

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

AUGUST 30, 1947



Putting the reed section thru its paces at a Paramount Theater (New York) rehearsal is "piano poet" Carmen Cavallaro. Long one of the business's strongest music draws at location box offices (Cavallaro follows the Para with a stint at Frank Dailey's Meadowbrook, then to the Mark Hopkins in San Francisco), the keyboard maestro's Decca disks continue the sock sales streak started some time back. Latest releases are "Brahm's Hungarian Dance Number 4," backed by "Love Will Keep Us Young," and "Rhumba Maria," with "Anitras Boogie" on the flipover. And Cavallaro's 8.1 Hooperaverage for the past radio season holds his ranking as one of the top musicmakers on the etherwaves.

Once again... * TALENT SCORES

An Overwhelming Win

Congratulations . . . TO ALL GAC ARTISTS WHO WERE VOTED TOP FAVORITES IN The Billboard 1st Annual Disk Jockey Poll

KING COLE TRIO
#1 SMALL BAND
TEX BENEKE
2ND SWEET BANDS
JUNE CHRISTY
TOP GIRL VOCALIST WITH BAND
FRANKIE LAINE
MOST PROMISING MALE SINGER
BOYD RAEURN
4TH MOST PROMISING BANDS
MODERNAIRES
2ND BEST LIKED SINGING GROUPS
ELLIOT LAWRENCE
6TH SWEET BANDS
FRANKIE CARLE
8TH SWEET BANDS
BOYD RAEURN
9TH SWING BANDS
BILLY BUTTERFIELD
9TH MOST PROMISING BANDS

STAN KENTON
#1 SWING BAND
SAM DONAHUE
2ND MOST PROMISING BANDS
DESI ARNAZ
3RD LATIN-AMERICAN BANDS
PEGGY LEE
3RD FEMALE VOCALISTS
RAY McKINLEY
5TH MOST PROMISING BANDS
MILLS BROTHERS
3RD BEST LIKED SINGING GROUPS
WOODY HERMAN
6TH SWING BANDS
RAY McKINLEY
8TH SWING BANDS
LECUOHA CUBAN BOYS
6TH LATIN-AMERICAN BANDS
JOHNNY DESMOND
9TH MOST PROMISING MALE SINGERS

ELLIOT LAWRENCE
MOST PROMISING NEW BAND
JO STAFFORD
2ND GIRL VOCALISTS
PERRY COMO
3RD MALE VOCALISTS
MEL TORME
3RD MOST PROMISING MALE VOCALISTS
JOHNNY BOTHWELL
6TH MOST PROMISING BANDS
DINNING SISTERS
5TH BEST LIKED SINGING GROUPS
LOUIS JORDAN
4TH SMALL BANDS
EDDIE HEYWOOD
8TH SMALL BANDS
KING COLE TRIO
7TH SINGING GROUPS
RAY DOREY
10TH MOST PROMISING SINGER



GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

* GAC Artists Also Scored
A Solid Victory In The
Billboard 9th Annual College Poll

SHOWBIZ AS "TRAIN" STOKER

Petrillo Acts
May Get New
"Trust" Curbs

Justice Dept. Mulls Move

WASHINGTON, Aug. 23.—Despite little hope for immediate results, a series of major moves is under way here to shake President James C. Petrillo, of the American Federation of Musicians (AFM), from his surprise decisions this week banning availability of instrumentalists for prospective new record manufacturers and continuing the ban on AM-FM music (see story in Radio this issue). Key move against Petrillo on the instrumentalists ban for record makers is an exploratory study which began quietly here late yesterday in the Criminal Division of the Department of Justice, whose operatives are seeking to determine if Petrillo is in violation of the anti-trust acts.

Another major move which is seen in the offing is a possible probe by the House Labor Subcommittee headed by Rep. Carroll D. Kearns (R., Pa.), altho this group already has tackled Petrillo on his record-making activities and in the opinion of some observers came out second best. Representative Kearns, who is (See Justice Department on page 21)

St. Paul Drops
Ticket Tax Plan

ST. PAUL, Aug. 23.—Faced by a mass of petitions bearing more than 50,000 signatures in protest, the St. Paul City Council on Thursday (21) tabled the proposed city admissions tax, thereby virtually killing it.

As originally drawn, the measure called for a 1-cent levy on each 10 cents or major fraction thereof of admission charges to be collected on virtually all types of amusements. After theater owners and others objected, the proposed tax was cut to 1 cent on each 20 cents or major fraction of admission charges, with certain exemptions.

As an alternative, the city council ordered its attorneys to draw up a proposed ordinance adding a 1-cent-per-pack levy on cigarettes, which only last July were subjected to a 3 cents per pack State tax.

295 Disabled Vets
In Stage Classes

WASHINGTON, Aug. 23. — Veterans Administration announced today that 295 disabled ex-service men and women are training for the legitimate stage under the vocational rehabilitation act.

Two hundred and sixty of the would-be stage stars are enrolled in dramatic courses in colleges and universities, 13 others are in drama classes at non-college level, and 22 are receiving on-the-job training in preparation to the theater, VA said.

Editorial

Get on That Freedom Train

In the adjoining columns is the first story outlining the part show business will play in putting over the greatest patriotic campaign since World War II. As is indicated in the report, radio and films have already been working with American Heritage Foundation (AHF) representatives to lay initial plans for participation of those segments of the industry.

Jim Sauter, who played a major role in the successful wartime job of the United Theatrical War Activities Committee (UTWAC), has been appointed chairman of the special events division of AHF, and Sauter is busy laying plans for full showbiz co-operation in the Freedom Train campaign. Sauter's work with UTWAC, we believe, is practically a guarantee that every facet of the amusement industry will have a full and well-guided opportunity to co-operate in this venture.

While the initial impetus will be national and the drive will see continuing national activity, the strongest impact will be achieved on a community-by-community basis, as re-dedication week is set up in each town and the freedom train arrives in that town.

Consequently the most effective work in the drive will come as a result of the close co-operation of all concerned with the various mayor's committees in the towns on the train's route.

Full Route Due Soon

The Billboard will publish the full route as soon as it is available, so that all readers may know on what dates the train will make which towns. Mayor's committee plans in each individual town will be inaugurated approximately eight weeks before the scheduled appearance of the train in that town.

Every person and every organization in show business owes it to his country, his industry and himself to do everything in his power to make the freedom train drive an unqualified success. Undoubtedly show business unions and management organizations in fields other than radio and films will be contacting individuals in their fields in the near future.

From time to time as the campaign progresses The Billboard will publish stories concerning show business co-operative efforts in connection with the drive. Any readers, therefore, who participate in the drive in any form are invited to send reports of such activities to The Billboard. Freedom is everybody's job!

Berlin's 'Train'
Theme Lyrics

NEW YORK, Aug. 23.—Here are the full lyrics of the Irving Berlin tune *Freedom Train*, which the top songsmith wrote especially for the AHF drive. (Reprinted by permission of Irving Berlin, Inc.)

VERSE

*This Song Is a Train Song,
It's a Song About a Train;
Not the Atchison Topeka,
Not the Chattanooga Choo-Choo;
Nor the One That Leaves at Midnight,
For the State of Alabam'.
This Song Is a Train Song,
Where the Engineer Is Uncle Sam.*

CHORUS

*Here Comes the Freedom Train,
You Better Hurry Down;
Just Like a Paul Revere,
You Comin' Into Your Home Town;
Inside the Freedom Train,
You'll Find a Precious Freight;
Those Words of Liberty,
The Documents That Made Us Great.
You Can Shout Your Anger From a Steeple,
You Can Shoot the System Full of Holes;
You Can Always Question "We the People,"
You Can Get Your Answer at the Polls;
That's How It's Always Been,
And How It Will Remain;
As Long as All of Us,
Keep Riding on the Freedom Train.*

*You Can Shout Your Anger From a Steeple,
You Can Shoot the System Full of Holes;
You Can Always Question "We the People,"
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Next Congress
To Fight Over
Showbiz Taxes

WASHINGTON, Aug. 23.—One of the first battles expected to develop in Congress next January is a renewed attempt to cut back showbiz and other excise taxes to prewar levels. House Ways and Means Committee members are planning to return to Washington early in November to resume hearings on general tax revision, and the excise cutback is already designated for the agenda, according to committee officials. The group plans to have a bill ready for introduction in the first week of the new session of Congress.

Committee sentiment, it was learned, now favors tax cuts in most showbiz fields, especially on the admission taxes which continue at an all-time peak. The committee, however, is not committing itself to overall excise slashes, and some members are proposing quietly that the bill be (See Congress to Fight on page 18)

*If You Think That You Can Do It Better,
Get the Votes and You Can Take His Place.*

THIRD CHORUS

*You Can Hate the Laws That You're Obeying,
You Can Shout Your Anger to the Crowd;
We May Disagree With What You're Saying,
But We'll Fight to Let You Say It Loud.*

Radio, Films
Set the Pace
For 'Freedom'

All Showbiz Will Aid

NEW YORK, Aug. 23.—In another month (September 17) the American Heritage Foundation (AHF) will kick off what is probably the most important and ambitious peacetime project under government sponsorship ever attempted in this country. And show business (with initial steps already taken by major facets) will have its finest opportunity to make a solid contribution to a cause of intense national moment since its top-grade job during World War II.

Briefly the AHF plan is to emphasize and dramatize the democratic American system of government based on individual freedom; to institute and sell a national program of rededication to this government's ideals and institutions; to awaken in every citizen the absolute urgency for his active participation in local, State and federal governmental affairs. Or stated negatively, and perhaps more bluntly, to immunize Americans (See Showbiz As "Train" on page 6)

Boston Censorship
Will Be Continued
By Acting Mayor

BOSTON, Aug. 23.—Boston's traditionally puritanical censorship, the thorn in the side of every writer, producer, playwright, artist and publisher, will be as much in force this season as in any other. Despite the fact that the Hub's Mayor James Michael Curley currently is serving time in federal prison on conviction of using the mails to defraud, his successor, Acting Mayor James J. Hynes, has pledged himself to support of the same censorship supported by Curley.

Speaking recently before a convention of the American Federation of Teachers, Mayor Hynes defended and explained the city's right to ban books, plays, magazines and radio programs. He said:

"There is a distinction between art and filth. We try to make that distinction . . . we don't want our grown boys and girls to be poisoned by salacious pictures, plays, books or radio programs, and when you read about banning something please believe me when I say we banned it because it should be banned. While we don't think we are an outpost of purity, which we are not, yet we demand certain standards, and while I am mayor, those standards must be met. This has been a wholesome territory since 1636 and I know the governor will back me up to keep it that way."

There was almost no applause from the convened teachers when the mayor finished his peroration.

ZERO HOUR FOR TAFT-HARTLEY

Unions, Biz Rush Pacts Under Wire

NLRB 'Boycott' Growing

NEW YORK, Aug. 23.—The Thursday midnight deadline, after which the Taft-Hartley Act passed by Congress on June 23 became fully effective, hyped efforts of show business unions and employers this week to get under the wire with signed contracts. In numerous instances the feverish activity of both labor and management resulted from efforts to sign a contract extending the union shop. Under the Labor-Management Relations Act of 1947 (official name of the T-H Act), a one-year limit was established on union shop contracts signed between the date the act was passed and yesterday. Starting yesterday such contracts can be signed only after a National Labor Relations Board (NLRB) election.

Representative Hartley Warns

Representative Hartley today, however, warned both unions and employers against trying to circumvent the Taft-Hartley Act by any phony contract manipulations. Faced with reports that some unions have expressed a determination to avoid the Taft-Hartley Act by bargaining with employers independently of the National Labor Relations Board, Hartley said:

"I will ask the joint committee to investigate any and all efforts to bypass the law, whether by unions working alone or in conspiracy with employers. That applies both to violations of the spirit and the letter of the law."

The NLRB "statements of pro- (See ZERO HOUR on page 18)

He's Only 18 and a Beginner, But Laddie Boy Should Go Far

NEW YORK, Aug. 23.—The Harry Moss Agency this week received a letter from an 18-year-old specialty dancer who admitted he was new to the field. He had decided to list his requirements, he said, and if Moss could meet them, then Moss could handle his bookings.

Among the requirements were the following: The dancer reserved the right to refuse any and all locations. He wouldn't travel, and wanted a permanent location. He would sign a contract for only nine months with one spot, the remaining three months to be reserved for personal appearances. His agent would have to find him the best locations at the best salary and conditions. He must have a private dressing room. He would play not more than two shows a day and would have a day off every week.

HOLIDAY ON ICE

STATE ARMORY, SYRACUSE

(Wednesday, August 20)

Produced by Holiday on Ice, Inc. Directed by George D. Tyson. Choreography, Marie Carr. Musical direction, Carmen Nappo.

Starring Dorothy Goos, Murray Galbraith, Betty Atkinson, Charles Hain, Leo Freisinger, Karen and Frank Sawers, Lois Marie Goeller, Tony Lema, Ted Meza, Norman Sullivan, Peggy Fahey, Ring and Lamb and Kay Farrell.

Soloists: Lucille Fallon, Midge Parket, with Bill Parker, emcee. Stage manager, Bobby Johnson.

Holiday on Ice, opening its second season and still the "baby ice show" among the touring skate spectacle, started off with a bang at the State Armory here, where the ice troupe began an 11-day engagement Tuesday (19). *Holiday* is the youngest of the "big four" icers, having started out last season and scored heavily, not closing until just six weeks ago at the Utah Centennial Exposition. Present operators have for six years operated *Skating Vanities*, known throught the country as the only roller show on tour.

After last season's inaugural, the present spectacle shapes up with the best in ice shows about. Operators carry their own rink and set-up, so (See *Holiday on Ice* on page 18)

He would not accept any locations outside of Ohio, Indiana, Michigan, Kentucky, West Virginia, Pennsylvania, Illinois and the Western part of New York.

He gave Moss 10 days in which to reply.

AGVA Puts End To Cincy's Icer

CINCINNATI, Aug. 23.—Hotel Netherland Plaza here, which has housed ice revues in its Restaurant Continentale for the last seven years, dispensed with the icers following the Monday night (18) performance after an edict issued by the AGVA national board in New York, thru Al Wilson, local AGVA rep, requested that the hotel drop its luncheon matinee performances. The three-a-day show policy had been in effect at the hotel since the icers first moved in. Shows, each running 45 minutes, have been at 1:30, 8:30 and 11:30 p.m., six days a week, and as far as could be learned no complaint of working conditions were made by the performers.

Max Schulman, Netherland Plaza manager, stated that he is forced by the union ruling to close the room. (See *AGVA Closes Icer* on page 18)

Welk's Champagne Wonderful Stuff

HOLLYWOOD, Aug. 23.—Getting realistic with his "champagne music" tag, Lawrence Welk repeated an earlier New York stint and handed out 100 bottles of the wonderful stuff to disk jocks and press, using a little cutie complete with French accent to personally make the deliveries. Result was plugs galore on the platter programs, with Al Jarvis reportedly devoting a full 45 minutes to interviewing the lass, who is a mere eight weeks from Pahree.

IATSE Board Bows To Law, But Flays It

Will Heed Ban on 'Reds'

BOSTON, Aug. 23.—Admitting frankly that the major work of the executive board of the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators (IATSE) in its regular summer session at the Copley Plaza Hotel has been to clarify and untangle the meaning of the Taft-Hartley Law as it affects the organization, International President Richard F. Walsh announced Thursday (21) that the general executive board had voted unanimously to file in Washington the anti-communist affidavits of its officers, copies of its by-laws and regulations and financial reports of its affairs, in compliance with the Hartley law.

Walsh declared: "We feel that the Taft-Hartley Law as a whole is grossly unfair to organized labor and discriminatory against the trade union movement. It is a drastic attempt on the part of the reactionary industrial interests of America to use Congress to destroy the trade union movement."

Amplifying his statement that the law is unfair to unions, he pointed out that the purpose of those who framed it was to destroy the bargaining position of American trade unions which has been won, after many years of struggle, "in the democratic way."

While expressing the view that the labor legislation is unfair and discriminatory and that it will prove productive of dissatisfaction among employers as well as among workers, Walsh stated that the board felt that its action was necessary to protect (See *IA BOARD BOWS* on page 14)

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Big Year for Amusements Indicated by Govt. Report Showing Peak Natl. Income

Dept. of Commerce Per Capita Figures 100% Above 1940

WASHINGTON, Aug. 23.—Bigger year for the amusement industry is forecast here by Department of Commerce economists on the basis of findings announced today that total per capita income is at a record high with no sign of an adverse trend. Average income per person for 1946 reached \$1,200, more than double the \$575 average for 1940, Commerce reported. Gains were 10 to 12 per cent higher in 1946 over the previous year in all sections except the Far West, Southeast and Southwest, but the Far West had made unusual gains in the war years.

Figuring that the amusement industry is one of first chief gainers

when incomes soar, Commerce economists point significantly to particularly overwhelming increases in the Middle Atlantic and New England States. Midwest also is sharing heavily in the prosperity. Top gainers among individual states were Iowa, with a 27 per cent gain; Montana, 20 per cent; Minnesota, 18 per cent; Wyoming, 17 per cent; North Carolina, 16 per cent, and Missouri, 15 per cent.

High Average Incomes

Commerce report, following up President Truman's sanguine report on the nation's current financial (See *Big Year Ahead* on page 18)

The Billboard

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Donaldson Awards on the Air

AMERICAN BROADCASTING
COMPANY

Saturday, August 16, 1947
7:30-8 p.m.



Radio joins in honoring the season's "Bests" in the legitimate theater. ABC network again airs presentations of scrolls and gold keys to winners of the Fourth Annual Donaldson Awards (sponsored by The Billboard) over a Coast-to-Coast hook-up.

(1) David Wayne, best actor in a song-and-dancer, chants "When I'm Not With the Girl I Love" from "Finian's Rainbow," voted best musical.

(2) Ralph Bellamy congratulates winners: James Mitchell, David Wayne, Anita Alvarez, Tom Ewell, Polyna Stoska and Margaret Phillips.

(3) The year's two best dancers: Anita Alvarez (Finian's Rainbow) and James Mitchell (Brigadoon).

(4) John Forsythe and Thomas Chalmers in a tense scene from "All My Sons," season's best play.

(5) Virginia Oswald of "Brigadoon," sings "Almost Like Falling in Love."

(6) Ralph Bellamy handles emcee chores.

(7) Tom Ewell, voted year's best supporting actor, with Nina Foch in a scene from "John Loves Mary."

SHOWBIZ AS "TRAIN" STOKER

Net Prexies & Ad Council Get It Going

Material Runs the Gamut

(Continued from page 3)

against the increasing efforts of subversive groups, whether Communist, Fascist or any other "ists."

The Freedom Train

The AHF program is to have a freedom train (specially constructed eight-car train) visit 300 communities in the 48 States over the next year. The train will carry an exhibit of about 100 documents of American history upon which the development of democracy and civil rights is based. Included will be a manuscript copy of the Declaration of Independence attested by Benjamin Franklin, a printed draft of the Constitution with annotations by George Washington, the original manuscript of the Bill of Rights, the Emancipation Proclamation and other such material, running clear thru the nation's history to such items as the German surrender papers, the Hirohito rescript and the declaration of the United Nations.

But the freedom train's arrival in any given community will simply be the blow-off following a community rededication week (in the case of each town on the route) during which will be featured special days such as Labor Day, Industry Day, Veterans' Day, Schools Day, Women's Day, Inter-Faith Day and whatever other (See Showbiz As "Train" on page 19)

Gen. Mills Drops "Hymns"; Crocker Show Expands Net

CHICAGO, Aug. 23.—*Hymns of all Churches*, long-time morning program sponsored by General Mills on ABC thru the Dancer-Fitzgerald-Sample Agency, will be dropped September 1, ABC sales execs announced here this week.

Hymns is being dropped after a comparison had been made between its effectiveness and that of the Betty Crocker show which General Mills also sponsors on ABC. Crocker show (Monday thru Friday, 9:25 to 9:45 a.m.), because of its proven ability to do a job, also is being expanded from a net of 61 Eastern stations to a coast-to-coast net of 191 stations.

Flock of New Shows In Offing at Mutual

NEW YORK, Aug. 23.—Mutual Broadcasting System's program department was reported in a lather this week over a flock of new shows in the offing.

Two prospects mentioned are Alec Templeton and Frankie Laine. Templeton winds up his summer replacement for Edgar Bergen in a few weeks.

Another show due for Mutual is being called *Personal Column*. It's a dramatic series based on newspaper agony columns.

NBC Foots 125G Tab on UN Week

NEW YORK, Aug. 23.—Staging of United Nations week by the National Broadcasting Company (NBC) in cooperation with the American Association for the United Nations and the National Education Association (NEA) will cost approximately \$125,000, with NBC picking up most of the tab.

This figure includes such expensive items as folk dance spectacles, which will be held nightly during the week of September 14-20, a choral concert, et, al. It also includes literature to be mailed out by NEA. The salaries of NBC execs and others associated with the venture are not included in the quoted figure, which is also exclusive of a WNBC salute to Tarrytown, N. Y., named as a model UN town.

The Tarrytown event is one of the station's regular salute series, but Tarrytown has been designated a model community for the observance of UN Week and the WNBC plans are tied in with the general festivities. Not so incidentally, Sterling Fisher, NBC exec who is active in planning of UN Week, is mayor of Tarrytown. Some 28 nations will have exhibits there during the week. With the UN general assembly opening at Flushing Meadows September 16, more than 80 national organizations are co-operating in plans for UN Week. All of NBC's *University of the Air Series* will be closely tied in with the UN Week for the period of September 14-20, and hundreds of folk dancers will perform at Rockefeller Plaza.

Burbank's KWIK Set for Sept. Bow

HOLLYWOOD, Aug. 23.—Area's newest independent station, Burbank's KWIK, was making final strides last week preparatory to kicking off sometime before September 15. The 250-watt AM; 1000-watt FM outlet, (nicknamed Showbiz Station because principal owners are Hollywood personalities), last week named Paul Rickenbacker vice president and director of national and regional sales.

Rickenbacker enters the independent field for the first time, following a long string of top jobs which included the radio and television director post for Foote, Cone & Belding, New York, Coast manager and assistant to the president for J. Walter Thompson Agency, manager of the creative radio talent departments for Young & Rubicam, and former Columbia Broadcasting System (CBS) and Don Lee Broadcasting System exec.

Personalities connected with ownership of KWIK include President Sam Kerner, Hollywood personal manager, radio producer and independent record label owner; Veepee Billy Gray, radio gagster and nitery owner, and Carl Altman, partner with Kerner on record transcription sideline, treasurer. Al Gail, formerly CBS news editor in Hollywood, will head news and special events department, while Don Forbes, formerly head announcer for NBC and more recently the *Richfield Reporter*, will be general manager of the new outlet. David Street, radio singer and film player, is also a stockholder in the new venture.

Mutual To Get Nielsen Service Under 2-Yr. Pact

CHICAGO, Aug. 23.—A. C. Nielsen Company, research org, this week made its roster of network clients complete for its radio index service by signing the Mutual Broadcasting System to a two-year contract to become effective September 1. Altho the Columbia, National and American radio nets have been getting Nielsen radio index service in the past, some of them for years, Mutual has always said "no" until now.

It is felt that the decision of MBS to sign with Nielsen stems from two factors: The determination of its president, Edgar Kobak, to get as much research assistance possible in formulating future policies of growth for the web and the success WGN, Chicago station of the web, has had with the service since signing about a year ago.

Signing of Mutual to a two-year contract also is interpreted as an indication that Nielsen has given up idea of selling its service to the entire industry for one fixed yearly fee, to be paid by fees from various segments of the industry.

Mutual recently discontinued buying C. E. Hooper's service because of the latter's rate increase.

Borden Taking No Chances Next Time

NEW YORK, Aug. 23.—An unprecedentedly strict set of regulations governing the purchase of any new radio series by Borden's was laid down by that company this week, according to report. Regulations were promulgated by top Borden executives following the disastrous run of the company's last program venture, *Arthur's Place*. Show folds September 12 after 13 weeks and headaches galore.

At the same time, reports that Young & Rubicam might regain the juicy lactic account persisted. Y. & R. lost Borden's to Kenyon & Eckhardt a few months ago. *Place* was produced by K. & E.

Do's and don'ts handed down by Borden's appear to have been derived from woes encountered in *Arthur's Place*. Show is to be a musical stanza and provisions included call for a ban on a package show, meaning it must be agency produced; no contracts for the cast, meaning week to week hiring; there must be a chorus and the program must be "dignified."

"Stop Me" Gag Quiz Headed for Mutual

NEW YORK, Aug. 23.—*Stop Me If You've Heard This One*, a new package produced by Mitch Benson and Cal Tinney, is heading for a fall slot over WOR, key Mutual outlet.

Appearing on the show will be Colonel Stoopnagle (F. Chase Taylor), Morey Amsterdam and Cal Tinney. Date has not yet been set, because sale of the property is near and producers hope to debut as a commercial.

A similarly titled joke quiz with Milton Berle was on the air in 1939.

Court Turns Down Plea To Dismiss WOV Sale Suit

NEW YORK, Aug. 23.—Federal Judge John Bright this week refused to dismiss the suit filed recently by Richard E. O'Dea seeking to prevent sale of WOV, New York, by Arde Bulova to Harry D. Henschell. Henschell, who is Bulova's brother-in-law, wants to purchase the major portion of the stock of Wodaam Corporation, WOV's operator, in which O'Dea is a minority stockholder.

Henschell sought to have O'Dea's claim nullified on the ground that the appropriate tribunal to determine the issues raised by O'Dea is the Federal Communications Commission (FCC). Henschell's attorneys also sought to have certain parts of the complaint stricken from the record. The court ruled that the jurisdiction of the FCC is not exclusive, and would not prevent allegations of fraud and breach of contract raised by O'Dea from being heard. The record also was ordered left intact on the ground that it might contain facts of importance to a trial, and admissibility could be determined at that time.

Bergen-M'Carthy Program Adopts Story Format

NEW YORK, Aug. 23.—For the first time in its history, the Edgar Bergen-Charlie McCarthy program for Chase & Sanborn will undergo a radical change in format when it returns to the air September 7 over the National Broadcasting Company (NBC). Show will have a story line, which will be different each week. In the event a guest fits into the story, Bergen will use him, otherwise there'll be no guest.

In the past, the Bergen show has been divided into spots, with Bergen doing one spot with a guest, another with Charlie McCarthy, Mortimer Snerd, etc.

Debut show plot will have Bergen "auditioning" the cast, including Anita, Ray Noble, Ken Carpenter, Charlie McCarthy and Mortimer Snerd to see if they're okay for the show. Then McCarthy and Snerd will "audition" Bergen.

Rex Howell Renews Free Speech Appeal

DENVER, Aug. 23.—Owner-Manager Rex Howell, of KFXJ, Grand Junction, Colo., last week renewed the plea to the Federal Communications Commission to revise its so-called Mayflower decision, which prohibits radio editorialization. Howell's plea was made before the University of Denver Small Market Radio Clinic. He declared that small market stations, if denied their constitutional freedom of speech, could not take a place in leadership in their community affairs.

Howell said that inasmuch as the Mayflower forbids any station to be an advocate, none could take the initiative for civic improvements and other activities and projects. For many years, Howell has broadcast a weekly "raditorial" on his own station, and is credited with stimulating a number of successful local community campaigns.

MEN'S SUITS DRAPE N. Y. AIR

FM Association Going After Public Support in Fight on Petrillo's Duplication Ban

Justice Dept. and House Labor Subcommittee Aid Expected

WASHINGTON, Aug. 23.—“Fighting mad” over American Federation of Musicians (AFM) President James C. Petrillo's refusal this week to end his ban on AM-FM music duplication, FM Association bigwigs are preparing to carry their fight to the public by way of the FMA convention in New York City, September 12-13. Meanwhile, FMA Executive Director J. N. (Bill) Bailey and his legal advisors are hoping that a Department of Justice informal inquiry, instigated at FMA's behest, will bear fruit. In addition, FMA officials are hoping that the House labor subcommittee which is now investigating AFM activities on the West Coast will plunge into the new Petrillo conflict.

Recognizing that the latest Petrillo refusal to lift the music duplication ban constitutes a setback for FM broadcasting, FMA will push three-way strategy at its New York City conclave in an attempt to offset the Petrillo edict. The convention's major discussions now are expected to center on Petrillo, with FMA speakers anxious to carry their fight to the public in the hope that Petrillo will relent, altho there is little chance that he will.

Challenge To Networks

A second move is expected to culminate in an open challenge by Bailey to the networks in which Bailey will call upon webs or affiliates to introduce a test case under the Taft-Hartley or Lea-Vandenberg acts. Bailey insists that existing network contracts between webs and AFM do not preclude the networks from duplicating AM music on FM. He said today that a defiance of Petrillo's edict by any web or affiliate could throw the issue directly into court if Petrillo called a strike. However, it is recalled that Petrillo has indicated he would merely “suggest” to musicians that they refuse to perform and thus avoid calling an actual “strike.”

In a third move at the convention, FMA leaders will urge FM'ers to go all-out on their own live programming and use local talent in order to get FM independently launched.

Justice Dept. Look-in

FMA Executive Director Bailey and Attorney Leonard Marks are preparing a “detailed outline” of facts in the Petrillo case for the Department of Justice's Criminal Division, which has promised to explore the statement for any possibility of violation by Petrillo of the Taft-Hartley or Lea-Vandenberg acts or the Federal Anti-Trust acts. Bailey emphasized that the material, which will be submitted to the Justice Department early next week, is “not a formal complaint” but a “statement of facts.” This procedure was agreed upon at a 45-minute conference of FMA officials with Department of Justice Criminal Division officials.

One of the reportedly major reasons why quick action is being sought in the action against Petrillo is the prospect that new contracts to be drawn up between webs and AFM next year may specify broadcasting exclusively for AM outlets. Existing contracts, Bailey has contended, do not make any such specific provision and consequently can be interpreted

as authorizing AM-FM duplication. Present contracts expire next February. Bailey said he has repeatedly asked networks why they do not proceed on this basis, but has not received an answer.

Meanwhile, FMA's legal staff has suggested to the Justice Department that Petrillo's demand for paid “stand-bys” for FM duplication constitutes a violation of the Taft-Hartley law's ban against “featherbedding.” This too, is being studied by the criminal division.

St. Paul Switch Turns Lights On NBC Outlet

ST. PAUL, Aug. 23.—Paul Light, daily columnist for *The St. Paul Pioneer Press*, and his wife, Mary, who since last June have been doing a 55-minute *Breakfast With the Paul Lights* over WMIN, indie, move September 1 to KSTP, 50-kw. National Broadcasting Company (NBC) affiliate.

Bankrolled by Schuneman's, St. Paul department store, program will be titled *Let's Turn on the Lights* and will be cut to 30 minutes. Present format of straight gab will be changed to include several gimmicks. Jimmy Valentine will produce. The agency is David, Inc.

Sponsor, in moving the show to KSTP, is doubling its time costs, with less time. WMIN time bill is \$10,400. KSTP, which signed the show to a 52-weeker, gets a rate card figure of \$20,000 a year for 30-minutes of morning B time.

Jack Carson Plans Format Changes in New NBC Series

CHICAGO, Aug. 23.—Jack Carson, whose new series for Sealtest over the National Broadcasting Company debuts September 11, will inaugurate a number of format changes. Chief of these will be set policy against burlesquing the talents of guest artists. Carson recently stated that he had noticed in Hollywood a growing realization that listeners want to hear well-known guests do the kind of work that built them into names, rather than perform in a spot which is not in line with their talents.

Carson also revealed recently that his new program would omit the village store situation comedy of last season. Instead, program will be patterned more after the variety format.

In line with sponsor's request that he devise something new, Carson will air occasional skits depicting members of various American trades and professions in typical home settings.

Not So Sleepy

NEW YORK, Aug. 23.—New show making the agency rounds is a husband-wife show with a gimmick. Called *Two Sleepy People*, the stanza features conversation at bedtime setting. Show calls for the benedict half of the duo to be an agency account exec, who thus could get in a substantial number of plugs for his clients in the course of detailing the day's work to the little woman.

Twin Cities Outlets Ready To Cover Fair

ST. PAUL, Aug. 23.—Four of the Twin Cities' five commercial stations have skedded program and spot pick-up participation at the first Minnesota State Fair since 1944. The nine-day event gets under way at the fairgrounds today, with an attendance of 1,000,000 expected.

Most ambitious sked is that of WTCN, 5-kw. American Broadcasting Company (ABC) affiliate, which has 40 regular broadcasts set to originate at the grounds. Such regulars as John Ford's 1 p.m. daily newscast, Arlie Haerberle's morning *Around the Town*, Bob Carlson's stock market reports and *Karen Sings* will be aired from the fair. In addition, Marv Conn will do two daily stints of fair highlights.

24 Regular Segs on WCCO

WCCO, 50-kw. Columbia Broadcasting System (CBS), owned-and-operated station, will do 24 regular segs plus pick-ups from the fairgrounds. Cedric Adams's noontime news, Red River Valley Gang and Larry Haeg's farm program are daily stints to come from the fair. In addition, the return of Clellan Card to WCCO will be signalized with a man-in-the-street seg to originate at the fair.

WLWL, the 5-kw. Mutual Broadcasting System (MBS) affiliate, has 21 shows originating at the fairgrounds. Included are the Westernaires cowboy show daily, Johnny Morris's *Johnny-on-the-Spot* disk show daily, and Saturday *Swing Club*. Specials are daily man-in-the-street segs with fair visitors and an exclusive airing of the army queen coronation, with General Eisenhower taking part.

Big Tele Push

Television will be the big push for KSTP, 50-kw. affiliate of National Broadcasting Company (NBC). The station has acquired top location, at the foot of the grandstand ramp, for its telemobile unit, with Jack Fricker, chief engineer, in charge. Cameras and receivers will be put in operation. In addition, the station plans 15 morning broadcasts, including its regular daily Gary Wiegand *Farm Wagon*, plus spot pick-ups around the grounds.

WMIN, independent, has only five spot pick-ups set for fair week. The station has no booth but will have a wandering mike doing interviews on the grounds. WDGY, independent, has decided not to participate in fair airers, preferring to lie low on all activity while awaiting outcome of its application for 50 kw., now before the Federal Communications Commission (FCC).

Clothing Biz Year's Ads to \$1,325,000

6 Chains Show the Way

By Jerry Franken

NEW YORK, Aug. 23.—Clothing retailers—primarily top chain store outlets—are now spending in the neighborhood of \$1,325,000 annually for time on New York radio stations, it was learned this week. Zooming to the forefront as big local spenders, the clothiers have proved a boon to New York stations, with the Robert Hall store chain pacing the pack and primarily responsible for much of the activity.

Current expenditures of the clothing outfits, according to top station executives, now run about as follows:

Crawford Clothes...	\$500,000 annually
Robert Hall.....	400,000 annually
Ripley Stores.....	100,000 annually
Bond Stores.....	100,000 annually
Barney's.....	100,000 annually
Simon Ackerman...	40,000 annually
Howard Stores.....	25,000 annually

Thus, these six advertisers alone are accounting for more than \$1,250,000 in gross radio billings in New York—or \$25,000 weekly.

No Room for Howard

This newest zoom in the zoot zuit spending has resulted in an unusual situation, in that one large retailer, Howard Stores, appears to be in a difficult spot. Sales officials of two leading New York independent stations stated this week that with the other clothiers spending so heavily in radio, Howard was exceedingly anxious to step into the competition. However, because of the large time blocks, plus spot announcements, which those on the air now have bought, there is virtually no room for Howard on any of the schedules. At least 15 minutes, and preferably more, must separate clothing company programs and spots, but the situation no longer permits such placement. It was stated this week that Howard and its agency, Redfield-Johnstone, are meeting shortly to plan methods of coping with the problem.

The current boom in this type of business—contrasting oddly with war years, when men's clothing was virtually unavailable—is traced to the Robert Hall campaign, which started in September, 1946. The outfit, thru Frank B. Sawdon advertising agency, has adopted a saturation technique and now has large blocks of time, plus spots, on six stations—WNEW, WHN, WMCA, WPAT, WAAT and WHOM. A year ago the company (See *MEN'S SUITS* on page 12)

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STATION PRICES' NEW HIGH

Lack of New Bands Spurs Soaring Bids

FCC Can Do Nothing

WASHINGTON, Aug. 23. — With availability of vacant standard frequencies nearing the vanishing point, radio outlets even in the smallest communities are soaring to all-time inflationary high in transfer sales value, a survey reveals. Transfer prices of 250-watters in small communities now are running up to 10 times the original costs, the survey shows, but Federal Communications Commission (FCC) economists are making grim off-the-record forecasts of a sudden reversal of the tide because of overcrowded markets. Nevertheless, some trade followers are predicting that the soaring-price trend in AM station transfers is destined to continue for a long while, particularly in view of this week's setback for FM by American Federation of Musicians (AFM) President James C. Petrillo's ruling to continue ban on AM-FM music duplications.

Altho FCC officials have privately expressed disapproval of high station prices on several occasions, FCC'ers concede that the commission can do nothing to halt the trend, except in rare cases where flagrant "trafficking in licenses" can be proven. Selling spree among small stations is at an active pace, survey shows, with at least two-score more proposed bids for transfer anticipated before year's end.

Some Examples

Typifying the situation, FCC recently approved the sale of WCOS, a 250-watter in Columbia, S. C. (population 62,000 in 1940 census) for \$205,153. According to the transfer application, the original cost of WCOS was \$41,000, of which about \$18,000 represents real estate. Average annual income of the station, before federal taxes, was listed at \$42,780.

In Laconia, N. H. (population below 14,000), the 250-watter WLNH has gone on the block for what the pending transfer bid calls "a total consideration of \$45,000." Original cost of WLNH was given as \$13,014. Less depreciation, the facilities are valued at \$6,102. WLNH reported an average yearly income of \$8,586 before income taxes.

The operator of KXXL in Reno, Nev. (population 21,000), recently asked FCC to approve the sale of the station for \$30,000. Costing \$20,597 to build, KXXL has never been on the air, and a transfer condition calls for (See STATION PRICES on page 12)

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Fan

WASHINGTON, Aug. 23.— Among the phone calls received by WOL after last Friday night's *Meet the Press* program was one that left the WOL operator agog. The voice on the other end announced "This is the White House calling—one minute please," and then a familiar voice was heard. "This is President Truman—may I speak to Senator Pepper?" Senator Pepper, who had just come from the studio where he had participated in the program, answered the phone in disbelief, but he recognized the President's voice at once and beamed when Truman told him that he had enjoyed the program.

Radio Guild Signs WOR, WMCA Pacts Including Pay Hikes

NEW YORK, Aug. 23. — Radio Guild of United Office and Professional Workers of America (CIO) this week signed an agreement with WOR Program Service, Inc., covering maintenance and studio employees, and also reached an agreement with WMCA extending and modifying the union's agreement with the latter station.

Pact with WOR Program Service provides for salary increases ranging from \$5 to \$8 retroactive to June 15. Other clauses provide job and union security, grievance machinery and arbitration. Minimum scale was also set, ranging from \$34 at time of hiring to \$42 after four years of service. Contract, which runs for two years, calls for a wage reopening during the summer of 1948.

Extension of Radio Guild's pact with WMCA, covering white collar workers, provides that wages be reopened in one year. Contract changes include a \$5 weekly increase retroactive to August 5, liberalization of severance pay clause, pay for vacation accrual upon layoff or resignation, a minimum of nine months maternity leave and a 10 per cent differential in pay for night shift employees. A classification system also will be worked out.

Original agreement between union and WMCA was signed in January, 1947.

AFRA-Management Committee Named

WASHINGTON, Aug. 23.—NAB President Justin Miller has named George J. Higgins, KSO, Des Moines; Linus Travers, Yankee Network, Boston; Harry R. Le Poidevin, WRJN, Racine, Wis., and George M. Burbach, KSD, St. Louis, to serve on the AFRA-management committee in accordance with provisions of the AFRA-networks contract and the resolution passed by the NAB board of directors last May.

Savarin Coffee Buys "Hi Jinks" on WNBC

NEW YORK, Aug. 23. — Savarin Coffee has bought the *Hi Jinks* (Tex and Jinx McCrary) show, Monday, Wednesday and Friday, 8:30-45 a.m., over WNBC, beginning September 8. Lawrence Gumbinner is the agency.

Only two quarter-hours remain open on the show, Ohrbach's already having contracted for seven quarter-hours starting September 7.

Proposed New NAB Code Faces Drastic Overhauling At September Convention

Morning Session Set Aside for Discussion of Draft

WASHINGTON, Aug. 23.—Drastic overhauling of National Association of Broadcasters' (NAB) proposed new code is expected on the floor of the convention, with NAB officials initiating the move to get "full and free discussion" by allotting an entire morning session for it on the final day of the conclave, September 18. NAB already has received numerous suggestions and criticisms on the proposed new standards and practices even tho the actual draft has not yet been circulated to membership. Details of the proposed code already have been reported in *The Billboard*.

NAB board will discuss the new code at a pre-convention session, with all board members already familiar with the present draft. NAB officials avowedly are anxious to avoid steamroller tactics on the code and are willing to take the verdict of the rank-and-file membership after a floor row which is virtually inescapable, especially on such features as the toning down of commercials and the stepping up of specific standards on children's shows and mysteries. A suggested new "decatalogue" for children's programs is new for some spirited debate. The code issue is expected to share the spotlight with the running controversy over James C. Petrillo, president of the American Federation of Musicians.

Opening-Day Clinics

The opening day of NAB's 25th annual convention, September 16, will

NBC Sets News Trio To Fill Thomas Slot

NEW YORK, Aug. 23.—A three-man team of newscasters will replace Lowell Thomas for Sun Oil Company beginning September 29 over National Broadcasting Company. Thomas is moving over to Columbia Broadcasting System for Procter & Gamble.

The new Sunoco series, titled *Sunoco Sun*, will feature Ray Henle on Washington news, Felix Morley on international affairs, and Ned Brooks on domestic happenings. Fred Morrison will be news co-ordinator for the show, which will air at 6:45 p.m. across the board.

Accent on Youth At New N. C. Outlet

ASHEVILLE, N. C., Aug. 23.—The accent is strongly on youth at WLOS and WLOS-FM, which recently began operations here. The Mutual Broadcasting System affiliate, airing with 5,000 watts daytime and 1,000 watts at night, has one of the youngest staffs in radio. AM broadcasts are on a frequency of 1380 kilocycles.

Vice-president and general manager of the stations, operated by Skyway Broadcasting Corporation, is 27-year-old Charles B. Britt. Program director is Bernie Barth, who is 28. Average age of all personnel, including engineering, executive and program departments, is 29.

be devoted to four clinic sessions on broadcast advertising, engineering, programming and employee-employer relations. Samuel Ganz, assistant director of the wage and hour division, will be featured at the employee-employer relations session, while L. H. Foster, sales promotion manager of the Fair, Chicago department store, will speak at a panel on retail advertising.

President Justin Miller of NAB in his keynote address is expected to emphasize "freedom of expression" for radio free from government restrictions, and it is seen as certain that he will submit a number of specific proposals for legislative changes, including a few of the White Radio Bill's provisions for which NAB already has voiced support. Miller's recommendations, however, will be sharply at variance with most of the provisions of the White Radio Bill which was scrapped at the last session of Congress.

Change in IABA Rep

Miller will be followed on the rostrum by Goar Mestre, vice-president of Inter-American Broadcasting Association (IABA), who is replacing Emilio Ezcarra. Also of IABA, who is returning to Mexico City before the convention opens. Wednesday evening (17) calls for a joint meeting of the NAB board and executives with representatives of the American Association of Advertising Agencies and the Association of National Advertisers on Broadcast Measurement Bureau.

Pre-registration for the conclave already is running at more than 1,200, it was announced at NAB's closing hour yesterday, and the figure is expected to mount to 2,000 by convention time, with an additional thousand observers in attendance.

New WCKY Chief; Unions Pull Pickets

CINCINNATI, Aug. 23.—Charles H. Topmiller, chief engineer at WCKY here since 1933, has been named station manager by L. B. Wilson, WCKY owner, to succeed Kenneth W. Church, who resigned recently to become manager of WIBC, Indianapolis.

Both the International Brotherhood of Electrical Workers (IBEW) and the American Federation of Radio Artists (AFRA), whose members are still on strike at the station, have withdrawn their pickets from in front of the Gibson Hotel, WCKY headquarters.

James Mattox, business rep of Local 1224, IBEW, stated that WCKY has been placed on the unfair list and that the radio technicians still on strike will seek work elsewhere and the several members of the union who have returned will be charged and tried by the union as strike-breakers.

The AFRA executive committee has recommended to the AFRA executive board that the union "cease connections" with the station because "the station has demanded that AFRA sign an agreement in violation of several phases of the contract."

Royal Fluff

NEW YORK, Aug. 23.—In introing the 9 a.m. Joe King newscast Tuesday (19), a Columbia Broadcasting System announcer came on, said: "... and now, ladies and gentlemen —Joe News and the king."

Baker and Safford, Drake Move Up in WLS Realignment

CHICAGO, August 23. — Realignment of executive personnel at WLS, *Prairie Farmer* station here, which has been talked about and expected by the trade here for the past few months, finally took place this week when Glenn Snyder, manager of the station, announced a reshuffling to become effective September 1.

John Baker, who returned to WLS after serving with radio division of the Department of Agriculture, was officially made program director. Harold Safford, who had been program director, was made commercial manager, a new post. Chick Freeman remains as sales manager, which formerly was top sales position at the station. John Drake, formerly in the promotion department, was made continuity editor, post which Bill Cline formerly held in addition to being assistant to the manager. Cline last week was named general manager of WCAR, Pontiac, Mich.

According to some sources in the trade here, there has been plenty of confusion at WLS for the past few months and a resultant lack of effectiveness of various important departments. As a result, shake-up among executive personnel has been needed, with reshuffling this week intended to take care of the need.

BMB Research Committee To Meet on Hooper Bid; Method Stirs Controversy

New Station Coverage Technique Outlined by Hoop

NEW YORK, Aug. 23.—Research committee of the Broadcast Measurement Bureau (BMB) is slated to meet this week to consider problems in connection with C. E. Hooper's offer to make BMB's 1949 nationwide study and any interim studies BMB makes before then.

Hooper sent BMB a memo this week, outlining his station coverage technique, later revealing its essentials generally. Hoop's new system used a postcard technique, with premiums for respondents. BMB's full board of directors will huddle later on, after the research committee has turned in its recommendations.

Hooper stated that his new method, which he has been testing for some months, uses three basic questions in a technique patterned after his program rating method. Coverage questions seek to identify stations most listened to, stations listened to once weekly and stations listeners would like to hear better. Morning, afternoon and evening breakdowns are applied where appropriate.

Tests on Request

Hooper stated that pending a reply from BMB, he proposed to conduct coverage tests for those stations or webs desiring them, leaving to broadcaster subscribers the means of determining how findings shall be furnished sponsors and agencies, and to offer results to stations in given areas on a participating basis.

Cost of the Hooper method, which gives its figures in "Hoopercents," is \$250 per county separately reported, plus \$250 per city reported where augmented sampling is needed. Hooper declared he would use, for a nationwide study, a sample in excess of the 320,000 radio families which responded in the 1946 BMB study, using the same 3,200 county breakdown method employed by BMB.

Contrary Opinions

Some research executives appeared to have opinions contrary to Hooper's on the over-all costs involved should Hooper handle the 1949 survey. His costs, Hoop explained, would be around \$650,000, give or take a little, compared to the \$1,000,000 involved in the 1946 BMB measurements. One researcher, however, pointed out that Hooper planned to give BMB only the bare-bone statistics, with publication and distribution left to BMB, thus increasing final costs. He added that Hooper could not use the same 1946 county basis employed by BMB because of the increase—around 300 in all—in the number of stations on the air. He added that BMB, in 1946, surveyed in 4,000 locales all told, including areas where augmentation was necessary and, at the Hooper figure of \$250 per, the Hooper total would have to be \$1,000,000.

Criticism of Hoopercent

Among criticisms voiced of the Hoopercent technique were these:

Navel Gavel

WASHINGTON, Aug. 23.—Justin Miller, president of the National Association of Broadcasters (NAB), who used to sit on the circuit court bench here, is going to be a judge again. He has accepted an invitation to be a judge at the Miss America beauty pageant in Atlantic City September 3-6.

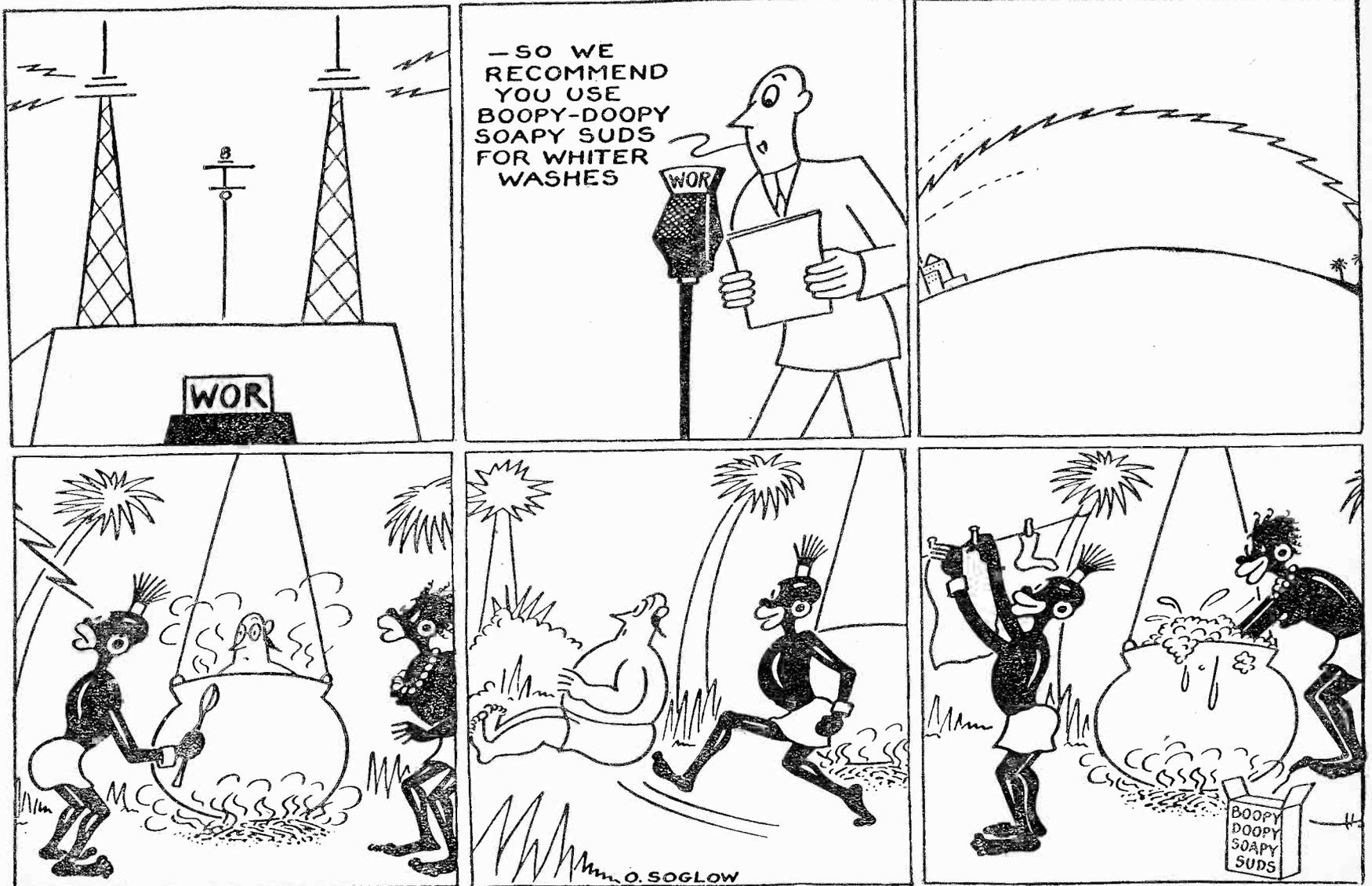
Wynns All Set; Dad-Son Show

NEW YORK, Aug. 23.—Ed Wynn has definitely decided to do that radio show with his son, Keenan, so the National Broadcasting Company (NBC) is going ahead full steam to set up the program. Wynn made up his mind a couple of weeks ago to do the show but staff changes at NBC held up the go-ahead.

Both Wynns are on the West Coast now and NBC is planning to cut an audition record September 1. The show is being pushed ahead under the personal supervision of Sidney Strotz, v.-p. in charge of NBC's Western division.

The postcard did not allow sufficient places for recording station call letters; the technique made family consultation difficult; daytime figures were based on the average of morning and afternoon results, rather than totals eliminating duplication.

One BMB spokesman said BMB had not had time to analyze or comment on Hoop's proposal, having received his letter of August 14, in which he advised Hugh Feltis of the new method, only on August 21. Revised version of the Hooper memo explaining the set-up arrived at BMB the day before.



FCC May Break Clear Channels

AM Decision Expected After Oct. Hearings

FM Has Absorbed Functions

WASHINGTON, Aug. 23.—Federal Communications Commission (FCC), it has been learned, is seriously considering breaking down three of the existing clear channels on the AM frequencies. Final decision is not expected until late this year, following hearings now scheduled for October 14 after four deferments.

One of the basic reasons behind the swing to breaking down the clears is the belief held by some of the commissioners that FM is beginning to absorb much of the function originally assigned to clear channel stations—that of reaching rural and otherwise remote or isolated listeners. With the FM growth a continual one, that service is expected to expand much more. Meanwhile, Clear Channel Broadcasting Service (CCBS) has been busy preparing for the hearings, at which it will press its fight for clear channel power above the present 50,000-watt limit.

Stockpile Building

A further indication of the reported clear channel reorganization is the fact that FCC is building up a stockpile of applications seeking wavelength assignments on channels that are now reserved. More than 100 such bids are being held in the FCC's "pending" file and additional bids are coming in regularly. This is increasing fears among clear channel advocates that revisions in the regulations are due. Equally indicative is that fact that several Washington engineering consultants are advising clients to file for such wavelengths in the apparent belief that clear channel reduction is due. If the change materializes, "pending" applications would get priority.

"Beulah" Skedded To Audition For P & G Replacement

HOLLYWOOD, Aug. 23.—The revived *Beulah* show, which recently ended a sustaining run on American Broadcasting Company (ABC), is skedded to cut audition records next week as a possible replacement for Procter & Gamble's *Mystery of the Week* strip on CBS. Audition was ordered by Dancer, Fitzgerald & Sample last week-end, altho no commitment was made on future of *Mystery* stanza.

Packaged cost of *Beulah* is pegged at \$7,500 for the five-a-week strip. Show is owned by Ken Dolan Agency.

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Rash of New Outlets Booms Program Mart, But Can't Last

NEW YORK, Aug. 23.—The rash of new AM and FM stations coming on the air is creating a terrific boom market for program sellers. The situation is proving a boon to transcription companies, some of whose execs claim there are not enough good programs to go around—but these boom conditions are not expected to last. One exec, who is selling thousands of dollars worth of wax daily, states the buyers in some instances are not even anxious to hear the records, provided the seller is reliable. "Business," he states, "is hotter than a firecracker."

Reason, of course, lies in the generous licensing policy of the Federal Communications Commission (FCC). What's in the future is uncertain, but some of the program sellers who are making hay now predict it can't last because small communities cannot support many stations forever. But up until the rat race gets under way, all types of wax are moving, with FM outlets taking the cheaper programs.

Cause for Nervousness

What's making the program producers nervous is the fact that cities the size of Washington are now blossoming

with as many as 13 or 14 AM outlets. Phoenix, Ariz., for instance, with a population of 65,000, has seven AM stations, including two in Mesa, a suburb. Gadsden, Ala., with a population of 36,000, has three AM outlets. Huntsville, Ala., 13,000 population, has three AM outlets, Tucson, Ariz., with 36,000, has five stations. Yuma, Ariz., with 5,325, has two stations. Twin Falls, Idaho, with 12,000, has three stations. Jackson, Miss., with 62,000, supports five outlets.

These are random examples, and are based on AM station figures which were drawn up to date in January, 1947. Since then, of course, more AM outlets have come on the air and more are on the way. In addition, FM will slice the pie much thinner, with the expected result that only the strongest and toughest will be able to stand the gaff.

But right now, they are program-hungry.

U. S. Firms Offered Free Mex Air Time For "Ex" on Product

NEW YORK, Aug. 23.—American manufacturers are being romanced by a Mexican firm with a unique deal that involves the exchange of free Mexican radio time for the exclusive sales agency for U. S. products south of the border. The scheme was cooked up by N. C. Lefton, who is the American rep for *Publicidad-De-Comercial Mexico*, which handles and pays for the radio advertising in Mexico in return for acting as sale distributors for the products.

According to Lefton, the plan is confined to four Mexico City stations, XEDA and XEQK, 1,000-watters, and XEMX and XETT, 500-watters. When a manufacturer turns over P-D-C-M the exclusive agency of a product, the Mexican distrib agrees to use airtime to plug it. In some cases, the firm uses spots, in others it plans actually to build radio shows. The dough for the airtime and talent comes from *Publicidad* and it doesn't cost the American manufacturer a cent.

Magazine Publicity, Too

In addition, *Publicidad* offers the manufacturer publicity via *Manana*, a Mexican weekly magazine. The reason for the tie-up becomes clear when it is known that Guillermo Morales, called "the Walter Winchell of Mexico," has a piece of the four radio stations, and his brother, Daniel Morales, owns *Manana*.

The plan has been under way only a short time and has been held up by the embargo against American radios, appliances, cosmetics, and luxury goods which Mexico clamped down in July. However, this restriction is not expected to last long and, even if it does, import of essential goods still is permitted, consequently Lefton, feels that the idea will be workable altho hampered by the embargo. He says that early tests with a perfume atomizer brought a good response and that he was about to move in with a two-tube, A.C.-D.C. radio selling for \$8.95 when the embargo was issued. Lefton claims that manufacturers who can assemble or manufacture their products in Mexico would not come under the ruling and that, therefore, he hopes to get his plan working soon.

Biggest Single FM Time Buy For Stromberg

ROCHESTER, N. Y., Aug. 23.—Largest individual sale of time in the history of FM broadcasting occurred here this week when Stromberg-Carlson Company contracted to bankroll the first commercial program on the four-months-old Continental Network. Program, tabbed *Stromberg - Carlson Treasury of Music*, will be heard at 8:30-9 p.m. Fridays, starting September 12. First show will start coincidental with the opening of the FM convention in New York. Set for an initial series of 16 weeks, *Treasury* will debut on at least 22 FM outlets in six States and the District of Columbia. Other stations are to be added.

Program, which will originate in WHFM, Stromberg-Carlson owned FM station in Rochester, will feature live talent and will include a 30-piece orchestra. Ork, which will present pops and classics, has been designed with a view toward accentuating the essential differences between FM and AM reception. Charles Siverson will supervise the show, with Gene Zacher as musical director.

Central, Des Moines, Staffers Are Shifted

DES MOINES, Aug. 23.—B. J. Palmer, president of Central Broadcasting Company of Des Moines, operator of Station WHO, has announced a series of administrative changes for the station following the death of Joseph O. Maland, manager.

Ralph Evans, vice-president, was named executive vice-president with headquarters at Davenport, where Palmer also operates Station WOC. Paul A. Loyet, vice-president and technical director, was named resident manager of WHO, with headquarters at Des Moines. Woody Woods was advanced from public service director to assistant resident manager, and Reed E. Snyder was promoted to chief engineer.

Maland was widely known in radio, having served as a director of the National Association of Broadcasters (NAB) and the Iowa industry group. He is credited with having started the barn dance type of program while with WOC, Devenport, in 1928.

Armour To Angel "Queen for a Day"

CHICAGO, Aug. 23.—Armour & Company, Chicago meat packers, thru the local Foote, Cone & Belding office, will begin sponsorship of *Queen for a Day* on the Mutual Broadcasting System twice a week on 190 South and Southeast stations of the web beginning September 2.

Currently *Queen* (1 to 1:30 p.m. CDT) is sponsored by Miles Laboratories and Philip Morris 15 minutes each day, Monday thru Friday on an alternate time arrangement. Philip Morris does not use South and Southeast portions of the net, so 15 minutes of the program are unsponsored in these territories each day. Armour's time will be that occupied by Philip Morris on all but South and Southeast. Packer will bankroll 15 minutes Tuesdays and Thursdays.

Chi Agency Men Ask BMB Improvements

Hit Station Lassitude

CHICAGO, Aug. 23. — General agreement that the radio industry should not junk the BMB, but that it could be improved in many ways, was the consensus of station, agency and network representatives at a special meeting here this week with Hugh Feltis, president of BMB. The meeting, held in the studios of WGN, was called by Feltis to get pro and con reactions to BMB's new plans for the next survey in 1949.

There was general agreement at the meeting, which was chairmanned by Holman Faust, president of the local Radio Management Club, that BMB studies had merchandising value for sponsors only when they excluded sections that showed areas in which less than 25 per cent of the total radio homes indicated listenership to given stations.

Time buyers at the meeting made a universal plea for stations throughout the country to get into agency offices their maps based on latest BMB study. Claim was that only 10 per cent of the stations had prepared and circulated maps based on BMB reports and therefore agencies found it impossible to make BMB comparisons of all stations in practically every market. A plea was also made that BMB standardize these maps. This plea Feltis answered by saying BMB would produce standardized maps based on the results of its 1949 report, and would issue them to all agencies.

Feltis said that ineffectiveness of reporting areas in which less than 25 per cent of the listeners had indicated listening to given stations had more and more become general agreement in the trade and that a change in this direction might be made for the next report. He emphasized, however, that these and other changes would be up to the industry, and that the best way for the industry to have the BMB take its best eventual form would be for industry members to make suggestions as often as possible and then work on various committees ironing out details based on suggestions. He claimed it was just a matter of time, and that the abc's of the newspaper and magazine media did not become perfect over night. He said the attempt would be made to make the next BMB study perfect, but that if continued use showed need for even more improvements, these improvements would be made as time went by.

Sherlock Is Slotted As Benny Opposish

NEW YORK, Aug. 23.—Mutual Broadcasting System (MBS) this week moved to challenge Jack Benny's virtual monopoly of the 7 p.m. Sunday time slot by moving the *Sherlock Holmes* show into that period as counterpoint competition.

MBS and sponsoring Trimount Clothing Company believe the veteran whodunit can give Benny a rugged battle when Holmes and Dr. Watson unlimber microscope and needle on September 28.

FOR SALE Transcription Player

High Fidelity, Presto-Type L, Serial 1290. Plays all size discs. Practically new. Big bargain to first applicant.

C. M. Feldheim

Phone: MEadillon 3-1615 New York City

Part I

The Billboard



NIGHTTIME Talent Cost Index

Tabulations are based on sponsored programs only. Based on first 15 evening shows and first three Sunday afternoon shows in August 15 Hooper report.



No Summer Show Able To Make Top 15

Only 9.8 for Leader, "D.A."

NEW YORK, Aug. 23.—Not one summer replacement was able to make the top 15 Hooperated shows in the latest (August 15) ratings, thus continuing the unusually poor record compiled this year by hot weather airers. Topping the list was the veteran *Mr. District Attorney*, with 9.8, which is near low-tide for a No. 1 show's rating, even for summer. Its talent cost (TCI) showed a cost of 86 cents per 1,000 urban listeners, as indicated on accompanying chart on this page.

Five shows not in the top 15 last report elbowed their way into the select circle with the new figures. These were *The Big Story*, *Inner Sanctum*, *Arthur Godfrey's Talent Scouts*, *The Fat Man* and *Murder and Mr. Malone*. Of these, the Godfrey show only recently turned commercial following a spell as a sustainer, and *Big Story* is a comparatively new show. The others are in-and-outers which, at present, are among the ins due to the vagaries of summer tuning.

"Take It or Leave It" Second

Running second to *Mr. D. A.* was Eversharp's *Take It or Leave It*, despite the recent emcee switches which finally culminated in Garry Moore getting the post. *Take It* had a 9.1 Hooperating, a drop of .7 from the last report when it also was runner up. TCI cost per 1,000 listeners was 54 cents.

Third place went to *The Big Story*, with an 8.7 rating and TCI of 41 cents. *Inner Sanctum* was fourth with 8.5 and 65 cents, trailed by *Crime Doctor* (fifth) with 8.4 and 44 cents, and with *Crime Photographer*, 7.8 and 48 cents tying for sixth place with *Talent Scouts*, with 7.8 but insufficient information for a TCI rating.

CBS Salvages One: Screen Guild Show

NEW YORK, Aug. 23.—Columbia Broadcasting System this week retained one of its few remaining name shows when Camel Cigarettes, thru William Esty Agency, signed to air *Screen Guild Players* on that web beginning October 6. The dramatic opus will move into the 10:30 p.m. Monday slot formerly occupied by Camel's Bob Hawk show, which is being shifted to the 10:30 p.m. Thursday period on National Broadcasting Company which had been held down by Abbott and Costello.

Tentative line-up for the first two *Screen Guild* shows this fall has Bing Crosby and Ingrid Bergman teeing off with *Bells of St. Mary* followed by Bob Hope and Dorothy Lamour in *My Favorite Brunette*.

Rank	Program Sponsor Net. & Stat. Agency	Hooperating	Previous Rating and Rank	Opposition	Talent Cost	Cost Per Point	Cost Per 1,000 Urban Listeners
1	MR. DISTRICT ATTORNEY Bristol-Myers Vitalis & Sal Hepatica D. C. & S., NBC 133	9.8	9.1-3	NSP-ABC Ford Show-Merl- dith Wilson -CBS NSP-MBS	\$ 6,800	\$ 693.88	\$.86
2	TAKE IT OR LEAVE IT Eversharp Blow, NBC 160	9.1	9.8-2	NSP-ABC Xavier Cugat Show-CBS NSP-MBS	\$ 4,500	\$ 494.51	\$.54
3	THE BIG STORY Amer. Tobacco Pall Mall Cigarettes F. C. & B., NBC 159	8.7	*	NSP-ABC The Whistler -CBS NSP-MBS	\$ 3,000	\$ 344.83	\$.41
4	INNER SANCTUM Emerson Drug Bromo-Seltzer B. B. D. & O., CBS 150	8.5	*	Lum & Abner -ABC NSP-MBS NSP-NBC	\$ 4,500	\$ 529.41	\$.65
5	CRIME DOCTOR Phillip Morris Phillip Morris Cigarettes, Rev- elation Tobacco Blow, CBS 148	8.4	7.9-7	NSP-ABC NSP-MBS NSP-NBC	\$ 3,500	\$ 416.67	\$.44
6	CRIME PHOTOGRAPHER Anchor Hocking Glass Anchor Glass-Fire King Oven Glass Weintraub, CBS 145	7.8	7.7-9	NSP-ABC NSP-MBS Sealtest Village Store-NBC	\$ 3,000	\$ 384.62	**\$.43
6	ARTHUR GODFREY'S TALENT SCOUTS Lipton Div. Lever Bros. Lipton Tea-Lipton Soups Y. & R., CBS 151	7.8	*	NSP-ABC NSP-MBS Voice of Fire- stone-NBC	\$ 6,500	\$ 933.33	****
7	SUSPENSE Roma Wine Blow, CBS 71	7.8	7.0-11	Lum & Abner Show-ABC Monitor Views the News-ABC NSP-MBS NSP-NBC	\$ 6,000	\$ 800.00	****
8	DASHIELL HAMMET'S FAT MAN Norwich Pharmaceutical Co. Pepto-Bismol, Unguentine Gumbinner, ABC 136	7.4	*	Gordon MacRae Show-CBS Burl Ives -MBS Highways In Melody-NBC	\$ 3,500	\$ 472.97	\$.58
8	YOUR HIT PARADE American Tobacco Lucky Strike Cigarettes F. C. & B., NBC 160	7.4	7.7-9	NSP-ABC NSP-CBS NSP-MBS	10,000	\$1,351.95	\$1.45
9	SAM SPADE Wildroot B. B. D. & O., CBS 150	7.2	7.0-11	NSP-ABC NSP-MBS Alec Templeton Show-NBC	\$ 4,500	\$ 625.00	**\$.67
10	MURDER AND MR. MALONE Wine Growers Guild Guild Wine Honig-Cooper, ABC 68	7.1	8.0-6	Vaughn Monroe -CBS NSP-MBS Can You Top This?-NBC	\$ 4,000	\$ 563.38	****
10	DR. I. Q. Mars, Inc. Grant, NBC 128	7.1	*	Doctors Talk It Over-ABC NSP-CBS NSP-MBS	\$ 5,500	\$ 774.65	\$.94
11	BREAK THE BANK Bristol-Myers Mum & Vitalis D. C. & S., ABC 183	7.0	8.3-4	Arthur's Place -CBS Gabriele Heatter -MBS Real Stories- Real Life-LN -MBS NSP-NBC	\$ 4,500	\$ 642.89	\$.79
12	CAN YOU TOP THIS? Colgate-Palmolive-Peet Palmolive Shave Cream Ted Bates, NBC 141	6.9	8.1-5	Murder and Mr. Malone-ABC Vaughn Monroe -CBS NSP-MBS	\$ 5,000	\$ 724.64	\$.86

TOP THREE SUNDAY AFTERNOON PROGRAMS

1	ONE MAN'S FAMILY Standard Brands Fleischmann's Yeast- Royal Desserts J. W. T., NBC 144	5.8	*	NSP-ABC NSP-MBS	\$ 4,500	\$ 775.86	\$.97
2	HARVEST OF STARS International Harvester McCann-Erickson, NBC 157	5.4	*	NSP-ABC Here's to You -CBS NSP-MBS	\$10,000	\$1,851.85	\$2.15
3	CARMEN CAVALLARO Sheaffer Pen R. M. S., NBC 148	4.7	5.2-2	Lassie-ABC NSP-CBS NSP-MBS	\$ 3,500	\$ 744.68	\$.87

* Not in top 15 or top 3 last report.
** Talent cost revised since Talent Cost Index of August 9, 1947.
*** Includes second broadcast.
**** Insufficient data.
LN—Limited Network.

L. & M.—Lennen & Mitchell. F. C. & B.—Foote, Cone & Belding. Y. & R.—Young & Rubicam. W. & L.—Warwick & Lesler. W. & C.—Williams & Cleary. L. W. R.—L. W. Ramsey. J. W. T.—J. Walter Thompson. McK. & A.—McKee & Albright. R. & R.—Ruthrauf & Ryan. D. C. & S.—Doherty, Clifford & Shenfield. S. & S.—Schwimmer & Scott. R. W. & C.—Roche, Williams & Cleary. A. M. & W.—Audrey, Moore & Wallace. W. H. W.—William H. Weintraub. McC-E.—McCann-Erickson. P. & R.—Pedlar & Ryan. D. F. S.—Dancer-Fitzgerald-Sample. N. L. & B.—Needham, Lewis & Brorby. R. M. S.—Russel M. Seeds. B. & B.—Benton & Bowles.

Part II

The Billboard



URBAN Circulation Index

Tabulations are based on sponsored programs only. Points leading to totals accumulated by 15-minute periods.



FIRST 16 OVER-ALL DAYTIME PROGRAMS ON JUNE 15 DAYTIME HOOPERATINGS.

Program	Hooperating	Over-all Listeners Per Listening Set	Hooperating Multiplied By Listeners Per Set	No. of Urban Listeners*
GRAND CENTRAL STATION.....	6.3	2.12	13.4	1,955,970
THEATER OF TODAY.....	5.9	2.05	12.1	1,771,298
OUR GAL, SUNDAY.....	6.8	1.60	10.9	**
WHEN A GIRL MARRIES.....	5.8	1.85	10.8	**
PORTIA FACES LIFE.....	6.1	1.74	10.6	**
YOUNG WIDDER BROWN.....	6.2	1.68	10.5	1,525,410
AUNT JENNY.....	6.0	1.60	9.6	**
ROMANCE OF HELEN TRENT.....	6.4	1.46	9.4	**
STELLA DALLAS.....	6.0	1.56	9.3	1,370,761
MA PERKINS (CBS).....	6.4	1.43	9.2	**
KATE SMITH SPEAKS.....	5.2	1.73	9.0	1,317,453
BREAKFAST IN HLLWD. (Kellogg) ..	5.9	1.51	8.9	1,304,712
BIG SISTER.....	5.5	1.56	8.7	**
BACKSTAGE WIFE.....	5.2	1.62	8.4	1,233,685
YOUNG DR. MALONE.....	5.6	1.50	8.4	**
JUST PLAIN BILL.....	4.7	1.78	8.4	**

*Based on Figure of 14,644,878.
**No "Number of Urban Listeners" reported on programs broadcast in less than 100 cities.

Hooperatings No Sure Key For Daytime

Only 2 Shows Hit Top 5

NEW YORK, Aug. 23.—The relative number of city listeners that may be attracted to a daytime network radio show cannot necessarily be determined by that show's Hooperating. This can be observed by study of the latest Urban Circulation Index, based upon June 15 daytime Hooperatings. Of the top five Hooperated shows in that report, only two, *Grand Central Station* and *Our Gal Sunday*, could break into the five daytime shows with the largest urban audiences. *Grand Central Station*, fourth in Hooperatings, ran third in total urban listenership.

Reason for the difference between a program's Hooperating and its total audience rested in the average number of listeners per receiver attracted by the various programs. This figure, multiplied by a program's Hooperating, gave a third figure which offers a percentage comparison of total urban listening audience size. This percentage figure, when multiplied by 14,644,878, the total number of radio homes in cities of 25,000 or more, gave the

total number of urban listeners per program.

Other Toppers

Other shows to break into the top five in size of listening audience were *Theater of Today* (tied for ninth in Hooperatings), *When a Girl Marries* (11th in rating) and *Portia Faces Life* (fifth in Hooper standings).

Contrariwise, *Romance of Helen Trent* and CBS's *Ma Perkins*, tied for second in the Hooperatings, rated only eighth and 10th respectively, in size of urban listening audience. By and large, however, the chart showed that most programs fared proportionately well in attracting listeners according to

their ability to garner a Hooperating.

The variation in the number of listeners per set proved most interesting. *Grand Central Station* and *Theater of Today*, which ran 1-2 in total audiences, held the same positions in listeners per set with 2.12 and 2.05, respectively. However, *Just Plain Bill*, which ran last on both Hooperating and total audience lists, ran fourth in listeners per set, with 1.78, behind the 1.85 scored by *When a Girl Marries*. Conversely, *Our Gal Sunday* could only tie for ninth in listeners per set, altho it ran first in Hooperatings and third in total urban listeners.

Men's Suits Drape N. Y. Air

(Continued from page 7)

was on the three last-named stations only, and had four stores in New Jersey. Today, using a total of 40 hours weekly, and as much as 15 times a day on individual stations, the chain has 13 stores. It is a subsidiary of the mammoth United Merchants & Manufacturers Company, which also owns Case Clothes, a 39-unit chain. The outfit aims at mass business, and consequently uses mass-appeal programs, mostly pop record shows, with some newscasts as well. Radio is used in a two-to-one proportion over newspapers.

Crawford Follows Suit

New York station account execs declare that the Robert Hall campaign largely spurred other chains to similar appropriations, with a recent Pulse, Inc., survey in New York, in connection with sponsor identification, giving Robert Hall the highest rating of any of the clothing emporiums. Thus, Crawford Clothes, for example, has just completed arrangements for \$10,000 weekly expenditures on WINS, WNEW, WMCA, WJZ and WHN, among others. Ripley, likewise, is expanding.

Chain stores have one advantage for large-scale air campaigns over such single-unit firms as Barney's in that they can apportion their budgets over all their stores. Thus,

Surprise! Petrillo Isn't Going To Talk at FMA Meet

WASHINGTON, Aug. 23. — If James C. Petrillo, president of the musicians' union, is waiting for an invitation to the FM Association's (FMA) convention in New York next month, he had better not hold his breath. He ain't a gonna get it.

FMA, presupposing Petrillo's approval of duplication of AM music on FM, had considered having the music official as a principal convention speaker. Formal invite was to have been issued following Petrillo's FM ruling, issued this week.

In fact, they probably won't even tell Petrillo where they're holding the confab.

with Robert Hall now hitting 13 stores in the metropolitan district, the bite is prorated. Barney's, however, must compensate for all appropriations thru its one store.

Nevertheless, Barney's is offered as the original radio success story for a New York clothier. Some years ago, when it was a small outfit, the firm obtained \$5,000 credit for time on WNEW. Within a month or two, business—keyed to the "calling all men" tagline—had so improved that the store not only paid its credit item, but increased its appropriation and paid on a current basis.

Station Prices Hit New High

(Continued from page 8)

the station to be completed before the sale takes effect.

Bid for N. O. Outlet

In larger cities the scarcity of new frequencies has contributed to the same trend. FCC is now considering a bid for sale of 77 1/2 per cent of WDSU, New Orleans, for \$581,251. At this ratio, WDSU is worth \$700,000. Original cost of WDSU is listed at \$89,217 plus some \$14,000 for real estate.

A much lower price is set on Buffalo's 50,000-watter, WKBW, with the application calling for \$375,000. However, sale conditions call for Churchill Tabernacle, majority stockholder of the prospective purchaser, to drop a million-dollar suit for alleged breach of contract brought against WKBW's operators. Original cost of WKBW is figured at \$276,476.

An Exception

Among rare exceptions to the inflationary trend is the projected transfer of WQQW in Washington. The 1,000-watter, which attracted nationwide attention when it started last January 7 as a "listener-owned" station with restricted commercials, is reputedly getting bids lower than the reputed \$181,000 invested in the station. Stockholders met Monday (18) to weigh the bids and agreed to defer a decision for another two weeks because of reportedly disappointing proposals.

In WQQW's case, the station is one

Quebec Rebels, Will Fight to Get Own Web

Federal Ban Is Defied

MONTREAL, Aug. 23.—A dandy Donnybrook is brewing between Quebec's Premier Maurice Duplessis and the federal government over the formal refusal by Ottawa to allow the Province of Quebec to operate a radio net separate from the Canadian Broadcasting Corporation (CBC), federal web. Duplessis disclosed last Friday (15) that the official red light to the application had been received by him. Along with the disclosure he made clear that he would not take it lying down:

"We refuse to accept such arbitrary and unjust ruling as a definite one. We intend to take all constitutional and legal means and steps necessary to have our provincial radio broadcasting rights fully respected and observed."

Quebec was the second province which was refused permission to operate its own radio chain. Saskatchewan was first, some time ago. The defiance of Duplessis will only add fuel to the already roaring flames that separate Quebec from Ottawa's goodwill. CBC power has been protested time and again by the independent stations and provinces, especially Quebec, but its position is still as strong as ever. Main beef against CBC is that while it is itself in the radio business, operating three networks in Canada, it has the power as radio czar in that it regulates all broadcasting in the country.

"Monitor" Signs One-Year Renewal

NEW YORK, Aug. 23.—Only nationwide news analysis sponsored by a daily newspaper, *The Christian Science Monitor's Monitor Views the News*, this week signed a one-year renewal with American Broadcasting Company.

The 15-minute show, featuring *Monitor* editor Erwin D. Canham, is based upon dispatches from the paper's correspondents. The program will be aired Tuesday at 8:15 Eastern and Pacific times, and 7:15 Central and Mountain times.

of thirteen AM's in the D.C. area with all the major webs represented in addition to two long-time established independents, WINX and WWDC. Because of WQQW's favorable place on the dial at 570 kcs., and because of its attraction to a small but commercially desirable "class" audience, some trade observers here are speculating that WQQW may yet get an improved bid. Meanwhile, it has been learned that a block of WQQW's 180 stockholders are standing pat against sale of the station, proposing additional financing instead. This issue will be finally decided at a meeting September 3.

An Announcement
WORTH
REPEATING

See Page 16

CBS Increases Own Shows On Web Program Schedule

NEW YORK, Aug. 23.—Columbia Broadcasting Company (CBS) is incorporating an increasingly large number of its own shows into the network's program structure. This is indicated by fall plans, which call for the return of a number of shows which were first used as summer replacements.

When the fall schedule settles down, perhaps by October, three likely candidates for a return will be *Rooftops of the City*, *Escape* and *CBS Is There*. Werner Michel, web production exec, states that two of the three are practically certain. One theory is that *Rooftops* and *Escape* will be selected, with *CBS Is There* reserved for anniversaries, such as the Fourth of July and other patriotic or historical occasions.

Other summer items which will be continued in the regular schedule are *Doorway to Life*, *Studio One* and *The Abe Burrows Show*.

Fostering Comedy Talent

In addition, CBS will continue to foster its bevy of younger comedy talent by devoting one and one-half

hours on Saturdays to the Robert Q. Lewis *Little Show*, *The Bill Goodwin Show* and *Sweeney and March*. These three programs will fill the 8-9:30 time block.

The Robert Q. Lewis nighttime show at 7-7:30 is slated to go off, but the web hopes to bring it back either in the daytime or the evening, possibly after 11 p.m. According to Michel, it may be revived as either a quarter-hour or half-hour opus.

Another CBS-produced program which will be brought back to the web if the opportunity presents itself is *Theater of Romance*, which has had several runs during the past few years both as a sponsored and a sustaining show.

Steele Switches From Hey, Hey To Hoe, Hoe Stuff

PHILADELPHIA, Aug. 23.—Ex-Maestro Ted Steele, who recently retired from show business at the age of 30, will begin Monday (25) a program dedicated to his new major interest—farming. Called *R. D. 1060*, Steele's show will air over KYW for 30 minutes daily across the board at 6:30 p.m. It will be half farm news and half records.

Steele, who was musical director of 24 different web shows during the past four years, will continue to write music on his Bucks County farm. Probably his best known number is Perry Como's theme, *Smoke Rings*.

Cardinet May Hike Street Outlets

HOLLYWOOD, Aug. 23.—After a two-week trial flight on eight Pacific Coast outlets, Cardinet Candy Company revealed plans to extend its newly-purchased 15-minute Friday night musical stanza the David Street Show, to include all National Broadcasting Company (NBC) outlets west of Nebraska, bringing the total up to 31 stations, beginning September 12.

Show marks Cardinet's invasion of Mountain States area, since the candymaker's main market has heretofore been limited to the West Coast. In addition to Street, ex-Joan Davis balladier and 20th-Century-Fox contract player, program features the Mello-Larks, vocal group, Ernie Felice Quartet and Don Forbes. Stanza is packaged and produced by Sam Kerner.

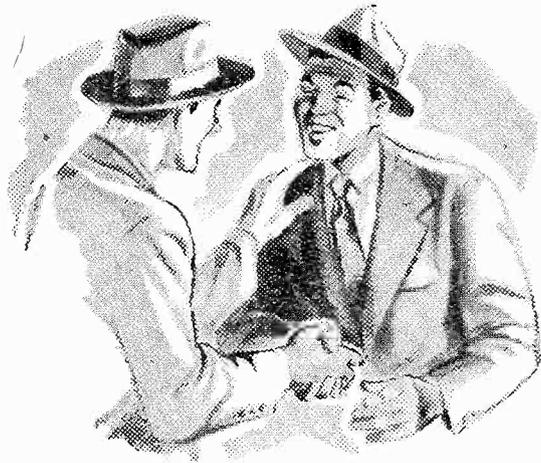
Groucho No Take It So He Bets His Life

HOLLYWOOD, Aug. 23.—Undeterred by his failure to land the emcee spot on *Take It or Leave It*, Groucho Marx this week was reported to be planning a package show of his own.

Called *You Bet Your Life*, the stanza is reported to be an audience participation show. John Guedel is handling.

Disk Seg on WNBC For Parliament Cigs

NEW YORK, Aug. 23.—Benson & Hedges, for Parliament cigarettes, will sponsor *Parliament Room*, a platter show, starting Wednesday, September 3, over WNBC in the 7:30-45 p.m. slot. Program is a musical, with Johnny Duffy, composer and organist, and Tommy Port, vocalist. Arthur Kudner is the agency.



Old Friends

In Detroit, WWJ is more than a commercial radio station, more than just a source of entertainment for its millions of listeners. It is an old friend whose solicitude for the community's welfare is clearly evinced by WWJ's continued leadership in public service features. Largely due to this 27-year-old friendship, products advertised on WWJ receive greater acceptance by Detroiters. Sales resistance is lowered . . . sales are increased. That's what makes WWJ the preferred radio medium in America's 4th market!



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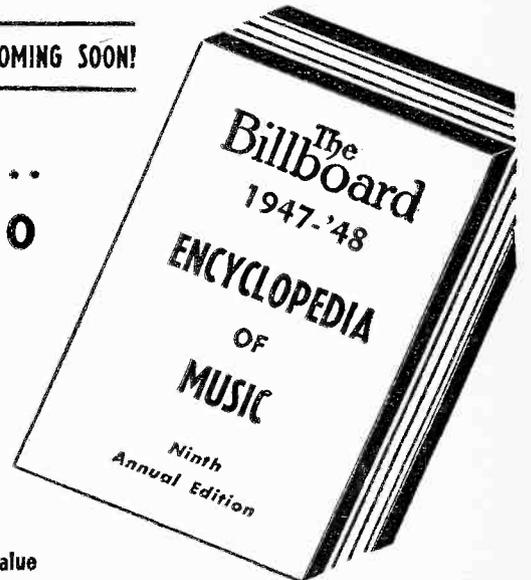
IT'S BRAND NEW . . . AND COMING SOON!

Order Yours NOW . . . and SAVE \$5.50

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52 Issues of The Billboard, worth \$13.00
Plus The Encyclopedia of Music, worth 5.00

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Gentlemen:

Please ship upon publication (on or about Oct. 1, 1947) one copy of The Billboard 1947-'48 Encyclopedia of Music and enter my subscription to The Billboard for one year—52 issues—(or renew my current subscription upon expiration).

\$12.50 enclosed. Send bill for \$12.50.

My Name

Firm Name New

Address Renewal

City Zone State

U.S.A.'s LARGEST REPRODUCTION HOUSE

GENUINE GLOSSY PHOTOS 5 1/2" EA.
Unsurpassed in Quality at any Price
NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND

\$6.73 per 100	MOUNTED ENLARGEMENTS
\$55.00 per 1000	30" x 40" \$3.85 EA.
POST CARDS or 4" x 5"	20" x 30" \$2.50 EA.
\$22.00 per 1000 Lots	

24 HOUR SERVICE ON REQUEST

Judge a company by its performance. Does it actually deliver at the prices it advertises, or are there always "hidden" charges? Does it have the facilities to produce a large volume of work? Indeed, does it own facilities at all, or does it "farm out" its work to others?

Made By J. J. Kriegsmann, The Man Whose Photographs Grace Billboard's Covers

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"WE DELIVER WHAT WE ADVERTISE"

Part III

The Billboard



NETWORK PROGRAM Reviews & Analyses

Rating figures used are supplied by the C. E. Hooper organization. Data concerning advertiser expenditures, campaign themes, etc., is compiled by interviews with agencies and advertisers and is based on latest available information.



Xavier Cugat Show

Reviewed August 17, 1947

EVERSHARP, INC.
E. E. Felton, Adv. Dir.

Thru the Biow Company
Sam M. Sutter, Acct. Exec.

Via CBS

Sundays, 10-10:30 p.m.

Estimated Talent Cost: \$4,500; writer-producer, Axel Bruenberg; announcer, Art Ballinger; emcee, Xavier Cugat.

Current Hooperating for the program (Started August 3)..... 4.9

Average Hooperating for shows of this type (Popular Music)..... 5.1

Current Hooperating of show preceding (Tony Martin)..... 4.8

Current Hooperating of show following (Sustaining)..... None

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC and MBS: Sustaining..... None
NBC: "Take It or Leave It"..... 9.1

ABOUT THE ADVERTISER

Eversharp's radio budget last year totalled more than \$1,800,000, a figure representing an outlay of nearly \$500,000 more than the company spent in magazine advertising. Trade is watching with interest the firm's advertising strategy this year, particularly in view of the generally held belief that the market for writing instruments is badly glutted, as mirrored by drastic reduction in prices. Regarded as additional evidence of the condition of the writing instrument market is the fact that Parker Pen some months back canceled its expensive network program, "Information Please." Eversharp recently effected a realignment of its radio advertising, having switched "Take It or Leave It" from CBS to NBC. Cugat, on CBS, is set for a run of six weeks.

Xavier Cugat's program Sunday nights over the Columbia Broadcasting System (CBS) sells both Latin-American entertainment and Eversharp products with enthusiasm. Cugat, for years a top purveyor of the rumba, samba and allied musical forms, delivered in top form on the program caught with toe-tickling and melodic sequences. Band's interpretations were abetted by a chorus, and on this particular evening the musical fare was made more delectable by the warbling of Nicolas Urcelay. Latter, guesting, was billed as Mexico's outstanding operatic tenor. He did *Granada* in a voice of excellent dramatic and lyric quality.

Eversharp gets a lot of commercial talk into the Cugat half-hour. The pitches are brief and punchy, albeit occasionally irritating in theme. Example of the latter is a blurb which opens with the remarkable philosophical concept: "Are you a blade jockey?" This single query is good for a laugh, but by the time the sales pitch develops the theme that razors rather than blades are the answer, and follows thru with "push pull, click click," the good humor engendered by the initial humorous sentence is largely dissipated.

Generally, tho, the Eversharp commercials are good. They are short and plug a variety of products, including writing instruments, razors and servicing. And altho there's plenty of commercial verbiage on the show, it doesn't noticeably slow up the pace of the musical presentation.

Paul Ackerman.

Cavalcade of America

Reviewed August 18, 1947

E. I. DuPont De Nemours & Co., Inc.
William A. Hart, Adv. Dir.

Batten, Barton, Durstine & Osburn, Inc.
Maurice Collete, Acct. Exec.

Via NBC (153 Stations)

Mondays, 8-8:30 p.m.

Estimated Talent Cost: \$9,000; director, John Zoller; writer, Erik Barnouw; announcer, Gayne Whitman; narrator, Frank Kingman; cast, Walter Brennan, Robert Young, Bob Bailey, Barbara Eiler, Francis X. Bushman, Joe Bell, Jerry Hausner, Peggy Weber, Ken Peters.

Current Hooperating of the show (Starts August 18)..... None

Average Hooperating for shows of this type (Dramatic)..... 5.4

Current Hooperating of shows preceding ("H. V. Kaltenborn")..... 4.7

Current Hooperating of show following ("Voice of Firestone")..... 2.8

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC: "Lum 'N' Abner" (8-8:15)..... 2.9

Sustaining (8:15-8:30)..... None

CBS: "Inner Sanctum"..... 8.5

MBS: Sustaining..... None

ABOUT THE ADVERTISER

E. I. DuPont De Nemours & Co., Inc., ranks only 72d among radio advertisers with expenditures of \$687,000 in 1946, a decline of \$4,000 from 1945, and down \$20,000 from 1944. DuPont ranked 11th among farm advertisers last year with a budget of \$302,000, and 46th among magazine advertisers, with an outlay of \$1,191,000.

One of the first of radio's standard shows to return to the airlines following its hiatus was *Cavalcade of America*. Off its initial outing of the season last week, the program remains one of the better offerings of the airlines, combining high caliber scripting, significant subject matter and top name casting.

First drama of the new series was *The Iron Horse*, dealing with the rise of the steam locomotive. Robert Young handled the role of Peter Cooper, who overcame opposition and skepticism to turn out the first commercially successful locomotive in the country, for the Baltimore & Ohio Railroad. Walter Brennan was properly menacing as the heavy whose financial interest in horses made him buck Cooper's efforts, but who ultimately yielded to the forces of progress.

Brief Commercials

Commercials were refreshingly brief and on a high level. DuPont led off the show with its usual credit line as the "maker of better things for better living thru chemistry," and encoored with a similar mention at the drama's midway mark. Final commercial, at show's conclusion, linked the advances in trains since Cooper's time with like progress in other fields, such as photography, and wound with a plug for a new DuPont projection paper.

This show probably will go on and on, never getting a really sensational rating, but furnishing high level entertainment for a substantial segment of American listeners.

Sam Chase.

Lee Adams

Reviewed August 23, 1947

OMNIBOOK CORPORATION
William K. Hutson, Adv. Mgr.

Thru Schwab & Beatty, Inc.
James E. Schwenck, Acct. Exec.

Via CBS (from Chicago)

Saturdays, 10:15-10:30 a.m.

Estimated Talent Cost: \$250; writer, Lee Adams; announcer, Jim Conway.

Current Hooperating for the program (Starts August 23)..... None

Average Hooperating for shows of this type (Miscellaneous)..... 3.1

Current Hooperating of show preceding (Sustaining)..... None

Current Hooperating of show following ("Mary Lee Doyle")..... 2.6

CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

ABC, MBS, NBC: Sustaining..... None

ABOUT THE ADVERTISER

The Omnibook Corporation, sponsoring this quarter-hour show, is making its bow as a national web bank-roller. Most of its advertising appropriation in the past year has been used for magazine space. Last year's outlay for this purpose was \$22,500.

Midwestern listeners are well acquainted with Lee Adams' slow, intimate style of gab. For some time he has held down the St. Louis anchor on Fletcher Wiley's chain of *Housewives' Protective League* broadcasts, aired locally in numerous cities. This week, Adams launched a show of his own, under sponsorship of *Omnibook Magazine*, marking that firm's initial entry into web broadcasting.

Listening to Adams is something akin to trying to outstare a serpent. There's a homely fascination about the guy, his husky voice, and his lazy low-toned delivery. Even tho the subject matter is strictly lightweight, you may find yourself straining to hear what's coming next. This probably is due, as much as anything, to Adams' drawn-out delivery, which is larded with semi-pregnant pauses thruout material which is pure home-husked corn.

Opens With Jingles

Show led off with Adams reading a couple of jingles. One warned that "Girls who give advice to others, go to dances with their brothers." From this, Adams went into the subject which took virtually the rest of the 15-minute show, and which even led into the major commercial, which he delivered himself. That subject was the ever-titillating one of marriage, and which partner should be the boss.

"Is your marriage a partnership or a debating society?" he asked, pointing out that there are a few couples who are "honest-to-goodness, dead duck, knocked-out happy." Source of the figures was not mentioned, but Adams said that 61 per cent of marriages dominated by males are happy ones. 47 per cent of those in which the female wears the pants are satisfactory, but 87 per cent of marriages in which there is a balance turn out bearable.

Advice to Couples

Adams' advice to couples: Keep busy by interesting yourself in little things. It was little things, he (See LEE ADAMS on page 18)

IA Board Bows To Labor Law But Flays It

(Continued from page 4)

the present bargaining rights enjoyed by the International Alliance and those of local unions whose members are working in interstate commerce and are subject to the federal law.

Amplifying his statement regarding the confusion of the law in its effects, Walsh singled out the anti-communist issue. As the law stands now, if the union throws out its communist members, the employer is powerless to discharge those employees, despite the fact that they possibly are engaged in subversive activities. Housecleaning the unions, therefore, is a wasted effort if they can continue to work without hindrance.

Emphasizing that the board believes "the effect of this law will not be to further good labor-management relations but to disrupt them," Walsh clarified the International Alliance's position further by stating: "We intend to fight the act in every legitimate way possible and to seek the defeat of those members of Congress who were responsible for its enactment."

The board's contention that the law will result in a reduced standard of living for the workers of America in a very short time was given practical example by the confusion which already exists in the interpretation of the act on the part of both management and labor and by the fact that lack of bargaining power in the past was the cause of the lower standards of living.

Walsh further stated that the board failed to see how withholding financial information and governing laws or refusing to sign the anti-communist affidavits could help legitimate trade unions in the fight. It was the board's opinion that "to ignore the provisions of the law might further the very objectives of those who want to destroy us."

The International Alliance, Walsh pointed out, has been an effective bulwark against communist capture of Hollywood studio labor with its 16,000 members who have "vigorously fought the communist."

The IATSE stand on opposition to the Taft-Hartley Law was taken, Walsh announced, for many obvious reasons, one of which is the org's feeling that the act will help rather than hinder the communist in the American trade union movement thru the confusion which exists under the law. The union may label him a communist. The employer may recognize him as such, but he can't be fired from his job. It paves the way for the outlaw employees to build a solid public front while continuing subversive activities.

Walsh further pointed out that since he became president in 1941, the financial records, by-laws and constitution have been an open book and have been submitted to the membership regularly in accordance with the recognized law and procedure of the org.

REAL PROFESSIONAL 8x10 PHOTOS

\$2.95 FOR 25

SEND NEGATIVE OR GLOSSY PRINT

Negative Charge \$1.50 list order

50% CASH WITH ORDER BALANCE C.O.D.

100 POST CARDS \$2.95

GLOBE PHOTOS

P. O. BOX 1547 BOSTON 3, MASS.

Talk of the Trade

BUNNY COUGHLIN to the Coast to produce the Sinatra *Hit Parade* for Lucky Strikes . . . Nan Coburn, of flack department of WHN, New York, has packaged a quiz disk jockey show with her husband, Al Kallman. Called *Clue's in the Tune*, the show has Miss Coburn and Bill Griffis as emcees. . . Frank Cooper, in Hollywood the past couple of months, due back in New York. . . Jackie Kelk also due in New York from a Mexican vacation. He'll start rehearsal in a new Cooper package. . . WWRL, New York, marks its 21st anniversary Tuesday (26).

Bruce Meyers (Tim Doolittle), who formerly headed the Pine Center Gang on WJR, Detroit, has moved in as early morning disk jockey on WKMH, new outlet in Dearborn, Mich. . . Phil Brestoff, musical director of WXYZ, Detroit, grabbed his second web program on ABC recently when he took over the 10:30 p.m. Wednesday slot, replacing Henry Morgan during vacation. Brestoff's new seg is tabbed *Reflections in Rhythm*. He also does a 3 p.m. show Saturdays, *Speaking of Songs*. . . New studios are being built for WACE, 1000-watt indie in Chicopee, Mass. . . Robert Snyder, former army combat correspondent, assigned as commentator on the *Doorway to Musical Pleasure* program for Arnoldy, Inc., over WTRY, Troy, N. Y. . . Frederick W. Ziv Company's transcribed series, *Favorite Story*, starring Ronald Colman, now being aired over 172 stations.

FEDERAL COMMUNICATIONS COMMISSION (FCC) has been assembling a collection of slides, now described as most complete of the kind, describing the "inside" of radio development. FCC will give the press a first private showing Tuesday (26). . . WOL's General Electric Voice of Washington is moving up a half hour in the a.m. to 7:30 Monday thru Friday. . . WOL's Women's Director Marian Sexton is trying to raise a trousseau for Princess Elizabeth. Miss Sexton is bringing the Princess's plight to the attention of listeners on her two daily shows, *Listeners' Exchange* and *Spice in Life*.

Scheduled meeting of liaison committees of Radio Manufacturers' Association and National Association of Broadcasters in Washington Tuesday (26) has been postponed indefinitely because of inability of several members to attend. Meeting probably will be held after the NAB conclave. . . Bond Geddes, exec veepee of RMA, will represent the org at the third annual electronic trade show and industry conference September 26-28 in San Francisco. . . RMA amplifier and sound equipment division has been reorganized, with three new section chairmen appointed.

BILL HERSON interviewed Clark Griffith, president of Washington Senators ball club, Wednesday (20) on the second program of a new WNBW television series, *Capital Citizen*. . . Eric Severeid, director of CBS news, Washington office, sent word to sweltering WTOP folks from Rio De Janeiro, where Severeid is covering the radio conference, that the U. S. delegation was limited to 50 electric heaters to withstand the Rio wintry cold. Limitation was imposed because of overtaxed power

supply. . . Bill Jenkins, WTOP's "Uncle Bill," has completed a two-reel motion picture for the Department of Agriculture.

Fay Day, WTOP-CBS research director, was guest speaker at Washington Optimist Club luncheon this week. . . Peggy Wilson, 19, who was selected as Miss Washington for 1947 in WWDC-sponsored beauty contest, goes to Atlantic City September 1 for the big competition. After that she'll reign as queen of the President's Cup Regatta. . . WWDC got praise from army medical center for helping stop a phony ticket-selling racket in guise of benefiting vet patients at Walter Reed Hospital. WWDC warned listeners against the racket. . . Milton Q. Ford, self-confessed "crackpot" who has an early morning program on WWDC, promises listeners that he'll wake them by phone at their request the night before.

EDWARD M. BRENNAN named traffic manager of WJBK, Fort Industry station in Detroit. . . Larry Lesueur, CBS news analyst, is the father of a girl, Lorna, born Wednesday (20) in New York Hospital. Mrs. Lesueur is the former Priscilla Bruce, of London. . . Janet Pomeroy, formerly of CBS press department, now doing fashion publicity for the Toni Company. . . Fred Conger appointed program director of WREN, Topeka, Kan., succeeding Arden Booth, who is moving to Oroville, Calif. . . Martin Fleer, radio director for Morison & Norell Agency, New York, back at his desk after an Alaskan vacation. . . Jack A. Burnett, commercial manager of KUTA, American Broadcasting Company affiliate in Salt Lake City, visited web officials in New York last week.

Richard E. Gobel, head of the now defunct Pacific Coast Advertising Company, has been named sales manager of KQW-CBS, San Francisco. He succeeds D. M. Greene, resigned. . . Gene White, former publicity director of WKY, Oklahoma City, replaces Paul Hood as promotion manager. Hood returns to *The Daily Oklahoman*. . . Eleanor Nickerson, private secretary to Franklin Doolittle, president of WDRC, Hartford, Conn., is noting her 11th year with the organization this month.

FIRST New England network presentation of a Mr. and Mrs. show gets under way September 15 when Floyd and Betty Pattee, of Hartford, Conn., start a five-a-week series over WTHT, Hartford; WELI, New Haven, and WNAB, Bridgeport. Program, to be aired at 1 p.m. weekdays, will be sponsored by Storecast Corporation of America, supermarket merchandising firm. . . Frank E. Koehler, heretofore commercial manager of WROV, Roanoke, Va., has been appointed general manager, succeeding Lambert B. Beeuwkes, resigned. . . Clifford Glick, formerly associated with the National Broadcasting Company and the Mutual Broadcasting System, has joined WMCA, New York indie, as an account exec.

In a promotion tie-up carried out with WWRL, New York, the Fox Laundry Company has launched a series of testimonial ads of station personalities in several Long Island newspapers, including The Long Island Daily Press, Long Island Star-Journal and Queens Community News. The laundry firm is expected to expand the list and add billboard displays. Staffer Walter Kaner arranged the deal.

WHAT'S claimed to be San Antonio's heaviest football schedule for 1947 has been announced by Howard W. Davis, owner of KMAC and KISS, Mutual stations. Outlets will carry 32 high-school games from the Alamo Stadium in San Antonio,

nine Southwest Conference college games from the Texas State Network and 10 or more national college games from Mutual Broadcasting System.

A. L. Alexander's Mediation Board is the newest Mutual co-op. It is reported already sold in New York for a fall debut. . . Raymond Brown Jr., former commercial manager of WEAM, Arlington, Va., has been appointed general manager to succeed Charles S. Zurhorst, resigned.

WILLARD MOTLEY and Nelson Algren will collaborate on writing the August 31 program of *Report Uncensored*, WBBM, Chicago, juvenile delinquency show. Their scripting will mark first time series, which is produced by Ben Park, has used guest writers. . . In celebrating the fifth anniversary of their radio city, executives of WTMJ, Milwaukee, noted that 651,213 persons, more than the total population of the city, had entered the radio center since its opening. . . Miles Laboratories have renewed the *Quiz Kids* program on NBC for 52 weeks. . . *Darts for Dough* has been renewed on ABC by Dr. Pepper for 13 weeks beginning October 2.

Agency Notes

JAMES E. HAGEN, former account executive at Batten, Barton, Durstine & Osborne Agency, has joined the public relations staff of U. S. Steel Corp. . . Radio director Walter Craig, of Benton & Bowles, is an expectant father, with the tot due late this fall. . . Keenen & Eickelberg has been appointed West Coast rep for Crosley Broadcasting Corporation and will represent WLW, Cincinnati, and WINS, New York, both in Los Angeles and San Francisco.

Paula Fox, novelist and foreign correspondent, has joined the publicity staff on J. M. Mathes Agency following a year's assignment abroad. . . Forjoe & Company has been named national representatives for WNCA, A.C. affiliate in Asheville, N. C. . . Pierson Mapes, radio director of the Hutchins Agency, returned to New York this week from the Coast, where he set plans for the Bing Crosby show's fall outings. . . William S. Miller has joined Geyer, Newell & Ganger as a copywriter. He formerly was with Merrill Anderson Company.

GORDON M. DAY radio advertising service has appointed Luise Johnson to specialize in rental radio minute commercials for manufacturers and dealers, and musical commercials for cosmetic advertisers. . . Adam J. Young Jr. has been appointed national rep for WPIC, Sharon, Pa.; Bradshaw Thurston has been appointed account executive at the Seidal Advertising Agency, Inc. . . Radio Advertising Company will represent WDWS, CBS affiliate in Champaign, Ill., beginning September 1.

Abbott & Costello Go Boffo as Co-Op

NEW YORK, Aug. 23.—Co-op department of American Broadcasting Company (ABC) this week reported that 41 stations already had sold sponsorship for the Abbott and Costello show. All ABC-owned-and-operated outlets now have acquired sponsors for the seg except WXYZ, Detroit, with confirmation of a contract expected momentarily from that station.

The comics, airing the first humor show to be sold co-op, will be sponsored by R. C. Williams Company for Royal Scarlet foods over WJZ, New York, when the program debuts October 1 at 9 p.m. Alley & Richards is the agency.



Transcribed for "less-than-network" sponsors



The Waltz King, his golden saxophone, his traditionally brilliant orchestra, plus vocalists Nancy Evans and Larry Douglas, narrated by Franklyn McCormack. A sensational network history of success.



Chester Morris plays him on the screen. Richard Kallmar plays him on the air. Sponsors from coast to coast play this half hour mystery adventure show with terrific results. Brilliantly scripted, thrillingly produced.



Starring America's favorite romantic tenor, plus the cute singing of Little Miss Rhythm, Donna Dae, plus the music of Buddy Cole and his men—all neatly tied together by your favorite master of ceremonies Jimmy Wallington. Three or five quarter hours per week.

Yes, Mr. Less-Than-Network Sponsor, you get "top billing" on any of these big-name, big-time radio shows . . . available to you at a mere fraction of their production and talent cost—because other advertisers pay their pro-rata single-city rate.

WRITE FOR AVAILABILITIES



An Announcement
WORTH REPEATING
See Page 16

Burrell's
ESTABLISHED 1886
PRESS CLIPPING BUREAU, Inc.
165 Church St., New York 7, N.Y.
BArelay 7-5371

AT&T's 11-MIL COAXIAL PLANS

Nationwide TV Webs Due By End of '49

Programing Boost Foreseen

WASHINGTON, Aug. 23.—Following the grant by the Federal Communications Commission (FCC) of blanket authority to American Telephone & Telegraph (AT&T) Thursday (21) for nearly \$11,000,000 worth of additional coaxial cable construction, AT&T today revealed "substantial progress" in a program embracing 11,000 miles of coaxial cables by the end of 1949 and aiming to provide television broadcast facilities for most of the nation's metropolitan areas by that time.

AT&T's disclosure of details in this far-reaching plan is expected to give a new sharp boost to television programing and planning thruout the nation. More than 4,000 route miles of coaxial cables are now in the ground and the going rate of installation is nearly 3,000 miles a year, AT&T revealed. The giant corporation's plans for nationwide cabling were revealed in some detail at a recent closed-door conference with FCC engineers, who apparently were impressed enough to recommend the blanket authority on the latest phase of the construction program which (See *Nationwide Tele on opp. page*)

WNBW in Debut On Commercial

WASHINGTON, Aug. 23.—WNBW, NBC's Washington television outlet, started its first commercial program last night (22).

Entitled *Let's Learn To Dance*, the program features 15 minutes of dance instruction by the Arthur Murray Dancers, and includes demonstrations of the latest steps of popular dances by the dance team of Marloe Ferris and Nils Brent.

LA Survey Feels Lookers' Tastes

HOLLYWOOD, Aug. 23.—First independent survey of 1,500 video set owners in the Los Angeles area will be launched August 30 by Television Research Company, local statistical firm, in an effort to determine listeners' program likes, effect of video on motion pix and sports attendance, as well as public reaction to Zenith's recently announced Phono-Vision. Questionnaires are currently being sent to a select list of set owners, altho researchers will not query persons who have recently acquired telesets. Idea of survey is to get reaction of those who have owned sets longer than a few months in order that study may be comprehensive and factual.

Among queries put to lookers are series of questions dealing with look- (See *LOS ANGELES on opp. page*)

Newspaper Execs in Chi Meet; Mull Tele Operation Methods

CHICAGO, Aug. 23.—Top executives representing newspapers holding television licenses or CP's will meet at the Palmer House here August 27-29 to engage in an "exchange of information on problems of newspaper television operation." This meeting, which is being called by *The Philadelphia Inquirer*, was arranged by Ken Stowman, manager of *The Inquirer's* video station, WFIL-TV. Altho talk here and in other cities has resulted in rumors that the meeting is being called to discuss plans for the formation of a video network of newspaper affiliates, Stowman told *The Billboard* that there will be no talk of network formation. This plan for a newspaper video network has been discussed sub rosa for many months and, it is known, there have been discussions of such a possibility among newspaper executives in the East and Midwest.

Despite all this talk, Stowman persisted in saying that the meeting would discuss problems of programing, production techniques, construction, and constitute an exchange of information about general operations. He stated that newspapers could be of assistance to each other in ex-

changing information about operations and that the meeting here was considered to be a better method of exchange than travel thruout the country by executives seeking such information.

Stowman stated that about 20 newspapers were invited but that all would not attend since representatives of Western papers felt they could not go East for this meeting and then get away again for the NAB meeting in Atlantic City in September.

Those on hand will be Stowman, Roger Clipp, R. A. Thornburgh and L. E. Littlejohn, representing *The Inquirer*; George Burbach and Robert Coe from KSD-TV, St. Louis; B. O. Sullivan and C. E. Denton from *The New York News Syndicate*; L. W. Herzog from WTMJ; *The Milwaukee Journal* station; J. Hanrahan, general manager of WEWS, Scripps-Howard, Cleveland; M. Swanson, WMAR, *Baltimore Sun*; F. Van Conynenburg, WCTN, *St. Paul Dispatch*; Ken Berkeley, WMAL-TV, *Washington Evening Star*; Harry Bannister, WWJ-TV, *Detroit Evening News*; Frank Schreiber, WGNA, *Chicago Tribune*; H. W. Batchelder, WBAL, Hearst radio, Baltimore; Van Larson, WPEN-TV, *Philadelphia Evening Bulletin*, and W. Magnuson, WBEN, *Buffalo Evening News*. Representatives of AP, UP, INS and Acme News Pictures also will be at the meeting.

An Announcement WORTH REPEATING!

THE **first exhibit** OF THE BILLBOARD'S 10TH ANNUAL RADIO PRODUCTION COMPETITION

To be held from 2:30 p.m. to 4 p.m. Wednesday, September 3, 1947, at the

Wedgwood Room, The Waldorf-Astoria

NEW YORK CITY

... TO BE FOLLOWED BY A COMPLETE DISPLAY OF ALL AWARD - WINNING PRESENTATIONS AT

The Billboard Booth, NAB Convention

ATLANTIC CITY, N. J., SEPTEMBER 15 THRU 18

See the Best . . .

...in Radio's OVER-ALL PROMOTION • SINGLE CAMPAIGN PROMOTION • PUBLIC SERVICE PROMOTION

among

NETWORKS • AM STATIONS • FM STATIONS • TELEVISION STATIONS

TV Com'ls Must Be Tailored

Bristol-Myers Ad Head Gives Video Views

Firm Experimented for Year

NEW YORK, Aug. 23.—Television commercials must be custom built for both the product itself and the market for which it is intended. That is one of the principal points learned by Bristol-Myers in the year the firm has been experimenting in video, Roger C. Whitman, B-M's assistant advertising manager, stated this week. The company, after spending about \$125,000 for time and talent in TV, two weeks ago announced its withdrawal from all video activities, effective August 31. No return to television, Whitman said, is contemplated until such time as audience circulation warrants further expenditures.

Bristol-Myers went into television for the primary purpose of learning all it could about television commercial techniques. This phase, according to the company—one of radio's larger spenders (*Mr. District Attorney; Duffy's Tavern; Break the Bank*)—is the sponsor's biggest problem, secondary to the program itself. Reasoning behind this, Whitman explained, is that advertising agencies and package producers in the field can supply top entertainment, gaited to virtually any budget, but the problem of selling goods thru commercials is essentially the sponsor's own.

Tried All Types

During its television experiments, Bristol-Myers used virtually every type of program and every type commercial. Shows telecast included *Geographically Speaking*, with Carveth Wells, a travelog-type movie; *Televarieties*, a cathode tube vaude show with three different acts each week; *Tex and Jinx McCrary*; *Party Line*, an audience-participation quiz; *Sid Hoff*, cartoonist, and a *Sports Almanac*, with Bob Edge.

Type of commercials included dramatized sketches, cartoons, films and animated trick effects. Whitman believes the most compelling sales appeals were the dramatized sketches, presumably because the actors conveyed a sense of reality and sincerity. He added, however, that other commercials exhibited considerable potency, citing such instances as an animated effect showing heat-waves rising after application of Minit-Rub on a man's chest.

Excess Talk Deadly

Too much talk in a television commercial is deadly, Whitman declared. He drew a comparison between excess video chatter in a commercial and excess talk of a sportscaster describing a television-covered sports event. If the sportscaster talks too much he detracts from the visual ef-

Barn Dance

Reviewed Friday (15), 8-8:30 p.m. Typical barn dance show with instrumental acts, singing and square dancing. Presented sustaining by WBKB, Chicago.

Television, it now seems as a result of the success of this show, can follow the example of radio and find a source of good program material and top entertainment in the ranks of the folk artists and hillbilly and Western singers. This show on WBKB, directed by Lorraine Larson and featuring a cast of Chicago pro and amateur rural-type entertainers, had visual and audio appeal; it was a half hour of television that was entertaining at most times.

On the show, which was emceed by Bob Smith, were such singing and instrumental groups as the Midwest Trio (singers), the Singing Smiths and the Thorton Boys, a juvenile group using novelty, unregistered instruments.

The entire show was presented in a simulated barn setting with large cast of performers and on-lookers dressed in rural costumes, altho performances of singers and instrumentalists were above average, square dances offered little in the way of entertainment, and should have been presented less often if at all.

Non-Union Show

One significant reason why video should look to folk artists more is that most of the instruments they play are unregistered. Those playing are not members of the musicians' union and are able to make appearances on television. As is the case in so many other types of talent used on television, folk artists will have to be good to be even acceptable. Amateur performances show their defect on television even more than on radio, and folk artists, because their brand of entertainment is liked by many only when it is tops, will have to be picked with the greatest of care.

If such care is exercised and if mistakes such as those committed by this show's cast members, who did not know how to play to the camera, are made impossible, this type of video show could very well become solid commercial fare for the right sponsor. Plenty of sponsors have sold a lot of merchandise by backing folk artist shows on radio. There's no reason why they can't do the same in television. *Cy Wagner.*

fect the new medium offers. Same thing goes for a video commercial, he noted.

Production-wise, Whitman explained, tele must provide smart, well-presented shows. Too much attention cannot be given, he said, to making sure that the stage is well lighted, the performers in focus and, above all, that the camera picks up a constant supply of close-ups.

Commercial Techniques

A commercial which may be effective for one product, Whitman added, may be off-base for another. Thus, Bristol-Myers' Trushay hand lotion, sold thru glamour ads in magazines, made effective use of filmed plugs on *Geographically Speaking*, but Ipana toothpaste presented a difficult problem, since it was deemed unwise to demonstrate it on the air. Instead, filmed sequences showing the McCrarys' infant playing with a tube of the paste were devised.

Whitman also noted that Bristol-Myers considers tavern tele audiences waste circulation for their products and that some of their line—notably Mum (deodorant) and Sal Hepatica (laxative)—may never be able to use television.

Boxing Guild Asks TV Slice For All Pugs

Managers File Demands

NEW YORK, Aug. 23.—Following a meeting of the Boxing Managers' Guild (BMG) here this week, a demand for a slice of the television take for all fighters participating in main events at Madison Square Garden was forwarded to the 20th Century Sporting Club and to the Garden. Major beef by the managers was that the box-office at the Garden has dropped straight down, and that tele is responsible. The fact that the New York press has been steadily condemning the poor cards was not mentioned.

According to the terms discussed by the BMG, the managers want all future contracts covering main events to include a clause whereby the pugs will get the same percentage of the tele rights as they get from the b.-o. receipts, e.g., if a fighter gets 15 per cent of the gate, he also gets 15 per cent of the tele take. Presently, only champs and major contenders are able to angle their way into a slice of the tele and broadcast money.

Should the BMG succeed in getting a percentage of the television rights it is believed that costs of the tele rights will be raised as soon as the current contract terminates (May 31, 1948, so that the additional pay-out will be covered. Promoters queried said they did not necessarily expect to get the tele money immediately, but would be satisfied if they knew the next tele contract would cover their end.

With main event purses dropping to approximately \$900 per fighter (this for an average Friday night main event during the summer), the promoters are out to get what they can, as they claim the present take does not cover their expenses.

LOS ANGELES SURVEY

(Continued from opposite page) ors' habits and effect of tele on theater attendance, sporting events patronage and competition between radio and television. Lookers are asked to list their entertainment habits before acquiring tele sets and since owning tele receivers. In addition, survey asks set owners if they will be willing to pay 30 to 80 cents for tele airings of first-run pix, legit plays and similar entertainment.

Another portion of questionnaire asks lookers to rate every show currently telecast by two local outlets, Paramount's KTLA and Don Lee's W6XAO, judging shows from very

Nationwide Tele Networks Are Due By Close of 1949

(Continued from opposite page) will eventually link practically all major cities by TV.

Preparing Relays

In addition to the nation-circuiting loops of video cables, work is under way on a vast series of radio relay systems, AT&T revealed. Tests are soon to start on a New York-Boston project now near completion, and another radio relay system has been ordered for the New York-Philadelphia section which should be ready next year. Further, engineering of a long-haul New York-Chicago system is under way.

Under AT&T's broad planning, the two existing video circuits between New York and Washington will be bolstered by addition of television terminal equipment at Philadelphia and Baltimore to permit either reception or origination of programs at both of these points. Two additional video circuits between New York and Washington are being constructed and, according to current plans, should be available for service by next summer. The Washington-New York area will thereby have four circuits. Radio relay systems may be used for the New York-Philadelphia sector of the two additional circuits. Coaxial cable is available thru Richmond, Va., and this point could be added to the video network by next summer.

New York-Boston Link

Meanwhile, New York and Boston are expected to be connected this fall by an experimental radio relay system, with a branch to connect Providence possibly to be constructed next year. A coaxial cable from New York to Albany is skedded for completion this year, with Schenectady to be added to by next summer.

Westward, cable is expected to be completed between New York and Chicago by the fall of 1948, connecting several metropolitan areas along the route. And a circuit from Chicago to St. Louis is skedded for completion by the same time. On the West Coast, television facilities between Los Angeles and San Francisco are expected to be available in 1949, and the basic coaxial structure linking San Francisco to Portland and Seattle is slated for service in 1950.

Thruout the South, Southwest and West, a number of large centers, including Miami, New Orleans, Dallas, Fort Worth, Ames and Salt Lake City, are on the planned coax cable loops between New York and Los Angeles, via Atlanta, Dallas and El Paso, to be available this fall.

good to poor. Lookers' preferences in the type of tele program are also solicited as well as choice in looking hours.

Survey's results will be made available to ad agencies and tele producers about September 15, it was announced.

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Zero Hour for Taft-Hartley; Unions, Business Rush Pacts

(Continued from page 4)

cedure," issued last night, make it clear that "any person," by filing a charge in writing, can initiate the investigation of an alleged violation of the act. Asked about the phrase "any person," an NLRB official said he need not be a member of a union nor even an employee. Any citizen who is convinced he sees a violation of the act can file the charges.

Despite the predictions of immediate turmoil in employer-employee relations when the act was passed, the opposite, surprisingly enough, has resulted in show business. Instead of seeking to stall until the legislation went into effect, showbiz employers on the whole have co-operated with the unions to rush thru the new pacts and in one instance at least have even gone so far as to work out clauses designed to avoid some of the provisions of the law.

AGVA Example

Typical of this co-operative attitude is the experience of the American Guild of Variety Artists (AGVA) with night clubs all over the country. AGVA signed up close to 800 spots for a year, with automatic renewals unless either party serves a 60-day notice upon the other.

Another instance is the pact signed this week between the League of New York Theaters and Actors' Equity Association and Chorus Equity. During all the negotiations it was stressed that both employer and employee groups wanted to wind up the discussions with a signed pact before the T-H Act went into force fully.

The negotiations of the American Guild of Musical Artists (AGMA) with the Metropolitan Opera Association and the League of Grand Opera Producers also were rushed thru to beat the deadline. AGMA wrapped up its new contract with the Met and the various other opera producers on Wednesday after weeks of negotiation.

UEW-Victor Pact

One of the outstanding instances of mutual attempt to maintain harmony was the signing this week of a contract between the RCA Victor division of Radio Corporation of America and the United Electrical, Radio and Machine Workers of America, CIO affiliate, binding both parties not to institute any action before a court or a government administrative agency

or board for any act or omission. This means that both union and employer will not make use of the NLRB but will settle any disagreement by the grievance and arbitration machinery. This pact is considered significant in view of the fact that this is the first known instance of an employer joining in a move to boycott the NLRB, the CIO unions already have announced this intention.

If such agreements spread, the anomaly of the employers being brought into the gunsights of the government for signing away the rights which a federal law assures them is a possibility. In published statements this week, Representative Hartley said that such employers would be brought to Washington to explain why they are trying to circumvent the act.

Peace, of course, wasn't everywhere. On the West Coast, Local 1421 of UEW, staged a work stoppage at Capitol Records' San Francisco factory. Last week, according to the union, the stoppage occurred because Glenn E. Wallich and Capitol Prexy Johnny Mercer were unwilling to sit in during negotiations. Wallich, however, said that the dispute was promoted by union requests which "if granted, would be contrary to federal law" (the T-H Act).

BIG YEAR AHEAD

(Continued from page 4)

state, shows average individual income in New York State at \$1,633 compared with \$863 in 1940, while the District of Columbia is running at a per capita average of \$1,569 compared with \$1,080 in 1940. Rhode Island average per capita is \$1,347 compared with \$715, and Massachusetts is \$1,356 compared with \$766. New Jersey's per capita income is \$1,293 compared with \$713 in 1940.

Incidental to Commerce's disclosure of sweeping gains in income in rural-dominated as well as industrial states, the Department of Agriculture reported farm population of the nation increased for the second successive year in 1946, rolling up a high of 27,500,000 by January this year. The reported gain in the potential rural radio listening audience is drawing heavy interest in the Federal Communications Commission as a factor in processing of FM licenses. Virtually every State in the union has shared in the farm population increases.

CONGRESS TO FIGHT

(Continued from page 3)

sent to the floor should be "general" in nature so that the decision on the exact excise cuts should be made thru floor amendments.

Some Opposition

Several members of the House group are actually opposed to any showbiz excise cuts. Theory of this group is that entertainment should be considered a luxury and therefore subject to high taxes.

The attitude of the Treasury Department on excise cuts has not yet crystalized, but officials are preparing to confer and are hopeful that they will have specific recommendations ready for the Ways and Means Committee in November.

Treasury Secretary John Snyder, who with President Truman will set the administration policy, thus far has avoided specific expressions of opinion. At recent appearances before the Ways and Means Committee he merely announced that the Treasury was opposed to all tax cuts for 1947. Some Treasury insiders are hinting that Snyder may alter his views before the November hearings.

HOLIDAY ON ICE

(Continued from page 4)

that show can play any spot without worrying about finding plants that have refrigeration or natural rinks. Carrying three portable refrigeration machines—two with the company at all times, the other sent on ahead for next stand—*Holiday* travels and makes its own rinks. This enables the show to go even into Mexico. It did so this past season, as the first icer ever to play below the border, and the response was so terrific, *Holiday* again is booked for Mex.

Own Bleachers

Rink as laid down is 125 by 60 feet. The outfit even carries its own bleacher stands, and the effect when set up is one of rare beauty. Opening with a swell overture (vocals handled by Midge Parker, Lucille Fallon and Bill Parker—last named handling emcee chores thruout), the show keeps tempo fast and furious from first line number to finale. Doubles, trio, foursome and singles done by both boys and gals are interspersed thruout a long first part that kept the audience pounding mitts. *Ballet School*, comedy bit executed by Peggy Fahey and gals, is solid first-half laugh bit; Fahey gal is a truly great ice performer, using mugging, straight comedy and a flair for playing to her audience that some comedienness should heed. Murray Galbraith makes first appearance in *Down Rio Way* rumba number. He's a boy who knows his way around. Gals make up background for his work and he earned the first solid mitts of the evening.

Bob Holly and Fred Day in their *Housing Shortage* went over big, a team as strong as any ever seen on local ice. Production numbers in the long first half included opening *It's a Good Day*, with gals in peppermint-stick costuming, and finale *In a Persian Market*, an Oriental routine which brought on favorite Betty Atkinson. This gal's solo work stamps her as one of the greats among ice performers.

Kay Farrelli, European juggler on skates, did some breath-taking ball handling; the boy is new and his deft handling of balls and clubs on skates is a swell novelty.

Second Half Faster

The part after intermission is a faster half, getting away with opening *Show Boat* theme. There are two comedy bits, one a standout with Ring Lamb as two sailors going thru all sorts of antics to delight fans, and Ted Meza and Norman Sullivan's mule bit—a tough one to do on hot nights. Peggy Fahey in her deftly handled strip-tease number also is a classic. Dorothy Goos and Galbraith boy in a gypsy number show to advantage, Miss Goos's solo work a standout. Leo Freisinger, speed skater, does a swift turn, full of thrills. Betty Atkinson and partner, Charles Hain, do two numbers in swell style.

Staging of all bit numbers, tho tending possibly to slow down a fast-moving show, still shows that producers and stagers alike are seeking out class bits. Miss Atkinson in her next-to-closing spot goaled fans with her truly great baton-weaving. Gal, tho pint-sized, is a swell looking blond streak of lightning.

Show's running time needs bit of cutting, but when tightened up, *Holiday* should hold its place with best of them. Costumes, all new, were bright, flashy. Lighting, especially in two Strobolite numbers, was effective. Marie Carr did swell job with 24 gals and 12 boys in the line. Carmen Nappo cut the musical score well with 18-piece ork. Bill Parker's steady emcee work also helped to keep pace swift. Busiest little man was Bobby Johnson, on whose shoulders rested stage handling with a local crew that hated to touch ice.
B. S. Bennett.

Legion's Show Ok'd by AFM?

NEW YORK, Aug. 23.—It was reported late this week that James C. Petrillo, president of American Federation of Musicians (AFM), had cleared the use of music for the American Legion's show, scheduled to be telecast over WCBS-TV from Madison Square Garden Saturday night (30). The Legion refused to confirm this Friday, one spokesman stating that no written agreement with Petrillo had yet been obtained. The Legion's Garden clambake will be star-studded, with talent now being lined up.

Video Associates Adds 2 to Staff

NEW YORK, Aug. 23.—Two new staff members joined Video Associates, Inc. (VAI), television package agency, this week. Joan Usoskin, formerly with Columbia Broadcasting System as assistant director and news writer, was appointed VAI's script writer-editor. Joanna Neilson joined VAI's publicity department as assistant flack and staff photographer. Miss Neilson formerly handled publicity and public relations for the Greater New York Hospital Association and other groups.

AGVA CLOSSES ICER

(Continued from page 4)

inasmuch as the matinee performances attracted 40 per cent of the business done by the icers. The unit which closed Monday had just concluded a 12-week engagement and a new show was to have opened September 9 after room renovations had been made and a new rink installed. Schulman canceled plans for the new icer when the union's edict was received. The icers have been enjoying excellent business since opening here.

In the meantime, Gardner Benedict's ork, featured with the icer, is working on a two-week notice, pending developments of the next fortnight. Wilson said that a contract permitting 12 evening and one matinee performance a week had been rejected by Schulman before the show closed Monday. It is also reported that the union turned down Schulman's proposal of retaining the matinee performances but eliminating the last night shows.

LEE ADAMS

(Continued from page 14)

said, which made Ernie Pyle's books so interesting, particularly his volume on the Middle West, *Home Country*. This set up Adams in perfect position to take a full swing at his commercial for Omnibook, which has a boiled-down version of the Pyle opus in its current issue. Commercial offered a free copy of this issue to listeners writing for it. A couple of minutes later, announcer Jim Conway wrapped up the show with a repeat of the offer.

Based upon Adams' previous success in holding housewives at the radio side, this new little offering has a fair chance of making the grade. Subject matter like that offered in his initial CBS effort might well be the kind of stuff the little women would cuddle up to of a Saturday ayem. What interests most married women more than a disertation on what's wrong with marriage?
Sam Chase.

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An Announcement WORTH REPEATING
See Page 16

SHOWBIZ AS "TRAIN" STOKER

Capitol Sets Housecleanin' Of Personnel

Move To Touch All Brackets

HOLLYWOOD, Aug. 23.—Coming months will see definite changes in Capitol Records' personnel as a result of a streamlining program that will touch all brackets from executive on down.

According to Glenn Wallichs, Capitol v.-p. and general manager, reorganization is not a shake-up but a strengthening of all departments by trimming out surplus and deadwood help.

Wallichs confirmed that this will affect the entire organization, including executives, but refused to mention names, stating that no definite decisions have been reached.

Only two to leave Capitol recently have been Cliff Ogden, who resigned as transcription salesman, and Chuck Newton, disk jockey flack, who leaves to become Stan Kenton's advance man. However, indications were that these are mere rumblings of bigger events to come.

Contact Men Hold Golf Meet; Stern Wins First Prize

NEW YORK, Aug. 23.—The Music Publishers' Contact Employees (MPCE) membership held their annual golf tournament Thursday (21), with 75 members and 25 guests participating. Winner of first prize in the 18-hole medal play at Beth Page, L. I., was Julie Stern, professional manager of Broadcast Music, Inc., who carried off the professional music men's cup and a complete set of clubs and bag.

While all participants were given a prize, winners in the various divisions included Harry Weinstein, chairman of the committee running the affair, Class A; Lou Comite, Class B; Irving Seigel, Class C; Irwin Niles, Class D, and Lee Savin, Majestic Records, guest category. Class winners were given a set of four matched woods.

All participants kitted up \$10, but donations from the pubbers, booking offices, agents and writers made possible the ladling out of radios, watches, wind breakers, hand bags, golf clubs and golf balls as additional prizes. A luncheon preceded the play, while a steak dinner wound up the event.

Strand Loses Lou to Para

NEW YORK, Aug. 23.—Louis Prima, who regularly plays the Strand, will forsake Warner's Stern flagship house on his next date here. Prima will take his band into the Paramount next December for the first time.

The move, which follows his recent signing with Victor Records, is part of the steam Prima is getting up to move up further in the top name ork ranks.

Woe Is Me, Jingles You Can See, Part of Penner Fall Activity

NEW YORK, Aug. 23.—Songwriters who find that hearts and flowers make pretty lyrics but don't always put groceries on the kitchen table are now bringing home the rent money by turning out singing jingles for airers selling everything from Rosen's rye bread to Sherbrooke raincoats and the Atomic Suds to wash out Crystal Cotton dresses.

The sudden spurt in the singing jingle field (ad agencies and producers report more new pacts signed in the past two weeks than in the first six months of '47) now promises to spread into the television field, where non-AFM instruments such as the ukulele, harmonica and the ocarina will be selling (?) the sponsor's products within the next few months.

Lanny Grey

Typical example of the legit songwriter who has been harvesting a healthy living from the singing spots is Lanny Grey, an American Society of Composers, Authors and Publishers (ASCAP) member, who, with his wife, forms the team of Lanny and Ginger. Pouring his heart into pop tunes over a period of years finally got him the ASCAP button, but it was the singing jingles that paid his bills. On August 31 comes the pay-off when Statler's department store in Buffalo opens their new "building that jingles built" and place a gold master of the Lanny and Ginger singing jingle in the cornerstone. This team, in the past few weeks, has been signed to turn out jingles for Rosen's Bakery, Cleveland; Eskimo Cake, Yankee Maid

Frankfurters and a variety of drug and candy accounts. In the majority of the cases, Grey writes the words and music in addition to cutting the final jingle for airing.

Basch Radio Productions is another agency which has found a tremendous surge in the singing jingle market in the past few weeks, and as a result, several pop writers have found steady jobs working with Irving Weill, the Basch musical director, in turning out the musical sales tunes for Betty and Buddy, Johnny Desmond, Jane Harvey and Len Stokes to cut for a variety of sponsors. Included in the recent accounts signed by Rasch are Nedicks, Ex-Lax, B. C. Headache Pills, Van Heusen shirts, Mohawk carpet, Sherbrooke raincoats, Mennen, Crystal Cotton dresses, Noma toys and Noma lights, Atomic Suds, Westminster sox and a variety of others.

One-Minute Jingles

This same agency is also producing one-minute singing jingles of film strips for use in television and is featuring non-AFM instruments backing up a variety of singers. Five accounts are already set to bring the jingle-selling sales messages to the viewers and all indications point toward a steady increase in this field, as the producers say they can get a 3½ minute sales talk into the one-minute jingle.

As one guy in a local tavern put it: "Egad—before you know it, Borrah Minevitch will soon be the biggest thing on television—selling Pepsi-Cola!"

Starr Snaps Whip at Majestic For Back Royalties; Waxery Balks at "Or Else" Demands

NEW YORK, Aug. 23.—Herman Starr's Music Publishers' Holding Corporation (Warner Bros. group) took a new tack in its familiar "pay-us-the-2-cents" tactics employed against diskeries in the past, when it slapped Majestic Records with a summons and complaint this week demanding payment of back royalties due as of August 15. Summons is answerable within 20 days in New York Supreme Court.

Starr's move against Majestic raised the same basic issue that has prompted him to tangle with Victor, Capitol, Columbia and MGM labels in the past (only Decca, where Starr is a stockholder, has been spared). According to a Majestic spokesman, Starr demanded that the company record three songs and at a subsequent conversation enlarged his demand to four.

Starr's Demands

In his past squabbles with diskers, Starr, whose four pubbery catalogs have led to the contention that he "controls 35 per cent of the music pub biz" and who throws considerable directorial weight around the American Society of Composers, Authors and Publishers, has made his demands on the basis that if he didn't get the records and artists he wanted, the companies would have to pay him 2 cents statutory rate on any MPHC tunes recorded. In every case, Starr

won his point, since the majors (either for the reason that the extra quarter-cent was important in a "penny-profit per unit" biz or because of the nuisance involved in getting licenses thru Washington) gave in with satisfactory concessions.

In Majestic's case, according to diskery execs, the statutory rate didn't enter into the squabble. Starr demanded, they asserted, that the diskery record *Deep Valley*, *A Star Will Remember*, *Love for Love* and later *Home Is Where the Heart Is*, a tune written by Dave Kapp and Charlie Tobias. Majestic refused to use the tunes and Starr brought suit.

Settlement Attempted

Majestic spokesmen claim they tried to effect a settlement with Starr but reached an impasse when the latter refused to base his demands on any other point but the promise of a law suit to recover back royalties due. Majestic conceded that they had been in arrears on royalty payments to all publishers for over a year, but had made arrangements with them to pay off proportionate chunks of the debt each quarter. The proportion, they said, had risen from 25 to 45 per cent in the past few quarters. Major pubs, thru Harry Fox, of the Music Publishers' Protective Association, had agreed to the latest proportionate pay-off, Majestic execs de-

Berlin Cleffs The Campaign Theme Song

Ork, Diskers on "Train"

(Continued from page 6) special local committees work out, and following approximately eight weeks of bally utilizing the talents of local civic toppers, all civic groups, media of communications, etc.

In on Planning

Indicative of the active part showbiz will play in the drive is the large number of industry and allied associations that were represented at the White House conference in Washington May 22, at which first organizational steps in the AHF program were taken and plans for inaugurating the freedom train were set. These included the Advertising Association of the West, the Advertising Council, Advertising Federation of America, Allied States Association of Motion Picture Exhibitors, American Federation of Radio Artists, American Theaters Association, Association of National Advertisers, International Variety Clubs, Motion Picture Association of America, Motion Picture Theater Owners' Association, National Association of Broadcasters (NAB) and the Screen Actors' Guild.

On the AHF communications committee, along with toppers in other media, are Edgar Kobak, president of Mutual Broadcasting System (MBS); Frank Stanton, president of Columbia Broadcasting System (CBS); (See Showbiz as "Train" on page 35)

Vogue Records In Receivership; Label Continues

DETROIT, Aug. 23.—Following the filing of papers by six creditors against Vogue Records recently, the diskery is now in receivership, it has been learned. Label, however, is going ahead with its contract deal to press vinylite disks for Decca, and is now negotiating to raise additional capital. Meanwhile, Nat Cohn, of Modern Music Sales, has purchased, thru a local bank, the entire stock of Vogue disks and will offer them for sale immediately in the United States and for export at reduced prices.

According to reports, Vogue is attempting to refinance thru a major diskery, but also has several lines out with parties other than those in the recording field.

Tex and Jinx Add Record-of-the-Day

NEW YORK, Aug. 23.—Tex McCrary and Jinx Falkenberg, who broadcast over WNBC every morning, have added a record-of-the-day feature to the program. Disclaiming any connection with disk jockeying, the team uses the disks to tie in the day's guest, the day's news, or just because they happen to like the tune.

Pre-releases from Decca and Victor are used occasionally, with the team selecting one of the tunes as a possible hit.

"Clean" Jock Ass'n Promised

Gray Moves To Certify Honest Org

Member Maturity Rule Okay

NEW YORK, Aug. 23.—Reacting to a *Billboard* editorial criticizing a suggested move by the newly formed National Association of Disk Jockeys, Barry Gray, chairman of the group, told *The Billboard* this week that he would put thru a series of policy changes designed to remove the group from any suspicion of commercial favoritism or promotional link with an outside org.

The NADJ was spawned last week in Chicago after about 50 jocks (originally brought together as part of a one-day promotional scheme sponsored by Universal-International Studios) thanked U-I and then went into business meetings of their own.

Policy Changes

Gray, WOR, New York platter pilot, told *The Billboard* that:

(1) Lou Levy, music publisher, would in no way be connected with *The Inside Groove*, a suggested bi-weekly newsletter which would be used to fuse the jockey group. Gray declared that at the convention a suggested Levy financial investment in the paper had come about only after he (Gray) had explained to the jocks that this publication had been planned long before the convention. Thereupon, he said, the attendees still okayed the idea. After *The Billboard's* editorial comment on the tie-up with a music publisher, Gray declared he realized that such a connection, tho well-intended, might prove harmful. This week he sent letters out to all members announcing the dissolution of any tie with Levy.

Meanwhile Levy explained that he had never intended to invest in a disk-jockey association house organ, had intended only to make a private financial deal with Gray, but withdrew his offer when Gray was named president of the jock association.

"Democratic" Structure

(2) To answer claims that group-officers and org structure had been set up hastily by a neither large-enough nor representative number of jocks, Gray outlined his intention to provide for a democratic overhauling of the group. "After 90 days," he said, "if the membership drive proceeds satisfactorily," he would be willing to call for a new election of officers (including his own post) and allow the total membership at that future period to set up new by-laws and a constitution. Gray declared that letters recruiting NADJ members would go out next week to 2,300 platter turners. By the end of this week, he asserted, he expected more than 150 members to be included with some "name" jocks in addition to those in the nuclear group already in the fold.

Criticism of the "representativeness" of the NADJ group cropped up again this week when Walter Kay, WJW, Cleveland side sandler, lettered *The Billboard* as follows:

"I was amused and slightly chagrined at the method used to instigate a heretofore topical organization. . . . Returning from a week's vacation I am confronted by a fellow-jockey who announces that one of our staff has been selected to "represent our station" at the national meeting in Chicago. . . . Subsequent

Editorial

To Err Is Human

Last week we tipped off the newly-formed National Association of Disk Jockeys and its chairman, Barry Gray, that every diaper organization finds a lot of rocks in its path. We thought the idea of music publisher Lou Levy helping to finance a house-organ for NADJ would become a veritable boulder.

Well, both Gray and Levy have cleared this up. Gray, after last week's editorial, dissolved any connection with financial support from Levy (see news story in accompanying columns) and Levy explained that once he had planned a private deal on a jockey publication, but after learning that Gray had become chairman of an association of platter pilots he had withdrawn his offer of support. For this a laurel to both Gray and Levy.

Promise of Democratic Change

But worthy of a complete wreath is the new announcement by Gray that he'll go all the way in answering the widespread charges that his group (originally only 50 jocks, now expanded to over 90) was hardly representative, had an uneasy connection with a Universal-International promotion and looked initially like a patchwork job.

Now Gray says "after 90 days"—when organizational throes are over and we have a lot more members than now—we'll let the jocks institute their own democratic changes within the org. In the story accompanying this editorial he is reported as willing to have new officers elected, a new convention called, possibly, and shows a sincere desire to form a disk jockey group that will be "representative" as well as "non-subsidized."

As we said last week, we're all for a disk jockey association if it's going to be a good sound organization. Gray says that the U-I connection is absolutely finito. . . . This with his promise that after three months, if enough jocks support the org, a whole new officer slate and constitution will be thrown up to the membership at large . . . may mean that a lot of jocks should not be too hasty.

Majority Can Hold Sway

For example, Walter Kay, WJW, Cleveland, makes a lot of legitimate complaints about the "selection" of membership. Other jocks, including Rush Hughes, St. Louis syndicated platter emcee, dislike the odor of a U-I promotion.

Well, these have been answered satisfactorily by Gray. We can't see anything wrong with the jockeys going ahead with this group. . . . Initially, mistakes may have been made but somewhere a start had to be made. After 90 days the jocks have the word of the chairman that democracy will prevail; changes, new officers, new constitution, et al., can be incorporated. Gray has indicated an earnest desire to help build an honest group. The jockeys who, with *The Billboard*, wondered about preliminary arrangements can always watch over this indicated desire and let the voice of the majority speak for itself.

McConkey Aims To Crash N. Y.

NEW YORK, Aug. 23.—McConkey Music Corporation, which recently decided to expand from cocktail combo booking to the band field, has launched a drive to crack the New York area. Previously operating in Chicago, Kansas City and Hollywood, Mack McConkey opened an office here in March and is now here himself to direct the New York operations, with Irv Brabeck assisting. He has added Ken Marlin and Tony Torres to handle the cocktail department.

McConkey expects to bring in 40 cocktail units, including about 15 already booked. He plans to book Jess Stacy and other attractions and will operate the New York headquarters on the same policy as his other offices. McConkey is plugging Leo Pieper's band, reported a heavy draw in the Midwest. Pieper is now at Donohues, Mountain View, N. J., formerly a Music Corporation of America and General Artists Corporation location, where he'll stay until October. From there, McConkey hopes to bring him to New York.

queries reveal that representatives (local) of Universal-International pix had tossed the ball to those boys who in their own right are worthy of special promotions but neglected to take the remainder of our roster in consideration. . . . Diskmen thruout the country have been imbued with a feeling of ill will toward the establishment of an organization they all hoped for, set up under the apparent

guise of free promotion for another Hollywood production. My conception of 'bona fide' representative is one who has been selected by his fellow wax-whirlers and not by promotion-minded flack artists of film studios."

Gray's Defense

To this, Gray re-iterated that the jocks, after thanking U-I for arranging the nuclear meet, had washed their hands of the film studio connection.

Further to answer the Kay complaints, which he felt were legitimate, Gray declared: "Look, we've got growing pains, but as I told you, I'm ready to carry the dirty end of the stick. After 90 days, if the boys pitch in on this thing, let them select their own leaders. I'd like to be a member of the board, at least, but I think we're all interested in the idea of an association—we're not a bunch of dirty payolas—and the one thing I want is a truly representative NADJ." He explained that while the U-I connection in the affair was not the perfect arrangement, at least it afforded a "start" on getting enough jockeys together at one time to effect a nucleus group.

After personal explanation to various "name" jocks of his plan to expand the org democratically, Gray said he had received enthusiastic pledges to join. Dave Garroway, WMAG-NBC "namer" in Chi, has joined, Gray said, and he felt that the directors of the NADJ (June Merrill, WENR, Chicago; Bill Baldwin, KSO, Des Moines; Brook Taylor, WJW, Cleveland, and Fred Robbins, WOR, New York) would go along with him in the concept that the current NADJ would remain a temporary structure until a truly representative membership body was knit together.

Talmdage to Flack Laine at Dealers' Party in Sherman

CHICAGO, Aug. 23.—Art Talmdage, Mercury platters' flack chief, is preparing the biggest promotion yet for a single record artist when he plays host to 2,000 record store clerks, managers, press reps and others at the Grand Ballroom of the Hotel Sherman September 22. Event, which will be staged as a dance and show, will honor Frankie Laine, who will then be headlining the College Inn review at the Sherman and will include in addition to Laine, Harry Cool's band, Dick (Two-Ton) Baker, Gene and Al Ammons, Rex Allen and the Prairie Ramblers, Tiny Hill and Patti Page, all Mercury chatters.

The party, which will be a no-liquor affair, because of the many bobby-soxers expected, will also utilize the Exhibition Hall as a cafe, where coke and food will be served. Invitations are being sent to Iowa, Indiana, Illinois and Wisconsin.

Majors Sign More Folk, Race Artists

NEW YORK, Aug. 23.—Orville Brooks, formerly with the Jubilaires; Albennie Jones, blues singer now at the Baby Grand in Harlem, and Cousin Joe have been signed by Decca. Pianist Sam Price accompanied the latter two artists on their first waxing sessions at the diskery.

Ernie Lee, folk singer who is heard over Midwestern radio stations WLW, WTAM and WSPD, has inked a pact with Victor to cut 16 tunes. The contract provides for an additional two-year option.

Rome Johnson, also heard over WLW as the guitarist with the Trailblazers, has been signed by MGM and also will cut 16 sides.

24 Eastern Jocks Meet on New Org

NEW YORK, Aug. 23.—Nearly 24 disk jockeys representing almost every New York and Newark radio station and including nearly all the top "name" jocks in this area are scheduled to meet Tuesday (26) at Toots Shor's Restaurant here to discuss the newly-formed National Association of Disk Jockeys and hear Chairman Barry Gray outline reasons for having them join.

CHICAGO, Aug. 23.—National Association of Disk Jockeys has rented space at the Sherman Hotel here, which will be used as national headquarters.

New Distrib Firm Set Up

NEW YORK, Aug. 23.—John Lemar and Alva Edwards, formerly with Eastern Music Sales, have formed the Lemar Distributing Corporation. The firm will represent the following labels in the New York area: Trilon, Panart, Hub, Mello Strain, Seva and Big Town. Headquarters are in New York City.

Silhouette Goes to Swing

CHICAGO, Aug. 23.—Club Silhouette here switches to a swing policy next month and is negotiating for units, e.g., Charlie Ventura. The Silhouette has been operating with miscellaneous entertainment and trios. Al Borde, of Central Booking Agency, will handle the bookings.

Satchmo Socko

NEW YORK, Aug. 23.—Louis Armstrong, who opened a week ago last Wednesday at Billy Berg's, Hollywood, with a small hot unit, shattered records there all over the lot. Armstrong pulled in over \$12,000 for the management, of which a nice hunk is his, since he went in on a \$3,000-plus-percentage deal.

The combo, which is composed of Jack Teagarden, Barney Bigard, Sid Catlett, Dick Carey and Morty Cobb, plus Armstrong, is being held over at least two weeks, maybe more, if Joe Glaser, whose Associated Booking places Satchmo, can hold off another date. Glaser is negotiating a movie deal for the unit.

British Branch For Warner Bros. Music Group

NEW YORK, Aug. 23.—Following the trend for major music publishers here to set their own publishing adjunct in England rather than work thru English-controlled firms, Music Publishers' Holding Corporation (Warner Bros.' group) is understood to have sent Vic Blau to Britain to start an MPH, Ltd., branch rolling.

Ever since U. S. loan to Britain relaxed some of the wartime credit restrictions, pubs here have been talking up the idea of establishing their own overseas branches. Recently Jack Mills, of Mills Music, was reported leaving for Europe to tee off his own British firm. Mills, who originally was to leave this month, has postponed sailing, however, and probably will depart in September.

AMSTERDAM, Holland, Aug. 23.—Basart-International here has just closed a deal for the Dutch rights to the Leeds and Peter Maurice catalogs.

Manager of B-I, M. Gomperts, long has been after American pubs to make separate contracts with local European pubs rather than peddle European rights in bulk to one house. Altho Holland sales are not what they used to be, Gomperts says now that more consumer goods have become available he will be back in New York this fall to attempt the negotiation of further contracts.

Leading tune in Holland right now is a Basart pubbed French tune, *Chante Encore Dans La Nuit*, with claimed sales pushing 50,000. Firm is also selling *Money Is the Root of All Evil* and *Laughing on the Outside*.

Goldkette Ork Boffo, Not Stinko, At Pier

NEW YORK, Aug. 23.—In the August 2 issue of *The Billboard* a story about Jean Goldkette's date at Hamid's Pier, Atlantic City, said that his attempted comeback met with a snafu and that, altho originally skedded to play the entire summer at the Pier, the ork leader was being yanked because of n. s. h. biz. According to George A. Hamid, president of the Pier, Goldkette was booked for five weeks and played the entire period, "rendering excellent service and music."

"In fact, they (G. and the ork) were quite popular and acclaimed by the local public and press as being one of the best bands, musically speaking, to play the Pier in many years," said Hamid. "Our decision to change to weekly bands had nothing to do with Jean Goldkette's orchestra for that was our intention to begin with and the business, altho all amusements in Atlantic City are 30 to 40 per cent off, held up extremely well."

Musical World's Fair Planned

Editorial

Sylie Boy

Bob Sylvester (amusement editor for *The New York Daily News*—who's amused?) insists lately on wandering out of character.

In character, Sylie boy would be content to write a seven-times-weekly blurb for Eddie Condon. Out of it, he sees fit to "analyze" *The Billboard's* disk jockey poll. When this happened, our eyes grew misty. We thought first of sending a free copy of *Dream Street* to Barry Gray, but then decided to answer the in-and-out-of-but-still-a-character in our own columns.

Sylie couldn't go unrequited, so last week's *News* carried this tasty follow-up quote:

"Anybody who is interested in a tattooed woman, a hanky pank concession, some jolly joey balloons or a terrific tribute to this reporter had better hurry out and buy *The Billboard* magazine. Referring to this young slob as 'Sylie' (Ed. Note: You're not so young, Bob) *The Billboard* uses such highly descriptive and original compliments as pop-off and know-it-all. *Billboard* got all excited (who's excited?) because of this column's recent analysis of its disk jockey poll. Still excited, the magazine points out that disk jockeys discovered and brought to fame one Ted Weems. Ted Weems was an established band leader when Paul Whiteman was in knee pants."

Sylie Still Slobbering

Just like that—we're told off. Actually, since Sylie knows enough to classify himself with concessions, balloons and tattooed women we should run this editorial back in the outdoor section. But we'll stick to this space if only to advise Broadwayites that our "young slob" is still slobbering.

Nowhere did *The Billboard* say that the jockeys "discovered" Ted Weems. We referred to him only as an orkster whom the jockeys helped build.

When you've been around as long as *The Billboard*, Sylie, you'll find that Weems was sure enough an established band leader when Paul Whiteman wore knee pants. But even Ted will admit that for the past 15 years he had drifted into obscurity. Initially he won great fame—then came a long, long lag—and this year due to *Heartaches* and a jockey push Weems became a re-established "name figure." Ask the talent agents to compare the pre-war selling price of the Weems ork with the price today. Ask the kids who never heard of Weems or *Heartaches* until 1947 and now think he plays a new kind of rhythm.

And ask yourself, Bob, don't you think this pontificating on the music biz (tongue in cheek or not) should be left to people and papers who work at it? You're entitled to your opinion, but why not preface same with a two-line announcement to the effect that "the statements that follow reflect my own opinion and are not necessarily accurate or expert?"

That way you'll be admitting you're no authority on the music biz, Bob. But, what the hell, the truth never hurts.

Justice Dept. Is Studying New Petrillo Edicts for Anti-Trust Act Violations

Other Moves Under Way Against AFM Chief's Latest Bans

(Continued from page 3)
on the West Coast exploring AFM activities there, has sent word to Washington that he was "thoroly surprised" by Petrillo's two latest edicts. He reportedly has hinted that Petrillo led him to believe that an "era of good feeling" was about to begin and that moderation could be expected from AFM in all future dealings with the record and radio industries. Kearns had a series of conversations with Petrillo here last month prior to the congressman's departure for the West Coast.

Justice Department Criminal Division officials are not promising definite action but are indicating that "an exhaustive study" will be made to determine whether Petrillo is "within the law" in refusing to make instrumentalists available to new concerns seeking to enter the record manufacturing business. Since the union's action is seen as threatening to curb competition from new manufacturers, it is considered possible by some legalists that the step constitutes a restraint of trade.

The Justice Department's inquiry is expected to be long drawn out, and it is believed unlikely that the

Criminal Division will decide on a definite course before mid-September. By that time Representative Kearns is expected back in Washington to take up the possibility of probing Petrillo anew on all union matters involving manufacture of records.

As a result of recent embarrassing developments for congressional probers in other inquiries, however, it is believed that Kearns will move cautiously before proceeding on any major investigation in the event he decides that a probe will be made.

Newton to Kenton Advance

HOLLYWOOD, Aug. 23.—Chuck Newton, Dan Anderson's aid at the Capitol flackery, will take over Gene Howard's old slot as advance man for Stan Kenton. Newton's exit from the Sunset and Vine diskery becomes effective September 1. Howard remains on the Coast and will soon open offices as an indie music flacker while still retaining the Carlos Gastel stable. Newton's work was centered mostly in servicing disk jockeys. His duties will be absorbed by Anderson's department.

Mills Heads Body Working On '48 Event

At Grand Central Palace

NEW YORK, Aug. 23.—Plans for the first musical world's fair, to be held here next summer, are being worked out by a committee headed by E. C. Mills, the one-time chairman of Music Publishers' Protective Association and former general manager of the American Society of Composers, Authors and Publishers. The event, which will be officially tagged the International Music Exposition, will be held at Grand Central Palace and will feature exhibits from representatives in the music field all over the world.

According to preliminary figuring, the exposition would take over four floors of the Palace, with run-of-the-exposition displays on three floors and a theater on the fourth. The latter would be used to present name orks, booked in for set periods of time, that would not only play for the attendees but also broadcast via shortwave to the world. Also planned is an international symphony orchestra, with musicians recruited from various countries, performing under the baton of Sergei Koussevitzky.

All Phases of Industry

The exposition would cover all phases of the music industry, with (See *Musical World's Fair*, page 34)

Natl. Dance Week

NEW YORK, Aug. 23.—Initial response to National Dance Week (*The Billboard*, August 23) has mounted swiftly in the offices of General Artists Corporation, which together with other major agencies is promulgating the idea of a week-long shot in the arm for every phase of music biz.

GAC's Howard Sinnott, one-night booker, has a luncheon confab set with Jimmy Tyson, of Music Corporation of America, and Phil Brown, of William Morris, at which an official push on earlier plan approval is expected to take place.

Press departments of all three agencies all are united behind the effort, with promoters and disk jockeys already expressing eagerness to back the biz-building scheme to the hilt.

Frank Palumbo's Click in Philly has promised GAC that full attention to National Dance Week will be given in network shots emanating from the spot as well as in local newspaper coverage. Other band-featuring niteries have expressed enthusiasm and will pitch behind the week, which probably will come in late September.

Talent agencies promise a combined plaque to the ballroom, hotel or location that does the best promotion and exploitation job on National Dance Week. If enough tradesmen pitch behind the job *The Billboard* has agreed to act as contest judge for promoters and disk jockeys who create the most interest in National Dance Week.

ALEXANDER BACKS DOWN

Clears BMI And Its Execs After Meeting

Switch to Hearts and Flowers

NEW YORK, Aug. 23.—After three weeks of intensive blasting at Broadcast Music, Inc. (during which time he had thrown the book at BMI officials in letters to affiliated pubbers and broadcasters, and had in turn received responses not only from the pubbers but from radio stations, Justin Miller, president of the National Association of Broadcasters (NAB) and association members), Perry Alexander this week did a startling about-face, backed down and completely exonerated BMI and its officials. Acting as chairman of the BMI small publishers committee, Alexander, following a meeting with Carl Haverlin, BMI president, Thursday (21), sent the following letter to the BMI prexy:

Alexander's Letter

On August 4, 1947, I sent out a letter to station owners and the board members of NAB in which I pointed out to the best of my knowledge what I considered many weaknesses in BMI; also statements of unfair practices.

At the time I wrote this letter, I felt that I was armored with sufficient proof to substantiate the accusations and statements made. But in checking further, I discovered that my source of information was not as infallible as I had thought it to be, but most unreliable. I have found after painstaking effort that I was indeed the victim of gross misstatements and from a source that I considered infallible.

To get to the point: The accusations that I made against Sydney Kaye, Robert Burton and Merritt Tompkins have proven to be so grossly untrue, that I am taking this means to publicly apologize to these gentlemen for the damage and embarrassment I surely must have caused them. When I made these statements I had every reason to believe them true and when I discovered they were not true, I felt that it was time for me to correct this great error.

I would like to clarify other statements: "We have been met with rudeness, arrogance and downright insults." This statement, in justice to all concerned, I sincerely believe to be debatable. Perhaps it was my misfortune to have walked into BMI under conditions not conducive to a more amicable atmosphere.

I also made the statement that "several hundred thousands have been grossly wasted." That also is debatable because in all businesses, losses are inescapable. I can truthfully say that losses in my other business interests are very large, which simply means that I am spending money and carrying on a business.

I also raised a question as to why the incentive plans were made available to some publishers and not to others. I would like to answer this by simply saying that since BMI is spending money, they should have a choice as to manner and with whom they spend it, whether they are right or wrong.

Referring again to my letter in its entirety, I want to say that it was not intended to hurt, but to help. If it has helped others as much as it has

T. Dorsey Clips BG But Boys Brush It Off as a Mistake

HOLLYWOOD, Aug. 23.—Biggest mystery at week's end was whether Tommy Dorsey really clipped Benny Goodman on his musical jaw—or not. For, while the flack department of Samuel Goldwyn Studios was busy giving its "eye-witness" accounts of the fracas, both Goodman and Dorsey were working hard to squash the whole incident, brushing it off as a mere outburst of musical temperament.

According to a Goldwyn spokesman, the blow-up took place during a recording session of the title song of Danny Kaye's new pic, *A Song Is Born*, where musickers Goodman, Dorsey, Lionel Hampton, Charlie Barnett and Louis Armstrong were busy waxing under Emil Newman's baton. Upon completion of the take, Benny is said to have injected a few ad lib hot licks of his own, thereby ruining the record. Whereupon Dorsey gave Goodman what for, declaring that he had been working since 2 a.m. and wanted to get the session done with as soon as possible.

Dorsey was already miffed at Goodman because B. G. was two hours late reporting for work. One endearing musical word led to another, until Goodman is reported to have called Dorsey a few choice adjectives. Tommy, thereupon, landed a solid punch which knocked Benny thru a music stand. The two were pulled apart. Goodman left the sound stage and the incident was closed.

The Goodman version of the "Battle of the Week" was entirely dif-

ferent from that issued by the Goldwyn studios. Benny, apparently none the worse for wear and as chipper as ever, told *The Billboard* that the whole thing was a mystery to him. "To be honest with you, I don't know what it's all about," he said. "I was just sitting with my clarinet in hand waiting for the next take, when Dorsey came up to me and hit me. He mumbled something which sounded like 'You had this coming to you for years' and swung at me."

Goodman said the whole thing was surprising, since he believed everything was friendly on the Dorsey front. He pointed out that only a few days earlier he appeared at Dorsey's Casino Gardens Ballroom in a special Damon Runyon memorial show and prior to that he had done a guest air shot with Dorsey.

Dorsey could not be dragged away from the Miramar Hotel swim pool this morning (23), but Personal Manager Arthur Michaud likewise poo-hooped the whole incident. He said it was grossly exaggerated, and neither Dorsey nor Goodman landed punches. Both swung at the open air and both hoped the whole thing would be quickly forgotten, he added.

One insider suspected strongly that Goodman's flackery was struggling hard to make something of the flare-up, pointing out that the title of the Danny Kaye pic had just been changed from *That's Life to A Song Is Born* and a fracas was just the type of publicity break needed.

helped me, I would say that its mission is fulfilled, because it has given me the opportunity to take stock of my own personal errors and a chance to correct them as best I know how.

I would like to wish you and entire staff of BMI unlimited success and if there is anything that I or my committee can do to help, I want you to be free to call on us.

Haverlin Writes Broadcasters

Following receipt of the Alexander letter, Haverlin sent the following message to broadcasters:

After a meeting yesterday with Mr. and Mrs. Perry Alexander, he wrote me a letter in which he completely retracts the charges of misdeeds and malpractice he had levelled against Messrs. Kaye, Tompkins and Burton in his open letter of August 4.

While no letter or retraction was required by those of us who know them, the mere fact that such charges were made with such vigor and without qualification in an open letter, must have caused concern to those who do not know Messrs. Kaye, Tompkins and Burton personally. I know that these people will receive Mr. Alexander's voluntary retraction with relief.

I think you will want to know why Mr. Alexander wrote his two open letters and the letter withdrawing the charges.

He told me that, irritated by what he thought was discourteous treatment, he began to look for evidence of similar treatment of others so that thereby these conditions might be rectified. Over a period of time he also gathered such stray bits of gossip and supposed "inside" information about BMI as came his way. He fell victim to people who seemingly had malice rather than facts to transmit to him. Then on May 13 he wrote me a

friendly letter of welcome to BMI and asked for an appointment. I answered him the following day as my file copy indicates:

May 15, 1947

Dear Mr. Alexander:

Thank you for the good wishes in your letter of May 13.

I would be delighted to see you at any time. Perhaps you will find next Tuesday or Wednesday convenient. In any case, if you will telephone my office we can arrange a suitable time.

Sincerely,
CARL HAVERLIN

By mischance he did not receive this letter. He interpreted my presumed failure to respond as further evidence of discourtesy. In his own words, he "blew his top" and circulated his open letters.

Then his friends urged that he reconsider the matter. They pressed him to check his facts. He did so and in the light of calm review he found he had no substantiation of a single claim of dishonesty; that the transactions he thought showed bad business judgment were not certainly such.

He came to the serious realization that he had committed a grave injustice to the three men in particular and to BMI in general.

He then requested the meeting with me at which he made, voluntarily, a full and complete statement. Thereafter he wrote the letter referred to above, a copy of which is attached.

Whatever we may think of Mr. Alexander's original errors of judgment and procedure, all must agree that he deserves the fullest commendation for the courage and honesty of his attempt to make amends. By it, Mr. Alexander has grown in my estimation.

He now regrets the incident as much

BBC Cooks Up Scheme To Stop Radio Plugging

LONDON, Aug. 23.—British Broadcasting Corporation (BBC) early next month is expected to announce a new scheme to eliminate plugging via radio. Most effective measure of the new plan, which BBC already has accepted in principle, probably will be a big increase in the fees paid bands for broadcasting. New scales may provide for increases of as much as 40 per cent.

Orks which continue to take plug money, under the new plan, will be blacklisted for several months and banned from the air. Publishers who are caught trying to pay for plugs will have their entire issue of numbers banned for an indefinite period.

Arbitrator To Be Named

BBC will appoint an official arbitrator who will investigate and decide what constitutes an illicit payment to band leaders. Any attempt to get payment for "special arrangements" will, in the future, be looked upon as concealed bribery. No such arrangements will be paid for after the plan goes into effect. Leading band leaders already have expressed themselves in agreement with the attempt to do away with payola plugging.

Plan is the result of the inquiry by a committee of three into the plugging methods of publishers, initiated after a bribery investigation last winter. R. J. Hogwill, controller of BBC entertainment; E. Robbins, head of the legal department, and W. Streeton, contracts director, comprised the committee.

Nick Durgom Curt Weinberg Join To Handle Disk Jocks

NEW YORK, Aug. 23.—Nick Durgom, brother of George (Bullets) Durgom, personal manager for Andy Russell, Page Cavanaugh Trio, Pied Pipers, etc., has teamed up with flack Curt Weinberg here in a new biz venture.

Nick will handle disk jockey and allied disk promotion for the firm, with Weinberg tending to press coverage. Combo reflects the growing trend for press agents and jock promoters to team as one firm—witness the recent merger of Milton Karle and Irv Kahn.

as we do. Despite the unhappiness and concern his ungrounded charges have caused, BMI bears no ill will toward Mr. Alexander.

It is only fair to him to state that his long, costly up-hill fight for success in the highly competitive music business has affected his physical health. His financial losses and business worries burden him greatly.

While I cannot and do not condone his faults, under the circumstances as I know them I can and do sympathize with his problems and wish him the best of luck in his professional endeavors.

Finally, I hope no one will allow any echo of this unfortunate affair, now thankfully resolved, to influence him adversely as to use of music published by Mr. and Mrs. Alexander.

As for use at BMI the result of all this has been to bring into sharp focus the continuing problem of the small publishers, always a matter of grave concern to us. We shall now give even closer scrutiny and the most serious study to these relationships.

Sincerely,
CARL HAVERLIN

300% ASCAP EXHIB TAX HIKE?

High Prices Cut Name Orks Out of Lush Film-Short \$\$\$

NEW YORK, Aug. 23.—Name and semi-name orks are losing plenty of extra loot and promotion from the once flourishing, lucrative film short field because skyrocketing costs, which have risen as much as 200 per cent in the last two years, have forced producers to curtail their output. The heaviest production cost rise has been the result of upped band prices. Semi-names are now demanding about \$2,500 and names between \$10,000 and \$12,500. Consequently, a semi-name band short which once might have been budgeted at \$2,500-\$3,000 now runs \$8,000-\$10,000 and more and a one-reeler with a big name that formerly might have cost about \$7,500 now runs at least \$30,000.

Flickery execs point out that they would rather hire a band for a spot in a full-length feature than pay an ork the same or even higher dough for the one or two days required to film a short. However, even ork feature spots in recent months have dipped in number, with only an occasional Harry James or Xavier Cugat sequence showing. Pic producers also point out that rentals from shorts have gone up only about 15 per cent and that many exhibitors are resisting even that increase.

Reissuing Oldies

The effect of the higher production costs is shown in the plans of two major film companies, Warner Bros. and RKO, to reissue oldies in the 1947-'48 season. Warner, once one of the most prolific producers of band shorts, will revive eight one-reelers made under the title *Melody Masters*. The line-up will include shorts by Freddy Martin, Rubinoff, Artie Shaw, Henry Busse, Saturday Swing Club and Joe Reichman.

RKO will reissue seven oldies by Eric Madriguera, Tommy Tucker, Johnny Long, Duke Ellington, Jerry Wald, Ray McKinley and Dick Stabile. In addition, the firm will revive four two-reelers made about five years ago by Ray Whitley's Western band and will bring out four two-reel featurettes by the Tex-Beneke-Glenn Miller band, Gene Krupa, Stan Kenton and Frankie Carle.

12 Columbia Shorts

Columbia, on the other hand, is planning to make and release 12 new shorts under the title *Thrills of Music*, featuring orks along with Fred Robbins, WOV disk jockey. Boyd Raeburn has just finished one and the Lecuona Cuban Boys are in the process of putting another on film now. Negotiations with Claude Thornhill are about set and Columbia is trying to line up Jimmy Dorsey for another in the series.

Universal is reported considering dropping band shorts. The firm has 13 shorts scheduled but they may feature Western musicals rather than dance orks.

Paramount won't reissue music shorts but plans to restrict its activities largely to non-names. In November the firm will bring out one with Hal McIntyre. Phil Spitalny and Fred Waring were offered short deals, but were nixed when the orksters asked for too much dough.

Philly's Click Inks Harry James & T.D.

NEW YORK, Aug. 23.—Both Harry James and Tommy Dorsey have been set for the Click in Philly. James, after a series of one-nighters will play the Hollywood Palladium from October 7 to November 6 and the Click from November 24 to December 6.

T. D. will come into the Click December 8-21 after starting his tour at the California State Fair, Sacramento, September 3-6, and playing a

New Bus Service Tees Off in Chi With King Ork

CHICAGO, Aug. 23.—A new national bus transportation service, which will cater only to traveling segs of show business, teed off here this week. The new firm, Northern Limited, headed by Ira Goodfriend, Prexy, and Jimmy Leeper, ex-band road manager, will serve entertainers thru main garages in Chicago, Omaha and New York, with an additional garage set for a Texas metropolis soon. New service will be set up with teletypes in all main garages, so that all booking offices can contact NL immediately by wire. New firm expects to pick up traveling units and bands by sending out busses from key garage points.

The transportation firm set up its first tour this week with the Wayne King band, which is readying for a 44-day concert tour. The firm is equipped to build custom-made busses, one of which will be utilized by King and three others in the entourage, while the remaining members of the troupe will occupy a standard bus. The custom-made job for King himself is cut in half, with rear end made to hold baggage, while front end has been made into a combination living room-bedroom according to King's specifications. The NL machine shops are equipped to convert the interior of any size bus to leader's requirements, Leeper said. The NL bus equipment includes 20 busses, ranging in size from 20 to 37 passenger types.

Roy Johnson Leaves Band Biz For Farm

CHICAGO, Aug. 23.—Roy Johnson, veteran band booker, this week retired from show business, handing in his notice as Midwest one-night skedder for Associated Booking Corporation, to take over a farm in Cherokee, Ala., starting next week. Johnson started in 1931, going with Frederick Bros. in their original Kansas City, Mo., headquarters, eventually working also in their New York and Cleveland offices. Before he entered the service in 1942, Johnson had been raised to a v.-p. post with FB. After returning from service, he went with Central Booking Office, Chicago, staying two years, until his recent switch to ABO, together with Fred C. Williamson.

Williamson, ABO Chi chief, said that he is seeking a replacement for Johnson, and that until a successor can be appointed, he would handle the band skedding in the Midwest himself.

couple of theater dates. Dorsey will play the RKO Theater, Minneapolis, October 2-8, and the Riverside Theater, Milwaukee, October 9-15.

Semi-Name Orks Pulling in Belts

NEW YORK, Aug. 23.—An indication of how small the difference between profit and loss is for big semi-name bands is seen in the plans of a couple of leaders to cut down the size of their orks. Shorty Sherock, who will start a two-week New England tour tomorrow (24), at New London, Conn., will cut from 14 sidemen and two vocalists to 14 total.

Les Elgart, who goes into the Rustic Cabin August 26, also is considering cutting his unit from 15 sidemen and two vocalists to 13-14 tops.

Messner Planning Sq. Dance Gimmick

NEW YORK, Aug. 23.—Johnny Messner will return here next month to organize a new band of 12 sidemen and a girl vocalist, with an entertainment gimmick, probably a square dance feature complete with a caller. The band leader got the idea while playing hillbilly music at his present location, Round-Up Ranch, Downsville, N. Y.

As in 1946, Messner plans to play a limited number of locations for not more than two weeks at a time, and college dates and private parties the rest. His first private date is set for October 12 at the Pennsylvania Hotel for the Metropolitan Life Post of the American Legion.

Newly Drawn License Plan Starts Oct. 1

Boost Faces Opposition

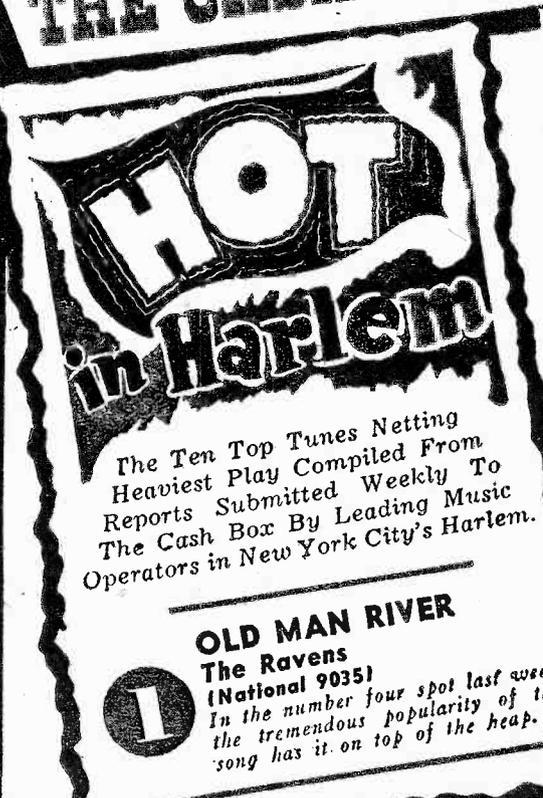
NEW YORK, Aug. 23.—Out to hike its annual revenue from some 17,000 motion picture theater licensees in the country, American Society of Composers, Authors and Publishers (ASCAP) stands to double or treble its take from exhibitors if its new licensing formula goes over. Of its 1946 annual melon (over \$9,000,000) ASCAP collected nearly \$2,000,000 from theater "seat taxes."

Under this week's announcement the Society tossed its "seat tax" licensing system into the wastebasket and adopted a plan, effective October 1, of "ascertaining the potential income from a capacity sale of the theater for a single performance and using that as the amount of the annual license fee." ASCAP's Prexy Deems Taylor explained that "since there usually are well over 1,000 performances a year, it is simple mathematics to estimate that the Society will receive about one one-thousandth of each admission dollar."

Stiff Increases

Comparing the old "seat tax" system with the new "single capacity performance" formula reveals the potential extent of the raise in ASCAP (See ASCAP Boosts on page 33)

THE CASH BOX



The Ten Top Tunes Netting Heaviest Play Compiled From Reports Submitted Weekly To The Cash Box By Leading Music Operators in New York City's Harlem.

OLD MAN RIVER
The Ravens
(National 9035)
In the number four spot last week. The tremendous popularity of this song has it on top of the heap.

THREE WEEKS IN A ROW!

THE RAVENS "OL' MAN RIVER" TOPS THEM ALL!

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SAM BROWN



Altho Sam spins a lot of wax over Washington's WJMX he plays no Congressional records. He conducts the Music Hall, features all types of popular music.

IRVING BERLIN'S
NEWEST NOVELTY HIT



Ray
Bloch

ON SIG
15114

KATE

Vocal by Alan Dale and the Ensemble

IF MY HEART HAD A WINDOW

Vocal by Alan Dale and the Signifive

Signature
records
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SUPPLY CORPORATION

See your GESCO distributor or write direct to Signature Records, 401 W. 28th St., New York 1, N. Y.

The Billboard
MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

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

Week Ending
August 23



HONOR ROLL OF HITS

(TRADEMARK)

The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. This Week Last Week

1. PEG O' MY HEART 1
By Alfred Bryan and Fred Fisher
Published by Robbins (ASCAP)
Records available: Buddy Clark, Columbia 37392; Glenn Davis, Skating Rhythms SR-235; Clark Dennis, Capitol 346; the Harmonicats, Vitacoustic 1 & 2; Dolph Hewitt, Dixie 115; Eddie Heywood Ork, Decca 23960; Art Lund, MGM 10037; Ted Martin, DeLuxe 1080; Red McKenzie, National 9027; Glenn Miller Ork, Decca 25075; Miff Mille Nickleland Band, Commodore C-1518; Danny O'Neil, Majestic 7238; Phil Regan, Decca 25076; Floyd Sherman-the Chickering Four, Signature 15119; The Three Suns, Victor 20-2272; Ted Weems, Mercury 5052. Electrical transcription libraries: The Ambassadors, Lang-Worth; The Novatime Trio, NBC Thesaurus; Allen Roth, NBC Thesaurus; Eddie Skrivaneck Ork, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Paul Martin, Standard; Lawrence Welk, Standard; Russ Morgan, World.
2. THAT'S MY DESIRE 2
By Carroll Loveday and Helmy Gresa
Published by Mills (ASCAP)
Records available: Ray Anthony Ork, Sonora 2019; Hadda Brooks, Modern Music 147; The Cats and the Fiddle, Manor 1064; Ella Fitzgerald, Decca 23866; Golden Arrow Quartet, Continental C-6048; Woody Herman, Columbia 37329; Sammy Kaye, Victor 20-2251; Frankie Laine, Mercury 5007; Curtis Lewis, Apollo 1056; Art Mooney Ork, MGM 10020; The Scamps, Modern Music 20-516; Martha Tilton, Capitol 395; Glenn Davis, Skating Rhythms, SR-235; Phil Reed, Dance-Tone 118. Electrical transcription libraries: Barclay Allen, MacGregor; Lenny Herman, Lang-Worth; Art Mooney Ork, Associated; The Music of Manhattan Ork, NBC Thesaurus; Charlie Spivak, World; Leighton Noble, Standard.
2. I WONDER WHO'S KISSING HER NOW 4
By W. M. Hough, F. R. Adams and J. E. Howard
Published by E. B. Marks (BMI)
From the 20th Century film "I Wonder Who's Kissing Her Now."
Records available: Perry Como, Victor 20-2315; Jerry Cooper, Diamond 2082; D'Artega Ork, Sonora 2012; The Dinning Sisters, Capitol 433; Bobby Doyle, Signature 15057; The Hollywood Rhythm-alres, Hollywood Rhythms 1552; Jack McLean Ork, Coast 8002; Ray Noble, Columbia 37544; The Four Vagabonds, Apollo 1055; Ted Weems-Perry Como, Decca 25078; Foy Willing, Majestic 6013; Marshall Young, Rainbow 10002; Glenn Davis, Skating Rhythms, SR-239; Frank Froeba, Decca 23602; Joe Howard, DeLuxe 1036; Joseph Littau Ork, Pilo-tone 5132; Ben Yost Singers, Sonora 1084; Danny Kaye, Decca 24110; Jerry Vincent, Pearl 15, Phil Reed, Dance-Tone 119; Jack McLean Ork-Wayne Gregg, Coast 8013. Electrical transcription libraries: Chuck Foster, Lang-Worth; Ozie Waters, MacGregor; Randy Brooks, Lang-Worth; Billy Butterfield, Capitol; Frank Froeba, World; Hollywood Srenaders, Capitol; Music Hall Varieties, NBC Thesaurus; Merle Pitt, Lang-Worth and World; Claude Sweeten, Standard; George Towne, Associated; Al Trace, Lang-Worth; Artie Wayne, MacGregor.
3. SMOKE! SMOKE! SMOKE! (THAT CIGARETTE) 3
By Merle Travis and Tex Williams; published by American (BMI)
Records available: Johnny Bond, Columbia 37831; Phil Harris, Victor 20-2370; Deuce Spriggins, Coast 263; Lawrence Welk, Decca 24113; Tex Williams, Capitol Americana 40001.
4. I WONDER, I WONDER, I WONDER 3
By Darryl Hutchins
Published by Robbins (ASCAP)
Records available: Louis Armstrong, Victor 20-2228; Jack Carroll, National 9032; Eddy Howard, Majestic 1124; Van Johnson, MGM 10018; Guy Lombardo, Decca 23865; Ted Martin-Air Lane Trio, De Luxe 1075 and De Luxe 1070; Tony Pastor, Columbia 37353; The Scamps, Modern Music 20-516; Ted Straeter Ork, Sonora 2024; Martha Tilton, Capitol 395; The Vagabonds, Trilon 114; The Four Aces, Trilon 143; Glenn Davis, Skating Rhythms, SR-236. Electrical transcription libraries: Art Mooney, Associated; Charlie Spivak, World; Leighton Noble, Standard.
5. WHEN YOU WERE SWEET SIXTEEN 8
By James Thornton; published by Shapiro-Bernstein (ASCAP)
Records available: Perry Como, Victor 20-2259; Mills Brothers, Decca 23627; Dick Jurgens, Columbia 37803.
6. FEUDIN' AND FIGHTIN' 5
By Al Dubin and Burton Lane
Published by Chappell (ASCAP)
Records available: Tex Beneke, Victor 20-2313; Dorothy Shay, Columbia 37189 (also in Dorothy Shay Sings Album, Columbia C-119); Rex Allen, Mercury 6049; Bing Crosby, Decca 23975; Georgia Gibbs, Majestic 12011; Kate Smith, MGM 10041; Jo Stafford, Capitol B443.
7. CHI-BABA, CHI-BABA 7
By Mack David, Al Hoffman and Jerry Livingston; published by Oxford (ASCAP)
Records available: Blue Barron, MGM 10027; Counnee Boswell, Apollo 1064; The Charlottees, Columbia 37384; Perry Como, Victor 20-2259; Sherman Hayes Ork, Aristocrat 1001; Peggy Lee, Capitol 419; Ted Martin, De Luxe 1080; Louis Prima, Majestic 1133; Henry Rene Musette Ork, Victor 25-1085; George Towne Ork, Sonora 2023; Lawrence Welk, Decca 23878; Glenn Davis, Skating Rhythms, SR-238. Electrical transcription libraries: George Towne Ork, Associated; Blue Barron, Lang-Worth; Nat Brandwynne Ork; Jumpin' Jacks-Patti Dugan, NBC Thesaurus; Ernie Filice Quartet, MacGregor; the Four Knights, Lang-Worth; Lawrence Welk, Standard.
8. ACROSS THE ALLEY FROM THE ALAMO 6
By Joe Greene; published by Capitol Songs (ASCAP)
Records available: Earl Hagen Ork, Mercury 3060; Glenn Davis, Skating Rhythms SR-237; Woody Herman, Columbia 37289; Stan Kenton, Capitol 387; Mills Brothers, Decca 23863; The Three Suns, Victor 20-2272. Electrical transcription libraries: Les Brown, World; Lawrence Welk, Standard.
9. ASK ANYONE WHO KNOWS 7
By Eddie Seiler, Sol Marcus and Al Kaufman; published by Witmark (ASCAP)
Records available: Joe Dosh, Continental C-11001; Larry Douglas, Signature 15123; Anita Ellis, Mercury 3059; Eddy Howard, Majestic 1124; Ink Spots, Decca 23900; Sammy Kaye, Victor 20-2239; Dinah Shore, Columbia 37344; Kate Smith, MGM 10028; Four Vagabonds, Apollo 1060; the Velvetones, Sonora 2014; Margaret Whiting, Capitol 410; Phil Reed, Dance-Tone 110. Electrical transcription libraries: Les Brown, World; Louise Carlyle, Music of Manhattan, NBC Thesaurus.
10. TALLAHASSEE 6
By Frank Loesser
Published by Famous (ASCAP)
From the Paramount film "Variety Girl."
Records available: Bing Crosby-Andrews Sisters, Decca 23885; Ray Dorey, Majestic 7239; Johnny Mercer-the Pied Pipers, Capitol 422; Vaughn Monroe, Victor 20-2294; Dinah Shore-Woody Herman, Columbia 37387; Kate Smith, MGM 10028. Electrical transcription libraries: Art Mooney, Associated; Russ Morgan, World; Louise Carlyle, Music of Manhattan, NBC Thesaurus.

RCA VICTOR'S
TONY MARTIN!

with Earl Hagen and his Orchestra and Chorus

Two brand-new ballads from the Disney flick "Fun and Fancy Free" that will have everybody singing, whistling, and dropping in the coins! The "A" is soft and lazy. Reverse moves along with a catchy up beat.

Lazy Country Side
AND
Too Good to be True
RCA Victor 20-2396

RCA VICTOR'S
VAUGHN MONROE!

with vocals by Vaughn and The Moon Maids

My, How the Time Goes By
A big plug number from the new Eddie Cantor pic "If You Knew Susie." Vaughn gives it his smooth vocal touch for a long, busy stay in the coin circuit.

I'm Still Sitting Under The Apple Tree
The writers who gave Vaughn "Let It Snow," now come up with another just as big. It's gonna be wildfire!
RCA Victor 20-2394

RE-COUPLING
There! I've Said It Again
(vocal by Vaughn and The Norton Sisters)
AND **My Devotion**
RCA Victor 20-2388

RCA VICTOR'S
THE THREE SUNS!

On the Avenue
A foreign tune on up tempo, with soft-shoe-shuffle in the middle chorus.
Sentimental Souvenir
This slow, sweet, dreamy instrumental is a cross between "Sunrise Serenade" and "Twilight Time" . . . and sure to ride just as high!
RCA Victor 20-2393

RCA VICTOR'S
CHARLIE SPIVAK!

(I'm Gonna Wait)
A Little Bit Longer
Charlie and the boys strike up a bright bouncy beat as Irene Day packs charm into the melody. Chummy MacGregor, former Glenn Miller arranger, is the composer. Looks like a hit!
What Are You Doing New Year's Eve?
A cute ditty which has Tommy Mercer and Irene Day discussing a date for Dec. 31.
RCA Victor 20-2395

RCA VICTOR'S
BILL BOYD!

and his Cowboy Ramblers
Bill, with the help of The Male Trio and electric guitars, delivers an ultimatum to his gal. Flip has an explanation of those white lies he told, set to peppy instrumental background.
Now or Never AND Tellin' Lies
RCA Victor 20-2379

RCA VICTOR'S
TEX BENEKE!

with The Miller Orchestra
8 immortal campus tunes in smooth, danceable style . . . with a neat display of instrumental solos, and vocals.

"Prom Date" Album P-183
The Sweetheart of Sigma Chi
(vocal by Garry Stevens)
AND **Washington and Lee Swing**
RCA Victor 20-2337

Alma Mater-Cornell
AND **The Eyes of Texas**
(vocal by The Moonlight Serenaders)
RCA Victor 20-2338
Rambling Wreck from Georgia Tech
(vocal by Tex Beneke and The Moonlight Serenaders)
AND **Anchors Aweigh**
(The Song of the Navy)
RCA Victor 20-2339

On Wisconsin
(University of Wisconsin Song)
AND
The Victory March of Notre Dame
(Notre Dame Song)
RCA Victor 20-2340

RCA VICTOR'S
DEEP RIVER BOYS!

Male quartet with piano, guitar, bass and drums
Bloop Bleep
The Deep River Boys give a unique sample of humor-harmony in the new smash novelty now sweeping the country. "Bloop Bleep" is a song about the drip, drip of a leaky faucet. It'll RAIN coins!
I Left Myself Wide Open
Some straight romantic balladeering with the rich, warm type of singing so typical of this outstanding group.
RCA Victor 20-2397

● **THE BLUE SKY BOYS**
(Bill and Earl Bolick) Singing with mandolin, guitar, violin and bass.
Sold Down the River
AND **I'm Glad**
(I'm Glad He's Gone and Left You)
RCA Victor 20-2380

● **HALL SISTERS**
with Jesse Stone and his Orchestra
You Never Can Tell the Depth of the Well
(By the Length of the Handle on the Pump)
AND **Trouble is a Man**
RCA Victor 20-2386

● **ARTHUR "BIG BOY" CRUDUP**
Blues singer
I Don't Know It
AND
That's Your Red Wagon
RCA Victor 20-2387

● **CARLOS GARDEL**
with Orchestra and Guitars
"Album of Tangos"
(RCA Victor Album 5-23-A)
Silencio AND Soledad
RCA Victor 82856
Mi Buenos Aires Querido
AND
Melodia De Arrabal
RCA Victor 82857

Por Una Cabeza
AND
Golondrinas
RCA Victor 82858

● **HENRI RENÉ**
and his Orchestra
Gypsy Polka
AND
Valse Vanité
RCA Victor 25-0103

● **LAWRENCE DUCHOW**
and his Red Raven Orchestra
Yes, Yes—POLKA
AND
Two Gossipers—LANDLER
RCA Victor 25-1094

POLISH
● **WALTER OSSOWSKI**
and his Instrumental Quartet
Siekana Polka
(Chopsticks)
AND
Fantazia Polka
(Fantasy)
RCA Victor 25-9179

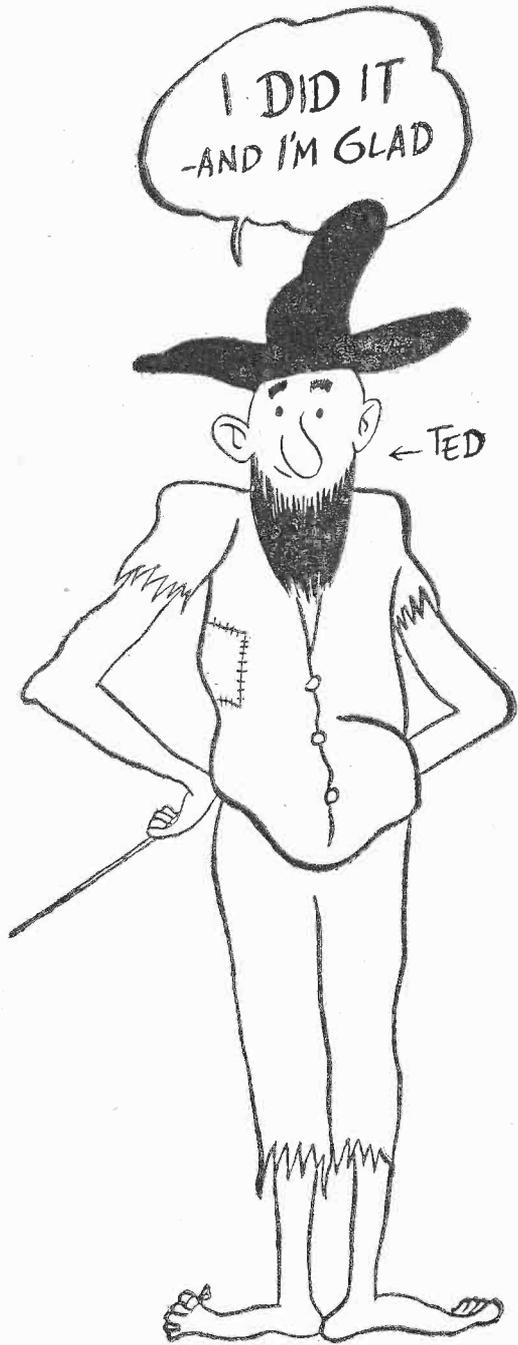
LATIN AMERICAN

● **JOSÉ CURBELO**
and his Orchestra
Cuando Aprenderas?—BEGUING
(When You Cross Your Heart)
AND
Boogie-Woogie Na Favela
(The Bumble Boogie Samba)
RCA Victor 23-0665

● **LIBERTAD LAMARQUE**
with A. Malarba and his Orch.
Sin Palabras—TANGO
(Speechless)
AND
Canción Desesperada—TANGO
(Desperate)
RCA Victor 23-0668

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS



You'll be glad, too, when you hear

TED WEEMS

Latest Nickel Nabber

"MARTINS AND THE COYS"

and the Old, Old Oldie

"MICKEY"

TWO HITS FOR THE SAME PRICE

MERCURY CELEBRITY 5062

MERCURY RECORDS

The Billboard MUSIC POPULARITY CHARTS

Sheet Music

Week Ending August 23

PART II

TRADE SERVICE FEATURE

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		Publisher
	Last Week	This Week	
14	1	1.	PEG O' MY HEART (R) Robbins
6	2	2.	I WONDER WHO'S KISSING HER NOW (F) (R) ..E. B. Marks
16	3	3.	THAT'S MY DESIRE (R) Mills
13	6	4.	ACROSS THE ALLEY FROM THE ALAMO (R) ..Capitol Songs
15	4	5.	I WONDER, I WONDER, I WONDER (R) Robbins
8	8	6.	ASK ANYONE WHO KNOWS (R) Witmark
3	10	8.	I WISH I DIDN'T LOVE YOU SO (F) (R) Paramount
3	11	9.	AN APPLE BLOSSOM WEDDING (R) Shapiro-Bernstein
3	12	10.	FEUDIN' AND FIGHTIN' (R) Chappell
13	5	11.	CHI-BABA, CHI-BABA (R) Oxford
5	13	12.	ALMOST LIKE BEING IN LOVE (M) (R) Sam Fox
8	9	13.	IVY (F) (R) Burke-Van Heusen
1	—	14.	THE WHIFFENPOOF SONG (R) Miller
1	—	15.	I HAVE BUT ONE HEART (R) Barton

ENGLAND'S TOP TWENTY

Weeks to date	POSITION		English	American
	Last Week	This Week		
12	2	1.	COME BACK TO SORRENTO Ricordi Public Domain	
14	3	2.	PEOPLE WILL SAY WE'RE IN LOVE Chappell Williamson	
4	1	3.	NOW IS THE HOUR Keith Prowse "	
17	5	4.	AMONG MY SOUVENIRS Lawrence Wright T. B. Harms	
9	8	5.	I GOT THE SUN IN THE MORNING Chappell Berlin	
7	6	6.	ON THE OLD SPANISH TRAIL Peter Maurice Peter Maurice	
2	11	7.	I BELIEVE Edwin H. Morris Sinatra Songs	
6	7	8.	MAM'ELLE Francis Day Feist	
16	4	9.	A GAL IN CALICO Feldman Remick	
8	10	10.	THEY SAY IT'S WONDERFUL Chappell Berlin	
10	12	11.	HEARTACHES Campbell-Connelly Leeds	
19	9	12.	TELL ME, MARIANNE Southern Southern	
11	13	13.	OH, WHAT A BEAUTIFUL MORNING Chappell Williamson	
3	19	14.	LITTLE DUTCH MILL Irwin Dash Shapiro-Bernstein	
17	15	15.	TRY A LITTLE TENDERNESS Campbell-Connelly Robbins	
1	—	16.	GUILTY Francis Day Feist	
10	16	17.	DEAR OLD DONEGAL Leeds Leeds	
32	17	18.	ANNIVERSARY SONG Campbell-Connelly Mood	
11	18	19.	TIME AFTER TIME Sinatra Songs Edwin H. Morris	
18	—	20.	HEAR MY SONG, VIOLETTA Dix Crawford	

* Publisher not available as The Billboard goes to press.

PLAY STATUS OF FILMS WITH LEADING SONGS

Tunes listed alphabetically are in films currently showing or to be shown soon. Only tunes which have won a position in one or more of the other features of the chart are listed, since many film-featured tunes never reach any degree of popularity, and many others are never even published.

AS LONG AS I'M DREAMING (Burke-Van Heusen), sung by Bing Crosby in Paramount's "Welcome Stranger." National release date—June 13, 1947.

FUN AND FANCY FREE (Stanly-Joy), in Walt Disney's "Fun and Fancy Free." National release date not set.

I WISH I DIDN'T LOVE YOU SO (Paramount), sung by Betty Hutton in Paramount's "Perils of Pauline." National release date—July 4, 1947.

I WONDER WHO'S KISSING HER NOW (E. B. Marks), in 20th Century-Fox's "I Wonder Who's Kissing Her Now?" National release date not set.

IVY (Burke-Van Heusen), in Universal-International's "Ivy." National release date—June, 1947.

KOKOMO, INDIANA (Bregman-Vocco-Conn), in 20th Century-Fox's "Mother Wore Tights." National release date—September, 1947.

TALLAHASSEE (Famous), in Paramount's "Variety Girl." National release date not set.

YOU DO (Bregman-Vocco-Conn), in 20th Century-Fox's "Mother Wore Tights." National release date—September, 1947.

Arrest **CANCER!** **WANTED FOR MURDER!**

DATE: August 20, 1947
TO: Walter Winchell, New York City
FROM: UNITED ARTIST RECORDS, Hollywood, California
SUBJECT: COIN MACHINE INDUSTRY'S CAMPAIGN FOR DAMON RUNYON CANCER FUND sponsored by Coin Machine Industries, Inc.

UNITED ARTIST RECORDS feel privileged to be of some small assistance in your great battle for humanity. In conjunction with, and under the direction of Coin Machine Industries, we have designated UNITED ARTIST RECORD No. UA 108 "YOU'RE THE SUNSHINE OF MY HEART" and "ELLA," The Esquire Trio, as the official COIN MACHINE RECORD OF THE DAMON RUNYON CANCER FUND.

All of our profit derived from sales to Coin Machine Operators throughout the nation is being donated to this necessary and noteworthy cause. Confirming discussion between you and Mr. James Mangan of COIN MACHINE INDUSTRIES, we have every hope that you will find this record on every juke box in America on SEPTEMBER 20, 1947.



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ORDER UNITED ARTIST RECORD No. UA 108 IMMEDIATELY BY COLLECT WIRE
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Commercial Music Co.
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Love Electric Co.
 Seattle, Washington
James H. Martin, Inc.
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Massachusetts Music Distributors
 Boston, Massachusetts
Music Sales Co.
 Memphis, Tennessee
Music Sales Co.
 New Orleans, Louisiana
Niagara Midland Co., Inc.
 Buffalo, New York
O'Rourke Agencies
 Honolulu, Territory of Hawaii

Radio Supply Co.
 Salt Lake City, Utah
Scott-Crosse Co.
 Philadelphia, Pennsylvania
Southland Distributing Co.
 Atlanta, Georgia
Sunland Supply Co.
 El Paso, Texas
Sunland Supply Co., Inc.
 Phoenix, Arizona
Taran Distributing Co., Inc.
 Miami, Florida
Merle H. Weiss Distributing Co.
 Pittsburgh, Pennsylvania
Wertz Music Supply Co.
 Richmond, Virginia
Wilford Brothers, Inc.
 Los Angeles, California

UNITED ARTIST RECORDS HOLLYWOOD

The Tune Was Made by the Way It Was Played

★ AND ★

IT'S TAKING THE COUNTRY BY STORM!!

The One and Only

"NEAR YOU"

RECORDED BY

FRANCIS CRAIG

and his Orchestra



Don't Settle for a Substitute GET THE ORIGINAL DISTRIBUTORS EVERYWHERE

Bullet Recording Co.

BOX 1002, NASHVILLE, TENN.

The Billboard MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending August 23



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, August 15, 8 a.m., and ending Friday, August 22, 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)

Table with columns: Title, Publishers, Lic. By. Lists top 30 tunes including 'Near You', 'I Wonder Who's Kissing Her Now', 'I've Got a Feeling', etc.

The Remaining 16 Songs of the Week

Table with columns: Title, Publishers, Lic. By. Lists remaining 16 songs including 'As Long As I'm Dreaming', 'Cecilia', 'For Once in Your Life', etc.

RECORDS MOST-PLAYED ON THE AIR

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.

Going Strong

Table with columns: Position, Weeks Last in This to date, Title, Artist, Label, Lic. By. Lists records like 'Near You', 'I Wonder Who's Kissing Her Now', 'I've Got a Feeling', etc.

The Billboard

MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending August 23



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 italic.

POSITION		Weeks Last/This to date		Week/Week		Record	
6	1	1	1	1	1	1	SMOKE! SMOKE! SMOKE! Tex Williams Western Caravan (That Cigarette) (Tex Williams-Trio) Capitol Americana 40001 <i>Round-Up Polka</i>
8	2	2	2	2	2	2	TIMTAYSHUN Red Ingle and the Natural Seven- (I Love You) For Seventy Jo Stafford-Cinderella G. Mental Reasons Stump Capitol 412
10	4	3	4	3	4	3	PEG O' MY HEART Three Suns Victor 20-2272 <i>Across the Alley from the Alamo</i>
6	—	4	—	4	—	4	PEG O' MY HEART Buddy Clark (Mitchell Ayres Come to Me, Bend to Me Ork) Columbia 37392
11	5	5	5	5	5	5	THAT'S MY DESIRE Sammy Kaye (Don Cornell-The Red Silk Stockings and Kaydets) Victor 20-2251 <i>Green Perfume</i>
15	3	6	3	6	3	6	PEG O' MY HEART The Harmonicats-Sid Fisher... Fantasy Impromptu Vitacoustic 1
1	—	7	—	7	—	7	I WONDER WHO'S KISSING HER NOW Ted Weems-Perry Como Decca 25078 <i>That Old Gang of Mine</i>
1	—	8	—	8	—	8	I HAVE BUT ONE HEART.. Vic Damone Mercury 3063 <i>Ivy</i>
10	8	9	8	9	8	9	PEG O' MY HEART Art Lund (Johnny Thompson On the Old Spanish Trail Ork) MGM 10037
2	9	10	9	10	9	10	SMOKE! SMOKE! SMOKE! Phil Harris (Phil Harris-The Crawdad Song Sportsmen) Victor 20-2370

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.

POSITION		Weeks Last/This to date		Week/Week		Album	
3	1	1	1	1	1	1	Al Jolson Album Al Jolson Decca A-575
19	2	2	2	2	2	2	Dorothy Shay (The Park Avenue Hillbilly) Sings Album Dorothy Shay (Mischa Russell Ork) Columbia C-119
32	3	3	3	3	3	3	Al Jolson Album Al Jolson Decca 469
10	5	4	5	4	5	4	Carle Comes Calling Frankie Carle Columbia C-129
78	4	5	4	5	4	5	Glenn Miller Glenn Miller and Orchestra Victor P-148

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.

POSITION		Weeks Last/This to date		Week/Week		Record	
99	1	1	1	1	1	1	Clair de Lune Jose Iturbi Victor 11-8851
114	3	2	3	2	3	2	Chopin's Polonaise Jose Iturbi Victor 11-8848
72	2	3	2	3	2	3	Jalousie The Boston Pops; Arthur Fiedler, conductor... Victor 12160
15	4	4	4	4	4	4	The Whiffenpoof Song Robert Merrill Victor 10-1313
88	5	5	5	5	5	5	Warsaw Concerto The Boston Pops Ork; Arthur Fiedler, conductor; Leo Litwin, pianist Victor 11-8863

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.

POSITION		Weeks Last/This to date		Week/Week		Album	
105	1	1	1	1	1	1	Rhapsody in Blue Oscar Levant, Philadelphia Ork, Eugene Ormandy, conductor Columbia X-251
6	2	2	2	2	2	2	The Student Prince Al Goodman Ork (Earl Wrightson, Mary Martha Briney, Donald Dame, Francis Greer and the Guild Choristers) Victor P-180
18	4	3	4	3	4	3	Rhapsody in Blue Paul Whiteman Signature GP-1
50	3	4	3	4	3	4	Rachmaninoff Concerto No. 2 in C Minor Artur Schnabel, pianist, NBC Ork; Vladimir Goltschmann, conductor Victor 1075
34	—	5	—	5	—	5	Tchaikowsky Nutcracker Suite Eugene Ormandy, conductor Philadelphia Ork. Victor DM-1020

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 BY ALL TOP ARTISTS

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The Billboard
MUSIC POPULARITY CHARTS

PART
V

Juke Box Record Plays

Week Ending
 August 23



MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 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	POSITION		Record
	Last Week	This Week	
7	2	1	SMOKE! SMOKE! SMOKE! Tex Williams Western Caravan (That Cigarette) (Tex Williams-Trio)..... Capitol Americana 40001
10	3	2	PEG O' MY HEART Three Suns Victor 20-2272
18	1	3	PEG O' MY HEART The Harmonicats-Sid Fisher... Vitacoustic 1
3	8	4	I WONDER WHO'S KISSING HER NOW (F) Ted Weems-Perry Como..... Decca 25078
14	4	5	THAT'S MY DESIRE Sammy Kaye (Don Cornell-The Kaydets) Victor 20-2251
14	6	6	I WONDER, I WONDER, I WONDER Guy Lombardo..... Decca 23865
14	5	7	I WONDER, I WONDER, I WONDER Eddy Howard..... Majestic 1124
8	9	8	WHEN YOU WERE SWEET SIXTEEN Perry Como (The Satisfiers-Lloyd Shaffer Ork) Victor 20-2259
9	7	9	TIMTAYSHUN Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle) .. Capitol 412 (Jerry Brent Ork, Modern Music 20-510; Henry Busse Ork, Four Star 1139; Bing Crosby (John Scott Trotter Ork), Decca 23754; Noro Morales Ork, Majestic 1130; Juan Rolando, Cocktail Hour CGE 116)
17	11	10	THAT'S MY DESIRE Frankie Laine..... Mercury 5007
9	12	11	PEG O' MY HEART Art Lund (Johnny Thompson) MGM 10037
7	14	12	TALLAHASSEE Bing Crosby-Andrews Sisters (Vic Schoen Ork)..... Decca 23885
13	10	13	CHI-BABA, CHI-BABA Perry Como (The Satisfiers-Lloyd Shaffer Ork)..... Victor 20-2259
5	—	14	PEG O' MY HEART Buddy Clark Columbia 37392
2	13	15	FEUDIN' AND FIGHTIN' .. Dorothy Shay (Mischa Russell Ork) Columbia 37189

Coming Up

NEAR YOU Francis Craig..... Bullet 1001

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are folk records most played in juke boxes according to The Billboard's weekly survey among juke box operators.

Weeks to date	POSITION		Record
	Last Week	This Week	
10	1	1	SMOKE! SMOKE! SMOKE! Tex Williams Western Caravan (Tex Williams-Trio) Capitol Americana 40001
11	2	2	TIMTAYSHUN Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle) .. Capitol 412
14	3	3	IT'S A SIN Eddy Arnold and His Tennessee Plowboys.. Victor 20-2241
2	5	4	I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms) Eddy Arnold and His Tennessee Plowboys..... Victor 20-2332
3	4	5	FEUDIN' AND FIGHTIN' .. Dorothy Shay (Mischa Russell Ork) Columbia 37189

MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race-type disks most played in the nation's juke boxes, according to The Billboard's weekly survey among juke box operators.

Weeks to date	POSITION		Record
	Last Week	This Week	
1	—	1	BOOGIE WOOGIE BLUE PLATE Louis Jordan Decca 24104
22	5	2	I WANT TO BE LOVED (But Only By You) Savannah Churchill.. Manor 1046
9	3	2	I WANT TO BE LOVED (But Only by You) Lionel Hampton and His Hamptonians Decca 23879
12	1	2	JACK, YOU'RE DEAD Louis Jordan Decca 23901
9	4	3	NEW ORLEANS BLUES ... Johnny Moore's Three Blazers (Charles Brown) Exclusive 240
2	—	4	TRUE BLUES Roy Milton Ork (Roy Milton) Specialty SP-510
1	—	5	ASK ANYONE WHO KNOWS Ink Spots Decca 23900

The Billboard MUSIC POPULARITY CHARTS

PART VI



Record Reviews and Possibilities

Week Ending August 23

RECORD POSSIBILITIES

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.

FREEDOM TRAIN.....Bing Crosby, Andrews Sisters.....Decca 23999

With the tremendous impetus provided by the American Heritage Foundation, the "Freedom Train" song is bound to latch on to the whirlpool of publicity that will not only be conducted on a nationwide basis, but which will be concentrated on localities throuth the country as the real train puffs its way across the country.

RECORD REVIEWS

Lightface portion of reviews is intended for information of all record and music users. Boldface portion is intended for guidance of juke box operators.

MAX KLETTER (Sun 1155)

Our First Waltz—W; V. Sing, Birdie, Sing—W; V.

A familiar singing figure on the Jewish stage, the rich and fully dramatic tenoring of Max Kletter provides full meaning and expression for both of these familiar folk songs. With organ accompanying, his voice rings out lyrically for "Our First Waltz," adapting Yiddish lyrics for the "Anniversary Song."

Nationality buyers will grab up the set for their parlor phonos.

BEN-ZION WITLER (Sun 1055)

Warsaw, FT; V. Djonkoya—FT; V.

A folk singer with a beautiful baritone voice, Ben-Zion Witler sings in Yiddish with a deep and flavored nostalgic feeling for the highly tuneful "Warsaw" melody. A slow and melancholy song of longing for what used to be, Witler imparts an emotional impact to the spin that should soar the song as well as the singer to the heights in folk circles.

Folk buyers will grab this one up for their home sets.

CANTOR BENJAMIN SIEGEL (Sun 1140 and 1141)

Look Upon Our Affliction—V. Blessing of the Priests—V. Rock of Israel—V. Favor Their Requests—V.

It's the liturgical singing of four traditional Hebrew prayers by Cantor Benjamin Siegel, who not only imparts an inspirational religious fervor to his chanting but also displays a widely-ranged and beautiful tenor voice. And for the "Rock of Israel" and "Favor Their Requests" set, it's shades of the late Cantor Josef Rosenblatt as he polishes off each side with a lyrical falsetto. Organ supports in good taste.

For home buyers.

TINY HARMONICA AT CARNEGIE HALL (Willida WR-1)

A single unbreakable geared for the moppet trade, the whimsical story of "Tiny Harmonica" and how he finally makes the grade for a Carnegie Hall concert, strikes the juvenile fashion in fine fashion as it spins over both sides of the disk. High-pitched kid voices carry the story thread written by Julie Marvin with Paul Anderson narrating, all set to a fanciful musical score provided by Ralph J. Files and played by a string ensemble directed by Irving E. Bizman.

Tops for kiddie traffic in stores.

BING CROSBY (Decca 24101-25193)

You Do—FT; V. How Soon?—FT; V. Too Marvelous for Words—FT; V. Wrap Your Troubles In Dreams—FT; V.

Singing in his usual easy and relaxed ballad style, and with Carmen Cavallaro's piano sparking the accompanying rhythm instruments to create a background of lyrical intimacy, Bing Crosby chants it in simple and forthright fashion for an effective "You Do," movie ballad from "Mother Wore Tights," and a pleasant plattering of sentimentality in "How Soon." For the second set, the label brings back two Crosby ballad classics of yesteryear. With as much lyrical charm in his early chanting, it's a smooth spin for "Too Marvelous For Words" with the Jimmy Dorsey music sustained a subdued but rhythmic background. For the flip, with the John Scott Trotter musical bank framed by silky Strads, it's the everlasting Crosby singing and whistling interpretation of "Wrap Your Troubles in Dreams."

The oldies will evoke more coin interest than the new needings.

TOMMY DORSEY (Victor 20-2419)

Deep Valley—FT; VC. Trombonology—FT.

His first release in a long spin, Tommy Dorsey couples a pleasant ballad with a bit of his own instrumental virtuosity. Introducing on wax the mixed harmonies of The Town Criers, and with the full romantic blush of Stuart Foster's balladeering sharing the song, it's a smooth spin for the nostalgic "Deep Valley," an outdoor love ballad from the movie of the same name. The sliding of the maestro in a sweet and sentimental mood gets a second stanza under way for the ensemble with the singers polishing off the plattering. For the flip, the band sets a fast beat as the maestro slides his horn with technical proficiency for an original "Trombonology" etude. It's a polished performance for both sides of the platter but without arresting any undue attention.

Film may whip up some coin interest for the screen song side.

CLAUDE THORNHILL (Columbia 37593)

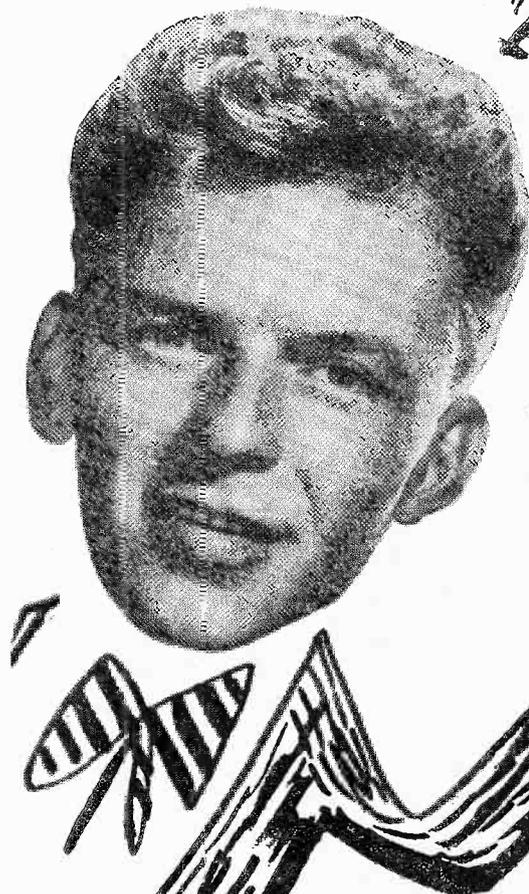
Early Autumn—FT; VC. Oh, You Beautiful Doll—FT; VC.

The richly orchestrated harmonies of the Thornhill band, with the maestro's clear-toned ivory passages adding instrumental gloss, give out generously for "Early Autumn" a nostalgic ballad in a melancholy mood framed in an engaging beguine tempo. Moreover, there's the lyrical warmth of (Miss) Fran Warren in her throbbing projection of the meaningful wordage. Contrasting, Thornhill knuckles the keyboard in lively ragtime style of yesteryear to set the stage for a lively and rhythmic scoring of the old-time "Beautiful Doll" favorite. Band gives it full harmony treatment with a dash of a riding tenor saxer, with the only disturbing note in the dittying of Gene Williams, who displays good bary pipes but which don't lend themselves to a rhythm lyric.

Where the Thornhill music attracts coin attention, "Early Autumn" stacks up for selectors.

(Continued on page 106)

That Man is here AGAIN!



with TWO New Hits

FRANK SINATRA

SINGS

THE STARS WILL REMEMBER (so will I)

CHRISTMAS DREAMING (a little early this year)

ORCHESTRA UNDER THE DIRECTION OF AXEL STORDAHL

COLUMBIA 37809

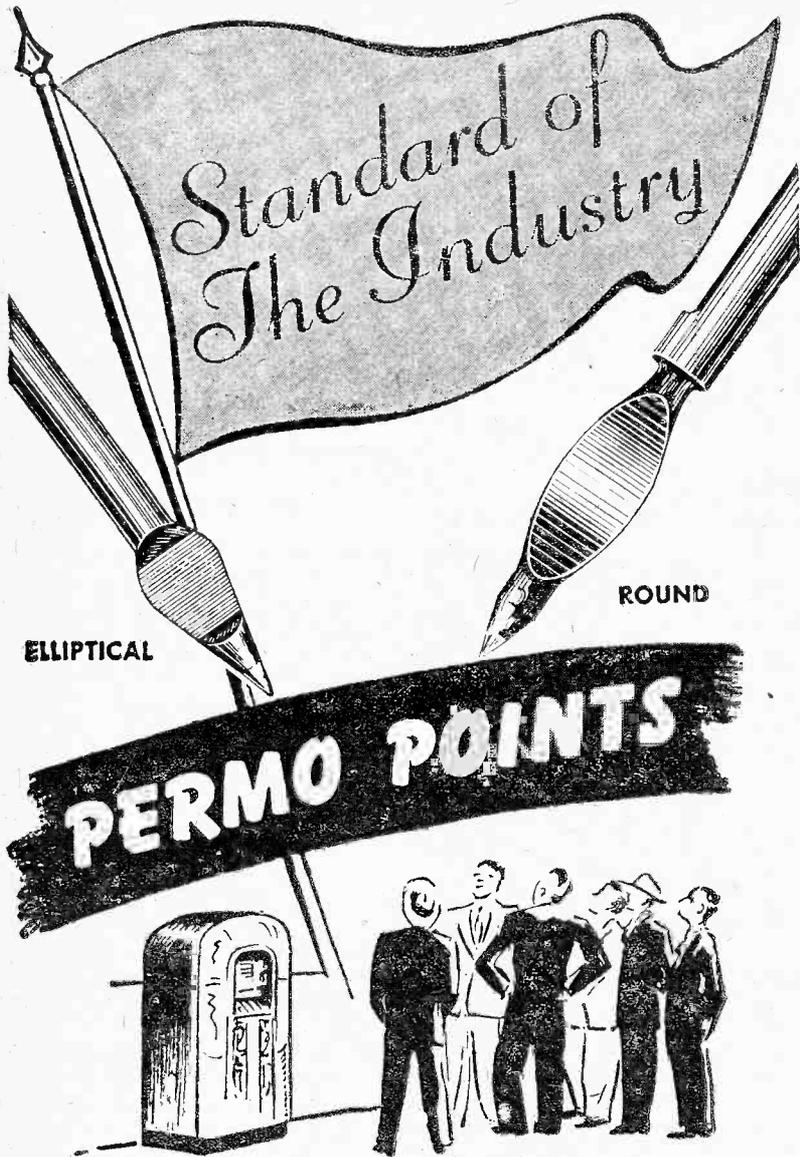


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The Billboard
MUSIC POPULARITY CHARTS
Part VII
Advance Information
Week Ending August 16

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

- ALWAYS Ink Spots (WHITE CHRISTMAS)..... Decca 24140
- ANGEL EYES Herb Jeffries-Buddy Baker Ork (YOU GAVE) Exclusive EX-18x
- ANYONE CAN DREAM The Merry Macs (BABY DARLIN')..... Majestic 7268
- ANYTHING FOR HALLOWEEN Jerry Baker (Andy Sannella Ork) (IN SEPTEMBER) Pleasant 101
- BABY DARLIN' The Merry Macs (ANYONE CAN)..... Majestic 7268
- BALLERINA Vaughn Monroe (Vaughn Monroe (THE STARS)) Victor 20-2433
- BENNY RIDES AGAIN ALBUM..... Capitol BD-57
 - Benny's Boogie—Benny Goodman Quartet..... Capitol B20128
 - Chicago—Benny Goodman Ork..... Capitol B20125
 - How High the Moon—Benny Goodman Septet..... Capitol B20126
 - Lazy River—Benny Goodman Duo..... Capitol B20124
 - Music, Maestro, Please—Benny Goodman Quintet..... Capitol B20127
 - No, Baby, No—Benny Goodman Ork (Benny Goodman)..... Capitol B20124
 - Puttin' on the Ritz—Benny Goodman Trio..... Capitol B20125
 - The Bannister Slide—Benny Goodman Sextet..... Capitol B20127
- BESSIE COULDN'T TAKE IT Chuck Foster (DON'T CRY)..... Mercury 3065
- BEYOND THE BLUE HORIZON The Three Suns (CRAZY RHYTHM)..... Decca Blue Label 6
- BOULEVARD OF MEMORIES Ray Dorey (Jack Matthias Ork) (WHY SHOULD) Majestic 7266
- CAMPUS CLASSICS ALBUM Capitol BD-58
 - A Little Further Down the Road a Piece—Ella Mae Morse and Her Boogie Woogie Seven..... Capitol B20129
 - Could Ja—The King Cole Trio (King Cole)..... Capitol B20128
 - I Get the Blues When It Rains—The Dinning Sisters (Art Van Damme Quintet)..... Capitol B20131
 - I Know That You Know—Benny Goodman Quintet..... Capitol B20130
 - Mean to Me—Paul Weston Ork (Matt Dennis)..... Capitol B20130
 - School Days—Johnny Mercer-The Pied Pipers (Paul Weston Ork)..... Capitol B20128
 - The Spider and the Fly—Stan Kenton (June Christy-The Pastels)..... Capitol B20129
 - The Whiffenpoof Song—The Pied Pipers (Paul Weston Ork)..... Capitol B20131
- CECILIA Bob Crosby Ork (YOU FORGOT)..... Decca Blue Label 8
- CHRISTMAS DREAMING (A Little Early This Year) Dick Haymes-Gordon Jenkins Ork (THE CHRISTMAS) Decca 24169
- GEORGE M. COHAN MEDLEY, PARTS I & II Dick Kuhn Ork Decca Blue Label 4
- CRAZY RHYTHM The Three Suns (BEYOND THE) Decca Blue Label 6
- DEEP DOWN IN YOUR HEART Dick Jurgens (Al Galante) (KATE)..... Columbia 37852
- DINKY LITTLE CABLE CAR Willie Chinn Ork (George Bledsoe) (YOU CAN'T) Oliver 15
- DON'T CRY, LITTLE GIRL, DON'T CRY Chuck Foster Ork (BESSIE COULDN'T)..... Mercury 3065
- EMPEROR WALTZ Bing Crosby (Victor Young Ork) (I KISS) Decca 24170
- FOR ONCE IN YOUR LIFE Bill Johnson and His Musical Notes (Gus Gordon Quartet) (MY LITTLE) Victor 20-2427
- HAPPINESS IS A THING CALLED JOE Frances Wayne (Buddy Baker Ork) (JANUARY WOMAN) Exclusive EX-17x
- DICK HAYMES—CHRISTMAS SONG ALBUM Dick Haymes Decca A-581
 - Ave Maria..... The Song Spinners Choir (Jesse Crawford)..... Decca 24121
 - Cradle Song of the Virgin..... The Song Spinners..... Decca 23737
 - It Came Upon the Midnight Clear... The Song Spinners Choir (Jesse Crawford)..... Decca 24121
 - Joy to the World..... The Song Spinners Choir (Jesse Crawford)..... Decca 24120
 - Oh, Little Town of Bethlehem..... The Song Spinners Choir (Jesse Crawford)..... Decca 24120
 - The First Nowell..... The Song Spinners..... Decca 23737
- HOTCHA POTCHA PEECHA Jerry Baker (Andy Sannella Ork) (SOMETHIN' TELLS) Pleasant 104
- HOW LUCKY YOU ARE Anita Ellis (Dick Maltby Ork) (THEY CAN'T) Mercury 3068
- HOW LUCKY ARE YOU? Curt Massey (Henry Russell Ork) (WHY SHOULD) Coast 8012
- I HAD A HAT (When I Came In) .. The Jesters (SURE AN') Decca Blue Label 10
- I HAVE BUT ONE HEART Tex Beneke-Miller Ork (Garry Stevens-O'Marenariello) The Moonlight Serenaders) (TOO LATE) Victor 20-2424
- I KISS YOUR HAND, MADAME... Bing Crosby (Victor Young Ork) (EMPEROR WALTZ) Decca 24170
- I WONDER WHO'S KISSING HER NOW Jack McLean Ork-Wayne Gregg (WHERE ARE) Coast 8013
- IF YOU SMILE Jerry Baker (Andy Sannella Ork) (MONEY IN) Pleasant 102
- I'M DOWN TO MY LAST DREAM.. Mel Torme and His Mel-Tones (NIGHT MUST) Decca Blue Label 7
- I'M ON MY WAY TO PARADISE (With You) Two Henrys and Gene (WHERE THE) Serenade 101
- I'M OUT TO FORGET TONIGHT Dinah Shore (Sonny Burke Ork) (THE STANLEY) Columbia 37850
- IN SEPTEMBER Jerry Baker (Andy Sannella Ork) (ANYTHING FOR) Pleasant 101
- INK SPOTS, VOLUME II ALBUM.. Ink Spots Decca A-594
 - Coquette..... Decca 25240
 - I'd Climb the Highest Mountain (If I Knew I'd Find You)..... Decca 25239
 - I'll Get By (As Long as I Have You)..... Decca 25238
 - I'm Gettin' Sentimental Over You..... Decca 25239
 - Just for a Thrill..... Decca 25238
 - My Greatest Mistake..... Decca 25237
 - We'll Meet Again..... Decca 25237
 - When the Swallows Come Back to Capistrano..... Decca 25240
- IT ALL CAME TRUE Beryl Davis (Russ Case Ork) (ONE LITTLE) Victor 20-2426
- I'VE GOT A HOME IN THAT ROCK. Frank Sinatra-The Charioteers (JESUS IS) Columbia 37853

(Continued on page 112)

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"FOOL THAT I AM"

sung by

GLADYS PALMER

FLOYD HUNT ORCH.

backed by

"HARLEM BREAK-DOWN"

MIRACLE RECORD COMPANY
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WHERE THE APPLE BLOSSOMS FALL

with
THE TWO HENRYS AND GENE

on
SERENADE RECORD #101-A

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ON THE STAND

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

Georgie Auld

(Reviewed at the Troubador, New York, August 15, 1947. Personal manager, Mort Davis. Booked by General Artists Corporation.)

TRUMPET: Red Rodney.
TROMBONE: Jackie Carmen.
SAXES: Gene Zaroni, Al Young, Serge Chaloff.
RHYTHM: Harvey Leonard, piano; Jimmy Johnson, bass; Tiny Kahn, drums.
ARRANGER: George Handy.
ALTO, TENOR, SOPRANO SAX, ARRANGER AND LEADER: Georgie Auld.

Here is an interesting little dance band making its debut for a group of 52d Street operators who are trying to bring life back to the old Club 18, or Dixon's under the new Troubador tag. Georgie Auld, who has been toting his family of reed instruments thru most of the famed swing bands of this decade and who led his own fine hot band for a while, returns to ork fronting with this small but versatile group.

Altho most of the tootlers in the nine-piece group are graduates of the school of hot licks (they still blow mean horns), their unified effort here is toward glorifying terpsichore—and this they do handsomely. Interesting scores, subdued solos, moderate tempos, a book made up of many standards with an occasional pop—all of this makes convincing evidence in favor of the danceable and listenable quality of the group.

The jazz shows up during the spot's several floor shows, which feature chirp June Christy, when Auld leads his group thru a swift set of hip faves such as *Flyin' Home* and *Taps Miller*. Solos are by baritone saxist Serge Chaloff, who to this reviewer is one of most exciting musicians in the biz, trumpeter Red Rodney, pianist Harvey Leonard and leader Auld on his tenor. It was apparent that all of these gentlemen have heard and bowed before be-bop.

Auld, as a fronter in the intimacy of the small Troubador, does handsomely. His ork would be ideal for a hotel location provided that they stick to the very fine library of dance music worked up by the leader and arranger George Handy.

Hal Webman.

Skinney Ennis

(Reviewed at Hotel Astor, New York, August 20. Booked thru Music Corporation of America. Personal managers, Max Elliott and Al Willett.)

TRUMPETS: Vincent Dibarilo, Gene Duval, Bobby Clark and Ralph Harden.
TROMBONES: Clare Travis, Tex Satterwhite and Milt Fuller.

SAXES: Herb Stowe, Charlie Broren, Johnny Hamilton, Abe Aaron and Kenneth Olson.
RHYTHM: Billy Wilson, drums; Earle Sturges, piano; Gilbert Hintz, Guitar, and Jess Bourgeois, bass.

VOCALIST: Carmene Ennis.
LEADER, vocalist, drums and trumpet, Skinney Ennis.

The Skinney Ennis ork rolled into the Astor Hotel and the cash customers soon followed, finding the ork a pleasing commercial aggregation playing danceable tunes in a style so reminiscent of Hal Kemp that at times it was hard to believe the scene wasn't set in the Pennsylvania Hotel some 10 years ago.

With 10 of the original Kemp sidemen sitting in, Ennis has filled his book with tunes popularized by Kemp, plus top pop plugs and a handful of standards and Latin-American numbers. Featuring the muted trumpets, and with Skinney handling the vocals, the biggest numbers from a listener standpoint appeared to be *You're Getting To Be a Habit With Me*, *Did You Ever See a Dream Walking?* and *I Wonder*. Ennis's wife, Carmene, handles about two vocals to a lengthy set, concentrating on tunes like *It's Almost Like Being in Love*, but adds little to the activities.

Built for Radio

Ork has obviously been built with radio, not location work, uppermost in mind. However, the sweet tempo, which is maintained with the exception of the occasional rumba and samba numbers, brought a full house onto the dance floor thruout the evening. An attempt at a novelty, with Johnny Hamilton vocalizing *You Don't Learn That in School*, was not effective, the customers acting impatient until the tune was over and the dancing resumed.

Fill-in between sets is Jan August, with a rhythm quintet which also proved popular with the payees. August's piano drew standees to the bandstand continuously during his appearances.

Norman Weiser.

ASCAP Boosts License Oct. 1

(Continued from page 23)

income if and when all licensees are consummated. Motion pic theater associations, which have battled the Society's licensing rates from time to time and area to area, can be expected to bristle even more definitely at the new system since almost without exception it will raise the music fee for exhibitors.

Under the old seat tax system the Society charged a theater with less than 800 capacity 10 cents a seat per year; 800 to 1,599 capacity, 15 cents a seat, and 1,600 up, 20 cents per. Thus a top-draw film house like New York's Radio City Music Hall, with 6,000 seat capacity, would shell out \$1,200 a year to ASCAP, while a small 500-seater theater would be asked to pay \$50 per annum.

6G From Music Hall

The new licensing deal would set the Music Hall back at least \$6,000 (assuming that on at least one night a year at \$1 admish the house would be packed full), which would represent a 400 per cent boost for the MH. As for the small 500-seater (even a Western house has one packed night a year) at about 40 cents admish, the increase here might reach 300 per cent with the fee rising to \$200 a year.

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NEW YORK:

Gala diskery moves into larger quarters September 1. . . Lee Richardson and Luis Russel's ork have cut *Gloomy Sunday* for Apollo with the disk skedded for release before the end of the month. . . Billy Eckstine opens at the Apollo Theater Friday (29). . . Evelyn Tyner, former piano soloist with the Cleveland Symphony, has been signed by MGM Records. . . Art Mooney's ork into the Capitol Thursday (28). . . Bobby Byrne's ork started a one-week stand

at Chilhowee Park, Knoxville, August 22, first name ork booked into the location for a full week in years. Spot has been a one-night stand.

Monica Lewis set into the Chase Hotel, St. Louis, starting September 15. . . Alan Dale, Signature disk, headed for a steady spot on the Mutual Bloch Party aier. . . Mel Torme sides now being released by Decca on the blue label are actually re-issues of tunes cut by Torme five years ago. . . Leo Pieper's ork is currently at Donahue's, Mountain View, N. J. Ork is booked into the location indefinitely. . . Sarah Vaughan plays Million Dollar Theater and Lincoln Theater, Los Angeles,

during the next two weeks, then goes into the Club Silhouette, Chicago.

CHICAGO:

Benny Strong's band has inked a pact with Tower Records and frontier may make instrumental changes within the band to conform to the label's demand for a larger ork. . . The Cabin Boys, Negro trio, have been inked by Fidelity Platters. . . Jerry Shelton and His Trio are being set for a radio show and platters, with definite announcements coming next week. . . Louis Jordan is convalescing from a minor operation performed August 15, which will keep him bedded until about August 30.

Hughie Keough joined Mills Music as Chi rep, while Bert Braun is back on the job for Williamson Music after an appendectomy. . . Liberace has been inked to do an album and two single sides for Sonora. . . The Blackhawk, Loop restaurant, will continue music thru the winter, with Sherman Hayes bowing there September 10, while Art Kassel plays a date there in January. . . Tom Rockwell, GAC prexy, out in Denver last week-end to talk reported switch by Jimmy Dorsey, now a GAC chatel, over to another major agency. . . Lee Shearin, ex-Phil Levant singer, has joined Henry Busse.

HOLLYWOOD:

Bregman, Vocco & Conn closed deal last week for two new tunes by George Tibbles and Ramey Idress, who clefted *The Old Chaperone*. BVC will soon push *The Brooklyn Love Song* from Eddie Cantor's new film, *If You Knew Susie and Beatin'*, *Bangin' and Scratchin'*. . . Al Gayle ork leaves the Biltmore Rendezvous after a two-year run, opening at Honolulu's Royal Hawaiian Hotel in September. . . Special all-stars Damon Runyon Memorial Night at Tommy Dorsey's Casino Gardens Wednesday (20) drew nearly 15,000 payees.

STARR SNAPS WHIP

(Continued from page 19)
clared, as had Starr, they thought. But they claim Starr, who is not a member of MPPA, later decided to press for recordings—or else.

Majestic execs declared that they felt Starr had presented "an unfair approach. . . We owe him nothing for 1946 and now he suddenly demands royalties that are only five days due." One Majestic spokesman declared, "We will not do the tunes; we think it would set a bad precedent for the industry to yield to the absolute control of any music publisher." Another exec declared that rather than yield to "the bludgeon of a lawsuit" they probably would just stop doing Starr's tunes and "take their chances with the 65 per cent of the music catalogs remaining."

Majestic spokesman would not reveal how much was owed to Starr for 1947 royalties, but said it would "only run into four figures."

Starr refused to comment on the entire situation.

MUSICAL WORLD'S FAIR

(Continued from page 21)
publishers, recording companies, instrument manufacturers, etc., being invited to display at the Palace and to participate in the various events.

It is understood that at the present time no contracts have been signed and that the exposition is still in the planning stages. However, it is known that originally the plans called for the exposition to be held this year but were delayed until next summer in order to make them all-inclusive.

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Philly AGVA Tangle Gets More Knotty

Jones, Nickerson in Court

NEW YORK, Aug. 23.—American Guild of Variety Artists (AGVA) mess that has been batted back and forth between the Philadelphia local, with Dick Jones as its executive secretary, and the national office headed by Matt Shelvey, blew up into another tangle when Jones was served with two warrants Tuesday night (19) and Allan Nickerson, national AGVA rep, was hailed into court Thursday (21).

The charges against Jones, according to Arthur Cowan, AGVA attorney, were "fraudulent conversion and cheating by fraudulent pretenses." The national alleged that Jones had not turned over some \$2,300 he is supposed to have collected for celeb nights and that since May 3 he has not furnished the national with any records of dues paid or turned over the per capita tax.

Jones Calls It "Joke"

Jones said: "The whole thing is a joke. I can account for every penny." He admitted that he had been served with the two warrants, but denied that he was arrested, claiming that he appeared voluntarily before Magistrate David Kaiser, who released him in \$1,500 bail for further hearing.

The Nickerson case came up Thursday, when Bobby White, an AGVA Philly member, charged that Nickerson had threatened him with bodily harm. Nickerson appeared before (See Phil AGVA Tangle on page 39)

Dick Jones' Car Joins AGVA Jam

PHILADELPHIA, Aug. 23.—The local courts apparently will have to work overtime to settle the beefs and counter beefs arising out of the tangled American Guild of Variety Artists (AGVA) squabble.

Latest one involves Dick Jones's 1947 Hudson, which he said was given to him as a present by AGVA members, and Arthur S. Cowan, attorney for AGVA. Seems that Jones sold his car to two people, Frank Valento and Joe Miller. According to Jones, there was a \$340 lien against the car held by the Associated Actors and Artistes of America (Four A's), incurred as a result of a loan that Jones said he took some time ago. Since Cowan acts for AGVA, he also theoretically represents the Four A's, so the lien on the Jones car had to be settled thru him before it could be sold.

Valento and Miller called on Cowan and allegedly asked him if he would release the lien on payment of the \$340. According to Jones, Cowan agreed, took the money and gave the two guys a receipt. Then, according to Jones, Cowan turned around and notified the sheriff's office that the car was AGVA property and to attach it.

The two buyers of the car promptly yelled copper and went to the local magistrate to get a warrant for Cowan, charging him with fraudulent conversion.

Predicted Boom in Montreal Niteries Fails To Show Up; Biz Is Off in Regular Spots

Expected Tourist Trade Doesn't Come Thru

MONTREAL, Aug. 23.—Early summer talk of a mushrooming of niteries once the tourist season got under way has proved to be just that—so much talk. The opinion was voiced weeks ago that present club facilities in Montreal would prove inadequate for the visting hordes, but so far no new clubs have opened and, as a matter of fact, business in the established spots is far below expectations.

Main stem niteries like the El Mo-

rocco, Samovar, Normandie Roof and Esquire are getting their share of business, altho it's the rare occasion when the ropes are up. As far as the off-the-beaten-track boites are concerned, tightened liquor regulations and distance from the tourist centers has put them in the position where the future looks bleak.

The El Morocco, which changed hands three months ago, instituted a (See Predicted Boom on page 39)

Niteries and Vauders Will Aid Project

Actors, Ops To Work

(Continued from page 19)

Niles Trammell, president of National Broadcasting Company (NBC), and Mark Woods, president of the American Broadcasting Company, as well as Judge Justin Miller, president of the NAB.

That radio and motion pictures will do an all-out job in the campaign is obvious and already evidenced by the fact that the Advertising Council has prepared scripts, e.t. platters and a full series of radio material running the gamut from 20-word spots on up to full hour productions. With the four networks and all key advertising groups behind the move, there is little doubt that the freedom train will get a great ride on the airwaves.

On the film end a three-minute trailer and a two-reel documentary have already been prepared, and the picture business, from producers thru exhibitors, will go all out to top the job the industry did thru the war and does regularly for such campaigns as the Red Cross, cancer, etc. A 16mm. documentary for non-theatrical ex- (See Showbiz As "Train" on page 42)

Groth Cincy RKO Boss

CINCINNATI, Aug. 23. — Emil Groth, Boston, has been named to succeed Arthur Frudenberg as division manager of RKO Theaters here. William A. Clark, assistant division manager, was appointed Northwest division manager, with headquarters in Minneapolis. Joseph Alexander, manager of the RKO Albee here, will succeed Clark as Groth's assistant, at the same time retaining his theater post.

Saratoga Does OK for WM

Spa Season Is Floperoo But Agcy. Collects

Commissions Estimated 16G

NEW YORK, Aug. 23.—Saratoga may have laid eggs all over the lot, but the William Morris office came out of it top-side. Season started dead with everybody at the spa trying to make and not spend a buck. It was felt, however, that once the first week was over the lads would start collecting on their investments. The season is about over and the way it started is about the way it is finishing.

Trade estimates that the Morris office took out about \$4,000 in commissions per week for the four-week season. Agency had the following working in Saratoga: Tucker, Richman, Miranda, Miles, Mitzi Green, Joe E. Lewis, about four bands and about 10 additional acts. Salary list for the mob was about \$40,000. Com-

Log Rolling

DETROIT, Aug. 23. — Log rolling in a new form is invading the night club field as a result of "a gentlemen's agreement" between Babe Wallace and the Basin Street boys to plug numbers produced by the other. Currently Wallace is hammering away on *I Sold My Heart to the Junk Man*, a Basin Street recording on Exclusive, while the boys are pushing Wallace's *I'll Never Forgive Myself*.

mission on that kind of loot wasn't hay.

But while the acts and the reps did okay, the trade is shaking its head and freely forecasting that this probably is the last season Saratoga will open with any big names. In fact, one rep, who knows the Saratoga picture better than most, feels that the resort's bad season will have repercussions all over the country.

But if he sees a gloomy outlook, the fact remains that the major spots in other portions of the country already are in town screaming for names. And with the Morris office controlling most of them, it will continue to gather the lettuce no matter who buys its properties.

New York:

MH's 150G and Para's 105 Standouts on Main Stem

NEW YORK, Aug. 23.—The five Stem vaude-film houses dipped \$50,900 to \$409,600 from the previous week's \$460,500 altho the Paramount and Music Hall held on to sugary takes and the State upped to its biggest biz for the summer. The record high temperatures of the week were broken up by week-end rain, which accounted for most of the Saturday and Sunday patronage.

Loew's State (3,500 seats; average \$25,000) filled the till with a juicy \$35,000 for Henny Youngman, Eugenie Baird, Henry (Red) Allen and ork, Lucienne and Ashour, Neal Stanley, Allen and Kent with Emma Francis and *Dear Ruth*. New bill (reviewed this issue) has Thelma Carpenter, Hank Ladd, Richard and Flora Stuart, Johnny Barnes, the Make Believes, the Rigoletto Brothers and *Copacabana*.

Paramount (3,654 seats; average \$85,000) rang the bell with a healthy \$105,000 after a record-breaking \$110,000 opener. The two stanzas

chalked up \$215,000 for Carmen Cavallaro and ork, Paul and Eva Reyes, Nelson and *Welcome Stranger*.

Radio City Music Hall (6,200 seats; average \$100,000) grossed \$150,000 for the fourth straight week, the third period bettering this figure by \$1,500. That makes a total take of \$601,500 so far for Paul Haakon, Marjorie Williamson, Earl Covert, Ken Davidson and Frank Paris. Pic, *The Bachelor and the Bobby-Soxer*.

Capitol (4,627 seats; average \$72,000) dipped to \$54,600 for its fifth session after a \$114,000 boom opener, followed by a handy \$93,000 stanza, a par \$72,000 week and a slack \$66,000 period. Total so far for Tony and Sally Demarco, Ted Straeter's ork, Paul Winchell, Charles Trenet and *The Hucksters* is \$399,600.

Roxy (6,000 seats; average \$85,000) slumped to \$65,000 to wind up four weeks, which included a bulging \$124,000, a healthy \$105,000 and a swell \$103,000 for a total gross of \$497,000. The flesher had Abbott and (See New York Grosses on page 40)

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and his

"JUNGLE JITTERBUGS"

"There Is No Business Like Monkey Business"

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LOEW'S STATE

New York

Thanks
SIDNEY PIERMONT

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VAUDEVILLE REVIEWS

Roxy, New York

(Wednesday, August 20)

Capacity, 6,000. Prices, 80-cents-\$1.50. Five shows daily, six Saturday. House booker, Sam Rauch. Show played by Paul Ash's house band.

The Roxy has a fine show on tap to back the flicker *Mother Wore Tights*. It has pace, sight and ear values and laughs. The marquee heft, with Jack Haley and Ella Logan on top and the Harmonicats underneath, is calculated to do the business.

Most of the heavy work is done by Haley, who, paradoxically, is also a weak link. When he worked in the finale with Ella Logan he just about broke them up; when he did a long routine with Victoria Cordova the yocks were something to hear. It was when he had somebody with him he did a standout job. But in his own spot, outside of a pleasant delivery and a nice appearance, he showed little that meant anything. Haley has been away for a long time and for his kind of dough to come in with a lot of shopworn gags, even tho they got laughs, is sheer carelessness. The comic did about 16 minutes, of which the first 10 consisted of just one piece of corn after another. What saved his spot was his nursery rhyme parody on *Little Miss Tuffett*.

Ella Logan Charms

Ella Logan was completely charming. Her hoydenish stance, out of which she squared off for each number, belting each out with that Scotch burr of hers, got results all the way. The gal didn't come in with anything new. She started with *Show Business* and wound up with her standard *Take Me Out to the Ball Game*, with (See ROXY, NEW YORK, page 40)

Strand, New York

(Friday, August 22)

Capacity, 2,700 seats. Price range, 75 cents-\$1.50. Four shows daily, five Saturdays. House bookers, Harry Mayer-Milton Berger. Show played by Count Basie's ork.

Return of in-person shows to the Warner flaghouse brought street lines most of the opening day. Show was good enough to get the proper responses in the right spots.

Big stage draw was split between Count Basie's band and Pearl Bailey. The band (four trombones, four trumpets, five saxes, four rhythm, with Basie) looked pretty snazzy in its morning suits and gray vests. Boys teed off with a rocker instead of the customary throw-away, with Paul Gonsalves riding the tenor sax, which pulled juicy mitting from the gong. Instead of being just a frame for Basie's keyboarding, lads really gave out, taking their licks on such Basie tunes as *Red Bank Boogie* and *Paradise Shout*. In the latter (See Strand, New York, on page 40)

Loew's State

(Thursday, August 21)

Capacity, 3,500. Prices 50 cents to \$1.10. Four shows daily, five Saturdays. House booker, Sid Piermont. Show played by Sammy Fidler ork in pit.

The fast pace of the fleshers here the past several weeks came to a dead stop with the current offering. The standard acts held their spots well, but no sock talent appeared with any real zip except the smartly outfitted Stuarts, whose syncopated whirlwind spins drew rounds of applause to wind up the show.

Untainted by the slow gait of the rest of the program which had them (See LOEW'S STATE on page 40)

Chicago, Chicago

(Friday, August 22)

Capacity: 3,900. Prices, \$.95 straight. Five shows daily, six on week-ends. House booker, Nate Platt. Shows played by Lou Breese's house ork.

Four-act revue carries hefty name pull, but the actual show doesn't come off as big as anticipated. Chesterfields, male balancing threesome, opened the show, displaying some original muscle-twisters that caught payees' interest immediately. Trio makes the usual balancing turn even more difficult by starting all their routines with the understander flat on his back. Boys don't build up to hackneyed three-man stand, but work climax into beautifully symmetrical designs. Act needs a bit of comedy or an occasional explanation of the next trick, for the way it runs off now, it looks like clockwork and crowd doesn't realize toponotch quality of work they're seeing.

Starlet Olga San Juan pulled plenty of ogling eyes in a glistening black (See CHICAGO, CHICAGO, page 40)

Million Dollar, Los Angeles

(Wednesday, August 20)

Capacity, 2,400 seats. Prices, 55-98 cents. Four shows daily. House booker, Bill McEllwain.

Current flesher ranks with the best this house has offered since its return to a stage policy. With Frankie Laine as headliner, bill includes Betty Reilly, Dave Barry and Mildred Law and Ike Carpenter's ork.

Frankie Laine's astounding climb to popularity within the past nine months is fully evidenced in the terrific reception he receives from the minute he steps into the spotlight. Lad first revealed he could pack a cash-register wallop last November when he moved into the Morocco, Vine Street swingstery. This, followed by his ensuing Mercury sell- (See Million Dollar on page 40)



CHARLES TRENET

SAYS

"Bye Bye Broadway!"

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MONSIEUR PIERMONT FOR THE
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at the **CAPITOL THEATER**

I will be back next season!

PROCEDURE COVERING AGVA MEMBERSHIP MEETINGS

To Be Held Nationally, As Per Schedule Below

The American Guild of Variety Artists will hold membership meetings throughout the nation, as per the attached schedule. Prior to the membership meetings, as outlined on attached schedule, the AGVA Certified Accountants shall verify the paid-up membership in each area to determine its number of delegates to the National Convention.

Any AGVA member in good standing as of July 31, 1947, may attend and vote at any of these meetings. Nominees for delegates to the National Convention may be nominated by any member or by petition of twenty or more members in good standing but must be registered from the area they are to represent. The 20 or more signers of a petition to nominate must all be members of the area for which the nomination is being made. All nominees from whatever source shall be sent to the AGVA National Office, where nominees shall be listed alphabetically under the area for which they are nominated. Each area having 200 members or less shall be entitled to one delegate and one delegate for each additional 200 or majority fraction thereof.

Ballots containing all nominations shall be sent to the entire AGVA membership, and those members in good standing, paid up as of July 31, 1947, shall vote by mail.

FOLLOWING IS THE SCHEDULE OF NATIONAL MEMBERSHIP MEETINGS TO NOMINATE DELEGATES TO THE NATIONAL CONVENTION OF AGVA

BALTIMORE	September 15th
BOSTON AREA	
Boston	September 15th
Providence	September 16th
Springfield, Mass.	September 17th
Hartford, Conn.	September 18th
BUFFALO AREA	
Buffalo	September 15th
Rochester	September 16th
CHICAGO	September 15th
CINCINNATI	September 15th
CLEVELAND AREA	
Cleveland	September 16th
Youngstown	September 17th
Akron	September 18th
Columbus	September 15th
DALLAS	September 19th
DETROIT AREA	
Detroit	September 15th
Toledo	September 16th
EASTERN PENNSYLVANIA AREA	
Allentown	September 15th
HOUSTON	September 20th
KANSAS CITY, MO.	September 18th
LOS ANGELES	September 17th
MIAMI	September 15th
MONTREAL	September 15th
NEWARK	September 15th
NEW ORLEANS	September 15th
NEW YORK	September 15th
PHILADELPHIA	September 15th
PITTSBURGH	September 15th
PORTLAND	September 18th
ST. LOUIS, MO.	September 17th
SAN FRANCISCO	September 15th
SEATTLE	September 17th
ARIZONA AREA	
Phoenix	September 15th

Nominees receiving the greatest number of votes in each area, up to the quota for the area, as determined by the Auditor's survey, shall be deemed elected delegates to the National Convention from that area. Tabulation of the votes shall be made by the National AGVA Certified Public Accountants, and the entire membership notified of the results.

Shortly thereafter, the convention city and the date of the Convention shall be set, and the delegates from all jurisdictional areas in National AGVA shall gather therein and name the officers; President, Vice-President, Treasurer, etc., as well as the National Council for AGVA. Further, they will adopt the Constitution, set up by-laws, etc.

A suggested or proposed Constitution, approved by the International Board of the 4 A's, shall be turned over to the delegates so convening, to adopt, amend or reject, in whole or in part.

All of the above, starting with the membership meeting as per attached schedule and up to and including the Convention, wherein the delegates elected by the membership shall name the Officers, adopt the Constitution, set up by-laws, etc., is designed to give the AGVA membership the fullest possible rights to participate in the administration of the Union.

Transfer blanks, which gives the AGVA membership the right to transfer, will be mailed the AGVA member on application. The purpose of the transfer is to give the AGVA member the right to transfer from the branch where he originally joined the organization to any other branch in AGVA he may care to transfer to.

To all AGVA members—Rush your permanent address to NATIONAL AGVA 1697 BROADWAY, N. Y. C.

DON'T FAIL TO EXERCISE YOUR PREROGATIVE AS A MEMBER OF AGVA ATTEND THE MEETING—NOMINATE—VOTE

Marjorie Helweg

**Bill Miller's Riviera,
Fort Lee, N. J.**
(Thursday, August 21)

Capacity, 1,025. Prices, \$3.50-\$4.50 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking policy, non-exclusive. Publicity, Howie Horwitz. Estimated budget this show, \$8,000. Estimated budget last show, \$22,000.

If a top show sparked by a Georgie Price—a Georgie Price who does probably the best job of his career—can do business, then this one should do it. It has speed, class and entertainment plus a room unequaled, as far as this writer has seen, for beauty and layout. Considering the price of the show, about 8G, it shouldn't be hard to make a buck. But what up needs is better advertising and publicity. First show, which writer did not see, was said to have been packed; at second show there was plenty of white space.

Georgie Price, looking hardly older than when he piped out his *School Days* for Gus Edwards, opened with a bang and stayed at white heat all the way—some 40 minutes. During that time he gave with his Jolson, Jessel, Cantor and George M. Cohan take-offs, and each one was a gem. Had there been a hep mob out front he'd have killed them. As it was, he was great, selling with a skill and timing that comes only from real experience. After his tax routine he came back for requests, taking off his coat and tie, and just about fractured them.

Marion Lavelle, working a lot faster than usual, did her customary but beautifully executed butterflies segueing into tenescas, plus walkovers with aerial spinners. But what she has gained in skill she seems to have lost in salesmanship. Every trick looks so easy that the surprise element seems completely gone. Since last caught, the gal has become a brunette and apparently has taken on weight. Neither change is for the better. Her spot also seemed in need of hyping. She came on alone and wound up the same way. Might appear to better advantage if the line stayed with her and faded as she started to work.

Kay Vernon came in with some wonderful oldies. The music behind her, with her own conductor fronting, was magnificent. The way the sidemen built a number, added fiddles, drums and brass, and backed her was sheer genius. It was fortunate that the music was so outstanding because Miss Kay no longer is the singer she was. But if pipes aren't so good, her selling has improved. Her mistake was made on the closer, *I Got News for You*, a cutie which didn't mean anything. She was ahead with *When You're Smiling* and should have stayed that way.

Chandra Kaly and Girl Dancers (3), held over from last show, did their eye-filling job to excellent responses.

Tony Bavaar, production boy singer, was competent. The productions staged by Donn Arden, with the Wal-

NIGHT CLUB REVIEWS

**Charley Foy's Supper Club,
Sherman Oaks, Calif.**
(Tuesday, August 19)

Capacity, 250. Price policy: No minimum, no cover. Owner-operator, Charley Foy. Shows at 9:30 and 11:30. Booking policy, non-exclusive. Publicity, Charlotte Rogers. Estimated budget this show, \$2,000; estimated budget last show, \$2,000.

Returning to the Coast after a long absence, gagster Eddie Garr showed his wares to good advantage, altho opening show caught was a bad one. Light cues were muffed, music was off balance and comic was visibly nervous before showbiz crowd. Despite all this, Garr displayed plenty of talent and comedy flare. His flash impressions of theater great, which included Cantor, Vallee, the late Joe Penner, Jessel, Durante, Chevalier and Jolson, registered solidly all the way. For clincher he offered a serious monolog of a European refugee awaiting admittance to the States which brought a hush over the nitery and plenty of applause. With a bit of tightening, plus careful editing of material to eliminate tired and sometimes unfunny material, Garr should develop into a sock local fave.

The rest of the show is up to the usual high entertainment standards of Charley Foy. Johnny and George, terrific songsters, continue to stop the show with each set. Lads do everything with an amazing amount of energy and showmanship, working for nearly a half hour. Oldster Billy Green spotlighted singly, and with Charley is still tops in wholesome entertainment, hardly acting or looking his 70-odd years. Sammy Wolf, originally a mere ringside stooge, has been given more to do this show, bringing plenty of laughs with his heckling routine and tongue-in-cheek impersonations.

Ringsiders especially went for the old-style vaude crooning of Mary and Madeline Foy, Charley's sisters and original members of the famed vaude family team. Long retired from showbiz, gals brought ringsiders back to the old two-a-day vaude with a smooth version of their old close harmony numbers. If it's nostalgia you enjoy, then Foy's is the place.

Abbey Browne's three-man combo still holding forth for dancing and show chores. Alan Fischler.

ly Wanger Girls, were basically the same as the last show, tho costumes were changed. Filling that huge stage with plenty of girls is good showmanship, particularly with them doing the Arden routines which call for constant motion rather than poses.

Joel Herron's band did a bang-up job of show cutting. Louis De Lanos ork did nicely for the lulls.

Bill Smith.

**Lookout House, Covington,
Kentucky**
(Monday, August 18)

Capacity, 600. House policy, \$2.50 minimum. Shows at 8:30 and 12:30. Operator, Lookout House, Inc. Manager, Clay A. Rambeau. Booking policy, Frank Sennes, exclusive. Publicity, Betty Kapp. Estimated budget this show, \$2,000. Estimated budget last show, \$3,000.

Current package, sparked by comic Bud Sweeney and the Spaulding Trio, develops into a tightly woven nitery shot that should bring additional patrons and added smiles to the keepers of the house's coffers. It's a toss-up between Sweeney and the Spauldings for top honors, with the latter having a shade the best of it at the opening stanza.

Trio, one lad and two gal lookers, beautifully stacked, offers a refreshing dance turn featuring modernistic posture shots, with the youth lending good tenor background vocalizing. Sport exceptional grace and assurance in several pyramid building stunts and incorporate difficult mid-air balancing to run away a sock winner, with the slight lad handling the heavy work.

Poor choice of material, much of it blue, sent Sweeney, a personable lad and hard worker, off to a slow start. He's cagey enough, however, to know when he's licked, and once he switched his lines he came fast. Rocked 'em with clever inebriate and race horse tout turns and then went into his telephone and hat impressionistics to hit the jackpot for laughs. Wound it up with a sporty tonsilling of *Managua, Nicaragua*.

An improved Dorothy Dorben Dancers (6) line works with increased verve. Their opening parol parade number, with emcee Don Dennis injecting sound vocals, warranted a long round of applause. Go equally as well midway with a *Down in Dixie* themed soft shoe, with Dennis again handling the chortling. Finale was a parade number that encompassed the Civil War and brought payees up to date via the strip medium. Neatly worked out bit earned juicy palms.

Dennis does an adequate emcee job but it's his solid barytoning that makes him shine. Good-looking lad displayed loads of polish and strong pipes on *It's a Great Day and Temptation*. A jived-up version of the *Pagliacci Lament* was exceptionally well done. Bob Snyder's ork is back for an indefinite run to provide excellent dance and show music.

Bob Doecker.

Chez Paree, Chicago
(Wednesday, August 20)

Capacity: 475. Price policy, \$4-\$5 minimums. Shows at 9:30, 12:30 and 2:30. Operators: Joe Jacobson and Mike Fritzel. Booking policy, non-exclusive. Publicity, Bob Curley. Production, Olive Bernard. Estimated budget this show, \$8,750. Estimated budget last show, \$10,000.

Current four-weeker, starring Carmen Miranda, in her first Chicago job since she hit the headliner class, could use a good comic to balance the show, which is top-heavy on vocals and dancing. La Miranda, who generated plenty of smiles and some laughs, still isn't the yock-puller that's needed in a major Midwest bistro revue.

Gal scores immediately, coming on in a bizarre gown and turban from her last flicker. Went thru a series of her up-tempo Portuguese and English specialties, each of which got a sock mitt. Biggest seller, however, was her patter between numbers, in which she let down her hair and acted the "regular guy." Gal is definitely handicapped in personals, for she's unable to move around the way she would in front of the kleigs and fact that a stationary nitery mike keeps her stymied in one place loses her plenty of attention. Worked with (See *Chez Paree, Chi*, on opp. page)

Havana-Madrid, New York
(Tuesday, August 21)

Capacity, 320. Price policy, \$3.50-\$4.50 minimum. Shows at 8:30, 12 and 2:30. Operator, Angel Lopez. Booking policy, non-exclusive. Publicity, Ed Weiner. Estimated budget this show, \$1,500. Estimated budget last show \$1,700.

Ballroom dancers Pancho and Diane highlight the new entertainment on display at the sole remaining stem Latin spot. The team's four well-rehearsed, adeptly performed numbers had the addicts clamoring for more. Apart from its ability, act has loads of color. Pancho is set off nicely. His dark, suave appearance, against Diane's red hair and fair complexion, forms a pleasant contrast. They did a Viennese waltz, a tango, a musical-comedy soft shoe number and encored with *Paso Doble*. The latter called for bows and a beg-off.

Frakson, the only other new act for the late summer show went thru his gamut of vanishing tricks with capable and intimate abandon, to the delight of the large house. His cigarette and card tricks topped by the disappearing egg (whole and shelled) brought him back for his radio vanishing gimmick, with customers applauding for more.

Lecuona Boys

The Lecuona Boys (14), reviewed in *The Billboard* July 12, were held over and played the show. They worked in the final number with all the sidemen doing bang-up, crazy solos backed by the others. Chino and his relief rumbas (11) filled in capably.

The usual Tuesday night rumba contest, run by Pedro and Olga and emceed by Zina, jam-packed the spot despite an exceptionally hot and humid off-night for cafes. Contestants chosen from rumba classes vied with each other and paying guests for a gold trophy. Professionals out front were called on and responded graciously. On night caught, a mother and daughter wound up in the finals, with the mother taking the prize.

Jack Tell.

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**St. Moritz Sky Gardens,
New York**

(Wednesday, August 20)

Capacity, 125 (plus another 50 on terrace if weather's warm). Price policy, \$3 minimum Saturdays, no minimum rest of the week. Shows at 9:30 and 12. Owner S. Gregory Taylor; room manager and maitre, Robert Ferrarini. Booking, non-exclusive; publicity, Jack Crowley. Estimated budget, \$750. Previous show estimated budget \$750.

This comparatively small room has probably one of the best views of Uptown New York, being situated on the 31st floor on Central Park South. If it spent a little on a producer to give its show a little polish it might stand up to competition. As it is, business is no more than average.

Show chores are handled by Alfred Menconi, whose band also plays the shows. Since last caught (*The Billboard*, May 24) the fronter has improved in his intro work, but pacing of show, which apparently is not his fault, is strictly amateurish. Menconi, however, does a bang-up job in show cutting.

Jacquilina Stewart

The spot has two acts, with Jacquilina Stewart opening. This gal has been around in cocktail lounges for some time and has the voice and shape to do more than just a fair job. But despite her pipes and experience, she hasn't picked up sufficient show savvy to sell what she has. Her first, *Almost Like Being in Love*, was just a mouthing of the lyrics. It meant nothing to her, so it meant just as little to the customers. Her next two (accompanying herself on an accordion), *Miserlou* and an aria from *Rigoletto*, were equally meaningless. What she needs is a routine of songs that will keep customer attention once she draws it, plus a solid coaching job in dramatics. Lacking them, she'll be just another prima donna with potentials.

The other act was the flamenco team of Lita and Gabriel Cansino. An attractive pair with handsome costumes, they did a nice job with their heel clicks, castanets and cape-tossing routines. Their standout was their second number, a stylized Spanish folk dance with some effective bits of business calling for flirtation by the gal arousing her partner's jealousy. The team wound up to a big hand and it appeared they would come back for more, but for some reason lights went up and the band started straight dance music. Result was a complete letdown. Some kind of announcement at this point was indicated. Without it, it looked like a hustle.

Bill Smith.

**Normandie Roof, Mount
Royal Hotel, Montreal**

(Thursday, August 14)

Capacity, 450. Price policy, \$2.50 minimum dinner, \$1.50 cover supper. Manager P. Borbey. Booking policy, May Johnson Associates. Publicity, Colin A. Gravenor. Estimated budget this show, \$1,850.

Considering the fact that this plushy spot is more of a dinner than a supper room, it's a special tribute to songstress Sylvia Froos that she can buck the dinner-eating competition the way she does. Canary, whose years in the business are evident by the way she sells that special material, hits the jackpot at this staid bistro with a series of well-chosen numbers. She teed off with ballads which got so-so return but warmed up to a beg-off with numbers like her Kern medley, a take-off on *Chloe* that had the customers screaming, and *Man Can Be a Wonderful Thing*, which was one of the best things she did.

Miss Froos has a natural approach to her work, and her ad libs are clever, to the point, and set the customers in a relaxed frame of mind. Vocally she was in good form and her perfect enunciation made it pretty soft for the customer to take.

Magico Jackie Fields, in the deuce, clicked nicely in some standard stuff with which he opened and went on

El Morocco, Montreal

(Wednesday, August 13)

Capacity, 275. Price policy, \$1.50 minimum. Manager, Bill Druick. Booking policy, William Morris Agency. Publicity, Elmer W. Ferguson. Estimated budget this show, \$1,800. Estimated budget last show, \$2,000.

Lower budget had to come with the amount of coin that this bistro has been spending on headline talent—e.g., Billy Vine, Willie Shore, Al Bernie and Johnny Howard, all in the \$1,000 and up class. True, biz has been good (helped considerably by tourists), but currently business is certainly down.

Only really strong act in the layout is the Stan Kramer puppet routines. Headliner Whitey Roberts was shoved into the deuce spot and Kramer moved up to top billing, but it still didn't do any good, despite the socko qualities of Kramer's act. Kramer's puppets are lifelike and the routines are smart. Lad has a knack of making personalities out of all the dolls and they register big. Also does some solid bits for an encore, but the stretchout is too long.

Roberts' comedy is strictly from Dixie but seemed okay for the tourist ringsiders. His juggling and rope skipping is clicko, but he's certainly not the same caliber which El patrons have been used to seeing.

Andrea and Delphine do a balancing act, the most eye-opening part of which is the brevity of the costumes (?). They do a good job in the opening spot, getting the customers to settle down for the rest of the show.

Norma Hutton vocals click nicely. Band led by Leo Lafond, fair in show backing. Milray line (6) routines so-so; costuming good.

Charles J. Lazarus.

**Phil AGVA Tangle
Gets More Knotty**

(Continued from page 35)

Magistrate Thomas Connors, who permitted bail of \$600, pending additional hearings at an undetermined date.

The present situation is an outgrowth of the autonomy argument of last winter when the Philly local was ordered to give up its autonomy. Jones objected and the national office stepped in. This later developed in a legal battle before Federal Judge McDevitt and the case is still pending.

Situation became difficult with the AGVA convention coming up. According to the national, most Philly members were in bad standing because no per capita tax or records were received in the national since last May. Jones said he had received members' dues but needed them to run the office and that his records were complete. He further charged the national with "deliberately" avoiding notifying the Philly local asking for such records.

Last week the national mailed out cards to all Philly members asking them to fill out forms which would show dates of dues paid to the Philly local, the name of the collector and other pertinent matter. The national said if the members would furnish such info it would recognize them as in good standing for purposes of the convention. Without such recognition they may lose their vote, it was said.

to register for a warm mitt with a bar routine, in which he poured out any kind of drink the customer ordered from the same cocktail shaker.

Ted and Dennis Peters, an effective ballroom team, opened rather tepid until they got into their spins and tricks. Got off to a nice hand with the guy twirling the gal on his back.

Buddy Clarke's ork backed the show solidly, with vocalist Mary Mayo clicking in her own spot with the band. Erni Ardi rumba quintet okay in the relief spot.

Charles J. Lazarus.

CHEZ PAREE

(Continued from opposite page)

four sidemen (drums, piano and two S. A. shaker boys), she brought in herself.

Nick Long Jr. pulled the tough assignment of working opening spot to a very noisy, unruly crowd. Guy's cleverly worked out intros, explaining his tap routines, arrested a lot of the talkers' attention and guy wound up getting top mitt for his offerings. Has an unusual assortment of tap steps which warranted good hands he received.

Singer Hal Winters, unable to get silence from crowd, proceeded to lose a lot of the attention he had at the start, by using some patter between numbers that was so jumbled only boys in house ork got it. Guy's indifferent attitude slowed up his progress in winning interest and it was only his last two numbers which won out. A lyric tenor, the handsome crooner could have won far greater palming if he'd worked all five of his numbers instead of just the last two. Needs a couple of pops to pace his program, for he used only standards when caught.

Galante and Leonarda are one of the top commercial dance teams around, winning lots of mitt early with some startling lifts and whirls and yet staying near to the rudiments of good ballroom dancing always. Pair are excellent choice for this club also because they do much aerial work, which goes over better in this spot, where footwork is lost except to ringsiders. Elicited mitts constantly for their acro-type work and huge mitt at closing.

Production numbers were all in the trite class, except for the South American closer, which got some lift from colorful costuming and lively music. Routines lack real continuity or theme. Marty Gould's house ork played excellent show and Don Chiesta supplied intermission dance music.

Johnny Sippel.

**Detroit Paradise To Open
Oct. 10 With Negro Shows**

DETROIT, Aug. 23.—The Paradise Theater will reopen October 10 with all-Negro stage shows, continuing as the only regular vaudeville theater in town.

Season will continue to be 20 to 26 weeks, with the house playing names as before when Lou Cohen, who died recently, was the acting operator.

**Predicted Boom
In Montreal Biz
Fails To Jell**

(Continued from page 35)

semi-name policy which has paid off. Room essentially is one for comedy, and performers like Al Bernie, Billy Vine, Sonny Mars, Alan Gale and Willie Shore did a good job of bringing in the customers. But it remained for Johnny Howard, a long-time favorite in this town, to get the rope up and keep it there, once for two weeks and five weeks later for another two weeks. Whether the present semi-name policy is going to be continued is unknown as yet.

The Normandie Roof atop the Mount Royal Hotel is sold out for dinner, but runs a poor second to the El as a supper club. Phil Regan did only fairly from a box-office viewpoint, for example, and there's some discussion of changing the room policy to earlier shows and switching opening nights so as not to coincide with other club openings.

The Samovar and Esquire business has been average with medium budgeted shows. The Esquire runs a late 2 a.m. show, but the anticipated late tourist trade has failed to show up.

As to the talk that new clubs were going to open, this is the situation: The Chez Maurice, long-famed as a nitery but of recent years a dance hall, will not revert to a nitery as earlier reports claimed. Ops aren't ready to risk that kind of dough the way it looks now. They might have reopened the nitery if the tourist biz had been socko, but since it hasn't, the Chez Maurice stays as is.

The Tic Toc, also a former nitery, has become a combination of swanky steak house and cocktail lounge with cocktail entertainment. There's no chance, at present anyway, of the Tic Toc going nitery.

One spot which has switched entertainment policy to pay off is Ruby Foo's, in the outlying district of Montreal. A swanky eating and drinking spot, the Manella Brothers brought in Nan BlaKstone and she's been there for seven months. BlaKstone plays in the lounge and she's set to close at the end of the month. Biz with BlaKstone has been excellent, and now the big headache at Ruby Foo's is to get a good enough box-office draw to follow her. Owen and Parker have been booked to open in September, but it remains to be seen if the present policy, profitable with BlaKstone, will stand up.

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ROXY, NEW YORK

(Continued from page 36)

Sunny Side of the Street sandwiched in between, and sold each one beautifully. Logan has the skill to take oldies and shape them with a hep delivery and make them sound completely fresh. In her bit with Haley, chatter and duet, she had a boff piece of material to walk off on.

Jerry Murad's Harmonicats (three boys) came on to a good hand and finished to a rousing mitt. The group's rep built on *Peg o' My Heart* was obviously recognized by the audience, which was with them all the way. As a harmonica outfit the lads did okay. Their opener, *Holiday for Strings*, showed flash, and their next, *Maleguena*, showed histrionics. Commercially, however, it was their boogie number and their *Peg o' My Heart* which got the best results. One of the boys, the fat lad, with a king-size mouth organ, got titters with some small bits of biz; the giggles can be developed into yocks if worked on properly. Murad's vest-flashing bit was pointless and added nothing to the act.

Victoria Cordova

Victoria Cordova's pleasant voice and eye-filling chassis were well received. But straightening for Haley—which, incidentally she did quite skillfully—took away from her song-selling impression.

Ray Malone, last caught at Bill

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In by a Nose?

NEW YORK, Aug. 23.—Jimmy Durante may come back into the Copa before the winter's over. There is an old contract between Monte Proser and Durante calling for the Schnozz to give Proser the first whack at him if he's available. Deal between Proser and Durante, however, goes beyond any formal agreement. Both guys are close to each other and the understanding is that if Durante does any nitery work, Proser will get him. If he's available and is signed it will create a problem for the Copa. Joe E. Lewis is due September 11 for 10 weeks and then Peter Lind Hayes comes in. One of those two would have to be pushed back and the other would have to cut his stay. It's said Durante's salary would be about \$7,000 plus a percentage. Last time he got about \$5,000.

Miller's Riviera, is probably one of the most promising boy dancers to come up in recent times. He's fast, full of ginger and moves his stems around as tho they were on strings. His height—he's a short slim lad—may hold him back. But as a dancer he's got plenty on the ball and the crowd went for him.

Pat Terry, boy singer, opened warbling *Cecilia*, in a casual fashion, into a mike. First impression was good. But he lost it when he did a hip version of *All of Me*, his stance no longer being free and easy, but stiff and stilted.

Opening production (12 boys, 12 girls) gave the tee-off plenty of bounce. The kids, in summery costumes, went thru some elaborate hoofing routines without an apparent hitch.

Bill Smith.

CHICAGO CHICAGO

(Continued from page 36)

formal, and kept attention high with her torso-twitching to a series of fiery Latin numbers. Did an impression of Ethel Merman as closer, which went bad when chirp turned up doing the last 32 bars flat. Could improve her whole act by getting a piece of special material which would be more on the coy or cute side to insert between the long line of torrid ditties she did.

Gil Lamb, as usual, convulsed pew-sitters from his opening gag on. In addition to his old bits like the j-bug hunting a theater seat, he came on with a routine made up of current news gag, later going into another smart piece about the lyrics of pop songs. All were presented in top style and won him two call-backs.

The Charioteers, Negro harmony foursome, heard on the *Bing Crosby Show*, had the difficult task of following Lamb, coming up with a series of wisely chosen standards, pops and a spiritual. Quartet does a top job of vocal blend with some distinctive and rich scorings, but lack greatly the animation, so necessary to a pay-off stage appearance. Guys should work up some little eye-catching gimmick, either humorous or novel, to interest the eye as well as the ear for personal appearances.

Johnny Sippel.

NEW YORK GROSSES

(Continued from page 35)

Costello, who were replaced by Smith and Dale for the closing period; Joe Howard, Maurice Rocco, Hermanos Williams and Audrey Young. Flicker fare was *I Wonder Who's Kissing Her Now*. New show (reviewed this issue) has Jack Haley, Ella Logan, Jerry Murad's Harmonicats, Victoria Cordova and *Mother Wore Tights*.

Strand (2,700 seats; average \$40,000), after two stage-dark weeks, returns to flesh with Count Basie's ork, Pearl Bailey, the Edwards Sisters and Lewis and White (show reviewed this week). Film, *Deep Valley*.

STRAND, NEW YORK

(Continued from page 36)

tune Basie switched to the Hammond organ. Ork's big specialty was *I Ain't Mad at You*, with glee-club effects that made it good theater fare. Lyrics were repetitious but the melody had lots of bounce. The finale was a cute piece of biz, with Basie and Pearl Bailey on *One o'Clock Jump*, with both making moon-eyed passes at the other. It was a swell finish and won a terrific hand.

Pearl Bailey Socko

Pearl Bailey's work is a far cry from her stumbling beginnings when caught years ago. Today she is a smooth performer and those little bits of what look like absent-minded pieces of biz are handled for all they're worth. Those casual hand waves plus a deadpan singing style add spice to ordinary lyrics which raised yocks time and again. Gal is not only a fine singer but also a comic of the sluff-off school that calls for real acting ability. Her comment about *Tired*, "... one of my Columbia recordings—that's deceitful; I mean that's my only Columbia recording," got giggles from the customers and yocks from the guys in the biz. Her oldie, *Row, Row, Row*, with side comments; *That's Good Enough for Me*, with more chatter, and a *St. Louis Blues* were ideal giggle fodder. Her wind-up with Basie wowed them.

Lewis and White, formerly Canfield and Lewis, were right out of the corn belt, but corny or not, they got results. White's straightening is in the old tradition and Lewis's chatter, starting as a house heckler, later coming on stage, registered in solid fashion. Gags were strictly repartee stuff with simple snappers that everybody got and apparently appreciated.

Flashy Hoofing

The Edwards Sisters, two cute short kids with grins a mile wide, showed some flashy hoofing. Some of their teamwork timing was slightly off, but there was nothing wrong with their heel-and-toe work. Youngsters were well costumed and fast in the terp department, getting off to juicy palming.

In Basie's vocal department the standout was Bob Bailey. His two ballads, *I Had But One Heart* and *Danny Boy*, came out with the right phrasing in a voice that was thrilling to hear. Incidentally, the ork, with muted instrument banking, helped sell Bailey's chanting for added hands.

James Rushing, seemingly bigger than ever—around the middle anyway—did well with *Exactly Like You* and a little better with *Bye-Bye Baby*. His elephantine gallumphing on the last few bars that took him off-stage was good for more hands and chuckles.

Pic, *Deep Valley*. Bill Smith.

MILLION DOLLAR

(Continued from page 36)

ers, has made him into an overnight b.-o. hypo in these parts.

Singing with expression and a definite rhythmic feel in his pipes, Laine uses his typical pulsating style for such standbys as his Mercury disk hit, *That's My Desire*, *Black and Blue*; *Baby, Baby*, and *I May Be Wrong*. Laine's particular success has been in reviving such oldies and streamlining them with a modern rhythmic twist. Altho this is his first stage stint, Laine handles himself with the ease of a five-a-day veteran.

The youthful Ike Carpenter ork capably frames the accompaniment for Laine's vocals, backing the acts, as well as displaying its own prowess when it takes over the limelight in featured instrumentals. Best of the lot is ork's version of Liszt's *Hungarian Rhapsody No. 2*, the maestro riding a crisp and cleanly cut keyboard. Batoner's ho-hum voicing of *Cecilia* makes the seat-warmers wish Ike would stick to rippling the

LOEW'S STATE

(Continued from page 36)

walking out, Richard and Flora Stuart got attention with three-well-executed ballroom numbers. Routine consisted mainly of lifts and whirls in speedy fashion, flashy but dignified to win admiration and healthy mitts.

Thelma Carpenter

Thelma Carpenter was in fine voice. Her husky warbling did justice to her reputation as a canary and her blues numbers were cordially received. Her outstanding *I Wasn't Dreaming Last Night* was sold strictly on voice as she stood motionless, hands behind her back, eyes closed and head facing straight into the spot. It was a striking exhibition and a daring display of showmanship which would have wowed legiters, but the customers here didn't seem to appreciate it. Keyboarder Garland Wilson accompanied to receive a belated intro (after Miss Carpenter's encore) from his upstage, dimmed-out 88.

Hank Ladd, nasal-toned monologist, emseed the show. Ladd achieved the goal of every entertainer—originality. His unique, deliberate delivery, waiting for the dry humor to sink home, was effective. But the material, witty in spots, missed out more often than not. Long gaps of chatter were unwarranted even tho they led up to a single yock at the end. His drunken father yarn scored best, the laughs being more frequent. An outburst was caused by Ladd's reference to Louis Basil, regular pit ork leader now on vacation. Ladd played Basil to the hilt. As emseed the comedian showed flashes of what was to be expected when he came on for his own spot. With Francetta Malloy as straight, his delivery would have scored big with the proper material. As it was, his highlight was some hi-de-hi yodeling for a lukewarm response.

Sleight-of-Hand Act

Rigoletto Brothers and Aimee Sisters teed off with some clever comedy magic, knotted handkerchief tricks and juggling. The half-pint wooden soldier number by the two girls and the men doing their belled-boxing routine was good novelty as indicated by a fine mitt.

Johnny Barnes, a single holding down the No. 3 spot, was an excellent, clear-cut tapster. His act, however, seems badly in need of flash. His footwork was excellent, but his selling job didn't match it.

The Make Believes (3 men), a record panto act, seemed a little drawn out, but the hand was good. Their Andrews Sisters encore went over best.

Sammy Fidler's ork (13) cut the show from the pit in adequate fashion.

Jack Tell.

ivories. Lad emsees the show easily, using his Southern-flavored patter to good advantage.

Betty Reilly, Cugat's former swivel-hipped songstress, pours on the blond bombshell trimmings for a lusty-voiced version of *Cumbachero*. Her styling of *September Song* passes the ear test but comes as an anticlimax to the Latin pyrotechnics of the former ditty. Mildred Law displays a couple of trim tap routines. Comic Dave Barry has 'em laughing thruout but only those who haven't caught Barry before can enjoy his routines. Trouble is, material remains unchanged from time to time and is beginning to show signs of old age.

Biz, good. Pic, *Sarge Goes to College*. Lee Zhitto.

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Magic

By Bill Sachs

BILL BAIRD, recently married at Chicago's City Hall to Florine Manners in a ceremony in which Harry King, of King and Zorita, served as best man, is currently playing club dates in and around the Windy City. . . . Jack Herbert, now at the Atomic Club, Houston, moves into the Plantation Club, Moline, Ill., September 5. . . . George C. Wilson, who toured Europe in 1933 as a magician and who later appeared with the Ted Weems and Ina Rae Hutton orchestras, has settled down to the quiet life of an interior decorator with his wife and two kiddies at Louisville, near Canton, O. He grabbed off a two-column illustrated feature story in *The Canton Repository* of August 17 in which he discussed the "secrets" of magic. His "explanations" told the layman nothing. . . . Bob Nelson, of Nelson Enterprises, Columbus, O., opens his fall season with his talking tea kettle in *The Pittsburgh Press* booth at the Allegheny County Fair in South Park, Pittsburgh, August 28 thru September 1. He will follow with theaters in the Pittsburgh area under the billing of Dr. Korda RaMayne. . . . Mal-Cardo is currently displaying his nifties at Helsing's Vodvil Lounge, Chicago. . . . King and Zorita, now on theater dates in Indiana, begin a three-week stand at the Jefferson Hotel, St. Louis, September 19. . . . George Coombs and W. C. (Dorny) Dornfield, Chi conjurers, have pooled their initiative and talents to manufacture hand-painted silk ties for magicians, using their own ideas in designing. . . . Johnny Platt, Chicago trixster, is back in the States after a string of theater dates in Canada. He is presently heading eastward from Seattle. . . . Jack Fields closed a two-weeker Sunday (24), with his magical bar at the Normandie Roof of the Mount Royal Hotel, Montreal. . . . Landrus the Magician has left the Majestic Greater Shows in Michigan to hit out for Texas to begin work on a string of celebration dates.

S. S. HENRY, who with his wife, Lucille, toured this country and abroad for many years with their own magic turn, died in Houston August 18 following a stroke. Further details in *Final Curtain*, this issue. . . . Green the Magician (John C. Green) last Saturday (23) began a three-month tour of the Peace River and Alaska Highway territory in Alberta and British Columbia. He is making the hops in a new Pontiac and a specially-built trailer. . . . Khi-Ron, of Khi-Ron and Jo-Del, in a visit to the Chicago office of *The Billboard* last week, announced that they are readying a full-evening show to play out of the Windy City, featuring one of their own creations—the vanish of four

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New Burly Season Finds N. Y. Only Key City Not on List

By UNO

NEW YORK, Aug. 23.—The burly season for 1947-'48 resumes with almost every key city in the country being represented except New York, where the official taboo still remains despite a few anxious factions patiently awaiting a favorable opportunity to change the disposition and ideas of the objectors.

In Chicago the situation remains with none of the circuits caring to invade because, according to N. S. Barger, Rialto theater operator, where the bigger burly attractions tenanted for a long time, the cost of stage hands, musicians and other necessary personnel involved would be prohibitive for even a fair b.-o. return.

East-West Circuits

The major circuits again include the Eastern or the Hirst, with headquarters in Philadelphia, where Jay J. Hornick and Phil Rosenberg are the execs, and booking offices in Manhattan, with Jack Beck presiding, and the Midwest, with Milt Schuster controlling booking operations in Chicago. The former has 12 full weeks plus a one-day stop and the latter has 10, making a total of 22 weeks. Hirst wheel houses and towns are the Troc, Philadelphia; Howard, Boston; Empire, Newark; Hudson, Union City, N. J.; Gayety, Baltimore; Gayety, Washington; Grand, St. Louis; Roxy, Cleveland; Casino, Pittsburgh; Mayfair, Dayton, O.; Grand, Youngstown, O., and the one-day stop (Saturday opening), Lyric, Allentown, Pa. One change of this circuit for the coming season provides for a change every four weeks of producer and house singer.

For the Midwest the week stops comprise the Palace, Buffalo; Casino, Toronto; Avenue, Detroit; Empress, Milwaukee; Alvin, Minneapolis; Folly, Kansas City, Mo.; Fox, Indianapolis; Gayety, Cincinnati; Gayety, Columbus, O., and Casino, Boston.

Chorines at all houses do not travel but remain stationary due to the still prevailing excessive cost in traveling

young ladies from the audience. . . . Ben Wiley, former pro rabbit-hider, has been off the road the last several years to give his full time to his typographical business in Springfield, Ill. . . . Chicago Magician's Round Table recently played host to 35 veterans and their families at Drake's Restaurant (formerly Delazon's) in the Windy City. Appearing in the impromptu show were Doc Tarbell, Bert Allerton, Jim Spear, Tom Libonatti, George Coombs, Tom Rainey, Homar, and King and Zorita, among others, with W. C. (Dorny) Dornfield as emcee. High spot of the afternoon was an unexpected climax to the vanishing-bird-and-cage trick presented by Bert Allerton. Unknown to Bert, the young lady from the audience who assisted him had a handkerchief in her hand and, when the cage and bird vanished, so did the hanky. And, so smoothly, that neither Bert nor the young lady were aware of it until she had returned to her table. . . . Percy Abbott and staff are making preparations to entertain some 600 magicians at Abbott's 14th Annual Magic Get-Together at Colon, Mich., September 1-6. Three shows on the last three nights of the affair will be open to the public. For the shows of this year, Abbott is importing from London Arthur Dowler, comedy magicker who was one of the hits of the 1939 IBM convention. With him will come Harry Stanley. Also on the bills will be Dell O'Dell, Charles Carrer, Marquis, Paul LePaul, Al Flosso, Lester Lake, Gene Gordon, the Lawrence's, Karrell Fox, Duke Stern and others.

and hotel accommodations. Only principals travel.

15 Independent Stocks

In addition to the 22 circuit spokes, burly also has 15 independent stock shows at the Globe, Baltimore; Knickerbocker, Columbus, O.; Burbank and Follies, Los Angeles; State-Harrison, Chicago; Jacques, Waterbury, Conn.; Moulin Rouge, Oakland, Calif.; Hollywood, San Diego, Calif.; Rivoli, Seattle; Star and Gayety, Portland, Ore.; Roxy, Knoxville, Tenn.; State, Vancouver, B. C., and Liberty and Kearny, San Francisco.

The entire list of stands gives burly performers a total of 37 weeks' work. One house of three links in the Jack Kane or Ohio chain, the Embassy, Rochester, N. Y., continues as a stock house until its operator decides upon another policy.

Players Already Signed

Already signed players on the Eastern circuit are Mike Sacks, Alice Kennedy, Rosalee, Eddie Lloyd, George Murray, Elaine Hubert, Billy Jones, Lew Denny, Virginia Kinn, Murray Briscoe, Evelyn Knight, Artie Lloyd, Jill Parker, Marone and Gallo, Fred Frampton, Maxie Ferman, Alma Maiben, Charles Harris, Marion Lee, Harry Fields (Stinky) and Richard McAllister (Shorty), Laura Bruce, Georgia Lee, Harry White, Donna Leslie, Frank X. Silk, Floyd Hallicy, Al Rio, Dot Denke, Benny (Wop) Moore, Harry Bentley, Mary Welsh, Tiny Fuller, the Rooneys, Jimmie and Winnie, Billy Hagan, Danny Jacobs, Lynn Miller, Beverly Lane and Bert Carr.

On the Midwest those signed include Harry Ryan, Matty Matthews, Gloria Glad, Harry Etta, Leah Wakefield, Mitzi, Helen Lovett, Bob Ferguson, Mary Murray, Richard Dana, Mitch Todd, Lucia Parks, Sylvia Starr, Tommy Miller, Lee Murray, John Head, Pat Burns, Linda Leslie, the Al Toney's, June Carstairs, Inez Claire, I. B. Hamp, Gertrude Beck, Chuck Wilson, Merrill Sevier, Margo, Dorothy Wahl, Mickey Jones, Stanley Montfort, Harry Conley, Sammy Price, Frank G. Smith, Peggy Bond, Bonnie Boyia, Herbie Barris, Joe Cowan and Sammy Spears.

Ala. County License Would Nick Showbiz

MONTGOMERY, Ala., Aug. 23.—A bill calling for practically all forms of show business to operate with a new county-issued license has been introduced in the Alabama House of Representatives. The bill, introduced by Representative Wallace and referred to the Ways and Means Committee, also calls for a fine of \$100 to be paid by those not operating with a license.

Bill calls for purchase of a 50-cent yearly license by those operating night clubs, stage plays, concerts, circuses, carnivals "or any other professional performance where live persons perform." All counties with a population of 400,000 or more will have the right to issue licenses.

Bill also provides that "the county shall have the right to revoke and cancel any and all licenses to any house of public entertainment . . . when in their judgment, the public safety, peace, good order or decency may require it; and when the owner thereof, or any person operating the same, shall have been convicted of the violation of any statute regulating such business."

Burlesque

By UNO

JOEY FAYE signed to assist Phil Silvers in the comedy for George Abbott's *High Button Shoes* now rehearsing. . . . Tommy Brice and Jean Wayne double celebrated on August 13 with a birthday and engagement party in Cleveland. Attending were Candy Durayne, Colleen, Vivian Hall, Pat Powers, Louise Sharoe and Warren Jones. . . . Carol Lord, former burly feature who recently entered the booking field in Manhattan, is opening a branch office in Washington. . . . Harry Ryan and Matty Matthews, newly teamed, opened at the Palace, Buffalo (Midwest Circuit), August 22, along with Gloria Glad, Harry Etta, Leah Wakefield and Mitzi featured. Helen Lovett to be feature the week of August 29. . . . Gayety, Toronto (Midwest Circuit), has in its current cast Bob Ferguson, Mary Murray, Richard Dana, Mitch Todd and Lucia Parks featured. Next feature, Sylvia Starr. . . . Avenue, Detroit, on the Midwest Circuit, has Tommy Miller, Lee Murray, John Head, Pat Burns, Linda Leslie, the Al Toney's and June Carstairs. Inez Claire follows Mitzi as the feature. . . . Billy Foster opened at the Burbank, Los Angeles, August 15, and Jack Mann comes in September 5. Both booked by Milt Schuster. . . . Dolores Armstead's ma recovering from a bad case of blood poisoning in Boston.

LONEY LEWIS is co-starred with Blanche Yurka in *I Remember Mamma* on Jules Leventhal's subway circuit. Next legit, for which he soon starts rehearsing, will be *Papa Is All*. . . . Ermaine Parker opened August 10 as feature at the Moulin Rouge, Oakland, Calif. Also new is Roxie (March) and Gene Heck, straight man. . . . Gayety, Columbus, on the Midwest wheel, started its season August 15 with I. B. Hamp, Gertrude Beck, Chuck Wilson, Merrill Sevier, Margo, Dorothy Wahl and Mickey Jones featured. Lyle Page is producer and Stanley Montfort, singer and straight man. Following set of principals will include Harry Conley, Sammy Price, Frank G. Smith, June Carstairs, Peggy Bond and Bonnie Boyia. . . . Mickey Owens launching two burly units for niteries. Each will be headed by Georgia Sothorn and Lois DeFee, respectively. Other principals lined up are Hank Henry, Sparkie Kay and Allan Walker. . . . Bob Alda is one of the cast in *Horace*, new comedy that opened August 18 at the McCarter, Princeton, N. J. . . . P. Sarelli owns and manages the State-Harrison in Chicago, with Eddie Ware, producer and Cora Lee, number stager. House policy is five one-hour shows daily and six, including a midnight, on Saturdays. . . . Jack (Duck Nose) Pershing, who was comic and stage manager at the Empress, Detroit, has left for a road tour.

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(Continued from page 35)

hibition thru schools, churches, clubs, union halls, etc., will also be available.

Berlin Does the Theme

If further evidence of the film industry interest is necessary, it need only be mentioned that such trade leaders, as Barney Balaban and Eric Johnson are not only active on AHF film committees, but are actually on the AHF board of trustees.

For the obvious reason that they are, by their very structure, not organized to the extent that the radio and film industries are, other showbiz fields will be unable to make their contribution to the drive in as smooth and well integrated a manner as will the broadcasters and pic boys. But again there is no doubt that as the freedom train begins to roll, trade leaders in all phases of show business and its allied fields will be swinging the shovel to stoke that engine's fire.

Jim Sauter, wartime key figure in the United Theatrical War Activities Committee (UTWAC), was appointed this week as chairman of the special events division of AHF. Sauter told *The Billboard* that labor as well as (See *Showbiz As "Train" on page 45*)

24 Shows Set For the Road

NEW YORK, Aug. 23.—It looks like a busy legit season for the road this fall, with 24 attractions already definitely set to make tracks for the hinterlands, two rated as possibilities and, no doubt, several others likely to pop up as attractions before the 1947-'48 season ends. Nine will be musicals, one a revue, the others dramas and comedies. In addition, the Eastern cities will have plenty of tryouts on their boards.

Skedded already are *Another Part of the Forest*, *O' Mistress Mine* with the Lunts, *Burlesque*, *Lady Windermere's Fan*, Charlotte Greenwood in *I Remember Mama*, Jules Leventhal's production of *Voice of the Turtle*, Joe E. Brown in *Harvey*, *Tobacco Road*, *Anna Lucasta*, *Deep Are the Roots*, Ina Claire in *The Fatal Weakness*, *Alice in Wonderland* and *State of the Union*. *All My Sons* and *John Loves Mary* are slated for the road when they finish their Broadway runs. Among the musicals there will be Bobby Clark in *Sweethearts*; Mary Martin in *Annie, Get Your Gun*; *Song of Norway*, *Oklahoma*, *Carousel*, *The Red Mill*, *Chocolate Soldier*, *Blossom Time* and *Call Me Mister*.

Showboat is rated a possibility, and *Man and Superman*, the Maurice Evans production, may reach the road after a limited New York engagement. Blackstone, the magician, also will be offered. Thus the season shapes up as equally as good as the last in number of attractions available. As to the business, only time will tell.



BROADWAY SHOWLOG

Performances Thru August 23, 1947

Dramas

	Opened	Perfs.
A Young Man's Fancy... (Plymouth)	4-29, '47	135
All My Sons..... (Coronet)	1-29, '47	238
Born Yesterday..... (Lyceum)	2- 4, '46	656
Happy Birthday..... (Broadhurst)	10-32, '46	336
Harvey..... (48th Street)	11- 1, '44	1,190
John Loves Mary..... (Music Box)	2- 4, '47	231
State of the Union.... (Hudson)	11-15, '45	741
Voice of the Turtle, The. (Morosco)	12- 3, '43	1,407

DRAMA REVIVALS

Burlesque..... (Belasco)	12-25, '46	278
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Musicals

Annie, Get Your Gun... (Imperial)	5-16, '46	532
Brigadoon..... (Ziegfeld)	3-13, '47	188
Call Me Mister..... (National)	4-18, '46	567
Finian's Rainbow..... (46th Street Theater)	1-10, '47	259
Oklahoma..... (St. James)	3-31, '43	1,884
The Telephone and The Medium..... (Barrymore)	8- 2, '47	131

MUSICAL REVIVALS

Sweethearts..... (Shubert)	1-21, '47	248
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ICE SHOWS

Ice-time of 1948..... (Center)	5-23, '47	115
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Raise Refused Ushers, Porters

NEW YORK, Aug. 23.—The League of New York Theaters has told the Legitimate Theater Employees' Union (ushers, doormen, porters and cleaners) that it will not give the raises the labor outfit has asked.

The porters and cleaners want a 15 per cent hike, the ushers and doormen a 25 per cent jump. Present rates for the doormen are \$24 for chiefs, \$23 for front and \$24 for second balcony. There is a meeting skedded in the near future.

New Frisco Legit Venture To Build Resident Company

SAN FRANCISCO, Aug. 23.—This town is going to have another legit theater in addition to the Geary and Curran, which are now operating. In the middle of November Gant Gaither will produce with John Jennings, the head of a new legit outfit, a modernized version of *Camille*, starring Judith Evelyn, at the 1,500-seat downtown Tivoli Theater. The outfit is being sponsored by the San Francisco Theater Association, a committee of public-spirited citizens, who have pledged 50G in cold cash to back the project.

Altho road shows will be booked at first, the plan is to work into a stock theater set-up with a resident company producing its own shows for a subscription audience (six plays for one subscription) at prices ranging from \$1 to \$3. The theater has a gross capacity of \$28,150 per week. Jennings expects to have a company of 20 actors and actresses and a tech-

2 Detroit Drama Groups in Tie-Up For Fall Season

DETROIT, Aug. 23.—Tie-up between the Dramatic Guild of Detroit and the American National Theater and Academy (ANTA) was confirmed this week by Charles D. Adams, director of the Guild. Plans call for a complete fall season of productions including one new play plus standard plays by Shaw, Pirandello, Molnar and Ibsen, also a group of experimental one-acters.

Bulk of the talent will be local as with the Detroit Stage, which currently is putting on an ambitious program at the Detroit Music Hall, but stars will be brought in from time to time. Low price admission scale will be set at \$1.20 to 75 cents. Productions will be given in the Pierce Auditorium in Grosse Point Park.

The ANTA tie-up is slated to give the local guild the same type of co-operation on a play production series as worked out the past season with the Utah Centennial Commission, which featured Orson Welles in *Macbeth* and Katharine Cornell in *The Barretts of Wimpole Street*.

'Goodbye Again' Detroit Draw

DETROIT, Aug. 23.—Business is holding steady despite the heat at Detroit Stage, housed in the air-conditioned music hall, with *Goodbye Again* drawing \$8,500 the first week and \$7,200 the second. The production starred Jose Ferrer and Claire Trevor. B. o. take compared favorably with the \$9,800 rolled up by the preceding production, *Claudia*, with Kim Hunter.

Last-minute attempts to switch bookings because of difficulties in availability of principals shadowed the opening of *Golden Boy*, set for Wednesday (20) with Dane Clark in the star role. But despite this handicap, the opening house was reported sold out 48 hours in advance.

Labor Gimmick Used to Sell Tix For 'Magic Touch'

NEW YORK, Aug. 23.—*The Magic Touch*, the legit which was given a terrific drubbing by the out-of-town crit, and is due at the International September 3, has been using unusual methods to sell ducats. In fact, methods were so much on the unusual side during the Newark date last week that an investigation has been promised by Louis Marcianite, prexy of the New Jersey State Federation of Labor, and Vincent Murphy, mayor of Newark.

Technique was to use direct telephone solicitation. Up to 10 men are said to have been employed and given a 10 per cent commission with drawing account up to \$40. The sales pitch, according to one of the solicitors, was to appeal to prospective ticket buyers as being "good friends of labor," then asking them to buy \$25 to \$50 worth of tix, priced from \$2.40 to \$6.

Houses in Newark last week were three-quarters empty in spite of the fact that a 20G advance sale was claimed for the week. Show originally was skedded to open May 26 there. The ticket sale was handled thru the AFL trades union council. The playwright's brother, Maxwell Raddock, is the publisher of a labor paper called *The Trades Union Courier*.

Tryout Studio Debuts Sept. 12 With 5 Plays

NEW YORK, Aug. 23.—National Theater Conference's project, the NTC tryout studio, the purpose of which is to give the best college, dramatic school and community theater legit talent a chance to show their wares to Stem producers, presents its first five offerings September 2-9 at the Hunter College Playhouse. The 25 thespians—11 boys and 14 girls—will do *No Exit*, *Liliom*, *Hotel Universe*, *Daughters of Atreus* and a fifth play not yet determined.

Scripts will be put on with an absolute minimum of production, the accent being on the acting. NTC intends to make this an annual project and already has given the studio \$3,000 for running expenses. Mary Morris is in charge of the scheme and in addition will direct two of the shows. Edward Greer will pilot two more shows and Joanna Roos the fifth.

Muni in Return At Strawhatter

BOSTON, Aug. 23.—For the first time within memory in these parts, a summer theater will bring a star and show back for a return engagement in the same season. This is Paul Muni in *Counsellor-at-Law*, which did capacity business at the North Shore Players, Marblehead, earlier in the summer.

Gross was between seven and eight thousand, a stupendous figure for a strawhat theater. And five days before the opening of the return engagement, beginning August 25, the house was nearly sold out for the week.

Strawhat Reviews

HORACE

(Opened Monday, August 18, 1947)
MCCARTER, PRINCETON, N. J.
 A comedy by Harold J. Kennedy. Staged by Herbert Kenwith. Setting, Richard Burns. Production manager, Al Boylen. Stage manager, Howard Miller. Press representative, June Greenwall. Presented by Harold J. Kennedy and Herbert Kenwith.

A Wife.....Kay Buckley
 Her Sister.....Nancy Walker
 Her Husband.....Harold J. Kennedy
 A Guy.....Robert Alda
 A Girl.....Doris Dowling
 A Neighbor.....Dwight Marfield

Harold J. Kennedy has scripted another play and along with Herbert Kenwith unveiled a summer try-out of it in Princeton last week. Kennedy's newest opus is titled *Horace* only the author knows why, because *Horace* is just another of those little guys who aren't there as far as the play is concerned. It appears that he's a G.I. who hasn't yet been told that the war is over and is still sweating it out on Catalina and getting a couple of black eyes for injecting five aces into a poker hand. That's about his contribution to the plot.

Kennedy has concocted, however, something that could and still can be a fairly amusing farce-comedy. Kennedy has more than somewhat of a penchant for chuckle dialog and bizarre situations. There is plenty in *Horace* to tickle the funnybone, but H. J. K. unfortunately also has a penchant for corn and the last half of his last act, practically blows the roof off the silo.

Kennedy this time is concerned with readjustment problems of returned vets—a matter which has been previously taken up exhaustively from various angles on our stages. This time it's a lad who has returned to Sandusky, O., and his ever-lovin' wife, only to find that he isn't sure he loves her. He is following up a small affair with a fem lieutenant named Jo, an affair begun in the shadow of the Sphinx or the Taj Mahal or what have you. There is also a captain, named Joe, the fiance of the lieutenant named Jo, who is in a returned-husband-killing mood. However, he finds it much pleasanter to move in and embarrass the husband—to the point of making the latter's wife fall in love with him. All of this may seem slightly confusing, but with the aid of a somewhat wacky sister-in-law, a lass engaged to the slap-happy, absent *Horace*, matters rattle along amusingly, if unbelievably, to a conclusion. But getting on to the final curtain, Kennedy must climb on the chautauqua pulpit to smack out a message anent society's obligations to our returning vets. Since the lad in question has been behaving like something of a heel and deserved to be pushed around plenty, the golden-bantam moralizing seems dragged in by the slack of its pants. It needs plenty of fixing.

As script stands at present, it is Nancy Walker's comedy playing that gives it its sole real edge. La Walker is sock all the way and points up every laugh line that comes her way, as well as wringing chuckles out of some where humor ain't. Robert Alda, fugitive from Hollywood cameras, is personable and adequate as the captain on the emotional war-path. Ditto Doris Dowling, likewise from the cinema lots, as the lady of the Sphinx. Kay Buckley, recently ex-burlesque, is fine as the wife. Author Kennedy plays his own hero, and in all honesty it must be reported that he writes better than he acts. He has done a magnificent job of miscasting himself.

In sum, with considerable sharpening via the typewriter and with a more carefully selected cast—but certainly retaining the services of Miss Walker and perhaps Miss Buckley—*Horace* might enter the new Stem season's sweepstakes with more than a chance of moderate success.

Bob Francis.

THE LADY AND THE TIGER

(Opened Monday, August 18, 1947)

MUSIC HALL THEATER, CLINTON, N. J.

A comedy by Michael Robinson. Staged by Don Hershey. Scenery, William Lee Steger. Press agent, Samuel Steinman. Stage manager, Sterling Mace. Presented by Eddie Rich.

CAST (In order of appearance)

Mike.....Joseph Sweeney
 Hollister Wallabout Jr.....Cliff Robertson
 Mrs. Nancy Wallabout.....Elizabeth Brew
 Tom Ewing.....Arthur Foran Jr.
 Amory Halliday.....William Post Jr.
 Leslie Booth.....Haila Stoddard

Altho *The Lady and the Tiger* has been bought for pix by Hal Wallis Productions, Stage Producer Eddie Rich would do well to knot the string on his bank roll and keep it away—far away—from Broadway. The script is strictly for silo trade and tho it is given an adequate send-off, Stem competition would smother it.

Plot concerns a middle-aged playboy who comes back to college to qualify for a job that is waiting for him. The situation is hypood by the fact that his girl-friend, a very experienced fem, turns up and becomes the object of his young roomie's amour. She is faced with a grave choice and Candida-like chooses the older man because he needs her more.

Sharp Direction Needed

It is apparent that a script of this type needs sharp direction to cover the many holes caused by lack of characterization, story and action. Needless to say, seven days is hardly time for a director to get his teeth into a play. However, Don Jershey, the stager, didn't help matters when he had his characters standing around like a bunch of bananas in the early scenes of the play. In addition, the scripter evidences a disconcerting habit of throwing sex into the play every time he feels the script needs juicing. The jokes may be good, but they don't help the forward motion of the script.

The best that can be said for the thesping is that it is adequate. Haila Stoddard handles her part well and gives the women in the audience something to ogle with four eye-filling, body-drapings. In the role of the playboy, William Post Jr. seems a bit miscast. Post has a good stage quality, but it should be employed in roles nearer his type. The best bits were turned in by Joseph Sweeney, Arthur Foran Jr. and Elizabeth Brew in minor parts.

William Lee Steger's set of a suite at Princeton University likely sparked memories for some of the old Nassau grads in the audience.

Leon Morse.

LAUGHTER FROM A CLOUD

BOSTON SUMMER THEATER, BOSTON

(Opened Monday, August 11, 1947)

Comedy by Lynn Riggs. Directed by Jerome Mayer. Settings by Matt Horner. Presented by John Huntington and Lee Falk by arrangement with Mr. Mayer and Milton Baron.

Tranquillo.....Paul Clarke
 Ann Ellison.....Susan Douglas
 Crusita.....Gene Byron
 Fanny Derr.....Polly Rowles
 Lisa Walker.....Ilka Chase
 Mason Venn.....Ralph Longley
 Addie Hall.....Cynthia Latham
 Dr. Hank Burbage.....Donald Macdonald
 Dick Burbage.....Peter Harris
 Cleve Walker.....Barry Mitchell

Lynn Riggs' *Laughter From a Cloud* is very much like atomic fission—tiny particles of story fly off in various directions without much purpose and land nowhere, so far as the observer can see. *Laughter* has many a good line, but this is no play; in fact, it is even a poor setting for a modicum of bright dialog.

The situation is this: A female artist is happily ensconced in a desert adobe house with her lovely teen-age daughter, when a discarded husband shows up. There are assorted char-

Lawrence, Lee Polishing Off 'Look, Ma' Script

NEW YORK, Aug. 23.—The Jerome Lawrence-Robert Lee scripting combo is currently held up at the Ambassador Hotel for a rewrite on their book for George Abbott's song-and-dancer, *Look, Ma, I'm Dancing*. The pair's original version of last fall, when Oliver Smith was in the potential production saddle, called for a production nut of around 250G. With coin conditions what they are, Abbott wants the show gaited for a more intimate appeal, with a lower outlay. With one act already rewritten and approved, the boys hope to turn out a complete job which will knock about 100G off the original budget.

The Lawrence-Lee book is an amplification of a notion of Jerome Robbins about the backstage antics of a cross-country ballet trek. Authors have sparked the idea via the inclusion of youngsters from vaude, the Borsht circuit and burlesque, who hook up with longhair terping and stand it on its ears.

Dancing Show

The boys describe *Look, Ma* as primarily a dancing show, but with a completely integrated plot. Also, they are emphatic that it is not just a rib of the tulle-and-tights brigade.

Nancy Walker will get her first Stem starring role when she plays a ballerina. Harold Lang is set for a Jerome Robbinsish character. Janet Reed will be a society danseuse who has edged her way into the troupe via the backer route. Alice Pearce and Bill Shirley are also set for major assignments.

Rehearsals October 15

Rehearsals are now skedded for October 15, with a late November or early December unveiling. Abbott and Robbins will co-direct. Score is by Hugh Martin. Oliver Smith will be responsible for the sets and Irene Sharaff for the costumes.

Lawrence and Lee expect to return to the Coast in about 10 days to continue their radio platterings of *My Favorite Story*, Frederick W. Ziv transcribed show. When rehearsals really get under way, they will be on a coast-to-coast commuting schedule. Lee has just gone halves on a plane with Frank Sinatra for the purpose.

acters; a professor, who doesn't act like one; a suitor for the daughter; the professor's son, who carries off the daughter; two female neighbors, neither particularly interesting. A half dozen little plot feelers are sent out, but they stop at dead ends. Nothing is developed. There is some entertaining talk about nothing until it is time for the artist to go back to bed with her ex-husband. And that ends the play.

Ilka Chase in the role of the artist delivers her bright lines well enough. The rest of her cast are attractive, pleasant people without much to do. And that they do well. Otherwise, the future of *Laughter* is nil.

Bill Riley.

ROUTES Dramatic and Musical

Blackstone (Colonial) Boston.
 Born Yesterday (Erlanger) Chicago.
 Carousel (Shubert) Chicago.
 Call Me Mister (Blackstone) Chicago.
 Harvey (Music Hall) Kansas City, Mo., 29-30.
 I Remember Mama (Geary) San Francisco.
 Oklahoma (Cass) Detroit.
 Private Lives, with Tallulah Bankhead (Har-ris) Chicago.
 Red Mill (National) Washington.
 We Love a Lassie (Shubert) Boston.

Subway Circuit

DREAM GIRL

(Opened Tuesday, August 20, 1947)

FLATBUSH THEATER, BROOKLYN

A comedy by Elmer Rice. Staged by Jus Addiss. Sets by Joe Mielziner. Company manager, William Croucher. Press representative, Vince McKnight. Presented by Jules Leventhal.

Georgina Allerton.....Lucille Ball
 Radio Announcer.....Loy Nilson
 Dr. J. Gilmore Percival.....Edward Forbes
 Lucy Allerton.....Ann Andrews
 George Allerton.....Edward Forbes
 Miriam Allerton Lucas.....Muriel Maddox
 An Obstetrician.....Edward Forbes
 A Hospital Nurse.....Ann Andrews
 Jim Lucas.....Andrew Duggan
 Claire Blakely.....Dorothy Elder
 A Stout Woman.....Winifred St. Clair
 A Surgeon.....Loy Nilson
 Clark Redfield.....Scott McKay
 A Policeman.....Robert Gardet
 The Judge.....Edward Forbes
 The District Attorney.....Ernest Sarracino
 George Hand.....Hayden Yorke
 (Scott McKay)
 Mexican Serenaders.....Ernest Sarracino
 (Mark Forbes)

A Walter.....Robert Gardet
 Arabella.....Grace Cotlair
 Luigi.....Mark Forbes
 An Usher.....Grace Cotlair
 Miss Delehanty.....Muriel Maddox
 Antonio.....Mark Forbes
 Salerno.....Ernest Sarracino
 A Theater Manager.....Edward Forbes
 A Head Waiter.....Loy Nilson
 Justice of the Peace Billings.....Edward Forbes
 Chauffeur.....Ernest Sarracino

Lucille Ball, after playing *Dream Girl* here and about over the circuit, finally arrives on the subway switch, where the summer cliff-dwellers in Brooklyn and the Bronx are ready to give what comes naturally both critical barrels.

The Leventhal-Brandt et al., is a b.-o. natural. What is the use in attempting to say that Miss Ball plays the title role good or bad? Let us say in all honesty that she doesn't follow the patterns laid down by her predecessors, but there is no question but that the customers assemble to see Lucille Ball play Lucille Ball in *Dream Girl*. All of which she does—and makes a pleasant b.-o. job of it. It is most evident that the customers come see Miss Ball play Miss Ball as Georgina Allerton—and they like her—so that's that.

Juiced-Up Job

This reporter does not think that Miss Ball's conception or performance of Elmer Rice's dreamy heroine rates with some on record. It seems that her interpretation—if one can call it that—is juiced up for heavy-handed satire and farce. However, there is no question of the customer pull, so commercially it is in the sack.

By the same token, it is unlikely that Leventhal, Brandt, et al., are particularly worried about the supporting players. It's a safe bet they are certain of a moderate profit on the set-up. It can't be too heavy, because Miss Ball has a flat take of 3G per week. But it should be recorded that Scott McKay contributes a sock performance as her news hound lad. The rest of the troupe are strictly run-of-the-mill.

The over-all result on the stage is pleasant.

Bob Francis.

Registration Under Way For Theater Wing Courses

NEW YORK, Aug. 23.—The American Theater Wing will hold general registration for its refresher courses August 25 thru 29 from 10 a.m. to 4 p.m. except on Thursday (28) when registration will be from 1 p.m. to 7 p.m.

Wing's new instructors in acting include Peggy Wood, Romney Brent, Frederick Tozere and Jo Anthony.

WANTED

Theatrical Executive for Broadway Production; \$10,000 required. All replies confidential.

BOX A-52, Billboard
 6000 Sunset Blvd. Hollywood 28, California

ALBOUGH—A. J., in recent years identified with the Oklahoma State Fair, and father of Mrs. Nat D. Rogers, August 16 at his home in Oklahoma City. Burial in that city August 19.

ARMSTRONG—J. G., 60, treasurer and office manager for many years of the F. G. Spencer Company, Canadian theater operators, recently in St. John, N. B. Survived by his widow.

ASHLEY—Frederick, 35, television engineer with KTLA, Los Angeles, August 10 in Burbank, Calif., of injuries sustained in an auto accident.

SIR VICTOR BEDINI

In Loving Memory of Dad
YOUR CHILDREN

BEVIS—Harry (Red), 56, employee of the Cincinnati Concession Company and well known as a ticket seller at Cincinnati's Coney Island, Ault Park, the Topper Ballroom and the zoo Kiddieland, recently in Veterans' Hospital, Dayton, O. He suffered a stroke about a month ago while working at the zoo.

BOSTICK—Martin (Cowboy), troupier with the James M. Cole Circus, in Dyersburg, Tenn. Burial in Carbondale, Pa.

CALKINS—Rev. Thomas A., director of the *Mother of Sorrows* broadcast on WCFL, Chicago, August 13 in that city. Surviving are 11 brothers and sisters.

COLANTUANO — Romeo C., 55, opera singer, August 20 in Johnston, R. I. He was a member of the Metropolitan Opera Company in 1917 and 1918. After service in World War I he sang with the Prince Ilma Quartet. His sister, Mrs. Gemma Petrozella, survives.

COLLINS — Horace, 55, British vaude theater owner, August 16 in Prestwick, Scotland. A brother, Pete, survives.

CREAMER—Harry W., 74, circus performer and talker, August 18 in Newark, N. J. Born in London, O., he began his circus career at 14 as a bareback rider with the Sells Bros.' Circus. For the remainder of his 40 years in show business he was a trapeze artist, ticket taker, talker and announcer in the big top for Ringling Bros.' and Barnum & Bailey Circus. Intermittently he was in business for himself with the Creamer Bakery and as advance man for screen and stage stars. Survivors are his widow, Jennie, and a brother, Charles.

CRONAN—Louis L., 67, former vaude performer, August 16 in Torrington, Conn. Cronan spent 46 years in show business, both as performer and manager of the Casting Campbells, acrobatic troupe that played

P. M. Branson

Pearl Newton Branson, 57, general agent and traffic manager for Cole Bros.' Circus, died in Osteopathic Hospital, Kansas City, Mo., August 21 of a blood clot of the heart.

Branson had been at his home, 5809 Garfield Avenue, Kansas City, this summer because of his health, but had been handling details of the show from there.

A member of the Wichita Lodge No. 99, AF&AM, and the Council and Commandry No. 12 in Wichita, Kan., as well as the Ararat Shrine in Kansas City, Branson also was a member of the billposters' union in Kansas City and the stagehands' union in Wichita.

Surviving are his widow and a son, Bruce, of Tarzana, Calif.

Funeral services were held at 10 a.m., August 25, in Forster Chapel, with burial in Floral Hills Cemetery, Kansas City.

THE FINAL CURTAIN

major vaude circuits here and abroad. Survived by his widow and two sisters.

DENNI—Luicen, 61, composer and musical director, August 20 in Hermosa Beach, Calif. One of his earliest compositions, *Oceana Roll*, preceded numbers for some 20 musical comedies and 50 vaude acts. He was chief musical director for Erlanger Enterprises at Erlanger's and the New Amsterdam theaters in New York. His widow, Martha Dwyne Denni, survives.

DIGGES—Mrs. Mary Roden Quinn, Irish actress and wife of Dudley Digges, actor and producer, August 21 in Bay Shore, L. I. An actress for the Irish National Theater, she made her debut in this country at the St. Louis World's Fair in 1904. She retired from the stage when she married Digges. Surviving, besides her

IN MEMORY OF KEITH BUCKINGHAM

Who died in line of duty on
August 27, 1946

A real showman, loyal troupier
who will always be missed.

JAMES E. STRATES SHOWS

husband, is a sister, Mrs. Margaret Keogh.

FELGER—Clark B., 72, former vaude actor and outdoor showman, at his home in Los Angeles August 15. He was a vaude headliner for 20 years before becoming associated with outdoor show business in various capacities. Survived by his widow, Catherine; a daughter and one sister. Burial in Los Angeles August 19.

FELIX—Eldon L., 77, former troupier and manager of the Victoria Hotel, Oklahoma City, from 1909 to 1939, in that city August 15. Survived by his widow, Harryette; a son, Eldon R.; sister, Clara, and a brother, John. Burial in Sunny Lane Cemetery, Oklahoma City, August 16.

FULLER—Earl B., 62, former managing director of Station WFBE, Cincinnati, now WCPO, and night club operator, August 19 at his home in Morrow, O. Fuller studied music in Covington, Ky., and became musical director at Rector's, New York restaurant, where he spent six years, later touring the country with his own band. Returning to Cincinnati, Fuller operated the old Swiss Gardens, then known as Fuller's Gardens. Fuller was a former mayor of Morrow and ran a real estate agency there at the time of death. Survived by his widow, Kathryn. Burial in Morrow Cemetery August 22.

GOLDEN—Samuel J., concessionaire and side show operator, August 11, in St. Joseph Hospital, Tampa, of a heart ailment. Golden had operated side shows on the Ruben & Cherry, West Bros., Dodson World's Fair, Gold Medal, Rodgers Greater and Blue Ribbon shows. At the time of death he was connected with McBride Bros.' Shows. Survived by his widow, Helen; two brothers and a sister, of Detroit. Burial in Ferncliff (N. Y.) Cemetery August 16.

GOODMAN—Joseph, 70, father of Thelma Leeds, actress, August 18 in Hollywood.

GOODWIN—James D., 28, racing car driver of Hartford, Conn., August 17 when he crashed thru a fence at the Cheshire Fairgrounds at Keene, N. H. Burial in North Bloomfield, Conn.

GUYER—John Louis Ray, 50, employed by King Bros.' Circus, in Greeneville, Tenn., August 14, of a heart ailment. Survived by his widow. Services and burial in Bradenton, Fla., August 19.

HALE—Harold D., 46, Ferris Wheel operator, drowned in the North Bosque River, near Lake Waco, Waco, Tex., August 14. Survived by six brothers and four sisters. Burial in Rosemount Cemetery, Waco.

HARBORD—Lieut. Gen. James C., 81, military leader of World War I and radio executive, August 20 Rye, New York. He had been president and chairman of the board of directors of the Radio Corporation of America, chairman of RCA Communications, Inc., chairman of the board of RCA Institutes, Inc., and director of the National Broadcasting Company. His widow, Anna Lee Brown, and two stepchildren survive.

HARLOW — Mrs. Gertrude, 73, stage star in the '90's, August 22 in Hartford, Conn. She played 1,000 performances in the play *1492* and appeared in several "living picture" productions and extravaganzas, forerunners of the modern musical. She understudied Fay Templeton in *Excelsior Jr.*, before retiring in 1896. Her husband, Milan R., survives.

HENRY—S. S., 68, veteran magician, in St. Joseph Hospital, Houston, August 18 of a heart attack, following a stroke suffered the day before. Henry, who hailed from Wilmington, O., toured for many years in theaters and schools with his own magic and sand-pictures turn, assisted by his wife Lucille. They retired from the road about 10 years ago, shortly after completing a tour of the Orient under the direction of the late Felix Bley. They later located in Houston where they became interested in the operation of a night club. The Henrys, in their magic days, were popular in magic circles from coast to coast, and were featured at num-

IN LOVING MEMORY

TYANA

BABETTE SCHUETZ

Who Passed Away Aug. 25, 1946



We miss you terribly. You were always
a swell Mother, Wife and Grand Troupier.

BETTY, HARRY & CHARLES
(PARROFF-PATRICK)
MR. & MRS. FRITZ HUBER

erous Society of American Magicians and International Brotherhood of Magicians conventions. Henry was also nationally known as a builder of magical effects and illusions. Burial in Wilmington, O., August 21. His widow and brother, Allen, survive.

HOGAN—Mary, 73, mother of Borghild Albertina Ford, aerial performer, and wife of L. B. Ford, August 5 in Austin, Minn. Burial in Oakwood Cemetery, Austin.

HOLLAND — George, 50, playwright and columnist with *The Boston Evening American*, August 18 in Boston. His plays include *Pie in the Sky*, *Don't Tell the Wife* and *Front Money*. Survived by his widow, two daughters, two sons, a brother and a sister.

HUFF—Forrest, 71, dramatic actor and opera singer, August 20 in New York. After his debut in Pittsburgh, he joined the Castle Square Opera Company, managed by the late Henry W. Savage. He then appeared in *Dolly*

Varden, *The Ham Tree*, *A Knight for a Day*, *The Rose of Panama*, *The Merry Countess*, *Alone at Last*, *The Chocolate Soldier* and with Al Jolson in the St. Louis Opera Company's *Sinbad*. Survived by his widow, professionally known as Fritzi Von Busing. Burial in the Actors' Fund plot, Kensico Cemetery, Westchester, New York.

HUSTINS—Charles, 39, formerly on the staff of Station CHNS, Halifax, N. S., recently in that city. Survived by his widow, three sons, three brothers and his mother.

KOMM—Sam, 47, owner of six movie houses in St. Louis and St. Louis County and co-owner of the Esquire Theater, Clayton, Mo., August 16 in St. Louis. Survived by his widow and three children. Services and burial in St. Louis August 18.

LONG—Paul (Paul Belts), dancer, in New Orleans August 19. Survived by his widow.

MACIAS — Joseph Shirley, 48, pianist and band leader, August 13 in Washington.

MALAND—Joseph O., 59, veepee of Central Broadcasting Company and manager of WHO, Des Moines, August 16 in that city.

MARANVILLE—W. Walter, 76, trustee of the South Wallingford (Va.) Fair Association, August 19 at his home in that city. Survivors include his widow, a son, four daughters, a sister and two brothers.

MAUST—Robert E., 24, of Triangle Shows, recently near Cookeville, Tenn. Maust apparently had been sleeping under his truck when the brakes released and it ran over him.

WILKEN—William E. (Wee Willie), 67, for 40 years a publicity man and business manager for New York Theatrical productions and circuses, August 8 in St. Joseph's Hospital, Logansport, Ind. Wilken's first circus job was as road man with Barnum & Bailey and later he was with Ringling Bros., Hagenbeck-Wallace and Sparks. He also was an advance man for the initial showing of the *Desert Song* in New York and was associated with Shubert enterprises, Flo Ziegfeld, Ballet Russe and Olsen and Johnson. He also handled publicity for Gaby Delys. Wilken returned to Logansport in 1940 as advertising salesman with *The Logansport Press*. He returned to show business in 1946 as acting manager of the road company, *Life With Father*, but ill health forced him to return to his home in Logansport last spring. Funeral services were held August 11 from St. Joseph's Church there. Burial in La Fayette, Ind. Two daughters, Mrs. Mary Louise Johannsen, Chicago; Sister Mary Lourdes, stationed at St. Callistus College, Chicago, and three grandchildren survive.



IN MEMORY OF

MARY THOMPSON

Died August 27, 1943

JAMES-EDITH-JEANNETTE

Communications to 155 No. Clark St., Chicago 1, Ill.

SHOWBIZ AS "TRAIN" STOKER

Garden Rodeo Ducats on Sale

NEW YORK, Aug. 23.—Seats for the 22d annual World's Championship Rodeo, at Madison Square Garden September 24-October 26, go on sale Monday (25) at the Garden box office.

Entry fees for the various contests, which are added to the cash prize jackpot of \$138,330, will bring the total amount of money to be awarded this year to more than \$155,000. At least 200 cowboys will be entered in the various contests, including such favorites as Toots Mansfield, Bud Spealman, Jerry Ambler, Dave Campbell and Wag Blessing.

Supporting Gene Autry, star of the rodeo, will be a number of trick riders and ropers, headed by Mitzi Lucas, and the usual clowns.

N. D. Sunday Laws Do Not Hit Rodeo, Test Case Reveals

MANDAN, N. D., Aug. 23.—Rodeos do not come under a North Dakota law banning certain sports on Sundays, Judge E. E. Salzman ruled in dismissing a suit brought by the Rev. Paul Hayes, pastor of the the Bismarck, N. D., Methodist Church, against the Rodeo Association.

Judge Salzman said the statute prohibited public sports, including shooting, sporting horse racing, circuses and carnivals but could not be construed to cover the cowboy exhibition of which the minister complained.

Named as defendants in the pastor's complaint about a rodeo staged July 6 were William Cummins, president of the Rodeo Association, and John Rovig, secretary.

Sunbrock Catches A Montreal Score

MONTREAL, Aug. 23.—Larry Sunbrock's rodeo roped a hefty \$86,350 take in its week's open air stand at the Montreal Stadium, with an estimated 100,000 persons seeing the show thru the closing Saturday (2).

Weather was okay thruout. Turnout was hyped by mobs of tourists, which has the city bulging at the seams. Steamed up plenty in advance by a generous outbreak of ads and an equally generous outbreak of publicity stories, the folks apparently didn't stop at making the long trip out to the stadium at the far end of town.

John Boles, singer and film actor, heavily billed to appear in addition to Ken Maynard, flicker star, didn't show.

Madison Square Garden's '47 Profit Doubles '46

NEW YORK, Aug. 23.—Earnings of Madison Square Garden Corporation for the current year, ended May 31, were nearly double those of the preceding year.

Net profits for the year were \$1,246,026, after deductions for depreciation, taxes and other clauses. Preceding year's net was only \$649,094.

AFL Books Fancy Show To Fill Soldier Field for Labor Day

CHICAGO, Aug. 23.—A free show, featuring the entire Wallenda Circus and including midget auto races, is calculated to fill the huge Soldier Field (capacity 103,000) here Labor Day afternoon for a major rally of the American Federation of Labor, at which its president, William Green, will be the principal speaker.

Program, speeches and all, will run slightly more than three hours. Besides the midget auto races, to be staged under the direction of Art Foltz, and the circus, program will offer Col. Armin F. Hand and his band, a 60-piece aggregation; Lew Diamond's ork; Don McNeil, of NBC's

Breakfast Club; Frank McGivern, WCFL announcer; Patrician Gleason, singer of WCFL's *Irish Rose*, and Joe Wallace, who will handle the announcing.

Show was booked by David P. O'Malley Sr., local banker, who specializes in club dates.

Wilburn, Collins Rank First, Second In IMCA Points

CHICAGO, Aug. 23.—Thru August 20 Jimmie Walburn, Indianapolis driver, was leading in the point standings of the International Motor Contest Association, according to the tabulation released by Frank Harris, IMCA secretary. Emory Collins, La Mars, Ia., held second place with 1,075 points.

The late Bob Frame, who died Sunday (17) in a racing mishap at Owatonna, Minn., held 890 points, the third highest total.

Point standings follow:
Jimmie Wilburn, Indianapolis, 1,282; Emory Collins, LaMars, Ia., 1,075; Bob Frame, Owatonna, Minn., 890; Russ Lee, Minneapolis, 815; Deb Snyder, Kent, O., 805; Billy Snyder, Minneapolis, 540; C. H. Ebsen, Springville, Ia., 530; Harry West, Crestline, Kan., 524; Wayne Wynn, Tampa, 495; Phil Moeca, Maplewood, Mo., 447; Al Ketter, Quincy, Ill., 375; G. H. Van Poll, Hopkins, Minn., 355; Ernie Johnson, Christine, N. D., 330; Les Adair, Indianapolis, 295; George V. Lynch, Detroit, 270; George Swangler, Grand Forks, N. D., 240; Frankie Lupton, Tampa, 235; Quentin Cowles, Davenport, Ia., 225; Ronald E. Bohlender, Des Moines, 205, and J. B. Smith, Frankfort, Ky., 201.

Ralph Moore, Austin, Minn., 200; C. N. Frame, St. Joseph, Mo., 167; Joe Baker, Indianapolis, 165; Bert Hellmueller, Baltimore, 163; Herbert Eastman, Minneapolis, 150; Allen L. Yauger, Austin, Minn., 145; Jack R. Martin, Chicago, 135; Don Smith, Tampa, 125; Harry King, Tampa, 120; Bill Hoff, Minneapolis, 110; Fred W. Tegtmeler, Elgin, Ill., 110; Leon Hubble, Indianapolis, 100; Clair Peterson, Walnut, Ill., 90; Bud Simonson, St. Paul, 90; Bob Sledge, Houston, 90; W. W. Wright, Quincy, Ill., 90; Loren Fondoble, Wichita, Kan., 70; Alfred L. Funderburk, Tampa, 60; Bill Larimer, St. Petersburg, Fla., 60; and John Purdy, Kirkwood, Mo., 60.

Hank Snyder, Minneapolis, 60; A. H. Givens, Shreveport, La., 55; Leo Oldfield, Washington, Ia., 50; James Strube, Peoria, Ill., 50; Kirk Washburn, St. Paul, 50; Clarence Ketter, Utica, Ill., 40; Al Speth, Davenport, Ia., 40; Bert McNeese, Colorado Spring, Colo., 35; Charlie Breslin, Philmont, Pa., 30; George Marchman, Yerkes, Pa., 30; Lutz Rathke, Cedarburg, Wis., 30; Harold Stark, Sauk Rapids, Minn., 30; Steve Yannigan, Allentown, Pa., 30; Ray Knipper, St. Louis, 25; Robert Charles Wilton, Minneapolis, 25; Arthur DePaepe, Blue Earth, Minn., 20; Ingevar Erickson, Gurnee, Ill., 20; Earl Horn, Natick, Mass., 20; Eddie Martin, Talladega, Ala., 20; Henry M. Wheeler, Grand Forks, N. D., 20; Keith Sapp, Macomb, Ill., 15; Herman A. Schipman, Tampa, 10, and W. L. Harding, Doniphan, Neb., 10.

Sam Nunis Signs Five-Year Lease for Uniontown Track

UNIONTOWN, Pa., Aug. 23.—A five-year contract has been signed by Sam Nunis and the Uniontown Speedway providing that the Sam Nunis Speedways, of Reading, Pa., operate auto racing events at the one-half mile oval here.

Extensive repairs are being made to the track, and the first race under Nunis promotion has been scheduled for September 12 as a big car AAA event. Midgets and motorcycles will be brought here later, a Nunis spokesman said.

Wisconsin Finds Extended Ad Bill Pays the Freight

MILWAUKEE, Aug. 23.—Of 5,000 automobiles parked here Sunday (17) in one area of the Wisconsin State Fair, 1,151 bore Illinois license plates, a car-check revealed. The car-check was a follow-up on an expanded advertising outlay for Chicago newspapers, both for immediate business and as a test to determine how fruitful an intensive Chicago exploitation campaign might prove for the '48 Wisconsin State Fair, which will have an extended run of 23 days and a vastly expanded program to mark Wisconsin's centennial.

In prior years, the fair here had confined its Chicago newspaper space to a small ad in one Chicago paper. This year the fair broke with a two-column six-inch ad in all Chicago papers. Spotted on the sports pages, the ad featured the sports events. This year for the first time the event here also broke with some display space in Gary, Ind., and a car-check showed that this expenditure also more than paid for itself.

Fair execs here are expected to launch an intensive advertising campaign for the centennial year, with the tee-off to come in December.

Carthage Lines Up Grandstand Features

CINCINNATI, Aug. 23.—An array of talent has been signed to present the free show to be staged each afternoon and evening at the 92d annual Greater Cincinnati and Carthage Fair here September 10-13, Clarence A. Peters, secretary-manager, announced this week.

Acts were booked by the committee on attractions and night show, consisting of George K. Foster, chairman; former Gov. Myers Y. Cooper, Peters, Lawrence P. Lake and D. R. Van Atta.

Acts include Betty Patrick, aerialist; Three Anzacs, Australian unicyclists; Bozo Harrell, juggler, and Fisher's Animal and Circus Show, featuring Ruby's Dog Stars and Harry Haag's elephant, Judy.

Concerts by Smittie's Military Band also will be a feature.

Ingenuity Is Key to Solid Outdoor Aid

"Freedom" in the Open

(Continued from page 42)

management committees for every branch of show business and its allied fields would be set in the very near future and that industry segments all would have ample opportunity for full-fledged participation.

The music field has already tossed its first coals, with Irving Berlin cleffing a special campaign tune, *Freedom Train*, (see lyrics on Page 3). Hardly had the ink dried on Berlin's manuscript when Jack Kapp, Decca prexy, decided the tune would be recorded by Bing Crosby and the Andrews Sisters. Crosby came down out of the Canadian woods, where he was vacationing, and within one week after the tune was written Decca had it on a master. Decca is also cooking up special promotional plans in connection with its record. RCA Victor and other major and independent diskers are also expected to cut the song, and orks and singers are expected to give it a terrific play.

All Showbiz In

In night clubs, operators, producers and performers will undoubtedly formulate plans for keeping freedom's fire glowing. And the legit (See *Showbiz As "Train"* on page 95)

Ohio's Ancient Grog Law Dies Sept. 8 But Still Causes Heat

CANTON, O., Aug. 23.—A State law that will not be a law after September 8, stands ready to plague liquor permit holders who operate within a two-mile radius of the fairgrounds while the Stark County Fair is in session September 1-4, unless its enforcement is stopped by an injunction.

The law, passed in 1888, was repealed at the last session of the Ohio General Assembly but the repealer won't be effective until September 8.

The Ohio WCTU, which resurrected the dormant law last year, is insisting on its enforcement until the very last minute that it remains in effect. Officials of the group have served demands on Sheriff Dick France and Police Chief Elmer E. Clark for its enforcement here this year, and both officials say they have no other course than to enforce it, unless an injunction is obtained.

Last year a temporary restraining order was obtained by local tavern keepers two days before the fair opened, chiefly on the ground that the law was discriminatory. The hearing was set for after the close of the fair, so the places continued to operate without interruption.

ONIDA, S. D., Aug. 23.—Record crowds were on hand for the Sully County Fair Thursday thru Saturday (21-23). United Victory Shows played on the midway.

WIS. STANDS UP UNDER HEAT

Outside Gate Off Slightly

Milwaukee attendance dip small in face of heat—two grandstand marks set

By a Staff Correspondent

MILWAUKEE, Aug. 23.—Recognized as a model fair and noted for its capable management, its careful balance and the strength and diversity of its attractions, the Wisconsin State Fair here this week was undergoing a rigorous heat test and it was demonstrating its rugged character and its powerful crowd lure.

Despite temperatures which hovered in the 90's each day, excepting the opener, Saturday (16), the solid exposition thru Friday noon (22) had piled up an attendance of 487,000 and appeared destined to close Sunday night (24) with a total outside gate of 600,000, a truly remarkable gate in view of the broiling weather.

Eclipses Old Marks

Notwithstanding the heat, two new grandstand marks were established thru Friday. On Sunday (17) afternoon, despite 98-degree temperature, which felled 45 persons among the 103,000 who thronged the grounds, 12,008 paid to see the harness races. This was an all-time attendance for sulky races here.

The other record was established Thursday night (21), when 13,000 paid to see the night show, to eclipse all previous marks for a night grandstand attraction of any kind. Thursday's outside gate was the highest of the week, 105,000, and the weather was distinguished only by the fact it registered in the low 90's.

Thru Friday noon (22), the outside gate of 487,000 was only 40,000 short of last year's attendance to the corresponding point. Patronage this year was featured by the attendance of more children proportionately than last year, when the fear of polio kept many of the small fry at home.

Quick Aid for Stricken

The sweltering weather served to give added accent to the capable direction of Ralph Ammon, fair's directing head, and to the efficiency of his staff. On Sunday (17), when the thermometer hit 98, the fair handled (See Wis. Stands Up on page 50)

New Ulm Annual, Cele Draw 150,000

NEW-ULM, Minn., Aug. 23.—Total attendance at the six-day combined New Ulm Massacre Celebration and the annual Brown County Fair, concluded Sunday (17), was announced as 150,000.

An estimated 75,000 persons attended the Thrill Day windup Sunday, which was featured by a historical and industrial parade in which more than 100 floats took part. Other events, in addition to the thrill show and parade, included a 10-event horse show and two performances by the Sioux City, Ia., Aquabelles at the municipal pool.

The grandstand performance, booked thru the Barnes-Carruthers Theatrical Agency, Chicago, featured a Gertrude and Randolph Avery Revue.

Blowing Bubbles!

Ind. State Skeds Huge Contest; Points Way for Other Annuals

INDIANAPOLIS, Aug. 23.—What looms as the biggest bubble gum contest yet staged will be held daily by *The Indianapolis Times* at Indiana State Fair here August 29-September 5.

It will be a three-way promotion with *The Times*, the fair and Bowman Gum, Inc., co-operating.

The contest will be staged each day in a special arena in front of the Youth Center. The boy or girl blowing the biggest bubble each day will get a bicycle, with the next biggest bubble-maker to get roller skates. The two winners each day will compete the final day in front of the grandstand for the Indiana championship. Prizes the final day will total \$250 in cash.

The contestants, all of whom will be 15 years of age or under, will get free bubble gum. All the kids have to do to compete is to appear at the bubble gum contest arena.

An added feature Labor Day, September 1, will be a team contest between fathers and sons, with mothers and daughters competing in another division. Special prizes will be awarded to the adults.

At least 30,000 kids are expected to take part. *The Times* has that much free bubble gum to give away, with more available if needed.

Art Wright, formerly publicity director of the late Lucky Teter, of the Lucky Teter Hell Drivers, the late Ralph A. Hankinson and other auto race promoters and now promotion

Elgin, Ill., Goes Over Regardless Of Torrid Wave

ELGIN, Ill., Aug. 23.—Operating in sweltering heat so hot that it caused casualties among sheep, hogs and livestock on exhibit, the Kane County Fair nevertheless closed its four-day run here last night at Maroon Field with an attendance estimated at 65,000, a slight increase over last year. Temperature under the canvas tops hit as high as 114 degrees.

Daytime attendance sagged in the face of four of the hottest days of the year, but nighttime attendance was up, enabling the annual to not only match its gate of last year but boost it slightly, according to Secretary L. B. DeForest.

Biggest night turnout was recorded Wednesday (20), when more than 9,000 thronged the grounds. WLS unit packed the 2,000-capacity grandstand that night. Yankee Doodle Circus, booked thru the Gus Sun agency, played to half a grandstand Tuesday night (19) with the Graham Riders snaring a two-third grandstand Thursday (21). Closing day feature was a horse show.

Commercial exhibits hit new peaks, Charles S. Leach, fair association president, pointed out. The farm machinery exhibit was the largest in history.

Midway attractions were booked thru Jack Guertin, and they reported good business. Drink and ice cream vendors did a wholesale business.

editor of *The Times*, sold the Bowman company on the idea of furnishing prizes and free gum for the contest. Then Indiana State Fair accepted the idea.

Marion Co., Ind., Scores Biggest In 16-Yr. Record

INDIANAPOLIS, Aug. 23.—The 16th annual Marion County Free Fair went over big and more than 12,000 persons jammed the grounds Monday (11) for the largest opening day crowd in history.

Robert R. Fisher, president, reported the crowd surpassed all expectations, despite the extremely hot weather. The first day's events included judging cattle, dairy calves, sheep and vegetables, ending with a concert at night.

Crowds continued until Thursday night, when a downpour interrupted attendance. Until then 40,000 persons had entered the grounds. Lloyd Thomas' Joyland Amusements had the midway, and reported more business the first three nights than all of the six nights a year ago, when the midway gross was considered good.

The rain drenched the grounds and turned them into a mud puddle Thursday evening, and continued thru Saturday, practically closing the fair.

The event had the biggest cattle show in its 16 years of existence. Farm machinery also was the largest in the history. There were more than 20 tents housing exhibits. A second entrance was added to accommodate the record crowds. State police regulated the flow of traffic along the main highway and into the two parking areas near the grounds.

A new convenience was added this year, the kiddie tent, where children played under the supervision of a trained nurse. Play pens, sand boxes and toys were available for the youngsters while mothers visited the exhibits.

Crosby Thrillers Open Ithaca Event

ITHACA, N. Y., Aug. 23.—The 108th anniversary fair of the Thompsons County Agricultural and Horticultural Society opened here Monday (18) and comes to a close tonight. In spite of cool and cloudy weather large crowds were on hand opening day, special feature of which was the thrill show put on by Lucky Lee Crosby and His Hell Drivers.

Events of the week included Children's Day, Tuesday (19), with contests and a rodeo put on by the Zane Gray Corral, and harness racing, starting Wednesday.

The grandstand show, furnished by the George A. Hamid office, presented the Helen Harvey Girls, aerialists; A. Robins, the banana man; Skating Rockwells; Clemens Bellings, comedy canines; Texas Dollies, hill-billy act, and Green and Dooley, ventriloquist. Midway was occupied by the B & V Shows.

Attendance Up At Marshfield

Mass. annual on way to record gate—mutuel betting 15 per cent below '46

MARSHFIELD, Mass., Aug. 23.—Attendance figures at the 18th annual Marshfield Fair, which opened Sunday (17), were running higher than ever before in history thru Friday (22). Pari-mutuel betting was off about 15 per cent from last year, but fair officials had anticipated this, and, as a result, prepared a more elaborate program calculated to produce greater revenue at the gate.

Attendance thru Friday (22), with one day to go, was figured as follows: Sunday, 14,500; Tuesday, 6,500; Wednesday, 10,000; Thursday, 18,000, and Friday, 16,500.

Stage acts are the Excellos, high aerial act; Louis and Oliver Sisters, acrobatic balancers; Frank Cook, high wire; the Duwaldos, bicycle act; Jumbo, seal, trained by Lew Bohan; Emil Winter, swinging pole; Samaroff's Dogs and the Sensations of Art, 12 gals. James Lawton is emcee. Norwell's band furnishes the music.

The grounds had been given a thoro modernization. The roads had been tarred, eliminating dust. All buildings had been repainted and the exhibits had been rearranged to make them more convenient for display.

Charles Langille, fair's general manager, received much praise from visiting Massachusetts fair execs. Included among visitors were Frank Kingman, Brockton Fair; John Gilbody, Middleboro Fair, and Dan Reidy, Weymouth Fair.

For the first time in history *The Boston Globe* gave the top of Page 1 to an entire eight-column picture spread on the fair. Other Boston papers also played it up big. For the fourth straight year Floyd L. Bell, Boston publicist, handled the press.

President Frank Sinott said the fair was proving the most successful in its history. The increased gate and the sag in betting was taken to indicate that the public is seeking more entertainment for its money.

Troy Hills, N. J., In Record Start

TROY HILLS, N. J., Aug. 23.—A record paid attendance of 15,464, an increase of 40 per cent over last year's figures, turned out for the opening of the Morris County Fair here Tuesday (19), which was Youth Day. Features were a Rodeo, Fashion Show and contests for domestic science, livestock, farm produce and pets.

Showers Wednesday (20) held the afternoon attendance to 6,200. That night 16,000 were on the grounds and the I & T Shows on the midway got a heavy play. A horse-drawing contest was staged in the afternoon.

Rep. Fred A. Hartley Jr., co-author of the Taft-Hartley Labor Bill, and the 4-H Club were featured on two radio broadcasts aired from the grounds. Annual ends its five-day run tonight, having had near-perfect weather.

Pedro Morales, of Pedro and Durand, writes that he is playing fairs after an absence of seven years.

ILL. DRAWS 1,100,000 BUT—

Sioux Empire Bounces New Records As Rain Helps It

SIoux FALLS, S. D., Aug. 23.—All attendance records were shattered at the 1947 Sioux Empire Fair which opened here Tuesday (19). An estimated 6,000 overflowed the grandstand opening night to see the first presentation of Boyle Woolfolk's *Summer Sensations of 1947*. Rain three nights in a row before the fair opening, following a 45-day dry spell, made the grounds wet. A thunderstorm threatened the first night's performance but didn't keep the cash customers away. The rain halted threshing operations, giving more farmers an opportunity to come to the fair.

An estimated 3,000 saw the auto races presented by John A. Sloan's Racing Corporation of America Tuesday and Wednesday afternoons. Motorcycle racing was presented Thursday afternoon.

Two Days for Beam

B. Ward Beam's Daredevil Drivers offered their thrill day program Friday and Saturday afternoons, while the White Horse Patrol from the Abu Bekr Shrine Temple, Sioux City, Ia., was scheduled for the closing afternoon Sunday (24).

Capt. Roy Simms, the Human Fly, presented a free aerial act each afternoon and evening.

Gov. George T. Mickelson, Rep. Karl Mundt (R., S. D.), and Dr. W. R. Laird, president of the Sioux Empire Fair Association, were present at the opening night ceremonies.

Woolfolk's stage presentation was well received the first night, altho it dragged over two hours. Acts included Rosalind Hupp Dancers, Betty Lee, xylophonist; Pedro and Durante; Rudy Horn, emsee; Al Gordon and dogs; Jack Gwynne and Company, magic; Jack Gordon, French unicycle juggler; Five Miamians and Hubert Dyer and Company.

Al Halverson is the fair secretary. Arrangements were made with Fred Beecher, manager of the Sioux Falls Coliseum, to hold the stage show there in case of rain on any night.

World of Today Shows did a healthy business all week on the midway. Bingo and all other concessions were not halted by local officials despite recent "crack downs" on such events in South Dakota.

Chitwood's Female Stunter Injured in Ballston Spa Crash

BALLSTON SPA, N. Y., Aug. 23.—Hefty crowds of apparent record proportions attended the 106th Saratoga County Fair which closed a five-day run here tonight. Coleman Bros.' Shows on the midway did good business since practically no revenue was lost on account of the weather.

Lou Blackmon's Diamond B Ranch Rodeo, booked thru George A. Hamid, was featured grandstand entertainment fare.

An accident marred the opening night performance of the Joie Chitwood Hell Drivers. Betty Lee Allen, motorcyclist, failed to crash thru the second and last flaming barrier in her act, hit an upright pole instead, and was thrown to the ground where she received multiple head injuries. She was removed to Benedict Memorial Hospital, where her condition was later reported as "fair."

Music was by Vera Velasco, organist.

Exhibits were large and each class was well filled. Ten grange units participated. Public-address system, which this year was confined to the grandstand, was furnished by Joe's Radio and Sound System, Schenectady.

Harness racing was featured afternoons.

Hamburg Fair Spending Big

HAMBURG, N. Y., Aug. 23.—Except for Tuesday (19) which was washed out by rain, the Erie County Fair attracted top, free-spending crowds thruout its six-day showing here. Final accounting, following tonight's closing, probably will show that attendance and gross were equal to former good years.

Night grandstand show featured a strong program of acts booked thru the George A. Hamid office, and was a departure from the usual revue presentation. Appearing were Henry Robinson's elephants, Musical Johnsons, Vespers, hand balancing; Aerial Downeys; Skating Macks; the Adamsons, perch, and the Darlings. Music was by Joe Basile's Band. Billy Keating was emsee. George A. Hamid attended and personally supervised the staging of several performances.

Chitwood's Hell Drivers

Joie Chitwood and His Hell Drivers were featured Wednesday and Thursday (20-21). The sports program Tuesday, including trotting races, was mostly canceled. The new one-half mile track, raised two feet since last year with the addition of 4,000 yards of dirt at a cost of \$15,000, was used this week for the first time.

Wednesday was dedicated to the veterans of two wars. Numerous bands, drum corps, drill teams, auxiliaries and junior organizations marched in a parade and helped swell attendance. Thursday was Politicians' Day.

Newton Memorial

The Jacob C. Newton Memorial Room in the business offices was dedicated Wednesday to the former secretary, who died on the last day of last year's fair. J. Craig Roberts, chairman of the Erie County Welfare Board, said: "In his 25 years as secretary, Mr. Newton set aside his own business interests to devote all of his time and energy to the development of the fair as an educational and entertainment enterprise."

The James E. Strates Shows were on the midway.

Great Falls Draw Hits 209,000 Mark

GREAT FALLS, Mont., Aug. 23.—North Montana State Fair here August 4-9, drew 209,000 persons as compared to 201,000 a year ago. The Siebrand Bros.' Shows broke all previous carnival takes.

Annual got away to a big opening Monday (4) but rain for two hours Tuesday, starting about noon, hurt the afternoon attendance. It cleared, however, and the night was big. The rest of the week was jam-up.

Molesworth Resigns

DANVILLE, Ill., Aug. 23.—R. D. (Duke) Molesworth has resigned as executive secretary and manager of the Eastern District Fair here pending the reorganization of the fair board.

Billings Exhibit Space Tops 1946

BILLINGS, Mont., Aug. 23.—Midland Empire Fair, which closed Saturday (16), had 25 per cent more exhibit space this year than in 1946. Machinery and commercial exhibit buildings and independent midway were sold out in advance.

Thru the first four days, outside gate attendance was even with a year ago. While no official figures have been released yet, it is expected this year's gate attendance will top that of a year ago.

Siebrand Bros.' carnival, on the midway, reported its gross for the first four days was 25 per cent ahead of '46. Pari-mutuel betting was up 10 per cent, with 250 head of thoroughbred running horses.

Livestock barns overflowed with stock and all agricultural buildings were filled. The 4-H Club livestock exhibit was the largest since 1941, officials said.

Day and night grandstand gates ran about on a par with 1946. Grandstand was a sellout Wednesday night (13) and Thursday night (14), with 800 on the straw Thursday. Show was booked thru the Barnes-Carruthers Theatrical Agency, Chicago, with Fred Kressmann in charge. Fireworks were handled by Art Briese, representing the Thearle-Duffield Fireworks Company, Chicago.

Leo Cremer's rodeo opened Tuesday night (12) and continued thru Saturday. Org had 125 head of stock and 100 cowboy contestants.

Dubuque Plans Call For Permanent Lot With New Buildings

DUBUQUE, Ia., Aug. 23.—A permanent fairgrounds with facilities for a midway, races and livestock judging is being planned by Dubuque County 4-H clubs with hopes of making it an outstanding exposition.

Leaders of the undertaking point out that Dubuque is strategically located to draw agricultural interest from a tri-State area.

Spokesmen for Tri-State Exposition, Inc., which is sponsoring the plan, said that while the project is a long range one which will take some time for completion, that a start would be made soon. It is planned to have permanent buildings for exhibits and livestock judging, and a grandstand.

Hamid, World of Mirth

Sign Charlotte Annual CHARLOTTE, N. C., Aug. 23.—Contracts have been signed by George A. Hamid to supply grandstand attractions and by Frank Bergen to place the World of Mirth Shows on the midway at Southern States Fair here September 30 thru October 4, it was announced by Helen Spencer, secretary to Dr. J. S. Dorten, founder and president of the annual. Premium awards will total \$12,000.

How Did They Get the Count?

Night grandstand attendance big with top bills—speed events draw

By a Staff Correspondent

SPRINGFIELD, Ill., Aug. 23.—Attendance at the Illinois State Fair, which closed its 10-day run here Sunday night (17) was announced as 1,100,000 by Conrad F. Becker, business administrator, a new position created this year.

On the basis of this figure, the gate topped the reported '46 attendance, which was given out as 1,001,000 and which, up until then, was accepted as the greatest in the fair's history.

At the outset of the '47 event, the fair released a statement that "a true count" would be announced.

The fair continued with a "paid gate." However, admission was free to all on five of the 10 days and veterans of both wars were admitted free at all time.

There was no evidence of a front gate check on admissions. Becker did not reveal how the total attendance figure was obtained.

Front gates were loose, and, judging by observations, anyone who maintained he had business on the grounds was admitted without paying or without a show of credentials on days when a paid gate was "on."

Midway Gross "Off"

The midway gross was announced at \$140,000 by J. C. McCaffery, Henries Bros.' Shows general agent. This total fell short of the all-time record, set at \$149,400.75 by the same org.

Day-time attendance appeared to be off. A heat wave gripped the fair thruout its run. Night attendance, particularly in the grandstand, was strong Saturday (9), when the WLS fair unit was presented, and Monday thru Friday (11-15) for the revue and acts booked thru the Barnes-Carruthers Theatrical Enterprises, Chicago.

A variety show, featuring Orrin Tucker and orchestra and the Harmonicats drew an excellent crowd Saturday night (16). Final night (See HOW DO THEY on page 50)

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Fair Secretary, Teague, Tex.

MISSOURI REALLY SHOWS 'EM

Kemper Sees New Records

Concessionaires get early break—all attractions in top grade—mule show hits

By Frank B. Joerling

SEDALIA, Mo., Aug. 23.—The "show-me" State is really "showing 'em" here at the 45th Missouri State Fair.

All previous records will be broken when the gates are closed on the 1947 annual tomorrow after midnight.

Up to and including Tuesday (19), the attendance was 35 per cent ahead of that on the corresponding days in 1946; grandstand receipts were above the last year's figures for those days exactly 33 per cent.

Sunday, opening day, the paid attendance was slightly better than 66,500 while that afternoon the grandstand receipts showed a take of over \$3,000 more than ever in the history at one event or performance. Between 17,000 and 18,000 witnessed the John A. Sloan Auto Races that day.

Roy S. Kemper, secretary, conservatively figured that the total attendance will be in the neighborhood of 275,000. The "everybody pays" policy is again in effect, with admission for everyone 25 cents plus 5 cents excise tax.

Concessions Rack It Up

The machinery and commercial exhibits by far exceeded those of any previous Missouri State Fair. Concession footage sold was 20 per cent in money and space over last year, and many concessionaires were turned down, meaning a loss of several thousand dollars on account of the overflow of paid concessions. The fact that the Cavalcade of Amusements was not on the midway on the big opening day, benefited the many independent concessionaires. Practically all of the concession people "got off the nut" the opening day.

One factor that no doubt helped the fair in running up large attendance and increased receipts was that last Thursday, Friday and Saturday, the entire region around Sedalia had a much needed rainfall on each of those days, which was in fact a "million dollar rain" to that territory. Then since the annual opened weather has been perfect fair weather, altho the thermometer was in the nineties on the three opening days.

Premiums amounted to \$76,000, of which over \$10,000 was for junior activities.

Grandstand Varied

The grandstand attractions for the eight days were as follows: Sunday afternoon (17) and Saturday afternoon (23), automobile racing presented by the Racing Corporation of America under the direction of Sloan; Sunday and Monday nights (17-18) the society horse show with Sunday chalking up the biggest night crowd ever to see a horse show at this fair. The horse show was moved to the Coliseum Tuesday night and continued there thru Friday night. Harness racing was on tap every afternoon Monday thru Friday with more entries on hand than ever before. Ernie Young's State Fair Revue for 1947 was shown Tuesday thru Saturday nights while Sunday, (24) the (See Mo. Shows 'Em on page 50)

Around the Grounds:

Urges Radio To Get With It; Cites Need for Co-Ordination

Fair execs with a sound appreciation of the value (to all concerned) of direct-from-the-grounds broadcasts of network shows, particularly of the audience-participation variety, have a beef. All too often, they point out, there is no co-operation on the part of those representing the show, the network, its local outlet, or the show's sponsor. The result has been that sometimes as many as nine individuals make demands for various facilities. These requests, moreover, sometimes conflict, and the sum result is chaotic preparations. "Why don't the radio people organize and designate one person only to be in charge and to make requests of the fair?" queries one of the ablest fair execs who adds, "This would make for efficient operation all around."

Homer and Jethro, hillbilly comedians last year with the WLW fair grandstand unit, tested their possibilities as a midway attraction at Wisconsin State Fair. They gave 12 shows each of the first two days of the Milwaukee event to either capacity or near-capacity in the tent which accommodated about 600. Both days were blazing hot, and on the third day they allowed that the "12-a-day" routine was hard work but that it was bringing in the shekels. They withheld decision whether to play fairs under canvas until the final count was in on the Milwaukee stand.

Indiana State Fair patrons this year will be able to perform before a television camera while other fair-goers watch on a screen. Station WIRE will stage a daily television demonstration in the Women's Building, televising from a second floor studio to four telescreens on the main floor. When the camera is not being used for a regularly scheduled show, fair-goers will put on their own performance from the second-story studio.

Greater St. Louis County Fair, which this week gives St. Louis its first county fair in 20 years, got strong support from the powerful St. Louis Globe-Democrat. Included among the recent publicity breaks was a five-column feature by Robert A. Herford, Globe staffer, which gave the event potent build-up and played up Vernon M. Huff, manager.

California State Fair, preparing for the coming California centennial celebrations, this year is sponsoring a historical photographic contest, with the prize winning photos to be exhibited at the Sacramento event.

E. W. (Deak) Williams booked the grandstand acts into Tipton (Ia.) Fair. Acts were Helen and Jerry Hartley, rolling globes; Milo Vagge Duo, bag punching and musical; Three Eddingtons, hand balancers; Lester Orton, high pole, and the Roscoe Armstrong Trio, comedy Ford act.

New Jersey State Fair, Trenton, will open with AMA-sanctioned motorcycle races Sunday, September 21. Other track attractions during the eight-day event will be a single performance by Jack Kochman's Hell Drivers, one by Joie Chitwood and His Hell Drivers, five days of harness horse races and one afternoon of big

car races to be staged by Sam Nunis. George A. Hamid, fair proxy and head of the New York booking agency bearing his name, will supply the grandstand revue and acts. Cetlin & Wilson Shows will be on the midway. Norman L. Marshall, secretary-manager, reports that commercial exhibits, particularly of farm machinery, will surpass those of recent years. Some indoor space is still available, he infoes.

Lottie Mayer's *Disappearing Water Ballet*, off the road during the war years, is back again as an outstanding hit. Featured in the Barnes-Carruthers revue, *Parade of Stars*, the ballet drew rave notices at the Chipewa Falls and Wausau, Wis., annuals, where all previous night grandstand attendance records were broken.

One of the most selling pieces of advertising to hit *The Billboard's* fair desk this season is the eight-page (standard-size) herald put out by the coming Du Quoin (Ill.) State Fair. The herald abounds with art, there being 62 different cuts ranging up to four-column in size in it. These cuts, together with effective copy and layout, give the herald powerful punch.

The Juggling Jewels, fem jugglers who are appearing in the grandstand show at the Canadian National Exhibition, Toronto, also performed in the last pre-war show at that spot.

The Fort Dodge, Ia., annual Harvest Festival, held in Dodger Stadium, drew more than 35,000 persons in three days. Festival was sponsored by the Associated Retailers, the senior and junior chambers of commerce, and the manufacturers and jobbers. F. B. McTigue was general chairman.

Latest fair management booklet published by the Western Fairs' Association covers public relations, advertising and publicity. It contains articles by John Long, general manager of the California Newspaper Publishers' Association; Dick Washburne, WFA publicity director; John Knezevish, publisher, Palos Verdes (Calif.) News, and four California fair men, Bob McClure, manager of Del Norte County Fair; R. L. Driscoll, Los Angeles County Fair; E. O. Hulick, San Diego County Fair, and Carl Mills, Calaveras County Fair.

The Fort Dodge, Ia., Municipal Band, directed by Karl L. King, played at the Sac County Fair, Sac City, Ia., August 18-21. Band currently is playing the Iowa State Fair, Des Moines.

The Skating Macks, who played the Hamburg (N. Y.) Fair last week, were scheduled to fly Monday (25) to Santiago, Chile, where they have engagements totaling three months. Heavy props were sent by liner about a week ago. The act was booked by George A. Hamid, Inc.

Carmita, high act, was put out of business for the season when rigging was damaged beyond repair at the recent Columbus Junction, Ia., Fair. A horse truck ran over the guy wires,

Stockton Off Fast With Two Paying Crowds

Livestock Hits New High

STOCKTON, Calif., Aug. 23.—The 26th annual San Joaquin County Fair opened here Saturday (16) with a crowd of 13,853 attending. Sunday brought 18,381 thru the turnstiles.

This year, the first full-scale post-war annual, went in for the most extensive entertainment program and most elaborate displays in the event's quarter-century history. Racing was featured every day, and night entertainment included a rodeo the first four nights and horse shows the last five evenings. Sunday (24), the closing day, will be devoted to an all-Western horse show.

Agricultural and livestock section drew plenty of interest and all farm communities in the county entered exhibits for the first time since 1940. Prize money reached an all-time high this year.

Stock Show Big League

The livestock show moved into the major leagues with the announcement by livestock Superintendent Joe Levy that total premium offerings were \$49,237 (not quite \$3,000 less than the livestock premium figure for the California State Fair). This is in addition to approximately \$25,000 offered Future Farmers and 4-H Club exhibitors.

Stabling facilities are taxed to the utmost with nearly 2,500 animals on the grounds.

Poultry and rabbit show will pay exhibitors nearly \$20,000. The flower show set records with premium money highest in history. The horse show has an entry list including 400 head of stock, some from as far east as New England.

The rodeo attracted top hands from all over the West. Gene Rambo, world champion all-around cowboy and Jerry Ambler, saddle bronk title holder, headlined the entry list. Calf scrambles for the Future Farmers and 4-H Club were featured.

Another important attraction is the dog show with 548 dogs, representing 80 breeds being exhibited.

Racing Ironed Out

Horse racing with pari-mutuel betting swelled the draw.

Last year there were two days of racing with wagering but the program was drastically curtailed when mutuel clerks, jockeys and other union employees struck as the result of a dispute with the James C. Petrillo musicians' union which objected to the appearance of the Mexican Tipica band at the fair. Directors and management of the event struck to their guns and retained the band, a heavily billed feature, with the result that a program of harness racing without pari-mutuels was substituted. This circumstances put a decided damper on the horse events and seriously hampered operation of the fair. This year, however, it is different with horsemen in attendance en masse and wagering prevailing.

E. G. Vollman is secretary-manager of the exposition, and Dempsey Smith, Lodi, is chairman of the board of directors.

causing the pole to snap. Billy Senior, owner of the rigging, managed the act.

Malone Fair Biz Holds Up

MALONE, N. Y., Aug. 23.—Aided by a heavy influx of Canadian visitors attending thruout the week the Franklin County Fair, which closes here tonight, seems to have kept pace with former showings in both attendance and gross, despite the fact that this has been a bad year for farmers.

Threatening skies hurt attendance all day Tuesday (19). Afternoon trotting races were delayed until the track, heavy with mud following rain Monday (18), partly dried out. Crowds turned out late at night, following clearing skies, to give the O. C. Buck Shows on the midway a heavy play. Shows did good business whenever weather permitted.

"Fantasies" a Sell-Out

The *Fantasies of 1947*, night grandstand show, booked thru George A. Hamid, played to hefty crowds, including several sell-outs, whenever weather was favorable. Acts were the Great Francisco, aerialist; Arthur Martel, organist; Coco, Steve and Eddie; the Howells, Del Ray Sisters and Bernie George, emcee. Music was by George Ventry's band.

International Day, Thursday (21), attracted a large number of Canadian visitors. Jack Kochman's Hell Drivers are scheduled for appearances this afternoon and tomorrow.

Wednesday (20), Farmers' Day, was reported as above average by both officials and concessionaires. About 7,000 attended. Amplifying service was furnished by the Music Box Company of Wellesley, Mass.

Three More Tracks Get CSRA Sanction

DAYTON, O., Aug. 23. — Three more auto race speedways joined forces with the combined Consolidated and Central States Racing Association (CSRA), it was disclosed by Norman Witte, CSRA executive secretary.

The new plants, all of which have signed five-year contracts tying with the association's long range program include Owosso, Mich.; Powell, O., and New Bremen, O. Others, outside of midwest fairs operating under the CSRA, include Greenville, Celina, Lebanon and Toledo, all Ohio.

The fall CSRA Midwest schedule: August 30, DuQuoin, Ill.; August 31, New Bremen, O.; September 14, Powell, O.; September 21, Owosso, Mich.; September 28, Greenville, O.; October 5, New Bremen, O.; October 12, Powell, O.; October 19, Lebanon, O., and October 26, Owosso, Mich.

Marshfield, Mass., Marks Annual's 80th Birthday

BOSTON, Aug. 23.—The Marshfield Fair, now in operation, celebrating its 80th anniversary, was signally honored by *The Boston Herald* last week in giving to the observance of the natal date a full page.

Charles Langille, executive general manager of the annual, distributed more than 100,000 service charge tickets at Suffolk Downs and Lincoln Downs this year and in this way is drawing heavily from Boston and Providence.

More than 300 horses are on the grounds at the fair. The industrial displays are twice as large as in the past and the midway has been greatly enlarged. Langille expects an attendance of better than 150,000 for the eight days.

Invermay, Sask., Gets \$493

INVERMAY, Sask., Aug. 23.—The one-day fair at Invermay, Sask., was a success with gate receipts \$493.

Maybe He Was Good

DETROIT, Aug. 23.—County fair talent is playing havoc with the plumbing up at Elkton, Mich., after the town plumber, Doc Anderson, played clown for the local homecoming—and succumbed to sawdust fever. Result, he took a booking for the near-by Huron County Fair at Bad Axe, and is considering traveling further in his new profession—leaving the town without a plumber.

Wisconsin Valley Annual at Wausau Is Record Breaker

WAUSAU, Wis., Aug. 23.—All records, including gate and grandstand, for Wisconsin Valley Fair and Exposition went by the boards this year, according to Harry A. Kiefer, secretary.

The annual, opening Wednesday (13) and closing Sunday (17), enjoyed a sellout Saturday (16) for the *Parade of Stars*, a Barnes-Carruthers Theatrical Agency grandstand presentation, plus the *Disappearing Water Ballet*. The entire grandstand, bleachers, and stage chairs were sold out and a standing line extended along the sides of the bleachers.

An added attraction before the grandstand Saturday afternoon was the dairy parade in which hundreds of 4-H members braved the sun and 100-degree temperature. I. J. Corey, assistant Marathon County agent, was in charge of the parade, and C. W. Symons, fair president, who acted as cattle superintendent, reviewed the parade.

Grandstand was well filled for the Saturday afternoon program which included harness races, but due to the heat the bleachers were only partially filled.

Interest in the flower exhibit was hyped by a display especially arranged by the federated garden clubs of the city. A special dairy demonstration contest, sponsored by the Laabs Dairy Company of Milan, in co-operation with the county's 4-H Club department, also was held.

In addition to the *Parade of Stars*, emceed by Johnny Field, there were 10 circus acts, including the Gretonas, featuring seven-year-old Shirley, wire walker; the Levoles, slack wire; White Brothers, tumblers and acrobats; the Whites and their "horse," Mollie; Paul and Paulette Trio, trampoline; Buddy and Jean, roller skating; Pat and Paula, balancing; the Cowans, comedy dancing, and Scotty and his dog.

Thearle-Duffield Fireworks Company of Chicago provided the fireworks and the Gem City Shows, with Zacchini as a free attraction, occupied the midway.

Governor to Officially Open Central Tex. Annual

TEMPLE, Tex., Aug. 23. — Gov. Beauford Jester will officially open Central Texas Fair here September 23. Event runs thru September 28.

Greater United Shows are booked for the midway and there will be horse racing the first two afternoons, with a rodeo scheduled the final four afternoons. Roy Acuff and His Smoky Mountain Boys from the *Grand Ol' Opry* will play two shows nightly.

For the horse show and rodeo, according to Bob Gresham, member of the board of directors, there will be 3,300 general admission seats and 1,200 reserves. For the Acuff shows there will be 5,000 general admissions and 2,250 reserves for each show.

Two special days will be Children's Day, September 25, and Army Day, September 26.

Davenport Boosts Outside Gate 6,000 Over '46 Mark

DAVENPORT, Ia., Aug. 23.—Mississippi Valley Fair, given excellent, altho warm weather, closed here Sunday (17) with a total attendance of 54,560, an increase of approximately 6,000 over last year. Grandstand attendance showed a greater proportionate increase over '46 than did the front gate. However, exact figures on grandstand patronage are unavailable. Every scheduled grandstand show was staged as scheduled, whereas last year there were cancellations. Concessions, particularly drink and ice cream venders, did a big business, the warm weather proving a valuable aid. The skies threatened only on a few occasions.

Two Performers Die At Owatonna

OWATONNA, Minn., Aug. 23.—Two performers met death while entertaining at Steele County Fair here last week.

Athanes (Topsy) Ivanhoff, stationary perch and acrobat, was fatally injured Wednesday (13) when a 32-foot pole he was using for the first time buckled and collapsed.

Bob Frame, Los Angeles, 31, was killed Sunday (17) when the race car he was driving locked wheels with one driven by Ernie Johnson, of Christine, N. D.

Ivanhoff fell about 25 feet. Taken to a hospital here he died about 10 hours later of internal injuries and hemorrhage.

Mrs. Ivanhoff, also working in the husband-and-wife act which was billed as Ivanhoff and Antheney, escaped with cuts as she fell only about 12 feet and her fall was broken by Billy Pape, of the Pape and Renee, perch act, who was standing near-by at the time of the accident.

Deputy Coroner O. F. De Groat, following a probe, held that the metal adjoining welds in the telescope pole was crystalized and that the weight of the two performers caused it to snap.

Funeral services, attended by about 50 fair circuit friends, were held Friday (15). Ivanhoff's body was then taken to Minneapolis for cremation. His widow left Sunday (17) for Sedalia, Mo.

Frame died of internal hemorrhage after he was thrown from the car, which rolled over twice on the back stretch and crashed thru a retaining wall. Johnson's car was damaged but he was not injured.

Son of Fred Frame, winner of the Indianapolis speedway classic in

Biggest single day's attendance was piled up Saturday (16), with Frank Winkley's Thrill Show as the big attraction. A throng of 7,447 was registered during the day, with the night turnout hitting 6,102 for a day's total attendance of 13,549.

Sunday (17) afternoon midget auto races staged by Johnny Gerber accounted for the largest daytime turnout, some 7,509 going thru the outside gates while the day gate was on.

An educational tent, which offered various demonstrations of interest to farmers, was a new feature at the fair and proved extremely popular. Execs plan to further develop the feature in the future.

Frank Harris is secretary and Chester D. Salter is the association president.

Vancouver Preems Revival of Annual

VANCOUVER, B. C., Aug. 23. — A \$500,000 housecleaning job wiped six years of dust from Vancouver's Pacific National Exhibition which opens Monday (25) after war-time idleness and occupation of the grounds by army troops and Japanese.

Vancouver and its visitors are expected to troop to the big show in unprecedented numbers. At least 500,000 will be there during the week, said one fair official more conservative than most.

The advance sale of tickets at five for \$2 is six times greater than in 1941, with \$6,000 in prizes, including two cars and government bonds, as the bait.

1932, he was unmarried. About 7,000 fair visitors saw the accident and the races, with Emory Collins of Le Mars, Ia., breaking the half-mile time trials record here in 25.02 seconds.

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ROY RICHWINE, Williams Grove Park, Mechanicsburg, Pa.

Fireworks Out, Mutuel Betting in at Mich. Annual

DETROIT, Aug. 23.—There'll be no fireworks but there will be pari-mutuel horse race betting this year at the Michigan State Fair, which gives the fair the dubious distinction of being one of the relatively few State-operated State expositions to have pari-mutuel betting and no fireworks. The decision came this week, not without fireworks, altho of a verbal nature, during which Bob Myers, Lapeer, Mich., editor, resigned in protest from the State Fair Board, and was supported in his stand by Clarence H. Harnden, secretary of the Saginaw Fair and a State Fair Board member and Lt. Gov. Eugene C. Keyes. They were outspoken in opposition, and Gov. Kim Sigler, who appointed Myers, refused to accept his resignation.

Sigler, Commissioner of Agriculture Charles Figy, Fair Director Hazen Funk, Harry B. Kelley, secretary of the Hillsdale Fair, and Les Schraeder, secretary of the Centerville Fair, openly favored racing at the fair. The vote of the fair board was 11 to 4 for racing.

The decision to permit mutuel racing eliminated the possibility of any other grandstand afternoon attractions and permitted the acceptance of Detroit Racing Association passes as admission tickets to the front gate.

The fair is to get 4 per cent of the total wagers, with the Detroit Racing Association to receive all other revenues from betting, breakage, admission to the race track itself and from concessions.

State Gets 250G

The right to operate pari-mutuels at the fair this year and again next year was contained in the lease consummated this week by the State Administrative Board and the Detroit Racing Association. Under its provisions, the State will receive a rental of \$250,000 each year.

In the contract, the State modified the previous State's take from pari-mutuels. Formerly set at 5 per cent for the State, with 6 per cent to go to the track, this was changed to 4 per cent to the fair, with 6 per cent and the breakage to go to the track operators. This change has led to a strong objection from the Detroit Common Council, as the city, under the State Racing Act, is entitled to 20 per cent of the tax collected by the State.

Myers, in resigning from the State Fair Board, charged it with selling out the people of Michigan to the racing association.

Harnden, in supporting Myers, said the latter "was 100 per cent right."

Repeats Governor's Remarks

"The governor," Harnden declared, "said flatly there are to be no 'games' on the midway at this year's fair. Yet horse racing is to go on," Harnden declared.

"In other words, you can't bet 10 cents on who's going to win an Indian blanket on one side of the fence, but on the other side you can bet \$500 if you want to, on which horse is going to win the big handicap."

Harnden said he had no idea of resigning from the fair board.

"There are some things I'd like to find out, and I can't find them out by resigning," he added.

English Annuals Doing Big Biz, Powell Writes

CHICAGO, Aug. 23.—Bill Powell, at present on a tour of fairs in Copenhagen, where he is staying at the Palace Hotel, writes *The Billboard* about fairs he has seen in England so far this year.

He reports annuals at Hampton West and Epsom Downs are doing big business. "At Hampton West I counted 28 rides and 65 concessions and everything went for a shilling (25 cents in American money). The grounds overlook the former famous summer home of King Henry VIII. Eyerly's Loop-o-Plane is a sensation here," Powell wrote.

Wis. Stands Up Under the Heat

(Continued from page 46)

the situation with dispatch and quick remedy.

In constant attendance that hot day were two doctors and three nurses in the fair's hospital. The fair's police force, oriented upon what might happen that day in view of the expected heat, summoned the ambulance at the first indication that any patron needed aid. In all, some 300 persons were treated for ailments, ranging from scratches to horse bites, and 45 were treated for heat prostration.

What was also just as noteworthy during Sunday and the other hot days was the courteous treatment received at every hand from fair employees. Ammon always has stressed courteous treatment, but it would not be unreasonable to find the employees relaxing somewhat in the heat. Such was not the case. Instead, there was a constant courteousness which served not only to make the patron's stand more enjoyable but to emphasize the orderliness with which the fair is operated.

Boon to Concessionaires

The heat proved a tremendous boon to the beer, soft drink and ice cream concessionaires. One beer concessionaire reported selling 48,000 bottles of beer Sunday (17). And he, while being one of the largest concessionaires, was only one of many on the grounds.

Only one hog of all the animals on exhibit died from heat during the first seven days. Electric fans were spotted profusely thruout the barns, and many precautions were taken by exhibitors, as well as by the fair, to protect the animals.

The heat failed to dim the ardor of the patrons. Typically, all available seats were taken for the initial broadcast of *Queen for a Day*, Monday (18). Held during the noon hour, at which time the temperature was already high, the attendance this day, as on other days, was rated exceptionally good.

Night Show Clicks

Grandstand attendance for the horse races, excepting Sunday (17), was off from last year. However, big car auto races Thursday and Friday (21-22), accounted for 12,000 and 10,000 respectively.

An indication of what the fair, given cooler weather, would draw was given Saturday (16), opening day, when the turnout for that day was up 3,000 over the corresponding day last year.

Scoring heavily with fairgoers is the night grandstand show, booked thru the Barnes-Carruthers Theatrical Enterprises, Chicago, and which is followed by a fireworks show presented by Thearle-Duffield Fireworks, Chicago.

The Barnes-Carruthers show features its No. 1 fair revue, with a line of 24 girls.

Acts presented with the Barnes-Carruthers unit include Aida, Girl in the Moon; Johnson and Owen, bar; the Gallagher Family, tumbling and teeterboard; Del Martins, dancers; 12 Singing Gentlemen; Vic Hyde, musical novelty and emcee; the Ridolas,

Petrillo Grounds Band at Ferndale

FERNDALE, Calif., Aug. 23.—James C. Petrillo, musicians' union chief, has barred the Southern Pacific Club band from playing at the Humboldt County Fair, according to fair officials.

Dr. Joseph N. D. Hindley, secretary-manager of the fair association, received a communication from Petrillo stating that complaints from San Francisco made it advisable to cancel the contract with the band.

To avoid friction with the pari-mutuel operators and other union groups among the fair employees, the contract was canceled, altho the band has appeared here for the last decade.

Protests were based on the grounds it is not a union organization, altho its members belong to the unions of their trades. It is made up of Southern Pacific employees in various departments who have operated as a club, playing at public events as a hobby.

How Do They Count in Ill.?

(Continued from page 47)

feature was a barber shop quartette presentation.

The Barnes-Carruthers show, which included its No. 1 revue with a 24-gal line, included or was supplemented by the following: Low, Hite and Stanley, comedy; Capt. William Heyer and Starless Night, high school horse; the Del Martins, dancers; Vic Hyde, musical novelty and emcee; Aida, the Girl in the Moon, performing from an airplane rigging; the Antaleks, perch pole; the Albins, dancing; Myrtle and Picaud, dancers; Lang Troupe, teeterboard, and the 12 Singing Gentlemen.

The closing Saturday night grandstand show, booked thru the Voorhees and Fleckles Fair Booking Association, Chicago, played to a large and enthusiastic audience. The Harmonicats, making their second and last fair engagement of the season, registered heavily. So, too, did Orrin Tucker and ork, and Danny O'Neil, radio singer.

Hap Hazard, novelty comedy, and the Three Edwards Brothers, knockabout comedy and balancing, also proved outstanding. Other top acts on the bill were Dolores' Dogs, Lebrac and Bernice, unicycle and juggling; the Dinning Sisters, singing trio, and Colette and Galle, dancers.

Speed Events Score

Motor speed events proved the biggest grandstand draw. Big car auto races, staged by John A. Sloan, proved a sellout long in advance of the Saturday (16) events. Motorcycle races Sunday afternoon (17), presented by Buck Kidd, local promoter, also sold out. Cycle events resulted in death to one driver. (See Motor Speed Round-Up.)

Consistent hit of the night shows was the fireworks display presented by Thearle-Duffield Fireworks Company, Chicago. The "oh-and-ah" shows packed unusual color and plenty of heavy bombs, and they went over big with the folks.

comedy; Antaleks, perch; Low, Hite and Stanley, comedy; Captain Heyer and Starless Night, high-school horse; Aerial Snyders; Barton and Brady, knockabout comedy; Myrtle and Picaud, dancers, and the Albins, dancers.

Motorcycle races were the feature attraction this afternoon, with a 100-mile national championship race as the big lure tomorrow.

Automobile races are staged by Tom Marchese, local promoter.

Mo. Shows 'Em; Kemper Looks For New Marks

(Continued from page 48)

final day, champion motorcycle races were scheduled under the direction of Frank Winkley, while on the final night the All-American Thrill Drivers were to go thru their stunts, also under the direction of Winkley.

An elaborate fireworks display was presented each night by the Thearle-Duffield Fireworks Company, Chicago.

This is the second year with Roy S. Kemper holding the reins and he has accomplished wonders. Kemper served his apprenticeship at this fair and the fair business is not a new venture to him. He served for three years as concession manager and for three years as chief clerk when Charles Green was secretary-manager.

"Greatest" Mule Show

Livestock entries were on hand from 23 different States and Canada, and all barns were filled to capacity, with extra tents to take care of the overflow. The annual boasts of the greatest mule show of all times, and this should be, since Missouri is also known as the Mule State.

Among the other features were daily band concerts, in which 32 high school bands competed for State honors; one of the best implement shows ever in the Middlewest; the civic aeronautic patrol directed traffic from the air on the highways leading into the fairgrounds; the big Goodyear blimp "Mayflower" flew over the grounds thruout the week, the entire grounds and all barns, buildings, etc., were sprayed with DDT for three days prior to the opening and as the result the grounds, all eating stands, etc., were sans flies and insects. In addition to this preventative, the State health department made a new ruling this year, that all eating places had to be screened in completely, and no drinks were sold on the grounds other than in original containers or bottles.

Green Handles Horses

Charlie Green was presiding judge at the harness races daily and announced the society horse show every night. Green was for eight years secretary-manager of this annual and he and Mrs. Green renewed many acquaintances during this run. Bush-Laube, of Kansas City, Mo., had the grandstand concessions; Desplenter brothers had the novelty stands on the grounds while Phil Little had several large eating places in operation, as usual. Little is one of the old-timers at this annual, having operated his stands at every fair since 1901.

The advertising budget this year was practically the same as was spent for publicity in 1946.

Young Directs Revue

Ernie Young was on hand in person to direct his 1947 *State Fair Revue*. Opening Tuesday covered him with smiles when the actual grandstand money that night totaled \$5,012, at 50 cents per head.

The revue was presented in 12 separate numbers as follows: Gypsy, girl number; Gasca, Mexican wire walker; Pape and Renee, perch act; soft shoe ensemble number; Missing brothers, comedy acrobats; Sonny Moore's dog act; waltz ensemble number; the Konyots, with their high school and dancing horses; Al Dault and company, table balancing; the Skylarks, aerial acrobats; finale in which all participated.

Dick Ware did a good job emseing the show while the Two Holidays, male songsters, and Gypsy Lenore, girl singer, were featured in the ensemble numbers. Sixteen attractive girls comprised the line. Jack Rapier was musical director.

CEDAR RAPIDS CRACKS MARKS

Lethbridge Back In Class B Fold; Business Slumps

PRINCE ALBERT, Sask., Aug. 23.—Lethbridge, Alta., was added to the Class "B" fair circuit for next year at the semi-annual meeting of the Western Canada Fairs Association here.

Carman and Dauphin, Man., were refused dates on the circuit as it was not possible to fit these towns into the schedule.

A grant of \$5,000 will be made to the Prince Albert Agricultural Society by the provincial government to help offset the cost of the new junior activities center at the fairgrounds, Agriculture Minister I. C. Nollet announced.

Cook Attractions Head

Gordon M. Cook, secretary-manager at Prince Albert, was named chairman of the attractions committee to arrange next year's program for the circuit. Assisting him will be Keith Stewart and Joseph Trimble, Portage la Prairie; Carl Heckbert, Vermilion, and Percy Tinker, Yorkton.

Based on the quality and quantity of exhibits, the 64th annual Prince Albert exhibition was one of the best in years, altho attendance was 35,100 for the three days, as compared with last year's record of 38,000, according to Cook.

Favorable Impression

"The augmented attractions on the grandstand program and the new junior activities center made a most favorable impression on all members of the Western Canada Fairs Association who visited on the show's last day," said Stewart. Garden Bros., Toronto, presented the grandstand show and Wallace Bros.' Shows were on the midway.

North Battleford Down

Attendance and receipts at North Battleford were down slightly from last year's totals, gate receipts being hardest hit, with a drop of several hundred dollars. Grandstand increased \$200. The new grandstand attractions platform was criticized by patrons because it was too far from the audience. Horse racing, re-introduced after several years, was not successful because of poor horses.

Melfort, Sask., also was off from last year. Actual figures will be announced soon, officials said. The revenue equalled or bettered the years 1940-'41-'42-'43, officials said. Criticism of the grandstand show here was that too many of the acts had been seen before or were similar to other presentations. Garden Bros., Toronto, had the grandstand contract, with Wallace Bros. on the midway.

Dates for 1948 were announced as follows:

Moose Jaw, June 28-July 1; Estevan 2-3; Weyburn, 5-6; Portage la Prairie, 8-10; Yorkton, 12-14; Melfort, 15-17; Lloydminster, 19-21; Vermilion, 22-24; Vegreville, 26-28; Red Deer, 29-31; North Battleford, August 2-4; Prince Albert, 5-7, and Lethbridge, 9-11.

Night Shows at Chilliwack

CHILLIWACK, B. C., Aug. 23.—There will be evening shows at Chilliwack Regional Fair this year, exhibition buildings and midway to open during the evenings of September 9 and 10. The grand prize, a 1947 sedan, will be awarded during the fair dance September 11.

SPEEDWAY ROUND-UP

Kenny Ingle Killed

SPRINGFIELD, Ill.—Kenny J. Ingle, Columbus, O., was killed and three other riders were injured in the motorcycle races at Illinois State Fair here Sunday (17). Ingle lost control of his machine when a piece of paper blew onto the track. He was killed either in falling or when one of two riderless motorcycles ran over him.

The injured drivers were Ted Evans, Venice, Calif.; Bob Hill, Columbus, O., and Floyd Emde, San Diego, Calif. The accident occurred in a five-mile event.

The feature 25-mile event went to Jimmy Chann, Deerfield, N. Y.

Wins At Goshen, N. Y.

GOSHEN, N. Y.—Tony Bettenhausen, Tinley Park, Ill., won the 100-mile A.A.A.-sanctioned national championship big car auto race on the mile Goshen track here Sunday (17) before a crowd announced at 16,500. Ted Horn, Paterson, N. J., finished second, a lap behind, with Emil Andres, Chicago, third.

18,621 At Chi Stadium

CHICAGO — John Parsons, Van Nuys, Calif., won the feature 25-lap midget auto race here Sunday night (17) at Soldier Field. Attendance was announced at 18,621. Teddy Duncan, Chicago, placed second, and Paul Russo, Kenosha, Wis., third in the feature.

Oakes Gets 6th Win

LOS ANGELES—Racking up his sixth win in the last eight midget auto racing programs at Gilmore Stadium here, Danny Oakes sped home first in the feature Thursday (14) before 10,000 fans. His time for the 50 laps was 13:98s. Oakes was trailed by Norman Holtkamp and Louis Foy. Semi-main went to D. W. McCauley. Foy won the trophy dash.

Hellings, Cantrell Win

CULVER CITY, Calif.—Mac Hellings won the first of a double main event midget auto racing card here August 15 by coming from eighth place to beat out Bob Parker and Art George in 5:37.45s after being slowed down for two laps by a four-car crash in which none was injured. Billy Cantrell took the other half of the double bill in 5:37.27s, with Ed Kasold and Johnny Mantz finishing second and third.

Zaring Sets New Record

SACRAMENTO—Bill Zaring sped to victory in the main event at the midget auto races in Hughes Stadium here August 11 before 8,000 spectators. He toured the 50 laps in 16:15.44s, a new track record. Dick Ferguson was second and Billy Cantrell third. The semi main went to Dean Meltzer and Andy Guthrie won the trophy dash.

30,000 at Stock Event

GARDENA, Calif.—Ed Kogan drove his Willys jeep to victory in a 150-mile stock car race at Carrell Speedway here August 16 before a runaway crowd of 30,000 spectators. Winner's time was two hours, 47 minutes, 31.21 seconds. Johnny Mantz, driving a Mercury, was second, and Herb Hill, in a Studebaker, third.

Lights on at Williams Grove

MECHANICSBURG, Pa.—Roy E. Richwine, Williams Grove Speedway promoter, has announced big car night races will be held at his dirt track oval—probably on a weekly schedule—starting August 27. Richwine has just finished installation of a \$20,000 lighting system for the night events.

Big Purses at Du Quoin

DU QUOIN, Ill.—Three-day motor speed program at the Du Quoin State Fair here will offer total of \$9,825 in prize money. Big car CSRA-sanctioned races August 30 carry purses of \$5,750. Class A motorcycle races the following day offer \$1,825, with midget auto race purses Labor Day totaling \$2,250.

Brereton Cops Huntington

HUNTINGTON BEACH, Calif.—Bill Brereton captured the main event at the midget auto races at the stadium here August 18 before 5,500 fans. His time was 7:31.01. Mac Hellings was second and Rod Simms third. Jim Springfield snagged the semi main while the trophy dash went to Johnny Mantz.

Ricco Beats Lamoreaux

SACRAMENTO—Ernie Ricco nosed out Lammy Lamoreaux in the handicap final in the motorcycle races here August 14. Byrd McKinney won the scratch final, with Roy Andres second. A bad spill injured Keith Monroe who was removed to a hospital with a badly gashed lip.

Blair, Lamoreaux Winners

LOS ANGELES—Bob Blair, scooting home first in the four-lap handicap final, and Lammy Lamoreaux, finishing in front in the scratch final event, captured the motorcycle race features August 15 at Lincoln Park before 5,000 fans.

Agabashian Wins Oakland

OAKLAND, Calif.—Setting a new track record of 6:51.79s, Fred Agabashian, Albany, won the feature midget auto racing event at the stadium here August 12. Bert Moreland, San Jose, won the semi main.

Lilly Rose Bowl Winner

PASADENA, Calif.—Gib Lilly won the 30-lap midget auto race feature at the Rose Bowl here August 12, with Mac Hellings and Bill Brereton finishing second and third respectively.

Lamoreaux Scores Twice

SANTA MONICA, Calif.—Lammy Lamoreaux scored a double victory in feature motorcycle racing at the municipal stadium here August 19, winning the handicap and scratch features.

Brereton Grabs Record

PASADENA, Calif.—Bill Brereton tucked away his second Rose Bowl feature midget auto race August 19 by winning the main event and setting a new track record of 12:39.82 for the 50 laps before 6,500 fans. Johnny Mantz was second and Jack Sayers third. Semi-main went to Jack Habermehl, while Gib Lilly took the trophy dash.

Motor City Makes Radio

DETROIT.—Motor City Speedway, midget auto track, broke into radio

55,000 Pay at Outside Gates

Gold Medal grosses close to \$28,000—pressure by local groups helps

CEDAR RAPIDS, Ia., Aug. 23.—All existing records were shattered at the revitalized All-Iowa Fair, which closed here Saturday (16), with the seven-day event piling up a total outside gate of 80,000, of which about 55,000 were paying customers, both all-time high totals.

On the midway Oscar Bloom's Gold Medal Shows racked up a gross reported at "in the neighborhood of \$28,000," also far-and-away a record for the spot.

Concessionaires reported "business far above expectations." Commercial displays and livestock exhibits hit new peaks.

The event was directed by W. J. (Bill) Campbell, vice-president of the Iowa State Fair, who jumped in three weeks before the event opened as a substitute for the veteran Charley Moore, who at the time was stricken with illness which caused his death two weeks later.

Local "Push" Helps

The fair's opening was preceded by an intensive drive by a committee of local business and civic leaders to bolster the fair's program and to give the fair an adequate advance build-up in keeping with its stature. The local newspaper and radio outlets gave strong support.

The early days of the annual was marked by record-breaking attendance (see *The Billboard*, August 23), and the gate held up to record or near-record promotions thru each remaining day. Frank Winkley's Thrill Show drew a good grandstand Wednesday (13) afternoon, with a rodeo staged by Clyde Miller and featuring Bob Crosby getting 6,500 that night for its biggest single draw of its stand at the fair.

Thursday (14) afternoon motorcycle races, staged by Winkley, netted a fair turnout, with a grandstand crowd of 3,600 that night for the *WLS Barn Dance* unit.

Auto Races Okay

Big car auto races pulled about 6,300 into the stand Friday afternoon 15, with a society horse show that night luring 2,700, the largest number ever attracted by a horse show in this area. The auto races were staged by National Speedways (Al Sweeney and Gaylord White), which org had opened the fair Sunday (10) with a record-breaking crowd. (For details see *The Billboard*, August 23.)

Midget auto races presented by Johnny Gerber, drew approximately 7,000 to the grounds Saturday (16) afternoon, with the horse show that night drawing what was rated as a fair crowd.

No permanent successor to the late Charley Moore has been named. It is understood, however, that the fair board is seeking to have Campbell assume the manager's job on a permanent basis.

Saturday (16) with a broadcast of motorcycle races over WXYZ. Event was a "guest" appearance on the *Sports Bowl* show broadcast by Fred Wolf, picked up by remote control.

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CORRECTION!

Please refer to advertisement (Aug. 16 issue) of 6th Edition, **Skating Vanities of 1948**

Aug. 29 thru Sept. 7 are correct dates for Exposition Provinciale, Quebec, Canada, rather than dates shown.

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F. A. SCHWAB
Eagle, Mich.

Fair Dates

A list of fairs a week in advance, arranged according to dates, States and cities, will appear in each issue. The complete List of Fair Dates was published in the issue dated August 16.

August 31-Sept. 6

ALABAMA
Attalla—Etowah Co. Fair Assn. Sept. 1-6. George Flanagan.

ARKANSAS
Mount Ida—Montgomery Co. Fair Assn. Sept. 4-6. Glen Hickey.
Silver—Montgomery Co. Fair. Sept. 4-6. Morris Elder.

CALIFORNIA
Cedarville—34th Dist. Agrl. Assn. Sept. 5-7. John W. Griswold.
Lakeport—49th Dist. Agrl. Assn. Aug. 30-Sept. 1 (tent). William R. McNair.
Mariposa—Mariposa Co. Fair. Aug. 30-Sept. 1. Dale K. Campbell.
Sacramento—California State Fair. Aug. 28-Sept. 7. E. P. (Ned) Green.
Yreka—Siskiyou Co. Fair. Sept. 5-7. Stuart B. Waite.

COLORADO
Castle Rock—Douglas Co. Fair Assn. Sept. 6-7. Charles E. Kirk.
Craig—Moffat Co. Fair. Sept. 1-2. Walter J. Gregory.
Holyoke—Phillips Co. Fair. Sept. 4-6. R. E. Enseminger.
Rifle—Garfield Co. Fair & Rodeo. Aug. 30-Sept. 1. James W. Hybarger.
Rocky Ford—Arkansas Valley Fair & Rodeo. Sept. 2-4. Carl Holder.

CONNECTICUT
Bethlehem—Bethlehem Fair. Sept. 6-7. Mrs. Frank Devine, 22 Waies St., Waterbury.
Goshen—Goshen Agrl. Soc. Aug. 31-Sept. 1. Mrs. Louise Blakeslee.
Haddam Neck—Haddam Neck Fair. Aug. 31-Sept. 1. Leonard J. Seiden, R. D. 1., E. Hampton.
North Haven—North Haven Fair Assn. Sept. 5-7. Joseph C. Bartlett.
Rocky Hill—Rocky Hill Grange Fair. Sept. 5-6. Mrs. Dorothy B. Herrick.
Wapping—Wapping Fair. Sept. 6. Mrs. George A. Poterter, Manchester.
Woodstock—Woodstock Agrl. Soc. Aug. 30-Sept. 1. Donald B. Williams, Putnam.

IDAHO
Cambridge—Washington Co. Fair Assn. Sept. 3-5. Ronald Howland.
Downey—Marsh Valley Fair. Sept. 5-6. B. M. Almond.
Filer—Twin Falls Co. Fair. Sept. 3-6. Thomas Parks.
Lewiston—Nez Perce Co. Fair. Sept. 3-8. J. L. Thometz.

ILLINOIS
Albion—Edwards Co. Agrl. Fair Assn. Sept. 2-5. Loy L. Thread.
Du Quoin—Du Quoin State Fair. Aug. 25-Sept. 1. H. E. Strong.
Marion—Williamson Co. Fair. Sept. 1-5. Ray Miller.
Mazon—Grundy Co. Fair. Aug. 29-Sept. 1. W. F. Carter.
Melvin—Ford Co. Fair of Melvin. Sept. 3-6. C. D. Thompson.
Mendota—Mendota Tri-Co. Fair. Aug. 30-Sept. 1. Paul A. Stenger.
Oblong—Oblong Fair Assn. Sept. 1-5. O. B. Price.
Odell—Odell Community Fair. Sept. 4-6. Lowell Burns.
Oregon—Ogle Co. Fair. Aug. 30-Sept. 1. E. D. Landers.
Sandwich—Sandwich Fair Assn. Sept. 3-7. C. R. Brady.
Stronghurst—Henderson Co. Fair. Sept. 3-5. Ralph Butler.

INDIANA
Akron—Akron Agrl. Fair Assn. Sept. 3-6. J. R. Emahiser.
Carlisle—Carlisle Community Fair. Sept. 3-6. O. R. Smith.
Fairview—Switzerland Co. Free Fair. Sept. 4-7. Earl Furnish, R. 1, Bennington.
Indianapolis—Indiana State Fair. Aug. 29-Sept. 5. Orval C. Pratt.
Kentland—Newton Co. Fair Assn. Sept. 1-5. A. M. Schuh.
Sunman—American Legion Fair. Aug. 29-Sept. 1. E. W. Howrey.

IOWA
Derby—Derby Dist. Agrl. Assn. Sept. 3-5. Lewis O. Ryan.
Guthrie Center—Guthrie Co. Fair. Sept. 2-5. M. L. Branson.
Jefferson—Greene Co. Fair. Sept. 2-5. D. E. Lyon.
Mason City—North Iowa Fair Assn. Aug. 28-Sept. 1. M. C. Lawson.
Missouri Valley—Harrison Co. Fair Assn. Sept. 3-6. Fred C. Behn.
Moville—Woodbury Co. Fair Assn. Sept. 3-6. F. H. Rebsky.
Postville—Big 4 Fair. Aug. 29-Sept. 1. A. S. Burdick.
Sibley—Oceola Co. Livestock Show. Sept. 2-5. Sam D. Robinson.
Spirit Lake—Dickinson Co. Agrl. Soc. Sept. 3-5. I. E. Hendricks.
Webster City—Hamilton Co. Fair. Sept. 1-4. L. Lloyd Chapman.

KANSAS
Beloit—Mitchell Co. Fair. Sept. 2-5. Frank L. Hill.
Burlington—Coffey Co. Fair. Sept. 1-5. Carl N. Henning.
Caldwell—Sumner Co. Fair Assn. Sept. 4-6. George W. Murray.
Clay Center—Clay Co. Free Fair Assn. Sept. 2-5. V. Royal Vergades.
Coffeyville—Montgomery Co. Inter-State Fair. Sept. 1-6. John R. Thompson.

Dodge City—Southwest Fair Assn. Sept. 2-7. Joe Berkely.
Fort Scott—Bourbon Co. Fair. Sept. 2-4. James C. Neal.
Horton—Tri Co. Fair Assn. Sept. 3-5. Jules A. Bourquin.
Iola—Allen Co. Agrl. Soc. Sept. 1-6. Spencer A. Gard.
Newton—Harvey Co. Fair Assn. Sept. 1-4. Guy W. Webster.
Paola—Miami Co. Fair Assn. Sept. 3-5. L. L. Lauer.
Smith Center—Smith Co. Fair Assn. Sept. 3-6. Paul Gilpin.
Sylvan Grove—Sylvan Grove Fair Assn. Sept. 3-6. W. A. Buzick Jr.
Syracuse—Hamilton Co. Fair. Sept. 5-6. W. B. Thomas.
Thayer—Thayer Home-Coming Fair-Picnic. Sept. 3-5. H. M. Minnich.
Tonganoxie—Leavenworth Co. Fair Assn. Sept. 5-7. George L. Baker.
Topeka—Kansas Free Fair. Sept. 6-12. M. W. Jencks.
Wellsville—Wellsville Picnic Fair. Sept. 4-5. J. H. Cramer.
West Mineral—Mineral Dist. Free Fair. Sept. 3-6. John Blair.

KENTUCKY
Alexandria—Alexandria Fair. Aug. 30-Sept. 1. J. W. Shaw, Newport.
Eddyville—Lyons Co. Fair. Sept. 5-6. Levi Oliver.
Hartford—Ohio Co. Fair. Sept. 1-6. J. R. Russell.
Irvine—Estill Co. Fair. Sept. 5-6. Al Hovermale.
Russellville—American Legion Fair. First Week in Sept. Hall Thurmond.

MAINE
Blue Hill—Hancock Co. Agrl. Soc. Sept. 1-3. Howard M. Curtis.
Guilford—Guilford Fair. Sept. 6. Philip H. Jackson.
Lewiston—Maine State Fair. Sept. 1-6. James B. O'Kane.
Springfield—North Penobscot Agrl. Soc. Aug. 30-Sept. 1. L. A. Averill, Prentiss.
Windsor—Windsor Fair. Aug. 28-Sept. 1. E. R. Hayes.

MARYLAND
Timonium—Maryland State Fair. Sept. 1-11. Matt L. Dalger, Pimlico Race Course, Baltimore.

MASSACHUSETTS
Blandford—Union Agrl. Soc. Aug. 31-Sept. 1. Lee E. Wyman.
Brockton—Brockton Agrl. Soc. Sept. 6-14. Frank H. Kingman.
Northampton—Three-County Fair. Aug. 31-Sept. 6. John L. Banner.
Spencer—Spencer Driving Assn. Aug. 30-Sept. 1. Philip A. Quinn.

MICHIGAN
Alpena—Alpena Co. Agrl. Soc. Sept. 1-4. Alexander Root.
Cadillac—Northern District Fair. Sept. 1-5. A. Swanson.
Detroit—Michigan State Fair. Aug. 29-Sept. 6. Hazen L. Funk.
East Jordan—Charlevoix Co. Agrl. Assn. Sept. 2-5. Calvin J. Bennett.
Fowlerville—Fowlerville Agrl. Soc. Sept. 3-6. C. B. Hall.
Hart—Oceana Co. Agrl. Soc. Sept. 3-5. August B. Marx, Shelby.
Hudsonville—Hudsonville Community Fair. Sept. 4-6. Ben Hahn.
Norway—Dickinson Co. Free Fair. Aug. 29-Sept. 1. Frank J. Molinar, Iron Mountain.
North Branch—North Branch Fair Assn. Aug. 27-Sept. 1. George W. Furse, Ferndale.
Pickford—Pickford Dist. Agrl. Soc. Aug. 30-Sept. 2. Dudley Aldrich.
Pinconning—Pinconning Community Fair Assn. Sept. 5-6.
Richmond—Richmond Fair-Horse Show. Aug. 29-Sept. 1. Vern Krause.
Stalwart—Stalwart Agrl. Soc. Sept. 3-4. Mrs. Mae Warren.

MINNESOTA
Blue Earth—Faribault Co. Fair Assn. Sept. 5-7. L. B. Erdahl, Frost.
Cambridge—Isanti Co. Agrl. Soc. Sept. 3-6. L. O. Carlson.
Fairmont—Martin Co. Agrl. Soc. Sept. 2-4. A. P. Krahmer.
Luverne—Rock Co. Agrl. Soc. Sept. 3-6. Herbert F. Moeller.
Marshall—Lyon Co. Agrl. Soc. Sept. 2-5. F. J. Meade.
Montevideo—Chippewa Co. Fair Assn. Aug. 31-Sept. 3. Carl Engstrom.
Mora—Kanabec Co. Agrl. Soc. Sept. 3-6. Victor Elstrom.
Morris—Stevens Co. Agrl. Soc. Aug. 29-Sept. 1. Louis Vinje.
Pequot Lakes—Crow Wing Co. Agrl. Soc. Sept. 4-6. C. A. McLeod.
Redwood Falls—Redwood Co. Agrl. Soc. Aug. 30-Sept. 3. Elmer Helgeson.
Wheaton—Traverse Co. Agrl. Assn. Sept. 4-7. A. W. Vye.

MISSISSIPPI
Eupora—Webster Co. Fair. Week of Sept. 6. F. R. Basby.
Sebastopol—Community Fair. Sept. 1-6. L. R. Anthony.

MISSOURI
Bethany—Northwest Mo. State Fair. Sept. 2-6. Lester M. Maple.
Boone—Boone Co. Fair. Sept. 1-2. Harold Johnson.
Bowling Green—Pike Co. Fair Assn. Sept. 3-6. Bill McPike.
Galt—Galt Community Fair. Sept. 4-6. G. O. Maxwell.
Holcomb—Holcomb FFA Fair. Sept. 4-6. C. O. Hall Jr., R. 2, Kennett.
Saint Charles—St. Charles Co. Fair. Sept. 4-6. Richard J. Fritz.
Sainte Genevieve—Ste. Genevieve Co. Fair Assn. Sept. 5-6. H. P. Klaus.
Unionville—Putnam Co. Agrl. Soc. Sept. 3-6. Marple S. Wyckoff.
Versailles—Morgan Co. Fair. Sept. 3-6. Rufus Harms.
West Plains—Howell Co. Fair Assn. Sept. 3-6. E. E. Thornburgh.

MONTANA
Bridger—Bridger Fair & Rodeo. Aug. 31-Sept. 1. Herman Holzum.

Chinook—Blaine Co. Fair. Aug. 31-Sept. 1. Floyd Bowen.
Deer Lodge—Treasure State Horse Fair Assn. Aug. 30-Sept. 1. Ted Rule.
Fort Benton—Chouteau Co. Fair. Sept. 4-6. G. C. Schmidt Jr.
Glasgow—Valley Co. Fair. Sept. 5-6. Stephen J. Urs.
Glendive—Dawson Co. Fair Assn. Sept. 1-3. C. A. Lammers.
Hamilton—Ravalli Co. Fair. Sept. 4-6. C. D. Kramis.
Polson—Lake Co. Fair. Sept. 6-7. Les Baldwin.

NEBRASKA
Bridgeport—Morrill Co. Fair Assn. Sept. 1-3. J. Cedric Conover.
David City—Butler Co. Agrl. Soc. Sept. 6-9. R. C. Zeilinger.
Eustis—Frontier Co. Agrl. Soc. Sept. 4-6. Richard Hopkins, R. 2, Bartley.
Gordon—Sheridan Co. Fair-Rodeo. Sept. 4-7. George B. Comer.
Hyannis—Grant Co. Fair. Sept. 2-4 (tentative). Mrs. E. Hayward.
Johnstown—Brown Co. Agrl. Soc. Aug. 30-Sept. 1. Kenneth Graft.
Lewellen—Garden Co. Fair. Sept. 4-6. Paul Temple.
Lincoln—Lancaster Co. Agrl. Assn. Aug. 31-Sept. 5. B. F. Preston.
Lincoln—Nebraska State Fair. Aug. 31-Sept. 5. Edwin Schultz.
Mitchell—Scotts Bluff Co. Agrl. Soc. Sept. 1-6. Harold Ledingham.
Saint Paul—Howard Co. Fair. Sept. 2-5. Charles Dobry.

NEVADA
Elko—Elko Co. Agrl. Assn. Sept. 1-4. Donald Brown.
Winnemucca—Humboldt Co. Fair Assn. Aug. 30-Sept. 1. Mildred R. Tobin.

NEW HAMPSHIRE
Contoocook—Hopkinton Fair. Aug. 30-Sept. 2. H. R. Clough.
Keene—Cheshire Fair Assn. Sept. 4-6. Mrs. Helen W. Adams.
Lancaster—Lancaster Fair Assn. Aug. 29-Sept. 1. Carroll Stoughton.

NEW JERSEY
Flemington—Flemington Fair. Aug. 26-Sept. 1. Major E. B. Allen.

NEW YORK
Avon—Genesee Valley Breeders' Assn. Sept. 5-6. John Steele.
Bath—Bath Fair. Sept. 1-6. J. Victor Faucett.
Boonville—Boonville Fair Assn. Sept. 1-4. E. R. Hargrave.
Brookfield—Madison Co. Agrl. Soc. Aug. 31-Sept. 4. R. F. Burdick.
Chatham—Columbia Co. Agrl. Soc. Aug. 30-Sept. 1. William H. Dardess.
Dunkirk—Chautauqua Co. Agrl. Corp. Sept. 1-6. C. C. Cain.
Fonda—Montgomery Co. Agrl. Soc. Aug. 30-Sept. 3. LeRoy Kurlbaum.
Palmyra—Palmyra Fair Assn. Sept. 3-6. W. Ray Converse.
Rochester—Monroe Co. Fair Assn. Aug. 27-Sept. 1. Howard B. Bloomfield.
Schaghticoke—Rensselaer Co. Agrl. Soc. Sept. 1-4. Carl W. Lohnes.
White Plains—Westchester Co. Agrl. Assn. Sept. 4-7. Mrs. P. T. Phillips.

NORTH CAROLINA
Fairmont—Fairmont Fair Assn. Sept. 1-6. Jack Huffines.
Henderscville—Western N. C. Fair. Sept. 1-6. H. B. Kelly.
Leaksville—Tri-County Agrl. Fair. Sept. 1-6. Moody Davis.

NORTH DAKOTA
Wishek—Tri-County Fair. Sept. 1-3. Marvin C. Flechtner.

OHIO
Andover—Andover Street Fair Assn. Sept. 5-6. William S. Grabert.
Bellefontaine—Logan Co. Agrl. Soc. Sept. 1-5. M. N. Nichols.
Burton—Geauga Co. Agrl. Soc. Aug. 29-Sept. 1. Charles A. Riley.
Canfield—Mahoning Co. Agrl. Soc. Aug. 28-Sept. 1. E. R. Zieger, Youngstown.
Canton—Stark Co. Agrl. Soc. Sept. 1-4. Ed S. Wilson.
Dayton—Montgomery Co. Fair. Sept. 1-4. Ralph C. Haines.
Findlay—Hancock Co. Agrl. Soc. Sept. 3-6. R. D. Newcomer.
Fremont—Sandusky Co. Agrl. Soc. Sept. 1-5. Russell S. Hull.
Marietta—Washington Co. Agrl. Assn. Aug. 31-Sept. 3. L. E. Apple.
McConnelsville—Morgan Co. Agrl. Soc. Sept. 4-6. Ray G. Smith.
Medina—Medina Co. Agrl. Soc. Sept. 3-6. Paul M. Jones.
Millersburg—Holmes Co. Agrl. Soc. Sept. 3-6. Verle H. Spreng, Lakeville.
Saint Clairsville—Beimont Co. Agrl. Soc. Sept. 3-6. William H. Butcher Jr.
Van Wert—Van Wert Co. Agrl. Soc. Sept. 1-5. N. E. Stuckey.
Wauseon—Fulton Co. Agrl. Soc. Sept. 1-5. C. J. Keller.

OKLAHOMA
Anadarko—Caddo Co. Free Fair. Sept. 3-6. Jim Tomlinson.
Cushing—Cushing District Fair. First week in Sept. Dick Fisher.
Hydro—Hydro District Fair. Sept. 4-6. Grace R. Felton.
Wagoner—Wagoner Co. Fair. Sept. 5-6. A. A. Sewell.

OREGON
Lakeview—Lake Co. Fair. Sept. 6-8. E. A. Fetsch.
Madras—Jefferson Co. Fair. Sept. 5-7. Mrs. B. N. Conroy.
Ontario—Malheur Co. Fair. Aug. 30-Sept. 1. Harry Sandquist.
Salem—Oregon State Fair. Sept. 1-7. Leo G. Spitzbart.

PENNSYLVANIA
Claysburg—Greenfield Twp. Farm Show. Sept. 1-6. (tentative). Kermit Wright.
Ebensburg—Cambria Co. Fair Assn. Sept. 1-6. Walter Good.
Ford City—Armstrong Co. Fair. Sept. 1-6. W. B. Mechling.

Forkville—Sullivan Co. Agrl. Soc. Sept. 3-6.
 Olds Hatch, R. D. 2, Dushore.
 Hanover—Forest Park Free Fair. Sept. 1-7.
 A. Karst.
 Home—Ox Hill Community Fair. Sept. 1-3.
 D. B. Hill.
 Lakewood—Northern Wayne Co. Fair. Sept.
 4-6. Clinton Leet.
 Laurelton—Union Co. West End Fair Assn.
 Sept. 3-6. J. Frank Snyder.
 Lehighton—Lehighon Fair. Sept. 1-6. Frank
 R. Diehl.
 Ligonier—Ligonier Valley Fair Assn. Aug. 29-
 Sept. 1. J. C. Irwin.
 Linesville—Linesville Community Fair Assn.
 Sept. 3-5. C. C. Lance.
 Mechanicsburg—Grangers (Fair) Picnic. Aug.
 25-Sept. 1. Roy Richwine.
 Meyersdale—Somerset Co. Fair. Sept. 1-5.
 H. A. Finegan.
 Northampton—Twin Co. Agrl. Assn. Sept. 3-
 5. Warren J. Dech.
 Pittsburgh (South Park)—Allegheny Co. Free
 Fair. Aug. 28-Sept. 1. John L. Hernon.
 Port Royal—Juanita Co. Agrl. Soc. Sept. 1-6.
 J. Robert Stimmel.
 South Fork—Allegheny Co. Free Fair. Aug.
 28-Sept. 1. John L. Hernon.
 Stoneboro—Great Stoneboro Fair. Aug. 28-
 Sept. 1. Walter B. Parker.
 Waterford—Waterford Community Fair. Sept.
 3-6. Thomas G. Shallenberger.
 Youngsville—Youngsville Community Fair
 Assn. Sept. 3-6. Russell F. Crippen.

SOUTH DAKOTA

Edgemont—Fall River Co. Fair Assn. Sept.
 1-2. B. W. Keating.
 Huron—South Dakota State Fair. Sept. 2-6.
 F. L. Hafner.

TENNESSEE

Cookeville—Putnam Co. Agrl. Fair. Sept. 4-6.
 W. J. Huddleston.
 Harriman—Roane Co. Fair. Sept. 1-6. W. B.
 Stout.
 Hohenwald—Lewis Co. Fair. Sept. 3-6. W. G.
 Darden.
 Lafayette—Macon Co. Fair. Sept. 4-6. Barton
 Wilson.
 Oneida—Scott Co. Fair. Sept. 4-6. E. C.
 Terry.
 Union City—Obion Co. Fair. Sept. 1-3. Fred
 Latimer.
 Westmoreland—East Summer Fair Assn. Sept.
 5-6. Miss Gustine Simmons.

TEXAS

Arlington—North Texas Fair Assn. Aug. 25-
 Sept. 1. Julian H. Blackwell.
 Gainesville—Cooke Co. Fair. Sept. 1-6.
 Claude Jones.
 Mount Pleasant—Titus Co. Fair. Sept. 2-6.
 W. L. Means.

UTAH

Morgan—Morgan Co. Fair. Sept. 3-5. Cleve
 Peterson.
 Nephi—Juab Co. Fair. Sept. 4-6. Carol Cox.
 Richfield—Sevier Co. Fair. Sept. 3-5. Ernest
 R. Anderson.

VERMONT

Rutland—Rutland Fair. Sept. 1-6. Arthur B.
 Porter.

VIRGINIA

Clintwood—Farmers' Fair Assn. Sept. 3-6.
 Howard Clark.
 Luray—Page Co. Fair. Sept. 1-6. Amos Cave.
 Manassas—Manassas Fair Assn. Sept. 1.
 J. M. Baucum.
 Martinsville—Martinsville Colored Fair. Sept.
 1-6. James P. Reynolds.
 Pennington Gap—Lee Co. Fair. Sept. 1-6.
 R. C. Carter, Jonesville.
 Staunton—Virginia State Fair. Sept. 1-6.
 Charles B. Ralston.
 Wise—Wise Co. Fair Assn. Sept. 4-6. Carlos
 Williams.

WASHINGTON

Bremerton—Kitsap Co. Fair. Sept. 6-7.
 Ellensburg—Kittitas Co. Fair. Aug. 30-Sept.
 1. Wendell W. Prater.
 Friday Harbor—San Juan Co. Fair Assn. Sept.
 5-7. Cecil L. Carter.
 Goldendale—Klickitat Co. Fair Assn. Sept.
 5-7. E. M. Huckfeldt.
 Langley—Island Co. Fair Assn. Sept. 5-7.
 Beni. M. Herring.
 Longview—Kelso-Cowlitz Co. Fair. Sept. 5-7.
 Harold Gikley, Longview.
 Menlo—Pacific Co. Fair. Sept. 5-7. Edwin
 Sunblad, R. 1, Raymond.
 Monroe—Snohomish Co. Fair Assn. Sept. 4-7.
 Allen Barlin.
 Moses Lake—Grant Co. Fair Assn. Sept. 6-7.
 Bud Saunders.
 Port Angeles—Clallam Co. Fair Assn. Sept.
 4-7. Melvin Michel.
 Republic—Ferry Co. Grange Fair. Sept. 5-7.
 G. M. Wilcox, Malo.
 Walls Walla—Southeastern Wash. Fair Assn.
 Aug. 29-Sept. 1. Leslie L. Stewart.

WEST VIRGINIA

Charleston—Kanawha State Park Assn. Aug.
 30-Sept. 7. T. H. McGovran.
 Moundsville—Marshall Co. Fair Assn. Sept.
 4-6. Samuel Shaw.
 New Hope—Beaver Pond Dist. Farmers' Club.
 Sept. 4-6. Earl Herman, R. 1, Princeton.
 Wadestown—Battelle District Fair. Sept. 3-6.
 D. S. Tennant, Burton.
 Webster Springs—Webster Co. Fair. Sept. 1-6.
 Ralph Cunningham, Cowen.

WISCONSIN

Beaver Dam—Dodge Co. Fair Assn. Sept. 3-7.
 Forrest Knaup.
 Black River Falls—Jackson Co. Agrl. Soc.
 Sept. 6-9. Douglas J. Curran.
 Bloomington—Blakes Prairie Agrl. Soc. Sept.
 5-7. Robert O. Brodt.
 Chilton—Calumet Co. Agrl. Soc. Aug. 29-
 Sept. 1. Herbert Harder.
 Elkhorn—Walworth Co. Agrl. Soc. Aug. 29-
 Sept. 1. Charles A. Jahr.
 Ellsworth—Pierce Co. Fair Assn. Sept. 2-5.
 H. G. Seyforth.
 Galesville—Trempealeau Co. Fair. Aug. 29-
 Sept. 1. Frank M. Smith.
 Gays Mills—Crawford Co. Fair. Sept. 4-7.
 Leonard M. Feldmann, Prairie du Chien.
 Lancaster—Grant Co. Agrl. Soc. Sept. 5-9.
 E. W. Terwilliger.
 Luxemburg—Kewaunee Co. Agrl. Assn. Aug.
 30-Sept. 1. Julius Cahn.
 Manitowoc—Manitowoc Co. Fair. Aug. 28-
 Sept. 1. A. P. Rank.

**Praise Campbell
For Success of
All-Ia. Annual**

CEDAR RAPIDS, Ia., Aug. 23. — "Cedar Rapids is in your debt for coming in at the last moment and pinch-hitting as manager of the All-Iowa Fair," W. J. (Bill) Campbell, Jessup, Ia., vice-president of the Iowa State Fair, Des Moines, who assumed the managerial reins here three weeks before the local event opened, was told by Hubert Stamats, president of the Cedar Rapids Chamber of Commerce.

"The attendance was the best to date, the exhibits were unusually good . . . you will be pleased to know that I have heard nothing but favorable comments on your activities and your co-operation with all elements interested in promoting the All-Iowa Fair," Stamats pointed out.

Campbell assumed the managerial reins when the veteran Charley Moore was stricken with an illness which two weeks later proved fatal. The fair piled up its biggest attendance in history and was conceded to be the most successful ever held here.

Topsfield Gets Sulky Bets

BOSTON, Aug. 23. — Topsfield, Mass., running Monday (25) thru Labor Day, has received permission to conduct six days of night harness racing with pari-mutuel betting, the first betting permitted on harness racing in this State.

Marshfield—Central Wis. State Fair Assn. Aug. 31-Sept. 4. R. E. Williams.
 Mineral Point—Southwestern Wis. Fair. Aug. 29-Sept. 1. C. L. Winn.
 Plymouth—Sheboygan Co. Fair. Aug. 29-Sept. 1. W. H. Eldridge.
 Rosholt—Rosholt Free Community Fair. Aug. 30-Sept. 1. R. L. Wrostad.
 Shawano—Shawano Co. Fair. Sept. 4-7. Louis W. Cateau.
 Wausaukee—Marquette Co. Fair. Aug. 29-Sept. 1. Charles B. Drewry, Marinette.
 Westfield—Marquette Co. Agrl. Assn. Sept. 5-8. W. P. Fuller.

WYOMING

Douglas—Wyoming State Fair & Rodeo. Sept. 4-6.
 Rawlins—Carbon Co. Fair. Aug. 29-Sept. 1. Nels L. Dahlquist.
 Sheridan—Sheridan Livestock & Racing Assn. Aug. 31-Sept. 1. J. S. Bentley.
 Torrington—Goshen Co. VFW Fair & Rodeo. Aug. 30-Sept. 1. Prentice Beardsley.

CANADA

Abbotsford, B. C.—Central Fraser Valley Fair. Sept. 5-6. L. J. Kettle.
 Duncan, B. C.—Duncan Agrl. Assn. Sept. 5-6.
 Mission, B. C.—Mission Agrl. Sept. 3-4. G. W. Harrison.
 Prince George, B. C.—Prince George Agrl. Assn. Sept. 1-2. A. J. Rose.
 Vancouver, B. C.—Pacific National Exhn. Aug. 25-Sept. 1. V. Ben Williams.
 North Sydney, N. S.—Cape Breton Co. Exhn. Sept. 1-6. Charles Munn.
 Pictou, N. S.—Pictou & N. Colchester Exhn. Sept. 2-4. Fred W. MacKay.
 Apsley, Ont.—Apsley Agrl. Soc. Sept. 3-4. Mrs. M. J. Tucker.
 Blackstock, Ont.—Cartwright Agrl. Soc. Sept. 2-3. Henry Thompson, Nestleton.
 Brighton, Ont.—Brighton Agrl. Soc. Sept. 2-3. Fred Meyers.
 Chesley, Ont.—Chesley Agrl. Soc. Sept. 5-6. Wesley Emke.
 Chesterville, Ont.—Chesterville Agrl. Soc. Sept. 2-3. W. H. Casselman.
 Delta, Ont.—Delta Fair Assn. Sept. 1-3. Isaac Stevens, Phillipsville.
 Dryden, Ont.—Dryden Agrl. Soc. Sept. 5-6. D. E. Scott.
 Durham, Ont.—Durham Agrl. Soc. Sept. 4-5. Mrs. Grace V. Bayley.
 Elmira, Ont.—Elmira Agrl. Assn. Aug. 29-Sept. 1. Arthur H. Zilliox.
 Milverton, Ont.—Mornington Agrl. Soc. Sept. 2-3. Martin Calder.
 Orillia, Ont.—East Simcoe Agrl. Soc. Sept. 4-6. Irwin McMahon, Hawkestone.
 Orono, Ont.—Durham Central Agrl. Soc. Sept. 5-6. J. C. Gamey.
 Perth, Ont.—South Lanark Agrl. Soc. Sept. 5-6. M. J. Donohoe.
 Port Perry, Ont.—Port Perry Agrl. Soc. Aug. 30-Sept. 1. R. D. Woon.
 South Mountain, Ont.—Mountain Agrl. Soc. Sept. 4-5. Robert E. Robinson.
 Tavistock, Ont.—Tavistock Agrl. Soc. Sept. 5-6. R. Rudy.
 Toronto, Ont.—Canadian National Exhn. Aug. 22-Sept. 6. Elwood A. Hughes.
 Brome, Que.—Brome Co. Agrl. Soc. Sept. 1-3. George A. McClay, Knowlton.
 Grandy, Que.—Grandy Hort. Soc. Sept. 4-6. Loran G. Ball.
 Quebec, Que.—Provincial Expo. of Quebec. Aug. 29-Sept. 7. Emery Boucher.
 St. Alexandre, Que.—Iberville Agrl. Soc. Sept. 5-6. Jean Brault.

**California Revival Set as
Most Colorful in History**

SACRAMENTO, Aug. 23. — The California State Fair, opening Thursday (28) will be by far the most spectacular in history of the annual, say officials who have left no stone unturned to add to the aesthetic beauty of the buildings and grounds. Everything practicable has been done for the comfort and convenience of visitors.

For instance, 80,000 gallons of oil and calcium chloride have been sprinkled on parking lots, barn grounds, foot paths and other surfaces as a dust deterrent. Drinking fountains have been installed in all sections of the grounds and several new large comfort stations have been added. Parking lot area has been more than doubled since the last exposition was held in 1941. More than 8,000 cars can be accommodated on the fairgrounds property.

A new all-steel horse show arena seating 5,500 spectators will be opened. Cash awards of \$30,000 are posted for the horse show. E. S. Pillsbury, Buellton, is chairman of the horse show committee, and is assisted by H. O. Davis, J. T. Grace, J. E. O'Neill and T. P. Tupman. Judges will be Mrs. Warren Tangen, Richmond; George B. Elliott, Toronto; Boler Rucker, Red Bluff; Prof. C. E. Howell, Davis. Tevis Paine will be ringmaster.

Cabana Court Is New

Another innovation is Cabana Court, a facsimile of an early Spanish village, which will be used by commercial exhibitors. Colorful buildings have been erected in an area formerly occupied by the midway.

Crafts 20 Big Shows, holding the midway concession, will be set up on an area 1,000 feet long by 300 feet wide in the southeastern part of the grounds. A special section will be devoted entirely to children's amusements.

In placing the commercial exhibits in Cabana Court, it will be possible to give over the entire space in the main agricultural building to exhibits of counties. Previously the mezzanine floor of this building was used for commercial displays.

County exhibits will hit an all-time high. Forty-one counties will be represented. Previous high was 29 county exhibits in 1941.

New Picnic Gardens

An entirely new attraction is Sunset Gardens where organizations may have private banquets and picnics. The gardens are shaded by an awning and decorated with a profusion of flowers, plants and ornamental lights.

More than 1,000,000 flowers and some 12,500 shrubs have been planted

on the grounds and a beautiful lagoon has been developed on the infield of the race track, immediately behind the new stage in front of the grandstand.

To facilitate handling of the grandstand crowds, officials have provided two new entrances. Spectators will be admitted at either end with the middle entrance used for reserved seat ticket holders, special ticket holders and main exit.

Speed Ticket Selling

New ticket selling booths have been installed, more than doubling the facilities. This year there will be 75 modern turnstiles instead of 35 in use in 1941.

Lighting effects will be the most spectacular in the fair's history, according to William Epperson, grounds and buildings supervisor. Lavish use has been made of neon effects, spots and ornamental lights to make the night shows glowing spectacles of vari-colored illumination.

Pony Express Ride

A Pony Express ride from Yreka will be a feature. This time, instead of from Sacramento to St. Joseph, Mo., the original route of the colorful riders, the route will begin at Yreka and end at the fairgrounds here, as a combined feature of the State fair and the Siskayou County Fair.

The ride, in which 70 riders and horses will participate, will be staged next Wednesday, Thursday and Friday. The first rider bearing a pouch containing a letter from Mayor George Wacker, Yreka, inviting Gov. Earl Warren to attend the Siskayou annual, slated for September 5-7, will leave Yreka Wednesday morning for the 280-mile trek which is expected to be completed early Friday afternoon. Each rider will cover about four miles with motorcycle officers clearing the way thru traffic.

Contrasting pioneer methods of transportation with the ultra modern, civilian plane pilots of the West have been invited to fly to the fair September 7 to participate in women fliers' day activities. The event is sponsored by the San Francisco chapter of Women Fliers of America.

Martinsville, Va., Dates Set
 MARTINSVILLE, Va., Aug. 23.—Dates for the annual Henry County Fair will be September 8-13, at Liberty Heights Field here, O. B. Hensley, president, announced.

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R-B Continues To Draw Despite Terrific Heat

CHICAGO, Aug. 23.—Ringling Bros.' and Barnum & Bailey Circus, despite some blistering heat, which has slowed workmen in some instances to almost a standstill, is getting its share of business on one-night stands. In some cases, in view of the thermometer readings, attendance is surprising. True, there may have been some late matinees and things, at times, haven't gone along as smoothly as under ordinary circumstances. But, all in all, the Big One moves from town to town in good time, the performers go thru their paces despite the heat and the crowds come to see the Greatest Show on Earth.

A tour of Illinois, after leaving Madison, Wis., proved okay. Although late arriving in Champaign Wednesday (20) from Bloomington, the show got the matinee under way almost on time, even if the doors weren't opened until shortly before the scheduled starting time, and a half house was on hand in 95-degree weather. It cooled a trifle at night and a capacity crowd was on hand.

Its first showing in Bloomington in 11 years, the Big One got a great reception from the populace, if not from the weatherman. The temperature was high—it was reportedly 108 in the big top at the matinee—but the crowds came anyway, giving with a three-quarter matinee and a full one at night. One show official said, considering the weather, it was the best turnout since the show left Chicago.

At Joliet business was fair, the matinee being light with a three-quarter house at night. Between 2 and 3 p.m., traffic on Route 52, west of Joliet's city limits, was almost at a standstill for two miles to the site of the circus. The entrances to Route 52 from the outer belt highway and U. S. 66 were blocked almost all of that time as State police and police from the sheriff's office were almost stymied by the traffic which started out to the show grounds as early as 9 a.m. The matinee was two hours late starting but the night performance was on time.

Weather was better at Rockford Friday (15), and it was a sell-out at night after a fair matinee. Freeport gave with two full ones, despite the fact the matinee was more than an hour late. Canvas cars didn't arrive until 11 a.m., seating equipment not until 12:30, and some of the performers not until 1 p.m. because of a delay en route, caused by small trackage.

The show got a slight rain in Madison for the night show, which was capacity. Skies became threatening and about 40 minutes was lopped off the night program. Matinee was a three-quarter house.

Weather Break Aids Beatty Biz In Okla. Spot

MUSKOGEE, Okla., Aug. 23.—After battling terrific heat, especially in Texas, Clyde Beatty got a weather break here Monday (18) and business was good. Although it was on the hot side in the afternoon, the matinee was better than three-quarters and the night house capacity.

A three-day stand in Dallas proved only fair. Org battled Old Sol, opening Friday (8) with the temperature hitting the 107 mark. As a result the matinee crowd was slim. Temperature dropped to 92 at night, which is still hot, and again the turnout was light. Next day it was 109. Again crowds were light, although business at night was much better than the previous day. Sunday (10) it was 107 and business was light.

It definitely was the weather which hurt Beatty here. Advance flack was very good and Beatty himself got personal appearance on two of the best platter shows, appearing on *Midnight Matinee* over KRLD, and on the *Sunny Side* show over WRR.

Wee Willie Wilken, Circus P. A., Dies

LOGANSPOUT, Ind., Aug. 23.—William E. (Wee Willie) Wilken, 67, for 40 years publicity man and business manager for New York theatrical productions and circuses, including Barnum & Bailey, Ringling Bros., Hagenbeck-Wallace and Sparks, died here Friday (8). (Details on Final Curtain page.)

Edgar Spikes Report Barnes Title Will Be His in 1948

CHICAGO, Aug. 23.—James Edgar, owner of the Sparks Circus, which is now crossing Western Canada preparatory to a trip down the Pacific Coast, telephoned from Alberta Thursday (21) to emphatically deny the report that he will winter his show at Whittier Park, Calif., and will take out the Al G. Barnes title next spring.

"Evidently somebody is planning my future for me, as I haven't made any such plans," Edgar declared.

He pointed out that he intends to play the old Al G. Barnes route down the Coast, catching the cities that Clyde Beatty missed coming up the Coast last spring.

"I haven't made any arrangements for a winter quarters on the Pacific Coast, and if business continues good, I'll keep the show rolling back thru the Southwest and Southern states, probably returning to Venice, Fla., for the winter," he declared.

The last Canadian stand for Sparks will be in Burnaby, B. C., a suburb of Vancouver, Saturday (30). The show could not play Vancouver prop-

er as the Pacific Northwest Exposition is on at that time. Sunday the org will check out of Canada and the first showing will be made on American soil since early last May at Bellingham, Wash., Labor Day.

Edgar reported that business on the lengthy trek across Canada was spotty but profitable.

P. N. Branson, Cole General Agent, Passes

Bill Lester Fills In

KANSAS CITY, Mo., Aug. 23.—Pearl Newton Branson, general agent and traffic manager for the Cole Bros.' Circus, died here Thursday (21). Complete details in the Final Curtain.

Zack Terrell, owner of the show, announced from Lawton, Okla., that Bill Lester, contracting agent, would replace Branson.

Cirque Bureau Touring France With Fair Show

PARIS, Aug. 23.—The Cirque Bureau, owned and operated by the Glasner family, is again on the road this summer with a fairly good show, featuring several well-known pre-war circus acts, including Madame Glasner, equestrienne; J. Glasner, Liberty horses; the Decamps, horizontal bars; the Three Oxfords, bike novelty; Carolli Troupe, acrobats, and the Seven Mulinoffs, tumblers.

Other acts are the Dax Trio, aerialists; Wig Zag, wire-walker, Marzo Trio, acrobatic poses; the Three Zollingers, equilibrist; George May, juggler; Mitzi and Marguerite, comedy, and J. De Pessemier and O. De Pessemier, high school horses. The Three Camillos and the Hassan Rimpert Troupe of joey head clown alley. Cirque Bureau is one of the oldest in France, having been founded in 1854.

Dailey Enjoys Successful Day at Stroudsburg, Pa.

STROUDSBURG, Pa., Aug. 23.—Despite hot weather, not to mention light showers in the afternoon, Dailey Bros. hit the jackpot here Saturday (16) with a full matinee and an overflow at night.

James M. Cole Biz Fair At Cartersville, Ga.

CARTERSVILLE, Ga., Aug. 23.—Business for James M. Cole here Thursday (14) was fair.

Matinee was light, with a three-quarter night house. Weather was clear but hot.

Okla. and Kan. Proving Okay For Cole Bros.

Play Enid in 110 Temp.

PONCA CITY, Okla., Aug. 23.—Cole Bros.' Circus is doing okay business in Oklahoma and Kansas, despite some hot weather, the top of which was reached at Enid where the show played a matinee with the temperature hitting the 110 mark.

Here in Ponca City Sunday (17), the org overcame hot and windy weather to draw two strong houses. Cossack Stephen Saline, Frank Wise, R. O. (Dick) Scatterday, George Tilford and Ann Morris visited the old 101 Ranch located near here. Zack Terrell, owner, was entertained by Lew Wentz, Ponca City millionaire oilman.

Draw at Enid was good, it being the home town of Hubert Castle. Matinee was strong, despite 110 heat, and night show was capacity. Station KCRC carried two 15-minute recorded programs, one featuring the show's unloading and the other an interview with performers.

Cool weather helped at Hutchinson, Kan., where a strong matinee and capacity night house were registered.

Cool Harry Thomas, announcer, said he was okay after a bolt of lightning had floored him the day previous at McPherson. There the weather was good but the crowds only fair. At night, with a three-quarter house on hand, an electrical storm hit and part of the show had to be cut.

Polack Gets 5,500 On Yankton Stand

YANKTON, S. D., Aug. 23.—Polack Bros. Circus, Eastern Unit, drew an estimated 5,500 persons for the six shows on a three-day stand here, August 14-16, under sponsorship of the Elks.

Weather was excellent opening day and two strong houses were registered. Second day, Friday (15), the weatherman played tricks and attendance sagged. Temperature was 101 in the afternoon and an hour before the night show the rains came. Final day found the weather behaving and business zoomed again, with a three-quarter matinee and a full one at night.

Durand, Osseo, Wis., Turn Out for K-M

DURAND, Wis., Aug. 23.—Durand kept pace with Osseo from the standpoint of business for the Al G. Kelly-Miller Bros.' Circus. Org showed here Wednesday (20), getting a capacity matinee and a strong night.

At Osseo attendance was the opposite, a three-quarter matinee and an overflow at night.

Tallahassee, Fla., May Double Cost of Licenses

TALLAHASSEE, Fla., Aug. 23.—The Tallahassee City Commission will raise the price of circus licenses from \$150 to \$300 if a proposed ordinance, which has been given its first reading, is adopted.

Commission, which lists other contemplated raises in occupational license taxes, says the new schedule will account for about \$50,000 per year from occupational licenses.

Ringling Estate Interests Purchased for \$1,250,000

TALLAHASSEE, Fla., Aug. 23.—The offer by attorneys for the estate executors, John Ringling North and his mother, Mrs. Ida Ringling North, of \$1,250,000 for all interests in the John Ringling estate, was accepted here by the State of Florida. In addition to the money, to be paid in cash, the State gets a small tract of land and most of the personal property in the luxurious Ringling home in Sarasota. The offer of the executors was more than double their previous bid of \$550,000 which a cabinet majority rejected a few weeks ago. Acceptance of the \$1,250,000 offer wound up years of negotiations involving the property left largely to the State by the late circus magnate.

Property held by the unliquidated estate includes Sarasota County real estate, 30 per cent of the stock in the Ringling-Barnum circus, about \$209,000 in cash, a theater, interests in Oklahoma oil fields and property in Missouri.

Under terms of Ringling's will, the money obtained by the State will be used to maintain and improve the Ringling Museum of Art.

Originally, the executors, organized into a syndicate, offered to buy all remaining assets of the estate for a cash payment of \$550,000 and waive the \$1,900,000 fees they claimed for handling the complicated estate for the 11 years since Ringling's death.

Governor Caldwell, in announcing details of the sale by the State, said \$200,000 of the sum involved will be paid "at once on formal signing of the agreement and \$1,050,000 will be paid within 90 days."

Harlacker May Draw 100,000 At Boston Show

BOSTON, Aug. 23.—J. C. Harlacker's Kiwanis Circus at Suffolk Downs this week proved a circus can be staged at this East Boston race track and be a big success despite its comparative inaccessibility. Harlacker arranged with officials of the Boston Elevated to run their trolley cars direct to the track just as is done during the racing season and this eliminated the necessity of changing cars at two or three transfer stations, a procedure which killed the rodeo attempted at the Downs several years ago.

On opening night Harlacker's show played to more than 25,000 persons. The officials shut off the wheels and games of chance but in spite of that the show did terrific business. An automobile was raffled off and many other prizes, including a trip to Hollywood, were awarded.

Headline acts included the Beebe trained bears, Princess Goldenrod and her Penobscot tribe of Indians, Rudy Rudynoff and His Dancing Stallions, Ada and Her Pals, the Flying Ortons, the Billetti Troupe, Bendova, the Flying Gibsons, the Four Jacks, the Star Dusters, Cycling Kirks, Six Aerial St. Leons, Mickey Sullivan and His Circus Band and Reg Kehoe and His All-Girl Marimba Band.

The show was sponsored by the 15 Kiwanis clubs of Greater Boston and six automobiles were given away during the week.

Advance ticket sales were conducted for weeks preceding the circus and books of these were sold to organizations and to industrial firms. The circus was laid out in front of the big grandstand at Suffolk Downs on the race track and on the apron in front of the stands. An hour's intermission was given to provide time in which to visit the midway, largest seen here in years.

Attendance by days: Monday, 25,000; Tuesday, 2,000 (rain); Wednesday, 10,000; Thursday, 8,000; Friday, 18,000. The show figures to run a total of more than 100,000 for eight days.

Harlacker and his associates received splendid press, Dick Sullivan doing a good publicity job.

Two-Day Bellingham, Wash. Stand Big for Polack Org

BELLINGHAM, Wash., Aug. 23.—Sponsored by the Northwest Shrine Club, which did a good ticket-selling job, Polack Bros.' Circus Western unit did big business here Monday and Tuesday (18-19).

Matinee and night shows both days were capacity.

Dorman Gets 2 Full Ones

PETOSKEY, Mich., Aug. 23.—With good weather prevailing, Dorman Bros. drew two full houses here. A truck carrying performing dogs and some equipment overturned on the road out of Petoskey, but damage was slight. Nobody was injured.



DOC WADDELL, left, the circus bishop, had a reunion recently with John Ellis, who gained considerable fame in the leading role of "The Squaw Man." The latter is now putting on "Rip Van Winkle" in schools.

Lack of Flack Plus Hot Weather Hurts Mills in Neb. Spot

FAIRBURY, Neb., Aug. 23.—Hot weather, which has been consistently hanging around the 100 mark, plus the fact that advance advertising was light, hurt Mills Bros. here Monday (13). Matinee was light and the night crowd about three-quarters. Sponsor here was the Veterans of Foreign Wars.

At Grand Island, Neb., Mills, with the aid of the first cool weather in weeks, enjoyed a good day. Matinee was capacity and night three quarters.

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WANTED

Circus Acts of every description, preferably acts doing two, for E. N. Williams Hippodrome Thrill Circus, opening week Sept. 15th at Greenville, S. C.; with Savannah, Jacksonville, Augusta following. For bookings contact

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Address: Parsons, Kan., 27; Pittsburg, Kan., 28; Joplin, Mo., 29; Carthage, Mo., 30; Springfield, Mo., Sept. 1; Monett, Mo., 2.

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CIRCUS MUSICIANS

WANTED

Two good Trombones to join at once, others keep in touch. Moundsville, W. Va., Aug. 27; Fairmont, 28; Clarksburg, 29; Sistersville, 30, and per Billboard route.

JOE ROSSI

Care Dailey Bros.' Circus

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Want Canvasmen, Seat Men, Riggers, Property Men, Train Help, Ticket Sellers, Ushers, Elephant Men, Ring Stock Groom, Also Concession Help, Candy Butchers.

Contact as per route.

JAMES EDGAR, Mgr.

or come on to Kelowna, Can., August 26; Vernon, 27; Kamloops, 28; Chilliwack, 29; Vancouver, 30.

Ringling-Barnum

The most welcome visitor was the rain in Bloomington, Ill., giving us temporary relief from the heat. Other visitors were Howard Suesz and Jack Hayes, Clyde Bros.' Circus; Peter H. Lindemann, Dailey Bros.' contracting agent, who visited Leonard Aylesworth; Mr. and Mrs. Art Concello and son, Randy; C. B. Curtis, Ed Raycraft, Happy Hunt, Mr. and Mrs. Murray Fein, Gussie Singer, Everett Corriel and mother; Mrs. Alice T. Seawell, and Dorita and Ronnie Durbin and grandparents.

Mrs. Victor Pratt underwent a major operation in a Baton Rouge, La., hospital but is reported coming along fine. Bubbles Lee, porter in 89, has Rose Behee and Harry Nelson pinch-hitting for him during his recent illness. Rose has the night shift and Harry the morning shift.

Around the lot: Busiest man on the lot is Hughie Hart. Besides his tax box duties, his morning chore is paying off cherry pie and extra help. . . . Eddie Rottman, of the novelty department, is now boss canvasser for the bug department, putting up the canopy over the new 1948 Pontiac station wagon so that all the front end free-rollers can sit in the shade and consume the daily barrel of lemonade, furnished thru the courtesy of the bus bug man, Joe Trosey. . . . Lou Jacobs and his midget car garner plenty of laughs and the midget members of the gag work hard to put it over. . . . John (happy to serve you) Thomas, our ice man, closed in Bloomington. He said the ice job was too hot for him.—DICK MILLER.

Clyde Beatty

Recently two of our air-minded gentlemen decided to fly over to the Cole show, not too far away. They rented a plane and got along fine until the gas line began giving trouble. A-spittering and a-sputtering they came to a forced landing. The plane hit a rut in a ploughed field and they landed upside down. Neither was hurt so off they went to the Cole show.

Manuel Velarde resumed work after his recent accident. Jean Sleeter is laid up with a callous. Latest addition to the Pete Korte Side Show is El Diable, fire eater. Charlie Cox's pet monkey has won the hearts of all.

Joining clown alley for the Oklahoma City engagement were CFA members Jack Morris and Ed Birchell, who also donated homemade cakes to the dressing rooms. In Tulsa, Bill Colvin, formerly of the Dan Rice Circus, visited Mark Anthony. Elaine Lovell, former ballet girl on the show, visited Larry Vogt.

The hot weather forced most of us into getting haircuts, but the barber really went to extremes on George Royce, and Little Vito, of the pie car, will never live down the clipping he received; he looks something like a flying saucer. Latest fad around the lot is the wearing of summer straws in reverse as witness Joe Redding, Megee, Shorty Hinkle and Sancho Morales. They say it's for good luck.

Col. Frank Walter returned after a short vacation. New hobby in the dressing room is the carving of circus figurines by Mark Anthony and the knitting of women's pocketbooks by Bozo LaMount. Newest prize offered in the candy pitch is the Mell Rennick "Kiss Me in the Dark" perfume.—DICK ANDERSON.

PHONEMEN

For CLYDE BROS.' CIRCUS

Write HOWARD W. SUESZ

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2 Girls, prefer those with Circus or Carnival experience. Good pay, winter in Florida, bonus.

HORACE E. ROSE, Magician

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DRESSING ROOM GOSSIP

Cole Bros.

We thought it was hot when we were around Kansas City, Mo., and Omaha, but for two weeks we didn't have a day less than 100. In Dodge City, Kan., it was 107, and about the same in Pueblo, Colo.

Marion Partello and Mrs. Freddie Freeman were breakfast guests of the Bergins. Mrs. Joe Haworth, wife of our legal adjuster, returned after visiting their daughter, Betty, during her recent illness. Mrs. Haworth reports Betty out of danger.

Captain DeFong has returned to work after being clawed by his lion. Secret of the dressing room: Otto Griebing and Harold Voise looking for a tame black bear. According to what I hear, they shouldn't have far to look because there's been a bear roaming Car 57 for the last few weeks.

New additions to Eddie Woeckener's band: Andy Anderson and Al Yoder. Joe Good has a new helper in the person of Mogador Cristiani. Mogador took a nasty buster the other day and is suffering from a badly sprained back.

Mr. and Mrs. Harry Chalfant were guests of Huffy Hoffman and Ernie Burch when we played Colorado Springs. August birthdays: Arkie and Helen Scott, Lee Virtue and Bert and Wannie Cole.

Recent visitors: "Hi-Brown Bobbie" Burns, Weaver Gray, Al and Irene Mann, Everett Marshall, Red Robinson, Mr. and Mrs. James O'Shea, Bert and Winnie Cole, the Bergins, Fred and Bette Leonard, Mr. and Mrs. Phillips, Charley Dryden, Mr. and Mrs. Chalfant and the Harrisons. The Chalfants entertained the following in Colorado Springs: Ernie Burch, Lee Virtue, Bill Burke, Mr. and Mrs. R. Frey, Billy Griffin and Bogonghi.—FREDDIE FREEMAN.

Sparks

Everyone is looking forward to an early return to the States. We have been in Canada since May 4; have traversed the Dominion thru seven of the nine Provinces; run the gauntlet of weather, including snow, rain, hail and scorching heat; swam in the Atlantic Ocean, Hudson Bay, Lake of the Woods, the St. Lawrence River and the bays of Gaspe and Charleux; been baffled by customers who spoke French, Finnish and Ukranian, and sampled with pleasure the various national dishes. In addition, we've become accustomed to paying twice as much for our tobacco and half as much for our food and clothes and now none of us ever will be satisfied with American beer.

Whitey Haven took the bulls, covered with banners, down town in Regina, Sask., to herald the 25th anniversary of Station CKCK. Winnipeg was our first two-day stand in months and it was enjoyed by all. Newspapers and radio were highly co-operative.

Frank Cromwell is quite upset over fan Doc Holland's insinuations of plagiarism of the atom bomb gag. Perhaps some sort of a royalty deal can be worked out.

If Arthur Springer has any membership cards for the Free Roll Club left, there are some worthy candidates.—DAVE MURPHY.

Roger Bros.

Roger Bros.' Circus had very good biz in Wyoming. At Rock Springs, matinee was a straw, and night pulled a full house. Kenneth Smith, clown alley, has returned home for school. Mrs. Willa Dean Black, of the side show, went home to visit her mother. Show went into Colorado from Wyoming. Question of the week: Where does Lonnie Moore get those bright colored ribbons? — SUNNY MOORE.

Stevens Bros.

At Marseilles, Ill., Sunday (10), we were billed for an afternoon show only. By request, however, we gave a night show, too. Dolly Jacobs and her elephants are going over big. Special paper is out on the act. Coy Lee, head elephant man, must be scoring a hit. In one town the owner of a lot brought over two ripe tomatoes and asked the writer to deliver them to Lee.

Oklahoma Shorty burned out a wheel bearing on his house trailer. The other day Cory Lee couldn't find his trousers and a search revealed that Modoc, the elephant, had devoured them. Next morning Lee's shirt was missing, including the money he had in the pocket. It was Modoc again.

Willie Rawls is doing a good job as kid pusher. At Sheffield, Ill., there was a swim pool near the big top and almost everyone on the show made use of it. Mrs. Sam Russell and daughter, Christine, are back after a trip to Oklahoma. Princess Nelson, formerly of Patterson Bros., visited at Fulton, Ill., en route to Chicago.

Ray Hedley has his light plant truck decked out with new clearance lights and two horns. Two sleeping tents have been added. Punch and Judy, the Jacobs twins, bought a set of small hacksaw blades in Lowden, Ia. Punch is always building something or other. Happy Woods left to play fair dates. Lucille Fuller and Dolly Jacobs visited in Cedar Rapids, Ia. Loraine Knight, of Montgomery Bros., visited recently. — JOHN GRADY.

James M. Cole

Thursday (14) was a day of mixed emotions. First we heard of the birth of a son to Mr. and Mrs. Isa LaBird in the hospital at Cedartown, Ga., and then came a telegram from Dyersburg, Tenn., reporting the death of Martin (Cowboy) Bostick following an operation. We reported in this column about leaving him behind as a heat victim, but it developed he was suffering from acute appendicitis. His body was sent to Carbondale, Pa., where his father resides.

F. M. Farrell, ventriloquist, who was left behind in Sturgis, Mich., as a result of a car accident, advises he is now recuperating in the home of a friend, J. V. Leonard, Ithaca, N. Y.

Dr. and Mrs. E. R. Braly and Mr. and Mrs. Joe Kelly were visitors at Florence, Ala. After all the work Don Hall, Joe Scharoun and Bausy Dutton went to to fix the new awning on the Dutton trailer, along came the rain and gave it a real christening.

By the looks of the crowds in Alabama people there didn't mind the heat. Athens and Gunthersville were turnaways.

The writer's mother left for a visit in Illinois after a week on the show. Jimmy, the writer's brother, who has been with us all season, left for Los Angeles and school. Mac McNeil has found that serving watermelon at the lunch stand attracts the backyard folks.

At Chattanooga we entertained Mr. and Mrs. Charles Stutz, Charlie being a former circus musician; Mr. and Mrs. Henry Hobday, former fair official and now probation officer; Mr. and Mrs. H. McDonough, manager of Warner Park; Harry and Effie Steward, former Haag Circus folks now working in the park, and Justin Edwards, Jimmy Bradford and Neb Corrigan, all of whom work the park. A birthday party was given in the home of the McDonoughs in honor of Bausy Dutton. Dinner was served by Mrs. McDonough and Mrs. Steward. Attending from the show were Jimmy Stutz, Rusty Parent, Nellie Dutton and the writer.

Frank (Nig) Whalen, left at Chattanooga.—IDA MAE KERLEY.

Mills Bros.

The Brownie Silverlake family, the Acevedos, Alex and Anna Brock, Bert and Marie Pettus, Ralph and Jane Moser, Jimmy Murry, Mom Morales, Teresa and Cathy Matchett, George and Frankie Bell, Tommy Whiteside, Johnnie Mae Snyder, Irish Annie Collins, Byard Orton, Bill Steanberg, and Jack and Jake Mills and their families visited the C. R. Montgomery Circus Sunday, August 17 at Hebron, Neb.

Mary Carlton, Myrna Silverlake, Jack Hoxie, and Mills Bros. clown band, led by Brownie Silverlake, were guests at dinner at the Veterans' Hospital in Lincoln, Neb., when they entertained the patients.

Harry Campbell, grand old showman of 1912, visited in Hastings, Neb. The whirling wonder lady, Rita Dunn, with her sister and brother-in-law, Mr. and Mrs. Lloyd Stoltz also visited in Hastings.

Carl Conley Jr. carried out the tradition of the Conley family by making his debut in the bareback riding act at the age of one year in Lincoln. Mary and Larry Carlton, Myrna Silverlake, Buffalo Ben, Jack Hoxie, Roy Thomas, Augie Pasquini, Steven Crowe, Marcus Silverlake, Franklin Silverlike, Bill Nippo, Alex Brock, Tommy Whiteside and Fred Conley Jr., entertained patients at the Orthopedic Hospital in Lincoln, August 15.

As I sit here writing this, music comes drifting from the neighboring trailer, with the guitar accompaniment by Jimmy Chaltraw. Harmonizing with Cowboy Jack are Margie Butcher, Don Gordon, Marcus Silverlake, Donna Drew, Owen North, Francis Connery, and Richard Slason. Tiny Cathy Matchett just appeared on the scene with her little shovel and a bucketful of "sawdust." . . .

Tommy Whiteside came over with word that Ernie Sheldon had just done a great big job for the Beatrice Volunteer Fire Department by assisting in giving Big Burma a bath. . . . Archie Silverlake passes the information that milk and crackers make the ideal aftershow pick-up. . . . The "cowboy" serenade is gaining momentum, "Gloomy Sam" is now rendering *Yankee Doodle Dandy*. . . . Betty Acevedo O'Neil proudly exhibits a letter from her new husband, Jimmy, now in the air corps.

Frank and Bernice Dean visited the Acevedos in Hastings. Johnnie Mae Snyder and Annie Collins had difficulty explaining to emcee Charlie Waite at the radio station just what being an "understander" in an equilibrium act is.

What I would like to know is when will we have a christening of Jay Bird Brock?—BONNIE BAKER.

Polack Western Unit

Everyone was a little sad about leaving California, Napa being our last date there. We had an 800-mile jump into Yakima, Wash., but everyone and everything arrived safely.

Elmer Santana, the catcher in the bar act on our Eastern Unit, flew to Yakima to visit his wife, Betty Brasno. The explanation for all the aching backs and sore muscles was the ball game between the performers and prop boys, not to mention some of the execs. Kinko was the umpire.

Harry Chipman, former press agent and advance man who now resides in Yakima, where he and wife, Marge, own the Circus Inn, invited several of the performers to his spot for dinner. Guests on his morning broadcast called *Breakfast at the Circus Inn*, were Clara Delbosq, Conchita, Ed Raymond and the writer.

Peppi Borza won a cup in a diving contest. Despite the unusually cool weather in Bellingham, Wash., attendance was good. The date was promoted by Jimmy Rison, assisted by Mr. and Mrs. Jack Miller and Mr. and Mrs. Clyde Harrison — IRENE LAFFERTY.

Dailey Bros.

The heat wave claimed several victims, including Corky Plunkett, Marguerite O'Brien, Mrs. Rube Ray, Tommy O'Brien and several of the working men before a welcome rain cooled the atmosphere. The kiddies cooled off in tubs of water and it was a good excuse for water fights. The elephants threw more water on themselves, and those standing nearby, than they drank.

We gave an impromptu parade in Bridgeton, N. J. Considering the lack of preparation, it went off okay. Jacob Jones, Bridgeton resident, was one of our most enthusiastic backers.

Visitors: Abe Tavelin; Jack Kenny, who spent a week on the show; Agnes Maier, CFA, who works for the Cook Travel Agency and who spent her vacation with us; Nellie Kitchie's family, the Riding Lloyds, Mr. and Mrs. Bert Cole, Miss Howe; Kenneth and Edris Hull, Edris riding a bull in spec; Charles Hunt, who had breakfast in the cookhouse; Jackie Andrews, manager of Larry Sunbrock's rodeo; Rudy Olson, ex-showman and friend of Cap Heyer, and Carey C. Emrie and Mr. and Mrs. Glen Dirks, who took the writer out to dinner. Al Ruedell entertained Mr. and Mrs. Jack Turner, Milt Robbins, Ina Lang and the writer at dinner.

"Mother" Jackson, chef, returned to his home in Philadelphia. New-comers: Young Joe Wallace, on baggage stock, and Doc Phillips, formerly with Cole Bros., who has the inside coke stand.—HAZEL KING.

King Bros.

One of the bright spots of the season was Asheville, N. C., where we Sundayed. High in the mountains, it was a relief from some of the warm days we experienced in Virginia. Ours was the fourth show to play Asheville this season.

On the lot at Spartanburg, S. C., were Mrs. Emma Rogers and Baron Nowak, the latter attending school in Rockhill, S. C. Ted and Midge Lewis, of York, S. C., also visited.

The backyard of the side show is buzzing about the house warming the Mickey Dales gave in their new trailer. Frank Satario, 28 years with this show, is back from a visit to his home in Macon, Ga. Mary Rogers, of Charlotte, N. C., joined at Kingsport, Tenn. Clark Queer, postmaster and newspaper publisher at Mt. Union, Pa., joined at Asheville, N. C., for a week's visit.

Sam Gottlieb, who caught us at Spartanburg, reported he has retired and is now living in Charlotte. He formerly operated a studio in Starke, Fla.—MAT LAWRISH.

Polack Eastern Unit

Yankton, S. D., proved a good spot with three capacity night houses and three good matinee crowds. The Elks, who auspiced the date, did a good job, as did Henry Barrett, who worked the promotion.

Madame Marie pulled a good one recently. She addressed a letter to Thousand Islands, Calif., instead of Thousand Oaks. The letter was returned with this notation: "Not that many islands in the whole State of California."

A heavy rain and windstorm hit us between shows in Yankton, wrecking the fire house gag and some minor gags which were left outside. So, Bobo Barnett is busy trying to replace them.

Norman Hanley, calliope and baritone, left at Yankton. Bobby Steele is sporting a new white beret in her act.—CHARLES E. POST.

Bailey Bros.

Business is back to nearly normal, as witness the better dispositions among the folks.

When Peggy Henderson MacDonald observed her birthday, she marked the occasion by baking three cakes and everyone had generous helpings. Frank Ellis did the same on his birthday.

The band, clowns, Peggy Hender-

UNDER THE MARQUEE

Joe Baker jumped from Buffalo to Portland, Ore., to work with Sam Ward on Polack Bros. promotions.

Remember when they didn't threaten to pay you off, but threatened to leave your trunk on the lot?

George Hubler and Robert Mason have their bar and trampoline acts at J. C. Michael's fairs, using the latter's title of Harris Bros.

Jack Davis, former clown, now at Bay City, Mich., did a tramp clown routine working the come-in at the Chesaning Showboat.

The Cartier Sisters recently were visited in their Brooklyn home by Father Ed Sullivan, who showed his circus movies. He is on a vacation and plans to visit as many shows as possible during his trip.

When a native sees a canvasman splice a rope or tie a half-hitch, the usual remark is, "I see you were in the navy."

Ted and Ethel Walker write they recently returned to their Los Angeles home after a trip to the Valley where they visited with George Cortello who has the Hollywood Canine Mimics. Cortello recently sold his Van Nuys estate to I. J. Polack, owner of Polack Bros.' Circus, and purchased a new home and business property in Van Nuys.

Slow & Arrow Circus does more chalk advertising on highway telephone poles than it does on billboards.

Uncle Cy and his daughter, Sarah (Jack Smuckler and Gladys Mullins), billed as the Original Michigan Rubes, worked advance clown bally at the Detroit Police Field Day and the first Mardi Gras sponsored by the N. H.

son MacDonald and Mac MacDonald, plus the elephants, gave a performance on the downtown streets in Paducah, Ky. The press and radio covered it.

Bill Bailey and Lew and Billie Henderson have left. Lew will enter a hospital for an operation on his shoulder. Franchon Pierce joined on calliope. Don McCullough, advance press, closed and has been replaced by Dory E. Miller.

Keller Pressley visited. Mrs. Pierce, mother of Franchon and Jerry Pressley, is spending some time with us.—GEORGE L. MYERS.

Hunt Bros.

We are enjoying our stay on the Jersey shore. For many of us, this is our first visit. Bathing suits are much in evidence.

The new white center piece arrived and it certainly brightens the big top. Ethel Hummo and Barry Carroll celebrated birthdays recently. The writer and partner, Dan Carroll, thank everyone for their kindness when the show played our hometown of Quincy, Mass. Also a vote of thanks to Madalaine Park, from the entire company, for the buffet supper she served at her home when we played Mount Kisco, N. Y.

The O'Donnald's new walkaround gets plenty of laughs. Everyone attended the surprise party given for Ann Yonkers by her husband, Carl, the org's chief mechanic.

Visitors on the lot at New London, Conn., was Bob Buffing and family. Bob formerly was with the World of Mirth and is now with Lawrence Greater.

Cricket, new addition to Drew's dogs, pulls his share of applause. The Zoppe-Zavatta troupe continues to wow the big top customers. Many visits were exchanged with personnel of the King and Dailey orgs when we played nearby territories.—BUDDY CARROLL.

gan Variety Club at Jefferson Beach Amusement Park last week.

Jean Darrow (Dabrowski), formerly with Cole Bros.' Circus, is in St. Vincent's Hospital, New York, as the result of a recent accident in which she received a broken arm, leg and back.

We always like'd to hear the early-day colored convasmen chant, "Break it. Shake it. Break it," while guying out a big top.

Everett Blanshon and Ray Parcells, Kingston, N. Y., visited Dailey Bros. at Poughkeepsie and Hudson, N. Y.



After five years in the service, Phil Escalante, wire walker, is back with the Clyde Beatty Circus. He also is superintending two bar and two trampoline acts.

Recent visitors of the Great Arturo during his appearance in Washington, were Dr. and Mrs. William C. Mann, Dr. and Mrs. Campel and Mr. and Mrs. Melvin D. Hildreth.

Years ago a farmer described a wagon show's arrival with "They unloaded their plunder right across from the church yard. We got a writ agin 'em, but couldn't step

'em. It was a kind of a Wild West bronk ridin' outfit. Its tent didn't have a river on it and we clumb a tree and seed it for nothing."

Al and Emma Frabell report they caught the King Bros.' Circus in Asbury Park, N. J., and visited with Florrie Guice and Mr. and Mrs. Powell.

It's Maj. Anthony Greenhaw now, recently having been promoted from captain. Greenhaw recently returned from Guam and is on leave in Long Beach, Calif., until the middle of September when he will report for a new assignment.

Reminiscing: Years ago a bank-roll man for a circus arrived on the lot during a cloudburst and raised hell when he was presented an unpaid water bill.

Charles Parker, of Meriden, Conn., who was with the Barnum & Bailey show for 18 years, being brigade manager and opposition agent his last year with the org, announces he will return to the road next season.

When King Bros. played Greenville, S. C., personnel of the Wolfe Amusements were guests of Owner Floyd King. Ernie Sylvester, of the Wolfe org, reports pleasant visits with Owner King, Chester Gregory, side show manager; Albert Powell, Deacon McIntyre and Arthur and Floy Stahlman. McIntyre is superintendent of concessions.

Fritzie Partello Wagan, nurse and physician, is back with the Cole show after a year's absence. Helen Scott, wife of Eugene (Arky) Scott, in charge of elephants on the Cole show, is back working elephants.

FOR SALE—FOUR GRIND SHOWS

Complete in every description, including Sound Systems, 40 ft. Fronts, all new fireproof Canvas. New, flashy Banners, Lights, Cables, etc. 2 Pigmy Horses, 29 and 31 in. high, 12 and 10 yrs. old; Giant Rat, 30 in. long, 40 lbs.; 4 cages small Animals. Both shows have 15x20 ft. new blue fireproof Tents, 40 ft. 3 Banner Fronts. Mouse Circus on 4 Wheel Trailer, 40 ft. Front, all props, plenty Mice, cages, etc. Snake Girl Illusion complete, 40 ft. Front, mounted on Chev. long wheel base truck. All 4 shows load on this truck and trailer. Also Butane Gas Circus Cookhouse, equipped to feed 200 people, sleeping trailers and house trailers. Will sell all or part. Reason for selling: husband lost eye and I cannot operate them.

ERMA L. SPARTON

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Spotty Skies Hit Business In N. Y. Area

Preem for Foreign Shindig

NEW YORK, Aug. 23.—New York's torrid heat wave was interrupted by a thunderstorm Saturday night (16) and altho the thermometer started climbing again Tuesday (19), most of the past week was cool and skies threatening. Result was one of the worst week-ends of the season and a very spotty week so far as attendance and business at beach resorts and amusement parks in the New York area were concerned.

Food and drink caterers at most of the fun spots had stocked up heavily in expectation of a big week-end and practically all found themselves with a heavy surplus Sunday night (17).

Rockaway Beach drew 650,000 Saturday (16) but only a meager 150,000 turned out Sunday (17). Coney Island also had a good crowd Saturday but a modest turnout Sunday. Monday was practically a blank at both resorts but a fireworks display off Coney Island's Boardwalk Tuesday night drew 500,000 spectators.

Jones Beach, which hit an all-time week-day attendance high Wednesday (13), with 49,000, chalked up a slim 15,000 Sunday and attendance continued in the lower brackets most of the week.

With the advance guard of the American Legion already in town for the national convention, August 28-31, Coney Island and Rockaway Beach are set for a big week.

Both resorts are decked out with flags and legion banners and among special events skedded are fireworks displays at both spots. Coney Island, in addition to its regular display Tuesday night (26), will have a special display for the Legion Friday night (29). Rockaway's regular Wednesday night (27) display will also be supplemented by a special Legion display Friday night (29).

Dallas Funspot Finds Children Promotion Pays

DALLAS, Aug. 23.—State Fair Park here has hit upon a series of free shows for youngsters which is doubling nickel day attendance.

The four big programs, designed in their entirety for young people, get under way each Tuesday at 9:30 a.m., in the new \$25,000 picnic pavilion. First 200 arrivals get free rides and Dixie cups. All who attend get free candy. First week's crowd was 10,000, double the number attending the kids' day events along the midway the previous week.

Emsee is Carol Weaver, who as "the candy lady" directs a Saturday morning radio skit, *Candy Kids*, aired over several Texas and Louisiana stations and sponsored by the Joe Franklin Myers Candy Company.

Regulars are Leveal, magician; Melvin Munn with his Platter Party; Rev. Verne Swartsfager, curate of St. Matthew's Episcopal Church and originator of Kids' World, who tells stories and leads a songfest, and the Candy Kids, who present one of their typical radio skits.

Other headliners during the month will include Bob Davis and his chimp, Doug; Jimmie Lawson and His Corral Pals, hillbilly band, and the Boogie-to-Bach Kids, aggregation of teen-age musicians, dancers and acrobats.

Sitting 'Round the Table

(Editor's Note: And still the letters arrive with views on the current round table discussion, "Do you favor a free gate or a pay gate?" Have you voiced your opinion on the subject? If not, write down your views now and mail them to the Outdoor Editor, *The Billboard*, 155 North Clark Street, Chicago 1, Ill., and they will be printed here.)

Likes Free Gate

I favor a free gate, especially in towns under 500,000 population. In larger cities, such as Chicago, Cincinnati, New York, etc., the parks are able to put on free attractions continually and the gate does very nicely. In smaller cities, where you cater to the same people one to three times a week, they would, in my opinion, resent having to pay money to come in and spend money.

We have operated Crystal City Park for the last 10 years and have found that having a free gate and free picnic grounds have been to our advantage.—JOHN C. MULLINS, Crystal City Park, Tulsa, Okla.

Another "Free" Vote

Our park is not arranged so we could have a pay gate. It is our opinion, however, that it would be undesirable to have a pay gate because the success of a park depends upon there being present as many people as possible, altho some of these people are solely spectators. Altho we have no evidence to prove it, it appears to us that we gross more money per capita when there is a crowd on the midway than when it is comparatively empty.

We can see one big advantage in a pay gate and that is in keeping out the undesirables who always make up a certain percentage of any crowd.—T. E. SPACKMAN, Ideal Beach Resort, Shafter Lake, Monticello, Ind.

Cashman Says Ditto

It is my opinion that a pay gate tends to keep customers away and neither rides nor concessions can do

any business until the customers are on the grounds. The receipts from a pay gate will not go far in offsetting the rides and concession receipts of potential customers who will spend their money once they are on the grounds. These same people, however, will think twice before paying a gate admission. The majority of amusement park customers are not accustomed to patronizing any place having a cover charge and a pay gate is tantamount to a cover charge. I am all in favor of a free gate.—S. L. CASHMAN, Cashman Ballroom Company, Beloit, Wis.

A Pay Gate Vote

In my opinion your question is a highly controversial one, but we base our opinion on the competitive features we have encountered in operating our business here over a period of 18 years. We have found that the most desirable members of the public fully appreciate the necessity for revenue to provide the operator with funds necessary for their proper entertainment, and the gate is the fair and equitable method.

Also, we find that people who pay an admission fee feel they have made an investment and therefore are inclined to spend the whole evening in the park instead of running in and out of "free" places. Our competitors, attempting to provide free entertainment, only have succeeded in going broke, while we continue to enjoy our high-class patronage. Therefore, it is obvious we are definitely in favor of the pay gate.—D. P. LEON, Leon Park Amusements, Miles City, Mont.

Caterer Deliveries Vs. "Ex" Food Pacts Up for K. C. Test

KANSAS CITY, Mo., Aug. 23.—The question whether an order for refreshments placed with a caterer can be delivered in a park under an exclusive concession contract has been raised here by Business Men's Assurance Company, one of the city's largest insurance companies. Issue was raised in a complaint by the insurance company to Mayor Kemp that a caterer the company had hired to provide food for its annual picnic at Swope Park could not bring the food in without payment of a commission to the Bornstein Concession Company.

CincyConey Run Extended 2 Wks.

CINCINNATI, Aug. 23.—Coney Island here, under direction of Edward L. Schott, president and general manager, is working out plans for two post-season week-end operations following the close of the regular season Labor Day. Schott said that since Labor Day, park's traditional closing date, falls on September 1 and is exceptionally early, the Coney management has decided to yield to the many requests from patrons to extend the season, altho in a limited way.

For that reason the two week-ends will be given over largely to the operation of Moonlite Gardens. Schott revealed that Buddy Morrow's ork has been pacted to provide the dance music September 6, 7, with Clyde McCoy's crew taking over the podium September 13 and 14. It is planned to open the park on Saturdays at about 7 p.m., and on Sundays at 1:30 p.m. Some rides and other amusement features will be operated. Park will be without the services of the

The mayor was on vacation when the complaint was filed and he is not due back until Monday (25).

But John A. Lacy, secretary of the park board which granted Bornstein the exclusive contract, immediately pointed out that the contract was won by Bornstein in competitive bidding. Firm, headed by Sam Bornstein, has operated the miniature train and food concessions at the park for several years.

Lacy said that the park board has held that if a retailer were to deliver food or other such goods covered by the contract to a customer in the park, he might be violating the contract the city has with Bornstein.

If the exclusive concession provision were eliminated, Lacy pointed out, the park probably would be overrun with free-lance vendors. Under the present agreement, the city is able to control both service and prices for the protection of the public, Lacy declared.

steamer Island Queen for the contemplated season because of previously signed fall tour commitments, Schott said.

Sky Revue and Fireworks Carnival, which opened yesterday to good crowds, features the Waldorfs, motorcyclists.

Celoron Skeds Wheaties Day

Network programs ballyhoo event set for Aug. 31—various contests planned

JAMESTOWN, N. Y., Aug. 23.—In the words of Harry A. Illions, owner of Celoron Park here, Celoron has landed one of the promotion plums of the year for Sunday (31) when the park will stage National Wheaties Day.

The plum was landed, Illions said, thru him and Whitey Newell, in cooperation with Ken Tolson and Peter Calandia of General Mills.

The event will be widely ballyhooed. The flack started Tuesday (19) with an airing over the coast-to-coast *Green Hornet* program, sponsored by General Mills, and the day may be plugged over the *Hymns of all Churches* program over the American Broadcasting Company network.

Special crews from General Mills will come to Jamestown to flack the event within a radius of 150 miles, Illions said.

Events planned for the day include a public wedding in the ball park, a ball game, pie and other contests, a band concert, fireworks and various contests.

Burglars Grab 11C Miss 10G At Texas Spot

SAN ANTONIO, Aug. 23.—Burglars who robbed Playland Park here of \$1,100 early Monday morning (18) overlooked an estimated \$10,000 in week-end receipts cached in another office. The yeggs had apparently anticipated heavy loot because of the near-capacity crowds attending the park since the opening Friday (15) of the new Roller Coaster built by the Philadelphia Toboggan Company.

Jimmie Johnson, park owner, said concession stock, including several radios, knives, two pistols and a collection of coins, was stolen. The thieves failed to enter the larger of two offices where the bulk of the receipts were kept.

The theft was discovered by Charles Connors, night watchman, about 4 a.m. Investigation showed that electric drills had been used to open the safe, which yielded \$100. The office was ransacked and an additional \$1,000 was found in a desk drawer.

Annual Mrs. America Tests Set Sept. 3-5

NEW YORK, Aug. 23.—Ninth annual Mrs. America Beauty Contest will be staged at Palisades (N. J.) Amusement Park September 3-5. Twelve prizes, all watches, valued at \$1,000, are offered. Promotion is again in the hands of Bert Nevins, park tub-thumper and his assistant, Sid Schectman.

Youth Cavorts in Annual "Week" at Asbury Park

ASBURY PARK, N. J., Aug. 23.—Youth week got under way here Wednesday (20) with a miniature golf tournament.

Events include swim meets, dog show and fireworks display, climaxed by Asbury Park's annual baby parade Wednesday (27), which will have hundreds of entrants and is expected to draw big attendance to the Boardwalk.

30,000 GOP's at Hershey Outing

HERSHEY, Pa., Aug. 23.—Hershey Park was host to one of the largest outings of the season Tuesday (19) when more than 30,000 persons turned out for the Dauphin County Republican committee's basket picnic.

Principal attraction of the day was a rodeo put on by the Pennsylvania State Police Training School, which was witnessed by more than 11,000 spectators. State troopers put on a good show, consisting of trick riding and motorcycle thrill stunts, as well as acrobatic and comedy bits. Music was furnished by the 28th Infantry Division Band.

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Coney Island, New York

By UNO

After a definite taboo by the chamber of commerce a fortnight ago it was decided to have a Mardi Gras after all. That became a fact when Bowery and Surf Avenue ops concluded that without the business the fete brings it would not be a profitable season and so took it into their own hands to make the small concessionaires, principally those along the Boardwalk who had not contributed, pony up the necessary tab. They also urged other contribs to increase their first totals and finally the requisite 30G, expense total listed by the carnival committee, was reached. The most active in the collectors group were Dave Bernstein, arcade owner on the Bowery; Milton Klarnet, of the Klarnet family; McCullough brothers, Harry Charms and others, including Harry Nelson, I. H. Kleih, Connie Hilbert, I. Krauz and the Pinto brothers.

Johnny D'Errico, an Islander for 37 years, who operates motor boats on West 12th between Bowery and Boardwalk, has, with Johnny Ward as partner, two new rides of his own design and patent, now being assembled on the Boardwalk site of Ward's former sundeck structure. They are to be tabbed This Is It and Thriller. Both are centrifugally geared. Openings are skedded for latter part of this month. Whirlaway ride on the Bowery is another D'Errico invention. General mechanic is Bill Bunga. In 1918 Johnny launched his first ride, Treat 'Em Rough, that was a Luna Park feature until it was sold to the Johnny J. Jones Exposition. With the Pinto brothers, it was the Pinto and D'Errico Amusement Company that operated the Scrambler on West 8th and Surf and which the Pintos now have at Stillwell and Surf. Johnny's nephews, Dominick and James Preziotti, who are ride department heads, are expected to take over all the D'Errico interests when their uncle decides to retire.

Wonder Wheel on Jones Walk, between Bowery and Boardwalk, has Herman Garms as chief mechanic; Fred Garms, in charge out front;

Harry Harrington, ticket seller; Mike Mahoney, at the controls; James Monahan, assistant mechanic; Louis Mintz, oldest in the employ, floor boss; Joe Boris, chief attendant, and Artie Messerole, floor man.

Bubble Bounce Bouncing

George Moran's Bubble Bounce, Bowery and Kensington, was unveiled and started rolling last week with son Fred as manager; Samuel (Jimmy) Katz, ticket seller; Issac Giles at the controls and Tony Alvino, ticket taker. Ride is a replica of one the late Tom Baker operated a few blocks away on the Bowery, about five years back. It comes from Custer's factory in Dayton, O. It has eight cars, run on a centrifugal track, and includes three motions, one of which is from a bellows . . . two bits per passenger.

Steeplechase Park ticket sellers include Harold Weisberger, Edward Armstrong, Benjamin Block, Morris (See Coney Island on page 93)

Revere Beach Aims For Bigger Season

BOSTON, Aug. 23.—City government of Revere, Mass., has decided that next year Revere Beach is to make an even greater appeal for public patronage, and to that end has received the promise of the owners of concessions and show that all buildings on the two-mile Boardwalk are to be thoroly renovated and repainted before next season.

This year has been the most successful in the history and at times more than 200,000 persons have been at the beach and its adjoining boardwalk on a single day.

Revere Beach is reached both by street car and by automobile and is 20 minutes from the heart of downtown Boston. The Hurley Enterprises, who operate many of the concessions, state that business has been 25 per cent better even than in the lush years of the war when the spot was the rendezvous of thousands of the armed forces.

Riverview Notes

By Hank Hurley

CHICAGO, Aug. 23.—The heat has been raising havoc with business at Riverview, not to mention raising havoc with the concessionaires. The Mardi Gras opened Saturday (16) and a big crowd was on hand despite the heat. Crowds the other nights were smaller, mostly because of the heat.

Virginia Killips, daughter of Adolph Koss, hoopla, left for her home in Tampa after a three-week visit with her dad. She was accompanied by her three-year-old son, Dennis.

All those on the sick list at the Palace of Oddities are okay again, including Ray Marsh Brydon, Slim Curtis, Delores Cardoza and the Original Twisto. Others news in the Palace: Chief Black Wolf is a recent addition, as is Sam (Digesto) Smith, glass. . . Billy Beckett, novelty musician, is back after playing fairs. . . The Great Harpo, human pincushion, and Yogi-Ray, tattooing, are working the fair in Toronto. . . Mirg Toy, Oriental juggler, was in action at the Palace over the August 9-10 week-end.

Al (Windy) Windes is back at the baseball rolldown for Calamari and Trainker. Windy didn't report to the park this season, preferring to work pitch in stores. However, the C-T interests prevailed upon him to return and he will finish out the season.

Ida (Happy) Rovitz, of the ring-the-bottle, has a legitimate beef. She says her name appeared in this column in the August 2 edition but came out Ira instead of Ida.

Name Committees For Coney Frolic

NEW YORK, Aug. 23.—C. J. Hilbert, president of the Coney Island Carnival Company, civic group sponsoring the resort's annual Mardi Gras festivities, and his assistants, have practically completed plans for this season's closing fun fest which is set for September 8-14 inclusive.

Line-up of committee chairmen and members: Parade, George C. Tilyou, chairman; Allan F. Kramer and Albert Meyers. Music, I. Kraus, chairman; W. Kenneth Bourke and Charles A. Gerlach. Publicity, Monroe J. Ehrman, chairman, and Sol Levy. Finance, I. H. Klein, chairman; David Bernstein and Wilfred Long.

Entertainment, George C. Tilyou, chairman, and John G. Ward. Special features, Leonard McCullough, chairman, and Milton Klarnet. Traffic, Harry Nevins, chairman; Charles Sylvester, Nathan Handwerker, Theodore McCullough and Harry Gleischer. Prizes, Fred Garms, chairman; Albert Pinto and Joseph Guelfi.

Decorations, James Kyrimes, chairman, and Harry Chanos. Floats, Frank C. Tilyou, chairman; George F. Kister, Harry C. Meinch, Victor A. Bonomo and Lester Wildman. Baby parade, Charles A. Feltman, chairman; Stanley Reiben and Cornelius P. Kyrimes. Permits, Thomas H. Tesauro, chairman; Jack Asem (See Coney Committee Set, page 93)

Unsettled Weather Clouts Westchester County Spots

WHITE PLAINS, N. Y., Aug. 23.—Westchester County's parks, beaches and pools were lightly patronized for the week end beginning Friday night (15) because of unsettled weather. Playland Park, Rye, drew a scant 20,000 for the period. Estimated attendance at Playland to date is 750,000.

Attendance at county parks to date has been tabulated at 1,338,478, as compared to 1,205,226 at this time last year. Week-end attendance at Croton Point was 2,300, while 2,400 visited Blue Mountain Reservation.

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STOCK	ROLL TICKETS	WELDON, WILLIAMS & LICK
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5 ROLLS.....@.....75c		Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number
10 ROLLS.....@.....60c		

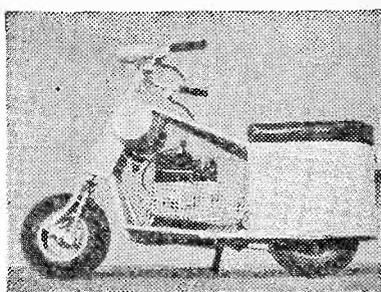
• **New BROGAN-Cycle** • only \$199 F. O. B. Piqua, Ohio

This new motorcycle-type BROGAN-Cycle is engineered for rugged and dependable service, with all controls on the handlebar. Gives up to 100 miles per gallon of gas, with speeds up to 30 MPH. Equipped with 1 1/2 H.P. "Clinton" motor, kick starter, automatic clutch, chain drive, heavy duty brake and double spring suspension of the front wheel results in a "knee-action" effect. Colors: Red or blue. Order today at this low price.

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DEALERS: Write on your own letterhead for particulars.

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STEAM TRAINS HAULS 12 ADULTS OR 24 CHILDREN

A more fascinating Ride that puts more money in the Ticket Box. Burns Coal. An exact working replica of Santa Fe steam trains.



OTTAWAY AMUSEMENT 224 W. DOUGLAS WICHITA 2, KANS.
 Write for Folder, Prices and Delivery Date.

Cavalcade in Clover Even Tho a Bit Late

Missouri Annual Stands Up

SEDALIA, Mo., Aug. 23.—Despite a late arrival which forced two terrific throngs at the Missouri State Fair to go without midway fun and frolic, Al Wagner's Cavalcade of Amusements evidently is en route to a worthwhile gross, the annual closing Sunday night (24).

When Wagner contracted Sedalia he knew it was impossible to jump overnight from La Porte, Ind., and made arrangements with the State Fair management to arrive a day late, but he did not figure on a slow railroad move which kept his equipment en route until almost 5 p.m. Monday, causing him to blow Kids' Day as well.

A herculean effort got the big midway open for business Tuesday and the response was more than gratifying, and business has built daily since.

Wagner reported that business was better than anticipated at La Porte, but did not announce figures.

Dr. John LaMarr, the Cavalcade's physician, reported that during the heat wave at Ionia, Mich., and La Porte he treated over 1,100 people with varied ailments. He had the assistance of several local physicians in both cities.

Lon Burrows, managing editor of *The St. Louis Globe-Democrat*, always has been a good friend of circus press agents and it apparently runs in the family because Rosemary Burrows, city editor of *The Sedalia Democrat-Capital* gave Bill Naylor, the Cavalcade tub thumper, unusual space. In the Sunday fair edition she found use for five pictures and three stories, including a front page shot, and on Tuesday used staff photographs of setting up rides on the midway.

Joe Pearl, Cavalcade mailman and *The Billboard* sales agent, set something of a record here. Everybody pays to go thru the outside gates, including fair executives and working newspapermen, but Joe, as official "mail man," flashed his bag of mail and breezed thru the gates like Assault.

Vernon Reopens Org At Katy R.R. Doings

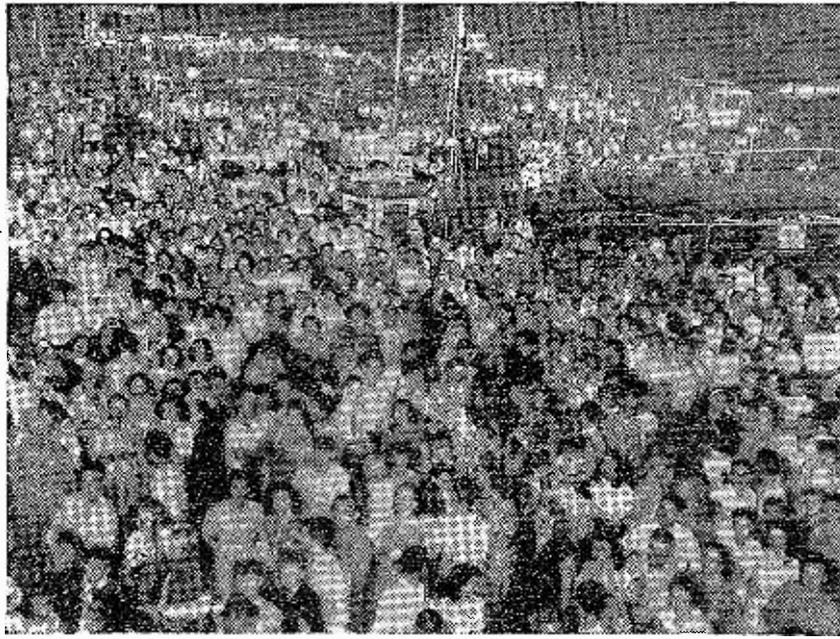
ST. LOUIS, Aug. 23.—C. A. (Curly) Vernon will reopen his United Exposition Shows for the Katy Railroad and Labor Day Celebration in Denison, Tex. Plans indicate this will be one of the largest Labor Day celebrations in the Lone Star State and the railroad will run special excursion trains.

Vernon also was successful in signing for all midway attractions at the West Texas Fair in San Angelo, September 23 to 28.

Franks' Playland Sticks

Close to Macon for Work
MACON, Ga., Aug. 23.—After eight weeks on local lots, Franks' Playland jumped to Warner Robins, near-by army air base, for a two-week engagement. The first week, ended Saturday (16), was marred by rain on four nights and the org lost money.

W. E. Franks announced that he is returning to the Triangle lot, East Macon, Monday (25), for two weeks, and from that spot will move to Tybee lot in South Macon. The Macon lots are holding up well, Franks said.



BUSINESS WAS TERRIFIC for the Gem City Shows at the recent La Crosse, Wis., Fair, and Jack Downs, owner-manager, submitted the above picture to prove that the folks were there.

JJJ Shoots Works in Try To Put St. Looney Over Top

ST. LOUIS, Aug. 23. — Johnny J. Jones Exposition was poised here today for the official opening of the first St. Louis County Fair, and E. Lawrence Phillips advised his cohorts to shoot the works in an effort to accelerate sentiment and bring out the crowds. This St. Louis County Fair is in the nature of a noble experiment, and even those who have been working on the advance for several weeks have not been able to catch the pulse and find out if the public has been sold. Billing in the territory is not as strong as it should have been, but newspapers have co-operated and radio time has been plentiful and it is generally agreed that the folks know about it and that the campaign will intensify before it closes on Labor Day.

Jimmy Rose, JJJ press representative, snatched seven 15-minute programs and has arranged for a television spot promotion direct from the Wallenda circus big top on the midway. Rose believes this latter stunt will have strong appeal.

The Jones org went thru some trying moments killing time during the Effingham County Fair, Altamont, Ill., two weeks ago, and the still date at Jefferson City, Mo., which closed Tuesday (19) wasn't exactly designed to satisfy. The biggest night of the Jefferson City engagement was Friday (15) when 82 prizes, including a car, were given away.

McCall broke in a new lot, across the street from the postoffice and only a half block from the center of the city. It was overgrown with weeds, but a crew of 10 had the lot cleared after a half day's work. Lot is municipally owned.

From Monday night thru Saturday the lot was filled to capacity each night, and money flowed freely. McCall said it was the best week's biz of the year, and he decided to hold over for a second week.

McCall's line-up of rides has been augmented by booking Tom Joseph's Spitfire. A new roto-whip kid ride has also been added. W. E. West has joined with his photo trailer, and another newcomer is Monty West with his dart game.

C. N. (Doc) Myers, vet concession op, is out after spending two weeks in the hospital at Jesup.

McCall has recently completed a repainting job in readiness for the start of his fairs. First will be Douglas County Fair, Douglasville, Ga., opening September 15, and the fair dates will run thru November 8, McCall said.

Tobacco belt towns have been good to the McCall org. Two weeks in Hazelhurst, before moving here, proved winners. The shows have been clicking solidly the past four weeks after the roughest spring in McCall's history.

Award of the midway contract for the Butts County Fair, Jackson, Ga.,

Donohues Add 2 Shows To Caravella Line-Up

FRANKLIN, Pa., Aug. 23.—Jack and Alice Donohue have added their side show, *Headliners on Parade*, and the *Stardust Revue* to the Caravella Amusement Company line-up. Side show personnel includes George Scottie, comedian; Lee Burke, balancing and juggling; Bob Peterson, magic; Bill Miller, snakes and whip; Alice Donohue, rings and escapes; Betty Miller, sword box; Sonny Wilson, ticket seller and headless boy; Jack Donohue, talker and contortion; Little Jim, fire, and Sonny Wilson and Bob Kirk, ticket sellers. Kirk also grinds.

Personnel of the *Stardust Revue* includes Alice Donohue, Kitty Lane, Diane Reed and Mabel Kane, with Jack and Alice Donohue, talkers.

to the McCall outfit has been announced by F. H. Morgan, president, and W. M. Redman, secretary, fair executives. McCall played the fair last year. Dates are October 7 to 11.

Ottawa Return Rings Damper For WOM Org

Skowhegan Takes Tumble

OTTAWA, Aug. 23.—One of the largest opening day crowds in its history turned out for the post-war revival of the Central Canada Exhibition Monday (18), and spent money in a manner that virtually assured the World of Mirth Shows of a record gross by tonight's closing. An estimated 15,000 youngsters were crowding the gates of Landsdowne Park when they were swung open at 10 a.m. for the opener which was set aside for the kids. Total attendance for the day was estimated in excess of 43,000.

Since this was the first "ex" in six years the kids were obviously starved for midway entertainment, and demonstrated this by patronizing shows and rides to the extent that, almost without exception, unit grosses ran into four figures. Light showers at night dampened festivities but not enough to hurt much.

Skowhegan Tumbles

The previous week at the Skowhegan (Me.) Fair, the gross took a noticeable tumble from last year's record take. A week-long heat wave, with concessionaires reporting midway temperatures in excess of 100 degrees, resulted in late patronage. When folks finally got to the fair they didn't spend.

Competition was present in the form of the world preem of the motion picture *Life With Father* at nearby Lakewood. Fair set aside Thursday (14) to participate in the picture's promotion. Altho stars were promised in abundance, along with visiting dignitaries and pin-up girls, only a few unknowns showed in addition to Alan Hale, who wasn't even in the picture.

Ross Manning Shows were contracted by Frank Bergen, general manager of the World of Mirth Shows, so that he could move part of his org to Ottawa Friday night (15). Remainder of the shows played thru closing Saturday (23). The org was in readiness for operating at Ottawa when the gates opened.

3 Majestic Greater Men Hurt in Crash

BATTLE CREEK, Mich., Aug. 23.—Maxwell Kane, business manager of the Majestic Greater Shows, was seriously injured in an automobile accident here Saturday (16). Riding with him, but only slightly injured, were W. A. (Bob) Hallock, general agent, and Phil Cook, digger operator. Kane is confined to his hotel room here. His car was wrecked.

The same day a car driven by Howard Hughes, show billposter, was rammed by a drunken driver. No one was injured, altho both cars were wrecked.

John McKee Ends Indiana Tour and Heads Org South

MARION, Ind., Aug. 23.—The John McKee Shows is playing it's last stand in Indiana in this city. The show has enjoyed a successful tour thru Michigan and Indiana and is now heading South for the Kingston Mines, Ill., Labor Day celebration August 28 thru September 1.

Shows will play Litchfield, Ill., Sikeston, Mo., and the fall festival at Kennett, Mo., the week of September 15, and then head into the cotton country.

Getting It With Rides

Little Round Man Gives 'Em Nifty Layout at Crown Point

By Pat Purcell

CHICAGO, Aug. 23. — A nifty county fair closes tonight at Crown Point, Ind., and Lloyd Thomas, who surely resembles the little round man even if he isn't officially called that by friend and foe, if he has any, will spend a good portion of his time baling up bills of sizable denominations tomorrow before taking off for his next stand.

This was a case of getting it with rides—and Lloyd's Joyland Attractions surely offer an attractive array of devices to thrill, chill and get cash. Every ride apparently was in first class condition and appeared spic and span.

Feasts Optics on Son

It was a bit difficult to get Lloyd on a tour of his midway in the early part of the evening, as his new son and heir was reclining in an open-air basinet, and Lloyd enjoys just parking in a chair and feasting his optics on the youngster. And it's a mighty handsome youngster, too. Lloyd admitted he seldom holds the lad because "he might break."

When Lloyd finally started pumping his sturdy legs thru the gravelled walks, he pointed with pride to his rides and concessions, but with most of the pride being spilled on the rides. In his line-up he has a Fly-o-Plane, Octopus, Rolloplane, Caterpillar, Merry-Go-Round, Looper, Ferris Wheel, Tilt-a-Whirl, Spitfire, Pretzel, pony track, Funhouse, a miniature train, a kiddie plane and autos.

"I know what they want here as I've been making this spot for 10 years—they want rides, and I've given them rides," he declared.

The tour, made Wednesday (20)

gave further evidence that the Tilt has lost none of its popularity. At 8:30 p.m. every ride on the lot was going capacity, even the kiddie turns, but it was the Tilt which held the longest line of waiters.

There wasn't exactly a shortage of shows, either, even tho Lloyd said the committee apparently isn't interested in shows as long as they get rides. Featured was Dillon's Dog and Pony Circus, a Wild Animal Show, a Wild Life Exhibit and a Monkey Speedway.

Rides, Shows Spread

Because of the terrain, it was necessary to spread the rides and shows at either end of the midway with concessions packed in the center, and it really was a maize of concessions. There were three six-cats, two rat games and a set spindle, all working for stock, and enough hanky panks to almost make one think he was at the Alabama State Fair. Here, however, space went for \$6 a foot, and one for \$1.12 an inch.

Thomas revealed his next move will be into Chicago, setting up at Archer and Cicero avenues for an opening Wednesday (27) and running 10 days. It will be his first venture into the big town with his own org and it was obvious he was anticipating anything and everything.

Prell's Broadway Gets a Winner In Philadelphia

PHILADELPHIA, Aug. 23.—Prell's Broadway Shows, largest org to play within the city limits this year, tucked away a red one for the week ending Saturday (16). All departments—rides, shows and front end—did equally well. Date was set by Allan A. Travers, who said that negotiations prior to securing a license consumed a month.

A virgin lot was located in Southwest Philadelphia. The show had the natural appeal of a new org and turned 3,000 paid customers Monday (11) for a dandy start. Attendance Friday (15) was 5,500 paid. Rain Saturday (16) night washed out play after brief activity. The weather was blistering hot, with temperatures in the 90's.

Cash Miller's Side Show garnered the top gross. The Motordrome and Bob White's Scandals finished in that order. The Caterpillar, managed by Benny Beckwith, with Henri Baudett, second man, scored one of its best weeks. New Dark Ride and Merry-Go-Round were high in the money.

Mrs. Gertie Miller spent five days in Presbyterian Hospital receiving treatment, but was released in time to continue with the show. Friends filled her hospital room with flowers.

Owner Sam E. Prell journeyed to Charleston, S. C.; Lumberton, N. C., and other Southern communities to confer with officials of fairs booked by the show.

Hoosier State Books 5 Rides On CW Indiana Fair Midway

BICKNELL, Ind., Aug. 23.—W. R. Geren's Mighty Hoosier State Shows have been awarded the contract to provide five rides for Cetlin & Wilson Shows' midway at Indiana State Fair, Betty Mead, Hoosier State assistant secretary, said here this week.

Geren announced that he has a number of choice Indiana county fairs contracted for 1948. This year's line-up includes nine office-owned rides, six light towers and an all-aluminum front entrance. Flying La-Vals are the free attraction.



LABOR DAY—SEPT. 1-6—LABOR DAY
6TH ANNUAL WEST KENTUCKY COAL FESTIVAL
CENTRAL CITY, KY.

FAIR—SEPT. 8-13—FAIR
SO. EAST MISSOURI DISTRICT FAIR
One of the best fairs—105,000 last year
CAPE GIRARDEAU, MO.

FAIR—SEPT. 15-20—FAIR
WEST TENNESSEE DISTRICT A&M FAIR
JACKSON, TENN.

FAIR—SEPT. 22-27—FAIR
AMERICAN LEGION FAIR
CORINTH, MISS.

FAIR—SEPT. 29-OCT. 4—FAIR
YAZOO CO. FAIR
YAZOO CITY, MISS.

FAIR—OCT. 6-11—FAIR
AMERICAN LEGION — VETERANS OF FOREIGN WARS
COUNTY FAIR
MISSISSIPPI

FAIR—OCT. 13-18—FAIR
MISSISSIPPI STATE NEGRO FAIR
JACKSON, MISS.

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CAN PLACE FOR NOW AND BALANCE OF SEASON.

SHOWS—Wild Life, Mechanical City, Monkey, Illusion and Far Show.

RIDES—Place any Kiddie Rides, Octopus, Ride-o.

CONCESSIONS—Buckets, Lead and Cork Gallery, Penny Pitch, Ball Game, Fish Pond, Bowling Alley, Basket Ball, Blower, Nail, Dart Bumper, High Striker. Place one Mitt Camp, French Fries, Dog-on-Stick, Jewelry. All Concessions open.

HELP—Merry-Go-Round, Spitfire, Clutch Man for Wheel, Truck Drivers, Ticket Sellers, Agents. Wire. L. H. Hardin wants Half and Half. All replies

E. E. FARROW — DANVILLE, KY.
Aug. 25-30; then per route.

NOVELTIES

FROZEN CUSTARD AND SNOW BALLS

ALL PERCENTAGE OPEN

WANT IRON LUNG AT ONCE

TALKER MINSTREL SHOW

HANKY PANKS Immediate Delivery

- 2 Bingo Blowers, Each\$175.00
- Penny Pitch Boards, Each 60.00
- Bear Blocks, 4 inch, Each 2.00
- Pitch-Till-You-Win Blocks, 6 inch, Each 3.00
- Heart Shape Blocks, Set of 3 4.50
- Aluminum Bottles, better cast, Each .. 1.75
- Wooden Bottles, better built, Each ... 1.75
- Hoop-La Boxes, 3 sizes, Per set of 30 .. 50.00
- Bottle Game Stands, Each 15.00
- Knock the Dollar Off Table and Pin, Each 20.00
- Add-Em-Up Dart Boards (Beaver Board), Each 5.00
- Add-Em-Up, Sponge Rubber with Thread Lines 25.00
- Add-a-Ball Game in pairs with case ... 60.00
- Huckley Buck Kegs in sets 27.50
- Amer. made Darts, Per Gross 20.00
- Amer. made Hoops, all sizes, Per doz. ... 1.20
- New Add-Em-Up Dice Game, Coupon Store Table, Chart, Dice Numerated, Dice Box, the Max Sharp kind, Each complete 20.00

RAY OAKES & SONS
BOX 108, BROOKFIELD, ILL.
"Home of the World's Finest Zoo."

AGENTS WANTED

For Ball Game, Penny Pitch and Guess Your Age, also help for Popcorn Trailer. 5 more Fairs in Illinois, then south.

E. L. WINROD

c/o Wilson Famous Shows, Lacon, Ill., Aug. 25 to 28; Depue, 29 to Sept. 1; Melvin, 3 to 6.

FOREMAN AND SECOND MAN

For new Spitfire. Must be sober, drive semi trailer, join at once. Top wages. Work this winter in Florida.

GEORGE R. SEXTON

1650 Bennett Ave. FLINT, MICH.

ATTENTION, ROBERT W.

Contact home in some way so we know you are all right. Pop and Charlie ill.

CHARLIE ELDER WANTS

For his International Shows: Concessions, Stum Store Agents for Coffeyville, Kans., and a strong Route of Oklahoma and Arkansas Fairs. Address: Parker, S. D., until Aug. 28; then Big Labor Day Week Fair, Coffeyville, Kans., Sept. 1-6.

PRODUCING AMERICA'S BEST Carnival and Circus Show

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SNAP WYATT STUDIOS
1608 Franklin St. TAMPA, FLA.
Phone: M-63562



WANT FOR ALABAMA & GEORGIA FAIRS

2 WHEELS and 2 GRIND STONES. Wire Harry Lamon, Legal Adjuster.

Will book Novelties; Jewelry, Cook House, Scale and Age, Hooplas, Ball Games, Pitch-Till-You-Win, Water Games, etc. Also want Drome, Minstrel Show, Wild Life, Animal or Monkey Show.

JOIN NOW

COLUMBIA, TENN., FAIR THIS WEEK;
ATTALLA, ALA., FAIR WEEK SEPT. 1 TO 6.



WANT CONCESSIONS THAT WORK FOR STOCK. RIDE HELP ON ALL RIDES. MUST DRIVE SEMIS. ADDRESS: Beloit, Wis., this week; Elgin, Ill., Labor Day; Sikeston, Mo., and Blytheville, Ark. (fair), to follow.

QUEEN CITY SHOWS

WANT For Labor Day and all week on the streets at Peebles, Ohio, with eight more dates to follow, all on the streets.
CONCESSIONS—Bumper, Dart Game, Lead Gallery, Hoop-La, Devil's Bowling Alley or any legitimate Concessions. No Hats. No gypsies. No drunks. SHOWS—Any Grind Show that is clean and entertaining (no Girl) and can stand prosperity. RIDES—Will book or buy or lease Kid Auto Ride for the rest of season. Can use some Ride Help. All wire
CURLEY LITTLE, Mgr.
QUEEN CITY SHOWS, LYNCHBURG, OHIO

WANTED FOR LENTINI'S ODDITIES

Magician or any other Novelty Act with Man capable of handling and lecturing inside of show; very good proposition to right party. Must join at once. Must be reliable. Wire me at once.

F. A. LENTINI

WORLD OF PLEASURE SHOWS

WARSAW, INDIANA

CLUB ACTIVITIES

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Aug. 23.—Nominating committee will meet October 14. Letters will be sent to all committee members for approval of the date. They are Mike Wright, Pat Purcell, James Campbell and Edward Murphy—with William Kaplan, alternate, from the board of governors; Elmer Byrnes, Petey Pivor, Jack Hawthorne, Bill Green and Dee Lang, with Cliff Wilson, alternate, from the body, and Past Presidents Sam Solomon and Fred H. Kressmann.

Secretary Joe Streibich, Pat Purcell and Bernie Mendelson visited with Owner L. I. Thomas, James H. Drew Jr., and Abe Raymond on the Joyland Shows at Crown Point, Ind.

Walter K. Sibley sent in the membership application of Charles Weiss. Total in the membership drive is 112, which is slightly ahead of last year.

Ben Kaplan is still confined. Marshall Green advises the late fall may see him with us again.

Present plans call for one ticket to each member for the President's Party with a charge for all guests.

Bob Parker and Roy Thomas are on a business trip to the West Coast. Larry O'Keefe is still in charge of the rooms during the summer. Irving Malitz was called East by the death of his mother.

Visitors at the rooms recently were Gus M. Pappas, George J. Frazer and his bride; Al Rossman, Harry Simonds, Al Kaufman and Lou Leonard.

First meeting of the fall will be held October 2.

Ladies' Auxiliary

With the heat wave on in Chicago for sure, many of the members took off for the lakes or other vacation spots. Mrs. L. M. Brumleve, past president, is at Lake Villa; Lena Schlossberg is in South Haven, Mich.; Maud Geiler, third vice-president, returned from a trip east and leaves soon for a visit in Jackson, Tenn.; Frances Keller, past president, is back from a trip to Hot Springs and reports feeling much better, and Etta Henderson and family are heading for Texas.

Letter have been received from Clara Zeiger, Virginia Kline, Viola Fairly, Etta Henderson and Norma Lang. Much mail is being returned to the secretary. Members are requested to send in their permanent addresses to Secretary Elsie Miller, 4215 West Fifth Avenue, Chicago 24.

Mrs. Ann Belden and Mrs. Ralph Glick, co-chairmen of the bazaar, report donations are coming in. Send yours to 6136 North Knox Avenue, Chicago.

President Viola Fairly proposes Frances Deemer and Ollie Meisterman for membership.

Show Folks of America

San Francisco

SAN FRANCISCO, Aug. 23.—Regular meeting was held Monday (11) with President Harry Seber presiding. Invited to the rostrum were Dr. Mannheim, Billie Hodges, Joe Franks and Jimmy Thomas.

Corresponding Secretary Roche recently marked his 80th birthday.

Billie Hodges reported Mrs. Gertrude E. Coutts is in San Francisco Hospital recovering from injuries received in an automobile accident. Hodges also reported on Robert Novak.

The following members and guests were presented: Jimmy Thomas, in from Honolulu for his first visit to the mainland in 20 years; George Childs, Los Angeles; Mr. McCaffery, Pismo Beach; Dwight Kane and Jennie Christenson, the latter recently returned home from a vacation in Los Angeles. She reported visiting with

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Aug. 23.—Club officers, including Louis Rosenthal, treasurer; Bernhard Robbins, secretary; Belle Powers, office manager, and Arthur Frayne, director of publicity, visited Mr. and Mrs. Al Wagner and the Cavalcade of Amusements at Ionia, Mich. Visits were enjoyed with Dr. John LaMarr, R. E. Best, Jack Bailey, Slim Kelly, Eddie Bennett, Walter Purdy, John Mulder, Charles Rafal, William C. Baldwin, William Loninger and Milwaukee Red.

From Ionia, the group went to Corunna, Mich., for a visit on the W. G. Wade No. 1 Shows and were greeted by Mildred Miller, shows secretary. Joe Exler, who had a string of concessions at Corunna, is recovering from a recent heart attack.

En route to Detroit, the staff stopped at Milford, Mich., to see Sam Goldstein's Majestic Greater Shows. Visits were enjoyed with Goldstein, General Agent Bob Hallock, Business Manager Max Kane, Mr. and Mrs. Stanley Plas, Mr. and Mrs. Irwin Eule, Mr. and Mrs. Bob Thompson, Mr. and Mrs. Al Stempin, Mr. and Mrs. Frankie Hamilton and Mr. and Mrs. Abe Mandel.

Each of the above shows subscribed \$250 for an ad in the Year Book. Anyone wishing to make the \$10 honor roll should contact Secretary Robbins at once.

Pacific Coast

Showmen's Association

1106 S. Broadway, Los Angeles 15

LOS ANGELES, Aug. 23.—Past President Harry Hargrave conducted the short business session Monday (18) with Secretary Ed Mann assisting.

Ben Morrison was elected to membership.

Bill Hall and Bert Fisher were present for the first time in several weeks. Fisher, who operates the Flea Circus on the Long Beach Pike, gave a short talk.

Barney Tulley and Candy Moore are on the sick list. Ben Beno, who was stricken recently with an attack of food poisoning, has fully recovered.

Harry Rawlings sold building fund books of tickets to G. C. Atkinson, Larry Coe, Harry Hargrave, Bert Fisher and Al Weber.

Doc Ewart offered a prize of \$50 to the member selling the most building fund tickets during September.

President Bill Hobday, John T. Backman, Harry Taylor, Jack Glassman and Ed Kennedy have left to attend the San Joaquin County Fair at Stockton and the California State Fair at Sacramento.

A moment of silence was observed in memory of Clark B. Felger, vaude actor and outdoor showman, who died recently in Los Angeles.

The drawing was won by Larry Coe.

Sammy and Edith Corenson. Fred Ramsey read an article from a Hugo, Okla., newspaper regarding the Hugo homecoming festival for circuses and carnivals and which Fred and Nellie Baker Ramsey attended. Also giving short talks were Adam McBride, Fred Cockrell, Bill Pearl, Moe Ginsberg and Joe Franks.

O. H. Mattley won the pot of gold.

FOR SALE

My Super Roll-o-Plane with or without Transportation. Can be seen in operation on Ellman Shows, Elkhorn, Wis., Labor Day Fair, Aug. 29-Sept. 1, or Ellman Shows per route. Must be seen to be appreciated. Ask anyone who knows this ride. In factory condition. Many Extras. Not sick and not broke.

TONY KLAASEN

"AMERICA'S FINEST SHOW CANVAS"

PRACTICALLY NEW!

24x36 BINGO TENT—USED 1 WEEK
IMMEDIATE DELIVERY!

QUICK CONCESSION TENTS,
DELIVERY.. AND BANNERS
SHOW TENTS

The Best Flameproofed Available. } Forest Green
 } Royal Blue
 } Orange
 } Khaki

BERNIE MENDELSON—CHARLES DRIVER

O. Henry Tent & Awning Co.

4862 N. CLARK ST.

CHICAGO 40

PAUL H. MILLER

WANTS

AGENTS FOR SLUM STORES. COUNTER MEN FOR BINGO. If you drink you won't last. Whiskey caused this ad. TOMMY BRIGGS & JIMMY AYERS, COME ON.

Address: c/o Fidler's United Shows

Elgin, Ill., Aug. 28 to Sept. 1; Carbondale, Ill., and Sikeston, Mo., follow.

★ OUTDOOR COMMITTEES, NOTICE ★

Engage CHARLES LA CROIX, original Outstanding Platform Trapeze Act. Available now for outdoor celebrations, fairs, etc.; also indoor events. Attractive equipment, wardrobe, and a real act. Big drawing card. Can furnish references galore. (A platform is required for outdoor events. For full particulars, price and literature address:

CHARLES LA CROIX

1304 South Anthony Blvd.

Fort Wayne 4, Indiana

P.S. This is not an ordinary act. I carry 1250 pounds of baggage, 8 pieces, and I use the railroads for transportation.

FOR SALE--RIDE-O

\$6,000.00

Excellent condition. See it here until Labor Day. Address

BILLY MORGAN

P. O. Box 670, Anniston, Ala.

FOR SALE

5 Concession Stands Complete: 1 12x12 Center Concession (Hoop-La) 2 Milk Bottle Ball Games, 1 Cat Rack, 1 Bumper Store. \$1200.00 takes them all, or \$250.00 each. Canvas and lumber all perfect. 2 Evans Automatic Roll-downs (1 used only 4 weeks), \$100.00 for both. 1000 ft. No. 4 rubber-covered Cable (500 ft. brand new, never used, and 500 ft. used only 2 weeks), \$75.00 for all. Concessions can be seen in the air on Turner Bros. Shows. Address: BUFORD NESSLER, c/o Turner Bros. Shows, Du-Quoin, Ill., until Sept. 1; then per route.

WANTED — WANTED — WANTED

For Willisville, Ill., Aug. 30, 31, and Labor Day and balance of season, any Ten Cent Stack Shows, High Striker, Snow Ball, Also Slum Store Agents. Can use 1 major Ride or Pony Ride. Jerry and Kay Jefferies, contact. Dickie McSpadden here. All replies

BURNS RIDES

For Sale or Trade: The nicest Mug Outfit Trailer on the road; will trade for House Trailer.

WANT WANT WANT

Help on Concessions — Country Store, Bumper, Add-Em-Up Dart, Hoop-La, Candy Floss, Big Six and other Concessions for United Expo. Shows at Denison, Tex., Sept. 1. Drunks, save you time and mine. Address:

J. M. McCURDY

Denison, Texas

WANTED IMMEDIATELY

One or more Carnivals, adequate space provided with single phase electricity. Any type (reasonable). Goes per cent or flat rate. Address (correspondence to) John G. Lonsdale Jr., Mayor

LONSDALE, ARK., near Hot Springs

Beer, movies, roller skating, dancing, food on location at present.

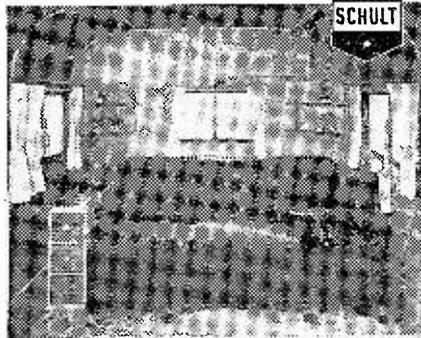
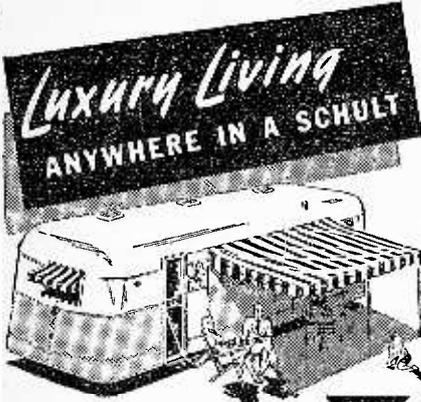
FOR SALE—BRAND NEW

ELECTRO FREEZE FROZEN CUSTARD MACHINES

Immediate delivery; guaranteed. Write or wire for details.

Samuel D. Lipman

Flag Park, P. O. Box 586, Jacksonville Beach, Fla. Phone: 9202



...AND SO ECONOMICAL!

Here's every facility of a well-insulated furnished home that you can take where you need it. . . . A QUALITY product that offers full value in years of satisfying service for a modest investment. Two sizes to suit purse and purpose. Write today for catalog.

26-FT. 3-ROOM LUXURY

The famous Luxury Liner, "tops" in living comfort. Three separate rooms, including living room shown above. Designed for maximum comfort on long stays.

21-FT. TRAVEL LUXURY

The Deluxe Commodore, a lighter yet amazingly spacious travel coach. Every real utility of "big" coaches. Accommodates four adults in comfort on extended trips.

SCHULT CORP., Dept. 208ELKHART, IND.
In Canada: John Inglis Co., Ltd., Toronto

SCHULT Trailer Coaches

SCOOTER and PRETZEL RIDES FOR SALE

SCOOTER

15 Car Lusse Auto Scooter, building 45x55, all Neon Crestings, new top last year. 12—1939 cars, 3—1946 cars. Newly upholstered this year. Over \$1,000.00 worth of extra parts, including 10 extra Motors, all in good shape. This ride is in the very best of condition. Two D. S. 35 International Trucks, Springfield Trailers, One Chevrolet C. O. E. with Carter Trailer for transportation. Trucks all have less than 25,000 miles, 1940 models. Price—best offer over \$15,000.00.

PRETZEL

One new Pretzel 6 Car Ride, new July 4 this year. Has beautiful double panel front, new 30 ft. Gram Van Trailer. Price—best offer over \$12,000.00.

Pictures can be mailed on request. Terms if you have bank reference. Rides can be seen in operation. Detroit State Fair, Detroit, Mich., Aug. 25 to Sept. 6. Possession at or after the Detroit Fair. Rides are booked with W. G. Wade No. 1 Show until Oct. 1. After Detroit for three of Michigan's best County Fairs—Coldwater, Ladington and Kalamazoo. Reason for selling—got my sack full; not going to quit—just slow up some.

Address: HARRY BEACH, Detroit State Fair, Detroit, Mich., Aug. 25 to Sept. 6.

WANTED

Agents for Ball Games, Percentage, Scales, Penny Pitch and other Stock Concessions. Wire

DAVID S. REESE

TIVOLI EXPOSITION SHOWS

Cresco, Iowa, this week; Webster City, Iowa, next week, and then the big Fairs in Arkansas.

MIKE DEMKO WANTS

Ball Game Agents for Slat Rack for Detroit State Fair opening August 29.

MIKE DEMKO

Fort Wayne Hotel
Detroit, Michigan

SECOND-HAND SHOW PROPERTY FOR SALE

\$10.00 Wax Head Jesse James for Crime Show. \$5.00 Brown Velvet, 3 ft. by 9 ft., slightly used. 15¢ Each. New Pennants on Streamers, several sizes. Also other Flags, several sizes. Immediate delivery. \$30.00: New Wall Tent, 9x9 ft. Good cond. Others. WEILL'S CURIOSITY SHOP
12 Strawberry St. Philadelphia 6, Pa.

**International
Showmen's Association**
415A Chestnut St., St. Louis

ST. LOUIS, Aug. 23.—Members and recent visitors are making favorable comments on the improvement made in the appearance of the club building by adding a coat of white paint to the front. The club name and emblem has also been added on the front.

At this time preparations are under way for a party to be given in honor of the Johnny J. Jones Exposition, to be held while the show is playing St. Louis County Fair here, and expectations are for a gala affair.

New members voted into the club are Fred D. Williams, Harold Meck, Archie Bromley, Raymond R. Thornton, Orville and Lowell O. Specht, Joe Mark, Wayne Arnold, James K. Alderson, J. Allen Gordon, Joe T. Mead, Louis Berry and Vernon Huff.

Recent visitors from out of town were Edgar Hart and wife, E. Lawrence Phillips, Tom Allen, Eddie Keck, Red Kelly, Booby Obadal, Russell Hall, Joe Hewitt, James (Windy) Lewis, Stanley Sturk and Isaac (Silent) O'Brien.

Caravans, Inc.

400 South State St., Chicago

CHICAGO, Aug. 23.—Back in from a vacation at Delavan, Wis., President Enda O'Shea Stenson plans to call a special meeting soon to act on membership applications. Included among recent applications is that of Marie Hoyt, sent in by Hattie Hoyt. Both are with the Royal Crown Shows.

Edna Stinson, known professionally as "Mutt" Barnett, has expressed her thanks for the gifts and cards received on her birthday. An invalid, she lives at the Jackson County Home, R. R. 4, Independence, Mo.

Clare Sopenar left for a three-week visit with relatives in Canada. Alice Hill and Ann Sleyster visited Jeanette Wall and Edith Streibich at Lake Delavan, Wis. Ann Sleyster's husband underwent an operation recently in St. Elizabeth Hospital.

Correspondence has been received from Ilo F. Lang, Ethel Shapiro, Betty Shea, Mrs. Orpha Sheppard, Marie Simpson, Blanche Sullivan, Mrs. Sidney Thomas, Esther Weiner, Annlee Wilkins and Clara Zeiger.

Members were grieved to learn of the death of Betty Richardson, granddaughter of Pearl McGlynn.

Concessionaires and Gift and Novelty Shops

Make 100% profit. Buy direct from established manufacturer beautiful exclusive line of Fishscale and Shell Costume Jewelry and Novelties. \$2.00 brings 3 samples, returnable. Free illustrated folder on request.

WONDERLAND STUDIO, INC.
P. O. Box 709-B St. Petersburg, Fla.

**National
Showmen's Association**
1564 Broadway, New York

NEW YORK, Aug. 23.—On Thursday (14) Walter K. Sibley, executive secretary, visited the Mathew Riley Shows at the Hammonton (N. J.) Fair where he met Owner Riley, Bill Kerr, Curly Ingraham, Bill Hegeman, Abe Gross, Larry Eshorn, Gracie Marion, Jack Metts and Charley Owen. Riley has almost completely recovered from his recent illness and he paid his dues. Sibley later visited the Van Bros.' Circus at Sudlersville, Md., and cut 'em up with Mr. and Mrs. George Barton, Robert Dickman, Zeke Lamont, Jack Hines and Clyde Emery.

On Friday (15) he caught the Great Van Dyke Shows at Cambridge, Md., greeting Jack Perry, Leo Bistany and Eddie Davis. Business was tops. Davis and Bistany, following Perry's earlier example, each contributed \$100 to the monument fund. At Crisfield, Md., on the Virginia Greater Shows, he met Owner Rocco Masucci and Joe Conley, both of whom were celebrating birthdays. He chatted with Eddie Curtain, Happy Arnold, Jack Ross, Louis Augustine, Bill Penny, Raleigh Gibson, Arthur Gibson, Russell (Big Boy) Lane and Chet Weintop. The show looked as tho it had just come out of quarters.

Visited the Harrison Greater Shows at the Weirwood (Va.) Fair, where he was hosted by the Harrison family, including Owner Frank's father who was visiting. Frank contributed \$100 to the monument fund. Others met on this show were George Keefer, Reed McDonald, Leo Hirsch, Barney Abel, Al Trividy, Richard Harrison, Johnny Dill, Frank Wagner, Slim Young and Johnny Riddick. Jumped to Norfolk, Va., Saturday (16) but failed to see Dr. Dudley Cooper, who was on vacation. Talked with Jack Greenspoon, Seaside Park.

That night at Richmond, Va., caught the Joseph K. Kirkwood Shows and was made welcome by Ralph Decker, Tommy Carson and Al Beck. Met Mrs. Carson, Mrs. Beck, Mrs. Evans, Mrs. Firesides, Ruby and Joe Kane. Roy Allen, Clyde Wilson, Jack Stone, Hyman Feldman, Jackie Fields, Kenneth Slaughter, Pop Kuntz, Izzy Firesides, Timothy O'Connor, Buddy Anthony, James Deal, Frank Piluga, Bobby McDonald, Curtis Bockus, Cy Perkins, Joe Wilson, Arthur Ludwig, Irving (Swizzle) Mosias and Bill Evans. Mollie Decker and Tommy Carson each contributed \$100 to the monument fund.

Visitors to the club were Jack Agree, Louis G. King, Eddie Elkins, Al Keating, Morris Brown, Phil Isser, George Nichols, Dr. Mor Lewinski, Arthur Goldberg, E. J. Warner, Isidore Rubenstein and Charles Sheehan.

**THE MOST TALKED OF EXHIBITION IN OHIO
"EUGENE"**

Ohio's Mystery Man, found dead near Sabina, Ohio, June 6, 1929. Seven hundred fifty thousand people have viewed this body at the Littleton Funeral Home, Sabina, Ohio, in the past eighteen years. This exhibition is available for Homecomings, Street Fairs and Carnivals in Ohio thru September, October and November. Displayed in twenty-six foot trailer.

WRITE OR WIRE

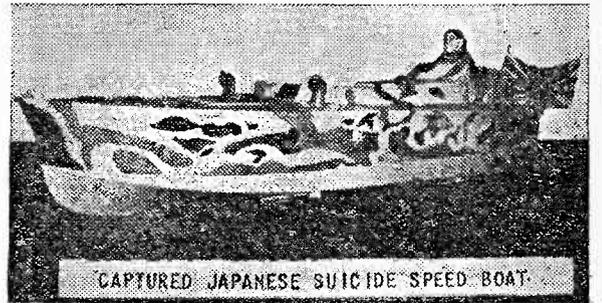
LITTLETON FUNERAL HOME
R. L. LITTLETON

Sabina, Ohio

Tel. 2391

FOR SALE—JAPANESE SUICIDE SPEED BOAT

Built in Kure Naval Arsenal in Kure, Japan. Captured at Okinawa. 6 Cyl., 75 H.P. Motor. Carried 1,000 lbs. TNT. Exploded on impact. 17-ft. boat mounted on new special built trailer. Canvas cover. Jap head and torso. Lecture transcriptions. 8 x 20" Pictorial Banner. Blow-Ups. Weighs approx. 1 1/2 tons. Reason for selling: have purchased Miniature Circus. Best offer over \$1,250.00. Can be seen at Eastern States Exposition, Sept. 14-20, or contact owner.



AL RANDALL
Hampton Beach, N. H.
c/o Miniature Circus.

ATTENTION, FAIR SECRETARIES: Some open dates available for independent midways.

B & W SHOWS

WANT

for Brookfield, N. Y., Fair, Aug. 31-Sept. 5; Fonda, N. Y., Fair, Aug. 30-Sept. 5. Rides, shows and concessions. Can place Custard and Set of Rides. Ride Help if sober.

J. VAN VLIET, Mgr.
Greenwich, N. Y., Aug. 25-29.

PIONEER SHOWS
high class midway attractions

Pennsylvania's outstanding Labor Day Spot, Galeton, Pennsylvania, Sept. 1-6, day and night, Firemen's Conventions from New York and Pennsylvania. Get well here. Parades, Fireworks, Contests, Band Concerts.

Want nonconflicting Shows, Rides and Concessions. Answer this week, Corning, N. Y.

MICKEY PERCELL

TIVOLI EXPOSITION SHOWS

WANT

WANT

WANT

Can place several legitimate Concessions for big Labor Day Celebration and Fair Combined at Webster City, Iowa, September 1-5, and for our route of big Fairs in Arkansas: Fayetteville, Morrilton, Hope, Bentonville and more to follow. Want String Game, Bumper, Clothes Pin, High Striker, Grab Outfit, Sno-Cone, Ice Cream, Jewelry and Slum Spindle or any other Concession or Attraction that does not conflict. What have you? Wire

H. V. PETERSEN

Cresco, Iowa, this week; Webster City, Iowa, next week.

FOR SALE

FIRST \$5,000.00 TAKES IT

Must sell at a sacrifice on account of illness. Eze-Way Custard, capacity steady flow, mounted on four-wheel trailer, completely enclosed by glass, neon lights, running hot and cold water. Trailer pulled by six-wheel ton and half Chevrolet truck with booster brakes and winch, van type body, used to carry stock for Custard. This Custard booked on the Mighty Van Dyke Shows for remainder of season and all winter's work in Florida, playing best spots. Can be seen in operation on the Mighty Van Dyke Shows, playing Richmond, Virginia, until September 1st; then South Hill, Virginia, until September 6th. Write or wire

MIKE BELDERES

c/o THE MIGHTY VAN DYKE SHOWS AS PER ABOVE ROUTE

MADISON BROS.' SHOWS

WANT RIDE HELP—First and Second Men on Tilt-a-Whirl and Octopus. Second Man on Ferris Wheel. ALL 10¢ CONCESSIONS OPEN except Frozen Custard, Popcorn, Diggers, Snow and Candy Floss. WANT AGENTS for Peek Store, Wheel, Rolldown and Ruzzle-Dazzle. All Celebrations on the streets, each 3 days; then Fairs in Arkansas. Address:

Windsor, Ill., this week; Pana, Ill. (Labor Day Celebration); then Monticello, Ill. (on the Streets).

FOR SALE

Portable 40x70 Lusse SKOOTER BUILDING with 16 Lusse Skooter Cars, now operating Myers Lake, Canton, Ohio. This Ride in first-class shape, come and look it over.

One Portable 16-Car Octopus, new this season, now operating Silver Beach Park, St. Joseph, Michigan, equipped with new gas engine. Cash \$8600.00.

ROGER E. HANEY, 2904 W. Tuscarawas, Canton, O.

WANT—JOHN MCKEE SHOWS—WANT

SHOWS OF ALL KINDS EXCEPTING GIRL SHOW. ALL CONCESSIONS THAT WORK FOR STOCK.

Labor Day Celebration at Kingston Mines, Ill.; opens Aug. 28 thru Sept. 1. Then South—Litchfield, Ill.; Sikeston, Mo., and Kennett, Mo., Fall Festival, Week Sept. 15. Other Choice Spots to Follow.

Everybody Come On — Best Cotton in Years

ALL ADDRESS JOHN MCKEE Kingston Mines, Ill., until Sept. 1.

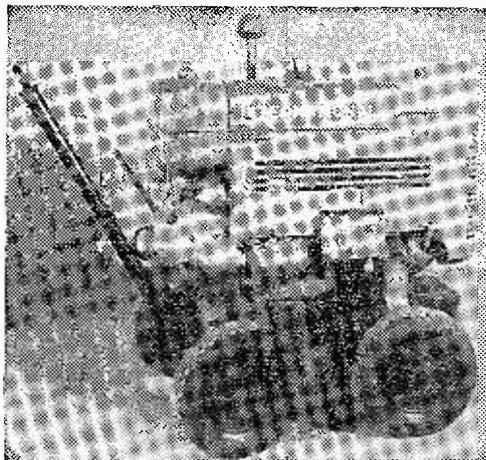
POWER UNITS FOR ALL TYPES OF RIDES

INTERNATIONAL
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JEEP SPECIAL
WISCONSIN

FOR:

Merry-Go-Round
Ferris Wheels
Chair-o-Plane
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Silver Streak
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Etc.

IMMEDIATE
DELIVERY



EDWARD C. FLAHERTY

43-37 VERNON BLVD.

LONG ISLAND CITY 1, N. Y.

Stillwell 4-0050

FROM THE LOTS

Florida Amusement

MADISON, Fla., Aug. 23.—We are still playing the tobacco markets in Georgia and Florida. Sponsor here is the Legion Tobacco Festival. Week previous we played the Market in Live Oak, Fla., under auspices of the Elks. Still have a few more dates in Georgia and will conclude the Georgia spots at Brunswick, then move back into Florida for the fall fairs.

Leo Simmons, high fire diver, who has been with us the last few weeks, suffered a neck injury Tuesday (12) and will be out of action for several weeks. He left for his home.

Al Devine is doing a good job with his sound truck. Dolly Dimples joined with her *Congress of Fat People*. Ross Houghton, mechanic, has taken on the additional duties of electrician.

A memorial service was held for Sollie Hancock.

Bill Britt infoes he will bring his rides for the Florida fair dates and more shows are expected to be added. Pappy Seivers sold his pet monkey one day and bought another the next.

Manager Howard Ingram, who recently returned from a fair booking trip, has not been feeling up to par lately. John (Middle) Terry, business manager, is busy these days. Jimmie Haynes and Jimmie Deal rejoined. Vernon Kohra, org's secretary, certainly keeps the typewriter busy. The writer, mail and *The Billboard* agent, is increasing his orders as more folks join each week. Org's Loop-o-Plane is still operating at the park in Tampa.—JACK CONSTAN- NIO.

Page Bros.

LEWISBURG, Tenn., Aug. 23.—Mrs. Tom Blantford, who recently underwent an operation in Franklin, Tenn., has recovered. Jessie Johnson, confined to the hospital in Lewisburg for four days, is okay again. Mrs. Lubie Wyalte is a hospital patient in Nashville.

Eddie Wood and Rose Lee have joined to take over the side show which will feature Rose as the armless wonder. Mr. and Mrs. Shorty Watson joined with two concessions, and Shannon Rose, with three. Totsie Lovelace has joined the staff of Paul Brittiman's concessions.

Another 10 feet have been added to the high-pole act, featuring the High Floating Floydon.

The writer returned from a trip to Alabama. Recent visitors were Bobby Kline, of the Cavalcade of Amusements, and Doc Felment, of the H. B. Rosen Amusement Company.—V. COLLIER.

Madison Bros.

CAYUGA, Ind., Aug. 23.—Playing the Vermillion County Fair here, org got away to good business in fair weather. The outlook for the week was excellent.

Several couples, including Mr. and Mrs. Kay Kaiser and Mr. and Mrs. W. P. Gawle, celebrated anniversaries recently.

Mr. and Mrs. Gale Fulton purchased a new Tilt-a-Whirl, and Mr. and Mrs. Don Donovan celebrated the arrival of their new trailer.

A daughter was born recently to Mr. and Mrs. Carl Hensley, and has been named Linda Lee. Grandparents are Mr. and Mrs. Max Madison.

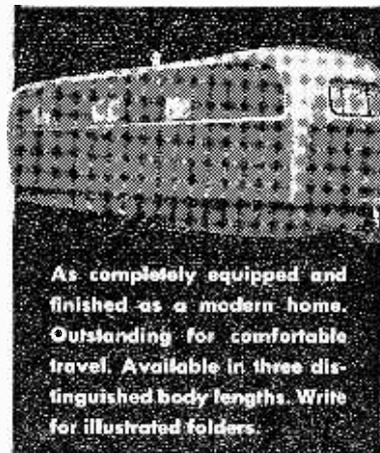
Recent visitors included Mr. and Mrs. J. B. Ward and son, Jimmie, and Rita Caito, of St. Louis; Mr. and Mrs. Ed Emmerson and family, of Moline, Ill., and the writer's daughter, Mrs. Vernon Belford and her son of Memphis.

Shows move from here to the Windsor, Ill., Street Celebration, then into Pana, Ill., for a Labor Day celebration.—KATHLEEN GAWLE.

Heart of Texas

ANADARKO, Okla., Aug. 23.—This thriving city of 6,000 suddenly grew into a city many times that number Monday (11) with the opening of the American Indian Exposition. Robert (Bob) Goombi, president of the Expo, said this year's fair was the biggest in history. Folks on this show can believe it because everyone did business and when the stand ended everyone had folding money.

Mr. and Mrs. Harry Craig and Goombi were busy greeting visitors and friends. Old McDonald, the org's treasurer, swears he wore out two pairs of shoes making the trips around to the 26 ticket boxes.—MAC McDONALD.



As completely equipped and finished as a modern home. Outstanding for comfortable travel. Available in three distinguished body lengths. Write for illustrated folders.

America's Finest Trailodge

ALMA TRAILER CO. ALMA, MICH.

QUICK DELIVERY ON NEW AND IMPROVED, BIGGER AND BETTER 1948 MODEL SUNSHINE ELECTRIC CHOO CHOO TRAIN

This isn't a streamliner, but an old-fashioned train with smoke stack and bell—a real flash on any Midway or Amusement spot. Children and adults come miles to ride and re-ride. A proven portable moneymaker that sets up in less than one hour in a thirty-five foot circle. One person operates it from ticket box. Runs on 110 or 220 volt current. All steel, fabricated metal fence, ticket box, light stringer (no bulbs). Complete and ready to run. Will stand years of hard service. It's the hit ride of the year. There's plenty of time to make it pay for itself yet this season.



Three-car 18-passenger, \$1500.00. Four-car 24-passenger, \$1625.00. Five-car 30 passenger, \$1750.00. All F.O.B. Tampa, Fla. Fast truck delivery and set up for 15 cents per mile one way. Send one dollar for large photograph and complete description.

SUNSHINE MFG. CO., 2105 E. Chelsea St., Tampa, Fla.

Member, Tampa Chamber of Commerce

Want—KEYSTONE EXPOSITION SHOWS—Want

Have the Best Circuit of Tobacco Markets in North Carolina

LABOR DAY, THE GREAT ATHLETIC ASSOCIATION, SEPTEMBER 1-6, SCOTLAND NECK, NORTH CAROLINA

Bingo, Concessions of all kinds, Shows of all kinds. This is one of the big ones; plenty of money in circulation, come and get it. Want to book High Sensational Free Act for American Legion Armistice Celebration at DE FUNIAK SPRINGS, FLORIDA. Address all replies:

Keystone Exposition Shows

Stantonsburg, N. C., this week; next week, Scotland Neck, N. C.

BOONE VALLEY SHOWS WANT

Nickie Stevens wants Girls for Girl Show. Gus Hanson wants Athletic Show Talent. Smokey, contact Gus Hanson. Ferris Wheel Foreman wanted. Late season.

BOONE VALLEY SHOWS

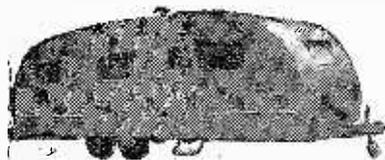
Come to Titonka, Ia., Aug. 21-23; Montgomery, Ia., Aug. 25-27.

BILL KEMP Wants

DROME RIDERS

Men and Women, Talker and Ticket Sellers. All people who have worked for me before, contact me. Would like to hear from Bo Sherman, Ted Snyder, Johnny Peluso. Answer Care ROYAL AMERICAN SHOWS, Minneapolis, Minn., until Sept. 1; then Topeka, Kan.

QUALITY TRAILERCOACHES



Leading makes—all sizes and prices. Shop work—repairs and remodeling and accessories. We do our own financing and handle the insurance. After looking—see us before buying.

Rogers Trailer Ranch

Phone 393 Rantoul, Illinois

AVAILABLE FIVE PEOPLE TEETERBOARD ACT

Open after October 1 for fall and winter dates.

Featuring Girl Topmouter in forward double somersaults, full twisters and blindfolded backward double somersault to chair. For further information write

E. P. LANGE
1623 Saemann Ave.
Sheboygan, Wis.

WANTED Concessions of All Kinds

For Biggest Labor Day Spot in the Country. Saturday, Sunday and Labor Day—Aug. 30, 31 and Sept. 1. City Park—Granite City, Ill. Office Open 24 Hours.

CONTACT

JOHN K. MAHER

1339 S. Broadway ST. LOUIS, MO. (Phone: Garfield 4576)

ROLLOPLANE FOR SALE

No junk but in first-class condition, now operating in Middle West. Immediate possession if desired. Write or wire

ROLLOPLANE, Box D-99, The Billboard, Cincinnati 22, Ohio

FOR SALE KIDDIE AUTO RIDE

12-Car Spillman, good condition. Can be seen in operation at

KIDDIELAND

Olympic Park Irvington, N. J.

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11.00; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2,700 cards, \$5.00 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card, 6¢.

3000 KENO

Made in 30 sets 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, 50¢. Ping-Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls, Ea.58
3,000 Jack Pot Slips (strips of 7 numbers), per 1,0001.25
M. W. Cards, 5x7; White, Green, Red, Yellow, per 1002.00
3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5. M1.50
3,000 Featherweight Bingo Sheets, large size, 5 1/2 x3; 5 colors; loose, no pads. M Adv. Display Posters, Size 24x36. Each1.75
Cardboard Strip Markers, 10 M for1.10
Nickel Wire Cage, with Chute, Wood Ball Markers, Master Board; 3 piece layout for15.00
Thin Transp. Plastic Markers, Bwn., 3/4 M1.00
Red or Green Plastic Markers, scalloped edges, transparent, size 3/4 inch. M2.50
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON Blvd., Chicago 4, Illinois

Bright Lights Expo

REEDSVILLE, Pa., Aug. 23.—Show made a long jump here from Seward, but all units were ready for operating Monday morning (11). A sudden change in the fair association's original plans caused cancellation of the children's matinee Monday. Event was held Wednesday (13).

Gross was considerably off from last year's lucrative take. Cause was attributed to the upped admission charge of \$1.25 which resulted in a slim turnout Monday. Admission was raised because of the presentation of a thrill show. Gate charges were lowered Tuesday (12) to give the midway a better break, but business was not up to last year.

Reedsville - Mifflin County Fair should develop into a good date because of the interest of Manager Russell, Secretary Kline, President Beall and Superintendent Yoder.

Free attractions included the Crosby thrill show, Colonel Gatewood's Rodeo, Gangler Bros.' Circus and several acts booked by John Gecoma, show general manager, thru Frank Cervone, of the George A. Hamid Pittsburgh office.

Late arrivals among concessionaires could not be accommodated because of lack of space. Assistant Manager Lew Heck did a fine job of laying out the midway. Mrs. Mickey Vagalli was admitted to Lewiston Hospital Tuesday, but she expected to be able to leave town with the show. The Vagallis joined here with frozen custard. The ladies visited Mrs. Vagalli each afternoon.

The three Lucas brothers, plus additional personnel, were needed to handle cookhouse business. Mike Lucas said it would take only one more date like this for the brothers to be entitled to a rest.—MRS. K. M. KETCHUM.

D & P

THROOP, Pa., Aug. 23.—Org moved in here from Larksville, Pa., where we enjoyed good business. The bingo stand and most of the rides were up and ready Sunday (10) at Larksville. The Ferris Wheel got its share during the week as did Pea Pool Miller. M. Fisher and sons joined with custard, French fries and corn on the cob. Davis reported his popcorn and candy apple stand got plenty.—JACK LANG.

FOR SALE—\$3,500.00

Mobile Lunch Bus—25-ft. transit bus converted into modern, attractive lunch counter, Motor and tires excellent. Also new equipment—7-ft. Refrigerator, 72-Bottle Cooler, 18"x36" Hamburger Grill, two Super Chef 35# Commercial Fryers, Fluorescent Lights, Water Tank and Sink, Bottled Gas and Regulator; also conveniently placed Work Benches, Shelves and Serving Counter. Including following Fairs with 50% deposit paid: Michigan State Fair, Aug. 29-Sept. 7; Allegan and Adrian County Fairs.

DONALD L. STANTON
426 W. Washington St. Ionia, Michigan
Phone 880-R

GRAB OUTFIT FOR SALE

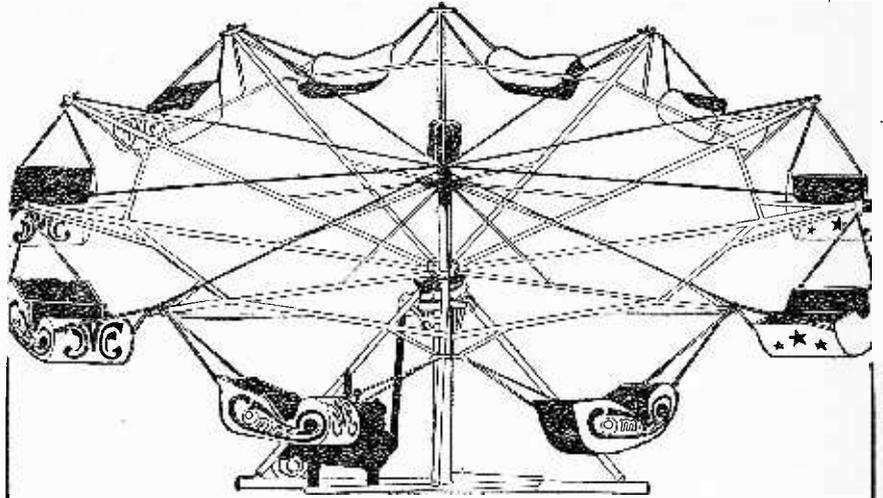
Built on 14-foot Trailer, 6 weeks old. Opens on 4 sides, bottle gas, built in ice boxes, coffee urn and griddle all complete with stock. No reasonable offer refused. Can keep on show.

THOMAS JOYLAND SHOW

Chicago, Ill., 2 weeks beginning Aug. 25; then as per route. See Bill.

WANT

Carnival or several Rides, good condition, for Labor Day or as soon as possible. Stay long as weather is good. Also Carnivals to winter. Reasonable. Toilets well installed. On bus line, adjoining Douglas Park. 10,000 or more nightly. Best location in Indianapolis. Commission basis. Wire or air mail proposition to **MATTIE HARDING, Owner and Mgr.**
2842 E. 25th St. Indianapolis 1, Ind.



THE COMET

A ONE TRUCK MAJOR RIDE

The Ride That Brings in Real Profits

ORDER NOW FOR EARLY DELIVERIES

— MANUFACTURED BY —

TILLMAN & JOHNSON

4628 N. W. 36TH AVE.

MIAMI, FLA.

FOR SALE

- 1—8 TUB OCTOPUS
- 1—ELI NO. 5 FERRIS WHEEL
- 1—5 CAR PRETZEL RIDE
- 1—3-ABREAST ALLAN HERSCHELL MERRY-GO-ROUND
- 1—SUPER ROLL-O-PLANE
- 1—12 CAR RIDE-O
- 1—MINIATURE TRAIN
- 10 DODGEM CARS
- 20 CONCESSION GAMES

Also Numerous Other Items for the Making of a Park.

These Rides are all in good shape and have been operating and still are in a park and have not been banged up on the road with a Carnival. Rides are in operation now in a park in the Midwest and we can deliver them after Sept. 7. Address:

Box 100

c/o THE BILLBOARD
390 Arcade Bldg., St. Louis 1, Mo.

FOR SALE 1946 SPITFIRE

In A-1 condition. Can be booked on show for balance of season or will deliver within 1,000 miles. \$7,500.00 cash.

GLASS HOUSE

Permanently mounted in 28-ft. 1941 Fruehauf Drop-Frame Trailer. Complete with 5 laughing mirrors, passage ways of 1/2" thick plate glass and 1/2" plate glass mirrors. P.A. system, ready to operate. Set-up time—10 minutes. Indiana Tractor to pull same. Can be booked on show for balance of season or will deliver within 1,000 miles. \$3,000.00 cash. This equipment is not junk, must be seen to appreciate. Address:

CHARLES G. PANACEK

c/o Ellman United Shows
Eikhorn (Fairgrounds), Wis., Aug. 27-Sept. 1; then per route.

FOR SALE CONCESSIONS

OF ALL KINDS
1 BINGO, 16x32, fully equipped; good canvas, all blue; good frame; 1 truck, 1940 Studebaker tractor, 20 ft. Kingham trailer, steel Van for Bingo. Plenty of stock.
1 LONG RANGE SHOOTING GALLERY, built on truck. 2 Ball Games, 16x17.
1 GOOD INTERNATIONAL 1939 TRACTOR.
1 HERMAN TRAILER, 24 ft. Low-Boy. (56 stock bins for stock inside.) WILL SELL 5 TRUCKS, 16 CONCESSIONS, PLENTY OF STOCK. Can be seen in operation in Jackson, Mo., all this week on the Mound City Shows.

JACK THOMAS

c/o MOUND CITY SHOWS, JACKSON, MO.

FOR SALE

1 Lindy Loop, 12-car, good running condition, \$8,000.00, and 1947 Looper, used 2 months, \$15,000.00. Can be seen at

LAKWOOD PARK

579 Carson St., Hazleton, Pa. Phone 2588

CARNIVAL WANTED

FOR SEBASTIAN COUNTY FAIR
GREENWOOD, ARK., SEPT. 11, 12 and 13
Contact: A. L. CARR, Greenwood, Ark.
Phone: 53

Special News

CARNIVAL AND PARK AMUSEMENT DEVICES NOW AVAILABLE

PLACE YOUR ORDER HERE FOR THE

LOOPER

MOON ROCKET

CATERPILLAR

CARROUSEL

KIDDIE AUTO RIDE

WRITE FOR OUR NEW CATALOG

ALLAN HERSCHELL COMPANY, INC. WILL CONTINUE TO BUILD AND SERVICE ALL RIDES AND EQUIPMENT THAT HAVE BEEN MANUFACTURED BY BOTH ALLAN HERSCHELL COMPANY INC. AND SPILLMAN ENGINEERING CORPORATION.

ALLAN HERSCHELL COMPANY, INC.
NORTH TONAWANDA, NEW YORK

POPCORN CARTONS

We have a complete stock of the most popular concession sizes, Large 10¢ Medium 10¢ and Small 10¢ size. All you want, no limit. Stock up now and be all set for the Fair season.

GOLD MEDAL PRODUCTS CO.

318 E. Third Street

Cincinnati 2, Ohio

OMAR'S GREATER AMUSEMENTS

WILL BOOK FOR FAIRS STARTING THIS WEEK

RIDES—Pony, Tilt, Octopus, any Flat Ride. SHOWS—Monkey, Snake, Mechanical, Wild Life. CONCESSIONS—Photos, Bingo, Cook House, Stock Concessions. Want Roll Down Agents, Agents for Dime Stores, Ride Help.

MOUNTAIN VIEW, OKLA., THIS WEEK.

MODERN

CHAIRPLANE AND KIDDIE AIRPLANE RIDE

WRITE FOR CATALOGUE.

Immediate delivery on Chairplanes. Also on Gears and Clutch Parts.
SMITH & SMITH, SPRINGVILLE, N. Y.

FOR PROFIT AND FLASH THE SPITFIRE

IS "SUREFIRE"

WORLD'S MOST BEAUTIFUL RIDE

FRANK HRUBETZ & CO.

SALEM, ORE.



• ICE CREAM MIX •

Just Add Water for a 12% Butterfat Ice Cream
Vanilla and Chocolate Flavors

Manufactured by

**THE DAIRYMEN'S LEAGUE COOPERATIVE
ASSOCIATION, INC.**

One of the Nation's Largest Dairies

Packed 250-lb. barrels at 35c a pound F. O. B. plant. By adding 4 1/4 quarts water to 4 1/4 pounds mix it will make 2 1/2 gallons of finished 12% butterfat ice cream costing you less than 60c per gallon.

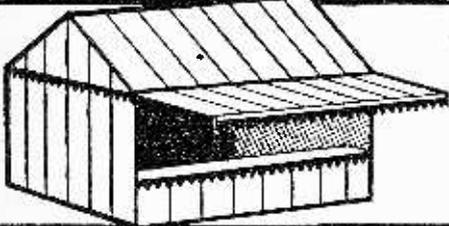
SEND YOUR CHECK FOR \$87.50 FOR ONE TRIAL BARREL TO MAKE
ABOUT 147 GALLONS

HOMIX PRODUCTS

165 BROADWAY

NEW YORK 6, N. Y.

ANCHOR TENTS



SQUARE UMBRELLAS FOR NOVELTY STANDS
CONCESSION — TRAVELERS — BINGO —
CIRCUS — BALL GAME — MERRY-GO-
ROUND — GREEN — BLUE — KHAKI —
FLAMEPROOF GREEN — BRIGHT CON-
TRASTING TRIM.

ORDER NOW TO ASSURE
PROMPT DELIVERY

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

CAMEL TENTS NEW LOW PRICES

QUICK DELIVERY

ALL STYLES—Beautiful Colors



TENTS

All Sizes—NEW AND USED—All Styles.
BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

SEND FOR USED TENT CATALOG

E. G. CAMPBELL TENT & AWNING CO.

100 CENTRAL AVE.

(Phone 38885)

ALTON, ILLINOIS

TENTS

TENTS—Concession, Cypsy, Camping. Flashy trimmings. Tents of all sizes.
Merry-Go-Round and Caterpillar Tops, Big Tops.

ANYTHING IN CANVAS

QUICK DELIVERY—WIRE, WRITE OR PHONE
TENTCO CANVAS, INC.

130 GREENE STREET

Phone: Walker 5-1299

NEW YORK 12, N. Y.

T — E — N — T — S

BINGO — CONCESSIONS — SHOW — MERRY-GO-ROUND — CIRCUS
khaki, blue, olive, baker bold stripe

Anything in Canvas

**JIMMY MORRISSEY
ALL-STATE TENT & AWNING CO.**

300 E. 9th St.

Phone: Harrison 6867

Kansas City, Mo.

The TILT-A-WHIRL Ride

On Midways All Over America

Its Grosses Are Getting Better All the Time

—Manufactured by—

SELLNER MFG. CO. Faribault, Minnesota

From the Lots

Siebrand

The fairs are keeping everyone busy. At Billings, Mont., business was big. *Salome* and *French Follies* packed them in every day. Peanuts Freeman added a glass pitch on the midway. Inga Siebrand entered the Doberman Pincher in the dog show and won a ribbon.

Norman and Marion Prather are the parents of son born in Billings August 16, the final day of the fair.

Bill Siebrand has a new name. We now call him *Zombie* because he can't sit down to operate the Scooter Ride. Jack Poster visited from Salt Lake City. The Circus Side Show gave four shows a day in Billings. Thomas Purcell, new member of the Circus Model Builders, visited. He invited Cliff and Mary Henry to his home for dinner, and Ivan Henry, age 6, spent two days at Purcell's home with the two Purcell boys. Dotty and Phil Phelps, who were with the Barnes-Carruthers grandstand show, visited the Henrys.

Ma Quackenbush's sweet potato vine has all but crowded the Quackenbush family out of the trailer. Ezra Patrick built a new pedestal for Robert, the mule.—TONI MADISON.

Wolfe Amusement

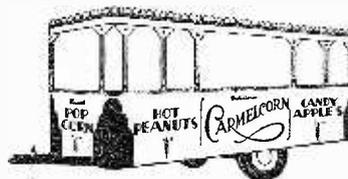
GREENVILLE, S. C., Aug. 23.—High temperature did not affect biz to any extent as cool evenings brought out good crowds, increasing to capacity on week ends.

Spotted on the Southern depot lot, rides showed 25 per cent increase over the spring date at the same location. Stock concessions had a banner week, with p.c. concessions getting a fair play. From the Southern depot lot, org moved to the Sullivan Street location, with Augusta, Ga., as the next move.

John Tinsley opened here with a new chairplane. Newly decorated sound truck was set up for debut, with I. M. Lowd in charge.

Pinky Edgar, lot man, is proud of his new Ford concession truck, which has a streamlined aluminum body. Shows' seven penny boards range in prizes from a tin whistle to a shotgun.—ERNEST SYLVESTER.

CONCESSION TRAILERS



Write today for illustrated catalog showing
35 new models

KING AMUSEMENT CO.
82 Orchard St., Mt. Clemens, Mich.

WANTED

Four Rides including Merry-Go-Round and Ferris Wheel for October 2 and 3. 50,000 people expected. Write or wire

JR. CHAMBER OF COMMERCE
Taylorville, Ill.

POTATO CHIP OUTFIT & CAMP TRAILER
\$990.00 cash

Completely electrified outfit, electric peeler, electric slicer, 4 burner Coleman, fryer, electric compressor for 2 gasoline tanks; brand new brass pin hinge top, 10x10, 2 weeks old; Trailer, 4x8x7, opens to tent size, 8x25, sleeps 4. Can be seen on independent midway, Corland, N. Y. Fair. "Lots of work, but can get money"

A. FURST, Corland, N. Y.

GALLERY AMMUNITION

.22 Shorts \$58.00 per case
.22 Spatterless 63.00 per case
1/3 Deposit; Balance C. O. D.

SHOWMEN'S SALES
818 N. 55th St., E. St. Louis, Ill.

FLAMEPROOFED TENTS IN STOCK — ALL NEW

60'x120'	40'x100'	40'x80'
30'x90'	30'x60'	20'x60'
20'x50'	20'x40'	20'x30'
20'x20'	14'x21'	14'x14'

Prompt Delivery Any Type Tents to Order. Bright Flameproofed. Royal Blue, Forest Green, Olive Green, White, Blue & Khaki Dyed Hoopera Flameproofing Compound.

Write Today

UNITED STATES TENT & AWNING CO.

2315 21 W. HURON CHICAGO 12
Chicago's Big Tent House Since 1870

SIDEWALL

NEW WATERPROOF
FLAMEPROOF

Following finished sizes, complete with Grommets. Made of double filled duck or twill.
6'x100' ... \$54.56 9'x100' ... \$80.00
7'x100' ... 63.00 10'x100' ... 88.48
8'x100' ... \$71.52

Made in any length at the above rate per running foot.

• Satisfaction Guaranteed—Prompt Delivery.

"If It's Made of Canvas, We Make It"
25% deposit—balance C. O. D.

MICHIGAN SALVAGE

417 W. Jefferson Ave., Detroit 26, Mich.

SHOW CIRCUS CONCESSION MERRY-GO-ROUND TENTS

**CENTRAL
Canvas Company**

HARRY SOMMERVILLE—FOREST GILL
121 West 8th Street Kansas City 6, Mo.

TENTS

Concession, Khaki. Immediate Delivery.
8x10, 8x12, 10x12, 10x14. Also Four-Way
Joists, 8x8, 10x10, 10x12. Roped Tents,
20x30 to 40x70. Orange, Green or Blue to
order. Change Aprons and Sidewall. Order Now.
D. M. KERR MANUFACTURING CO.
1954 W. GRAND AVE. CHICAGO 22

TENTS — SIDEWALL

New and Slightly Used for rent and for sale.
Quick Delivery.

INDIANAPOLIS TENT & AWNING CO.
430 W. 13th St., Indianapolis 6, Ind.
P. O. Box 433. Phone: RI. 6655

NEW SIDEWALL

10-ounce waterproof and flameproof. 7'x100',
\$56.00; 8'x100', \$64.00; 9'x100', \$72.00.
New Tent Top, 20x52, \$95.00.
1/3 deposit required.

MAIN AWNING AND TENT CO.

230 MAIN STREET CINCINNATI, OHIO

FOR SALE MINIATURE TRAIN

3 Coaches, 350 ft. Track. Can be seen at
Belleville, Kansas, Fair, August 25-29. Reason
for selling: have other business. Price, \$1,400.00
without truck, \$2,000.00 with good truck to
haul same.

CARL HARLAN
CARE 20TH CENTURY SHOWS
BELLEVILLE, KANSAS

WANT

Ride Help for Wheel, Tilt, Fly-o-Plane, Roll-o-
Plane and Octopus. Electrician that can wire
10 Rides, 10 Shows and 40 Concessions. Address

William T. Collins Shows

Mason City, Ia., Aug. 28-Sept. 1,
or per route in The Billboard.

FOR SALE

30' Smith & Smith 24-Seat Chairplane, new awnings over each seat, Le Roi engine. All A-1 shape. Can be seen Kearney, Nebr., Aug. 25-29; Schuyler, Nebr., Aug. 30-Sept. 1. Making room for new ride. \$1,250.00.

WANT

Shows and Concessions for above two spots and others to follow. Also Ride 'Help.

Hale's Shows of Tomorrow

Lake City Expo Shows

WANT

Legitimate Concessions of all kinds. No "X". Popcorn and Snow Cone open. Ed Flathery, wired you. Want Agents for office-owned Concessions: Skillos, Roll Downs, Pan Game, Hit-Miss Ball Game, Over-Cinder Seven, Beat-the-Dealer. Will sell "X" on Flats. Have Girl Show complete, need operator with Girls. We have four rides, three shows and enough ride help. Free gate. Will sell "X" on Mitt Camps without large families. All replies

J. M. JONES

Guthrie, Ky., Aug. 25 to 30. Phone 95 P.S.: Will give Photo and Bingo very good proposition.

OCTOPUS

Brand new, \$3,000.00 down, balance percentage payments.

Quick cash sale—2-abreast Parker Merry-Go-Round, newly decorated, with 1940 International tractor, 30-ft. Fruehauf trailer, good shape, good rubber—\$5,500.00 cash.

PARKMAN

c/o Park-American Hotel, Kalamazoo, Mich.

WHITE'S RIDES

WANT

For big Labor Day Celebration, starts Aug. 28 thru Sunday and Monday and more to follow, small Grab, Snow Ball, Hoop-La, High Striker, Weight and Age, small Bingo, Hanky Panks, Mitt Camps, \$35.00 on the line. No kids. Shows: Monkey, Snake and Side Show. Will book Wheel and Merry-Go-Round or buy. Soddy, Tenn., Aug. 28 to Sept. 2.

WANT WANT

Snyder's Greater Shows

Concessions: Cotton Candy, Snow Cones, Popcorn. Can use small Bingo, Bumper, String, Coke Bottles, Basket Ball. Can use man and wife and other Agents for Slum Stores. Will book one Mitt Camp.

HOWARD SNYDER

FRENCHBURG, KY.

RUPE'S MIDWAY FOR FUN

Will book Mug Outfit, Grab, Hoop-La, Spindle, Balloon Dart, Bumper, Blower, and other Concessions not conflicting. No flaties, no gypsies. Cedarvale, Kansas, Labor Day; 3 Fairs to follow, then West Texas cotton.

W. R. RUPE

Cedarvale, Kansas; then as per route.

MIMIC WORLD SHOWS

HAWKSHAW

Wants for outstanding North Louisiana Fairs: Ruston, Mansfield, Leesville, Natchitoches and right downtown Arcadia this week. Lady Ball Game Agents. Guess Your Age and Scales, Nail and Count Store Agents. Bill and Mary Riders, wire me or come on, L. E. Doyal. Will book Eli Wheel and Shows with own transportation.

FOR SALE

MINIATURE STREAMLINE TRAIN

Addison built, all steel trailer for transporting same, Ticket Box, Ponce, Lights, and all accessories. Outfit complete. Guaranteed A-1. Can be seen in operation at Charlotte, Mich., Fair, this week. First \$2,500.00 takes all. Reason for selling, other interests. Address

J. L. DOUGLAS

F. E. GOODING SHOWS
Charlotte, Mich., Fair, this week.

WANTED IMMEDIATELY

SPITFIRE FOREMAN

good pay; good treatment.

LEONARD GOULD

1731 Lee Place, Detroit, Mich.

Crescent Amusement

NEWPORT, Tenn., Aug. 23.—Shows moved in here without any advertising whatsoever, as they were slated to play Morristown for two weeks. However, Manager L. C. McHenry decided to come in here and grounds were packed all week. Lot was small and two rides and several shows were not set up. We were sponsored here by the American Legion post. Saturday night saw the largest attendance the org has had in some time.

Shows got the final paint touches and last-minute repairs here. Joining recently were Monty Beehler's Circus, Fred Stillman's Motordrome, Doc Hardwick's Wild Life and Stella, the Girl in Red. All report good business. James Chavane's Side Show continues to click and Doc Anderson is getting his share of the business with his Colored Revue. Flying Fishers continue popular as does Brownie, clown. Paul Reid added another concession to his string and Roy Johnson added two more. Frank Martel joined with a grocery wheel.

George Comeau says Tennessee has been alright for him with his new Funhouse. Mrs. R. L. McGee, who was seriously injured in an automobile accident while org was moving from Vinton to Roanoke, Va., is reported improving. She is in the Roanoke Hospital.

Recent visitors were Mr. and Mrs. Louie Wiendstine, of Triangle Shows and Pat Crow, of Whittie's Novelty House, Knoxville.—LOUIS BRIGHT.

Strong Amusement

WAHOO, Neb., Aug. 23.—Org has been moving along on schedule this month despite the unusually warm weather.

Gals took time out at Lindsay, Neb., to honor Mrs. Thomas Strong Jr. with a surprise baby shower. In attendance were Laura Fox, Billy Tolley, Marion Higgins, Irma Hanzlick, Babe Worman, Opal Reed, Nellie Pierson, Jo Ann and Mickey Strong.

David and Shirley Croft left for Portland, Ore., after spending the greater part of the summer with their mother, Irma Hanzlick.

Opening of the school season called the following: Patty and Jack Kelly from the candy floss and ice cream, Marvin Falke from the kiddie swings, Jo Ann Strong from the ticket window, and Jack Strong from the balloons.

United Expo

SAN ANGELO, Tex., Aug. 23.—C. A. Vernon, who is again taking out the show, has everything clicking on schedule. Four new rides have been purchased. They will be combined with others which have been overhauled. Everything has been repainted.

General Agent Billie J. Collins announced closing of contracts for the show to appear at the Denison (Tex.) Street Celebration; Bryan County Free Fair, Durant, Okla.; World Championship All-Palomino Horse Show, Fort Worth, and West Texas Exposition and Race Meet here.—BILLIE J. COLLINS.

MAKE \$100.00 A DAY ON CANDY FLOSS



This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW.

ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., So.
Nashville 4, Tenn.

WANTED IMMEDIATELY

Merry-Go-Round Foreman

Good pay, good treatment.

SAM GOLDSTEIN

c/o Majestic Greater Shows, Marne, Mich.



WANTS FOR FOLLOWING FAIRS

Murfreesboro, Rich Square, Whitakers, Seaboard, Windsor, Jackson, Ronersonville, Washington, Ahsokle, Scotland Neck, all North Carolina; Loris, Tabor City, Andrews, Summerville, South Carolina. Want Lexit, Stock and P. C. Concessions. No grit, no gypsies, no exclusive. Want any worthwhile Shows, such as Girl, Snake, Wild Life, Animal; also Minstrel. Have complete outfit for same. Also have new flame-proof 10-in-1 top and banner line. Good proposition for right party. Want Flat Ride, also Free Acts. We are playing same circuit of Fairs that we have built up for past several years. They are constantly growing bigger and better every year. Short jumps. Plenty tobacco, peanut and cotton money in this section. Crops have never looked better. All contact

SHERMAN HUSTED, Mgr., Ahsokle, this week; Murfreesboro, N. C., week of Sept. 1st to 6th.

SHERMAN HUSTED, Mgr.

SACRIFICE ON TRAILERS

PRICED TO MOVE IMMEDIATELY

FRUEHAUF 26' HAULABLE BY ANY TRAVEL CAR 21' STANDARD TRACTOR

Fully insulated, Rockwool insulation. Wired for lighting, also sinks, water tanks and air vents. Adaptable for hauling and sleeping, for perishable concession or cookhouse supplies. All types of outdoor equipment, including rides and animals. Chrysler air-conditioning unit available. Will sell singly or entire lot of ten. No reasonable offer rejected.

MUST SELL IMMEDIATELY

Write, wire or phone

M. F. GOLDSMITH

29 East 22d Street Phone Oregon 4-6400 New York 10, N. Y.

J. L. (JIMMIE) HENSON SHOWS

WANT

HELP: Want A-1 Ferris Wheel Foreman for #5 Wheel, must be capable and no drinker, or you will not last; Help on other Rides that drive. CONCESSIONS: Will place Bumper, Coke Bottle, Fish Pond, Hoop-La, Slum Spindle, Photos, Ball Games, Darts, or any clean Concession that works for Stock; privilege, \$15.00. Place American Palmistry. RIDES: Will book Roll-o-Plane, Octopus, Spitfire and small Merry-Go-Round. Will make interesting proposition to party with two or more of the above-named Rides. Al Coffman, reply. SHOWS: Place any clean Grind Show except Monkey Circus. Jack Orr, please contact. This Show stays out all winter, playing proven territory in South Carolina, Georgia and Florida. All reply

J. L. HENSON

Cornelia, Ga., this week; Lavonia, Ga., next; then Dahlonega, Ga.

P.S.: Have for sale, 40-ft. 2-abreast Merry-Go-Round, new Top and Wall, good condition; will sell for best cash offer.

JOYLAND MIDWAY ATTRACTIONS

WANT FOR THE FOLLOWING DATES:

Romeo Peach Festival, Saturday, Sunday and Monday, August 30, 31 and Sept. 1, on the streets. Michigan's biggest Labor Day Celebration. Garrett, Ind., Sept. 2 to 6, on the Main Street; New Haven, Ind., Sept. 9 to 13, on the Street; North Manchester, Ind., Sept. 16 to 29, on the Streets; Taylor Township Community Fair, Telegraph and Wick Rds., Detroit, Sept. 26 to Oct. 5.

Want legitimate Concessions of all kinds. Can place Fun in the Dark, or any small Shows that can play the streets. Want Foreman for Roll-o-Plane that can join on wire, top salary, good working conditions; also other experienced Ride 'Help. Address

ROSCOE T. WADE

CROSWELL, MICH., this week; then as per route.

SOMERSET CO. FAIR, MEYERSDALE, PA.

SEPT. 1-6, DAY and NITE

Will book EXCLUSIVE BINGO, Girl Show. Space for Concessions of all kinds. UNUSUALLY GOOD FAIR FOR EATING STANDS—WILL NOT OVERLOAD. WRITE or WIRE

M. A. BEAM

INDIANA FAIR GROUNDS, INDIANA, PA., for space.

WANT—UNITED EXPOSITION SHOWS—WANT

CONCESSIONS—BINGO, FROZEN CUSTARD, HANKY PANKS OF ALL KINDS, WHAT HAVE YOU? SHOWS WITH OWN OUTFITS—RIDES THAT DO NOT CONFLICT. OPENING DENISON, TEXAS, ON THE MAIN STREETS, FOR 6 DAYS, SEPT. 1. (Big Railroad and Labor Day Celebration.) Then DURANT, OKLA., FAIR; followed by FT. WORTH PALOMINO HORSE SHOW, with \$30,000.00 in prizes given away (big as Ft. Worth Stock Show); to be followed by West Texas Fair in San Angelo, with 5 others to follow. Wire

C. A. VERNON, Mgr.

BRYAN, TEXAS, UNTIL AUGUST 28; THEN DENISON, TEXAS.

FIREMEN'S CARNIVAL

BEDFORD, VIRGINIA, WEEK SEPTEMBER 1

We have three Rides. No Show. Want Snake, Monkey or Five-in-One, small Girl Show. Low percentage. Can place Ball Games, Duck Pond, Penny Pitches, Glass Store or any ten-cent Grind Store. Write or wire

I. K. WALLACE

GROTTOS, VA., THIS WEEK

ROSS MANNING SHOWS

BLUE HILL FAIR, MAINE

SUNDAY—MONDAY (LABOR DAY)—TUESDAY AND WEDNESDAY

CONCESSIONS: All games that work for stock. Eating, drinks, etc. SHOWS: Have complete Girl Show, want capable operator—must have at least two girls and costumes. Have another Top and Banner line. What have you to offer? Three big fairs to follow.

WRITE OR WIRE

ROSS MANNING

East Hotel, Eastport, Maine

Brockton Fair, Sept. 6-14, combining with World of Mirth, Sept. 6-7 and Sept. 14. We play alone.

West New York, N. J., American Legion Celebration, Sept. 17 to 24, Sunday included. This is an Eddie Elkins Special.

Then the Great Danbury Fair, Sept. 27 to Oct. 5, 2 Saturdays and 2 Sundays, combining with the O. C. Buck Shows.

JOHNNY T. TINSLEY SHOWS

WANT

For Phenix City, Ala., Labor Day Celebration

and balance of season. Side Show, Ten-in-One, Snake Show, Monkey Show, Motordrome, Minstrel, or any other show of merit with own outfit. Legitimate concessions come on.

Idle Hour Park, Phenix City, Ala., this week.

Wallace & Murray Shows

WANT FOR GEORGIA FAIRS

AND BALANCE SEASON

Caterpillar, Rollo Plane, Spitfire or other rides. Also free acts. Elivin Bennett, contact. Stock Concessions of all kinds. Bill-poster with own transportation. Will book exclusive Custard, Gallery or Diggers. Lebanon, Virginia, this week; Mountain City, Tenn., week Sept. 1; Morristown, Tenn., week Sept. 8.

VIRGINIA LEE BEARDEN WANTS

For Her SCANDALS OF '47

A-1 Girl Show Talker; no boozers; that is the reason for this ad. Can use Chorus Girls, top salary. Art Parrent, wire me, care Endy Bros.' Shows, Washington, D. C., this week; Staunton, Va., Fair, next week.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Loft, O.
August 23, 1947.

Dear Pat:

Having entirely completed (kindly note the word "entirely," because most midway equipment when completed isn't completed) what Pete Ballyhoo considers the greatest midway innovation of all times, now it can be told to those who wish to follow suit. Last winter, while the boss

was en route to a tincan tourists' convention in Florida, he visited such a tower there. His fertile brain started functioning immediately and before he returned to quarters such towers were created in his mind. On his return to his barns, the work of producing singing towers to take the places of light towers was quickly started.

Back in the early '20s, no showman ever dreamed that some day a midway would boast of having mighty steel structures that thru the aid of amplifiers, microphones and turntables, towers would not only sing but harmonize commercials direct from a cookhouse broadcasting unit (no watt) that uses nothing but warbling waiters, stool blue singers and professional entertainers drafted from the shows around the lot.

The towers do away with the old idea of selling banners to local merchants. We have gone far in the way of modern advertising. Our special agents are now met with open (see Ballyhoo Bros. on page 81)

With the Ladies

SALEM, Ore., Aug. 23. — West Coast Shows played Corvallis, Ore., the week of August 11. My sister, Viola Shaffer, and I drove down Friday night and while the theater was cool there was a fine crowd on the lot and they seemed to be spending and enjoying the show. Madge Buckley, Seattle, was visiting and as she was not working we visited the gals and talked over old and new times. Madge is being mentioned often as candidate for president of the Auxiliary of the Pacific Coast Showmen's Association. Madge says she will have to take the matter up later, as her husband has not been well and she wants him to have a good check-up when the year is over and then she will see about any election.

Betty Coe was selling tickets on one of the rides and George was greeting visitors and helping to entertain them. Margaret Farmer took a few minutes from the fishpond to visit, but her place was one of the (see With the Ladies on page 81)

WANT RIDES

Merry-Co-Round, Ferris Wheel, etc., for Church Bazaar around Sept. 15 or sooner. Write and Contact

ST. MICHAELS

537 Tenney Ave. CAMPBELL, OHIO (near Youngstown)

"NEED MONEY?"

CLUBS, ORGANIZATIONS, VETERANS No Guarantee—Outdoor and Indoor Shows of Every Kind promoted to Raise Money.

ELMER BROWN

390 Arcade Bldg., St. Louis 1, Mo.

WANT WANT WANT

BOHN AND SONS UNITED SHOWS

Rolldown and Slum Skillo Agents. Boxey Brooks, contact Sailor Moran. Agents of all kinds for Slum Stores not conflicting with what we have. Tex Farkum wants Stock Store Agents, Bill Smith, contact me at once. Doc O'Malley wants Minstrel Show talent for complete Show going south for winter; Rooker, Pork Chops, Josbo, Stringbeans and Tommy Spates, come on or contact me at once. Want capable Girl Show Operator with talent. Milan, Mo., this week; Greencastle Labor Day Celebration to follow; then as per route. All contact

CARL H. BOHN, Owner

OF BOHN & SONS UNITED SHOW. P.S.: You pay your wires, I pay mine.

THOMPSON BROS.' AMUSEMENT CO.

WANT WANT WANT

Legitimate Concessions of all kinds except Bingo, Lunch, Ball Games, Photos, Apples, Popcorn and P.C. Will book Custard for Mill and McConnellsburg, Pa. Will book Shows except Snake and Monkey.

Union Co. West End Fair LAURELTON, PA. Sept. 3-6
Clinton Co. Mill Hall Fair MILL HALL, PA. Sept. 9-13
Fulton Co. Fair MCCONNELLSBURG, PA. Sept. 16-20

FAIR COMMITTEES—At Liberty after Sept. 20, the following Rides: new LOOPER, Octopus, Roll-o-Plane, Tilt, Ferris Wheels, Swings and many other Rides; 16 in all. Will book separate. Wire or Write

THOMPSON BROS.—J. M. THOMPSON

MONESSEN, PA., this week.

P.S.: For Sale—8-Car Octopus, good condition, \$6,500.00; replaced this ride with new Looper.

WANTED

Magician—Juggler—Punch—Musical Act—Talker; place wife.

CASH MILLER

Care of Prell's Broadway Shows, Altoona, Pa., this week.

WANTED FOR SONORA FAIR

AND REST OF SEASON

Ball Game, Fish Pond, Novelties, Scales, String Game, Penny Pitch, Short or Long Range, Custard, anything not conflicting. Grind Shows. Wire or write

PACIFIC UNITED SHOWS

2121 SHIELAN WAY, SACRAMENTO, CALIF.



WANTS WANTS WANTS
For Humphrey Co. Fair, Waverly, Tenn., Sept. 1-6, and Hickman Co. Fair, Centerville, Tenn., Sept. 8-13, with seven more Fairs to follow in Georgia.
CONCESSIONS—Photo Gallery, Jewelry, Hoop-La, String Game, Scales and other Merchandise Concessions. SHOWS—Want Shows with own transportation and equipment. Will book 20% to office.
RIDES—Can place two more Rides for our Georgia Fairs. Also need capable, all round Ride Men.
ROUTE: GLASGOW, KY. (FAIR), AUG. 25-30.

CARAVELLA AMUSEMENTS

CHESTER HILL, PA., LABOR DAY WEEK

MAMMOTH FIREWORKS DISPLAYS NIGHTLY—PARADES

Then South for Our Fairs—Out Till Nov. 15

CAN PLACE: Stock Store and P. C. Agents for 22 office-owned concessions. Want live wire manager for above stores. Fine opportunity.

CAN PLACE: Cook House, all concessions open.

CAN PLACE: Rides not conflicting for Southern fairs..

CAN PLACE: First and second men on all rides, semi drivers preferred.

CAN PLACE: Side Show Freaks and acts. Good Colored Revue and Minstrel for Southern fairs.

CAN PLACE: General Agent, one familiar with Southern territory. Want A-1 Bill Poster.

NOTICE: W. C. Bailey no longer connected with this show.

ALL WIRE

CARAVELLA AMUSEMENTS

Blairsville, Pa., this week

W. C. KAUS SHOWS

Pride of the Piedmont country

TRI-COUNTY AGRICULTURAL FAIR
LEAKSVILLE, N. C., SEPT. 1st TO 6th

Positively the BIGGEST LABOR DAY SPOT in the South—Eleven mills working three shifts full blast. Mills will close Monday for Governor's Day. Tremendous crowds assured.

Will book for this date and our string of fairs to the end of season: SIDE SHOW complete, Glass-House, Fun-House, and any shows with own outfits. Very good opportunity for Motordrome and Monkey Show, OR WHAT HAVE YOU TO OFFER?

Legitimate concessions of all kinds that work for stock only, at rates you can afford to pay. Can book any flat ride with own transportation.

Write or Wire

RUSS OWENS, Gen.-Mgr.

Farmville, N. C., this week; then Leaksville, N. C.

Blue Ribbon SHOWS

HEADING SOUTH—ALL WINTER DATES IN FLORIDA
CAN PLACE

Penny Arcade, Wild Life, Unborn, Fat Show, Glass House, Hill Billy Show, Side Show, Monkey Show; good opening for organized Minstrel Show. Have bus to accommodate 23 people. Any good Pit attraction that don't conflict.

Can always place good ride men that drive semis.

Will sell exclusive Mitt Camps to reliable party. Can place Guess Your Age, Photos, Novelties, Candy Apples, Cork Cigarette Gallery. Any kind of Slum Stores.

This week, Madisonville, Ky.; then Springfield, Tenn.

JACK GILBERT WANTS

CAPABLE WHEEL AND PERCENTAGE AGENTS.

ADDRESS: Care of Endy Bros.' Shows, Washington, D. C., this week; Staunton, Va., to follow.

VICTORY EXPOSITION SHOWS

"America's Finest Midway Attractions"

WANT WANT WANT

Help on Scooter, Fly-o-Plane, Roll-o-Plane and Ferris Wheels. Must drive semis.

SHOWS: Monkey, Mechanical, Wild Life, Iron Lung. Good proposition for organized Hillbilly Troupe.

CONCESSIONS: Agents for Hanky Pank Concessions come on. Can place one good Wheel Agent.

WILL BOOK: Looper, Pretzel, Caterpillar Rides for the following big dates:

NORTHWEST MISSOURI STATE FAIR, BETHANY, MO.
TULSA STATE FAIR, TULSA, OKLA.

Central West Texas Fair and Texas-Oklahoma Fair.
Fair Season Ends December 1.

WIRE OR PHONE

VICTORY EXPOSITION SHOWS

Emporia, Kan., this week, then Bethany, Mo.

Present AMUSEMENT COMPANY

Dependable Attractions Since 1912

Wants for the NEW MT. AIRY FAIR, week Sept. 1., Mt. Airy, N. C., and 10 of the best Southern Fairs Large cookhouse for this date only. Grab Stands, Drink Stands, Stock Concessions. Place two Palmistry. Mr. Cooper, place your Mitt camp, and concessions. Want party take charge new Grab Joint. Want Counter Men and Checkers for Streamlined BINGO. Want A-1 Ferris Wheel man for 2 No. 12 Wheels.

RIDE HELP: Foreman for new 3-abreast Merry-Go-Round. Operators for Super Rolloplane, Octopus. Second man all rides, must drive semi trailers. Wives on tickets or concessions. Joe Baker, wired you, come on.

Place Modern Arcade, Moon Rocket, Pretzel Ride Address L. C. McHenry, Manager, Asheville, N. C., this week; Mt. Airy next.

P. S.: Have 60" U. S. Army Searchlight, mounted on Dodge truck, now in operation, price, \$1,750, complete with generating plant.

PAGE BROS.' SHOWS

FAIRS

FAIRS

FAIRS

Featuring 120-foot Swaying Pole Free Act. Want Slum Concessions of all kinds. Performers and Musicians for Jig Show.

Donelson, Tenn., this week; Petersburg, Sept. 1-2-3; Lafayette, Sept. 4-5-6. P.S.: Flat Ride of any kind.

CONCESSIONS WANTED

Bingo for Oswego Fair and Lebanon Fair, Balloon Dart, Basket Ball, Punk Rack, Blower and others not conflicting. Shows of all kinds, Girl, Mechanical and others with own transportation. Oswego, Kan., this week; Lewisburg, Kan., next week, and then Lebanon, Mo. Attention, committees in Missouri, Kansas and Oklahoma, we have open dates in September and October. Contact as above route.

ALL AMERICAN AMUSEMENT CO.

WANTED TRICK AND STRAIGHT DROME RIDERS

For Michigan State Fair, Detroit, Aug. 29-Sept. 6. Top salary. Contact.

JIMMIE PODESTA

at Motordrome on Fairgrounds on and after Aug. 28, or wire or telephone

E. L. BATES

Grand Rapids, Mich. Tel. 8-9504.



PENNY PITCH GAMES
 Size 48x48", Price \$37.50.
 Size 48x48", With 1 Jack Pot, \$45.00.
 Size 48x48", with 5 Jack Pots, \$50.00.

PARK SPECIAL WHEELS
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$22.50

BINGO GAMES
 75-Player Complete\$6.00
 100-Player Complete 8.00

1/3 Deposit on All Orders.

SLACK MFG. CO.
 116-122 W. Illinois St. CHICAGO, ILL.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1947
 Single Sheets, 8 1/2 x 14, Typewritten. Per M. . \$5.00
 4-p. Goldfish Pamphlet, 8 1/2 x 11, 12 Signs, Any Quantity. Each 1 1/2
 Analysis, 8-p., with White Cover. Each 15¢
 Forecast and Analysis, 10-p., Fancy Covers. Ea. 5¢
 Samples of the 4 Readings, Four for 25¢.
 No. 1, 35 Pages, Assorted Color Covers 85¢

NEW DREAM BOOK
 120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample, 15¢.

HOW TO WIN AT ANY KIND OF SPECULATION. 24-p. Well Bound 25¢

PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc. 50¢

Signa Cards, Illustrated. Pack of 36 15¢

Graphology Charts, 8x17. Sam. 5¢. Per 1000 \$6.00

MENTAL TELEPATHY. Booklet, 21 p. 25¢

"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 p., 3x5. Contains all 12 Analyses. Very Well Written. \$5.00 per 100; Sample 10¢.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25 Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

SIMMONS & CO.
 19 West Jackson Blvd. CHICAGO 4, ILL.
 Send for Wholesale Prices.



100 LBS. NET WHEN PACKED

REYNOLDS POPCORN CO.
 050000, INC.

COMPLETE POPPERS SUPPLIES

READY-TO-EAT POPCORN PRODUCTS



ECHOLS ICE SHAVING MACHINE
 With Motor \$60.00

With Stand \$65.00

\$15.00 Deposit on C. O. D. orders.

G. T. ECHOLS
 3700 S. Jefferson ST. LOUIS 18, MO.



WONDER HEADS OF THE AGES. At Last — White Shrunken Heads, as the Gambats prepare them. Ringlets of human hair. White Mfd. Female Heads, Prepaid, \$8.00

White Male Mfd. Heads, Prepaid, \$6.00

Both, Prepaid, \$13.00

Many other Mfd. Attractions.

TATE'S CURIOSITY SHOP
 5234 E. VAN BUREN PHOENIX, ARIZONA

OHIO SUPER YELLOW and DWARF WHITE HULLESS POPCORN

In 50 lb. and 100 lb. moisture-proof bags. Write for catalog.

BETTY ZANE CORN PRODUCTS, INC.
 638 Bellefontaine Ave. Marion, Ohio

GALLERY AMMUNITION

.22 SHORTS, \$61.50 CASE

SPATTERLESS, \$66.60 CASE

NEW RIFLES, Winchester 62 Gallery Pumps\$37.50 Ea.

Send 1/3 deposit, balance C. O. D.

SHOWMEN'S EXCHANGE
 707 Cee Street, N.W., Washington, D. C.

MIDWAY CONFAB

Bernard Robbins and Arthur Frayne, of Detroit, trekked to Midland, Mich., to visit the World of Pleasure Shows.

We beefed about the cold and rain—now it's the heat and dryness.

Doc S. L. Rivers has returned to an Elizabeth, N. J., hospital to undergo treatment for a heart ailment.

Billy Hayes and Freda Fred Van, of the Ward Shows, visited Doral Deshon on the Buff Hottle Shows at Anna, Ill.

R. H. Miner Sr., advises that his son has signed the Hatfield, Pa., Fair, fence to fence, for the Garden State Shows.

Duke Del Rio claims that the two-year-old girl who stands against the knife board on the Sunflower State Shows is the youngest in the business.

Never worry about the showman's business across the way—it's a cinch he isn't losing any sleep over how you're doing.

Mr. and Mrs. W. E. West joined Jim McCall's Show at Baxley, Ga., with photo trailer and new Roto Whip.

Ray Cook, talker, and Jackie Ray have left the O. C. Buck Shows and joined the Joseph J. Kirkwood Shows in Baltimore.

Earl B. Walsh, builder and designer of fronts for the Royal Crown Shows last winter, has completed a similar task on Oscar Bloom's Gold Medal Shows.

Mrs. Ollie Meisterman received many floral gifts from folks on the victory Exposition and the World of Today Shows while hospitalized at Pittsburg, Kan.

In order to strengthen his performance, a side show operator put his banners on the inside and his actors on the outside.

Ben Hyman, who has had bingo on the Alamo Exposition Shows for the past 10 years, reports he had the biggest week in his history with his 40-foot stand at the Davenport (Ia.) fair.

Flash White, a native of Norway, Me., and a featured trick rider in L. Harvey (Doc) Cann's Motordrome on the World of Mirth Shows, rated a lot of publicity when the show played his home State.

Monte and Diane, who have been presenting magic, mental, illusion and escape routines in the Side Show, closed with the B & V Shows in Ithaca, N. Y., August 19. They plan to organize their own unit.

Almost every concessionaire has two opinions of a fair—the one he expresses before he plays it and the one he expresses after playing it.

Mr. and Mrs. Charles LeRoy left the Kelly & Best Side Show on the Cavalcade of Amusements and joined Ray Cramer's Side Show on the John R. Ward Shows for the remainder of the season.

Personnel of the J. R. Leeright Shows presented Mr. and Mrs. Leeright, recently wed, with a set of luggage for a wedding present. Mrs. Leeright was the former Mrs. Greta Ward of Clyde, Kan.

Doral Deshon closed with the Gooding Shows and joined the Buff Hottle Shows with his *Follies de Patee*. Margie Flynn is the featured dancer, and Don Wilkesman handles the front.

Birthdays celebrated on the Cetlin & Wilson Shows last week included Pete Thompson, lot superintendent, Sunday (17), Tony Lewis, mailman and *The Billboard* sales agent, Thursday (21), and Edward K. Johnson, contracting agent, Friday (22).

Bertha (Gyp) McDaniels returned to the Johnny J. Jones Exposition after a phone trip to Kenora, Ont., to attend the funeral of her father.

WONDER CITY SHOWS CAN PLACE

Shows, Rides, Concessions. Good proposition to Tilt or Octopus. Doc Ward, get in touch with me. Can place Girls for Girl Shows, Talkers, Grinders, Act for 10-in-1. Have 10 Southern Fairs in Arkansas, Mississippi, Alabama. All address:

JOE KARR
 Fair, Ridgeway, Ill., Aug. 25-30; Tri-County Labor Day and Miners' Picnic, Zeigler, Ill., Sept. 1-6; then south to Arkansas.

SUNSET AMUSEMENT COMPANY

WANTS Shows with own outfits and Concessions for Marshalltown, Iowa, Fair. Can use Ride Men that can drive semis. Redwood Falls, Minn., Fair, Aug. 29 to Sept. 3.

CRANDELL'S MIDWAY DELUXE

WANTS FOR LYONS COUNTY FAIR

EDDYVILLE, KY., SEPT. 1ST TO 6TH, AND FAIRS TO FOLLOW.

All types legitimate Concessions, stock only. No ex. Will place Shows of merit. Will book, buy or lease Kiddie Rides, Ferris Wheel, Merry-Go-Round. Will buy Candy Floss Machine.

L. C. CRANDELL, Mgr.
 THIS WEEK, CROFTON, KY.

NEW ENGLAND AMUSEMENT CO.

WANTS

Foreman for Ferris Wheel and Chairplane; top wages. All replies to

HARRY J. KAHN
 North Brookfield, Mass., now; Keene, N. H., Fair, September 2-6.

WHEELS OF ALL KINDS

Tickets—Paddles—Laydowns

Complete BINGO Outfits

FAIR AND CARNIVAL SUPPLIES AND EQUIPMENT

DEVIL'S ALLEY
 CANDY RACE TRACK
 JUMBO DICE
 SKILLOS
 COUNTRY STORE WHEELS, 42"
 ALUMINUM MILK BOTTLES
 CHUCK CAGES
 WATCH-LA BLOCKS
 HOOPLA BOXES

Write for Catalog

H. C. EVANS & CO.
 1520-28 W. Adams St., Chicago 7

GOLD MEDAL SHOWS

WANT FOR LONG ROUTE OF SOUTHERN FAIRS SHOWS

Fun House, Glass House, Monkey Show, also Animal Show and Wild Life, also Dark Ride. CAN PLACE several Merchandise Concessions, also Photo Gallery. Address

OSCAR BLOOM, Mgr.
 Alledo, Ill., this week; Kentland, Ind., next week.

FOR SALE TEN-IN-ONE SIDE SHOW FOR SALE

Formerly owned by Billy Logsdon, complete in every detail, including new, elaborate 20x80 fireproof Tent in 4 loud colors; poles, stakes, all chrome modernistic pilaster front, 19 new double-decked banners, double ballus, 2 ticket boxes, walk-around pit, pit cloth, individual stages, annex proscenium, stage, drop, sword box, illusion, chairs, sledges, drum, van style Dodge truck with brand new 1947 motor, new tires and tubes. Built in like house car and mechanically perfect. Over \$3,000.00 dollars invested but best cash offer over \$1,200.00 takes it. People and Acts will go if wanted, also Manager. See

PROFESSOR LAD DIEN, Mgr., Turner Bros.' Shows, Du Quoin, Ill., till Sept. 2.



NEW FORTUNE Buddha Papers on NEW WHITE Paper MASTER OUTFITS NOW AVAILABLE. S. BOWER Belle Mead, N. J.

PEACH STATE SHOWS

Georgia's Own

MICKEY B. MARTIN and DICK COWART

Want Foreman for Smith & Smith Chair-o-Plane. Will book 2 Kiddie Rides or 1 Flat Ride. Want Agents for Pan Game, Ball Game, Penny Pitch and Cork Gallery. Also will book Darts, Clothes Pins, Shm Spindle, Hoop-La, small Grab. Out all winter. All answer

DICK COWART, Bus. Mgr., Morven, La., this week. Notice: We don't play the edge, but in the Heart of the Towns.

ATTENTION!

BILL MORTON

Need Merry-Go-Round Foreman, \$50.00

Contact Whitey Robertson, c/o Bob Hammond Plank Park Shows, Ft. Worth, Sept. 3-7; Bridgeport, Texas, Sept. 8-13; Cleburne, Texas, Sept. 15-20; Bellville, Texas, 28-28.

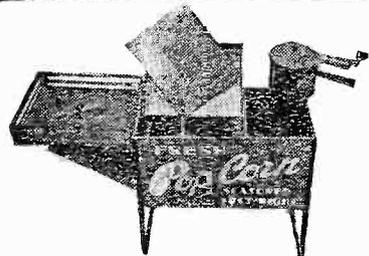
POPCORN and CONCESSION HQ

- "100 Plus" Purdue Hybrid... \$7.97
- BEE HIVE Premium Hybrid... 9.85

POPCORN SEASONING

- Coconut Oil, 5 Gals. \$10.85
- Pure Liquid Vegetable Oil, 5 Gals. 13.50

POPCORN MACHINES



"KING BEE" Portable Machine

Will earn up to \$100 a day! Complete for only \$135.

Also Complete Line New "Star" Machines and Used Machines

FOR THE CONCESSION



ECHOLS ICE BALL MACHINE
WITH MOTOR
4 Qts. Blevins Finest Flavor Concentrates, 2 Qts. Fruit Acid, Plastic Pour-Outs, Dipper, Pick. ALL for only \$65.

"Snow-Man" Flavor Concentrates \$1.75 Qt.
"Snow-Man" Snow Cone Syrups . 1.50 Gal.

BLEVINS POPCORN CO.

Nashville, Tenn.

ShIPLEY Amusements WANT

FOR TRI-COUNTY LIVESTOCK SHOW AND LABOR DAY CELEBRATION MANSFIELD, ARK., SEPT. 1-6

Want to book any major Ride, also Pony Ride. (Mr. Bengé, received your wire too late; am interested.) Ride Help for Kiddie Auto. Will book Hanky Panks of all kinds. Need Agents for office-owned Stores. Good proposition for Sit Down Grab. Curley Atkins and Al Summers—I can place you now. Have Top for Girl or Athletic Show. Chiselers, drunks and gypsies, save your time.

C. W. Shipley, Mgr.

C. W. SHIPLEY JR., Bus. Mgr. Waldron, Ark., Aug. 25-30; Mansfield, Ark., Sept. 1-6.

America's Pioneer Manufacturer of Corn-Popping Machines

CRETORS

Since 1885

TOMMY RICE

CALL ME WEDNESDAY OR THURSDAY THIS WEEK.

GRAVES H. PERRY

John Sevier Hotel, Johnson City, Tenn.

Extravaganza!

A manager and his agent were en route from midway to midway on a show-stealing tour. They finally arrived on a bicycle lot to find several independent operators.

While standing in front of a gal show its manager decided that two was a tip and opened. The talker, wearing a well-worn Prince Albert coat, a high silk hat, wrinkled blue work shirt and well-scuffed tan shoes that were too long for his feet and turned up at the toes, yelled "Bally."

Out came a hefty blonde who waddled onto a bally stage made out of a Merry-Go-Round horse crate draped with a piece of pit-cloth. She wore a straw skirt and a dirty brassier. After beating a bass drum the opener started with, "It is customary with all traveling organizations of this size and magnitude to carry one big show which is considered the—"

"Hell," whispered the manager, breaking into the talker's opening, "Let's get away fast—that's enough."

Her two nephews, who are spending their vacation with her, will leave soon to enter Montreal University.

To be different than the rest, a First-of-May agent didn't celebrate when his shows played the first and most successful week of the season.

During Great Sutton Shows' stand in Central City, Ill., the girl show top was the scene of a wedding party tendered Patty Sue Collins, girl show owner, and Paul (Tex) Marshall, concessionaire, who were married August 16. Bride and groom were the recipients of numerous gifts.

Mr. and Mrs. H. N. (Doc) Capell purchased a new 27-foot M. System house trailer and their son and his wife also purchased a new 35-foot Superior Home on Wheels. The Capells report that business with Capell Bros.' Shows has been good in recent weeks.

Because of leaky wagon roofs many homes have been broken up on the Gate & Banner Shows, the guy with a good roof coming out the winner.

Billy (Mona) Hayes, annex on Ray Cramer's Side Show, visited Billy Logsdon's Side Show at the Mount Carmel, Ill., Fair. . . Jackie Mondu is with Roy Rosier's Cavalcade on the Gold Medal Shows, while Lola Conklin is the annex attraction on Art Converse's Side Show with the same org.

Forrest C. Swisher is still with the Parada Shows, having percentage stores, ball games and two slum stores. He reports a fair season, with eight more fairs to go. He recently bought a new 1947 Alma 27-foot house trailer. Swisher still operates Darmae's Jewelry Store at Caney, Kan., but sold both of his Bartlesville (Okla.) stores.

Mrs. H. L. Millburn, member of the Douglas Greater Shows, reports (See MIDWAY CONFAB on page 72)

WANTED

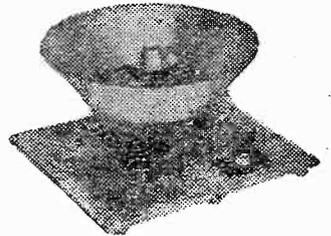
Agent for well flashed bumper, that can drive truck. Also working man to drive and help up and down two concessions. Headed South for long season. Wire at once.

BUCK WEAVER
Care of John McKee Shows, Kingston Mines, Ill.

BETTER BUILT MONEY MAKERS

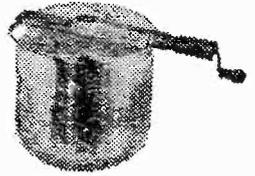
★ ALL ELECTRIC CANDY FLOSS MACHINE

Our new Super Model #100 is extremely easy to operate—even a child can do it. Single Spinnerhead, \$207.50; Double Spinnerhead, \$225.00; Single Bands and Ribbons, \$5.00; Double Bands, \$15.00 each. WE REPAIR ALL MAKES OF MACHINES



★ NEW SARATOGA ALUMINUM POPPER . . .

Makes delicious French Fried Popcorn—sells fast! Easy to operate. Very profitable. Constructed of heavy aluminum. Closed gear housing enables us to guarantee freedom from gear jamming. Lowest priced corn popper on market of equal quality and capacity. 12-Qt. capacity, \$20.00 each. Meets all state health requirements. Durable Cast Aluminum Top, dependable. Also 8-Qt. Kettle—\$10.00, 35-Qt. Gearless Kettle—\$37.50, 8x8" Tops with frames, \$150.00. Waffle or Rosecake Molder—cast aluminum, \$2.50. Immediate Shipment. Terms: 25% with order, balance on delivery. F. O. B. Toledo.



CONCESSION SUPPLY CO.

BOX 133, STATION B Phone: Kingswood 2408 TOLEDO 6, OHIO

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 maker.

CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast to Coast

MATTY MILLER
231 N. Second St.
Philadelphia 6, Pa.

HANK THEODORE
2908-14 Smallman St.
Pittsburgh 1, Pa.

JOE MOSS
1261 E. Sixth St.
Los Angeles 21, Cal.

LIFE SAVING BABY INCUBATOR

AN OPPORTUNITY! START SEPTEMBER 15, OCTOBER 15 OR NOVEMBER 15

FUND RAISERS . . . EXCLUSIVE TERRITORIES AVAILABLE IF YOU CAN QUALIFY

Unusual clean cut proposition, placing the latest scientifically developed hospital equipment through local civic and fraternal organizations.

Only clean cut, high class men need apply.

W. J. MULLIKIN COMPANY

1010 Vermont Avenue

Telephone: Executive 3200

Washington, D. C.

WHEELS

Bazaars, Carnivals and numbered Laydown Charis, Milk Bottles, Cats, Hoopla Blocks and Rings, Horse Race, Dice Cages, Bingo Cages, Cards and Markers, Penny Pitch Charis, Darts and many others. Catalog on request.

WILLIAM ROTT, Inc., Manufacturers

142 W. 24th Street

New York N. Y.

QUEEN OF THE FLYING RIDES

FLYING SCOOTERS

BISCH-ROCCO AMUSEMENT CO.

5441 COTTAGE GROVE

CHICAGO, ILL.

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

TICKETS PRINTED TO YOUR ORDER 100,000-\$21.20

ROLL — FOLDED — CASH WITH ORDER — SAVE

Minimum Order Each Wording, Price or Color, 10,000 Tickets

10,000	\$7.25
Each additional 10,000	
Same Order	1.55
Price Change	2.50
Color Change	50

DALY TICKET CO.

COLLINSVILLE, ILL.



COCONUT OIL



POPCORN SEASONING

... has that rich, golden color that makes 'em buy!

- ★ Uniform Quality always — in color, in flavor, in consistency.
- ★ Colored at the refinery by expert chemists*
- ★ Packed in Open Head Pails and drums for better accessibility.
- ★ Backed by 70 years of "know how".

** For those States where colored oil is not sold—use SIMKO brand, natural color coconut oil seasoning.*

E. F. Simonin's Sons, Inc.
Refiners

3450 N. BELGRADE ST.
PHILADELPHIA 34, PA.

Warehouses in Principal Cities—
Coast to Coast

SEASONING SPECIALISTS TO THE NATION

MAD CODY FLEMING
SOME BIGGER • NONE BETTER

Wants small Bingo that works for 10 cents. No Jackpots, \$50.00 a week. Will buy Fun House if up to date and priced right. Few clean, sober concession agents for stock concessions and Penny Pitch. Will buy rides priced right. But remember, the war is over down here. Blue Ridge Farmers' Fair, Sept. 1 to 6; Ellijay Lions' Fair, Sept. 8 to 13; Jasper Legion Fair, Sept. 15 to 20; Cumming Farmers' Fair, Sept. 22 to 27; Greensboro Veterans' Fair, Sept. 29 to Oct. 4. Next ad will give you the next 5 fairs. For Sale: Two Floss Machines mounted in trailer.

MAD CODY FLEMING
Lawrenceville, Ga., this week.

FREE FAIR
INDIAN HEAD PARK, OAKS, PENN.
Four miles from Norristown
Sept. 4th to 13th
Eight rides, Fun House, Custard, Lunch and Popcorn booked. Can place shows and legitimate concessions, \$2 a foot. 1947 Chevrolet, free grand prize. Free acts. Wire or phone
D. VAN BILLIARD
Oaks, Penn. Phone Valley Forge 4561.

WANTED
For BURDICK'S GREATER SHOWS
Ride Help, good salary, pay every week. Place Merchandise Concessions, small Cook House or Grab, Peanuts, Popcorn, Custard. Can use Man and Girls for Hawaiian Show.
Fair Secretaries in Texas, have a few open dates. We carry five Rides. Dutch Bowden, get in touch with me.
Ira Burdick
San Angelus Hotel, San Angelo, Texas

Midway Confab

(Continued from page 71)
that her dog, a female toy silk-poodle named Patsy, was stolen at Tillamook, Ore., night of August 16. Theft rated story on Page 1 of *The Portland Oregonian* because Mrs. Millburn valued the dog at \$1,000 or \$250 per pound, the dog weighing four pounds.

Erle Jenson, ticket seller with J. T. Hutchens's Museum, entertained members of his family while playing the Fond du Lac (Wis.) Fair. Present at the first family reunion in three years were his father, Chris, and aunt, Myrtle Jenson, and two sisters, Elinor and Virginia. A party was held in the annex, with Mae Joe Arnold serving refreshments.

Two midway show operators were arguing over whose show was the best. Leaving it up to a bystander to decide, the bystander answered, "Every concessionaire claims that his G-wheel is the best."

The Christian Science Monitor magazine section for July 26 had a page feature story by John Paul Jones entitled "Carnival Comes on Cat Feet." It quoted Harry W. Hennies of Hennies Bros.' Shows as saying that 80 per cent of his workers are war vets and that carnivals are hiring thousands of handicapped persons who make from \$50 to \$100 a week. Jones is veteran's adviser for the School of Journalism at the University of Illinois.

Ray and Goldie Decker gave a birthday party on the Benny Samuels-Harry Mamsch lot in Chicago August 5 for their agent Violet Watson. In addition to Samuels and Mamsch, those present were Agnes and Oliver Barnes, Isabell and Max Brantman, Louise, Jerry and Alex Dakuras, John Schultz, Fingers, Harry Becker, Art Stien, Al Seysher, Andrew Brother, John Severson, Howie Engelhardt, Art Gorsh and Johnny Potter. Mrs. Barnes was recently released from a hospital.

Personnel of the J. T. Hutchens Museum, which recently played the Fond du Lac (Wis.) Fair, includes Mr. and Mrs. Bozo Jacobson, magic and illusion; Leopold Williams, leopard skin boy; Anna May Williams, electric chair and sword ladder; Lucille Heathway, four-legged girl; Marie Sornson, sword box; J. T. Hutchens, inside lecturer; Earle Jenson and Joe Santos, ticket boxes. Mae Joe Arnold is the annex attraction, with Mrs. Vernow on the ticket box. Unit is in its sixth season with Snapp Greater Shows.

FAIRS—FAIRS—FAIRS
Fairfield, Teague Fair, Honey Grove Fair, Commerce Fair, Cooper Fair, Sulphur Springs Fair. Will place for the above string of Fairs:
CONCESSIONS—Pop Corn, Candy Floss, Fish Pond, Clothes Pins, Ball Games, Coke Bottles, Balloon Darts, Mug, Country Stone, Huckleberry Buck, Cigarette Gallery, Lead Gallery.
SHOWS—Wild Life, Freak Show, Girl Show, Fun House, Glass House or any others.
RIDES—Mix-Up, Tilt, Octopus and Kiddie Rides.
Brewer's United Shows
Route: Fairfield, Tex., this week; then Teague (Fairs).

WANTED
Have opening in Arcade for Long Range Shooting Gallery. 10 or 12-ft. front. Good location—good proposition.
WONDERLAND ARCADE
462 S. State St. Chicago, Illinois

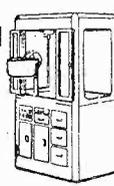
MERRY-GO-ROUND FOREMAN
Want Merry-Go-Round Foreman for 42-ft. Parker machine. Salary no object if you can cut it. Address:
HETH EXPOSITION SHOWS
New London, Mo., this week; Columbia, Mo., Aug. 31-Sept. 6.

POPCORN

COCONUT OIL, 5 GALS. \$11.00
POPSIT PLUS, 6 GALS. 18.00
CORN, S. A. Yellow, 100 lbs... 10.95
BOXES, 1 1/2 oz, M. 7.50
BOXES, Carnival, M. 7.00
SALT, 24/2-lb. pkgs. 1.95
GLASSINE BAGS, 1 lb. sq. M... 1.95

VIKING POPCORN MACHINE

NEW and USED POPPERS OF ALL TYPES



LOW PRICES — IMMEDIATE DELIVERY

APPLE STICKS, COLORING, ETC.
ALL CARNIVAL SUPPLIES

POPPERS SUPPLY CO.
1315 VINE STREET
PHILADELPHIA 7, PA.
LOmbard 3-9020

DEAR HANK
If I don't contact you we lose all. School is starting—where will I go? Could sell if I had your signature, or OUT in week or two. Everything is safe and O.K. PLEASE HELP.



HENRY T. LORENZ
Please, anyone seeing this party, please ask him to call home. Very important—or call me collect at Crystal Lake, Ill.
Telephone 1177. Ask for Mrs. Lorenz.

ROY MARR
WANTS PERCENTAGE AGENTS
For Pea Pool, Chuck, Eight Number Wheel, Have 16-Ft. Bottle Game open. Will place Hanky Panky Agents that can produce. Address
c/o HILL'S GREATER SHOWS
Lexington, Nebr., this week; Iola, Kan. (Fair), next week; Poteau, Okla., to follow. Long season South.

BRUCE (RED) SEITZ
Please Contact Me
A. J. OLDS
New Auburn, Wis.



NATIONAL SHOWMEN'S ASSOCIATION
GREETS YOU
You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.
Meetings 2nd and 4th Wednesday each month
Palace Theatre Building,
1564 Broadway,
New York 19, N. Y.
Mostly everyone of the Eastern amusement family is a member. Are you?
Write For Information.
Initiation \$10.00
Dues \$10.00 Yearly

★ Endy Bros. Shows ★

ANNOUNCE FAIRS UNTIL DECEMBER

Virginia State Fair, Staunton, Va., opens Sept. 1; Western North Carolina Agri. Fair, Hendersonville, N. C., week Sept. 8; Chattanooga-Hamilton Interstate Fair, Chattanooga, Tenn., week Sept. 15; Southeastern World's Fair, Atlanta, Ga., ten days, Sept. 25 to Oct. 5, inclusive; Athens, Ga., Legion Round-up and Fair, Athens, Ga., week Oct. 7; Georgia State Fair, Macon, Ga., week Oct. 13, and all Shrine dates including the new Elks' Fair, Lakeland, Fla., in November, closing in Miami, Fla.

Can place several Rides, Spitfire, Flying Scooter, Class House, LIVE PONY RIDE. Also all legitimate Booths and Eating and Drinking Stands. Ride Help in all departments, also Train Hands. Will place any new Attractions and finance same.

Have for quick sale, one 40 by 100 foot Khaki Top; also one Side Show Top, 120 by 20, blue. All good condition. We have purchased a new canvas for ur Fairs. CAN BE SEEN ON SHOW NOW.

Also have for sale, one 8-Car Octopus, perfect condition, can be seen operating. No transportation for same. All address

DAVID B. ENDY
Washington, D. C., now.

JOSEPH J. KIRKWOOD SHOWS

America's Best Advertised Midway

WANT FOR TWELVE WEEKS OF BONA FIDE FAIRS

Starting Louisburg, N. C., next week ending Nov. 22nd. Best fall fair in Florida.

We have ten rides, ten shows, free acts, towers and Diesel light plants and give you light twenty-four hours.

Want Motordrome, any real money getting show. Can place Ball Games, Hoop-la, Pitch-Till-Win, Duck Pond, Long Range Gallery, Penny Pitch, Balloon Pitch, Photos, Novelties, Jewelry, Eating Stands, French Fries, any legitimate concessions. Opening for Rat Game and One Dice. Can place good ride help, semi drivers, useful carnival help. All address

JOSEPH J. KIRKWOOD SHOW
Danville, Virginia, this week; then per route.
Joe Kane no longer here.

WANT—MOODY SHOWS—WANT

RIDES—Want Foreman for Merry-Go-Round. Will pay top wages and bonus to reliable Man that can get ride up on Monday.

SHOWS—Want Girl Show Operator to join on wire with two or three Girls. Will furnish complete Show. Must be sober and reliable. Man to take charge of 10-in-1 if you have something to put in it. James Evans wants for his "Cotton Club Revue" one Piano Player, one Drummer. Salary paid out of office.

CONCESSIONS—All Concessions open. Have good opening for High Striker, Short Range Gallery, Snow Ball, Guess Your Age, Want Agents for following Concessions: Fish Pond, Popcorn, Cigarette Gallery, Picture Gallery, Bell Down and Slum Skillo. Want General Help on Concessions.

Want Lot Man that is capable of putting show on and off the lot and taking care of back end.
ALL REPLIES: MANAGER, MOODY SHOWS, WHITWELL, TENN., THIS WEEK.

KIDDIE RIDES WANTED!

All types—must be in good operating condition. Send price, details, and picture if possible.

Write care of THE BILLBOARD, Box D-102, Cincinnati 22, O.

CAVALCADE OF AMUSEMENTS

CAN PLACE HIGH CLASS PENNY ARCADE CAN PLACE

Must be in keeping with this organization and have earning power. Will furnish wagon if necessary. All address:

AL WAGNER, Mgr.

PADUCAH, KY., Aug. 26-Sept. 3; then Kentucky State Fair, LOUISVILLE, KY.

WANT RIDE HELP

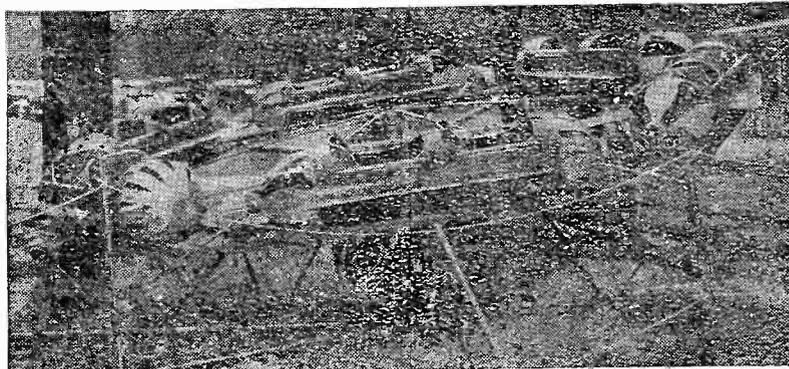
We still have a long season.

WANT: Foreman and Second Man for Ferris Wheel, Foreman for Octopus, General Ride Help that drive Semi-Trailers, Assistant Mechanic; top salaries paid.
SHOWS: Can place Show with own outfits. THIS SHOW POSITIVELY PLAYS FLORIDA. Can place Stock Concessions. All replies

L. J. HETH SHOWS

DICKSON, TENN., NOW; NEXT WEEK, ONEIDA, TENN.

SENSATIONAL! New 1948 Kiddie Jet-Rocket Ride



Six 2-seater Rockets can accommodate children from 2 to 14 years of age. Comes complete and ready to operate, including wooden platforms (not shown in picture). All steel construction. Easy to assemble or dismantle—easy to operate. Demonstrator at Crystal Beach Park near Lorain, Ohio. Order now as prices are subject to change.

IMMEDIATE DELIVERY PRICE **\$1390.00** F. O. B. LORAIN, OHIO CRATING EXTRA

ALSO MAKERS OF NEW 10 CAR KIDDIE AUTO RIDES. JEEP STYLE. COMES COMPLETE WITH CANVAS TOP, LIGHTS AND READY TO OPERATE.

WRITE OR WIRE

IMPERIAL KIDDIE RIDES

211 W. 13TH STREET

LORAIN, OHIO

ALAMO EXPOSITION SHOWS

WANT WANT

FOR NINE FAIRS IN KANSAS, OKLAHOMA AND TEXAS

Wild Life Show, War Exhibit, or any Show of merit, Frozen Custard, Penny Arcade. Man and wife to operate Snake Show, Acts for Side Show. Will book or buy #5 Eli Wheel. Will book Pretzel Ride, Pony Ride, Baby Train or any other Rides that do not conflict. This Show holds contract for Battle of Flowers, April 21-26, 1948, on the streets of San Antonio, Texas. Those with the Show will be given preference for next spring. Slim McKnight, contact me for the Novelties at Salina, Kansas, Free Fair, Aug. 26-30. Then the biggest Fair in Western Kansas—Dodge City, Sept. 1-7; then South. We stay out until last week in November. Address

JACK RUBACK, Mgr.

Salina, Kan. (Fair), Aug. 26-30; then Dodge City, Sept. 1-7.

ROYAL

Exposition Shows

Savannah, Ga., this week and week Sept. 1 to 6; then 3 more weeks of select still dates, followed by Peach County Fair, Ft. Valley, Ga., week Sept. 29 to Oct. 4; Milledgeville, Ga., Fair, week Oct. 6 to 11; Jefferson County Fair, Louisville, Ga., week Oct. 13 to 18; Bulloch County 4-H Fair, Statesboro, Ga., week Oct. 20 to 25; followed by two more Georgia Fairs, then Florida for the winter. Can use a Kiddie Auto Ride, Octopus, Spitfire, Fun House, Penny Arcade, Diggers, Rotaries, Frozen Custard, Novelties, Hanky-Panks, etc. Billy Segrist, answered your letter via Western Union, but no reply. Can use your act. Get in touch at once. Can use several worth-while Concession Agents. All address:

ROYAL EXPOSITION SHOWS

As Per Route

P.S.: Willie Terrill (colored), get in touch quick or come on.

RIDE HELP WANTED

For long season south. Help for Merry-Go-Round, Ferris Wheel, Chair-o-Plane, Octopus, Roll-o-Plane. High salaries and bonus to reliable and sober men. Luke Young and Harry Reynolds, contact Jack Atkinson at once. All others wire C. C. Groscurth, Gen. Mgr.

BLUE GRASS STATE SHOWS

Orleans, Ind., all this week; then as per route.

BRAND NEW LeROI ENGINE GENERATOR SETS

25 KVA, 110 Volts, AC, 900 RPM, with switch board, voltage regulator, radiator mounted on skid with safety switches. Complete while they last, \$1500.00 each.

HARGETT ELECTRIC CO., INC.

1811 N. HARWOOD ST.

Phone: R-2163—LD-500

DALLAS 1, TEXAS

D. V. A. CELEBRATION

Zanesville, O., On Streets
September 15-16-17-18-19
Parades—Bands—\$1,500.00 in Prizes

WANT

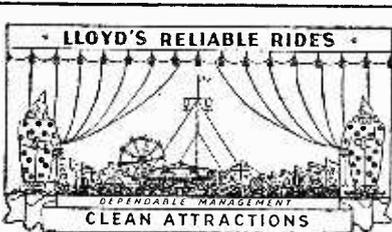
Concessions of all kinds. Ball Games, Bingo, Pop Corn, Grab, Percentage, Diggers, Novelties, Legit Wheels, Lead and Cig. Galleries, all kind Stock Stores. Want Shows—25%.

MOXAHALA PARK

Rides Booked
For Space

TIM NOLAN

Phone: 5053R



WANT First Man on Wheel. Must know how to handle same up and down and be able to drive semi. Want legitimate Concessions. What have you? Walkerton, Ind., this week; then that big Labor Day at Elkhart, Ind.; Andrews, Ind., to follow, three big days on the street, Sept. 4th to 6th. Will book Kid Auto Ride for rest of season. No gypsies, drunks or flatties.

HARRY CRAIG HEART OF TEXAS SHOWS WANT

Cookhouse, sit down grab. Will book small independent shows with own transportation. Want general Ride Help of all kinds.
Milo, Oklahoma, now;
then per route.

WANTED for GROVEPORT, OHIO, CENTENNIAL

Aug. 30, Sept. 1, 2 and 3
On the streets. Want Concessions of all kind, including Bingo.
TIM NOLAN, Moxahala Park,
Zanesville, Ohio (Phone 5053R)

WANT TO BOOK SHOWS

No snake. Flat Ride. Stock Concessions. Concession Agents. All Fairs through October.

RAINES AMUSEMENTS

Ola, Arkansas, this week.

FOR SALE CHAIR-O-PLANE

Less than a year old, new type clutch, Allis-Chalmers motor, with V-belt. Cheap.

MADISON BROS.' SHOWS

Windsor, Ill., Aug. 25-28; Pana, Ill., Aug. 29-Sept. 1.

WANTED

Half and Half, good proposition. Also Inside Lecturer. Miss Alzora, wire. Both join up wire.

DANNY & BUDDY'S ALL-BELLE CART SIDE SHOW

c/o Johnny J. Denton Shows
Cumberland, Ky., this week, or as per route.

LABOR DAY CELEBRATION

with full fair program at Livingston County Fair
FOWLerville, MICH.

SEPTEMBER 1 TO 6

6 BIG DAYS — 2 BIG EVENTS IN 1 WITHOUT MOVING
SHOWS AND CONCESSIONS being booked for this date
Get in and get yours Labor Day and the whole week to follow.

EXTENSIVE PROGRAM Labor Day including:
Fireworks, Ball Games, Parades, Band Concerts, Veterans' Celebration,
Grand Stand Shows, Horse Shows, Racing, Band Contests, Games and
Prizes. But!—That Isn't All—

LOOK — FREE GATE — LOOK

Reserve space now—contact:

W. G. Wade Shows



UNIT NUMBER TWO

Rensselaer, Ind., this week
Branch County 4-H Free Fair (Coldwater, Mich.) follows Fowlerville.

PENN PREMIER SHOWS

world's cleanest midway

CAN PLACE WANTED CAN PLACE THE GREAT LEHIGHTON FAIR

September 1-6

Can place all kinds of legitimate Concessions, Eats and Drinks. Can place Monkey or Animal Show with or without equipment. Also any other Shows not conflicting. Brownie or Jimmie Frenzie, contact immediately if interested.

Address all mail and wires to
LLOYD D. SERFASS, Gen. Mgr.

Exeter, Pa.

HARRISON GREATER SHOWS

a clean modern midway

WANT

For South Boston, Va., Tobacco Festival, Sept. 1-6; Danville, Va., Sept. 8-12; Person Co. Fair, Roxboro, N. C., Sept. 13-18; with six more Fairs to follow.
Can place Concessions of all kind, no exclusive. Good opening for Frozen Custard, Candy Floss, Popcorn and Candy Apples. Earl Tilghuan wants Electrician's Helper; Elzie, answer. Agents for Slim Outfits. Slim Young wants Talker and Side Show Acts. Want Help on all Rides and Semi Drivers. Want capable Lot Man. Can place Girl Show with two or more Girls. Have complete outfit for Ranie. Will book any worth-while Fund Show. All mail and wires to
FRANK HARRISON, Owner; REID McDONALD, Bus. Manager
South Norfolk, Va., this week; then as per route

THE MIDWEST SHOWS

WANT FOR EASTERN IDAHO STATE FAIR, BLACKFOOT, IDAHO, SEPT. 9-13

On account of disappointment, one more Flat Ride. Can use few Stock Concessions. Albert Wells wants Agents. Foreman for new office owned Octopus.

Worland, Wyo., Fair, August 28-30; Ririe, Idaho, Fair, September 4-6;
Blackfoot, Idaho, Fair, September 9-13.

ED LUNDGREN

All replies as per route or P. O. Box 990, Blackfoot, Idaho.

JONES GREATER SHOWS

WANT

For Marshall County Fair, Moundsville, W. Va., week Sept. 1;
Pleasants County Fair, St. Marys, W. Va., week Sept. 8.

Shows—Can place Grind Shows except Monkey Shows.
Concessions—Want Arcade. Can place Hanky Panks of all kinds.
Help—Can place Ride Help. Want good Wheel Man. Friday
Roberson, wire or come on. Address

JONES GREATER SHOWS

Pennsboro, W. Va., this week.

NEW REGAL EXPOSITION SHOWS

WANT

Capable and reliable Ride Help who can drive semis. Dancers, with or without wardrobe, for Tiger Rose. Chorus Girls for Minstrel Show. Comedians, Straight Man, Musicians. Legitimate Concessions of all kinds, also Agents for Stock Concessions.

B. M. SCOTT

Marion, S. C., this week.

W. S. CURL SHOWS WANT RIDE HELP

Foreman for Chairplane, Help for Tilt-a-Whirl. Prefer men who can drive trucks and semis. Good salary and good treatment.

Address:

W. S. CURL

c/o Fair Grounds

Norwalk, Ohio

SCOTT LAMB

Denison, Texas

Diamond Jubilee

CAN PLACE AGENTS

For Roll-downs, Skillos, Razzle Dazzles and Hanky Panks for Denison, Texas, Sept. 1st thru 6th, on the Main Streets, with five bona fide Fairs to follow with the United Exposition Shows. Babe Emswiler, legal adjuster. We work. Wire quick to **SCOTT LAMB**, c/o Western Union, Denison, Texas.

Cudney Border State Shows

WANT

A few more Concessions, no X, for the following Fairs: Sapulpa, Okla., Sept. 3 to 5; Bristow, Okla., Sept. 9 to 12; Guthrie, Okla., Sept. 15 to 18. 3 other Fairs to follow, then the cotton country.

Beggs, Okla., week of 25.

Cumberland Valley Shows

WANT

Diggers for 7 more Fairs. Those who contacted me before get in touch. Can place a few more legitimate Concessions. Address mail and wires to **ELLIS WINTON**; Sparta, Tennessee, this week; Cookeville, Tennessee, next week.

WANT RIDE HELP

Man for Tilt-a-Whirl. Must know Ride and be able to get it up and down. Top salary. Do not misrepresent. Second Man and useful Ride Help on all Rides. Must drive.

BAKER UNITED SHOWS

MONTICELLO, INDIANA, this week.

BILL FRANKS

WANTS

Capable Advance Agent. Splendid proposition. Must know Georgia and have car. Wire:
BILL FRANKS, Macon, Ga.

SAM'S FUNLAND SHOWS

WANT

For Red Springs, N. C., Free Fair, this week; Roseboro, N. C., Legion Fair, week Sept. 1st. Can place any ten-cent Grind Store, also Bingo that works for Stock. Shows with own outfit, Rides that don't conflict with the five we have. Show out until Xmas.

WANT SET OF RIDES

To play 10 weeks, 5 on city lot celebrations, 5 fairs. No Concessions or Shows at any spot. For Sale—One 20x90 Top, up 3 times. Celebrations start Sept. 4th. Wire

E. A. PULLIUM

Western Union

Winston-Salem, N. C.

FOR SALE

Pony Ride, 11 Ponies and Track, now operating on show. Will book same. Reason for selling, no one to care for them right.

JOHN R. WARD SHOWS

Hopkinsville, Ky., this week.

FOR SALE

Wurlitzer Band Organ, style 146. Have "2" new, rebuilt, complete with Drums. Choice of either. Come and get it. Priced to sell.

JOHN A. WILSON

Lincoln Park

Chattanooga, Tenn.

WANT FOR ODON, INDIANA

Sept. 29, 30, Oct. 1, 2, 3 and 4

HARVEST FESTIVAL

during

INDIANA STATE FOX HUNTERS' ASSN. MEETING

6 Big Days at Odon City Park and Oval.

Sponsored By Lions' Club

EX. ON EVERYTHING

RIDES: Merry-Go-Round, Looper, Caterpillar. Any good new rides.
SHOWS: Girl Review, Monkey, Midget, Complete Side Show, Animal, Illusion, any Grind or Walk Thru.

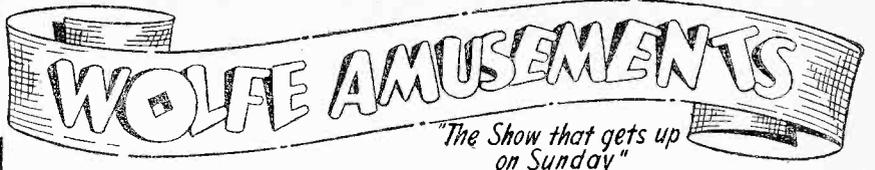
CONCESSIONS: Everything except Bingo. NEED GOOD COOK HOUSE.
PLENTY OF ADVERTISING AND FREE ENTERTAINMENT WILL PACK THE MIDWAY FOR 6 DAYS.

YOUR WINTER BANK ROLL IS HERE

WIRE IMMEDIATELY TO

JACK WINTERS

Odon Oval, Odon, Ind.



BEN WOLFE, Owner-Mgr.-Agent
 "PINKEY" EDGAR LOT "BLONDIE" MCKINNON LIGHTS JOHN S. LYTLE RIDES ERNIE SYLVESTER SEC.

BILL REED 5	POPCORN—APPLES ROY & IRENE HALSTEAD MR. & MRS. GOODENOUGH FLOSS
HANK & SKIPPY SONVELEY PEA POOL—BIG SIX FRANK HEARN LONG RANGE GALLERY	PINKY EDGAR BINGO
SHAVER PHOTOS—POND—PITCH	GARRISON SHORT RANGE GALLERY JUDGE & IRENE PAN GAME
HELEN MCKINNON —4— HIGH STRIKER	W. R. REED SLUM SPINDLE JOHN HOLLIS DARTS
SHROPSHIRE DINER	SYLVESTER & HALSTEAD —3—

FAIRS TO NOV. 8TH

ROUTE IN FULL TO CLOSING DAY, NOV. 8
 AUGUSTA, GA., SEPT. 1-13—(2 LOCATIONS); McCORMICK, S. C., SEPT. 15-20
 LINCOLN, GA., SEPT. 22-27; ABBEVILLE, S. C., SEPT. 29-OCT. 4
 WOODRUFF, S. C., OCT. 6-11; FOUNTAIN INN, S. C., OCT. 13-18
 GREENVILLE, S. C., COLORED FAIR, OCT. 20-25
 ANDERSON, S. C., COLORED FAIR, OCT. 27-NOV. 1
 LAVONIA, GA., TRI-COUNTY FAIR, NOV. 3-8

WANT TO JOIN AT AUGUSTA, GA. —2— LOCATIONS
 SEPT. 1-13
 ORGANIZED MINSTREL SHOW, WITH OR WITHOUT TOP. Anna Lee King, answer.
 ATTRACTIVE WILD LIFE SHOW. Blackie Glidden, answer.
 MECHANICAL SHOW OR FUN HOUSE. WILL BOOK A FLAT RIDE OR BUY FOR CASH:
 CAT, TILT OR OCTOPUS. NO EXCLUSIVE EXCEPT POPCORN, APPLES AND BINGO.
 WILL BOOK few Panks, Swinger, Basket Ball, Fish Pond, Bowling Alley, and any Legitimate
 Concession—Mitt Camps.
**FOR SALE—24-Seat Chairplane, new Red Seal Continental Motor, complete and ready to
 operate. This ride is in excellent condition. Reason for this sale: have two.
 THIS WEEK—WEST GREENVILLE, S. C.**

THE BIGGEST LABOR DAY DATE OF THE EAST SEPTEMBER 1-6
CAMBRIA COUNTY MAMMOTH FAIR
 EBENSBURG, PA.

Tremendous in 1946—Bigger and Better in 1947
THIS IS THE BIG ONE



**WANTED—Eating Stands, Grab Outfits, Custards, Candy Floss, Pop Corn, Potato Chips—any
 kind of Eating Stands.**
**WANTED—Novelties, Scales, Guess Your Age, all types Merchandise Concessions. All other
 Concessions wire, wire, wire.**
WANTED—Looper, Tilt, Octopus, Fly-o-Plane or any Ride that will not conflict.
WANTED—Fat Show, Hill Billy Show, or what have you?
WANTED—All types Cook House Help, come on.
WANTED—Ride Help of all types; those driving semis preferred.
 Wire—Wire—Wire
SAM E. PRELL, Prell's Broadway Shows
 Altoona, Pa., week Aug. 25-30; then as per route.

FOR SALE

Notice, Show People

Used two weeks, lighting system mounted on 22-foot Fruehauf van, 1 25 K. V. A. Le Roi and 1 1/2 K. V. A. Installed complete with cables and switches. Priced to sell. Small down payment and balance on time.

R. C. GROOMS

1039 Western Ave., South Bend, Indiana.

Ph.: 2-1222

BERTHA BERT WANTS

Side Show people, Musical and Novelty Acts, Inside Lecturer that does act. Top salary. People I know, wire me care Morris Hannum Show, Flemington, N. J., this week or per route.

OHIO VALLEY SHOWS

WANT FOR MARKLE, INDIANA, FALL FESTIVAL AND STREET FAIR, SEPT. 3-4-5-6

Thousands of tomato pickers now camped here. Want Stock Concessions, Ball Games, Mouse, Pan Game, Cotton Candy, Apples and Shooting Gallery. Will book Merry-Go-Round, Pony Ride or Kiddie Ride.

ROXIE HARRIS

c/o Wehrley's Park, Bath Lake, Indiana

WANT CONCESSIONS OF ALL KINDS

PRINCETON, IND., Sunday, Aug. 31, and LABOR DAY; followed by OHIO COUNTY FAIR, HARTFORD, KY., Tuesday, Sept. 2, to Saturday, Sept. 6. DAY AND NIGHT.
 Can place Stock and Slum Concessions of all kind. Shows with own outfits. Then a long season south starting at Monroe County Fair, Madisonville, Tenn., and Georgia Fairs until Thanksgiving.

All Wire C. C. GROSCURTH

BLUE GRASS STATE SHOWS

ORLEANS, IND., ALL THIS WEEK; THEN AS PER ROUTE.

WANT TO BUY FOR CASH KIDDIE AUTO RIDE AND MERRY-GO-ROUND

In good condition, with or without transportation, or will book for balance of season. Want Wheel Foreman to join on wire, good salary in cash, good treatment. Can book a few mere Stock Concessions. Merle Patriot wants Agents for Stock Stores. Would like to hear from nice Free Act. No gate. No grift.

WASON AMUSEMENTS
 CULPEPER, VIRGINIA

THE JOLLY SHOWS

WANT TO BOOK RIDES

Merry-Go-Round, Spitfire or any other Flat Ride. Show carries 4 office-owned Rides. Agents who will work and stay sober. Other useful Carnival People, come on. If you drink, stay away. Want one or two clean Shows. Middleburg, Va., Labor Day week. We have the Charles County Fair fence to fence. It's all red.

BILL ENFANTE—JACK ROBINSON

2235 FIRST ST., N. W.

WASHINGTON 1, D. C.

FLASHY PLASTER LOWEST PRICES

LARGE (Asst.), \$18.50 PER 100; MEDIUM (Asst.), \$10.00 PER 100.
 PIN-UP GIRLS (Asst.), \$15.00 PER 100.
 25% Cash With Orders, Balance C. O. D.

Write or **BOTTO NOVELTY PLASTER CO.** ACT
 Wire 3032 WALTON PLACE ST. LOUIS 15, MO. NOW!

HETH EXPOSITION SHOWS

NEW LONDON, MO., BIG STREET CELEBRATION, THIS WEEK; THEN BOONE COUNTY FAIR, COLUMBIA, MO., AUG. 21-SEPT. 6.

WANT Octopus, Tilt-a-Whirl with own transportation for balance of season. CONCESSIONS—Swinging Ball, Razzle Dazzles, Brazilian Boards, Buckets, Set Games or Grind Stores of all kinds. Want neatly framed Mitt Camp. SHOWS—Girl Show or any Grind Shows. Show will stay out until Thanksgiving. Address:

BOB HETH, Mgr., New London, Mo., this week; Columbia, Mo., Aug. 31-Sept. 6.

BOOMERANG

Unlimited Capacity — Repeater — Thriller
 Write for Catalogue

U. S. RIDING DEVICES CORP.

293 Junius Street

Brooklyn 12, New York

WANTED

Colored Musicians and Colored Girls. Drummer with Drums, Trombone, Trumpet, good Comedian. Happy Jack, tickets came back; wire me. Long season. Salary each nite. Free board and sleeping. Wire

JOHNNY B. WILLIAMS
DAILEY BROS.' CIRCUS

SISTERSVILLE, W. VA.

SAMMY EPPLE

WANTS WHEEL AGENT

and Outside, with Heart of Texas Shows, Marlow, Okla., Fair, this week; Enid and Stillwater Fairs to follow.

BINGO WANTED

Must be high class and in keeping with a show our size. Join now.

Lawrence Greaser Shows

Fredericksburg, Va., next week; Annapolis, Md., now.

ROGERS & POWELL

WANT

One more major ride, Shows with own outfit. Have room for few Stock Chances, also Pan Game. Will give extra good proposition to Bingo—must have one for following Fairs. Can use 2 or 3 more other Cos. Covington Co. Fair; Mendonville, Simpson Co. Fair; Newton State Dairy Show; Prentiss Tri-County Fair; Forest Negro Fair; Lucedale, George Co. Fair; Canton, Madison Co. Fair; all Mississippi. Come on, will place you at reasonable price.

ROGERS & POWELL
Decatur, Miss., this week; then as per route.

Carnival Routes

Send to

2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Salina, Kan.
All-American Am. Co.: Oswego, Kan.; Louisville Sept. 1-2.
All-Dixie Am. Co.: Asburn, Ga.
American United: Boise, Idaho; Lewiston Sept. 1-6.
A. M. P.: (Fair) Galax, Va.
Anderson Greater: Franklin, Ky.
Badger State: Austin, Minn., 29-Sept. 1.
Baker United: Monticello, Ind.
Barkoot Bros.: Litchfield, Mich.; Wayland Sept. 4-6.
Beam's Attrs.: Indiana, Pa.; Meyersdale Sept. 1-6.
Bee's Old Reliable: (Fair) Glasgow, Ky.; (Fair) Waverly, Tenn., Sept. 1-6.
Bell & Vinson: (Fair) Mazon, Ill., 29-Sept. 1; (Fair) Sandwich Sept. 2-7.
Bernard & Barry: Sanna, Ont., Can., 25-28.
Blue Grass State: Orleans, Ind.; (Fair) Hartford, Ky., Sept. 1-6.
Blue Ribbon: Madisonville, Ky.; Springfield, Tenn., 1-6.
Bohn & Sons United: Milan, Mo.; Greencastle Sept. 1-6.
Boone Valley: Manson, Ia., 28-30.
B. & C. Expo.: (Fair) Rochester, N. Y., 25-Sept. 1; Auburn Sept. 2-7.
B. & H.: Latta, S. C.
B. & V.: (Fair) Greenbelt, N. Y., 25-29; (Fair) Brookfield 31-Sept. 4.
Brewer United: Fairfield, Tex.
Brodbeck & Schrader: (Fair) Stockton, Kan.; (Fair) Clay Center Sept. 2-6.
Bright Lights Expo.: Charles Town, W. Va.; (Fair) Luray, Va., Sept. 1-6.
Brodbeck: Hardtner, Kan.; Caldwell Sept. 1-6.
Brownie Am. Co.: (Fair) Stockville, Neb.; (Fair) Smith Center, Kan., Sept. 1-2.
Buck, O. C.: (Fair) Little Valley, N. Y.
Buffalo Shows: Deigeville, N. Y., 25-29.
Bullock Am. Co.: Ansted, W. Va.; Burnwell Sept. 1-6.
Burdick Greater: San Angelo, Tex.; (Fair) Hallettsville Sept. 1-6.
California: Healdsburg, Calif.
Capell Bros.: Winita, Okla.
Capital City: (Fair) Scottsville, Ky.; (Fair) Russellville Sept. 1-6.
Caravelle Am.: Bladensburg, Pa.
Carr, Lawrence: Naugatuck, Conn.
Casey, E. J., No. 1: (Fair) Emd, Ont., Can., 25-27; (Fair) Rainy River 28-30; Red Lake Sept. 1-3; (Fair) Dryden 5-6.
Casey, E. J., No. 3: Elmira, Ont., Can., 29-Sept. 1; (Fair) Chesterfield Sept. 3-4.
Cavalcade of Amusements: Paducah, Ky., 26-Sept. 3; Louisville 7-13.

Central States, No. 1: Hanover, Kan., 25-27; Lincoln 28-30; Chapman Sept. 1; (Fair) Beloit 2-5.
Central States, No. 2: McCook, Neb., 27-29; Concordia, Kan., Sept. 1; (Fair) Beloit Sept. 2-5.
Cetlin & Wilson: (State Fair) Indianapolis, Ind., 28-Sept. 5.
Cherokee Am. Co.: (Fair) Ottawa, Kan., 25-28.
Coastal Plain: Fairmont, N. C.
Cobleman Bros.: Altamont, N. Y.
Collins, William T.: (Fair) Mason City, Ia., 28-Sept. 1; (Fair) Marshall, Minn., 2-6.
Continental: (Fair) Westport, W. Y., 26-29; (Fair) Boonville Sept. 1-6.
County Fair: (Fair) Aurora, Neb., 25-28; Wolbach 31-Sept. 2.
C. P. United: Thomas, Okla.; (Fair) Hinton Sept. 1-6.
Crafts Expo.: Sacramento, Calif., 28-Sept. 7.
Craig, Harry: Marlow, Okla., Enid Sept. 1-6.
Crandell's Midway: Crofton, Ky.; Eddyville Sept. 1-6.
Crescent Am. Co.: Asheville, N. C.; (Fair) Mt. Airy Sept. 1-6.
Crescent Canadian: Prince Rupert, B. C., Can., 25-Sept. 1; Terrace 2; Smithers 3-4; Vanderhoof 5-6.
Crystal Expo.: (Fair) Pincastle, Va.; (Fair) New Castle Sept. 1-6.
Cudney Border State: Beggs, Okla.; Sapulpa Sept. 3-5.
Cumberland Valley: (Fair) Sparta, Tenn.; (Fair) Cookeville Sept. 1-6.
Cunningham's: Bellaire, O.; Toronto Sept. 1-6.
Curl, W. S.: Norwalk, O.
D. Luxe: Orange, Mass., 26-Sept. 1; Wilson, Conn., 4-13.
Dennis Bros.: Selling, Okla.
Denton, Johnny J.: Cumberland, Ky.; (Fair) Wise, Va., Sept. 1-6.
Dickson United: Apache, Okla.
Dobson's United, No. 2: Baraboo, Wis., 26-29; Ridgeland Sept. 1; Ellsworth 2-5.
Douglas Greater: Eugene, Ore.
Down River Am. Co.: River Rouge, Mich., 25-Sept. 1.
D. & P.: Kingston, Pa.
Dudley, D. S.: Roaring Springs, Tex.
Dumont: Penns Grove, N. J.
Dupree, Jimmie: Conono, N. M., 26-31.
Dyer's Greater: (Fair) National, Ia., 25-29; (Fair) Mineral Point, Wis., 29-Sept. 1; (Fair) Lancaster 3-7.
Eddie's Expo.: Stoneboro, Pa.
Elliott, L. W. Am. Co.: Lyons, Ind., 27-30.
Elliott United: Elkhorn, Wis., 29-Sept. 1; Bloomington 5-7.
Eddy Bros.: Washington, D. C.; Staunton, Va., Sept. 1-6.
Evans United: Hawleyville, Ia. (P. O. Clarinda), 26-28; Mercer, Mo., 30-Sept. 1.
Exposition at Home: Buena Vista, Va.; Blacksburg 1-6.
Fennis Rides & Shows: (Fair) Watertown, N. Y.
Fiddler's United: Elgin, Ill., 28-Sept. 1.
Fleming, Mad Cody: Lawrenceville, Ga.; (Fair) Blue Ridge Sept. 1-6.
Florida Am. Co.: Ashburn, Ga.
Franklin, Don: (Fair) Boerne, Tex., 26-31; (Fair) Floresville Sept. 2-6.
Francis, John: Plymouth, Wis., 26-Sept. 1; Mount Horeb 4-8.
Fred's Am. Co.: Middletown, Ind.
Frear's United: Albany, Mo.
Garden State: (Fair) Hatfield, Pa., 25-Sept. 1; Lebanon 3-6.
Gem Carnival: Trenton, Mo.
Gem City: (Fair) Manitowoc, Wis., 26-Sept. 1; (Fair) Beaver Dam 3-7.
Gentsch, J. A.: Greenwood, Miss.
Gielow, Art. Rides: (Fair) Galesville, Wis., 27-Sept. 1.
Gold Medal: (Fair) Aledo, Ill.; Kentland, Ind., Sept. 1-5.
Gold Bond: (Fair) Athens, Wis., 26-28; (Fair) Chilton 29-Sept. 1.
Golden Gate: Lewisport, Ky.
Golden West: (Fair) McArthur, Calif., 29-Sept. 1; (Fair) Cedarville 5-7.
Gooding Greater: (Fair) Jackson, Mich.
Gooding Am. Co., No. 1: (State Fair) Columbus, O.
Gooding American Expo.: (State Fair) Detroit, Mich.
Gooding Am. Co., No. 2: (State Fair) Columbus, O.
Gooding Park Attrs.: (Fair) Burton, O.
Gooding Am. Co., No. 3: (Fair) Napoleon, O.
Gooding Am. Co., No. 4: (Fair) Charlotte, Mich.
Gooding Am. Co., No. 5: (State Fair) Detroit, Mich.
Granite State: Canaan, N. H., 26-28; Contoocook 31-Sept. 2.
Greater Sinton: Murphysboro, Ill.
Greater Rainbow: (Fair) Seward, Neb., 25-27.
Greater United: Hillsboro, Tex.
Greer Greater: St. Martinsville, La.
Gulf Coast: Marshfield, Mo.
Hale's, Kearney, Neb., 25-29; Schuyler 30-Sept. 1; Olathe, Kan., 5-6.
Hames, Bill: Sherman, Tex.
Hammond's Pla-Park: Ft. Worth, Tex., Sept. 3-7.
Hannum, Morris: (Fair) Flemington, N. J., 25-Sept. 1.
Harrison Greater: South Norfolk, Va.
Happy Attrs.: Perryville, O., 27-30; Bellefontaine, Sept. 1-6.
Happyland: Traverse City, Mich.
Hartssock Bros.: Shelbyville, Mo., 28-30; Lewis-ton Sept. 3-6.
Hennies Bros.: (State Fair) Des Moines, Ia.; (State Fair) Lincoln, Neb., Sept. 1-6.
Henson, J. L.: Cornelia, Ga.; Lavonia Sept. 1-6.
Heth, L. J.: (Fair) Dickson, Tenn.; Oneida, Sept. 1-6.
Heth Expo.: New London, Mo.; Columbia Sept. 1-6.
Hill's Greater: Lexington, Neb.; Iola, Kan., Sept. 1-6.
Home State: Caledonia, Minn.
Hottle, Buff: Gallatin, Tenn.
Howard Bros.: (Fair) Caldwell, O., 25-29; (Fair) Marietta 31-Sept. 3; (Fair) St. Clairsville 4-6.
H. M. G.: Jasper, Ind.
Imperial Shows: Delavan, Ill., 25-28.
International: (Fair) Parker, S. D., 25-27; Coffeyville, Kan., Sept. 1-6.
Jackson Am. Co.: Fairmont, N. C.
Jayhawk Am. Co.: Overbrook, Kan.
Johnny's United: Danville, Ind.; Brazil Sept. 1-8.
Jaillet & Grant Am. Co.: Bessmer, Pa., 26-Sept. 1.
Jolly: West Lamham Hills, Md.; Middleburg, Va., Sept. 1-6.

Circus Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: Parsons, Kan., 27; Pittsburg 28; Joplin, Mo., 29; Carthage 30; Springfield Sept. 1; Monett 2.
Beatty, Clyde: Shreveport, La., 26-27; Monroe 28; Camden, Ark., 29; Hot Springs 30.
Cole Bros.: McAlester, Okla., 26; Denison, Tex., 27; Paris 28; Texarkana 29; Natchitoches, La., 30; Alexandria Sept. 1; Lake Charles 2; Crowley 3; Lafayette 4; Opelousas 5; New Orleans 6-8.
Cole, James M.: Roanoke, Va., 26; Buena Vista 27; Charlottesville 28; Warrenton 29; Leesburg 30.
Dailey Bros.: Washington, Pa., 26; Moundsville, W. Va., 27; Fairmont 28; Clarksburg 29; Sistersville 30.
DeWayne Bros.: Port Bragg, Calif., 28; Willetts 29; Ukiah 30; Lakeport 31; Healdsburg Sept. 1; Petaluma 2.
Flamante: Tracy, Calif., 26; Hollister 27-28; Gilroy 29-30; San Juan Bautista 31; Sacramento Sept. 1-2.
Gainesville Community: Gainesville, Tex., 2; Port Worth 4-6; Ranger 11.
Gould, Jay: Pekin, Ill., 27-28; Chillicothe 29-30; Grand Ridge 31-Sept. 1; Alpha 2-3; Abingdon 4-6.
Gran Circo Americano: Ipiates, Colombia 29-Sept. 1; Quito, Ecuador, 2-20.
Hunt Bros.: Chestertown, Md., 28.
Jones, Al, Rodeo & Circus: (Fair) Burton, O., 29-Sept. 1; (Fair) Strathroy, Ont., Can., 8-10.
King Bros.: Camden, S. C., 26; Florence 27; Sumter 28; Orangeburg 29; Charleston 30; Savannah, Ga., Sept. 1.
Kelly, Al G., & Miller Bros.: Bloomer, Wis., 26; Medford 27; Neillsville 28; Wisconsin Rapids 29; Adams 30.
Mills Bros.: Topeka, Kan., 26; Atchison 27; St. Joseph, Mo., 28; Kansas City, Kan., 29-30; Ottawa Sept. 1; Kansas City, Mo., 2-3; Sedalia 4; Jefferson City 5; Eldon 6.
Polack Bros. (Eastern): Scottsbluff, Neb., 26; (Lincoln Park Stadium) Grand Junction, Colo., 29-31.
Polack Bros. (Western): (Ice Arena) Seattle, Wash., 29-Sept. 7.
Ringling Bros. and Barnum & Bailey: Kansas City, Mo., 26; Manhattan, Kan., 27; Hutchinson 28; Great Bend 29; Dodge City 30; Denver, Colo., Sept. 1-3; Colorado Springs 4; Pueblo 5; Trinidad 6.
Sparks: Kelowna, B. C., Can., 26; Vernon 27; Kamloops 28; Chilliwack 29; Burnaby 30; Bellingham, Wash., 31-Sept. 1.
Stevens Bros.: Boyden, Ia., 28; Canton, S. D., 29; Dell Rapids 30.

Misc. Routes

Send to

2160 Patterson St., Cincinnati 22, O.

Banshee, Dr. Ogre, Chasm of Spasms (Paramount) Casa Grande, Ariz., Sept. 1; (San Carlos) Coolidge 2; (Gila) Safford 4; (Azteca) Phoenix 5-6.
Dwyer & Kopf Stage Show: Waterville, Me., 27-29.
Fun Frolic Revue (Seaside Inn) Ocean City, Md., 25-Sept. 2.
Miller's, Irvin C., Brown-Skin Models (Roxy) Concord, N. C., 28-29; Charlotte 30-Sept. 1.
Plunkett's Stage Show: Madrid, Neb., 25-27; Grant 28-30.
Remfry Valley Folks: Colonial Beach, Va., 27; Tappahannock 28; West Point 29; Smithfield 30; Newport News Sept. 1-2; Portsmouth 3-4.
Slout Players Tent Show: Monticello, Ill., 25-30.
Saddler, Harley, Show: Littlefield, Tex., 25-27; Muleshoe 28-30.
World-Wide Animal Exhibit: Nevada, Ia., 27-28; Marshalltown 29-31.
Woods Stage Show: Gause, Tex., 25-27; Thrall 28-30.

Jones Greater: Pennsboro, W. Va.
Jones, Johnny J., Expo.: (Fair) Jefferson Barracks Park, St. Louis, Mo., 25-Sept. 1.
Joyland Midway: Croswell, Mich.
Kaus, W. C.: Farmville, N. C.; (Fair) Leaksville Sept. 1-6.
Ken-Penn Am. Co.: Leechburg, Pa.; (Fair) Ford City Sept. 1-6.
Kilgore: (Fair) Richardson, Tex.
Kirkwood, Joseph J.: Danville, Va.; Louisville, N. C., Sept. 1-6.
Lake City Expo.: Guthrie, Ky.
Lamb, L. B.: Dougherty, Ia., 23-24; Dayton 30-Sept. 1.
Lawrence Greater: Annapolis, Md.
Lee United: Lakeview, Mich., 26-27; Winn 29-30; Farwell Sept. 1.
Leerlight, J. R.: (Fair) Imperial, Neb., 25-27; (Fair) Kimball 28-30.
Leisure Am. Co.: (Fair) Grundy, Va.
Long's United: Grants Pass, Ore., 25-31.
Lottidge, Harry: Hinton, W. Va.; (Fair) Pearisburg, Va., Sept. 1-6.
McBride Bros.: Mebane, N. O.
McCall's: Cecilia, Ga.
McKee, John: Kingston Mines, Ill., 25-Sept. 1.
Madison Bros.: Windsor, Ill., 25-28; Pana 29-Sept. 3.
Magic Valley Am. Co.: Florence, Colo.
Maine Am.: (Fair) Springfield, Me., 30-Sept. 1; (Fair) Guilford 6.
Magic Empire: Sturgis, Ky.
Majestic Greater: (Fair) Marne, Mich.
Manning, Ross: Blue Hill, Me.
(See Carnival Routes on page 78)

ANOTHER OUTSTANDING VALUE!

TABLE LAMP

Glass Base, 16 in. high, complete with nickel plated push thru socket and cord. Cellophane wrapped, Braid Trim Scenic Shade.

No. 5304 (in doz. lots) .90 ea.

Write for Catalog No. 222

CONTINENTAL DISTRIBUTING CO.

822 N. Third St.

Milwaukee 3, Wis.

BEACON BLANKETS

ONE CASE OR A CARLOAD PLACE YOUR ORDER NOW

	Case Lots of 30	Each	Less Than Case Lots Each
No. 140 Toba Indian Hemmed Edge	Size 60x80	\$2.50	\$2.60
No. 144 Midway Plaid Hemmed Edge	Size 60x80	2.50	2.60
No. 145 Magnet Plaid Bound Edge	Size 66x80	3.15	3.25
No. 146 Mingo Indian Bound Edge	Size 66x80	3.15	3.25
No. 141 Curlew Plaid Bound Edge	Size 72x84	3.75	3.85
No. 142 Wigwam Indian Bound Edge	Size 72x84	3.75	3.85
No. 154 Curlew Plaid Hemmed Edge	Size 72x84	3.25	3.35
No. 155 Wigwam Indian Hemmed Edge	Size 72x84	3.25	3.35

Our 1947 catalog is ready. Write for your copy. State business.

NEW LOW PRICES ON BALLOONS. COMPLETE LINE OF PREMIUM MERCHANDISE.

WISCONSIN DELUXE COMPANY 1902 NO. THIRD ST. MILWAUKEE 12, WIS.

STEVENS BROS.' CIRCUS

—WANTS—

Concession men, Legal Adjuster, Harry Lamon, Geo. Hanlon, answer; Dancing Girls, Half and Half, Jackie and Buddy, answer; elephant men, cage men, clowns. Will book Penny-Pitch, Ball Games, Grease Outfit, Candy Apples. Long season. Wire Boyden, Iowa; Aug. 28; Canton, S. D., Aug. 29; Dell Rapids, S. D., Aug. 30

MUSICIANS WANTED FOR KING BROS.' CIRCUS

Two Trumpets, Trombone and Bass. Top union scale, meals and berth furnished. Address: A. LEE HICKLEY, Band Leader, Sumter, S. C., Aug. 28; Orangeburg, 29; Charleston, 30, and Savannah, Ga., Sept. 7.

BULLOCK AMUSEMENT CO.

lean entertainment for the whole family

WANTS

Cook House or Grab Joint that can serve short orders, to join immediately. Can place legitimate Concessions of all kinds except Bingo and Popcorn; business good. Hanky Panks work for a quarter. Want Ride Help that can drive semis. No racket, no drunks tolerated.

Ansted, W. Va., this week;

Burnwell, W. Va., week September 1.

JOHNNY U. DENTON SHOWS

Cumberland, Ky., this week; Wise County Fair, Wise, Va., to follow.

12 more Big Fairs to go.

Special Labor Day Celebration at Wise, Va.

CONCESSIONS: Can place all legitimate concessions. Will sell "X" on Candy Apples, Jewelry, String Games, Blowers, Basket Ball and French Fries.

RIDES: Want Foreman for Roll-o-Plane and Ferris Wheel. Joe Duncan will pay cash for Little Beauty Merry-Go-Round.

SHOWS: Will book any show with own equipment. James Ayers can place Colored Musicians and Chorus Girls for Minstrel Show.

Little Kentuc wants Griddle Man and Penny Pitch and Ball Game Agents. Lee Maynard, wire. Bob Robinson wants Agents for Bingo, Six Cat and Ball Games.

All wire Cumberland, Ky., this week.

BRIGHT LIGHTS EXPOSITION SHOWS

World's Brightest Midway

PAGE COUNTY FAIR, Luray, Va., week Sept. 1

Six Days and Nights—Rocky Mount, Va., Fair, Week Sept. 8th—Day and Night.

Place Rides not conflicting. Place one more Show. Good opening for Minstrel Show, have complete outfit. Place legitimate Concessions of all kinds. Place Scale and Age Agent, Spit-Fire Foreman. This show will stay out till last week in November. Write or wire

JOHN GECOMA or L. C. HECK

Charles Town, Jefferson County, West Virginia, this week.

GEORGE CLYDE SMITH SHOWS

Want for the Following Fairs and Celebrations

Firemen's Celebration, Patton, Pa., Week of Sept. 1; Firemen's Celebration, Duncansville, Pa., Week of Sept. 8; Farmville, Va., Five-County Fair, Week of Sept. 22; Henderson, N. C., Colored Fair, Week of Oct. 12; Tidewater Colored Fair, Suffolk, Va., Week of Oct. 21.

Want Ball Games, Duck Pond, Scales, Fish Pond, Cigarette Shooting Gallery, Hoop-la, Pitch-Till-U-Win, Slum Spindle, Penny Arcade.

Want Girl Show, Monkey Show, Half and Half, Wild Life.

Want Ferris Wheel and Octopus Foremen. All replies

GEORGE CLYDE SMITH SHOWS

Brockway, Pa., this week; Patton, Pa., next week.

John R. WARD'S SHOWS

AMERICA'S NEWEST and FINEST RAILROAD SHOW

Billposter (Benefield, wire), Tractor Driver Mechanic, Welder and Train Helper. Want Whip Foreman and other good, reliable Ride Men. Want first-class Hillbilly Show; have new outfit. Also Monkey Show and Fat Show. Want Girls for Girl Revue, do specialties and chorus; top salaries paid from office. Also Boss Carvasman for Girl Revue. Want Operators for two Photo Galleries. Place Stock Concessions. Grant Chandlers, wire me.

Hopkinsville, Ky., this week; Fairs Mississppi, Louisiana, Arkansas till November 15.

MIGHTY PAGE SHOWS

LAST CALL FOR MARTINSVILLE, VA., FAIR

AUGUST 30TH THROUGH SEPTEMBER 6TH

Booking all Concessions for Martinsville and balance of season. Good route of Fairs. Following people get in touch: Fred Schille, Dallas Duncan. Book any Shows and Rides not conflicting. Following people get in touch with Pocket Book Harris: Day Bread Jr., Stella Walker, Helen Richardson, Edna Mae Whittider, Jack and Annie Bell Bates. All replies to MIGHTY PAGE SHOWS, MARTINSVILLE, VA.

SHOW AND CONCESSION MIDWAY SPACE

Now being sold for
KALAMAZOO COUNTY FREE FAIR
Michigan's Second Largest Free Fair
SEPTEMBER 22 TO 27
Write or Wire Now!

W.G. WADE SHOWS

Bad Axe, Mich., this week.

WANT CONCESSIONS FOR THE GREAT LEHIGHTON FAIR

Opens Labor Day. Can place legitimate Concessions. No racket. Have choice space for any legitimate Concession. Wire or come on.

CARL H. BARLOW

Lehighton Hotel, Lehighton, Pa.

PINE STATE SHOWS

WANT FOR CANTON, GA., MID-SUMMER FESTIVAL

Concessions—Age, Scales, Clothes Pins, Pitch Till You Win, Fish Pond. A few Percentage if you have Stock Store. One Skillo Agent, one Razzle Dazzle. Will book Rides and Shows not conflicting; with what we have for balance of season. Ride Men that drive Semis given preference. Top salary for first-class Wheel Man. Out all winter in Georgia, Alabama and Florida. Rusty McNutt, wire.

JEAN CARUSO, MGR., CANTON, GA., THIS WEEK.

Morris Hannum Shows

A tradition at Veterans Conventions

WANT EXPERIENCED CARNIVAL ELECTRICIAN

\$50.00 a week and \$51.00 cut-ins a week guaranteed. More if you care to handle four towers. No time for letters, wire and come on.
FLEMINGTON, N. J., FAIR NOW

FRED'S AMUSEMENTS

WANT

WANT

WANT

Have opening for Stock Concessions. All Hanky Panks, \$17.50. Will book or buy any Rides not conflicting with what we have. Especially want Kid Rides. Want Shows of all kinds. Want Candy Apples, Candy Floss. Want Girl Agent for Ball Game and Pitch Till Win. Going south this fall.

FRED TROSPER, Owner
MIDDLETOWN, IND.

J. J. PAGE EXPOSITION SHOWS

CAN PLACE

For RUTHERFORD COUNTY FAIR, Murfreesboro, Tenn., this week, followed by LEWIS COUNTY FAIR, Hohenwald, Tenn., and a long line of fairs

Musicians and Performers for colored Minstrel Show, Side Show Acts, Magician that can pitch and lecture, Tattooer and Ticket Sellers for second openings.

CAN PLACE legitimate Concessions of all kinds.

WANT: Hanky Pank Agents.

WANTED: FIRST CLASS RIDE HELP FOR ALL RIDES.

WANTED AT ONCE: A-1 GENERAL AGENT THAT KNOWS THE SOUTH. Prefer one with car.

Will give liberal proposition to one or more Kiddie Rides with own transportation.

NOTE: Fred C. Boswell, legal adjuster and manager. Everybody address J. J. PAGE SHOWS

Murfreesboro, Tennessee.

P.S.: D. D. Hale is no longer connected with this show.

ICE CREAM OR CUSTARD

Exclusive privilege available for

ALPENA COUNTY FREE FAIR

SEPTEMBER 1 TO 6

And balance of solid Fair route to follow. Can also place legitimate Concessions.

W. G. WADE Shows

Bad Axe, Mich., this week; Emmett Co. Fair (Petoskey, Mich.) follows Alpena. P.S.: We are now reserving space for the Kalamazoo Free Fair, Sept. 22 to 27. Secure yours now!

LAWRENCE CARR SHOWS

WANT FOR LEWISTON, ME., STATE FAIR

Eating and Drinking Stands, Concessions of all kind. Girl Show Operator with Girls.

Naugatuck, Conn., this week.

WANTED

For Clintwood, Va., Fair, Sept. 3-6; Spencer, Tenn., Fair to follow.

Concessions that work for Stock, Jewelry, High Striker, Eating and Drinking Stand. SHOWS—Any Show of merit not conflicting with Snake Show, Animal, Side Show, Class House and Girl Show. Need Acts for Side Show. RIDES—Need Flat Rides for this spot and the balance of season. Harry McClain, if not satisfied get in touch.

C. A. STEPHENS SHOW

FOR SALE

7-Tub Tilt in A-1 condition, completely rebuilt this year with International power unit, rebuilt July 4, \$3750.00. Transportation for same. 1 International D40 Tractor with new K.B. 7 motor, one week old, and 28-Ft. Nabors Semi, \$2000.00. One 1941 Chev. Tractor with new motor in June, with 26-Ft. Nabors Trailer, \$1800.00. or will sell complete with transportation for \$7200.00. Can be seen operating at Dayton, Iowa, Aug. 30-31-Sept. 1, and Mowbray, Iowa, Sept. 3-4-5-6.

L. B. LAMB SHOWS

P.S.: Can use Rifle Men that drive for long season south. NO DRUNKS.

OLSON'S GREATER SHOWS

Want Concessions of all kinds, such as Clothes Pins, Hoop-La, Ball Games, Fish Pond, String Games, Diggers and Side Shows. Play big Tri-County Fair at Wishek, N. D., Sept. 1-2-3, and nine more Fall Celebrations to follow. All good spots and everything can operate. Come right in to Wishek.

Strasburg, N. D., Aug. 29-30; Wishek, N. D., Sept. 1-2-3.

AMERICAN LEGION BEACH PARK

BILOXI, MISSISSIPPI

OPEN SEVEN DAYS PER WEEK ALL YEAR AROUND

Want Rides—Ferris Wheel, Tilt-a-Whirl and one other Flat Ride. Want Concessions—String Games, Pitch Tilt You Win, Cigarette Gallery, Country Store, Pan Games and Voice Recording Machine. Want Agents for Pea Pool, Pan Game, Penny Pitch and Ball Games. All replies to

MANAGER, 631 WEST BEACH ST., BILOXI, MISSISSIPPI (PHONE 616).

CARNIVAL ROUTES

(Continued from page 76)

Marks, John H.: (Fair) Charleston, W. Va., 25-Sept. 6.
 Marion Greater: Lake City, S. C.
 Martin, Billie C.: (Fair) Trenton, Mo.; (Fair) Unionville Sept. 2-5.
 Merit: (Fair) Windsor, Me., 29-Sept. 1.
 Merriam & Robinson: Greene, Ia., 27-28; (Fair) Postville 29-Sept. 1; (Fair) Sibley 2-5.
 Midwestern Expo.: (Fair) Columbus, Neb., 25-Midway of Mirth: Georgetown, Ill.
 Midwest: (Fair) Worland, Wyo., 28-31.
 Mighty Monarch: Willacoochee, Ga.
 Mighty Hoosier State: Austin, Ind.
 Mighty Van Dyke: Richmond, Va.
 Meeker's: Ellensburg, Wash., 27-Sept. 1.
 Merry Midway Attrs.: Attica, Ind.; Potomac, Ill., Sept. 1-6.
 Mighty Page: Greensville, Tenn.; (Fair) Martinsville, Va., Sept. 1-6.
 Mimic World: Arcadia, La.
 Model Shows, Inc.: Carthage, Ill.
 Model Shows of Canada: Valleyfield, Que., Can.
 Modernistic: Princess Anne, Md., 29; (Fair) Neigh 30-Sept. 2.
 Moore's Modern: Newton, Ill.
 Mound City: Jackson, Mo.
 Mountain State: Clay, W. Va.
 Northern Expo.: Miles City, Mont., 28-30.
 Nolan, Larry: Cimarron, Kan., 25-29; Syracuse 30-Sept. 1.
 New England Am. Co.: North Brookfield, Mass.; Keene, N. H., Sept. 1-6.
 Olson's Greater: Strasburg, N. D., 29-30; Wishek Sept. 1-3.
 Omar's Greater: Mountain View, Okla.
 Page Bros.: Donelson, Tenn.
 Page, J. J.: (Fair) Murfreesboro, Tenn.
 Paramount Expo.: (Fair) Huntingdon, Pa.
 Parada: Garnett, Kan.
 Parris & McIntyre: Heath Springs, S. C.
 Paul's Am. Co.: Mountain Grove, Mo.
 Peach State: Morven, Ga.
 Penn Premier: Exeter, Pa.; (Fair) Lehighton, Pa., Sept. 1-6.
 Peppers All-State: Richlands, Va.; Erwin, Tenn., Sept. 1-6.
 Pike Am.: Piedmont, Mo.; Ellington Sept. 1-6.
 Pine State: Canton, Ga.
 Pearl City Rides: Lanark, Ill.
 Peerless Celebration Am.: Roaring Springs, Pa.; Mt. Union Sept. 1-6.
 Powelson Greater: Newcomerstown, O., 27-30; Coshocton Sept. 1.
 Priddy: Port Lavaca, Tex., 25-31; Gonzales Sept. 2-7.
 Pike Am. Co.: (Fair) Piedmont, Mo.; (Fair) Ellington Sept. 3-6.
 Playtime: Laconia, N. H.
 Prett's Broadway: Altoona, Pa.
 Queen City: Lynchburg, O.
 Raftery, James: Morehead City, N. C.; (Fair) La Grange Sept. 1-6.
 Raines Am. Co.: Ola, Ark.; (Fair) Waldron Sept. 1-6.
 Red's United: Concord, Neb., 27-29; Spencer 31-Sept. 1; Bonesteel, S. D., 5-6.
 Regent: North Branch, Mich.
 Reid, King: (Fair) Rhinebeck, N. Y.; (Fair) Schaghticoke Sept. 1-4.
 Regal Expo.: Marion, S. C.
 Rockwell: Winfield, Kan., 26-29; Newton Sept. 1-6.
 Rogers Bros.: Two Harbors, Minn., 27-30; Eorey Sept. 1.
 Rogers & Powell: Decatur, Miss.; Sebastopol Sept. 1-6.
 Royal American: (State Fair) St. Paul, Minn., 25-Sept. 1.
 Royal Amusement: Collins, Ga.
 Royal Crown: Princeton, Ind.; Bowling Green, Ky., Sept. 1-6.
 Royal Expo.: Savannah, Ga., 25-Sept. 6.
 Rogers Greater: Bridgeport, Ill.
 Rupe's Midway for Fun: Cedarvale, Kan., 29-Sept. 1.
 Sam's Funland: (Fair) Red Springs, N. C.; (Fair) Roseboro Sept. 1-6.
 Silver Slipper: Monticello, Ky.
 Siebrand Bros.: Rock Springs, Wyo., 30-31; (Fair) Filer, Idaho, Sept. 3-6.
 Shan Bros.: Johnson City, Tenn.; (Fair) Pennington Gap, Va., Sept. 1-6.
 Shipley Am. Co.: Waldron, Ark.; Mansfield Sept. 1-6.
 Silver States: (Fair) North Platte, Neb.
 Smith Am. Co.: (Fair) Seneca, Kan., 25-27; (Fair) Wetmore 28-30; (Fair) Ft. Scott Sept. 1-6.
 Smith, Casey: Chickasha, Okla.
 Smith, George Clyde: Brockway, Pa.
 Snapp Greater: Oshkosh, Wis., 26-29.
 Snyder's Greater: Frenchburg, Ky.
 Southern Am. Co.: Santa Anna, Tex.
 Southern States: Tifton, Ga.
 Southern Valley: Jonesboro, Ark.; Truman Sept. 1-7.
 Srader, M. A.: (Fair) Goodland, Kan.
 Stafford's United: Covington, Ind.; Hoopston, Ill., Sept. 1-3.
 Standard: (Fair) Forsyth, Mont., 24-27; (Fair) Buffalo, Wyo., 28-29; Bridger, Mont., 30-Sept. 1.
 Strates, James E.: Cortland, N. Y.
 Steblar Greater: Tunnelton, W. Va.
 Stephens, C. A.: Vivian, W. Va.
 Stumbo, Fred R.: Sheldon, Mo.
 Strong's Am. Co.: (Fair) Springfield, Neb., 24-26; Bellevue 27-28; Fairfax, Mo., 30-Sept. 1.
 Sunflower State: Rush Center, Kan.
 Tassell, Barney: Orange, Va.
 Tassel, Sam: Beach Haven Crest, N. J.
 Tatham Bros.: Roanoke, Ill.
 Thomas Joyland Am.: Summit, Ill.
 Thompson Bros., No. 1: Monessen, Pa., 25-Sept. 1.
 Thompson Bros., No. 2: Austin, Pa.
 20th Century: Belleville, Kan., 25-29.
 Tinsley, Johnny T.: (Idle Hour Park) Phenix City, Ala., 25-Sept. 6.
 Tivoli Expo.: (Fair) Cresco, Ia.; (Fair) Webster City Sept. 1-6.
 Triangle: (Fair) Columbia, Tenn.; (Fair) Attalla, Ala., Sept. 1-6.
 Tidwell, T. J.: (Fair) Liberal, Kan.; Perryton, Tex., Sept. 1-6.
 Turner Bros.: Du Quoin, Ill., 25-Sept. 1; Flora 3-6.
 Twin City: California, Mo.; Versailles Sept. 1-6.
 United Expo.: Bryan, Tex., 25-28; Denison Sept. 1-6.
 Utah Expo.: Montpelier, Idaho.
 Veterans United: (Fair) West Point, Neb., 27-28; Aurelia, Ia., 29; Perry 30-Sept. 1; Guthrie Center 2-5.

10,833 Gate As Hennies, Rand Make Up

By a Staff Correspondent

DES MOINES, Aug. 23.—Sally Rand and her unit today pulled in 10,833 Iowa State Fair patrons on the Hennies Bros.' Shows midway here for a net of \$9,030.89, the largest single day's take, it is believed, ever piled up by any tent show on any carnival midway.

From early morning until late at night, Sally and her gals packed 'em in. Even before the first opening in the morning, some 381 fairgoers laid \$1 on the ticket box to get in. In the peak evening hours, it wasn't even necessary to have the gals out front for the bally.

Expects 40C for Date

Everyone on the lot was amazed, except Sally, who early in the day forecast a gross of \$10,000. This prediction was uttered after the show had netted \$3,679 the previous day, and even that take had everyone talking. With six big days still to go before the fair winds up, Sally figures she will net better than \$40,000, which would also constitute a record. The huge patronage came in the wake of much publicity which fell to Sally during her stand the previous week at Illinois State Fair, Springfield. And also by a concerted flack job here. It was also made possible by the fair's near-record turnout of 67,500 for the day, the 97-degree heat which held down ride play and drove folks into tent shows, and by strong inclination of money-holding Iowans—drought or no drought—to have fun.

Victory Expo.: (Fair) Emporia, Kan.; (Fair) Bethany, Mo., Sept. 1-6.
 Victory United: Kimball, S. D., 28-30; Platte Sept. 4-6.
 Virginia Greater: Keller, Va.
 Wade, W. G., No. 1: (Fair) Bad Axe, Mich.; (Fair) Alpena Sept. 1-6.
 Wade, W. G., No. 2: (Fair) Rensselaer, Ind., 26-29; (Fair) Fowlerville, Mich., Sept. 1-6.
 Wallace Bros. of Canada: (Fair) Sherbrooke, Que., Can., 25-29; (Fair) Quebec City 30-Wallace Bros.: Danville, Ky.; Central City Sept. 1-6.
 Wallace, I. K.: Grottoes, Va.; Bedford Sept. 1-6.
 Wallace & Murray: Kimball, W. Va.
 Ward, John E.: Hopkinsville, Ky.
 Wason Am.: Culpeper, Va.
 West Coast: (Fair) Lakeview, Ore., 26-Sept. 1; (Fair) Yreka, Calif., 2-7.
 Wheeler, Eddie L.: Austell, Ga.
 Wilson's Famous: Lacon, Ill., 25-28; Depue 29-Sept. 1.
 Wolf Greater: Flandreau, S. D., 25-29; (Fair) Montevideo, Minn., 30-Sept. 3; (Fair) Cambridge 4-6.
 Wolfe Am.: Greenville, S. C.
 Wonder City: Ridgeway, Ill.
 Wonder Shows of America: Fargo, N. D.
 Woodin, C. A.: (Rodeo) Faith, S. D., 25-27; (Rodeo) McLaughlin 30-Sept. 1; Lehr, N. D., 4-6.
 World of Mirth: (Fair) Essex Junction, Vt.
 World of Pleasure: (Fair) Warsaw, Ind., Sept. 6.
 World of Today: Grand Island, Neb.
 White Star Attrs., No. 1: Huron, O., Stricker Sept. 1-3.
 White's Rides: Soddy, Tenn.
 Wrightley, J. C.: Taylor, Tex., Sept. 6-13.
 Wrightman's: Lakeport, Calif.
 Zacheini Bros.: Dardanelle, Ark.
 Zeiger, C. F.: United: (Fair) Wheatland, Wyo., 25-28; (Fair) Torrington 30-Sept. 2; (Fair) Gardon, Neb., 3-7.
 Ziegler: Walla Walla, Wash.

WANTED

Concessions of all kinds for Leadwood, Sept. 3rd, 4th, 5th and 6th.

MOUND CITY SHOWS

JACKSON, MO.

FOR SALE

Due to sickness and other business, will sell No. 12 Eli Wheel reasonable. May be seen in operation Aug. 25th thru 30th at Anna, Texas.

A. V. ANDERSON

Phone 9632 Grand Prairie, Texas

CAN USE

Slum Concession and Cook House. Bargain in Ferris Wheel. Price right.

DENNIS BROS.' SHOWS

Selling, Oklahoma, this week.

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

Minerva, O., Has 40,000 at Fete

MINERVA, O., Aug. 23.—This village's 24th annual Home-Coming Festival drew a crowd estimated at more than 40,000, with the 10,000 that jammed the municipal park for the finale Saturday (16) also setting a new high mark. It was almost impossible to walk the midway on the closing night, with 4,800 persons who bought \$1 chances on an auto helping to swell the crowd.

Featured every night was Billy Houghton's Aquatic Circus, booked thru the WLS Artists Bureau of Chicago, with Bill Stewart, of Canton, sending in Timbu, the human ape, a slack wire act; the Arkansas Traveler, Friday night, and Arnold's Barnyard Follies Saturday night.

Mrs. Fallon's rides were on the midway. Mrs. Louis Leichtamer, whose husband died a year ago, operated the root beer stand. Another old-timer doing a big business as usual was Mac McCausland with his floss. The Minerva Lions Club operated the grease joint.

Music was provided by the Minerva and Carrollton high school bands and the Fairmount Children's Home band.

Johnny Wise's Horse Thriller Works for Boys' Club Benefit

HYATTSVILLE, Md., Aug. 23.—Johnny Wise's Horse Show and Thrill Circus worked here Sunday (17) at the Red Top Riding Stables for the benefit of the Boys' Club.

Specialties were offered by Wise, George Castle, Dave Swetman, Vance Hicks, with W. W. Lewis, ringmaster; Don Bloch and Dr. Robert M. Lynn, judges, and M. W. Morrison, announcer. Spencer A. Stine had novelties and a high-striker.

Chesaning Showboat Draws Record Throng

CHESANING, Mich., Aug. 23.—Sixth production of the Chesaning Showboat drew crowds estimated at 25,000 August 14-17, with a top crowd of 8,000 on Saturday. Revue-style show was presented on a stage in Civic Park, laid out as an amphitheater, with admission \$1, including tax. This was the first revival of the Showboat since 1941.

Event was widely advertised around the lower part of the State this year. Actual Showboat is used to bring the acts up to the stage and for dressing rooms, but not in the actual performance.

Sponsor was the local Chamber of Commerce, with funds going to a new American Legion building.

Talent included Freddie Warren's ork; Ray and Madeline, comedy team; Pat Cook, vocal impersonations; Danwell Brothers and Charlene, comedy acrobatics; Malone Sisters, musical, and Eddie Becker, dancer.

Circle B Ranch Rodeo Cards Frankfort Again

FRANKFORT, Ky., Aug. 23.—The Circle B Ranch Rodeo will stage another show here Labor Day. Org showed here July 4 and had 14 head of horses. Patches, the high school mare purchased from Cole Bros.' Circus has been renamed Gypsy Ann. Org recently purchased Sonny Boy from Bee's Old Reliable Shows.

Jane and Jill of Station WFKY are used as an added attraction on the rodeo.

INTERNATIONAL SHOWS WANT

Agents for Grind Stores, Razzle Dazzle, Clothes Pins, Roll Down, Count Store and Bear Wheel Agent. Want Slum Store Agents of all kinds. Playing following Fairs: Coffeyville, Anadarko, Chandler, Okmulgee; also Fairs in Arkansas. Address: PARKER, S. D., Aug. 25-27; then Coffeyville, Kan., until Sept. 6.

FOLLOWING CARNIVAL PEOPLE, NOTICE

I go to trial this week at Denver, Colo. Need money badly. I would appreciate hearing from Pete Lamb, Charles George, Slim Shelton, Pete Harkey, Cole Miller, Dick Bayes, Fletcher Tetts, Jack Kelley, Jeff Dunn, Buddy Tidwell and Don Voght. Thanks. Mail or wire to

SAM LAMB

Box 81, Louisville, Colorado

WANT RIDE HELPERS

On all Rides (no drunks or loafers), top pay. Silo Drome, Funhouse, any Freak or Platform Show of merit (no junk). Remember, this is "The Best on Earth" on Bicycles.

Dyer's Greater Shows

Mineral Point, Wisconsin, Aug. 29-Sept. 1; Lancaster, Wis., follows; then south.

JOHN A. GAEDE

Formerly with J. R. Leeright and Omar's Greater Shows, contact

SISTER MARTHA collect. Urgent!

Morris Hannum Shows

A tradition at Veterans' Conventions

TWIN COUNTY FAIR, Northampton, Pa., Sept. 3-4-5

WANT SHOWS—Fun House, Penny Arcade. Unborn, Iron Lung, Wild Life, Mechanical City. Want capable Minstrel Troupe for a long route of Southern Fairs. We have a beautiful outfit all ready. Want Rides. Will book one No. 5 Wheel, Caterpillar, Rolloplane, Whip. WANT CONCESSIONS: Want 10c legitimate Stock Concessions. Ride Help, come on; will place you. All replies to

MORRIS HANNUM

Flemington, N. J., Fair, till Labor Day; Northampton, Pa., September 3-4-5.

PEPPERS all States SHOWS

AMERICA'S FINEST

40 TRUCKS 20,000 FEET OF NEON — LIGHT TOWERS — LIGHT PLANTS 40 TRUCKS

12 Weeks of Southern Fairs, Starting Sept. 3, closing in the Carolinas, November 15

CONCESSIONS—Want Agents for office-owned Concessions. Will book any legitimate Concession. Can place Custard, Novelties and American Palmistry. NO GYPSIES.

RIDES—Will book Merry-Go-Round to replace our Ride destroyed by fire. Want Pony Ride, Caterpillar and Spit-Fire.

RIDE HELP—Second Men on all Rides. Prefer semi drivers. Wife to sell tickets or work Concession.

SHOWS—Want Mechanical Show, Fat Show and Illusion with own transportation. Want Working Acts for Side Show. Have beautiful outfit for Girl Show. Must have 3 or more Girls. Have two outfits complete with transportation for Shows of merit. What have you? Jimmie Yellow Savage wants Sax and Trombone and two Chorus Girls to enlarge Minstrel Show for the Fairs. Top salaries and private bus transportation.

Working Men and Showmen who have worked with me, WELCOME HOME. Billy Logsdon, can place your show. Address:

BOB SICKELS, Manager

RICHLANDS, VA., THIS WEEK; ERWIN, TENN., NEXT WEEK.

LARRY MOLAN SHOWS

WANT WANT One Count Store Agent — two Bingo Counter Men. Second Men for all Rides. Wire Cimarron, Kan., until August 29; Syracuse, Kan., to follow.

WANT A-1 GIRL SHOW TALKER AT ONCE

Salary \$100.00 a week; must be capable. Also want Ticket Seller and Grinder. Can place two Dancers, Hula, Fan, Strip, etc. Wire

F. W. MILLER, GIRL SHOW

State Fair, Detroit, Mich., August 26 to September 7.

WANTED—PARK LOCATION

Any time after Labor Day in southern part of Florida. Have smallest and most beautiful Steam Train on road, 3-Abreast Herschell-Spillman Merry-Go-Round, Kiddie Ferris Wheel, Autos and Chair-o-Plane. These Rides in A-1 shape and plenty flashy. Would like to buy #5 Eli. Have for sale Smith & Smith Chair-o-Plane, A-1 condition, Continental motor, almost new, up and running, \$1250.00. Answer quick, as we close soon after Labor Day. Location and best prop.

THE PLAY GROUND

Panama City, Fla.

WANTED!

FRANCHISE MEN

GOOD TERRITORIES STILL AVAILABLE

PHONE CREW MANAGER

With capital to finance phone installations and direct phone salesmen.

PHONE MEN

To handle high-grade local program. Highest commissions paid.

Biggest civic project of the year . . . National in scope! . . . Sponsored by Junior Chamber of Commerce!

WRITE, PHONE

for Complete Details! NATIONAL DIRECTOR Suite #61, 524 Penn Ave. Pittsburgh, Pa. Phone: AT. 7877-78

FUN HOUSE FOR SALE

Beautiful 45-foot walk-thru style Fun House mounted on Fruehauf Semi Trailer. Can be set up or down in one hour. A real money maker, complete in every detail. Price includes 1939 Cab Over Engine Tractor. Can be seen on

KING REID SHOWS

This week, Rhinebeck, N. Y.; next week, Schaghticoke, N. Y. Price, \$3000.00 cash.

GENERAL AGENT

WANTED

TO JOIN ON WIRE. Must have car and know Tennessee, Mississippi, Georgia and Alabama. All replies:

BOX 101, c/o Billboard, 390 Arcade Bldg., St. Louis 1, Mo.

HOMER M. GINTHER

WANTS AGENTS

For Pea Pool, Dealer, Coke Bottle. First-class Agents only, no drunks. Pay for your own wires, please. Bert Symons would like to hear from you.

Jasper, Ind., week of Aug. 25th to 30th.

PARAMOUNT SHOWS EXPOSITION, INC.

**JUNIATA COUNTY AGRICULTURAL FAIR,
Port Royal, Pa., Sept. 1 to 6**

Want French Fries, Taffy, High Striker, Popcorn, Candy Floss, Apples, Snow, Floss. No exclusives except Bingo, Frozen Custard and Cook House. Want Fun House, Glass House, Motordrome, Snake Show or any Grind Show not conflicting.

Can place Ride Help on all Rides. All replies to

RALPH P. FLANNIGAN, General Manager

Huntingdon, Pa., Fair, now; Port Royal, Pa., next week; Washington, Pa., week of September 8; then the Big One.

BUFFALO SHOWS

FIRST IN 1948—FIRST

Booking Concessions in October this year for next season, the eleventh under the same title and same management.

In 1948 we will book any two of the following Rides: Whip or Tilt, Rolloplane, Spitfire, Octopus or Flyoplane.

Going South now. Want General Agent who knows how to handle a Small Show in tobacco and cotton country. Must be strictly reliable or no deal. Want Ride Help to join this week: Chairplane Foreman who can cut it; must drive. Want Man on No. 5 Wheel who can handle either the top or ropes and clutch; must drive.

Want veteran, sober Carnival People in all departments.

Mammoth Labor Day Week Celebration in closed town all next week.

Huge parade next Monday afternoon. Will book legitimate Stores of every kind except Cats, Bottles and Darts.

BUFFALO SHOWS, Dolgeville, N. Y., this week.

EXPOSITION-AT-HOME SHOWS

WANT CONCESSIONS OF ALL KINDS

Photos, Floss, Custard, French Fries, Snow Balls, Fish Pond or any ten-cent Grind Stores. Will book few choice Wheels. Must be operated by owners of Wheel. Want sober, reliable Ferris Wheel Foreman and Second Man to join at once. Top salary. Can use two good Show Carpenters. Want two Girl Shows and Minstrel Show. Come. Have complete outfits. Can place Ten-in-One with own outfit. Book Spitfire, Ride-O or any Fiat Ride. This show has positively fifteen weeks booked of all best spots.

Buena Vista, Virginia, this week; Blacksburg, Virginia, to follow; then Marion, Virginia.

All Contact

ROX GATTO, Mgr.

Crystal EXPOSITION SHOWS

WANTED

Jig Show Performers. Wanted—Mechanic. Wanted—Man to take charge of Fun House, also Man to operate Snake and Freak Animal Show. Will book legitimate Concessions of all kinds. This week. Botetourt County Fair, Fincastle, Va.; Sept. 1st. Craig County Fair, Newcastle, Va.; Sept. 8th. Scott County Fair, Dungannon, Va.; Sept. 15th. Washington County Fair, Jonesboro, Tenn. All replies to

W. E. BUNTS, MGR., CRYSTAL EXPO SHOWS.

P.S.: Want Foreman for new Merry-Go-Round, also reliable Ride Men.

FLORIDA amusement company

WANT AT ONCE

Any kind Stum Concessions. Want Dealers for Pea Pool, Over and Under. Want Caller for Bingo who can call Jack Pots, also Counter Men. Want Agents for Coupon Stores at once. Place all kinds of Concessions. Place two Camps. Want one more Show, Monkey preferred. Riley no longer here. All address:

ASHBURN, GA., THIS WEEK.

P.S.: Yes, we play Brunswick.

WANTED FOR BARKOOT BROS.' SHOWS

Rides, Merchandise Concessions. Can place Ride Help. Week of August 25, Litchfield, Mich.; Wayland, Mich., 4, 5, 6, on the street. Address per route.

K. G. BARKOOT

PIKE AMUSEMENT SHOWS

WANT

Bingo, Stock Concessions, Ride Help. Eight more Fairs: Piedmont, Ellington, Salem, Ava, Mo.; Berryville, Harrison, Melbourne, Ark. Others to follow. Address:

BILL PIKE

Piedmont, Mo., this week; then Ellington, Mo.

WANT FOR

SHRINE FESTIVAL, Bowling Green, Ky., Sept. 1 to 6
Followed by **Madison County Fair, Huntsville, Ala., Sept. 8 thru 15**
Fairs in Alabama and Florida until November 24. Open in January with Florida Fairs.

CONCESSIONS—Photos, Penny Arcade, High Striker, Ball Games, Ice Cream or any Slum Concession.

RIDES—Will book Spitfire, Flyoplane, Flying Scooter, Rocket or Fun in the Dark.

SHOWS—Wild Life, Monkey Show, Snake Show, Illusion, Fat Show, Midget, Hillbilly, Wild West or any worth-while attraction not conflicting. Must have attractive front and equipment. All replies to

E. L. YOUNG, Manager



Princeton, Ind., all this week.

REGENT SHOWS

WANT

For Centennial Celebration on streets of Monroe, Indiana, 5 big days and nights. 50 floats entered, Governor to speak, car and cash prizes given away.

Concessions Wanted: Bingo, Popcorn, Cookhouse and Photo Gallery, Fish Pond, Diggers and Hanky Panks of all kinds. Also stores that work for stock.

Want Shows, Fun House, Crime Show, 10-in-1 or other shows of merit, with or without transportation. Want Ride Help on all rides. Wire early if you want space.

HARRY ALKON

North Branch, Michigan, Fair this week.

BARNEY TASSELL UNIT SHOWS

CAN PLACE FOR HIS TOBACCO FESTIVALS

"BETTER THAN FAIRS"

Photos, Blower, Darts, Cigarette Pitch, Cork Gallery or any other legitimate concession not conflicting with what we have. Have only one of each kind on midway.

Can Use Kiddie Train Ride and one more major ride, also shows of merit.

Write or wire this week. Orange, Va.; next week Fairgrounds, Culpeper, Va.

WANT WANT WANT

Complete organized Minstrel Show with Manager who can produce and run show. We have complete outfit, beautiful panel front mounted on semi trailer—top—stage—seats. Bus to transport people. Long season. Close late in November in Florida. Open in January. Wire

E. L. YOUNG, Mgr. Royal Crown Shows

Princeton, Indiana, this week.

WANT—McBRIDE BROS.' SHOWS—WANT

For some of the best money proven spots in North and South Carolina, Stock Concessions of all kinds, Flat Ride, Train Ride or any Ride not conflicting. Would like to contact High Free Act at once. All replies to McBRIDE BROS.' SHOWS, Mebane, N. C., this week; then as per route.

FOR SALE

One Spillman Merry-Go-Round, 40 ft., two abreast, 24 horses, two chariots, new top, good motor, good organ, needs organ motor, otherwise O.K. All \$1800.00. 10-Car Kiddie Airplane Ride, condition perfect, \$400.00. 40 K.V.A. Transformer and Wire for 6-Ride Show, \$400.00. All this equipment may be seen in operation at Heath Springs, S. C., this week.

PARRIS & McINTYRE SHOWS

HEATH SPRINGS, S. C.

R. C. PARRIS and J. M. McINTYRE, Owners

Walsh in Hospital; St. John Doings

ST. JOHN, N. B., Aug. 23.—Arthur B. Walsh, formerly with rep troupes, out of New York and Boston and who quit the stage to take over ownership-direction of a funeral service here, is a patient in a tuberculosis hospital at East St. John. He will likely be confined there for about a year.

James McGarrigle, 76, who died recently at St. John, was formerly advance agent and minor part player for Klark-Urban Players in tours of the maritime provinces, Newfoundland, Bermuda, Bahamas and Jamaica.

Dan Ross, St. John, who started with a rep org touring New Brunswick, then mixed rep and films, is devoting most of his attention to 16mm. films on one-nighters each week, with occasional stage plays directed by himself.

A. R. MacInnis, Halifax, N. S., has organized, produced and directed a troupe for playing film theaters in the maritime provinces and Newfoundland, with the Affiliated Theaters chain as a nucleus.

Heat Fails To Stop Sadler in Texas

SLATON, Tex., Aug. 23.—Harley Sadler Show is experiencing very good biz in the Lone Star State despite hot weather, according to Trixie Maskew, with the show.

Three days in Tulia, Tex., broke a record for the org, Miss Maskew says, with the most business in candy, advertising and admissions the show has had in 30 years.

Mr. and Mrs. Harvey Holland, of the Holland Stock Company, were recent visitors. Holland is off the road. His son-in-law is manager of Sadler's picture house in Killeen.

Rev. Roy Curtis and wife, of TCU, Fort Worth, and Clarence Balleras, of Hofeller Candy Company, also visited recently.

BARGAINS
In Used Equipment

Ampro Century—10\$200.00
Ampro Century—10 (like new) ... 385.00
Narco Model 3015 (used for display only) 400.00
Ampro Premier—20 (like new) ... 450.00

DELTA VISUAL SERVICE, INC.
815 Poydras St. NEW ORLEANS, LA.

CLEARANCE SALE

Rare Bargains 16mm. Sound.
Annual Summer Clearance.

F C PICTURES
FREDONIA, N. Y.

\$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, 88 Monroe (Dept. BB), Memphis, Tenn.

FOR SALE

Talking Picture Show complete, 3 programs with 3 shorts and comedies with each picture; 102 Veneer Folding Chairs, also Blues, for 150 people; Top, 31x62, fire and water proof, new this spring; Victor Model 40 Machine, new this spring; Graphonola, 100 records; new Fold Pack Screen, stakes and poles. All for \$1,700.00. Can be seen any time. 20 miles from Little Rock, on #10 Hgt., Hunn & Rosell Farm. Mailing address: Rt. #1, ROLAND, ARKANSAS. H. C. Hunn, c/o Ruth Rosell.

RELIGIOUS SUBJECTS 16 MM. 35 MM.

Westerns, Actions, Selected Shorts.
Wanted: 16MM. Sound Projectors.

OTTO MARBACH, 630 Ninth Ave., N. Y. City

REP RIPPLES

J. L. DICK will have 16mm. pix around Logan, Utah, after September 1. . . . Berle Players, four in cast, will operate around Wheeling, W. Va., this season. . . . L. (Len) Clarke has stored his tent and will move into schools and halls in the Eugene, Ore., sector. Org uses films and short-cast bills. . . . Leon and Etta Webster will play sponsored dates around Baltimore this season with a four-people dramatic trick. It will be their second year. . . . George F. Hartford is readying an amateur minstrel promotion around New Haven, Conn. . . . Carl Stiles will have a six-people minstrel org around Philadelphia on sponsored dates, using E. F. Hannan's *Ole South*. . . . George B. Maloney, Concord, N. H., will have 16mm. films in Franklin, N. H., this fall. . . . Leon Long, advance agent for Irvin C. Miller's *Brown-Skin Models*, visited Frank Sloane, manager of Winstead's Minstrels, and Dave Wiles, general agent, at High Point, N. C. . . . Lasser and Swayzey are readying a vaude-film trick to play around Titusville, Pa. . . . Leon Horan is planning a semi-pro org of four people to play sponsored dates around Norfolk, Va. . . . Gray's Show is in Northern New York with film. . . . Weldon Trio, using E. F. Hannan's *Henry Goes to Town* as a sponsored show in the Selma, Ala., area, will hit wider territory after September 1. . . . Carl Neihart is looking over the Norwich, Conn., sector for a short-cast flesh trick to play sponsored and circle dates. . . . L. L. Ramsey, who has had small orgs in Idaho, is in the 16mm. film biz in Eastern Washington, playing halls on two-week stands.

WITH THE LADIES

(Continued from page 68) busy spots. Edith Walpert, looking very chic in a new tailored suit of slacks and a trick hair-do with bangs, made us at home at the bingo where we could sit and visit. Isabelle Myers was at the entrance ticket window and made us welcome.

Leona Cook, Margaret's sister, and her daughter, Patty, had a cup of coffee with us in Miller's cookhouse. Lil Schue came over and gave us some highlights on the good times the Los Angeles auxiliary will have this winter.

Hunter Farmer, looking more like Bing Crosby than Bing himself, was working hard and getting ready for the big fair at Gresham, Ore. Charlie Walpert was working, too, and was too busy to stop. The crowd was a little thick so we did not insist.

I took a little trip with the local mounted posse and their wives, the first of the month, to Joseph, Ore., and saw the Ruby Smith Shows. Joseph is a small town but the folks put on a big celebration and the show did well.

I also took a little trip on my horse three weeks ago and was thrown over his head flat on my back. Have been laid up with a back badly sprained but no broken bones. Will have to take it easy for a while but hope to take in the Douglas Shows at the State Fair of Oregon next week.

Etta Henderson called me on the telephone a few weeks ago. She had visited Madge Buckley in Seattle and was en route to Los Angeles for a visit. She had her small daughter with her.

Clara Zeiger writes the good news that she will be going to the convention in Chicago this year and that Doc and she will go on for a look at New York afterwards. She also writes that Rosemary and her husband are doing a lot of fishing in the mountain country of Colorado but that it leaves her cold—VIRGINIA KLINE.

PARISH PLAYERS, four in cast, will operate in the Harrisburg, Pa., region, using E. F. Hannan's *On Vacation*. . . . Wilmot LaMoine will promote amateur minstrel shows in Central New Hampshire the coming season. He is well acquainted with French-speaking sponsored groups and will center upon this class of societies for his promotions. . . . Vermont Players will close their season next week and ready at Troy, N. Y., for the winter tour of sponsored dates. Three-people group will present E. F. Hannan's *Henry Goes to Town*. . . . Arnold Bettencourt will have 16mm. films around Richmond, Ind., this fall. . . . S. L. Mahoney, who closed his vaude-pic org which played halls, will have a 16mm. pic show around Craig, Colo., after September 1. . . . Pawtucket Players, with a new four-cast group, will operate around Southern Rhode Island this fall. . . . Flye's Show, films and short-cast bills, recently has been in Central Nebraska. . . . Will Zimmerman soon will start his second season of religious pix around Kokomo, Ind. Gale's Show, films and short-cast bills, will go into schools in Eastern Washington. Org has stored its tent at Grangeville, Idaho. . . . Allepo Players, five people, will show around Michigan City, Ind., after middle of September. . . . George F. Frick is looking over the Phoenix, Ariz., territory for flesh circle show.

BALLYHOO BROS.

(Continued from page 68) arms by local business men, who are overjoyed with the idea of having their firms mentioned to the thousands of patrons on our midway nightly. Except for a few petty complaints, the idea is a success. Last Tuesday an iceman beefed, and you may rest assured that he was radically wrong, because our chief of tower advertising, formerly a banner salesman, promised to buy 300 tons of ice daily, which he still claims was in the agreement. He wasn't sore about the weather being too cool for the consumption of that much ice, but was a bit hot under the collar over our salesman promising him a singing commercial by a chorus of 50 voices and then suddenly switching to two nasal singing hillbillies that strummed snuff-dipping music. As we are accustomed to listening to "Give-me-back-my-money" people, the matter was ignored.

We had a junk dealer squawk, "You promised that my commercial, *Any Rags, Bones or Bottles Today*, would be sung by a baritone and you used a soprano voice." As we have no ear for music or voices, just how in the hell were we to know whether the songster, who works the clutch on a Whip, wasn't a baritone. All we had was his word for it.

In order to iron out all complaints quickly and cleanly, we have added two more legal adjusters that work only with our tower division. It's great to hear one of them say "Due to the low altitude and the goldenrod season in Ohio, there is a shortage of baritones at this time of the year." This week the towers worked for the show with, "E-e-e-lectrician, the gal show blew a fuse. G-Wheel Slim is wanted in the business manager's office. Bring more candy apples to booth No. 5. Eddie and Agnes, your maw wants you at her house trailer. Okay, boys, put your awning back up. It was all a mistake," and a series of temperance lectures by the boss for the helps' consumption.

P. S.—The office just chased the high-pole act, and our gal show dancers are working swinging ladders from atop the towers. That gives our tower division adjusters a break with "You must be mistaken. Our salesman said 'swinging' not singing."—MAJOR PRIVILEGE.

Schaffner Biz Up to Standard; Plan Fall Trek

LEWISTOWN, Mo., Aug. 23.—Neil & Caroline Schaffner Players, billed as Toby and Susie's Big Tent Theater, are playing their established route thru Iowa, Illinois and Missouri on their 22d annual tour. Business, so far, has been satisfactory the management reports.

The company includes Douglas Ackley, male leads; Maude Nevins, female leads, Bob Gentry, light comedian and dance specialties; Novelle Lambert, ingenues; Robert R. Brewer, characters; Clarence Klein, second business, and stage manager; Bessie Delmore, character woman; "Gloomy" Garn, pianist; Neil and Caroline (Toby and Susie) featured in comedy.

The repertoire includes *The Girl Next Door*, *The Wrong Bridegroom*, *The Stork Laid an Egg*, *No Time for Love*, *What Mothers Don't Know*, *Hillbilly Fellers and Gals*, and *Under The Bachelor's Bed*.

The outfit, for the 12th consecutive year, is in charge of Scotty Greenhagen and "Shanty" Speer. James Richardson is in charge of trucks and Malcolm (Shorty) Nelson is treasurer, in his 12th season.

The tent outfit is transported on five trucks and trailers, the top is 60 by 120, Rogers-built, flameproof duck. The dressing rooms are built on large trailers.

High fidelity sound systems, with studio-type microphones, carry the plays and specialties, other sound systems provide recorded sound effects for the plays.

The show has received much local and national publicity this summer. Daily papers have devoted entire pages to the company, with photos and history of the show. Don Wayne, of *Holiday* magazine, spent a week with the show recently to gather material for a forthcoming article.

A fall tour, to be followed by a stock engagement, is planned at the end of the tent trek.

FOR SALE
COMPLETE TENT PICTURE SHOW

Tent, 30x50; square ind. with hip back ind., 10x14 Marquee. 150 Wood Folding Chairs. Burch Pop Corn Machine, new Snow Cone Machine, Victor 16mm. Machine, 10x12 Record Changer, one Single Record Changer, 20 Watt P.A. Set, 2 12-In. Speakers, Mife and Stand, Light Plant; 4-Wheel Tandem Trailer, 18 ft.; lots of extras. Lobby Boards, all like brand new, no junk. Account sickness going to sell to best cash offer. Can be seen up. Come see it, don't write.

CHARLIE HALE
1130 Cedar Hill Ave. DALLAS, TEX.
Tel.: Yale 25765

FOR SALE

Complete Show or any Part, Holmes 16mm. Trailer Booth, Screen, Popcorn Machine, seven Programs Pictures, Sno, etc. Car and Trailer can be seen City Park, Fayetteville, Ark. Cheap. Good equipment.

BILLY BEAM

WANTED
TILTON'S COMEDIANS

Young Man, Leads and Juveniles. Young Woman, Leads and Ingenues. Both Specialties. Year round work. Write

M. R. TILTON
BOX 491
WISCONSIN RAPIDS, WIS.

16mm. Films, Projectors
Lowest rental rates to showmen.

DRIVE-IN THEATER PROJECTOR Equipment, 35MM., complete, \$2974.00. Theater Equipment, \$2280.00 and \$1345.00. All new.

ACE CAMERA SUPPLY
150 N. Irby Street FLORENCE, S. C.

Harness Yourself to Rawson's Gadgets and Pull in Those \$\$

By Louis Bargmann

Professional at Riverside Stadium Rink, Washington

IN THE August 9 and 16 issues of *The Billboard* there appears an article, *Mass-Produce Meal Tickets To Skate Thru a Depression*, by Perry B. Rawson. In this article Rawson gives the cure for the box-office slump which is present in the rink business today and which can take a turn for the worse if the operators do not take heed.

Thus far, Rawson has always worked with the pros and has unfolded to them the key to mass teaching and plain skating, always stressing the masses and the box office. The enlightened pro, after visiting Rawson, returned to the operator, bent on tearing his classes apart and injecting the Rawson system into the rink—only to find an unbelieving operator vetoing his every proposal. Hence, roller skating does not have the mass popularity that it so richly deserves and, therefore, Rawson states, "Do not send a professional alone, as he will not be believed upon his return."

Now, all operators have not fallen into the above category. Some have been co-operative. Consequently they have not suffered because they have catered to the masses and pushed the beginner skaters by building beginners' floors and using the Rawson gadgets to give those beginners the right start. They now find they can readily turn out skaters by mass production. I have been fortunate in having such an operator. I have visited Rawson's lab and since returning have been very successful in using his plan. I would like to relate my amazing experience at the lab and how we have adapted the Rawson plan to keep the turnstiles clicking.

I took the professional job in D. C. without previous experience in teach-

ing, but having won several titles in amateur competition, I felt sure I was well-qualified to teach. After several grueling weeks of teaching the dances, I decided to visit Rawson to get some help in teaching the more advanced dances. (Of course, I had skipped lightly over the beginners' classes, not realizing their importance.)

When I arrived, much to my amazement I found that I was on a trick skate and had, thus far, been only scooting and had to learn how to do plain skating. I also was shown that teaching the raw beginner is the most important branch of the skating industry. I must be highly specialized. I spent two days with Rawson in breaking down this beginner training. Upon my return to Washington, I set to work with the help of my operator in revamping the class set-up to incorporate the Rawson plan. The beginners were the important cog in every move.

Gadgets Installed

A beginners' rink was built with a pipeline alleyway and a baby walker was obtained. Most important was a 30-minute beginners' class during every session in which the raw recruit was given the one balance. We made every night beginners' night after each nightly class. The beginners taking part would invariably sign for the dance classes and thus we swelled our class membership to an average of better than 1,000 weekly. A booklet, *The Art of Plain Skating*, was given to each member of the class, giving skaters additional knowledge and the realization that the management was interested in their welfare and wanted to help them in every way possible.

It would pay well for many operators to visit Rawson and learn how the art of plain skating, properly administered to the masses, can swell the box office receipts and drive those b.-o. blues away.

Improved Norwood Rollery Reopens; Has New Organist

NORWOOD, O., Aug. 23.—Edward J. Von Hagen's Norwood Roller Rink reopens tonight for the fall season with personnel additions and a refurbished interior. Skating area has been enlarged and is enhanced by six 200-foot strips of neon lighting. In the side walls colored lighting effects have been installed.

Von Hagen announced that Nelson Von Hagen, of Miami, has returned as assistant manager, and that Chris Ramey, former theater organist, will be playing at the rink. Classes and private lessons will again be conducted by Lil Erdman, pro.

Baker's Skateland Biz Doubled in New Battle Creek Spot

BATTLE CREEK, Mich., Aug. 23.—Since moving June 5 to a new location which provides additional space for skating and installation of a new soda bar, business at Skateland here has about doubled, reports Operator Robert Baker.

Thursday night, heretofore one of the worst of the week, has been built into one of the best thru an award each week of a pair of Chicago shoe skates, and Baker is continuing to keep the promotional ball rolling by organization of a new club and plans for a dance and figure club to begin functioning when the rink reopens September 2.

Currently the rink is closed for resurfacing of the Rinkcote plastic floor, which has given satisfactory service for the past three years, according to Baker.

Recent visitors were Mr. and Mrs. Perry Giles, Curvecrest Roller Rink, Muskegon, Mich.; Robert May, assistant manager of Curvecrest, and Mrs. May, and Dale Perry, owner of Palomar Roller Gardens, Lansing, Mich.

Skateland's staff remains the same: Pat Kerr and Mrs. Terece, soda fountain; Dorothy Munson, checkroom; Sam Myers, skate room; Rose Baker, cashier; Ed Ronning, Harry Landreth and Bud Hull, floor instructors, and Irene Baker, assistant manager.

USARSA Titlists To Appear In Jones Beach "Cavalcade"

BABYLON, L. I., N. Y., Aug. 23.—Two presentations of a roller-skating show, *A Cavalcade of Champions*, produced by George F. Apdale and sanctioned by the United States Amateur Roller Skating Association, will be staged tonight and next Saturday night in the roller rink at Jones Beach State Park, Wantagh, L. I., it was announced from headquarters of the Long Island State Park Commission here.

Dance skating, pairs exhibitions, singles, and men's and women's freestyle skating will be featured by a number of USARSA 1947 national champions, including June Henrich, senior ladies' singles champion; Barbara Killip Gallagher and Fred Ludwig, senior dance champions; Donald Mounce, senior men's singles titleholder, and Charlotte Ludwig and Jude Cull, senior pairs champions.

Lake Worth Operators On Motor Trip to N. Y.

LAKE WORTH, Fla., Aug. 23.—Reba Chalfonte and her sister, Mrs. Inez Keeter, of Lake Worth Roller Rink, recently left on a motor trip to New York and are visiting rinks en route north. They report that their operation has been highly successful since opening in November, 1946, and that the rink's plastic floor has proved satisfactory.

During their absence the rink will be managed by Mr. Keeter, who will be assisted by Charles Diginard, skate manager; LaVerne Phillips and Elliott Adcock, floor managers, and Ann Stricksen, cashier.

Buddy and Jean, professional roller skaters, were booked to appear as part of the grandstand show at Upper Peninsula State Fair, Escanaba, Mich., August 19-24.

Chilhowee Closing Successful Year; Sets Face-Lifting

KNOXVILLE, Tenn., Aug. 23.—Chilhowee Park Roller Rink here, under the management of Norman A. Yingst, who is assisted by Robert Beard, professional, will close September 7 to prepare for an October 10 opening of the fall season. The current season is the 12th in which Yingst's efforts have been marked by success.

Attendance at skating classes, held each Tuesday and Thursday night, respectively, for beginners and advanced skaters, has held up well during the summer, according to Yingst.

During the shut-down the floor will be resurfaced and the interior will be redecorated, and Beard has scheduled a trip to Detroit for a series of lessons in advanced skating. When the rink reopens three classes will be featured weekly for dancing, figure skating and beginners.

Plans are now under consideration by the management for construction of a \$150,000 rink to supplant the present one.

Bell Exits Walled Lake; Leases Detroit Edgewater

DETROIT, Aug. 23.—Jesse E. Bell, who for the past 10 seasons has operated Walled Lake (Mich.) Park Rink and has assisted during the winter at Arena Gardens here, has leased Detroit's Edgewater Park Rink and will hold a grand opening September 9. Rink has been renovated with a new paint job and a new floor.

Bell will be at the old stand at Walled Lake until September 7.

Edgewater Rink was formerly operated by the park management, under the direction of Mr. and Mrs. Gilbert Axell.



New SHOE POCKET

Two separate pockets for your skaters' check, coins or keys. Easily stitched onto shoe, as shown here, leaving an open inside pocket and secure snap flap pocket outside. Your skaters will go for this novel and practical "Price" accessory styled by Hyde.

HYDE ATHLETIC SHOE COMPANY
CAMBRIDGE, MASS.

Improved Norwood Rollery Reopens; Has New Organist

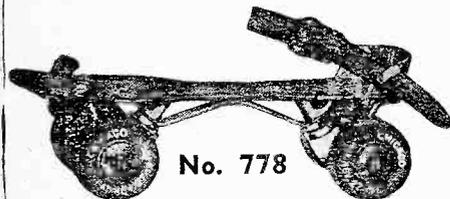
NORWOOD, O., Aug. 23.—Edward J. Von Hagen's Norwood Roller Rink reopens tonight for the fall season with personnel additions and a refurbished interior. Skating area has been enlarged and is enhanced by six 200-foot strips of neon lighting. In the side walls colored lighting effects have been installed.

Von Hagen announced that Nelson Von Hagen, of Miami, has returned as assistant manager, and that Chris Ramey, former theater organist, will be playing at the rink. Classes and private lessons will again be conducted by Lil Erdman, pro.

RINK MEN WHO USE "CHICAGO" SKATES

ARE SUCCESSFUL

There's a Reason!!



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4427 W. Lake St. CHICAGO, ILL.

FOR SALE—PORTABLE ROLLER RINK, 50x136

Blue flameproofed Canvas, 200 pr. Chicago Skates, Sound System. First class outfit. Used only 3 months. Priced to sell.

BILL'S ROLLER RINK
MICHIGAN CITY, INDIANA

FOR SALE

15,000 feet Northern Hard Maple, 33/32 thick. \$265.00 per thousand. Cannot be bought anywhere else for less than \$287.00 wholesale. Contact

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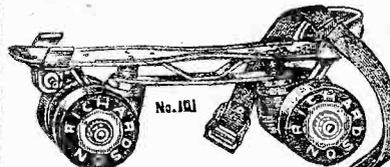
Choice of Champions!

Roller skaters have accepted Liberty as unquestionably the finest skate ever constructed. No other skate is used by so many present-day champions!



LIBERTY ROLLER SKATE CO., Inc.
FARMINGDALE, L. I., NEW YORK

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3318 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

Much Work Needed To Boom West Coast Skating --- Milam

WASHINGTON, Pa., Aug. 23.—Cecil Milam, who with Raymond Smith operates Arena Recreation Center here, makes some interesting observations on the rink business following recent completion of a 9,200-mile motor trip to the West Coast.

"I visited many rinks during the trip," writes Milam, "and all reported business as slow. To the rinks and skaters of California, I say there is plenty of work to be done. The skaters in some rinks don't want dancing. They would rather dress in overalls and roll around on the floor. I don't mean to infer that such is the case with all skaters and all rinks, but it is true in many instances.

"I predict that whenever the skaters of California adopt international-style skating they will be a threat to every national meet that is held. That is because they are a sports-loving people and roller skating is one of the finest sports. Give them time and they will take to skate dancing and figures just as the East has taken to it."

While Milam's rink has noted no increase in business, he nevertheless is looking forward to better business in the future. "The roller skating business is better when there is not

too much loose money around," he says. He warns, however, that the rink operator cannot sit idly by and wait for business to come to him. "Those days are gone, at least for a while," he maintains. "No other amusement offers so much for so little as does roller skating, but it is now up to the operator to get the business by means of advertising and personal contact," Milam declared.

Contrary to the practice of previous years, Milam and Smith did not close their rink for a long period this summer, shuttering it just long enough to recoat the plastic floor, installed nine months ago along with a new ceiling. They report that the surface has been successful for skating and dancing. Currently the rink operates Thursday nights for Negro trade, and Wednesday, Friday and Saturday nights. Dances are held in season on Tuesday nights.

During the past year an eight-alley bowling parlor was installed in the floor below the rink.

Eddie's Palace, Rochester, Gets Dress-Up, Equipment

ROCHESTER, N. Y., Aug. 23.—Re-decorated and with the addition of a crystal ball in the ceiling and a vibrato installed in the electric organ, Eddie's Roller Palace here, operated by Edward Baumeister, opened its fall season August 8, reports Rex Bayne, who is completing his fifth year as organist.

During the summer the rink operated nightly except Mondays, but is now on a seven-nights-a-week schedule with Sunday matinees.

Personnel includes Tom Sapere, refreshment stand; Frank Farina, skate room; Alice Barth and Betty Carr, checkroom; Charles Barth, tickets; Pearl Williams, cashier; Harold Potter, floor manager; Robert Gaster, instructor; R. Franklin Maynard, assistant organist, and George DeMott and Joe Speranza, skate boys.

FOR SALE
Complete 44x100 portable rink. New push pole 45x100 Camel tent, 4 months old, never been in a storm, 4 center poles with jacks, side poles and rails, inside light wire, 400 ft. outside light wire, light pole with double 60-W. fuse box and meter socket, good Maple floor 44x96, 28' x 12' sections, 2,000 ft. of frame, all cut and bolted together for this floor to rest on. All size blocking tent stakes, outside light poles, 10 guy ropes, portable skate counter and bench, skate boxes, 185 pr. good skates, pop box, electric clock, electric 1/2" drill, vise level, saw, a very good P.A. Sound System. A real complete rink in every detail, a good buy for anyone at this price. Doing a good business in present location. First \$5,500.00 takes it all. Reason for selling: to dissolve partnership. Contact
ROY SWANSON
Phone 9122, c/o Pla Mor Rink, Box 294
MARYVILLE, TENN.

PRE-INVENTORY SALE
All records 65c, made on Hammond Vibrato Organ. Latest records. Send for catalog.
Roller Glide Records, Inc.
Box 88, Wellesley Hills, Mass.

FOR SALE HAMMOND CONSOLE
B. C. MODEL
USED ONE YEAR
JAMES PRICE
Co-Ed Rollerdom
Allston, Mass.
Aspinwall 4610

1,000 (One Thousand) PAIRS CHICAGO'S
Very good used Chicago Rink Skates—perfect condition. All or part. Deposit with order, balance C. O. D. \$3.00 Pr.
MIRADOR ROLLER RINK
Box 226, Homestead, Pa.

SALE! CHICAGO'S RINK CLAMP SKATES
180 Pairs (Also 20 Pair Richardsons) Almost like new—every pair. Buy all or part. 25% with order, balance C. O. D. \$2.50 Pr.
NICK'S ROLLER RINK
R. D. 1, Bridgeville, Pa.

NEW AND BETTER SKATING RECORDS
We feature "Live Organ Quality." All records unconditionally guaranteed. Send for Complete List.
MIDWEST RECORDED SPECIALTIES
111 LARCH, ELMHURST, ILLINOIS

Hit the Profit
BULLS-EYE with ARROW SKATES
ARROW PRODUCTS MFG. CO.
HOLLAND, BUCKS COUNTY, PA.
WRITE FOR ILLUSTRATED FOLDER

FOR SALE
Portable, 50x135. This rink was all new this spring except for 3d year floor sanded once. 225 pr. new Chicago skates, beautiful tent, pop stand, shoe skates, sound system and everything complete. Ideal rink, doing good business. Selling to start winter rink. First of Sept. \$10,000.00. Season to Oct. 15.
WIGWAM ROLLER RINK
1618 Rowland Ave., Madison, Wis.
Ph.: Fairchild 2475M

FOR SALE
8000 feet Hard Northern Maple Flooring, size 33/32"x2 1/4" at \$250.00 per thousand. Also 150 pair brand new Chicago Rink Skates at \$4.50 per pr.
A. C. VANSKIKE & SONS
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Skate Cases & Skate Outfits
PARTS AND ACCESSORIES, SKATE PINS.
WRITE FOR PRICE LIST.
ILLINOIS ATHLETIC SUPPLY
2512 White Plains Rd. NEW YORK 67, N. Y.

Vet Owner Plugs For Family Night

CINCINNATI, Aug. 23.—"Let's forget those 'don't-give-a-darn war days' and get back to the old days," writes Van G. Douglas, operator of Rollo-Dome Skating Rink, Bakersfield, Calif. "Roller skating is here to stay, so let's make it an enjoyable sport for young and old, not forgetting the family night when mother and father bring the kiddies to skate with them. That is one of the many things overlooked by a large number of rink men today.

"Advertising by radio, newspaper, school papers and a rink publication is good, but the best advertising I've found is the word-of-mouth variety, based on a high standard of deportment and no favoritism. Mothers compare notes on the places of amusement their children attend and mothers have much to say where the children spend their time. The younger set is composed of our future skaters, so it's up to you, Mr. Operator, as to what kind of a name you give roller skating. One rowdy rink can hurt skating in a whole county.

"I've owned and managed rinks for 35 years and skated for more than 47 (in the old Mechanic's Pavilion, San Francisco). My first job was with Fred Martin in Palo Alto, Calif., in 1908."

Chippewa Lake, O., Rollery Doubles Last Year's Business

CHIPPEWA LAKE, O., Aug. 23.—A glad-hand policy is paying off for Reginald Smart, in his first year as manager of Chippewa Lake Roller Rink, who reports that this year's business is double that of 1946.

"I think the amusement park rink is the place to build business for all rinks," says Smart. "About 50 per cent of my customers tell me they haven't been on skates in five to 25 years. They try it and come back for more. Treat them right in the amusement park rink and they'll go back to their local rinks."

Labor Day marks the close of the park and rink. Smart intends to return here next year.

Attention, Rink Operators
SPECIAL SALE
New Chicago Rink Skates with Rink Fibre Wheels \$4.65 Pair
Special Fibre Wheels 4.95 Pair
Precision Bearings, All Types .30 Up
Chrome Steel Balls 2.50 Per M
Stainless Steel Balls 3.00 Per M
Men's High Leather Lined Shoes 7.00 Pair
Ladies' White Shoes 5.00 Up
Laces, Assorted Colors and Sizes.
54" and 63" .80 Doz.
72" and 81" 1.00 Doz.
ALL GENUINE CHICAGO PARTS ARE AVAILABLE FOR 24-HOUR DELIVERY. 1/3 down, bal. C. O. D. Send for our price list.
JACK ADAMS & SON, Inc.
1471 Boston Road BRONX, NEW YORK
Tele.: DAYton 9-3403

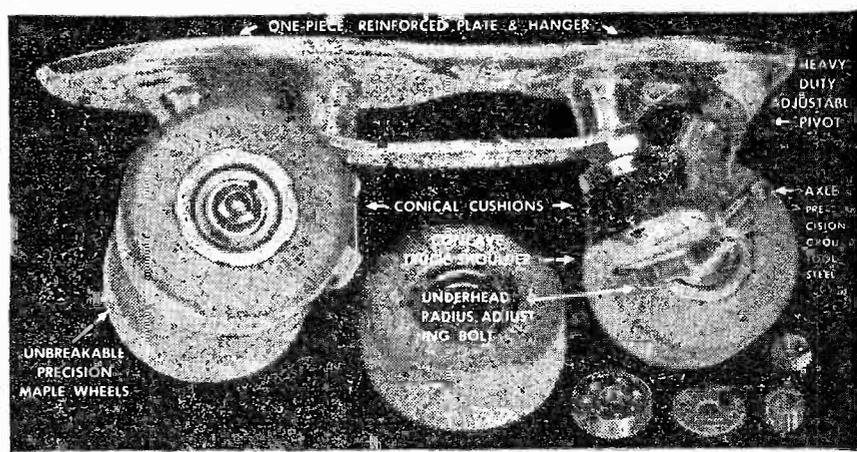
SKATE CASES
ALL-ALUMINUM CASE \$36.00 Dozen
"The Featherweight Champion" Satin Finish Former O.P.A. \$6.50. Samples, \$3.00
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Asst. Color Combination Sample, \$2.47
L & L PRODUCTS
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STANDARD DANCE TEMPOS
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FOR SALE
Complete Skating Rink equipment: P.A. 15-W. pre-Amp, 1000-W. Wooster Amp. and Mike, 2 12" Speakers and 6 Cabinets, 2 Webster Automatic Record Changers; 160 Pr. Clamp Skates, slightly used; 1 Skate Grinder, 1 Elec. Soda Cooler, 2 Emergency Light Systems; 8 Fluorescent Lights, 15"; Cash Register, Computer, Records and many other parts and accessories.
BEST OFFER TAKES ALL.
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SKATING RINKS
We buy and sell New and Used Skating Rinks. Write, Phone 2443-W.
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CURVECREST "RINK COTE"
THE PLASTIC RINK SURFACE
Write
PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Mich.
Originator and Sole Distributor.



ROL-O-WAY LEADS THE WAY!

—NEW "MODEL B" DANCE SKATE—A 1948 SKATE AT 1940 PRICES!

It dances with a slick smoothness befitting its streamlined neatness and beauty.
It has rugged strength for the boys, but dainty enough in appearance to be irresistible to our girl skaters.
Order it—show it—sell it—profit by it! Available with either precision bearing or loose-ball maple wheels.

THE ROLL-AWAY SKATE CO.
4533 Payne Ave. Cleveland 3, Ohio

Rink Skaters who like to 'lean', jump, dance, and figure-skate with trouble-free performance, will want the best...
Superb Gloria Nord Skates
CLEVELAND SKATE CO.
6800 Denison Ave. Cleveland 1, Ohio
Write for descriptive folder & price list

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WRITE! **PHONE!**
WIRE!

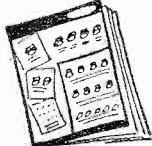
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 1947

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IT'S LOADED WITH BIG VALUE FAST SELLING STYLES

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Buy direct and save. New 1948 styles. Popular variety of genuine furs. Superior quality and craftsmanship. Satisfaction guaranteed or money refunded. Prompt shipment.

Also AGENTS WANTED to sell to neighbors, friends. Write TODAY for Illustrated FREE 1948 Catalog.

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RATES: Display 70c an agate line Minimum 10 lines
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 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.

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HIT PARODIES—“MY DESIRE,” “I WONDER” and six others, \$1.00. Standards “Small Hotel,” “Surrender Dear” and six others, \$1.00. Specify hits or standards when ordering. List free. Hit Parodies, Box 1132, Cincinnati. se6

JUST WRITTEN GREAT MOVIE SATIRE— Complete Act, one dollar. Lloyd Small, 135 West Kingsbridge Road, New York 63, N. Y. se13

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SMART SONGS, PARODIES, MONOLOGUES, Ventriloquial Dialogues. State list required. Tizzard, 110 W. 76th St., New York. se6

AGENTS & DISTRIBUTORS

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 —Super Grip, the hottest big money making item in years. This 3-purpose kitchen utensil is selling fast at \$1.00 apiece in Atlantic City. We sell them for 25c each in dozen lots. Special offer sample, 25c. They sell themselves. Order today and start making big money. Morris Mandell, 131 West 14th St., New York City. se6

ATTRACTIVE 12 INCH SWEATER GIRL
 Dolls. Jobbers price, \$12.00 a gross. Sample dozen, \$4.50 prepaid. M. S. Posner, 4851 N. 8th, Philadelphia 20, Pa. se6

BE FIRST WITH MARTIN'S BRAND NEW
 Insect Riddance Blotter. Pitchman's perfect number. Direct selling sensation; everybody interested. Sample package, twenty Blotters, one dollar. Dozen packages, \$7.20; one free. Martin Products, 126 Lexington, New York 16, N. Y. se27

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 No investment. Free outfit starts you. Advance commissions, plus bonus. Amazing comfort features. Tanners Shoes, 123 Boston, Mass. se6

EARN UP TO \$300.00 WEEKLY—SELLING
 History World War 2. Geo. Gillespie, 4503 Meadow, Norfolk 2, Va. se6

ELECTRIC LIGHT BOW TIE—SENSATIONAL.
 Agents cleaning up. Sample, \$1.00. Write quick. “Gadgets,” 210 5th Ave., NYC. se6

ELEPHANT AND DONKEY SET—TWO
 Cards done in white paint and diamond dust on black background. Humorous and artistic. Sells on sight. Price 25c per set. McGonigle, Box 163, Point Richmond, Calif. se13

FAST SELLING—NATIONALLY KNOWN CONFECTIONS. 5 and 10-cent bar goods, 1-cent items. Also: Bulk Items, Candy Deals for Punchboards. Starr Confections, 2240 N. Racine, Chicago, Ill. se6

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 Crucifixion, reproduced on a real penny, individually carded, \$9.00 gross. Sample assortment sent prepaid, \$1.00. Perkins, Dept. B, 1190 Lawrence, Chicago. se6

MAKE QUICK CLEAN UP SELLING PERFUME
 Beads. Jobbers prices. Particulars free. Sample line, \$1.00. Mission, 2328 W. Pico, Los Angeles 6, Calif. au30

MEDICINE WORKERS—MAKE REAL MONEY!
 Handle “Capri-Togs,” dandy liquid family medicine, \$1.50 seller, 8-oz. bottle. Gross \$38.00; 2 doz., \$9.50, f.o.b. Postpaid sample, \$1.00. Odette Products Co., Box 5642, Dallas 2, Texas. au30

MEXICAN CLAY SPIDER, \$15.00 GROSS—
 Palm Shopping Bag, \$7.00 doz.; Novelty Basket, \$7.00 gross; Artistic Bird Feather Cards, best prices. Resurrection Plants, \$15.00 thousand; small Leather Saddle, \$6.00 doz. Special Products, Laredo, Texas. se6

NEW AND HOT—MARTIN'S MAGIC RAT
 Mats. Perfect fair pitch. Sample box, ten Mats, one dollar. Dozen boxes, \$7.20. Money-back guarantee. Martin Products, 126 Lexington, New York 16, N. Y. se6

NEW, EXTRA MONEY PLAN—UP TO 100%
 profit, showing friends unusual Personal Christmas Cards, Box Assortments, Gift Wrappings, Humorous, All Occasion, Religious, Social Notes, Personalized Stationery. Extra bonus. Request free 50 for \$1.00, 25 for \$1.00, 25 for \$1.95 name imprinted Christmas Cards and personalized Stationery Folder. Special offer. Thomas Terry Studios, 60 Union Avenue, Westfield, Mass. au30

NYLON HOSIERY—FIRST QUALITY, FULL
 fashioned, newest shade. Special 30 Denier, exquisitely sheer, \$10.75 doz. Steady supply. Renzol Co., 60 West 39 St., New York 18, N. Y. se6

QUICK CASH—SELL FRIENDS WONDER-
 ful, 50 for \$1.00, extraordinary 25 for \$1.00 Personal Christmas Cards. Personal Stationery. 32 sensational money makers. Make up to 100% profit; bonus. Write for 6 free self-selling sample portfolios of 50 for \$1.00 to 25 for \$2.50 name imprinted Christmas Cards. Special offers. Rainbow Greeting Card Co., 36 East 12th St., Dept. 11-B, New York. se6

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 works. Liberal commissions; direct from manufacturers. Write Box 211, Elkton, Md. au30

SELL OUR JOKE NOVELTIES TO DEALERS.
 lowest prices. Good discount. R-R Manufacturing, Hutchinson, Kansas. au30

STAG PARTY FUN CARDS—THEY'RE A
 wow. 100 for \$1.00; \$7.00 per 1000. Delivered to you. Singer, 1907 N. 30th St., Philadelphia 21, Pa. No C. O. D.

WALLETS—THREE WAY ZIPPERS ALL
 around. Alligator grain, with coinholder, \$6.00 per dozen. Mercury, 210 Fifth Ave., New York 10, N. Y. se6

YOU MAKE \$25.00 FOR SELLING FIFTY
 \$1.00 Boxes 50 beautiful assorted Christmas Cards, sell for only \$1.00, your profit 50c. Write today for free samples; 50 and 25 for \$1.00 and other Boxes on approval. It costs nothing to try. Cheerful Card Co., 116 White Plains, N. Y. se27

800 MONEY MAKING DEALS—FORMULAS,
 Plans, Ideas, Schemes, unusual Items, Success secrets. Folio free. Formico-KA, Box 572, Dayton, Ohio. au30

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ABSOLUTE GUARANTEE LIVE DELIVERY,
 quick service. Now on hand, harmless Snakes for den of any size; hot or fixed Rattlesnakes, Cottonmouth, Moccasins, South America Boas, \$5.00 to \$65.00. Mexican Boas, \$1.50 per foot; giant black Iguanas, beaded Lizards, baby Crocodiles, large Alligators, tame Red Fox, \$10.00; Wildcat, \$35.00. Ross Allen, Silver Springs, Florida. au30

A COMPLETE STOCK OF SNAKES, ANIMALS
 and Birds. Agoutis, Capabarys, Squirrels, Monkeys, assorted Snakes. Forty years of reliable service. Snake King, Box 126, Brownsville, Texas. se13

AFRICAN EAGLE, JAVA PORCUPINES,
 Chimpanzees, Lumas, Civets, Guanacos, Pelicans, Zebras, Curassows, Giant Jungle Rats, Owls; Opossums, with young in pouch; Iguanas, Raccoons, Foxes, baby Coati Mundis. Chase Wild Animal Farm, Egypt, Mass. se6

ALIVE!—ALLIGATOR PITS, GOOD FEEDERS,
 gigantic values, \$10.00; \$15.00; \$20.00. Giant Pigeon, Prairie Dog, both for \$10.00. Young tame Coati Mundis, dandies, \$30.00. Half cash, balance C. O. D. Don Compton, Box 93, Mt. Vernon, Ill. se6

CAGES FULL OF SNAKES—DENS, \$20.00, 2
 for \$25.00; Rattlesnakes, \$4.00; Boas, 5 ft. \$10.00; baby Boas, \$2.00; Rhesus Monkeys, \$38.00; Sooty Mangabays and Ringtails, \$45.00; 2 extra large Northwestern tame female Raccoons, \$35.00 each; Alligators, 2-3 ft., \$12.00, smaller, \$5.00. Wire money. Trails End Zoo, St. Stephen, S. C. se6

AUGUST SPECIAL
ASSORTED ALL PUSHER ANIMALS

Regular \$16.00 per doz. Min. Order, 1 Doz.
AUGUST SPECIAL—\$1.00 EACH Send for our complete carnival price list.

STANLEY TOY & NOVELTY COMPANY
 110 W. Broad St. Richmond, Va.

NEW CATALOG SOON
 Write for your copy. You must state line of business for proper classification. “25 YEARS IN CARNIVAL SUPPLY BUSINESS.” Most complete line of Carnival Concession Merchandise.

SPECIAL—Just received 1,000 O. J. Wrist Watches, Radium Dial and Sweep Second Hand—\$4.75 (Minimum Order 6)

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THE OUTSTANDING NUMBER OF 1947

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Made of fine Rayon Plush in White and Gold Assortments.

21" HIGH \$33.00 Doz. Sample Price \$3.50
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25% Deposit With Order, Balance C.O.D., F.O.B. N. Y.



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Parachute trooper . . . it works! A paper parachute with 6 inch metal-weighted cardboard soldier attached. Each in large attractive box.

Dozen \$ 1.35
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Chinese Paper Snakes on Bamboo Stick. Doz. 1.50

Felt Comic Hat Bands. Per 1,000, \$13.50. Per 100 1.50

Large Heavy Bolow Knife With Sheath. Each 2.45 (F. O. B. Indianapolis) 25% deposit with order

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 117 SOUTH MERIDIAN ST. INDIANAPOLIS 4, IND.

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BROOCH PIN

- freshwater pearl
- gold rolled plate wire
- attractively carded

STOCK NAMES \$25 Per Gross (Mother, Sister, Sweetheart, Wife)
ASSORTED NAMES \$27 Per Gross (1/3 deposit on order, Special Rates 5 gross lots and up)

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Special Silver Anniversary WHOLESALE CATALOG No. 66 1947

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SPORS CO., 8-47 Lamont, Le Center, Minn.

5000 Items In Wholesale FREE Catalog

This latest book is jam packed with 5,000 Tested Sellers. Greatest buys in our history and price reductions averaging nearly 21% on many. Our aim is to keep your profit records up. Get your request off today for This Book of America's Top Values.

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TRANSPARENT MARKERS
 Write for Bulletin
 AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO

WHILE THEY LAST



"A PERFECT LIGHTER THAT NEVER FAILS"

It is known as the "Match-King" and makes an excellent gift for either ladies or gentlemen. Has beautiful lines and is well made. Comes in assorted two-tone designs; packed one dozen assorted designs in patriotic colors to a box.

No. BB-110

\$3.00 Per Dozen in Lots of 12 Dozen or More. \$3.50 Per Dozen in 1-Dozen Lots.

ROHDE-SPENCER CO. 223-225 W. MADISON STREET CHICAGO 6, ILLINOIS

CHIMPANZES, BABOONS, JAVA MONKEYS, Dianas, Stumptails, Pigtales, Bonnet Monkeys; Zebras, Antelopes, Deer, Vicuñas, Bears, Pythons, Monitor Lizards, Flamingoes, Cranes, Rheas, Swans, Geese, Ducks, etc. All for immediate shipment. Louis Ruhe, Inc., 853 Broadway, New York 3, N. Y. se6

GIANT JUNGLE RATS, MONKEYS, ANIMALS. Snakes, Deer Pawns. John Thiele, 106-18 86th Street, Ozone Park 17, New York.

WANTED — ORGAN GRINDER MONKEY. Must be broken to work with organ—none other. F. A. Bergman, 14820 Trocadero Ave., Detroit 5, Michigan. Prospect 3927. au30

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FOR SALE—ROUTE PHONOGRAPHS AND Pin Balls, small but can be expanded. Write Box 340, Brainerd, Minn. au30

FOR SALE—ROLLER RINK, GUARANTEED money maker, Michigan resort town; open year 'round. Rent paid for 1 year; long lease. U. R. O. member. Large Club. Box C-293, Billboard, Cincinnati 22, O.

GET 300 MONEY MAKING TIPS, PLANS, Ideas, Formulas, Schemes, Trade Secrets, Methods. Folio free. Formico-Mil, Box 572, Dayton, Ohio. au10

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\$2,000 CASH TAKES ALL—GOLDEN OPPORTUNITY for good showman and wife. Astrology Business; 10 years in Dallas. Tells the untold, sees the unseen, tells names, answers questions without customer saying a word. All done by electrical magnets and Yogi Philosophy. Outfit in grand shape; working every day. Also special House Trailer, 2 sound proof reading rooms, furnished living quarters for two, city sewer, gas, lights, water. We will teach you the business. Send stamp and birth data. Will answer all letters. Astrologer, 7166 E. Grand Ave., Dallas 10, Texas. au30

MOBIL POPCORN CANDY BUSINESS—Pleasure, travel, thrills. 100% profit. Follow the crowds. Hot Sellers. Complete course, \$1.00. La Plant, Menominee, Michigan.

THEATER WANTED—TO LEASE CENTRAL, Southern or South Eastern Ohio. Thirteen years' experience; married, family. Marion S. Porter, P. O. Box 150, Nelsonville, Ohio.

COIN-OPERATED MACHINES, SECOND-HAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 94 of this issue.

COSTUMES, UNIFORMS, WARDROBES

ALL BRAIDED CELLOPHANE WAISTBAND Hula Skirts, with leis, \$7.50. Oriental and Strip Costumes, \$12.50. Net Chorus of Strip Pants, \$1.35. Bras, 75c. Rhinestone G-Strings, \$7.50; Bras, \$2.00. Rhinestone Pouches, \$4.50. Rhinestones with Settings, \$1.85 gross. Folder? Yes! C. Guvette, 346 W. 45th, New York 19. Tel. 6-4187.

ASSORTED BUNDLES OF CHORUS COSTUMES, Gowns, Trimmings, etc., \$5.00. Other Costumes and Gowns, from \$3.00 up. Bally Capes, \$7.50. C. Conley, 308 W. 47th St., New York.

BALLYHOO CAPES—GOLD VELVET CURTAINS (14x17), \$75.00; Green Velvet (10x25), \$20.00. Striptease G-Strings, Gowns, Wigas, Clowns, Rhumbas, Minstrels, Orchestra Coats, Red Caps, Parachute. Wallace, 2416 N. Halsted, Chicago.

CREATIVE PAPIER MACHE DECORATIONS—Plaster, Displays, Masks made to order. No catalog. John Praetorius, 603 W. 45th St., N. Y. City. CI-tele 6-7672. se6

FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225.00; complete set. 50 all-electric, from \$155.00. Krispy Korn, 120 S. Halsted, Chicago, Illinois. oc18

ALL ELECTRIC POPPING UNITS—GEARED Aluminum Kettles, Peanut Roasters, Copper Carmel Candy Kettles, Display Cases. Northside Co., Indianapolis, Iowa. no1

B40 HAMMOND ORGAN SPEAKER CABINET—Quote offers. 8" American Floor Sander, \$90.00. Robert Hess, Serena, Illinois.

COLEMAN HANDY GAS PLANTS, BURNERS, Tanks, Tubing, 20% discount. Bottled Gas Burners, Regulators. Northside Sales Co., Indianapolis, Iowa. oc4

FOR SALE—ONE 40'x100' CANVAS TENT, yellow trim, complete with poles and 7' side drops. Also 54 pairs Chicago Skates, assorted sizes, both used 30 days. Write or phone C. P. Barnes, Jennings, Louisiana, or 578W. se6

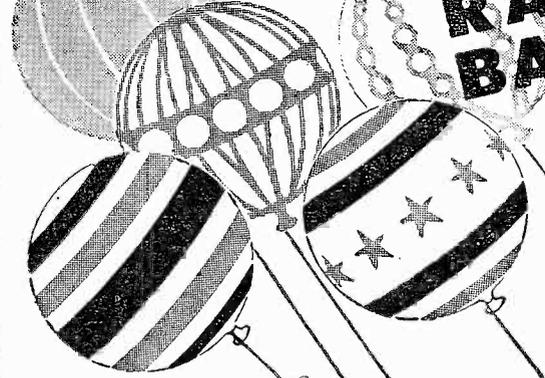
FOR SALE—ONE 10c METAL TYPER, GOOD condition, \$145.00. W. A. Wolfington, 1170 Jefferson Ave., Winston-Salem, N. C.

FROZEN CUSTARD OUTFIT ON DODGE Truck, 10 K. W. Generator, Henry Mallard Machine, Curtis Compressor, Kelvinator Deep Freeze, etc., \$2200.00. Also 4 K. W., 110 volt D. C. Generator, Universal water cooled, \$2000.00. C. Thurer, 80 Manchester Ave., Keyport, N. J.

POP CORN MACHINES—GOING OUT OF POP Corn business. Manley, \$275.00; Manley (two kettle model), \$350.00; Burch, \$250.00. All large Cabinet Models, A-1 condition and appearance. Wilhoit, 103 N. E. 60th, Portland 15, Oregon.

POPCORN TRAILER—TEN AVAILABLE, NEW Krispy Korn, 120 S. Halsted, Chicago. au30

LEE-TEX RAINBOW BALLOONS



"Here's a red-hot assortment"

says MIKE BRODY

Yes, among men like Mike Brody who know balloons and what the trade needs, this new Lee-TEX Rainbow assortment rates a big OK. Here are colors that really flash, teamed up with smart new all-around designs to give you the handsomest line-up of attention-getters you ever saw. Like all Lee-TEX Balloons they're specially processed for top quality, outstanding value. Price No. 9 Rainbow Assortment, \$7.20 per gross; immediate delivery.



THE BALLOON PEOPLE

So that my many customers will know that I do stock and can supply LEE TEX Balloons, I authorize the above advertisement.

M. K. BRODY

1116 S. HALSTED ST., CHICAGO, ILL. TELEPHONE: MONROE 9520

M. K. BRODY

BY M. K. Brody

ICE BREAKERS

- Bean Shooters, asst. plastic \$3.50 Gr. Yellow Birds, top quality 9.00 Gr. Metallic Birds, best made 12.00 Gr. Pinwheels, asst. metallic 7.00 Gr. Airplanes, heavy metallic 15.00 Gr. Tri-Motor Planes, none better 21.00 Gr. Helicopters, very flashy 21.00 Gr. Also Party Hats and Noise Makers in Season.

Deposit with order, balance C. O. D. Write for list.

NOVELTY & NOTION EXCHANGE 125 W. FIFTH STREET, DAYTON, OHIO

DEALERS! ARRANGE NOW FOR FIREWORKS FOR THE HOLIDAY TRADE!

We are distributors for every kind of fireworks; catering to jobbers and retail outlets. WHOLESALE ONLY.

ACME SALES CO., Inc.

Dept. 2, 781 Marietta St. ATLANTA, GA.

\$500,000 SURPLUS

- G. I. WOOL SLEEPING BAGS, perfect and sterilized. Sample \$1.85 K-D GOV. ELEC. TRUCK FLARE, new, 12 to case. Sample \$2.40

Write for Full List WRIGHT & WRIGHT

445 E. Commerce San Antonio, Texas

Notice, Mfrs.

Want factory contacts for Toys, Dolls, Novelties, Merchandise of all kinds.

HAWAIIAN LEI & NOVELTY SALES

719 East Broadway, Alliance, Ohio

Genuine FUR MONKEYS

Exclusive Manufacturers

- Hand Made • Protected Action Spring • Unbreakable Wood-Composition Head • Real Fur in Bright Pastel Shades

8" Baby Monkey 12" Daddy Monkey

Comic Card Tails, 5c up

ALSO Rabbit Feet with Key Chain, cellophane wrapped.

Bushy Fox Tails with wire and streamer.

Ask Your Favorite Supply House for Better Made Fur Novelties by

CHARLES BRAND NOVELTY CO.

154 West 27th Street New York 1, N. Y.



"Baby Monkey"

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster, Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready - Write for Copy Today

IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP. 1111 South 12th, St. Louis 4, Mo.

SLUM

BALLOONS

Bingo & Premium Merchandise

WRITE FOR OUR 1947 PRICE LIST.

M. A. SINGER CO.

2125 COMMERCE

DALLAS 1, TEXAS

**NATIONALLY FAMOUS
ELGIN, WALTHAM,
BULOVA, GRUEN AND
BENRUS WATCHES**

ONLY
12.95
7 Jewel

Reconditioned and
Guaranteed
15-Jewel. .16.95
17-Jewel. .19.95

Stone set dial, \$3.00
additional.
Mesh or stretch-band,
\$3.00 additional.

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25% deposit with
order, bal. C. O. D.
Open account to
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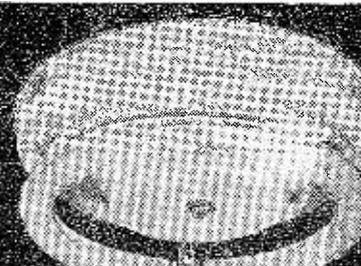
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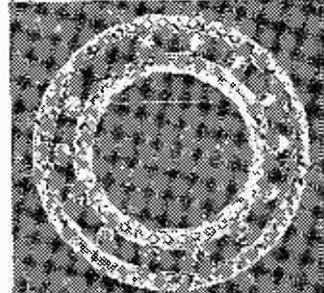
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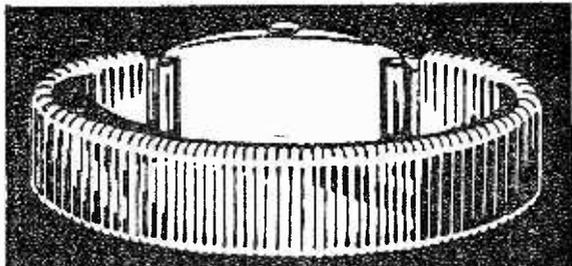
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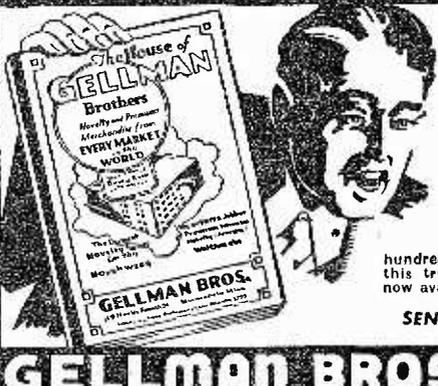
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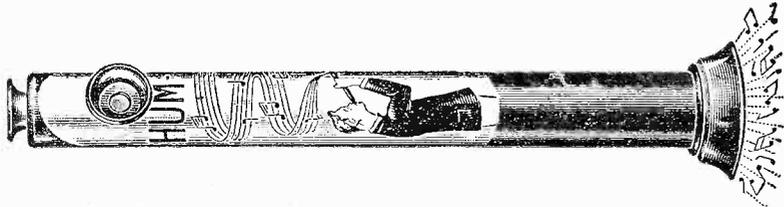
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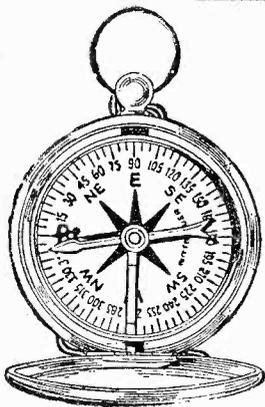
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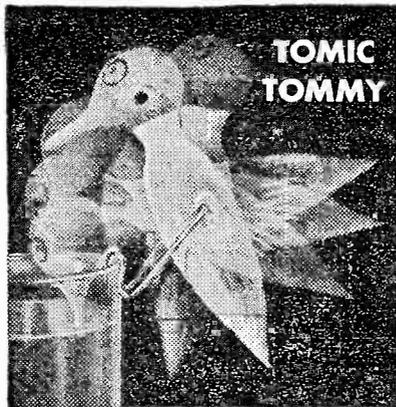
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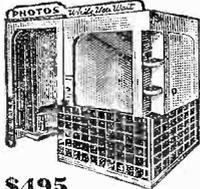


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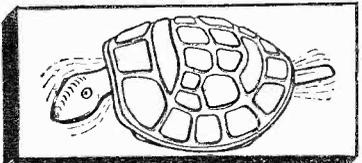
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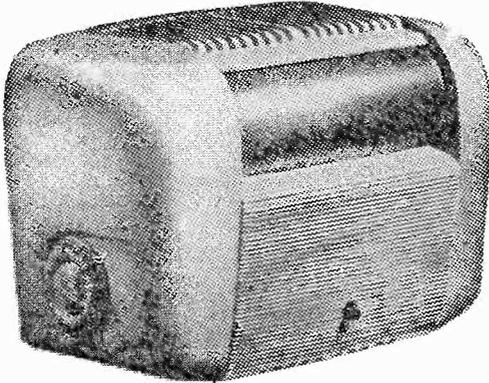
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Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

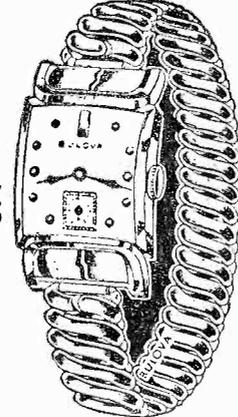
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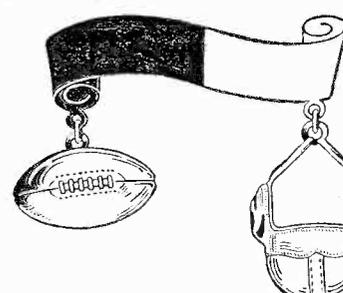
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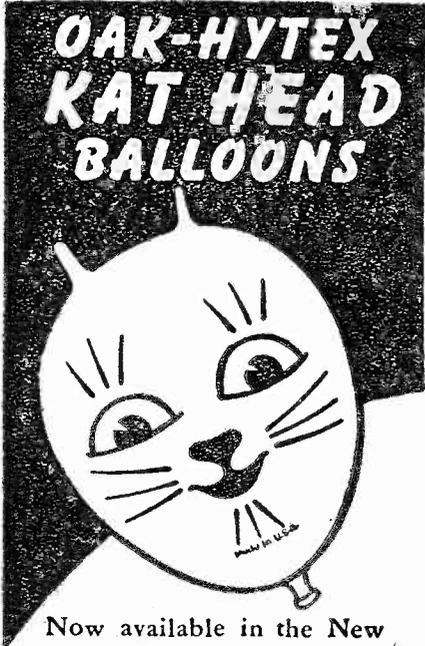


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THE HOSBERGS . . .
who completed a successful run at Illinois State Fair, Springfield, with peelers and graters, are mapping plans for a tour of Mexico this winter, after which they will head for Alaska come spring. They completed a click tour of the Canadian A Circuit of Fairs before hitting Springfield and have a number of other fair stands lined up before heading South for the winter.

Although the pitchman doesn't always get everything he goes after, he's comforted by the thought that it doesn't cost anything to try.



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Pipes for Pitchmen

By Bill Baker

DAVE ROSE . . .
has quit the pitch business, for the time being, at least, in favor of operating concessions on the John R. Ward Shows, where he is being assisted by Mrs. Rose.

Ask a pitchman why he entered the profession to make his daily bread, and nine times out of 10 he'll tell you it's because he doesn't want to do anything else.

MADALINE RAGAN . . .
pipes from Christopher, Ill., "It seems all the old-time pitchmen are out with carnivals this season. Doc T. D. Lance has a photo studio, and his wife, Eunice, has a pan game on Great Sutton Shows. Doc also is shows' general agent. We left Iowa because the floods there have caused the farmers to tighten up and we jumped in here to join the Sutton org. Was sorry to learn of the death of Bill Meader's daughter in Detroit. A party was held here in Doc Lance's trailer in honor of Doc H. J. Clayton, of med show note, who is on the local police force and running for mayor. Refreshments were served and jackpots were cut up until the early hours of morning. Clayton said he'd like to read pipes here from Jolly Fanny Hatfield, old-time med performer."

Fancy Freddie Says: "A pitchman even respects those who can be of no possible service to him."

DOC WHITE . . .
of snake oil fame, is operating a side show to reported lucrative returns.

MARY RAGAN . . .
and husband, Dick Kanthe, are in Oregon with Long's United Shows, on which they have a side show.

A pitchman probably meets more people in his daily maneuvers than any other person. From them he picks up many valuable pointers. Oddly enough he'll listen to pointers from anyone.

E. J. HORST . . .
scribbles the following notes anent the fair in Troy, O.: "J. Brennan was here with needles and a neat jewelry stand. He worked to exceptional business. Gene Krieg and Sunny Mack-enhouse also were on hand with a jewelry stand and reported good business. John Jacobs had punch needles working to lucrative takes. Sam and Caroline Levy were with the Baker Shows for the week and chalked up a big one in Indiana. Mr. and Mrs. K. Max Smith had a large jewelry layout and were doing well despite the number of engraving concessions on hand. Mr. and Mrs. Ed Minniman had their usual tobacco and cigarette set-up. Most were well pleased with the big one at their first fair date of the season and all

believed that the season will prove a winner."

PITCHMEN . . .
and their method of operation were the subject of an interesting article which appeared in the August 13 edition of *The Illinois State Register*. Written by Beulah Gordon, piece devoted a half page of space to the article and photos of George Beyer and Raymond Jacobs, partners in a gold-wire jewelry stand, and Mona and Leo Moriarty, some of the many pitchmen and demonstrators who had stands at the Illinois State Fair, Springfield. Among other vet workers who came in for special mention were Leonard Meeks, and Glenn Baggerly, with cards, mice and magic; Jack Murphy, gags; Ray Chalue, gadgets; Sam Coe, and Mr. and Mrs. Glen Hosberg, peelers and graters.

This is the time of the year most workers begin to feel that if they haven't made their bundle of scratch by Christmas they can always go South for the winter to continue scuffling.

JOE W. KEOWN . . .
veteran proponent of the leaf, visited the Western Farm Life show in Denver August 9. Joe is general agent for Roger Bros.' Circus.

Numerous pitch families have prospered in the glitter of a midway.

KID CARRIGAN . . .
cards from Burbank, Calif., that conditions there have changed considerably and that business hasn't been too good. "Plan to head East this fall," the Kid says. "Have a new Western flash and a new health food and hope to find a store in an Eastern city."

"I'M CONVINCED . . .
that there is power in prayer," tells M. (Jack) Martin from New York. "After several years I have found the perfect pitch and direct selling item. I call it Martin's Insect Rid-dance Blotter and it looks as tho it will be well received."

Consider the plight of a pitchman if he hesitated to spill what's on his chest.

ABE RISEMAN . . .
spills the following from Charlotte, N. C.: "Enjoyed the most pleasant experience of my life here recently when I spotted Mr. and Mrs. C. B. Mogridge selling a new gadget called Syco-Slates in J. B. Ivey's department store. Working a center aisle, they displayed the abilities that make them a credit to the demonstrating and pitch profession. Both are well educated and refined and work with clock-like precision. They make friends with store managers, executives and what have you, and they keep them. My health isn't too good at the moment and I'm heading for the mountains of North Carolina. I was with Doc Nonzetta, of med show note, down this way years ago."

What other field of endeavor offers a chance to travel and be independent and to live and work in a year around holiday spirit than Pitchdom?

ED AND ETHEL HILL . . .
jewelry workers, clicked off some good business with that item at the recent Urbana (O.) Fair. From there they headed for the fair in Troy, O., August 10-14, where they garnered oodles of long green with two locations on the grounds. The Hills already have arranged for their winter stands in Sulphur Springs, Fla., where they plan a new set-up during the Christmas holidays.

Small jumps and a steady job are the reasons most pitchmen never turn to another phase of show business.

THE HALSTROMS . . .
Tip and Lil, are making fairs in Wisconsin to long counts.

WORKING FAIRS . . .
and other varied and sundry locations in Iowa are Frenchy Thibault and Al Rice.

Things We Seldom Hear: "Pitchmen are the only people we know who can make patrons part with money they never intended to spend for articles they never intended to buy."—Department store manager.

REPORTS FROM . . .
South Dakota indicate that Cowbo Williams is working his foot aides in that territory to successful business.

Inexhaustible energy to push ahead is the reason for most pitchmen's success.

Tripod Terry says: "It's about time we all get back into the groove and begin exploiting our interests as we did years ago"

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- A fair operator sold a thousand in three hours.

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A terrific demonstration item—squeeze the jelly from the metal tube . . . just like tooth paste on to the end of a plastic blowing tube and blow balloons that are self-sealing and long-lasting. Each tube will make 50 to 60 balloons . . .

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AMERICA'S BEST WHITESTONE RINGS AT NEW LOW PRICES!

EVERY STYLE—EVERY SIZE
5-Stone Gold-Filled Solitaire . . . \$6.00 per doz.
9-Stone Gold-Filled Wedding Band to match . . . \$6.45 per doz.

A PERFECT REPRODUCTION
Of a High-Priced Diamond Ring Beautiful ladies' "Tiffany" whitestone mounted with baguette sides in Sterling Silver or 14K rolled gold. Baguettes available in either white or blue. Center stone approx. 1 carat.



No. 018 . . . \$13.50 Per Dozen
Send for our catalog. Write either to Home Office or Branch Office, 85 East Gay Street, Columbus 15, Ohio.

Sample ring assortments sent for \$5.00 or \$10.00

Ladies' Sterling Solitaire \$4.00 per doz. \$42.00 per gr.
Ladies' Sterling Wedding Band to match, 6 large sparkling stones \$5.00 per doz. \$57.00 per gr.

Sterling jewelers
WORTHINGTON, OHIO

SALESBOARD SIDELIGHTS

New York:

Joseph Rake announces that his firm, Rake Coin Machine Exchange, is being remodeled to give badly-needed space to his salesboard department. He is also giving the exterior a face-lifting. . . . Several local manufacturing firms plan issuing new lines about mid-September.

Best indication that the board business will grow by leaps and bounds this fall is the "larger than usual" orders repeatedly being placed by operators, plus the fact that several new board distributing firms and at least one new board manufacturer will open shop soon.

Alvin Borkin, Al Hirsch, Milton Soffer and G. M. Sayller are on the road now for Bork Manufacturing Company. . . . Otto Goldman, sales manager of Globe Printing Company, is due back from the West Coast in two weeks. . . . Max Greenglass, of Profit Manufacturing Company, says his firm will have 48 new numbers ready in catalog form in about 10 days.

Chicago:

Excel Manufacturing Company reports that business is on the upgrade. Irv Padorr says Excel salesmen are bringing in more and bigger orders than at any time in recent months and that it "looks like only the beginning." Quoting other members of the firm: "We're swamped." The boys say there's always room for more, tho.

Jack Morely, over at Superior Products, says that talks with operators during recent weeks have one universal theme: business is better and play is showing almost country-wide increases. Morely states that Superior's program entails a flow of new boards for the coming fall and winter. News from the field received from district sales managers and National Sales Manager Joe Brodsky coincide with views of operators, Jack reports.

Charles B. Leedy, Gardner & Company sales manager, left last week on a lengthy business tour of the Western States. Miss Zinder, assistant sales manager, says he will cover the Western territory and the Coast, returning about October 1. Gardner opinion agrees with the industry in that fall and winter sales will be of a top-peak nature and zoom steadily along at that level for record highs.

Kansas City:

Martin Friedman, partner in Friedman-Klein Sales Company, predicts an upturn in salesboard business as soon as the current heat wave lets up. Jack Klein's brother, Louis, has been helping Friedman run the shop on West Ninth Street. . . . Joe Glazier, who has Glazier's Distributing Company, also on West Ninth, is just back from St. Louis where he visited his twin brother, Isadore. Joe reports board business down there is good. Harold Overton, assistant manager, was in charge of the shop while Joe was gone. Mort Cowan, Glazier's traveling representative in Texas, Arkansas, Louisiana and Mississippi, has returned from a three-week jaunt thru his territory.

John Pugh, of Salina, made a quick trip into K. C. before taking off for a vacation in Colorado, and his fellow townsman, Charles Hopkins, stopped in en route to a Southern Missouri playground for a bit of relaxation. . . . H. O. McCarthy and John Foley, both of Kansas City, Kan., were making the rounds on the Missouri side the other day. They just recently went into partnership.

R. M. Wills, of Steinberg-Wills Company, just back from a trip thru

Kansas and Colorado, reports that business appears on the upgrade. Harry Steinberg, former Chicagoan and Wills's partner, handled the business while he was gone. . . . Jack Cohn, of Kansas City, reports no luck on his three-week fishing jaunt into Minnesota. He was at Millac's Lake, which he says is a beautiful spot, but the fish appear to be afflicted with some ailment this year. He said he saw hundreds dead along the lake shores. But he reports he did have a big time in Chicago and Milwaukee on the way back home, taking in a full quota of the night spots, shows and general city scenery.

Joseph Berkowitz, president and "good will ambassador" of Universal Manufacturing Company here, Bee-Jay Products, Inc., of Chicago, and Triangle Manufacturing Company, Minneapolis, is currently making an extensive coverage of the country calling on all accounts, old and new. To date Berkowitz has covered from 2,000 to 6,000 miles a week by air, visiting customers from coast to coast. He plans to continue his travels. All three plants which Berkowitz represents are said to be buzzing with activity, developing new deals and stepping up production to meet the mounting rush of the heavy fall business which has already begun.

Coney Island

(Continued from page 59)

Weisberger, James Henry, Louis Maggi, Harold Gaffney, Ambrose Potter and Benjamin DeVoy. Old Mill is operated by William Schaefer, Achille Girrani and Louis A. Cooke; Silver Streak by William Williams and John Lanzaro; Whirlpool by Charles Lipp and Arthur Thornewell; Rocket Ships by John Cilento, Dominick Vastola and Anthony Farese; Barrels by Angelo Minichino and Ernest Christopher; Flyers by Emil Eskildsen and Harry Payton; Avalanche by Thomas W. Johnson and Samuel Sweeney.

Shorts: Fred Gallo has the watermelon concession in front of Luna. . . . Helen Bonder supervises the souvenir stand at Feltman's for Jimmie and Johnnie Santos, operators of two fishing games, one at Feltman's and one on Jones Walk on John Ward's property. . . . All weekends, mostly those over national holidays, bring colored excursionists to Coney via bus from all points of New Jersey, Connecticut and even Maryland. And all money spenders, too.

Crashes the Movies

Steeplechase crashed the movie shorts and news reels with shots of the 7,000 orphans enjoying themselves at the expense of the Tilyous at the 11th annual outing of the Police Department Anchor Club. . . . Charlie Herman, of Gyroscope, is away on a visit to his son, Robert, operated on for appendicitis. Mrs. Herman is here from California. . . . Asam's Aerobat that began gyrating recently, has Chris Taraboch, cashier; Nick Londes, control man, and John Gallagher, instructor. Riders need a pretty hardy constitution to withstand the shake-up one circuit dishes out. . . . Bill Norton replaced Joe Boston as talker at Tirza's with Joe embarking as a girl show operator along the carnival route. Another Tirza speller is Danny Hoison, doubling as general manager. Ginger Noble, first time on any stage, not only does the Wine Bath dance when Tirza is called elsewhere but also executes fan and tap dance routines. . . . Nathan Faber, another poker roll chief with sites in Rockaway, Long Beach and Coney, is adding new equipment to his Penny Arcade on Surf. . . . Fox's elephants are guided and handled by an all-new crew, in-

cluding Charles Perringen Reid Jr., William Joe Peet, Joe Blanco, Stanley Schiller and Miss Jaycee Rimborg. George Lester is ticket taker and Harry Rimborg general trainer.

Grace Syphers sings as she serves in Kirsch's eatery. . . . Gladys Bijou, a West 15th resident with daughter, Mrs. Vicki Nasti, was a former burly principal with the late Sliding Billy Watson's show. . . . Louis and Tessie Reisler have shelved their photo studio for a 12-unit balloon racer on the Bowery. Game was acquired from Fred Thorpe, of Rockaway Beach. . . . Coney Smyth, talker at Bernstein's Bowery Arcade, celebrated his 83d birthday August 10 by passing out the cigars. . . . Stanley Beck, of Murray Kaufman's photo shop, deserted bachelor life August 10 when he and Phyllis Feldman became hubby and wife. Nuptials wound up with a reception at old Roumanian nitery in Manhattan.

CONEY COMMITTEE SET

(Continued from page 59)

and Harold Klarnet. Participating organizations, Allan F. Kramer, chairman, and James Mattimore.

As usual, the Mardi Gras will feature parades every evening except Saturday (13) and Sunday (14), which will be given over to confetti battles and carnival balls. Parade schedule starts off with New York's Police Department in line Monday (8), followed by Firemen's Night Tuesday (9); Veterans' Night, Wednesday (10), Knights of Columbus, Thursday (11), and American Legion Night, Friday (12). Parades, with plenty of bands and floats, will move along Surf Avenue, Coney's main stem, from Ocean Parkway to West 19th Street, the entire length of

the resort's amusement area.

On Saturday (13) afternoon the grand baby parade will be held along Surf Avenue. It is expected that more than 300 children will take part in the parade and vie for prizes. Awards will go to the winners and runners-up in the beautiful and original float and costumes division and a special trophy will be given to the healthiest twins.

PUSH CARDS

All sizes of straight or skip numbers, with all winners, or with one winner under Master Seal. Also regular Cards up to 600 Holes.

FREE Catalog. Write

W. H. BRADY CO., MFRS.
CHIPPEWA FALLS, WISC.

CANDY SALESBOARD DEAL

Candy Manufacturer in Chicago giving up Salesboard Deal Dept. Deal is of high quality and has proven sales appeal. We will sell the board deal set-up complete. Candy will be sold to you at the right price. Not necessary for you to carry large stock. We will manufacture for you as needed.

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State Your Requirements

G. & H. NOVELTY CO., Mfg.
Wheeling, West Virginia

Husky PROFITS with these New Giant Hole Boards

SIX 5¢ TWELVE BIG FINS POSSIBLE PAYOUT OVER 100%
\$500

SIX TICKETS IN EACH GIANT HOLE

ORDER No. 200 "TWELVE BIG FINS"
Giant Holes
6 Tickets in each Hole
25c Per Hole
- Thick -
Number Tickets
Avg. PROFIT \$28.16
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ORDER No. 200 "YOU CAN'T MISS"
Giant Holes
6 Tickets in each Hole
25c Per Hole
- Thick -
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Average PROFIT \$27.45

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO 16, ILL.

NEW LOW PRICES ON BINGO TICKETS

1000 REFILLS ON STICKS	\$.62 1/2	Ea.
1380 RED, WHITE AND BLUE TICKETS	.90	Ea.
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1260 REFILLS AND 74 SEAL JACKPOT CARD, COMPLETE	1.25	Ea.
1600 REFILLS AND BASEBALL 36 SEAL JACKPOT CARD, COMPLETE	1.35	Ea.

World's Largest Distributor of Salesboards and Bingo Tickets

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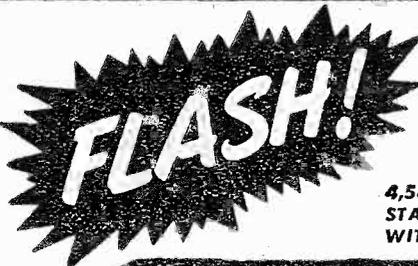
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(Phone: Chestnut 4693)

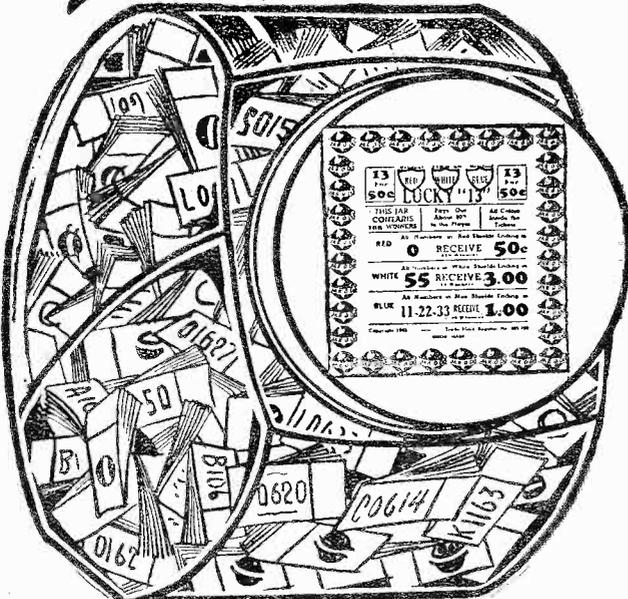
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4,580 RED, WHITE, BLUE TICKETS STAPLED IN BUNDLES OF 13 WITH ACTUAL STEEL STAPLES



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TAKES IN 4580 TICKETS, STAPLED 13 IN A BUNDLE FOR 50¢\$176.35 PAYS OUT (ACTUAL) 132.00 PROFIT (ACTUAL)\$ 44.35

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"World's Foremost Mfr. of Jar Games"

405-411 E. 8TH ST.

KANSAS CITY 6, MISSOURI

ORIGINAL JAR-O'DO • ORIGINAL JAR-O'DO

SALESBOARDS—All Orders Shipped Same Day Received

Table with columns: Holes, Play, Description, Average Profit, Net Price. Lists various board types like LUCKY BUCKS, EASY AGES, etc.

WRITE FOR OUR LATEST PRICE LIST

Large Stock Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢, stating your requirements. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

READY FOR IMMEDIATE DELIVERY!!

FIVE SLOT SYMBOL TICKETS IN EACH HOLE -- ONE TICKET IS FREE

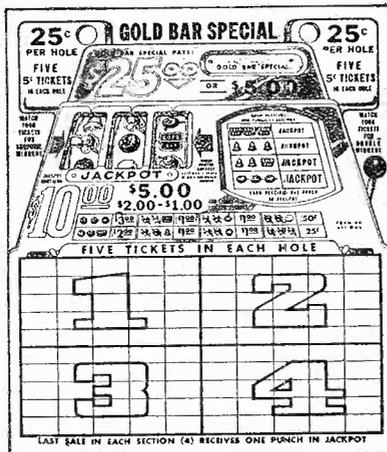
GOLD BAR SPECIAL FORM NO. 207 MGL

200 HOLES -- 25¢ PLAY

Takes In - - - \$50.00

Average Payout - \$24.18

Average Profit - \$25.82



1200 N. HOMAN AVE. HARLICH MFG. CO. CHICAGO 51, ILLINOIS

COIN-OPERATED MACHINES, SECOND-HAND

Only advertisements of used machines accepted for publication in this column.

RATE: 12¢ a word . . . Minimum \$2.00

Remittance in full must accompany all ads for publication in this column.

A-1 CIGARETTE AND CANDY VENDING MACHINES. All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago. se13

A-1 CIGARETTE AND CANDY VENDING MACHINES, all other coin equipment. Mac Postel, 6750 N. Ashland, Chicago, Ill. se20

ATTENTION, STAMP MACHINE OPERATORS—Send your name and address. At times I have folders bearing advertisements that you can buy cheaply. Multiple folders available now at 49¢ (no ad. on these) in 25¢ quantities. Have large stock used Shipman and Scherneck Machines. Stamp Machine Operators Supply Co., 312 Asbury, Evanston, Ill. au30

BIG MONEY IN VENDING MACHINES—Smallest capital start, brings immediate profits that build permanent profitable business. Becker Venders, 103-W. Dewey, Brillion, Wisconsin. se27

EMERSON 10c POP CORN VENDORS (10) for sale, \$75.00 each. Bay Beverage Co., 3305 Washington St., San Francisco 18, Calif.

FOR SALE—2 COLUMBIAS, \$25.00 EACH—Mills Q. T., \$25.00; 3 Wurlitzers Victory 500 and 600, \$75.00 each. Frank Guerrini, Burnham, Pa. au30

FOR SALE—MILLS BLACK CHERRY BELLS, Jennings Standard Chief, Jennings Greyhawk, Mills Hand Load, Mills Cherry Bell, rebuilt, 5c, 10c and 25c. Prewar Warring and Jennings at \$30.00 up. All Machines in good working condition. Just recently off location. Write for prices. Kellogg Sales Company, Koehler Hotel, Grand Island, Nebraska.

FOR SALE—SLOTS, 5, 10 AND 25c MILLS, Jennings; just off location. Write Box 340, Brainerd, Minn. au30

FOR SALE—TRADE COUPONS FOR BALL Gum Winners, 35¢ 1000. A. B. T. Gums, \$25.00. Hanson Penny Weighing Scale and Case, \$12.50. Al Hoff, 1920 Rose, Baltimore 13, Md.

FOR SALE—TWENTY VICTORY STAMP MACHINES, 5 and 10 Cent Slots; some are like new. What am I offered? Carl Colvin, Galena, Kan.

GOLF BALL SLOT MACHINE—25c OR 10c Play; Jennings or Mills, any condition. Herman Kramm, 244 So. Millvale Ave., Pittsburgh, Pa.

JENNINGS AND MILLS JR. SCALES AT \$45.00 each. 1/2 deposit, balance collect. Sullivan Sales Co., Salem, Indiana. se6

OPERATORS—WAKE UP THOSE RAY GUNS to new profits this season. Convert with extra moving Target Units now. Write for complete information today! Coin Amusement Games, Inc., 1335 E. 47th Street, Chicago 15, Illinois. se27

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150.00. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. se27

SIX PENNY MERCHANDISERS, TWENTY-TWO 35-Juniors Northwestern Peanut Vendors, \$165.00. 11,000 Jennings In-a-Bag Envelopes, \$10.00; Twin-12 Hideaway with Fire Buckley Boxes, \$125.00. Coleman Novelty, Rockford, Ill. au30

SLIGHTLY USED SUN FIVE CENT BULK Vendors; also Penny Liquid Vendors; lotion or soap. H. L. Boggs, 210 W. San Antonio, El Paso, Texas.

SPECIAL—ONE RECONDITIONED PEANUT Vendor and 5 lbs. of Peanuts all for \$8.50, or one reconditioned Ball Gum Machine and 1000 Balls of Gum for \$10.00. One-third deposit, balance C.O.D. T. O. Thomas Company, Dept. B, 1572 Jefferson St., Paducah, Ky. au30

WANT GROETCHEN OR STANDARD METAL Typers. Give condition, best price, whether nickel or dime, with or without front door. H. A. Crews, Box 231, Madison, N. C. au30

WANT TO BUY—DU GRENIER "S" MOFFL cigarette machines. L. & H. Vending, 4807 Foster Ave., Brooklyn, N. Y.

VENDING MACHINE STANDS—IN ANY quantity; \$3.50 dozen lots. 15 inch diameter-base pipe comes un cemented. When filled weighs 40 lbs. J & S Sales, 924 South Garfield Avenue, Chicago, Illinois.

10 CEBCO HOT NUT MACHINES—\$45.00 each; excellent. Joseph Topka, 1481 First Avenue, New York, N. Y.

1 5c VEST POCKET, \$60.00; 1 5c PACE, 2 Jack, \$75.00; 1 10c Pace, 2 Jack, \$60.00. 1/2 cash deposit. Reliance, Box 291, Fon du Lac, Wis.

WANTED—ERIE HAND OPERATED DIGGERS, Exhibit Rotarys; we buy Diggers of all types, no packing, we pick up. J. W. Landt, 32 Sanford, Upper Darby, Pa.

50 A-1 SHIPMAN STAMP MACHINES—DIPLEX; all 50 at \$18.50, or \$19.50 in lots of ten. Henaughan, 402 Illinois Avenue, Peoria, Illinois.

10 EXHIBIT IRON CLAWS; 10 MERCHANT men Diggers; 8 Rotarys (pusher type); 1 Junior Diggers, hand operated; 10 Wurlitzers at Seeburgs Juice Boxes, National, 4243 Sanson Philadelphia, Pa.

1 WURLITZER 71, \$119.50; 2 SMILEYS, LIK new, \$5.00 each; 2 Pop-ups, like new, \$24.50 each; 5 Columbus Vendors, 5 lb. globe, \$5.00 each. All for \$190.00. 1/2 deposit, bal. C.O.D. F. L. Shields, Cumberland, Ky.

EMPIRE SALESBOARDS. A GREAT NAME EMPIRE IN SALES BOARDS EMPIRE PRESS 637 SOUTH DEARBORN ST. CHICAGO 5, ILLINOIS

SALESBOARDS IMMEDIATE DELIVERIES — 25% DEPOS. NEW! 6 TICKETS PER HOLE BOARDS. 200 25¢ Kwik Fin . . . Max. Avr. \$37.50 \$2. 200 25¢ 6 in 1 . . . Max. Avr. \$37.50 2. Many More. Write for Catalog Sheet.

JAR DEALS & SALESBOARDS Write for prices Galentine Novelty Co. 520 E. Sample St. South Bend 18, Ind.

MULTI-GIANTS (6 TICKETS IN EACH HOLE) Holes Play Name Profit List Price 200 25¢ They All Go (Def.) . . . \$24.25 \$5.55 200 25¢ Prize Game . . . 26.50 7.47 240 25¢ Sparkling . . . 33.00 8.70 200 25¢ Trial Treat (Def.) . . . 27.00 5.55 200 25¢ Hat Box . . . 25.15 7.47 200 25¢ Striking . . . 28.50 7.47

Make \$250 to \$500 a week BE YOUR OWN OPERATOR OF PUSH CARDS A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band. Watches Styled for Beauty and Built for Accuracy! Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week. 25% Deposit with Order, Bal. C.O.D., F.O.B. Chicago. Write J & M SALES CO — 708 S. STATE ST. — CHICAGO 5, ILL.

SHOWBIZ AS "TRAIN" STOKER

New Orleans Mayor Mulls Legal Gaming

Cites \$7,000,000 Taxes

NEW ORLEANS, Aug. 23.—Mayor De Lesseps S. Morrison told newspapermen here again this week that the city of New Orleans may again endeavor to introduce legislation to make gaming legal in the city. Purpose of the legislation—which the mayor has always maintained the people want, and the city should have—would be to provide funds for street maintenance.

(Last year, Mayor Morrison moved to have bell machines and other gaming made legal in the city, but the State Legislature turned thumbs down on the proposal even after a city-wide referendum showed the people were in favor of having the city make gaming legal.)

Estimates Receipts

Morrison told reporters here this week that the tax receipts from such legislation would bring the city an estimated \$7,000,000 each year. This money would then be placed in a special fund to be administered by the city.

If such a measure were approved, the mayor told his public, all bell machines in the city would carry signs reading: "The odds on this machine are 10 to 1 against your winning. The money derived from taxation on this machine is dedicated to the paving of city streets."

With the money which might be realized from this source of revenue, the mayor said, New Orleans streets could be placed in top condition. He added that such a tax might also mean that the New Orleans' city sales tax, now collected on all retail purchases, might be eliminated.

Philly Coinmen, Lost At Sea, Rescued By U. S. Coast Guard

PHILADELPHIA, Aug. 23. — Four local coinmen were near-victims of a sea accident recently when the cabin cruiser in which they had been fishing off the Atlantic Coast developed engine trouble 18 miles from shore as they were returning with a big catch.

Party included Carl and Roy Rogers, Frank Hammond and Fred Stumm, all well known in the coin machine business here. When they failed to return from their fishing trip, their wives notified the coast guard, which dispatched a plane from New York to search the area off the Pennsylvania coast.

Group had been trying to contact shore stations with radio and flares, but for some unknown reason their signals were not picked up. When rescued at 2 p.m. the following day, they were without water or food other than their catch of tuna, blue fish and other assorted fishes.

"You bet we were worried," Carl Rogers explained. "It's a good thing we were missed by our wives or we would probably still be floating around in the middle of the Atlantic."

Editorial

The Jukes and Freedom

Despite the scattered and generally disorganized nature of the music machines operating fraternity (with the exception of operator associations in a limited number of cities) the industry has proved over and over again that it is definitely willing and more than able to make a major contribution to any governmental or other worthy cause.

During the war operators did a fine job in the War Bond and other campaigns, and since that time they have put their boxes to work plugging varied projects, including the recent infantile paralysis fund.

The American Heritage Foundation's freedom train campaign offers the juke box industry its most outstanding opportunity to serve the nation. (See story on page 3 and this page.) Decca will soon be issuing its Bing Crosby-Andrews Sisters disk of Irving Berlin's *Freedom Train*, and other record companies will soon have their own versions of the tune available.

Eight-Week Local Drive

The probabilities are that plugging these disks in the boxes is only one manner in which the industry can get aboard this freedom train. As the accompanying story indicates, while the project is definitely national in scope and will be launched on an across-the-country basis, the big drive in each town will be made in the eight weeks preceding the arrival of the freedom train itself in that town. During that eight-week period a local mayor's committee will be working with all types of community groups and individuals to make the local campaign a success. Operator associations will undoubtedly be able to work with the mayor's committee and will be given guidance as to the complete role they may play in the drive. In many instances, local operators (even in cities where there are no associations) will be able to take an active part on the mayor's committee or one of its subcommittees.

Sauter Heads Spec Events

The *Billboard* will publish the complete route of the train and keep the industry informed on various trade activities in connection with the campaign. Jim Sauter, key figure in the United War Activities Committee during the war and chairman of the Special Events Committee of AHF, has already told *The Billboard* that he is working on plans for including the juke box industry in the drive.

And there is no doubt that Sauter will get the full co-operation not only of the operators but of the industry's leading manufacturers and their distributors. This is merely the first call to arms in a great peacetime battle. There will be more in *The Billboard* each week as the campaign progresses.

K. C. Op Says Auto Laundries Good Spot for Pinball Games

KANSAS CITY, Mo., Aug. 23.—Self-service laundries are proving profitable as locations for pinball machines, according to Jim Batterson, operator of Jim's Music Service here.

Batterson, who has had a pin game in a launderette on Independence Avenue for more than two months, said that he is installing one in another launderette on East 27th St.

"You couldn't class these laundries as top locations, but they are not so bad," he declared. "Quite a few men take the washing down these days, and the pinball game gives them something to while away the time waiting for the wash. If they don't have something like that, they

get impatient."

Batterson, who operates mostly in lunchrooms and all-night hamburger stands, said that collections in the laundries don't measure up to these locations, but added: "In this hot weather, our machine in the launderette has been holding up very well." Laundry locations have the advantage that, in hot weather when play on most other locations is dropping, their business picks up sharply because of the need for more frequent washings of clothes.

According to reports from operators of self-service laundries and coin washers, business here this year has been at an all-time peak. One operator of coin washers reported that his firm's business during July was the greatest in its history of nearly 10 years' operation.

Installation of juke boxes in coin laundries, however, has not proved successful, Batterson quoted the proprietor of the launderette, in which he operates the pin games, as saying. Difficulty was the considerable vibration of the machines which was picked up as a heavy bass hum on the juke's speakers.

L. P. Donohue, president of Confection Service Company, which has candy venders in the two launderettes, said they also have proven profitable locations for venders. He

Chi Plant Housing 2 Coin Firms Burns

CHICAGO, Aug. 23.—Fire early yesterday (22) swept the factory building housing the Chicago Bowling Machine Company and the Reliable Skee Ball Company, local coin firms.

Blaze, which was extinguished by Chicago firemen, lasted two hours and caused damage estimated by Acting Fire Chief Alfred Falarbeau at \$5,000.

The Juke Box Network Will Be Punching

"Freedom" Disk a Natural

(Continued from page 45)

theater, on Broadway as well as the road, is figured to contribute in its own way.

Outdoor show business (fairs, parks, circuses, carnivals, etc.) is being counted upon to play its part thru an accelerated utilization of the ingenuity for which the out-in-the-open lads are so well known.

In the music machines field, operator co-operation previously mentioned figures to get strong stimulation from leading juke box manufacturers with their powerful distributor set-ups, as well as from active tie-ins with local AHF-freedom train committees on the part of juke box operator associations.

While the AHF campaign, as pointed out earlier, will be a year-round national effort, peak activity in the drive in each town will center around community rededication week and appearance of the train itself in the various cities on the route. Similarly all aforementioned show business co-operation will be done on a continuing full-year basis, but individual showmen and allied groups will make their major push as their own communities celebrate rededication week and the freedom train pulls into their towns.

AHF is a non-partisan group of leaders in all fields of endeavor. Officers are Winthrop W. Aldrich, chairman of the board of trustees; William Green, Philip Murray and Robert Sproul, vice-chairmen; Thomas D. A. Brophy, president, and James G. Blaine, treasurer. These men and 30 additional industrial, labor and civic leaders constituting the board of trustees, as well as many other private organizations and individuals, are bankrolling the entire project. Not one cent of government dough is being put out for the drive, altho the original idea is credited to United States Attorney General Tom Clark and the project is under the sponsorship of the Department of Justice and has been endorsed by President Truman.

Kill Stratford Amusement Tax

STRATFORD, Conn., Aug. 23. — Town council here defeated by a vote of six to two an ordinance which proposed license fees on juke boxes, pinballs and bowling alleys.

As approved by the councilmanic finance committee the schedule of fees would have been as follows: Juke boxes, \$20 each; pinballs, \$30 per machine; pool and billard tables, \$10 each.

classified one as a "better than average" location and the other as "a little under average." The hot weather, however, has cut into candy sales on these locations just as much as on others, Donahue reported.

Platter Royalties Swell Cancer Fund as Scores of Local Chairmen Co-Operate

CMI Issues "100 Per Cent Award" Cards to All Donors

CHICAGO, Aug. 23.—Contributions to the Coin Machine Industries, Inc. (CMI) drive to aid the Damon Runyon Cancer Fund are surpassing all expectations, CMI officials said this week.

Expected to add greatly to the increasing fund are royalties from sales of United Artists' recording of *You're the Sunshine of My Heart* and *Ella* to juke box operators. Recording company will donate 5 cents from each record; the composer, Maurice O. Wells, 1 cent; the recording artists, the Esquire Trio, 1 cent to the CMI drive fund, and the distributors 1½ cents.

John Clein, president of United Artists' Record Company, stated that supplies of shellac, cartons, labels, by-products, processing, etc., will be urged to contribute all or a part of their profits from this particular record to the CMI campaign. He also announced that special labels are being printed for the record to promote the CMI drive. Advertising of the disk also will be slanted to aid the drive, he said.

Special Appropriation

Carl Haverlin, president of Broadcast Music, Inc. (BMI), has made a special appropriation to be used for advertising and other promotion of the record in the juke box field. Four hundred thousand small stamps are being printed by BMI to promote plays of the recording.

Record was introduced at the National Association of Disk Jockey's convention here last week (*The Billboard*, August 23). Present plans are to select a given week, probably September 20-28, during which all juke ops will be asked to donate their net proceeds from this record to the cancer fund, CMI officials said.

Meanwhile, other activities continued to swell the CMI cancer fund coffers. In Pittsburgh, Harry Rosenthal of the Banner Specialty Company, sponsored a Damon Runyon Cancer Fund Day at a local arcade with special publicity and promotions and the entire proceeds going to the CMI drive. Other such events are in the process of being planned at other spots thruout the nation.

Issue Pocket Cards

In connection with the drive, CMI's public relations bureau announced that pocket-sized cards are now being issued to all donors to the fund. The cards, which are signed by Ray Maloney, national chairman of the industry's fund committee, are in black, red and white and are entitled "100% Award."

In the over-all cancer fund program, another disk has been added to the contribution list. LeRoy Stein, executive director of the Music Guild of America (MGA), announced that profits from the sale of the record *Tea for Two* and *My Romance*, with vocals by Dinah Shore and Frank Sinatra, have been set aside for the cancer fund.

Stein has requested that juke box operators tie in the fund drive with promotions of the disk and stressed the public relations aspect of bringing public attention to the fact that the industry is backing the drive for cancer research to the hilt.

Name Local Chairmen

CMI this week announced many of the local chairmen who have been appointed by various manufacturers for the campaign. Ray Maloney, president of Bally Manufacturing Company, has appointed the follow-

ing Bally distributors:

George Alcorn, Alcorn & Cates, Jacksonville, Fla.; Hank Levy, Ark-Tenn Distributing Co., Little Rock; Ed Ravreby, Associated Amusements, (See *Platter Royalties* on page 122)

D. Lovitz To Leave Jennings To Operate Advertising Agency

CHICAGO, Aug. 23.—Dave Lovitz, advertising manager of the O. D. Jennings Company here, announced this week that he will leave Jennings August 29 to open his own advertising agency, to be known as the Dave B. Lovitz Advertising Agency, with offices in the Lyon and Healy Building, Jackson and Wabash, Chicago.

Lovitz joined Jennings in February, 1946, to handle that firm's advertising and promotion. Prior to that time he was connected with Superior Products, in their advertising department.

From 1944 to 1945, Lovitz served with the signal corps in the army. Prior to that time he had his own advertising firm. Before entering the advertising business, he studied at Northwestern University's School of Commerce and at the Art Institute in Chicago. He is married and the father of one daughter.

The new advertising firm will handle general accounts, Lovitz said, but will concentrate its major interest on coin machine accounts.

Open House Party Set For Opening Of New Deal Firm

NEW YORK, Aug. 23.—Plans for an open house party Thursday (28) to open New Deal Distributors, Inc., were announced this week by Maxie Green, owner of the new coin machine distributing firm. Affair will take place from 2 p.m. thru 7 p.m., at which time refreshments will be served.

Second reason for the showing will be to display the two new amusement games, Skill Wheel and Buccaneer, for which the organization is New York and Connecticut distributor. Buccaneer, manufactured by the Abbott Specialty Company, is a roll-down.

Besides the two distributorships, the new firm will handle other types of new and used music, vending and amusement machines from their showrooms at 764 10th Avenue. Eddie Coffey is in charge of the service department of the firm.

Rake Coin Exchange Remodeling Building

PHILADELPHIA, Aug. 23.—Rake Coin Machine Exchange is in the midst of a face-lifting and remodeling program with "one of the finest looking coin machine distributing firm buildings in this city already set as the result of the efforts," according to Joseph Rake, firm executive.

Besides sand-blasting the exterior of the building, which the firm owns, a new and larger parts department is being built inside the establishment. Under the remodeling plan more space will be given to the firm's new salesboard department.

Record Biz Due For Coin Machines From Legionnaires

NEW YORK, Aug. 23.—With \$10,000,000 worth of business expected to be brought to the city next week by the national convention of the American Legion, Times Square arcades are being decked out with "Welcome Legionnaire" and "Welcome Buddy" signs, flags, war exhibits, and anything else that will draw the pleasure-seeking Legionnaires to the establishments.

Almost without exception all the amusement arcades in the midtown Manhattan area plan to remain open 24 hours per day. Extra men have been hired to give change on the floor in the establishments that feature the poker tables. The Schork and Shaffer Arcade at 52d and Broadway has rearranged their establishment to allow wider aisles—hence bigger crowds.

Over 15,000 rooms in midtown hotels have been booked as a block for the convention members and their families, with over 50,000 Legionnaires expected in the city for the affair—besides those from the New York area who will join in the fun.

Bell Products Co. Starts Ad Campaign For Beacon Changer

CHICAGO, Aug. 23.—Bell Products Company here, manufacturers of the Beacon Electric Coin Changer, is currently conducting a nation-wide newspaper advertising campaign designed to acquaint location owners and the general public with the changer. First advertisement appeared in a Chicago paper earlier this month and others will eventually appear in general magazines with national circulation, according to Al Sebring, firm head.

Bell Products is in the process of setting up various distributors about the country for the changer. Details and names of such firms are not available as yet, but Sebring says coverage in this respect is going along satisfactorily. Distributors will retain ownership of the changers, leasing them to operators and location owners. In the former instance, where the distributor will relegate servicing of the machines to the operator, the operator who leases any number of units will acquire them at a reduced rental fee.

Newspaper ads are carrying a picture of the Bell changer and details of its operation. Theaters, subway stations, railway and bus stations, drug and department stores and hotel lobbies are stressed as potential locations in the advertisements.

Hurwich Backing Up Cancer Drive, Sends Letter to Operators

HARTFORD, Conn., Aug. 23.—George Hurwich, of Seaboard Connecticut Corporation, was announced this week as chairman for the State of Connecticut in the Damon Runyon Cancer Fund drive supported by Coin Machine Industries (CMI).

In commenting on his appointment, Hurwich stated: "If I may speak for the operators in this territory, we expect to get behind this worthy cause 100 per cent and come thru with flying colors in our financial support."

As an initial step to gain the support of coinmen in Connecticut he has already mailed to all operators in his territory a letter pointing out the ravages of cancer. Some of the key

Announce CMI Exhibit Plan Mailing Date

In Mail August 29

CHICAGO, Aug. 23.—Floor plans and exhibit contracts for the 1948 Coin Machine Industries' (CMI) convention and show, to be held at the Hotel Sherman in Chicago January 19-22, are going in the mail Friday (29) to reach manufacturer-members immediately after Labor Day, James A. Gilmore, secretary-manager of the association, told *The Billboard* this week.

As in former years, Gilmore said, first mailing of floor drawings and contracts will be made to CMI's manufacturer-members. The second mailing of floor plans and contracts—to go out once the manufacturer-members have had an opportunity to pick their exhibit space—will be sent to non-member firms who have exhibited at the show in former years.

Plan Third Mailing

After both manufacturer-members and non-member former exhibitors have had time to reply and designate the space they desire, a third mailing will be made to manufacturers who are neither members nor have exhibited at previous shows—"provided," Gilmore added, "there is any space left to sell."

Gilmore pointed out that the 1947 convention and show was sold out 11 weeks ahead of the opening day, intimating that he expects this year's space to move quickly.

First mailing will be made to the 70 manufacturers who hold membership in CMI. There are, Gilmore said, an additional 30 firms who have exhibited at previous shows, which means that the amount of exhibit space likely to be left over for non-members and firms not previously exhibiting will be small.

Membership Drop

Since the convention and show last February, Gilmore said, about 30 per cent of the manufacturers who exhibited have been dropped from membership in the association when their scheduled production plans failed to materialize. At the time of the last show, Gilmore said, there were "around 90" manufacturer-members of CMI who were promising production of coin-operated equipment. The number of active manufacturer-members was cut when some of the firms failed to come thru with their promised production.

There will be no change in the amount of exhibit space available for the 1948 convention and show, Gilmore added, except that space which was made available on the Sherman's floor one will not be opened to exhibitors this year. Exhibits on floor one, Gilmore pointed out, were not booths of coin machine firms.

points stressed by Hurwich were: "So far cancer has proved unbeatable. . . . But the coin machine industry is unbeatable, too. . . . We have accepted the challenge and we intend to give cancer the greatest shellacking it ever received!"

The letter to coinmen then stated: "Are you with us? Are your coin machines with us in this modern and humane kind of warfare? There are three ways that you can begin your own blitz: (1) Make an outright donation to the fund. (2) Donate a dollar—or even less for each machine you operate. (3) Donate a part of the proceeds of your machines for a week."

POPCORN SHORTAGE LOOMING

Wrangle at Hearings of Canteen Case

Say Pressure Applied

WASHINGTON, Aug. 23.—Heated wrangle between opposing counsel marked a two-hour hearing here Thursday (21) in the Federal Trade Commission's (FTC) proceedings against Automatic Canteen Company of America on charges of securing preferential prices from candy and gum manufacturers and maintaining restrictive contracts with distributors. Charges and counter-charges that "congressional pressure" was brought to bear in the case were made during the hearing before Trial Examiner Charles B. Bayly on the issue of "corrections" and charges on the record. At the wind-up of the hearing, Examiner Bayly set October 1 as a date when counsel will sit down together to reach agreement on record corrections.

To Rule on Exhibits

Prior to that date, Bayly is expected to rule specifically on what exhibits will be permissible for the record. Thursday's hearing was highlighted by recurrent angry tiffs between Louis A. Gravelle, representing Canteen, and Austin H. Forkner, FTC attorney, in support of the complaint.

Forkner battled against Gravelle's attempts to have a number of exhibits stricken from the record. Bayly finally announced he would make a decision on each exhibit.

NCWA in Picture

Meanwhile, expected momentarily is a ruling by the FTC on a motion by National Candy Wholesalers' Association (NCWA) to intervene. William A. Quinlan, counsel for NCWA, said his organization was "anxious to intervene in support of the government's case in order to give wholesalers an opportunity to be heard directly."

"I am thoroly satisfied," said Quinlan, "that the government case as developed by Mr. Forkner is more than substantial, and we believe that additional evidence from NCWA will be an additional public service." NCWA has filed a lengthy reply to argument which had been offered by Automatic Canteen against NCWA's petition to intervene.

FTC is expected to set a date around early October or even sooner to hear oral arguments on the recently submitted motion by Automatic Canteen to dismiss the action. Expectations are that the oral arguments may last several days.

Liggett & Myers Co. Elects New Officers

NEW YORK, Aug. 23.—Liggett & Myers Tobacco Company at a recent board of directors meeting elected each Toms as new company secretary. Toms succeeds C. B. Arthur, recently deceased. Board also elected J. B. Gary, director.

Toms has been with the company for a number of years; he was elected director in January, 1945. Gary, resident of the Gary Tobacco Company, a subsidiary of Liggett & Myers, has been associated with the latter firm since its organization.

Cigarette Survey

NEW YORK, Aug. 23.—Lucky Strike, Camel and Chesterfield continue to rank 1, 2, 3 in American cigarette sales, a recent situation survey by *The Wall Street Journal* shows.

According to *The Journal* survey, Luckies account for 32 per cent of the American market; Camels, 28 per cent; Chesterfields, 19 per cent; Philip Morris, 6 per cent; Old Golds, almost 4 per cent; Pall Malls, 3 per cent, and the rest of the brands dividing up the remaining 10 per cent of total sales.

In the East, however, Chesterfield leads sales, drawing about 30 per cent of Eastern cigarette money. Sales by all leading American cigarette manufacturers are currently at a record peak, the survey showed.

NAMA Hits at Proposed Freight Rate Changes

CHICAGO, Aug. 23.—Proposed increase in freight classification ratings on coin-operated vending machines was blasted by National Automatic Merchandising Association (NAMA) legislative counsel, Fred L. Brandstrader, at a hearing before the Committee on Uniform Classification here Tuesday (19).

Brandstrader not only protested against the proposed rate hike but urged that a decrease in classification ratings be made. Committee was asked to either delete from the docket the items in question or to specifically indicate factors which would justify an increase in classification ratings.

NAMA also raised objections to the time allotted for preparation of its case against the rating changes and requested permission to testify on September 29, when the committee again holds hearings in Chicago. Meanwhile, NAMA plans to poll leading manufacturers of vending equipment to determine how proposed ratings would affect the industry.

Changes recommended by the committee are a measure to increase ratings on coin-operated machines (not otherwise indexed by name), in less than carload lots, from second class to first class; in carload lots from 55 per cent to 65 per cent of first class, and another which would increase ratings on merchandise vending machines and refrigerators combined, in less than carload lots, from second class to 92½ per cent of first class, and carload lots from 55 per cent to 60 per cent of first class.

Brandstrader, in presenting NAMA's case, pointed out that automatic merchandising is a relatively new industry which cannot be expected to withstand the impact of an

arbitrary and substantial increase in transportation costs. Instead, a decrease in classification ratings is justified, he said.

"The classification ratings on the two items on the docket are now uniform in all territories," Brandstrader said, "and if the purpose of current proceedings is only to establish uniform ratings, NAMA is at a loss to understand the reason for the proposed changes in ratings."

Legislative counsel further pointed out that the actual tonnage carried today far exceeds that involved in 1937 when a reduction in ratings was granted.

"The potential tonnage, when manufacturers are no longer hamstrung by a shortage of steel, cannot be accurately estimated now, but we are certain that it will be many times greater than the present tonnage," he said.

Compromise Offered in Miami Suit

Suggest Law Change

MIAMI, Aug. 23.—An unusual development entered a court test of Miami's authority to levy its tax on cigarettes and other tobacco products last week as the counsel in the suit suggested a compromise.

Original suit was filed March 6 contesting the validity of the levy which imposes taxes upon tobacco products, and City Attorney J. W. Watson Jr. had indicated that he was dubious about being able to defend the city's right to levy the tax in court in face of Supreme Court decisions on municipal taxing authority.

Suggests Compromise

However, R. K. Bell, counsel representing Rufus E. Smith, drug-sundry store operator, and John C. Johnson, in the role of a customer, said that the suit would be dropped and "tobacco dealers" here would agree not to file any further litigation if the city would compromise by dropping the part of the levy which effects cigars, smoking tobacco, chewing tobacco and snuff and retaining only the section taxing cigarettes.

Since only 10 per cent of the city's tobacco tax receipts come from the products which would be freed from city taxation under the proposal, the over-all effect on the city coffers (See *Miami Compromise* on page 102)

Price High, Quality Low

Poor harvest may dwindle to 30% of 1946 — raw corn market only gainer

CHICAGO, Aug. 23.—Indications were given here this week that a drastic popcorn shortage with accompanying high prices will face the nation this year and that operators of popcorn vending machines will be among those hardest hit.

According to reliable reports, the popcorn harvest this fall is apt to be as little as 30 per cent of the 1946 yield, with very good possibilities that the quality of the 1947 corn will be poor.

Parallels 1945

Present conditions parallel the disastrous 1945 season when spring rains, a midsummer drought and an early frost combined to ruin nearly 50 per cent of the popcorn crop and produce one of the poorest grades of corn ever grown in the United States.

In a recent report on the situation, the U. S. Department of Agriculture said that popcorn acreage for harvest is estimated at 86,400 acres, which is just over half of the 163,300 acres harvested in 1946. However, popcorn authorities here said that they believe more accurate figures would be that less than 65,000 acres will be harvested this year and that prospects of even that much are diminishing fast as the midsummer heat wave blankets the Midwestern corn-producing belt.

Cites Three Factors

W. T. Hawkins, chairman of the popcorn committee of the National Food Distributors' Association (NFDA) which is meeting here this week, told a discussion panel Friday (22) that three factors have already struck hard at the 1947 popcorn crop with the possibility of a fourth factor being even more disastrous than the other three.

These factors, Hawkins said, are: (1) Small acreage planted, (2) heavy rains and floods during the spring, (3) present heat wave and drought and (4) the possibility of early frosts hitting at the already late crop in October.

Because the on-hand supply of popcorn seemed to be getting heavy and the demand consequently lower, farmers failed to put in as many acres of popcorn this year, the chairman pointed out. "The government figure of 86,400 acres planted was exceedingly high," Hawkins said, "but even so it represented a drop of nearly 50 per cent from 1946."

Early Rain Hurt

Early spring rains kept many popcorn raisers out of the fields until quite late, and floods in much of the corn-raising area washed out early plantings and made replanting necessary. Since popcorn is a slow-growing crop, many were forced to replant with something other than popcorn, he said.

Present heat wave and drought in the Midwestern corn area is making a serious dent in existing stands of corn. Altho reports indicate that all types of corn are being hard hit by the three August hot spells that have sent the mercury soaring over the 100 degree mark regularly, popcorn men say that their product is harder hit than other types of corn. Growers report that popcorn is failing to mature properly. The Department of (See *Popcorn Shortage* on page 102)

Sanitary Engineers Hear Auto Laundries Free From Bacteria

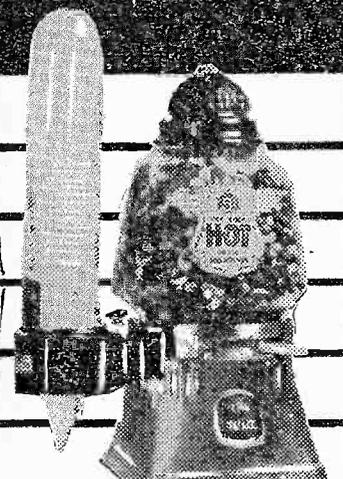
CHICAGO, Aug. 23.—Public automatic laundries are entirely safe from a health standpoint, L. W. Oliver, sanitary engineer of the Bendix Home Appliances, told members of the American Society of Sanitary Engineering meeting at the Congress Hotel here this week.

Oliver pointed out that the high degree temperature used in each washing insured the death of all harmful bacteria. Repeated tests by Bendix have proved this, he asserted.

Chicago Board of Health officials, meanwhile, refused to comment on the outcome of tests they have been conducting at local automatic laundries claiming that they would not be finished for some time.

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Makers of the World's
Finest Bulk Vendors
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**BRAND NEW
HOT NUT VENDOR**



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FOR A LIFETIME**
VENDS ANY KIND OF NUT
CAPACITY—5 LBS.

NEW LOW PRICE
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ERN CUP DISPENSER**
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Alkuno Adds Six Venders To New Line

NEW YORK, Aug. 23.—Besides the 5-cent bulk candy and hot nut machines now being rolled off the production lines of Alkuno & Company, Inc., newest addition to the coin machine manufacturing firms in this city, Kuno E. Hamann, firm prexy, announced this week that his organization is starting to get underway with six other new venders that will include candy bar, cigar, hand lotion, gum, Charms and Lifesavers.

New candy bar vender can be used as a 4, 6, 8 or 10-column machine and will hold from 40 to 332 bars, depending upon the size of the merchandise. Machine is 67 1/2 inches high by 14 inches deep by 26 1/2 inches wide, with a wood finish metal cabinet trimmed with stainless steel and complete with a stainless steel mirror. Machine operates on one or two nickels—giving change if articles are priced at six or seven cents.

Two Brands of Cigars

Cigar vender, which is 26 inches high by 8 inches wide by 7 inches deep, vends two brands of cigars from four columns that hold a total of 100 cigars, operating on dimes. Cigars are fed with the head out, allowing the compact unit design. Machine comes in a peach finish complete with a stainless steel mirror and windows on the side to show the revenue stamp as required by the government.

Charm and Lifesaver vending machines, made to vend the products the machines were named after, both will hold 200 of the candy rolls. Hand lotion vender will hold 10 fluid ounces of any brand now, but the firm is arranging a tie-up.

New Gum Machine

Newest idea in the way of a coin-operated vending machine is a special gum machine that will hold 100 sticks of gum to be vended at 1 cent each inside taxicabs. Machine will be very low priced, Hamann states, to allow operators to install it in fleets of taxis thruout the country.

Firm just moved into its own building here in February and began operations, but Hamann has been a designing engineer for coin machine manufacturing firms for the past 11 years. New plant with its 10,000 square feet of space has just entered the manufacturing end of the business. According to Hamann, many more different type venders are still to come.

Letter To Editor Hits at 1c Scales

CHICAGO, Aug. 23.—Again pointing up how the public readily reacts to coin-operated machines that are not in first-class working order is a letter written to the editor of *The Chicago Sun*. Appearing in the people's column of that daily newspaper, it reads as follows:

"I weighed myself on three different machines within three blocks of my home and the difference in weight ran as high as 30 pounds. That situation is true all over the city and probably country. When penny racks like I have mentioned are allowed to flourish, no wonder, then, that the big ones do a thriving business."
(Signed) D. McCarthy,
Chicago.

Drink-Ciggy Taxes Soar in Pennsylvania

HARRISBURG, Pa., Aug. 23. — Pennsylvania's taxes on soft drinks, cigarettes and beer brought in \$6,356,000 during July, with returns on the new levy on bottled and fountain drinks still climbing rapidly, according to the State Revenue Department this week.

The penny tax on every 12 ounces of bottled drinks, and a half-cent an ounce on sirup, brought in \$1,621,000 against \$363,000 in June, the first month of the new tax, the bureau reported. A double levy on cigarettes—it was recently boosted from 2 to 4 cents per pack of cigarettes—gave the State \$2,751,000 in taxes during July. This was \$500,000 more than June.

A new tax on malt beverages that is double the old one and was just passed by the 1947 Legislature brought in \$2,948,000. This figure is \$2,000,000 above estimates for June and July, according to George A. Nally, revenue department comptroller.

It is estimated that the cigarette levy is running about \$500,000 behind estimates, but officials state that a lot of people stocked up before the new taxes went into effect and their supplies will be exhausted soon.

Tulsa Auto Laundry Ops Retain Attorney To Oppose Ordinance

TULSA, Okla., Aug. 23. — E. S. Beatty, local automatic laundry operator, announced last week that he and other self-service laundry operators here had retained Guy S. Mantatt as attorney for the group in a move to oppose any proposed city ordinance "which will be detrimental to our business."

Denying allegations that automatic laundries take no precautions in laundering and equipment usage, Beatty said: "We plan to meet with the city health board and city legal department when such an ordinance is drafted. We are merely seeking to protect the interests of 50 help-yourself laundries in Tulsa which employ about 200 persons and provide laundry facilities for 10,000 families monthly."

Beatty pointed out that his and other automatic laundries in this area provide scalding water for washing and their equipment is disinfected with germicides.

City commission recently approved the preparation of an ordinance which would place apartment and automatic laundries under minimum code requirements of the National Laundry Association.

**SPECIAL DEAL!
VICTOR
MODEL V**

FAMOUS
PRE-WAR
VENDORS

10 GLOBE
TYPE PLUS
100 POUNDS
OF BUBBLE
BALL GUM,
ALL FOR
\$152.50

Mention
Deal A
When
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**We Accept Trade-ins. We
Buy & Sell Used Machines.**

Virginia Peanuts,
30 Lb. Ctns., 28¢ lb.
28 Lb. Ctns. 25¢ lb.
RAINBOW PEANUTS
Spanish Peanuts, 30-lb. Ctns. 22¢ lb.
Boston Baked Beans, Limited
Quantity, 40 Lb. Ctns. 24¢ lb.
Model V Deluxe
Cab. Type **\$13.75**

BUBBLE BALL GUM
5/8"—140 COUNT
40¢ LB. In 25 Lb. Ctn. Lots.
170 Count—45¢ Lb.

1/2 Deposit, Certified Check or Money
Order. Balance C. O. D.
PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
461 Sackman St. Brooklyn 12, N. Y.
Phone: Dickens 2-7992

**WHY COUNT 'EM BY
HAND!**

Save time, avoid mistakes by counting your coins by machine. Counts pennies, nickels, dimes, or quarters, with just one adjustment. Complete with 4 aluminum stacking tubes, reserve tray, and bagging attachment. **ONE YEAR GUARANTEED!**

Model DE (motor driven) \$300.00
Model D (hand operated) \$185.00

R. H. ADAIR CO.
6924-26 W. Roosevelt Rd. Oak Park, Ill.

MANY MEN (AND WOMEN, TOO)

have built up a nice legal, profit producing business of their own by building up a route—in their spare time—of **LATEST** factory model Shipman Triplex Stamp Vendors. Vends 1¢, 3¢ and New 5¢ Air Mail. Compact! Foolproof! Price, \$39.50 each. **IMMEDIATE DELIVERY.** 1/3 Dep., Bal. C. O. D. ★ Send for free leaflet ★

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FOLDERS—Only \$16.75 for 25,000 which return gross profit of \$250.00.

NORTHWESTERN VENDORS

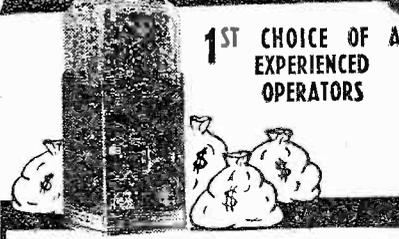
DeLuxe Merchandisers . . . \$25.00
Model "33" 11.60
Model "40" 9.85
Model "33" Ball Gum . . . 10.40

1/3 Deposit, Balance C. O. D. Subject to change without notice. Liberal credit terms.

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**5/8" BUBBLE
BALL GUM**

40¢ Lb. Delivered
9/16"—170 Count, 45¢ Delivered.
1/2"—210 Count, 45¢ Delivered.
Freight Prepaid Anywhere
U. S. A. quantities 100 pounds or more.
Less than 100 pounds, trans. collect.

FULL CASH WITH ORDER
Write for Quantity Prices

L. M. Becker Vending Service
105-6 DEWEY ST. BRILLION, WIS.

JELLY BEANS

Box 5 lbs., 20 boxes to case, 26¢ lb.; 5/8" Ball Bubble Gum, 25 lb., 40¢ lb.; Boxed, 100 count, 36 to case, 35¢ box; Baked Beans, 32 lbs. to case, 24¢ lb.; Peanut Ruff; and Peanut Brownies, 10 lbs. to carton, 25¢ lb. 1/3 deposit, F. O. B. Orlando, Fla.

HARDING SALES COMPANY
432 W. Church St., Orlando, Fla.

FOR SALE

Eastern Cigarette Vending Electric Machines
at cost. F. O. B. Cincinnati. Immediate delivery. Write BOX D-100, Billboard, 2160 Patterson St., Cincinnati 22, Ohio.

Suit Against Telecoin Co. In U. S. Court

Seek Shares for Bendix

WILMINGTON, Del., Aug. 23. — Suit seeking to secure for Bendix Home Appliances, Inc., controlling shares of Telecoin Corporation was filed in U. S. District Court here last week.

Plaintiffs are R. L. Berner and M. V. Leventritt, both of New York, co-trustees of 100 shares of common stock of Bendix Home Appliances, Inc., who charge that the members of the board of directors of Bendix and certain of its officers and employees entered into a "fraudulent, continuing conspiracy to use their domination and control of Bendix to divert from Bendix, without adequate compensation to or protection of the interests of Bendix" in allowing Telecoin to have special consideration in the establishing of commercial automatic laundries.

Suit was filed by City Solicitor David F. Anderson, of a local law firm, against Bendix, Telecoin, Appliance Development Corporation; Judson N. Sayre, Bendix president, and Eugene R. Farney, a Bendix director, chairman of the board of Telecoin and controlling stockholder of both Telecoin and Appliance.

Seeks Stock Shares

The suit seeks to secure for Bendix the shares of Telecoin stock owned by Sayre, Farney and Appliance, as well as any money and property which Appliance may have received in exchange for shares of Telecoin. On both counts the complaint asks that a trust be formed in favor of Bendix.

U. S. District Court has also been asked to cancel the April, 1945, contract between the defendants Bendix and Telecoin, giving the latter the exclusive right "to acquire Bendix washing machines for purposes of coin operation from Bendix distributors," and to require Sayre, Farney, Telecoin and Appliance to account "for all sums of money and for all benefits and profits received by them from the commercially operated Home Laundry Business."

"Only considerations" to Bendix for the April, 1945, contract which the suit seeks to void were "wholly intangible, ephemeral and illusory, so that in effect," according to the complaint, "a gift of this exclusive and valuable right was made by Bendix to Telecoin, its officers, directors and stockholders." The market and business which was made available to Telecoin were and are worth many millions of dollars, the complaint says.

Telecoin Corporation was chartered in Delaware on November 20, 1943, and along with its automatic laundry business handles several other types of coin-operated devices.

New W. Va. Cig Tax May Net \$3 Million

CHARLESTON, W. Va., Aug. 23.—Revenue produced by West Virginia's new penny-a-pack cigarette tax was well above expectations during July, the first month of collection.

Proponents of the tax, enacted by the 1947 Legislature, estimated a \$2,000,000 annual collection. July collections of \$238,529 indicate, however, that the collections will probably be closer to the \$3,000,000 mark this year.

Chi Firm Makes New Kandy Kit Case for Ops

CHICAGO, Aug. 23.—Kandy Kit Cabinet Company here has been formed to handle the new Kandy Kit carrying case for vending machine operators. The case was designed by J. J. Kaden of the Kandy Kit Company, operating firm having candy venders in Chicago industrial locations.

New kit is of stainless steel construction and is spot welded. It holds 320 candy bars; space for simple tools and wiping cloths is also available.

According to Kaden the kit is the result of several years of experimentation after actual use by the operating firm with which he is connected. Its final design was decided upon after field use by the company's own servicemen, Kaden states.

ABC Popcorn in Production on Manual Machine

CHICAGO, Aug. 23.—ABC Popcorn Company here, headed by William Beaudot, is now in production on a manually-operated popcorn dispenser and will, in the future, bring out a coin-operated pre-pop popcorn vender designed for either nickel or dime operation.

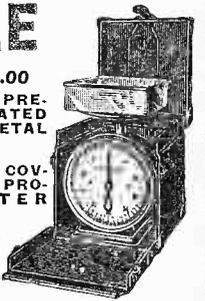
Beaudot has been operating popcorn vending and dispensing equipment in Chicago for the past four years.

Dispenser is a counter model, 15 inches wide, 12 inches deep and 28 inches high. It holds nine gallons of popcorn, kept at constant temperature by a heating element. Top of the dispenser is illuminated lucite. The dispenser is lined with stainless steel and has chrome trimming and a hammered finish.

Beaudot previously has been making the dispenser for his own use.

GREATEST TIME SAVING PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED
HEAVY SHEET METAL BASE
TIN SCOOP
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE



Skilled hand workmanship is employed in building this scale to assure reliability and accuracy.

There is a sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

\$18.50

ORDER TODAY

1/3 Dep., Bal. C. O. D., F. O. B. N. Y.
DISTRIBUTORS, WRITE FOR PRICES
J. SCHOENBACH

Distributor of Advance Vending Machines.
1647 Bedford Ave. Brooklyn 25, N. Y.

Here's the new, remarkable "roll type" stamp vender!

The POSTMASTER

The first big improvement in postage stamp venders in 40 years!



SIZE
11" wide
11 1/2" high
3" deep

- ★ Triple-unit, roll-type vender!
- ★ Vends SANITARY stamps ... 1c, 2c, 3c, etc. directly from available U. S. Government rolls!
- ★ Each unit adjustable to vend 2 to 5 stamps of any denomination.
- ★ Stamps are accurately cut off on perforations!
- ★ Full rolls of 500 or 1000 stamps inserted in a few seconds. Eliminates expense and nuisance of tearing sheets and inserting stamps into folders.
- ★ Capacity 2 to 3 times greater than folder-type venders. Takes less than one-half servicing time.
- ★ Cabinet is of sturdy aluminum, finished in attractive colors and trimmed with sparkling chrome. Precision-built mechanism constructed to last a lifetime.
- ★ Merchants welcome The Postmaster because of its time saving and money-making features.

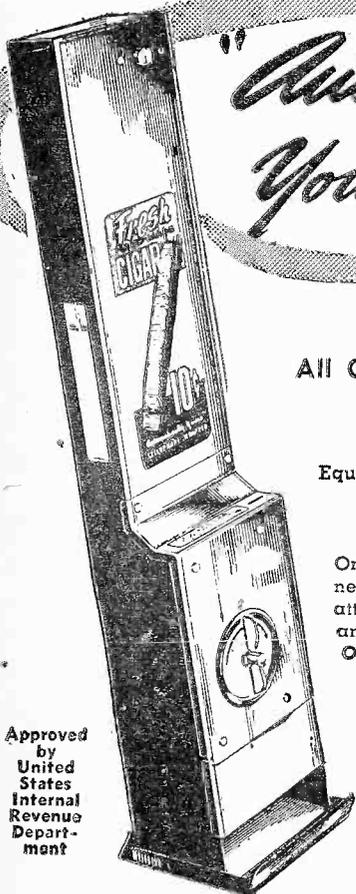
Here's security! Order a sample of this amazing, legal, steady, dignified money-maker — NOW! You'll soon order a hundred more!

See your nearest distributor.

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1512 N. FREMONT ST. • CHICAGO 22, ILL.

SIMPLICITY ITSELF

"Automatically Yours"



The Finest 10c Cigar Merchandiser Ever Made
All Clean, Shining, Brilliant CHROME
Alive With Appeal

- Fool Proof — Slug Proof
- No Jamming — No Ripping
- Equipped With Humidor for Ever-Fresh Cigars
- Coin Returns When Machine Is Empty

AND COMPACT, IMAGINE!

Only 6 inches by 30 inches of wall space needed and it holds over 50 cigars. Can be attached to cigarette machine, on wall, or any other space.

OPERATORS' PRICE **\$34.50** F. O. B. Newark, New Jersey

\$2.00 Discount for Cash

TIME PAYMENT PLAN

1/3 down, balance in 12 monthly installments at no interest!

Floor Stand **\$7.50** Extra

Leading brands of cigars available at direct factory distributor prices.

ORDER TODAY—

IMMEDIATE DELIVERY

Military Park Bldg.
60 Park Place
Newark, N. J.

Approved by United States Internal Revenue Department

STANGE-SHARENOW DISTRIBUTORS

To Compile Statistics On Venders

Included in Census Form

WASHINGTON, Aug. 23.—Prospect for accurate 1947 production statistics on bottle and cup venders, as well as on numerous other refrigeration products related to the vending machine trade, is disclosed in a draft of the form which the Department of Commerce Bureau of the Census plans to employ in the 1947 Census of Manufacturers.

If the form is unchanged from sample draft sent to manufacturers and trade groups by Maxwell R. Conklin, chief, Industry Division, Bureau of the Census, official production figures will be available for the first time in the 1947 census. Proposed form MC52A, Refrigeration and Air-Conditioning Equipment, would be sent to all manufacturers in this field.

Under the heading "beverage cooling and dispensing equipment," the form breaks down bottle and bulk coolers into two groups. Under each, coin-operated types are listed separately, with the only other classification given as "other than coin-operated."

For each, questions include quantity of shipments and dollar value of shipments, as well as a separate column to indicate "total production for sale and for incorporation into products of your own manufacture." Also included in information for each type is the number of units—or capacity.

Vending machine industry also will be able to check production statistics on such other related refrigeration equipment as frozen food dispensers and ice cream dispensing cabinets. Census is intended to assemble the same information from manufacturers of this equipment as for beverage dispensers, except for the total production figures.

While these classifications do not single out coin-operated equipment, producers and operators of coin-operated ice cream venders, as well as those who contemplate frozen food machines, will have an index of market possibilities.

Indirectly significant will be facts on production of compressor and condensing units. Those classified for commercial use will be broken down in groups of 1/5 horsepower and under, and 1/4 horsepower and over.

In his covering letter, Conklin requested comments from industry members as to whether they will be able to supply information listed in the form, and whether they think any important information has been omitted.

Bendix Auto Washer Tenth Anniversary

SOUTH BEND, Ind., Aug. 23—The 10th anniversary of the Bendix automatic washer is being celebrated here by a convention of distributors for Bendix Home Appliances, Inc., Judson S. Sayre, president, announced this week. Convention began Thursday (21), and ends Sunday (24).

Washer is the same unit used in the Bendix-equipped Laundrettes, but accentuation is being placed in this meeting upon the home appliance field. Executives from 83 Bendix distributorships in the U. S., Canada, Mexico and the Hawaiian Islands are attending the meet.

Plans were disclosed during the opening session by Sayre for maintaining top production and he announced the completion of the 1,000,000th Bendix automatic washer.

Kunkel Resumes Production of Popcorn Vender

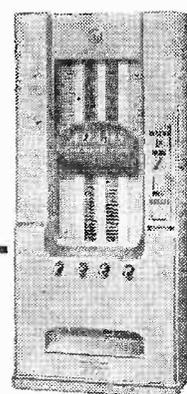
LOS ANGELES, Aug. 23.—Kunkel Metal Products Company here has resumed production of the Kunkel Popcorn Vender after discontinuing production during the war, it was announced recently. Production of the post-war machine began in July after materials became available for its manufacture, firm officials stated.

Appointed national distributor for the new model shortly before production began was the firm Norssoamerica. Sub-distributor for eight Midwestern States, named a few weeks ago, is Popper's Boy Products Company, Chicago. Firm will cover Illinois, Ohio, Michigan, Wisconsin, Mississippi, Indiana, Nebraska and Oklahoma. Popper's Boy is also national distributor for a line of commercial corn poppers, according to Lewis Price, firm official.

The new Kunkel vender is set for nickel operation as was its pre-war predecessor. Standing 62 inches high, it is 16 inches square and weighs approximately 67 pounds. Upper part of the machine has large glass sections so that the corn may be seen. A bag compartment adjacent to the delivery chute permits patrons to conveniently select one at a time. Face and sides of the vender are prominently lettered with the legend "Fresh hot popcorn—5c."

According to Price, Popper's Boy is currently stressing combination sales of venders and commercial poppers to operators.

WANT TO BUY



DUGRENIER Model N 1c Adams Gum Machines

Clean out your cellars, dig through the stock room—if you have any of these machines we'll buy them. We'll pay the highest market prices depending on condition of machines.

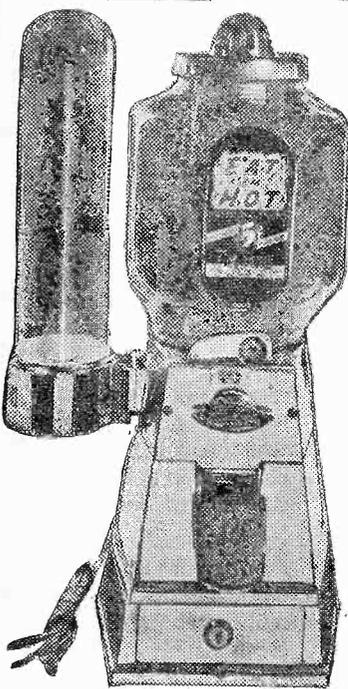
Write, Wire, Phone What You Have The Cash Is Waiting

BOX 241, THE BILLBOARD, 1564 BROADWAY, NEW YORK CITY.

THE PIONEER DELUXE

The Industry's Best Buy in a 5c Hot Nut Vender

Not only vends all types of nuts . . . but can be converted instantly to vend any type of bulk confection



ADDITIONAL FEATURES: Removable sanitary, adjustable baffle . . . easy access to simple mechanism . . . extra large cash drawer with National lock . . . blinker light cap . . . highly polished aluminum housing . . . vital moving parts of brass . . . 6-pound capacity . . . economical operation . . . complete with cup dispenser or paper bag holder.

Salesmen! Distributors!

Write for exclusive territory on quota basis.

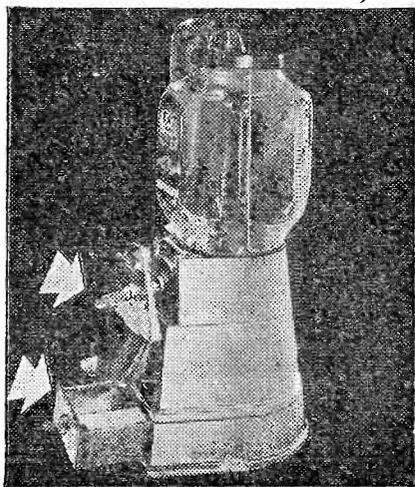
Operators!

Write for our booklet, "A New Opportunity for You."

THE PIONEER CORPORATION

Manufacturers

1115 Poplar Grove St., Baltimore 16, Md.



30-Second on-the-spot access to mechanism for instant conversion and service.

Extra-large cash drawer protected by National lock.

• FOR EVERYTHING •
IN
COIN MACHINE EQUIPMENT and SUPPLIES
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VEEDCO

2113 Market St. Phila. Pa.

ALL TYPES OF NUTS
Fresh Roasted and Salted To Order
CALIFORNIA FINEST SMALL ALMONDS
Count 46 to 48 per lb
Cashews, Vendor's Mix, Span, Peanuts, Pistachios (Red), Filberts (Small).
Reduced prices. Write for daily quotations.
Interstate Food Products
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Use of Standard Coffee Feature of New Vender

By Max Shanklin

KANSAS CITY, Mo., Aug. 23. — Culminating four years of inventive effort, E. J. Lime this week unveiled the working model of his 400-cup coffee vending machine at a series of private demonstrations here.

At the same time he announced the formation of the Lyman Manufacturing Company, Inc., a Missouri corporation organized to produce his vender. Lime heads up the company as president, with T. C. Reid as vice-president; James Campbell, well-known Kansas City attorney, as secretary, and Jay Means, theater owner, on the board of directors.

The machine is reputedly the only coffee vender produced that takes ordinary fresh coffee. Any standard brand of drip grind coffee may be used.

Altho hand-tooled from spare parts, which Lime described laughingly as "junk he had picked up here and there," the machine dispensed cup after cup of hot coffee with excellent flavor. No mechanical adjustments were necessary thruout the demonstrations.

Only One Gear

Inspection of the machine disclosed that there is only one gear in the whole model—a 100-to-1 reduction gear. "There are no sprockets, no chains, no belts or pulleys or anything to slip or get out of adjustment," Lime said. "The entire mechanism is operated on a straight push and pull rocker arm system, the simplest means known in mechanics."

The one gear, which operates both vending and coffee-making mechanisms, is driven by a one-quarter horse-power motor. Lime said that a one-eighth horse-power motor would do the job, but he likes plenty of power. In placing the venders on location, no connection is necessary except an electrical outlet, he said.

Water is stored in a stainless steel tank in the upper section of the vender. A 2,000-watt Calrod immersion heater, which is thermostatically controlled, keeps the water at an even temperature, just below boiling.

Grounds Strained Out

With the insertion of a nickel, a hollowed out steel arm slides into the coffee container at its base and slides back filled with the correct measure of coffee, which it dumps into another receptacle where the hot water in the exact amount for one cup flows over the grounds. The coffee and grounds then flow onto a fine mesh copper screen which separates the grounds. The coffee flows thru the screen into the cup. Approximately 50 six-ounce cups can be made from one pound of coffee.

The copper screening, thru which the coffee is separated from the grounds, is on a wheel. Each time the grounds are dumped upon it, the wheel turns into a tank of water. Thus a clean screen is always ready to receive another cup. The grounds settle to the bottom of the tank and as they force the water up it drains out an overflow spout and is caught in an enclosed tank on the bottom of the vender.

Actually the customer does not get the cup of coffee which is made upon the insertion of his nickel. The

cup of coffee which he pours out when he puts in his nickel was made by the insertion of the nickel of the previous customer. While one cup is being dispensed, another cup is brewing.

The coffee is made by what coffee dealers describe as "the steep method" which appears to be identical to that used in restaurant urns and drip coffee makers. Only major difference between the system employed in Lime's machine and the drip makers and urns is that the grounds remain in the coffee water for a longer period of time. Lime said that coffee men had informed him that this would not deteriorate the flavor of the coffee as long as it was kept at an even temperature. To prove this point during one demonstration, Lime allowed a cup to stand in the steeping compartment for nearly an hour. When it was dispensed the flavor did not appear to be impaired in any way. Only one cup of coffee is steeped at a time, but the steeping is practically instantaneous. In the demonstrations one cup after another was drawn from the machine in rapid succession with no noticeable decrease in strength or flavor.

Has Cream, Sugar

Coffee is dispensed at a small compartment about waist high on the machine. At the insertion of a nickel a six-ounce paper cup drops down and is filled with the coffee. Cream and sugar are dispensed by pushing two separate levers. Only one helping of cream is served with each cup and one or two teaspoons of sugar as the customer desires. If the customer wishes only cream or only sugar or neither, the next customer doesn't get an extra portion. A "lock" device on the dispensers of these items keeps the "tiddling toms" from emptying the vender's cream or sugar supply. Condensed milk was used in place of cream for the demonstrations, but by the time the machine is ready to go on location, they expect to obtain a new fresh cream treated with a vegetable compound, purported to stay sweet for 30 to 60 days and to taste the same as cream directly from the dairy, Lime said.

The vender when demonstrated was just a working model without cabinet but, Lime said, plans call for a cabinet of stainless steel or enameled steel on three sides and the lower portion of the front. The top front will be of plastic glass to allow the customer to watch the coffee being made.

A perforated stainless steel drip board will form the tray upon which the dispensed cup alights and receives the coffee, cream and sugar. A four-inch fan keeps a draft going across this area, thus making it impossible for a fly to light on any droppings of cream or sugar, Lime said. A germicidal lamp also will be installed at the dispensing point to kill any incipient germs.

For quick cleaning of the upper mechanism, a spigot will be put into the hot water supply tank for a hose attachment, and the inner floor of the upper compartment will be made of a single sheet of stainless steel with drain outlets leading directly to the drainage tank in the bottom of the vender. By this arrangement, Lime said, a service man can quickly clean the whole upper part of the vender by simply sluicing hot water over it. In the completed vender all the upper mechanism will be of stainless steel except the cream and coffee containers, which will be of glass. The glass containers will be the screw-in type so that at each servicing they can be taken off and replaced with sterilized filled ones brought from the shop.

Lime said the machine is sched-

uled for factory production early in September, and the company expects to have the first finished vender on location here in Kansas City within 90 days and 10 of the venders on location within six months.

Plan Leasing

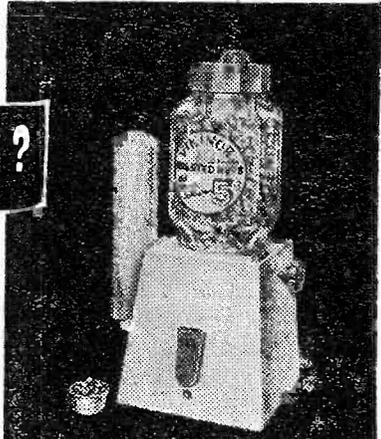
Plans now are not to sell the venders outright but to distribute them on a lease arrangement to operators, so that the parent company can keep an eye on the quality of supplies

vended thru their machines. "We want to make sure that the same quality of coffee can be obtained from our venders on location in other cities as here," Lime said.

Much of the planning and inspiration of the vender came from Lime's eighty-year-old mother, Mrs. Lola Lime, he said. Mrs. Lime, an inveterate coffee drinker herself, designed some of the mechanisms and was issued patents which have been assigned to her son.

WHAT SELLS NUTS?

More than anything else—the clean appetizing looks of the product in a sanitary, attractive machine! The VIKINOR Vender Is Finished in Gleaming White Enamel With Contrasting Blue or Red Enamel Trim. All Working Parts Are NICKEL PLATED To Prevent Rust and Corrosion—not cadmium plated.



VIKINOR 5¢ HOT NUT VENDOR

WHAT MAKES PROFITS?

A machine that sells without breaking down. The VIKINOR Vendors were tested with the dispenser turning over 200 times per minute. After 192,000 turns—the equivalent of taking in \$960.00—the working mechanism was still in perfect order, still trouble free.

A FEW OTHER FEATURES . . .
NATIONAL SLUG REJECTOR—
 Adjustable Drum — Agitator — 90-Day Guarantee on Heating Unit — Wall Brackets and Floor Stands Available.

DISTRIBUTORS
EXCLUSIVE TERRITORIES AVAILABLE
 Write Today for Free Literature and Prices

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Mechanical Manufacturing Laboratories
 408 Concord Ave., New York 54, N. Y.



VIKINOR 5¢ BULK CANDY VENDOR

CIGARETTE MACHINES

NEW DU GRENIER CHALLENGER, 7 COLS. \$135.00	DU GRENIER "S", 7 COLS., 210 PACK CAP. \$ 47.50
NEW U-NEED-A MON-ARCHS, 8 COLS. 159.50	DU GRENIER, 6 COLS., 150 PACK CAP. 32.50
NEW U-NEED-A MON-ARCHS, 6 COLS. 149.50	DU GRENIER MODEL W, 9 COLS. 65.00
ROWE PRESIDENT, 10 COLS. \$135.00	STEWART-McGUIRE, 8 COLS. 35.00
ROWE ROYALS, 10 COLS. 105.00	UNEEDA, MODEL "E", 12 COLS. 67.50
ROWE ROYALS, 8 COLS. 95.00	UNEEDA, MODEL "E", 8 COLS. 57.50
ROWE IMPERIAL, 8 COLS. 75.00	NATIONAL 9A 125.00
ROWE, 6 COLS., 150 PK. 32.50	NATIONAL 950 110.00
DU GRENIER CHAMPION, 9 COLS. 95.00	NATIONAL 930 75.00
	NATIONAL 630, 150 PACK CAP. 32.50

CANDY MACHINES

ROWE DE LUXE, 8 COLS., WITH LIGHTS \$115.00
ROWE STANDARD, 8 COLS., 120 BAR CAP. 95.00
UNEEDA, 5 COLS., 102 BAR CAP. 75.00

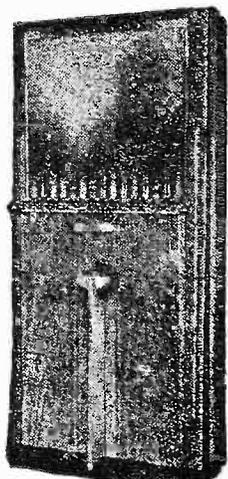
10c CIGAR MACHINES, Cap. 175, 7 Col. \$35.00

SPECIAL!
 U-NEED-A MODEL 500, 15 COLS., \$100.00 EA.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
One-Third Deposit With Orders—Balance C. O. D.
 Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
 166 CLYMER STREET BROOKLYN 11, NEW YORK



now available

THE CHALLENGER

THE MOST EFFICIENT PROFIT-MAKING NUT MACHINE ON THE MARKET TODAY

Three-Unit Hot Nut Machine	• 3-Way Profits	• Finer Locations
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TROPICAL TRADING CO.
 831 S. Wabash Chicago 5, Ill.

Northwestern
WORLD'S FINEST BULK VENDORS
DELUXE 1¢ or 5¢ Combination **\$25.00**

MODEL 39\$13.40
MODEL 33 11.60
33 BALL GUM .. 10.40
MODEL 40 9.85

LESS IN QUANTITY

BRAND NEW IMPS
 EITHER 1¢ OR 5¢ PLAY
 Cig. or Fruit Reels
\$12.95 ea.
 LOTS OF 12
 OR MORE
 5 or More, Ea. \$13.75
 Sample 14.50

MILLS VEST BELL
POCKET
SIZE 8"x8"x8"

A 5¢ pocket size slot with automatic payout system. Awards from 3 to 20 nickels.

OPERATOR'S PRICE \$65.00

5c ADVANCE SELECTIVE TYPE COOKIE and CRACKER VENDOR

Complete display of merchandise given thru glass front. Separate cash box and merchandise locks.

\$39.50 ea.
 STANDS \$5.00 Extra

BRAND NEW BAT-A-BALL
\$34.50 ea.

BRAND NEW STAR CARD VENDOR
\$19.50 ea.
 Large Selection of Cards... \$4.25 Per M

BRAND NEW POP-UP
\$34.50 ea.

BRAND NEW CHAMPION BASKETBALL
\$34.50 ea.

COUNTER GAMES

Kicker & Catcher (New) \$37.50
 Bingo, 1¢ 14.50
 Acme Electric Shockers (New) 18.50
 Gottlieb Grip Scales (New) 34.50
 Daval Buddy's 1¢ (New) 29.50
 Amer. Eagles, 1¢, Token Payout 17.50
 Marvels, 1¢, Token Payout 29.50
 Liberty & Mercury, 1¢ 14.50
 Victor Home Runs, 1¢ 19.50
 Champion Sparks, 1¢, Token Payout 19.50
 Klitz Blackjack, 1¢ 12.50
 Bouncers (New) 24.50
 Whirl-a-Ball, 1¢ (New) 37.50
 Windmill, 1¢ Pin Target 4.95

WRITE FOR COMPLETE LIST!
 1/3 Deposit must accompany all orders.
RAKE COIN MACHINE EXCHANGE
 609 Spring Garden St., Philadelphia 23, Pa.
 Lombard 3-2676

FAMOUS EPPY CHARMS

Series #1 Series #2
\$3.50 per M \$4.50 per M

Six other charm and prize items available from us. Write in and ask for free samples.

SAMUEL EPPY & CO., INC.
 113-08 101ST AVENUE
 RICHMOND HILL 19, L. I., N. Y.

Popcorn Shortage in Offing; Price High, Quality Low

(Continued from page 97)
 Agriculture, earlier this summer, estimated acreage abandonment this year at 4.2 per cent, almost twice the 2.3 per cent abandoned last year, but current figures are believed to be much higher.

Fear Frost
 Prospects of early frost are the biggest worry of popcorn users at the present time. Last year the frosts held off until well after the popcorn harvest, but with harvest dates well after those of 1946, there is seemingly a strong prospect of frost damage this year.

Prices have already started an increased upward trend. At present buyers of futures are having to lay down prices starting at \$10 per 100 pounds, and in spite of such prices, farmers are abandoning popcorn acreage in favor of more profitable competing crops. Popcorn price ceiling during war years was \$8.75 per 100 and in 1941 sale price was about \$6 per 100.

Little Carry-Over
 There has been some carry-over from last year's crop but hardly enough to be of noticeable help in the forthcoming shortage. Popcorn users report that the speed with which present stockpiles of popcorn are diminishing is astonishing to them. Much of the popcorn in storage, they point out, is of such poor quality that it must be destroyed or sold for feed. A very large portion of last year's quality crop has already been used up and much more will have passed thru manufacturers' hands before the end of the year when the 1947 crop is expected to take over.

Popcorn manufacturers report that there is no prospect of supplementing the U. S. popcorn crop by importations from abroad since the Midwestern section of the United States is the only place where popcorn is grown successfully in any quantity. Several experiments to increase popcorn output in other sections have failed, they said.

Exports Gaining
 On the other hand, exports of U. S. popcorn, which draws premium prices abroad, have been increasing rapidly of late. Recently buyers from European markets have been in the States surveying the popcorn crop.

Manufacturers and distributors expressed hope that they would be able to keep wholesale prices at the present level. They pointed out that this would be very hard to do since they can count on neither lowered raw material prices nor increased sales to help, since there will be less popcorn available to sell and it will be drawing premium prices.

Some manufacturers said that the

effect of these two problems will not be felt for at least another year since they operate on an advanced schedule of about one year. Small concerns will be hard hit, however, since they must operate on a confined schedule which does not allow for a year's on-hand supply.

Vending Condition
 Some vending machine suppliers have indicated that they may possibly abandon the bulk supply field next year and concentrate their supply upon small take-home raw corn packages which draw a larger margin of profit.

One bright spot in the picture has been brought about by a cut in prices of seasoning ingredients by about one-third since the start of the year. Also they are still far over their pre-war price line, there appears to be a continuing drop in the price of vegetable oils used in manufacture of finished popcorn. Another help has been the return of babassu oil which is favored by many manufacturers and which generally runs cheaper than the more common coconut oil.

MIAMI COMPROMISE

(Continued from page 97)
 would be minimal. Bell also said that tobacco wholesalers here had agreed to a reduction in the percentage allowed them for handling of the city tax stamps. They now are granted a 10 per cent cash reduction on bulk purchases and have agreed to take 8 per cent, Bell said.

City commissioners held an informal discussion on Bell's compromise suggestion and voted 2-2 on it. However, a vacationing commissioner is expected to favor the move, James A. Dunn, one of the commissioners

voting for the measure said. Chief point in the suit is that the city's 10 per cent tax is based on total selling price of cigarettes and other tobacco products after addition of federal and State taxes.

ROWE 1¢
 (Reconditioned)
CHEWING GUM MACHINE

Sells **Nationally Advertised LEAF CHEWING GUM**
 Also All Other Stick Gum Brands
\$19.50 EA.
 1/3 With Order—Balance C. O. D., F. O. B. Newark, Distributors, Write for Quantity Prices.
 Floor Stands, \$5.95 Each.
 Slug Proof—Coin Returns When Empty.

Size: 11"x5"x15".
 Capacity: 500 Sticks of Gum.

We Guarantee Delivery on Leaf Stick Chewing Gum. **60¢ Per Box**

ASCO VENDING MACHINE EXCHANGE
 5-57-59 Branford Street Newark 5, N. J.
 Tel. LU 2-7743

SPECIAL BRAND NEW VENDERS!!
IMMEDIATE DELIVERY

Each
 Silver Kings \$13.95
 Columbus nut or ball gum 12.50
 Reliable Cash Trays (for almonds) ... 9.85
 Northwestern DeLuxe 25.00
 Victor, Model V 11.75

California Teeny Almonds (A-F), In 5 lb. cartons.95¢ lb.
 1/2 Ball Gum, 40¢ lb. | 1/2 Ball Gum, 45¢ lb.
 Pistachios ... 60¢ lb. | Va. Peanuts ... 23¢ lb.
 1/3 Dep.—Balance C. O. D.

CAMEO VENDING SERVICE
 432 W. 42nd St. New York 18, N. Y.

Announcing Opening of
MONMOUTH BALL GUM CO.
SEA BRIGHT, N. J.

Manufacturers of
ORIGINAL SUGAR COATED CHICLE BALL GUM
 5/8" — 120 Count
38c Lb. Bulk Lots, 35c Lb.

1/3 deposit certified check or money order, balance C. O. D.
MONMOUTH BALL GUM CO.
 1126 OCEAN AVE. SEA BRIGHT, N. J.

BRAND NEW VICTOR MODEL V
 All Purpose Vendor
 Globe Type
 1¢ Model

\$11.75 EA.
 Any Quantity
 Cabinet Type
 1¢ Model

\$13.75 EA.
 5¢ Model
\$14.75 EA.

NEW ASCO HOT NUT VENDOR, \$34.50
 5 or More, \$29.50

1/3 Deposit Must Accompany All Orders!
FRANK DIST. CO. 535 N. 8th St. Phila. 23, Pa.

COLUMBUS CASH-TRAYS VENDERS

The Biggest Little Money Maker Yet Manufactured.
\$9.85 EA.

WRITE FOR INFORMATION AND CIRCULARS

1. Peanut
 2. All Purpose
 3. Ball Gum
 4. 5¢ All Purpose

COMPLETE PARTS STOCK

Markepp Sales Co.
 4310 CARNEGIE AVE. CLEVELAND, OHIO

Teeny Almonds 93c Lb. In 5# Cartons

Chi Airport Visitors Use Coin Turnstiles

CHICAGO, Aug. 23. — Coin-operated turnstiles at the new administration building of Chicago's Municipal Airport permit local aviation enthusiasts, after depositing a dime, to view the field from a choice position atop the building.

According to Charles B. McNellis, assistant field supervisor at the airport, the turnstiles were installed recently and are "kept almost constantly turning by the large numbers of people desiring to see the field from the promenade deck on the roof of the new building."

Of the four turnstiles set up before the new building, two are in operation and the remaining two will be put in service about September 30, after the entire building is completed, McNellis said. All turnstiles are located outdoors and are unattended. They operate only with dimes, nickels not being usable, and were made by the Perey Turnstile Company, N. Y.

Set Date for Trial of Nut Vender Case

LOS ANGELES, Aug. 23.—Following a hearing here Monday (18), October 21 was set as the trial date for 27 men who are under Federal Grand Jury indictment charging mail fraud in the alleged swindling of veterans. The indictment accused the 27 of mail fraud in the selling of nut vendors.

According to assistant U. S. Attorney Norman W. Neukom, the defendants are charged with inducing veterans thru the mails to buy nut vendors under promises that they would be given "exclusive" high-profit routes. Neukom said that the veterans, on paying their money, found the routes not up to their advertised promise and received no assistance in the business as they had been promised.

Neukom told newspapers here that he estimated that \$2,000,000 had been obtained from veterans by this method.

Silver-King Vender Has New Type Heater

CHICAGO, Aug. 23.—A new-type, low-voltage plate heater is featured in the new Silver-King hot nut vender produced by the Silver-King Corporation here.

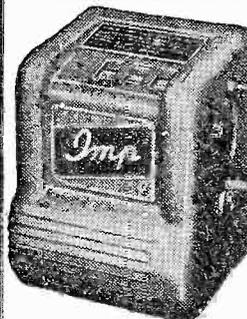
The vendors have a paper cup dispenser attached to one side and are adjustable so that a variety of portions may be vended. A small bulb in the red glass top flashes on and off to attract attention.

New unit is claimed to heat the nuts more uniformly than earlier heating elements, according to H. F. Burt, president.

Mid West Venders Company Files for Incorporation

DES MOINES, Aug. 23.—Articles of incorporation were filed in Des Moines by the Mid West Venders, Inc., of Westerly, R. I., with \$20,000 authorized capital stock.

Listed as officers were W. R. Fowler, of Westerly, as president; J. L. Elliott, of Sterling, Ill., as vice-president; and E. R. Hall, of Westerly as secretary.



1948 IMPS

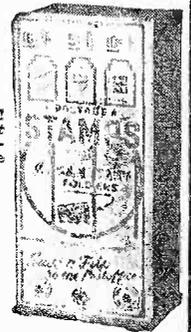
1¢ or 5¢ Cigarette or Fruit

\$12.95

Lots of 12

\$13.75. Lots of 5. Sample, \$14.50. Here's the tiniest Bell in the world. A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

SHIPMAN TRIPLEX STAMP MACHINE



STAMP FOLDERS For Shipman, Schermack, Victory, 10,000 ... \$ 5.75 25,000 ... 13.95

Brand new! Vends 1¢, 3¢ and 5¢ Air-mail Postage Stamps. Sluggproof, compact, foolproof. Immediate Delivery.

Operator's Price \$39.50

Distributors interested in selling our advertised machines write for details.

1/3 Deposit on All Orders. Write for Catalog on Bulk Vendors, Games, etc.

PARKWAY MACHINE CORPORATION

623 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

WE LEAD AGAIN WITH NEW LOW PRICES

5/8 BALL BUBBLE GUM
40c per lb.
BALL BUBBLE GUM 45c Per Lb.
170 Count. Per Lb.
25 Lbs. to Carton
The Best in the Nation

LICORICE LOZENGES
30c per lb.
App. 530 Count per lb.
38 lbs. to carton

PISTACHIO NUTS AFGHAN RED
43c per lb.
App. 800 Count per lb.
LARGE RED ... 71c per lb.
App. 575 Count per lb.

BOSTON BAKED BEANS
35 Lbs. to Carton ... 25c per lb.

WRITE FOR QUANTITY PRICES We Buy and Sell New and Used Vending Machines
All Orders F. O. B. New York 1/3 Deposit, Balance C. O. D.
SUNFLOWER DISTRIBUTING CO., INC.
2125 Amsterdam Ave., New York 32, N. Y.

WHY PAY MORE? asks ROY TORR BALL BUBBLE GUM (DIAMOND BRIGHT)

40c Per Pound
500 Pounds 5/8 (70,000 Balls) \$200.00
500 Pounds 1/2 Inch—170 Count—(85,000 Balls) .. \$235.00
On orders less 500 pounds, 2¢ per pound additional.
Full cash with order—prompt shipment
FREIGHT PAID TO YOUR DOOR
MINIMUM SHIPMENT 100 POUNDS.

ROY TORR Lansdowne, Penna.

Northwestern WORLD'S FINEST BULK VENDERS

DELUXE 1¢-5¢ Combination Vender \$25.00	MODEL 33 \$11.60	33 BALL GUM \$10.40	MODEL 40 \$9.85	MODEL 39 \$13.40

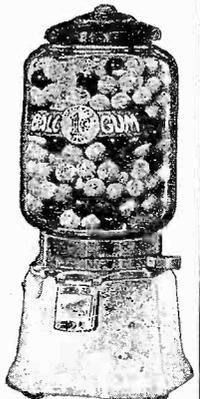
Immediate Delivery—Credit Terms To Reliable Operators.
Write for Prices on high grade Bubble Gum and Pistachios.

AMERICAN DISTRIBUTORS
1349 Fifth Ave., Pittsburgh, Pa. 13815 12th St., Detroit, Mich.

NORTHWESTERN BULK VENDERS MEAN MORE FOR YOUR MONEY

There is a Northwestern machine to meet all of your needs. They're built for profitable operating. Dependable lifelong equipment—easy to service—sales-creating appearance. We are Factory Headquarters for Northwestern machines in the East. See our complete display and let us give you full details on all the popular Northwestern models.

- Pistachio Queens, Red, 5 Lb. Bags 72¢ Per Lb.
- Pistachio Large, Tulip Red, 5 Lb. Bags 50¢ Per Lb.
- Jumbo Peanuts, 30 Lb. Ctn. 31¢ Per Lb.
- Spanish Peanuts, 30 Lb. Ctn. 24¢ Per Lb.
- Cashew, 480 Count, 30 Lb. Ctn. 56¢ Per Lb.
- Squash, Red or White, 25 Lb. Ctn. 20¢ Per Lb.
- Boston Baked Beans, 32 Lb. Ctn. 28¢ Per Lb.
- Rainbow Peanuts, 32 Lb. Ctn. 28¢ Per Lb.
- Cinnamon Peanuts, 32 Lb. Ctn. 28¢ Per Lb.
- Licorice Lozenges, 38 Lb. Ctn. 30¢ Per Lb.
- M & M, Ass'd Colors, 16 1/2 Lb. 42¢ Per Lb.
- Ball Gum, 1/4, 140 Count, 25 Lb. Ctn. 40¢ Per Lb.
- Ball Gum, 170 Count, 25 Lb. Ctn. 50¢ Per Lb.
- Adams Gum, All Flavors, Tab or Candy Coated. Box 100 .. 54¢



33 BALL GUM
(3 1/2 Lb. Globe)
Less Than 25 .. \$10.40
Less Than 100 .. 10.10
100 or More .. 9.80
(5 Lb. Globe, 15¢ Extra)
Charms • Stands • Brackets • Globes (Glass and Plastic) • Used Machines • Send for Free List.

1/3 Deposit With All Orders, Balance C. O. D.
NORTHWESTERN SALES & SERVICE COMPANY
4105 16TH AVENUE Telephone: Windsor 8-3600 BROOKLYN 4, NEW YORK
ALL QUOTATIONS NET F. O. B. BROOKLYN SUBJECT TO CHANGE WITHOUT NOTICE.

LUCKY BOY VENDORS

For ball gum, nuts or charms. This beautiful, sturdily constructed vendor will hold 5 lbs. nuts or 800 balls gum. Size 7x7x15 inches. Vending gear can be regulated to vend nuts at 40 to 80c per lb. 1c OR 5c READY FOR DELIVERY.
\$8.75 EACH
KY. GUM CO.
9th and Magnolia Sts. Louisville, Ky.

SAVE MONEY WITH US!! LOOK AT THESE SPECIAL DEALS!

DEAL 3-G
10—Yes, we said 10 Silver King or Atlas Ace vendors and 10,500 balls of gum, or 128 lbs. of Boston Baked Beans or Rainbow Peanuts, straight or mixed, for.....\$150.00
DEAL 3 1/2-G
5 Silver King or Atlas Ace vendors and 7,000 balls of gum, or 64 pounds Boston Baked Beans or Rainbow Peanuts, straight or mixed, for.....\$80.00
DEAL 2-G
10 Victor all-purpose vendors and 14,000 balls (approximately 100 pounds) or 150 pounds Boston Baked Beans or Rainbow Peanuts, straight or mixed, for Globe-type Vendors\$155.00 Cabinet-type Vendors\$165.00
You send us the cash in full — WE'LL PAY THE FREIGHT!! Order now while they last! Phone or wire us your order COLLECT!!
T. O. THOMAS COMPANY
Dept. B, 1572 Jefferson. Phone 2131. PADUCAH, KY.

TV SET PRICES TO HIT SKIDS

Taverns Soon To See Models Under \$1,000

Juke-Tele Combos Ready

NEW YORK, Aug. 23.—As competition grows keener among manufacturers of coin-operated and non-coin-operated television sets for the tavern, bar, grill, hospital, country club and hotel locations, there are increasing indications of a price war that will force receiving set prices down within a few months.

In the past, the average location tele receiver has been priced around \$1,995, plus an installation charge averaging \$100. For this outlay the location owner has received a large screen tele set which in most cases includes a standard broadcast receiver that is rarely used.

\$800 Combo Ready

First break in the price came two weeks ago when Al Bloom, Speedway Products, Inc., president, announced a combination coin-operated juke box-tele set to sell for approximately \$800. The Bloom machine, to be known as Speedway, is completed, including a 15-inch screen, and will be shown in the next few days. The firm is set to go into full production within three weeks, and 20 combinations will be completed weekly.

On the heels of the Speedway, a second combination juke box-tele set was reported by H. F. Dennison, Pantages distributor and former president of Personal Music Corporation, Newark, N. J., who also has a completed model of his set. Differing from the Bloom set by offering a choice of coin or non-coin operation for the tele mechanism, the Dennison machine lists at \$1,495, and will be offered to ops for \$1,195.

Third Machine

Another new machine, scheduled to be unveiled in the next few days, is a coin-operated television receiver, featuring a 15-inch screen with 15 minutes play for 25 cents (the same fee as that of the Speedway), which lists for \$1,195. However, the firm making this set, Sports-View, is reported also to have a model for publication. (See Taverns Soon on page 111)

Philly Juke Ops Plan Freedom Train Campaign

PHILADELPHIA, Aug. 23.—With this city scheduled as the first stop of the Freedom Train, the Music Machine Owners' Association of Eastern Pennsylvania (MMOAEPE) is expected to play a major role in the promotion of the song of the same name via recordings cut by all the major companies. Plans for the promotion are to be worked out by the association execs, and Arthur Kauffman, chairman of the mayor's committee, handling the appearance of the Freedom Train in the city September 17.

That the MMOAEPE is capable of handling a full-scale promotion is evidenced by the success of the "click tune of the month" campaign, which involves participation of 5,200 juke boxes over the Philadelphia area.

TV Outlets Now and Future

CITY	CALL LETTERS	ESTIMATED AUDIENCE*
Chicago	WBKB	35,000
New York	WNBT, WABD, WCBS	250,000
Philadelphia	WPTZ	25,000
St. Louis	KSD	10,000
Schenectady	WGRB	7,500
Washington	WNBW, WTTG	12,000
Detroit	WWDT	20,000
Los Angeles	KTLA	25,000

FUTURE STATIONS

CITY	CALL LETTERS	APPROXIMATE OPENING**
Cincinnati	WLWT	Now Testing
Milwaukee	WTMJ-TV	Now Testing
Philadelphia	WFIL-TV	September
Chicago	WGNA	October
Baltimore	WWBT	December
Richmond	WTVR	December
San Francisco	KWIS, KCPR	January, 1948

* Audience figure estimates figured from listener studies conducted in these cities by the telecasters.

** Subject to mechanical and engineering delays.

300 Ops View Manhattan at Buffalo Show

BUFFALO, Aug. 23. — Despite sweltering heat more than 300 coinmen turned out last week for the first showing in Western New York of Packard Manufacturing Corporation's Manhattan phonograph at the headquarters of Lew Wolf Enterprises here.

Welcoming guests for the special event from the distributing firm were Lew Wolf and Howard Maurer, aided by Mrs. Wolf; Madeline Collins, who is Wolf's secretary; George Ireland, firm service manager, and Mrs. Ireland, Eddie Hartmen and Gene Risius.

Capehart Attends

Homer E. Capehart, chairman of the board at Packard; H. E. Wedeman and W. K. Logan, both members of Packard's sales staff, were on hand as representatives of the manufacturing firm. In a sense it was sort of a home-coming for Capehart as for many years he worked in this area and as a result became widely known to coinmen here.

Congenial spirit prevailed all during the showing, and the guests, all of whom were treated to food and refreshments, were outspoken in their praise of the new phonograph in addition to fine treatment accorded by the host firm.

List Some Guests

Among the coinmen attending the showing were Ben Kulick, Mills Amusement and Fay-San Distributing Corporation; Henry Kaye, Allied Amusement Company; Max Dozoretz, Charles Catalino, Fred Mueller, M. K. Terwilliger and Alfred Bergman, all of Alfred Sales, Inc.; John Radice, James D. Blakeslee, F. J. Zieck, Wally Moran, Harry Lock, Frank J. McCoy; Scott Hayden, of *The Courier-Express*; N. J. Steinke, Paul Peacock, Wally Moran, Paul Fuller, Herman Glaser, H. Howe; John Cooper, of Superior Vending; Abe Granitstein, Davis Sales Corporation; Harry Winfield and John Winfield, of J. H. Winfield Company; Bill Daniels, Mc-

N. Y. Newspaper Conducts Poll on Sacred Music Use

NEW YORK, Aug. 23.—Experimenting with sacred music in a local juke box brought about a flood of publicity here, with *The Sunday News* featuring the situation in its Inquiring Photographer column. Consensus of opinion was that the use of one or two sacred records in the juke boxes would be welcome to most persons, and that they would prove to be profitable. The initial experiment, according to the location owner, had been successful with both the younger crowd and the older persons who frequented his store.

Comments from two persons in the entertainment field both were favorable regarding the use of the sacred recordings. George Braidwood McCoy, Broadway contact man and broadcaster, said: "Sacred hymns have a great general appeal. It would be so startling to hear a hymn coming from a juke box that I'm sure it would displace all other thoughts. One or two hymns in every juke box would be a welcome innovation."

Kay Vernon, a singer, was also in favor of the use of sacred music on the music machines, stating that "fundamentally everyone is religious deep in his consciousness, even though he or she may never go to a place of worship."

Locally, several ops, following the publicity, reported they would test sacred records on a few machines and, if the results were satisfactory, would expand them to their entire routes.

Farlane & Indman. Also Judge Jacob Latona and the ex-Buffalo Mayor Thomas Holling.

Out-of-town visitors included Max Roth, Wilkes-Barre, Pa.; Art Garvey and Ben Becker, Bally Manufacturing Company, Chicago; Ed Joseph, Lackawanna; Bernie Shapiro, Rochester, N. Y., and Bob Scott, Tonawanda.

Future Video Areas Eagerly Wait Service

Ops Alert, Coast to Coast

NEW YORK, Aug. 23.—Music machine operators throught the country, especially those in areas where television is within weeks or months of becoming a reality, are keeping abreast of developments, according to television manufacturers. The manufacturers report a constant stream of inquiries from operators who are already making plans to service their juke box locations when telecasting gets under way in their towns.

A survey of such inquiries received by U. S. Television reveals that operators in such localities as Wilmington, Del., and Charlotte, N. C., where no television stations are planned but where pick-ups are or will be available via the coaxial cable tele networks, are already surveying their locations with the view of placing tele receivers in them at the earliest possible moment.

West Coast Interested

The firm also has received inquiries from operators in San Francisco, where television is expected to start perhaps late in December, more probably some time in January. Coast operators in towns where there is no television, but where tele may be picked up from near-by cities, have also requested information, but the manufacturers, in most cases, are discouraging these types of location sales because reception is not steady. A typical example was the request for info received from E. E. Peterson & Son in San Diego, who reported local reception from Los Angeles, 125 miles away.

Operators, thru their correspondence with the manufacturers, report an increasing interest being displayed by viewers in locations for programs other than sports. In most cases the interests are regionalized, e.g., the Western audiences display great interest in ancient Western movies which have been televised and which attracted large crowds to locations.

However, sports are expected to continue as the major pull, with professional football, scheduled to be played Tuesday, Wednesday and Friday nights and Sunday afternoons, college football Friday nights and Saturday afternoons, and boxing, wrestling, indoor track and field events, hockey and basketball filling in the gap until the 1948 baseball season gets started.

Additional television coverage for audiences in New York and Washington was promised this week when Station WOR reported it would have its two television stations, WOR-TV, New York, and WOIC, Washington, in operation by next summer.

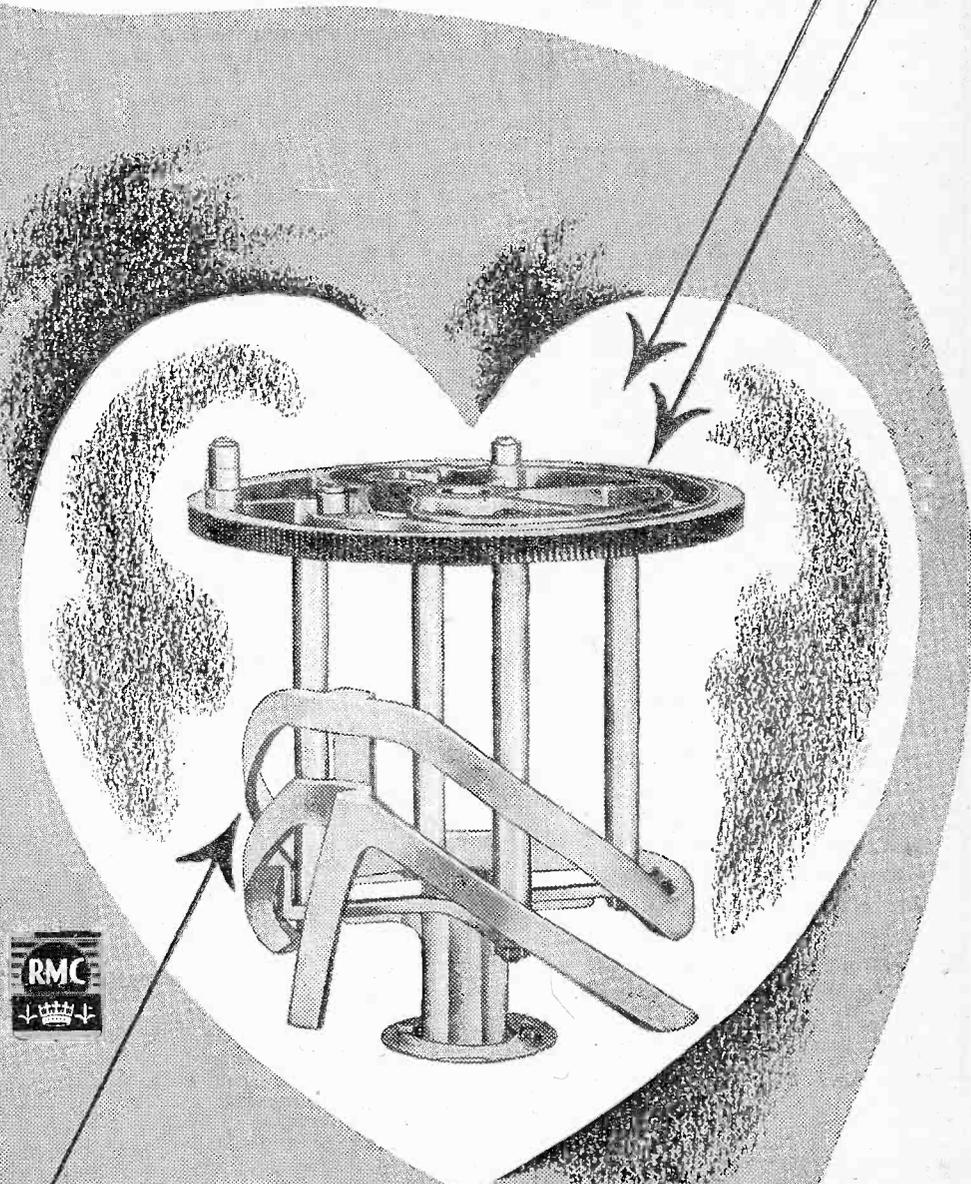
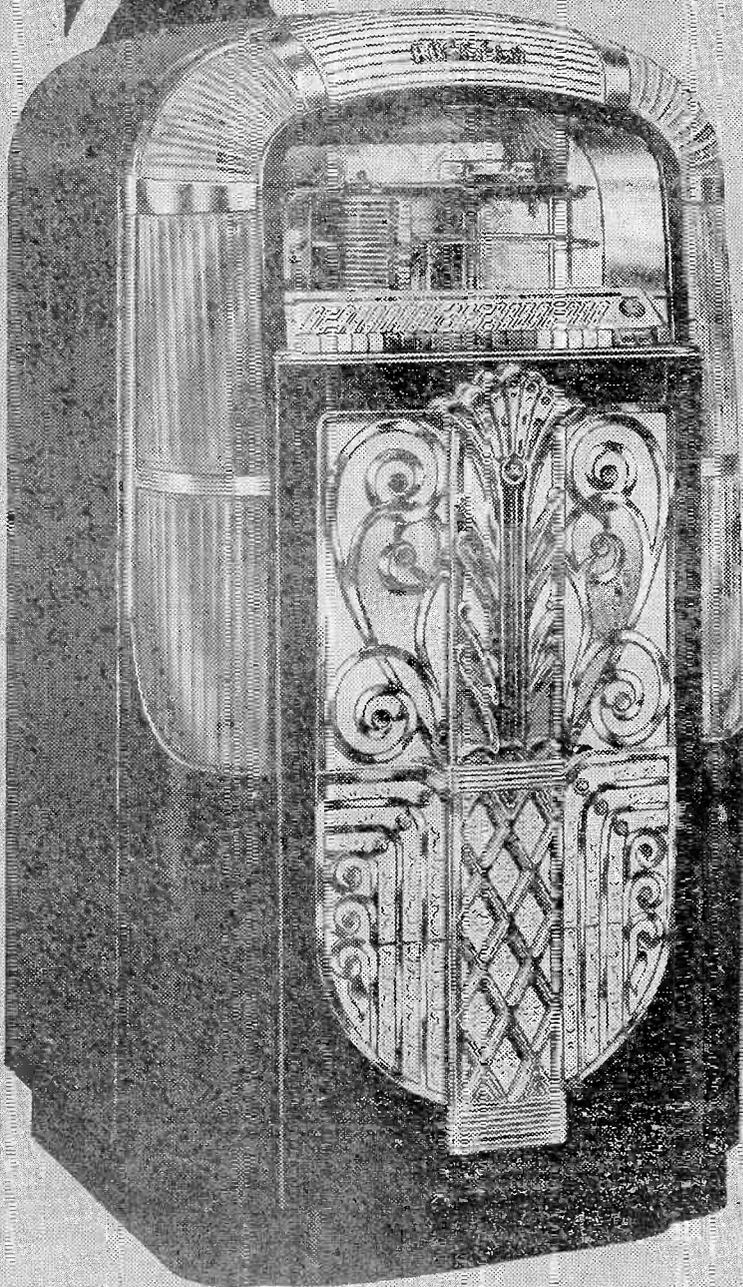
Select Distributors For Tradio in N. B.

ST. JOHN, N. B., Aug. 23.—Distributors for Tradio, Inc., American makers of coin-operated radios, will be appointed soon to handle the Eastern Canadian provinces in conjunction with a sales drive to be inaugurated in this area by the firm.

Company recently surveyed likely locations here to determine possibilities for coin-operated radio and television receivers.

the heart
of the phonograph

holds the secret of its long life
and efficient operation

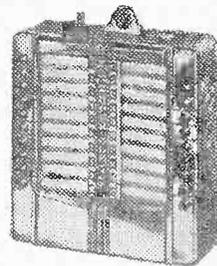


**ROCK-OLA'S
POSITIVE CAM MOVEMENT**

Simple — nothing to require service. 12 years of
proven success in the field. Service-free
changer mechanism controlled by single cam
assembly, worm driven by V-belt from motor.

ROCK-OLA

THE PHONOGRAPH
THAT SELLS
MUSIC

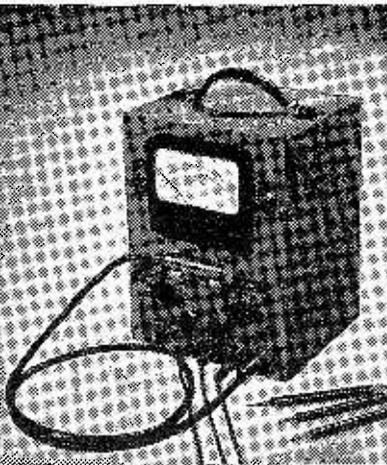


WALL BOX MODEL 1530

ROCK-OLA Manufacturing Corp. 806 NORTH KEDZIE AVENUE
CHICAGO 51, ILLINOIS

**YOUR
JUKE-BOX
SERVICING JOB
MADE EASY**

with
SYLVANIA
Poly (MULTI-PURPOSE)
Meter



Designed especially for accurate measurement of electrical conditions in circuit components operating with power, audio and radio frequencies up to 300 mc., this new instrument permits radio and electronic servicemen to isolate quickly condensers, coils and resistors when faults occur and check circuit operation after replacements are made.

The Poly (MULTI-PURPOSE) Meter is compact, portable, and of the highest quality. See your Sylvania Distributor today!



**SYLVANIA
ELECTRIC**

EMPORIUM, PA.

MAKERS OF RADIO TUBES; CATHODE RAY TUBES;
ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIX-
TURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

RECORD REVIEWS

(Continued from page 32)

AIR-LANE TRIO (De Luxe 1092 and 1094)

Red Head—FT; VC.
As Years Go By—FT; VC.
Va-Zap-Pa—FT. VC.
When Your Old Wedding Ring Was New—W; VC.

With strong vocal assist and strong song material, the Air-Lane blend of guitar, organ and accordion gives a good account of itself with a thorough commercial cutting for the spins. The barber-shop harmonies of the Elm City Four assisting Tony Lane on the lyrics, it's a peppery plattering for the catchy *Red Head* girlie rhythm ditty. And for the flip, Lane turns in fine dialectic ditty for the novelty Italian work song, *Va-Zap-Pa*. The quartet sings it alone with full nostalgic flow for the old-time waltz favorite, *When Your Old Wedding Ring Was New*, and for the flip, it's the sweet and romantic baritoning of Larry Stewart, coming in for the lovely Brahms melody that comes out as the *As Years Go By* ballad, with the instrumental three adding an intimate flavor to his song.

The *Va-Zap-Pa* comedy cutting stacks up strongest for coins.

EARL BOSTIC (Gotham 151 and 152)

Cuttin' Out—FT; VC.
My Special Dream—FT; VC.
Here Goes—FT.
I'm the Guy That Loves Ya'—FT; VC.

His small band pounding out the hot rhythms in a rugged jump fashion, with Bostic's saxing and patter singing sparking the spin, it's a rough ride for all of the sides. Holds up best for an original Harlesemese jive novelty, *Cuttin' Out*, with Bostic's pattering, assisted by the boys in the band, giving a humorous slant to the song. For the flip, it's a rough and ready riff jumper in *Here Goes*, with the hot and high trumpet of Ted Barnet being the biscuit's only big moments. *My Special Dream* brings in the heavy vibrato baritoning of Roger Jones, who provides a conventional chant for the slow dream ballad. For the flip, it's another jive and jump rhythm novelty in *I'm the Guy That Loves Ya'*,

**Issue Report on
Union Work
With Juke Ops**

LOS ANGELES, Aug. 23.—H. G. Sherry, business manager and financial secretary of the International Brotherhood of Electrical Workers, Local 1052, this week issued a progress report on the work of the union among music machine operators in this section.

Working separate from the Southern California Automatic Music Operators' Association (SCAMOA), Sherry said that a full board of officials of the union had been named. They are Ernie Bryant, president; Ken Spalding, vice-president; John Huntsman, recording secretary, and Bill Leuenhagen, treasurer. The board of directors includes Ken Bevan, chairman; Gunder Olesen, Frank B. Robinson, W. Laymon Lee and John Huntsman. Sherry, who was affiliated with SCAMOA, resigned his post as an officer when the charter for the new local was issued. Members of the union's board are also members of SCAMOA.

E. R. Rippee, T. Workman and Red Catlin have been named to the SCAMOA board of directors, replacing those members who resigned official association posts to serve on the union's board.

Sherry emphasized that the union's concern was principally wages, hours and working conditions.

with Bostic faring better when he talks the song rather than trying to sing it.

Cuttin' Out may catch some coins at the race spots.

CHU BERRY (Columbia 37571)

Chu Berry Jam—FT.
Maelstrom—FT.

This is a re-issue of the late Chu Berry's fine tenor sax smoke waxed 10 years ago when he sat in the Cab Calloway sax section. And for both sides, it's a session of jam sparked by fine solo riding by Berry in a small unit setting that also takes in the thoughtful brass figures of Mousie Randolph's trumpet and Keg Johnson's trombone. Both sessions spin at a bright beat.

For the hot disk collectors.

GERALD CLARK (Musicraft 502)

Don't Bother, Mathilda—FT; VC.
Dorothy Went To Bathe—FT; VC.

Gerald Clark offers the authentic Calypso chanting with his small band providing the native rhythms. Lord Invader sings it for *Mathilda*, a dated ditty which tells the wartime story of a West Indian's friendship with an American miss. For the flip, *The Lion* chants about the small accident when *Dorothy Went to Bathe*, if you can dig his muddled diction.

For Calypso fans only.

FEDER SISTERS (Sun 1047 and 1048)

A Yiddish Simchele—FT; V.
A Polkele—FT; V.
Gets Mir a Yingele—W; V.
Vus Zull Men Zingen—W & FT; V.

The shrill voices of the Feder Sisters (2) leave much to be desired in their harmony singing for these Jewish folk songs, and the little interest they stir up in the spinning is

**Mills Names J. Stella
Assistant Manager of
Phonograph Division**

CHICAGO, Aug. 23. — Charles Schlicht, manager of the phonograph division of Mills Industries, Inc., announced this week that Joseph M. Stella will become assistant manager of the phonograph division, effective September 2.

Stella has been for the past 12 years service engineer of the Mills phonograph division, and in that capacity he became widely known to the coin machine trade.

Party Planned

To celebrate the promotion of Stella to his new post, Schlicht said that a cocktail party will be given in Stella's honor September 4 from 2 p.m. to 5 p.m. in the Mills phonograph showrooms. Many coinmen from all branches of the industry are expected to be on hand to pay tribute to Stella and wish him well in his new capacity.

In commenting on the appointment, Schlicht stated: "We at Mills feel that Stella's long and fine record of accomplishment as service engineer will stand him well in his new capacity. During his 12 years at that post Stella has made a whole host of friends besides gaining a reputation of being one of the very best men at his work. As assistant manager of the phonograph division, we know he will do equally well because of his thoro knowledge of the business."

At the same time it was announced that Eddie Howard will succeed Stella as service engineer for Mills. Howard, who prior to his promotion had been Stella's assistant, will leave soon on an extensive trip to the West Coast where he will contact coinmen in Los Angeles, San Francisco, Portland, Seattle and in other cities in the Pacific Coast area.

largely on the strength of the songs themselves. With strings and woodwinds providing the spirited musical support, gals sing it in spirited but sing-song fashion for *A Yiddish Simchele*, a happy song; the tuneful and lively waltz melody, *Gets Mir a Yingele*, song about the old maid in search of a man, and for a gay and polka-styled dance melody, *A Polkele*. Gals are entirely out of class in both voice and expression for *Vus Zull Men Zingen (What Shall We Sing)*, a production-styled folk melody.

Of limited nationality appeal.

(Continued on page 118)

\$ CASH \$
FOR
USED RECORDS
WE BUY
ANY QUANTITY
ANYWHERE IN THE U.S.A.
Write, Wire or Call
Collect!!
Seymour Schwartz & Co.
2117 S. Loomis St. CHICAGO, ILL.
Phone: MONroe 3064

OPERATORS, ATTENTION!
TOP PRICES PAID FOR
USED RECORDS
SELL TO Chicago's Largest
Distributor of Used Records.
WE PAY THE FREIGHT
WRITE, CALL OR SHIP TO
USED RECORD EXCHANGE
1736 N. Keeler CHICAGO 39, ILL.
Telephone: CAPitol 7852
Will Pick Up Within 100 Mile Radius

FOR BIGGER PROFITS
it's
PERSONAL
MUSIC

PERSONAL MUSIC CORPORATION
U. S. Highway No. 1, Newark, New Jersey
Telephone: Bigelow 8-2204

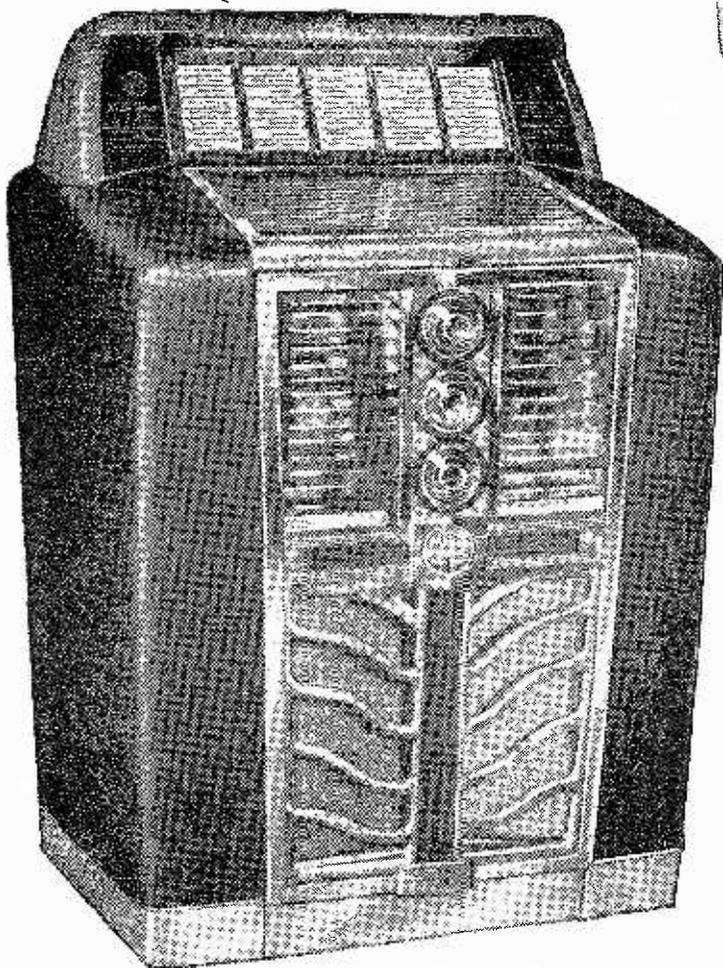
It's
MAGIC MUSIC
Telephone
Music Box
for
BOOTH or COUNTER

Write Now for Complete Story
MODERN MUSIC, INC.
PLAZA-STATION BOX 814 KANSAS CITY 2, MO.

FOR SALE
15 Model 120 Wurlitzer Wall Boxes
\$12.50 EACH
Reconditioned and in perfect condition.
Mel-O-Dec Music Co.
626 W. Washington St., Phoenix, Arizona.

six
hits
for
two
bits

a bargain always sells



"More for your money" is the most successful merchandising approach in the world. When you put a phonograph on location, you're merchandising *music*. You try to give more tone, more beauty, more convenience. You will with a Mills Constellation.

But you'll also give more for the player's money because the Constellation offers *six plays* for the price of *five*. It's the greatest bargain in the coin field—and it sells more music.

THE MILLS CONSTELLATION

Mills Industries, Incorporated

4100 Fullerton Avenue • Chicago 39, Illinois

NEW ENGLAND OPERATORS

Do you know?
We Maintain

A ONE-STOP RECORD SERVICE

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Exclusive Wurlitzer Distributors

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Cleveland Ops Pick Sept. Hit Tune at Assn. Picnic

CLEVELAND, Aug. 23.—Members of the Cleveland Phonograph Merchants' Association, their wives and their guests attended the association's day-long annual picnic here Tuesday (19). Feature of the picnic was the selection of the Hit Tune of the Month for September, a record which will be plugged by all association members.

Picnic drew 350 people to the Richmond Country Club, and when the balloting was completed it was announced that the winning tune is *On the Avenue*. In all, 10 tunes were played, with Howie Lund, disk jockey from Station WJMO, introducing each number. A Mills Constellation was used to play the tunes. One-third of the total votes cast

named the winning tune, which will be placed on the No. 1 spot on Cleveland area's music machines. Other nine tunes played, and the order of their popularity as displayed by the balloting, were *Kate; Kokomo, Indiana; Just Plain Love, Penguin at the Waldorf, Just an Old Love of Mine, Sweet Marie, That's What Every Young Girl Should Know, How Lucky You Are* and *Huckleberry Duck*.

Hit tune selection was the climax to the picnic which drew, among other guests, five members of the Michigan Automatic Phonograph Owners' Association who came to Cleveland to study the method the Cleveland group uses to stage their monthly hit tune promotions.

Picnic got under way at 1:30 p.m., with field events and games scheduled for the afternoon. After dinner and the hit tune selection, the operators and guests spent the remainder of the evening dancing to Paul Kaley's orchestra.

Chairman of the committee which planned the annual outing was James Ross. Other members of the committee were Lester Bieber, co-chairman; Ralph Parker, Leo Green, Sanford Levine, Hyman Silverstein and Hank Ilg.

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Why take less than 15¢ each for your used records? Ship them prepaid to us and we will send you a "CREDIT MEMO" for all that you ship us at the rate of 15¢ each. Don't ship junk. Ship only records off of your juke boxes and in jackets. You can use your credit memo for purchasing new records from us. We handle all of the leading brands, and because we sell at list price we can give you immediate service on the top discs that you need for your boxes. We sell only at full retail . . . BUT with this premium price for your used records you are actually getting your full discount. Figure it out for yourself! What are you selling your used records for now for cash? Let's say that you are getting 9¢ each for all that you ship . . . that's \$90.00 a thousand . . . and for your 90 bucks you get \$150.00 (at retail prices) worth of records and have to buy them from a dozen or more sources. We give you 15¢ each in credit . . . and for your 1000 records you can buy FROM ONE SOURCE your \$150.00 worth of platens. We have them all. Get on our mailing list. Get the new tunes when you want them and save the trouble of having to buy from all of the different outlets. Ship us any amount of records. Pack the records 25 to a box . . . and four boxes to a carton . . . attach your order for new records and we'll ship the same day! This offer made only to bona fide operators!

DON LEARY'S, Inc.

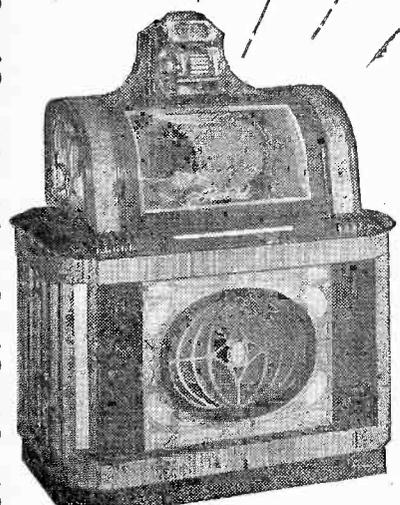
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BIG "4"

THE FINEST, MOST LUXURIOUS . . . HIGHEST PRICED COMMERCIAL PHONOGRAPH MADE



The *Manhattan*
By PACKARD

PACKARD MANUFACTURING CORP., INDIANAPOLIS 7, IND.

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SOUTHERN AMUSEMENT CO. 628 MADISON, MEMPHIS, TENN.

Coradio Signs Five Distributors For Coin Sets

NEW YORK, Aug. 23.—Coradio is continuing its signing of distributors, with five new outlets signed up in the past few weeks. The Hestor Distributing Company, Buffalo, will handle Western New York and Northern Pennsylvania; Plath & Athon, Madison, Wis., will cover Wisconsin, Minnesota and upper Michigan; Silent Sales Company, Washington, will cover Virginia and West Virginia, and the Atlas Music Company's Des Moines office has Iowa, Nebraska and South Dakota.

Coradio reports that, except for several territories in the New England, Texas and the Rocky Mountain States, it now has completed its coverage.

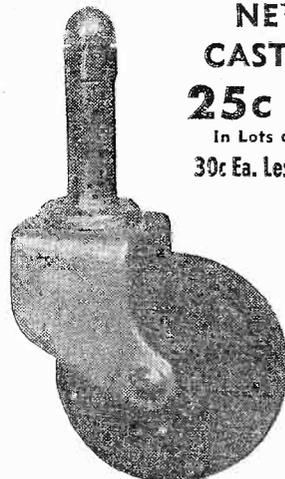
Seeburg Engineer To Instruct Vets At NAAMO School

NEW YORK, Aug. 23.—Atlantic New York Corporation will supply a Seeburg engineer to instruct the 24 veterans attending the National Association of Amusement Machine Owners' (NAAMO), New York City Board of Education and the Veterans' Administration-sponsored coin machine mechanic training school now being held at the Manhattan Trades Center, according to Bert Lane, Atlantic executive. Atlantic New York Corporation will instruct from September 15 thru 17.

Since music machines have been added to the course of study at the special school every effort has been made to include all music machines possible in the guest instruction periods, according to F. McKim Smith, NAAMO president.

A New York City Board of Education truck will pick up an open and a closed model Seeburg from Atlantic to be used by the guest instructor at the special school. Seeburg guns, already on hand at the school, will also be a subject of instruction by the special engineer at the morning and afternoon sessions at which he will instruct.

NEW CASTERS 25c Ea.
In Lots of 100
30c Ea. Less Than 100



Standard Size
2" Hard Rubber Wheel
Steel Shank
Brass Retaining Ring
25% req. with order.

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For 61, 71 and all other Wurlitzer Counter Models, reconditioned. I will make your old trays the same dimensions as when new and guarantee them to give satisfaction. Price \$7.50 for set of 12, or \$6.00 a set in lots of 5.

HUGO JOERIS
3208 Jackson St., Amarillo, Texas

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

New Chief

New folk music recording chief for Mercury platters is Les Hutchens, recently with Tennessee Music Corporation, and before that with WMS's *Grand Ole Opry*. Hutchens, according to Jimmy Hilliard, Mercury repertoire and talent chief, will operate out of Nashville.

King Records has consolidated its Queen and King label under the King name. Race platters will be issued on the blue label, while folk music will continue to be released on the maroon label. . . . Apollo Records has really started to push its race record releases, issuing six platters last week by folk artists, including the Crossroads Gang, Smiley Wilson, Tommy Sosebee, Tennessee (Slim) King, the Tennessee Mountain Boys and Smilin' Eddie Hill.

Bob Newman's latest number, *Shut Up and Drink Your Beer*, is being published by Tim Spencer, Inc. Newman is a member of the Georgia Crackers, heard over WHKK, Columbus, O. Slim Bryant and His Georgia Wildcats have returned to KDKA, Pittsburgh, after a two-week vacation.

Long Haul

The *Grand Ole Opry* gang did a lot of touring the past month. Bill Monroe played the Carolinas, later moving into Tennessee, West Virginia and Virginia. . . . Ernest Tubb worked the U Line Arena, Washington, while Curley Fox, one of the few entertainers from the show to take out a tent show, worked Missouri thruout August.

The Duke of Paducah, with Annie Lou and Danny, played Ohio, Indiana

and one date in Nebraska, hitting most of the major fair parks. . . . Paul Howard traveled thru 10 States during the month doing personals. . . . Milton Estes and the Musical Millers stayed closed to home, working Tennessee and Atlanta. . . . Johnny and Jack Anglin worked Ohio, Kentucky, West Virginia and Pennsylvania. . . . The Talking Blues Boy, Robert Lunn, and his band, played North Carolina dates and a few scattered stops in Virginia on their August schedule.

Milton Estes and Red Foley cut their first Decca platters in Nashville two weeks ago. Previously all cutting was done in Chicago, but many waxeries are now using WSM's new studios. Majestic also cut a series of sides there.

Uncle Tom, of WNOX, Nashville, is causing a lot of talk with his disk jockey show, using only rustic music. Uncle Tom, known in real life as Tom More, started his hillbilly platter program over WCKY, Cincinnati, moving over to WNOX, in October, 1946. More has degrees in commerce and law, but chose radio after attending the American Academy of Dramatic Art.

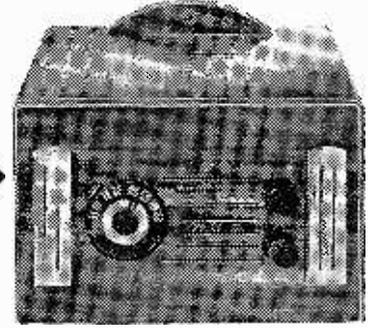
Cruze Company Incorporates

CHARLESTON, W. Va., Aug. 23.—Cruze Distributing Company, Inc., commercial amusement firm with \$100,000 authorized capital and \$25,000 paid in, was granted a charter of incorporation August 16. Incorporators are Wallace Temple Cruze, Lillian Finley Cruze and Lloyd Wilbur Cruze, all of this city.

A PROVEN
**MONEY
MAKER**
WITH
LOCATION
DEMAND
\$39.95
6 TUBES
WALNUT CABINET
PLAYS 1 OR 2 HOURS
FOR A QUARTER
INDIVIDUAL LOCK
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TRANQUIL TONE

America's Finest COIN RADIO



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EVANSVILLE, INDIANA

USED EQUIPMENT—RED HOT PRICES

WURLITZER 500	\$135.00
WURLITZER 600 KEYBOARD	125.00
WURLITZER 600 ROTARY	110.00
WURLITZER 500 & 600 VICTORY MODELS	85.00
WURLITZER 850	300.00
WURLITZER 71 & 81	97.50
ROCK-OLA COMMANDO	97.50
ROCK-OLA 40 SUPER	100.00

Terms: 1/3 Deposit, Balance C. O. D.

BEASLEY AMUSEMENT CO.

5200 CENTENNIAL BLVD. TELEPHONE 8-4410 NASHVILLE, TENNESSEE



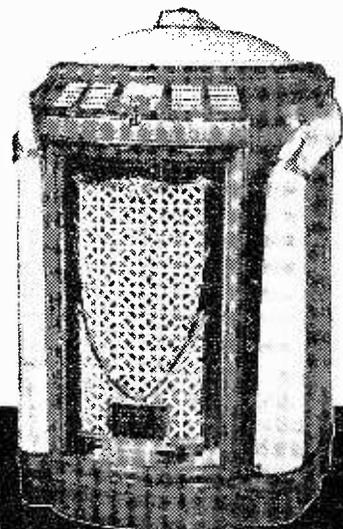
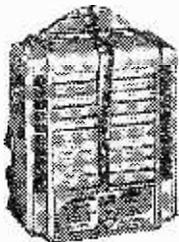
The Road To Increased Collections



SCIENTIFIC SOUND DISTRIBUTION

The way to get more play is to invite more play. Install the correct number of Seeburg Speakers and Wall-O-Matics. Provide Dual Remote Volume Control.

Convenient tune selection, music at conversational level, and volume regulated to fit the crowd will put your locations on the road to increased collections.



WE'VE KNOCKED THE BOTTOM OUT'A USED PRICES. SEE OUR AD ON PAGE 144

Exclusive Seeburg Distributors
Central and Southeastern Ohio,
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We Are Now Delivering New Games
Of All Leading Manufacturers

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GUARANTEED AGAINST BREAKAGE FOR 3 YEARS

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PLASTIC WINDOWS
New, clear, transparent... for your model 850 program holder. Per Set. **\$5.00**

WURLITZER		ROCK-OLA	
	Each		Each
800 Top Corners	\$16.50	Standard, Master, DeLuxe or Supers:	
800 Lower Sides	15.00	Top Corners (Solid Red, Yellow or Green)	\$12.75
800 Middle Sides	3.00	Lower Sides (Red or Yellow)	12.75
800 Top Centers (Right or Left, Red)	9.50		
800 Back Sides (Green)	9.50		
800 Top Centers (Onyx)	5.50		
600 500 Top Corners	5.50		
700 Top Corners	8.50		
700 Lower Sides	9.50		
700 Back Sides	8.50		
750 Top Corners	9.75		
750 Lower Sides	9.75		
750 Top Center	5.50		
750 Middle Sides	2.00		
850 Top Corners	12.50		
850 Lower Sides	8.75		
850 Top Center	12.50		
850 Peacock Glasses	4.75		
950 Lower Sides	12.50		
24 Top Corners	1.25		
24 Lower Sides	5.50		
41, 61, 71 Top Corners	5.50		

SEEBURG

"Hi-Tone" Model 9800, 8800, 8200:
Lower Sides (Solid Red, Yellow or Green) **\$14.50**

"Hi-Tone" Grille Pillasters (Solid Red, Yellow, Green or Onyx) **2.25**

"Classic"—"Colonel":
Top Corners (Solid Red, Yellow or Green) **6.00**
Lower Sides **9.50**

SHEET PLASTICS
20"x50", Pliable, Per Sheet 50 gauge, red, yellow, green or clear **\$12.50**

GOLD GRILLE CLOTH
40" wide. (Same as used by phono. mfrs.) Per Yard, less than 10 yards, \$4.00; 10 yards, \$3.75; 25 yards, \$3.50; 50 yards or more, per yard, \$3.00

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New Visual Aid Training Adopted by Rock-Ola Firm

CHICAGO, Aug. 23.—New visual aid program for instruction of proper servicing of Rock-Ola equipment with which distributors will train their operators and servicemen was demonstrated at the Rock-Ola plant here Monday (18).

New program, which has been in the process of development for the past year, is the outgrowth of a factory survey made to determine the best instruction method for Rock-Ola operators. Method was tested and proven as a wartime expedient for training troops in all phases of military and naval operations.

Basic unit of the new program is a transparency projector which throws photos, cutaways, diagrams, and color cartoons on a screen while the person conducting the instruction reads from accompanying notes which explain the various features of Rock-Ola juke boxes and remedies for possible troubles.

Service Handbook

Other items developed to complete the program are a service specialist's handbook, a wall chart showing the complete mechanism of a Rock-Ola juke, an instruction book for instructors, a quiz to be given those completing instruction courses and a diploma to be sent by the company to those who successfully pass the test.

Program was developed jointly by factory specialists and Henning & Cheadle, Detroit visual aid manufacturing concern. Bob Fisk, of the Detroit firm, demonstrated the new set-up to a group of distributors at the factory Monday.

Entire instruction course will take about six hours. In that time, representatives say, enough material can be covered to replace 36 hours of instruction by normal methods, and with the 32-page handbook which ties in directly with the course, using most of the same illustrations and text, the operator or his servicemen will always be able to refer back to the points learned in the instruction session.

Shipments Start

All of the Company's distributors are expected to have the course available soon for their operators, factory representatives said. Shipments of equipment for the program will begin immediately.

For the most part, the entire instruction course more or less runs itself. Altho the more the instructor knows about the subject to be presented, the more effective the course will be, it is possible for someone with but a scant knowledge of juke boxes to follow the outline that goes with the lay-out and present a program that will be highly instructive.

As now set up, there are 85 frames with from one to three transparencies per frame that go with the outfit. They are shown by use of a Victor-lite Visual Cast projector, which enables the operator to face the audience all of the time he is presenting the course and the pictures are thrown on a daylight screen behind him. With the projector it is possible to give the course in a normally lighted room.

Special feature of the projector is that the instructor can write upon the transparencies and it will show up on the screen just as it is written. In this manner he may underline or circle parts, draw lines showing motion or make similar notations upon the projected image. He may also point with his pencil at a particular point on the transparency and the pointer will show up on the screen at the same point.

Projector has but one moving part—a fan which keeps it cool. It is

light weight and the complete kit may be broken down for easy carrying for field demonstrations. Entire outfit weighs but 50 pounds when in cases for carrying.

First section of course goes thru over-all operation of juke box; then the program follows up with separate instruction covering each section of operation individually. As broken down, the sections are accumulator assembly, coil bank assembly, main cam and lift assembly, selector assembly, tray stack and driver assembly, tone arm assembly, amplifier and power distribution panel.

An operating juke box is used along with the course to demonstrate, first hand, principles of operation discussed. Also used is the wall chart which has an enlarged illustration of the Rock-Ola mechanism. As the program is set up, the instructor intersperses check questions into the dialog to see if the students are following instruction. Program is also broken up so that students may ask questions to clarify points discussed.

Transparencies use over-all shots and close-ups and include pictures of both old and new models of parts being used in the firm's current model juke box.

Versatile Course

It is not necessary for the instructor to follow the instruction course as set up by the firm. Course is designed for versatility and is adaptable for many special uses, not only for service instruction but for sales work. Distributors who viewed the Monday demonstration said that the program is ideal for adding their own service ideas.

Present plans are to make any changes found necessary after the course has been given an adequate testing period by distributors. New transparencies and other instruction material will be furnished for all new equipment and for changes in present styles. This, say distributors, will make it possible for new equipment to be put to use immediately without waiting for the completion of a testing program to show the proper servicing of it.

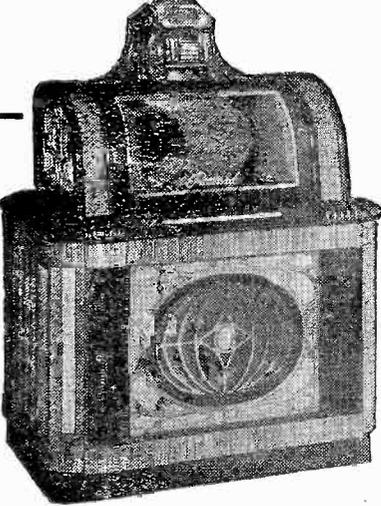
According to the designers of the program, it is best for use by groups of from 10 to 15 persons altho it may be used for any size group. This, say distributors, is the course's only drawback. "If I were to stick to groups as small as 10," says Bill Hapfel Jr., of Badger Distributing Company, Los Angeles, "It would take about 40 sessions to cover just the operators in Los Angeles County alone. But the idea is a great one and will help us a lot," he added.

Carl Rogers, of Scott-Crosse Company, Philadelphia, pointed out that the course ought to mean much better care of equipment now being mistreated by many operators who just don't realize the proper method of handling it. "With the new instruction book on top of the visual aid course, they can't help knowing how to properly service their juke boxes," he said.

San Antonio Warns Coin Machine Ops on Licenses

SAN ANTONIO, Aug. 23.—Two refreshment stand owners were fined last week for "exhibiting coin-operated machines on which no city license had been paid."

Commissioner C. Ray Davis said that other proprietors have been notified to settle with the city license collector or subject themselves to arrest.



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BOX D-103, Care The Billboard, Cincinnati 22, O.

ADVANCE RECORD RELEASES

(Continued from page 32)

POPULAR

- JANUARY WOMAN Frances Wayne (Buddy Baker Ork) (HAPPINESS IS) Exclusive EX-17x
- JESUS IS A ROCK IN THE WEARY LAND Frank Sinatra-The Charioteers (I'VE GOT) Columbia 37853
- JINGLE BELLS Ethel Smith (WHITE CHRISTMAS) Decca 24142
- JOY TO THE WORLD Jesse Crawford (Harry Breuer) (WHITE CHRISTMAS) Decca 24143
- KATE (Have I Come Too Early Too Late) Dick Jurgens (Al Galante) (DEEP DOWN) Columbia 37852
- KATE (Have I Come Too Early, Too Late) Ted Martin-The Air Lane Trio (THE OBJECT) De Luxe 1095
- MARTINS AND THE COYS Ted Weems Ork (MICKEY) Mercury 5062
- MICKEY Ted Weems Ork (MARTINS AND) Mercury 5062
- MONEY IN THE BANK Jerry Baker (Andy Sannella Ork) (IF YOU) Pleasant 102
- MY FUTURE JUST PASSED Dick Haymes-Les Paul Trio (WHAT ARE) Decca 24168
- MY FUTURE JUST PASSED Harry James (Marion Morgan) (TOO MARVELOUS) Columbia 37851
- MY LITTLE RED HEAD Bill Johnson and His Musical Notes (Gus Gordon-Quartet) (FOR ONCE) Victor 20-2427
- NIGHT MUST FALL Mel Torme and His Mel-Tones (I'M DOWN) Decca Blue Label 7
- O FIR TREE DARK Bing Crosby (Ken Darby Singers-Victor Young Ork) (THE CHRISTMAS) Decca 24144
- ONE LITTLE TEAR IS AN OCEAN .. Berly Davis (Russ Case Ork) (IT ALL) Victor 20-2426
- ONE LITTLE TEAR IS AN OCEAN.. Artie Wayne (Paul Baron Ork and Chorus) (THAT'S WHAT) Majestic 1168
- PIANO MAGIC ALBUM Frankie Carle Decca A-569
 - Dancing Tambourine..... Decca 25145
 - Doll Dance..... Decca 25146
 - Flapperette..... Decca 25145
 - Holiday..... Decca 25144
 - Humoresque (Mal Hallett Ork)..... Decca 25147
 - Kitten on the Keys..... Decca 25144
 - Ridin' High (Mal Hallett Ork)..... Decca 25147
 - The Wedding of a Painted Doll..... Decca 25146
- SILENT NIGHT (Christmas Hymn).. Carmen Cavallaro (WHITE CHRISTMAS) Decca 24141
- SOMETHIN' TELLS ME Jerry Baker (Andy Sannella Ork) (HOTCHA POTCHA) Pleasant 104
- STINGY Jerry Baker (Andy Sannella Ork) (THE OLD) Pleasant 103
- SURE AN' IT'S THE LUCK OF THE IRISH The Jesters (I HAD)..... Decca Blue Label 10
- THAT'S WHAT YOUR HEART IS FOR Artie Wayne (Paul Barron Ork and Chorus) (ONE LITTLE) Majestic 1168
- THE CHRISTMAS SONG (Merry Christmas to You) Bing Crosby (Ken Darby Singers-John Scott Trotter Ork) (O FIR) Decca 24144
- THE CHRISTMAS SONG (Merry Christmas to You) Dick Haymes-Gordon Jenkins Ork (CHRISTMAS DREAMING) Decca 24169
- THE OBJECT OF MY AFFECTIONS.. Ted Martin-The Air Lane Trio (KATE) De Luxe 1095
- THE OLD FERRIS WHEEL Jerry Baker (Andy Sannella Ork) (STINGY) Pleasant 103
- THE STANLEY STEAMER Dinah Shore-The Modernaires (Sonny Burke Ork) (I'M OUT) Columbia 37850
- THE STARS WILL REMEMBER Vaughn Monroe (Vaughn Monroe-The Moon Maids) (BALLERINA) Victor 20-2433
- THEY CAN'T TAKE THAT AWAY FROM ME Anita Ellis (Dick Maltby Ork) (HOW LUCKY) Mercury 3068
- THEY TOOK THE STARS OUT OF HEAVEN Dick Robertson Ork (YOU SANG) Decca Blue Label 9
- TOO LATE Tex Beneke-Miller Ork (Tex Beneke-Band) (I HAVE) Victor 20-2424
- TOO MARVELOUS FOR WORDS Harry James (Buddy Di Vito) (MY FUTURE) Columbia 37851
- WHA' HAPEEN', BABY? Noro Morales Ork (Bob Johnstone) (RUMBA FANTASY) Majestic 1166
- WHAT ARE YOU DOING NEW YEAR'S EVE? Dick Haymes-Les Paul Trio (MY FUTURE) Decca 24168
- WHERE ARE YOU? Jack McLane Ork-Wayne Gregg (I WONDER) Coast 8013
- WHERE THE APPLE BLOSSOMS FALL Two Henrys and Gene (I'M ON) Serenade 101
- WHITE CHRISTMAS Carmen Cavallaro (SILENT NIGHT) Decca 24141
- WHITE CHRISTMAS Jesse Crawford (Harry Breuer) (JOY TO) Decca 24143
- WHITE CHRISTMAS Ink Spots (ALWAYS) Decca 24140
- WHITE CHRISTMAS Ethel Smith (JINGLE BELLS) Decca 24142
- WHY SHOULD I CRY OVER YOU?.. Ray Dorey (Jack Matthias Ork) (BOULEVARD OF) Majestic 7266
- WHY SHOULD I CRY OVER YOU?.. Curt Massey (Henry Russell Ork) (HOW LUCKY) Coast 8012
- YOU CAN'T HAVE EVERYTHING.. Willie Chinn Ork (George Bledsoe) (DINKY LITTLE) Oliver 15
- YOU FORGOT ABOUT ME Bob Crosby Ork (CECILIA) Decca Blue Label 8
- YOU GAVE ME EVERYTHING BUT LOVE Herb Jeffries-Buddy Baker Ork (ANGEL EYES) Exclusive EX-18x
- YOU SANG MY LOVE SONG TO SOMEBODY ELSE Dick Robertson Ork (THEY TOOK) Decca Blue Label 9

RACE

- ANOTHER WOMAN'S MAN Monette Moore-Sam Price Trio (PLEASE MR.) Decca 48047
- CORRINE BLUES Tampa Red-Big Maceo (NEW BAD) Victor 20-2432
- CUTTIN' OUT Earl Bostic Ork (HERE GOES) King 4175
- DUE RESPECTS TO YOU Willie (Long Time) Smith (NO SPECIAL) Columbia 37827
- FOOL THAT I AM Dinah Washington (Dave Young Ork) (MEAN AND) Mercury 8050
- I DON'T WANT TO SET THE WORLD ON FIRE Steve Gibson-The Red Caps (YOU NEVER) Mercury 8052
- I'M GONNA SEND YOU BACK WHERE I GOT YOU FROM Eddie (Cleanhead) Vinson Ork (LUXURY TAX) Mercury 8051
- LUXURY TAX BLUES Eddie (Cleanhead) Vinson Ork (I'M GONNA) Mercury 8051
- MEAN AND EVIL BLUES Dinah Washington (Dave Young Ork) (FOOL THAT) Mercury 8050
- NEW BAD LUCK BLUES Tampa Red (CORRINE BLUES) Victor 20-2432
- YOU NEVER MISS THE WATER 'TIL THE WELL RUNS DRY Steve Gibson-The Red Caps (I DON'T) Mercury 8052
- DON'T MAKE ME SORRY Texas Jim Robertson (The Panhandle Punchers (PAL IN)) Victor 20-2428
- DON'T WAIT TILL JUDGMENT DAY (To Cast Your Sins Away) ... Montana Slim (The Big Hole Bronco Busters) (SHARING YOUR) Victor 20-2430
- FOOL THAT I AM Gladys Palmer (Floyd Hunt Ork) (HARLEM BREAKDOWN) Miracle 104
- *GIVE THE WORLD A SMILE..... Frank Stamps Quartet (WORKING FOR) Victor 20-2429

- GOOD OLD TENNESSEE The Three Peppers (JUST BECAUSE) .. Decca 48046
- HARLEM BREAKDOWN Floyd Hunt Ork (FOOL THAT) Miracle 104
- HERE GOES Jump Jackson Ork (Benny Kelly) (THE GREATEST) Aristocrat AR 402
- HEY, PRETTY MAMA Earl Bostic Ork (CUTTIN' OUT) King 4175
- HIDE ME, ROCK OF AGES Stamps Quartet (THERE'S A) Mercury 6053
- I'M CUTTING OUT FROM YOU... Jump Jackson Quartet (Bill Owens) (TRAIN BLUES) Aristocrat AR 403
- I MISS A LITTLE MISS IN MISSISSIPPI Wally Fowler and His Georgia Clodhoppers (RED ROSES) Mercury 6052
- I'M THE GUY THAT LOVES YA Earl Bostic Ork (MY SPECIAL) King 4175
- JUKE BOX LIL Johnny Moore's Three Blazers (MOONRISE) Exclusive EX-249
- JUST BECAUSE I DO The Three Peppers (GOOD OLD) Decca 48046
- MOONRISE Johnny Moore's Three Blazers (Charles PAL IN PALO ALTO) Texas Jim Robertson (The Panhandle Punchers) (DON'T MAKE) Victor 20-2428
- RED ROSES TIED IN BLUE Wally Fowler and His Georgia Clodhoppers (I MISS) Mercury 6052
- SHARING YOUR LOVE WITH SOMEBODY NEW Montana Slim (The Big Hole Bronco Busters) (DON'T WAIT) Victor 20-2430
- THERE'S A BRIDGE OVER THE RIVER Stamps Quartet (HIDE ME) Mercury 6053
- *WORKING FOR THE MASTER Frank Stamps Quartet (GIVE THE) Victor 20-2429

CLASSICAL AND SEMI-CLASSICAL

- BOIELDIEU: THE CALIPH OF BAGHDAD - OVERTURE, Parts I & II (12'') Muir Mathieson, Dir., London Symphony Ork Columbia 72237-D
- BENJAMIN BRITTEN: THE YOUNG PERSON'S GUIDE TO THE ORCHESTRA, Op. 34 ALBUM (3-12'') Sir Malcolm Sargent, Dir., Liverpool Philharmonic Ork Columbia MM-703
- ERIC COATES: THE THREE BEARS SUITE, Parts I & II (12'') Eric Coates, Dir., London Symphony Ork Columbia 72236-D
- HANDEL: COME, BELOVED (From "Atlanta") Ada Alsop-The Boyd Neel String Ork; Boyd Neel, Dir. (HANDEL: OH) Decca London D-1164
- HANDEL: OH, SLEEP! WHY DOST THOU LEAVE ME? (From "Semele") Ada Alsop-The Boyd Neel String Ork; Boyd Neel, Dir. (HANDEL: COME) Decca London K-1164
- HEROLD: ZAMPA - OVERTURE Basil Cameron, Dir. (The London Philharmonic Ork) Decca London K-1453
- HOLST: THE PERFECT FOOL—BALLETT MUSIC ALBUM (2-12'') The London Philharmonic Ork, Dr. Malcolm Sargent, Dir. Decca London EDA-31
- MOZART: CONCERTO No. 15, In B Flat Major, K. 450 ALBUM (3-12'') Kathleen Long-The National Symphony Ork, Boyd Neel, Dir. Decca London EDA 25
- MOZART: CONCERTO No. 4 In E Flat Major for Horn and Orchestra ALBUM (2-12'') Dennis Brain-The Halle Ork Columbia MX-285
- MOZART: QUINTET FOR CLARINET AND STRINGS IN A MAJOR ALBUM (4-12'') Reginald Kell-Philharmonia String Quartet Columbia MM-702
- PUCCINI: LA BOHEME—Selections, Parts I & II (12-') Richard Tauber, Dir., London Symphony Ork Columbia 73235-D
- OLIVE RICHARDSON: LONDON FANTASIA Mantovani Ork Decca London K-1173
- RIMSKY-KORSAKOFF: RUSSIAN EASTER OVERTURE, Op. 36 Enrique Jorda, Dir. (The National Symphony Ork) Decca London EDA 28
- TCHAIKOVSKY: SYMPHONY No. 5 IN E MINOR, Op. 64 ALBUM (6-12'') Paul Kletski, Dir., The Philharmonia Ork Columbia MM-701

LATIN-AMERICAN

- EL REVOLTILLO Johnny Lopen (Antonio Escobar Ork) (LA TELEVISION) Peerless 2543
- ESPERANDO POR TI Martha Triana (Federico Baena Ork) (FRIO EN) Peerless 2477
- FRIO EN EL ALMA Martha Triana (Federico Baena Ork) (ESPERANDO POR) Peerless 2477
- LA TELEVISION Johnny Lopen (Antonio Escobar Ork) (EL REVOLTILLO) Peerless 2543
- LA ULTIMA NOCHE Vicentino Valdes (Conjunto Tropical) (SUBE Y) Peerless 2586
- LO MISMO ME DA Lupta Alday (Abel Dominguez Ork) (VIEJA ILLUSION) Peerless 2592
- ME FALTAS TU Salvador Garcia (Juan S. Garrido Ork) (VIEJA LUNA) Peerless 2560
- MERCEDITO Noro Morales Ork (RECUERDEN LA) Majestic 1144
- MUJER Tona La Negra (Noe Fajardo Ork) (ROSA) Peerless 2503
- NI ME HACE CASO Juanita Escoto (Mariachi Guitron) (TRATARE DE) Peerless 2578
- RECUERDEN LA OLA MARINA Noro Morales Ork (MERCEDITO) Majestic 1144
- ROSA Tona La Negra (Noe Fajardo Ork) (MUJER) Peerless 2503
- RUMBA FANTASY Noro Morales Ork (WHA' HAPEEN') Majestic 1166
- SUBE Y BAJA Cincintico Valdes (Conjunto Tropical) (LA ULTIMA) Peerless 2586
- TRATARE DE OLVIDAR Juanita Escoto (Mariachi Guitron) (NI ME) Peerless 2578
- VIEJA ILLUSION Lupita Alday (Abel Dominguez Ork) (LO MISMO) Peerless 2592
- VIEJA LUNA Salvador Garcia (Juan S. Garrido Ork) (ME FALTAS) Peerless 2560

HOT JAZZ

- GOODBYE, GOOD LUCK, GET LOST. Pat Flowers and His Rhythm (Pat Flowers) (SHA-WA-WA) Victor 20-2431
- NEW ORLEANS JAZZ ALBUM Irving Fazola Dixieland Band Victor HJ-12
 - Bluin' the Blues..... Victor 40-0140
 - Farewell Blues..... Victor 40-0143
 - Fidgety Feet..... Victor 40-0143
 - Mournin' Blues..... Victor 40-0142
 - Original Dixieland One Step..... Victor 40-0140
 - Ostrich Walk..... Victor 40-0141
 - Satanic Blues..... Victor 40-0141
 - Sensation..... Victor 40-0142
- SHA-WA-WA (Weave to Me Some Jive) Pat Flowers and His Rhythm (Pat Flowers) (GOOBYE, GOOD) Victor 20-2431
- *SKYLINER Charlie Barnett (WEST END) Decca 25234
- WEST END BLUES Charlie Barnett (SKYLINER) Decca 25234

CHILDREN'S RECORDS

- KIDDIE KLASSICS ALBUM Bob Hannon Majestic M-19
 - (1) Come to My Party; (2) The Birthday Song Majestic 1141
 - (1) I Have a Pup and a Kitty; (2) Away to Candyland Majestic 1142
 - (1) Let's Go to the County Fair; (2) Summer Days Majestic 1143
 - (1) My Little Choo-Choo Train; (2) Song of the Rain Majestic 1141
 - (1) The Frog Who Would A-Waltzing Go; (2) Riding Piggy-Back With Daddy Majestic 1142
 - (1) The Walrus and the Carpenter; (2) The Hare and the Tortoise Majestic 1143
- *Re-issue.

COINMEN YOU KNOW

New York:

Members of the coin machine industry in New York are gearing for the Damon Runyon Cancer Fund Drive, with the campaign expected to get under way in full force shortly after Labor Day. Practically every firm in the field has pledged its co-operation, while the Music Guild of America (MGA) and the Automatic Music Operators' Association (AMOA) are working on plans.

Jack Semel, Esso Award Manufacturing exec, reports that the firm has started an increased production schedule. . . . Jack Greenfield is up and around after recuperating from an operation.

George Ponsler, of Amusement Enterprises, Inc., is set with the firm's new amusement machine, which has been tagged Big City. . . . Maxie Green, of New Deal Distributors, Inc., has moved into his new offices, and will hold an open house for the trade Thursday (28).

Bob Jacobs, owner of the Amuse-Mat Arcade and also a juke box op, has recorded two original tunes and is offering them free to all fellow ops who drop him a line or call him. Incidentally, Jacobs, after installing soft drink and cigarette venders in his arcade, reports they are so successful that he is now interested in other types of machines for the location.

A growing interest in stamp vending machines has been noted by the trade, with Harry Wartell, of Postage Stamp Machine Company, reporting steady increases in output. . . . Charles Bernoff, of Regal Music Company, is vacationing up-State. . . . C. M. Frost, of Frost Vending Machine Company, Boston, was a visitor here last week.

Joe Madden, of Old Reliable Vending Service, has purchased prizefighter Joe Baski's farm. . . . Charlie Lichtman, owner of the Hub Distributing Company, has taken an active interest in the amusement machine operators' union affairs. . . . Hymie Rosenberg, of the firm of the same name, is (See NEW YORK on page 114)

Cincinnati:

Barbara Ann is the name of the daughter born to Mr. and Mrs. Leonard Kanter August 15. Mother and daughter are doing fine. Kanter is with the Aces Company, which is operated by his father, Charles Kanter. The grandfather passed out cigars in his hospital room to celebrate the occasion. He has since returned from the hospital and is convalescing at his home.

Milton Cole, Ohio Specialty Company, has returned to Wisconsin to spend some time with his wife. Ella Lantry, also of Ohio Specialty, has returned for a vacation in Martinsville, Ind. . . . Louis Schoenlaub and his family have returned for a visit at Clifty Falls, Ind.

Harry Hester, vice-president of the Automatic Phonograph Owners' Association, has returned with his family from a two-week vacation at Lake Leelanau, Mich. Hester attended a convention in Columbus, O., last week.

Board of directors of the phono association held a special meeting Tuesday (19) in the association offices. Attending were Sam Chester, Nat Bartfield, Ray Bigner, Al Lieberman, Jerry Levy, Joe Schaffer, Bill Harris and Paul and Ted Goldstein.

Blue Earth, Minn.:

DeLuxe Sales and Manufacturing Company, located here, has installed a new air-conditioning system in their plant. According to Si Willmert, all offices, display room and warehouses now have air conditioners.

Kansas City:

John Whitten, operator of the Whitten Candy & Tobacco Company at Carthage, Mo., is reported to have bought the U-Select-It Company, of Joplin, Mo., from E. H. Wakefield. Wakefield is scheduled to take over the distribution of candy bars for the L. S. Heath Candy Company in a 10-State area. His offices will remain at Joplin. . . . Victor Morgan, Baxter Springs, Kan., music operator, has been on the go the past few months. He just got back from a vacation trip to Mexico and took off for New York City, but he is back on the job now getting ready for that expected fall upturn in play.

Nelson Williams is the new salesman at Frankel Distributing Company. Charley Page reports. Williams will travel with Mike Oakley, who was (See Kansas City on page 115)

Detroit:

Max Falk, of the Falk Sales Company, has returned from a week's business trip to Indiana. . . . Paul Kurtz and Wayne T. Bensman are establishing the Personal Service Vending Company at 3000 Glynn Court. . . . Robert S. Landy is registering the Automatic Coledrinx Company at 6136 Lawton Avenue. . . . Wells Automatic of Michigan is being established by Jay Wells and Max Baron.

Stie-D-Flo Freezer Company is being incorporated with a capitalization of \$50,000 by the Hydraulic Machinery Company, which has been developing an ice cream vendor here for some time. . . . A. K. Andrews is incorporating the Andrews Manufacturing Company at Clawson, Mich., to manufacture a selective type candy vender.

Mrs. Henry C. Lemke, well known in the industry for many years, has (See Detroit on page 117)

Anderson, Ind.:

Shry Music Company has just welcomed back Mrs. Helen Johnstone from a two-week vacation in Northern Michigan. Bill Bruder, service manager for Shry, has decided to make Anderson his home permanently; he just purchased a new home here. Bill also recently became the daddy of a boy. Both Mrs. Bruder and the baby are "doing fine."

Los Angeles:

Joseph Duarte, export manager for Badger Sales Company, is passing out the cigars because of the arrival of a son at the Bell Mission Hospital August 16. . . . Preston Jarrell is back at his desk at the Weymouth Service following an illness. . . . Bill Hendrickson, representing Western Montana Sales Company, in the city and stopping for a visit with Danny Jackson and Sammy Donin at Automatic Games Company. . . . Philip Mareno, of Mexico City, in Los Angeles on a buying trip. . . . Elky Ray, of Gold Coast Coin Machine Exchange, reports that he has put arcade equipment in the Gittelson miniature golf courses in the city.

Lewis Kaplan, back from the army some time ago, is again connected (See Los Angeles on page 117)

Buffalo:

Coinmen in this area have experienced hot weather trouble as have others in various sections of the country. When the thermometer rises to such dizzy heights collections on some machines usually drop off a bit in the opposite direction. However, all seem to be optimistic for fall business. Meanwhile, ops in summer spots have cashed in on the mass exodus to beaches, etc., and resort play is fine.

When Lew Wolf Enterprises held its Western New York premier showing of the Packard Manhattan many (See Buffalo on page 117)

Twin Cities:

The Bush Distributing Company building at Plymouth and Third Street, Minneapolis, was hit by lightning during a severe electrical storm, causing damage to the electrical system of upwards of \$3,000. The storm came after 1 a.m. and Ted Bush, firm head, was routed from his bed at home and required to come to his place of business. The following day, altho the heat and humidity were very bad, the office force had to work without cooling fans in operation. For a portion of the day only lights in the place came from candles. Aireon phonos and other coin machine equipment could not be demonstrated because of the power break. Temporary hook-ups finally were achieved (See TWIN CITIES on page 114)

Chicago:

The Burgeson family used the O. D. Jennings plant as a central meeting point during the week. Fritz came in from Barrington, Ill., and Phil came down from St. Paul. Both were in to talk business with Jennings officials. Bill Lipscomb, the firm's Eastern manager, was in Columbus, O., attending the Moose convention.

R. E. (Smitty) Smith, of the Buckley Manufacturing Corporation, left Friday (22) for a 10-day vacation which will carry thru Labor Day. . . . Lindy Force, AMI's manager of general sales, is away on vacation.

Over at Williams Manufacturing Company, out-of-town business callers included Lou Boasberg, of New Orleans Novelty, and Jack Menefee, of the Menefee Distributing Company, Roanoke, Va. Harry Williams, who heads the firm bearing his name, was preparing for another of his week-end flights in his own plane.

Attending a special showing of Rock-Ola's new visual aid training program at the plant here this week were Carl Rogers, of Scott-Crosse Company, Philadelphia; Carl Happel, of Badger Sales Company, Milwaukee; Bill Happel Jr., of the Badger Sales Company, Los Angeles, and Tex Grimes, of United Amusement Company, San Antonio. George Murdock, of George Murdock & Associates, San Francisco, was a Rock-Ola visitor last week.

Mike Spagnola, of Automatic Distributing Company, had his vacation at Lake Geneva, Wis., interrupted by business and was forced to come back to work nearly two weeks ahead of schedule. Same thing happened to Phil Rubey, of the Mid-State Company, who had to cut his vacation a week short. He will be back to handle a late-summer spurt at Mid-State Monday (25). Partner Bruno Kosek says that his side-kick is expected to show up wearing a healthy tan.

A crowd of between 600 and 700 turned out to enjoy the festivities at (See Chicago on page 116)

Indianapolis:

Richard Wagner, manager of Brandt Distributing Company, reports business running on an even keel and showing improvement. The Brandt company left Tuesday morning with a load of phonographs for Ft. Wayne. . . . H. L. Burnett, Boston, Ind., has entered the operators' field, and recently bought 10 Wurlitzer phonographs to be placed in his territory adjacent to Boston.

Mrs. Blanche Janes, who heads the Janes Music Company, reports an increasing demand for phonograph records. Business in the past two weeks has more than doubled in the record department, with Saturday the biggest day of the week. . . . Dan Brennan, acting manager at Indiana Music Corporation branch, spent several days in Memphis on business. . . . John Pitman and William Oliver have been added to the service department of Indiana Music Corporation branch. . . . Manager Brennan reports an increasing demand for Aireon phonographs. "In fact," he says, "it's hard to keep them in stock."

Sol Silvers, of the Silver Music Company, South Bend, stopped off to visit Dan Brennan, at the Indiana Music Corporation, on his way to Cleveland, where he will spend his vacation. . . . Ted Englemeyer, of the Northern Automatic Music Company, Logansport, Ind., was a coin row visitor, interested in new phonographs during the week. . . . Frank Banister, of Banister & Banister Distributing Company, spent several days in Chicago on business. . . . Peter Stone, distributor of the Rock-Ola phonograph, and head of Indiana Automatic Sales Company, visited operators in Northern Indiana during the week.



FIRST PICTURE of the 24 veterans attending the National Association of Amusement Machine Owners' sponsored Coin Machine Mechanics' Training School being held currently in the Manhattan Trades Center, New York. Group picture was taken while guest instructors from International Mutoscope Corporation, Long Island City, were in charge. Guest instructors from at least 16 other manufacturing firms have joined in the program. Those in the picture are: Front row, kneeling (left to right)—Robert Steinman, Joseph L. Grassi, Reginald E. Farnam, Abraham I. Weisberg and Anthony T. Antoniou. Standing (left to right): M. Avedon, school instructor; Bezolol Geller, Walter J. Turtell, David Shervington, Carmen Ferraro, Jacob Kraus, Herbert F. Nurse, Reginald S. Grange, Leon E. Philips, Henry C. Mowbray, Howard R. O'Neil, Irving Rodin, Joseph L. Mazza, Dominick Guarino, Americos Ramos, George Chapman, John B. Piscopo; Fred Swan, International Mutoscope guest instructor; Rubin Wexler, George Wolfson, America Ciocca, and O. Reavy, school instructor.

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STAPLES

NEW
Bank Ball, 9 ft. skee roll
One World, roll down game
RECONDITIONED!
Ace Bomber \$150.00
Play Golf 99.50
Total Roll 275.00
Bank Ball 250.00
Panoram 295.00
Sky Fighter 125.00
Undersea Raider .. 150.00

ONE BALLS

NEW
Gottlieb's Daily Races
RECONDITIONED!
One-Two-Three (1940) \$ 79.50
Thorobred 125.00
Victory Special, Chrome Rails .. 295.00

COUNTER GAMES

NEW
Gottlieb's Deluxe Grip Scale
A.B.T. Challenger, 1¢ or 5¢
Daval's Best Hand, 1¢
Daval's Mexican Baseball, 1¢
Daval's Free Play, 5¢
Daval's Skill Thrill, 1¢
Marvel Pop-Up, 1¢ or 5¢
Chicago Metal Universal Box Stands
Deluxe Revolve-Around Safe Cabinets, Single, Double, Triple
Pfanzahl Coin Machine Needles
Downey-Johnson Coin Counters \$217.50

FIVE BALLS

NOW DELIVERING!
Gottlieb's MARJORIE
Chiccoln's GOLD BALL
Exhibit's RANGER
Genco's HONEY
United's HAWAII
Williams' FLAMINGO

RECONDITIONED!

Amber \$149.50
Baffle Card 169.50
Big Hit 99.50
Big League 99.50
Kilroy 189.50
Miss America 179.50
Mystery 189.50
Sea Breeze 99.50
Spellbound 139.50
Stage Door Canteen 99.50
Step-Up 139.50
Superliner 129.50
Surf Queens 99.50
Suspense 129.50

CONSOLES

NEW
Jennings Challenger, 5-5¢, 5-10¢, 5-25¢
RECONDITIONED!
Baker's Pacers, D.D. & J.P. \$175.00
Galloping Dominos, Wal. Cab., Clean
Lucky Lucie, Walnut Cab. 99.50
Keeney Pastime .. 150.00
Keeney Super Track Time 150.00
Keeney Triple Entry 140.00
3 Galloping Dominos, latest 1947 model, used one week, same as new 695.00
4 FOUR BELLS, 5-5-5-5¢, slant heads, special .. 125.00

SLOTS

NEW
Jennings Standard Chief
Jennings Super Deluxe Chief
Jennings Standard Club Console
Jennings Super Deluxe Club Console, 5¢-10¢-25¢-50¢-5¢ Play

RECONDITIONED!

Blue Front, 5¢ ... \$109.50
Blue Front, 10¢ .. 114.50
Original Chrome, 5¢ 119.50
Original Chrome, 10¢ 124.50
Brown Front, 5¢ . 114.50
Brown Front, 10¢. 119.50
Brown Front, 25¢. 124.50
Gold Chrome, 10¢. 160.00
Chrome Bell, 5¢, repainted and lacquered in gold and red 129.50

All above are Mills factory originals—no revamps. Completely overhauled, refinished and repainted like new. New reel strips, club handles, new award cards.

Call or write for prices on all new equipment. Send for our complete bulletin ... it will pay you to be on our mailing list. Terms: 1/3 cash with order, balance C. O. D.

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COINMEN YOU KNOW

New York:

(Continued from page 113)

looking forward to his next road trip, having been unable to leave New York for several months.

Al Bloom, Speedway president, is looking around for additional space. . . . Al Miniaci, Paramount Music, has left town on a three-week vacation. . . . Harry Berger, West Side Distributing prexy, is having household troubles with his family away for the summer, and all the routine workings of his home going haywire.

Sam Kramer, of Interboro Music Company, returned to town after a vacation. . . . Al Denver, AMOA prexy, is due back in town shortly after vacationing on the West Coast. . . . Barney Schlang, of the AMOA, reports plans for the annual dinner-dance October 18 at the Waldorf-Astoria are progressing.

While soft drink sirup manufacturers and bottlers are concerned over the shortage of venders, the heat wave has caused a rush on these machines now on location. Sod-a-Mat, at Coney Island, was the busiest spot on the Boardwalk during the 90-degree temperatures.

One of the larger Brooklyn vending machine distributors is planning to open a branch on 10th Avenue shortly. . . . Irving Snyder, of Snyder Automatic Music Company, has been absent from his desk recently because of the serious illness of his mother-in-law. . . . Dave Stern, Seacoast exec, reports biz holding despite the heat.

There has been a considerable amount of activity at the various outlets handling machine parts on the avenue. . . . Herman Klein, of Trenton, N. J.; Paul Small, of New Orleans, and Howie Finchel, of Rochester, were in town last week. . . . Kuno Hamann reports his firm, Alkuno & Company, has six new machines in the works.

Bert Lane, Harry Rosen and Mayer Parkoff, Atlantic and Seaboard, New York corporation executives, have promised to supply a Seeburg engineer to instruct at the veterans' coin machine mechanic school sponsored by the National Association of Amusement Machine Owners (NAAMO). . . . New Mercury recording by Patty Page is beginning to show up in juke boxes in this area.

Jack Fitzgibbons, former owner of Jafco, Inc., and Musical Minutes, Inc., has sold his building and retired from business, at least for the present, because of his health. . . . Phil Mason, Dave Lowy & Company partner, reports an upswing in the export business. . . . Mike Munves is planning a vacation.

Twin Cities:

(Continued from page 113)

complished and now the entire electrical system must be rewired, Bush said.

The Minnesota State Fair, which opened August 23 for its first nine-day run since 1944, has several arcades in operation this year, altho other type coin equipment is not on the grounds. Bush Distributing Company is operating a bank of Strikes 'n' Spares in the fair beer garden. Selma Nelson, Sam Beberman and Bill Brede, consistent arcade operators at State fairs, are back again this year.

Some Twin Cities operators are concerned by the wave of cut-throat competition which has developed quite suddenly in the juke box business. With bells and pinballs practically out of existence in Minnesota, operators are concentrating on their music routes, and the battle for sur-

vival has caused many an operator to invade the territory of otherwise good friends in order to get new locations.

Ben Daniels, Minneapolis coinman, is back from a vacation of nearly a month in California. . . . Also back at work, following a cruise on the Great Lakes, is Sol Stone, of Gopher Novelty Company, Minneapolis. . . . Oscar Truppmann of Bush Distributing Company, has returned following a trip with a company salesman along Minnesota's Iron Range area. He was gone a week.

Harry Partridge, Mora, Minn., operator, who cracked up in an airplane some months ago and broke an arm and his jaw, is up and about again caring for his route needs, with the aid of a service man. . . . It is reported that after an absence from the business of two years, C. T. Terveer, of Winona, has gone back into operating coin machines.

Recent visitors to this market include Andy Markfelder, of Staples, buying phonographs; James Donatell, Spooner, Wis., skeeballs; Andrew Benna, Ironwood, Mich.; Frank Phillips, Winona, phono equipment; Van Middlemas, Bismarck, N. D.; Wally McFarlane, Bismarck; Clive Angen, Portland, N. D., phonograph equipment; Wayne Wobschall, Rochester, Minn., five-balls. . . . Walter Halverson, Minneapolis operator, reportedly has sold his phonograph route.

Addition of six new roasters to permit handling of any "salted in the shell" requirements is reported by Sol Sachs, of Sachs Nut & Shelling Company, for Minneapolis. . . . Twin City Tobacco Table, which has foregone its August meeting because of the hot weather, nevertheless is conducting an active membership drive and already has an enrollment of over 50, Sam Margulies, secretary, reports.

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. YOUR BUSINESS WILL PLEASE US —

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Exhibit's Ranger

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A THIRTY PIECE PENNY ARCADE

Needs repair; good buy.

ROBERT S. GORDON

McKENIE MUSIC CO., DILLON, S. C.

SPECIAL \$100.00 Each

5c SILVER CHROME, Hand Load
5c SILVER CHROME, 10c Bonus Bell
25c GOLD CHROME, 1 Cherry Pay

Coin-a-Matic Distribs present

COIN-O-MATIC COIN CHANGER

\$99.50

Holds \$50.00 in nickels. Increases play on coin-op'd machines 30%. Also ideal for service placement in stores on rental basis. Investigate this today.



SLOTS

5¢ Mills Silver Chrome, Hand Load ... \$130.00
10¢ Orig. Chrome. 140.00
5¢ Brown Front .. 90.00
10¢ Brown Front .. 100.00
25¢ Brown Front .. 110.00
5¢ Blue Front ... 75.00
5¢ Jennings Cigaretta 45.00
10¢ Blue Front ... 90.00
25¢ Blue Front ... 105.00
10¢ Gold Chrome .. 125.00
Chicago Metal Double and Triple Revolv-a-Round Safe Stands.

TERMS: 1/2 Deposit, Balance C. O. D.

NEW GAMES

RANGER • LIGHTNING • MEXICO • BALLYHOO • PLAYBOY.

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We have all Mills Slot and Jumbo Parts.

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STRICTLY 100% LEGAL

Best Money-Maker on the Market Today

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10' 8" (Best Size) or 11' 8" at \$450.00

1/3 Down Payment, Balance C. O. D.

WRITE FOR PRICE ON QUANTITY ORDERS

MIDWEST COIN MACHINE CORPORATION

773-777 University Ave.

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WE WILL HAVE A NEW GAME SOON!

It will be a BEAUTY . . . DIFFERENT! Just what Operators have been waiting for. Most good Distributors have seen it and tied up territory. Some still open. Come to our factory and see for yourself!

P & S MACHINE CO.

3017 N. SHEFFIELD AVE. CHICAGO, ILL.

Kansas City:

(Continued from page 113)

transferred here from Iowa. . . . Visit of Homer Capehart, chairman of the board of Packard Manufacturing Company, has been postponed until September, Page reported after seeing Capehart at a Frankel sales meeting in Des Moines the other day.

Bill Roberts, Aireon district sales manager, is back on his feet after an operation following an acute attack of appendicitis. He expects to be back on the road this week, with his first call at Oklahoma City. . . . Rudy

Greenbaum, Aireon vice-president, left last week for a 10-day trip to the West Coast. . . . Randolph Walker, former Aireon president, is reported to have a large route of phonographs on the West Coast with headquarters at Los Angeles. . . . Harold Pearson, new president of Aireon, is reported to have taken hold of the phonograph business like a veteran, and associates say that he is devoting most of his time to that end of the company's production.

Bill Shankman, salesman at Advance Music Company, is the father of a baby girl. . . . Joe Holloway, former Aireon publicity man who now is operating a weekly newspaper and a music route at La Crosse, Kans., and his partner in the music business, Joe Hermann, were in town the other day renewing acquaintances and talking shop with old friends in the trade. . . . Harry Jones Jr., son of the operator of the Universal Sales Company at St. Joseph, is back from a Minnesota fishing trip with the same report everyone seems to bring back from the North these days: No fish!

Jack Jones, Emporia, Kan., music and pin-ball operator, is reported to have bought the Tri-State Coin Machine Company at Joplin. . . . Leo Ptacek, who operates the Bird Music Company at Manhattan, Kan., seat of Kansas State College, says that summer business there has been terrible as a result of a light enrollment in summer school, but he is looking for a big pick-up this fall with an even bigger ex-GI enrollment at the school. He and his partner, Louis Ptacek, a nephew, are currently expanding their routes into the smaller towns around Manhattan.

Harry Silverburg, partner in W. B. Music Company, and W. B. Betz, of W. B. Novelty Company, St. Louis, just returned from a West Coast visit with Jean Minthorne, Seeburg distributor in L. A. Silverburg reports that music play on the Coast is on the upgrade after a slump, and he sees that as good news for Mid-Western operators. He expects play here to pick up sharply this fall. He and Betz took in all the sights, but Silverburg says the sweetest sight he saw was the Seeburgs on the lot at 20th Century-Fox movie studios. . . . Incidentally, Dave Fleider reports that Klein's department store here has put an Aireon on display in its teen-age section.

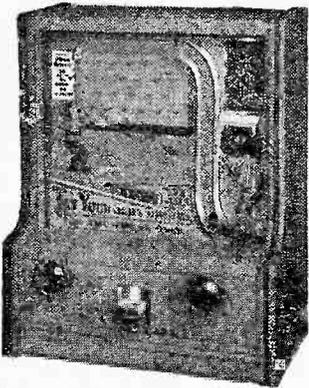
Elmer Jackson, lawyer who has been operating the Bronze Distributing Company out of his office at 436 Minnesota, has taken his serviceman Morris Jones, in as partner and changed the name of the company to Acme Music Service. Shop of the new firm will be at 2207 Vine Street.

Visitors around the shops last week included N. M. Light, who has the Melody Lane Music Company at Paola, Kan.; Ted Hanke, of Tarkio, Mo.; F. A. Thompson, of Waverly, Mo.; Ben Ellis, who has the Jayhawk Music Company at Holton, Kan.; Ivan Starks, of Marshall, Mo.; Pat Houston, who has Casco Amusement Company at Garden City, Mo.; Sonny Nelson, of Richmond, Mo.; C. G. Froehlich, of Marysville, Kan.; C. K. Graham, of Lake Ozark, Mo.; Dick Collins, who operates the Central Novelty Company at Arkansas City, Kan.; John Plumb, of Topeka, Kan., Music Company, and John Emick, of Lawrence. . . . A. J. Alderson is one of the newer music and pin operators in Kansas City, Kan.

Ed Lyons, salesman at W. B. Music Company, has two houses on his hands, one partly finished which he had started to build when he ran into one already built at what he described as "almost reasonably priced." . . . L. P. Donohue, of Confection Service Company, reports that he has taken on the distributorship for King Nut & Bubble Gum Venders. He also is handling cigarette venders as well as U-Select-It candy machines.

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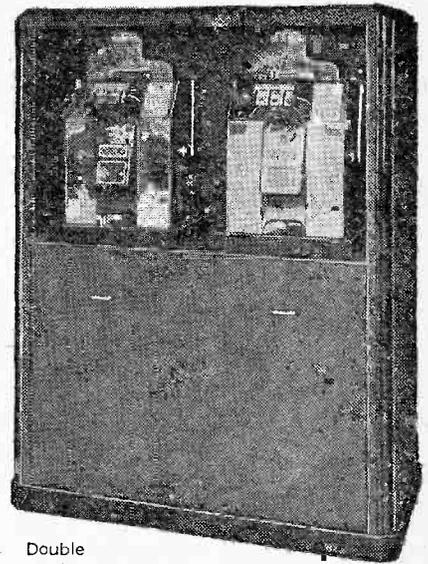
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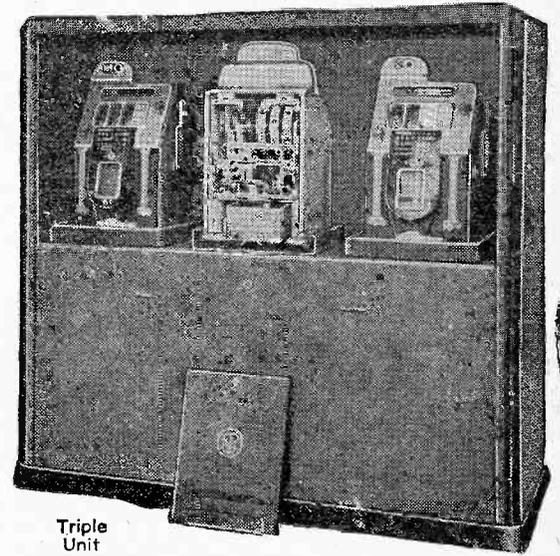
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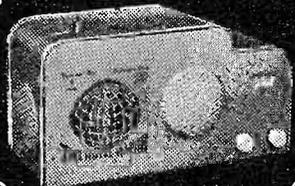
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COINMEN YOU KNOW

Chicago:

(Continued from page 113)

United Manufacturing Company's annual picnic last Sunday (17). Contests were arranged so that everyone who entered got a special prize. Billy DeSelm reports that there were no casualties. R. E. (Buster) Williams, of Music Sales, Memphis and New Orleans, was a United visitor last week. He said that he was going back to New Orleans to cool off. It was so hot that the plant was closed a couple of afternoons.

Atlas Novelty Company reports that Eddie Ginsburg is home from the hospital and on the way to early resumption of duties at the office. Joe Kline left August 18 on an Illinois business tour. He will be back in about two weeks. . . . Al Sebring, over at Bell Products Company, says the new improved Beacon coin changer is bringing in many favorable location-owner comments. Distributors for the electric changer are being set up over the country.

Visitors at Monarch Coin Machine Company last week included Ray Johnson, Crystal Falls, Mich., and Ed Foale, Moline, Ill. Clayton Nemeroff contends that business, which he says is good in spite of the blazing sun these days, will experience an additional perk come September and cooler weather. Monarch's foreign shipments are going out in more or less steady fashion and hold promise of a vast untouched market yet to be tapped, Clayton says.

Harold Pincus, Coin Machine Service, lists as callers during the week Frank Banister, Banister & Banister, Indianapolis, and H. B. Julius, Minneapolis. Harold says the tele sets on display at Coin Machine are drawing much comment. Several ops have been making interested inquiries. Alice Lemko took leave of her secretarial duties to go on vacation. She'll be back August 25.

Murray Rosenthal, of Coinex Corporation, left with his family August 19 on a long automobile tour of the upper Great Lakes region. Ida Brotman, secretary, says the Rosentals will not be back until the middle of September. . . . Ben Coven and Bob Schaefer say they were kept busy on the phones at Coven Distributing Company last week answering calls for Bally's Ballyhoo. Happy Halberstadt, Racine, Wis., was one of the lookers-in at Coven during the week. Secretary Sally Goldstein left on a Wisconsin

vacation trip last week. She will return to the office Monday (25).

Wallace Fink, World Wide Distributors, reports that Gwen Stephenson has been added to the firm's office force. . . . Ted Kruse and Vince Conners are planning extensive changes in their arcade in the I C station at Randolph and Michigan streets.

Silver-King Corporation president, H. F. Burt, says the new revised Silver-King ball gum vender is being shipped. New model was introduced August 1 and functional changes incorporated required additional patents to be applied for, Burt states. Advantage of the new machine is that it can vend any size ball gum 5/8 inch diameter or smaller, or mixed sizes, without changing the plate.

Empire Coin Machine's Gill Kitt took off from Chicago last week-end for cooler climes, but Monday found him back at his desk. Mr. and Mrs. Paul Glaser returned from their trip last week and Paul began renewing coin contacts Monday (25). Firm's efficient secretary, Shirley Corush, will leave on a vacation to Los Angeles soon. She'll spend two weeks doing the town. Visitors greeted at Empire this week were Buster Williams, Memphis; Smoky Weaver, Jackson, Miss.; Henry Fox, New Orleans, and Mr. and Mrs. Homer Dodge, Saginaw, Mich.

Genco is turning out a pulling number in the new Honey five-ball game, according to firm's Bernard Gould. Tallymeter on the game is proving a good point for operators as it records all plays, says Bernard. Top play appeal and steady play is being attributed to the new number by Gerco officials.

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Max Glass \$4,200 Kidnapping Victim

CHICAGO, Aug. 23.—Max Glass, well-known local coinman, was the \$4,200 victim of a pair of kidnaper-bandits Wednesday night (20).

Glass was kidnaped in his own car as he parked in front of his home here, driven around for about half an hour and then freed after being divested of \$220 cash, a \$3,000 ring, an \$800 watch and his car. Police found the car later.



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Los Angeles:

(Continued from page 113)
with the coin machine industry. This time it is the Fun Zone in Long Beach. . . . Jack Simon, of Sicking Distributing Company, is planning a trip to Cincinnati to visit the head office of his firm. Jack will leave sometime in September. . . . Jack Marmer, brother of Bill Marmer of Sicking in Cincinnati, returned to the Ohio town after enjoying a vacation in Southern California. . . . Jean Van Berg is the new secretary at Sicking. . . . Phil Robinson, of Chicago Coin, back from a trip to the Sacramento area.

Bill Wolf, of M. S. Wolf Distributing Company, left early this week

for a two weeks' stay in Seattle. . . . M. H. Stearns, of Marysville, in the city looking around on coin row. . . . M. L. Parent, of Parent Distributing Company in Oakland, sales agents for the Douglass Shoe Shine Machine, in the city to attend the Industrial Exposition at the Pan-Pacific Auditorium. The shoe shine machine was on display there. . . . Redlands coinmen in the city last week included Charles DeWitt and Howard Hunt.

Jack Gutshall, of Jack Gutshall Distributing Company, back from San Diego, where his firm has a branch. . . . Visitors on coin row included R. J. Messina, Alhambra; R. F. Gallagher, Santa Ana; R. E. Barton, Long Beach; Chris Torres, Westmoreland; Jan Rubini, Santa Monica; Lee Wirt, Montebello; Frank Ghiglia, Encino; Ivan Gilbert, Lemon Grove, and Bernard Mills, Bell Gardens.

Buffalo:

(Continued from page 113)

local and out-of-town coinmen put in an appearance. Homer E. Capehart, Packard's chairman of the board, was among those attending. Lew Wolf and Howard Maurer were the congenial hosts. . . . Madeline Collins, Lew Wolf's secretary, was the victim of a freak accident recently; she slipped and fell while entering an elevator and broke her shoulder. Madeline's left arm is in a sling as a result of the fall, but she is on the job as usual and doing okay.

Ben Kulick, well known to the coin trade, is rumored to be moving to Arizona. He will keep his Mills Amusement Company and Fay-San Distributing Corporation here going as usual with capable personnel to take charge. . . . Phyllis Schesinger, who for many years was Ben's secretary, has switched affiliations and is now over at Redd Distributing Company where her sister, Anita Clark, heads the office staff.

Jack Ryan, who until recently was connected with Kertman Sales Company, Rochester, N. Y., is now with Howard Peo, Valley Specialty Company, Inc., same city. . . . Herman Glaser, after being out of the coin business for some months, is contemplating returning to the field by entering the Bernie Blacher operation again. . . . Music Masters Association (CIO) want it known that they are still in existence. Norman Steinke is chairman, aided by Vic Stehlin and Connie Meyers. . . . Coinmen McFarlane and Indman have reported that business is plugging along at a fair rate.

Detroit:

(Continued from page 113)

been a victim of the heat wave, and is still on the sick list. . . . Sam Siegel, of Eastwood Park, has doubled his installation of Photomatics. . . . George Rambaum, manager of the Lemke Coin Machine Exchange, bought a new Fraser Manhattan.

Morton Sultan, head of the Sultan Recording Company, is establishing the Sultan's Driv-A-Teria with his two brothers. . . . Sid Penin, of Belmont Sales Company, is getting his new bowling machine set up for production early this fall. . . . Andrew J. James A., and George J. Paris, of the J. Paris & Sons Tobacco Company, large cigarette machine operators, are incorporating the Paris Gum Corporation of America in the David Stott Building, with a capitalization of \$50,000.

John D. McGillis, of Royal Oak; Kenneth M. Burns and John M. Toolin, of Grosse Pointe, and Ray A. Shapero, Edward J. Jeffries Jr., and Charles B. Larsen, of Detroit, are incorporating the Automatic Cashier, Inc., in the Farwell Building, to deal in vending machines.

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Hot, delicious, "battered" popcorn made fresh to order in one minute — completely automatic!

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- New Pace Machines
- New Esquire Machines
- New Columbus Venders
- New Master Venders
- New Watling Venders
- New Victor Venders
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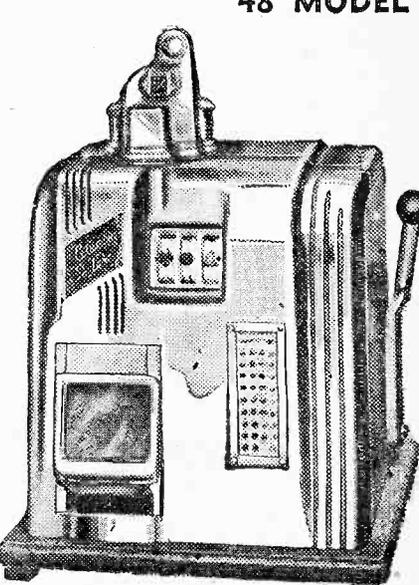
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126 North Union Avenue • Chicago 6, Illinois • RANdolph 2807

RECORD REVIEWS

(Continued from page 106)

ERNIE BENEDICT (Victor 25-1092)

Jump—FT.
Trinker—FT.

It's a marchy and very matter-of-fact polka music that this blend of piano, bass, banjo and two squeeze-boxes spin out. Selections are Slovanian, and while both spin at a bezy tempo, there's very little melodic or toe-teasing appeal in the plattering.

For the Midwest nationality spots where these folk dance melodies hold special interest.

VERA ROZANKA (Sun 140 and 141)

Tsigele—FT; V.
Viut Vietry—FT; V.
Freg Mich Nit—FT; V.
Na Shto Menyá—W; V.

Altho possessing a wavering soprano voice, Vera Rozanka makes up the vocal deficiency in her expressive singing for these folk lullabies. Billed as the "Yiddishe Shiksa," indicating she's of another nationality, and getting picture billing on the label, Miss Rozanka impresses best when singing the two familiar Russian folk melodies. In a slow and ad lib tempo, with fiddle, accordion, piano and bass sparking the instrumental support, there's a full old-country nostalgic flow as she sings *Viut Vietry* (*Wind Blows*), and in the waltz tempo, the traditional slumber song, *Na Shto Menyá* (*Why, Oh Mother*). Gal, singing in Yiddish, also gives a good account as she sings it slow and expressively for the traditional grandfather tale of a white pigeon, *Tsigele*. For the flip, however, fails to whip up a happy vocal frame for *Freg Mich Nit* (*Don't Ask Me Why*), a happy song of lovers, to which she adds a faltering English lyric.

For the nationality home buyers.

GEORGE TOULLER (Sun 941)

Strictly Roumanian—W.
Under a Gypsy Moon—FT.

Two traditional Roumanian folk dance melodies played by fiddler George Touller with an ensemble that takes in accordion, piano and bass. Scratches out his Strad with tonal and technical clarity but without the romantic Romany bowling to which the gypsy-flavored melodies lend themselves. *Strictly Roumanian* is traditional folk music for the sprightly Hora-Bulgar dance in three-quarter tempo while it's the fiddler's original melody for *Gypsy Moon*, spinning at a bright tempo. Hardly enough flash or spirit or even musical substance in the spinning to evoke more than casual attention in these folk instrumentals.

Little folk or phono appeal here.

SISTER ERNESTINE B. WASHINGTON

(Disc 6038 and 6039)

Does Jesus Care—FT; V.
Where Could I Go But to the Lord?—FT; V.
The Lord Will Make a Way Somehow—FT; V.
God's Amazing Grace—FT; V.

It's the loud and lusty spiritual shouting of Sister Washington for these blues hymnals. And while her diction is far from distinct, packs plenty of power in her pipes. But far more interesting than her song is the unadulterated jazz support she gets from the musicians on the session. Setting forth a fine jazz frame for her spiritual singing is Bunk Johnson's earthy trumpet blowing, joined by clarinet, trombone and the rhythm instrumentals. Gal fares best for the slow spiritual blues in *Does Jesus Care*, taking the other three selections at a moderate tempo.

For jazz collectors because of Bunk Johnson's Jazz Band backing.

ELLA FITZGERALD (Decca 24157)

You're Breaking in a New Heart—FT; V.
Don't You Think I Ought to Know—FT; V.

The rhythmic styling of Ella serves in good stead for both of these ballads. And better for the sentimental *Breaking in a New Heart* song, which she fancies at a moderate tempo with her own rhythmic designing of the ditty for a second stanza as Bob Haggart's music sustains a rhythmic beat thruout. Also an object lesson in lyrical phrasing is her torch

pipin in the slow ballad frame for *Don't You Think*.

It's Miss Ella at her lyrical best for the coin catching with *You're Breaking in a New Heart*.

SAMMY KAYE (Victor 20-2420)

Zu-Bi—FT; VC.
Where Is Sam?—FT; VC.

Spinning with full vocal force, Sammy Kaye cuts two pleasant lyrical novelties at a bright tempo. Favored is the catchy *Where Is Sam*, with Don Cornell, joined by the Kaydets and the Glee Club, piping it breezy about the guy who stole his gal. For the flip, Kaye introduces another tongue-twisting lyric in *Zu-Bi*, with the guttural sounds made by the Kaydets and the Glee Club adding up to *Everyone's Love Song*. And while the band boys sing it earnestly enough, wordage makes for confusion and the matching melody is without contagion.

Phono fans may well take up the *Where Is Sam* cry; it's that catchy.

RAY DOREY (Majestic 7262)

The Freedom Train—FT; V.
—And Mimi—FT; V.

For the inaugural of the Freedom Train as a traveling national shrine, Irving Berlin has whipped up a patriotic lyric set to a blues rhythm theme. And it all smacks strongly of the *I Got a Song* railroad ditty out of the *Bloomer Girl* musical score. Moreover, in this instance, ditty doesn't lend itself to the sugar-coated baritoning of Ray Dorey, who is much more at home and at ease with the slow and nostalgic ballad about a Parisian cabaret chanteuse, *—And Mimi*. Jack Matthias' music provides full and attractive accompaniment.

Little of coin interest in this cutting.

BUDDY CLARK (Columbia 37592)

I Kiss Your Hand, Madame—FT; V.
They're Mine, They're Mine, They're Mine—FT; V.

Packing plenty of warmth in his straight-forward balladeering, the rich baritoning of Buddy Clark cuts it attractively for both songs. Sings it slowly and sweetly for *Kiss Your Hand*, which gets a new lease via *The Emperor Waltz* movie. And for the flip, sings it just as pleasantly with a rhythmic lilt for the lilting *They're Mine* boy-belle song. Mitchell Ayres provides a smooth musical background on both counts.

Tune attraction will count much for the phono attention.

BOBBY CAPO (Seeco 613)

Me Alegre—FT; V.
Ay! Mi Vida—FT; V.

His sugar-coated tenor voice rich in lyrical qualities and persuasive powers for the Spanish singing, Bobby Capo arrests the attention in this spin. Both highly tuneful Latin ballads in the slow bolero tempo, there's also a strong romantic impact in his projection of the Spanish lyrics. Adding to the vocal attraction is the soft and subdued music setting provided by the accompanying studio orchestra.

Both sides strong where the location calls for the singing of the Latin love songs.

BOBBY DOYLE (Signature 15125)

Jealous—FT; V.
A-N-G-E-L Spells Mary—FT; V.

The romantic baritoning of Bobby Doyle, with Ray Bloch's music creating a highly colorful background, serves in good stead for both ballads. Takes it at a moderate tempo for the everlasting *Jealous* and in the same tempo, sings it with a full measure of sentimentality for the *Mary* song.

Song popularity will help bring phono attention to the singer here.

RALPH FONT (Apollo 1073 and 1074)

Candi—FT.
Jalousie—FT.
Habanera—FT.
Quizas, Quizas, Quizas—FT.

Latin maestro Ralph Font surrounds his Steinwaying with rhythm instruments and gives full sway to his facile fingering of the 88's, particularly in the treble cleff with octave flourishes to sustain the melodic flow. And with the rhythm section pounding out the contagious hip-swaying beats, spinning is just as engaging for the rumba dance addicts. Takes it at a lively guaracha dance beat for his own *Candi* with a slow bolero beat for the familiar *Jalousie* tango music. Mates each with bright rumba spinings, and both highly tuneful, in Bizet's *Habanera* music and for *Quizas* (*Perhaps*).

Where the hip-swayers stomp around the music machines.

EVA GARZA (Seeco 617)

El Suenito—FT; V.
Aunque Tengas Razon—FT; V.

Projecting the Latin lyric with a deep and warm voice that is equally rich in persuasive powers, Eva Garza scores solidly in her singing for both of these lullabies. And with Lazaro Quintero's music creating a colorful south-of-the-border setting, spinning is entirely out of the top drawer. Sings it at a moderate bolero-guaracha tempo for the tuneful *El Suenito*, for which she injects a lyrical recitation to space her singing, and is just as effective for the song selling for the melodic *Aunque Tengas Razon*, spinning in the slow bolero tempo.

Both sides stack up strong where the phonos spin out the Spanish songs.

DICK JURGENS (Columbia 37803)

When You Were Sweet Sixteen—FT; VC.
On the Avenue—FT; VC.

Maestro Jurgens pairs both of these familiar love songs in a smooth and melodic setting that's just as strong for the hoof appeal. Jimmy Castle, assisted by the glee club, sings it with sentimental simplicity for the *Sweet Sixteen* evergreen, the single notes of the piano flanked by the fiddles setting the stage as a slow ballad. And it's a bright bounce beat for the highly tuneful *On the Avenue* with Al Galante joining Castle to make it a duet for the chant.

Both sides spin bright for the phono play.

PHIL BRITO (Musicraft 15108)

Nevertheless—FT; V.
If I Could Be With You One Hour Tonight—FT; V.

Singing it smoothly and sweetly, with Phil Davis' musical patterns adding lush to the lyricizing, Phil Brito makes the *One Hour Tonight* evergreen bloom all over again. And with Sonny Burke providing the lush musical bank, Brito baritones it romantically for *Nevertheless*, also spinning in the slow ballad frame.

The familiar *One Hour Tonight* should whip up some coin interest.

POLITO GALINDEZ (Seeco 615)

Blanco—FT; V.
Botaron La Pelota—FT; V.

The spirited Spanish singing of Polito Galindez spins to best advantage for the catchy *Botaron La Pelota*, a lively guaracha, with Pedro Flores' music capturing the spirit of the song which the maestro composed. Flores also provided the singer with *Blanco*, taken at a moderate bolero tempo. But in spite of the band's colorful music and rhythms, Galindez's baritoning lacks the romantic flavor of the lyric.

Latin locations will favor *Botaron La Pelota*.

ARMANDA (Seeco 611)

La Maricutana—FT; V.
No Creo En Mujer Senta—FT; VC.

Armanda and his Jack's Band, cutting these sides in Puerto Rico, showcase the Steinway improvisings of Damiron for the piano pounder's *No Creo En Mujer Senta*, spinning at a spirited guaracha tempo, with Chauseaux adding a spirited vocal refrain. The small band, taking in saxes, trumpets and rhythm, provides little more than marked Latin rhythms for a repitious *La Maricutana* ditty set to the lively dance rhythms. And for this side, the soft tenor voice of the singer is as colorless as the band's playing.

Colorful piano figures will help attract attention to *No Creo En Mujer Senta*.

DORIS DAY (Columbia 37568)

I'm Still Sitting Under the Apple Tree—FT; V.
When Tonight Is Just a Memory—FT; V.

The intimate and rhythmic song styling of Doris Day rings the bell with this pairing. Takes it at a brisk tempo for the follow-up *Apple Tree* rhythm jingle, imparting a fine rhythmic feel for the ditty. And in contrast, chants it even more effectively as she takes it at a slow and dreamy tempo for the tuneful *Memory* ballad. Frank Comstock's musical harmonies, subdued and spotting the tenor sax for the instrumental interludes, frames la Doris' ditty in attractive fashion.

Song popularity will help bring phono attraction to the former band canary.

THE FOUR VAGABONDS

(Apollo 1075 and 1077)

Choo Choo—FT; V.
Lazy Country Side—FT; V.
Heart of My Heart—FT; V.
That Old Gang of Mine—FT; V.

Four finely knit and blended voices, weaving a smooth harmony pattern when sustaining the fine solo voices and when blended in rhythmic design, the Four Vagabonds impress with their piping to guitar accompaniment. Make their best impression for the old-time *Old Gang of Mine* song, contrasting their harmony chant in the slow ballad and bounce tempos. And their harmonies fall plenty pleasant on the ears for the slow and leisurely *Lazy Country Side* from Walt Disney's *Fun and Fancy Free* movie. Boys assume a more rhythmic proportion for the familiar *Heart of My Heart* ballad of yesteryear, and with full rhythmic impact for the *Choo Choo* railroad song set to a lively eight-beat tempo pronounced by the addition of a piano pounder for the spin.

Taps and taverns will take to their harmonizing of *That Old Gang of Mine*.

BUDDY JOHNSON (Decca 48040)

You'll Get Them Blues—FT; VC.
I Wonder Where Our Love Has Gone—FT; VC.

Nothing of needling note in Buddy Johnson's music for this issue, with no more attraction in the efforts of the singers taking over the spinning or even in their songs. Ella Johnson pipes it feebly for the blues for *You'll Get Them Blues*, and slowing down for the *Our Love Has Gone* torch, Arthur Prysock's romantic aspirations are as listless as the blues ballad itself.

No nickel appeal in this needling.

GLEN GRAY (Decca 25139)

Memories of You—FT.
If I Love Again—FT.

A re-issue of two Casa Loma instrumentals featuring the trumpet artistry of the boys in the Glen Gray band of old. Spinning at a moderate tempo for *Memories of You*, side showcases the exciting jazz phrasings of the trumpet, the swirling sax section and trombone slider. Even more exciting is the mated side, the slow-spinning *If I Love Again*, showcasing the artful trumpet playing of Bobby Hackett.

A must for the hot jazz collections.

Officials Plan For NAMA Chi Convention

Virginia Meeting Set

CHICAGO, Aug. 23.—National Automatic Merchandising Association's (NAMA) convention executive committee will plan final details for the association's 1947 convention and exhibit, December 14-17, at the Palmer House here when they meet at Old Point Comfort, Va., September 12.

Region III Meet

September 12 and 13 are the dates of Region's III's late summer get-together at the Hotel Chamberlin, Old Point Comfort, when members from Delaware, Maryland, Virginia and the District of Columbia will be hosts to neighboring NAMA regions.

Included on the agenda at the executive meeting will be a report on suppliers who will exhibit on the seventh floor of the Palmer House, chairman George M. Seedman, said. He stated that space on the seventh floor, where manufacturers will present their newest machines, was sold out entirely by July, "and the committee has since been working on the sale of space to suppliers, who will be provided special facilities on the seventh floor for attractively displaying their merchandise."

Supply Exhibitors

Among the major suppliers whose products will be shown at NAMA's first exhibit of machines and merchandise are Fred W. Amend Co.; Austin Packing Co., Inc.; B. F. D. Company; H. Baron & Co., Inc.; Paul F. Beich Co.; Bowman Gum, Inc.; E. J. Brach & Sons; Charms Co.; Chase Candy Co.; Coca-Cola Co.; Coin Machine Acceptance Corp.; Diamond Match Co.; Kelner Vendors; Lamont, Corliss & Co.; D. Goldenberg, Inc.; Walter H. Johnson Candy Co.; Dr. Pepper Co.; Lion Match Co., Inc.; Philip Morris Co., Ltd., Inc.; Queen Anne Candy Co.; Richardson Corp.; Shotwell Manufacturing Co.; Sperry Candy Co.; Topps Chewing Gum, Inc.; Universal Match Corp.; James O. Welch Co., and Wilbur-Suchard Chocolate Company, Inc.

Committee To Convene

Convention executive committee members who expect to attend the Old Point Comfort Company meeting include, in addition to Seedman, F. N. Pierson, Vendo Company, Kansas City, Mo.; Neill Mitchell, Lehigh Foundries, Inc., Easton, Pa.; Ben Seltzer, New York Subways Advertising Company, Inc.; J. Sidney Jones, Southern Vendors, San Antonio, and T. A. Vaughn, New Orleans Cigarette Service Corporation, New Orleans. Members of the convention committee's advisory board are also expected to attend.

Chairman Seedman will report on the convention at the Saturday session of the regional meeting September 13.

New Macon Auto Laundry Uses De Luxe Model Mchs.

MACON, Ga., Aug. 23. — First launderette completely equipped with de luxe Bendix automatic washers is the new Easy-Wash Self Service Laundry opened here Monday (17). Store contains 20 washers.

Patrons may receive "curb service"—their bundles will be taken to and from their cars if they desire. Laundry also advertises that no extra charge will be made for removing clothes from a machine should the customer not be present.

Wiggle Pounds Off With Pin Game Is Reporter's Advice

PITTSBURGH, Aug. 23. — "Why not wiggle your way over a pinball machine?" the *Pittsburgh Post-Gazette* asked their readers last week in an article by Constance Humphrey which recommended pinball playing as a sure way for women to reduce.

"There's a new way to stay slim and trim," the writer said. "Just wiggle your weight down in a daily bout with a pinball machine."

To prove the point, the article, which occupied a five-column spread, displayed three large illustrations of Thelma Weinstein, pert secretary of Harry Rosenthal, general manager of the Banner Specialty Company, local coin machine distributor, going thru the gyrations displayed by the average feminine pinball artist.

"It's the wiggle that counts," Thelma told the reporter. "Once you pull the plunger, you want to get the ball in a certain groove to increase your score. To do this you must gently joggle the machine." She further explained that to accomplish this, a lot of body muscles are pulled.

"The 'swing and sway' method involves hip rotation," she said. "Then the knee-action method, when you bump the machine with your knee, exercises leg muscles. All the time you're getting kinda excited, so you bend back and forth. Even your eye muscles are exercised as you watch the ball and the scoreboard."

Rosenthal summed up the situation: "Why should any girl have to get up early to do her daily dozen when she can get exercise during her noon hour just playing a pinball machine in almost any restaurant?"

"You can throw your corsets away and give your girdles to Greek relief," the writer said.

Local operators have been using the article for point-of-play advertising and report that women's play has increased considerably since the article was published. Coin Machine Industries (CMI) public relations bureau in Chicago has reprinted the article and made the reprints available to other operators throughout the country.

New Juke Patent Goes to Seeburg

WASHINGTON, Aug. 23.—A patent for an automatic phonograph was granted Tuesday (19) to Marion R. Winkler, Milwaukee, who assigned it to the J. P. Seeburg Corporation, Chicago, it was revealed this week in the current issue of the U. S. Patent Office's publication, *Official Gazette*. Original application for the patent was made June 26, 1940. Patent lists a total of 20 claims.

Phonograph Described

A technical description of the new automatic phonograph as appearing in the Patent Office's official magazine reads as follows:

"In an automatic phonograph, in combination, a switch, stepping means opening said switch in its initial position, coin actuated means for controlling the movement of said stepping means away from initial position by a plurality of steps corresponding to the value of coins inserted, electromagnetic means for returning said stepping means step by step towards initial position, individual manually operable selector means each corresponding to an individual recording, means co-operating with said selector means for effecting selection of the corresponding recording, a relay controlled by said individual selector means and adapted to energize said electromagnetic means, and means on said selector means for maintaining the relay energized for a definite period after the selector means is released."

Los Angeles Adds Three Games to Licensed List As Machine Fee Doubles

Months of AOLAC Work Win Broader Interpretation

LOS ANGELES, Aug. 23.—Move on the part of the Los Angeles County Board of Supervisors to increase the license fees on amusement machines from \$12 to \$24 per year has resulted in a slightly broadened interpretation of the ordinance to include Big Game Hunter, Target Skill and Challenger in the amusement machine category. The ordinance is now being written by the county council for the supervisors to vote on.

The question of whether Skee Ball and total roll-type games are operative in Los Angeles County arose in February of this year, when an ordinance was passed forbidding the operation of certain types of amusement games. Coinmen in this area point to the inclusion of the three additional games as a result of the work launched by the Associated Operators of Los Angeles County (AOLAC) to press for a legal interpretation of the February ordinance.

Cites Two Sections

In building his arguments to gain official recognition of the additional amusement machines, Samuel (Curly) Robinson, managing director of AOLAC, cited sections of two ordinances—one passed February 5, 1946, and the other passed February 12, 1947.

Section 140 of the 1946 ordinance reads: "Every person maintaining any coin-operated machine of skill, not otherwise provided for in this ordinance, including but not limited to Skee Balls, gun machines, duck pins, Chicken Sam, Pokerino and Texas Leaguer, shall first procure a license and pay a license fee of \$12 per year."

The second ordinance, passed in February of this year, ruled out the operation of pinball, which the ordinance defined as "any punch-board, or any table game or device, commonly known as pinball game or marble game, or any claw, scoop or grab machine, or any horse racing machine or game, or any device similar thereto, the operation, use or play of which is controlled by placing therein a coin, disc, plug, key or other device."

Robinson, working with Art Mohr, AOLAC's counsel, advised his members shortly after the February, 1947, ordinance was passed that the question as to whether or not it also prohibited the possession and operation of amusement machines such as Skee Balls and total rolls was one which

required a minute examination of the provisions of the ordinance.

"The phrase 'or any device similar thereto,' may be intended to mean any device similar to all of the above-mentioned machines specifically set forth, or that phrase may mean any device similar to a horse racing machine," Managing Director Robinson said.

He added then that "It would be my opinion that if the former were intended, the phrase would read 'any device similar to the aforementioned.'

"Where the wording of a statute on any other instrument is ambiguous, or the intended meaning is difficult to ascertain, or uncertain," Robinson continued, "the courts have adopted a cardinal principle of construction in the interpretation of certain ambiguous terms. The meaning of 'any other device similar thereto,' could, as I have stated, mean either of two things, namely, similarity to all of the machines mentioned in the prohibitory section, or only to the horse racing machine. In interpreting such ambiguous terms, the courts have laid down the rule that where special words are used and are followed by general words, the general words take on the meaning of the special words immediately preceding them. This is known as the doctrine of *Ejusdem Generis*."

"Applying this doctrine or rule of construction to the prohibitory section of the ordinance set forth above, I am of the opinion that the words 'or any device similar thereto' refer to the special words 'any horse racing machine or game' immediately preceding this general words.

Gives Opinion

"If my theory is correct, and I have consulted with other counsel as to their interpretation of this statute, whose opinion supports mine, then I would say that the 'Skee Ball' machine and 'total roll' machine are neither a horse racing machine, nor are they a claw, scoop or grab machine, and therefore do not come under the portion of the ordinance," Robinson declared.

On the basis of this interpretation, AOLAC pushed for the inclusion of the additional games, with the result that they have been specifically pointed out as operative in Los Angeles County.

The proposed license fee increase, on which council is now working, would likewise affect phonographs.

HOUSE CLEANING SALE

Make us an offer for any of the following equipment—send check in full

We will ship all machines the same day

PINBALL

- 1 Strip Tease
- 2 ABC Bowling
- 1 Air Raids
- 1 Twin Six
- 1 Ten Spot
- 1 Marines at Play
- 2 Play Ball
- 2 Spot Cha
- 1 Zig Zag
- 1 High Hat
- 1 Sky Ray
- 1 O'Boy
- 1 Gobs

- 1 Big Top
- 2 Pin-Up Girls
- 2 Flying Tigers
- 1 Nippy
- 1 Streamliner
- 2 Sun Valley
- 2 Grand Canyon
- 1 Texas Mustang
- 1 Spot Pool
- 1 Bubbles
- 1 Soft Ball Queens
- 1 7-Up

ARCADE

- 2 Total Rolls
- 2 Chicago Coin Goalees
- 5 Supreme Bola Scores
- 1 Victory Special (One Ball)
- 1 Bell Ball Bowling Game
- 1 Bowling League
- 1 Mills Jumbo Parade
- 1 Scientific Batting Practice
- 2 Microscope Punching Bags—\$75.00 Per
- 1 Mills Three Balls
- 1 Pace Saratoga
- Used Jennings 5-10-25 Slot—Close-Out
- Victory Specials } \$75.00 Per
- Victory Chiefs }

MUSIC

- 5 Seeburg Hi Tones, 9800
- 2 AMI Streamliners
- 2 Rock-Ola Masters
- 2 Seeburg Gems
- 2 Seeburg Royals

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NORTHAMPTON, PA.

Babson Institute Expert Says Venders Cause Revolution in Retailing, But Facts Go Askew

Six-Page Magazine Article Runs Gamut of Vender Types

CHICAGO, Aug. 23.—A six-page feature article, apparently intended as a comprehensive report on the entire automatic merchandising industry, appeared in the August issue of *Advertising and Selling*. Written by Bertrand R. Canfield, director of sales and advertising for the famed Babson Institute, the article covers vending machines from the automatic store to peanut machines, describing many of the newer, unusual types of equipment.

Altho his facts, statistics and interpretations vary widely from those generally accepted by the industry, Canfield's article demonstrates the importance merchandising men now attach to automatic merchandising as a method of selling. Title is *Will Retail Robots Revolutionize Marketing?*

Runs Vender Gamut

Leading off with the mechanical grocery ideas of Clarence Saunders and Paul M. Farmer, Canfield goes down the list of vending equipment, reciting prospects for automatic laundries and coin-operated gaseterias; cigarette, candy, soft drink and penny machines; coffee venders, electronic-cooking food venders, ticket venders and machines for a variety of merchandise.

On the statistics side, Canfield reports total candy sales thru vending machines at \$23,000,000 a year, adding the estimate that from 10 to 20 per cent of all 5-cent candy bars are sold thru venders. He also cites the Department of Commerce report that seven confectionery makers sell half of their total production thru venders, and 100 candy manufacturers merchandise 6 per cent of their output thru venders.

(These figures appear to be contradictory at several points. Taking total dollar sales of candy manufacturers last year at \$800,000,000 plus, the Department of Commerce figure, with bar goods sales alone set at \$249,593,289, the \$23,000,000 figure would be far off. Actually, conservative estimates show that 1946 candy vender sales totaled \$194,420,000 at retail prices.)

Canfield estimates at 120,000 the total number of soft drink dispensers thru which these products currently

are being merchandised.

(Closer to 300,000 is the total of bottle and cup-type soft drink venders now in operation, according to industry estimates. Coca-Cola alone was reported to have approximately 250,000 venders in operation during 1946.)

Analysis of Function

In his analysis of the function of automatic merchandising, Canfield writes:

"Altho retailing and wholesaling are among our most important industries, they are still in the horse-and- buggy age compared with the mechanized efficiency of our modern, low cost mass production manufacturing industries. The high cost of marketing merchandise which accounts for 59 cents of every dollar spent by consumers is one of the principal reasons for high prices of convenience goods. A large portion of this high cost of distribution is represented by wages paid for the personal services of salesmen, packers, shippers and handlers of goods all along the line from the point of production to that of ultimate consumption. Mechanization of distribution promises to make possible a substantial reduction in the cost of marketing many articles of general consumption with resulting lower prices.

"Comparatively little progress had been made in cutting retail distribution costs until self-service and mechanical merchandising were introduced to shave retail operating expenses. However, automatic vending of low price, convenience merchandise brings to retailing the same mechanical efficiency which has made our production accomplishments the wonder of our times.

(Missing from this interpretation is the axiom of automatic merchandisers themselves that venders primarily are a medium for sales of "impulse" items, supplementing retail outlets in places where the latter could not operate efficiently, but where the consumer's impulse motive is strong.)

In the same vein, the writer says:

Lower Costs

"Lower cost store operation is made possible by automatic vending thru

Business Barometer

SPRINGFIELD, Ill., Aug. 23.—State Director of Labor Robert L. Gordon announced this week that unemployment compensation claims in Illinois fell off sharply in July, with almost 50,000 applicants discontinuing their claims in the four weeks ended August 9.

the elimination or reduction of wages; lower rent because smaller, more compact sales space is needed; lower handling cost thru the elimination of wrapping or change-making. All of these economies combine to provide greater operating profits, a portion of which may be applied to lowering prices and attracting greater patronage.

"Objection to robot merchandisers on the ground that they will create widespread unemployment by displacing retail sales persons is not justified, according to makers and operators of vending machines who contend that automatic merchandising is economically justified. Vending machines create a great many jobs for skilled mechanics and mechanical engineers engaged in designing and servicing coin-in-the-slot salesmen. In no instance has the use of an automatic merchandiser displaced a man or woman from a job but thousands have been given employment on the upkeep and manufacture of machines. The labor saving, cost and price-cutting advantages of vending machines have actually created jobs for more workers, made possible higher earnings, improved living conditions, and brought greater comfort and prosperity to thousands of workers and business men."

(Referring initially to operation of the automatic store idea, Canfield's remarks here appear to be broadened to include all merchandise vending machine operations. Experience of vending machine operators has proved incorrect the theory that use of an automatic device means literally that sales are made mechanically. Essential to the efficient vending machine operation are highly skilled and paid service, sales and maintenance men in every step of the operation.)

Reasons for Expansion

Canfield lists a number of reasons for the rapid expansion of automatic merchandising. These include shortage of manpower during the war, preference of consumers for waiting on themselves, instantaneous service, freedom of consumer to inspect and make a choice without assistance. He emphasizes the introduction many small-town people were given to automatic selling during the war when they worked in war production plants.

In posing the question of whether automatic merchandising will create a revolution in the retail trade, Canfield looks to the possibilities of the automatic store most specifically. He points out that pre-packaging of fresh and frozen fruits, vegetables, meats and many other food lines are hastening the day of automatic selling. More sanitary service in food stores, with food delivered in sealed containers which are touched by hands a minimum number of times, is the outlook thru automatic merchandising, he says, adding the advantages gained thru protection of merchandise from handling by customers, and by salespersons who handle money and edibles interchangeably.

Carolina Town Gets Meters

LINCOLNTON, N. C., Aug. 23.—Some 291 parking meters, recently installed here, have been placed in operation. They are to be used from 8 a.m. until 6 p.m. daily except Sundays and there will be a fine of \$1 for a parking violation.

Name Automatic Enterprises To Sell Bar Machine

LOS ANGELES, Aug. 23.—Automatic Enterprises was announced this week as national distributors for the new Star Candy Bar Vender, Firm is also distributor for Spin-It, nut vender.

New Star machine is a single column, 40-bar capacity vender. Special features and specifications of the Star vender include aluminum construction with electrically welded candy magazine. Mechanism is designed with only three moving parts, and with no wheels, gears or push rods to require frequent adjustment. Coin is automatically returned when machine is empty.

Candy magazine is especially designed to vend specific bars, but is adaptable to vend many other kinds of flat bars, properly packaged, not more than five and one half inches long, one and three-quarter inches wide and three-quarters of an inch thick. It is also adaptable to handle mixed nuts, bulk candies, gum and many other items.

Cabinet is chromodized and finished in baked enamel. Special louvers in top of machine permits free circulation of air from bottom upwards. It measures six inches wide, four inches deep, 18 inches high. Can be placed on counters, walls or stands. Machine weighs less than five pounds.

Firm will soon move from the present quarters at 8200 Beverly Boulevard, to 635 South Kenmore, Los Angeles.

Electrical Parts

Firm Seeks Loan To Pay Off Debt

INDIANAPOLIS, Aug. 23.—Electronic Laboratories, Inc., is seeking a temporary loan to enable payment of creditors, Norman R. Kevers, board chairman, reported at a creditors hearing in Federal Bankruptcy Court August 15.

The Indianapolis concern, manufacturers of radio equipment and parts for coin-operated games and venders, owes \$713,867, according to claims of creditors. A petition for involuntary bankruptcy was filed by three creditors July 28.

Kevers, who has assumed active management of the firm during a leave of absence of William W. Garstang, president, said that the company in not seeking to pay off creditors with preferred stock.

Bendix Appoints New Head of Field Areas

SOUTH BEND, Ind., Aug. 23.—Bendix Home Appliances, Inc., has a new director of districts in Lynn Eaton, according to W. F. Linville, general sales manager. Eaton, who will direct the company's field sales representatives and oversee distributors' sales operations, joined Bendix in 1944 as New York divisional sales manager. From 1945 to his promotion, he was Eastern regional sales manager.

Eaton was formerly with the Nineteen Hundred Corporation as Eastern sales manager, president of an appliance distributing company bearing his name and district manager for Rudd Manufacturing Company.

Used Music Equipment

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<p>ROCK-OLA, 1946, Model 1422, Like New \$449.50</p> <p>AIREON, 1946, DELUXE, Like New. 339.50</p> <p>AMI TELEPHONE HOSTESS MUSIC, 20-Unit System, Like New, Drastically Reduced. Write, Wire or Phone Collect.</p> <p>SEEBURG 8800 and 9800, RC-ES.. 299.50</p> <p>SEEBURG REGAL 149.50</p> <p>SEEBURG COLONEL, RC-ES 249.50</p>	<p>SEEBURG PLAZA \$179.50</p> <p>SEEBURG HIDEAWAY, Steel Cabinet, R.C., Including 5 Seeburg Wireless Wall Boxes, One Speaker, Organ Type 349.50</p> <p>WURLITZER 850E 299.50</p> <p>WURLITZER 616 LITE-UP 99.50</p> <p>WURLITZER 700 KEYBOARD 299.50</p> <p>ROCK-OLA SUPER 40 199.50</p> <p>ROCK-OLA MASTER 40 199.50</p>
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ONE-THIRD CERTIFIED DEPOSIT, BALANCE C. O. D. Foreign Inquiries Invited.

MUSIC SYSTEMS INC.

NORTHERN OHIO FACTORY DISTRIBUTORS FOR SEEBURG

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1312 JACKSON AVE. TOLEDO 2, OHIO EM 1311

Laundromat's Full-Page Ad Draws Big

1,250 New Biz Replies

NEW YORK, Aug. 23.—A full page ad in the New York dailies last week, the second to be placed in recent weeks, by Westinghouse for its Laundromat self-service laundries, has brought in a heavy response to Ald New York, Inc., Westinghouse distributor, from would-be Laundromat operators. Ad requested interested parties to contact Ald for information on setting up Laundromats in their areas. More than 750 answers were received to the first ad and, just a few days after the second ad appeared, an additional 500 responses came to the distributor's Corona, N. Y., headquarters.

Westinghouse Laundromats reported that business has increased as a result of the publicity from Representative O'Tolle's charges that the coin-operated machines were a menace to public health. The denials which were immediately forthcoming from health officers in various parts of the country, according to Ald's assistant sales manager, William Cobb, focused so much attention on the coin-operated laundries that business has spurted.

W. M. Barnes is district manager for Ald, and Gordon F. Rowan is Eastern district sales manager. There are approximately 75 Westinghouse Laundromats now in operation in the metropolitan New York area.

Need 10,000 Freight Cars Per Month Say Railroad Officials

CHICAGO, Aug. 23.—Freight car production goal of 10,000 units a month, hoped to become a reality in September, is still problematical, according to latest reports.

The 10,000 figure, arrived at earlier this year in a conference between government officials, car manufacturers, steel producers and officers of the Association of Railroads, was quoted as being necessary to increase the supply of freight carriers to any appreciable extent.

As old cars are being retired faster than present replacements are being received, and because railroads are said to be 100,000 cars short of meeting shipper demands, the four groups represented in the conference agreed to a three-point program: steel industry promised to increase supplies for the car builders and roll sufficient steel to bring 10,000 cars a month off the lines by September; car manufacturers agreed to up car quotas accordingly, and the railroad agreed to place enough orders on builders' books to bring the backlog up to 10,000. (Cars on order at the present time exceed that number, totaling over 107,000.)

However, over-all freight car picture still appears on the not too bright side, as rolling of increased quantities of steel alone will not solve the shortage. Lack of complete sets of all the various component parts needed to turn out cars is perhaps the biggest single hindrance to attainment of the monthly goal sought.

Open Greenville Laundry

GREENVILLE, S. C., Aug. 23.—U-Lauder-It, a new Bendix Laundrette, opened here August 18, heralded by a large advertisement in the local newspaper. Ad states there is a "free parking area for customers."

State Tax Calendar

- Alabama**
September 10: Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.
September 15: Income tax third installment due.
September 20: Sales tax report and payment due.
- Arizona**
September 15: Gross income report and payment due.
- Arkansas**
September 20: Gross receipts tax report and payment due.
- California**
September 15: Corporation income tax second installment due.
- Colorado**
September 14: Sales tax report and payment due.
- Connecticut**
September 30: Corporations organized between July 1 and December 31, report and fee due.
- Florida**
September 10: Agents and wholesalers' cigarette tax report due.
- Georgia**
September 10: Cigar and cigarette wholesaler dealers' report due.
September 15: Income tax third installment due.
- Idaho**
September 15: Cigarette wholesalers' drop shipment report due.
- Illinois**
September 15: Cigarette tax return due. Sales tax report and payment due.
- Indiana**
September 10: Cigarette distributors' interstate business report due.
September 15: Cigarette distributors' drop shipment report due.
- Kansas**
September 20: Sales tax report and payment due.
- Kentucky**
September 10: Amusement and entertainment report and tax due. Cigarette wholesalers' report due.
- Louisiana**
September 1: Tobacco wholesalers' report due.
September 15: Soft drink wholesalers' report due. Tobacco wholesalers' report due.
September 20: New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.
- Massachusetts**
September 20: Cigarette tax report and payment due.
- Michigan**
September 15: Sales tax report and payment due.
- Mississippi**
September 15: Income tax third installment due. Sales tax report and payment due.
- Missouri**
First Monday: St. Louis merchants' and manufacturers' ad valorem license tax due.
September 15: Retail sales tax report and payment due.
September 30: Soft drinks manufacturer's report and payment due.
- North Carolina**
September 15: Sales tax report and payment due.
- North Dakota**
September 10: Cigarette distributors' report due.
- Ohio**
September 10: Cigarette wholesalers' report due.
September 15: Cigarette use tax and report due.
- Oklahoma**
September 10: Cigarette wholesalers', retailers' and vending machine owners' report due.
September 15: Sales tax report and payment due. Tobacco wholesalers',

Genco Features New Tallymeter

CHICAGO, Aug. 23.—A new feature incorporated as a built-in unit on Genco pin games is the "tallymeter," giving operators a record of all plays made on an individual game. First use of the meter was made on the new game, Honey, and according to company officials is currently meeting with operator approval.

The tallymeter is located adjacent to the coin chute and is not accessible to other than the operator, thus preventing tampering.

Coin box content may be checked for accuracy with the reading on the meter.

Use of the tallymeter as standard equipment on future Genco games will be continued as long as demand for it continues, say officials.

Norris Candy Co. Expands

ATLANTA, Aug. 23.—According to announcement by R. L. Henderson, vice-president and general manager, the Norris Candy Company here has leased additional property in Atlanta which will increase production space of the local plant by 30,000 square feet.

Henderson said that new equipment and replacement of old machinery have already increased present capacity to 30,000 pounds a day. He added that the new addition is "one more step in carrying out our post-war expansion program."

jobbers' and warehousemen's report due.

South Carolina

September 15: Income tax third installment due.

Utah

September 15: Excise (income) tax third installment due. Sales tax return and payment due.

Vermont

September 15: Personal income tax third installment due.

Washington

September 15: Cigarette wholesalers' report of drop shipments due. Sales tax report and payment due. Vancouver occupation tax report and payment due. Wholesalers' cigarette drop shipment report due.

West Virginia

September 15: Cigarette use tax report and payment due. Sales tax report and payment due.

Wisconsin

September 10: Cigarette wholesalers' and manufacturers' report due.

Wyoming

September 15: Sales tax report and payment due.

Nat'l Department Store Sales Rise

WASHINGTON, Aug. 23.—Sales by leading department stores, regarded as a form of business barometer, during the week ended August 2, were 1 per cent above those for the corresponding period in 1946, according to the Federal Reserve Board. Conversely, the Federal Bank of New York reported sales of department stores in that city for same period declined 5 per cent compared with same week last year.

For the week of August 2 sales by stores in following Federal Reserve Districts are given in comparison with sales a year ago: Boston, up 1 per cent; New York, off 3 per cent; Philadelphia, off 2 per cent; Cleveland, up 2 per cent; Richmond, off 5 per cent; Atlanta, off 6 per cent; Chicago, up 2 per cent; St. Louis, no change; Kansas City, off 2 per cent; Dallas, up 1 per cent, and San Francisco, up 3 per cent.

\$2 Million Earnings Announced by Chase

ST. JOSEPH, Mo., Aug. 23.—Chase Candy Company, of St. Joseph, reported net earnings of \$2,566,178 for the fiscal year ended June 30. This was equal to \$4.93 per share on the common stock after payment of dividends on preferred shares.

These earnings included operations of the former National Candy division of Clinton Industries, Inc., from September 1, 1946, until National Candy was taken over by Chase, according to officials of the candy company.

Gross sales of the combined companies for the 1946-'47 fiscal year totalled \$16,453,170. This compared with sales of \$4,158,995 for the Chase company alone in the preceding year, when Chase earned net profits of \$427,472, equal to \$2.70 per share.

Recover Stolen Vender

NEW BRITAIN, Conn., Aug. 23.—A peanut vender was stolen last week from a newsstand here operated by a blind man. Thieves were three unidentified young men. Vender was recovered intact, however, in a municipal parking lot by local police several hours after the theft.

Dunbar Gets Auto Laundry

CHARLESTON, W. Va., Aug. 23.—Third automatic laundry store was established in this area when two war veterans opened the doors of the Self Service Laundry, Dunbar, August 18, for the first time. Proprietors are E. Sheff and B. Schlact.

YES... We're Showing It!

Airion's Blonde Bombshell

What Appeal!
What Magnetic Earning Power!

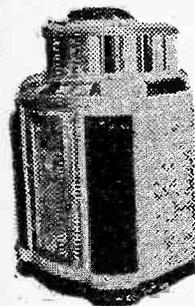
EXCLUSIVE DISTRIBUTOR

ADVANCE MUSIC COMPANY

1606 GRAND AVENUE KANSAS CITY 8, MISSOURI

THEY'RE
ALL PERFECT
RECONDITIONED
MACHINES

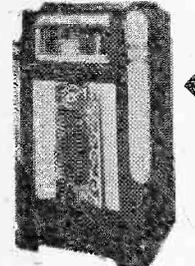
we expect to sell out these musical bargains in 3 days



SEEBURG
LO TONE,
\$335.00



SEEBURG
HI TONE,
\$295.00



ROCK-OLA
MASTER,
\$199.50

DELUXE,
\$165.00

STANDARD,
\$165.00



WURLITZER
600R,
\$159.50

KEYBOARD,
\$179.50



WURLITZER
412,
\$69.50



SPECTRAVOX
(Column Only),
\$39.50



WURLITZER
24,
\$124.50

71,
\$129.50

61,
\$99.50



AMI
STREAM-LINER,
\$179.50

AMI
SINGING
TOWER,
\$159.50

AMI
TOP FLIGHT,
\$125.00

FOR MORE TERRIFIC BUYS,
WRITE FOR OUR COMPLETE
LIST.

DAVID ROSEN
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PHONE: STEVENSON 2258

Platter Royalties Swell Cancer Fund as Scores of Local Chairmen Co-Operate

CMI Issues "100 Per Cent Award" Cards to All Donors

(Continued from page 96)

Inc., Boston; Monte Becker, Becker Novelty, Springfield, Mass.; Duke Luker, Christopher-Luker Co., Miami; Al Shannon, Coin Machine Sales Co., Houston; Morris Liedecker, Corpus Christ (Tex.) Novelty Co.; Ben Coven Distributing Co., Chicago; Julius Pace, Dixie Coin Machine Co., New Orleans; Anthony J. Degutis, Franco Distributing Co., Montgomery, Ala.

Larry Frankel, Frankel Distributing Co., Omaha; Abe Fish, General Games, Inc., Hartford, Conn.; Morris Hankin, H & L Distributing Co., Birmingham; Ed Heath, Heath Distributing Co., Macon, Ga.; C. V. Hitchcock, Hermitage Music Co., Nashville; R. F. Jones, Jones Distributing Co., Salt Lake City; W. H. Erskine, Jones Distributing Co., Denver; Sam Rose, King Pin Distributing Co., Detroit; J. R. Pieters, King Pin Equipment Co., Kalamazoo, Mich.; Joe Abraham, Lake City Amusement Co., Cleveland; Paul Laymon, Paul A. Laymon Co., Los Angeles; Herman Paster, Mayflower Distributing Co., St. Paul; Jack Moore, Jack R. Moore Co., Portland, Ore.; Bert Beutler, Jack R. Moore Co., Seattle; Ralph Perrin, Jack R. Moore Co., Spokane; Johnny Ruggiero, Jack R. Moore Co., San Francisco.

O. J. Mullinix, Mullinix Amusement Co., Savannah, Ga.; Ken O'Connor, O'Connor Vending Machine Co., Richmond, Va.; Charles Rosen, Ohio Specialty Co., Louisville; Jimmy Johnson, Pan American Sales Co., San Antonio; Mike Carpen, Reading (Pa.) Novelty Co.; B. Reichel, Reichel Distributing, El Paso, Tex.; David Rosen, David Rosen Co., Philadelphia; Jack Rosenfeld, Jack Rosenfeld Co., St. Louis; Bill Marmer, Sicking, Inc., Cincinnati; Clarence Camp, Southern Amusement Co., Memphis; Ben Sterling Jr., Ben Sterling Jr., Scranton, Pa.; Rose Knoellmiller, Toledo Coin Machine Exchange; Jake Breidt, Tri-State Sales Co., Union City, N. J.; Carl Hoelzel, United Amusement Co., Kansas City; John Bertucci, United Novelty Co., Inc., Biloxi, Miss.; Joe Calcutt, Vending Machine Co., Fayetteville, N. C.; Collis Irby, Walbox Sales Co., Dallas; Cliff Wilson, Cliff Wilson Distributing Co., Tulsa, Okla.; Angelo Delaporte, Rex Amusement Co., Syracuse.

Co-chairmen: Al Bergman, Alfred Sales, Inc., Buffalo; Phil Moss, Atlas Music Co., Des Moines; Phil Greenberg, Atlas Novelty Co., Pittsburgh; Ben Lazar, B. D. Lazar Co., Pittsburgh; Sammy Nilva, Mayflower Distributing Co., Des Moines; J. H. Winfield, J. H. Winfield, Buffalo.

Bell-O-Matic Reps

Vince Shay, president of Bell-O-Matic Corporation, announced the appointment of these territorial drive representatives by Bell-O-Matic:

Edward Ravreby, Associated Amusements, Inc., Boston; Marvin Bland, Indiana Music Co., Terre Haute; Julius Pace, Dixie Coin Machine Co., New Orleans; Jake Friedman, Friedman Amusement Co., Atlanta; Leader Sales & Service, Dallas; Joseph Calcutt, Vending Machine Co., Fayetteville, N. C.; William Helrigel, Keystone Panoram Co., Philadelphia; Joseph Simon, Iowa State Sales Co., Chicago; William Marmer, Sicking, Inc., Cincinnati; Oscar Schultz, Automatic Coin Machine & Supply Co., Chicago; Art Steine, Central Illinois Sales, Peoria, Ill.

Sam Mannarino, Coin Machine Distributors, Pittsburgh; C. Heinz,

Heinz Novelty Co., Memphis; Howard Peo, Valley Specialty Co., Rochester, N. Y.; Fred Lehmkuhl, W & L Amusement Co., St. Louis; Earl Lite, Roy McGinnis Co., Baltimore; Ron Pepple, Northwest Sales Co., Seattle; A. Palmantier, Palmantier Sales Co., Canton, O.; Warren Taylor, Mills Sales Co., Ltd., Oakland, Calif.; Carl Sandberg, Mills Sales Co., Portland, Ore.; Mills Sales Co., Los Angeles; Dan Stewart, Stewart Novelty Co., Salt Lake City; William Cohen, Silent Sales Co., Minneapolis; Harold Dailey, South Coast Amusement Co., Houston; Carl Hoelzel, United Amusement Co., Kansas City; John Bertucci, United Novelty Co., Biloxi, Miss.

Gottlieb Chairmen

Dave Gottlieb, president of Dave Gottlieb & Company, announced appointment of the following chairmen:

Mrs. Earl Reynolds, American Distributing Co., Dallas; Julius Pace, Dixie Coin Machine Co., New Orleans; Irvin Blumenfeld, General Vending Sales Corporation, Baltimore; Hymie Zorinsky, H. Z. Vending & Sales Co., Omaha; Ed Heath, Heath Distributing Co., Macon, Ga.; Jack Sheridan, Monroe Novelty Co., Toledo; George Hurwich, Seaboard Connecticut Corporation, Hartford Conn.; David Bond, Trimount Coin Machine Co., Boston; Harry Silverberg, W. B. Music Co., Kansas City, and George Trambitas, Western Distributors, Inc., Seattle.

In making the announcements, CMI officials pointed out that in the case of territories where seemingly duplicate appointments have been made, fund representatives are holding separate meetings to assure individual territorial committees to properly cover the territories.

Introduce New Coin Machines At Exposition

LOS ANGELES, Aug. 23. — The fourth annual Industrial Exposition, which closes here tomorrow, was utilized by several coin machine companies to introduce and familiarize the public with their products.

Largest local coin exhibitor was the Allite Manufacturing Company, Inc., which showed Strikes 'n' Spares. With William Schrader, head of the firm on hand, the public received personal attention in viewing the six coin-operated models and two home models. The games were available for playing and they are reported to have received much attention, Max Thiede, representing Badger Sales Company, local distributing outlet, said.

Also shown was the Douglass Shoe Shine units for black and for tan shoes. William Fyfe, of Shine Distributing Company, was in charge of this display, set along with Kimont Manufacturing Company's layout. Nearly 1,000 people daily tried the machines which were operated free.

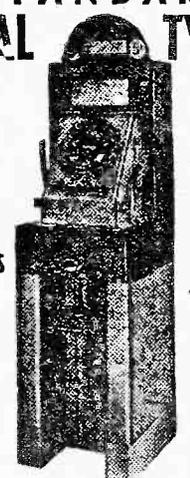
Sonovision, a product of Mills Industries, was used by the Do-All Company for the showing of films. The machine was supplied by Mills Sales in Oakland.

International Vending Machine Company, makers of popcorn vendors, showed films on the operation of its machines.

Christiansen Agency Lands Coca-Cola Job

CHICAGO, Aug. 23.—Coca-Cola Bottling Company of Chicago, Inc., has announced a new vice-president in Harry G. Kipke and appointment of Christiansen Advertising Agency, this city, to handle firm's advertising.

Radio spots now being readied on five local stations will plug the six-bottle cartons of Coca-Cola and outdoor painted signs on buildings are slated for early completion.



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METAL TYPERS**

NEW
AND
USED
MACHINES

MACHINE
PARTS
AND
SUPPLIES

EXPERT
REPAIR
SERVICE

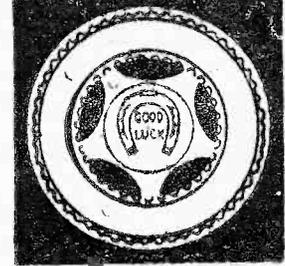
**FINEST QUALITY
METAL TYPER DISCS**

priced from **\$7.50** Per 1,000

LUMIFRAME LIGHT-UP TOP SIGNS

NEW COLORED DISCS

NOW AVAILABLE
Guaranteed to increase your receipts.
WRITE FOR SAMPLES AND PRICES.



STANDARD SCALE CO.
4333 DUNCAN AVE., ST. LOUIS 10, MO.

BEN RODINS SAYS

I NEED HELP
I NEED A SALESMAN
I NEED A GOOD SALESMAN

I need a man who wants a steady job selling guaranteed used and new equipment . . . a man with plenty of competitive spirit—a man who does his best when the competition is stiffest.

WORK FOR BEN RODINS . . . one of the biggest, most reputable dealers in coin machines. WRITE TODAY . . . give complete information and references.

MARLIN
Amusement Corporation
412 9th St., N. W. • DI. 1625
WASHINGTON 4, D. C.

FTC Calls Confection Trade Meet

Wholesalers Invited

WASHINGTON, Aug. 23.—Federal Trade Commission will announce Tuesday (26) that it is asking the nation's wholesale confectionery industry to send representatives to a "trade practice conference" here September 19 for the purpose of giving industry members "opportunity to cooperate with the commission in the establishment of trade practice rules designed to prevent unfair or deceptive methods or practices in the conduct of business."

Seek Trade Rules

The fair trade rules are being sought, according to FTC's forthcoming announcement, in order that "fair competitive conditions in the industry may be maintained and the purchasing public fully protected." Commissioner William A. Ayres will preside at the conference which is scheduled to begin at 10 a.m. in Room 332 of the FTC building here on the 26th. FTC stated that all members of the industry are invited to send representatives. The industry, stated FTC, consists of "persons, firms, corporations and organizations engaged in the sale and distribution at wholesale of bulk candy, packaged candy, candy bars, chewing gum and related confectionery items, as well as allied lines of merchandise."

The conference, said FTC, is being held "at the request of members of the industry." Among subjects suggested for consideration are the following: Misrepresentation in general; misrepresentation as to character of business; misuse of the word "free"; commercial bribery; defamation of competitors or disparagement of their products; false invoicing; imitation or simulation of trade-marks or trade names; inducing breach of contract; false and misleading price quotations; unfair threats of infringement suits; coercing purchase of one product as a prerequisite to purchase of other products; selling below cost; use of "loss leaders"; consignment distribution; use of lottery schemes; price discrimination. Other subjects may be proposed by industry members for consideration at the conference.

To Study Ideas

After study of the suggestions made at the conference, a draft of proposed trade practice rules will be prepared and made available to all interested parties. Subsequently a public hearing will be scheduled at which members of the industry and others having an interest in the proceeding will be granted opportunity to submit their views and suggestions concerning the proposed rules. All matters thus presented will be given consideration before approval and promulgation of final rules by the commission, FTC states.

Telecoin Reports Earnings

NEW YORK, Aug. 23.—The Telecoin Corporation, distributors of coin-operated automatic washing machines and other coin devices, reported net earnings for six months ended May 31, 1947, at \$345,776, equivalent to 37 cents per share.

Newest K. C. Coinwoman Wife Of Philharmonic Ork Member

KANSAS CITY, Mo., Aug. 23.—The feminine touch is touching the coin machine industry in the Midwest, and the women are taking their places right beside the men as seasoned operators.

Newest woman operator here is Mrs. Gertrude Shopmaker, of Olathe, Kan., wife of a musician in the Kansas City Philharmonic Orchestra and the Kansas City String Quartet. She and her husband purchased the Johnson County Amusement Company from Perry Nease, but she will handle the actual operation of the route.

Mrs. Shopmaker, who operated a restaurant during the war years, says she picked the coin machine industry for her second business venture because she likes mechanics, particularly the intricacies of juke boxes and pinball games. She discovered this liking for mechanical gadgets when a cash register in her restaurant went on the blink. She took most of the register apart and fixed it, but she took it to the register company's factory representative only when one part would not come out even after she had removed all the screws apparently holding it. The part was just rusted in, and after she related her experiences in fixing the rest of it, the company promptly offered her a job as a repair woman.

Mrs. Shopmaker, however, is the fourth woman operator in this territory, according to reports here. The others include Madge Mitchell, Fayette, Mo.; Mrs. Grace Anderson, Galena, Kan., and Mrs. Ethel Dunfee,

who operated a route of juke boxes during the war but now has turned them back to her husband, Bill, who has Bill's Radio outlet here in Kansas City.

Distributors also report that women do the part buying and a good share of the business for several other routes in the Kansas City trade territory.

MulCahy To Address Iowa Sales Managers

DAVENPORT, Ia., Aug. 23.—James F. MulCahy, merchandising director of National Confectioner's Association (NCA), will address the Sales Managers' Bureau of this city's Chamber of Commerce on September 16, it was announced this week.

The Davenport organization has a membership composed of sales managers representing all phases of selling from farm implements to food processors. C. Bookidis, president of the Ucanco Candy Company, estimated that more than 100 confectionery representatives would attend the session.

MulCahy will discuss NCA's balanced selling program, the candy industry's efforts to stimulate per capita consumption of its products and also increased sales at each level of distribution.

Pretzel Bitz Again Available for Ops

BLUFFTON, Ind., Aug. 23.—Bulk sales of Pretzel Bitz to vending machine operators for the first time since 1940 was announced by the Pretzel Bitz Corporation here this week.

Company's product is a small, round pretzel about the size of a large kernel of corn. Before the war, company officials said, the product had been successfully used in coin-operated vending machines, but limitations of supply in 1940 forced them to drop that part of their business.

Corporation has opened a new plant in Bluffton which is turning out an increased supply of their product. Special 25-pound caddies of Pretzel Bitz have been prepared for vending machine operators, the firm said.

Colorado Tourist Trade Suffering From High Prices

COLORADO SPRINGS, Colo., Aug. 23.—Business men in Colorado are not happy altho the current tourist trade is in full swing and out-of-State coins are tinkling merrily into their tills.

Protests from restaurant owners, filling station operators, sporting goods dealers and other merchants and from tourists themselves, not to mention many coinmen, are aimed at the skyrocketing hotel and tourist camp prices in the State. Also included in the upped charges are fishing and hunting licenses for non-residents, and hiked State gasoline tax from 4 to 6 cents a gallon.

"People will not pay the high gas tax and license fees and then be overcharged for rooms," one operator of a large park concession stated. Another said that "Coloradoans have evidently forgotten that for years tourists' spending has been one of the State's biggest businesses, bringing in millions of dollars annually."

It is the opinion of many business men who indirectly profit by the tourist trade that "the people who should be most interested in attracting tourists are driving them away by asking two and three times as much for room, cottages and motel accommodations."

"We are apparently killing the goose that lays the golden egg," one such business man said.

Galipo Heads Vendors, Inc.

HARTFORD, Conn., Aug. 23.—Certificate of organization has been filed with the secretary of state here for Vendors, Inc., of 18 Asylum Street, Hartford. Officers are president, A. Earle Galipo; treasurer, Thomas J. Birmingham; and secretary, James F. Kennedy.

Music Guild To Push Campaign For Membership

NEWARK, N. J., Aug. 23. — The Music Guild of America (MGA) Board of Governors has decided to conduct a vigorous membership campaign at once. A letter from Sam Waldor, MGA president, has been sent to all non-member eligibles requesting an early get-together to discuss membership, and outlining the advantages of membership to operators.

Members of the Guild have been urged to do missionary work among non-members they know. The initiation fee, usually required of a new member, can be waived by the Board of Governors, and this fact is being used in the sales talk. The drive will reach its peak at the regular meeting of the MGA next month after the summer hiatus.

The Hit Tune of the Month Party, which has been delayed for several months but now set for early fall, will be used as a major promotion of the type of service offered by the Guild to secure increased profits for ops.

We are now delivering

- Chi Coin Basketball
- Chi Coin Playboy
- Bally Heavy Hitter
- Bally Ballyhoo
- Bally Special Entry
- Bally Eureka
- Williams Flamingo
- Williams All Star
- Williams Torchy
- Williams Cyclone
- United Mexico
- Gottlieb Lucky Stars
- Exhibit Ranger
- Keeney Carousel
- Genco Honey

Terms: 1/2 Certified Deposit, Bal. C.O.D.



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NOVELTY CO.

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<p>ROCKETS\$162.50</p> <p>KILROYS 149.50</p> <p>MIDGET RACERS 85.00</p> <p>DOUBLE BARRELS 75.00</p> <p>BIG HITS 75.00</p> <p>SUSPENSE 69.50</p> <p>OKLAHOMA 49.50</p>	<p>BRAZIL\$ 49.50</p> <p>SANTA FE 49.50</p> <p>SUNBEAM 45.00</p> <p>SKY CHIEF 39.50</p> <p>LIBERTY 39.50</p> <p>JEEP 39.50</p> <p>TORPEDO PATROL 35.00</p>	<p>BIG PARADE ...\$ 34.50</p> <p>BAND WAGON ... 29.50</p> <p>VICTORY 27.50</p> <p>SCHOOL DAYS ... 24.50</p> <p>WILD FIRE 24.50</p> <p>SPORT PARADE ... 19.50</p> <p>ABC BOWLER ... 24.50</p>
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<p>ONE BALL GAMES</p> <p>LONGACRES\$ 65.00</p> <p>THOROBREDS 65.00</p> <p>VICTORY SPECIALS 225.00</p>	<p>COUNTER GAMES</p> <p>NEW DAVAL FREE PLAYS\$ 45.00</p> <p>NEW DAVAL SKILL THRILLS 38.50</p>
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<p>CONSOLES</p> <p>NEW REVAMPED MAYBELLS ...\$275.00</p> <p>POST-WAR GALLOPING DOMINOS 225.00</p> <p>JUMBO PARADE, F.P. 60.00</p>	<p>ARCADE EQUIPMENT</p> <p>COALEES\$149.50</p> <p>WESTERN BASEBALLS 24.50</p> <p>HEAVY HITTERS, WITH STANDS . 184.50</p>
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ORDERS OVER \$150.00 SHIPPED PREPAID
1/3 DEPOSIT WITH ORDER

WALBOX SALES COMPANY

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DALLAS, TEXAS

Elimination of Multiple Cigarette Tax Necessary, Treasury Dept. Reports

Says 38 States Now Have Burdensome Tobacco Taxes

WASHINGTON, Aug. 23.—Elimination of multiple taxes on cigarettes was urged last week in a report made public by the Division of Tax Research of the United States Treasury. Pointing out that a single pack of cigarettes is taxed as many as three times in some localities, the report pointed to a single tax by the federal government as the answer to the growing problem.

38 State Taxes

"At present, 38 States have tobacco taxes," the report states, "and these taxes have been growing in importance as revenue sources. Administration of tobacco taxes is more difficult and costly to the states than for the United States, primarily because the federal tax is collected from a relatively few manufacturers, while the State taxes from a great many wholesalers and retailers. It has been suggested that the solution of this problem will ultimately require the withdrawal of the states from the field under an arrangement which will assure them of replacement revenues. In the immediate future, the scope of co-ordination will probably be limited to such administrative co-operation measures as the states are able to develop with one another."

This problem has been particularly important to cigarette venter operators, since in many cases the addition

of State taxes has decreased their business in favor of mail order cigarette sales.

Solve Mail Problem

Report indicated that the mail order problem is one that the states have been unable to solve adequately. "States are not satisfied with the effectiveness of their enforcement (of tax evasion thru parcel post cigarette shipments) and are seeking Federal assistance in handling this problem," the report said.

Citing the over-all tax picture, the report says that of \$39,000,000,000 federal and \$4,900,000,000 State tax collections in the fiscal year 1946, more than 90 per cent came at both federal and State levels from the same tax categories, including tobacco.

The federal government has been in the cigarette tax field continuously since the Civil War, while State taxation of tobacco is a comparatively recent development. Iowa was the first State to enact a tobacco tax, making the move in 1921. By 1931 the number of states taxing tobacco had increased to 14 and during the next decade the number more than doubled to a total of 29 by 1941. Today there are 38.

Eight New Taxes

State tobacco tax continues to grow in importance, the report stated,

Breakdowns Up

NEW YORK, Aug. 23.—Repairmen for soft drink vending machine operating firms in the city report that they are busy repairing almost double the number of machine breakdowns each week than they did during the war. As one repairman for the New York Coca-Cola Bottling Company puts it: "If our firm doesn't get delivery of new venders soon we will have completely rebuilt most of the machines by way of complaint service calls."

pointing out that eight states enacted cigarette tax measures in 1947, a number of other states increased their cigarette tax, and a third group, which had formerly imposed their taxes as emergency levies, made them a permanent part of their tax systems.

Report said, "State taxes on tobacco are very largely cigarette taxes; only 10 tax cigars and nine some other form (chewing tobacco or snuff). And in addition, cigarettes are also taxed by a number of municipalities. In some cases a city tax makes tax administration three-deep."

Another form of taxation which is added to the picture is the annual licensing of tobacco distributors, wholesalers and retailers. "In most cases these fees are imposed as aids to tax administration and are nominal in amount," the report stated.

Ninth as Producers

Tobacco taxes account for 2.9 per cent of federal internal revenue collections, while they rank ninth as State revenue producers. State collections during the 1946 fiscal year were \$199,000,000 compared with \$107,000,000 in 1941 and \$11,000,000 in 1931. Federal tobacco taxes produced \$1,166,000,000 in fiscal year 1946.

Report pointed out that "the administration of State tobacco taxes is more difficult and costly than federal administration primarily because the federal tax is collected at the manufacturers' level, whereas the State taxes are collected from wholesalers and in the case of retailers' purchases across State boundary lines, from retailers. In the case of out-of-State purchases by consumers, collection can be made only thru the costly and cumbersome use taxes. Tobacco manufacturing is concentrated in the hands of a small number of companies and consequently the federal tax involves only a small number of direct taxpayers."

Several proposals have been made in the past for a single tax on tobacco products, notably the Graves-Edmonds plan in 1934, which offered a four-point program for co-ordinating federal-State taxes, including the distribution of 1 cent of the federal cigarette tax to the states in proportion to population, provided that the states withdrew from the tobacco tax field; a resolution introduced by Chairman Doughton of the Ways and Means Committee in 1933, calling for the sharing of one-sixth of the federal tax collections with the states along the lines of the Graves-Edmonds plan, and a 1942 recommendation by the Intergovernmental Fiscal Relations Committee that the federal tax on cigarettes be increased to the extent of 2 cents per standard package and that the share of federal revenues represented by this portion of the tax be distributed to the states (which withdrew from the field) on the basis of population, with urban areas given a weight of 150 per cent.

In reference to the later of these proposals, the report said, "During the interval since the formulation of the above recommendation, State taxation of tobacco has become more widespread and varied and the prob-

Frozen Food Men Form Council To Promote Product

WASHINGTON, Aug. 23.—Members of the frozen foods industry, in an effort to create a permanent, high-level consumer acceptance of their product, have formed the National Frozen Food Council, Inc. (NFFC). Group was formed after a recent Washington meeting which climaxed discussions started in 1946.

Work done by the new group should do much to further future successful operation of frozen food venders, in addition to creating increasing numbers of self-service non-coin-operated coolers in food marts across the country.

NFFC has stated it will conduct a continuous educational and promotion program aimed at all consumers. Improvement of frozen food quality and care in handling from field to user will also be emphasized, the group states.

Making up the council's nine-man governing board are representatives from the National Association of Frozen Food Packers; National Wholesale Frozen Food Distributors, and the National Food Brokers' Association. Individual members of the board are C. Courtney Seabrook, Seabrook Farms, Bridgeton, N. J.; George L. Mentley, Birds Eye-Snuder Division, General Foods Corporation, New York; F. J. Becker, Gresham Berry Growers, Gresham, Ore.; Benjamin T. Smith, Pratt's Frozen Foods, New York; Alvin W. Langfield, Frozen Food Distributors, Inc., Oakland, Calif.; A. W. Huss, A. W. Huss Company, Milwaukee; Fritz Brahm, Ashenfelter & Morrow, Inc., New York; Clyde L. LeBaron, Clyde LeBaron Company, San Francisco, and E. W. Jones, Meinrath Brokerage Company, Kansas City.

Representatives of retail distributors, refrigerated warehouses, transportation groups and other related industry groups will also sit on the council.

NCA To Host Candy Ops at Kansas City

KANSAS CITY, Aug. 23.—More than 200 Missouri and Kansas candy men — manufacturers, wholesalers, venter operators and other retailers—are expected to attend the regional meeting of the National Confectioners' Association here October 3, according to Harry I. Sifers, NCA director for this area.

Sifers, who is president of Sifers' Valomilk Confection Company, said the program for the meeting has not been worked out yet, but the session will conclude with a dinner in the Aztec Room of the President Hotel Friday evening. Tickets to the dinner, which are \$3.50, may be obtained from Sifers.

The movie, *Candy and Nutrition*, will be shown.

lem of co-ordination more difficult. At that time, State sharing in federal revenues in an amount corresponding to a 2-cent cigarette tax would have left most of the states at least as well off as they were on the basis of their own imposed tax. That situation no longer prevails."

Summing up the problem, the Tax Research Division reported: "The problem of intergovernmental fiscal relations in the tobacco tax field is not so much one of overlapping federal-State taxation, as the inability of the states to efficiently administer their own taxes with respect to interstate shipments. So long as tobacco is taxed at relatively high rates in some of the states but not in others, tax considerations are bound to influence the movement of tobacco from states not imposing tobacco taxes to states which do."

LABOR DAY CELEBRATION

with full fair program at Livingston County Fair
FOWLerville, MICH.

SEPTEMBER 1 TO 6

6 BIG DAYS — 2 BIG EVENTS IN 1 WITHOUT MOVING
SHOWS AND CONCESSIONS being booked for this date

Get in and get yours Labor Day and the whole week to follow.

EXTENSIVE PROGRAM Labor Day including:

Fireworks, Ball Games, Parades, Band Concerts, Veterans' Celebration,
Grand Stand Shows, Horse Shows, Racing, Band Contests, Games and
Prizes. But!—That Isn't All—

LOOK — FREE GATE — LOOK

Reserve space now—contact:

W. G. Wade Shows
UNIT NUMBER TWO

Rensselaer, Ind., this week

Branch County 4-H Free Fair (Coldwater, Mich.) follows Fowlerville.

Aireon presents **The Blonde Bombshell**

Orders filled in rotation.

Boyzeel! Hold everything! Here she comes!

A Real Gold Digger Magnetic earning power!

NOW BEING SHOWN AT:

HASTINGS DISTRIBUTING COMPANY

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MILWAUKEE 5, WISCONSIN

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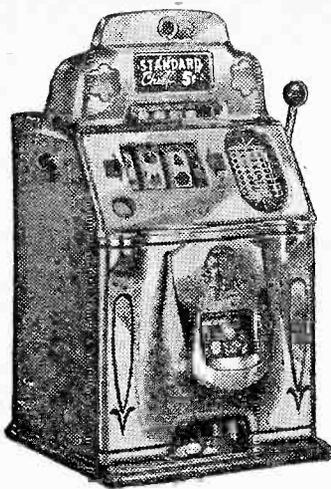
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Send for our list of post-war used Pin Games ready for location (good as new).

★
Complete line of Consoles (new and used), One Ball and Roll Down Games. New Pin Game cartons two-piece with fillers.

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Write, wire or phone for our latest list of Games and Parts.

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FRED MUELLER IS STILL ON HAND TO DISCUSS YOUR GAME PROBLEMS

O. K. MACHINES, INC.
509 Kearney Ave., Cliffside Park, N. J.
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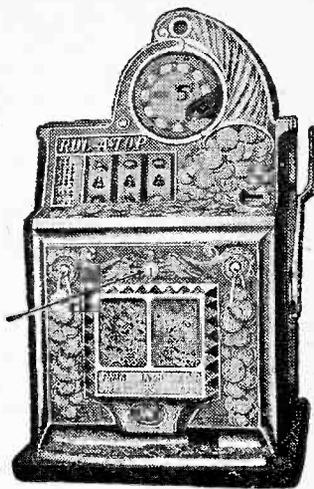


Jennings
STANDARD CHIEF

5c - 10c - 25c - 50c - 1.00
Play

NOW AVAILABLE AT YOUR JENNINGS DEALER OR WRITE DIRECT

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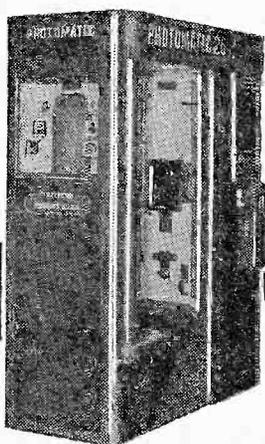
OPERATOR'S PRICES

5c ROL-A-TOP BELL . . . \$175.00
10c ROL-A-TOP BELL . . . 200.00
25c ROL-A-TOP BELL . . . 225.00
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The Above Prices are Net F. O. B. Chicago

WATLING MFG. CO.

4650 W. Fulton St.
CHICAGO 44, ILL.
Est. 1889—Tel.: COLUMBUS 2770
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DID YOU GET THE FACTS ON- PHOTOMATICS?

If you haven't yet received the facts on the remarkable year in-year out profit-features of Photomatics then send for them—NOW! Discover how these automatic picture-taking machines can build a permanent, dignified, profitable business for you.

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INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN, President
44-0 Eleventh Street Long Island City 1, New York

IDEAL FOOTBALLS, Floor Samples. \$199.50
JACK RABBIT . . . 149.50
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DRIVEMOBILE . . . 139.50
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METAL TYPER DISCS FOR GROETCHEN TYPERS
Finest Aluminum—\$8.50 Per 1000
Standard Thickness
Satin Finish
PRECISION DIES Sample on Request
MONEY BACK GUARANTEE
1/3 With Order, Balance C. O. D.

MAX GLASS DISTRIBUTING COMPANY

914 DIVERSY • CHICAGO 14, ILL.

YES, IT'S TRUE!

We have games for \$10.00, \$12.50, \$15.00, \$17.50 and up. YOU CAN SAVE MONEY BY GETTING OUR NEW PRICE LIST.

Don't Delay—Do It Today

REEL DISTRIBUTING CO.

2522 N. Prairie Ave.
St. Louis 13, Mo.

NOW DELIVERING!

CHI. COIN "GOLD BALL"
COTTIEB "MARJORIE"
UNITED "HAWAII"
GENCO "HONEY"
EXHIBIT "RANGER"
KEENEY "CLICK"
WILLIAMS "FLAMINGO"

Also all late Pins, Consoles and Bells in stock—New and Reconditioned!

LEON TAKSEN COMPANY

2207 N. 6th St. Philadelphia 22, Pa.
Phone: Poplar 5-3638-8496

MECHANIC AVAILABLE

Sept. 10. Arcade, phonographs or pin balls. Am now managing and servicing arcade and phonograph route in summer resort. Desire permanent position with progressive operation. Have own tools, test equipment and car. Married and can furnish best of references. Have complete arcade including Recordograph and new photomatic. Will go partners on arcade operation if you have suitable location.

BOX D-97
c/o The Billboard, Cincinnati 22, O.

NEW! WRITE FOR PRICES!
Evans Ten Strikes • Evans Casino Bells • Evans Winter Books • Evans Bangalls • Packard Hideaway Packard Play • More Boxes • ABT Challenges • Target Stands • Barrel Roll Down Games • Electric Shockers.

EXTRA SPECIAL Slot Machine Folding Stands \$1.75

ALL NEW! IMMEDIATE DELIVERY!
Ex. Mamselle
Genco Honey
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Entry
All Make Slots
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REAL BARGAINS
Send Us Your Offer
Keeneey Air Raiders • Anti Air Craft Guns • Submarines • Pacific Express • Radio Rifle • Bunting Practice • Periscope • Liberators • Zingo • Ace Bomber • Drivemobile • Chi. Coin Hockey • Goates • Champion Hockeys • Rapid Fires • Metal Typers • Viewscopes

MONARCH GIVES YOU MORE FOR YOUR MONEY

NEW IMPROVED ACE COIN COUNTING MACHINE
Factory Guaranteed ..\$159.50

WE WANT Post-War Five Ball Games—must be in excellent condition—will take in trade. What do you need, and what do you have? WRITE FOR LATEST LIST of New and Used Consoles, 1-Balls, 5-Balls, Arcade Equipment, Vending Machines, Counter Games, Phonographs, Slots and other choice equipment. IMMEDIATE DELIVERY!

FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information. We make all coin chute adaptations; are experts in special packing and crating. Send for our illustrated literature. CABLE: MOCOIN. Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft.

MONARCH COIN MACHINE CO.
1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1304) CHICAGO 22, ILL.

NEW GAMES IMMEDIATE DELIVERY
HONEY
MARJORIE
SHOOTING STARS
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MEXICO
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MARVEL'S 'POP-UP' WRITE FOR SPECIAL PRICES

SLOTS
1 Mills Brown Ham-merloid, 5c . . . \$175.00
1 Mills Brown Ham-merloid, 10c . . . 180.00
1 Mills Brown Ham-merloid, 25c . . . 195.00
1 Mills Chrome, 5c 150.00

ANY 3 FOR \$125.00!

ARGENTINE
BOLAWAY
DEFENSE
5-10-20
GUN CLUB
SEVEN UP
SHOW BOAT
SPOT POOL
STAR ATTRACTION
TEN SPOT
VICTORY

MARVELS & MERCURYS
Equipped With Special Time Clocks
WRITE FOR PRICES

SEND FOR OUR CLOSOUT PRICE LIST

1/3 DEPOSIT WITH ORDER, F. O. B. CHICAGO

Mid-State Co. 2369 MILWAUKEE AVE. CHICAGO 47, ILL.
Phone Everglade 2545

WANTED

SEEBURG { CONVICTS CHICKEN SAM

Must be complete with all parts
Will Pay \$30 Each—F. O. B. Your City
Write for Shipping Instructions

Comex CORPORATION
1346 ROSCOE ST. CHICAGO 13, ILL.
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BUILD FOR THE FUTURE WITH MARVEL-BUILT GAMES

MARVEL MANUFACTURING CO.
1847 FULLERTON AVE. EVERGLADE 0230 CHICAGO 47

FOR SALE
IN WESTCHESTER COUNTY, N. J.
PINBALL & AMUSEMENT ROUTE GAME
Consists of 90% Post-War Games (new), 1 truck and large selection of Parts. This Route is well established and must be seen to be appreciated. All returns confidential. Will sell all or take in partner.

BOX 239
THE BILLBOARD
1564 Broadway New York 19, N. Y.

STROMBERG-CARLSON FOR SALE

Quantity	Watt	List Price	Sale Price
5	45	\$ 49.95	\$ 34.95
1	45	150.00	105.00
11	15	93.00	65.00
4	25	104.00	73.00
6	25	70.00	49.00
1	50	125.00	87.50
2	10	80.00	56.00
1	Pre-Amp	150.00	105.00

BRODER'S
341 Main St. HUNTINGTON, N. Y.

Heat Wave Pays Off in Record Summer Biz in Chi Arcade

CHICAGO, Aug. 23.—For at least one Loop arcade, business this summer has been even better than its owners expected. Amusement's Playland, located in the Illinois Central railway's Randolph Street station, owned by Ted Kruse and Vince Connors, is chalking up a record season with traffic thru the station—from where trains depart frequently for nearby beaches and lake resorts—at an all-time high as a result of the Midwest's record heat wave.

The arcade, a compact unit with 40-foot frontage and 70 feet deep, was opened April 1, 1944. Since its opening, Kruse reports, business has approximately doubled. Today there are 50 amusement machines fitted neatly into the small, but well designed space.

Maintain Concessions

In the arcade itself, Kruse and Connors maintain a concession counter where a cashier hands out change, sells candy bars, tobacco products and sundry other items. Back of the counter, which is at the rear of the arcade, is the station's only parcel check room which is likewise operated by Kruse and Connors. Altho the station has a battery of coin-operated lockers, maintained by American Locker Company, Kruse reports the parcel check room still does a volume business.

At one side of the arcade, Kruse and Connors have a lunch and soda fountain counter, where they likewise sell fancy, glazed doughnuts to

take home. Both of these enterprises serve to complement the arcade—the lunch counter brings in customers who are attracted to play the machines, and the amusement machines help bolster business at the counter.

This summer the arcade underwent a face-lifting as Kruse and Connors added new machines, re-arranged their floor plan for more effective appearance. As part of the renovating, pillars which front and flank the arcade itself were covered with mirrors, and ceiling beams were given a side-trimming of mirrors which catch the lights from the machines and give the arcade the appearance of depth.

Old and New Machines

Altho post-war amusement machines account for 75 per cent of the total collections in the arcade, Kruse reports that many of the older models—kept in good mechanical working order and cleaned up regularly to make them attractive—are still pulling.

An outstanding example of an old game which is still drawing good play is "The Autarm Gun," manufactured in 1900 by the International Mutoscope Reel Company, forerunner of International Mutoscope. Kruse and Connors make capital of the game's antique value, have a sign prominently displayed above it, which calls the game "The Mystery of the Gay 90's." The old target gun is the only piece of penny equipment in the arcade, the other one being an Exhibit Foot Ease.

In addition to the cashier at the candy and tobacco counter, the arcade has a coin changer, which sits well forward in the layout. Many people are timid about approaching the cashier, Kruse said, and the coin changer does good business as a result.

A Testing Ground

Currently, Kruse and Connors, who also own the Amusement Corporation, are using their arcade as a testing ground for a new arcade game, called "Tumbler." Similar to the firm's previous game, Boomerang, Tumbler has new features such as two kick-out pockets, four tunnels where played balls go under the board and come back onto it thru another opening. There is likewise a skill shot, where if the ball goes into one marked pocket, all of the balls previously played are returned to the player so he can start another complete game. The new game, which will later go into production at Amusement's plant, occupies less than three feet of floor space, has a top score of 600,000.

O. Parker McComas Becomes Philip Morris Exec. V. P.

NEW YORK, Aug. 23.—Board of Directors of Philip Morris & Company, Ltd., recently elected O. Parker McComas executive vice-president, firm's president, A. E. Lyon, announced last week.

McComas joined Philip Morris in October last year as vice-president.

Alligator Cigs Promoted In East By Larus & Bros.

NEW YORK, Aug. 23.—Larus & Brothers, manufacturers of the new Alligator brand cigarette, announce that following introduction of the brand in New England, New York and Philadelphia, the cigarette is currently being marketed in Baltimore subsequently to other spots on the Atlantic seaboard.

Steel Publication Features Story on Coin Mch. Indus.

CHICAGO, Aug. 23.—Steel magazine, the 65-year-old bible of the steel industry, devoted a three-page feature story to the history and growth of the coin machine business in a recent issue.

Pointing up the rapid expansion of the coin machine industry during the depression years of the 1930's the article stated that the vending segment of the industry sold \$500,000,000 worth of merchandise thru vending machines, that by the end of 1957 this figure would spiral up to \$3,000,000,000 annually. Also mentioned in the feature was the fact that there are more than 1,500 coin machine factories in the country turning out a wide variety of music machines and amusement games, as well as venders.

Big Steel Consumer

Steel said that the coin machine factories now producing will this year consume 190,000 tons of cold-rolled steel; 50,000 tons of cast steel; more than 40,000 tons of stainless steel; 32,000 tons of copper; 4,300 tons of zinc; nearly 3,000 tons of aluminum; 4,500 tons of gray iron; in excess of 40,000 tons of brass and great quantities of glass, plastics and rubber.

The article also lamented the fact: "And if steel and other metals were more freely available, they would produce 40 to 50 per cent more. The industry is far behind in supplying the demand for its machines and the shortage of materials is delaying the production of some of the newer machines."

Other paragraphs of the coin machine story stressed the importance of the machine design and stability: "Manufacturers and operators have learned the visual appeal of the device often means the difference between a 'hot' number and a 'dead' one. If any coin machine fails to get a good play, the operators quickly cross it off their lists. . . . Manufacturers have five failures or mediocrities for every winner.

"For this reason, coin machine manufacturers have bought the services of some of the top designers in the country, including Raymond Loewy, Walter Teague, Everett Ecklund, Norman Bel Geddes, Henry Dreyfuss, John Vassos and dozens of others."

Park Meters Not For Advertising

PASSAIC, N. J., Aug. 23.—Police here ruled that "parking meters cannot be used for advertising" when a local garage played good samaritan to motorists whose parking time had run out.

It began when local law officers suddenly discovered that parking meter violations had become non-existent. Investigation discovered that a garage had hired a boy to deposit a nickel in all meters registering overtime; the nickel dropper also was required by the garage to deposit this printed message in each of the illegally parked cars: "We have noticed your parking time has run out—some day your gas and oil may run low—again we would like the opportunity of serving you . . ."

Police brought the case to their superiors who ruled that altho in their opinion nothing illegal was being done the garage must cease using the meters for advertising purposes.

Location Limit Up in Atlanta

ATLANTA, Aug. 23.—Limiting of further licenses for sale of liquor, beer and wine to locations in downtown areas was in prospect here as the city council's police committee studied a proposal to ban issuing of further licenses in residential areas.

With action by the committee deferred until September 27, the proposed ruling would be presented to Mayor for approval in case it received the committee's okay.

Precision-Bilt to Sell Game-Vender

BOSTON, Aug. 23.—New nut vender recently advertised by the Precision-Bilt Company here, called Spin-It, is a combination amusement game and vender. Firm states that the machine, which has a nickel coin chute, "gives a free six-horse race track game with each sale."

Small viewing square in upper face of the unit exposes the picture of a horse (six on a reel) and when the patron, to receive his merchandise, pushes down a vertical lever set in the top of the vender it also sets the reel revolving.

Wholesale Tobacco, Cig Men Meet Sept. 8

NEW YORK, Aug. 23.—First meeting of the United Wholesale Tobacco and Cigarette Distributors Association after a suspension of business during the summer months is set for September 8, according to Samuel Miller, president of the association. Group is composed of sub-jobbers of tobacco products in the New York area, which includes many vending machine operators.

Meeting will be held in the org's headquarters, 280 Broadway.

Metalic Clothes Cause Pair Woes

ST. JOHN, N. B., Aug. 23.—It's our clothes," two youths told a pair of curious policemen here early one morning recently, when asked what they were carrying in an obviously heavy gas mask case.

Investigation indicated that the youths had an odd taste in clothes for the case contained 5,900 coppers which had been taken from the strong box of the penny arcade of the Model Shows playing here.

Both of the suspects, employees of the carnival, pleaded guilty to theft of the \$59 and were sentenced to one month in jail.

Camels Ad Campaign

WINSTON-SALEM, N. C., Aug. 23.—R. J. Reynolds Tobacco Company here has resumed widespread newspaper advertising of Camel cigarettes. Campaign will include several hundred newspapers thruout the country and will continue for at least six weeks.

Ad insertions are to appear twice weekly, featuring a "choice of experience" theme.

Coin Laundry in Shop Center

JACKSON, Miss., Aug. 23.—A 20-machine Laundromat is one of the three stores occupying space in the new Hemphill Shopping Center here opened August 14. W. E. Wilson operates the automatic laundry, which has as companion businesses a hardware and a grocery store.

ARCADE OUTFITTERS SINCE 1912

THE FOLLOWING FACTORY RECONDITIONED AND BEAUTIFULLY REPAINTED MACHINES WORK AND LOOK LIKE NEW:

\$125.00 Each	BALLY GUNS Rapid Fire Sky Battle Defender Convoy Torpedo	SEEBURG GUNS Chicken Sam Shoot the Chutes and Conversions
\$75.00 Ea.	KEENEY GUNS Air Raider Submarine	Sky Pilot Mutoscope Sky Fighters Evans Tommy Gun on Wood Stand
		Liberator Periscope Sky Buster Radio Rifles

FREE! ILLUSTRATED PRICE LIST.
New or Rebuilt Amusement Machines—Any Make or Model—Parts, Supplies and Cards—Munves Has Them All.

MUNVES

510-514 W. 34th St.
N.Y. 1, N.Y. (Bryant 9-8677)

BEN RODINS SAYS

I NEED HELP
I NEED A MECHANIC
I NEED A GOOD MECHANIC

I need a sober, steady mechanic, familiar with all types of equipment, particularly pin ball machines and music boxes. There is an unusual opportunity available to you if you have the qualifications . . . work for one of the biggest, most reputable dealers in coin machines.

WRITE TODAY . . . give complete information and references.

MARLIN
Amusement Corporation
412 9th St., N. W. • DI 1625
WASHINGTON 4, D. C.

Issue Patent For New Game

WASHINGTON, Aug. 23. — James M. Prentice, of South Hadley, Mass., was issued a patent Tuesday (19) for a game apparatus, the latest issue of the U. S. Patent Office's publication *Official Gazette* revealed this week. New patent lists six claims.

Tho not specifically referring to the new game as coin operated, information in the technical description as appearing in the official patent publication suggests coin-operated adaptations. New game apparatus, patent was originally applied for September 12, 1945.

Technical description as appearing in *Official Gazette* reads as follows:

A game apparatus comprising in combination, a game board including spaced upper and lower panels, longitudinally extending spaced guide members forming a guideway therebetween for a playing piece, a playing piece in the form of a metal ball, said upper panel provided with entrance and outlet openings leading into the guideway adjacent opposite ends thereof, a plurality of contracts space along one of said guide members in said guideway, a manually engageable contractor movably mounted on the other guide member and toward and away from said contacts for engaging playing piece between it and one of said contacts for completing a circuit, and circuit means for connecting said contacts, lights and contractor to a source of energy.

Popcorn Mfgs. To Meet in Chi

CHICAGO, Aug. 23. — Several coin-operated popcorn venders will be exhibited at the annual convention of the National Association of Popcorn Manufacturers (NAPM) which will be held at Hotel Sherman here, November 18, 19, 20.

Also displayed will be exhibits of packaging firms, corn manufacturers and other related fields of interest to those in the coin-operated popcorn vender business.

Irv Sandler Wins New Station Wagon

DES MOINES, Aug. 23.—Irv Sandler, who heads the Sandler Distributing Company here, proved recently that getting a new automobile is not as hard to do as some people would have you believe.

At a dance held in the Val-Air Ballroom here under the sponsorship of the Variety Club in an effort to raise a hospital fund for the needy in this city a drawing was held on a new station wagon. Over 8,000 tickets were sold on the car and Sandler was the lucky ticket holder.

However, Sandler showed that he could give as well as graciously by donating \$300 to the club's needy fund on the spot.

Norris Candy Co. Expands

ATLANTA, Aug. 23.—Norris Candy Company here is adding 30,000 square feet of production space to its plant. Construction began when a new long-term lease was signed recently on the existing building which adjoins the new property, according to R. L. Henderson, president.

Coin Radio Invades Chile

SANTIAGO, Chile, Aug. 23. — Coin radios now are installed in two of the tourist hotels here, with revenue intake reported to be high. Hotel owners, for the most part, are getting 10 per cent of the receipts.

Vender Route Pays Big Dividends For Student - Operator

ALBUQUERQUE, N. M., Aug. 23.—The critical housing situation throughout the nation isn't worrying George T. Harris, of Albuquerque. He needed a house, and the money to build it. And so he went into the peanut vending business in a big way while studying at the University of Mexico's pre-law school. His first year's profits paid his tuition and helped him get started on the house he needed.

Harris, one of many successful part-time vending operators, served as an army bombardier during the war. When he returned home he decided he wanted to become a lawyer, but he lacked the money he needed. At that point he set up 72 penny bulk venders thruout the city.

The vending route turned out much better than even Harris had anticipated. Since he began he has been turning over 20 per cent of his income to the Veterans of Foreign Wars relief fund, in addition to financing his home and his education.

Set October Dates For Wholesalers' Congress in N. Y.

NEW YORK, Aug. 23. — National Association of Wholesalers (NAW), with headquarters here, is sponsoring the first comprehensive wholesalers' congress and exposition to be held at the Hotel Pennsylvania October 6 and 7. Members and non-member wholesalers, representing distributors of over 50 products, are expected to attend.

Coinmen will find the meeting interesting because of a number of talks and round-table discussions relating to wholesale distribution emphasizing economics in operations, which in turn will assist in lowering costs of distribution.

Joseph Kolodny, president of NAW, in discussing the forthcoming two-day meet, stated: "The time has come when wholesalers, without regard to products sold, must unite so as to perfect the vital link which they provide between the maker and the retailer of goods, seeking constantly for improving methods."

Lorillard Says Sales Rise 15 Pct. in Second Quarter

NEW YORK, Aug. 23.—P. Lorillard Company reports a 15 per cent increase in sales in the second quarter this year over sales in the first quarter, 1947.

Second quarter sales ending June, 1947, amounted to approximately \$33,000,000. Including the federal excise taxes, they were 8 per cent over those in the same quarter of 1946.

Split Store Beats Tax in Two States

PAGELAND, S. C., Aug. 23.—Tax on cigarettes and soft drinks imposed by the State of South Carolina is no problem to Mott V. Funderburk, whose grocery store and filling station straddles the North and South Carolinas' border.

When North Carolina passed a 3 per cent sales tax in 1933, Funderburk moved his grocery business over the South Carolina line. Leaving a small opening between, corresponding to the State line, he erected a separate store on the North Carolina side for sales of cigarettes and soft drinks—tax-free.

NATD To Hold Sept. Sales Seminars in Boston Parker House

NEW YORK, Aug. 23.—The Parker House, Boston, has been set as the meeting place of the first 12 sales seminars to the sponsored by the National Association of Tobacco Distributors (NATD), with "What kind of competition will we have to contend with tomorrow?" as the main topic of discussion. Meeting, like all of the other 11, will take place after a luncheon Saturday, September 6.

All sales managers and their asso-

ciates and any other executives of tobacco distributing and vending machine firms are invited to attend the gatherings. Following the Boston meet, the Hotel Statler, Cleveland, has been picked as the site of next con-fab, on Sept. 13.

Schedule of other meetings follows: Biltmore Hotel, Atlanta, Sept. 20; St. Charles Hotel, New Orleans, Sept. 27; Adolphus Hotel, Dallas, Oct. 4; Biltmore Hotel, Los Angeles, Oct. 11; Mark Hopkins Hotel, San Francisco, Oct. 18; Olympic Hotel, Seattle, Oct. 25; Brown Palace Hotel, Denver, Nov. 1; Hotel Statler, St. Louis, Nov. 8; Onondaga Hotel, Syracuse, N. Y., Nov. 15, and Hotel Pennsylvania, New York, Nov. 22.

EXCLUSIVE FOR KEENEY IN

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IOWA
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KANSAS
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YOU HAVE NEVER SEEN SUCH TANTALIZING, FURIOUS ACTION AS IN

CLICK

SENSATIONAL NEW FIVE BALL BY KEENEY!

WRITE FOR PRICES!

NEW GAMES

KEENEY CLICK
WILLIAMS TORCHY
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CHI COIN GOLD BALL
KEENEY CLICK
UNITED MEXICO
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GENCO HONEY
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WILLIAMS FLAMINGO
KEENEY CLICK
GOTTLIEB MARJORIE
KEENEY CLICK
BALLY BALLYHOO
KEENEY CLICK

Keeney's One Balls..

HOT TIP

Most sensational One-Ball available today! Highest odds — multiple scoring jackpot. Amazing earnings!

BIG PARLAY

7-coin multiple! Combination Free Play and Payout! Jackpot! Intriguing new features. Like new. Special at \$350.00.

NEW PHONOGRAPHS
Write for Details—Amazing Offer.

ONE-BALLS

Victory Special, Free Play \$325.00
Victory Derby, Payout, New 250.00
Victory Derby, Payout, Recondit'ned 225.00
Blue Grass, Free Play 50.00
Dark Horse, Free Play 50.00
Turf King, Payout 85.00
Jockey Club, Payout 95.00
Santa Anita, Payout 50.00

CONSOLES

Keeney Bonus Super Bell, Single . . \$395.00
Keeney Bonus Super Bell, Twin . . . 575.00
Keeney Bonus Super Bell, Three Way 895.00
Bally Draw Bell 265.00
Mills Three Bells, 5-10-25¢ 250.00
Mills Four Bells, 5-10-25¢ 125.00
Mills Four Bells, 5-5-5-25¢ 135.00
Jennings Silver Moon 75.00
Pace Twin Reels, 10-25¢ 125.00
Pace Saratoga, 10¢, \$65.00; 25¢. 75.00

SLOTS

All Completely Reconditioned by Factory Experts! Money-Back Guarantee!

MILLS	MILLS	JENNINGS
Gold Chrome, 2/5, 5¢ \$115.00	1947 Vest Pockets, Blue & Gray . . . \$ 45.00	Four-Star Victory Chief, 5¢ \$ 75.00
10¢, \$125.00; 25¢ 135.00	Blue Front, 3/5, 5¢ . . . 90.00	10¢, \$85.00; 25¢ 95.00
Gold Chrome, 3/5, 5¢ 105.00	10¢, \$95.00; 25¢ 100.00	Victory Chief, 5¢ 85.00
10¢ 105.00	Brown Front, 3/5, 5¢ 100.00	Silver Chief, Model M, 5¢ 95.00
Black Cherry, 2/5, 5¢ 175.00	10¢, \$105.00; 25¢ 110.00	25¢ 125.00
10¢, \$175.00; 25¢ 195.00	Black Cherry, 3/5, 5¢ 125.00	NEW
Black Cherry, 3/5, 5¢ 180.00	10¢, \$135.00; 25¢ 145.00	Super DeLuxe Club Chief, Lite-Up, 5¢ \$285.00
Silver Chrome, 3/5, 5¢ 125.00	10¢, \$135.00; 25¢ 145.00	10¢, \$285.00; 25¢ 295.00
10¢ 135.00	WATLING	
Silver Chrome, 2/5, 5¢ 250.00	Roll-a-Top, 10¢ . . . \$ 45.00	

TERMS: One-third deposit, balance sight draft or C. O. D.

NEW COMPLETE PRICE LIST NOW READY—WRITE FOR YOUR COPY!

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Super Hot Spell Is Spur To Resort Play Thru U. S.

WASHINGTON, Aug. 23—An unexpectedly prolonged cold snap that blanketed the country, particularly in the Midwest, during the early weeks of summer and therefore delayed tourist locations from getting their heavy coin machine play has been almost entirely offset by the recent weeks of torrid weather which sent vacationers scurrying to resort

areas, reports by the Commerce Department and travel associations indicated this week.

Predictions made by the government division that American vacationers would spend upwards of \$10,000,000,000, or \$4,000,000,000 more than was spent by the same tourists a year ago, are now beginning to materialize. Tho this estimate seemed

Recalls 1c Arcade

NEW YORK, Aug. 23.—Louis Sobol, who writes the syndicated *New York Cavalcade* column in *The New York Journal-American*, this week told about a letter he received from an old timer who could still remember when penny arcades charged a penny.

high at the time and the poor tourist conditions that prevailed thru June added confusion to the situation, there seems to be little doubt at this time that vacation spenders will equal if not surpass all predictions.

No More Blues

Coin machine operators in resort areas who were singing the blues because tourists seemed to be noticeable only by their absence up to six weeks ago are now reporting that all phases of coin machine business have picked up to a point where the early-season slump seems negligible.

In many of the spots where juke boxes provide the sole source of dance music, the locations report almost continuous play during the evening hours and better-than-average play during late afternoon hours. Some of the location owners have attributed the fact to newer and better serviced equipment. Others claim that it is due to the fact that there are just more people taking vacations this year.

Many locations that have also reported good play on amusement games give credit to the prevalence of an unusual number of interesting games that have come out in recent months. They say that the customers are playing the games more than ever because the present crop of games has more challenge appeal than ever before and therefore the customers feel that they are getting exceptional value at small entertainment cost. Naturally, the fact that there are more transient tourists traveling by automobile than in the past six years has also contributed, for it is often the tourists who stops for a few minutes to catch a bite of food and refill the gas tank who drops coins in the amusement games.

Vending machines have also felt the weight of heavy play. During the interim that separated last summer and the current vacation period many new and better types of automatic merchandisers have been placed on location. Location owners who have filling stations as their main source of business have been particularly high in their praise of venders. Many of these locations are not situated near towns where conventional eating places are situated. Therefore, they say that the venders on their locations have received exceptional business from transient motorists.

The motor court proprietor has also noticed the value of having coin-operated machines as an added attraction for his trade. During the past year and a half coin-operated radios have become a common sight in motel quarters. Since the motor court guest is traditionally a one-night stander, transient facilities have become more and more developed. Having a radio as standard equipment has not proved to be practical. Thus with coin radios available for the small extra charge of dropping a quarter in the chute, this service is available. Thus far it has been firmly established that motel guests have given coin radios good play, therefore proving their popularity.

Vacationer ranks have been swelled by increased vacation-with-pay for wage earners and by shortened work weeks. The influx of new cars has also had a decided effect. The average car, according to the Automobile Association of America, carries three persons whose daily food bill costs between \$9 and \$12, plus another \$8 or \$9 for lodging. These same tourists also spend a similar amount for pleasure, with a definite percentage finding its way to coin-operated machines.

Mull Added Cig Levy in St. Paul

ST. PAUL, Aug. 23.—Imposition of a 1-cent per pack tax on cigarettes by the city of St. Paul is being contemplated by the city council here. At a meeting Thursday (21), council ordered city attorneys to draw proposed ordinance for early submittance to the local governing body for consideration.

The proposed levy is one in a long series of assessment ordinances either already passed or being considered by the council to boost the city's revenue for next year.

The cigarette proposal came after the council tabled an earlier ordinance which would have levied a tax on amusement admissions charges.

Surprise Move

Consideration of the cigarette tax on a city level comes as a distinct surprise in the face of a 3-cent-per-pack State levy instituted last July 1.

In arguing in behalf of a cigarette city tax, several councilmen charged that when the State levy was put into effect, many retailers hiked the price of cigarettes 5 cents a package, altho tax was only 3 cents.

The proposal has taken cigarette vender operators by surprise. Many have just oriented themselves to the State levy, with cigarettes selling at 19 and 20 cents per pack in machines. The 19-centers, of course, will go to 20 cents, but those already getting 20 cents will be unable to increase their price by 1 cent because of the problem of penny packs. It was indicated a concerted effort will be made to defeat the measure thru a pressure campaign by the smoking public which already carries so heavy a tax burden.

New Roll-Down Game Being Introduced by G. Ponser & I. Kaye

NEW YORK, Aug. 23.—Big City, a new roll-down game manufactured by Amusement Enterprises, Inc., has been released to the trade, according to George Ponser and Irving Kaye, firm heads. Game is complete with roll-over buttons and three holes that kick the ball back on the playing field after registering 6,000 to the players' score.

Samples to distributors thruout the country are now being started, according to Ponser and Kaye. It is possible to get a score of 110,000 on seven balls with the novel scoring methods.

Meters For N. C. Town?

SOUTHERN PINES, N. C., Aug. 23.—Installation of parking meters is under consideration by the town board of this municipality.

Representatives of two parking meter firms have appeared at a recent meeting to demonstrate their meters, the automatic and the manual. Interest has been shown by the town commissioners.

200 Meters in Texas Town

NACOGDOCHES, Tex., Aug. 23.—Two hundred parking meters have just been installed and placed in operation in the business section, according to Police Chief Tom Drewry.

"After the first week of operation, city officials and motorists alike seemed to be well pleased over the new devices," Drewry said.

Park Meters For Luray, Va.

LURAY, Va., Aug. 23.—The Luray town council has voted unanimously to install parking meters here.

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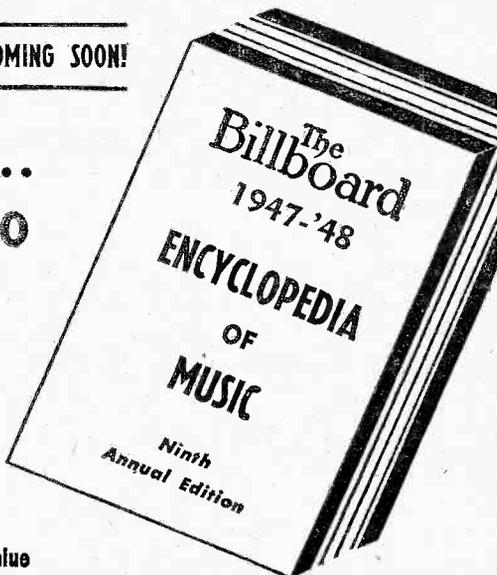
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Havana (United)	Write	Play Boy (Chicago Coin)	Write
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5 5¢ Blue Fronts \$ 65.00	1 10¢ Blue Fronts 75.00
3 5¢ Melon Bells 65.00	5 5¢ Brown Fronts 65.00
6 5¢ Cherry Bells 70.00	5 10¢ Cherry Bells 75.00
2 25¢ Cherry Bells 110.00	1 10¢ Gold Chrome 95.00
H.L., 2/5, P.O. 95.00	1 5¢ Gold Chrome, 2/5, P.O. 85.00
1 5¢ Black Cherry 125.00	1 25¢ Black Cherry 150.00

The above are all operating, clean condition, late serials.

BRAND NEW

Chicago Metal "Universal" Line Box Stands \$ 25.00
Single "Revoly-A" Round "Safe" 79.50
Double "Revoly-A" Round "Safe" 116.75
"DeLuxe" Line Single "Revoly-A" Round "Safe" \$119.50
Double "Revoly-A" Round "Safe" 174.25
Triple "Revoly-A" Round "Safe" 262.00

Write for prices on brand new Mills and Jennings Slots. All models, all denominations.

NEW CONSOLES

Evans Winter Book, 5¢ Model \$826.00
Evans New Races, 5¢ Cash Model 931.00
Evans New Races, 5¢ Comb. Model 989.50
Evans Casino Bell Sr., 3 5¢ & 2 25¢ Mod. 664.50
Jennings 5¢ and 25¢ Challengers 595.00

BRAND NEW

Packard Wall Boxes Write
Buckley Wall Boxes \$25.00
30-Wire Coded Cable, 25¢ Ft. 1000 Ft. Rolls Write

USED POST WAR GAMES

Rio \$125.00	Havana 175.00
Surf Queen 99.50	Stage Door Canteen 99.50
Big Hit 125.00	Rocket 125.00
Super Score 125.00	Superliner 125.00
Kilroy 145.00	Mystery 145.00

MUSIC

3 61 Wurlitzers \$105.00	3 71 Wurlitzers 125.00
4 Twin 12 Wurlitzers 135.00	8800 Seeburg, R.C. 275.00
9800 Seeburg, R.C. 275.00	8200 Seeburg, R.C. 275.00
Lo-Tone Seeburgs, R.C. 335.00	1948 Rock-Olas 475.00
Commandos 195.00	

TERMS: 1/2 DEPOSIT REQUIRED WITH ALL ORDERS, BALANCE C. O. D., F. O. B. CLEVELAND

Cleveland Coin Machine Exchange

2021-25 PROSPECT AVE. CLEVELAND 15, OHIO
Phones: PProspect 6316-17

International Mutoscope Voice-o-Graph

Latest models can now be financed anywhere in the U. S. A.—List \$1,495. 1/4 down payment, balance in 12 to 18 months. Write

3 Wurlitzer 14-ft. Skee Balls, High Score \$195.00
10 Wurlitzer 14-ft. Skee Balls 175.00
4 Bowling Leagues, 9 Ft. 75.00
5 Jafco's Sportsmen Roll Downs 195.00
4 Pinch Hitters, Roll Downs 195.00

CIGARETTE VENDERS

5 National 9-30, 9-Column \$ 85.00
5 Stewart McGuire, 7-Column 65.00
2 DuGrenier Champlion, 11-Column 110.00
2 U-Need-a-Pak, 9-Column 110.00

RACERS

5 Bakers Races with Daily Double, like new \$175.00

USED VENDERS

200 Northwesters, -39, used 2 weeks \$8.50
10 Silver King Ball Gum 7.50
10 Columbus nut vendors, latest model 7.50

ARCADE EQUIPMENT

2 Lite-o-Leagues \$175.00	5 Ten Strikes \$ 69.50
1 Evans in the Barrel 110.00	New Chl Coin Basketball 499.50
2 Rapid Fires 110.00	Jafco 8 Ft. Barrel Roll 150.00
1 Pitchem & Katchem 85.00	2 Batting Practices 95.00
1 Radlogram 125.00	2 Chl Coin Hockey 110.00
1 Voice Recorder, F.S. 895.00	3 Keeney Air Ralders 110.00
3 Panorams 195.00	3 Chicken Sams 95.00
1 Brand New Jack Rabbit 250.00	3 New Bowl-a-Scores 125.00
1 Anti-Aircraft 49.50	1 Scientific Baseball 95.00
Brand New Midget Movies 365.00	Mutoscope Punching Bag 175.00
1 Oversea Ralder 175.00	2 Buckley Treasure Island 75.00
3 Exhibit Iron Claws 69.50	

COIN-O-MATIC CHANGERS

Actually and Automatically changes quarters and dimes to nickels—completely automatic and fool proof. Sells at \$117.50.

NEW COUNTER GAMES

Genco Pee Wee \$ 45.00	Marvel Pop Up 35.00
Advance Shockers 18.50	Silver King Grip Views 49.50
Champion Basketball 35.00	Kicker & Catcher 35.00
Imps 13.75	

USED COUNTER GAMES

3 A.B.T. Targets \$ 20.00	3 Home Run Guns 15.00
3 Bomber Gum Vendors 20.00	1 A.B.T. Target Skill 12.00
5 Smiley 12.00	1 Wind Mill, New 15.00
1 Personality Indicator 25.00	2 Peep Shows 20.00
2 Hold and Draw 15.00	5 Pike's Peaks 17.50

2 BRAND NEW DE LUXE DRAW BELLS

Wire for prices.



VICTOR V

1 1/2 Globe \$11.75
1 1/2 Cabinet \$13.75
ADVANCE 1 1/2 Peanut \$11.25
1 1/2 Gum \$11.25
5 1/2 Pistachio \$13.75
MASTER 1 1/2 Comb. \$15.95
SILVER KING 1 1/2 Peanut \$13.95
1 1/2 Gum \$13.95
5 1/2 Peanut \$13.95

BUBBLE BALL GUM

45¢ per pound for 3/4" — 140 count gum
50¢ per pound for 170 count gum
Packed in 25 pound cartons.

NOW DELIVERING NEW GAMES

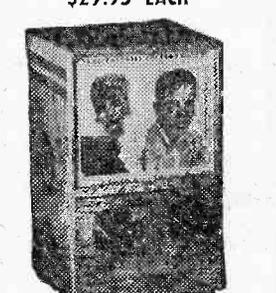
Mexico Ballyhoo Play Boy
Ranger Carousel Heavy Hitter
Honey Gold Ball Lightning
Havana Tumbler
Hawaii Torch Mademoiselle

Write or Phone for Prices

15 BOOMERANGS

The finest of upright Novelty Games, scoring up to 265,000, with an out ball release. SPECIAL \$165.00 Originally \$299.50 Better than Pin Games.

\$29.95 EACH



With 1,000 cards these bring in real money when used with Exhibit Baseball Stars, Movie and Radio Stars, Cowboy Stars and dozens of others. Cards cost \$4.50 per 1,000. Special in lots of 25 can be purchased on 1/3 down and balance in 3 months.

WE NEED YOUR USED GAMES!

We need your old 5-Ball Pin Tables. Our Export Department has just completed an exclusive deal . . . and so, we need 1000 old games!

IN TRADE, YOUR OLDEST GAMES ARE WORTH MORE THAN YOU EVER DREAMED . . . IF YOU ACT NOW!

Here's how much we will allow on the following games: **IMPORTANT: Your games must be complete!**

ABC Bowler \$35.00	Dixie \$25.00	Keep 'Em Flying \$35.00
Action 35.00	South Seas 50.00	Knockout 40.00
Alert 25.00	Streamliner 50.00	School Days 35.00
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Big Chief 30.00	5-10-20 40.00	Sea Hawk 40.00
Big Time 25.00	Fiat Top 45.00	Show Boat 30.00
Blonde 20.00	Flicker 30.00	Sky Blazer 40.00
Bosco 35.00	Grand Canyon 40.00	Trade Winds 50.00
Cadillac 20.00	Gun Club 35.00	Triumph 25.00
Clover 20.00	Hi Dive 35.00	Victory 35.00
Congo 25.00	Hi Hat 35.00	Wagon Wheels 50.00
Cross Line 25.00	Home Run '42 35.00	Venus 35.00
Destroyer 35.00	Idaho 40.00	

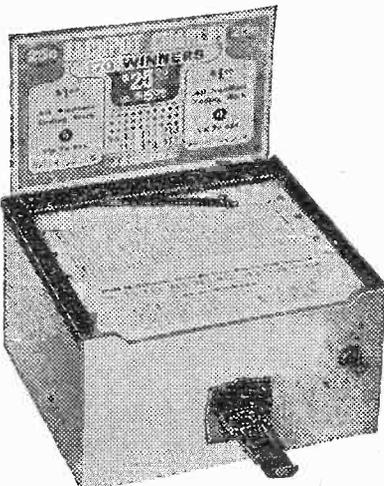
Liberal Allowance On ALL Your OTHER Equipment. We want action. We need the Games. Act quickly!

WIRE OR PHONE IMMEDIATELY!

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EXCLUSIVE BALLY DISTRIBUTOR

OUR THIRD GREAT SEASON



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Deals of all kinds
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4201 NORFOLK ST. LOUIS 10, MO.

MANUFACTURER'S TRADE-IN OFFER

Obtain a NEW Model B2H ACE COIN COUNTER

Your old machine plus \$25.00 will bring immediate delivery on the NEW IMPROVED, LARGER

ACE COIN COUNTER

This Offer Good for 60 Days
Send in your old model Ace Coin Counter prepaid and we will send a new model C. O. D.

ACE COIN COUNTING MACHINE CO.
3715 N. Southport CHICAGO

SLOT BARGAINS

Cleaning house! Every machine in first class condition, ready for location.

MILLS

Cherry Bell, 5¢, 3/10	\$ 85.00
Cherry Bell, 5¢, BF, 3/10	90.00
Cherry Bell, 10¢, BF, 3/10	95.00
Cherry Bell, 25¢, BF, 3/10	105.00
Brown Fronts, 5¢	85.00
Brown Fronts, 10¢	95.00
Brown Fronts, 25¢	110.00
Blue Fronts, 10¢	95.00
Blue Fronts, 50¢	175.00
Gold Chrome, 5¢, 2/5	100.00
Gold Chrome, 10¢, 2/5	110.00
Gold Chrome, 25¢, 2/5	125.00
Chrome, 5¢, 2/5	100.00
Chrome, 10¢, 2/5	110.00
Chrome, 25¢, 2/5	125.00
Melon, 10¢	85.00
Melon, 25¢	100.00
Chrome, 50¢, 2/5 (Rebuilt)	200.00

No machines shipped without 1/3 deposit.
(Certified check or money order)

UNION VENDING COMPANY, INC.
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PERSONAL MUSIC AND SOLOPHONE BOXES

Also studio and location amplifier.
Wire, phone or write for real low price.

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Tally Roll	\$175.00	Keency Submarine	\$ 45.00	Ten Strikes	\$ 48.00
Super Triangle	150.00	Sportsman Roll	200.00	Tokyo Gun	30.00
Roll-a-Score	200.00				

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Mills Throne, Ea.	\$ 90.00	Aireon, 1946	\$245.00	Wurl. 600R	\$120.00
Rock-Ola 12", Ea.	65.00	Wurl. 616 Lite-Up	90.00	Wurl. 24 Hideaway	75.00

PIN GAMES

Superliner	\$120.00	Spellbound	\$125.00	Dynamite	\$120.00
Show Girl	140.00	ABC Bowler	30.00	Rocket	175.00
Surf Queen	65.00	Sun Valley	50.00	New Champ	45.00

OLSHEIN DISTRIBUTING CO.

1100-02 BROADWAY
ALBANY 4, N. Y.

LOOK!

Ten Strikes	\$ 48.00
Tokyo Gun	30.00

TEN DOLLARS JUST FOR YOUR NAME!

Sit down NOW and write us your name, address and number of this ad. You will receive \$10.00 FREE credit, within one year, on purchase of first order of \$50 or more.

ALSO RECEIVE FREE EACH MONTH OUR ILLUSTRATED NEWSLETTE

Foreign Orders A Specialty. Ad No. 23 5% Discount—Full Cash With Order.

WANTED—USED JUKE BOX RECORDS.

NATIONAL NOVELTY COMPANY

183 MERRICK ROAD
MERRICK, L. I.
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ROCK-OLA 1939 COUNTER MODELS—1940 MASTERS

Masters must be in the original factory marble-glo or walnut finish—no repaint jobs.

All Phonographs must be in operating condition. No broken plastics or burned out motors. We are not interested in junk. State quantity of each model and best cash price.

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5 BALL GAME OF THE YEAR!

NEW
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FEATURE!
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RECORDS ALL PLAYS
AT NO ADDITIONAL
COST!

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CENTRAL OHIO QUALITY BUYS

PIN BALLS

BIG HITS	\$119.50	FOUR ACES	\$49.50
SURF QUEENS	89.50	FLAT TOP	69.50
BIG LEAGUE	99.50	GOLD STAR	29.50
FAST BALL	119.50	HOLLYWOOD	69.50
MYSTERY	149.50	HOME RUN '42	49.50
STEP UP	129.50	HOROSCOPE	39.50
SMARTY	149.50	IDAHO	69.50
SHOW GIRL	149.50	INVASION	49.50
SUSPENSE	129.50	JEEP	49.50
HAVANA	179.50	JUNGLE	39.50
DOUBLE BARREL	139.50	KEEP 'EM FLYING	49.50
STAGE DOOR	89.50	KISMET	49.50
SUPERLINER	119.50	KNOCKOUT	69.50
MIDGET RACES	119.50	LEGIONNAIRE	39.50
KILROY	155.00	MARINES	59.50
ABC BOWLER	29.50	MARVEL BASEBALL	69.50
AIR CIRCUS	59.50	MIDWAY	49.50
ALL AMERICAN	29.50	MONCKER	39.50
AMERICAN BEAUTY	49.50	PLAY BALL	39.50
ARGENTINE	29.50	SCHOOL DAYS	39.50
ATTENTION	29.50	SENTRY	49.50
BANDWAGON	29.50	SKY CHIEF	69.50
BELLE HOP	39.50	SLUGGER	39.50
BIG CHIEF	29.50	SPORT PARADE	29.50
BIG PARADE	59.50	SPOT POOL	39.50
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BOMBARDIER	59.50	STRATOLINER	29.50
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BUBBLES	69.50	TEN SPOT	39.50
CATALINA	69.50	TEXAS MUSTANG	49.50
DEFENSE	49.50	TOPIC	39.50
DIXIE	29.50	VENUS	49.50
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Woolf Solomon



New Revolveround Safes & Box Stands Single, Double, Triple WRITE, WIRE, PHONE For Special Prices

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TOTAL ROLL	\$275.00	LITE LEAGUE	\$250.00	AMUSEMATIC JACK	
PINCH HITTER (New)	399.50	DRIVEMOBILE	169.50	RABBIT (New)	\$475.00
BATTING PRACTICE	89.50	MUTO. PUNCH BAG	175.00	CHAMPION BASKET BALL, 1¢ (New)	74.50
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AIR RAIDER	119.50	9 FT. SKEE ROLLS	109.50	10 1/2 FT. PREMIER SKEE ROLLS	WRITE
TOMMY GUN (Late)	109.50	GROETCHEN		12 1/2 FT. PREMIER SKEE ROLLS	WRITE
WINDJAMMER	99.50	TYPERS	295.00	14 FT. WURL. SKEE ROLL, Week Score	295.00
PANORAMS	275.00	SCIENTIFIC BASE-BALL	99.50	14 FT. WURL. SKEE ROLL, A-1	269.50
RAPID FIRES	119.50	14 FT. WURL. SKEE ROLL, A-1	269.50	"STAR" POPCORN MACHINES (NEW) WRITE	
CHICKEN SAMS	82.50	CUSTARD MACHINES, 5 Qt. Cap.	\$595.00	NEW RADIOTONE VOICE RECORDER AND BOOTH—Easy for Attendant to Operate	\$795.00
UNDERSEA RAIDER	250.00				

CONSOLES

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5¢ BALLY HIGH HANDS, Comb.	125.00	JUMBO PARADES, Comb. F.P., C.P.	139.50
25¢ BOBTAILS, F.P.	129.50	JUMBO PARADES, A-1, F.P.	79.50
5¢ BOBTAILS, F.P.	79.50	KENTUCKY CLUBS, A-1, C.P.	89.50
5¢ BIG GAMES, F.P.	69.50	KEENEY'S 2-WAY 5-25¢ SUPER BONUS BELLS	WRITE
25¢ PACES REELS, C.P.	149.50	KEENEY'S 3-WAY SUPER	WRITE
MILLS 4 BELLS, A-1	295.00		
MILLS 4 BELLS, LATE HEADS	395.00		

SLOTS WRITE WIRE PHONE For Special Low Prices on New and Used Slots.
NEW PIN BALLS WRITE WIRE PHONE Low Prices on New Pin Balls.
MUSIC WRITE WIRE PHONE For Prices on New and Used Phonographs.
NEW CONSOLES DeLuxe Draw Bells Triple Bells Evans Racers Super Bonus Bells Mills 3 Bells
 ONE-HALF CERTIFIED DEPOSIT WITH ORDERS.

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 185-189 E. TOWNE ST., COLUMBUS 15, O. Phones AD 7949, 7993

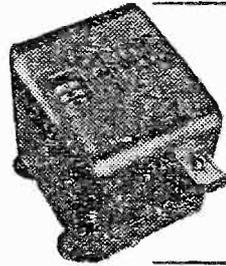
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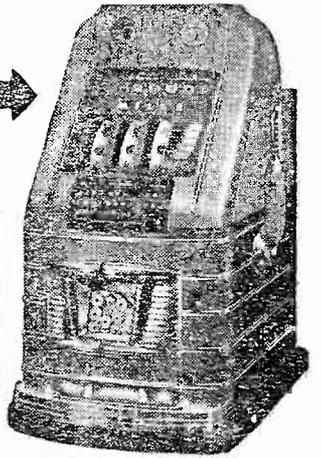
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Available in 5c-10c-25c Play



BRAND NEW MILLS VEST POCKET BELL \$65.00



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SPECIAL SLOT TOOL KIT

9 Essential Tools for Servicing Your Bell Machine Equipment. Complete Set, only

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New Steel Box Stands for Slots

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Evans Black Cab. Galloping Dominoes	69.50
Bally Club Bell	99.50
Evans '41 Bang Tail, J.P.	129.50
Pace Twin Reels, 5¢/25¢	89.50
Pace Twin Reels, 5¢/10¢	89.50
Jenn. Silver Moon, Tot., F.P.	79.50

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Mills Throne	\$189.50
Rock-Ola Super	225.00
Rock-Ola Master	215.00
Rock-Ola Commando	199.50

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Affiliate Office: IOWA STATE SALES CO., 4135 Armitage, Chicago 39

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THURSDAY, AUGUST 28, 2 P.M. TO 7 P.M.

Enjoy refreshments; see our modern showrooms and complete service facilities (EDDIE COFFEY IS AGAIN IN CHARGE OF OUR SERVICE DEPARTMENT). We are exclusive New York and Connecticut distributors for

SKILL WHEEL | BUCCANEER
 A fascinating new thrill game | The fastest-action roll down yet

And will handle all types of phonographs, amusement and vending machines.

Remember the Date — Thursday, August 28!

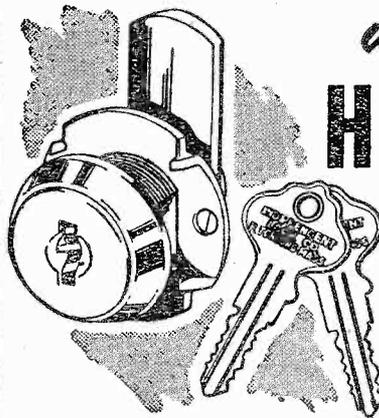
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HERCULOCK!



Rugged ILCO HERCULOCKS installed on all your coin machines are stop signs to all the bright boys with the wrong ideas. The pick-resisting, shock-resisting dependability of HERCULOCKS insures every nickel of your "take" . . . means your profits stay yours. Turning dimes into dollars is no trick when your coin-boxes are locked with HERCULOCKS.

No. 4750 Improved Herculo—pick-resisting design. "Shark tooth" keyway. Double sided key. Wrench-proof cylinder. Extra heavy spur washer, retaining screws, and key. Cam movement 90 degrees. Thousands of key changes.

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What's **FASTER** than **'FASTEST'**

EXHIBIT'S MAM'SELLE

WITH **CROSS ACTION** MAGNETIC HOLES

A GAME OF A HALF A DOZEN GAMES ALL IN ONE. EACH BALL GOES THRU FAST ACTION OF THRILLS and SUSPENSE

ORDER from your NEAREST DISTRIBUTOR

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At no time will Exhibit sacrifice quality in materials, workmanship and engineering skill to give you a trouble free money maker for your spots. Whatever the cost of an Exhibit Game—you can feel assured of greater play and profits for your investments.

ASK YOUR DISTRIBUTOR

Exhibit's **MAM'SELLE**

Art Work and Silk Screening by **ADVERTISING POSTERS CO.**
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DON'T OVERLOOK THESE BARGAINS!

Every machine clean and mechanically perfect. Ready for location.

This group \$30.00 each or 4 for \$100.00

1 Bubbles	1 Invasion	1 Sea Hawk
1 Big Parade	1 Jeep	1 Sho Me (Roxy) P.B.
1 Captain Kidd	1 Jungle	2 Sky Chief
2 Casablanca	6 Keep 'Em Flying	1 Slugger
2 Catalina	3 Knockout	1 Spot Pool
3 Five-Ten-Twenty	1 Marines	1 Texas Mustang
1 Four Roses	1 Marvel Baseball	1 Venus
4 Hi-Dive	1 Metro	3 Victory
1 Hi-Hat	1 School Days	3 Yankee Doodle

This group \$45.00 each or 4 for \$150.00

1 Canteen (Pre-War)	1 Grand Canyon	1 Oklahoma
2 Flat Top	4 Laura	2 Santa Fe
	8 Liberty (Gottlieb)	

Other Bargains!

5 Big Hit \$ 80.00	2 Superliner \$120.00	2 Surf Queen \$ 60.00
2 Fiesta 125.00	3 Superscore 130.00	1 Canteen (Post-War) 70.00
2 Spellbound 85.00		

NEW GAMES—Write for prices!

Exhibit Mam'selle	Chicago Gold Ball	ABT Challenger
Gottlieb Marjorie	Keeney Click	Gottlieb Grip Scale
Williams Flamingo	Gottlieb Daily Races	Mills Slots
United's Mexico	(1 ball)	

5 LATE MODEL **MUTOSCOPE VOICE-O-GRAPHS**
WOOD CABINETS
\$795.00 EA.
WRITE—PHONE—WIRE

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SIMON SALES, INC.
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COUNTER GAMES
All A-1 Reconditioned

MILLS VEST POCKET CHROME... \$49.50
MILLS VEST POCKET BLUE AND GOLD 39.50
MILLS VEST POCKET GREEN.... 29.50

1/3 Deposit, Balance C. O. D.
WE BUY, SELL AND EXCHANGE
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St. Louis 8, Mo. **CALL NOVELTY CO.**

OLIVE NOVELTY CO.
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(Phone: Franklin 3620)

ATTENTION, MICHIGAN OPERATORS

We have a large selection of **ROLL DOWN GAMES FOR IMMEDIATE DELIVERY**

ADVANCE ROLL (new)	SPORTSMAN ROLL (new)
TOTAL ROLL (used)	BOLO (new)

Also Many Other PIN GAMES.

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EQUIPMENT COMPANY
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You're Sure of Better Buys at SOUTHERN---Always!

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SPECIAL—AIREON, Like New...\$325.00

WURLITZERS

850	\$250.00
41 Counter	89.50
800	225.00
61 Counter	50.00
81 Counter	149.50
750	300.00
Victory 24	100.00
780 Colonial	195.00
950	250.00

ROCK-OLAS

Model 1422	\$425.00
1939 DeLuxe	135.00
Rock-Ola Hideaway	50.00
Spectravox and Playmaster	125.00

SEEBURG

R.C. Envoy	\$275.00
R.C. 8800	275.00
Rex Hideaway	100.00
R.C. 9800	275.00
Lotone	350.00
Model A	50.00
H 146 R.C. Special	375.00
1942 R.C. Special	250.00

WRITE FOR LIST OF ALL TYPES WALL BOXES, ETC.

A. M. I.

Singing Towers	\$ 95.00
Streamliner	175.00
38 Slant Top	40.00
A.M.I. Hideaway	50.00

MILLS

Throne of Music	\$100.00
-----------------------	----------

Write today for new list of large assortment of other games priced at—
\$19.50 - \$29.50 - \$39.50

\$79.50
Each

BIG LEAGUE • DOUBLE BARREL
SURF QUEEN

\$89.50
Each

BIG HIT • MIDGET RACER
STAGE DOOR CANTEEN

\$159.50
Each

KILROY • MISS AMERICA
MYSTERY • TORNADO

ONE BALL GAMES

Big Parlay	\$219.50	One, Two, Three, '39. \$	19.50
Record Time	59.50	Victorious ..	19.50
Owl	19.50	Sportsman ..	69.50
Longacre	159.50	One, Two, Three, '40.	29.50
Dark Horse	59.50	Pastime	39.50
Spinning Reels	19.50	Owl Conversion	19.50
Sport Special	69.50		

ARCADE EQUIPMENT

Hirsch Red Ball	\$ 49.50	Chi Coin Hockey ..	\$ 69.50
Best Hand	24.50	Liberator	39.50
Roll-a-Ball	49.50	Genco Whizz	49.50
Amusematic Boomerang ..	99.50	Mexican Baseball ..	19.50
Skyfighter	49.50		

CONSOLES and SLOTS

Lucky Lucre	\$119.50
5¢ Super Bell	125.00
Vest Pocket S & G ..	49.50
10¢ Brown Front ..	69.50
25¢ Brown Front ..	89.50
Galloping Dominoes ..	145.00
Vest Pocket B & G ..	39.50
Track Time	39.50
Paces Races	89.50
1946 Galloping Dominoes, like new ..	345.00

BRAND NEW COUNTER GAMES

Kicker & Catcher ..	\$ 34.50
Daval Free Play	39.50
Skill Thrill	39.50
Marvel	24.50
Daval Buddy	19.50
Best Hand	39.50
American Eagle	24.50
Gusher	24.50

TERMS: 1/3 DEPOSIT,
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WE WANT No. 1

A Winter spot (or all year 'round) for an

ELECTRICAL GROUP GAME

WE WANT No. 2

All Concessionaires to see

THE RACES

(an Electrical Group Game)

in operation at 1315 Surf Avenue, Coney Island, N. Y.

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See the crowds flock to

PLAY FOR GOLD

(Another Electrical Group Game)

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Then judge for yourself as you see the Public Play.

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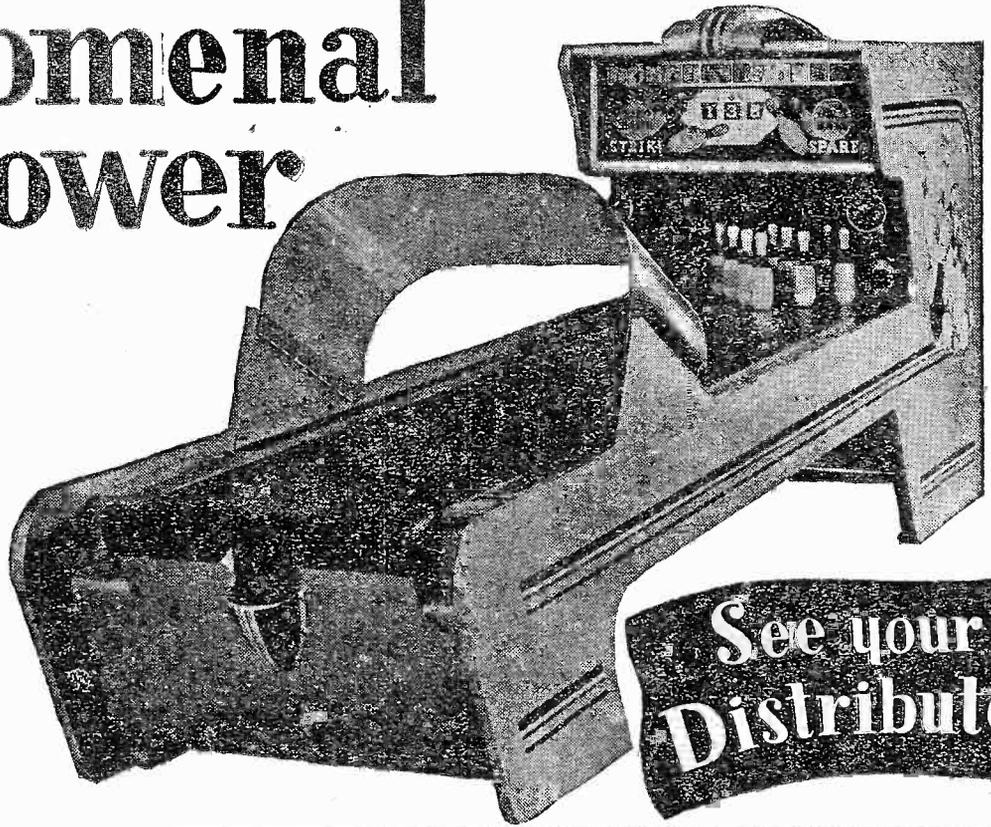
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 Rebuilt by Abco. Looks like new, works like new. Mechanism completely overhauled. Brand new Golden Falls Cabinet. Automatic Load
 5¢ .. \$145
 10¢ .. 155
 25¢ .. 165
 Hand Load
 5¢ .. \$165
 10¢ .. 175
 25¢ .. 185

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\$85.00 Ea.
 Factory re-conditioned like new.
 Chargeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 3/4" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

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Wurlitzer, Aireon, Rock-Ola, Seeburg..... Write

Check These Points

1. Refinished
2. Mechanism washed in tank
3. Amplifier, motor, speaker checked
4. Tone head renewed
5. Worn parts replaced
6. Carefully crated
7. Immediate delivery
8. Cloths replaced with Talking Gold

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1946 Slightly Used Cellar Model and 2	
Nearly New Wireless Boxes	\$440.00
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Classic	185.00
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Regal	129.50
8200 Conversion	114.50
Royal	89.50
Queen	89.50
Rex	79.50

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20-Record Cellar Job, 30-Wire	99.50
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Seeburg 6-20-1Z 30-Wire Boxes	\$ 7.50
Seeburg WS-2Z Wireless Wall Boxes	24.50
10,000 Title Strips	3.75
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850	\$324.50
800	309.50
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24	119.50
616 (Ill.)	79.50
412, In Gem Cabinet	79.50
61	64.50
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P-12	39.50

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Rock-Ola Super	\$185.00
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2 Chicago Coin			
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MUSIC

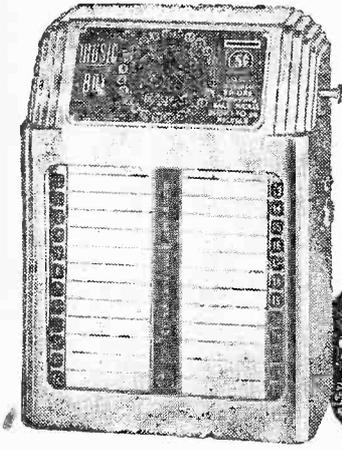
Wurl. 600R	\$120.00	Wurl. 24's	\$100.00
Wurl. 616, Lite Up	85.00	Seeb. Regal	135.00
Rock. 12	65.00	1946 Seeburgs	650.00
Seeb. Colonel, ES	\$145.00		
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Buckley BUILDS THE Best

THE NEW Music Box



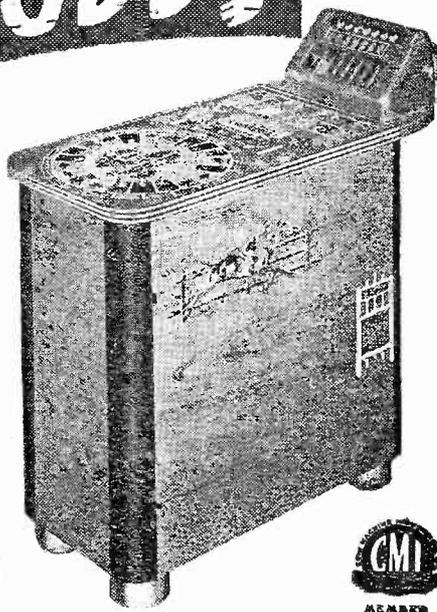
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Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today Buckley leads the field by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.

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BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month after month—and out-earn all other coin machines.

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\$1250⁰⁰

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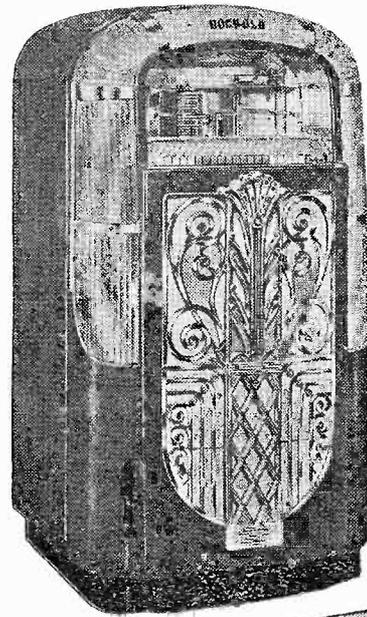
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- Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
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- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5¢-10¢-25¢ chrome Denominator Coin Intake.
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Determine Right or Left as You Face Phonograph

<p>ROCK-OLA</p> <p>Standard, Master, De Luxe or Supers: Each</p> <p>Top Corners (Solid Red, Yellow or Green) \$12.75</p> <p>Lower Sides (Red or Yellow) 12.75</p> <p>Top Door Plastics (Red, Yellow or Green) 6.75</p> <p>Commando:</p> <p>Top Corners 8.00</p> <p>Top Center 7.00</p> <p>Long Sides 12.75</p> <p>Combination Yellow and Red Color Schemes.</p> <p>SEEBURG</p> <p>"Hi-Tone" Model 9800, 8800, 8200:</p> <p>Lower Sides (Solid Red, Yellow or Green) \$14.50</p> <p>"Hi-Tone" Grille Pillars (Solid Red, Yellow, Green or Onyx) 2.25</p>	<p>"Classic"—"Colonel":</p> <p>Top Corners (Solid Red, Yellow or Green) \$ 6.00</p> <p>"Cadet"—"Major":</p> <p>Top Corners 2.50</p> <p>WURLITZER</p> <p>Each</p> <p>800 Top Corners \$18.50</p> <p>800 Lower Sides 15.00</p> <p>800 Middle Sides 3.25</p> <p>800 Top Centers (Right or Left, Red) 9.50</p> <p>800 Back Sides 9.50</p> <p>800 Top Centers (Onyx) 5.25</p> <p>600, 500 Top Corners 5.50</p> <p>700 Top Corners 8.50</p> <p>700 Lower Sides 9.50</p> <p>700 Back Sides 8.50</p> <p>750 Top Corners 9.75</p> <p>750 Lower Sides 9.75</p> <p>750 Top Center 5.50</p>	<p>750 Middle Sides \$ 2.25</p> <p>850 Top Corners 12.50</p> <p>850 Lower Sides 8.75</p> <p>850 Top Center 12.50</p> <p>850 Peacock Glasses 5.00</p> <p>850 Lower Sides 12.50</p> <p>24 Top Corners 1.20</p> <p>24 Lower Sides 5.50</p> <p>41, 61, 71 Top Corners 5.50</p> <p style="text-align: center;">MILLS</p> <p>Available in Red, Yellow or Green.</p> <p>Throne—Empress: Each</p> <p>Top Corners \$14.00</p> <p>Throne—Empress: Lower Sides 14.00</p> <p>SHEET PLASTIC</p> <p>Not Painted, Non-Brittle</p> <p>20"x50", Pliable.</p> <p>Per Sheet \$12.50</p> <p>50 gauge, red, yellow, green or clear.</p> <p>60 Gauge. Per Sheet \$14.50</p>
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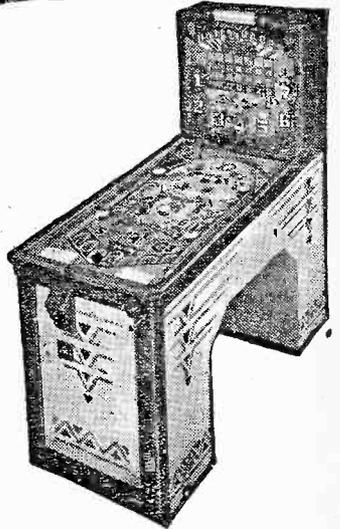
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LARGEST WHOLESALERS OF USED PHONOGRAPHS

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Wurlitzer 616, Lite-Up Top and Bottom	79.00	Buckley Lite-Up, Brown	7.50
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Wurlitzer 600, Keyboard	179.50	Seeburg 20 Sel. Wall-o-Matic, Remote	19.50
Wurlitzer Twin 12, Cigar Job	79.50	Seeburg Bar-o-Matic, 5-10-25¢	39.50
Wurlitzer 42/24 Victory	89.50	Seeburg 20 Sel. Wall-o-Matic, R. C., 5-10-25¢	42.50
Wurlitzer 500K	149.50	Wurlitzer #120 Boxes, 5¢	12.50
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Wurlitzer 750, E & M	325.00	Packard Boxes, Like New (Used)	22.50
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Seeburg Gem	129.50	Wurlitzer #300, Adapter	22.50
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Rock-Ola Imperial, Lite-Up, 20 Record	\$ 79.50	40" wide. (Same as used by phono. mfrs.) Per Yard, less than 10 yards, \$4.00; 10 yards, \$3.75; 25 yards, \$3.50; 50 yards or more, per yard, \$3.00.	
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- Invasion
- Jeep
- Jungle
- Legionnaire
- Liberty
- Majors '41
- Marines
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- Paratrooper
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- Sky Blazer
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- Sparky
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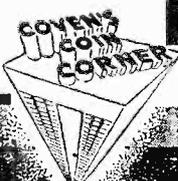
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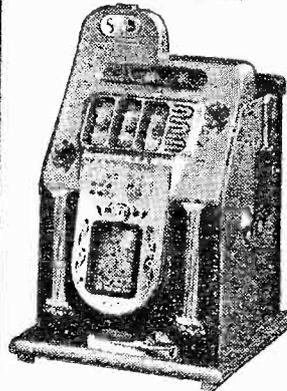
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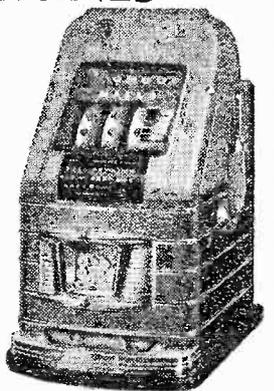
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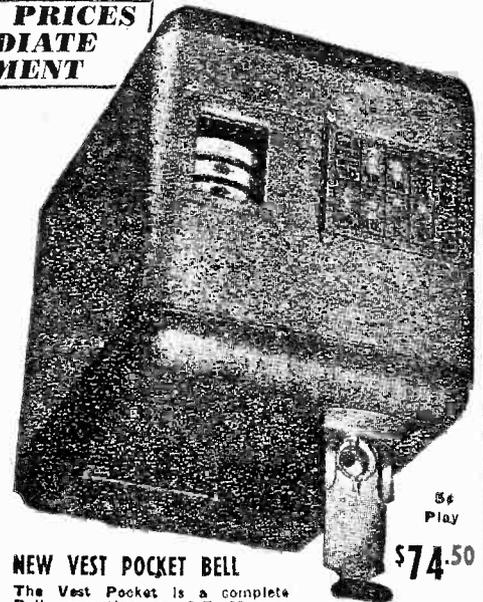
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BLACK CHERRY BELL

This wonderful new Bell is now ready for delivery in 5¢, 10¢, 25¢ and 50¢ Play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.

New Back Stands, Single, Double and Triple Safes



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout 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.**

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Big League	\$109.50
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Marvel Base Ball	34.50
Midget Racer	99.50
Midway	39.50
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Opportunity	49.50
Rocket	179.50
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Show Girl (1)	154.50
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BALLY TRIPLE BELL	895.00
BALLY DE LUXE DRAW BELL	512.50
BALLY HI BOY	339.50

STOP - - LOOK - - READ PARTS SPECIALS

Small White Live Rubber Rings. Per 100	\$ 3.00
Per 1000	27.00
Medium White Live Rubber Rings. Per 100	4.00
Per 1000	35.00
Large White Rubber Rings. Per 100	4.50
Per 1000	40.00
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Per 1000	45.00
Arch Rail Rubber. Per Ft.	.05
Per 100 Ft.	4.50
Playfield Glass, 21x42, Single Sheet. Case of nine (9)	20.25
Playfield Glass, 21x43, Single Sheet. Case of eight (8)	2.90
20.80	
#50 Lamps. Each	.10
Per 100	8.00
7-Watt, 155 Volt Gandelabra Lamps. Per 100	16.00
Ball Shooter Springs, heavy or light. Per 100	3.00
Plastic Ball Lift Covers for BALLY Games. Each	.20

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\$12.50 Service Kit and 50 Assorted Rubber Rings with 20 ft. Rubber Rail	\$10.00
Large Yellow Live Rubber Rings. Per 100	2.50
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1/2 Deposit With Order, Balance C. O. D.

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FILBEN MIRRO—CLE CABINETS	\$325.00
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For Immediate Delivery

Mills Black Cherrys	Bally Rocket	Exhibit Ranger
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Mills Jewel Bells	Williams Torchy	Cenco Honey
Vest Pockets	United Mexico	Keeney Click
Three Bells	Cottlieb Marjorie	Esquire Spot Lite
Club Royale		
Single Stands		
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\$29.50	\$39.50	\$49.50
ABC Bowler	Legionnaire Majors, '41	Bosco
Alert	Miami Beach Pennant	Five-Ten-Twenty
Batter Up	Show Boat	Gun Club
Battle	Slap the Jap	Home Run, '42
Bombardier	Snappy	Knockout
Captain Kidd	Spot a Card	New Champ
Champ	Sport Parade	Playtime
Baker's Defense	Star Attraction	Sentry
Do Re Mi	Ten Spot	Shangri-La
Four Diamonds	Three Up	Spot Pool
C.I. Joe	Thumbs Up	Stars
Hi Stepper	Torpedo Patrol	Sun Beam
Horoscope	Towers	Venus
Invasion	Velvet	Victory
Jeep	Zig Zag	West Wind
Jungle Leader	Zombie	

USED SLOT MACHINES

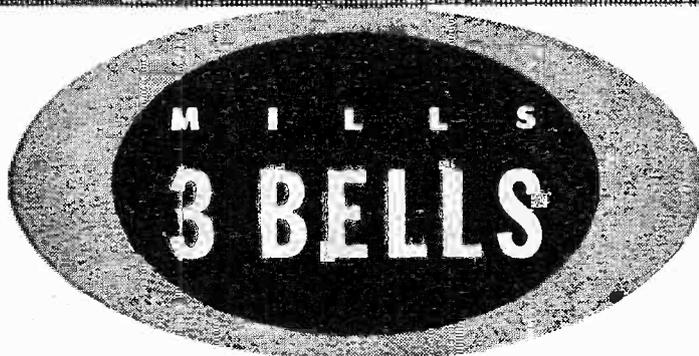
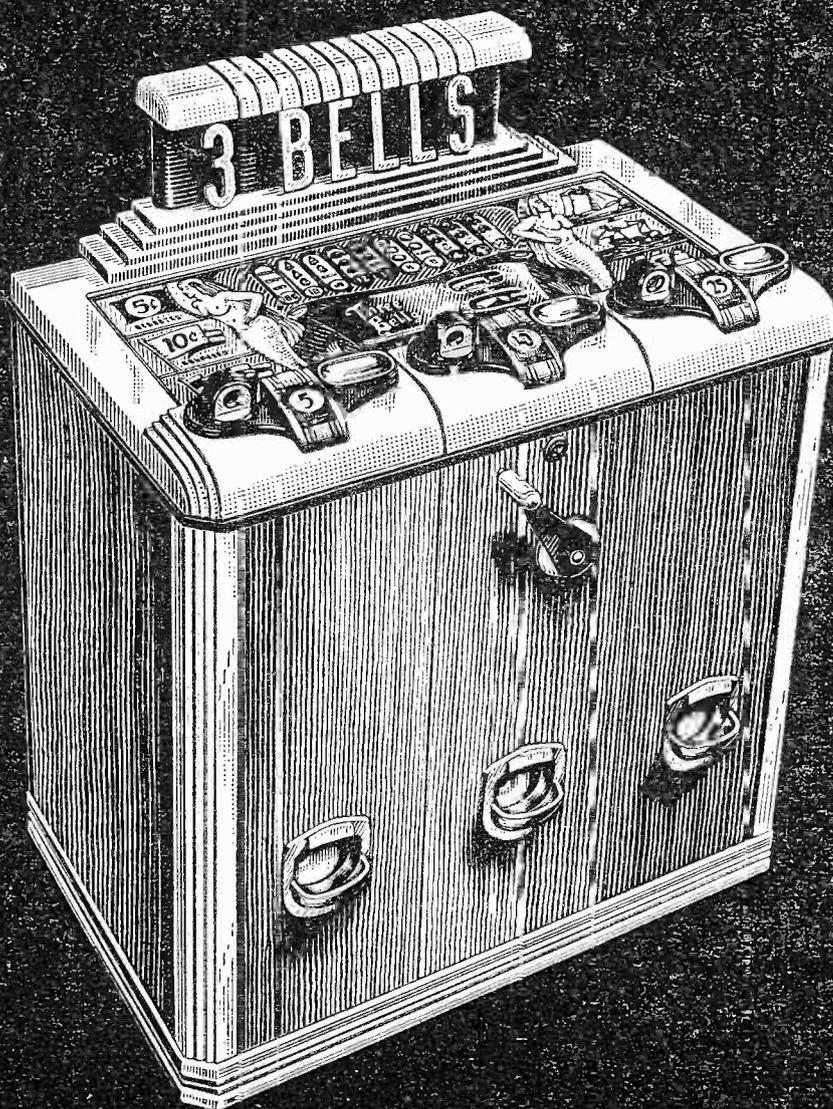
Slightly Used Columbia Bells	\$ 55.00	5¢ Mills Brown Fronts	\$60.00
3 Way Keeney Bonus Bells	795.00	10¢ Mills Brown Fronts	65.00
5¢ Mills Blue Fronts	50.00	25¢ Mills Brown Fronts	70.00
10¢ Mills Blue Fronts	55.00	5¢ Vest Pockets	35.00
25¢ Mills Blue Fronts	60.00		
4 CHAMPION HOCKEYS, in Original Crates @			\$75.00

1/3 Deposit Required With Order. Please Name Second Choice.

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3 Bells is a de luxe floor type machine. Has 3 separate slug-proof chutes—a 5c, a 10c and a 25c play. Actually it is 3 Bells in one cabinet, the central mechanism being basically a regular Bell mechanism with two electrically operated units to handle the extra coin

denominations. Patron may play any or all of the 3 chutes, just as he chooses, he is eligible to win all three jackpots! 3 Bells is a powerful revenue-getter, has been mechanically improved to withstand tremendous play. The machine for today's profitable operation!

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ACCEPTS 5c AND 25c COINS ON SAME PLAY. PAYS OUT NICKELS OR QUARTERS, ACCORDING TO COIN PLAYED

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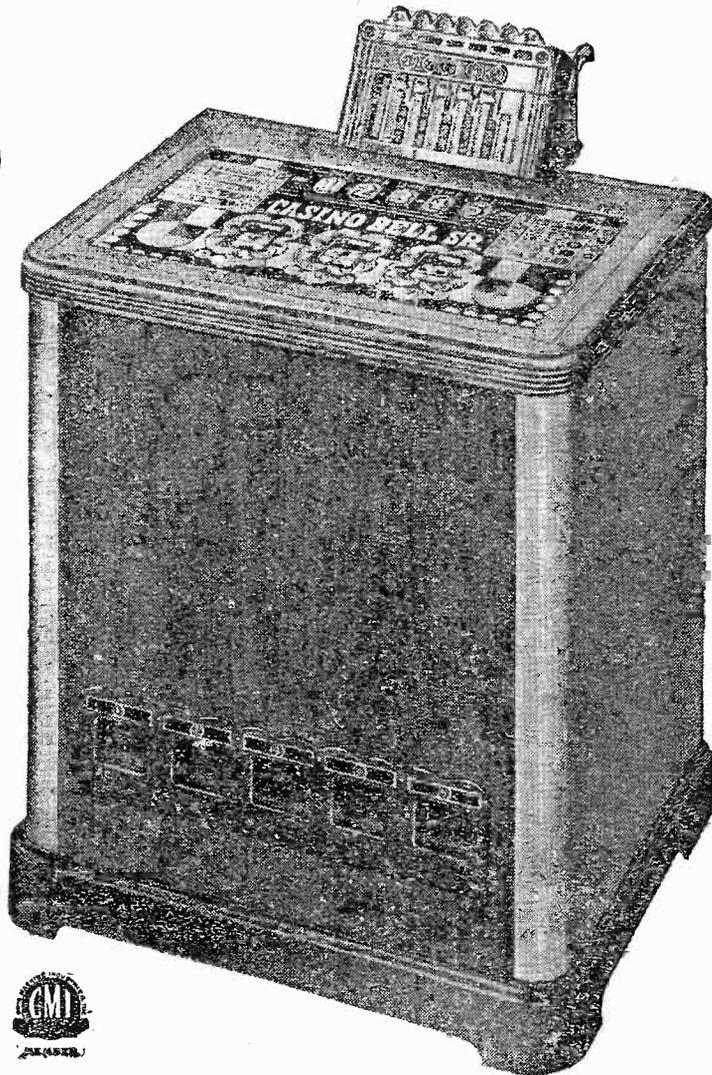
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CAN'T BE TOLD FROM
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HAVANA ... \$159.50
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BIG PARADE
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5-10-20
BOSCO
SKY BLAZER
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1/3 With Order, Balance C. O. D. Minimum Order, 5 Machines.

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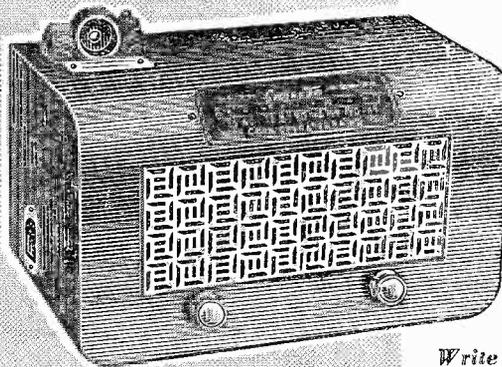


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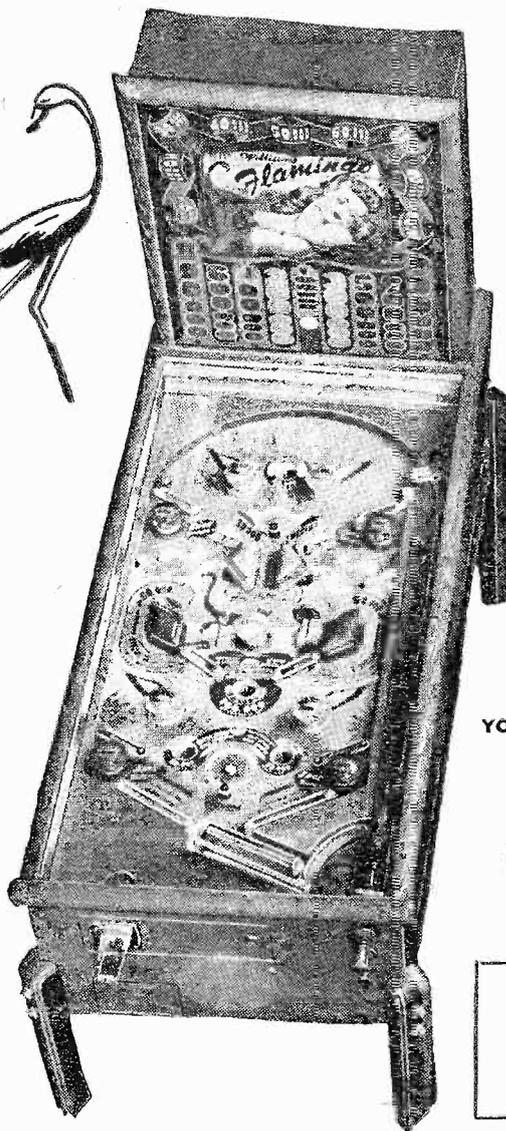


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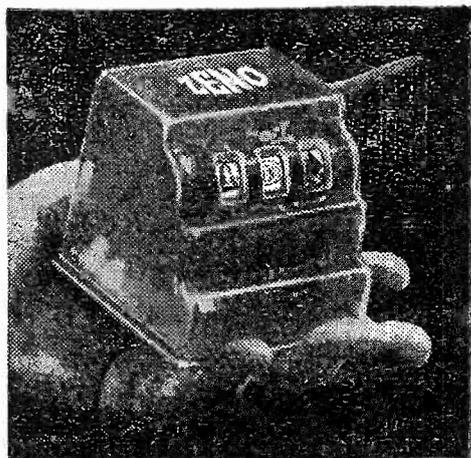
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HOTCAKES ARE SLOW COMPARED TO ZENO
This tiny game is a real, strongly
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Automatic action—no coins to in-
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3 by 3½ inches—transparent plastic
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NEW KEENEY BONUS, 1-WAY 3-WAY	WRITE	NEW KEENEY BONUS, 2-WAY	WRITE
NEW BALLY TRIPLE BELLS	WRITE	NEW KEENEY BONUS, 3-WAY	WRITE
EVANS 1946 BANGTAILS, F.P., P.O.	WRITE	BALLY DRAW BELLS	\$275.00
MILLS THREE BELLS	\$275.00	MILLS 4-BELLS, LATE, 5-5-5-5	\$225.00
KEENEY 4-WAY, 5-5-5-25	189.00	MILLS 4-BELLS, ORIG., 5-5-5-5	149.50
BALLY CLUB BELLS, F.P., P.O.	49.50	KEENEY TWINS, F.P., P.O.	159.50
BALLY HI HANDS, F.P., P.O.	49.50	KEENEY BUMPER BELLS, F.P., P.O.	89.50
MILLS JUMBO, LATE, F.P., P.O.	69.50	MILLS JUMBO, LATE, F.P., P.O.	49.50
MILLS JUMBO, LATE, F.P., P.O.	49.50	JENNINGS SILVER MOON, F.P.	49.50
BALLY HI HAND, 25¢, F.P., P.O.	49.50	EVANS LUCKY LUCRE, 5-5¢	89.50
BALLY ROLL 'EM, 5¢, P.O.	49.50	EVANS LUCKY LUCRES, 3-5¢, 2-25¢	89.50
LATE MILLS 4-BELLS, 3-5¢, 1-25¢	245.00	EVANS 1946 BANGTAILS, P.O.	495.00

GUARANTEED RECONDITIONED PHONOGRAPHS

SEEBURG MODEL 1-46	WRITE	ROCK-OLA MODEL 1422	WRITE
WURLITZER MODEL 950	\$345.00	A.M.I. 1946 MODELS	WRITE
WURLITZER MODEL 850	345.00	AIREON 1946 MODELS	\$395.00
WURLITZER MODEL 750E	345.00	ROCK-OLA COMMANDO	195.00
WURLITZER MODEL 800	295.00	ROCK-OLA 3L PER ROCK-O-LITE	195.00
WURLITZER MODEL 700	275.00	SEEBURG 8800 ROCK-O-LITE	235.00
WURLITZER MODEL 500	185.00	SEEBURG CLASSIC ROCK-O-LITE	225.00
WURLITZER MODEL 600	185.00	SEEBURG FEJAL ROCK-O-LITE	150.00
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STRIKES 'N' SPARES	WRITE	ELECTRO BOWL-A-LINE	WRITE
ENTERPRISE "BIG CITY"	WRITE	NEW WESTERN POKERINO	\$225.00
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NEW KEENEY CAROUSEL	295.00	CHICAGO COIN GOLD BALL	279.50
NEW KEENEY "CLICK"	295.00	BALLY BALLYHOO	279.50

RECONDITIONED SLOTS & NEW SAFE & STANDS

MILLS BLACK CHERRY, ORIG., 5¢	\$169.50	MILLS BLUE FRONT, ORIG., 5¢	\$84.50
MILLS BLACK CHERRY, ORIG., 10¢	179.50	MILLS BLUE FRONT, ORIG., 10¢	89.50
MILLS BLACK CHERRY, ORIG., 25¢	189.50	MILLS BLUE FRONT, ORIG., 25¢	99.50
NEW BLACK CHERRY	Write	SINGLE WEIGHTED STAND	24.50
NEW GOLDEN FALLS	Write	SINGLE REVOLV-A-ROUND SAFE	84.50
TRIPLE REVOLV-A-ROUND SAFE	269.50	DOUBLE REVOLV-A-ROUND SAFE	123.50

MORE FOR YOUR MONEY WITH THESE BADGER PARTS SPECIALS

12" Speaker Cabinet	\$ 4.95	Flesh 15 Second Solder Gun	\$ 4.95
12" P.M. Speaker	9.75	5¢ Coin Changer	7.50
Ball Bubble Gum, 100# Case	50.00	30 Wire Cable, Per Ft.	.19
Universal Box Brackets	3.95	Coin Stacker & Counter (1¢ or 5¢)	1.35
Collection Books, 90¢ Doz.; C	7.25	7/8" Standard Game Lock, Doz.	6.80
1/4" Electric Hand Drill	11.80	B-3 Rock-Ola Pickups, \$2.95, Doz.	32.50
Rock-Ola Belts (Sm. or Lg.), 75¢ Ea.	7.50	Program Strips \$4.75 M; 5 M	22.50
Per Doz.	7.50	Operator's Contact Switch Kit	9.50
Rock-Ola Selector Colls, 75¢ Ea.	8.25	Coin Wrappers 65¢ M; Case Lots	.60 M
Per Doz.	8.25	Automatic Scale Driver	4.95
Also Parts in Stock for Keeneey, Rock-Ola, Bally, Mills, Genco, Exhibit, Gottlieb, etc.		Plastics for A1 Model Phonographs, Complete Stock	

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. C. D. OR SIGHT DRAFT.

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New! KEENEY'S 5-BALL NOVELTY or FREE GAMES "CLICK"

Thrilling Ball-Banging Bumper Action!
Snap-Action Kick-Out Holes Speed Super Scores!
TOP HIGH SCORE: 930,000
PULLS FURIOUS PLAY!

See every novelty or free game table. Try them all. Then pull the plunger on Keeney's new "Click" for the greatest adventure in spellbinding 5-ball play you've ever experienced. Snappy "Kick-Out" holes at top of field start a riot of action the like of which you've never seen before. Be convinced. See Keeney's "CLICK". Play it. Yours for bigger, faster, longer-run novelty and free game earnings. It's Keeney's "CLICK" ready for you right now when you need a real winner!

Order "CLICK" for Immediate Delivery
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New! SPECIAL
ANNOUNCEMENT
ALL NEW 1-WAY, 2-WAY, 3-WAY
KEENEY

BONUS Super Bells

NOW AVAILABLE WITH
HALF DOLLAR COIN CHUTES!

Any combination obtainable
in 5¢-10¢-25¢-50¢ Coin Chutes!

Think what it means to take in up to \$2.50 per play thru one 50¢ coin chute. Actually double your top earnings in "hot spot" locations. Your choice of 5¢-10¢-25¢ chutes comes to you as standard equipment—your half dollar chute together with 50¢ mechanism priced at fifty dollars extra. Operate 50¢ coin chutes with Keeney's 1-Way, 2-Way or 3-Way Bonus Super Bell consoles and become financially independent. You're missing a GREAT DEAL if you don't act today!

Order Keeney's Bonus Super Bell
with 50¢ Coin Chutes from your
Nearest Keeney Distributor!

EVERYBODY MAKES MONEY WITH ATLAS SERVICE!

The Finest in New and Used Equipment

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- Jennings Standard Chief, 25¢ 289.00
- 50¢ 399.00
- \$1.00 599.00
- Jennings Super Deluxe (Life-Up) Chief, 5¢ 324.00
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- \$1.00 Pace Deluxe Bell 550.00
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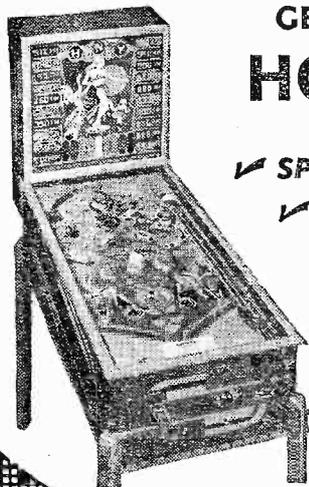
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It's a

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In the great oil city of Tulsa . . . there are many fine restaurants and clubs . . . and one of the most popular is Tommy Irvine's 400 Club. This bright spot uses a Seeburg music system . . . including a symphonola, seven 12-inch recessed speakers, 18 wireless wallomatics, and the Dual Remote Control that fits the music to large and small crowds. The location was set by the LeRoy McGuirk Music Co.



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FOUR "SILVER BALLS" AND ONE "GOLD BALL"
 THE "SILVER BALLS" REGISTER FROM 10,000 TO 50,000
 BY A NEW PATENTED MAGNETIC FEATURE THE
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Williams "Tornado".....	159.50	Gottlieb "Miss America"..	159.50	
Williams "Show Girl".....	159.50	Gottlieb "Baffle Card"...	169.50	
Williams "Dynamite"....	149.50	Gottlieb "Stage Door Can-	teen"	89.50
Williams "Smarty".....	149.50	Genco "Step Up".....	139.50	
Williams "Amber".....	149.50	Genco "State Fair".....	149.50	
Williams "Suspense".....	89.50	Genco "Whizz and Stand"	59.50	
Bally "Rocket".....	149.50	Exhibit "Vanities".....	159.50	
Bally "Double Barrel"...	89.50	Exhibit "Fast Ball".....	129.50	
Bally "Big League".....	89.50	Exhibit "Smoky".....	139.50	
Bally "Big League".....	89.50	Exhibit "Big Hit".....	79.50	
Bally "Midget Racer"....	89.50			
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PHONOGRAPHS

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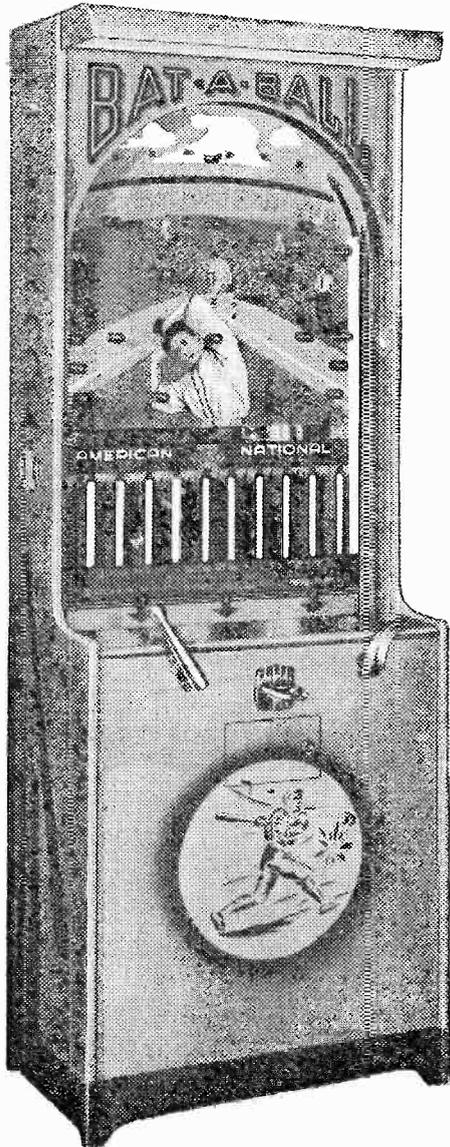
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**BRAND NEW BAT-A-BALL (Sr. and Jr.)
PRICED TO YOU AT LESS
THAN MANUFACTURER'S COST!!!**

We bought out the ENTIRE stock of MUNVES MANUFACTURING CO. at a liquidation sale to bring you two GREAT skill games at a TREMENDOUS SAVING! At these unparalleled low prices we expect the limited supply of BAT-A-BALLS to sell out FAST!

This is the buy of a lifetime! SO ORDER NOW!



- ENTIRELY MECHANICAL!
- STURDY, FLASHY, LOTS OF PLAYER APPEAL!
- PERFECT FOR SMALL FLOOR SPACE!
- ALL BRAND NEW IN ORIGINAL CARTONS!

BAT-A-BALL, Sr.
 ORIGINAL PRICE
~~\$10.50~~
NOW!
 WHILE THEY LAST
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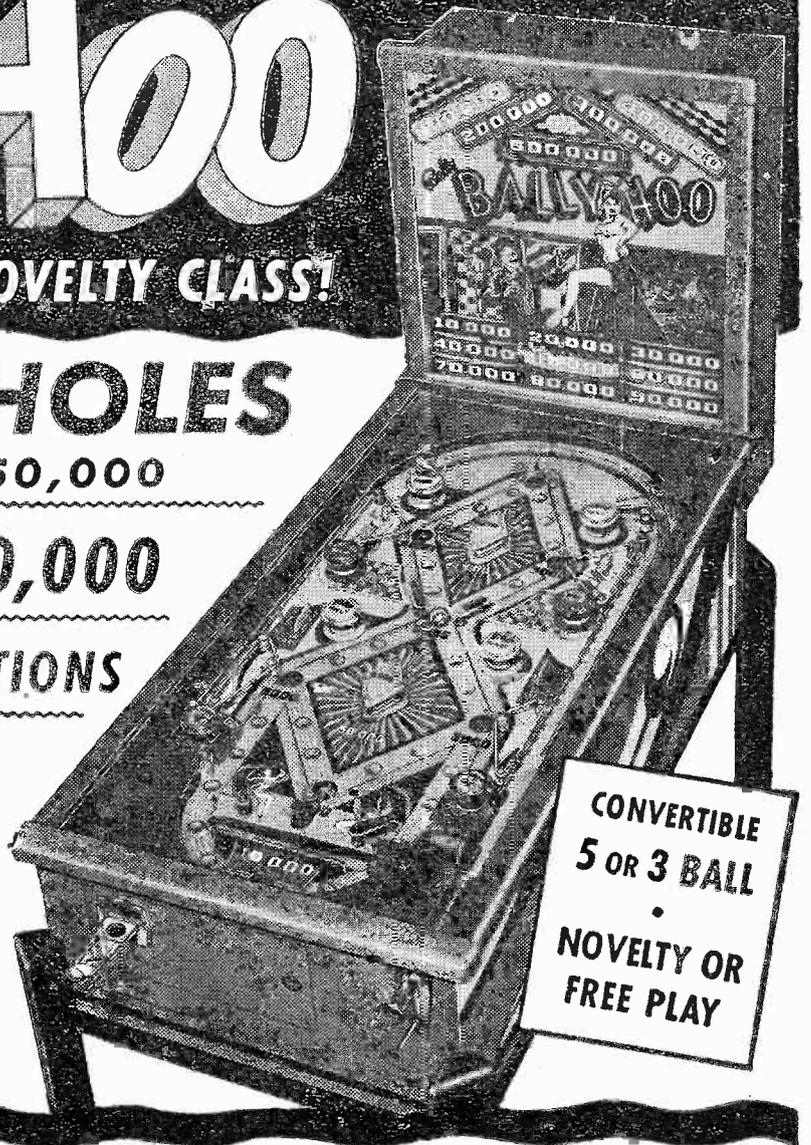
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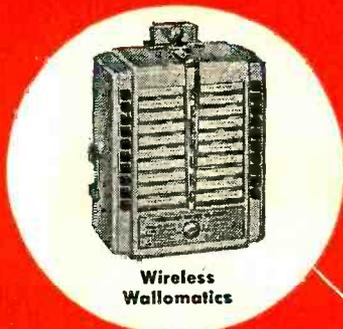
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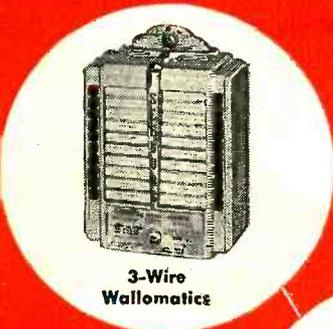
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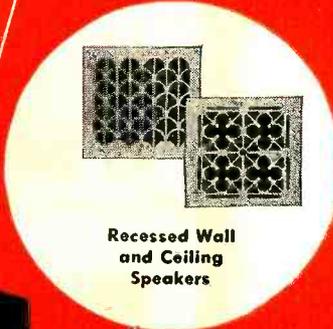
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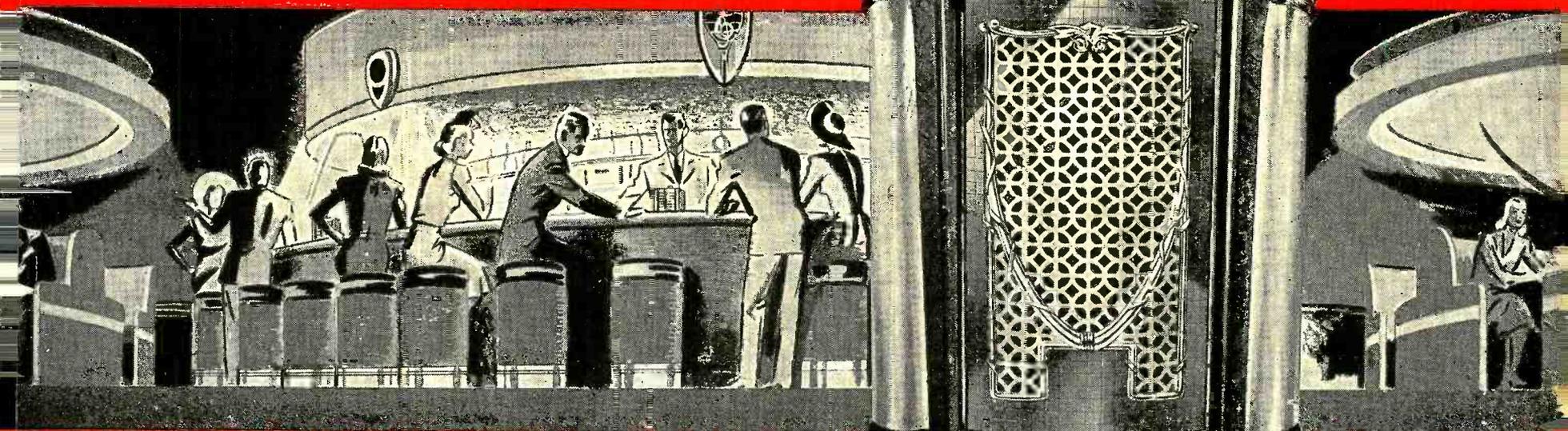
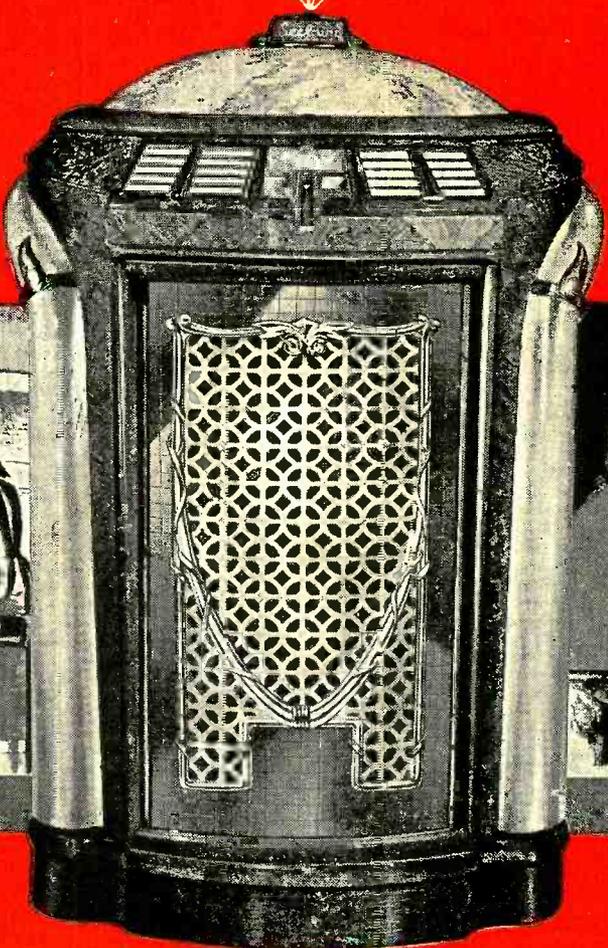
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