since their organization.

Clarence and Madge Thomas joined last week with their two girl shows and are doing fine. The Merry-Go-Round is sporting new crescents and other additional scenery. The paint brushes are getting a good workout, with everyone dolling up equipment for the fair season. Jack Reed is building a No. 2 bingo, which he plans to operate at several independent spots he has booked.—HOWARD INGRAM.

L. B. Lamb

DONNELSON, Ia., Aug. 7.—If the first fair of our season, here July 28-30, is any indication, this year's biz is going to be slightly ahead of that registered in 1947. Run here from Kewanee, Ill., was made in good time, but a cloudburst just as we were arriving tied up some of the trucks in near-by Fort Madison and some right on the lot here. But there was good drainage on the lot and everything was in readiness for opening July 28.

Twisto McCormack's Side Show is doing swell biz, part of which is due to the fact several of the spots we have played have not seen a good side show for some time. The Aerial Snyders, featured act in front of the grandstand, were definitely in the spotlight here. Russell Lowe, in charge of the two searchlights, spotted them on top. The Snyders have been clicking, too. Raymond Walton is leaving to make independent dates with his Wild Life and Mickey Mouse. Joe Sharp and several other members of the American Beauty Shows, playing near by, visited. The fair board here was especially co-operative.—ERNE MURRAY.

Golden West

PETALUMA, Calif., Aug. 7.—July proved a winner for the org. High spots were the local stand and Alameda County Fair, Pleasanton.

General Manager Harry (Polish) Fisher entertained many friends from San Francisco during the stand in Pleasanton.

Shows are said to be the first to play the fair here in 10 years. Org opened two days early for a click preview. Midway is in a park, thru which people had to walk in order to enter the fair buildings and grandstand.

Shows received much favorable publicity and a refund of \$249 of the \$250 put up for a license when the city council visited the midway en masse and found the org without objectionable shows.

O. C. Buck

MASSENA, N. Y., Aug. 7.—Org opened here Monday (2) to a good crowd and business thru Wednesday (4) was holding up well.

Frank De Lorenzo, Monkey Show operator, and Betty Lewis, of Plattsburgh, N. Y., were married here Tuesday (3). Mrs. De Lorenzo is selling tickets for the Monkey Show.

Bill Nippo has assumed the management of the Dreamhour Revue, which offers six gals.

Aloa, the all-star boy, has been joined by his wife, Arlene, and their 16-month-old daughter, Ginger, for the remainder of the season.

Plattsburgh, N. Y., played last week, was up to expectations, with a good week-end play and satisfactory kiddies' matinees Wednesday and Saturday of the engagement.

Ray Gibson, operator of the searchlights, sustained a head injury when he was hit by a falling door of the Diesel motor truck. Andrus (Chief) Mussels, Ferris Wheel operator, also was injured when he fell while dismantling one. He is back with the show after hospitalization. Sidney Goodwalt is convalescing after a recent heart attack.—ROY F. PEUGHL

Midwest

ST. JOSEPH, Ore., Aug. 7.—Org had a big week at the St. Joseph Days Celebration here. Ed Lundgren went to Salem, Ore., and bought a new Rolloplane. Captain Giberson had a float in the parade with his bear, Tuffy, and cheeta, Hat-Cha. Hinton's Follies bought new costumes for fairs. Bess Newman has recovered from illness.—HARVEY HINTON.

American Beauty

MOUNT PLEASANT, Ia., Aug. 7.—Show opened here Monday night. Horse racing was on that night, and the following day the fair got under way. Rain held up the program Tuesday evening. It was only the third night lost since the org opened in April. John Jones has added another concession, and Billy Bell installed several new machines in the Arcade. Jack Robinson left for his home on business after topping the shows. Show has been doing okay.

WANT SIDE SHOW HELP

IN ALL CAPACITIES
Have excellent proposition for Half-and-Half. Can also place Fire Eater, Human Pin Cushion, Fat Man or Women, Elephant Skin Man or Woman, or any Outstanding Side Show Act. My proposition is "Percentage Plus Salary" if you can produce the most outstanding route of County Fairs of any Motorized Show. Address: **JESS ODELL, c/o Great Sutton Shows**, Eldora, Iowa (Fair), this week; Waukon, Iowa (Fair), next week; Nashua, Iowa (Fair), Aug. 23-25.

W. A. SLIM TAYLOR

NOTE

Wired you as requested. Money was returned account non-delivery. If still interested wire.

J. P. BOLT

ROYAL EXPOSITION SHOWS
Bowie, Maryland, this week

Want Rides & Concessions

For Harvest Festival, Sept. 4, 5, 6.

A very progressive farming community

LYLE, MINNESOTA. Write:

VIC CHILSON

BOX 134, LYLE, MINN.

WANT AGENTS

Prefer man and wife or men for Stock Shows and Ball Games, percentage basis. Have Fairs and Celebrations. Can use Candy Floss, Candy Apples, Gum, Your Age or Weight, Photos. Alva Johnson, come on or answer.

GIFFORD'S RIDES & AMUSEMENTS

Haven, Kan., Aug. 9 thru 14

With Virginia Kline

SALEM, Ore., Aug. 7.—The weather here had been very cool, so I flew to Redding, Calif., to get a little warm weather and a look at the Crafts Exposition Shows.

The shows' entrance was highlighted by a striking new Herschel-Spillman Merry-Go-Round, spotted close to the entrance gate. The ride is painted a bright yellow and all the lighting is fluorescent. The music, from records, can be heard at the usual distance. I am old-fashioned enough to miss the bright rows of light bulbs and the sing-song of the old organ, but this Merry-Go-Round definitely is modern and speaks for itself.

Warne Family On

Roger Warne manages the shows and has his family with him, as school is closed. Roger is a brand new Shriner and wears a huge, handsome diamond, mounted with the Masonic emblems, the gift of his mother, Maybelle Crafts.

Louie Cecchini is not Chinese, but he observes the practice of that race. When a guest admires one of his possessions, he immediately gives the admired article to the guest. In passing his concessions, I admired several new items and soon found myself insisting I could not carry anything more. The Cecchins have two children and a fine house trailer, which, they say, they carry for the convenience of the children.

Mrs. Ruth Gilman, wife of the office manager, has the finest coat of tan I ever have seen. Her husband credits it to the many fishing trips they have enjoyed this summer. Sis Dyer has a palmistry concession on the shows and is not complaining about the general run of business. Sunshine Jackson was with her for a time but had to leave. So Sis is reading alone but says she still does not like that.

Strong Radio Plug

The local radio station carried an excellent program, with Jack Keck interviewing Diable, of the Side Show, and Speedy Mullins, of the Motor-drome. Jack did a fine job of selling the shows and a record crowd came out the first night after the broadcast.

Orville Crafts was on an extended trip to Alaska when I visited the shows, but he was due to visit it at Chica, Calif.

During the Sherryland Festival here the Browning Amusement Shows again had the choice Marion Square location. The unit is made up largely of local folks, and, while in operation, Mr. and Mrs. Fred Browning and Mr. and Mrs. Ed Browning dispense hospitality. Mr. and Mrs. Joe Davis have the Eyerly rides on the shows. Joe recently was hospitalized for an operation, but now is back at work on the shows.

Visit West Coast Shows

Mr. and Mrs. Tom Armstrong, of the C-Cruise Ride Company, and the writer visited the West Coast Shows at Eugene, Ore. George Coe greeted us, as Mike Krekos was away on business. Margaret Farmer is doing excellent business with her new bingo, with Peggy Steinberg replacing her at the fishpond.

Hunter Farmer, and Sammy Dohman, looking brown and healthy, were getting their share of business. Coffee was enjoyed with Mrs. Shue in Dutch Shue's new modern cook-house. She told how, with the aid of Betty Coe, the "show within a show" had taken in almost \$1,000. As George Coe is president of the Pacific Coast Showmen's Association, the money will go to it and its ladies' auxiliary.

Virginia Kline.

McCall Loss 42C as Semi, Tractor Go Over Embankment

MACON, Ga., Aug. 7.—A loss estimated at \$4,200 was suffered by the Jim McCall Shows on its move here from East Macon when a two-ton tractor and a semi carrying a Chairplane went over an embankment. The Chairplane was practically destroyed, but the semi's driver, A. J. Wood, escaped uninjured. Investigators said Wood had fallen asleep on the move.

McCall announced that he had closed with J. R. McSpadden for seven major rides to join early in September for the tour of Georgia fairs. McCall also said that Sam Justice is to join with seven more concessions at Hazelhurst, Ga., and that the back end will be strengthened by the addition of more shows.

The show owner has been making frequent trips to his home in Wilcox County because of the illness of his mother, Mrs. C. S. McCall Sr., who now is reported improving.

McCall said that his son, Jim, an Army Air Corps sergeant, stationed at Warner Robins Air Base, will go to the South Pacific August 18. He also reports that his daughter, Charlotte, a senior at the University of Georgia, where she is majoring in home economics, made the honor roll for the summer quarter.

Shows racked up fair business in East Macon, altho two nights were lost to rain. The final two nights were excellent.

The season as a whole has been "off considerably," McCall revealed.

Morris Hannum Shows

One of the Great Eastern Shows

TAMAQUA, PA., AUGUST 16-21

Can place one more Show and another No. 5 Wheel and any Legitimate Concessions. RIDE HELP—Good openings for Foremen and Second Men, all rides. Our fairs start with Kutztown, Pa., Aug. 23-28; then Flemington, N. J., Twin County Fair, Northampton, Pa.; Rutherfordton, N. C., and eight others into November.

Replies to

MORRIS HANNUM

Flourtown, Pa., this week; Tamaqua, Pa., Aug. 16-21.

W. C. KAUS SHOWS

AMERICA'S FINEST ATTRACTIONS

WANT

FOR BRIDGETON, N. J.; THEN WOODSTOCK, VA., FAIR CONCESSIONS—Ball Games, Dart Store, Pitch-Till-U-Win, Age and Scale; any 10c Stock Store.

RIDES—Will book Caterpillar, Tilt, Whip, Spitfire or any flat ride. Karl Alzora wants Ticket Seller that can grind for Side Show. Contact

RUSS OWENS

Alpha, New Jersey, this week; then per route

NEED FOREMEN FOR ALL MAJOR RIDES

Must drive trucks. Lot Superintendent that can build and locate. Man to take Posing Show. Girls for Girl Show. Electrician to have our own power plants. Bingo, French Fry and any other legitimate Concessions. Need Athletic Show Man. Will book Pit or Grind Show for our string of Fairs starting next week. This show stays out until Armistice Day. Can use Grind Store and Percentage Agents. No drunks. Use all wives on Concessions or Ticket Sellers. Wanted To Buy—A 40 by 60 Top.

Route as follows: Orem, Utah, Celebration; Montpelier, Idaho, Fair; Murray, Utah, Fair; Wellsville, Utah, Celebration; Nephi Fair, and many more. Get with a winner.

SILVER STAR SHOWS

OREM, UTAH, THIS WEEK.

STAFFORD UNITED SHOWS

Indianapolis, Ind., 25th, and Scofield, August 9-14, and Eight Street Fairs to follow

Can use Concessions of all kinds. Photos, Cookhouse, Fishpond, Pitch-Till-U-Win, Bumper, American Palmistry, String Game, Hoopla, Penny Pitches, Pea Pool, Pan Game, Over-and-Under, Beat the Dealer, Mouse Game and Colored Blocks.

Have for Sale—Complete Monkey Show with Monkeys. Also complete Snake Show.

Will book Shows not conflicting for 25%. All replies to

RALPH STAFFORD

339 S. Laeclde St., Indianapolis, Ind. Phone Belmont 1161-M

KELLIE GRADY SHOWS

WANT

FOR EIGHT BEST COTTON TOWNS IN NORTH ALABAMA

CONCESSIONS—Candy Apples, Scales, Age, High Striker, Lead Gallery, Photo Gallery, Cigarette Gallery, and any other 10c Concessions. Will book any Show for 25%. Rides not conflicting with what I have. Will only book a few Concessions so hire in what you have. Rex Barnes, wire. This will be the best eight weeks' work in the south.

KELLIE GRADY SHOWS

313 W. TOMBICBEE ST.

FLORENCE, ALA.

HAYWOOD SHOWS

WANT FOR BRUSH, COLO., FAIR

Slum Outfits not conflicting. Good deal for Shows. Want Agents for P.C., Bingo and Cotton Candy. Good deal for someone to take over Cookhouse. Want Second Men for all Rides. George Fortune wants Count Store Gents.

Brush, Colo., this week.

WANTED FOR FAST GROWING DISTRICT FAIR SMALL CARNIVAL SEPTEMBER 10-11-12

Easy on the Games. Write
GLENN BURGESS, Chamber of Commerce
Santa Fe, New Mexico

BALTIC, OHIO, CENTENNIAL AUGUST 12-13-14-15

DAY AND NIGHT
FIREWORKS, PARADES AND 50 FORTH
WANT Concessions of all kinds. Percentage, Floss, Snow, Popcorn, Juice, Apples, French Fries, Ball Games, Photos, Palmistry and any Hunky Park Concessions.

FRED NOLAN

Moxahala Park Zanesville, Ohio
Phone 7937

TILT FOREMAN

Top wages for good man. Some Concessions open. All Fairs, Celebrations. Fairbury Fair, 9-12; Milligan Celebration, 13, 14, 15; Geneva Fair, 17-20; all Nebraska.

Greater Rainbow Shows

SHERRODSVILLE, OHIO

Annual Firemen's Celebration, Aug. 12-13-14
WANT Concessions of all kinds. Percentage, Ball Games, Hi-Striker and any Stock Concessions.

FRED NOLAN

Moxahala Park Zanesville, Ohio
Phone 7937

CETLIN and WILSON SHOWS

WORLD ON PARADE

GREAT PONTIAC FAIR

PONTIAC, MICH., AUGUST 17 TO 22, INCL.

WANT: Legitimate Concessions and all Eating and Drinking Stands for all fairs. No Candy Apples.

WANT: Eight Car Whip—with or without own transportation.

WANT: High Ball Ride.

WANT: Grind Shows with or without transportation. We have Tent, 35x70 ft., Neon Front, for a real attraction, have have you.

CAN USE Experienced Carnival Workingmen in all departments.

WANT ALL KINDS OF TRAIN HELP. Address Blackie Martini.

All address

CETLIN & WILSON SHOWS

This week, Ionia, Mich., Free Fair.

BEAMS Attractions

THE GREAT DAYTON, PA., FAIR

AUGUST 17-18-19-20-21 — DAY AND NIGHT

Space available for Eating and Drinking Stands, legitimate Concessions of all kinds. Can use Shows for this Fair and other Pennsylvania Fairs that follow. Have outfit for Girl Show.

Write or Wire

M. A. BEAM

BLAIRSVILLE, PA., this week; Mercer Fair follows Dayton.

HARRIS UNITED SHOWS Want

Solid route of FAIRS, starting Mountain View Free Fair, week Aug. 23; Collinsville; Sapulpa, Okla., following; then Pine Bluff, Ark., and Fairs thru Arkansas, Louisiana and Mississippi until Dec. 1. No gift. No gypsies.

CONCESSIONS that work for stock, Bumper, Hi-Striker, Long Range Gallery, Blower, Pea Pool Cage, Rat Game. SHOWS with own equipment, 20% to office. Side Show; Milo Anthony, wire. Jig Show, Illusion, any Pit or Platform Show that can get money. No Girl Show. No Athletic Shows. RIDE, HELP Foreman for brand-new Merry-Go-Round, Parker machine. Must know the business. Second Men for Wheel, Octopus and Roll-o-Plane; truck drivers preferred. RIDE—Want to book, open Sept. 6th or 13th, two more Major Rides. Spitfire, Tilt, Dark Ride, Caterpillar, Jack Vinson, wire Mike Dressen. Address:

A. C. HARRIS, Owner; M. J. (MIKE) DRESSEN, Gen. Manager

Okmulgee, Okla., this week; Anadarko, Okla., next.

SILVER STATES SHOWS

UNIT #2

Can book for the next fourteen Fairs and Celebrations, Diggers, Pop Corn, Candy Apples, Floss, Snow Cone, Penny Pitch, Fish Pond, Ball Games, Scale. Want Front Man for Rosie Show. Have for Sale—Neatly framed Grab Trailer with dining room service, complete and ready to go, equipped with butane. Will book on show for balance of season. For Sale—Mug Outfit. Contact

HARRY RICHMAN

North Bend, Neb., Aug. 13, 15.

PLEASURELAND SHOWS

WANT

SMALL COOK HOUSE THAT CATER. French Fries, Basket Ball, Duck Pond, String, Pop In, Ball Games and any other Stock Stores that work for stock only. Grind Shows except Illusion and Ten-in-One. No Girl Shows.

HOLGATE, OHIO, ON THE STREETS, Aug. 10 to 14; Bettsville, Ohio, on the Streets, Aug. 16 to 21. This show stays out till December 1.

P.S.: Danny MacNamee wants Annex Attraction. Bill Butlet wants Stock Store Agents.

Volunteer Firemen's Jubilee and Fiesta

Shenandoah, Va., week of Aug. 16

Want Girl Show with own equipment or any Show not conflicting. Want Concessions—Fish Pond, Pitch-Till-You-Win, String Game, Bowling Alley, Blanket Wheel, Ball Game, High Striker and Ice Cream. Smith, come on. Can place Shooting Galleries at Barton, Md., this week. Want Ride Help on Wheel and Chairplane. On our way south. Write or wire

L. K. WALLACE

BARTON, MD., THIS WEEK

PAGE BROS.' SHOWS

Want Cook House, must be first class and cater to show people. Also Cotton Dandy, Jewelry, Blum Outfits of all kinds. Jack Settle wants Hanky Panks and Pan Outfit Agent. Have 20x50 Top and Banner Line and Banners. What have you to put in it? Will consider A-1 Girl Show, must be first class.

GALLATIN, TENN., THIS WEEK.

P.S.: Have 11 Fairs, starting at Murfreesboro, Tenn., Aug. 23.

Imperial Rings Fair's Gong; Wis. Annual's Gross Climbs

(Continued from page 69)

Concessions are up substantially over last year. Max Goodman, himself interested in a few, is here for the week, overlooking those interests.

Entering the stand here, the Imperial had gone thru a long still date season with mixed results. On the whole, as Martin Arthur, who manages the unit for the Amusement Corporation of America, in which J. C. McCaffery and Herbert W. Bye are his associates, puts it, the still date season was just so-so. Best still was at Champaign, Ill., the worst at Decatur, Ill., where, to quote Arthur, "the Imperial was about fifth on the Hit Parade."

Await All-Iowa Fair

The Imperial has a still date stand next week, a four-day engagement at Commanche, Ia., which serves more than anything else to break the org's jump into the All-Iowa Fair at Cedar Rapids, where it will open Sunday (16).

Since it took to the road, the Imperial has pursued a policy of building wagons, as well as adding to the earning power of the show. About 12 wagons already have been built, according to Arthur, who indicated effort is made to construct one each week. That policy, he further indicated, would be continued thru the remainder of the season.

There has been a substantial turnover in personnel since the outset of the season. E. N. Beck, who had been press agent, left here to return to California. W. E. (Bill) Jack, who had been ahead, is now in the office wagon, pinch-hitting for Carl Hansen, the shows' regular secretary, who suffered a heart attack about five weeks ago.

Replacing Jack ahead is Joe Shilibo, who previously had been on the show as a lot man. George Harr, new lot man, joined here. Frank Segar is trainmaster, Mrs. Carl Hansen is the bookkeeper and Mumford L. Stewart is chief electrician, with Joe Rooney and George Smith as his helpers. The veteran Jimmy Donahue is *The Billboard* and mail agent. Jimmy advises he will leave August 20 for Birmingham to act for J. C. McCaffery in handling some of the preliminary arrangements for the independent midway at the Alabama State Fair.

Three of the shows, *The Scandals*, *Posing Show* and the *Hawaiian Show*, are owned and managed by Eddie Leonard. Zeke Shumway has the *Snake and Wildlife* shows and he also operates the kiddie Boat Ride. The office-owned *Side Show* is managed by Art Converse, while *Front Page*, unborn show, which also is office-owned, is managed by J. J. Dawson.

Leonard Duncan manages *Harlem Swing*, minstrel show. The *Motor-drome* is operated by Ethel Darlington, and the office-owned *Funhouse* managed by Harold Wyman.

The ride line-up follows: *Merry-Go-Round*, managed by A. Rickerson; *Kiddie Roller Coaster*, *Airplane Swing*, *Kiddie Car* and the *Miniature Train*, managed by Robert A. Payne; the *Kid Speedway*, managed by Andy Casey; the *Caterpillar*, owned by Bob (Diggers) Parker, managed by Carl Hansen and operated by Benny Beckworth; the two *Ferris Wheels* and the *Scooter*, managed by J. N. Barber; the *Heyday*, by Mike Chomack; the *Fly-o-Plane* and *Octopus* by Charles L. Norine, and the *Rocket*, by Charles E. Stepp.

RAS BIZ SOARS

(Continued from page 69)

topped by \$34,000 the previous midway mark for the Regina Exhibition and Rodeo. This increase represented a 68 per cent increase over the previous high.

It followed new highs which the *Royal American* had set at Brandon, Calgary, Edmonton and Saskatoon, other links in the Western Canadian Class A chain.

From here the *Royal American* moves to Port Arthur, Ont., where it opens Monday (9) at the Canadian Lakehead Exhibition. After that date the shows return to the U. S., starting its string of American fairs at the *Tri-State Fair*, Superior, Wis., August 17-22.

Visitors to the shows here included J. C. McCaffery and Bill Carsky.

FOR SALE

1947 Spitfire
32 Foot Parker Merry-Go-Round
24 Seat Chairplane

All Rides can be bought with or without transportation. These Rides are no junk. Can be seen in operation in Houston.

Permanent address:

R. BREWER

17 N. SAMPSON HOUSTON

WANTED

Ride Help for all major Rides. Long season—good pay. Must be sober and reliable.

McDERMOTT AMUSEMENT CO.

3811 W. 63rd Pl. Chicago, Ill.
Phone: PROspect 8046

HELP WANTED

Young, attractive Girl to manage and work Concessions. Also learn Scales and Age. Must be able to drive light truck and assist partially blind man. Will make good proposition to right party.

Telephone 22225 or Write R. M.
309 W. Pearl St. Jackson, Michigan

WANT—WM. T. COLLINS SHOWS—WANT

For the Steele Co. Free Fair, Owatonna, Minnesota, Aug. 16-22, and North Iowa Fair, Mason City, Iowa, Sept. 3-7.

SHOWS—Midget, Animal, Mickey Mouse, Hillbilly or any Show of merit. Also Mechanical Show and Fat Show. Have new 35x55 Top, what have you to put in it? Want Second and Third Men on all Rides that can drive semi. Must also have chauffeur license. Come on. No time to write, wire.

WM. T. COLLINS

So. St. Paul, Minnesota, week of Aug. 9-14

SHOW TENTS

FLAMEPROOF FABRICS
USED TENTS FOR SALE

HOGSHIRE TENT & AWNING MFG. CO., INC.

2401 HAMPTON BLVD. Phone: 2-4777 NORFOLK 5, VA.

WANTED FOR

Harper County Fair and Stock Show, Aug. 23-28; Hominy, Okla., District Fair, Sept. 6-11. Shows with or without equipment. Girls for Girl Show, Ride Help, Agents of all kinds for Ball Game, Photos, Glass Pitch, Buckets, Roll-down, Razzle, Hanky Panks, Cookhouse Help, Electrician, Man to handle Fronts. Book Bingo, Popcorn, Snow Cone, Sound Car.

PALACE SHOWS

LEOTI, KANSAS, THIS WEEK

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Tall Corn, Ia.,
August 7, 1948.

Dear Editor:
General Agent Lem Trucklow signs nothing but those much-touted fat contracts, which has thrown the shows into this corn-fed territory. There committees wax fat on vitamin causes and has put the bosses on reducing diets. Among the many definitions, the word "contract" means to shorten or squeeze in a smaller place; the fat skids them to it.

From general agents we learn that the phrase "fat contract" is merely a figure of speech, which doesn't figure in financial situations. We have fat agents holding fat contracts and lean agents holding lean contracts, with the lean agent showering in the fat one's perspiration while sweating out of a fat contract. I've read lean contracts that were carried in general agents' money belts so long that they became fat ones thru collecting grease from stomach pouches.

Fat midway contracts and Fat Shows' contracts should not be confused. The first comes under the heading of "fat soluble," which is a substance that dissolves fat; the second throws the fat of the land on lean managers. In my day I have seen the leanest fat contracts and the thinnest Fat People shows that were dehydrated thru six weeks of rain and which defied the laws of dehydration. One season I tramped with a manager who spent his final season trying to render enough fat contracts into cracklings for a sandwich. On closing night he was seen

in a railroad jungle chewing on a bacon rind.

Some managers demand their fat contracts smoked. That throws their shows into late colored fair dates without the benefit of hog jowls. There was a Western showman who demanded plenty of suet in his fat contracts. He wound up trying to illuminate his midway with tallow candles, which was before the day of candlesticks as bingo prizes. He later went in for egg-candling and became an authority on the rise and fall of candle power.

During the lean pre-war years a truck show that had played nothing but fat contracts wound up the season with a sack of mildewed flour in its billing truck, but hadn't greased the right hand side of its ledger enough to jungle up hot cakes for its help during the winter. That streamlined the help before early spring.

From an old-timer we learn that unless a fat contract is hefty on a manager's side it won't grease the wheels of his rides and of the midway industry. That is why they stopped using the catching of greased pigs as free acts. Some of the more progressive midways already have declared fat contracts, wherein the shows pay for free acts at pumpkin or promotional fairs, null and void and have reverted to hog-calling contests, which forces the fair board to call for its fat in front of grandstands instead of in office wagons. Manager Pete Ballyhoo stated that he is writing a book titled *The Art of Removing Lard From Agents and Contracts*. MAJOR PRIVILEGE.

Wis. Opening Draws 61,780; 'Songs of Century' Solid Click

(Continued from page 49)
berta and Mack, knockabout comedy team, and DeMar and DeNice, dancers, worked effectively in the production numbers.

Interspersed were the following circus acts: The Waldorfs, high pole; the Loyal Repensky Troupe, riding; the Phelps, head-balancing; Paul Sydel, dog act, and Edmondo Zaccchini's double cannon act. Lester Cole, who provided the vocals with

his Debutantes, emceed. Music was by Steve Swedish's orchestra, a 24-piece unit.

Night Show Televised

Songs of a Century was produced by Barnes-Carruthers Theatrical Enterprises, Chicago, headed by Sam J. Levy, with Ainslee Lambert and Dorothy Hild supervising. It will be followed on the exposition's program by the Barnes-Carruthers No. 1 fair revue, which opens next week at the Ionia (Mich.) Free Fair.

Songs of a Century and the Thearle-Duffield fireworks display, which followed it, tonight were televised in their entirety by WTMJ-TV, Milwaukee. Pick-ups, particularly of the circus acts, were excellent. The video outlet here has mapped an intensive program of pick-ups thruout the event.

One of the countless features of the expo, incidentally, is a new radio hall, from which many radi stations are airing a large number of programs. The fairgrounds, in fact, has gone thru an amazing transformation. Many new buildings have been built, not only by the fair but by Wisconsin concerns. Not the least of these are charming eating and drinking places, one, as in the case of Schlitz Brewery, a block long.

Old fair buildings have been thoroly renovated and given a remarkable face-lifting. Arresting fronts have been constructed. The centennial theme has been translated in many fields into interest-pack exhibits which do a powerful selling job and command high interest from expo-goers.

Details of the physical transformation of the fair plant, the innovations in exhibits, the midway operations, and methods used in promoting the event will be detailed in the next issue of *The Billboard*.

FOR SALE
MICKEY MOUSE SHOW
New shed, roof, top and frame, 26 ft. front, 18 ft. deep. Banner line 14 ft. high with arch. 100 sides, pit 10 ft. by 6 ft., plenty toys, very flashy. Screen P.A. set and horn. '32 Dodge bus to haul show. Can be booked on Show for best Wisconsin Fairs. Best reason for selling. Ideal for park location. Price \$1,100.00. **GEO. H. MOHR, s/o BODART SHOWS, Ladysmith, Wis., Aug. 12-15; Merrill, Wis., Aug. 16-21; Mrs. Geo. Mohr, 2010 Superior St., Racine, Wis.**

WANTED
For I. O. O. F. Labor Day Celebration, Sept. 4-5-6 Stock Concessions, Lead Gallery, Ferris Wheel, Chairplane. Ford Car to be given away. Write **H. MUDROCH** Freetown, Ind.

WANT CARNIVAL
Gasconade County Fair
OWENSVILLE, MO., SEPTEMBER 14-18.
Contact D. V. FRAME, Owensville, Mo.
LARRY MONTGOMERY
CONTACT
JAM-UP AND HONEY
NASHVILLE

FOR SALE
One of the best Short Range Shooting Galleries. All steel. Made in trailer if interested. Worth looking into.
W. H. LEWIS
Care G. A. Stephens Shows, War, W. Va.

GREAT CARLISLE FAIR, CARLISLE, PA.
August 16-21

PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"
50th Annual Veterans of Foreign Wars Celebration, Uniontown, Pa., week Aug. 23-26.

WANT SHOWS—Hobby, Mechanical.

CONCESSIONS—Jewelry, High Striker, Guess Your Age, Scales, Peany Arcade, Novelties, all types of Grind Stores

Will place for all our fairs Custard, Popcorn, Candy Apples, Grab outfits, Kats and Drinks. We have the X on fairs from fence to fence. Make reservations now and be sure of a location.

Bob White wants Girls for Revue. Highest salaries.

Wanted—Firemen for Rides, Chairplane and Park 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.

Ride Help of all kinds always wanted. Pay the highest salaries and the biggest bonuses to the right people. If you drive Semis, come on.

Will place Kiddle Boat Ride for all our Fairs. Come on.

EVERYBODY WIRE SAM E. PRELL
PRELL'S BROADWAY SHOWS BUTLER, PA., THIS WEEK
THEN PER ROUTE

WILSON GREATER SHOWS

Want for the Following Fairs:
Delta, Aug. 13-15; Montrose, 17-21; Rifle and Hotchkiss to follow; all Colorado. Then three Fairs in Arizona. Will be out till Dec. 1. Open Feb. 6 in Phoenix.

Want First Man for Eli Wheel; Blackie, wire. Can place some Concessions. Want Agents for Slum Stores. Ted Corey wants Agents for Count Store and Blower. All replies to **LLOYD "MICKY" WILSON**

WANTED FOR FOUR WISCONSIN FAIRS

Stock Concessions, Photos, Short or Long Range Lead Gallery, Hi-Striker, Arcade, Basketball, Novelties and Floss. SHOWS—Athletic, Snake, Mechanical. RIDE HELP—All Rides, top salary, long season. CONCESSION AGENTS—Kenneth Don Meyer wants capable Concession Agents. This show will be out until November. Have several good contracts in the cotten country. All replies:

DAIREE STATE SHOWS
Fennimore, Wis., this week; then per route.

BEE'S OLD RELIABLE SHOWS, INC.

WANTS WANTS WANTS

FOR JESSAMINE CO. FAIR, NICHOLASVILLE, KY., AUG. 16-21, and Balance of Season.

Rides—Will book any Ride not conflicting. What have you? Also want Wheel Foreman. Concessions—Want Merchandise Concessions of all kinds. Especially want Photos, Custard, Diggers, Cotton Candy, Snowball and Novelties.

Shows—Will book any Show with own transportation and equipment—20% to office. Want GIRL Show to join at once. Must have three girls. We have everything except speakers.

TOMPKINSVILLE, KY., THIS WEEK.

ORANGE BLOSSOM SHOWS

WANTED FOR FAIRVIEW, INDIANA, FARMERS' FAIR, AUG. 18-21.

BIGGER AND BETTER THAN EVER. PLENTY OF FREE ACTS. PLENTY OF PEOPLE.

Stock Stores of all kinds (except Eat and Bingo), Ball Games, Pitch-Till-You-Win, Novelties, Short Range Gallery, Photo, or what have you? People who have played this spot before, come on or contact this week at Ridgeway, Ohio. Grand Shows with own outfits. Ride Help on all Rides, First Man on Wheel. No drunks. Working People in all departments. All replies to **A. P. HINNANT or W. H. MYERS.**

Two more red hot spots, then south for winter.

WANT BINGO COUNTER MEN, \$50.00 PER WEEK

NO FAIRS. LUSHES AND CHASERS. SAVE YOUR TIME AND MINE.

ED DIEBERT, Care Bullock Amusement
Flap Top, W. Va., Aug. 9; Rhodell, W. Va., Aug. 16. One move a week.

AGENTS WANTED

Sober, capable Agent for Grind Store. Can place capable Agents on Hanky Parks at all times. Want P.C. Dealers to work on other stores when P.C. does not work. Plying Minnesota and Iowa Fairs, then south.

EARL TAUBER
Hibbing, Minn., Fair, Aug. 12-15; Monticello, Iowa, Fair, Aug. 17-21.

FLOYD O. KILE SHOWS

WANT RIDES, CONCESSIONS

Can place any Major Ride, especially Wheel and Kiddle Autos. MAKE YOUR OWN PROPOSITION. Bill Harrington, Ted Riley, contact me. Need Rides for small cotton spots. Cotton is in new. Cobe Rides will be in, no competition. Can place all Stock Stores, small Shows, Pitch-Till-You-Win, Cobe Bottles, Darts, or what have you? Want Agents for Ball Game and Peany Pitch. Want sober, reliable Merry-Go-Round Man. Good salary. Join on wire. Will place wife on Concessions. We play the sticks where money is. No grift, gate. Capable Help, wire or come on.

SUNSET, LOUISIANA, AUG. 9 TO 15.

LONE STAR SHOWS

Want Ride Help. First and Second Men for Merry-Go-Round, Super Rolloplane, Tilt-a-Whirl; Foreman for Octopus. Truck Drivers for late model trucks. All winter's work. Going south, playing Fairs up until November 18 in Georgia. Want Concessions of all kinds at \$15 a week.

Three Rivers, Mich., August 11-14; Kouts, Ind., 16-22.

We have 12 office-owned Rides. Address all wires and mail to John R. McSpadden, per route.

GIVE TO THE DAMON RUNYON CANCER FUND

CARAVELLA AMUSEMENTS

ROLLING BIGGER AND BETTER

12 FAIRS—STARTING REEDSVILLE, PA., AUG. 23—12 FAIRS
(MIFFLIN COUNTY FAIR)

ARMSTRONG COUNTY FAIR
FORD CITY, PA., Sept. 6 to 22

CLARENDON COUNTY FAIR
MANNING, S. C., Oct. 4 to 9

CUMBERLAND COUNTY FAIR, CUMBERLAND, MD., Sept. 13 to 18
(This is the Big One. The Fair of the Year.) (Don't Miss It.)

DAUPHIN COUNTY FAIR
GRATZ, PA., Sept. 20 to 25

WILLIAMSBURG COUNTY FAIR
KINGSTREE, S. C., Sept. 27 to Oct. 2

KERSHAW COUNTY FAIR
CAMDEN, S. C., Oct. 11 to 16

HORRY COUNTY FAIR
CONWAY, S. C., Oct. 18 to 23

THANKS TO ALL FAIR SECRETARIES AND SHOWMEN WHO HAVE MADE THIS
SHOW A SUCCESSFUL ONE IN 1948. PLEASE VISIT US.

CONCESSIONS ALL OPEN. Popcorn, Ball Games, Bowling Alley, Age & Scales, Blower, String, Darts, High Striker, Photo, Jewelry and Novelties.

RIDE OWNERS Can place at once and for the above Fairs: Pony Ride, Chairplane, Spitfire, Moon Rocket, Tilt-a-Whirl, Fly-o-Plane and Ferris Wheel, or any non-conflicting Rides.

SIDE SHOW Organized Side Show needed at once. Freaks and Side Show People, Fire Eater, Prof. Ritz, contact. Girl wanted to stand for Knife Thrower and Whips. Wire Jack Cortall.

SHOWS Can use Girl Show, Monkey Show, Snake Show, Motor Drome, Posing Show and Hawaiian. Can use Colored Minstrel. We have tops and fronts.

MUSICIANS Johnny Delmar, featuring Arabella of Stage and Screen, can use Accordion Player, Guitar Player and Trumpet Player for his Girl Revue. Also Girls.

TALKERS For all Shows.

AGENTS For all Stock Stores.

RIDE HELP On all Rides. Top salaries. Agitators and drunks will not be tolerated.

HELP A-1 Lot Man who knows his business. Useful Carnival Help in all departments. Canvas Man and Billposter. Mrs. Meyers wants Cookhouse Help.

ATTENTION! Following people contact me at once: Joe and Lenny Lux; Patterson Dutch, can use you to play my Pet Store; Duke, Bobby Allan and any others I know. We will carry a limited amount of Concessions and guarantee to operate.

HARRY "BUSTER" WESTBROOK

ALL WHO HAVE BEEN WITH ME IN THE PAST PLEASE CONTACT ME AT ONCE

FRANK CARAVELLA, Owner and Manager

This week, Nanty Glo, Pa., then per route

WANTED FOR 12 WEEKS, 5 FAIRS **H & H SHOWS** **WANTED FOR 12 WEEKS, 5 FAIRS**

Five office owned major Rides. Opening August 16.

CONCESSIONS—Ball Games, Dart Balloons, Cork Gallery, Photo Gallery, Novelties, Glass, Coke Bottles, etc.

SHOWS—Monkey, Snake, Wild Life, Ten-in-One, Fun House or any show that is clean and able to get money.

Calling Geo. West, Henry Paullessen, Jack Orr and Eggleston's Monkey Show.

FREE ACTS WANTED

Geo. Harson, get in touch.

Acts must be high and thrilling.

B. D. Pease wants Agents for PC, Pan Game and Stock Stores.

All replies to W. (Eddie) Horne, Hickory, N. C.

WANTED

High Diver and Diving Girls for spring board. Ride Help. Agents for Slum Stores, 10 Cent Grind Stores.

JOHN KEELER

KEELER'S MODERNISTIC SHOWS

Ridgely, Md., this week; Preston, Md., next week.

GRACELAND GREATER SHOWS

WANT FOR TWELVE MILE, INDIANA, FAIR AND THREE MORE INDIANA FAIRS

Can place one Kiddie Ride. **CONCESSIONS**—Cookhouse or Grab, Photo, Long or Short Range Shooting Gallery, Diggers, High Striker, String Games, Bottle Games or any legitimate Concessions not conflicting. **SHOWS**—Can place Girl Show with or without own equipment. Good proposition to any Show that can get money. All replies to

Manager, Graceland Greater Shows, Newcomerstown, Ohio, this week.

VICTORY UNITED SHOWS

CAN PLACE FOR EIGHT WESTERN NEBRASKA AND COLORADO FAIRS

Animal Show, Girl Show, Mechanical Show. Any Flat Ride. Will pay cash for Rolloplane, lease or book same; no junk wanted. Can use Hanky Panky not conflicting.

Bladen, Nebr., 10-11-12; Julesburg, Colo., 16-17-18, Fair. Wire

PERCY JONES or SCOTT LAMB

CLUB ACTIVITIES

National Showmen's Association 154 Broadway, New York

NEW YORK, Aug. 7.—Executive Secretary Walter K. Sibley visited the Victory Shows at Hempstead, L. I., last week and visited Owner Billy Giroud, Mrs. Giroud, Ike Weinberg, Nick Anniello, Harold Nevins and John Nichols.

On a week-end Southern tour he visited the Endy Bros.' Shows at the Harrington (Del.) Fair, where he was received by Past President David Endy, life member Lou Rice, Secretary Kohn, Jack Owens, Tom Pell and Kenny Moore.

On to the Virginia Greater Shows at Cambridge, Md., he was hosted by Manager Murray in the absence of Owner Rocco Masucci. His next stop was Seaside Park, Virginia Beach, Va. Jack Greenspoon was away on a trip, but Sibley was greeted by Mrs. Jack Greenspoon, Mack Harris, Mr. and Mrs. Pat Martino, Leo and Charley Suggs, C. D. Sullivan, Clarence Giroud, Sol Wahnish, Harry Bennett, John McLees, Fred Landers, Frank Biddle and Mrs. Ida Harris.

He also visited the Joseph J. Kirkwood Shows at Washington. NSA Secretary Ralph Decker was absent at the time. Sibley stopped at the Jack J. Perry Shows at York, Pa., and had visited Vice-President Perry, who says he is working on the club's building fund campaign and expects to meet his quota. He is also running bingoes locally and expects to put on a few jamborees. Among those seen on the show were Ben Braunstein, Eddie Davis, John Ryan, Joe King, Dutch Whitesides, Izzie Firesides, Brownie Odom, Stash Goldberg, Max Sharp, Cluth Helms and Howley.

Sibley also paid a visit to the Gerard Shows and saw Charles Gerard, Mrs. Gerard and Ralph Endy. William Lish had just returned from the West where he had a check-up at the Mayo Clinic. A recent visitor was Richard Agne, son of Harry Agne, from Liverpool, N. Y.

The following applications have been approved for membership: Timothy Cronen, Charles Keljikian, Carl E. Arcaro, Frank A. Meyer and Leroy H. Wagner—all sponsored by David Brown. New applicants are Sven Albert Peterson, sponsored by Joseph Milana, and James M. Stover, by Jack Perry.

Dues are now due. Have you sent yours in?

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Aug. 7.—Clubroom has been humming with activity as several shows are playing the Detroit area.

Membership drive, headed by Chairman Patty Conklin, is going strong. New members include Harry Davis, Newell Taylor, Fred Jason, William Weekly Jr., Harold L. Schiller, Kenneth D. Schudlich, Arthur Schwartzau, Max Ellman, William V. Bailey, Sam Brody, Joseph Randall and Harry C. Lewis.

President Harry Stahl and Gerry Condon have been passing out cigars—recently born daughters to both.

Members were saddened by the recent deaths of Doc Rivers, Edward Rivers, Edward Collins, Joe Pisari, William Ciune and Louis Margolis, all club members.

Secretary Bernard Robbins has been busy visiting shows in the area. He caught the Cavalcade of Amusements at Hammond, Ind., last week and plans to visit the Cetlin & Wilson Shows at Pontiac, Mich.

Ladies' Auxiliary

Jo Quinn, chairman of the auxiliary membership drive, ordered pins to present to those who submit a new applicant. Pins have been presented to Dot Miller, Emielene Beugnet,

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Aug. 7.—Early results on the cemetery fund drive have arrived from Joseph J. Fontana, of the L. J. Heth Shows. Rube Liebman reports he has been on the sick list but soon will begin work in earnest on the membership drive. The prizes will be \$100 to the member presenting the greatest number of applications, with a minimum of 50; and an award of \$50 to the second highest, with a minimum of 35.

Max Goodman was in town for several days. Bob Parker has returned from Canada. Irving Malitz is undergoing treatments at the Illinois Masonic Hospital. Herman Pluda was taken suddenly ill in Kalamazoo, Mich. The Johnny J. Jones Exposition has mailed in a check, covering all expenses in the recent hospitalization of Josephine Heywood. All final checks in the muster-out fund have been mailed. There is mail at the clubrooms for Moe C. Claman, Sam Wilner and John M. Stone. Paul Studebaker is in town for medical attention. Foster Bell, Earl Newberry and Earl Shipley are among those recently noted at the Atwell Luncheon Club. Palfi, of Mrs. Rose's Midgets, is in American Hospital here. Membership cards for 1949 are ready.

Recent visitors at the clubrooms have included James Roach, Charles H. Hall, Oliver Barnes, Max Brantman, Mel Harris, Lou Keller, Lou Leonard, Julius Wagner, Fitzle Brown, William Hetlich, John Dehner, M. Heiman, Robert MacDowell, Eli Rudick, Charles Levine, Walter F. Driver, Dr. John LaMarr, and Mrs. Rose.

Mel Harris has purchased a new Dodge and, as soon as he breaks it in, is planning a trip. Ned Torti entertained members of the Blue Goose Golf Club Sunday (8) in Milwaukee.

Louise Preston, Mayme Wade, Belle Frayne, Peggy Cohen, Francis Moran, Jo Quinn, Lottie Johnson, Na Dean Bellick and Marian Dickstein.

New members include Clara E. Moren, Mary Merlo, Leona Merlo, Anna Diamond, Eva Weisberg, Alvira C. Whalon, Kathleen H. Lewis, Jo Ann De Grave, O. Lewis, Elizabeth L. Weekley, Ada Witt, Marie E. Barber, Louise Kragh, Mary G. Wilson, Iva Chesney, Elva Gaveron, Alice La Vigne, Dorothy Van Allen and Grace Rouse.

Sweeney's United Shows

WANT FOR WIDEN, W. VA., STREET FAIR

AUGUST 16-21

First Show in 18 Years

Want Concessions of all kinds except Bingo. Want Ferris Wheel, your own proposition.

Spencer, W. Va., this week; then Widen.

Street Fairs until Oct. 20.

Come on to Spencer.

Frank Sweeney, Mgr.

WANTED WHEEL FOREMAN

Experienced only. Must know how to put up and tear down. Also one experienced in wiring show. \$65.00 per week. Wife can run a Concession. Possibly no bush bounds. Wire or write:

KAY AMUSEMENT COMPANY

2758 N. 46th St., Philadelphia 31, Pa.

FOR SALE

A GOOD THRIFTY SIX-LEGGED PIG

TWO MONTHS OLD. BEST OFFER TAKES IT.

CONTACT

ERNEST CASKEY

Route 8, Raymond, Minn.

GIRLS FOR TWO SHOWS

Those that have worked for Billie Milton, Larry Carey, Bob Anderson, wire. Jackie Dinardo, Tricie Lee, Betty Lorraine, Dixie, can use you.

BOB ANDERSON

Joseph J. Kirkwood Shows, Richmond, Va., this week.

Pacific Coast

Showmen's Association

35 S. Hope Street, Los Angeles 16

LOS ANGELES, Aug. 7.—First business session in more than a month was held Monday (2), with Vice-President Candy Moore presiding. Also on the rostrum were Treasurer Al Weber and Executive Secretary Al Flint.

Short talks were given by Jimmy Ann, Al Flint and Harry LaMack. A vote of thanks was tendered Flint for his work in behalf of the club previous to his departure on a two-week vacation.

Chaplain Jack Hughes, who recently returned from a vacation, reported that he visited many show folk in the East.

It was announced that the next regular business meeting will be held August 16.

Vice-President Slim Wells recently returned from Chicago and immediately departed via clipper to Honolulu, where he will remain several weeks.

Mike Doolan reports from Chicago that he has been successful in raising funds for the club and expects a good jackpot by the end of the season.

Ben Samuels also has indicated that he will have a doings in the interests of the club. President George Coe writes that the West Coast Shows put on a hi jinks at Eugene, Ore., and raised a good sum. Assurances also have been received from the Douglas Shows and Ferris Greater Shows that they have money-raising plans.

Sick list includes Harry MacDougal, ill at his home in Compton; Harry Wills, recuperating at Monterey Park; Al Rodin, in Hillside Hospital, Klamath Falls, Ore.; Bill Smith, of the West Coast Shows, reported ill by President Coe, and Ray Brown, at his Los Angeles home.

Ladies' Auxiliary

Charlotte Cohen, vice-president, was in the chair at the August 2 meeting. Peggy Forstall introduced Heida, a prospective member; Mary Bachilupe introduced Agnes Rayse, and Ruby Kirkendall introduced Stella Brake, who said she wanted to reinstate her membership.

Letters from the following were read: President Madge Buckley, Gladys Mackey, Peggy Steinberg, Doris Douglas, Ada Mae Sabo, Edith Walpert and Sylvia Lundgun. Vera Selby was reported on the sick list.

Elsie Suker was called upon for a short talk. Door prizes were donated by Mabelle Bennett and Esther Carley. Mora Bagby contributed a bingo prize. Bank award went to Maree Rhodes. Doris Douglas donated material for aprons to be made for the bazaar and Mora Bagby gave a set of shoe trees for that event.

A party will be held in the club-rooms August 25 at 1:30 p.m., with Mora Bagby, Charlotte Cohen, Esther Carley, Opal Manly, Maree Rhodes, Mary Bachilupe and Norma Burke as sponsors. Admission will be \$1. There will be several door prizes and bingo awards, with the proceeds to go to the bazaar fund.

Wethersfield Event Set

WETHERSFIELD, Conn., Aug. 7.—A carnival will be held here September 13-18 under the sponsorship of the fire companies. Frederick W. Burgey and Fred Gadd are co-chairmen.

Arizona State to Crafts

PHOENIX, Ariz., Aug. 7.—Crafts 20 Big Shows yesterday were awarded the contract to provide the midway at the Arizona State Fair here November 5-14.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Aug. 7.—The visitation program recently included Jermain Rides at Gates-Chili, N. Y., July 22; the Mills Bros.' Circus at the Emerson Street lot here July 23, and the Jones' concessions at Sea Breeze, N. Y., July 24. The Mills circus was visited July 25 at Canandaigua, N. Y.

During the Strates Shows' engagement at Rochester, the writer visited nightly. Besides visiting with James E. Strates, owner-manager, the writer renewed acquaintances with Dick O'Brien, Edward Rahn, Starr DeBelle, Roy Jones and K. H. Leeworthy.

A list of process agents required of motor carriers under the Interstate Commerce Act is on file at the association office here.

Information from Washington indicates that the money supply in the hands of individuals is continuing to rise. Farm income, too, is higher, indicating that the fair season should be good.

Tax calendar includes the following: August 10—Payment of withholding taxes for July where the amount exceeds \$100; August 15—Individual partnership and corporate income tax returns due for the fiscal year ending May 31, 1948, and the payment of one-quarter of the tax for the fiscal years ending August, November and February; August 31—July excise tax returns due and payable.

Expo for Wilkes-Barre

WILKES-BARRE, Pa., Aug. 7.—Wyoming Valley Parade of Progress, an indoor trade exposition, will be staged September 21-25 in the Kingston Armory here. E. F. Smith Jr. is secretary, and Sheldon C. (Windy) Wintermute, press director.

3,000 in Syracuse Show

SYRACUSE, Aug. 7.—The history of Syracuse will be portrayed in a gigantic Centorama having a cast of 3,000, for eight nights beginning Saturday (14). The presentation will highlight nine historical events, and will be a feature of the city's centennial celebration.



Dog Shows

CALIFORNIA

Stockton—Aug. 22. Frank Belmore.

CONNECTICUT

Litchfield—Aug. 28. Foley, 2009 Ranstead St., Philadelphia.

IOWA

Sioux City—Aug. 31-Sept. 1. Mrs. George E. Mitchell Jr.
Waterloo—Aug. 29. Mrs. Russell Peterson.

MASSACHUSETTS

Great Barrington—Aug. 29. Foley, 2009 Ranstead St., Philadelphia.
Marshfield—Aug. 22. Horace J. Perry, 443 Crescent St., Brockton, Mass.

NEW YORK

Amsterdam—Aug. 14. Foley, 2009 Ranstead St., Philadelphia.
Schenectady—Aug. 15. Foley, 2009 Ranstead St., Philadelphia.

OHIO

Canton—Aug. 27. Elizabeth Fogel, 245 22d St., N. W.
East Liverpool—Aug. 15. R. Middleton, Alliance, O.
Ravenna—Aug. 28. J. T. Collins.

PENNSYLVANIA

Chester—Aug. 21. Foley, 2009 Ranstead St., Philadelphia.
Ebensburg—Aug. 15. M. J. Farbaugh, Carrolltown, Pa.

S. & L. SHOWS

Want for Sheakleyville, Pa., Old Home Week with 12 fairs to follow

CONCESSIONS—Cork Gallery, Lead Gallery, Dafts, Fishpond and any other Concessions working for stock. Also Agents for office-owned concessions.

RIDES—Want Second Men on all Rides. Semi-Drivers preferred.

SHOWS—Want one more Money-Making Show of high standard. Will give billing to real feature act.

Bill Harding wants 2 Bingo Counter Men who know fairs. Top salaries paid to real workers. Write or wire

MARIO SERVIDIO, S. & L. Shows, Sheakleyville, Pa.



JIMMIE CHAVANNE WANTS

FOR SIDE SHOW ON WORLD OF TODAY SHOWS

Freaks, Working Acts, Ticket Sellers that can make second openings. Nothing too big if you can produce. Jackie Dale, Deloris and Popeye Eugene Todd, Bill Baldwin, Thelma Glover, any Side Show Acts available. wire Austin, Minnesota; then New Ulm, Minnesota. Nine big fairs.

JOHN R. WARD SHOWS

WANT

Trainmaster and Polers.

Ride Foreman for Fly-O-Plane, Scooter, Octopus and Twin Wheels. Help on all Rides, top salaries.

Want Lot Man, Blacksmith, Wagon Builders and Neon Men. No drunks wanted.

Want Experienced Man and Wife to operate Frozen Custard.

Want Special Agents. Mickie Rankin, wire me.

WANTED—First Class Talker for large Girl Revue.

JOHN R. WARD SHOWS

Billings, Mont., this week; Casper, Wyo., next week.

WANT

Photos, Long or Short Range Gallery, High Striker, Bumper, any Stork Store.

WANT—Side Show, Monkey Show, Snake Show, any Grind Show. Kitty Kelly, get in touch with me.

WOODY McBRIDE, McBride Bros.' Shows

Richlands, Va., this week.

SILVER STATES SHOWS #1

Wants for Colorado and Western Nebraska Fairs Two a Week Until October 1

Will book one Major Ride. Want Ride Men who can get it up and down twice a week. Top wages and bonus. Will place Photos, Lead Gallery, Flows, Snow, Hanky Panks of all kinds. Need Man for front of latest framed Animal Show in the business. Butch Goff has good proposition for couple to work Grab. Can also place Shillo and Count Store Agents, Hanky Pank Agents and Pee Ball Dealer. Leon McLendon can place Agents for new Razzle. Jack Cohen, answer. Capable Help in all departments, come on. Contact JIM CARPENTER, Yuma, Colo., Aug. 10-12; Minatare, Nebr., 13-15; Akron, Colo., Aug. 16-18; Hugo, Colo., Aug. 19-21. Unit #2 can use Hanky Panks of all kinds and Useful People in all departments. Shows with own outfits, contact HARRY RICHMAN, Union, Nebr., Aug. 6-11; North Bend, Nebr., Aug. 12-15; Stuart, Nebr., Aug. 17-18; Eastport, Nebr., Aug. 19-22; Oakland, Nebr., Aug. 23-26; all Nebraska Fairs and Celebrations.

DON FRANKLIN SHOWS

WANT

WANT

LEGITIMATE STOCK CONCESSIONS OF ALL KINDS. RIDE HELP—FOREMAN FOR SPIT FIRE (BUDDY JURDEN, CONTACT) SECOND MEN FOR 8 RIDES. ALSO WANT SEARCHLIGHT OPERATOR. WANT NIGHT WATCHMAN.

Now Showing: Unit #1, Junction, Tex. (Fair); Unit #2, Boerne, Tex. (Fair).

ALL REPLIES: DON FRANKLIN, MGR., AS PER ROUTE

BARNEY TASSELL UNIT SHOWS

BOOKING NOW—BOOKING NOW

For My Tobacco Festivals and Florida Dates

RIDES—SHOWS OF MERIT AND LEGITIMATE CONCESSIONS OF ALL KINDS. Can place Foreman for Spitfire and Help in all departments. Must be able to drive semi trailers. Write or wire to permanent summer address. 4501 Madison Ave., Riverdale, Maryland. Phone Washington, D. C., Exchange: Union 4549.

BOONE VALLEY SHOWS, INC.

Want Girl Show and all kinds of Concessions not conflicting. Come to Rock Rapids, Iowa, Aug. 14-18, County Fair.



Coming Events

ARKANSAS

DeWitt—Am. Legion Celebration, Aug. 10-14.
 Roy Douglas, R. J. Rawlings.
 Mammoth Spring—Soldiers, Sailors & Marine Reunion, Aug. 16-21. E. E. Sterling.

CALIFORNIA

Chula Vista—Fiesta de la Luna, Aug. 19-21.
 Jeans Cummings.

COLORADO

Buena Vista—Lettuce Day, Aug. 14-15.
 James Morrill.

CONNECTICUT

Danbury—Celebration, Aug. 20-23. A. P. Callouetta, 272 Main St.
 Windsor—Am. Legion Celebration, Aug. 15-21.

IDAHO

Caldwell—Stock Show & Night Rodeo, Aug. 10-14. T. E. Wright.

ILLINOIS

Blandinsville—Farmers' Picnic, Aug. 12-13.
 Allen L. Klmier.
 Chicago—Railroad Fair at 23d St. July 20-Sept. 6.
 Clayton—Old Settlers' Reunion, Aug. 19-20.
 Paul Campbell.
 Oulom—Am. Legion Homecoming, Aug. 12-14. John C. Hahn.
 Farmington—Am. Legion Fall Festival, Aug. 12-14. James Vaira.
 Mahomet—Fall Festival, Aug. 19-21. J. O. Pasley.
 Mansfield—Homecoming, Aug. 25-26. Cal Risor, Tuscola, Ill.
 Meredosia—Am. Legion Homecoming, Aug. 12-15. Robt. Chambers.
 Minier—Minier Homecoming, Aug. 27-28. Glen Myers.
 Momence—Gladiolus Festival, Aug. 19-21. John Gellino.
 Plymouth—Old Settlers' Celebration, Aug. 26. R. D. Cravens.
 Roodhouse—Chamber of Commerce Celebration, Aug. 9-14. W. L. Worcester.
 Rochelle—Farmers' Picnic, Aug. 19. Sam Nichols.
 Stonefort—County Reunion, Aug. 18-21. Lloyd Boyd.
 Villa Park—Pioneer Week, Aug. 24-30. O. of C. and VFW.
 Wilsonville—Firemen's Homecoming, Aug. 28-29. Louis Pellegrini.
 Windsor—Harvest Picnic, Aug. 28. Raymond R. Hall.

INDIANA

Columbia City—Am. Legion Festival, Aug. 18-21. George J. Linniger.
 Covington—Am. Legion Street Fair, Aug. 22-28. H. L. Simmons.
 Demotte—Am. Legion Celebration, Aug. 12-14. John H. Boesman.
 Engle—VFW Homecoming, Aug. 9-15. Robt. G. Kilburn.
 Knox—Fall Festival, Aug. 24-28. Frank Young.
 Odon—Old Settlers' Reunion, Aug. 19-21. H. O. Marshall.
 Quincy—Quincy Picnic, Aug. 12-14. H. O. Hurst, Cloverdale, Ind.

IOWA

Charles City—Harvest Jamboree, Aug. 12-14. E. L. Zipse.
 Cherokee—Pilot Rock Plowing Match, Aug. 19-20. Glenn Curtis.
 North English—Creamery Picnic, Aug. 18-19. Russell Ferris.

MARYLAND

Galthersburg—Livestock Show, Aug. 21. R. N. Whipp, Rockville, Md.

MICHIGAN

Blissfield—Harvest Festival, Am. Legion, Aug. 17-18. Gilbert Blanks.

IMMEDIATE DELIVERY ANYWHERE

Patented Electric Kiddy Wheel, Sunshine Choo Choo Train and Water Boat Rides. Should pay for themselves quickly. Easily set up. One person can operate. Requires small space. Big flash. Children and adults wild about them. Also Little Beauty Merry-Go-Round, Smith & Smith Chairplane, Aeroplane Ride, complete Penny Arcade, 20 by 40 Top.

SUNSHINE MFG. CO.

2105 East Chelsea St. Tampa, Fla.
 Member Chamber of Commerce

GIRLS WANTED

for Revue. Hula, Rhumba, Oriental and Strippers. 12 Fairs, then Florida. Top pay with bonus. Tickets if you need them.

TED BLANK

Mt. Olive, N. C., this week; Goldsboro, N. C., next week.

Jas. M. Rafferty's Shows

Detroit—Civic Celebration, Tashmoo Park, Aug. 8-15. Paul Greeley, 608 Temple.
 Potosky—Sportsmen's Show, Aug. 11-14. Chamber of Commerce.
 Springport—Homecoming, Aug. 12-14. W. K. Gibbs.
 Three Rivers—V. J. Jubilee Celebration, Aug. 11-14. A. J. Sebo.
 Zealand—Farmers' Day, Aug. 25. Wm. O. Baron.

MISSOURI

Bland—VFW Picnic, Three days, week of Aug. 16. E. E. Meyers.
 Bucklin—Homecoming, Aug. 12-14. Arnold B. Stanley, Chamber of Commerce.
 Hermann—Homecoming, Aug. 21-22 or 28-29. R. W. Ochsher.
 Hopkins—Hopkins Picnic, Aug. 19-21. Glade Traster.
 New London—Fall Festival, Aug. 26-28. Sanford McCuna.
 Steelville—Livestock Show, Aug. 18-21. E. E. Rouse.
 Tarkio—Tarkiasta Celebration, Aug. 25-28. Jack Kelley.
 Ulrich—Reunion & Homecoming, Aug. 18-21. Milton O. Hillebrand.
 Waynesville—Lions' Club Carnival, Aug. 18-21. Ed Moneymaker.

NEBRASKA

Auburn—Fall Festival, Aug. 25-27. John Rose, Chamber of Commerce.
 Omaha—Santa Lucia Festival, Aug. 7-15. Dr. S. Suters, A. S. DePetro.
 Ravenna—Aun-E-Var Celebration, Aug. 23-25. Ben Howell.

NEW JERSEY

Belvidere—Farmers' Picnic, Aug. 18. O. P. Lorenzo

NEW YORK

Granville—Firemen's Carnival, Aug. 7-14. Morris Rote-Rosen.

NORTH CAROLINA

Newton—Soldiers' Reunion, Aug. 18-21. Miss Willie Self.

OHIO

Bryan—Chamber of Commerce Jubilee, Aug. 11-14. J. M. O'Neil.
 Cincinnati—Food Show at Zoo, Aug. 24-Sept. 6. J. Henser, 3400 Vine St.
 Gibsonburg—Volunteer Firemen's Homecoming, Aug. 25-28. Frank Ortney.
 Hoytville—Hoytville Homecoming, Aug. 18-21. D. D. Leatherman.
 Magnolia—Magnolia Homecoming, Aug. 11-14. W. H. Chaddock.
 Marietta—Midwest Regatta, Aug. 21-23. Jno. W. Dow, Am. Legion.
 Minerva—Tri-County Fair, Municipal Park, Aug. 16-21. David Long.
 Quaker City—Homecoming, Aug. 12-14. I. W. Hartley.
 Silex—Fall Festival, Aug. 28-29. Paul E. Spiker.
 Struthers—Veterans' Homecoming, Aug. 18-21. Bill Gold.
 Valley City—Street Fair, Aug. 23-29. George M. Hamby Jr.

OREGON

Astoria—Salmon Derby, Aug. 30-Sept. 6. Al Hetsel.

PENNSYLVANIA

Blairsville—VFW Jamboree, Aug. 9-14. Paul L. George.
 Grove City—Sesqui-Centennial Celebration, Aug. 23-28. Herman M. Rodgers.
 Lemoyne—W. Shore Lions Club Fair, Aug. 16-21. Robt. S. Viguera.
 Pitsburgh—Am. Legion Celebration, Aug. 23-28. H. L. Wallace.
 Reading—Bi-Centennial Industrial Expo, Aug. 14-Sept. 6. Chas. W. Swoyer.
 Sheakleyville—Homecoming, Aug. 11-14. O. L. Clark, Hadley, Pa.
 Six-Mile-Run—Am. Legion Celebration, Aug. 9-14. R. E. Mellott, Riddiesburg, Pa.
 Titusville—VFW Celebration, Aug. 23-28.
 Vandergrift—VFW Homecoming, Aug. 9-14. Norris P. Swenk.
 Wernersville—Firemen's Fair, Aug. 21-25. Clarence C. Riegler.

SOUTH DAKOTA

Hudson—Firemen's Sports Days, Aug. 19-20. Floyd Tarkelson.
 Madison—Yankee Doodle Days, Aug. 20-21. George H. Simpson.
 Salem—Harvest Festival, Aug. 22-24.
 Sioux Falls—Farmers Days, Aug. 16-17.
 Timber Lake—Days of 1910, Aug. 27-28. R. J. Gibson.

WASHINGTON

Seattle—Gift Show, Aug. 15-17. Kay Leber, San Francisco.

WEST VIRGINIA

Bluefield—Industrial Exhibit, Aug. 19-21. B. B. Housman.

WISCONSIN

Bloomer—Community Fair, Aug. 27-29. Don Dehring.



Frontier Contests

CALIFORNIA

Los Angeles—County Sheriff's Rodeo, Aug. 22. Frank D. Grace

COLORADO

Colorado Springs—Pikes Peak or Bust Rodeo, Aug. 10-14. J. D. Ackerman.
 Montrose—Montrose Rodeo, Aug. 18-20. Jay King

IDAHO

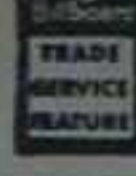
Idaho Falls—War Bonnet Roundup, Aug. 11-14. Walker J. Rich.

IOWA

Chariton—Contest Rodeo, Aug. 13-15. B. M. Owings.
 Sidney—Iowa's Championship Rodeo, Aug. 17-21. Royce H. Driskell.

MICHIGAN

Detroit—Dearborn Junior Chamber of Commerce Rodeo, Aug. 14-22.



Labor Day Celebrations

ILLINOIS

Colchester—Business Men's Assn.
 Fairfield—Veterans of Foreign Wars, W. H. McKay Jr.
 Galesburg—Trades Assembly, Frank R. Reed.
 Lawrenceville—Sept. 4-6. E. G. Singer.
 Pana—Sept. 3-6. Mervin O. Denton, Pana Merchants.
 Quincy—Sept. 5-8. E. H. Snyder.

INDIANA

Cromwell—American Legion.
 Highland—Union Council OTO, Russell B. Graves, Hammond, Ind.
 Freetown—Sept. 4-6. Order of Odd Fellows, Harold Undrach.

IOWA

Toronto—Sept. 3-5. Volunteer Firemen, Henry Holdorf

KANSAS

Florence—Sept. 5-6. Chamber of Commerce, K. H. Gaston.

KENTUCKY

Paducah—Central Labor Union, J. E. Lovvo.

MICHIGAN

Farwell—Merchants Assn., Louis Gee.
 Mantion—Harvest Festival, G. M. Bassett.
 Newaygo—Sept. 5-6. Chamber of Commerce.

MINNESOTA

Long Prairie—Sept. 5-8. American Legion, Dr. O. S. Anderson.
 Tracy—Box Car Day, Blaine Whipple.

NEBRASKA

Humphrey—Farmers' Day, Sept. 3. Martin J. Werner.
 Schuyler—Sept. 4-6. Am. Legion, Wm. J. Labb.

NEW YORK

Akron—Sept. 4 and 6. Lions Club, Robt. J. Richards.

OHIO

Coshocton—Central Trades & Labor Council, Fred Tish.
 Peebles—At Serpent Mound State Park.

SOUTH DAKOTA

Buffalo—Sept. 5-6. Commercial Club, Joe Carriers.
 Lead—
 Parkston—Sept. 5-7. Commercial Club, L. M. Schlimgen.
 Wagner—Chamber of Commerce, Ann Reinhart.
 White Lake—Commercial Club, A. W. Anton.
 Winner—Sept. 5-8. Chamber of Commerce, T. C. Rutherford.

UTAH

Wellsville—Founders Day, Sept. 3-4. Melvin H. Archibald.

WISCONSIN

Beaver Dam—Central Labor Union, Mrs. Alice Teitzel.
 Cornell—Sept. 4-6. Chas. E. Stickler.
 Gratiot—Sept. 4-6. F. E. Burmeister.
 Madison—Federation of Labor, Marion White, L. A. Gordon.
 Redgranite—Sept. 6-7. AMVETS.
 Sparta—Sept. 5-6. Jr. Chamber of Commerce, A. E. Welner.
 Wisconsin Rapids—Sept. 5-8. Central Labor Union, Irving Hofschild, Port Edwards.

NEBRASKA

Burwell—Nebraska's Big Rodeo, Aug. 11-14. Paul Banks.

OKLAHOMA

Elk City—Ackley Park Rodeo, Aug. 27-29. George W. Peeler.
 Vinita—Will Rogers Memorial Rodeo, Aug. 27-29. H. B. (Ronnie) Moore.

SOUTH DAKOTA

White River—Frontier Days, Aug. 21-23. Mabel Krogman.

TEXAS

Colorado City—Frontier Roundup, Aug. 23-28. L. A. Chapman.

WYOMING

Riverton—Riverton Rodeo, Aug. 14-15. G. F. Dechert.

CANADA

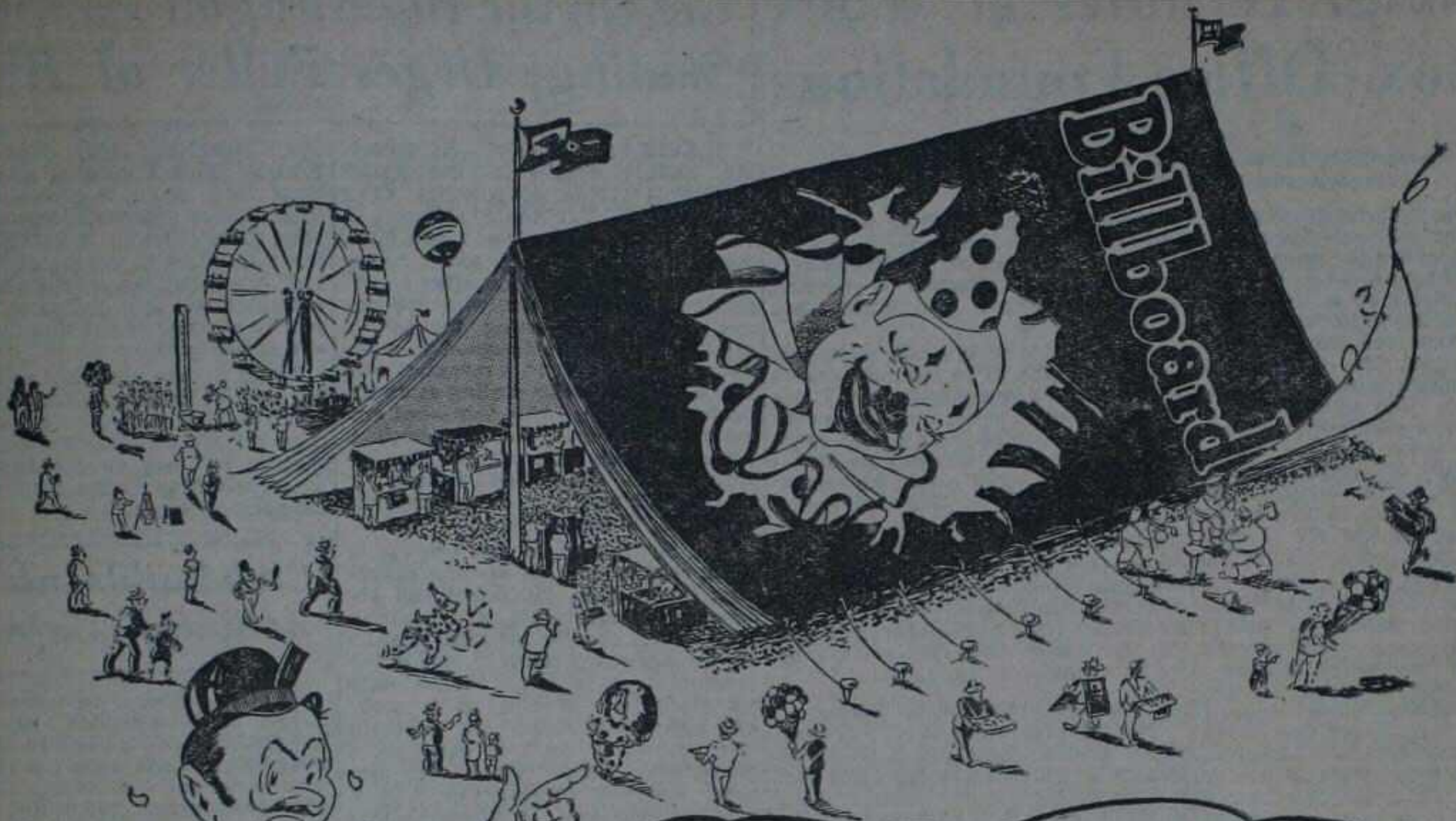
Penticton, B. C.—Penticton Stampede, Aug. 19-20. Ernie Gibbs.

CARNIVAL ROUTES

(Continued from page 58)

Northwestern Am. Co.: Genoa, O.; Luckey 16-21.
 Ohio Valley: Kempton, Ind.; Boswell 16-21.
 Olson Greater: Circles, Mont., 9-11; Culbertson 13-14.
 Omar Greater: Independence, Kan.
 Orange Blossom: (Fair) Ridgeway, O.; (Fair) Fairview, Ind., 18-21.
 Orange State: Richfield, N. Y.; Englishtown, N. J., 18-21.
 Pacific Coast: Baker, Ore.
 Page Bros.: Gallatin, Tenn.
 Page, J. J.: Switch Bank, W. Va.
 Palace: Leoti, Kan.
 Palmetto Expo.: Greenville, S. C.; Pickens 16-21.
 Paul's Am. Co.: Buffalo, Mo.
 Pearlina: Mulhall, Okla.
 Peerless Celebration Am.: Blandburg, Pa.; Portage 18-21.
 Penn Premier: Caledonia, N. Y.; Johnsonburg 16-21.
 Peppers All-State: Paris, Tenn.
 Pike Am.: (Fair) Fulton, Mo.; Monroe City 16-21.

Pioneer: Horseheads, N. Y.; Wallboro, Pa., 16-21.
 Playland United: (Fair) Tashmoo Park, Detroit, Mich.; (Fair) Standish 16-21.
 Playtime Am. Co., No. 1: Jewett City, Conn.
 Playtime Am. Co., No. 2: Pembroks, Mass.
 Pleasureland: Holgate, O.; Bettsville 16-21.
 Prell's Broadway: (Fair) Butler, Pa.; (Fair) Carlisle 16-21.
 Powellson Greater: (Fair) Richwood, O.; (Fair) Pomeroy, O., 16-21.
 Queen City: West Jefferson, O.
 Rafferty, James M.: Mt. Olive, N. C.; Goldsboro 16-21.
 Raines Am. Co.: Heavener, Okla.
 Reid, King: Rome, N. Y.; (Fair) Lowville 16-21.
 Robertson Bros.: (Fair) Columbia, Ky.
 Rockwell: Halstead, Kan., 9-12.
 Rogers Bros.: Buffalo, Minn., 9-11; Farmington 12-15; Pine River 16-18.
 Rogers Greater: (Fair) Bicknell, Ind.; (Fair) Mt. Carmel, Ill., 16-21.
 Rosen, H. B.: Florence, Ky.
 Royal American: (Fair) Fort William, Ont., Can.
 Royal Am. Co.: Bowie, Md.
 Royal Crown: Terre Haute, Ind.
 Royal Rides: Vincent, Ala.
 Rumble Am. Co.: English, Ind.
 Shan Bros.: Morristown, Tenn.; Maryville 16-21.
 Silver Supper: Oneida, Tenn., 11-21.
 Silver Star: Orem, Utah; Montpelier, Idaho 16-21.
 Silver State, No. 1: Yuma, Colo., 10-13; Minnatare, Neb., 13-15; Akron, Colo., 16-18; Hugs 18-21.
 Silver State, No. 2: Union, Neb., 9-11; North Bend 12-15; Stuart 17-18; Bassett 19-22.
 S. & L.: Sheadleyville, Pa.
 Smith, Casey: Erick, Okla.
 Smith, George Clyde: Gallatin, Pa.; Sykesville 16-21.
 Snapp Greater: Fond du Lac, Wis.
 Southern Am. Co.: Hale Center, Tex.
 Southern Valley: (Fair) Houston, Mo.; Mammoth Spring, Ark., 16-21.
 Strader, M. A.: Osborne, Kan.; Holdrege, Neb., 16-21.
 Stafford United: Scofield, Ind.
 Star Am. Co.: DeWitt, Ark.
 Starlight Am. Co.: Needville, Tex.
 Starr, Joe: Tontitown, Ark.
 Steblar: Mouth of Seneca, W. Va.
 Stephens, C. A.: War, W. Va.
 Strater, James E.: Buffalo, N. Y.; (Fair) Hamburg 16-21.
 Stumbo, Fred R.: Prairie Grove, Ark.
 Sunflower State: Great Bend, Kan.
 Smith Amusement: Mt. Pleasant, Tex.
 Sunset Am. Co.: (Fair) Bemidji, Minn., 9-11; (Fair) Hibbing 12-15; (Fair) Monticello, Ia., 17-21.
 Sweeney's United: Spencer, W. Va.; Widon 16-21.
 Tatham Bros.: (Fair) Bloomington, Ill., 9-12.
 Texas Expo.: El Paso, Tex.
 Texas: Sundown, Tex.
 Thomas Am.: Greencastle, Ind.
 Thomas Joyland: Shelbyville, Ind.; New Bethel 17-21.
 Tinsley, John T.: Atlanta, Ga.
 Thompson Bros., No. 1: Marysville, Pa.
 Thompson Bros., No. 2: Ridgeway, Pa.
 Tidwell, T. J.: Shamrock, Tex.; (Fair) Perryton 16-21.
 Tip-Top: Wheeler, Wis., 12-15.
 Tivoli Expo.: Oskaloosa, Ia.
 Tri-City Rides: Hanna City, Ill.
 Turner Bros.: Lincoln, Ill.
 Twin City: (Fair) Leon, Ia., 9-12; Carlisle 15-16; (Fair) Coon Rapids 17-21.
 20th Century: Hastings, Neb.
 United Expo.: Roodhouse, Ill.
 United States: (Fair) Marlinton, W. Va.
 Van Billiard: Seaford, Del., 11-21.
 Veterans' United: (Fair) Indianapolis, Ia., 9-12; Emmetsburg 16-18.
 Victory Expo.: (Fair) Burlington, Ia.; (Fair) Davenport 16-21.
 Victory United: Bladen, Neb., 10-12; Julesburg, Colo., 16-18.
 Virginia Greater: Salisbury, Md.; Crisfield 16-22.
 Vivona Bros.: (Fair) Branchville, N. J.
 Wade, Roscoe: Pontiac, Mich.; Waseon, O., 16-21.
 Wade, W. G., No. 1: (Fair) Corunna, Mich.; (Fair) Mason 16-21.
 Wade, W. G., No. 2: (Fair) Argos, Ind.; (Fair) Rensselaer 17-21.
 Wallace Bros.: New Albany, Ind.
 Wallace Bros. of Canada: (Fair) Valleyfield, Que., Can.; (Fair) Belleville, Ont., 16-18.
 Wallace, I. K.: Barton, Md.
 Wallace & Murray: Man, W. Va.
 Ward, John R.: Billings, Mont.; Casper, Wyo., 16-21.
 W.B.J.: Sylvania, O., 12-15.
 Whalen & Riley: Sublette, Kan.
 Wheeler, Eddie L.: Copperhill, Tenn.
 White Star Attrs.: Green Springs, O.
 White's Rides: Clairfield, Tenn.; (Fair) Clarksville 16-21.
 W. E. Attrs.: Parsons, Penn.
 West Coast: Oregon City, Ore., 16-18; Corvallis 17-21.
 Williams Am. Co.: Coeburn, Va.; Sugar Grove 16-21.
 Wilson Famous: (Fair) Cambridge, Ill., 10-13; Sheffield 17-20.
 Wilson Greater: Delta, Colo.; Montrose 17-21.
 Winchester Am. Co.: Winchester, Va.; Purcellville 16-21.
 Wolf Greater: (Fair) Charles City, Ia.; (Fair) Anoka, Minn., 16-18; (Fair) Waconia 16-21.
 Wolfe Am. Co.: South Boston, Va.
 Wonder City: Lexington, Tenn.
 World of Mirth: Bangor, Me.
 World of Pleasure: Bryan, O.; (Fair) Midland, Mich., 16-21.
 World of Today: Austin, Minn.; New Ulm 16-21.
 Young's Am. Co.: Lyndon, Ill., 9-12; Apple River 14-15.
 Ziegler: Auburn, Wash.



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Barnum ran a circus and conducted the concert tours of Jenny Lind. B. F. Keith and E. F. Albee came up from the circus. So did Wallace Beery, Joe E. Brown. Thousands of performers appear with circuses and carnivals and at parks and fairs during the summer, and in vaudeville, theaters and radio during the winter. Hundreds of advance agents, staff executives, musicians and other help follow the outdoor amusements in summer and hold down theater and radio jobs in winter.

The big majority of showfolk are interested in both outdoor and indoor amusement activities—and THE BILLBOARD'S circulation proves it.

Mike Benton, President of the Southeastern Fair Association, writes: "As you know, it has been our policy for several years to have THE BILLBOARD sent to members of our Executive Committee. This year, we thought it best to include our department heads, publicity representatives and others. In this way, one officer of the Fair Association does not have to tell the same story over and over when we meet at luncheons or on the street, and each one has an up-to-date idea of just what is going on. This saves a lot of time and conversation.

"Very frankly, we feel that THE BILLBOARD has been helpful in many ways in guiding the destiny of our Association from year to year due to the important information published each week."

Showmanship steals the show in the outdoor amusement business. Showmanship sells the sponsor's product. Showmanship is a "must" in public relations. Showmanship in advertising—showmanship in business today is the "priceless ingredient" that gets results. Look to THE BILLBOARD for news of SHOWMANSHIP. All showmen read THE BILLBOARD.

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Warning! Termites at Work On Box-Office Foundations

By Perry B. Rawson

Rawson Skating Laboratory, Asbury Park, N. J.
(Second and Concluding Installment)

Now we come to that difficult gremlin, the music gremlin—its power over the skate, its peculiar influence on the individual. Anyone who tries to write as a dictator or as an expert on what sort of music to feed the individualistic American ears and feet is sticking his neck out. One may as well try to dictate choice of paintings in art galleries. The only safe thing to do for you is to point out that years of lab work show that the feet—hence the skate—are definitely affected by music, and I will leave the how and why of the matter to be figured out each for himself. I shall refer only to recorded music, as we have no live music at the lab.

Broadly speaking, for our work only—plain and dance—all music needed for the mass drive can be grouped under two rough headings: feet music and listening music. Symphony, chamber music, concert arrangements, jazz, boogie and bebop are out of this discussion. Listening music is plentiful. Feet music is scarce. Feet music tends to move the feet. It may or may not appeal to the ear. Listening music appeals to the ear. It may or may not move the feet. Once in a long time Tin Pan Alley comes thru with a number that is both feet and listening music.

Feet music is mostly staccato. The skate moves best under short notes and tends to drag on sustained notes. Listening music may be staccato, legato or a combination of both. Hit Parade stuff runs about 85 per cent listening music, 10 per cent feet music and 5 per cent a mixture of noise.

The manufacturers of recorded music give you almost everything that comes along. It is up to you to know what to do with it after you get it. What percentage feet music and what percentage listening music do you need for your crowd? You know your own crowd; no one else does. How many come to listen? How many want the added lift of feet music? That is your problem, and yours alone.

Music Controls Crowd

The place for you to learn the difference in how the music skates them is at your phonograph turntable when you have a good crowd on the floor. A few nights at the turntable will prove you can exercise enormous control over the movement of your crowd. You can skate them slow, medium, fast, snappy, too snappy, listlessly, dull dead. With some pieces and accents you can jitterbug them.

On the plain skating you can select numbers that will pep them up or dull them down into a walkie-talkie in which nobody bothers to keep time with the music—they just talk and dawdle along.

If your rink features skate dancing, you will discover that a walkie-talkie dawdling selection is not so hot and that you have to provide a selection that has definite beat and rhythm and the beats have to come in the proper locations. You discover that the accented beats have to be distinct enough so that the partners can hear them and know when to step and step

together. If the accented beats are indistinct or messed up in some way, you will find Partner A stepping at a certain spot and Partner B stepping at a different spot. This ruins skate dancing.

A short time on this will make you an expert. It will be the most profitable time you can donate to the box office. Keep in mind, tho, that a certain percentage of your public (perhaps 10 per cent) will pay no attention to any kind of music, no matter what you give them. They call themselves tone deaf. Some say they have tin ears. Then you will find another 10 per cent who are not tone deaf but are listless (not interested), the music goes over their heads. The remaining 80 per cent are music-conscious and can be moved in various ways by various music.

Manufacturers Not to Blame

The manufacturers of records have to be absolved of a lot of blame in this music situation because Tin Pan Alley—the main source—does nothing at all for us; it works for itself. Nothing is composed exclusively for rinks and skaters. Even our best dance recordings have to be grabbed on the fly as they come out of the hopper. We take what they hand us. Also, the manufacturer does not know what percentage of feet and listening music you want. Even if he did, he could not deliver if you asked for a large percentage of feet music because there is not a lot of feet music available except in marches. You are going to get an awful big percentage of listening music and there is nothing you can do about it. Don't blame the manufacturer. If you need more feet music the solution lies in picking out the feet music as it comes along, buying extra copies of it and building up a permanent library, and I mean recordings that are feet-music all the way thru and not one half feet music and one half listening music.

Tested Findings

Has this been tested on large crowds? Are not the lab crowds small groups? Yes, it has been proven. Nothing is released from the lab as fact unless it stands up under proof. The lab groups are small—not over a dozen at most. To prove the findings of the power of music to move the feet and the crowds I, personally, tested against large crowds at a good sized rink. This rink uses recorded music. It skates 500 to 700. Time after time we proved the lab results. The large crowds responded exactly as did the small lab groups. The large crowd was moved at will—as desired—by the music. You, too, can move your crowd as desired after you learn how to do it.

When I go into rinks using live music I find a real effort being made to supply music that will suit all sorts of patrons—an intelligent effort to aid the box office. When I go into rinks using recorded music I find a slap-happy disk jockey slapping on the platters in a happy-go-lucky manner with no thought of the effect on the patrons and the effect on the box office.

The reason for devoting such a

Get On the Bandwagon To Boom Skating, Urges Fuller of RSIA

CLEVELAND, Aug. 7.—In revealing further details of the Roller Skating Institute of America (*The Billboard*, July 17 and 31), Grant L. Fuller, of the Roller Derby and Roll-Away Skate companies, and a member of a three-man committee representing manufacturers who are co-operating in promoting the public relations campaign designed to combat slumping roller rink revenues, said this week that roller skating as an industry is what is being sold—not any individual company or organization. Irwin N. Rosee, who will head the institute, has committed himself to keeping all publicity on a nonpartisan basis, Fuller declared.

The institute is in the process of being sold to rink owners and operators; skate, shoe, equipment and accessory manufacturers, and jobbers, said Fuller, and "to succeed in raising the necessary funds to enable the institute to do its job it is absolutely necessary that the contributing sponsors are convinced that the publicity and promotion work is done on a nonpartisan basis. Up to the moment there is considerable underneath-the-surface resentment that must be broken down before the needed funds are accumulated."

The manufacturers' committee is composed of Fuller, 4533 Payne Ave-

nue, Cleveland; Max Hyde, Hyde Athletic Shoe Company, Cambridge, Mass., and Joseph S. Shevelson, Chicago Roller Skate Company, 4427 West Lake Street. It is the duty of this committee to watch out for sponsors' contributions, said Fuller. Such contributions from anyone can be sent to any one of the three members of this committee.

Fuller is convinced that roller skating can get its greatest advertising in history—at a ridiculously low cost—if everybody who benefits from roller skating will get on the bandwagon by contributing to the institute on a nonpartisan basis.

Club Builds Interest At Salem's Capitola

SALEM, Ore., Aug. 7.—Capitola Roller Rink, operated by George Kellogg, reopened Monday, July 19, after being closed three weeks for re-decorating and renovation. Skaters numbered about 200. Capacity is 300.

Business this season has been only fair. Kellogg attributes the letdown to the high cost of living, with skaters trimming their amusement dollar commensurately.

To boost attendance and promote rink dancing, Kellogg has established the Capitola Dance and Figure Club. The group travels by bus frequently to neighboring rinks for skating sessions and so far this summer has visited Portland's Rollerdrome and Freddie Flesher's Pacific Skating Palace at Newport, Ore. "This idea has produced renewed interest among our skaters, and attendance is beginning to gain," Kellogg reports.

Springfield Rialto Sold for \$50,000

HARTFORD, Conn., Aug. 7.—Vera Zytikiewicz, Holyoke, Mass., has purchased the interest of Leo Deutelbaum in Rialto Roller Rink and adjacent property in Springfield, Mass., according to papers filed in the Springfield Registry of Deeds.

Stamps on the deed showed a sales price of \$50,000, with a mortgage of \$30,000 going to the Athol (Mass.) Savings Bank and a second mortgage of \$10,000 to Stephen A. Wichrowski, Longmeadow, Mass.

N. C. Rollery Chartered

RALEIGH, N. C., Aug. 7.—The Secretary of State has issued a charter to Hawkins Skating Rink, Inc., Greensboro, to operate a roller rink. Authorized capital stock is \$50,000. Stock in the amount of \$2,000 has been subscribed by R. A. and Margaret Hawkins, of Browns Summit, and Sue Dawkins, Tampa.

Len Godfrey Leaves Arcadia in Detroit

DETROIT, Aug. 7.—Leonard Godfrey, who for the past 20 years has operated the concessions in Arcadia Roller Rink here and in the local Madison Ballroom, both operated by his brother, Orville, is selling his interests and moving to California.

The new concessionaire is August Kowalski, who has operated amusement games in Arcadia for some time and has been associated with various rinks for the past 25 years.

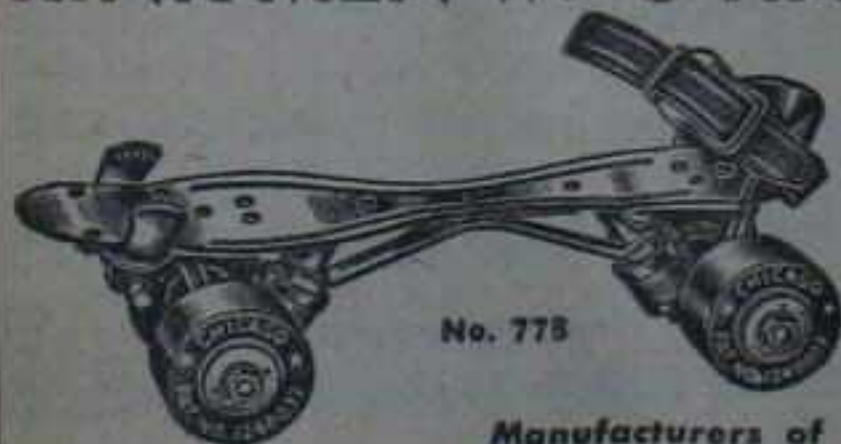
The Godfrey family is splitting up with the departure for the service this month of Orville Godfrey's two sons, each of whom won a national championship of the Roller Skating Rink Operators' Association of the United States last month at Cleveland's Rollerade.

large portion of this article to the music gremlin is that the mass drive for the 20,000,000 is going to require intelligent box-office handling of the music. The newcomers can be held or lost on music. The time to study this major item is now, ahead of time. If you are going to hire a platter turner it is well that you know how you want those platters dished out. The music job is a job for you, not for the lab.

Plenty of Ginger

CLEVELAND, Aug. 7.—The eligibility board of the Roller Skating Rink Operators' Association of the United States made history during the recent national championships here when it awarded an amateur card to two-year-old Ginger Lou Reid, of Jackson, Miss. Upon receipt of the child's application, board members thumbed thru regulations but could find no rules covering the applicant. After the kid skated around the tremendous floor twice, doing a couple of fancy turns, Victor J. Brown, board chairman, awarded the card, making the child the youngest competitor in history.

-RINK MEN WHO HAVE ONCE HAD A-



No. 775

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Martin Gives Traveler's View Of Country's Skating Picture

CINCINNATI, Aug. 7.—In the current issue of *Skating News*, official organ of the Roller Skating Rink Operators' Association of the United States, Secretary Fred A. Martin presents an interesting chronology of his trips about the country in the interests of the RSROA.

In a continuation of a previous article, Martin reports on his enjoyable visit to Pittsburgh to see Hyatt Ruhlman, operator of Lexington Skating Palace there. Martin reports that the Palace is the last word in fine appointments, with plenty of space for everything, including a well-stocked sportswear store that seems to have become a mecca for skaters. Ruhlman reported an excellent season, Martin said.

Leaving Pittsburgh, Martin visited James V. Hoare's Rainbow Rink near Mechanicsburg, Pa. "Here is a rink quite a few miles from town," Martin comments, "yet from all indications it is doing good business. Also Rainbow is a pleasant, spacious rink. Operator Hoare is not satisfied, and said he is planning many improvements."

Playland a Must

Continuing his trek, Martin arrived in Harrisburg, Pa., so decided to visit David Sternberg at Playland in York. "This is a fine highway rink, situated on Route 7, and should be a must visit for traveling rink men," Martin said. "I arrived there on a Sunday in time to see a good turnout of skaters for the evening session. Sternberg has a real investment and a well-maintained spot."

From York Martin returned to Detroit for a short time before his next jaunt to Springfield, O., to see the Ohio championships. The meet was sponsored by the Ohio Chapter, RSROA, and conducted by the Springfield Roller Club. "I was highly interested to see the heavy attendance during the meet," he said.

Martin's next visit was with Phil Hays, RSROA board member, who recently took over Pallomar Roller Rink, Milwaukee. "I fully believe Phil made a good move," Martin said, "and if I know Milwaukee, as I think I do, he will do well. Pallomar is a big rink and has a fine front and plenty of parking facilities. It is located in Milwaukee's south residential district on South 27th Avenue, which is the Chicago route. The official opening night was featured by amateur presentations by members of Phil's former home rink, Arcadia Skating Club, Chicago."

A few days later Martin drove to Lansing, Mich., to see the Gardners, who have re-entered the roller skating business by opening the Pavilion at Lake Lansing. Fred Gardner had the misfortune of losing his lease on his old rink when the State took it over last year. However, he reported business good and hopes to find a winter location before fall.

"My next step was to attend the Northeastern regional meet at Gay

Blades Roller Rink, New York," Martin relates. "It is my candid opinion," he said, "that this meet is about the strongest contested meet in the country, for in that particular district are some of the largest and most active rinks and clubs of the nation. The majority of the regional rinks have top grade professionals and competition is keen. Operator Lou Brecker; his assistant, Joe Belford; a well-trained rink staff, and members of the Metropolitan New York chapter provided a well-presented meet."

Returning to Detroit for a week's work at the national office, Martin departed for Greeley, Colo., to be there for the opening of J. W. Norcross's new rink, a building he bought from the navy in California. Norcross dismantled and transported the building to Greeley for reassembly next to his old rink. The new building is one of the biggest and most attractive rinks of the West, Martin reports.

Laud Skating in Greeley

Of great interest in the Rocky Mountain meet were the Colorado, Wyoming, Texas and Arizona entries. Some skaters traveled as far as 1,200 miles in order to participate. The regional was colorful and well attended. Greeley business men are showing keen interest in roller skating, Martin said, and laud it highly for what it is doing for children.

En route home Martin stopped at Omaha to visit Ralph and Richard Fox at Crosstown Roller Rink. Lloyd G. Fox was out of town, but Ralph and Richard showed Martin thru the spacious, plastic-floored Crosstown. Upkeep of the plastic is a little more expensive than in the case of a wood floor, the operators reported, but the difference in cleanliness makes up for the costs.

At Des Moines Martin visited Robert Gould at Midtown Roller Rink, his last rollery stop. Altho he had not seen it since 1914, when it was known as Namur's Rink, it was easily recognized, for it is in the heart of town. The interior has been greatly improved, Martin reported. The rink has a new floor, a well-disciplined staff and good patronage. Another new installation is a completely automatic record changing and sound system of excellent tone quality.

Set South Carolina Races

COLUMBIA, S. C., Aug. 7.—Roller skating races are scheduled at Carolina Roller Rink here August 14 according to operator Bill Riser. The four-event card is sponsored by rinks in the State. Half-mile and mile forward events and a half-mile backward event are slated for men, with a quarter-mile forward race carded for women. Races will be held every six weeks if successful.

Kaerichers Enroll in RSROA

DETROIT, Aug. 7.—Jack and Eddie Kaericher, operators of Regal Roller Rink, Decatur, Ill., have become members of the Roller Skating Rink Operators' Association of the United States, it was announced recently by Secretary-Treasurer Fred A. Martin from the association's headquarters here.

Heart Attack Takes Strong

DETROIT, Aug. 7.—Roland Strong, 42, for many years operator of Strong's Roller Rink at Keego Harbor, Mich., died August 3 following a heart attack. His widow and four children survive.

Rene and Rita, and the Silver Cyclones, skating acts, were booked for the annual Detroit Police Field Day Saturday (7) at University of Detroit Stadium.

Bargain Nights Pull For Edgewater Spot

DETROIT, Aug. 7. — Gilbert C. Axell, manager of Edgewater Park Roller Rink here, has resumed full management of the spot after a seven months' leave, during which time the rink was partially remodeled.

New policy of Thursday Bargain Nights is going over satisfactorily since it was inaugurated three weeks ago, Axell reports. Admission is cut to 40 cents on those nights and Thursday attendance, slow in the past, has shown a gratifying pick-up.

Anna Brill, who has been with the rink 14 years, continues as organist.

Young Vivonas Make Pitch for Bigger Plums

(Continued from page 69)
rain and a remote location and reported it one of his best.

Count on Youth

The youth of the brothers has them fired with ambition, and the 28-year-old Morris regards it as a prime asset, which it undoubtedly is. Johnny is 26 and Babe 25. Phil and Don are younger. The young muscle available within the family has kept the operating net of the show down in these days of mounting costs. Also it is a perfect guarantee that units won't be left standing on the lot due to help shortages. All of the boys, including Morris, can get any one of the show units up and down. Ann takes it comparatively easy by limiting her activity to secretarial duties.

To date this is just about as far as the Vivonas have routed their show from their native Irvington, N. J. To them it was comparable to a sleeper jump. But, as Morris says, distance holds no fears since their rolling stock, consisting of 20 trucks, is in tip-top shape and they expect to cover a few extra miles with the acquisition of more fairs.

Albanis Free Act

The show equipment is in excellent shape since none of the units is more than three years old. Presented here were a Merry-Go-Round, Ferris Wheel, Rolloplane, Octopus, Chair-plane, kiddie auto, kiddie Whip and Funhouse, plus about 25 concessions, all owned and operated by the family. The Four Albanis, aerialists, are the free act, carried thruout the season.

According to Morris, \$22,000 was put into the show this spring. Included in the outlay was the new Funhouse, complete with animated figures, new canvas and some rolling equipment.

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New Portable Skating Rink, four weeks old, size 50x110, interlocking style Northern Wisconsin Hardwood Maple floor, complete with 14 rows of stringers; new custom built 14 oz. Anchor tent, ball ring style, roped every other seam, reinforced with extra ropes, trimmed inside in four colors with ten-foot annex; new 100-watt Stromberg-Carlson p.a. system, two cabinets with six heavy duty speakers; Chicago-Webster record changer, milke, \$6 pair new Chicago shoe skates. Rental, 150 pair Chicago rink skates, new 10-case Coca-Cola box, benches, counters, etc. This new rink must be seen and skated on to be appreciated. Will sell at a reasonable price. Must come in person. No wires or phone calls. Owner:
RAPHAEL COTTON HOFFMAN—COTTON'S ROLLER RINK
General Delivery, Hartford City, Ind.

CURVECREST "RINK COTE"
THE PLASTIC RINK SURFACE
Write
PERRY S. GILES, Pres.
Curvecrest, Inc. Muskegon, Mich.
Originator and Sole Distributor.

FOR SALE
Portable Rink, 40x104; Campbell Tent, good maple floor, complete foundation, Chicago skates, grinder, sound system, etc. Now operating, \$4500.00.
W. P. MARTIN
827 Byrne St. Houston 9, Texas

FOR SALE
COMPLETE PORTABLE RINK
All practically new, tent 40'x90', flameproof, 100 pr. Chicago clamp skates, floor in sections, P.A. system.
Price, \$5,000.00
B. S. Orr
224 Kings Highway, Murfreesboro, Tenn.

WE WANT YOUR BUSINESS!! BALL GAME GOODS

- Aluminum Milk Bottles, not loaded, Ea. \$1.10
Wood Milk Bottles, loaded, 1/2 lb. Ea. .85
Wood Milk Bottles, loaded, 1 lb. Ea. .80
Wood Milk Bottles, loaded, 2 lbs. Ea. 1.10
'Worth' Baseballs, Dz. 2.25
Plaster Doll, Ast., 13 1/2 to 15 1/2 in. Dz. 3.00
Swaggers, Full Size, Gr. 9.00
Plastic Crook Handle Canes, 100 for 15.00
Tinsel Batons, with Balls, Gr. 15.75
Composition Monkey on Stick, Gr. 28.00
Fur Jumping Monkey without Stick, Dz. 2.00
Celluloid 'Kewpie' Doll, w/feather Dress, 9 in. tall, Dz. 3.75
8" Cat Tails, w/ Comic Card, 100 for 5.50
20" Jumbo Fox Tails, Dz. 4.50
Beacon Bingo or Magnet Blkts. Ea. 3.30
Beacon Tops or Midway Blkts. Ea. 2.75
Case Lots of 30—10c. Least per Blanket

SLUM

- Enamel Tin Cigarette Cases, Gr. \$4.00
Stone Bat Rings, Gr. .90
Gold Plated Band Rings, Gr. 1.85
Plastic Toy Knives, Forks and Spoons, Gr. 1.00
Decorated Metal Ashtrays, Gr. 2.50
Beaco Plastic Animal Standups, Gr. .95
Pinwheels (misprints), Gr. 4.25
'Kiddy' Sun Specs, Dz. 1.15
Plastic Bean Blowers, Gr. 3.00
Bean Blower Ammunition (250 pkgs.) 5.40
Min. Metallic Paper Hats, Gr. 2.00
Comic Postcards, Very Snappy, 1000 for 3.50

NOVELTY GOODS

- Dice Lamp, Electric, Dz. \$18.75
Yellow Flying Birds (whistler), Gr. 9.80
Metallic Flying Birds (whistler), Gr. 12.00
Jap (Inside Whistle) Bird, 3 dz. in box 3.75
Jap (Outside Whistle) Birds, 3 dz. in box 3.00
Radio Snakes, Gr. 9.60
Chinese Paper Snakes, Gr. 7.50
Metallic Foil Pinwheel, Gr. 9.00
White Sailor "Gob" Hat, Gr. 24.00
Miniature Cowboy Hat, Gr. 14.25
Miniature Spanish Hat, Gr. 15.00
Robin Hood Hat, Gr. 14.50
Comic Yodler Hat, Gr. 18.50
Mexican "Cholo" Hat, Gr. 24.00
Full Size Spanish Hat, Gr. 30.00
Full Size Cowboy Hat, Gr. 33.75
Ooiee Straw Hat, Dz. 2.75
Miniature Mexican Straw Hats, Gr. 8.75
Miniature Straw Hats, Box of 3 Dz. 3.75
Beaco Propeller Hats (2 Blades), Dz. 2.25
Oardboard "Pop Gun", Gr. 4.25
2-Way Mirror, 100 for 4.50
1 1/2 in. "Comeback" Balls, Gr. 4.50

GLASSWARE

- Miniature Beer Mugs, Gr. \$3.50
9-Oz. Glass Tumblers, Gr. 3.95
Glass Toacups, Green Tint, Gr. 5.00
Glass Saucers, to Match Cups, Gr. 5.00
Glass Candle Holders, Gr. 4.80
Glass Ashtrays, Gr. 3.50
Glass Oustard Cups, "Fire-King", Gr. 4.50
Glass Dessert Dishes, Gr. 4.50

LEVIN BROTHERS

TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

BALLOONS

- LATEX No. 12, per gross \$1.50
In 10 gross lots \$1.40

BOTTLE CAPS, re-seal red caps, 30 on card. Card .68c

VACUUM BOTTLE CORKS, "sweetcorks," 30 on card. Card \$1.35

25c HICKORY PIPES, Doz. \$1.00 Per gross, \$11.00

CONTINENTAL RAZOR BLADES 20 5s in carton, SE. .85c 20 5s on card, DE. .80c

HEIL PREMIUM CO. Gaylord 2, Minn.

FOLDING CHAIRS

IN SEASONED HARDWOOD BRACED WITH STEEL

189 EACH

NON-TIPPING FLAT-FOLDING FULL ADULT SIZE PROMPT DELIVERY WRITE FOR CATALOG OF CHAIRS IN WOOD OR STEEL

J. P. REDINGTON & CO. DEPT. 28 SCRANTON 2, PENNA.

BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers. Write for bulletin. AMUSEMENT INDUSTRIES, Box 2, Dayton 1, Ohio

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A Market Place for Buyers and Sellers

RATE: 12c A WORD — MINIMUM \$2.00

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THURSDAY NOON IN CINCINNATI

FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act. 1948 catalog free. Kleinman, 1735 N. Bronson, Hollywood 28, Calif. se25

CATCHY NEW SONG HIT—RECORD FREE TO disc jockeys and juke box owners. Give proper identification. Box 369, Chicago 90, Ill. au21

CATCHY POPULAR TUNE — PROFESSIONAL singers copies free. James C. Finney, 256 Kinnard Ave., Darton, O. au21

FRANKEL'S ENTERTAINERS' BULLETINS—Containing parodies, monologues, band novelties. Five different issues, \$1. Frankel, 1508-R S. Homan, Chicago 23.

SENSATIONAL SONG PARODIES—ORIGINAL material, written by an established writer who specializes in good, solid nite club parodies. Over 150 to select from. Different situations, socko and funny endings. Current and standard tunes. Can be used anywhere. Free lists on request. Manny Gordon, 819 W. North Ave., Milwaukee 6, Wis. au28

SING "PENNSYLVANIA HILLS," "I WANT TO Go to Heaven." Free copies. Dr. Grimes, Shubert Bldg., Philadelphia, Pa. au21

SMART SONGS, PARODIES, VENTRILOQUIAL Dialogues, Monologues for sale. State list required. Tizzard, 110 W. 76th St., New York.

AGENTS & DISTRIBUTORS

AGENTS, SALESMEN—FAST SELLER, NEW, different. Every woman needs, waiting to buy. Mr. F. made \$304.20 in 3 days. Selling like wildfire. Sample furnished. Boulevard Art, 75-MH W. Van Buren, Chicago. au28

AMAZING OFFER—\$40 IS YOURS FOR SELLING only 50 boxes, each containing 25 new, entirely different Deluxe Christmas Cards with or without name imprinted. Also 50 for \$1. Free samples. Other boxes on approval. Write today. It costs nothing to try. Cheerful Card Co., 368 White Plains, N. Y. aug28

BEAUTIFUL SHELL JEWELRY AND GLASS Novelties, wholesale only. \$2 brings \$5 samples returnable. Free illustrated folder on request. Wonderland Studio, Inc., P. O. Box 709B, St. Petersburg, Fla. sept.4

BIG PROFITS—MAKE EASY MONEY, SELL famous patented Curlocomb. It's new, purse size, plastic, retractable tooth comb. Automatically curls, combs and pins hair. Every woman and girl wants a Curlocomb. Attractively boxed. Sells on sight. Good for long or short hair. Ideal for use with home permanents. So simple a child can use it. Terrific demonstrator. Write today for free sample and full information. Long markup. Easy terms, no initial cost. Immediate delivery anywhere. Rollocorl Corp., 510 Sixth Ave., New York 11, N. Y. se4

CREW MANAGERS, ORGANIZERS, LOCAL and traveling agents. Buy direct. Best prices. Plastic Tablecloths, Aprons and 50 sensational new plastic items. Free information. Mark Steele, rare Continental, 58 Walker St., New York. au14

EASY, FAST SALES! AUTOMATIC, PUSH-Button Knives. Heavy kind with wide blade. Assorted colors. Brass lined with safety lock. Twelve on snappy display card stand, \$12 doz.; \$138 gross F. O. B. No checks, please. Full remittance must accompany order. Herman Yampolsky, 2427 N. Stanley St., Philadelphia 32, Pa. au14

MAKE BIG MONEY AT FAIRS and CARNIVALS this fall. Sell Signal-Soc, the amazing new invention. Clarifies auto aerial signals, anywhere, to home radio quality. Write today for liberal proposition. Meier 3525 E. Washington St., Indianapolis 7, Ind. au14

MEXICAN DESERT RESURRECTION (CENTURY) Plants, \$2.50 hundred. Ten 60c Mexican Desert Cactus Plants, blooming size, assorted, \$5 hundred; 25 for \$2 postpaid. General Mercantile Co., Laredo, Tex. au14

MEXICAN NOVELTIES—MEXICAN BLACK large Spiders (Tarantulas), eighty, \$1.75 doz. Fur Monkey, \$1.25. Drum Major Monkey, \$1.75. Skeletons and Devils, \$1. Snake-in-Box, Mexican Miniature Tea Set, 12 pieces, \$3.60. Mexican Stick Cane, \$1.25. Mexican Wood Guitars, \$1.50 each, doz., postpaid. General Mercantile Co., Laredo, Tex. au14

MORE MONEY FOR AMBITIOUS PEOPLE—Be successful! Only \$1. Prof. Arnold, 1224 Augusta Rd., Savannah, Ga. au14

MYSTERY PHOTOS—PIC-TEASE PHOTO ART. Cood-Cards, Derby, all dollar sellers. Dozen boxes, \$5.75; 3 dozen, \$19. 6 different boxes \$3.50. All prepaid. Many other fast sellers. Send \$1 for 20 samples, 25c for 4 Lewis, 1105 E. 42nd Pl., Chicago 15, Ill. au14

NEW EXTRA MONEY PLAN—MAKE UP TO 100% profit, without experience, showing Christmas, Everyday Card Assortments, Wrappings, Stationery, Coasters. Unusual, attractive. Bonus. Special offers. Send for free samples 30 different Name-Imprinted Christmas Cards, 50 for \$1. 25 Name-Imprinted Christmas Cards, Coasters, Christmas, Everyday Assortments on approval. Thomas Terry Studios, 90 Union Ave., Westfield, Mass. au14

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890 1500 varieties for stores, taverns, etc., \$4 per 100. Free catalog. Koehler, 335 Goetz, Lemay 23, Mo. au14

ROCKGLASS MIRROR SUNGLASSES—6 base optical lenses, latest Hollywood frames in all colors, with leather case. Specify men's or ladies, \$4.50 per doz. lots, \$5. Retail \$9.95 leading department stores. Pushcard and salesboard deals available. Dunn Wholesale, Box 232, Miles City, Mont. au14

RUN MENDERS—BIG YEAR ROUND PROF-its. Full particulars, 5 samples, one of each, \$1. Run Mender Works, Dept. B, Waukesha, Wis. au21

SUCCESS SEEKERS—\$1-\$2 ADVANCE COM-missions plus cash bonus plan selling quality Shoes direct. Amazing features, 73 styles entire family. Experience unnecessary, free starting outfit. Moench Shoes, Boston 2, Mass. au21

SWEET SMELLING PERFUME BEADS—JOB-bers' prices. Particulars free. Sample line, \$1. Mission, 2328-B W. Pico, Los Angeles 8, Calif. oc2

WOMEN ONLY! OLD ESTABLISHED CORPO-ration offers this money-making opportunity. As little as \$5 in merchandise starts your own profit-able business. Double your money selling superior, "germo-static" Feminine Hygiene product. Steady repeat orders. Carlton Co., 79 Bedford St., New York 14. au21

\$5 CASH ADVANCE COMMISSION EVERY sale. 38-piece Lady Ann Silverplate Table Ser-vice. Guaranteed quality, value being sales galore. Sells for only \$14.95, including tarnish-resistant chest. Bonus premiums. Write for free outfit. Dexter Silver Co., 303 Fifth Ave., Dept. B-814, New York. au21

ANIMALS, BIRDS, PETS

ABSOLUTELY UNEQUALLED STOCK — RARE Animals, Birds, Reptiles, brought by our own col-lectors from four corners of the globe. Get big free 1948 price list from world's largest importers, Meema Bros. & Ward, P. O. Box B, Oceanside, N. Y. au21

A FEW LARGE BOAS STILL AVAILABLE—Also lizards, Iguanas, Tegus, Alligators, Beaded Lizards, Chinese Dragons, Giant Horned Toads, Snake King, Brownsville, Tex. au21

AGOUTIS, PACAS, DEBORIZED SKUNK Cubs, Porcupines, Spider and Ringtail Monkeys, Coat Mounds, Grey Fox Cubs, Pigeons for Snake feed or display. Snake King, Brownsville, Tex. au21

ALIVE! SPIDER MONKEYS, \$30; SOUTH American Anteaters, \$75; Baby South American Coat Mounds, "Snookum Bears," \$20; Toucans, \$40; White Rats, \$9 dozen. Prompt shipments. Terms: Cash with order; or half cash, balance C. O. D. Don Compton, Box 93, Mount Vernon, Ill. au21

BABY SPIDER MONKEYS, \$50. BABY MEXI-can Honey Bees, \$25. Baby Raccoons, \$15. All tame, with collar and chains. R. L. Reifs, 1112 Tampa St., Tampa, Fla. Animal Bird and Pet Supply Catalogue, 24 pages, 25c. au21

BREAK 6-FOOTED BLACK STALLION HORSE, age 3 years, weight 800 lbs. Gentle, can be ridden, excellent show horse. Open for offers. Sam Perryman, Silver Springs, Fla. au28

LARGE ALLIGATORS: 6-FT. \$35; 8-FT., \$50. Deans Mixed Snakes, \$25. Trails End Zoo, St. Stephen, S. C. au14

LIVE TAME ARMADILLOS, \$9 PAIR. MEXI-can Chipmunks (Whistling Squirrels), \$6 pair. Wild Turtles, \$3 pair. Small tame Ducks, \$10 each. General Mercantile Co., Laredo, Tex. au14

MEXICAN YOUNG TAME BURROS—SPECIAL for children to ride, \$45, or \$65 each prepaid. General Mercantile Co., Laredo, Tex. au14

PONIES, CARTS, RUNABOUTS—38 IN. Proven Jack, 4 years. Bayer Pony Farm, Mt. Healthy, Ohio. Jackson 8224. au14

SNAKES—HARMLESS, POISONOUS, MIXED Snake Dens. Fresh, poisonous, hot or live. Alligators, Turtles, Preserved Specimens. Ross Allen, Silver Springs, Fla. au28

TRUCK AKO LITTER REG. BLACK SKIP Dogs for sale, beauties. Hurry answers. Enquire P. O. Box 34, Dubuque, Iowa. au14

WANTED—LARGE CHIMPANZEES, EITHER sex. For sale or trade: Fine tame Baby Chimpanzees, Lemmas, Yaks, Gnus, Barking Deer, Lions, Leopards, Monkeys, Birds, etc. World Jungle Compound, Thousand Oaks, Calif. au21

WANTED IMMEDIATELY—THIS YEAR'S Male Bear Cub, or Collar-Broken Yearling. Wire price and particulars collect to E. W. Clark, Bur-lington Exhibit, Chicago Railroad Fair. au21

WANTED—YOUNG MALE AFRICAN LION Quote price. Ross Allen, Silver Springs, Fla. au21

BUSINESS OPPORTUNITIES

BEACH AMUSEMENT, RESORT — MOUTH river, exclusively colored people. "Goins" resort. Sixty acres, pavilion, dancing, ball diamond, boat-ing, picnics. No competition. Ideal for showmen, concessioners. Write owner for terms. R. E. Watson, Bayboro N. C. au21

"COLLECT AND GROW RICH" IS A FREE booklet that's yours for the asking. Learn of this opportunity for a life-time, spare or full-time office business of your own, where you can make a profit on the work of thousands of others. T. J. Surface, Pres., Dept. 218-H, Roanoke 4, Va. au28

FOR SALE—GOING BUSINESS: POTATO Chips, Cheese Corn, Candy Corn, plenty room for expansion. Also jobbing Pickles, Mayonnaise, etc. For restaurant and tavern. All new equipment. One Truck \$9900. Terms, Orville's Package Foods, Monett, Mo. au21

OPERATE BUSINESS OF YOUR OWN—SMALL investment, complete details and plans will be sent you on receipt of money order for \$5. Sherrell Weir, 521 4th Ave., W., Decatur, Ala. au21

WANTED TO PURCHASE—A RECORDING License, State whether clear of debt to American Federation of Musicians. State price wanted for transfer. Box 341, Billboard, 1564 Broadway, New York City 19. au21

YOUR OWN BUSINESS—NO CANVASSING, enormous profits easily made at home in spare time. Experience unnecessary. Details free. James McLaughlin, 310 E. Sterner St., Philadelphia, Pa. au28

BARGAINS

Must Be Sold Immediately! Our Loss, Your Gain! Buy Now From Ad. No Catalog!



SLUM (Give-Aways)

Novelties, Toys, Brooches, Pins, Necklaces, Jewelry, Plus Many Other Items. 100 LBS. \$50.00

- Some Items Retail Up to 25c Each. Plastic Compacts, Large, Colors, Doz. \$2.50
Wallets (Genuine Leather, Ast.), Reg. \$1 Retailers, Doz. 3.00
Flats, Brass, All Branches of Service, All Sizes, With or Without Stones. 4.50
Crosses, 24-Kt. G.P., 18-in. Chain, Doz. 4.50
Crosses, 24-Kt. G.P., 18-in. Chain, Doz. 4.50
Identification Bracelets, Doz. 2.00
Earrings, Ast., Plastic Backs, Gr. Pr. 2.25
Earrings, Ast., Metal Backs, Gr. Pr. 7.20
Pins, Ast., Styles, \$1.98 Retailer. 3.00
Dox. Findings; Jewelry Parts, All Kinds; Stones, Clasps, Chains, Etc. Lb. 1.50
Religious Medallions on Chains, Doz. 3.00
Key Chains, Boxed, Doz. 4.00
Necklaces and Beads, Ast., Doz. 2.00
Stones From Jewelry, 1000 Ass'd. 4.50
Indian Beads (Bulk), Lb. 1.50
Snap Cuff Links, Doz. Pair 1.00
Cuff Buttons, Gr. 7.00
High Grade G.F. Cuff Buttons, Doz. 3.00
Yellow Gold Collar Buttons, Gr. 2.00
Gold Filled Collar Buttons, Gr. 10.00
High Grade Stick Pins, Doz. 2.50
High Grade Sterling Birthstone Rings, Doz. 3.50
2-in-1 Sterling Rings, Doz. 2.50
Gold Filled Wedding Bands, Doz. 18.00

B. LOWE HOLLAND BLDG. ST. LOUIS, MO.

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were the best pre-war buy... and still are! Your jobber can supply you, or write to

fan blade co.

32 Green Street Newark 2, N. J.

DELICIOUS BOXED SUMMER CANDIES

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. 2030 Sunnyside Ave. CASTERLINE BROS. Dept. N, Chicago 25, Ill.

Plastic Ruffled Aprons, per doz. \$ 3.00 Tablecloth-Apron Sets, per doz. 12.00

Sample Set, \$1.25 Send 25c deposit on C. O. D. orders. FREE CATALOGUE JOLE MFG. 2518 E. 119 ST., N.Y.C.

COIN-OPERATED MACHINES, SECONDHAND

Large List of Second-Hand Coin Machine Bargains will be found on page 102 of this issue.

COSTUMES, UNIFORMS, WARDROBES

UNBRAIDED CELLOPHANE WAISTBAND girdle Skirts, with Leta, \$7.50; Straw Girdle Skirt, \$7.50; Spanish-trimmed Strip Panel and Bra Sets, \$7.50; Rhinestone G-Straps, \$6.50; Bras, \$1.50; Girdle or Strip Pants, \$1.10. C. Guyette, 340 W. 11th St., New York 19. Tel. Circle 6-4187.

FLASHES, THEATRICAL, \$1.35; RUBBER girdle, \$1.50; black nylon sheer Opera Hose, \$1.50; elastic net Opera Hose, \$4.75; Theatrical wear. Folder! Yes. E. Rowe, Box 283, Radio Station, New York 19.

THEATRE MACHE PROPS MADE TO ORDER for sale. J. Pratorius, 440 West 51st St., New York City. au28

ETA CLAUS HEADQUARTERS—COSTUMES, girdle, Beards and accessories. Not too early order, remember 1947 shortages. Orders filled order received. Send for circulars. The Corner, 208 State St., Schenectady, N. Y. se11

1948—COSTUME BARGAINS, CHORUS, collar up; principals, three up. No catalog. State St. Guttenberg, 9 W. 18th St., New York 11. se4

FOR SALE SECONDHAND GOODS

ALUMINUM GEARED POPPING KETTLES, all electric Popping Units, Peanut Roasters, Cop-Caramel, Candy Kettles, Display Cases. North-Co., Indianapolis, Iowa. oct9

CHOR TENT AND FRAME, 10x10, USED twice; two Evans; 3 Marbles, Tivoli, new. A. Valenta, Perry, N. Y.

FOR SALE—16MM. FEATURES, WESTERNS, shorts; also Machines. Complete film programs machines rented reasonable. Merz Film Exchange, 324 D St., San Bernardino, Calif. au14

DEWALL—WATERPROOF AND MILDEW- proofed, complete with grommets and rope. Green khaki, approximate 5 oz., 6x100', \$54.56; 600', \$43.04; 8x100', \$71.52; 9x100', \$80; 1100', \$88.48. Made in any length at above price per running foot. 25% deposit. Satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. Phone Cadillac 5091. au28

FOR SALE—SECONDHAND SHOW PROPERTY

PANEL TRUCK, 10x12 CLOTHES PIN Pitch, Flash, Blum, everything complete. 8x10 1/2 Gallery, Guna, Dart Board, 12x12 center, soda complete. Accept best offer or sell separate. 860 Elliott Ave., Arlington Heights, Lockwood 15, Ohio. au21

ABOUT ALL MAKES POPPERS AVAILABLE— 50 complete Candy Corn Machines and Cookers, 25; complete set. 60 All-Electric, from \$155. Jopy Korn, 120 S. Halsted, Chicago, Ill. se4

ALUMINUM POPPING KETTLES—20% DIS- count. Coleman heating equipment. Bottled gas burners, regulators, fittings. Northside Sales Co., Danola, Iowa. se18

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16, 35mm.; Arca, Rectifiers, Chairs, Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y. np-aug28

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theatre. Excellent condition. Movie Supply Co., 1318 Wabash Ave., Chicago. au14

COMPLETE POPCORN "JOINT"; COMPLETE French and Chip "Joint" Camp Trailer. Bargain for everything! A. Furst, 83-18 North Blvd., Jackson Heights, N. Y.

DUCK PINS—8 ALLEYS, ALMOST NEW Pins, Balls, Benches, Chart Stands. Complete at a bargain. Betts Chevrolet Sales, Elsie, Mich. au21

FOR SALE ACCOUNT OF POLIO—3 CONCESSIONS: Ball Game, Darts and Hoop-La, plenty stock, good canvas on 2 concessions. \$300 for lot, come and get it. Ramsey Kiddieland Park, Concord Rd., Charlotte, N. C.

FOR SALE—MANLEY POPCORN MACHINE, \$125. Counter Soda Fountain, \$20. Bennett, 416 S. 18th, Mattoon, Ill.

FOR SALE—LONG-RANGE LEAD GALLERY on 1936 Chev Truck, 3 Remington Auto. Rifles. Everything complete. \$800. Herman Jordan, 750 Briarfield Apts., Hattiesburg, Miss.

FOR SALE—SMITH & SMITH CHAIRPLANE, newly painted, good mechanically, LeRoy motor, everything ready to go. Eight cabs, hand cars, rr. complete except rigging. Almost new, \$275. Single Loop-o-Plane, no motor, no fence, \$275. P. M. Rumble, Petersburg, Ind.

FOR SALE—5 LINE STORES, 2 P.O. TABLES, 2 English Pool Tables, Chuck Cage, House Trailer. All A-1, no junk. Will trade for Long Range Lead. See my ad August 7 issue. D. Wright, Henssler, Ind. 'till August 28.

FOR SALE—SHAW TENT NYLON, 80x200, sidewalls, no poles, used once, bargain. 1255 Convention St., Baton Rouge, La.

GIRL-IN-FISH-BOWL ILLUSION, LENS, DI- rection to make, \$20. New Trapese Crane, \$25. 2 1/2-ton Hoop Truck, \$475. Home Const. Co., 97 Arch St., Butler, N. J.

KIDDIE AUTO RIDE—NEW MOTOR, PLAT- form and Cars, \$650. Marks, R.D. 2, Gibsons, Pa. Phone Curtisville 35R22.

KIDDIE JET PLANE—18-PASSENGER, 6 plane, 30 ft., all-metal ride. Double flasher jets each plane. 100% portability. Excellent condition. L. F. Anderson, Gem State Rides, Rt. 3, 36th St., Boise, Idaho.

ONE MORE GASOLINE KIDDIE TRAIN WITH Trailer Transportation, 24-passenger, \$1,250 cash. Keith Kernodle, 511 E. Detroit Ave., Monmouth, Ill.

OPERATE A "STELLA SHOW"—STORE shows, fairs, carnivals. Couple handles. Profitable information, 10c. Hallock, Rt. 6, Duluth, Minn.

POPCORN CANDY APPLE CONCESSION Trailer. Living quarters; 2 poppers, 100-lb. capacity per hour, bottle gas, neon, sell for less than half price, \$2500. Also 18-ft. Root Beer Barrel Trailer, some stock, \$1,000. For photo and etc., write Mrs. Geo. Michael, R. D. 3, Fremont, O. au14

POPCORN MACHINES—RECONDITIONED AND new, all makes of electric floor models from \$150 up. Floss and Snow Cone Machines and all supplies. Poppers Supply Co., 1315 Vine St., Philadelphia 7, Pa. se4

PORTABLE OR STATIONARY STREAMLINED Train, 3 steel coaches and cab enclosed, medium size, will haul 24 adults or 36 children, 600-ft. track. Can be seen running. For quick sale, \$3200. Berry Gaskill, Box 316, Cottage Hills, Ill.

TENT PICTURE SHOW—40-88, SEATS, VIC- tor Machines, three weeks' Pictures. All like new. Sell all or part. Tent fire proof. Wire, write Mose Bryant, 406 Aab St., Cochran, Ga. au28

THEATER SEATS, BARGAINS; SCREENS, Folding Chairs, Tents, 16mm. Film, Blues, Projectors. Lone Star Film Co., Dallas, Tex. au21

28 LEGITIMATE CONCESSIONS—PLANS FOR building One-Way Joint and 28 legitimate games, \$5. Free catalog. Brill, 228-B North University, Peoria, Ill.

Eagle
Toss
Ups



SMARTLY DESIGNED, brilliant in color, and fascinating in appeal, Eagle Toss-ups are expressly created to attract the eye—and sell! Their popularity means extra profits for you.

See your jobber at once, or write to us for further information.

EAGLE RUBBER COMPANY, Inc.
ASHLAND, OHIO

ATTENTION! CONCESSIONAIRES!



Sensational Values in Stuffed Toys DIRECT FROM MANUFACTURER!

- GIANT SCOTTIES**
- 208 19x16" Real Fur Scotty Dog, black or asstd. colors \$30.00 Dz.
 - 118 18x14" Real Fur Scotty Dog, black or asstd. colors 25.50
—CARTON OF 3 DZ. ONLY \$72.00
 - 22x 12x10" Real Fur Scotty Dog, asstd. colors \$13.50
—CARTON OF 6 DZ. ONLY \$78.00
 - 18 11x9" Plush Scotty Dog, asstd. colors \$ 8.00
—CARTON OF 1 GROSS ONLY \$7.20 per dz.

JUMBO BEARS

• 240 28" RAYON PLUSH BEAR \$27.00 Per Dz. Asstd. Colors

CARTON OF 2 DOZ. ONLY \$50.00!

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Cariwell, John
Carter, W. M.
Chaffee, Miss Mary Helen
Cohen, William
Coleman, Alton
Colton, W. C.
Cutler, Rose & Louis

Deal, James E.
Dessereau, Roland E.
DeVault, Mrs. Don
Doty, Robert
Eckstein, George G. & Neta

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SOLICITES INQUIRIES FROM QUANTITY BUYERS ONLY

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LUCKY & CHARM BRACELET

NEW ONLY \$9.00 per gr.

GORGEOUS

FAST SELLING

Large plastic charms strung on simulated gold metal chain with clasp. Individually mounted on display card.

1/3 deposit with order.

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LEE RAZOR BLADES

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FIRECRACKERS!
1280 CHINESE FLASH \$3.95

Send for Complete Price List

Displays * Guns * Caps * Fireworks

Standard Specialty Co.
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ADVERTISING BALLOONS

WRITE TODAY for our new low prices and samples on advertising balloons with your name of business. Fairs, Carnivals, Special Events.

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2805 East 79th St. Chicago 49, Illinois

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★ SENSATIONAL VALUE ★ SPARKLING CRYSTAL HURRICANE LAMPS

Retail Value \$12.50 Pair

- Hand Cut Globes
- Crystal Clear Glass Prisms
- Electrified With Switches
- Chromeplated Metal Fittings
- Height—14 in.

Price
1 to 5 pairs. \$7.00 per pair
6 pr. or more. 6.50 per pair

Packed one pair to an individual carton. Send 25% deposit with order, balance C. O. D., F. O. B. New York City.

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KNOCKOUT SELLERS RED STONE EYES SKULL & BONES RING \$2.00 Doz. \$22.50 Gr.

STAINLESS STEEL EXPANSION BRACELETS

\$25 Small Oblong \$3.50 Doz. \$38.00 Gr.

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Each Dozen on Velvetten Tube Display. 25% Deposit With Order, Balance C. O. D.

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NEW IMPORTED SWISS WRIST WATCHES

- Precision Built
- Stainless Steel Back
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- Styled for Beauty
- Built for Accuracy
- Radium Dials
- Sweep Second Hand
- Immediate Delivery

\$3.50 Each

In Lots of 6 or More. Sample orders, \$1.00 extra.

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HAND PAINTED GENUINE LEATHER

All around zipper **WALLETS**. Embossed 4 Trans-parent Picture and Card Windows and Change Purse. Twelve Multi-Colored Designs. Send 25% Deposit, Balance C. O. D.

Sample \$1.00 Retail for \$2.00

\$9.50 per dz. PP
\$9.75 per dz. in 3 dz. lots
\$8.25 per dz. in gr. lots

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Metal Footballs, High Polish \$4.00 Gr.
#10 Mottled Cat Balloons Oak 7.00 Gr.
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Paper Parasols 2.00 Dz.
Flying Birds, Yellow 7.50 Gr.
Mickey Mouse Squawky Dolls 2.50 Dz.

Deposit required on all orders. Write for new price list.

CHAS. SHEAR
150 Park Row, New York 7, N. Y.

DEALERS ATTENTION!! REAL MONEY-MAKERS! FAMOUS BRAND NAMES WRIST WATCHES

Men's and Ladies'

FAST SELLING RINGS

By **JOSEPH BROS.**

Gent's 3 - Stone Rings, large ruby colored center stone and 2 large white side stones in 12kt. gold filled extra heavy mounting. Outstanding value. No. 1922. Doz. \$21

Ladies' 6 - Stone Wedding Rings, 12kt. gold filled. No. 1207W. Doz. ... \$9

Ladies' Engagement Rings to match. No. 7228E. Doz. \$6.75

Complete with leather strap. 10-Kt. R.D.P. case. (3 Watches Minimum.)

25% With Order, Balance C. O. D.—Write for Catalog.

Wholesale Only! None Sold Retail!

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50 E. Madison St. Dept. B-14 Chicago 3, Ill.

TO SELL PROFITABLY AT POPULAR PRICES!

- ELGIN
- WALTHAM
- BULOVA
- GRUEN
- BENRUS

7-JEWEL Round Case. Priced at only **\$9.50**

Square or rectangular cases. \$10.95.
15-Jewel, \$14.95.
17-Jewel, \$18.95.
21-Jewel, \$19.95.

All watches are re-conditioned and guaranteed like new.

Store Route Plan PAYS BIG MONEY

SELL COUNTER GOODS

Build good-paying business of your own. Call on dealers of all kinds; show nationally advertised Aspirin, Cosmetics, Razor Blades, 200 other necessities. Big 5¢ and 10¢ retail packages. Free book gives facts.

World's Products Co., Dept. 8-G, Spencer, Ind.

CHAIRS

From \$1.85 Ea.

Many Styles. Inquire Now!

Minimum order - two dozen

ADIRONDACK CHAIR CO.
Dept. 3, 1140 Sway, New York 1, N. Y.

OAK-HYTEX SOUVENIR of the FAIR PRINTS



**FAST SELLERS
for
FAIR WORKERS**

A fancy flash that gets the money on any fair grounds. 3 timely designs in bright colors on assorted color balloons. Ask your jobber.

Be sure you get OAK-HYTEX in the Blue Box with Yellow Diamond Label. Diamond imprint identifies each genuine Oak balloon.

The OAK RUBBER CO.
RAVENNA, OHIO.

SILK PARASOLS

The Real McCoy. It's colossal. No Larries. 20-in. spread. 20-in. stick.



Now made entirely of composition wood frame. Comes in asst. silks, prints and rayons. Repeat orders pouring in.

We also manufacturer the flashiest feather backs. They stick.

\$4 doz. \$47 gross Packed 4 doz. to carton.

1/3 dep., bal. C. O. D. Rush your order now.

QUALITY TRADING CO.

13 William St. New York 7
Phone: BEekman 3-9843

DINGERS

My Third Year at the MISSOURI STATE FAIR, AUG. 22-29 It is possible for me to place 3 Agents For This One Date Only

Notice: The first three men I hear from will be the only three boys that will work at this spot other than myself. Prefer to hear from those that I know. This is as good a spot as there is for this proposition anywhere in the country.

John F. Klein c/o Billboard

MEDICINE MEN!
THERE IS NO SUBSTITUTE FOR QUALITY
WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. LOW PRICES—RAPID SERVICE! (Products Liability Insurance Covered) We are Manufacturing Pharmacists established 1934.
GENERAL PRODUCTS LABORATORIES, INC.
197 E. SPRING ST., Dept. X, COLUMBUS 2, OHIO

RIDES WANTED OR SMALL CARNIVAL

For Big Annual Celebration, Auspices American Legion, Sept. 3-4-5-6, at Mt. Pulaski, Ill. Contact:

HERSCHEL HAYDEN

Pipes for Pitchmen

By Bill Baker

R. BROWN . . .
and D. B. Kaufman have left their Chicago headquarters in favor of making the Wisconsin State Fair, Milwaukee.

Is biz about a nickel's worth better?

FRANK LITTLE . . .
reports slow business from his haunts in San Francisco. He worked the rodeo at Crystal Palace to a slow take. He's heading north to Washington.

THE BIG . . .
Italian Festival, current in Chicago, is proving a red one for the boys and girls making the event, according to reports from the Windy City.

If you hope to get down the home stretch in front, you alone have to do it.

THAT ANONYMOUS . . .
Chicago pitchman comes thru with his weekly report on the fund he instituted for Frank Lagar. It was handsomely enriched over the July 31-August 1 week-end by a collection taken up on the Maxwell Street market. He reports that Frank was surprised no little to learn that he has so many friends who are anxious to see him get back into action after a 30-month hospital siege. Among Sunday's (1) contributors were J. A. Perry, Ed Curran, D. B. Kaufman,

R. Brown, R. Roach, George Thurman, H. S. Hutchinson, Ralph Redden, Joe Fried, H. J. Campbell, Parasol Paul, George Hess, Irving Nudelman, H. Daniels, A. Stein, B. Laurie, Mike Devine, Radio Carl, Jack Anthony, Harold Newman and Bobby Singleton.

It doesn't take much more effort to go forward than it does backward.

HENRY H. VARNER . . .
Akron pipester, cards that the national Soap-Box Derby is holding the spotlight there for the next few weeks. He offers a "grand salaam to my friend, Sally Rand, for her article, 'I'm With It and For It,' in the July 31 issue. She hits the nails on the proper building heads."

PAT PARSONS . . .
former pitcher, is in the hosiery-mending business in San Francisco. Pat formerly toured the Eastern circuits under the name of Pat Fontaine and at one time was with the late Bunny Berigan's band.

Fair time and balloon time are synonymous. Are you listening, novelty workers?

THE LADS . . .
working on Monroe Street, Chicago, are still getting the geedus, according to latest reports.

JACK MILLER . . .
is getting solid takes working glue at the Kress store, San Francisco.

Fancy Freddie says: "You can't expect a round-table jackpotter to admit that he doesn't know."

RECENT ADDITIONS . . .
to Milwaukee's pitch row are Hank Dobrow, Ed Stapleton and Frank Rundquist.

FOLLOWING . . .
a week's vacation, Bea Louis has her foot layout perking again at the F. W. Grand store in Milwaukee.

The course of the successful pitchman is to make the most of vitality while it's available.

IS IT TRUE . . .
that Eddie Gillespie says he'll soon have enough long green stashed away to begin making fairs with his Mexican jumping bean layout?

KID CARRIGAN . . .
has returned to Los Angeles where he's giving health lectures daily to big crowds and loaning his books to patrons in Pershing Square. He says that sox have been going big, but are dying out as a big money-getter. The

Be Supreme—Sell Sterling

No. A3-SS
Solitaire
No. B6-SS
Wedding Band
Ever-Popular
5-Stone
Engagement
Ring and
Wedding Band.



In Sterling Silver—
\$8.50 per doz. sets (24 rings)
Sold Separately at
\$4.50 per doz. — \$48.00 per gr.
Same Style—Gold Filled
\$10.50 per doz. sets (24 rings)
Also Sold Separately
Solitaire, \$5.25 doz. — Band, \$5.50 doz.

No. 153
Gold Filled
\$9.75 Doz.

Send for catalog—over 300 styles of popular and fast-selling rings.
STERLING JEWELERS
85 E. Gay St. Columbus 15, Ohio

DELUXE PLASTER ONE CARTON OR A CARLOAD



No. 66



No. 53

No. 57

No. 58



No. 67

These are all made up as banks. Size 8 in. to 14 in. high. Write for free catalog—listing hundreds of items. Please state business to avoid delay in receiving new catalog.

WISCONSIN DELUXE COMPANY 1902 NO. THIRD STREET MILWAUKEE 12, WISCONSIN

ARE YOU LOOKING FOR A REAL HOT ITEM??

Well—Here it is—"The Mystic Tease"

"SALLY OF HOLLYWOOD AND VINE"

Pitch it for 50¢ or 35¢ and Make Real Profit.
YOUR COST—\$2.00 DOZ. or \$21.50 GROSS.
Also "BOTTOMS-UP"—THE PARTY SENSATION—\$2.40 DOZ.
25% Deposit With Orders, Balance C. O. D.

JAX SALES CORP., 404 Canal St.

NEW ORLEANS 16, LA.

GIANT DAREX BALLOONS

For
IMMEDIATE
DELIVERY

**DEWEY AND ALMY
CHEMICAL COMPANY**

CAMBRIDGE 40, MASS.

REG. U. S. PAT. OFF.

BINGO SUPPLIES AND EQUIPMENT

IMMEDIATE DELIVERY!

- ELECTRIC FLASH BOARDS
- RUBBERIZED and WIRE CAGES

WIRE OR WRITE FOR CATALOG

John A. Roberts

235 HALSEY ST. NEWARK 2 • N. J.

FIREWORKS and NOVELTIES!

- Housewares • Cutlery
- Kitchenware • Toys
- Wheel goods • Novelties

Send for Catalog
Order Now • Lowest Prices

ACME SALES CO.
154 Edgewood Ave., N. E., Atlanta, Ga.

**\$1 STARTS YOU
IN BUSINESS**

TIES LINED ON BOTH ENDS
100% WOOL INTERLINING

Latest Creations. Large assortment of patterns. **RAPID FILL \$1.00 each.**

Costs you \$7.00 per doz. You make \$3.00 per doz.
SEND \$1.00 FOR SPECIAL INTRODUCTORY ORDER of 2 lined ties.

PHILIP'S NECKWEAR 20 WEST 22nd STREET, Dept. B-91
NEW YORK 10, N. Y.

NEW TRICK CAMPAIGN BUTTON

FOOL YOUR FRIENDS

Red, White and Blue. Interchangeable by fingertip control from DEWEY to TRUMAN. Send 10¢ for sample and price list.

JONES SPECIALTY MFG. CO.

338 W. Pico Blvd., Los Angeles 15, Calif.

COIL WORKERS

My new coil is now perfect. Written money back guarantee. Will get you plenty more money. Don't contact unless framed and working.

M. B. SPENCER

Care Wm. Gulliksen
P. O. BOX 6, Newton Lower Falls, Mass.

TRICKS

CUPS & BALLS ILLUSION—Sample \$1.00
ORIENTAL RING ILLUSION—Sample .50
JOBBER AND PITCHMEN

Send for Samples and Quantity Prices.

SEMCO PLASTIC CO.
1515 N. Broadway, St. Louis 8, Mo.

FEATURE VALUE!

13 Jewel Calendar Watch

Something new! The correct days of the month as well as the correct time are ticked off by this fine 13 Jewel Watch. Match these outstanding qualities:



- Chrome Case
- Stainless Steel Back
- Second Hand
- 13 Jewel Swiss Movement
- Fine Leather Band

All this at the remarkably low cost of **\$7.65** Ea.
In quantities of 8 or more **\$7.25** ea.

Order Now—Prompt Delivery.

1/3 Deposit With Order—Balance C. O. D.

LAKEVIEW SALES CO.

1012 W. Belmont Ave. Chicago 13, Ill.

WESTERN SADDLE HORSES



Here's a Western Saddle Horse that knows its oats and is sure to romp in with top-class company.

This is no ordinary leg-wearer flex-bag; make no mistake about that.

He's a handsomely built bronze beauty, polished to the queen's taste, and carrying a detachable saddle and saddle blanket.

- Three Sizes:
- B-1—10 1/2" Tall, 12" Long, \$4.00 ea. In doz. lots. Samples, postpaid, \$5.00 ea.
 - B-2—8 1/2" Tall, 10" Long, \$3.00 ea. In doz. lots. Samples, postpaid, \$4.00 ea.
 - B-3—4 1/2" Tall, 5" Long, \$7.20 per doz. Samples, postpaid, \$1.00 ea.

25% Deposit, Balance C. O. D.

JERRY GOTTLIEB, Inc.

Summerfield Ave. & Post Office Place
Asbury Park, New Jersey

P.O. Box 35b Phone Asbury Park 1-1524

NEW 1948 BINGO BLOWERS

IMMEDIATE DELIVERY



HEAVY DUTY MOUNTED

BINGO CARDS

3,000 to Set

And other BINGO SUPPLIES. SEND FOR CATALOG.

SPECIAL DISCOUNTS TO JOBBERS

MORRIS MANDELL, INC., Dept. B

20 East 13th St. New York 3, N. Y.
Phone: Oregon 3-5912

MAGIC LIGHT BULB
Sensational novelty that sells on sight. Although there are NO VISIBLE WIRES, bulb mysteriously lights while held in your hand.
Sample, \$1.50.
Wholesale, \$7.80 per doz.
D. ROBBINS & CO.
182-B W. 42nd St., N. Y. C. 18

SOUVENIR PENNANTS
Made of felt with process painted lettering and design.
4x 9" 3 1/2¢ 8x27" 12 1/2¢
5x12" 5 1/4¢ 12x30" 15¢
Minimum order 250.
On orders for less than 250 add plate charge of \$2.00, 50% deposit, balance C. O. D.
WALES COMPANY
Cold Spring-on-Hudson, N. Y.

GIVE TO THE RUNYON CANCER FUND

New FAST SELLING RINGS

NEW RING CATALOG—JUST OUT
Showing All New Styles In Rings.
Write For Catalog No. 1948RB.
STATE YOUR BUSINESS

FOUR OUTSTANDING STYLES

- GOLD FILLED No. 4R85 \$24.00 dozen
- YELLOW R. G. P. No. 4R155 \$18.00 dozen
- GOLD FILLED No. 4R175 \$18.00 dozen
- GOLD FILLED No. 4R195 \$20.25 dozen

Same model Larger and heavier No. 4R65 \$24.00 dozen

HARRY PAKULA and CO.
5 N. WABASH AVE., CHICAGO 7, ILL.

6" Celluloid Football Dolls, Limited Quantity, Popular Colors.
\$2.25 PER DOZEN.
\$24.00 GR.

BAR PINS, ALL COLORS AVAILABLE. NEW LOW PRICE.
\$8.00 PER GROSS.

ATTENTION, BINGO & WHEEL OPERATORS SPECIAL PRICES ON PLUSH FOR FAIRS

30" Plush Bear	28.80 Dz.	MINIATURE RABBIT FOOT KNIVES	\$10.00 Per C
20" Plush Bear	19.50 Dz.	Small Hawaiian Lels	2.50 Gr.
16" Plush Bear	12.50 Dz.	Jumbo White Fox Tails	30.00 Per C
12" Plush Bear	9.00 Dz.	Slide Metal Trombones	21.00 Gr.
12" Fleece Monkey	6.75 Dz.	K.C. Billy Bones Skull Head	10.80 Gr.
12" Plush Dog	11.50 Dz.	K.C. Puzzle Pup	13.50 Gr.
24" Plush Airdale	34.50 Dz.	K.C. Puzzle Elephant	13.50 Gr.
33" Plush Dimple Doll	42.00 Dz.	K.C. Puzzle Donkey	13.50 Gr.
31" Plush Eskimo Doll	42.00 Dz.	ALL FELT CREW HATS	30.00 Gr.
China Paper Snakes	5.50 Gr.	210 Oak's Mottle Cat	6.50 Gr.

CAMPAIGN SPECIALS

50L Dewey-Wallace Buttons	\$17.50 Per M; \$ 2.00 Per C
70L Dewey-Wallace Buttons	35.00 Per M; 3.50 Per C
2 1/2" Dewey & Warren Comb. Button	8.00 Per C
3 1/2" Dewey & Warren Comb. Button	11.00 Per C
Donkey & Elephant Charms	1.25 Per Gr.
25 Red, White & Blue Ribbon, 50 Yd. Bolt	2.50
25 Red, White & Blue Ribbon, 100 Yd. Bolt	7.50
Gold Plastic Donkey Pin	12.00 Per Gr.
Gold Plastic Elephant Pin	12.00 Per Gr.

SEND FOR ILLUSTRATED FOOTBALL OR NOVELTY CATALOGUE. 25% deposit with all orders. We take orders for special buttons and pennants.

KIM & CIOFFI
912 ARCH STREET MA 7-2253 PHILADELPHIA 7, PA.

ATTENTION PREMIUM BUYERS

YOUR COST \$18.50

IMMEDIATE DELIVERY

why sizzle?

COOL OFF WITH A

Vornado

WORLD'S FINEST AIR CIRCULATOR Jr.

Treat yourself to the best in personal comfort. One VORNADO outperforms 3 ordinary fans. Quiet, draft-free, safe; built to last for years. Handsome finish; two speeds. Guaranteed; listed by Underwriters Laboratories.

MODEL 18C1 NOW ONLY \$2495

int. Fed. tax

A Product of the O. A. Suttan Corp. Wichita, Kansas

1/3 Deposit, Balance C. O. D.

Open Account to rated concerns only.

Net 10 days.

SPECIALTY SALES CO.

278 Sexton Bldg.
Minneapolis 15, Minn.

DUAL-WRITER BALL PENS

TU-COLOR PEN, 45c EA.

WRITES RED AND BLUE, \$6.00 DOZ.

PEN-LITER, 50c EA.

IT WRITES AND LIGHTS, \$6.00 DOZ.

ALL PENS STREAMLINED
ALL GOLD FINISH, WILL NOT TARNISH
ALL PERFECT—NO LEARYS

New 2-Color Retractable

JUST PRESS THE BUTTON. WRITES RED AND BLUE. WRITE FOR PRICES.

25% DEPOSIT, BALANCE C. O. D.

DUAL-WRITER PENS
P. O. Box 1693 MILWAUKEE, WIS.

12 GAUGE SHOTGUN

New, Heavy-Duty, Manual Operated, 1948 Single-Shot

36" LONG

ONLY \$0.95

Foot-proof, safety trigger device. Convenient "Tommy Gun" type grip. Rust-proofed. (Barrel & Stock.) Requires no oiling or cleaning.

Maximum accuracy. Minimum recoil. Government Tested! NEVER BEFORE a shotgun at this price!

COMPACT 6 1/2 Lbs.

GREENGLASS SALES
National Distributors
50-11 40th St.
L. I. C. 4, N. Y.

JOBBERS WRITE Territories open

ATTENTION JEWELRY WORKERS

I have retired and have on hand a large stock of Gold Wire Jewelry, including Name Pins, Rings, Earrings, Brooch Pins, etc. In order to eliminate my entire stock I am offering to sell all this merchandise at below cost. An offer like this only comes once in a lifetime. Write

JOSEPH COLLARA
815 Poydras St. New Orleans, La.

LOOK! ENGRAVERS!

Low priced Identification Bracelets, Men's Cameo Rings, 15 styles Signet Rings, cheap priced White-stone Rings, also Sterling and Gold-Filled Whitestone Rings, Watch Bracelets. All our articles are priced very low. Send \$2.00 for samples. If you are looking for low priced Engraving Merchandise, we have it. **MILWAUKEE NOV. CO., 224 Metropolitan Bldg., Milwaukee 5, Wis.**

ENGRAVERS!

BUY DIRECT FROM ORIGINATOR

Massive All-Alum. Ident. \$3.50 Doz. \$40.00 Gross.

Other New Items—Send for Catalog.

MILLER CREATIONS MER.
6628 Kenwood Ave. Chicago 37, Ill.

**AMAZINGLY LOW PRICED
RETRACTABLE BALL POINT PEN**

Guaranteed the Finest on the Market. 24K Gold Plated Trim. Writes Dry and Permanent. Makes up to 8 Carbons. In 4 Attractive Colors: Maroon, Grey, Black, Blue. Sample: 50¢. Price: \$4.50 dozen.

GOLD PLATED, ENGINE TURNED KEY CHAIN BALL PEN
Handy for motorist, shopper, etc. Sample: 50¢. Price: \$4.80 dozen.

DUO BALL POINT PEN
In Gold Plated Case. One point writes red, other blue. Sample: 60¢. Price: \$6.00 dozen.

BALL POINT PEN & LIGHTER
In Gold Plated Case. Dependable and smart. Sample 60¢. Price: \$7.20 dozen. Refills available for all pens.

ORDER TODAY!

SAMPA PRODUCTS CO.
1120 Brighton Beach Avenue, Dept. B-731
Brooklyn 24, New York



stands there that were open have been closed and the only one open now, Carrigan says, is Al Fisher's on Hill Street. A \$35 State license is levied on all workers, while the city license remains at \$1. Lot licenses are \$10, Carrigan relates.

The pitchman has a definite value to society. He is a legitimate merchant and should operate accordingly.

BEN (HOB) BENSON . . . cards from Chicago: "Left New York two weeks ago and plan to work Maxwell Street market here after which I will head for the hobo convention in Britt, Ia., with my profile sketch act. Will then leave for California. Have been getting the moola. The convention at Britt should prove a good spot to work."

Did you know that the pitchman never has asked his public to pay his advertising bills?

DOC ROWE . . . continues to work North Carolina territory with Bibles to good results.

STILL DOING . . . crack business with his card layout in the Plankinton Arcade, Milwaukee, is Al Stefaniak.

There are few people who do not admire a pitchman for his initiative, ingenuity and originality of operation.

CLIFF MYERS . . . continues to click in Chicago stores for Mike Devine.

C. A. GRAHAM . . . is playing fairs in New Mexico and Arizona, following a successful trek of Colorado dates.

The pitchman, like everyone else, has some sort of habit or idiosyncrasy which often tends to retard his progress.

CHUCK DUTROW . . . continues to pile up sound takes with his scissor-sharpener layout in the Rexall drugstores in Los Angeles.

LET'S HAVE . . . some pipes from Phil Kraft, Harry Dempsey, Fred Hudspeth, George Thurman, Doc Morgan, Lee and Marie Yondell, Spencer Matson, George Haney and Charlie Stevens.

Famous Last Words: "Some of the boys stepped away from a wrong location to play a hick picnic."

MOTOR SPEEDWAY

(Continued from page 63) second spot from start to finish, while Johnny Garrett placed third. Allan Heath, who won the trophy dash, twice became involved in crack-ups but incurred no injuries. Bob Barker annexed the semi main. Heat winners were Harry Stockman, Barker, Ruttman and Bill Brereton.

Call Halt at Sacramento

SACRAMENTO—Hot rod races at Hughes Stadium here have been discontinued indefinitely by Promoter Billy Hunefeld Jr., pending his plea for a rent reduction for use of the stadium. Hunefeld said he pays 21 per cent, with a \$400 minimum. He seeks a reduction in the \$400 minimum, claiming he cannot afford to operate under that arrangement.

Culver City Results

CULVER CITY, Calif.—Archie Tipton won his second hot rod main event at the Speedway here July 30, before 3,077 fans. Dan Tracey was second and Bud Van Maanen third. George Seeger took the trophy dash, while Bob Lindsey nabbed the semi main.

Wins at Gilmore

LOS ANGELES—Grant Casper won the 10-lap hot rod run-off feature at Gilmore Stadium here Monday (2). Chuck Burness was second and Bud Van Maanen third. Casper also won the 25-lap main event and a qualifying race. Second main event went to Dick-McClung, while Colby Scroggins captured the trophy dash. Heat winners were Casper, Vern Slankard, Bud Gregory and McClung.

7,283 at Gardena

GARDENA, Calif.—Cecil Green took first place in the hot rod race feature at Carrell Speedway here July 31 before 7,283 spectators. Gordon Reid was second and Joe Garson third. Danny Harrison triumphed in the semi main, with the trophy dash going to Bob Carroll.

Cops at Bayshore

SAN FRANCISCO—Fred Agabashian won the 25-lap main event in Bayshore Stadium auto races July 30, with Chuck Stevenson landing in second place, and Jerry Piper finishing third.

SAGINAW SPENDS 60G

(Continued from page 63) the parking lot are being built. Old roads have been reconditioned.

Extensive changes and expansion of the lighting system remains to be done before the fair opens. The farm machinery row is to be floodlighted, permitting a late closing nightly in that area. Merchants this year are being urged to keep their exhibits open later at night, Harnden said.

DID YOU KNOW THAT

(Continued from page 47) permitted to exercise his privilege in the matter.

Drunkard in L. A.

The Drunkard is starting its 15th straight year in Los Angeles. It is played legitimately, without attempts at burlesque, which may account in part for its phenomenal run. The management there holds that there is enough burlesque in the lines and situations of the old bill to furnish all the comedy that is required.

**FUR COATS
JACKETS—CAPES**

Large assortment of NEW 1948-49 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

S. ANGELL & CO. Manufacturing Furrier
238 W. 27th St. (Dept. B-3), New York 1, N. Y.

LOWEST FACTORY PRICES

TABLE LAMP Value!



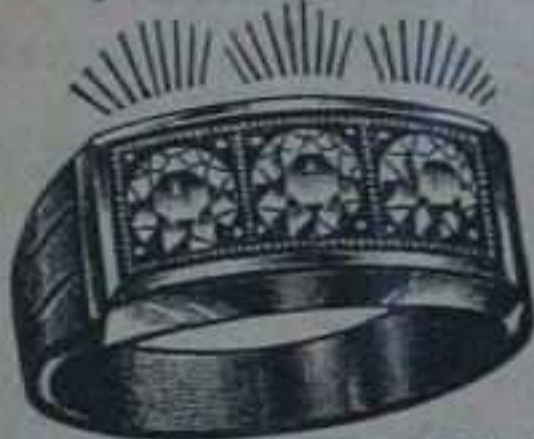
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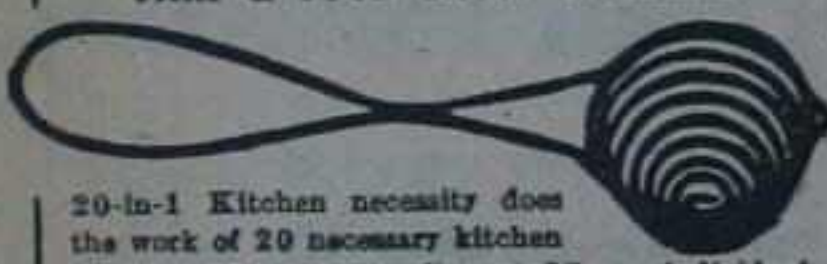
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Get on the Bandwagon With Real High-Class Merchandise
COCKTAIL AND ELECTRIC URN SETS
All Very Beautiful—High Finished Chrome—Low Prices



8 pc. Chromeplated Cocktail Set with Ruby Glass Goblets and Chromeplated Tray
No. 580CC— \$11.00 Set



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8 pc. Chromeplated Cocktail Set with Chromeplated Tray.
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4 pc. Fluted Chromeplated Electric Coffee Set with Chromeplated Tray.
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All packed in individual cartons. Order by respective numbers.
1/2 Deposit With Orders, Balance C. O. D.

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**Sensational
NEW NOVELTY!**

Introducing Glamorous

SALLY of HOLLYWOOD and VINE

Watch her change before your very eyes! Be first and clean up! Every sale creates another one. Really the hottest novelty item in years! GET GOING ON THIS NOW! Sample by return mail, 25¢.

\$2.00 Dozen \$21.50 Gross
Cash with order, prepaid.
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SALESBOARD SIDELIGHTS

Art Paule, manager of the A-P Distributing Company, St. Louis, reports his new slot machine dice are selling at a higher volume than anticipated, but that all orders are being filled as production has been increased to meet the demand. The new electric machine, Whirlit, made specially for the slot machine dice, is now on the market, Paule says. It is a 'natural' for other dice games, he adds. Firm has just added another novelty item to its line, Go-Mongo. Present output and sales of the A-P Company is bearing its claim to the title of world's largest distributor of salesboard and go tickets, officials state.

Walter McNamara, production head of the McNamara Company, Chicago, is keeping the firm's modern production equipment perking along smoothly. Being one of the newest firms in the field, the machinery is of the latest

and most efficient design. Walter says. Commenting on reception of the pellet type board, brothers Phillip and Bill (in the sales department) report that the public is placing its stamp of approval on it. Altho the oldest type of salesboard made, the pellet board is something new to many of today's players.

Harlich Manufacturing Company, Chicago, announces a new representative for firm's Kentucky, Ohio and Tennessee territory. New salesman, Syd Shankman, is currently covering the area, with the presence of a companion who should spur him to greater deeds—his wife, Jo, who agreed to say the "I do's" just before Syd joined Harlich recently. Sam Feldman, sales manager, reports that the last few nights of his vacation, being spent up Eagle River, Wis., way, were wintery, with a layer of frost on the ground. Harry Strom, Harlich art director, is busy preparing plans for some new lines for fall presentation. The production flood here, where boards are punched out in rapid succession daily, is aided and designed so as to best facilitate

Legality of Boards Upheld in Pensacola

PENSACOLA, Fla., Aug. 7.—The legality of punchboards was upheld by the city council here recently when an ordinance to repeal the present law licensing them was defeated by an 8 to 1 vote.

Councilman J. D. Wiggins introduced the repealing ordinance, which was denounced by Councilman G. Trader, who pointed out that the revenue from such licenses provided an increase in salary for city employees.

high output on more than a single board at a time.

Harold Boex, Pioneer Manufacturing Company, Chicago, vice-president, took off on a two-week vacation August 2. He is due back August 16. Harold is having a free-lance vacation, via car, touring at random about the country.

According to Abner Jacobs, of Bork Manufacturing Company, New York, the firm is going ahead at full speed, with two shifts working to ready their new line. He also reports that Harry Arnsberg, West Coast representative, is vacationing at Seaside, Ore.

Experienced Representatives Wanted for Exclusive Territories

... to handle the largest line of PREMIUM SALESBOARD MERCHANDISE. Large commission basis and bonus. All correspondence held in strictest confidence. Send qualifications and experience in first letter.

Box D-15, Billboard, 2160 Patterson St., Cin'ti 22, O.

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THE HOTTEST PUSH CARD PREMIUM OUT IN YEARS
Write for Circular
A-P DISTRIBUTING CO.
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BEE JAY SALESBOARDS
JAR DEALS -- BOX DEALS
WINGO TICKETS - RED WHITE BLUE
LUCKY 7 - SPINDLES - REFILLS

We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.

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312 E. Market St. Elmira, N. Y.

IF YOU WANT THE
**BEST
MERCHANDISE**
AT THE
BEST PRICES
BUY

**"BEST LINE"
TICKET DEALS**

We manufacture a Complete Line of Tickets — Spindle, Pad, Combination and R.W.B.

**DISTRIBUTOR TERRITORY OPEN
SALESMEN WANTED**

Phone, Wire, Write:

AL DECKER, Gen. Mgr.

MISSOURI NOVELTY MFG. CO.
506 Market St., St. Louis 1, Mo.
(Phone: Main 4264)

SALESBOARDS

Holes	Name	Profit	Price
400	5c Dollar Bd., X.Ts	Def. \$ 7.00	\$.59
1000	25c Charley	Def. 50.00	.79
1440	5c Cigarette Barrel	Def. 22.00	.89
1440	5c Barrel	Def. 18.00	1.15
1440	10c Barrel, X. T.	Def. 36.00	1.39
1800	5c Lulu Bd., X. Th.	Def. 18.00	1.49
1000	25c J.P. Charley, T.	Avg. \$52.08	.94
1200	25c Tex. Charley, Seal	Avg. 102.28	1.69
1200	25c Tex. Charley, Seal	Avg. 102.28	1.69
600	25c Jumbo Q.T., X.T.	Avg. 65.30	1.59
1000	5c J.P. Asst. Bds.	Avg. 27.00	2.49
1050	5c J.P. Asst. Bds.	Avg. 31.00	2.69

NEW! 6 Tickets Per Hole Boards

200	25c 9-in-1	Max. Evr. \$39.50	\$1.50
200	25c Kwik Fin.	Max. Evr. 39.50	2.45
200	\$1.00 Charley	Def. 50.00	2.45
2575	5c Red-Wh.-Bl. Tnts.	Def. \$39.50	\$1.29
2175	R.W.B., 5 Fold		1.30
120	Tip Ticket Bks., gross	\$18.75; dos.	1.89

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
DeLuxe Building Blue Earth, Minn.

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Virginia—Maryland—North Carolina
**WANTS GOOD SIDE LINE
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Offers exceptionally strong coverage to reliable firm. Address:
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"PUT SOME TEETH IN THE SALES APPEAL OF YOUR BOARDS"

EAST OR WEST HERE THEY ARE

Now available in combination sets of Lighter and Cigarette Holder. By the originators of the Western Boot Lighter, with a new improved model on a base. Cast Metal Jeweler's Finish: Bronze, Silver or 24-Karat Gold Plate. Height, 5½". Gift boxed, 1 set to the box.

LIGHTER BY EVANS

"THE LIGHT THAT NEVER FAILS"

BODY DESIGN BY CHAMPION

Lighter inserts are the large size (round) 1½" diameter table model, and not the small pocket size.

WESTERN BOOT COMBINATION SET RIGHT AND LEFT BOOTS

— 1 Lighter and 1 Cigarette Container —
Gift Packaged and One Set to the Box

J-2-B—Bronze Plate	8.50 Per Set
J-2-S—Silver Plate	8.50 Per Set
J-2-G—24 Karat Gold Plate	10.50 Per Set

WESTERN BOOT LIGHTER ONLY

— Each in Clear Plastic Display Box and Packaged in a Beautiful Gift Box —

J-1-B—Bronze Plate	\$6.00 Each
J-1-S—Silver Plate	6.00 Each
J-1-G—24 Karat Gold Plate	7.50 Each

MODERN COMBINATION SET

— 1 Lighter and 1 Cigarette Container —
Gift Packaged One Set to the Box

J-4-B—Bronze Plate	8.50 Per Set
J-4-S—Silver Plate	8.50 Per Set
J-4-G—24 Karat Gold Plate	10.50 Per Set

MODERN LIGHTER ONLY

— Each in Clear Plastic Display Box and Packaged in a Beautiful Gift Box —

J-3-B—Bronze Plate	\$6.00 Each
J-3-S—Silver Plate	6.00 Each
J-3-G—24 Karat Gold Plate	7.50 Each

Unrated order, 1/3 down, balance C. O. D.

ORIGINATORS OF THE WESTERN BOOT LIGHTERS

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TO ALL USERS OF PUNCHBOARDS:

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PROFIT MFG. CO.

50-11 40th St. L. I. C. 4, N. Y.

High Pitch On For Picnic Trade

(Continued from page 66)

in his praise of the comeback made by Rocky Point Park at Warwick Neck, R. I. A hurricane in 1938 ruined the old layout and the new one is neatly laid out and modern in all respects, Huedepohl said. Fronts, he said, are unusually well designed. While the park has not been rebuilt completely, it has been doing an excellent business, he reported. Buildings still to be constructed are a ballroom and a roller rink. A Roller Coaster also is to be erected.

Huedepohl was impressed with the cleanliness noted at many parks on his trip. He was particularly high in his praise of Belmont Park, Montreal. There, Manager Rex Billings keeps a clean-up crew in continuous operation while the park is open, rather than leave the clean-up job as a nighttime routine. The result, Huedepohl says, is an immaculate appearance at all times.

One of the things which impressed the NAAPPB secretary the most was the rotunda entrance at Forest Park Highlands, St. Louis. He termed it "the most beautiful park entrance in America." He also was high in praise of the funspot's picnic area, pointing out that the tanbark used to cover it made it dustproof.

Baby Contest Draws

At Palisades Park, N. J., Huedepohl was enthused over the baby-crawling contest, a Bert Nevins promotion, which drew an entry of 135 babies.

Confined to his home with a foot ailment at the time of Huedepohl's visit, Henry Guenther, owner of Olympic Park, Irvington, N. J., told him that his park was enjoying astounding business. Guenther, Huedepohl reported, is recovering from his foot trouble.

Riverview Beach Park at Pennsville, N. J., is remarkably well maintained, according to Huedepohl, who said the operators, Lawrence K. Chrisman and William G. Acton, are doing a substantial amount of refurbishing.

Edgewater Beach Park, Detroit, owned by Charlie Rose and managed by Jack Dickstein, showed great progress in the construction of building fronts and in painting, the NAAPPB exec said.

Among other parks he visited were Joyland Park, Lexington, Ky., owned by G. D. Kincaid. Spot has been doing good business in the light of the fact that there is not much industry in Lexington, Huedepohl said.

UNDER THE MARQUEE

(Continued from page 61)

brother, Danny, is with the Ringling-Barnum circus with the Artonys, flying act.

Beginners don't pay much attention to the advice of old-timers, and they don't need to, because they'll find out all about closing without bankrolls when the season ends.

Carl R. Balmer, who had novelties with Dales Bros.' Circus for three months, left to handle novelties at the Sesquicentennial, New Castle, Pa., where he worked to fair business. After visiting friends on the Big One, he went to Toledo, where he had souvenirs at the Aquarama Festival and Water Follies.

Any circus fan who can explain, "Circus's night attendance, as estimated by a movie manager, was 30,000," is in danger of losing his amateur standing.

Mills Bros. had several distinguished visitors at Oneonta, N. Y., August 5, a rainy day, including Sen. Walter Stokes, Cooperstown, N. Y.; Assemblyman John F. Bennisson, Mayor John W. Saltsman, and George Duffy, of the Duffy Silk Company and a great circus fan, all of Fort Plain, N. Y. They were guests of Jack Mills in the cookhouse in the evening.

At least an elementary knowledge of billposting is possessed by a performer who knows his act looks better on an eight-sheet than on a one-sheet.

A wreath was placed on the grave of William C. Coup, circus great from Delavan, Wis., as part of the Circus

Day ceremonies when Cole Bros. played there recently. Participating in the ceremony were Acting Gov. Oscar Rennebohm, Wisconsin; Dr. Ora Rice, State centennial committee chairman; Col. Harry Thomas, Cole Bros.' radio director, and Florence Galt, Cole Bros.' press representative, who placed the wreath on Coup's grave for Zack Terrell.

Catherine Blanton Haynes, a member of the Paroff Trio, aerialists, who was seriously injured in a fall at Edgewater Park, Detroit, several weeks ago, has been discharged from the Redford Receiving Hospital and taken to her home in the South for a long period of convalescence.

2 AMAR UNITS

(Continued from page 61)

Troupe, tumblers; the Schleux, snake charmers; Miss Franciana, trapeze; a group of elephants presented by Otto 12 polar bears handled by Steinoff lions trained by Williams, 55 horse maneuvered by Willi Meyer, chimp, schooled by Professor Coll and a group of musical seals.

Italian Program

Amar unit in Italy has the Doumiers, acro dancers; Mais & Baby clowns; Woodrow, English juggler; Pivotos, double trapeze; Heliou double trapeze; Namedils, perch Lindemans, teeterboard tumblers Brunos, hand-to-hand; Ballan, bike Ali Bey Troup, tumblers; Sandor's ponies, monks and dogs; Tramer's polar bears, Solewitch's elephants Solewitch's lions, Schultz's sea lions Gauthier's 60 horses, and a balking mule.

Amar brothers are veteran animal trainers and circus operators and have always featured large animal acts. Prior to the war they carried at least 16 performing elephants and had the largest group of polar bears in Europe. Currently they are booking all good animal acts available in an effort to bring their shows up to pre-war standards.

POLACK WESTERN

(Continued from page 61)

Moore's mongrel revue almost doubled itself overnight with the arrival of half a dozen new pups.

The laugh of the week came when Count Ernesto Wiswell, driving the dizzie lizzie down a steep embankment following his act, decided to give the countess (the brains of the monster) an unexpected ride. After gunning the fugitive from a junk pile down the incline, his inquiry "How'd ya like that thrill, kid?" went unanswered, for Frieda was found sitting in the dust atop the hill, having been "thrown."

Millie Keathley's daughter, Joyce, is visiting with Jo Madison's sister in Los Angeles. Rodney Bell has a new motor driven automobile, built by papa, Gus. Leonard Pearson becoming allergic to blanks being shot at his dancing feet. The Roland Tiebers surprised by a visit from their next door neighbors from their hometown, Tonawanda, N. Y., and now residing in California. — HAROLD BARNES.

RINGLING-BARNUM

(Continued from page 61)

photographer, Nick De Morgoli, joined the show. Martha Henderson is on the sick list. Visitors: Frank Kindler, CFA; Joe Menchen, CFA; Dr. Conley, CFA; Mr. and Mrs. Sverre Braathen, CFA; Margie Townson and daughter, Gottlieb Fisher's mother, Bill Antes' relatives and friends, and Virgil Kist's family.

Back yard scenes: Indian Joe nursing a fractured arm after Dusty had kicked him during the Liberty act. The Braathens closing their extended visit with us declaring this year's show the best ever. One of the softball coaches telling the story of the member of the girls' team asking him, confidentially, which midget standing on the field was the shortstop. Distance or rain has no effect on the leaders in the race for the cookhouse flag, as they are always the first ones waiting in line.—MARY JANE MILLER.

WON, HORSE & UPP

(Continued from page 61)

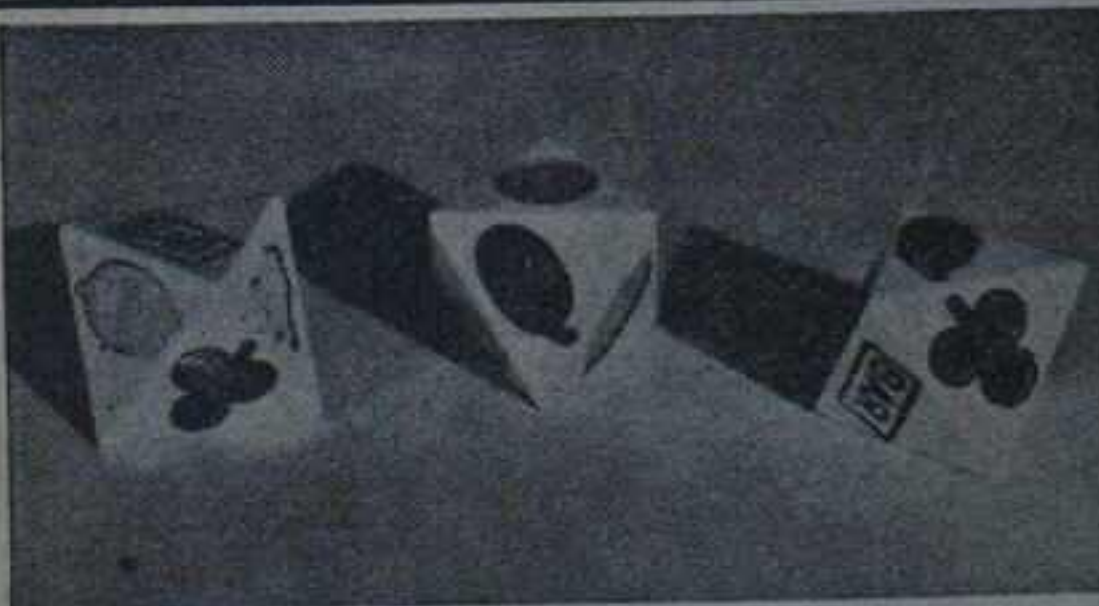
Desiring to abandon the hamlets for lamp-post towns, the co-owners contracted the Wong Won Troupe, Chinese equilibrists, and the Charley Horse Troupe, Indian stomp dancers. They joined with 12 camelback trunks which loaded the hayracks so heavily that the mules couldn't pull them. The first move with the enlarged aggregation of Oriental and Indian features was made with the walking Indians carrying the center poles on their shoulders and the boss canvasman, on foot, leading the caravan with the two sledge hammers in his hip pocket.

During the summer of 1902 Ophelia ran away with a sheet writer who was trailing the circus and the Won and Horse troupes attached the mules and hayracks for back wages. The sudden blows dealt him sent Bromal Down back to his wasted acres to never be heard of again and the Won, Horse & Upp Circus partnership was then formed and has prospered on paper ever since.

Brand New! SLOT MACHINE DICE

(Exactly like a slot machine) Something definitely new in the amusement world. Sparkling white plastic dice, eight sides on each with colored symbols and same winning combinations of an expensive slot machine. Odds remain unchanged regardless of price per shake. 75% average payout. Be first! Get yours today! Four-color 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.

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AUTOMATIC CHARLEY

THE NEW COIN OPERATED SALESBOARD REFILLS REGULAR 1,000 HOLE CHARLEY BOARD OPERATORS AND DISTRIBUTORS,

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Seal Prize CHARLEY BOARDS



1 PRIZE 2 PRIZE 3 PRIZE
25¢ PLAY — 10¢ PLAY — 5¢ PLAY
CASH PAYOUT OR CIGARETTE PLAY

ALL AVAILABLE IN THIN OR THICK
1000 TO 2000 HOLES



New-profit Makers!
WRITE FOR CIRCULAR

18 DIFFERENT STYLES IN ALL SIZES

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

Sweeping the Country—New "Win-a-Prize Bingo" Not Only Sensational—The Response Has Been Stupendous!

10¢ **WIN-A-PRIZE BINGO** 10¢

\$2.00

50¢

25¢

1 2 3
4 5 6
7 8 9

New Sensational Card for BINGO Play—
A PRIZE WITH EVERY DEAL!
Quick Action for the Premium Operator
DEFINITE PROFIT—PREMIUM OR CASH GOES WITH THE LAST SALE

1600 Tickets & Win-a-Prize Card, 10¢ Play. Profit, \$104.00, less prize. Complete... \$1.10
1600 Tickets & Win-a-Prize Card, 5¢ Play. Profit, \$45.00, less prize. Complete... \$1.10
1380 Tickets & Win-a-Prize Card, 10¢ Play. Profit, \$82.00, less prize. Complete... \$1.00
1280 Tickets & Win-a-Prize Card, 10¢ Play. Profit, \$72.00, less prize. Complete... \$.95

LANSHIRE
GOLD OR SILVER 11" HORSE ON ELECTRIC MANTEL CLOCK, Mounted on Mahogany Base, 18" long, 6" wide, 12 1/2" high.
SPECIAL \$13.95
COMPLETE "WIN-A-PRIZE" DEAL.

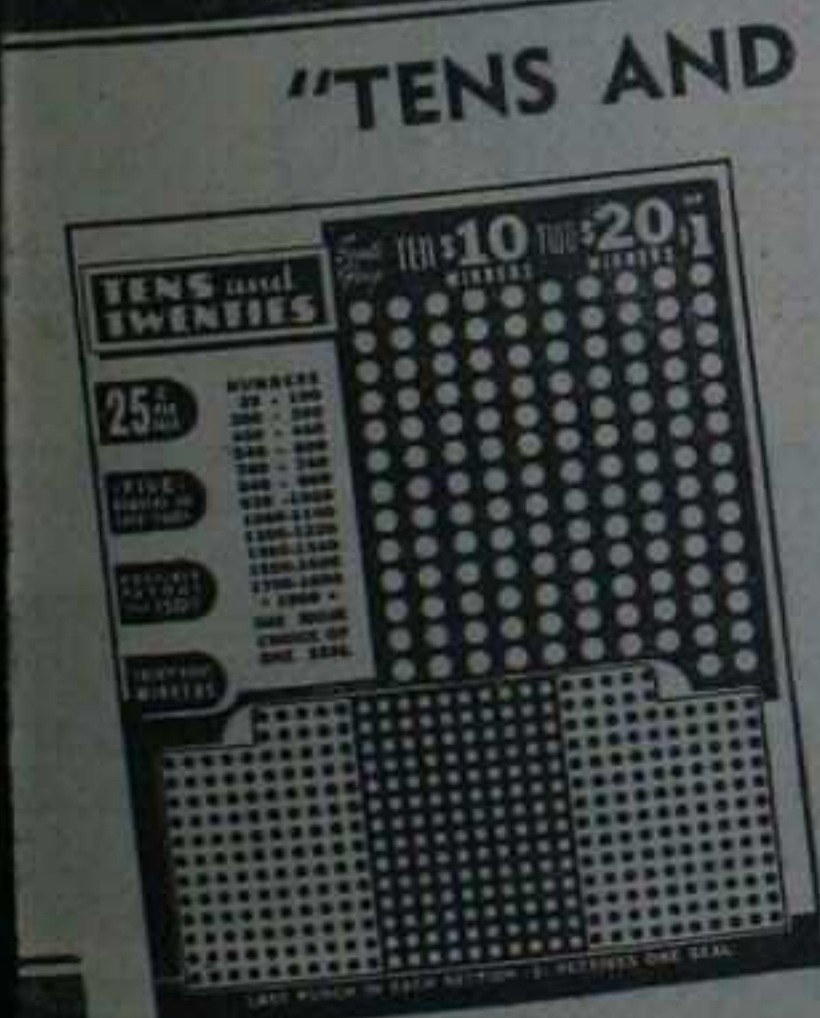
DON'T DELAY—ORDER TODAY
"WIN-A-PRIZE" CARDS--5¢ or 10¢ Play
Introduce this New Deal in your Territory.

Tom Thumb Camera Radio or "Buddy" Radio, Comp. Deal \$28.50
Walnut Westminster (4) Chime Mantel Clock, Comp. Deal 28.25
Chrome 10 Pc. Cocktail Set, on 18" Hand Etched Tray, Comp. Deal 17.50
Grandfather Clock (Swinging Pendulum), Comp. Deal 8.50
Ivory or Walnut Table Radio, 5 Tube, 12 1/2" x 6 1/2", Comp. Deal 17.95
17 Jewel Rhinestone Dial Watches, Comp. Deals, Up From 21.95

1/4 Deposit, Balance C. O. D. F. O. B. St. Louis, Mo.
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A Winner... "TENS AND TWENTIES"



Here is the Board that has 'em all Beat!
5 NUMBERS ON EACH TICKET
400 GL Holes
25¢ PLAY... SUPER THICK
FORM NO. 14407
Takes In \$100.00
Av. Payout 55.16
AV. PROFIT \$ 44.84

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HOMAN AVENUE
CHICAGO 51, ILLINOIS

GIVE TO THE DAMON RUNYON CANCER FUND

Be first to...

WIN PLACE SHOW

BIGGER PROFITS!
YOUR ORDER TODAY!
HOTTEST PREMIUM ITEM IN YEARS!

ABBOTWARES WESTERN BOOT LIGHTERS



buy Abbotwares!

Never—in the history of the board business—has there been an item that has a play appeal that ABBOTWARES' new WESTERN BOOT LIGHTER commands. Don't wait too long before placing your order—BE THE FIRST IN YOUR TERRITORY TO REAP THE HARVEST THAT THESE BOOT LIGHTERS WILL BRING YOU.



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1770 WORKMAN ST. • LOS ANGELES 31, CALIF.

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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 Postel, 8418 N. Newgard Ave., Chicago. au14

AA-1 BARGAINS—60 ASCO 5c HOT NUT MACHINES, reconditioned, \$15 each. 50 reconditioned 5c Silver Kings, \$8.95 each. Large Pistachio Nuts, 74c lb. in 60-lb. cartons. Bubble Ball Gum, 28c lb. in 25-lb. ctn. Send for complete price list. Asco, 55 Branford St., Newark 5, N. J.

AAAAA-1 COIN WRAPPER, 85c PER M—2 1/2" Maple Balls, \$38 per 100. Thousands of other Coin Machine Parts. Send for catalog. Joe Munves, 615 10th Ave., New York City.

BAKERS PACERS (DAILY DOUBLE MODEL), used one week, just like brand new, \$475. Slightly used Goales, \$115. 25c Mills Chrome Front, \$115. 10c Mills Blue Front, \$85. 5c Mills Blue Front, \$75. All equipment in perfect condition. West Coast Amusement Co., 107-109 S. Willow Ave., Tampa, Fla. Telephone H-6740.

BUY NOW—CIGARETTE MACHINES, EQUIP-ment thoroughly reconditioned and refinished. Low prices; we buy equipment. Central Vending Machine Service Co., 5987 Parrish St., Philadelphia 14, Pa. EVergreen 0-4244.

CANDY MACHINES—10 UNKEDA 5-COLUMN 5c selective, complete with base, bargain, \$70 each. Check with orders. Klutz Sales, 156 Edgewood Ave., Atlanta, Ga. au14

CIGARETTE & CANDY MACHINES—ALL makes & models completely overhauled and refinished in two-tone baked enamel; guaranteed trades accepted. Fred Stumm, 337 Lawrence St., Philadelphia, Pa. Lombard 3-2642. au28

DIGGERS—BUY NOW, EXHIBIT MERCHANT-men, Mutoscope Roll Chute Diggers, Iron Claw Diggers, Erie Diggers, Rotary Merchandisers. National, 4243 Sanson, Philadelphia, Pa.

FOR SALE—ABT TARGETS, MODEL F AND Challengers, and Triple Grip Machines. Ready for location. \$11.50 each, crating included. Don Bruington, Milaca, Minn.

FOR SALE—FIVE MINIT-POP POPCORN MACH-ines. Fully automatic, used six months, perfect condition, \$400 each. Will pay transportation if you take the five. P. R. Haskett, Box 388, Brookings, S. D.

FOR SALE—10 VEST POCKETS, USED LESS ninety days, forty dollars each. Or will trade for late model Seeburg. W. A. Finlay, Rt. 2, Asheville, N. C.

FOR SALE—2 ROBIN HOODS, \$75 EACH. 3 Singapore, 1 Tropicana, 1 Hawaii, 2 Advance Rolls, \$65 each. All in good condition. Box C-98, Billboard, Cincinnati 22, O.

GOING OUT OF BUSINESS—50 ARCADE MACH-ines. Will sell one or all. Send for list. General Amusement Co., 915 N. Saginaw St., Flint 4, Mich. au21

LIKE NEW—PENNY STAB PEANUT MACH-ine filled with Peanuts, \$5. Perfectly reconditioned, \$4. Limited quantity. Cash with order. T. O. Thomas Co., 1572 Jeff., Paducah, Ky. au14

POPCORN MACHINES—USED T & O "POP" Corn Box Vending Machines for sale. In good shape, 175 or any part of them at \$100 each, F.O.B. Des Moines. Fox Popcorn Co., 511 1/2 East Walnut St., Des Moines, Iowa. au21

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. au28

TWO LIKE NEW IMP WITH 3,500 BALLS Gum, \$15. T. O. Thomas Co., Paducah, Ky. au14

VICTORY DUPLEX POSTAGE STAMP MACH-ines, first-class condition, \$7.50; Match Vendors, \$4. Ideal. Northside Sales Co., Indiana, Iowa. au21

40 ROCK-OLA LO-BOY PENNY SCALES—THE scales with the lifetime porcelain finish, late serial numbers, new condition inside and out. One or all, \$58.50. 25% deposit. D. F. Hyles, 4911 1/2 Worth, Box 5915, Dallas, Tex. au21

FIRST WE INVENTED THE SLOT MACHINE DICE

WHICH MET WITH A TERRIFIC RESPONSE ALL OVER THE UNITED STATES

Now We Present:

"WHIRLIT"

A COMPLETELY ELECTRIC OPERATED AND LIGHTED, STREAMLINED, MODERN AND BEAUTIFUL MACHINE, FOR OUR SLOT MACHINE DICE.

NOTE EASE OF OPERATION:

Push Style Playing Switch—Merely push Switch and release; motor starts to revolve Turntable and Dice are in play. Separate Switch for Lights, which does not interfere with Playing Switch.



Unlimited for Many Types of Games. Just Change Dice and You have a New Game.

WHIRLIT ELECTRIC MACHINE, Including Set of SLOT MACHINE DICE and 4-COLORED PAYOUT CARD **\$39.95** Each

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Terms: One-Fourth Cash With Order, Balance C. O. D.

A-P DISTRIBUTING CO. 2823 LOCUST ST. ST. LOUIS 3, MO.

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.

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Def.	Profit	Price
400	5¢	Lucky Bucks, Thick	Avg. \$ 7.00	\$.88	
1000	25¢	J.P. Charley, Thick	Avg. 51.98	1.28	
1200	25¢	Texas Charley, Thick	Avg. 102.88	1.80	
900	5¢	Fully Packed, Thick, Girl Board	Avg. 28.25	2.75	
900	5¢	It's the Knots, Thick, Girl Board	Avg. 28.25	2.75	
1000	5¢	Barely Speaking, Thick, Girl Board	Avg. 28.80	2.75	
1000	5¢	Glovely Lady, Thick, Girl Board	Avg. 30.04	2.85	
1200	5¢	Pick a Cherry, Thick, Seal Board	Avg. 33.15	2.85	
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 28.75	2.50	
220	25¢	Kwick Pin, Giant Holes, 8 for 25¢			

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

WIN BIGGER PROFITS! PLACE YOUR ORDER TODAY! SHOW HOTTEST PREMIUM ITEM IN YEARS!

ABBOTWARES

FAMOUS ABBOTWARES HORSES NOW WITH ELECTRIC DIRECT READING NUMERAL CLOCKS

ABBOTWARES AGAIN . . . FIRST with the NEW!! Inspired by the huge success of Abbotwares Horse Radios, we present an even more sensational idea. . . . ABBOTWARES GUARANTEED HORSE-CLOCK with "Direct Reading Numeral." Definitely America's finest. Available in 7 JEWELRY FINISHES . . . the potential is tremendous . . . make it a MUST to ride these winners now!

IMMEDIATE DELIVERY PHONE: CApitol 4256

MODEL C4—ACTION COWBOY ON REARING HORSE Over-all Height, 18 1/4" Finest in detail . . . unusual sculpturing

WRITE, WIRE OR PHONE FOR PRICE LIST AND CATALOG

ABBOTWARES 1770 WORKMAN ST. • LOS ANGELES 31, CALIF.

... America's Finest Quality Sellers!

Communications to 155 No. Clark St., Chicago 1, Ill.

OPS SOUND OFF ON GAME ILLS

Ryan Elected
President of
Keeney Firm

Coin Veteran of 33 Years

CHICAGO, Aug. 7.—W. J. (Bill) Ryan, a veteran of 33 years in the coin machine business, has been elected president and treasurer of J. H. Keeney & Company, Inc., the firm's board of directors announced this week. Ryan, who has been vice-president and general manager, was selected to take over the administra-



W. J. (BILL) RYAN

tive duties formerly handled by J. H. (Jack) Keeney, the firm's founder, who died last week (*The Billboard*, August 7).

Jack Keeney appointed Ryan general sales manager January 3, 1940, following a friendship that at that time spanned over a quarter of a century. When he appointed Ryan to the sales executive post, Keeney disclosed that he was picking Ryan because he knew that Ryan was well acquainted with all phases of the coin machine business and would be the type of man that would grow with the industry.

Before joining Keeney Ryan spent (See RYAN ELECTED on page 122)

Minor Trouble

BOSTON, Aug. 7.—The battle between Mayor Curley and the city council assumed comical proportions this week over the issue of "how old must you be to play a juke box or a pin game in Boston?"

Curley vetoed a proposed amendment to the existing city ordinance which would have allowed minors to play juke boxes because a more comprehensive measure, sponsored by Thomas J. Hannon, president of the city council and acting reportedly on Curley's own request, was being presented to the council to lower the pin game age limit from 21 to 17 years. But the city council killed this measure, too.

So now, to go by the book, a minor cannot even play a juke box in Boston!

CMI Ships Three Giant Games
For Cancer Fund-Movie Tie-In

CHICAGO, Aug. 7.—Three of the six giant amusement games to be used in the nation's first amusement game championship contest have been completed and shipped, Herb Jones, Coin Machine Industries (CMI) board member, announced yesterday (6). Games will be put on location in theater lobbies of 25 cities across the nation as a promotional tie-in between CMI and the motion picture, *The Time of Your Life*, released by United Artists Corporation.

First games have arrived in St. Louis, Atlanta and Rochester, N. Y., with the St. Louis game going into action simultaneously with the opening of the picture there Friday (6). Other two will be placed in theater lobbies next week, Atlanta (10) and Rochester (11), when the movie production opens in those cities. While on location each game will be on dime operation and all proceeds resulting from play will be contributed to the Damon Runyon Cancer Fund. Film, in which an amusement game is prominently featured, stars Jimmy Cagney.

Jones, who is supervising the con-

struction of the giant games, disclosed that the game is 75 per cent larger than regular sized amusement games. Plungers are 61 inches and playfields measure 35 inches wide by 70 inches long. Platforms accompany each game on location so that contestants of less than giant proportions can play the big games comfortably.

As arranged by George Glassgold, CMI attorney, and Howard LeSieur, UA director of advertising and publicity, the promotion tie-in will take the giant games to 25 cities during the first-run showings of the picture. Set up in public locations, thru arrangements with municipal authorities, play by passersby will be solicited. Local games distributors will help run the promotion in each city.

At 10 cents a play, a considerable amount should be raised to swell the CMI backed Runyon Fund for cancer research, stated Glassgold. And UA will benefit, since high scores light up their picture's name, *The Time of Your Life*. The remaining three oversized games are now being completed in Chicago.

Despite Loss of Can. - Mex.
Markets, 1948's Export
Sales May Top \$2,500,000

May Shipments Up 48%; 5-Month Total Tops Million

WASHINGTON, Aug. 7.—Coin machine exports for May amounted to \$233,895, a 48 per cent increase over the previous month, and brought the 1948 five-month total to \$1,000,176, it was revealed this week by the U. S. Department of Commerce. Latest report shows that during May foreign coinmen sharply increased their demands for both jukes and automatic merchandisers but curtailed game orders, reversing April buying, when overseas coinmen decreased their music and vending buying and concentrated on larger game shipments.

Despite the obvious loss of Canadian and Mexican export trade, because of embargoes in effect in each border country, a review of the first five months of 1948 indicates that this year's dollar total might well reach \$2,500,000, which would compare favorably with pre-war export coin trade. The very fact that over \$1,000,000 worth of equipment was exported in the first five months of this year shows that American coinmen have consistently developed new trading areas since the end of the war and this groundwork is just now beginning to pay off.

Colombia Leads

Colombia, buying jukes exclusively, spent \$56,671 for 143 units and regained first place among foreign coin machine buyers. Dollar figure more than doubled the \$21,327 reported for

the previous month. Cuba, 242 units worth \$45,911, and the Union of South Africa, 299 coin machines valued at \$44,066 were also heavy buyers during the May market. In general most regular coin machine buyers on the export list increased their orders, with the Philippine republic serving as one of the noticeable exceptions, purchasing but 93 units worth \$6,795 in May, compared with the 206 coin machines valued at \$22,736 the Pacific island nation bought a month earlier.

(See 1948 EXPORTS on page 122)

Distributors Meet

CHICAGO, Aug. 7.—Several important distributors met at the Sheraton Hotel here Wednesday (4) and with manufacturers here Thursday and Friday to discuss mutual problems and to see if some solutions could be found for the more knotty ones. Rumor that basic steps toward formation of a new distrib organization persisted and discussions were to continue over this week-end. Spokesmen for the group stated that meetings up to now were still in the discussion stage and it would be another week before definite conclusions that could be reported to the trade would be reached.

Too Rapid
Depreciation
Prime Gripe

Cite Ways to Boost Play

Editor's Note: This is the last in series of three articles based on survey of 2,000 leading pin game operators on the current status of the pin game business. More than 200 operators located in 37 States participated. Previous two installments appeared in the July 31 and August 7 issues.

CHICAGO, Aug. 7.—Practically all operators of pinball games agree there are certain basic "musts" that should be followed for a successful operation, according to replies to a survey conducted by *The Billboard*. Too, these operators, for the most part, believe that rapid depreciation, brought about by the introduction of new games on a too-frequent basis by manufacturers, is one of the major ills in the industry today.

Consensus is that operators should be allowed to pay for their new equipment out of earnings. In order to do this, they should purchase new games about every fourth month, or three times a year. As it is, say some of the ops, games are brought out as (See OPS SOUND on page 122)

When Play Is Off
Pity the Life of
Japanese Pin Ops

TOKYO, July 28.—There are probably more than a few hot summer days when pinball operators in the United States wish they had gone into some other business but on one of these dog days when everything seems to be going wrong the American coinmen might be able to console himself by thinking about his Japanese counterpart.

In this Oriental metropolis, the inner workings of what passes as a pinball game are so crude that the operator actually is forced to become a part of the game's mechanism while a game is in progress. In order that the local coinmen may handle the play of several games at a time, he usually sets up from four to six games in a circular arrangement on a busy street.

With the coming of inflation and the discontinuance of coin money here, the actual coin-operated pinball game is now recent history. For the Japanese operator, this means a lot of additional hard work since he must serve as money changer and even work part of the mechanism while the games are in progress. Inside the close quarters of the game's backboard he exchanges yen notes for the players, releases balls for play and is practically always pulling a string or lever to keep a game going when a ball gets jammed from time to time. Regardless of the scene (See WHEN PLAY IS on page 122)

CIGARETTE OPS IN A WHIRL

Orders Swamp Vender Mfrs. For 25c Unit

Thousands Need Change-Over

CHICAGO, Aug. 7.—Caught in the sudden price increase in cigarettes last week, operators are swamping manufacturers of equipment with requests for parts to convert to quarter operation. Thousands of pre-war machines, still profitably on location, must be converted to the above 20-cent price with as little wasted time as possible, since delays mean operating at a loss or not operating at all.

Manufacturers of cigarette venders told *The Billboard* this week that they were rushing out parts and instructions as fast as time and availability of parts would permit.

Much of the post-war equipment, of course, can be adjusted simply. With electric models the change-over is a problem of putting a plug in a new socket or turning a switch. But these machines are still in the minority, so that demand for conversion parts is tremendous.

Electric Models

Eastern Electric, for example, a company which manufactures only electric models, reported demand for conversion units has been comparatively light, because all models can be instantly converted by flipping a bar. The Eastern Electric equipment operates on any combination of nickels and/or dimes. Since many operators prefer a single coin chute for quarter operation—this cuts down handling, counting and rolling coins—C-8 Laboratories, makers of the Eastern Electric machine, are recommending a kit of four parts which enables the operator to convert to quarter operation. The kit sells for \$24.50, and the factory estimates it can be installed in approximately 30 minutes.

Effective immediately, Eastern Electric will offer its models with quarter chutes or nickel and dime operation optional at no extra cost.

At J. H. Keeney in Chicago, President Bill Ryan reported the company has about 1,000 of its new electric machines on location already. The quarter price presents no problem because machine has three sockets into which operators can insert plugs which will make the machine operate at 20, 25 or 30 cents.

A problem, however, which Keeney engineers are working to lick is pennying. Currently, Ryan reported, the Keeney machines come equipped with changers which will return a nickel out of a quarter, but engineers are now at work to develop the machine to deliver pennies in change so that operators with 22, 23 or 24-cent prices will not have to insert pennies. The Keeney machine takes any combination of nickels, dimes and quarters.

At Lehigh

In Easton, Pa., Lehigh Foundries reported it went into production last Saturday (31) with a new 25-cent slug ejector and coin handling mechanism to sell for as low as \$7.75. Lehigh said the new mechanism could be installed in all of the latest model PX venders in as little as 15 minutes.

Neil Mitchell, sales manager for Lehigh, reported that the company had received inquiries thus far from over 200 operators who wanted the

Auto Vend Tests Models Of Knapp Coffee Machines

DALLAS, Aug. 7.—Prototype models, later to be tested on locations, of the pellet-coffee and soup vending machine developed by Joe Knapp, Kansas City, Mo., are being built by Auto-Vend, Inc. Auto-Vend, according to Roy Cresswell, purchased the machine from inventor Knapp two months ago and expects to have it in production within three to four months.

Auto-Vend does not contemplate making any mechanical changes in the vender, Cresswell said, but the cabinet is being redesigned. The vender has been location-tested in Kansas City and on the West Coast but was never placed in production.

Operators got their first look at the machine during the conventions of the National Automatic Merchandising Association and Coin Machine Industries last winter. The vender uses compressed coffee or soup pellets which are pulverized in an ingredient chamber and mixed with hot water under controlled temperature.

Cresswell said that Knapp, now in Texas, will assist Auto-Vend in getting the unit into production. Although he did not announce details of the company's sales program for this machine, Cresswell did say sales will be handled thru distributors and that

operators will be franchised for protected territories.

No price has been placed on the vender as yet, but Cresswell said the machine would sell in the same price range as other coffee units now in production.

For the time being, at least, Auto-Vend (See *Auto Vend* on page 109)

Gum Vending Corp. Begins Deliveries Of New 1c Gum Mch.

NEW YORK, Aug. 7.—Gum Vending Corporation here announced initial deliveries on its new Model N Adams penny gum vender this week. Machines, designed to attach to candy and cigarette venders, are finished in colors to match the larger equipment.

First production run on the new gum machine is for 2,000 units, according to Miss A. M. Strong, Gum Vending official. Operators may use any type or brand of gum suitable for the machine. As were previous models, Model N is being manufactured for Gum Vending by the DuGrenier Company on contract.

Roberts and Messick Quit U. S. Vending; Bayne Moves Up; Offices Now in Factory

No Change in Distributing or Sales Policies

CHICAGO, Aug. 7.—United States Vending Corporation, formed in 1946 to develop and produce a number of automatic merchandising machines, announced this week that Allen Messick, chairman of the board, and Henry T. Roberts, vice-president and director of sales, have resigned. At the same time, the firm moved its offices from the Board of Trade Building to the Alco Deree factory on Chicago's northwest side.

Austin Packing Co. To Expand, Add New Vender Food-Pack

BALTIMORE, Aug. 7.—Austin Packing Company, makers of specially packaged peanut butter and cream-filled sandwiches for venders, announced a \$250,000 expansion program here this week which includes building a new and larger plant this year. Ernest H. Fox, president, stated that the vending of handypacked sandwiches has "become so popular that the expansion is necessary to meet demand."

Supplementing its initial Vendapak line, firm will introduce a cellophane wrapped pack, consisting of fig bars and fruit squares, later in the year. Like the first food item, it will be suitable for vending near hot or cold drink machines, Fox said.

Firm will exhibit at the NAMA convention in December, featuring colored movies of its plant operations.

From this factory, U. S. Vending will complete mechanical adjustments deemed necessary to the air-conditioned candy merchandiser which the firm began shipping this month. I. Newton Brogan, secretary of the company, said that he expects Alco Deree to be ready to resume production by the end of August.

Meantime, Attorney Francis P. Garvan, president and treasurer, reached in New York, said the resignations of Messick and Roberts would in no way affect the company's plans.

Clarence Bayne, with United States Vending since its inception, has succeeded Roberts as vice-president and sales manager. Bayne told *The Billboard* this week that the firm will continue to distribute equipment thru its existing distributor set-up. However, Bayne added, sales efforts will

(See *Roberts* on page 109)

Hinkel Named Sales Director of Canteen

CHICAGO, Aug. 7.—E. F. (Barney) Hinkel has been named director of sales for the Automatic Canteen Company of America. Hinkel, who is also director of purchases, succeeds Charles K. Morris, who resigned to become vice-president of General Bottlers, Inc., and its subsidiary, Pepsi-Cola Bottling Company, Chicago.

Hinkel was formerly with Hershey Chocolate in charge of sales to chains and vending machine firms. Prior to his affiliation with Canteen, Morris was in the investment banking business in Chicago.

Price Boost Begets Many Headaches

Conversion Unit Rush On

CHICAGO, Aug. 7.—From throughout the country this week, despite the lethargy which usually seizes the automatic merchandising industry during the summer months, came reports that cigarette operators were moving to bring their prices into line with wholesale increases of 8 cents a carton announced last week (*The Billboard*, August 7).

In the many States with high tobacco taxes, where retail prices are being forced above the 20-cent level, operators are busy converting equipment with quarter chutes, buying penny inserting equipment and setting up penny departments.

In Louisiana, where operators were already worrying with additional State taxes added during the 1948 legislative free-for-all, retail tobacco dealers predict that they will have to go above the quarter price in order to stay in business.

In Shreveport, for example, operator J. E. Neilson has been charging 23 cents per package, returning two pennies in the pack. Meantime, Shreveport over-the-counter sales are being handled at 22 cents.

On September 15, Louisiana's new 8-cent-per-pack cigarette tax goes into effect and what that is likely to do to the cigarette vending business is anyone's guess. Previously the tax rate had been a nickel per pack. Operators then have the choice of going to 27 or 28 cents.

In Shreveport, however, Neilson is considering the possibility of charging 24.5 cents per pack and inserting a coupon, redeemable in merchandise, to cover the half-cent change due. Neilson is doing this in an effort to keep from having to pass the State sales tax along to his customers. Louisiana charges a penny on every quarter purchase, and as Neilson understands the tax structure, he would have to pay that penny or pass

(See *Cigarette Price Boost*, page 107)

Stoner Will Pass On Upped Costs in Nominal Price Boost

AURORA, Ill., Aug. 7.—The Stoner Manufacturing Corporation here announced last week that there would shortly be a "nominal" price increase on the entire Stoner line. Letters, advising fieldmen of the impending increase, went out over the week-end. Actual dollars and cents increase was not disclosed.

Burnhart (Bip) Glassgold sales manager, said that the price increase was necessary to recoup increases in labor, material and transportation costs. Friday (6) the Stoner company was still computing cost increases, and Glassgold declared that only the actual increase would be passed along to operator buyers since it was not the company's desire to increase its profits proportionately.

In mid-1947, Stoner decreased prices on its entire line. The decrease amounted to an average of approximately \$5 per machine. Glassgold, while he said he could not comment at this time on the actual amount of increase forthcoming,

New LION "1400"

WORLD'S FINEST CUP-DRINK VENDOR

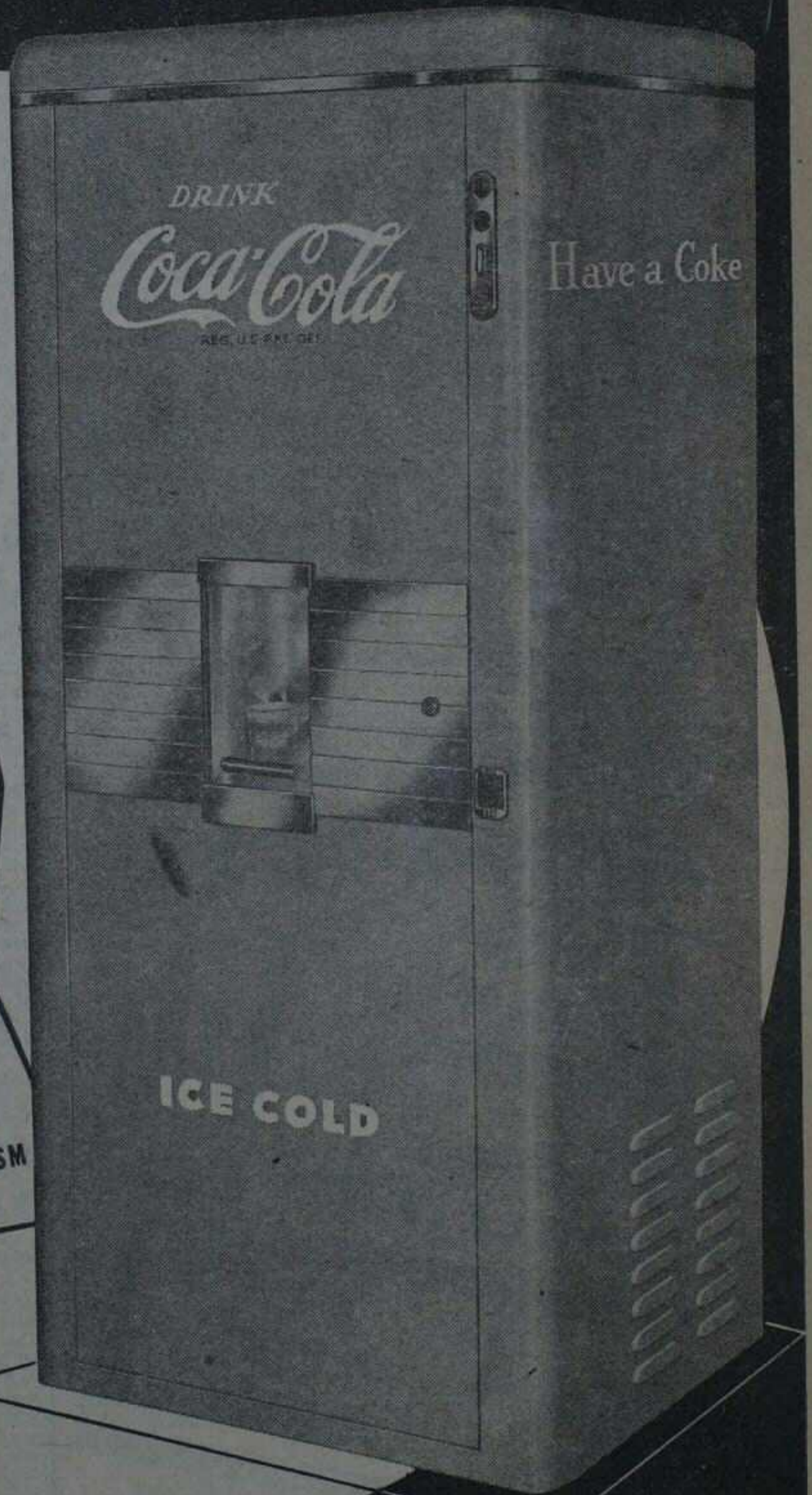
LARGEST CAPACITY
VENDS 1400 DRINKS
PER SERVICE OF SYRUP AND CUPS

SMALL SPACE
ONLY 30 IN. WIDE, 24 IN. DEEP

FAST OPERATION
VENDS DRINK IN 5 SECONDS

EACH DRINK FRESHLY PREPARED
PERFECTLY BLENDED, UNIFORMLY COLD

EQUIPPED WITH CHEAT-PROOF
COIN-CHANGER
OR STRAIGHT NICKEL OR DIME MECHANISM



The New Lion "1400" cup-drink vendor embodies a host of exclusive deluxe features not found in other cup vendors. Operators enthusiastically praise its efficiency and performance. They like the way it stays in continuous operation . . . the minimum amount of service required . . . best of all, the *big profits* it brings them. You'll like it too for the same reasons. Write for descriptive literature today.

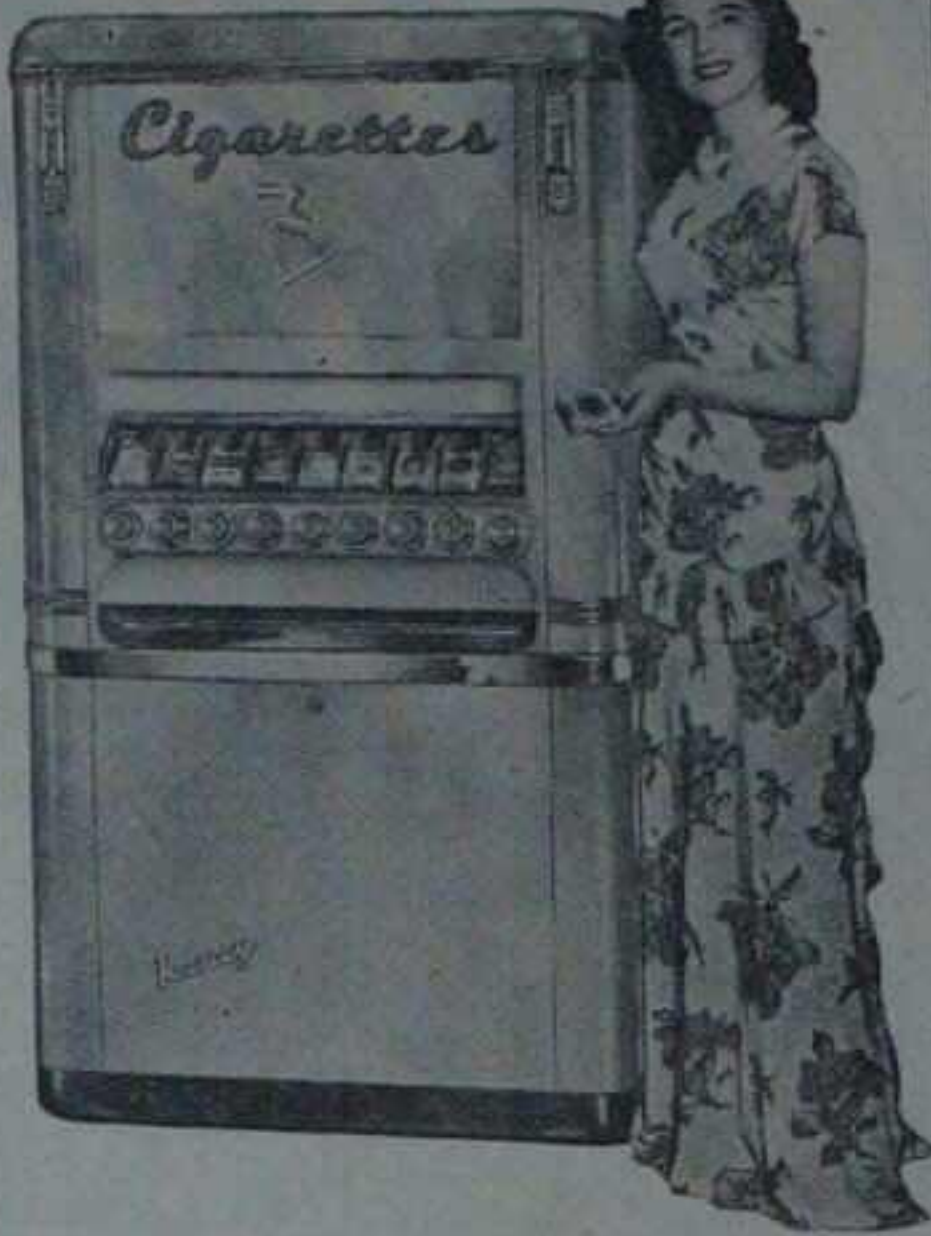
MODELS AVAILABLE TO VEND
6-OZ., 8-OZ., 9-OZ. DRINKS

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EVERY TOP LOCATION
YOURS FOR THE ASKING
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**The KEENEY
DELUXE ELECTRIC
CIGARETTE
VENDOR**



- ★ STARTLING STREAMLINED BEAUTY & BRILLIANCE CAPTURE TOP LOCATIONS AT WILL
- ★ ELECTRICAL AND MECHANICAL PERFECTION. SIMPLICITY itself. Only a single motor, one relay, and two solenoids.
- ★ SUPER CHANGE MAKER (OPTIONAL)—handles nickels, dimes and quarters. Returns a nickel on 20¢ sales when a quarter is used. Returns a nickel on quarter sales when 3 dimes are used.
- ★ HOLDS 432 CIGARETTE PACKS in fully loaded double columns (front and rear), dispensed alternately. Cigarettes always fresh. Easy selections; the pack you see is the pack you get.
- ★ ALUMINUM CABINET PREVENTS RUST AND CORROSION.
- ★ EASIEST TO SERVICE—QUICKEST TO LOAD—FASTEST DELIVERY.

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Cigarette Machine Operators

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QUARTER
NATIONAL-TYPE
SLUG REJECTOR
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U-NEED-A PAK
MODELS E, A AND 500

PENNY
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\$15.00
IMMEDIATE
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Manufacturers of U-NEED-A Pak & Monarch Parts.
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Under personal supervision of Joseph Kalishman.

The NEW U-NEED-A ELECTRIC Cigarette Machine
will be out soon . . . Worth Waiting For

**U. S. Airports Seen
As Important Coin
Machine Locations**

WASHINGTON, Aug. 7. — The rapidly increasing number of airports in the United States appears likely to make this type of location among the best for coin machine operators. Last week the Civil Aeronautics Administration (CAA) announced that the number of airports in the country increased almost 1,000 in the past year.

Total number of airports is 6,210, as compared with 5,251 in mid-1947, according to CAA statistics. The number of civilian planes has also zoomed in the past 12 months, with about 15,000 additional aircraft having been licensed since July, 1947. Number of registered civil aircraft now stands at 97,743.

Of the more than 6,000 airports, about half of them are the Class 1 type, serving small communities. The number of ports serving cities of more than 250,000 people has doubled since last year to hit a total of about 500.

With planes and facilities on the increase, private pilot licenses are also going up, with the number now just shy of the 8,000 mark. Another 14,839 prospective pilots are taking pilot training, CAA said.

**Comm. Dept. Figures
Show June Location
Biz Lower Than May**

WASHINGTON, Aug. 7. — June business of various types of coin machine locations slumped slightly from May for the country as a whole, Commerce Department reported this week. Business for all types of retail stores, however, was approximately equal to the previous month.

Eating and drinking places, lumped together, reported an over-all decline of 1 per cent. Bars, not serving meals, showed a drop of 4 per cent, while taverns serving both food and drinks reported a 3 per cent decline. Business of lunch counters and refreshment stands, however, was up 2 per cent.

Candy, nut and confectionery stores reported receipts down 4 per cent from May, while drugstore business around the country sagged 1 per cent. Filling station sales were about equal to May sales.

Delicatessens, which have been quietly doing a fair business, reported a decline of 3 per cent from May, altho business for the first six months of the year was 3 per cent above the same period last year.

**H. M. Daniels Named
V.-P. at Rhodes, Inc.**

HARTFORD, Conn., Aug. 7.—H. M. Rhodes, president of M. H. Rhodes, Inc., here, has announced the recent appointment of H. M. Daniels as vice-president and general sales manager. Daniels succeeds W. E. Haywood, who resigned.

As sales manager, Daniels will have authority over merchandising, sales and promotion of firm's Rhodemaster parking meter, industrial and consumer timers, and delayed-time electrical switches.

**Corn Products Co. Reports
Drop in 1948 Net Earnings**

NEW YORK, Aug. 7.—Corn Products Refining Company here reports a net income of \$4,600,492 for the first six months this year, compared with \$8,973,578 for same period in 1947.

Continued high prices of corn, a direct result of the small 1947 crop, may see a drop due to the good weather and higher acreage planted this year, firm's officials stated.

**Supplies
In Brief**

India Cashews Normal

WASHINGTON, Aug. 7. — Poor weather held India's expected bumper 1948 crop of cashew nuts down to a normal 45,000 tons, Commerce Department reported this week. Exports of cashews during the first quarter of the year amounted to about 3,200 tons. U. S. and Britain each bought about 48 per cent of the total, the remainder being scattered among a half-dozen other countries.

Peanut Price Boost

WASHINGTON, Aug. 7.—A general increase of about 5 per cent in the support price of the 1948 peanut crop was announced this week by the Department of Agriculture. The support program is based upon 90 per cent of parity as of July 15.

The base prices per ton of top-grade peanuts are: \$215 for Spanish and Valencias east of the Mississippi; \$210 for the two classes west of the Mississippi; \$207 for Virginias, and \$195 for Runners. Last year's support prices were \$203, \$201, \$196 and \$185, respectively.

Price supports for No. 2 shelled peanuts are: 15 1/4 cents a pound for Spanish, 15 1/2 cents for Runners, and 16 1/4 cents for Virginias. Base prices on the 1947 crop were 14 1/4 cents, 14 1/2 cents, and 15 1/4 cents, respectively.

Total acreage of peanuts planted this year is slightly below 1947, Agriculture said. Total indicated acreage for the current crop amounts to 4,042,000 acres as compared with 4,121,000 acres last year.

Sugar Distrib. Holds

WASHINGTON, Aug. 7. — Sugar distribution for the week ended July 24 was slightly below the preceding week but well above the corresponding week in 1947, Agriculture said this week in its regular sugar report.

The distribution was 204,972 tons as compared with 218,761 tons for the previous week, and 169,081 tons for the week ending July 24, 1948. Total distribution thru July 24 was 3,930,145 tons as compared with 4,022,179 tons for the same period in 1947.

RALEIGH, N. C., Aug. 7.—Secretary of state here has issued a charter to the C & W Music Company, Asheville, to operate coin music machines, it was announced this week. Authorized capital stock of the new firm is 200 shares, no par value.

**PUT IN CANDY
PULL OUT CASH**



Get Started on BIG PAY Vending Route. No experience needed. Work full time or spare time. New SILVER-KING Vender dispenses either nuts or candy. A real money maker that works for you every hour. Develop a regular route that pays big, steady income whether you work or not. Vending machines becoming more popular every day. And of all Vending Machines, SILVER-KING is the way-out-in-front favorite. FREE! Get facts now without a penny's cost or obligation. Just write or send Post Card to Dept. II.

T. O. THOMAS CO.
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**Victor's
Sensational
New Custom-
Built
UNIVERSAL**
Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy The Best! Write for Complete Details and Prices.
Manufactured by
**VICTOR
VENDING CORP.**
5701-13
W. Grand Ave.
Chicago 89, Ill.

VICTOR'S MODEL V

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.

A Product of

VICTOR VENDING CORP.

5701-13 Grand Ave. Chicago 38

Cigarette Price Boost Begets Many Headaches for Operators

(Continued from page 104)

it along to the consumer, which would mean going to 27 cents.

As a last resort, Neilsen said he was even toying with the idea of selling smaller packages of cigarettes—10 for 15 cents. But that "will be the last step."

Detroit Plans

In Detroit, cigarette operators said they would generally follow the practice of splitting the increase in cigarette prices with the location owner. They are doing this in an effort to maintain the current 20-cent price level. An abundance of pre-war equipment, which cannot be readily converted to quarter use, partially explains the operators' determination to hold the price line there.

To make up for the 8 mill increase, five mills are being taken out of commissions and three are being paid by the operator.

Just a year ago, greater Detroit cigarette machines were vending at 15 cents. Then the State upped the cigarette tax by 3 cents and operators generally went to 20 cents.

Under the new price, retail stores moved their prices to 21 cents. Because of this, some machine operators hope to see increased volume at the 20-cent price.

In Detroit there has been some talk of an even further price increase thru a rumored imposition of a new federal cigarette tax. This has also caused a marked spurt in interest in newer types of machines which will allow price combinations to 25 cents. Approximately 1,500 of the estimated 9,500-9,800 cigarette venders in the Detroit area are of this type.

Boston to 25 Cents

Leading cigarette vending machine ops in Boston are going to a 25-cent price, it was learned today from spokesmen in the industry. Machines are being converted to take quarters or two dimes and a nickel, and the change will be inserted in the packages.

Vending machines in use now, operating at 20 cents the package, are being yanked out of locations and remade. However, the shortage of necessary parts leads ops to conclude it will be at least a month before all their machines can be converted. In the meantime, they point out, they are taking a beating on their machines in operation.

Some ops were withdrawing cigarettes from machines on their locations, leaving the machines empty while waiting for parts to remake them.

A hurry-up meeting of the Cigarette Merchandisers' Association of Massachusetts (CMAM) was held August 2 to discuss the situation.

Retail price in stores on cigarettes is now 21 cents.

Philly Up 3 Cents

A 3-cent-per-pack increase is going into effect in the price of cigarettes sold thru automatic vending machines in the Philadelphia area. This increase, which raises the vending machine price to 23 cents, follows last week's price rise by the major cigarette manufacturers.

The higher price was approved this week at a meeting of the Automatic Cigarette Vendors' Association of Eastern Pennsylvania, which represents the operators of approximately 95 per cent of the 7,000-odd machines in this area vending smokes.

Cigarettes in many machines will continue to sell at the old price of 20 cents until the machines are converted. Complete conversion is expected to take from two to three weeks. Cigarettes over the counter at the retail shops are now selling at 20 and 21 cents with some of the chains selling at 19 cents per pack.

Norman H. Fuhrman, local attorney who is the secretary of the vendors'

association, said that the machine price was 19 cents until June, 1947, when the State's new 2-cent tax on top of a 2-cent tax was imposed. The machine price per pack then jumped only a penny to 20 cents. "We have been slowly putting ourselves out of business by trying to absorb part of the 2-cent increase and hold the line at 20 cents," said Fuhrman.

It has been impossible to keep prices down, he said, since last week's increase in wholesale prices which capped a series of rises in wages and the cost of book matches given away with cigarette sales. Fuhrman also indicated that part of the boost in the vending machine prices will pay the cost of converting machines to sell at a quarter price.

Atlantic City at 25 Cents

Sale of cigarettes at the several hundred vending machines located in Atlantic City is now standardized at 25 cents per pack. The vending machine price was boosted to 23 and 25 cents in June as a result of the State levying a 3-cent tax on smokes on top of the local 3 per cent luxury tax on tobacco products.

While most of the operators boosted the price to 25 cents in June, some stayed at 23. The higher price was justified by some because of the cost involved in making mechanical changes in the machines. Now, however, all operators feel they must stay at 25 cents. Over the counter sales were raised from 20 to 21 cents.

The State cigarette tax bureau, which established an 18-cent minimum for cigarettes in line with the adoption of a fair trade code for the State, indicated that it would now boost the minimum prices 1 cent a pack for most of the cigarette brands.

25¢ CONVERSIONS
For ALL Types of CIGARETTE MACHINES

IMMEDIATE DELIVERY

Write—Phone—Wire

NEW YORK VENDING MACHINE EXCHANGE

1010 Myrtle Ave. Brooklyn, N. Y.
Phone: Evergreen 8-7570

ALL VICTOR MACHINES

recommended and sold on

TORR TIME PAYMENT PLAN

Pay for same in 18 weekly payments

WRITE FOR DETAILS

SPECIAL PRICE

FOR MONTH OF AUGUST ONLY

RAIN-BLO BUBBLE BALL GUM

Packed 25 Lb. to Carton

over 100 lbs.	34¢	1700
50 lbs. and over	28¢	387
100 lbs. and over	26¢	377
boxed and striped	40¢	407

Freight paid on 100 lbs. or over

Manhlos, Large Red, 60 Lb. Otn.	75¢ Lb.
Manhlos, Small Red, 60 Lb. Otn.	60¢ Lb.
Virginia Peanuts, 30 Lb. Otn.	89¢ Lb.
Spanish Peanuts, 30 Lb. Otn.	25¢ Lb.
Coeloe Gams, 775 O.L., 57 Lb. Otn.	26¢ Lb.
Breakers, 575 O.L., 54 Lb. Otn.	22¢ Lb.
Chocolate Confetti, 450 O.L., 54 Lb. Otn.	86¢ Lb.
Wee Rainbow Peanuts, 33 Lb. Otn.	25¢ Lb.
Wee Borton Baked Beans, 33 Lb. Otn.	24 1/2¢ Lb.

FULL CASH WITH ORDER

ROY TORR LANSDOWNE, PENNA.

AUGUST CLEARANCE!

15 1/2 ABT Challengers (Late '47 Model), Ea.	\$ 27.50
75 1/2 De Northwestern De Luxe Nut, Ea.	30.00
20 10 1/2 Aristocrat Pop Over Vendors, Ea.	128.00
10 8-Cof. Cigarette Vending Machines, Ea.	78.50

22 TO 28 FEET

SHUFFLE BOARDS

\$225.00 Ea. IMMEDIATE DELIVERY

Also Other Vending Machines. Write for Free Circular.

1/2 Dep. With Order, Bal. C.O.D.

CAMEO VENDING SERVICE

432 West 42d St., New York 19, N. Y. LQncore 3-1334

5¢ GUM AND 5¢ HARD CANDY AND MINT VENDORS



for Charms, Lifesavers, Gum and similar sized products.

ALKUNO & CO.

408 Concord Ave., New York 54, N.Y. MElrose 5-7757 Mechanical Manufacturing Laboratories.

FOR MACHINES TO SUIT YOUR NEEDS

COUNTER GAMES OF ALL TYPES AND MERCHANDISE OF HIGHEST GRADE AT LOWEST PRICES.

WRITE TO: **J. SCHOENBACH**

Factory Distributor of Advance Machines 1647 Bedford Ave. Brooklyn 25, N. Y.

25¢ COIN MECHANISM

(Complete with National or ABT Ejectors)

To fit all Rowe Models:
Imperials, Royals
Presidents and Crusaders

IMMEDIATE DELIVERY

PRICE REDUCED TO \$17.50 EACH

Complete and ready to install in machine

1/2 With Order—Balance C. O. D.

RITWAY COIN DEVICES

400 Coit St.

Irvington 11, New Jersey

Telephone Essex 2-3405

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.

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

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)



"Little Giant"
HOT POPCORN
DISPENSER

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.

Telecoin Files Answer in Suit; Denies Charges

WILMINGTON, Del., Aug. 7.—Telecoin Corporation and Appliance Development Corporation, Monday (2), thru their attorney, John J. Morris Jr., of the Wilmington law firm of Hering, Morris, James & Hitchens, filed their joint answer in the suit brought by R. L. Berner and M. V. Leventritt, charging diversion from Bendix Home Appliances, Inc., of corporate assets and of the benefits of a corporate opportunity to develop the coin-operated home laundry business (*The Billboard*, July 31). The plaintiffs are cotrustees for 100 shares of common stock of the defendant Bendix, which was given an extension of time to yesterday (6) to file its answer.

Telecoin and Appliance Development deny that any conspiracy ever existed between themselves or Bendix or any of its officers or employees. They deny being indebted to Bendix for any profits and deny that the business of Telecoin was illegally promoted and the business of Bendix illegally damaged.

As a first affirmative defense, Telecoin and Appliance Development allege "the complete failure to state a claim against the defendants upon which relief can be granted."

As a second affirmative defense, Telecoin and Appliance Development assert that jurisdiction cannot be obtained over the individual defendants, Judson N. Sayre and Eugene R. Farny, and they "being indispensable parties to this action it cannot be maintained without their presence herein."

Demand Dismissed

Telecoin and Appliance Development "demand judgment dismissing the complaint." They also deny that the "subject matter of this action" is "of common and general interest to all stockholders of Bendix." They deny knowledge as to the truth of the allegations that the plaintiffs are citizens of New York and cotrustees for 100 shares of Bendix common, and also deny knowledge as to the truth of the allegations that Sayre is a citizen of Indiana, president of Bendix, and a director of Bendix.

Telecoin and Appliance Development admit that Farny is a citizen of New Jersey and a director and chairman of Telecoin, but deny knowledge that he has been a director of Bendix since 1942. They also deny that the matter in controversy exceeds \$3,000. Telecoin and Appliance Development deny knowledge of the allegation that "the instant action is not a collusive one" except that they "admit that there is no collusion between plaintiffs and themselves."

Telecoin and Appliance Development deny that the public offering of the stock of Telecoin was in pursuance of any conspiracy. Telecoin admits that in or about April, 1945, it entered into an agreement with Bendix "and begs leave to refer to that agreement as to the exact terms and conditions thereof." Telecoin admits that on or about April 20, 1946, its stock was split two-for-one. The defendants Telecoin and Appliance deny that Farny was a controlling stockholder of Appliance and deny that Appliance was used by him to hold a large block of Telecoin stock for the direct or indirect benefit of Farny and the other alleged "conspirators."

Blum Morris Controller

NEW YORK, Aug. 7.—H. R. Blum, associated with Philip Morris & Company, Ltd., the past 22 years, has been appointed controller of that firm. His appointment was announced by Alfred E. Lyon, president. Lyon also announced that Cornelia Craig has been named assistant secretary of the

MARION AMERICA'S
Most
BEAUTIFULLY DESIGNED
Personal
Penny Weighing
Scale

More Value for
Your Money Than
Any Scale at
Any Price

\$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

It's HOT! The most efficient profit-making hot nut machine.

The "CHALLENGER"

3 MACHINES IN ONE!
This machine will do from
\$10.00 To **\$50.00** Weekly on Location

We Can **BACK UP** This Statement

- Attractive Appearance.
- Better Locations • Bigger Profits.

You can operate as follows: 5-5-5, 10-10-10, 5-10-5, 10-5-10.

- Reversible slots make this possible
- Heating units in all 3 compartments
- Easy operation!
- 3-way vending means 3-way profits!

Be Smart the "Challenger" Way
TROPICAL TRADING CO.
716 W. Madison St. Chicago 6, Ill.

IMP BRAND NEW
1c OR 5c
CIGARETTE OR FRUIT
\$12.95 Lots of 12
\$13.75 Lots of 5. Sample, \$14.50

SPECIAL IMP GUM DEAL
1 Imp and 1700 Balls Gum \$17.50
2 Imps and 4250 Balls Gum 35.00
Here's the tiniest Ball in the world. A brand-new Three-Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

VICTORY DUPLEX POSTAGE MACHINE BRAND NEW!

Vends 1c, 3¢ 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.

1/3 Deposit on All Orders. Write for Catalog on Bulk Vendors, Games, etc.

PARKWAY MACHINE CORPORATION

MEMORIAL AVE. W. NORTH AVE. JEFFERSON

623 W. NORTH AVE. DEPT. B • MADISON 1947 • BALTIMORE, 17, MD.

CIGARETTE MACHINES SET FOR 25¢ OPERATION

QUARTER PIECE OR 2 DIMES & 1 NICKEL
FULLY RECONDITIONED — REPAINTED — READY FOR LOCATION

Rowe Royal, 10 Cols., 400 Cap. \$90.00	Rowe Imperial, 8 Cols., 240 Cap. ... \$70.00
Rowe Royal, 8 Cols., 320 Cap. 85.00	National 9-30, 9 Cols., 270 Cap. ... 70.00
Rowe Royal, 8 Cols., 240 Cap. 75.00	DuGrenier "S", 7 Cols. 45.00

CONVERT YOUR PRESENT EQUIPMENT FOR 25¢ OPERATION.
WRITE FOR INFORMATION — ACT NOW!!!

CANDY MACHINES

NATIONAL 9-15, 162 CAP. \$85.00	
ROWE, 8 COLS., 120 CAP., REGULAR OR DELUXE 65.00	
ROWE 1¢ GUM MACHINES \$15.00	\$12.50 EA. IN LOTS
ROWE 5¢ GUM & NUT MACHINES EA.	OF 10 OR MORE.

1/3 DEP.; BAL. C. O. D.; F. O. B. BROOKLYN, N. Y.

NATIONAL VENDING SERVICE CO.
512 GRAND ST. BROOKLYN, N. Y. Evergreen 7-2234

VICTOR'S NEW MODEL V-K

It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great, new bulk vendor. Write us NOW for detailed information and prices.

A Product of
VICTOR VENDING CORP.
5701-13 Grand Ave. Chicago 38

METAL PLATED CHARMS

In bright gold and silver finish

Metal Plated Charms, Series #1	Per M
Metal Plated Charms, Series #2	88.00
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 10, L. I., N. Y.

NOW! LEON "HI-HO" SILVER'S SELECT CALIFORNIA VENDSIZE 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: BOLAND SEE Sales Mgr. LEON "HI-HO" SILVER, INC.

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDERS.

Write NOW for lowest prices and samples of our METAL AND PLASTIC CHARMS, (PINK AND WHITE) WEDDING RINGS, RINGS, JACKS, BALLOONS, SKULLS, etc.

TIME PAYMENTS ON "SILVER KINGS"

24 or More

1/4 DOWN—20 WEEKS TO PAY

WRITE FOR DETAILS



Bigger Profits from locations are a natural with the all new Silver-King Hot Nut Vendor. Completely redesigned for sales-compelling eye appeal. Flashing ruby red jeweled top vendor.

\$29.95

OTHERS LOW AS \$10.55

Nut and Ball Gum Vendors, 1c-5c. U. S. and Foreign Coins.

At All the Best Dealers—or Write

SILVER-KING CORP.

622 Diversy Parkway Chicago, Ill.

Auto Vend Tests Knapp Machines

(Continued from page 104)

Vend expects to push the vender as a coffee machine, altho its use in vending hot soups will be developed. The vender cannot dispense both coffee and soup at the same time.

One of the sanitary features of the machine, as it was displayed during trade shows last winter, was a flushing action. Before a new cup of coffee or soup is made, one and one-half ounces of boiling water is forced thru the ingredient chamber under pressure to remove residue particles and odor left by previously used pellets. This, inventor Knapp said, prevents any taste from the last drink being absorbed in succeeding drinks.

Altho he would not elaborate on his statement, Cresswell told *The Billboard* that Auto-Vend is currently considering several other types of automatic merchandising machines. The firm has been the largest volume producer of coin-operated popcorn vendors and lately introduced a manually operated snow cone device.

Roberts and Messick Quit U. S. Vending

(Continued from page 104)

be confined to a more concentrated area until production goals are reached.

Purpose of closing the Board of Trade offices, Bayne said, were to consolidate sales and production into a closer working team.

U. S. Vending officials reported that experience in the field thus far indicates approximately 10 per cent of the mechanism needs what Brogan called "stiffening," and Brogan added that he meant to use this word in its literal sense. Wherever necessary, Brogan said, new mechanisms will be sent out to replace faulty ones now on location. He said there would likewise be some slight modifications in the selector mechanism, but that on the whole the candy machine would be substantially the same as units already on location.

Neither Roberts nor Messick have announced their plans for the future, altho Roberts did say this week that he did not intend to sever his active interest and connections in the industry.

Mercury Scale Co. Names 4 Distribs

DETROIT, Aug. 7.—Appointment of four distributors to cover territories in 10 States was announced this week by C. L. Skidmore, sales manager of the Mercury Athletic Scale Corporation, for their line of console and counter model scales.

New distributors and their territories are: Southern Music Company, Charlotte, N. C., for the States of North Carolina, South Carolina, Georgia and Florida; Public Scale Company, Omaha, for Nebraska, South Dakota, the northern half of Kansas and the western half of Iowa; Harry O. Sutton, Tuscola, Ill., direct factory representative for the State of Illinois; Amusement Supply Company, Huntington, W. Va., for the State of West Virginia.

New Gotham Plant To House Cigaromat

NEW YORK, Aug. 7.—Cigaromat Corporation of America is moving to larger executive and sales offices at 114 East 32d Street, it was announced here this week.

New quarters will house private offices for President Martin Berger and Vice-President Harry Weiner, and will contain general offices, a reception office and warehousing and shipping divisions.

ATTENTION ROWE CUSTOMERS Silver Quarter Slug Ejector Assemblies Complete

AVAILABLE FOR ROWE ROYALS, PRESIDENTS AND CRUSADERS

These Standard Factory Parts Supplied by Rowe Are Recommended for Best Results

Price \$15.00 Per Unit

Order Immediately for Quick Delivery. State Model When Ordering. All Sales Final. No Credits or Exchanges.

For Two Dimes and Nickel Operation, ALL Rowe Models, Pivot Levers and Studs are available. Immediate shipment. 40c Per Machine.

ROWE MANUFACTURING CO., INC.

31 East 17th St.

New York 3, N. Y.

BUILT for OPERATORS



WORLD'S BEST BULK VENDERS

Designed and built to meet the demands of experienced operators. Northwestern bulk vendors are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment—insist upon Northwestern. Write for the name of your nearest distributor.

THE NORTHWESTERN CORPORATION
25 EAST ARMSTRONG ST.—MURKIN, ILLINOIS

Victor's Sensational New Custom-Built UNIVERSAL

Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy The Best! Write for Complete Details and Prices. Manufactured by

VICTOR VENDING CORP.
5701-13 W. Grand Ave. Chicago 39, Ill.

IN STOCK!

Less than 25 \$12.60
Less than 100 12.40
100 or more 12.25



for PEANUTS YOU CAN'T BEAT IT

Write for prices on Models 40, 39, Deluxe and 33 Ball Gum.

EMPIRE COIN MACHINE EXCHANGE
1012 MILWAUKEE AVE. CHICAGO 22

SENSATIONAL BUY!!

\$320 Value for \$100
TWO (2) ELECTRO-SERVO POPCORN MACHINES, LIKE NEW.
Call NYC Ravenswood 6-1437 or 6-2269 after 7 p.m.

Here Is the Machine That Sells More Pop Corn—and Brings More Customers Back for Profitable Repeat Business!



PRONTO, JR. POP CORN WARMER LEADS WAY TO GREATER PROFITS



Patent Pending

... Because the Pronto Junior is the ONLY pop corn dispenser that assures delivery of hot, delicious pop corn with every serving—through operation of new Hot Blast Forced Air Heating System.

Big capacity, holds over 10 lbs. of pop corn. Easy to operate—simple flip of knob fills either 5, 10 or 25c bag or box. Two heat controls cut current cost. Heatproof construction. Stainless steel or plastic on all parts in contact with corn. Convenient size, 16" square by 35" high. Economical operation combines with minimum investment to make the Pronto Junior the ideal profit machine for every operator.

PRONTO POP CORN SALES, INC.

Write for full information. DEALERS: Inquiries are invited from established, rated dealers.

714 Beacon Street



Boston 15, Mass.

NCWA To Hold 1949 Exhibit in June at Stevens Hotel, Chi

WASHINGTON, Aug. 7.—National Candy Wholesalers' Association (NCWA) will hold its 1949 convention at the Stevens Hotel, Chicago, June 26-29, President John F. Poetker Jr. announced this week.

Decision to move the convention site to the Stevens (it has been held in the Sherman Hotel, Chicago, the last three years) was made by the executive committee, following instructions by the board of directors to investigate other convention facilities in Chicago.

New location, if fully utilized, will provide space for 157 booths, almost

C. Kazanjian, Pres. Of Peter Paul, Dies

NEW HAVEN, Conn., Aug. 7.—Calvin K. Kazanjian, president of Peter Paul, Inc., here, died at St. Raphael's Hospital last week after apparently recovering from an operation.

Kazanjian had succeeded his brother-in-law, Peter Paul, as head of the candy firm in 1927. A native of Turkey, he was educated in New Haven schools and was a graduate of Yale Law School.

double the number at the 1948 exhibit, Poetker said. Reservations for the 1949 convention will be accepted after January 1, 1949.

C-8 Announces New Sign for Cig Equipment

NEW YORK, Aug. 7.—Mario Caruso, president of C-8 Laboratories, New Bedford, Mass., announced this week that his company is now manufacturing a new electric sign for use on the firm's Electro cigarette vending machine. The sign mounts flush on the top of the Electro cabinet, extends practically the entire length of the cabinet and is approximately two and one-half inches in width. When the sign is turned on, the word "Cigarettes" stands out in bold white relief against a red background. The metal shell of the sign is finished in a neutral cream shade to harmonize with all types of cabinet finishes.

This new merchandising feature has been especially designed for easy installation on previously manufactured Electros now on location. It will be offered to operators complete, ready for installation, at \$8.50 each. Effective immediately, all new Electros will leave the factory carrying the new feature as standard equipment, altho the list price of the machine remains unchanged.

Console Machine

According to Caruso, C-8 Laboratories has experimented for several months to determine the proper means of calling attention to and identifying their console type machine, especially in darker locations. They feel they now have a solution that will gain instant operator approval.

Meanwhile, Electro sales-manager, Lew Jaffa, announced the appointment of the Weymouth Sales Company, Los Angeles, as West Coast distributors. The California company is headed by Al Weymouth, who has been associated with the coin machine industry since 1929. He was with the Rowe Manufacturing Company until 1933 when he went into business for himself. Since that time, he has consistently expanded until today he is one of the largest West Coast operators with more than 1,100 cigarette and many candy machines on location. He has also been active in wholesale tobacco and candy business and for the past 10 years has distributed new and used equipment. Weymouth was president of the first California Cigarette Operators' Association, formed in 1933, and continues to take an active interest in all industry activities.

New Illinois Tobacco Assn. Elects Officers

SPRINGFIELD, Ill., Aug. 7. — Newly formed Illinois Association of Tobacco Distributors (IADT), at its recent first annual meet here, elected permanent officers for the ensuing year. Paul E. Schickler, P. Schickler Company, Elgin, was elected president, replacing L. W. Koopman, Illinois Tobacco Company, Springfield, who had been serving as president temporarily.

Other officers elected were E. O. Burkland, Springer-Burkland Company, Peoria, vice-president (northern section); Oscar W. Weeke, Weeke Tobacco Company, East St. Louis, Ill., vice-president (southern section); Walter C. Knack, Walter C. Knack Company, treasurer, and A. Najim, Lincoln Candy Company, Springfield, secretary.

New Philly Cig Operation

PHILADELPHIA, Aug. 7. — The L & S Cigarette Vending Company, operating cigarette venders, was formed here recently. Firm is owned by Lewis and Samuel Gross.

NEW BRAND IMPS
EITHER 1c OR 5c PLAY
Cig. or Fruit Reels
\$12.95 ea.
LOTS OF 12 OR MORE
5 or More Ea. \$13.75
Sample 14.50
QUANTITY PRICES TO WHOLESALE BUYERS



MILLS VEST POCKET BELL
Pays Out Automatically
\$65.00 Ea.
USED \$49.50



BRAND NEW COLUMBIA BELLS
Twin Jackpot 1948 \$145.00
\$119.50 Ea.
While They Last.
Changeable to 1c, 5c, 10c, 25c 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 M50
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
409 SPRING GARDEN ST. PHILA. 21, PA.
LOmbard 3-2676

ORDER from THIS AD BE FIRST WITH THIS NEW 1c BALL GUM VENDER

TARGET KING



IT'S A WHIRLWIND SHARPSHOOTER that no one can resist playing. Shoot penny into bull's-eye and it comes back to you. If you miss, pull knob and get a ball of gum.

Vender holds 2000 balls of gum, size 1/2. Empties quickly in all kinds of locations. Steals the show in Penny Arcades. Sturdy mechanism. All Metal Cabinet—Plastic Viewing Top.

Rush Order Today. **\$45.00**
Price—F.O.B. Chicago.

1/3 deposit must accompany all orders, balance C. O. D. Or send full amount with order and save C. O. D. charges.

ALBERT M. KOPLO
4904 N. Springfield Ave. Chicago 25, Ill.

VICTOR'S MODEL V
The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.
Write us NOW for detailed information and prices.
A Product of
VICTOR VENDING CORP.
5701-18 Grand Ave. Chicago 35



NOTICE
Due to the cigarette emergency situation we are devoting all our time to 25c vending conversions.

- PX • ROWE • NATIONAL
- UNEDAS • DuGRENIER • Etc.

Rapid, Same Day Conversion Service.
Expert Workmanship at Moderate Cost.
Send your coin mechanisms or machines, one or one hundred.

CIGARETTE MACHINES

NEW C-8 Electric	\$222.50
NEW Unedda, 6 Cols., 380 Pack Cap.	149.50
Rowe Imperial, 6 Cols., 180 Pack Cap.	60.00
Unedda Model 500, 9 Cols., 350 Pack Cap.	115.00
Unedda 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

CRACKER MACHINES
9 Cols., 164 Cap. \$ 85.00

CANDY MACHINES

National, 9 Cols.	\$100.00	DuGrenier Cham- pion, 9 Cols., 420 Pack Capacity.
Rowe, 8 Cols.	90.00	DuGrenier Cham- pion, 7 Cols., 325 Pack Capacity.
DuGrenier Candyman	65.00	
U-Select-It	35.00	
Advance Candy Machine	27.50	\$80.00.

SPECIAL \$72.50
Unedda Candy Machine, 102 cap. with enclosed base. With Angle Iron Base, \$67.50. Without Base, \$62.50.

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25-Cent CONVERSION LEVERS NOW ONLY 45 Cents Each.
Straight Quarter UNITS for MONARCH, \$10.00.

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- 1 Viking Minitpop
- 4 DuGrenier Candyman Machines
- 8 Daval Postmasters

Write, wire or phone your cash or trade offer to
TRIANGLE SALES COMPANY
3116 West Twenty-Fifth Street
Minneapolis 5, Minnesota

Orders for 25-Cent Unit Swamp Vend Manufacturers

(Continued from page 104)

quarter mechanism. On the other hand, Mitchell added, Lehigh has had only one call for nickel and dime chutes. The company, therefore, will not attempt to supply a new coin sorter magazine which would enable operators to convert PX equipment to two dimes and a nickel or three nickels and a dime.

Mitchell said it didn't add up "to burden locations with the task of supplying nickels and dimes to cigarette customers. Operators in Louisiana have tried it and found that it has hurt automatic cigarette merchandising. It has already been proved that the great majority of operators figure now is the time to get over the small 20-cent hump and go to quarters."

Lehigh expects to be able to meet all operator demands for new quarter mechanisms by September 1. A conversion unit for older model PX's, Mitchell said, will sell for \$8.75. He added that since most operators have a supply of cigarettes on hand at the old price, his company hopes to have its machines converted before losses are incurred.

National Parts Ready

National Vendors in St. Louis reports that parts are now available to convert pre-war Nationals to quarter operation. National's factory representatives are already supplied with these parts, and the factory alone reported that it had shipped at week's end sufficient parts to make 2,000 conversions. National declined to say what this conversion kit would cost operators, merely saying the expense would be "nominal."

Post-war Nationals, made to operate on nickels, dimes or quarters, can be changed-over on location. The electric model involves setting a dial, while manual machines can be converted by a turn of a screw. National officials said in excess of 12,000 post-war machines of both models are now on location. In the near future, too, National expects to resume production on the penny-inserter that the firm manufactured before the war.

Rowe Demand Terrific

Rowe Manufacturing Corporation in New York reported the demand for change-over equipment to accommodate the two-bit price was "terrific." One executive said the past week has been like the stock exchange, with about 500 wires, phone calls and in-person calls asking what can be done to make the change-over. The Rowe Diplomat presents no conversion problem, since it is built to take a quarter in any combination of nickels or dimes or a 25-cent piece.

For other Rowe machines, pre and post-war, the company is manufacturing needed pivot levers and stud to convert to two dimes and a nickel. This equipment, which will cost 40 cents for each unit, is now available. In all, Rowe estimated about 100,000 Rowe machines would need the change-over and that close to 50,000 of these items have been delivered to date. The change-over, company spokesmen said, could be made in 5 minutes.

Currently, Rowe is allotting the available conversion gadgets on a proportionate basis, depending on the need of each operator. The operator asking for 100 might be shipped 20 to start, whereas the operator requesting 1,000 would get 200 to start.

Altho it involves considerable coin handling, this mechanism will be used until Rowe is ready with its quarter unit. The quarter mechanism will cost \$15 per unit and will be shipped on a proportionate basis. To help operators with conversion problems, Rowe is conducting a serv-

ice school to demonstrate the two methods of change-over. First school was held today (7) with approximately 150 operators expected to attend.

Stoner's Problem

Stoner Manufacturing Corporation at Aurora, Ill., had one of the knottiest problems as a result of the price hike. Stoner's machines are being used by operators as combination cigarette and candy machines, and are not equipped to take a quarter in any combination.

For the time being this means that operators will either have to convert their machines to quarter, and use them only for cigarettes, or keep them strictly as candy venders.

Quarter conversion mechanisms are available for Stoners at \$21, but there have been few requests for them since operators are expected to use the machine as straight-candy unit wherever the price boost pushed retail prices over the 20-cent level.

U-Need-A Shipping

U-Need-A Vendors, Inc., announced Friday (6) that the company has already shipped "several thousand" conversion levers to be used in the change-over to a quarter price. This is a stop-gap change-over method, requiring three levers which are sold at 45 cents each, or \$1.35 for each machine. The conversion works on all U-Need-A models produced to date, permits these machines to accept two combinations only, three nickels and a dime or two dimes and a nickel.

U-Need-A is also offering a quarter National Slug rejecter unit for all of the firm's models at \$15. But officials here said National is having trouble meeting immediate demands for this conversion unit. U-Need-A spokesmen, however, said they will begin shipping this National quarter unit late next week.

If and when production makes it possible, the company said it hoped to reduce the price of the change-over mechanism. Meantime U-Need-A is assisting operators by personal contacts where possible and by publishing advertisements in the New York dailies and the trade press.

Malkin-Illion in Picture

Meanwhile, Malkin-Illion entered the picture with the manufacture of a 25-cent mechanism created especially to meet demand caused by the cigarette price increase. Model now being delivered is complete with National or ABT ejectors and is designed to fit Rowe Imperial, Royal, President and Crusader models. Firm has set up a new organization, Rite-Way Coin Devices, to handle sales of this new device. Unit now being delivered, Ike Gordon, sales manager, points out, can be installed on the Rowe machines with only a screw driver in a minute's time. Firm also plans to manufacture similar coin mechanisms for cigarette machines of other makes. Gordon is now en route to New England to help cig operators there with their conversion problems.

Officials at ABT Manufacturing Company in Chicago reported they were going on an overtime basis to meet the demand for two-bit chutes and change-over parts. In St. Louis, at National Rejectors, Inc., calls for coin changers were reported keeping firm's execs busy figuring out the answers.

Philip Morris Up Over '47

RICHMOND, Va., Aug. 7.—O. Parker McComas, executive vice-president of Philip Morris & Company, stated here at a stockholders' meeting that sales for April and May, this year, showed a 12 per cent gain over the same months in 1947, while pre-

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IN 100 LB. LOTS 53¢ LB.
Full Cash With Order—No C. O. D.'s.

5/8-140 Ct. Colored Bubble Ball Gum
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Orders Under \$10.00, Money in Full.
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ceding three months, January to March, sales were approximately 10 per cent over same period for 1947.

JUKE BOX OUTLOOK JUMPING

Operators Predict Upsurge In Fall; National-Regional Factors Involved in Trend

Equipment Is Key to Situation as 1946 Models Pay Off

CHICAGO, Aug. 7.—For the first time in months operators of music equipment around the country are looking forward to an upsurge in their business, altho summer income, especially in resort areas, has been off and costs of operation have shown additional increases in the past few months.

Specifically, operators point to regional peculiarities which are responsible for the feeling that business will definitely pick up this fall, as well as one national factor which coupled with the proper economic supervision of their industry, will enable the music machine operator to pull himself out of the doldrums in which he has been wallowing for the past year or more.

Perhaps the most significant factor involved is that of equipment. The average operator is just getting out from under on the machines he purchased in 1946 when, after the long non-productive war years, new equipment first appeared on the market and he was able to replace worn units. With play on the downgrade and the price of equipment higher, it has taken on the average approximately two full years to pay off his purchases. Now many ops have stated that they will not purchase new equipment until the prices are lowered and, where it is necessary to replace a new unit, they will test the new Filben and/or Aireon low-priced units.

With operators finally seeing the light of day after a two-year struggle, as far as music machines are concerned, the supply situation also ap-

MAPOA To Hold Hit Tune Party

DETROIT, Aug. 7.—Selection of the second Hit Tune of the Month to be sponsored by the Michigan Automatic Phonograph Owners' Association (MAPOA) will be held Sunday, August 15, at Eastwood Garden, in Eastwood Park, with Charlie Spivak's orchestra playing for the special matinee. Tickets are being distributed to listeners who request them in answer to disk jockey announcements of the coming contest. A total of 10,000 tickets are to be distributed for the event, which will fill the big gardens. Many of the tickets already have been passed out in answer to early requests.

First Hit Tune selection, *Sophisticated Lady* by Billy Eckstine, is getting some excellent plugs on the air, via some 10 disk jockeys who are co-operating with the juke box operators in promoting the tie-up. They are both playing it and mentioning it, and the number has been placed in No. 1 position on practically all local juke.

Selection of next tune will be directed by three disk jockeys, Fran Pettay and Warren Kelly, of WJR, and Tod Purse, of WJLB, with the actual voting to be done thru balloting by the crowd.

pears headed for a financial break shortly. Altho the major record concerns still hold their higher prices on disks (average is 49 cents to the operator) the advent of the Varsity label with a 39-cent retail tab (26 cents to the operator), under the direction of Eli Oberstein, former RCA topper, and the Broadway Records, with the same prices, may prove the breaking point in that field, too.

With the operator saving money on (See Outlook for Jukes on page 114)

Factory-to-Op Service Set Up in Chi by Aireon

CHICAGO, Aug. 7.—Aireon Manufacturing Corporation, in a new sales departure for that firm, this week dropped its Chicago distributor, the Distributing Corporation of Illinois, and announced that as of Tuesday (10) all sales and service in this area will be handled on a factory-to-operator basis. Stressing that this move was being made in Chicago only, and that the firm was not contemplating any change in its distributor set-up in other areas, Aireon pointed out that the move was being made because Chicago was the center of the coin machine business, and that the metropolitan area operators could best be served directly by the factory.

In order to take over the coverage of this area, Aireon is now setting up Chicago warehouse facilities and will expand its present Loop headquarters. Fred Mann, regional sales

manager for the parent firm, will continue to cover his territory and also head up the local office. Several factory salesman will be stationed in Chicago, as will a factory engineering crew to service equipment.

A letter has been sent to operators in this area who have Aireon equipment on location announcing the change in the sales picture. In the letter Aireon "announces with regret" the dissolution of the distributing agreement with the Distributing Corporation of Illinois, and said that Lou Koren, head of the latter firm, was going to handle other types of equipment.

Aireon is in production and shipping its Coronet 400, which lists for \$495, and its new Golden Bell automatic phonograph which lists for \$595 (The Billboard, July 31).

Dizzy Day

YANKTON, S. D., Aug. 7.—Mike Imig, who not only is one of this territory's best known juke box operators and president of the South Dakota Phonograph Operators' Association, but also doubles as a baseball commissioner in his home town, sponsored a Dizzy Dean Day last week and flew the famous ex-Cardinal moundsman to Yankton from St. Louis. Dean appeared at the Yankton Ball Park in the afternoon to watch the local team play, then was entertained at a banquet that night. Imig arranged the day so that the youngsters in Yankton would have ample time with Dean, then, after the banquet, flew back to St. Louis with him.

MOA Cancels Plan To Hold Chicago Meet

Will Convene in January

SAN FRANCISCO, Aug. 7.—Plans for officers and committee members of the Music Operators of America (MOA) to meet in Chicago this month have been canceled, it was learned this week, and, unless there is a sudden move in Washington to reintroduce anti-coin machine legislation, the group probably will not convene again until the Coin Machine Industries, Inc. (CMI), show in January. However, George A. Miller, national MOA chairman, has made tentative arrangements to call the association leaders, as well as State association heads, into an emergency session in either Chicago or Salt Lake City should the necessity arise.

Major problem anticipated by the MOA is the Scott Bill, but with Congress set to handle only national emergency measures during its special session, it was considered extremely doubtful that the bill would come out of its pigeonhole until next year. Sidney Levine, who was appointed national counsellor and representative for the MOA at the organizing meeting (The Billboard, January 31), led the fight against the Scott Bill for the group and will continue to legally represent the MOA.

Sherfick Sponsors Disk Jockey Show Over FM Station

COLUMBUS, Ind., Aug. 7.—Continuing its progressive methods to hypo play, Sherfick, Inc., juke box operator of Shoals, Ind., has become one of the first coin machine firms to sponsor an FM radio program. Contracts have been signed with Sherfick and Station WCSI-FM here whereby the former will sponsor the 10-10:30 p.m. portion of Graeme Zimmer's *Bandstand* program, aired each Saturday evening.

Several music operators' associations and individual operators including Hirsch De La Vez, of Washington, and Les Montooth, Peoria, Ill., are using AM broadcasts to promote their juke box play.

Wurlitzer Assigned Coin Device Patent

WASHINGTON, Aug. 7.—A patent for a coin device, presumably for incorporation in the manufacture of music machines, has been granted to Otto A. Hokanson, Snyder, N. Y., and assigned to the Rudolph Wurlitzer Company, North Tonawanda, N. Y., it was disclosed in the current issue of the U. S. Patent Office's publication, *Official Gazette*.

New coin device bears Serial No. 2,446,510, was originally applied for January 12, 1944, and lists 14 claims. Device can handle different sized coins and automatically directs coins of predetermined denominations to one of the mechanism's coin chutes for selective registration.



NEW ENGLAND MUSICAL CARAVAN gets under way. Sponsored by Beacon Coin Machines, Inc., a trailer housing AMI Model B phonograph and wall box will visit operators in the New England area. Jack Mitnick (right), is given a fond farewell by firm partner, Harry Poole, while Jack Ravreby, Owl Mint Company (third from right), and Beacon staffers look on.

Iowa Music Ops in Drive To Get New Assn. Members

DES MOINES, Aug. 7.—Preliminary organization of the Iowa Automatic Music Operators' Association moved forward another step with two committees appointed at a meeting held here this week, the second organization meeting held by the operators.

Don Hall, Spencer operator, was named chairman of the committee for organization, with other committee members including Leo Miller, Cedar Rapids; Les Chapman, Carroll; Charles Vestrum, Spencer, and Vern Howard and Joe Epstein, Des Moines. This group will work out details of setting up the organization with formal organization expected to be taken at a later meeting following an extensive drive for members.

The second committee set up was a group of nearly 40 operators who will serve as local membership chairmen and who will undertake the task of getting members over the State. Don Hall, the chairman, announced the local membership chairmen will shortly have applications for membership available. He stated that if any operators in the State are not contacted and desire to join they should write to their nearest chairman.

Membership Chairmen

The local membership chairmen are as follows:

Vern Howard and Joe Epstein, Des Moines; S. T. Lee, Shenandoah; Vincent Bradley, Creston; Ray Martonsen, Avoca; Norman Quinn, Lewis; Les Chapman, Carroll; Lee Heddid and E. L. Williams, Fort Dodge; Don Hall and Charles Vestrum, Spencer; Floyd Nelson, Boone; Bill Gilles, Osage; Jay Hileman and Oscar Hopka, Waterloo; S. A. Patten, Manchester; Joe Poire, Dubuque; Leo Miller and George Alberts, Cedar Rapids; Bill Frey, Maquoketa; George Pittman and R. L. Manville, Davenport; Howard Henry, Chariton; Glen Romkey, Burlington; Harold Ginsburg, Ottumwa; Lee Hart and B. L. Mapes, Oskaloosa; Joe Baker, Muscatine; Maurice Rosenstein, Marshalltown; Cecil Bottger, Keokuk; Herb Allen, Estherville; George E. Ray, Cedar Falls; Jess Wadell, Charles City; Donald Young, Eldora; F. E. Chehak, Marengo; Pat Holderness, Riverside; Rex A. Lamberti, Ankeny; Earl Roudybush, Clearfield, and Jack Jeffries, Osceola.

Members Enthusiastic

Members attending the meeting were enthusiastic over plans for forming the State organization, the first attempt in recent years to form a juke box operators' association. Speakers pointed out the need for forming such an organization and described it as the only way the operators could place themselves on a higher level in their communities.

Chairman Hall declared that a State organization is the only way

"we can successfully place our business on a higher level." He said he would call a meeting for formal organization as soon as a sufficient number of members have been signed.

Lee Heddid, Fort Dodge operator, declared at the meeting, "There is a definite need for a State organization. Other businesses have their organizations and even the tavern operators are highly organized."

George Alberts, of Cedar Rapids, pointed out that thru an organization the operators could obtain better

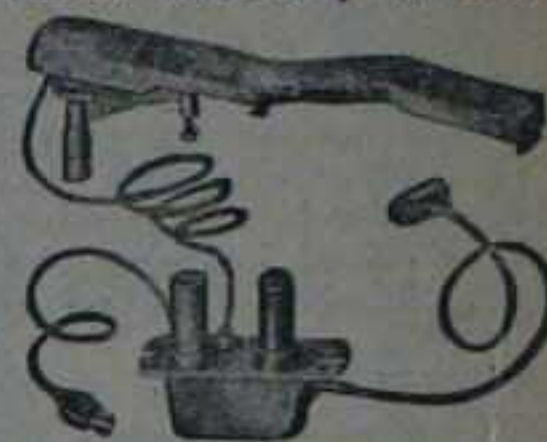
No Jukes????

DES MOINES, Aug. 7.—Interesting sidelight on the organization meeting of the Iowa Automatic Music Operators' Association here this week was the suggestion that a pin game be offered as a door prize to help swell attendance at future meetings. Plan offered was for the association to buy the game and give it away. Suggestion has been tabled until formal organization of the group is completed.

newspaper publicity and thus help their business.

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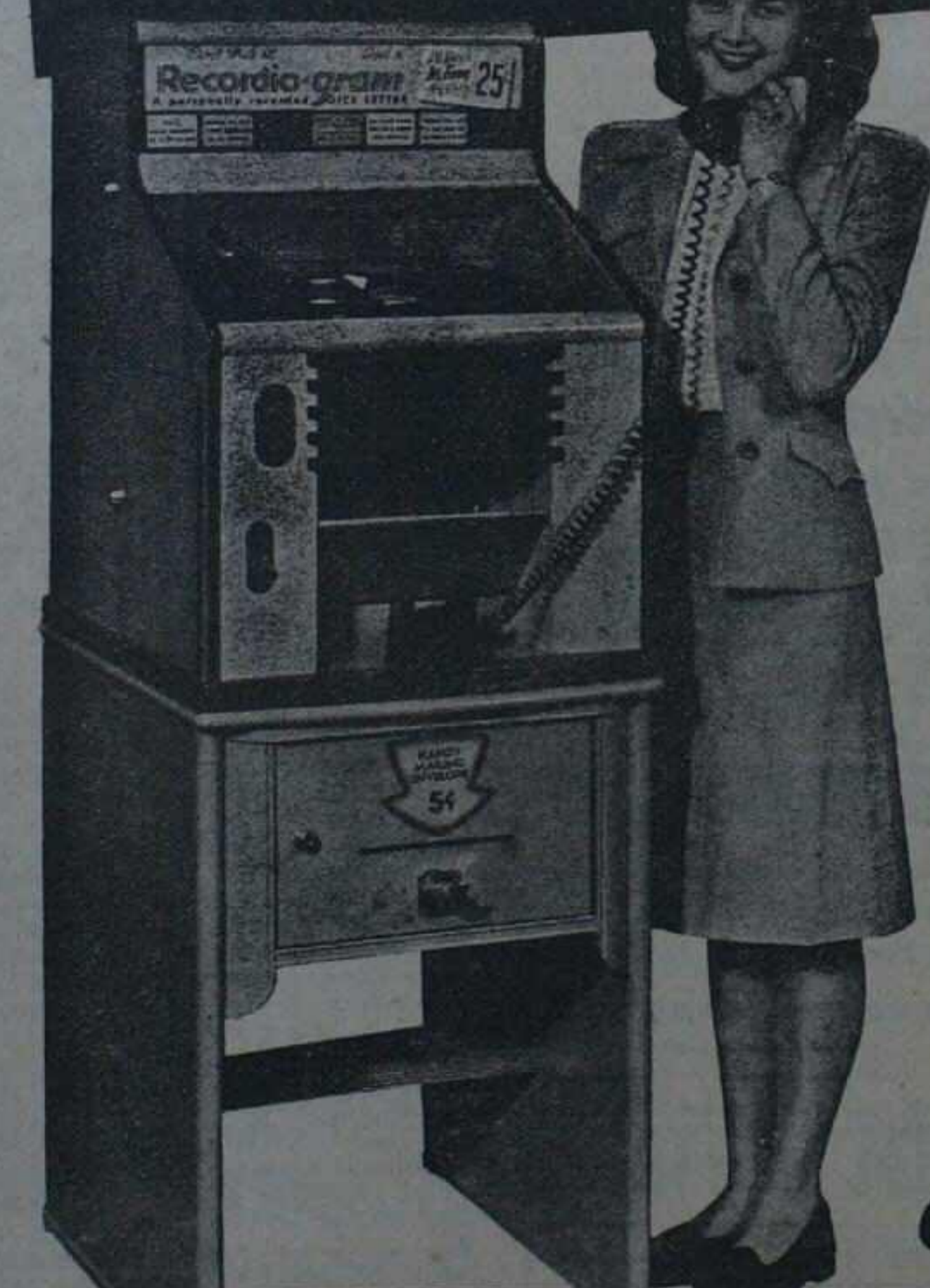
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Install Now!

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Plan AMI Show In Texas City

HARLINGEN, Tex., Aug. 7.—R. Warncke Company, of Houston and San Antonio, will hold a showing of AMI equipment at the Madison Hotel here August 9-12. R. Warncke, head of the distributing firm, announced this week.

Showing will include both the model A and B phonographs, the AMI 40 selection wall box and other accessory equipment. J. Larrey and E. Quade will be on hand to represent the Warncke firm.

Appoint Filben Reps in Texas, Arkansas, Neb.

CHICAGO, Aug. 7.—Appointment of two new distributors to cover three States, and the setting up of three showings to introduce their music machines to operators, was announced this week by William W. Rabin, president of the Filben Manufacturing Company here.

Clyde M. Durham and A. T. Farr Jr., veteran operators in Texas, have formed the Filben Sales Company of Texas, with headquarters in Texarkana and Dallas, and the Filben Sales Company of Arkansas, with headquarters in Little Rock, and will represent the firm in both States.

Al Rotella has formed the Filben Sales Company of Nebraska, and will represent the firm in that State, with headquarters in Omaha. Sam Drucker, vice-president of the National Filben Corporation here, met with Rotella Wednesday (4) in Omaha where the deal was closed. Rabin and Drucker met with Durham and Farr during the factory showing at the Hotel Adolphus in Dallas the previous week.

Showings Set
Arkansas operators will get their introduction to the new Filben Maestro at a showing to be held by the Filben Sales Company of Arkansas at the Hotel Marion (Continental Room) in Little Rock Thursday and Friday (12-13), with Rabin and Drucker joining Durham and Farr at the firm's new headquarters. Also on display will be other Filben equipment including the Mirrocle Music phonograph.

The Williamsport Amusement Company, Williamsport, Pa., recently named Filben rep, will hold its official showing August 22, under the direction of Harry Miele, who heads the distributing firm. Drucker will represent the Filben organization at that showing.

Rotella, who is now setting up his Omaha headquarters, will hold his showing in that city for Nebraska ops August 25-26, with both Rabin and Drucker pencilled in to appear.

Expansion of the Filben distributors is being made as the firm is now in full production on its Maestro unit, with daily shipments being made to those distributors already representing the firm.



HERB WEDEWEN, REGIONAL SALES MANAGER for Rock-Ola in Erie, Pa., points out the spot where his car broke thru the street as he was returning home after a swing thru his territory. A sewer, backing up, weakened the pavement, causing the break-thru.

Outlook for Jukes in Jump; Operators See Fall Upsurge

(Continued from page 112)

his monthly juke box payments and, if the records on the two new labels are acceptable, saving as much as 23 cents per disk on even 50 per cent of his purchases, the higher costs of servicing and general overhead could be met and a profit shown.

Another profit in this regard is the general feeling in the trade that the number of A and B locations in the country is about exhausted, and that if the operator can concentrate on servicing his stops and holding his locations, he would not need wide expansion of activity to show a profitable operation. Too, by concentrating on his locations, he would shift equipment from his A stops to his B and C locations, thereby having fewer replacements over a longer period of time.

Regional Factors

Reasons for optimistic outlooks for the fall season also vary according to the region in which the operator is active.

In those cities where television is a factor, operators are looking forward to October, now less than two months off, when the baseball season stops, and the daily telecasts of the local baseball teams fade for the winter months. Altho football, basketball and hockey are also telecast, none of these sports is played on a daily basis, as compared with baseball. Football coverage varies, but is a week-end sport at best, and opens up at least five days a week to added juke box time.

Too, interest in supplementary sports telecasts, such as wrestling and non-title prize fights, is definitely far below baseball, football, basketball and hockey and, in many cities, this type of telecast is not even turned on in a location anymore.

Taken on an average, sports in the summer consume at least 20 hours of time, as compared with approximately 5 hours in the fall and winter months, or a saving of 15 hours a week in competitive time for the juke box.

Rural Areas

Operators of music equipment in farm areas are also optimistic over the picture for the coming months. Farmers have worked hard all summer and taken little if any time off for relaxation. However, crops, especially corn and other small grains, have been excellent this year, and prices of livestock have continued to climb. Hence, when the farming season is over later this fall the operators feel the farmers will be in a position to relax from their vigorous summer and will be in a spending mood.

Resort areas, however, have been way off on juke box take this summer in most cases. A late summer and more road travelers, especially in the Midwest, than resort visitors, has resulted in a poor season for the operator of this type of equipment.

Too, as is the case in New York, Boston, Philadelphia, Chicago and other television centers, sets have appeared in many near-by resorts and

APOA Picks Hit Tune for August

CINCINNATI, Aug. 7.—Members of the Automatic Phonograph Owners' Association (APOA) here have selected as their Hit Tune of the Month for August *I'm Sorry But I'm Glad* as recorded by Margaret Whiting on the Capitol label.

Organization selects its hit tunes at its regular monthly meetings at the Hotel Gibson here. Operators attending the meetings hear the latest releases played by local distributors and record company representatives, and then make their selection for the following month, backing up the selections by placing the number in prominent spots on their machines.

The next meeting will be held Tuesday (10) at which time the September hit tune will be picked. The board of directors will also meet on Tuesday, convening in the afternoon at the association offices. Coming up for discussion at both meets will be the current effort to ban juke and pin games in the city which is being discussed by the State board of liquor control.

have taken away from the juke box play. Close races in both the National and American leagues have resulted in increased interest in baseball this summer and have had a definite effect on juke box play. Horse racing has also been telecast and drawn heavy interest in the urban as well as the resort areas.

One other factor that is important in the fall picture is the start of the peacetime draft, and the reactivating of a number of camps by the army, navy and air corps for training purposes. With thousands of men entering the services, and especially those who are younger and are always good juke box patrons, operators in those areas where training will be resumed feel they will return to almost the same level of play as they enjoyed when the camps were active during the war years. Many of the operators who are in locations best fitted to service the peacetime soldiers feel that they must hold to a 5-cent play to attract the servicemen, and some are even considering the three-for-a-dime or six-for-a-quarter chutes.

(See JUKE OUTLOOK on page 122)

A Good Point... Better Juke Box Performance with MIRACLE POINT NEEDLES

The MIRACLE POINT Needle performs better with its round precious metal tip. Your records last longer, play more often between needle changes, give the clear, true tones that mean pleasant listening. These advantages add up to greater enjoyment for your patrons, reduced costs for you.

30¢ each, lots of 1 to 12

Make it a point to buy MIRACLE POINT

M. A. Gerett Corp. 722-724 WEST WINNEBAGO STREET MILWAUKEE 5, WISCONSIN

Only Deal Today for an Operator ... Say Music Ops From Coast to Coast

MAIL THIS COUPON FOR COMPLETE INFORMATION

I am a bona fide Operator of _____ Phonographs in _____

Please send me full information about your "direct to Ops" Sales Plan, your new confidential price list for Operators, and tell me how much I can save by buying direct from factory.

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Mail This Coupon to **PACKARD MANUFACTURING CORP.**, Indianapolis 7, U. S. A.

The **Manhattan** BY PACKARD

BUILD UP YOUR OWN BUSINESS

while holding down your present job. Thousands are doing it. Small investment plus very little effort and time. Write for details today.

Columbian Products Co.
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Excellent condition. Like new ... \$425.00
For quick action, write, wire or phone:

AUTOMATIC MUSIC CO.
1462 S. 13th St., Omaha 8, Neb.
Phone: Jackson 7775

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 34)

- When You're Smiling
F. Como-The Satisfiers-R. Case and Ork (My Melancholy) Victor 20-3066
- Where the Apple Blossoms Fall
Jack Brown Quartet (Hearts Win) MGM 10248
- You Call Everybody Darling
Art Lund-Crew Chiefs and the Harmonica Gentlemen (Hair of) MGM 10258
- You Gave Me the Runaround
S. Dunham and Ork (When Summer) Embassy P-1009
- You Never Did Believe Me (Did You?)
Jack Stout-Dick Wong (Rendezvous With) D and D 45-1903
- You, You, You Are the One
J. Hager and Kager Beavers With E. Musette Ork (Tallulah Polka) Grand G-28010
- You'll Always Be My Sweetheart
Jack Caldwell Trio (That's My) Sullet 1054
- You're a Character, Dear
Dinning Sisters (Makin' Love) Capitol 18173
- You're Mine, You
E. Elman and Ork (Sup-Je-De-Boo) MGM 10243
- You're My Everything
E. Hokstine (Cool Breeze) National 9088
- You're So Lovely
The Four Top Hatters (Hi Ho) Music Art 787

LATIN-AMERICAN

- Carmen Boogie
Jose Melis and Ork (Fusion Oriental) Mercury 5187
- Chuchuca
E. Gomez (To To) Victor 23-0955
- Contra Loo
J. D'Arienzo Ork (Dale, Dale) Victor 23-0954
- Copacabana
X. Cugat and Ork (Papa Knows) Columbia 32243
- Cosas Del Compay Anton (The Belongs of Our Friend Anton)
Los Guaracheros (La Verdad) Victor 23-0958
- Dale, Dale Caballito
J. D'Arienzo Ork (Contra Loo) Victor 23-0954
- El Bananero
Ellos Caracas Boys Ork (Los Plancheras) Victor 23-0962
- El Berrinche De Marie (Marie's Anger)
Los Guaracheros (Que Humanidad) Victor 23-0957
- Eres Mi Lira Armoniosa (You Are My Symphony)
Septeto Habanero (Gallo Con) Victor 23-0959
- Florinda, Criolla Linda (Florinda, My Lovely Creole)
A. Romero Ork (No Necesito) Victor 23-0961
- Galle Con Pollo (Rooster With Chicken)
Septeto Habanero (Eres Mi) Victor 23-0959
- Gypsy Dreams Album—Jaccha Datsko and Gypsy Ensemble (8-10")
Capitol CC-100
- Oscanian Dances . . . Capitol 10147
- Oo Kallitky . . . Capitol 10148
- Roumanian Rhapsody (Part 1) Capitol 10146
- Roumanian Rhapsody (Part 2) Capitol 10147
- Tachanka . . . Capitol 10145
- Tablochko (Red Apple) Capitol 10146
- Hey Me Quisiera Vivir (Today I Don't Want To Live)
M. Chayras (Por Neo) Victor 23-0956
- La Verdad Del Carrizero (The Truth About the Street Cleaner)
Los Guaracheros (Cosas Del) Victor 23-0958
- Los Plancheras
Ellos Caracas Boys Ork (El Bananero) Victor 23-0962
- Manteca (Shortening)
E. Serrano Ork (Marina) Victor 23-0960
- Marina (The Seashore)
E. Serrano Ork (Manteca) Victor 23-0960
- Martirio De Amor
N. De Ultera (Te Llamaron) Victor 23-0955
- Marmalle-Boiera
Alberto Socarras Ork (Rumbita-Rumba) Victor 20-9040
- No Necesito De Ti (I Don't Need Your Help)
A. Romero Ork (Florinda, Criolla) Victor 23-0961
- Passion Orientale
Jose Melis and His Ork (Carmen Boogie) Mercury 5187
- Papa Knows
X. Cugat and Ork (Copacabana) Columbia 32242
- Por Eso Si Te Digo (That's Why I Tell You)
M. Chayras (Hoy No) Victor 23-0956
- Que Humanidad (What Humanity)
Los Guaracheros (El Berrinche) Victor 23-0957
- Rumba Gallega
M. Font Ork (Tea for) Apollo 1126
- Te Llamaron Malvalosa
M. De Ultera (Martirio De) Victor 23-0955
- Te Te Maldigo
E. Gomez (Chuchuca) Victor 23-0953

INTERNATIONAL

- Brand-Eriks Polka
Gosta Westerlunds Dragspelkvintett (Ballarschottis) Victor 26-1069
- Da Mi Je Znati Bore Moj (If I Only Knew)
Jubavi, Jubavi—E. Lubich and Victor Tamburitza Ork (Kaj Su) Victor 25-3061
- Dancer's Waltz
J. Vadnal and Ork (She Told) Victor 25-1126
- Horis Esena—Slew
Stella Greka—G. Vella Ork (Pethano Ap') Victor 26-8199
- Kaj Su Rekl Duma Dera (What Do You Say, Dear Dora)
E. Lubich and Victor Ork (Da Mi) Victor 25-3061
- Pethano Ap' Agapi Gia Sens (I Can't Do Without You)
Stella Greka—G. Vella Ork (Horis Esena) Victor 26-8199
- Medarschottis
Gosta Westerlunds Dragspelkvintett (Brand-Eriks Polka) Victor 26-1069
- She Told Me—Polka
J. Vadnal and Ork (Dancer's Waltz) Victor 25-1126
- Sholem Aleichem: Tales From the Old Country Album Told by Howard Da Silva (2-10")
Decca DU 5
- A Dreyfus in Kasrilevka . . . DU 90081
- A Tom Kippur Scandal . . . DU 90081
- The Fiddle (Part 1 and Conclusion) DU 90020
- Wigwags: Airs of the Hungarian Gypsies Album (4-10")
- Gypsy Ork . . . Victor 25-13
- Chak Ky Kialany Van a Vilagon (Only One Little Girl) Victor 25-8006
- Gumbet, Gumbet—Van Neki, Van Neki (Button, Button) Victor 25-8004
- Emergo (Lament) Victor 25-8006
- Shullott a Rongo Nyarfa (Falling Leaves of Poplar) Victor 25-8006
- Pantikas Kalapom (My Ribbon Trimmed Hat) Victor 25-8004
- Reg Szakadt Fel a Szivem (Love's May Night) Victor 25-8006
- Sitar Kemesy Bucskotol (I Drank Red Wine Last Night) Victor 25-8006
- Woe Van a Város Alakviralagya (The City is Full of Acacia Flowers) Victor 25-8006

RELIGIOUS

- I Just Happ To Tell You
The Bright Lights (Let Us Cheer) Apollo 188
- I Want My Crown
The Pilgrim Travlers (City Fearer) Specialty SP 313
- If I Could Hear My Mother Pray Again
Elizabeth Dethrage (Milk White) Mercury 8097
- Let Us Cheer the Wassy Travler
The Bright Lights (I Just Happ) Apollo 188
- Little Boy
Rev. Kelsey and Congregation (Send) MGM 10299
- Lord Send the Rain
Rev. Kelsey and Congregation (Little Boy) MGM 10299
- My White Way
Elizabeth Dethrage-Fisher Bros. (M D) Mercury 8097
- My Prayer
The Pilgrim Travlers (I Want) Specialty SP 313
- Key Dry Bones
Heavenly Gospel Singers (Precious Lord) Victor 20-3068
- Precious Lord, Take My Hand
Heavenly Gospel Singers (New Day) Victor 20-3069
- Womp on the Street
Maddox Bros. and Hoo (Flowers) Star 1233

HOT JAZZ

- Arnett Blows For 1948
A. Cobb and Ork (Cobb's Boogie) Apollo 781
- Cobb's Boogie
A. Cobb and Ork (Arnett Blows) Apollo 781
- Gliss in the Dark
L. Guarneri and Quintet (Thirty Minutes) MGM 10249
- Jungle Boogie
Bobby True Trio (Young Man's) Mercury 5169
- Thirty Minutes From Times Square
L. Guarneri and Quintet (Glee In) MGM 10249
- Young Man's Blues
Bobby True Trio (Jungle Boogie) Mercury 5169

CHILDREN'S RECORDS

- Bugs Bunny and the Tortoise Album—Mel Blanc-Billy May's Music (2-10")
Capitol DBX-93
- Capitol 25017 . . . Side 1 and 4
- Capitol 25018 . . . Side 3 and 5
- Why Do I Have To Go To Sleep? Album (1-10")
Decca CU 111
- Why Do I Have To Go To Sleep (Parts 1 and 2)
A Story For Children Who Ask Questions . . . Decca 9033



Best Bet!

Operators' Consensus: AMI's Model "B" is a solid success—trouble free—full of flash and extra fast earning power.

AMI Incorporated
127 NORTH DEARBORN, CHICAGO 2.

BEST BUYS IN PHONOGRAPHS

★ ★ PHONOGRAPHS ★ ★

Seeburg M146-M Hideaway . . . \$349.50	Seeburg Royal . . . \$ 99.50
Seeburg 9800—R. C. Lotone . . . 249.50	Mills Throne of Music . . . 99.50
Seeburg 8800—R. C. Lotone . . . 249.50	Rock-Ola 1422 . . . 324.50
Seeburg 8200—R. C. Lotone . . . 249.50	Rock-Ola Super '40 . . . 149.50
Seeburg 9800—E. S. Lotone . . . 224.50	Rock-Ola '39 Std. . . . 109.50
Seeburg 8800—E. S. Lotone . . . 224.50	Rock-Ola Monarch 59.50
Seeburg 8200—E. S. Lotone . . . 224.50	Wurlitzer 950 199.50
Seeburg Colonel—R. C. . . . 199.50	Wurlitzer 850 199.50
Seeburg Commander—E. S. . . 174.50	Wurlitzer 24 69.50
Seeburg Maestro—E. S. . . . 164.50	Wurlitzer 61—Counter Model 69.50
Seeburg Concert Grand 139.50	
Seeburg Plaza 139.50	
Seeburg Casino 129.50	
Seeburg Hideaway 124.50	

Write for Special Price On This Equipment

14 Model 3025 Wurlitzer Wall-O-Matics

10 Model 3045 Wurlitzer Wall-O-Matics

Terms: 50% certified deposit, balance C. O. D.
All items subject to prior sale

SHAFFER MUSIC COMPANY

606 S. High Street Columbus, Ohio	2129 Main Street Wheeling, W. Va.	1619 W. Washington St. Charleston, W. Va.
2208 Fourth Ave. Seattle, Wash.	1238 S.E. Union Ave. Portland, Ore.	

New York:

Mario Caruso, president of C-8 Laboratories, Inc., New Bedford, Mass., manufacturers of the Electro cigarette vending machine, in New York August 4 discussing plans with Lew Jaffa, firm's sales manager. Jaffa left the following day on a flying business trip to the Pacific Coast. His plans include stops at Washington and Dallas.

Robert B. Troutman Jr. and Walter C. Troutman, of Atlanta, drink machine operators, in town last week on business. . . . Bill Golden, of Miller Vending, Monticello, N. Y., was another Manhattan visitor. . . . West Side Distributing's Harry Berger is a weekend commuter to Fallsburg, N. Y., where his wife and son are spending the summer.

Peter Foster, vice-president of Automatic Syrup Corporation, national distributors of the Mills 400-C automatic fountain, returned to his office August 2 after a two-month trip thru the South, Midwest and Pacific Coast. He visited with Mills drink machine operators in all the sections covered, as well as taking care of other company business.

D. J. Ambrose, of Patchogue, and Artie Preteni, of Freeport, were among the Long Island operators seen on 10th Avenue last week. . . . Kay Rothman, Hymie Rosenberg's bookkeeper, is nursing painful bruises as a result of a fall last week. . . . Dave Lowy, of the company of the same name, is relaxing with his family at the Shagbark, Woodstock, N. Y.

Bill Weiner, of Vendors, Inc., national distributors for U-Need-A Vendors, Inc., and Mrs. Weiner spent the week-end visiting the Weiner heirs, who are vacationing in a Vermont camp. . . . Seasonal operators in near-by resort areas, who have been plagued by bad weather all summer, are hoping the weatherman will cooperate to make the remaining few week-ends winning ones.

Sam Sacks's Acme Sales Company has a bright new look with the asphalt tile floor Sam had installed last week. . . . According to John O'Neill, of Strike, Inc., the company's bowling game is getting plenty of operator interest, especially in the Midwest, now that an automatic scoring device has been added as standard equipment.

Wayne Price, president of Allite Manufacturing Company of Los Angeles, makers of the Allite Automatic Bowling Alley, was in New York last week discussing business with Al Blendow and Al Meyers, of Blendow & Meyers, Allite's New York distributors. This was Westerner Price's first visit to the Big Town (he was accompanied by his wife and daughter), but the pressure of business precluded the usual sightseeing.

Rowe Manufacturing's George Seedman is back on the job at the home office after a seven-week trip visiting Rowe operators in Minneapolis, Denver, Los Angeles and other Western cities. . . . Isidor Edelman, Edelco Manufacturing & Sales Company, Detroit, was in town on business last week.

Milwaukee:

Arvid Mode, operator from Rhineland, Wis., is doing well in the current tourist boom. Most of his machines are in resort spots. . . . Bob Doine, of Okauchee, has moved his firm to larger quarters. Doine's hobby—raising champion collies—is his principal interest these days.

Larry Minash is the new man on the road for Sam London. Minash is handling the Seaburg commercial-industrial music system. . . . Bob McDonald was married recently. Bob is with Mercury Records. This firm has moved from the old Packard Distributing building to another office on Labon Avenue.

COINMEN YOU KNOW**Indianapolis:**

Walter Carson has been engaged as a shuffleboard demonstrator by Indiana Automatic Sales Company. Carson held his first tournament at Cottage-Inn, in which 22 players took part. . . . Sam Weinberger, head of Southern Automatic Music Company here, is on vacation. His first stop was to be New York, and from there to Washington and Canada, ending his jaunt by spending several days visiting at Thousand Islands. He will return to Indianapolis about August 19. . . . S. R. White, salesman for Southern Automatic, has returned from a Statewide trip. . . . C. L. Medsker, Muncie, Ind., op, was on coin row buying new equipment.

Peter Stone, Indiana Automatic Sales Company, spent several days in Boswell, Ind. . . . Joe Canley and Richard Luther, operators at Muncie and Brazil, Ind., respectively, bought parts while on coin row last week. . . . Dan Brennan, regional sales manager for Aireon, has returned from an extended business trip thru Tennessee, Alabama, Georgia and Florida. He reports business good in the South. . . . Wayne Trout, newly appointed distributor for (See INDIANAPOLIS, opposite page)

Philadelphia:

Louis Kline, head of Premier Music Machine Company, is a patient at Jefferson Hospital. . . . Charlotte Rade-man, secretary to Joseph Silverman, executive director of the Pinball Operators' Association, has turned to song writing in her spare moments, penning a series of kiddie ditties. . . . David Yaffee, head of Y & Y Popcorn Supply, vacationing at Log Tavern in the Pocono mountains up-State.

Music operators finally get the opportunity to cash in on the everlasting popularity—locally, at least—of Jan Peerce's recording of *Bluebird of Happiness*. For a decade or more, the recording has identified the all-night record program on WIP, but it wasn't until this week that Ed Pinsky, record manager for the Raymond Rosen Company, local Victor distributors, notified the music operators that the recording is now being made available in the 10-inch category to fit the machines.

Turning Back the Clock**15 Years Ago This Week**

August 5, 1933—The Coin Machine Manufacturers' Association (CMMA) was preparing a special meeting at which an industry code, complying with the regulations of the NRA was to be framed. . . . Preparing for the fall season, Dave Gottlieb announced his firm had developed two new games, to be called *Speedway* and *Scoreboard*. Operators reported they were still getting excellent play on pin games produced over 12 months ago, Gottlieb stated. . . . Oriole Coin Machine Corporation, Baltimore, reported an upsurge in the sale of cigarette venders in that area.

Coin-operated equipment continued to draw heavily at the Chicago World's Fair and operators expect income to increase over the July figures. . . . Manufacturers of coin equipment are listed in the daily press as among the first to wire President Franklin D. Roosevelt that they would support the new industrial code (NRA). . . . Women operators of pin-ball games were appearing on the West Coast. Among the first are Mrs. T. J. Greene, Oneta Drysdale and Ruth D. Cohn. . . . Daval was plugging its Club House unit, and Al Douglas, firm head, was readying a new game, but with Club House going strong was not yet ready to break with the new piece.

Supreme Vending Company, Atlanta, moved into new quarters, with Morris Hankin continuing as manager of the office. . . . Coin machine operators in Florida were meeting to organize a State-wide association. Albert S. Dubbin, Miami, was the acting secretary of the new group. . . . Homer Capehart was getting his teeth into his duties with the Rudolph Wurlitzer Company, where he was assigned to sell automatic phonographs. . . . Bally was plugging its new giant pin game, *Crusader*.

Western Vending Machine Operators' Association became affiliated with the national association, and reported it had a membership of over 100 operators. . . . Babe Kaufman, president of the Irving Manufacturing & Vending Company, New York, reported her firm had been appointed distributor of the Magic Clock vender in the East by Keeney & Sons. . . . Mike Munves, New York distributor of arcade equipment, expanded his offices and added a second floor display room for new games.

10 Years Ago This Week

August 6, 1938—C. E. Stewart was named manager of the new Chicago headquarters of the Coan-Shettland Company, Madison, Wis., manufacturer of the U-Select-It candy vender. . . . Ray Moloney, president of Bally, announced the firm's new counter game, *Bally Ponies*. . . . Dave Gottlieb also came up with a new game, *Tobacco Pak*.

The Amusement Machine Operators' Association of Philadelphia started a drive on three fronts against high coin machine taxes in that city. . . . Altho temperatures in the Midwest soared over the 100-degree mark, operators reported increased business on all fronts. . . . Myron M. Harrison, New York distributor and operator, died, and his son, Howard, assumed control of the company bearing his father's name. . . . Multi-Free Races were operating in 38 territories, including New York, San Francisco, Philadelphia and Pittsburgh, according to Ray Becker, Keeney sales manager.

Sam Wolberg and Sam Gensburg, officials of Chicago Coin, announced the firm's business was on the upgrade, and reported a new game, *Exposition*, was in production. . . . Exhibit's new counter game, *Honey*, was proving a best seller for that firm. . . . *Smoke Reels*, a Daval counter game, won acclaim from tobacco store owners as a stimulant for cigarette sales. . . . Jim Buckley, Bally's general sales manager, announced the firm's new *Klondike*, multiple one-shot game. . . . Joe Calcutt, Fayetteville, N. C., was readying his company for a heavy fall season and making plans to speed deliveries on new games thruout his territory.

Pat Newman, coin machine operator and authority on the business, died at his San Antonio home. . . . Jack N. Karter moved his Midwest Novelty Sales Company into new headquarters in St. Paul. . . . Wurlitzer was featuring two models, the 500 and the 600 in its advertising. . . . Genco was plugging its newest game, *Splash*, which featured an animated cartoon back rack, combination free play and 1,000-point saucer cup hole and plenty of player action. . . . Frank Fox, Cleveland operator, took the Cleveland Indians baseball team on a fishing trip.

Chicago:

A. M. Brennen, of Wico, reports the firm now has a new spinner assembly on its Whirlwind, featuring a smaller unit which can be used on older games. The new spinner is only four inches in diameter, as compared with the current Whirlwind best seller of five and one-half inches. Both assemblies list for the same price, it was stated. Max Wiczer, head of Wico, now that the new assembly is ready, has taken his family to Wisconsin for several weeks on a well-earned vacation.

With Big League Baseball in full production, Billy DeSelm, United Manufacturing Company's sales manager, is being kept on his toes seeing firm distributors who have been jumping in and out of town with frequency. Last week United played host to Dave Simon, president of Simon Sales, New York, and Lou Wolcher, Advance Automatic, San Francisco, who returned here after having been home for the past three weeks. Lyn Durant, United's president; Ray Riehl, assistant sales manager, and Herb Oettinger, controller, were also busy keeping track of progress on the new game.

Now that Jennings is back in full swing after the group vacation closing, it has been learned that Edward Thomas Vojak spent his two-week vacation on a honeymoon. Ed was married to Arlene Ruth Krebs at the Berwyn Presbyterian Church, Berwyn, Ill., and the couple left immediately after the wedding for Niagara Falls, returning to Chicago in time for Ed to get back to his desk at the plant last week.

Art Weinand, Rock-Ola sales manager, has been on the jump following that firm's vacation closing, altho Art reports he was on duty during the shutdown to keep orders moving. Dave Rockola, firm head, is on a month's vacation at the present time. . . . Lee Fisher, president of the Case Case Corporation, reports his firm is considering an expansion into the cabinet field, specializing in cabinets for coin-operated equipment. Firm manufactures a record-carrying case used by many juke box servicemen.

Bally Manufacturing Company put out the welcome mat for a group of callers last week. Herb Jones greeted Virgil Christopher, of Chris Novelty Company, Baltimore; C. N. MacMurdie, R. S. Jones Company, Salt Lake City; R. F. Jones, R. S. Jones Company offices, San Francisco, and Herman Paster, Mayflower Distributing Company, St. Paul.

Phil Weinberg and Dan Moloney were among the Bally representatives to take part in the recent opening of Walbox Sales Company, new quarters in Dallas. Bally officials say that reception to Carnival has been gratifying. Firm also has had good play reports on its new Reserve Bell.

Vendall Company's sales manager, Bill Fuller, is holding the fort while boss A. Garrick Alex is off on a short vacation in Wisconsin. Bill says the candy vending picture has improved, volume-wise, during the past few weeks. With the upped cost of bars effective this week, however, the candy operator is experiencing much the same difficulty as the cigarette operator encountered last week.

Jack Nelson announced last week that Whitley Lehter, veteran in the coin machine field, is again associated with his firm. Whitley will be in the Nelson headquarters daily as a firm sales representative. Callers during the past week included Wally Jenkins, Atlas Manufacturing & Sales Corporation, Cleveland, and Duane Price, inventor of the *Strikes 'n' Spares* bowling game, who stopped in on his way east to contact Allite's distributors. Jack reports that Bill Doyle, Pop 'n' Hot distributor for the Grand Rapids, Mich., area, has penned a note expressing satisfaction with the vender's reception. The Nelson "showroom on

Chicago:

wheels" was in Hannibal, Mo., last week on its way back to the home office. Jack says the trip was so successful that a larger trailer may be used in future hauls.

David C. Rockola, head of Rock-Ola Manufacturing Corporation, is on a vacation on Mackinac Island with his family. . . . Mack Postel, Uneda cigarette vander representative for this area, is finding his headquarters in the Empire Coin Machine building on Milwaukee Avenue a convenient location.

Automatic Phonograph Distributing Company's Mike Spagnola has added a new secretary to the staff. Newcomer is Vicky Mall. Shipments of the AMI model "B" continue to come in and as quickly go out to fill orders, Mike reports. Meanwhile, the larger model "A" remains a favorite with ops seeking a bigger machine, he adds. . . . Early reaction to Exhibit Supply's new five-ball game, Short-Stop, indicates that the new game is catching on in various territories. Joe Batten, firm vice-president and general manager, reports. Frank Mencuri, Exhibit's arcade sales specialist, is back from a swing thru several Eastern cities. . . . Ralph Sheffield, partner with Gil Kilt at Empire Coin Machine Exchange, is vacationing in Ohio. Howie Freer reports steady progress in the export field, especially with coinmen in hitherto undeveloped coin areas. . . . D. A. Wallach had his car demolished in a head-on collision while on an Eastern trip last week. He received minor cuts and bruises while the occupants in the other vehicle were hospitalized.

Bruno Kosek and his partner, Phil Rubey, Mid-States Distributing, are devoting considerable efforts toward roll-down sales. . . . Walter Graham, head of Self Service Laundries, Inc., a firm which handles coin washers and the Wilcox-Gay coin-Recordia, finds business steady but still reflecting the uncertainties in operators' minds. Bob Soper, firm sales manager, is celebrating the recent birth of a girl, Sally Ann. His other daughter, Carol, will soon be three.

Buckley Manufacturing Company visitors last week included two from Indiana, William Barbera, Mishawaka, and John D. Wamser, South Bend. Others stopping at Pat Buckley's trading post were Mrs. Clara Heinz and Mr. and Mrs. Les Purlington, all from Mississippi; Al Psota, Brookfield, Ill., and Elmer Wolfe, Ottawa, Ill., and Tommy Thomas, the well-known boxing champion and fight referee. Jerry Haley, Buckley official, is back from a tour of the New England States. Jack Kelley, Springfield, was among the Massachusetts coinmen he visited. Frank Guerrini, machine operator from Lewiston, Pa., was in for a business chat with Buckley's Eastern representative, Nils G. Peterson.

Bill Rabin and Sam Drucker, Filben executives, flew back last week from a Maestro showing at the Adolphus Hotel, Dallas. After checking into late developments at his office, Drucker immediately left for Omaha.

Indianapolis:

(Continued from opposite page)
Aireca phonos, has returned from an introductory business trip over the State. Trout is located at 1157 English Avenue, Indianapolis.

Dan Brennan reports the arrival of a new boy, Terrence Patrick, born July 14 at St. Vincent's Hospital here. . . . Betty Lewis, in charge of the record department at Janes Music Company, is vacationing in Kentucky, and before returning she will visit her mother in Medway, O. . . . Arrow Distributing Corporation, headed by Paul Jock, has located in permanent quarters at 330 West New York Street here. John Gallagher is in charge of the service department, and La Verne Stout is the new secretary. The new location is equipped with a loading dock and modern warehouse facilities.

Detroit:

Al Curtis, president of the Michigan Miniature Bowling Association, has returned from a fishing trip in Northern Michigan to preside over the regular monthly session of the group. He reports no important activity at the meeting, with business interest delegated to second place by vacation conditions. . . . Sam Ciaramitaro, of Sam's Music Company, is back from a vacation at Houghton Lake in Northern Michigan.

Ferry Loewenthal, of Marlo Distributors, reports the company has completed the pilot models of its new Nickel Golf machine and expects to have the game in production early in the fall. . . . Katharine B. Munson, who was general manager of Secamuco, Inc., formed to go into the juke box and vending machine export field, reports that the company has dropped its plans. . . . Fred L. Kircher Jr., of Quality Vendors, has returned from a vacation spent in the deer country around Mio. . . . A. L. and Joseph H. O'Connor, of Consolidated Productions, manufacturers of the Radiotel, coin-operated radio, have another member of the family in the radio business. Their father, Robert E. O'Connor, is starting the Tel-Ad Company, a radio advertising firm here.

Harry Stahl, well-known in the juke box and amusement machine field, is the father of a baby girl, Harriett. . . . Dr. Martin P. Freese, head of the Continental Vending Machine Company, national distributors and manufacturers, has left for a six-week vacation in the Michigan lake region, but remains in telephonic touch with the office. Offices of the company, formerly on Grand River Avenue, have been moved to the fifth floor of the Michigan Bank Building.

Joe Burnstein, who organized the Symphonic Company of America some months ago to develop plans for a small portable type of juke box, has just returned from his honeymoon. . . . August Kowalski, amusement game operator, has taken over the candy and refreshment concessions at Arcadia Roller Rink and Madison Ballroom from Leonard Godfrey. . . . Vincent M. Brennan Jr., son of one of Detroit's best known Circuit Court judges, has taken over sole ownership of the Tip Top Pop Corn Company, following withdrawal of his former partner, John Kenedy.

Max Lipin, head of Allied Music Sales, back from a two-week trip to California. . . . R. L. Davison, Coldwater juke op, has become a frequent visitor. . . . Herb Engelhart, Flint music operator, was a recent visitor at the Allied Music office. . . . Joseph Haller, of Allied, is vacationing at Lake St. Clair. . . . Doris Irwin, of the Thumb Music Company, Marlette, in town recently and reported the summer resort area business holding up. . . . Harry White, of Jackson, who formerly operated the White Music Company in Detroit, reports business off considerably in the Central Michigan area. Mrs. White has just recorded a novelty whistling number for an independent label. . . . Abe Greenberg is planning to dispose of his route of Photomatics in order to devote full time to the operation of the Triangle Bar, downtown spot which he owns.

Cleveland:

Jack Cohen, of the J. C. Music Company and president of the Cleveland Phonograph Merchants' Association (CPMA), and his wife are spending a short vacation in Atlantic City and New York. Cohen expects to be gone only one week because of the pressure of his own and the association business. . . . Sidney Amder, of Metro Music Company, accompanied by his wife, has left for California where he plans to spend several weeks vacationing.

Paul Jock reports the new Model B AMI phonograph meeting with excellent success.

IN NEW ENGLAND IT'S TRIMOUNT IN NEW ENGLAND IT'S TRIMOUNT

IT'S WONDER-ful
Gottlieb's Sensational NEW 5 BALL
"ALICE in Wonderland"

★ GOTTLIEB PLAYER-APPROVED FEATURES ★ JET-ACTION BONUS ★ SUCCESSIVE SUPER-SCORE SET-UPS
★ FULL OF ACTION ★ GAUGE PRODUCTION AND CONTROLLED DISTRIBUTION

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COIN MACHINE CO.
40 WALTHAM ST. BOSTON 14, MASS. PHONE: LB. 9460

RECONDITIONED 5-BALLS

*Trade Winds	\$159.50
*Wisconsin	149.00
*Cinderella	149.00
Trinidad	139.00
*Tennessee	139.00
*Yanks	129.00
*Triple Action	129.00
*Robin Hood	129.00
*Bermuda	129.00
Bull Up	119.00
*Ballarina	119.00
*Stormy	115.00
*Humpty Dumpty	115.00
*Catalina	109.00
Manhattan	89.00
Tropicana	85.50
Singapore	79.50
Nevada	79.00
Ginger	79.00
Bonanza	74.50
Mexico	69.50
Hawaii	68.00
Bowling League	49.00
Honey	49.00
Lucky Star	49.00
Havana (with motor)	49.00

(*Indicates Filppers)

NEW 5-BALL EQUIPMENT FOR IMMEDIATE DELIVERY
WRITE FOR PRICES

Gottlieb Alice in Wonderland	Bally Carnival
United Major League	Exhibit Short Stop
Genco Merry Widow	Williams Dew-Wa-Ditty
Chicago Coin Crazy Ball	Marvel His Parade

RECONDITIONED MUSIC

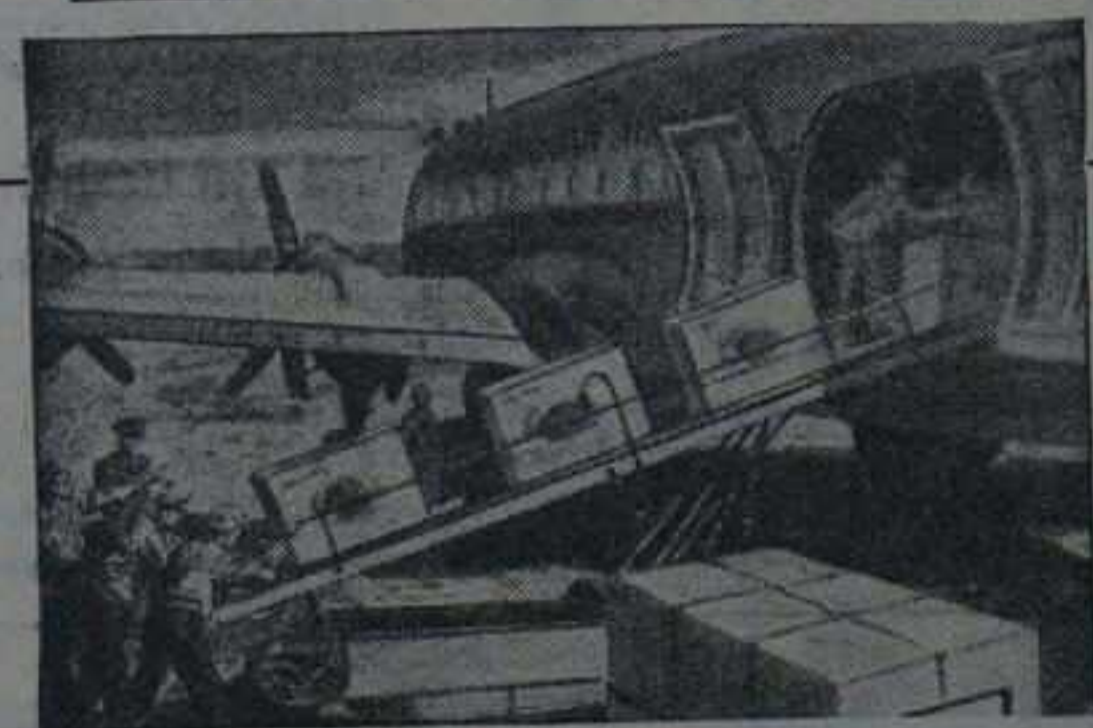
Wurlitzer 500	\$120.00	Wurlitzer 1015	\$475.00
Wurlitzer 600	120.00	Seeburg 146-M	450.00
Wurlitzer 750E	225.00	Rock-Ola 1422	300.00
Wurlitzer 800	185.00	Rock-Ola 1426	400.00
Wurlitzer 850	200.00		

SPECIAL
25 NEW MARVEL MACHINES
Cigarette or Fruit Reels. Coin Operated . . . \$35.00 EACH

MEMBER CMI

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. Phone: BUCKingham 64661 CHICAGO 14

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specify **AMERICAN AIRLINES Airfreight**

Every day saved in the shipment of coin machines means many dollars earned. When you ship by time-saving, dependable American Airfreight, you get overnight delivery. Your machine arrives in tip-top condition, ready to get to work for you. Your returns begin immediately. American's Airfreight is available to and from 69 airports serving thousands of communities—and American's cargo-carrying capacity is the world's largest. You'll get quick action with American, and individualized handling for your shipment. For details call the nearest American Airlines office or write to American Airlines, Inc., Cargo Division, 100 East 42nd Street, New York 17, N. Y.

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SHIP BY AIR—Get your product to the user quickly, in top condition. Quick capital turnover.

TRAVEL BY AIR—Save valuable man-hours. Multiply personal contacts . . . get more orders.

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100 East 42nd Street, New York 17, N. Y.

GENTLEMEN: We would like to talk with your sales engineers and find out how your AIRCONOMY PLAN applies to our business.

NAME OF FIRM _____
NAME OF INDIVIDUAL _____
ADDRESS _____
TYPE OF BUSINESS _____

AMERICAN AIRLINES
American Airlines, Inc. • American Overseas Airlines, Inc.

Look To The **GENERAL** For LEADERSHIP

Newest 5 Balls

IMMEDIATE DELIVERY

Gottlieb
ALICE IN WONDERLAND

Bally CARNIVAL
Exhibit SHORT STOP
United MAJOR LEAGUE BASEBALL
Chicoin CRAZY BALL
Genco MERRY WIDOW
Williams DEW-WA-DITTY

Reconditioned PHONOGRAPHS

AIREON Super Deluxe, fully reconditioned, late mechanism, Guardian accumulator	\$248.50
ROCK-OLA DELUXE	109.50
ROCK-OLA MASTER	118.50
Seeburg CASINO	139.50
Seeburg CROWN	99.50
Seeburg MAJOR	139.50
Seeburg CADET	139.50
Seeburg ENVOY, RC	249.50
Seeburg 8800, RC	249.50
Wurlitzer 71 Counter, with stand	139.50
Wurlitzer 780	239.50
Wurlitzer 800	209.50
Mills Empress	89.50
Mills Throne	89.50

PFANSTIEHL NEEDLES

39¢ each, \$37 per 100, \$350 per 1000. Ballpoint pen and key chain free with each 20 needles purchased—regular or special—while stock of pens lasts!

America's Cleanest, Finest

RECONDITIONED 5-BALLS

AMBER	\$ 39.50
BAFFLE CARD	39.50
BIG HIT	29.50
BIG LEAGUE	29.50
BOWLING LEAGUE	89.50
BRONCHO	89.50
CATALINA	139.50
CO-ED	89.50
FAST BALL	39.50
FIESTA	49.50
FLAMINGO	89.50
LUCKY STAR	89.50
MAISIE	49.50
MEXICO	79.50
MIDGET RACER	29.50
MISS AMERICA	39.50
PLAYBOY	49.50
RANGER	89.50
ROCKET	49.50
SEA ISLE	110.00
SILVER STREAK	89.50
SMARTY	39.50
STAGE DOOR CANTEEN	29.50
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STEP-UP	29.50
SUPER SCORE	29.50
SUSPENSE	29.50
TORNADO	49.50
VANITIES	89.50

Terms — 1/3 cash with order, balance C. O. D. Write for our complete bulletin.



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BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

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NEW SENSATIONAL
COIN SURFACE CONTROLLED

SHUFFLEBOARDS

(rebound type)

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Distributorships Available

Exclusive Sales Agents

AUTOMATIC ENTERPRISES

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LOS ANGELES 46, CALIF.

Operators' Information on Request

RECONDITIONED PIN GAMES
READY FOR LOCATION

Baffle Card \$19.50	Dynamite \$17.50	Laura \$17.50	Star Lite \$42.50
Bermuda 89.50	Flying Trap 52.50	Manhattan 86.00	Samba 155.00
Big Hit 14.50	Ginger 45.00	Mexico 57.50	Stormy 105.00
Banjo 120.00	Havana 31.50	Miss Amer. 19.50	Superliner 15.00
Bowling Lea. 47.50	Honey 37.50	Nevada 67.50	Spellbound 15.00
Catalina 109.50	Hi Ride 49.50	Play Boy 34.50	Sky Raider 14.50
Click 47.50	Hawaii 45.00	Ranger 37.50	Smarty 20.00
Cover Girl 67.50	Knockout 15.00	Rio 22.50	Tally-ho 55.00
Co-Ed 37.50	Kilroy 32.50	Rocket 27.50	Tennessee 115.00
		Sea Isle 57.50	Tr. Winds 105.00
		Show Girl 24.50	Tropicana 87.50
		Step Up 18.50	Torchy 49.50
		Suspense 15.00	Wisconsin 125.00
		Super Score 17.50	Sky Ray 14.50
		Sunny 79.50	Maizie 34.50

Now Delivering: CARNIVAL, SHORT STOP, MAJOR BASEBALL, MERRY WIDOW, CRAZY BALL, DEW-WA-DITTY & GOLD CUP

Established 1913

ROY MCGINNIS CO.

2011 MARYLAND AVE., BALTIMORE 18, MARYLAND PHONE: UNIVERSITY 1800

Trade Directory

Summary of trade activity for the past two weeks is condensed here in easy-to-file form as a trade service feature of The Billboard:

New Equipment

Alice in Wonderland (five ball), D. Gottlieb & Company, 2640 Belmont Avenue, Chicago 18.

Dew-Wa-Ditty (five ball), Williams Manufacturing Company, 161 W. Huron Street, Chicago 10.

Popcorn vender, Pronto Popcorn Sales, Inc., Boston.

Reserve Bell, Bally Manufacturing Company, 2640 Belmont Avenue, Chicago 18.

Shoe Shiner, Falcon Distributing Company, Detroit.

Short Stop (five ball), Exhibit Supply Company, 4222-30 West Lake Street, Chicago 24.

Soft Drink Vender, the Venson Machine Company, Inc., Montgomery, Ala.

New Firms

Automatic Laundry Operators' Association, Tampa.

Bris Bois Candy Company, Charleston County, North Carolina.

Consolidated Services, Inc., Dover, Del.

Ketchum Natural Juice Company, Arcadia, Ariz.

Spacarb of Raleigh, Inc., Raleigh, N. C.

Western Michigan Aireon Distributors, Grand Rapids, Mich.

Purchases

Edelco Manufacturing & Sales Company has taken over the Edelco Amusement Devices. Factory and offices are at 1438 Franklin Street, Detroit.

Personal Notices

Thomas F. Corrigan has been appointed assistant to the president of Peter Cailler Kohler Swiss Chocolates Company, Inc.

Eugene J. Regan has been appointed sales representative of the B-F-D division of the Diamond Match Company.

John M. Whittaker has been appointed director of raw material purchases for Lamont Corlis & Company.

Wilbur-Suchard Chocolate Company has added four new sales representatives to its field organization—Eugene N. York, covering Indiana;

William R. Humphrey, Central Ohio; Joseph Worfman for Kansas, Nebraska and Missouri; Charles R. Keough for Pittsburgh territory.

Distributor Appointments

Western Michigan Aireon Distributors, Grand Rapids, Mich., will handle the distribution of Aireon phonographs in Western Michigan, while Charles Boyer, Daytona Beach, Fla., has been appointed distributor for that area.

Kal Trading Company, Inc., 800 Eighth Avenue, New York, has been appointed distributor of the All-American shoeshine machine in New York State south of Albany.

Maj. S. J. Wright, Torriano Avenue, Kentish Town, London, is the New England representative for Wurlitzer.

Exhibit Supply
Delivering New
Baseball Game

CHICAGO, Aug. 7.—Exhibit Supply Company this week reported it is in full production and making deliveries on its new five-ball game called Short Stop.

Featuring the baseball theme, which has been successful this summer, Exhibit's new game has actual base-running action on the play board and the back glass, and a button controlled, last-minute high score bunter action flipper. A change-over mystery bumper, offering last-minute scoring activity, is also included.

Object of the game is to score as many runs as possible, with the machine registering up to 69. The play board, illustrated with typical baseball scenes, includes nine bumpers in addition to the mystery bumper. With the exception of the latter, the bumpers, when contacted by the ball, register walks, singles, doubles, triples and home runs. Rollovers, located at either extremity of the play board, register singles and in two cases home runs. Another rollover, located in the lower center portion of the field, when lit, also registers a home run.

Actual base-running action is achieved on the play board thru a circular unit located in the center of the unit, which resembles the infield of a regulation baseball diamond. When a hit is scored, the circular motion of the unit, projecting a ball, indicates the progress of the mythical base runner around the bases and on in to home plate where the run is scored.

A special high score bunter flipper, located at the bottom center of the play field and operated by the player by pressing side buttons (similar to regular flipper controls), offers the player a last-minute opportunity to stretch his scoring into the free-play columns.

The mystery change-over bumper when lit offers the player a variety of results, ranging from a single to a home run and on thru a free play. The player cannot tell what will happen until the contact is made and the

Eaton Joins Blatt's
Supreme Distrib Co.

CHICAGO, Aug. 7.—In Chicago this week, Willie (Little Napoleon) Blatt announced that DeWitt (Doc) Eaton, formerly sales manager for AMI, Inc., has joined Blatt's Supreme Distributors, Inc.

Supreme is the Florida distributor for both AMI and the J. H. Keeney Company.

Eaton will make his headquarters in Sarasota, where he will work up as far as Pensacola. Blatt makes his headquarters at the Supreme offices in Miami.

New AMI Parts Price List

GRAND RAPIDS, Aug. 7.—A new pocket-size operators' parts price list has been mailed out by AMI, Inc., and includes the firm's new Model B automatic phonograph.



MILLS BELLS!

We have all Mills latest Bells in stock.

**MARVIN J. BLAND
INDIANA MUSIC CO.**

705 Putnam St., Terre Haute, Indiana
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

WANTED

New or Used Coin Operated
**TELESCOPES
and BINOCULARS**

Send full description and price. Include photograph if possible.

BOX D-18

c/o THE BILLBOARD
2180 Patterson St., Cincinnati 22, O.

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. 25¢ piece or as small as U. S. 10¢ piece.

GROETCHEN TOOL & MFG. CORP.
126 N. Union Ave. Chicago 6, Ill.

Distrib Cites Manufacturing Problems in England Today

By R. Chappell

Samson Novelty Company, Ltd.

LONDON, Aug. 7.—Owing to the restrictions placed by H. M. government on the amount of material granted to manufacturers, we very much regret to say there are few machines being made in this country today. The reason is that before an allocation of material is made to the manufacturers, they must guarantee that 60 per cent of all machines produced will be exported.

It is rather difficult for us to obtain orders from other countries for this type equipment. They are interested only in the importation of essential goods such as food, industrial machines, etc., to enable them to get back to their pre-war standard of living. The trouble is that the foreign buyers cannot get import licenses from their governments to purchase our goods in sterling.

Last in Series

This is the fourth and concluding article written by prominent English coinmen reviewing current industry conditions in that country. Previous articles have appeared in last three issues and have dealt with distributing and operating problems. In this article a member of one of England's oldest distributing firms describes difficulties facing manufacturers there today.

We have supplied our dominions and colonies with some machines, but it has been difficult as the machines we are offering today are second-hand and have been reconditioned again and again.

There is quite a good sale for phonographs in this country and it is our opinion that the Hylton (British-built) machine is a very good model considering the handicaps under which the manufacturers are working. These machines are, in some instances, made to operate on the new 3d, an eight-sided coin.

It is difficult to operate this class of machine (Ed's note: The juke box), but we find that in this country an operator would purchase in bulk, say 30 or 40 machines, and on this basis be able to make a reasonable living, being in a position to change over records and buy replacement parts in bulk.

We believe the British people are getting educated to the use of phonograph machines, and feel sure that given time there will be a great demand for them in this country just as there is in America. We wonder, however, whether television will compete with this type of amusement.

Pin Table Picture

As to pin tables—frankly, we do not know how we manage to keep them going. As soon as a part wears out we get it replaced somehow, to keep the table in action.

The latest amusement pin table that we have here is called the Airport (Ed note: Made by Genco, sold in 1939 for \$84.50) and this machine, when available, is still being purchased by operators at the price of 40 pounds (approximately \$160.12). This machine came over in the summer of 1939. There is not a great sale on pin tables in this country today because the operators are making out with the stock on hand. They are doing the same as the jobbers; that is, reconditioning equipment.

As regards vending machines, since the price of 20 cigarettes of popular brands is 3/6d and the cheaper varieties are 2/7d, and we have no single coins to cover these amounts, it is

impossible to sell them thru venders. The same applies to matches at 1 1/2d per box.

To obtain sweets it is necessary to surrender what are known as "personal points" coupons, which must be cut out over the counter. It is, therefore, impossible to vend these. The same restrictions apply to most food lines, as everything is rationed in some way or another by points or standard rationing.

We would like to emphasize that altho this sounds rather dismal, we are doing our best to overcome all these difficulties and keep the operators supplied with equipment. We are looking forward to the day when the restrictions and standing orders are removed from business so that we can again communicate with our numerous American friends, asking them to ship over new equipment. It will be a pleasure to open up cases containing new machines, give them a quick test and dispatch them to the operators, knowing full well that same will operate satisfactorily.

Associations Active

As you no doubt are aware, the people in our business are kept together by three main associations—the Amusement Trades Association, the Amusement Caterers' Association and the Showman's Guild.

The Amusement Trades Association is principally concerned with the operators of gaming machines, and the manufacturers and distributors; the Amusement Caterers' Association is concerned mainly with the amusement arcade owners and amusement machine operators.

These three associations, together with the amusement parks proprietors, are embodied under the National Amusements Council. This council meets at frequent intervals to discuss matters appertaining to the business as a whole, especially any acts which are likely to be passed in Parliament and may be detrimental to our business.

Blitzed

About our own firm—you may have heard that we were blitzed out on two occasions, on May 10, 1941, and July 16, 1944, and we have also moved our address several times due to the fact that we have only been able to obtain premises on short leases. The firm is run by the Holloway family of John Henry, Henry and Charles Henry, together with their brother-in-law, W. G. Enticknap and an uncle, known thruout the English trade simply as "Uncle Charlie."

Early Philly Pin Game Op Passes On

PHILADELPHIA, Aug. 7.—Sam Blumenstein, pioneer local pinball machine operator, died suddenly at his home here July 27 following a heart attack. Blumenstein began operating pinball machines in this territory in the early '30's. He operated the Bee Novelty Company in the West Philadelphia area until his retirement from the industry several years ago.

Surviving are his widow, Minnie; a daughter, Mrs. Ruth Witt; three sons, Joel Charles, former band leader who heads a theatrical and television production agency in Philadelphia; Harold, former salesman for MGM Records and now with the Emerson Radio & Television Corporation, and Cecil, record salesman for the Sidney Pastner independent record distributors firm, three brothers and two sisters.

100%
RETURN PRIVILEGE WITHIN 10 DAYS IF NOT SATISFIED WITH THE BEAUTIFUL MERCHANDISE LISTED BELOW

CONSOLES & SLOTS

JENNINGS CIGARETTE SLOT MACHINE \$ 75.00
KEENEY'S SUPER BELL ... 35.00
BALLY DRAW BELLS 175.00
MILLS VEST POCKET (Like New) 30.00
EVANS RACER (Like New) 550.00

PIN GAMES

All With Flippers—Guaranteed Perfect—Ready for Location.

\$25.00 ea.

SURF QUEEN DYNAMITE
MIDGET RACERS SUPER SCORE
SUSPENSE

UNITED CONVERSIONS

and All Similar Games

\$12.50 Each

We Have Approximately 150 Such Games In Stock.

ATTENTION, OPERATORS!

We are breaking up a lot of machines. We can supply you with any parts you are short of to complete your equipment... such as amplifiers, tone arms, backboard glasses for pin games, legs, etc.

OLD EQUIPMENT REVIVED

Take advantage of our expert repair and refinishing division. We have performed some minor miracles—let us show you what we can do for you.

RUSH YOUR ORDER TODAY!

1/3 Deposit With Order—Balance C. O. D.

DAVID ROSEN, INC.

Exclusive AMI Distributor

855 N. Broad St., Philadelphia 23, Pa. Stevenson 2-2903
503 Evergreen Ave., Baltimore 23, Md. Edmonson 5322

METAL TYPER MACHINES PARTS AND SUPPLIES



FINEST ALUMINUM DISCS

Plain or Colored

BUY DIRECT

FROM THE MANUFACTURER

STANDARD SCALE CO.

4333 DUNCAN AVE., ST. LOUIS 10, MO.

IMMEDIATE DELIVERY OF

BALLY'S CARNIVAL

Bally Gold Cup, Jockey Specials, Victory Specials, Special Entries, Victory Doubles and Draw Bells, Evans Winter Bells, Free Races, Banquets.

All pre-war One-Balls in perfect condition. COMPLETE LIST OF NEW AND USED POST-WAR 5-BALL PIN GAMES: Mills and Jennings 5¢, 10¢ and 25¢ Slots; Evans Ten Strikes, Tally Rolls, Supreme Skee Balls, Steel Ball Roll Downs.

CALL OR WRITE FOR PRICES

PALISADES SPECIALTIES COMPANY

498 Anderson Avenue Cliffside Park, N. J. Cliffside 6-2892
Only One Mile South of George Washington Bridge on 9W, Jersey Side.

Chester Potlard Racer \$100.00
Exhibit Camera 75.00
Knockout Fighters 125.00
Keene Anti-Aircraft, Br. 35.00
Mills 12-Slot Horoscope 40.00
Solar Grandma Horoscope 75.00
Lore Analyst 75.00
Wee-Geo Mystic 75.00

HERB EVERSCHOR

1182 N. High Columbus, O.

PHONOS

Reconditioned By ATLANTIC Triple Tested for . . .

- ✓ Good Appearance
- ✓ Mechanical Perfection
- ✓ Proper Packing

WURLITZER 500 KEYBOARD .. \$125.00
WURLITZER 750E 250.00
WURLITZER 850 250.00
ROCK-OLA STANDARD 100.00
ROCK-OLA MODEL 1422 350.00

WRITE FOR ADDITIONAL USED PHONO LIST!

ATLANTIC NEW YORK CORPORATION

540-550 W. 58th St., New York 19, N. Y. Phone: COLUMBUS 5-4584



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We have all Mills latest Bells in stock.

SICKING, INC.

1401 Central Parkway, Cincinnati 14, O. AUTHORIZED BELL-O-MATIC DISTRIBUTOR

ROLLDOWN GAMES

FAR . . . FAR BETTER THAN ADVANCE ROLL! BRAND NEW COMPLETE CONVERSION OF GENCO'S ADVANCE ROLL

AUTO ROLLS \$109.50

5-CHICAGO COIN ROLLDOWNS \$49.50

8 BUBBLES 49.50

4 SEA ISLES 49.50

Crating Extra 1/2 deposit with order, balance C. O. D., F. O. B. New York.

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Immediate Delivery!
FROM STOCK!

RUNZEL
Pushback Wire

18 or 20 Strand

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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.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

RUNZEL
Cord and Wire Co.
1723 W. MONTROSE AVE.
CHICAGO 41, ILL.



MILLS BELLS!

We have all Mills latest Bells in stock.

KEYSTONE PANORAM COMPANY, INC.

2538 W. Huntingdon St., Philadelphia
AUTHORIZED BELL-O-MATIC DISTRIBUTOR



Coin Operated
3 1/2 x 7 Ft.
WANT SALESMEN
CALLING ON OPERATORS.
G. F. PERRY Johnston, S. C.

Information Wanted

Anyone who has any knowledge of place of employment or address of Jack Greer, please contact us at once.

Dursell Novelty Company

176 Arch Street New Britain, Conn.

Record Reviews

(Continued from page 32)

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

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

ARTIST	TUNES	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
RACE					
ED CURRY AND ORK (Bandwagon 515) <i>Luke, the Spook</i> Novelty ditty gets lively warbling.	64	64	62	66	
<i>Hip Me to the Drift</i> Weak mixture of straight and bebop chanting.	54	55	54	53	
TAMPA RED (Victor 20-3008) <i>I Know My Baby Loves Me</i> Rocking b.w. blues with vigorous Red vocal and crudely intoned but rhythmic orking.	74	73	73	75	
<i>Roaming and Rambling</i> Red takes flip at slower tempo, but the beat is there.					
ARTHUR "BIG BOY" CRUDUP (Victor 20-2989) <i>Katie May</i> Deep South blues shout—rough but with important sincerity.	66	65	67	68	
<i>Boy Friend Blues</i> Formula blues doesn't carry conviction of flip.	62	60	60	64	
ROOSEVELT SYKES AND HIS ORIGINAL HONEYDRIPPERS (Victor 20-3014) <i>Time Wasted On You</i> Conventional blues item, adequately chanted and backed.	67	67	65	68	
<i>High As a Georgia Pine</i> Light novelty about the delights of spiritus frumentil.	66	65	63	70	
DELTA RHYTHM BOYS (Victor 20-3007) <i>I Can't Tell a Lie to Myself</i> Old-fashioned ballad with a pleasantly reminiscent melody done simply by the able quartet.	71	71	70	73	
<i>My Blue Heaven</i> Chanters' use of bebop passages in with straight harmonizing doesn't come off.	67	67	65	63	
CHICAGO ALL-STARS (Columbia 30133) <i>Are You Getting Married Brother</i> (Cozy Eggleston) Prog-throated singer does an energetic sermon-in-jive about the perils of wedlock. Potential for the juke trade.	73	73	72	75	
<i>Strange, Strange Lover</i> (Pro McClam) Chanter and ork weave a turn-out-the-lights blue mood, but lyric is too purple for airing.	71	NS	70	73	

ARTIST	TUNES	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
FOLK					
TEXAS JIM LEWIS & LONE STAR COWBOYS (Exclusive 45X) <i>One Has My Name</i> (The Other Has My Heart) Strong point here is the song—an unusual folk ditty with an unconventional idea and lyric. Performance is good enough.	74	75	71	75	
<i>Don't Use My Heart</i> (For a Stepping Stone) Typical hillbilly weeper with close harmony, nasal style.	63	63	61	66	

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

ARTIST	TUNES	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
FOLK					
ART GIBSON AND HIS MOUNTAIN MELODY BOYS (Mercury 6119) <i>Gallivantin' Woman</i> Some strong boogie 88-ing under Gibson piping of story 'bout a flirting gal.	74	75	70	76	
<i>One More Waltz With You</i> Waltz treatment here a bit too slow.	66	68	66	65	
BOB LESTER AND YOUR COUNTRY COUSINS (Rainbow 70015) <i>Galway Bay</i> Hillbilly chorus chanting in twangy tones of Irish tune comes off just fair.	62	62	60	64	
<i>A Tree in the Meadow</i> Group again steps out of class in choice of material, this time poorly executing group vocal of current pop.	51	52	48	53	
"COUSIN" FORD LEWIS (4 Star 1219) <i>Love Turns To Hate</i> Adequate delivery both vocally and instrumentally of fair folk lament.	67	67	67	67	
<i>Faded Ribbons of Blue</i> Lewis' sobby delivery stronger here, with band also turning in healthier assist.	71	72	69	71	
PRAIRIE RAMBLERS (Mercury 6116) <i>Broken Heart for Sale</i> Material just so-so, tho vocal and band work okay.	69	71	66	70	
<i>Don't Send My Boy to Prison</i> Mandolin-featured backing under nasal tongue in cheek rendition of tear-jerk tune.	71	73	67	73	
GENE AUTRY (Columbia 20439) <i>I'm a Fool To Care</i> Restrained Autry crooning of folk ballad. Disk would have shown up stronger if first chorus employed rhythm of last part of platter.	72	74	71	71	
<i>A Broken Promise</i> Means a Broken Heart Cowboy turns in competent vocal of pretty tune over soft guitar-featured accompaniment.	76	77	75	75	
TEX OWENS (Decca 46133) <i>Rocking Alone in an Old Rocking Chair</i> Owens accompanies himself with guitar as he nasally chants sobby hillbilly standard, mixing in humming and whistling to boot.	73	73	71	76	
<i>Cattle Call</i> Owens twangy delivery is interspersed with effective yodel, Western variety.	75	76	73	76	
BOB WILLS AND HIS TEXAS PLAYBOYS (Tommy Duncan) (Columbia 20458) <i>The Devil Ain't Lazy</i> Up-tempo novelty ditty, satisfactorily chanted and backed, but no standout.	73	73	71	74	
<i>Bob Wills Schottische</i> Slow schottische with an introductory briefing on the basic steps in the dance.	70	68	70	72	

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Record Reviews

RATINGS
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Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

FOLK

TINY HILL & HIS CACTUS CUTUPS (Mercury 5163) <i>That Silver Haired Daddy of Mine</i> Tiny gets the proper sentiment into the sober. Ork work is mechanical. <i>Your Key Don't Fit My Lock Anymore</i> Routine performance of so-so novelty.	66	66	65	67
ROY HOGSED (Capitol 40133) <i>The Short Cut Cutie Polka</i> Instrumental trio produce a big sound on their cleanly played, spirited polka job. <i>Easy Payment Blues</i> Not a blues, but a lively novelty ditty with genuine folk humor in the lyric.	62	60	62	65
CLIFFIE STONE (Capitol 15157) <i>He's a Real Gone Oahie</i> Up-tempo blues with a fly piping by thrush Judy Hayden. Use of muted trumpet, swing beat, and modern solos make for a smartly up-to-date performance. <i>So Long to the Red River Valley</i> In contrast to flip, side here is a conventional Western ballad, with falsetto trio effects, slow-drag steel guitaring, etc.	71	71	70	72
TEXAS JIM LEWIS & LONE STAR COWBOYS (Exclusive 46X) <i>I Hate To Lose You</i> Light and jazzy, with vocalist and ork shucking it out to a plenty syncopated beat. <i>Zeb Turney's Gal</i> A Western ballad, in the true sense of the word, about a feud in the Hatfield-Coy tradition. Sparkling instrumental work and fine warbling here—a potential winner.	77	78	75	78

FOLK

WALLY FOWLER AND HIS GEORGIA CLODHOOPPERS (Capitol 40129) <i>I'm Sending You Red Roses</i> Fowler takes his own clefted ditty at medium pace. Clodhoppers add strong assist in instrumental department. <i>Love Me Or Leave Me Alone</i> Hillbilly injects sob into his twangy delivery of undistinguished lament.	80	79	79	82
MERLE TRAVIS (Capitol 15143) <i>Crazy Boogie</i> Merle has gay time vocally rambling thru cute boogie lyric with band leisurely cutting up behind. <i>I'm a Natural Born Gambler Man</i> Flip here features Travis with a tale of a roving gambler mixing patter with piping.	75	76	73	77
PINKY WILLIAMS & ORK (Bandwagon 510) <i>Easy Rockin'</i> Lives up to its titles an unpretentious riffer that rocks easy, spotting a tasty tenor solo. <i>Right Away</i> Okay tenor, trumpet, and bary solos nougated in a mild hop clefting.	82	82	80	84
PINKY WILLIAMS & ORK (Bandwagon 511) <i>Baritone Bounce</i> Baritone sax ride all the way, smooth flow of ideas and execution, but band is a shade loud behind him. <i>Boston Bob</i> Band swings an original bop arrangement, with drumming and trumpet work standouts.	79	79	77	81

HOT JAZZ

FLIP PHILLIPS FLIPTET (Signature 28119) <i>A Melody From the Sky</i> A pretty job on the pretty standard, with Flip carrying the mail and a few short breaks by others in this all-star combo. <i>Stompin' At the Savoy</i> (Flip Phillips Fliptet) Mostly Flip's tenor, honey-toned and facile, booted by Shelley Manne's fine drumming.	73	72	71	75
THELONIOUS MONK TRIO-T. MONK-E. HAMEY-A. BLAKEY (Blue Note 547) <i>Off Minor</i> Ingenious Monk 88 solo with rhythm backing spins a series of imaginative variations on "Merry-Go-Round-Broke-Down" theme, with interest building in successive choruses.	68	70	65	68
THELONIOUS MONK TRIO-T. MONK-E. HAMEY-A. BLAKEY (Blue Note 547) <i>Evonce</i> (T. Monk Sextet) Art Blakey's swings Monk's fanciful left-wing bop creation, weaving mediocre solos into unified whole.	67	73	67	70
THELONIOUS MONK TRIO-T. MONK-E. HAMEY-A. BLAKEY (Blue Note 547) <i>Evonce</i> (T. Monk Sextet) Art Blakey's swings Monk's fanciful left-wing bop creation, weaving mediocre solos into unified whole.	69	70	67	70

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BILL HALEY & THE FOUR ACES OF WESTERN SWING (Cowboy CB-1201) <i>Too Many Parties and Too Many Pals</i> Dull draggy first chorus chanting switches to un-inspired patter. <i>Four Leaf Clover Blues</i> Guys do fair job here but material too hard to sell.	43	49	43	37
JOHNNY EAGER-E. MUSETTE ORK <i>Tallulah Polka</i> (Grand G-25010) Novelty polka ditty. Choral effort behind Eager is weak. <i>You, You, You Are the One</i> Waltz with classical strain rendered in straight vocal and ork fashion.	44	49	44	40
JOHNNY EAGER-E. MUSETTE ORK <i>Tallulah Polka</i> (Grand G-25010) Novelty polka ditty. Choral effort behind Eager is weak. <i>You, You, You Are the One</i> Waltz with classical strain rendered in straight vocal and ork fashion.	56	56	54	57
JOHNNY EAGER-E. MUSETTE ORK <i>Tallulah Polka</i> (Grand G-25010) Novelty polka ditty. Choral effort behind Eager is weak. <i>You, You, You Are the One</i> Waltz with classical strain rendered in straight vocal and ork fashion.	61	62	60	62

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GIVE TO THE

RUNYON CANCER FUND

Ops Sound Off on Some Ills; Too Rapid Depreciation Gripe

(Continued from page 103)

frequently as every two to three weeks, and the depreciation on the other games drops far too fast for the operator's financial health.

In this regard, the operators agree that players want new games frequently, and even tho they have not mastered a game, will drop it in favor of a new unit in the same location.

Many operators shared the opinion of A. D. Berg, Al-Ro Amusement & Vending, Allentown, Pa., who stated: "Quit buying new games until prices come down so that operators will be given a chance to get their money out of their machines."

Upping Play

Operators admitted that while they were discussing the manufacturer and costs, there were many things that they themselves could do to hypo play on their equipment.

One of the major items was cleanliness. Leonard Bronson, Butler, Mo., was one who believed in spotless equipment, but went a step further in stating that operators should not allow a game to die on a location, and, in some cases, add a second game to a location where play was falling on a single unit, but was still drawing some players. In line with the cleanliness program, operators advocated the replacement of burned-out bulbs immediately, and regular testing of the coin chutes to make sure they were in good working order at all times. Oiling parts, and replacing worn or faulty parts immediately was also listed as a "must."

Operators who kept their games too tight were warned that their play would suffer, and the majority believed that at least 2 free games for every 25 cents invested would be a good average for the player—one that would draw him back to the machine.

Shifting of equipment from one location to another is more than a moving job, operators all agree. Locations must be studied constantly, and as soon as the play begins to drop, new equipment should be moved in. A wise judge of this type of movement was conceded a better chance to make the grade than an operator who missed even by a few days, on his equipment moves.

Following are some of the ideas passed along by operators on methods they have used on their own routes.

Carl Reaser, Reaser Amusement Company, Chester, W. Va., believes that making it easier for the player to gain replays would have a stimulating effect on pin play in most locations. He says: "If scorecard reads 580,000 points for a winning game, leave scorecard the same, replug machine to 750,000 for 1 or 2 free plays. This way the player will feel that he is beating your machine."

Ellis Everett, who operates the Everett Amusement Company, in Kingman, Ariz., advocates "an operators' pin exchange where all operators could keep new equipment revolving with a steady purchase of new equipment by the exchange. The

exchange," Everett explains, "would work on a monthly rental basis and when a game needed changing the op could ship the old one to the exchange for another type which would also be replaced when it grew stale."

Benton Harbor, Mich., operator Sam W. Clark states that present service manuals prepared by manufacturers are too complicated. He also believes that leg leveler lock nuts secured by Allen keyed pins and drillproof sides above the playing board level should be placed on games.

Lewis Warak, Louie's Amusement Company, Bedford, Ind., favors "cutting voltage on games down so that it would give better service." He also advocates changing pin games so that a change in line voltage would not affect its function.

Move Quotes

Robert Greenfield, Burlington, Vt., said: "I think manufacturers should come out with a new five-ball game about every 3 to 6 months. They should location-test them thoroly. New games have too many defects."

L. B. Obermiller, Columbia, Mo., in addition to advocating clean machines, had the following to pass along: "Learn to play the machines yourself as a good player does. This is of aid in adjusting tilt and in regulating score. Do not rely just on tilt mechanism to tighten games, for there are other and better methods that will not kill the play."

Henry A. Christenson, of the Hi-Tone Amusement Company, Seattle, says, "Set games more liberally where payouts are made. Be honest with your location and keep them fully informed on their rights."

Kirkey and Miller, game operators in Huntsville, O., said: "Wash and clean machines once a month, and put a prize on a weekly high score."

B. Carl Beitzel, K&S Amusement Company, Reading, Pa., advocated: "Definitely lower initial cost, and a set time for introducing new games. Manufacturers should maintain player appeal with sane ideas, not screwball ideas."

Earl C. Carpenter, Keene, N. H., said that by installing "new gadgets" on his older games, he keeps them in operation and avoids paying the current high price for new games.

An operator in Minnesota who asked to remain unnamed, stated that "clean, live games drew more play. He said that he scraped the rails and coated them with clear lacquer each time he switched a game.

Chris Magenta, Thompsonville, Conn., declared: "I feel that manufacturers should use at least 12 bumpers, and not more than 16, so that the playfield won't be too one-sided, one way or the other."

Max Downey, Lafayette, Ind., said: "A play-hypo secret I use on old games is to put an extra ball in the game and give players six balls for a nickel instead of five."

Everett Stockholm, Mohawk Music Service, Greenfield, Mass., advanced this suggestion: "Why don't the various pinball manufacturers furnish operators with posters to put up in locations to promote play on the new games?"

Juke Outlook Good; Fall Upsurge Seen

(Continued from page 114)

Caught somewhere in the middle of the whole music machine picture for the coming season are the major manufacturers who, because of continued soaring prices on equipment, labor and overhead, are forced to retain their \$1,000-per-unit list prices. With operators sharply cutting down on their purchases and showing added interest in lower-priced units, production by the larger manufacturers has been slowed considerably.

In contrast, Filben, according to William W. Rabin, president, is shipping a carload (40 units) daily and building its reserve by turning out approximately 75 units of its Maestro machine daily. Also shipping on a regular basis is Aireon, with its Coronet moving on the production lines daily. Of the major concerns, AMI is concentrating on the production of its new Model B unit and, according to Sales Manager Lindy Force, production is now reaching demand for the unit. Wurlitzer distribs, with definite inventories on hand, are moving that equipment, but production has been at a standstill since the shutdown for vacations this spring. At Rock-Ola and Packard production has been on a limited basis since early spring while Seeburg has continued to turn out Symphonolas as needed to maintain a fixed inventory in accordance with their controlled production system.

WHEN PLAY IS OFF

(Continued from page 103)

ingly slow pace of the games, the customers appear to enjoy the play. For 10 yen (approximately a nickel in U. S.), the players receive 11 metal ball bearings and a game of Yaku Pachinko (marble shooting with a baseball theme). An experienced local player can keep one game going for as much as 15 minutes.

Human touch added by the Japanese operator consists of letting the patrons win more frequently when business is comparatively slow. Prizes consist of pieces of candy and single cigarettes. These are paid in exchange for the number of balls turned in by the player when he has finished what appears to be a never ending process.

\$130 for the 246 venders purchased. Game average price jumped to \$122 compared with the April average of \$85. Japan paid the highest game price, \$245 for each of 10 amusement machines, while South Africa, concentrating on older games, spent \$83 for each of 42 games purchased in May.

1948 Exports Market May Top 2½ Mil.; Shipments Up

(Continued from page 103)

Union of South Africa, one of the few overseas buyers to show a consistent interest in vending machines, this month went all-out, spent \$32,025 for 246 automatic merchandisers. This huge individual figure swelled the May vending total to \$54,788, or more than trebled the \$14,518 reported in the previous month. Second on the vending list in the current report was Cuba's 86 units valued at \$5,826. Venezuela, making one of her rare purchases of merchandisers, was third, with 12 venders worth \$3,127.

Declines registered in the games field can be directly attributed to limited buying by two nations, the Philippines and South Africa. In the

previous month these two countries accounted for \$15,611 worth of games between them, while in the current lists they dropped to an aggregate of but \$8,420. The Philippines led game buyers in May with \$4,917.

The over-all average price paid by foreign coinmen in May for jukeboxes was \$341. Bermuda and Japan, both comparatively small music buyers, led this classification with \$850 and \$728, respectively. The Dominican Republic paid the lowest average price for jukeboxes, \$108 for each of 19 units purchased. Vending prices averaged \$85 per unit. Highest average price was paid by Newfoundland, \$595. Mexico contributed the lowest average vending price, \$12. South Africa, the big automatic merchandising customer in May, paid an average of

Coin Machine Exports

May, 1948

Country	Totals			Phonographs			Venders			Amusement Games		
	No.	Value	Average Price	No.	Value	Average Price	No.	Value	Average Price	No.	Value	Average Price
Colombia	143	\$56,671	\$396	143	\$56,671	\$396	86	\$5,826	\$67	20	\$2,375	\$118
Cuba	242	45,911	190	136	37,710	277	246	32,025	130	42	3,503	83
Un. So. Africa	299	44,066	147	11	8,538	776	12	3,127	260	10	1,230	123
Venezuela	63	19,676	312	41	15,319	373	15	707	47	10	897	89
Canada	75	13,395	178	13	7,925	609	65	1,878	28	28	4,917	172
Guatemala	13	7,925	609	3	2,185	728	7	1,926	275	10	2,450	245
Philippine Rep.	93	6,795	73	7	1,665	237	183	2,272	12
Japan	20	6,561	328	8	3,855	481	23	3,570	155
Mexico	190	3,937	20.7	9	2,925	325	1	595	595
Salvador	8	3,855	481	4	1,580	395	3	837	279
Lebanon	23	3,570	155	2	1,306	653	8	2,120	265
Tangier	9	2,925	325
Newfoundland	5	2,175	435
Canal Zone	5	2,143	428.6
Hong Kong	8	2,120	265
Dom. Rep.	19	2,065	108.7
Bermuda	1	850	850
Honduras	4	695	173.8
Ecuador	1	516	516
Other Countries	33	3,701	112.1	25	1,698	69.9
TOTALS:	1,268	\$233,895	\$184.1	467	\$159,080	\$341	645	\$54,788	\$85	156	\$20,027	\$122

RYAN ELECTED

(Continued from page 103)

25 years with O. D. Jennings & Company. When he resigned at the end of 1939 to join Keeney, Ryan was vice-president and general manager.

While with the Jennings organization, Ryan travelled extensively and became widely known to distributors and operators in all parts of the country. When he became affiliated with Keeney, tho he travelled less, he concentrated more on production and executive problems. His elevation to the top post of the Keeney company is in keeping with an often expressed wish of the late Jack Keeney as to whom his eventual successor should be.

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9800 ESRC } \$210.00 EA.	8200 ESRC \$179.50
8800 ESRC } \$210.00 EA.	COMMANDER \$179.50

ROCK-OLA	WURL.	ROCK-OLA
SUPER } \$99.50 EA.	500 K } \$99.50 EA.	STANDARD } \$89.50 EA.
MASTERS } \$99.50 EA.	600 K } \$99.50 EA.	DELUXE } \$89.50 EA.

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The "Coin-Operated Electric Scoreboard" keeps tabs on every shuffleboard game with "actual cash in the box"—at 10c per person per game.

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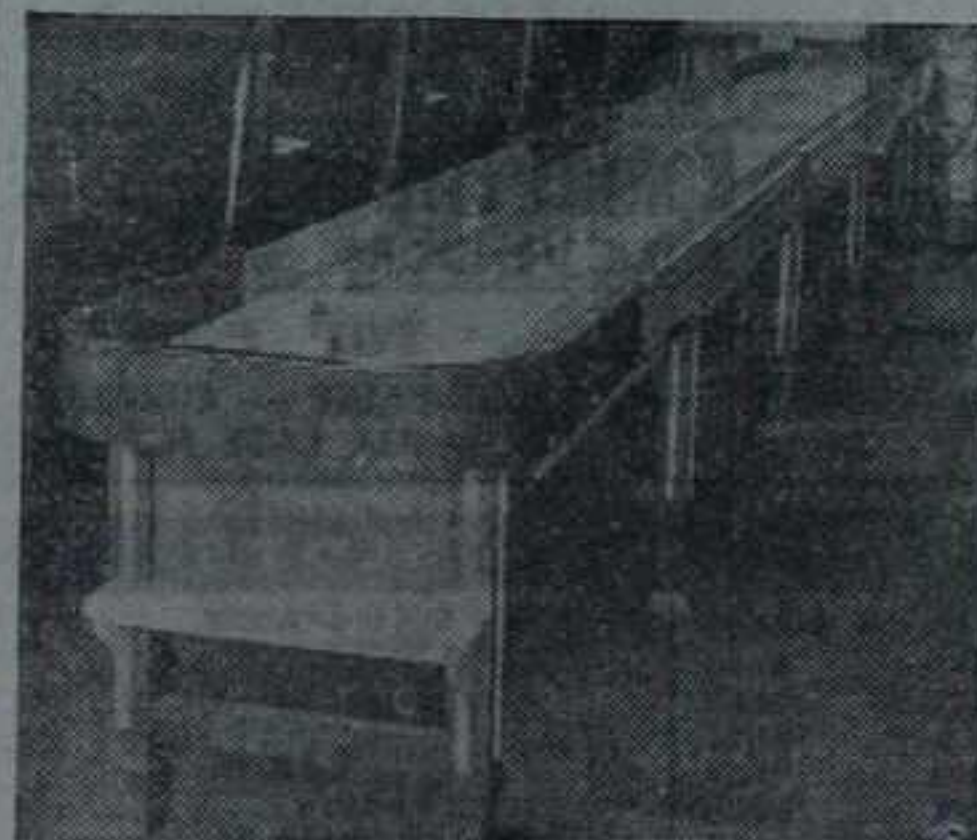
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CORRECTION!

Price on the 2 Evans Races, Combination Free Play and Cash, Late Model, was inadvertently quoted as \$195.00 each in our ad on Page 111 of the Aug. 7 issue.

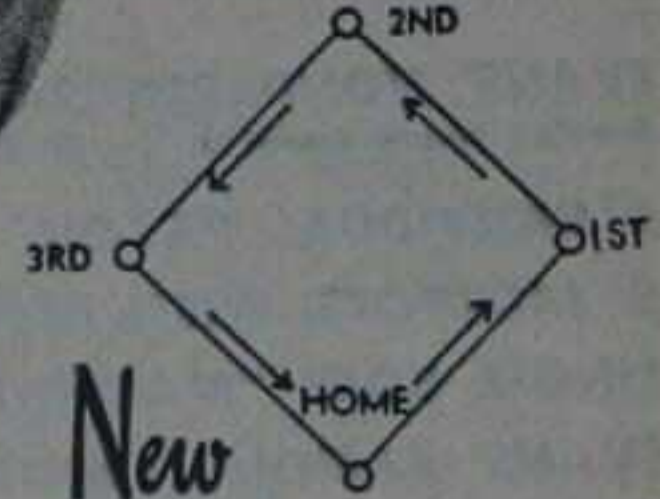
CORRECT PRICE IS
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500 VICTORY...79	VOGUE.....109	
71.....79	1941 R.C. SPEC...175	
61.....59		

WALL BOXES: Seeburg: 5-20-12, \$3.95; WS-22 Wireless, \$19.50; DS-20-12 3-Wire, \$15.00; 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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Each unit completely reconditioned and refinished. All worn parts replaced.

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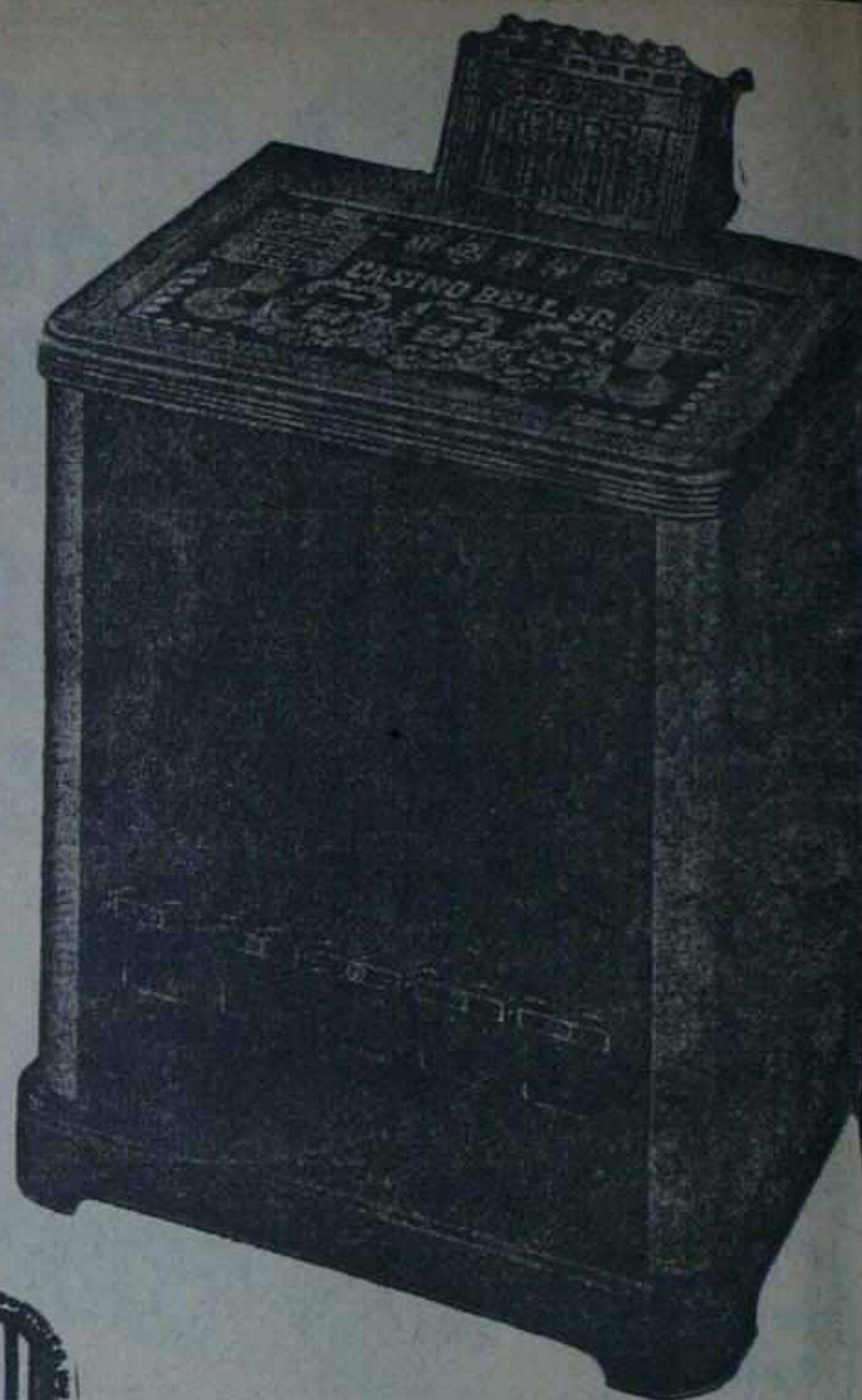
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BALLY TRIPLE BELLS, 5-5-25	545.00	KEENEY BONUS 2-WAY, 5-5	545.00
MILLS 1947 THREE BELLS	395.00	KEENEY GOLD NUGGET	WRITE
MILLS 1941 THREE BELLS	169.50	KEENEY WILD BELL	WRITE
JENNINGS CHALLENGER, 5-25c	375.00	BALLY DRAW BELLS (R. B.)	245.00
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The 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.

5¢ Play

1/3 Deposit

\$65.00

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NOW DELIVERING BRAND NEW
MILLS JEWEL BELL →
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Factory re-conditioned like new. **\$75.00 EA.**

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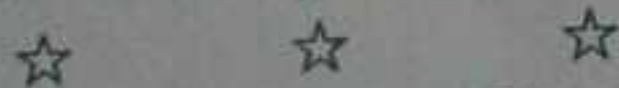
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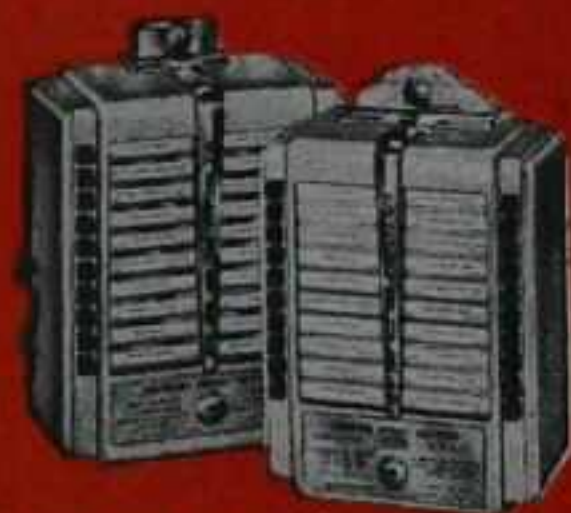


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