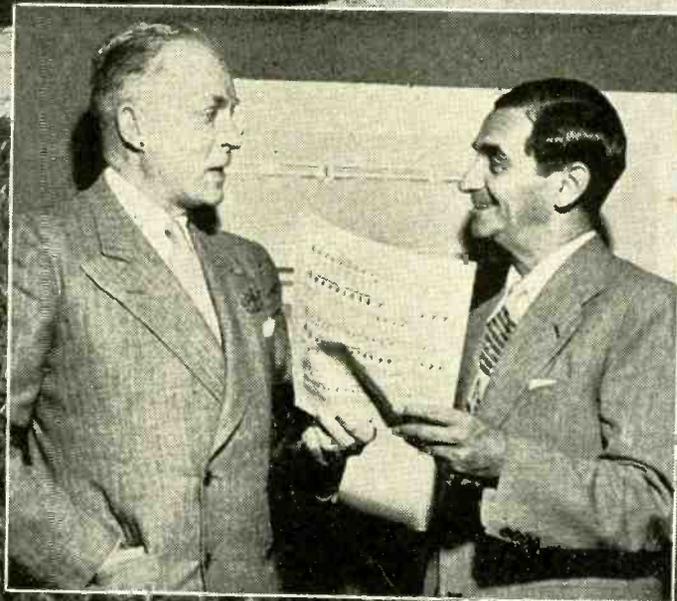
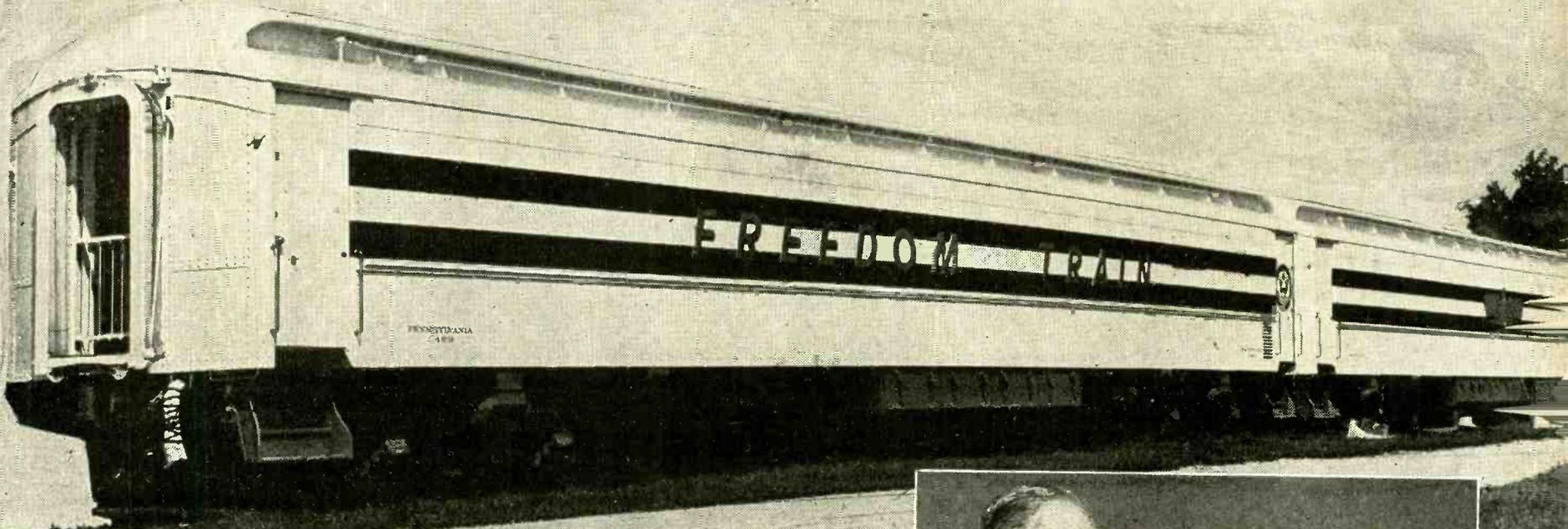


The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

SEPTEMBER 20, 1947



"Here Comes the Freedom Train, You better hurry down; Just like a Paul Revere, It's Comin' Into Your Home Town." These Irving Berlin lyrics sound the whistle of a train of monumental events. Berlin's FREEDOM TRAIN was expressly written for the American Heritage Foundation to use as a musical herald for AHF's train (shown above) which starts a tour of 300 cities September 17 in Philadelphia. The purpose of the FREEDOM TRAIN—to rededicate the American tradition of liberty. All rights to the FREEDOM TRAIN song—recorded by Bing Crosby and the Andrews Sisters (Decca); Buddy Clark and the Modernaires (Columbia); Robert Shaw and the Victor Choral Group (RCA Victor); Ray Dorey (Majestic), etc.—have been turned over to the AHF. Above Thomas D'A Drophy, Kenyon & Eckhardt Agency topper and president of the AHF, receives assignment of copyrights to the train song from Berlin himself.

NAB CONVENTION ISSUE

featuring 10th ANNUAL RADIO PROMOTION COMPETITION WINNERS



JOHNNY HODGES

Flower is a lovesome thing
Long Horn Blues

#2005

Frisky, Far Away Blues

#2006



MERCER ELLINGTON

with BILLY DANIELS

I Owe This Dream To You

You Name It

#2003



MILTON LARKIN

Ol' Red Boogie

Chick, She Ain't Nowhere

#2010

I'm Just a Rollin' Stone

I Believe There's Gonna Be a Flood

#2011

**FOUR GREAT NAMES...
ALL ON SUNRISE!**

★ **HIBBLER**

★ **HODGES**

★ **ELLINGTON**

★ **LARKIN**



ALBERT HIBBLER

Summertime

My Eva Lovin' Baby

#2007

"National Favorite
on juke boxes"

Fat'n Forty
Little Brown Book
#2001

Solitude
Feather Roll Blues
#2002

"Hibbler top drawer with his dinking here . . . Strike real pay dirt with
all of Hibbler song spins"—*Billboard Aug. 23.*

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- ILLINOIS — WISCONSIN — INDIANA — Chard Distributors — 2406 South LaSalle Street, Chicago, Illinois.
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The World's Foremost Amusement Weekly

RADIO'S TOP PROMOTERS IN '47

1947 Season Biggest for Silo Circuit

Package Shows Declined

NEW YORK, Sept. 13.—Tho this was just about the biggest season in summer stock history, the packaging of shows for the silo circuit nosedived a bit in the face of opposition from managers. There were about four less complete packages than last season.

The boys who run the strawhatters would rather choose their own shows, have the fun of putting them together and not pay the added tariff of maintaining a resident company while the package is playing. Because the resident players are not acting, they frequently lose their personal popularity in the neighborhood and lose (See *Strawhat Record* on page 54)

Petrillo Set To Relax Curb On Amateurs

NEW YORK, Sept. 13.—New loosening of previous prohibitory regulations on non-professional broadcasting and recordings by the American Federation of Musicians (AFM) was revealed Friday (12) by Rep. Carroll D. Kearns (R., Pa.). Speaking at the first annual convention of the (See *Petrillo Relaxing* on page 28)

NAB Meet

Turnout Sets Record; Code Is Top Topic

Hot Issues Stir Interest

ATLANTIC CITY, Sept. 15.—Annual convention of the National Association of Broadcasters (NAB) is now under way, with a number of burning issues facing the delegates before adjournment Thursday (18). Top priority on the agenda was being given NAB's spanking new code, first copies of which were distributed to the record turnout of delegates this morning. Altho official debate on the code is not slated until the final day of the session, the new standards are holding high interest from the outset.

A lively battle is expected to develop in Thursday's debate over several sections of the code, with most of the fireworks expected to center (See *Record NAB Meet* on page 12)

Para Free Juke?

NEW YORK, Sept. 13.—The Paramount Theater is toying with the idea of setting up a free-play juke box in the basement lounge. Sole records would be hit tunes of Mel Torme, Frankie Laine and the King Cole Trio, perhaps with other acts booked for near-future dates. Gimmick could be an automatic counter installed to poll the relative popularity and help determine future bookings, selling value and price to pay for the act.

Radio, Pix, TV To Show In Hotel Spots

Tex McCrary Fixing Deal

NEW YORK, Sept. 13.—Major hotel rooms around town may become showcases for television, film and radio packages if current negotiations between Tex McCrary and the hostelry ops go thru. McCrary, half of the husband-and-wife team of Tex and Jinx (Falkenberg) now aired over the National Broadcasting Company in a Mr. and Mrs. program known as *Hi Jinx*, plans to take over the complete booking job for hotel rooms and put in shows which could

(See *Hotel Spots* on page 53)

Mutual Cops Overall Prize In 10th Annual Competition; Stiff Fight in All Divisions

NBC Wins for Single Campaign—CBS for Pubserv

NEW YORK, Sept. 13.—After months of work, both of participating stations and by the staff of this publication, and after careful study by the board of judges, results are in on *The Billboard's* 10th Annual Radio Promotion Competition, the yearly industry-wide feature designed to select broadcasting's best promotion-exploitation. In a competition marked by stiff battles in every category, here is a quick look at some of the winners: Mutual took the network Overall prize; NBC the Single Campaign Division and CBS the Public Service laurels. Pacific Northwest Broadcasters (XL stations) won the regional network Overall contest, CBS Pacific the Single Campaign win and Yankee Network the Public Service category. WLW, Cincinnati, one of the most promotion-minded stations in the business, won in web affiliate, clear channel Overall; KSTP's renowned fish-tag contest copped the Single Campaign prize and WHO romped in Public Service.

KECA, KIZ, KUGN Take Laurels

In the network affiliate regional channel picture, KMBC, Kansas City, Mo., won Overall; KECA, Los Angeles, won Single Campaign; KIZ, Denver, won Public Service. Local channel web affiliate awards went to KUGN, Eugene, Ore., for Overall promotion; WOLF, Syracuse, for Single Campaign, and KVFD, Fort Dodge, Ia., Public Service.

In the independent field, over 5,000 watts, WNEW, New York, is the Overall winner; WHN, New York, the Single Campaign champ, and

(See *1947 Promotion* on page 5)

Aussies Limit Take-Home Pay For Amer. Acts

SYDNEY, Sept. 13.—American and Canadian artists appearing in Australia will not be permitted to send all their earnings home under the government's drastic reduction of the use of dollars for the next year. Altho the amount they can send out of the country has not yet been announced, well informed sources say it will be limited to approximately \$3,250.

The limitation order may force performers who have been booked here to cancel their tours, altho David Martin, of the Tivoli Theater Circuit, biggest importer of American entertainers, said that only the highest-paid artists would be seriously affected and he would endeavor to induce them to follow the example of English comic Tommy Trinder, who invested the full profits of his tour, \$14,650, in Australian securities.

The Australian Broadcasting Commission, which was negotiating for a number of artists before the new ruling, will outline the new situation for these entertainers before signing any contracts. Harold Bowden, general manager of J. C. Williamson Theaters, Ltd., said he did not think American playwrights and composers would be seriously affected since they have on other occasions invested their Australian earnings here and most assuredly would do so again.

Disk Jock Assn. Expands; Sets Two More Units

CHICAGO, Sept. 13.—Two more chapters of the National Association of Disk Jockeys (NADJ) were officially formed this week and plans were already under way by the three established locals of NADJ, set up thus far, to stage giant one-night promotions to raise funds for the new local chapters.

The Chicago chapter, in its first meeting, elected Eddie Hubbard, ABC Club, WIND, chairman; Dave Garroway, 11:60 Club, WMAQ, secretary, and Jack L. Cooper, top local Negro (See *Disk Jock Ass'n* on page 28)

Mildred Bailey May Tour Abroad: Stage, Niteries, Air

NEW YORK, Sept. 13.—Mildred Bailey is considering an offer to make an eight-week tour of Scandinavia, Switzerland, Paris and the American Zone in Germany. If she decides to make the tour, she will be accompanied by Chubby Jackson and a combo of six or seven men, and possibly pianist Lenny Tristano. The foreign booker, who is here now, is offering Miss Bailey a \$2,000-a-week guarantee for herself, against a percentage, plus air transportation and all income tax paid over 5 per cent.

If the deal goes thru, Miss Bailey is supposed to start November 1, according to Irv Brabeck, her personal manager. Brabeck is included in the arrangements, which will call for him to spend two weeks abroad lining up the tour, transportation also to be paid by the booker.

Miss Bailey also has an offer to go to Australia with a guarantee of \$4,000 a week and air transportation. The Australian deal calls for her to make theater, nitery and radio ap-

pearances for two weeks. If she takes this offer, either Tristano or Ellis Larkin will accompany her.

The dough being offered is considered unusually good, inasmuch as Miss Bailey ordinarily gets around \$1,500-\$1,750 a week.

I'll Be Seein' Ya

WASHINGTON, Sept. 13.—A hotel with a video screen in every room may become a reality in the not too distant future. The idea—one of the plans of Rogers Lacy, of Longview, Tex., and Tom Potter, of Dallas—seemed closer to reality this week when the Federal Communications Commission (FCC) granted the men a construction permit for a Dallas video outlet.

LINES DRAWN IN CODE BATTLE

Improved Net Operations Gets Support

Rise in Ad Costs Hit

By Jerry Franken

ATLANTIC CITY, Sept. 15.—The two divergent pressures in the battle over whether radio will take honest measures to raise its standards were thrown into sharp focus here last week at the first convention of the National Broadcasting Company (NBC). While Neil H. McElroy, vice-president of Procter & Gamble, warned the NBC affiliates against excessive tampering with commercials, Sigurd S. Larmon, of Young & Rubicam, and Charles G. Mortimer, of General Foods, both supported the industry's groping steps toward self-improvement.

The NBC convention meanwhile was a sock success, drawing an attendance of almost 400, with reps from all but six of the 167 NBC affiliates. Affiliates voted wholeheartedly to continue the conventions on an annual basis, while at the same time supporting moves initiated by Niles Trammell to raise radio standards. One such move was a curfew on crime shows, the other was to support the proposed NAB code (see separate story in this issue).

McElroy, Larmon and Mortimer expounded their views during a forum held Friday (12). McElroy offered a strong defense of radio's status quo, adding that rising costs in broadcasting imperilled the industry's competitive position with relation to other media. If costs continue to climb, he (See Improvements on page 14)

NBC Convention Highlights

ATLANTIC CITY, Sept. 15.—Here are the highlight developments of the NBC Convention here last week:

NBC, via speeches by RCA Board Chairman David Sarnoff, NBC Executive Vice-President Frank Mullen, and WNBT Manager Noran E. Kersta, showed that Item 1 on the NBC agenda for both the immediate and distant future is the development of NBC television network. Keynote was struck by Sarnoff, who warned NBC affiliates that by failure to get into video, they were not only passing up a rare opportunity but were jeopardizing their AM investments.

Strong support was given the NAB code by a resolution adopted unanimously by NBC affiliates urging passage of a "more comprehensive and improved code."

The rump NBC affiliate group faded from the picture when station managers refused to support Harry Bannister, WWJ, Detroit, who opposed the improve-radio measure advocated by NBC President Niles Trammell.

NBC set up curfews for crime shows.

Sharply divergent views as to the advisability of imposing further restrictions on commercials were expressed by top advertiser representatives. Charles G. Mortimer, of General Foods, and Sigurd S. Larmon, of Young & Rubicam, supported such action, while Neil McElroy, of Procter & Gamble, warned that moves in this direction might force accounts into other media.

Stories giving greater detail on the NBC Convention are in the Radio Department of this issue.

RCA Brass Points Up Tele Values

NBC Investment Hits 22 Mil

By Paul Ackerman

ATLANTIC CITY, Sept. 15.—Top brass of the Radio Corporation of America and its subsidiary, the National Broadcasting Company, on Saturday (13) delivered to the web affiliates in convention here the strongest pitch to date on television. Stations, in effect, were advised to get into video quickly or suffer the alternative of serious economic consequences. Affiliates were indirectly admonished, wheedled and cajoled. And putting over the message for RCA and ABC were two of the strongest salesmen they possess—Brig. Gen. David Sarnoff, RCA chief, and Frank Mullen, NBC general manager.

Affiliates Back Crime Show Curfews; Support NAB Codes

ATLANTIC CITY, Sept. 15.—NBC affiliates took two steps in the direction toward which Niles Trammell, the web's president, has been aiming for the past six months, when at the net's first convention here last week they approved a resolution establishing "curfews" for crime shows and another voicing unanimous support of the proposed NAB code. At the same time, the recent "rebellion" of NBC affiliates against Trammell's new policies faded into thin air when the stations refused to support Harry Bannister, WWJ, Detroit. Bannister was the spearhead in organizing a rump NBC affiliate group which now to all intents and purposes has dissolved.

Crime show curfew provides that no whodunit may be aired before 9:30 New York time or 8:30 local time in the Pacific or Mountain zones. Such shows will, effective January 1 next, be aired either thru delayed transcriptions or repeat broadcasts in the zones affected. Current contracts will not be affected until renewal time.

Some advertiser objections may result from this move, since the repeat broadcasts would involve extra talent costs. NBC now has but three whodunits: Mr. D. A. for Bristol-

Myers; Molle Mystery Theater and American Tobacco's *Big Story*. Latter show may fade soon to be replaced by *Show of the Year*.

Meanwhile Trammell has shelved the proposal that NBC affiliates discontinue selling station-break commercials. Two reasons are given for this decision. One is the storm of squawks raised by the net's managers, who claimed the proposal imperiled their economic existence. The other is the hope that the new NAB code will provide means to combat excess commercialism, the basic aim of Trammell's steps to improve broadcasting standards.

Bannister's group came into existence last spring, following NBC's regional meetings at which Trammell first voiced his proposals. Despite his "defeat" here, Bannister stated here last week that he felt his organization had accomplished its mission, not only by postponing the station-break action, but in future developments dealing with expansion of the NBC Station Planning and Advisory Council (SPAC). Bannister intimated that the irritant qualities of his campaign had paid off with constructive action.

Convention tabled three proposals offered via Bannister, namely, that SPAC reps pay their own transportation fees, thereby minimizing any obligation toward NBC; that an outside agency conduct SPAC elections, instead of the NBC station relations department, and that SPAC membership be enlarged for greater web representation.

Kinescope Recorder Shown at NBC Meet

ATLANTIC CITY, Sept. 15.—A kinescope recorder, described as a "landmark in the development of television and of immeasurable benefit to affiliated stations coming into tele but not yet connected with the NBC network by a coaxial cable or relay," was shown to the affiliates at the NBC convention here Saturday (13). Device is a specially designed camera which can produce motion pictures direct from the face of a television picture tube.

Frank Mullen, NBC general manager, stated the kinescope recorder could form the basis of a transcription service along the lines of syndicated radio services. It would, he said, make feasible telecasts of network programs by local stations.

Webs Subscribe To BMB's Plan

ATLANTIC CITY, Sept. 15.—It appeared today almost a virtual certainty that the four major networks would subscribe to the Broadcast Measurement Bureau (BMB) of the new BMB five-year plan. Three of the major networks have already decided to go ahead, these being ABC, CBS and NBC.

Mutual was to hold a meeting late yesterday afternoon at which the BMB decision was to be made. From all reports, Mutual brass has decided to join the parade.

ATLANTIC CITY, Sept. 15.—Coincidental with NBC's drive here to get its affiliates into television on a much greater scale, it was revealed that the network's investment into television so far has hit the staggering sum of \$22,000,000. This dates from NBC's early video experiments. NBC's income this year from tele time sales are expected to reach \$800,000. Last year the total was \$500,000.

Sarnoff warned that those AM operators not in television will find their AM revenue decreased. He (See RCA & NBC on page 14)

The Billboard

The World's Foremost Amusement Weekly

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1947 PROMOTION LEADERS

KIEV, in Doghouse One Year, Captures Pubserv Win Next

NEW YORK, Sept. 13.—One of the most startling reversals in radio annuals was recorded this week by KIEV, Glendale, Calif., daytime 250-watter. Cited only a little over a year ago in the *Blue Book* of the Federal Communications Commission (FCC), KIEV today is the public service champion among independent stations under 5,000 watts after gaining that award in *The Billboard's* 10th Annual Promotion Competition.

Especially interesting was the fact that KIEV won the award largely on the basis of the pubserv aspects inherent in the programing itself rather than its publicity. The station, since the *Blue Book*, apparently developed a public service campaign (See *KIEV Cops Pubserv* on page 17)

Meet the Judges

Here are the names of the judges who voted in this year's radio promotion competition:

ADVERTISER PANEL

- J. M. Allen
Bristol-Myers Co.
- Albert S. Dempewolf
Celanese Corp. of America.
- Seymour Ellis
Philip Morris & Co., Ltd.
- John Gilman
Leyer Bros. Co.
- J. Ward Maurer
The Wildroot Co.
- Mrs. Ella B. Myers
General Foods Corp.
- George Potter
Prudential Insurance Co. of America
- W. M. Ramsey
Procter & Gamble
- Richard Rettig
Whitehall Pharmacal Co.

AGENCY PANEL

- Walter Craig
Benton & Bowles, Inc.
- Wickliffe Crider
Batten, Barton, Durstine & Osborn, Inc.
- Kendall Foster
William Esty & Co., Inc.
- John Hymes
Biow Co., Inc.
- Frank Kemp
Compton Advertising, Inc.
- William B. Lewis
Kenyon & Eckhardt, Inc.
- Chester MacCracken
Doherty, Clifford & Shenfield, Inc.
- Linnea Nelson
J. Walter Thompson, Inc.
- Stanley Pulver
Dancer-Fitzgerald & Sample, Inc.
- Tom Revere
Donahue & Coe, Inc.
- Don Stauffer
Sullivan, Stauffer, Colwell & Bayles, Inc.
- Ray Sullivan
Sullivan, Stauffer, Colwell & Bayles, Inc.
- Norman Winter
Foote, Cone & Belding

Radio Promotion

WNEW Leads 5,000-Watt Indie Class

WHN, WOV, WMCA Follow

NEW YORK, Sept. 13.—Competition in all three categories—Overall, Single Campaign and Public Service—was particularly fierce among independent stations of 5,000 watts and over in the 10th Annual Radio Promotion Competition. It was also in this category that New York metropolitan outlets showed to good advantage, with WNEW, WHN, WOV and WMCA scoring. WNEW won the Overall award, placing ahead of WOV. KSFO, San Francisco outlet, beat other contenders to take third.

In the Single Campaign class, WHN, Loew's outlet, took top honors with KMPC, Los Angeles, in second place. Another New York outlet, WMCA and Chicago's WJJD, tied for third. In the public service category, KAKC, Tulsa, took the judges' nod to win first place. WOV which scored second in the Overall competition, came back to take the deuce spot here, and WIBG, Philadelphia, followed in third position.

WNEW's Solid Entry

WNEW, Overall winner, submitted a tremendously solid pointing up the station "tripartite" promotion policy, involving space-buying, time-for-space exchanges on a time-card basis, and thirdly and perhaps most important, "programation." It's estimated that some 2,500,000,000 people (See *WNEW Leads* on page 20)

Bloop, Blimp

NEW YORK, Sept. 13.—WNEW, New York, which won the indie station over 5,000, Overall promotion competition, was commended by the judges for its extensive pursuit of a space-time swap policy resulting in deals with a multiplicity of publications.

This week the station uncorked another new wrinkle, a swap deal with Douglas Leigh, Spectacular Sign specialist, whereby the station's call letters will be used on Leigh's blimp. It's a three-month deal.

First showing of the blimp will be in Atlantic City. The blimp is to fly over the Boardwalk at night spicing a WNEW sales pitch. And dropping rate cards, no doubt.

Overall Prize To MBS; NBC And CBS Win

10th Annual Contest Keen

(Continued from page 3)

WOV, New York, the Public Service winner—a clean sweep for the big town. In the less than five kw. indie field, WGAY, the Silver Springs, Md., youngster, won Overall laurels; WAAF, Chicago, the Single Campaign blue ribbon, and KIEV, Glendale, Calif., the Public Service award. That KIEV win is quite a switch, for it was one of the cited *Blue Book* over-commercialization offenders.

Three New Categories

Three new categories in the competition this year were set up for television, FM and stations on the air after January 1, 1947—give or take a week or two. In tele, WNBT, New York, won the Single Campaign badge; WNBW, Washington, Overall. Both are NBC stations. The FM prize went to WFMR, New Bedford, Mass., and the new station honors went to KAKC, the wide-awake Tulsa newcomer.

Individual stories in the Radio Department deal with the respective categories in greater detail.

Some salient facts as to the competition itself. With some 300 entries, ranging from simple typed presentations to elaborate, king-sized entries, it was the biggest in the 10 years *The Billboard* has conducted the survey. For the record, fancy presentations gained no advantage; judging was on the basis of contacts, not fancy facades. The judges, top advertiser-agency executives, spent virtually one entire business day tabbing the pro- (See *1947 Promotion* on page 17)

Radio Promotion

WFMR, WIZZ Cop Laurels In FM Group

WKNB-FM in Third Place

NEW YORK, Sept. 13.—One of the closest of all the competition in *The Billboard's* 10th Annual Promotion Competition was that staged in the Frequency Modulation (FM) grouping. The numerous entries in this division proved so closely bunched in quality that the judges had a dif- (See *WFMR, WIZZ* on page 20)

MUTUAL COPS WEB OVERALL

Radio Promotion

NBC Is Single Drive Champ; CBS Pubserv

Pac. N. W. Regional Topper

NEW YORK, Sept. 13.—Promotion campaigns now being executed by the major national networks are clearly gaited to the specific needs of the individual webs and to each network's relationship with its competitors and broadcasting as a whole. That's the prime conclusion drawn by the board of judges in *The Billboard's* 10th Annual Promotion Competition.

Thus, the Overall network winner, Mutual Broadcasting System (MBS), has, essentially, an Overall sales job (See *Mutual Wins Web* on page 18)

The PERFECT CHRISTMAS GIFT

9

... to send to your friends

SILENT NIGHT • THE FIRST NOEL • ADESTE FIDELIS • JOY TO THE WORLD • CAROL OF THE BELLS • 'Twas THE NIGHT BEFORE CHRISTMAS • HARK! THE HERALD ANGELS SING • O LITTLE TOWN OF BETHLEHEM • GOD REST YE MERRY GENTLEMEN

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ALL-GIRL ORCHESTRA and CHOIR

under the direction of PHIL SPITALNY



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Radio Promotion

WNBW Takes TV Award; Second Place to WNBT; Clean Sweep for NBC

NEW YORK, Sept. 13.—The top overall promotion job in the Television Division of *The Billboard's* 10th Annual Promotion Competition, in the opinion of the noted members of the judges' panel, was that put on by WNBW, the Washington video outlet of National Broadcasting Company (NBC). Making it a clean sweep for NBC, the web's New York outlet, WNBT, gained the other video gonfalon for its efforts on a Single Campaign.

The WNBW award was made on the basis of that station's outstanding performance, not only in promoting its own debut but for its efforts in making Washington television conscious, when only 400 to 600 sets were in the city. Latter effort was done, not only thru usual media such as ads, window displays, booklets and press parties, but also in connection with RCA's T-Day and general promotion for tele.

One method which WNBW adopted to acquaint Washingtonians with television and which attracted considerable attention from the judges was

its invitation, before it began its own broadcasts, to residents of the city to come up to its studios and see television as broadcast by the Washington DuMont outlet and by WNBT in New York. Promotion from tie-ins with dealers also proved of considerable importance to the station.

As for WNBT, in capturing the Single Campaign prize, its attention (See WNBW TV Winner on page 18)

Four Stations Win Double Awards in Promotion Derby

NEW YORK, Sept. 13.—Four stations, out of the 300 which submitted entries in *The Billboard's* 10th Annual Radio Promotion Competition, managed to win awards in more than one category. These are the outlets which, in so keen a battle as this, can really take themselves an extra bow. Here's the list:

WLW, Cincinnati—First place in Overall promotion; third place in Public Service promotion, network affiliate, clear channel division.
WKY, Oklahoma City, covered itself with a double dose of laurels, a third place in Single Campaign promotion (See 4 Stations Double on page 20)

Radio Promotion

Regional Stations Outshine Key Centers; KMBC, KECA, KLZ Take First Honors

NEW YORK, Sept. 13.—Competition in the regional channel-network affiliate category of *The Billboard's* 10th Annual Promotion survey was particularly sharp, with hinterland stations making a stronger showing than outlets in the key radio production centers. Latter fact is of particular significance and indicates that radio savvy and know-how is widely dispersed among the stations of the nation. This is a happy situation, for it is important—and necessary from an industry viewpoint—that there be no geographic monopoly on the

subtleties of radio promotion. Top winners in the Overall, Single Campaign and Public Service divisions of the regional channel-network affiliate category are, respectively, KMBC, Columbia Broadcasting System outlet in Kansas City; KECA, American Broadcasting Company station in Los Angeles, and KLZ, CBS outlet in Denver. In the Overall division, judges awarded second and third positions, respectively, to KDYL, National Broadcasting Company outlet in Salt Lake City, and KLZ, Den-

Radio Promotion

Promosh Lax In Canadian Radio Outlets

But Some Do a Fine Job

NEW YORK, Sept. 13.—To judge from the number of entries received from the Canadian stations in the 10th Annual Promotion Competition, it appears that Dominion stations are surprisingly lax in showmanship. With almost 300 entries received in the entire competition, only a handful—in the neighborhood of 25—bore Canadian postmarks. It's not a favorable commentary on Canadian radio.

To some measure, tho, those stations which did enter, and those stations which won, compensated for the lack of activity elsewhere. Some of the Canadian jobs were really socko, as detailed later. First, tho, the winners:

CKWX, Vancouver, B. C., in the network affiliate-regional channel division of the Overall category; CFBC, St. John, N. B., network affiliate-regional channel division of the Single Campaign competition; CKCK, Regina, Sask., in the network affiliate-local channel division of the (See Promosh Lax on page 28)

Radio Promotion

The Network Box Score

NEW YORK, Sept. 13.—Top network in the 10th Annual Promotion Competition, from the standpoint of winning affiliates, was NBC, which found five of its stations taking first places; four deucing and six coming in third. On a basis of three points for wins; two for seconds and one for thirds, this gives NBC 29 points, seven more than Mutual, which finished second in the web tally. Mutual had five wins, three seconds and one third.

Included in each net's total point score are credits for any wins the network itself might have won in the network promotion competition. However, NBC's score does not include two first places in television, (WNBW and WNBT). With those added, NBC's total score would run to 35 points, 13 more than Mutual.

Here's the breakdown, and a list of station winners:

Network	First Place Winners	Second Place Winners	Third Place Winners	Point Total
ABC	3	2	1	14
CBS	4	2	2	18
MBS	5	3	1	22
NBC	5	4	6	29

ABC WINNERS: KECA, Los Angeles, first place, Single Campaign; KUGN, Eugene, Ore., first place, Overall promotion; CKEY, Toronto, first place, Public Service; WFIL, Philadelphia, second place, Single Campaign; WSLI, Jackson, Miss., second place, Single Campaign; WWVA, Wheeling, W. Va., third place, Overall promotion.

CBS WINNERS: Columbia Broadcasting System, New York, first place, Public Service; CBS Pacific Network, regional network, Hollywood, first place, Single Campaign; KMBC, Kansas City, Mo., first place, Overall promotion; KLZ, Denver, first place, Public Service; WCBS, New York, second place, Single Campaign; WMT, Cedar Rapids, Ia., second place, Public Service; KLZ, Denver, third place, Overall promotion; WTAX, Springfield, Ill., third place, Single Campaign.

MBS WINNERS: Mutual Broadcasting System, New York, first place, Overall promotion; WOLF, Syracuse, first place, single campaign; KVFD, Fort Dodge, Ia., first place, Public Service; CKWX, Vancouver, B. C., first place, Overall promotion; CKEY, Toronto, first place, Public Service; WOR, New York, second place, Overall promotion; WMT, Cedar Rapids, Ia., second place, Public Service; WBYN, Holyoke, Mass., second place, Public Service; WEBR, Buffalo, third place, Public Service.

NBC WINNERS: National Broadcasting Company, New York, first place, Single Campaign; WLW, Cincinnati, first place, Overall promotion; KSTP, Minneapolis, first place, Single Campaign; WHO, Des Moines, first place, Public Service; CKEY, Toronto, first place, Public Service; WTIC, Hartford, Conn., second place, Public Service; KDYL, Salt Lake City, second place, Overall promotion; WKY, Oklahoma City, second place, Public Service; KELO, Sioux Falls, S. D., second place, Overall promotion; KYW, Philadelphia, third place, Overall promotion; WSB, Atlanta, third place, Single Campaign; WLW, Cincinnati, third place, Public Service; WKY, Oklahoma City, third place, Single Campaign; WSYR, Syracuse, third place, Public Service; KRGV, Weslaco, Tex., third place, Overall promotion.

Radio Promotion

15 '46 Winners Repeat in '47; WOV Score Best

NEW YORK, Sept. 13.—Some 15 radio organizations—stations and networks—gained for themselves the enviable record of repeating victories scored in the 1946 Ninth Annual Radio Promotion Competition in this year's poll. Best individual record was scored neither by a network nor a network affiliate, but by an independent—WOV, New York, the only outfit to win two awards each year. WOV copped its medal via public service and over-all promotion in both years.

KLZ, Denver; WKY, Oklahoma City, and WLW, Cincinnati, are in a three-way stand-off, each having accumulated three wins in the two-year period. In the network picture, Mutual repeated its over-all 1946 win this year; CBS won in single campaigns last year and pubserv in '47, and NBC followed suit, with each web reversing its win this year as against last. CBS Pacific Network likewise repeated its single campaign win in 1947's competition.

List of repeats stack up thus: Mutual Broadcasting System, Overall, 1946 and 1947. Columbia Broadcasting System, (See 15 '46 Winners on page 20)

Radio Promotion

Indie Station Entries Marked By Originality

NEW YORK, Sept. 13.—A bumper crop of original promotional ideas marked the entries of independent stations of less than 5,000 watts in *The Billboard's* 10th Annual Promotion Competition. One of the outstanding conclusions to emerge from the judges' sifting of these entries was that large promotional expenditures are not an absolute guarantee of success. This became evident as some stations operating with minimum budgets walked off with honors in this division, because of the originality of their campaigns.

In Overall promotion, for example, WGAY, 1,000-watter in Silver Spring, Md., took top honors. Here was a station which did not commence broadcasting until last December, and faced a budget problem which placed a distinct limitation on such promotional methods as direct (See Indie Station Entries, page 22)

Radio Promotion

WLOW Gets New Station Leadership

Many Fine Single Campaigns

NEW YORK, Sept. 13.—Promotional problems facing new stations taking to the air are frequently more complex than those of an outlet with a continuing promotional effort. Con- (See WLOW Tops on page 22)

The Billboard At the NAB

Convention Hall Display Booth Nos. 139-141-143

Devoted entirely to Winners in 10th Annual Radio Promotion Competition

A BILLBOARD TRADE SERVICE FEATURE

10th Annual Radio Promotion Competition

THE WINNERS

OVERALL

NATIONAL NETWORKS

1st ★ **MUTUAL BROADCASTING SYSTEM**
Edgar Kobak, Pres. E. P. H. James, Vice-Pres., Promotion, Research and Adv.

REGIONAL NETWORKS

1st ★ **PACIFIC NORTHWEST BROADCASTERS**
Ed Craney, Pres. S. J. Schile, Prom. Mgr.

NETWORK AFFILIATES, CLEAR CHANNEL

1st ★ **WLW, CINCINNATI**
James D. Shouse, Pres. David Partridge, Dir. of Prom. Activities

2d ★ **WOR, NEW YORK**
Theodore C. Strelbert, Pres. Joseph Creamer, Prom. Dir.

3d ★ **(TIE) KYW, PHILADELPHIA**
Leslie W. Joy, Gen. Mgr. Arthur C. Schofield, Sales Prom. Dir.

3d ★ **(TIE) WWVA, WHEELING, W. VA.**
William E. Rhee, Managing Dir. Howard W. Meagle, Sales Prom. Dir.

NETWORK AFFILIATES, REGIONAL CHANNEL

1st ★ **KMBC, KANSAS CITY, MO.**
Arthur B. Church, Gen. Mgr. Tom Rucker, Sales Prom. Mgr.

2d ★ **KDYL, SALT LAKE CITY**
S. S. Fox, Pres. Frank K. Baker, Pub. Dir.

3d ★ **KLZ, DENVER, COLO.**
Hugh B. Terry, Mgr. E. Lee Fowdren, Prom. Mgr.

NETWORK AFFILIATES, LOCAL CHANNEL

1st ★ **KUGN, EUGENE, ORE.**
S. W. McCreedy, Gen. Mgr. Harvey Dagering, Program Dir.

2d ★ **KELO, SIOUX FALLS, S. D.**
Sam Pantle Jr., Pres. Anton Moe, Sales Prom. Dir.

3d ★ **KRGV, WESLACO, TEX.**
O. L. Ted Taylor, Exec. Gen. Mgr. Thelma Pearce, Sales Prom. Dir.

INDEPENDENT STATIONS, 5,000 WATTS AND OVER

1st ★ **WNEW, NEW YORK**
Bernice Judis, Mgr. John B. B. Sullivan, Sales Prom. Mgr.

2d ★ **WOV, NEW YORK**
Ralph N. Weil, Gen. Mgr. Judith Vallen, Sales Prom. Mgr.

3d ★ **KSFO, SAN FRANCISCO**
Philip G. Lasky, Gen. Mgr. David Meblin, Sales Prom. Mgr.

INDEPENDENT STATIONS, UNDER 5,000 WATTS

1st ★ **WGAY, SILVER SPRING, MD.**
John W. Kluge, Pres. Joseph L. Brechner, Mgr.

2d ★ **WITH, BALTIMORE**
Thomas G. Tinsley Jr., Gen. Mgr. Robert C. Embry, Sales Prom. Mgr.

3d ★ **WFOK, MILWAUKEE**
Charles J. Lanphier, Gen. Mgr. Grace Landre, Pub. Dir.

AM STATIONS IN OPERATION ON OR AFTER JANUARY 1, 1947

1st ★ **WLOW, NORFOLK**
E. L. Scott, Pres. W. M. Carpenter, Mgr.

2d ★ **WDVA, DANVILLE, VA.**
J. D. Pruitt, Pres. Walter M. Windsor, Gen. Mgr.

3d ★ **NONE**

U. S. TELEVISION STATIONS

1st ★ **WNBW, WASHINGTON**
Carleton Smith, Mgr. Loren Myers, Prom. Mgr.

U. S. FM STATIONS

1st ★ **WFMR, NEW BEDFORD, MASS.**
Tom Wertenbaker Jr., Acting Mgr.

2d ★ **WIZZ, WILKES-BARRE, PA.**
Richard G. Evans, Pres.

3d ★ **WKND-FM, NEW BRITAIN, CONN.**
Bob Martineau, Mgr.

CANADIAN STATIONS, NETWORK AFFILIATES, CLEAR CHANNEL

NONE

PUBLIC SERVICE

NATIONAL NETWORKS

1st ★ **COLUMBIA BROADCASTING SYSTEM**
Frank Stanton, Pres. William Golden, Prom. Dir.

REGIONAL NETWORKS

1st ★ **YANKEE NETWORK, BOSTON**
John Shepard III, Gen. Mgr. James S. Powers, Prom. Dir.

NETWORK AFFILIATES, CLEAR CHANNEL

1st ★ **WHO, DES MOINES**
Maurice E. McMurry, Sales Prom. Mgr.

2d ★ **WTIC, HARTFORD, CONN.**
Paul W. Morency, Gen. Mgr.

3d ★ **WLW, CINCINNATI**
James D. Shouse, Pres. David Partridge, Dir., Sales Prom.

NETWORK AFFILIATES, REGIONAL CHANNEL

1st ★ **KLZ, DENVER**
Hugh B. Terry, Mgr. E. Lee Fowdren, Prom. Mgr.

2d ★ **(TIE) WMT, CEDAR RAPIDS, IA.**
William B. Quarton, Gen. Mgr. Leo F. Cole, Sales Prom. Mgr.

2d ★ **(TIE) WKY, OKLAHOMA CITY**
P. A. Sugg, Gen. Mgr. Tom Rucker, Prom. Mgr.

3d ★ **WSYR, SYRACUSE**
E. R. Vadeboncoeur, Gen. Mgr. Albert J. Gillen, Sales Prom. Mgr.

NETWORK AFFILIATES, LOCAL CHANNEL

1st ★ **KVFD, FORT DODGE, IA.**
Edward Breen, Gen. Mgr. Kenneth Peterson, Prom. Mgr.

2d ★ **WHYN, HOLYOKE, MASS.**
William Dwight, Pres. Charles N. DeRose, Gen. Mgr.

3d ★ **WEBR, BUFFALO**
Cy King, Station Director

INDEPENDENT STATIONS, 5,000 WATTS AND OVER

1st ★ **WOV, NEW YORK**
Ralph N. Weil, Gen. Mgr. Judith Vallen, Sales Prom. Mgr.

2d ★ **WIBG, PHILADELPHIA**
Edward D. Clery, Gen. Mgr. Rupe Werling, Sales Prom. Mgr.

NO THIRD PLACE

INDEPENDENT STATIONS, UNDER 5,000 WATTS

1st ★ **KIEV, GLENDALE, CALIF.**
David H. Cannon, Pres. Jack Heintz, Gen. Mgr.

2d ★ **WNYC, NEW YORK**
Seymour N. Siegel, Mgr. Lillian Supove, Pub. Dir.

3d ★ **KMYR, DENVER**
F. W. Meyer, Gen. Mgr. E. H. Meyer, Sales Prom. Mgr.

AM STATIONS IN OPERATION ON OR AFTER JANUARY 1, 1947

1st ★ **KAKC, TULSA**
Sam E. Avey, Pres. Glenn Condon, Gen. Mgr.

NO SECOND OR THIRD

CANADIAN STATIONS, NETWORK AFFILIATES, CLEAR CHANNEL

NONE

CANADIAN STATIONS, NETWORK AFFILIATES, REGIONAL CHANNEL

1st ★ **CKEY, TORONTO**
Jack K. Cooke, Pres. Len Smith, Com'l Mgr.

CANADIAN STATIONS, NETWORK AFFILIATES, LOCAL CHANNEL

1st ★ **CJCA, EDMONTON, ALTA.**
J. M. Taylor, Pres. H. E. Pearson, Gen. Mgr.

CANADIAN STATIONS, NETWORK AFFILIATES, REGIONAL CHANNEL

1st ★ **CKWX, VANCOUVER, B. C.**
Arthur Holstead, Pres. Frank H. Elphicke, Mgr.

CANADIAN STATIONS, NETWORK AFFILIATES, LOCAL CHANNEL

NONE

SINGLE CAMPAIGN

NATIONAL NETWORKS

1st ★ **NATIONAL BROADCASTING COMPANY**
Niles Trammell, Pres. Charles P. Hammond, Dir. of Prom.

REGIONAL NETWORKS

1st ★ **COLUMBIA BROADCASTING SYSTEM PACIFIC NET**
Donald W. Thornburgh, Vice-Pres.

NETWORK AFFILIATES, CLEAR CHANNEL

1st ★ **KSTP, MINNEAPOLIS**
Stanley Hubbard, Manager Sam Levitan, Prom. Mgr.

2d ★ **WCBS, NEW YORK**
Arthur Hull Hayes, Mgr. Jules Dundes, Adv. and Prom. Mgr.

3d ★ **WSB, ATLANTA**
John M. Outler Jr., Gen. Mgr. Jean Hendrix, Publicity

NETWORK AFFILIATES, REGIONAL CHANNEL

1st ★ **KECA, LOS ANGELES**
Clyde P. Scott, Mgr. William J. Davidson, Program Dir.

2d ★ **WFIL, PHILADELPHIA**
Roger W. Clipp, Gen. Mgr. James T. Quirk, Sales Prom. Mgr.

3d ★ **WKY, OKLAHOMA CITY**
P. A. Sugg, Gen. Mgr. Tom Rucker, Prom. Mgr.

NETWORK AFFILIATES, LOCAL CHANNEL

1st ★ **WOLF, SYRACUSE, N. Y.**
E. R. Vadeboncoeur, Gen. Mgr. Albert J. Gillen, Sales Prom. Mgr.

2d ★ **WSLI, JACKSON, MISS.**
L. M. Sepaugh, Gen. Mgr. M. E. Wray, Sales Prom. Mgr.

3d ★ **WTAX, SPRINGFIELD, ILL.**
Oliver J. Keller, Pres. and Mgr.

INDEPENDENT STATIONS, 5,000 WATTS AND OVER

1st ★ **WHN, NEW YORK**
Herbert L. Pettey, Director Robert G. Patt, Sales Prom. Mgr.

2d ★ **KMPC, LOS ANGELES**
G. A. Richards, Pres. Robert O. Reynolds, Gen. Mgr.

3d ★ **(TIE) WMCA, NEW YORK**
Charles Stark, Gen. Mgr. Howard Klarman, Sales Prom. Mgr.

3d ★ **(TIE) WJJD, CHICAGO, ILL.**
Arthur P. Harre, Gen. Mgr. Edward Short, Pub. Dir.

INDEPENDENT STATIONS, UNDER 5,000 WATTS

1st ★ **WAAF, CHICAGO**
Ward A. Neff, Pres. Bradley R. Eidmann, Gen. Mgr.

2d ★ **WSUA, BLOOMINGTON, IND.**
Warren G. Davis, Pres. and Gen. Mgr.

3d ★ **WCMW, CANTON, O.**
Merlin Schneider, Pres.

AM STATIONS IN OPERATION ON OR AFTER JANUARY 1, 1947

1st ★ **KWEM, WEST MEMPHIS, ARK.**
George P. Mooney, Mgr. Bill Trotter, Com'l Mgr.

U. S. TELEVISION STATIONS

1st ★ **WNBT, NEW YORK**
Nolan E. Kersta, Mgr. Charles Hammond, Prom. Dir.

CANADIAN STATIONS, NETWORK AFFILIATES, CLEAR CHANNEL

NONE

CANADIAN STATIONS, NETWORK AFFILIATES, REGIONAL CHANNEL

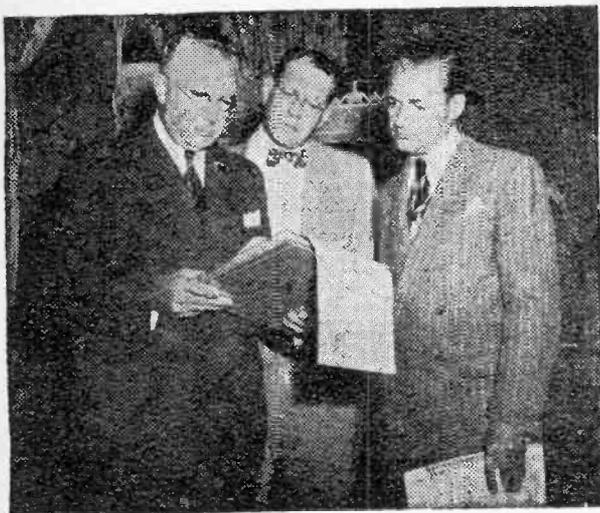
1st ★ **CFBC, ST. JOHN, N. B.**
Norman Botterill, Mgr. NO SECOND OR THIRD

CANADIAN STATIONS, NETWORK AFFILIATES, LOCAL CHANNEL

1st ★ **CKCK, REGINA, SASK.**
Victor Sifton, Pres. P. B. Keffer, Gen. Mgr.

NO SECOND OR THIRD

Judges Picking Promotion Winners

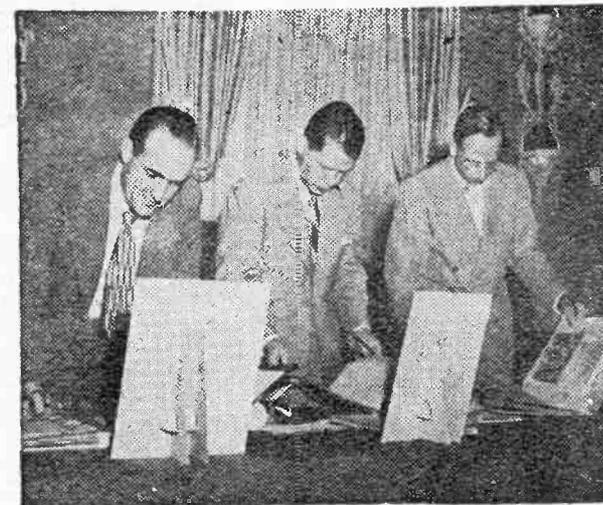
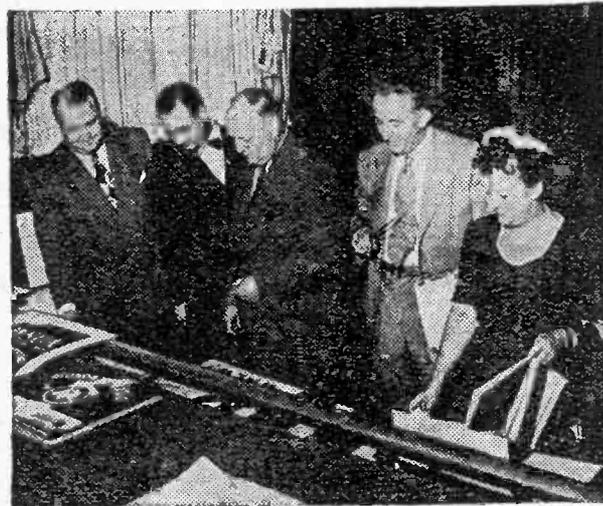


Photos on this page shows some of the judges in The Billboard's Promotion Competition studying entries before balloting. Photo at top, left, shows (l. to r.) John Gilman, Lever Bros.; John Hymes, Biow Company, and Ted Steele, Benton & Bowles.

Frank Kemp, Compton Agency; Wickcliffe Crider, B.B.D.G.O., and Richard Rettig, Whitehall Pharmacal Company (l. to r.) shown second from top, at left, ponder over network affiliate, regional channel entries.

Pursing his lips in serious contemplation, Chester MacCracken, of Doherty, Clifford & Shenfield, works his way thru some of the 300-odd entries with Stanley Pulver (center), of Dancer, Fitzgerald & Sample, and Mrs. Ella B. Myers, advertising manager of General Foods.

At left, bottom photo (l. to r.), J. M. Allen, of Bristol-Myers Company; Don Stauffer, Sullivan, Stauffer, Colwell & Bayles; shirt-sleeved William B. Lewis, Kenyon & Eckhardt, and William M. Ramsey, Procter & Gamble, pore over the network entries in the Radio Promotion Competition.



At top, right (l. to r.), Tom Revere, Donahue & Coe; J. Ward Maurer, the Wildroot Company; George Potter, vice-president, Prudential Insurance Company of America; Ray Sullivan, Sullivan, Stauffer, Colwell & Bayles, and Linnea Nelson, J. Walter Thompson, confer as to winning entries.

At bottom, right, Seymour Ellis, advertising manager of Philip Morris; Kendall Foster, William Esty Company, and Albert S. Dempewolff, Celanese Corporation of America, getting ready to cast their votes for radio's best promotion work.



Radio Promotion

How Winners Were Picked; Judges Avoided All Bias

NEW YORK, Sept. 13.—Painstaking care and exhaustive study of every entry received earmarked the judging by the board of judges in this year's—the 10th—Annual Radio Promotion Competition, conducted by *The Billboard*. Every possible measure which could be arranged to insure a fair, unbiased shake for every entry was undertaken. As a result, the awards, in the considered opinions of this paper's editorial staff, represent selections which not only tabbed the winners with the highest degree of accuracy, but which represent the judgment of men and women from the advertiser-agency fields best fitted to make those selections.

Judging took place September 3 at the Wedgwood Room of the Waldorf. The judges—their names are listed elsewhere in this week's radio department—devoted the greater part of one full working day to making their selections.

Voting Set-Up

Here's how the voting procedure was set up. As each entry was received, it was assigned to a *Billboard* staffer, who wrote a brief but complete report on it. These reports

form the contents of *Report on Radio Promotion, 1946-1947*, a 300-page book to be distributed at the convention of the National Association of Broadcasters (NAB) in Atlantic City. At the Wedgwood Room, a copy of the report was attached to each entry, and those which were graded "outstanding," "excellent" or "good" were marked accordingly. Entries which did not rate in these groups were not labeled.

Since there were almost 300 entries—many of them multiple units consisting of several fact-crammed books, etc.—it would have been impossible to expect all the judges to go thru all the entries. Accordingly, the judges were organized into subcommittees, and these subcommittees were assigned to various categories. Thus, one group judged network and regional network entries; another judged FM, television and new stations, another judged clear channel web affiliates, and so on. In addition, the judges were requested, upon completing their assignments, to vote on other groups, after proper study. In this way, every category was weighed by two or more judging units.

Radio Promotion

HIGHLIGHTS AND . . . HONORABLE MENTIONS

A station in Jasper, Ala., sounds an insurance company-sponsored siren every time a fire occurs in town; a station in Oklahoma City has a safety campaign featuring jingles on mock tombstones; a Washington station exposed a phoney veterans' benefit boat ride; in Florida, a broadcaster tossed "floating treasure" bottles into the Atlantic, while in California, an outlet had Gregory Peck auction off a bathing suit while worn by a curvaceous beauty! These were among the original ideas which flooded into *The Billboard's* 10th Annual Promotion Competition.

So, to the following stations, whether winners or not, for their ingenuity and their hard-hitting promotions, *The Billboard* delivers warm honorable mentions:

WNBC, New York, clear channel NBC affiliate, for its bang-up job on overall promotion, with the emphasis on thoroughness rather than the spectacular, and particularly for its remarkably productive "Salute to the Cities" campaign.

WGAR, Cleveland, clear channel CBS affiliate, for its helicopter hops to cities now within its listening range where wire-recorded interviews, played back later, made a host of new friends.

WWWB, Jasper, Ala., local channel MBS affiliate for breaking into regular shows during local fires with a sponsored announcement of the location and size of the fire, urging citizens to stay away from the scene.

WWDC, Washington, independent, for uncovering a phoney vet-benefit boat ride, exposing it publicly and causing it to be cancelled within 72 hours.

FM Pioneering

WGYN, New York FM station, for pioneering with full-time FM broadcasts and for bringing FM to the attention of people by piping its programs into factories and amusement parks.

KSDJ, San Diego, regional channel CBS affiliate, for getting film star Gregory Peck to aid its Cancer Fund drive by auctioning a hand-painted swim suit virtually off the back of a lush damsel.

WONS, Hartford, Conn., regional channel MBS affiliate, for tying up its publicity with Lieut. Gov. Snow, whose name spelled backwards is the station's call letters.

WBAP, Fort Worth, clear channel ABC affiliate, for plugging the Paul Whiteman program by a tie-up with grocers which had stickers about the show pasted on housewives' bundles.

WHFM, Rochester, New York, FM station, for pointing up the increase in FM listenership by filling in the number of sets in its area in ink on all promotional matter, with an asterisk explaining that any printed figure would be out of date immediately.

WKY, Oklahoma City, regional channel NBC affiliate, for its safety campaign featuring eye-stopping mock tombstones with humorous jingles inscribed on them, and for a sock, compelling ad slogan, "The world's tallest transmitter" as 959 feet high "and a million listeners wide."

CFCB, St. John, New Brunswick, regional channel CBS affiliate, for its catchy new station promotional mailing pieces including a diaper, box of popcorn and a can of sardines labelled "opening soon."

Floating Bottle

WINK, Fort Myers, Fla., local channel CBS affiliate, for its floating bottle gimmick which invited finders to present them at the studio for a "treasure."

KTUC, Tuscon, local channel CBS affiliate, for ending the famine on local live entertainment by opening a theater in the city.

WBBM, Chicago, clear channel CBS affiliate, for exposing the stark facts, uncensored, on juvenile delinquency in Cook County.

Also, to the numerous stations thruout the country which tied in with local or regional fairs and expositions and brought themselves before a wider public audience than ever before, including WBNS, Columbus, O.; KOY, Phoenix, Ariz.; WHOT, South Bend, Ind.; WELM, Elmira, N. Y.; WAPI, Birmingham; WHO, Des Moines, Ia.; and WMT, Cedar Rapids, Ia.

Radio Promotion

KUGN, WOLF, KVFD Lead Field Among Low-Wattage Stations; High in Promotional Ingenuity

NEW YORK, Sept. 13.—The low wattage stations are often long on ingenuity. This is borne out by the entries in network affiliate-local channel category of *The Billboard's* 10th Annual Promotion Competition. Another highlight emphasized by the entries in the local channel class also obtains in the regional division—namely, outlying stations, far removed from what are regarded as key centers of radio activity, show no dearth of promotional brains. The 250-watters not only have mastered routine promotional methods, but also

are hep to stunts and are alert enough to latch on to situations which arise suddenly and possess inherent promotional possibilities.

Top winners in the Overall, Single Campaign and Public Service divisions of the network affiliate-local channel division are, respectively, KUGN, ABC outlet in Eugene, Ore.; WOLF, Mutual outlet in Syracuse, N. Y., and KVFD, Mutual affiliate in Fort Dodge, Ia.

KUGN, winner in the Overall class, lent a fresh touch to its promotional (See *KUGN, WOLF, KVFD*, page 22

Radio Promotion

WLW, With a First and Third, Sensation of National Race; KSTP and WHO Also Winners

NEW YORK, Sept. 13.—Highlighting the competition among the many clear channel network affiliates entered in *The Billboard's* 10th Annual Promotion Contest was the winning by WLW, Cincinnati, of first honors in the overall promotion division and third prize for public service promotion. This feat, in view of the number of outstanding entries submitted by the major web affiliates, proved one of the most spectacular of the entire competition. KSTP, Minneapolis, won the first prize for a single cam-

aign, while WHO, Des Moines, led the awards list for public service promotion.

WLW's prize-winning entry in the overall division was labeled by the judges as "a compendium of information, a veritable bible of promotional material." Scarcely a promotional facet was untouched by the station, which, without accepting the gimmick, the fancy or the cute type of promotion, delivered an all-embracing campaign on the highest levels of (See *WLW Is Sensation on page 18*)

Special Award

10 "UNFINGERED" SILVER DOLLARS

Probably the most unusual entry received in this year's promotion competition came from WFOM, Marietta, Ga., a 250-watt independent outlet. The entry was unusual, not for a lavish physical get-up, but because of what it said.

After one reading of the WFOM entry, the judges in the competition, as well as *The Billboard* staffers, agreed that WFOM rated some sort of special award—and after you read the following, you'll see why we awarded the "10 'unfingered' silver dollars."

The award, a special scroll framed in cartwheels, will go on to the station after it is displayed at *The Billboard's* exhibit at the NAB convention in Atlantic City. Come in and take a gander, but meanwhile, read the following WHOM entry excerpts:

CAMPAIGN:

Can you sell fish?

PARTICIPANTS:

Employees of WFOM except station manager and salesmen.

PURPOSE:

A. To acquaint employees with our advertising rates and the know-how in getting advertisers on the air.

B. To know WFOM's selling points.

C. To get acquainted with as many prospective advertisers as possible.

D. To create a "family" among all those working for WFOM.

PRIZE:

Ten (10) silver dollars to the winner—the person securing the most advertising in dollars and cents during that one week.

BUILD-UP:

The manager wrote the following letter to each of the employees:

"Would you like to win 10 SILVER DOLLARS? Are you a salesman? Can you sell fish?"

"We want each member of the staff of WFOM to sell some advertising—to sign up some customers on a contract blank—to know how our rate card works—to know WFOM's selling points. Sometimes the best salesman is stifled beneath a pile of routine detail duties and never lets the world know that he can talk turkey for business reasons. Here IS YOUR chance to prove how hepped you are—a chance to talk WFOM with the people you trade with.

"Here is how it's going to work: We are giving each of you several contract blanks and a rate card and the information you need. The one who secures the most amount (in dollars and cents) of advertising wins the purse, 10 SILVER DOLLARS.

"Here are a few simple facts concerning the contest; read them over and then go out and sell—sell WFOM—sell ADVERTISING—sell yourself!

"The prize goes to the person securing the most advertising in dollars and cents. Sell all you can.

"No incoming telephone advertising requests will count.

"TEN SILVER DOLLARS goes to the winner, but if the advertiser fails to pay his bill—the winner must default the prize.

"When this campaign is over, we can tell who 'CAN SELL FISH'."

Ten silver dollars were secured and for a few days prior to campaign date the employees had a chance of "fingering" the silver pieces. On the campaign date the coins were hung with visible tape as a fish line on the studio bulletin board, along with a chart showing in thermometer fashion the progress of each contestant.

RESULTS:

To the surprise of all, the results were exceedingly gratifying. In the last three hours of the campaign, Program Director Charles Beresford was \$2.50 ahead of contender, Engineer William Granberry. At the close of the campaign, Granberry had succeeded in securing another \$5 contract which placed him in first with \$898.50 in signed contract sales. The program director fell in second place with \$893.50 in contract sales.

The total sales during the week for all contestants amount to well over \$2,000.

One surprising factor of the entire campaign, causing *Broadcast* magazine to write the "fish" campaign up was the sales of the maid, Hattie Scott. She signed up advertisers among her own community which are still on the air today.



Fred Allen



Charlie McCarthy



Bob Hope



The Great Gildersleeve



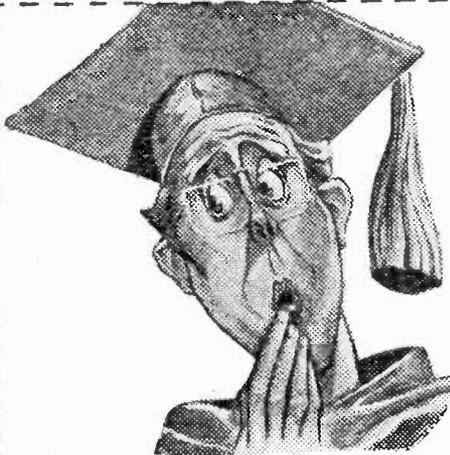
Amos 'n' Andy



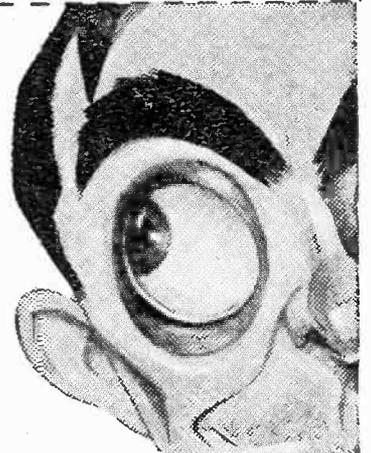
Red Skelton



Mr. District Attorney



Kay Kyser



Eddie Cantor



Jack Carson-Eve Arden



Frank Sinatra



William Bendix



Burns and Allen

Network of the stars



Fibber McGee & Molly



Dennis Day



H. V. Kaltenboen

The pictures on these pages are but a sample of what advertisers and listeners will be seeing a lot of this year—NBC stars through the eyes of the famous caricaturist, Sam Berman.

With the familiar NBC lineup of stars intact—plus such newcomers as Al Jolson, Jimmy Durante, Frank Sinatra, Eddie Dowling, Jack Carson, Bob Hawk, Garry Moore and the Ford Theater, the 1947-48 season on NBC will shine brighter than ever—beaming to listeners the greatest concentration of talent, to advertisers the greatest concentration of listeners ever to be found on a single network.

America's No. 1 Network



the National Broadcasting Company

A service of Radio Corporation of America

NAB, NAM, LEGION VS. FCC?

Drive Looms For Revision Of FCC Act

NAB Distributes Proposals

WASHINGTON, Sept. 15. — Next session of Congress will feel the impact of the hottest drive in history for revision of the Communications Act thru proposals by the National Association of Broadcasters (NAB) to strip the Federal Communications Commission (FCC) of some of its broadcast powers. This became apparent here today as the NAB touched off the campaign by distributing copies of proposed legislative revisions to NAB members at the association's Atlantic City conclave.

NAB's crusade to whip up public support is regarded as unprecedented. With NAB insiders candidly voicing hope that the association's drive will be supported by the powerful American Legion, which boasts a membership of 3,000,000, and by the National Association of Manufacturers (NAM), regarded as one of the most potent pressure organizations in the land.

High significance consequently is being attached to the participation of American Legion and NAM spokesmen in the NAB convention, with National Commander James F. O'Neil, of the Legion, and Robert R. Wason, chairman of the NAB board, appearing as featured speakers at the Atlantic City conclave.

NAB Strategy

NAB's strategy in the legislative campaign is regarded as exceptionally shrewd inasmuch as delegates to the convention are expected to carry home with them copies of the association's proposed legislative changes, pacing the way for a drive reaching congressmen from the various constituencies during the current recess and also the general public. Strong possibility is seen that the (See NAB, NAM Legion on page 26)

Real GLOSSY 8x10 PHOTOS

\$2.95 FOR 25

NEGATIVE CHARGE \$1.25 ON FIRST ORDER OF 25. NO NEGATIVE CHARGE ON ORDERS FOR 100-8x10'S FOR \$6.60. 50% DEPOSIT, BALANCE C.O.D. SEND NEGATIVE OR PRINT.

100 POST CARDS \$7.15

MULSON STUDIO
DEPT. C, BRIDGEPORT 8, CONN.

The Billboard At the NAB

Daily Convention Round-Table Discussions

WAAT, Newark,
970 K.C.
9:05 A.M.

A BILLBOARD TRADE SERVICE FEATURE

Burrows To Write Joan Davis Show

NEW YORK, Sept. 13.—Joan Davis show, wrapped up by Hubbell Robinson, vice-president in charge of programming for the Columbia Broadcasting System (CBS), starts as a co-op on the web Saturday, October 11, in the 9:30 p.m. slot. Bill Goodwin, currently in this time, will be shifted to another spot. The Davis show will be written by Abe Burrows. Dick Mack will again be producer-director.

CBS intends to build up Saturday night as a strong comedy period. In addition to Davis, Saturday schedule has Sweeney and March at 8:30-9 p.m., and Abe Burrows, 10-10:45 p.m. Writing spot will not affect Burrows' CBS show.

Network - Scripters Strike Threat Eased

NEW YORK, Sept. 13.—The strike threat which faced the networks over their impasse with the Radio Writers' Guild on rights for the scripters has been slightly dissipated. In a day-long session between the negotiators yesterday, progress was reported made in settling the dispute.

Things looked black last Monday (8) when the RWG national executive committee rejected the webs' counter-proposals regarding ownership of radio and other rights to freelance scripts. In fact, the union summoned its top execs thruout the country to show the webs it meant business.

Another meeting will be held Wednesday (17) and RWG brass is hopeful some compromise can be worked out.

Record NAB Meet Under Way; Proposed New Code Tops Agenda

(Continued from page 3)
around the provisions for toning down commercials. Changes in kid show and mystery standards also are likely to be hotly discussed.

Another vital issue slated for heavy discussion in the remaining days of the convention is the economic crisis faced by radio in these days of over-developed markets. One portion of the problem will be dramatically presented when a group of Powers models take places in a living graph to show increased costs of station operation.

Other issues to be batted around, both officially and unofficially, are the legislative proposal for changing the Federal Communications Act (see separate story in this issue), radio editorializing, international radio problems, ideas for renewed emphasis on FM, and numerous questions involving James C. Petrillo and his American Federation of Musicians (AFM).

Today marks the first time in NAB convention history that special clinics have been held. Clinic topics include broadcast advertising, employee-employer relations, programming and engineering. Other meetings today include those of the music advisory, FM executive, legislative, research and public relations committees.

Featured speakers are brushing up their notes in preparation for their addresses the remainder of the convention period. NAB Prexy Justin Miller delivers the annual president's report tomorrow morning at 10 o'clock, to be followed by Goar

NAB Frames Strong Code To Answer Industry's Crix; Regulatory Measures Stiff

New Set-Up Follows NBC, CBS Operation Methods

ATLANTIC CITY, Sept. 15.—A surprisingly strong code, packed with provisions designed to answer criticisms leveled at the broadcasting industry within the last year or so, will be offered to the membership Thursday (18) during the course of the 25th annual convention of the National Association of Broadcasters (NAB) the subject of speculation for months, ever since the NAB's standards of practice committee began framing the new document. Details of the code were first revealed here today (Monday).

That the code will be the cause of considerable controversy is almost certain, and it is equally likely that one of the hottest items will be the stiff regulatory measures offered in connection with children's programs. The code has already received ample support, most notably by a resolution adopted by NBC affiliates in their own convention here last week, urging the NAB to pass a strong, effective code.

The code was first presented to the NAB board of directors yesterday (Sunday). Formal reaction of the directors was not available at press time.

Among the salient features of the code, these provisions are the most notable:

No middle commercials in new

shows less than 15 minutes.

Restrictions are placed on the use of box top or wrapper appeals in kid programs and no appeals asking for children to purchase goods in order to keep a program on the air are permitted.

Programs involving tortures, horror or the supernatural are to be avoided.

Commercial copy is to be written and broadcast so as to end misleading statements of prices or values and misleading comparisons of prices or values or false or deceptive claims.

Commercials should not include trick sound effects, blatant announcers and over repetition. This, obviously, was designed with an especial regard for spot announcements.

Code also places strict limitations on length of commercial copy. Time range for daytime shows is one minute on a five-minute show; two minutes on a 10-minute show, and two minutes and 40 seconds on a 15-minute show. Half-hour day shows get a four-minute allotment. Evening times for commercials run the same up to 15-minute shows, which get only two and a half minutes of plug time and three minutes for half-hour shows. Longer programs are in proportion.

Cowcatchers Out

Another strong provision, and one which again is regarded as highly provocative, deals with cowcatcher and hitch-hike announcements. These dangling plugs, the object of a recent "get-'em-out" drive by Niles Trammell, NBC president, would be subject to strict regulation under the new code. Provision reads as follows:

While there is no restriction on the number of products which any single sponsor may advertise within the above time limits, commercials for these products should be presented within the framework of the sponsor's program structure. This precludes the use of such programs of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its apparent sign-off. To this end the program itself should be announced and clearly identified before the use of what have been known as "cowcatcher" commercials, and the program should be signed off after—not before—the use of what have been known as "hitch-hike" commercials.

In many respects, the proposed NAB code follows the line of the practices observed by several major webs, notably NBC and Columbia, in that restrictions are placed on types of advertisers permitted; equal distribution of controversial issue-time is provided; crime and horror are not to be treated glamorously; professional advice is verboten; horse race and gambling information is eliminated; newscasters are to be responsible only to broadcasters and not to sponsors.

Ten Commandments

The provisions for kid shows, 10 in number, have already been dubbed the "NAB's 10 Commandments."

"Programs for children and young people should be designed to meet the following:

1. They should convey the com-
- (See NAB FRAMES on page 26)

Mestre, vice-president of Inter-American Broadcasters' Association.

Following tomorrow's luncheon, Admiral W. H. P. Blandy is slated to speak briefly. Back in the main hall, Robert R. Watson, chairman of the board of National Association of Manufacturers (NAM) will be the afternoon's chief speaker. Other featured speakers will be Federal Communications Commission Chairman Charles Denny, who will speak Wednesday; Representative Clarence Lea, who speaks tomorrow, and James O'Neil, newly elected American Legion commander, who will talk Thursday.

Besides being incorporated in some of the speeches, the AFM problem will come in for discussion at individual meetings of several NAB committees, including the labor and FM groups. New legislative or judicial procedures for coping with Petrillo are likely to be submitted for discussion.

Most of the talk on international radio is likely to be centered around the Voice of America broadcasts in view of a recent letter to NAB from Assistant Secretary of State William Benton, asking that the broadcast be discussed by NAB. Proposal that the U. S. give up some of its international frequencies also is expected to gain attention.

For the edification of the delegates, nearly an acre of floor space has been crowded with exhibits or radio sets and equipment. Latest model video, FM and combination sets are arousing much interest.

**A tough-minded examination
of 1947 radio values shows
CBS is the most effective
network in America, today**

Radio doesn't stand still. Vigorous new things keep happening in its solid maturity, as in the days of its youth. Yet in all of the swift confusions of radio's growth and changes some simple basic yardsticks remain, with which to measure radio network values.

What are these yardsticks?

- 1. Completeness of coverage**
- 2. Balance of facilities**
- 3. Balance of program schedules**

These combine to give a sometimes-overlooked (but very basic) measure of network efficiency:

How many listeners delivered at what cost?

We have applied all these yardsticks to all the networks in a new CBS study; a useful measure of the *coverage* and *economies* of the networks.

The figures show, simply and clearly, that CBS is the most effective network in America, today.

To see the study—and to get the utmost in radio values...

SEE CBS...THE COMPLETE NETWORK

NBC CONCLAVE SOCK SUCCESS

Improvements Get Support Of Air Brass

McElroy Warns on Costs

(Continued from page 4)

warned, advertisers might be forced into other outlets, since radio's principal advantage has been its low cost-per-listener rate. McElroy expressed concern over imposition of more restrictions on radio plugs, taking the approach that the increased cost factor, combined with commercial restrictions, might prove disastrous insofar as the advertiser is concerned.

Larmon and Mortimer, on the other hand, praised broadcasters for the critical self-examination which characterized both this year's and last year's NAB conventions. Larmon urged de-emphasis on block programs, especially citing soap operas and horror-crime-adventure stuff, as

Ellington Agency Gets Big Cities Service Account

NEW YORK, Sept. 13.—Cities Service account, which until a few months ago was handled by Foote, Cone & Belding, has been awarded to the Roy Ellington Agency.

All indications late this week were that Cities Service's network program, *Highways in Melody*, would be continued over the National Broadcasting Company.

Cities Service account, which totals about \$10,000,000 yearly in billings, was resigned by FC&B. Latter agency and its predecessor, Lord & Thomas, held the account many years.

well as criticizing the lack of program variety. He urged improvement in moral tone, improved censorship, higher standards in new shows, minimization of commercial time and higher standards for commercial sales talks. He urged broadcasters to encourage new types of shows and to stress public service programs.

NBC Doles Out Comic Books as Kid Interest Lift

ATLANTIC CITY, Sept. 15.—Sock new promotion gimmick was revealed to the NBC convention here last week by Charles Hammond, the web's promotion director. Aiming to increase kid interest in NBC programs, the web will shortly start distribution of a specially published comic book, the initial print order of which was over a million.

Distribution will be effected in various ways, among them inclusion as an insert called *On the Air* in *Scholastic*, a students' magazine. Mags are 1-page colored affairs with copy stressing NBC programs and the net itself.

This is part of an all-over NBC drive to hypo web and radio public relations, another step being the production of a motion picture to be exhibited thru standard film channels.

RCA & NBC Execs Give Tips on Tele

Get In Fast—Or Else

(Continued from page 4)

stated that as the video audience increases many listeners will switch from AM to television. "This will reduce the audience of sound-broadcasting stations and will affect their revenue, which is based on circulation." He pointed out that to "maintain their present positions in their local communities and to safeguard investment and earning capacity of established sound-broadcasting stations, prudent owners will consider television as an added new service."

"There is no protection in standing still," Sarnoff warned. Thruout his talk he alluded to video's future, painting a rosy picture. He pointed out there are now 13 stations on the air. By the end of 1947 he expects 26 and by the end of 1948 about 50. By this time he also expects about 750,000 in use.

Sarnoff additionally stated local television has strong possibilities from the programing and advertising points of view. As for network tele, he stated that automatic radio relay stations, alone or in combination with coaxial cable, show great promise for speeding video service thruout the nation. Coast-to-coast tele is likely in the next few years, he indicated.

Mullen, telling the affiliates that NBC is thru with waiting and that "we're on our way," advised the convention not to be apprehensive about video costs. Apart from expense of transmitter and certain equipment, he added, costs were reasonable, including local programing. He also stated that the local revenue picture is better than anticipated. He added that NBC would provide the affiliates with all possible service in advance of interconnection. "Within months," he said, "we'll have an East Coast network." Mullen then warned that local service must precede national service.

Noran Kersta, NBC video exec, followed Mullen with a mass of slides and statistics, warning the convention to "decide soon." Later it will be tougher, he pointed out. He listed the large radio advertisers who have used the web's video facilities, and via a large screen, indicated to the convention a sample week on NBC tele.

Of the 140 stations in 140 markets provided by the FCC allocation, Kersta pointed out that 85 were already spoken for. Of these 85 channels 35 per cent are NBC affiliates.

More Chicago People

are listening to

W · I · N · D

(560 KC)

12 Noon to 6 PM

seven days a week

than to any other station

See Hooper for July

The Billboard
At the NAB

Daily Facsimile
Transmissions

WAAT-FAX

See the Promotion Winners
and Get the Convention News
via facsimile

A BILLBOARD TRADE SERVICE FEATURE

IN JUST ONE YEAR **WHDH** BECOMES BOSTON'S BEST RADIO BUY!

"Share of Audience" up 459%

For the first time, an *independent* station has attained overall leadership in Boston radio. *With 100% local programming*, WHDH has swept into top spot for sports, airing Red Sox and Braves baseball games; Boston Yanks football, plus headline college games; Boston Bruins hockey; numerous "sports round-

ups," and Herald-Traveler news *every hour on the half hour*. Musically, too, WHDH offers easiest listening with many popular participating features, including the "Carnival of Music," and the new "Tommy Dorsey Show."

THEN (June-July 1946)

HOOPER STATION LISTENING INDEX SHARE OF AUDIENCE					
INDEX	WHDH	Network Station A	Network Station B	Network Station C	Network Station D
TOTAL RATED TIME PERIODS	5.6	25.7	23.2	22.3	11.5

NOW (June-July 1947)

HOOPER STATION LISTENING INDEX SHARE OF AUDIENCE					
INDEX	WHDH	Network Station A	Network Station B	Network Station C	Network Station D
TOTAL RATED TIME PERIODS	25.7	21.9	19.6	12.6	10.0

**HERE'S WHY
WHDH
IS BOSTON'S
BEST BUY**

And if you're buying Boston, *you want the best*. In one year, WHDH has skyrocketed from a poor 6th to leadership among all Boston stations! Your John Blair man has the whole story—but here are *two facts* you should know now:

CLASS "A" HOUR RATES*	
WHDH	\$225.00
Network Station A	560.00
Network Station B	525.00
Network Station C	440.00
Network Station D	400.00

*from SR & DS, August 1947

- 1. WHDH** will deliver you lowest cost per thousand radio time available in Boston.
- 2. WHDH** superior coverage will assure you of reaching the *maximum number of listeners* for every dollar spent.

BOSTON'S BEST BUY

WHDH

HERALD-TRAVELER STATION • 5,000 WATTS • CP 50,000 WATTS

Represented Nationally by John Blair & Company

FMA TURNABOUT ON PETRILLO

Will Dicker With Instead Of Defy AFM

Optimistic on Outlook

By Sam Chase

NEW YORK, Sept. 13.—A virtually complete turnabout in attitude toward James C. Petrillo and the American Federation of Musicians (AFM) (See FMA Turnabout on page 26)

Hooper To Launch FM Phone Count After World Series

NEW YORK, Sept. 13.—The increasing number of FM receivers in the New York area has led FM broadcasters to believe they must now add the usual trappings of commercial radio if they are to compete for the advertisers' radio dollar. It was not unexpected, therefore, for the convention of the Frequency Modulation Association (FMA) to hear pollster C. E. Hooper announce (See Hooper to Launch on page 20)

First FM Review: "Treasury Of Music" on 28-Outlet Web

NEW YORK, Sept. 13.—This marks the first time a trade paper has reviewed an FM radio show. With the onset of the Stromberg Carlson *Treasury of Music* as the first commercial program aired over the 28 stations of Continental, the FM network, a new era in broadcasting got under way. It is the intention of *The Billboard* to expand continually its coverage of FM activities, including program reviews. Program was heard under far from ideal conditions, as it came to banqueting delegates at the Frequency Modulation Association (FMA) convention while they wrapped up their meat course and waited for dessert. Music featured the Rochester Civic Orchestra, under the direction of Guy Fraser Harrison, from Rochester, N. Y., with (See First FM Review on page 21)

Rep. Kearns Startles With Olive Branch

Pats Petrillo on Back

NEW YORK, Sept. 13.—Heralded as the most bitter adversary of James C. Petrillo and the American Federation of Musicians (AFM), Rep. Carroll Kearns (R., Pa.), came up with an address before the FM Association (FMA) here this week-end which breathed respect and understanding for the union chief's position. Kearns, chairman of the House Labor Subcommittee investigating the musicians' union, tangled recently with Petrillo at hearings in Washington and in the opinion of many observers, came out a poor second. But his talk before FMA betrayed no rancor.

Kearns quoted Petrillo as saying, "I want FM to grow." The Congressman then added he thought Petrillo's only fear was, justly, for technological unemployment among AFM members. He also quoted industry spokesmen (See Kearns Startles 'Em page 23)

FMA Elects Dillard Prexy; Ranks Double

NEW YORK, Sept. 13.—The new board of directors of the Frequency Modulation Association (FMA), itself elected today, immediately voted unanimously to make Everett Dillard, of Washington, the org's new president. Dillard, who founded the Continental Network, first commercial FM web, replaced Roy Hofheinz of KOPY-FM, Houston, after efforts to induce Hofheinz to serve again had failed.

Seven new members were elected to join the eight current members on the board of directors, in line with an earlier vote to expand the board from 12 to 15 members. New additions included Ed Hodel, WCFC, Beckley, W. Va.; William Ware, KSWI-FM, Council Bluffs, Ia.; David G. Taft, WCTS, Cincinnati; E. Z. Jones, (See Dillard FM Prexy on page 21)

5 Promotion Awards At FMA Banquet

NEW YORK, Sept. 13.—The first annual banquet at the Frequency Modulation Association (FMA) convention meeting found awards flowing freely. The three FM division awards of *The Billboard's* 10th Annual Promotion Competition were presented by Jerry Franken, radio editor of (See 5 Promotion Awards, page 26)

NOW!

50,000 WATTS

THE NEW

WJJD

A MARSHALL FIELD STATION REPRESENTED
NATIONALLY BY AVERY-KNODEL

CHICAGO'S

most powerful

INDEPENDENT STATION

KIEV COPS PUBSERV

(Continued from page 5) effectively promoting the station to listeners, civic groups and government agencies.

Besides a highway safety contest, with the use of a station-announcer as a baby sitter for a prize, the station undertook a number of other public

service campaigns. These included a benefit dance for municipal playgrounds, a 26-week series on the Glendale municipal government, Chamber of Commerce and Junior Chamber programs, and weekly remotes from high schools and colleges, produced by the schools' radio departments and designed to give practical experience to interested students.

1947 PROMOTION

(Continued from page 5) motion toppers, a rare tribute to the stature of the competition in the industry.

Broadcasters will be able to see the winning entries at The Billboard's NAB convention booth in Atlantic City, where copies of "Report on Radio Promotion, 1946-1947" will be available. This book includes a re-

port on every entry submitted, a compilation never before available in the broadcasting business. Warning: The supply is limited.

First-place winners in the competition will be presented with lucite plaques, which also will be displayed at the NAB convention. Second and third-place winners will be presented with scrolls. And if you didn't win this year, better luck next.



FREDERIC W. ZIV COMPANY
Proudly Presents



Mr. RONALD COLMAN

Starring on the Most Brilliant Transcribed Dramatic Show Ever Offered for Local and Regional Sponsorship

S  *S*

Favorite Story

THE FAVORITE STORIES OF: SPENCER TRACY • INGRID BERGMAN • SHIRLEY TEMPLE • ORSON WELLES • SINCLAIR LEWIS • FATHER E. J. FLANAGAN • CECIL B. DE MILLE • FRED ALLEN • IRVING BERLIN • ARCHIE GARDNER • ALFRED HITCHCOCK AND MANY MORE!

In the spirit of perfection that distinguishes this matchless series we have chosen as host and narrator . . . the one and only Ronald Colman. Now . . . his incomparable artistry, his magnetic voice and faultless diction are yours to sponsor in a dramatic program of unprecedented lavishness.

Shirley Temple, Orson Welles, Spencer Tracy, Bing Crosby and scores of other famous persons select their FAVORITE STORY, the greatest stories of all time, masterfully adapted by writers pre-eminent in their field, Jerome Lawrence and Robert E. Lee. A superb company of radio's finest actors . . . Ben Alexander, John Beal, Vincent Price, Edna Best, Benita Hume, Janet Waldo, Howard Duff . . . a fifteen piece orchestra under the direction of Claude Sweeten, brilliant musical scores by Robert Mitchell.

156 half hours available . . . every one a rare combination of prestige and dynamic entertainment, every one an unparalleled triumph of transcribed showmanship!

MASTERFULLY TRANSCRIBED
FOR YOUR SPONSORSHIP BY...



FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD - CINCINNATI 6, OHIO

NEW YORK CHICAGO HOLLYWOOD

WLW Is Sensation of Race; KSTP and WHO Also Winners

(Continued from page 9)
merchandising, audience building and test planning. Thru its "triple-A plan of station promotion," the Midwest giant hit audiences, advertisers and their product and agencies.
The branding honor of this structure had a scope seldom attempt-

ed, much less carried out by an individual station. Merchandising, for example, was attacked on every level, from the manufacturer clear down thru distributor, wholesaler and retailer to the consumer. Manufacturers were aided by questionnaires which the station had a select group of fam-

ilies answer about products and sales methods. Retailers were assisted by store modernization conclaves. All told, WLW's over-all promotion provided a model of productive service-ing.

Second place in the over-all picture went to WOR, New York. Ranging from sales promotion brochures for its programs to the campaign for its 25th anniversary, WOR made use of original, well-executed material. Devices included a periodically revised booklet, beer glass mats and eye-stopping trade ads.

Winding up in a dead heat for third place were KYW, Philadelphia, and WWVA, Wheeling, W. Va. The KYW entry clearly demonstrates that station's ability to get up huge crowd-pulling outdoor affairs, such as picnics, beach parties, soap box derbies and street horse shows, which drew thousands. Station also made use of other spectacular promotions such as electric signs and airplane trailers as well as more routine methods. WWVA indicated its know-how thru its promotion of its WWVA Jamboree Program, which is viewed by 2,000 weekly, and by the ballyhoo attendant upon WWVA's switch from American Broadcasting Company (ABC) to (CBS), handling of its 20th anniversary and tie-ups with local merchants.

KSTP Single Champ

The single campaign championship was won by KSTP, Minneapolis, for its renowned "fish" campaign, thru which the station got national publicity breaks when it put special tags in the jaws of 1,000 fish and offered prizes totaling more than \$500,000 to anglers catching them. Second prize for a single campaign went to WCBS, New York, for its promotion of the change in its call letters from WABC, making every use of air time and talent and an outstanding newspaper advertising campaign. WSB, Atlanta, for promoting its *The Harbor We Seek* sustainer series, got third prize. This job took in organized religious groups, civic organizations, colleges and universities with its drive against racial and religious intolerance.

In the category of public service, top honors went to WHO, Des Moines, for the spectacular job it did in promoting the fourth annual Corn Plowing Match and Soil Conservation Field Day, which drew 50,000 farmers to the one-day event and gained national notice. The sustained promotion by WTIC, Hartford, Conn., for its fire prevention campaign drew the second place award, mainly on the basis of its 108 programs and 1,196 announcements on the theme, plus a well-advertised poster contest. The campaign which won third prize for WLW in the public service category was that surrounding its flying of four citizens to Europe to survey food and famine conditions. After this dramatic stroke, the station promoted widely the need for farmers to produce more and for consumers to waste less food.

Mutual Wins Web Overall

(Continued from page 5)

to do, and its promotion stressed that thruout—even to the presentation's title, *Targets for 1947*. Singles Campaign honors, won by National Broadcasting Company (NBC), were based on sell the NBC success story. And in winning the judges' vote as Public Service Promotion champion, Columbia Broadcasting System (CBS) matched its outstanding programming in that sphere with some equally fine promotion.

Regional Webs

Among the regional webs, the Overall Promotion award went to the Pacific Northwest Broadcasters, Inc., for switching call letters on their outlets so that the first three letters were "KXL—" and then promoting the stations as the "XL" stations. Columbia Pacific Network won the Single Campaign prize for regional webs for promoting its *Menace in White* documentary on illegal medical practices. Public Service winner among the regionals was the Yankee Network of New England, for its programming in sponsoring the Yankee Network Institute, including four different series of programs.

The MBS entry, in winning the Overall web award, drew the virtually unanimous acclamation of the judges for carefully conceived and perfectly executed promotion aimed at accomplishing specific objectives. These objectives included, in part, selling MBS's coverage and economy, and its packaged or "discovered" shows; building the web's station relations and selling MBS to the audience. Utilization of all promotional media was not the whole of MBS' story, which also depended for success upon a thoro, solid and readable application. This the web got, as it accomplished each objective carefully, interestingly and logically.

NBC's Campaign

The NBC Single campaign, based upon the *It Happened on NBC* theme, was restricted to direct mail and trade paper advertising. However, it was a model for this type of promotion, featuring art work by Joe Kaufman in each ad to tell the story of a top NBC show. In all, the campaign sought to impress the story of how a good show is aided, thru the web's potent facilities and contact with top NBC shows, to become a top show itself.

The heavy promotion set up by CBS before each of its major public service shows was told by the prize-winning entry in that category of web competition. The material used was in keeping with the high quality of the shows themselves, among the finest such ventures in recent broadcast history. Sent to each station carrying the shows were a brochure and special material concerning the show, including copy, artwork and production generally. In connection with its *We Went Back* documentary, CBS pulled probably its best promotion, whereby *This Week* magazine, with a circulation in the millions, cooperated in its preparation and exploitation.

For Audience... And BONUS Audience...
it's WTAG!

Billboard

CONTINUING PROGRAM STUDIES

TOP BONUS—AUDIENCE DELIVERING STATIONS

On First 10 Daytime and Top Three Saturday Daytime Shows Based On December, 1946, Thru April, 1947, Hooperatings.

DAYTIME

Based on December, 1946, thru April, 1947, City Hooperatings and "Top 10" for June 1-7 Report

Program	Hooperating June 15th Report	City	Station	Five Month Rating
OUR CAL, SUNDAY	6.8	Worcester	WTAG	22.2
MA PERKINS (CBS)	6.4	Worcester	WTAG	19.7
ROMANCE OF HELEN TRENT	6.4	Worcester	WTAG	18.7
AUNT JENNY	6.0	Worcester	WTAG	13.9
YOUNG DR. MALONE	5.6	Worcester	WTAG	16.9

Total Bonus Audience: 63.7

Station, City and Power	Total Bonus Points Delivered Over National Averages (On Top 10 Daytime and Top Three Saturday Daytime Shows)
1. WTAG Worcester—5,000	63.7
2. WTIC—5,000 Local Sunset	34.3
3. WTIC—5,000 Night	34.1
4. WTIC—5,000	30.8
5. WTIC—5,000	29.2
6. WTIC—5,000	29.2

Some Outlets Excel Wooing Daytime Auds

WTAG 63 PTS. OVER AVERAGE

There's WTAG, Worcester, Mass., for example, a 5,000-watter which scores 63.7 points over the national average. Closest station to WTAG, WTIC, Hartford, Conn., has a score of 34.3 bonus points.

When Billboard reviewed the Bonus Audience Ratings for the Top Ten Daytime Shows, CBS had five of them—including the first three. In every one of these five, WTAG was the top audience delivering station!

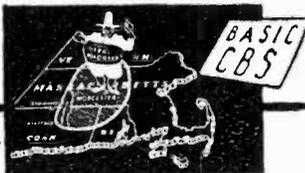
When You Buy Time—Buy A Buying Audience!

WTAG

WORCESTER

580 KC 5000 Watts

PAUL H. RAYMER CO. National Sales Representatives.
Affiliated with the Worcester Telegram — Gazette.



WNBW TV WINNER

(Continued from page 6)
to small details and unusual methods as well as to traditional promotional efforts delivered a sock job on the Louis-Conn heavyweight championship fight. The station, thruout its campaign, made the broadcast simulate actual fight conditions.

For example, at special demonstrations in the NBC studios the night of the fight, with 500 to 600 people gathered to watch on receivers, "betting prohibited" signs were posted around the studios, 500 copies of a fight program with a full-page NBC tele ad were distributed to the viewers and mock ring corners were placed in front of each of 25 receivers, subtly selling the idea that each seat is ringside with tele. The studio, in short, had virtually every authentic touch of the "fight club" except smoke and smell. The usual devices, too, were employed, including window and counter displays, banners at the fight itself and newspaper ads plus announcements over NBC's New York radio outlet.

FOR 11 YEARS WBNS HAS PULLED A HUGE AUDIENCE FOR ATLANTIC REFINING SPORTS BROADCASTS

ASK JOHN BLAIR

In Columbus, Ohio, It's

COVERS CENTRAL OHIO

WBNS

RECIPIENT OF 1946 AYER RADIO AWARD

The Billboard

At the NAB

Report on Radio Promotion 1946-1947

At The Billboard Booth Radio's First "Promotion Anthology"

A BILLBOARD TRADE SERVICE FEATURE

Radio Rep Business Lures L&T Company

CHICAGO, Sept. 13.—Lorenzen & Thompson, Inc., in the newspaper rep field for the past 27 years, this week announced that it would go into the radio rep business starting November 1. One of the larger newspaper rep orgs, the company presently maintains offices in nine key cities. The move into the radio field was made to keep up with what the org calls the "consistent trend of news-

paper publishers toward radio station ownership." As a result of this trend, L&T decided to expand its activities to serve all interests of its newspaper clients.

The company presently is not stating what stations it will represent, but has announced that James J. Devine, one of its v-p's, will head the radio division in company's New York office and Carl'n S. French will be manager of radio operations in Chicago. French was the former owner of WTMV in East St. Louis, Ill., and before that was with Hearst as an advertising exec in Chi and New York for 15 years.

Heed Mex Protest Over KNOE Step-Up

WASHINGTON, Sept. 13.—On the basis of a formal complaint by the Mexican Government, the Federal Communications Commission (FCC) is expected to make final its proposed decision announced this week denying the bid of KNOE, Monroe, La., to increase power to 5-kw. and switch frequency from 1450-kc. to 1390-kc. Following the filing of the bid, Mexico protested that such grant would interfere with XETL, Tuxpan. FCC in the tentative ukase found Mexico justified in its protests under

Joke

NEW YORK, Sept. 13.—Overheard at the FM Association convention here this week:
"The only guys in radio who are against FM are those in favor of the static quo."

terms of the North American Regional Broadcasting Agreement (NARBA). In addition, FCC claimed that a power increase for KNOE would black out all other signals for a large proportion of Monroe's population.

5 HOURS A DAY
with these

3 GREAT PERSONALITIES AS DISC JOCKEYS
on New York's

2 BIGGEST RECORD SHOWS
add up to the

#1 RADIO BUY IN NEW YORK... wmmca

BEA WAIN & ANDRÉ BARUCH "Mr. & Mrs. Music"
12 Noon-2 pm 5:30-6:30 pm Monday through Saturday
9 am-12 Noon Sunday

THE TOMMY DORSEY SHOW
10-11 am 7-8 pm Monday through Saturday

A few participations are still available in these outstanding platter sessions. You'll be selling in the best of company—including Warner Bros., TWA, Rem & Rel, Piel's Beer, National Shoes, Camel Cigarettes, Robert Hall Clothes, Oldsmobile and others. They've acted fast. How about you? For details: WMCA Sales or Free & Peters.

570...FIRST ON YOUR DIAL

WNEW Leads 5,000-Watt Indie Class

(Continued from page 5)

ple received visual impressions of WNEW annually as a result of this tripartite policy. For instance, 5,000,000 impressions per month is the estimated total accruing from special car cards on Fifth Avenue busses.

Other effective promotion results from space-for-time swaps as evidenced by deals with *The New York Journal-American* and *Radio Mirror Magazine*. In "programotion," however, station has landed its most effective promotion deals. Parmalee taxi chain, for instance, carries posters on 2,000 cabs and in return the station produces a weekly show plugging Parmalee. Similar deals are in operation with two theater chains in return for trailers, lobby displays and program space. These are only a few examples of the WNEW promotional operation. Its effectiveness can be judged by the fact that the station ranks second among New York outlets in ratings between 8 a.m. and 8 p.m.

WHN grabbed the Single Campaign award with its promotion of *Ted Husings' Bandstand*. Putting a nationally-known sports commentator into a disk jock spot was a new twist and was worked to a fare-thee-well by station's promotion department. Press breaks were supplemented by extensive use of radio, bus cards, testimonial dinners and other routine methods. In addition, some unusual ideas were conceived.

KAKC won top honors in the Pub-

lic Service category by virtue of consistent and unusual promotion. From its on-the-air debut in December, 1946, to August 1, 1947, station devoted 445 hours and 12 minutes to public service programs and announcements. In addition to this type of routine activity, however, KAKC carried thru some extraordinary projects. One of these involved the girl who was hit by a runaway automobile just before her graduation from high school. Wires were run from the high school auditorium to the hospital, where the young miss heard the graduation proceedings. Headlines carried the story: "HIGH SCHOOL GIRL GRADUATES VIA RADIO."

WOV, New York, scored second in the Overall promotion category by virtue of its expert handling of its two-fold promotion problem, namely: exploitation of English-language programs, and secondly, promotion of Italian programs, including special audience studies determining the extent of the foreign language audience. KSFO, San Francisco, achieved third place in the competition by virtue of its solid promotion of the station's use of music.

In the Single Campaign category, KMPC, Los Angeles, was awarded second place on the basis of sound use of orthodox promotion methods predicated upon research findings. The campaign succeeded in jacking up the Hooperatings 18 per cent.

WMCA, New York, and WJJD, Chicago, tied for third place in the Single Campaign class, the New York outlet on the basis of its promotion of its *Mr. and Mrs. Music* program, and the Chi station on the basis of its promotion of disk jock Ernie Simon.

In the Public Service category, WOV landed second as a result of its programing and talent search activities, and WIBG third on the basis of large evidence of public service activity.

WFMR, WIZZ Cop Laurels In FM Group

(Continued from page 5)

ficult time before they decided that the first prize go to WFMR, New Bedford, Mass., with WIZZ, Wilkes-Barre, Pa., second, and WKNB-FM, New Britain, Conn., third.

The WFMR entry was keyed to the station's belief in personal contact and service as a prime means to supplement newspaper publicity. To this end, it sponsored talks, movies, and on-the-air demonstrations before key organizations to boost FM. It also sponsored classes in which it trained radio repairmen to service FM receivers, and sent out two repairmen to install antennae and service sets thru dealers. Backbone of the station's promotion is regular publicity in the local newspaper, the *Standard-Times* which owns the station.

Absorbing Story

The WIZZ story also proved to be most absorbing. If you live in WIZZ's area and want to hear a local baseball game broadcast, you have to buy, borrow or get near an FM receiver, for that FM station cornered the broadcasts while the local AM stations were waiting for a sponsor. By acquiring the choice local programming plum, WIZZ automatically struck a resounding blow for FM in its area. Another plan in the WIZZ works is "transcasts," by which 9,000,000 riders of trackless busses and trolleys will, each month, hear the FM broadcasts.

An active campaign to inform people in its area about FM also has been carried on by the third prize winner, WKNB-FM. This is done via dealer co-operation, station break announcements on the AM adjunct, WKNB, and running a contest with FM converters as a prize. WKNB-FM also has broadcast the Boston major league baseball games, thus offering programing of wide interest to stimulate purchase of FM receivers, and it has installed FM receivers in bars and grills, so that a wider section of the public could hear FM reception. Local ads also have helped promote the medium.

One group of judges held that the entry of WGYN, New York, while it did not quite gain sufficient votes for a prize, was strong enough to rate special mention. One of eight FM stations in its area, operating on an almost non-existent budget, WGYN has not only striven to attract FM listeners to its station, but has tried to attract listeners generally to FM and keep FM listeners sold on FM. This it did by becoming the first FM station to operate full time in New York, offering programing for home listeners and retailers demonstrating the medium. Two other stations which followed credited WGYN with influencing their decision to go full time. Station also plugged FM by having its programs piped into factories and into Palisades Amusement Park, where 30,000 visitors daily have heard its static-free shows over the public address systems.

4 STATIONS DOUBLE

(Continued from page 6)

tion and a deucer in public service program. It's a regional channel web affiliate.

KLZ, Denver, also scored a win and a third, its first place being in Public Service promotion and its third being in Overall promotion. It, too, is a regional web affiliate, and like WKY and WLW, claims NBC as its radio mother.

Only one indie station took more than one award, this being the Arde

15 1946 Winners Repeat in 1947

(Continued from page 6)

Single Campaign, 1946. Public Service, 1947.

CBS Pacific Network, Single Campaign, 1946 and 1947.

National Broadcasting Company, Public Service, 1947; Single Campaign, 1947.

WLW, Cincinnati, Public Service, 1946, Overall and Public Service, 1947.

KLZ, Denver, Public Service 1946 and 1947; Overall, 1947.

WKY, Oklahoma City, Overall, 1946; Public Service and Single Campaign, 1947.

Yankee Network, Single Campaign, 1946; Public Service, 1947.

WJJD, Chicago, Overall, 1946; Single Campaign, 1947.

WFIL, Philadelphia, Single Campaign Service, 1946; Single Campaign, 1947.

WOV, New York, Public Service and Overall, 1946; Public Service and Overall, 1947.

CKCK, Regina, Sask., Public Service, 1946; Single Campaign, 1947.

WHN, New York, Single Campaign, 1946; Single Campaign, 1947.

KMPC, Los Angeles, Single Campaign, 1946 and 1947.

WNYC, New York, Public Service, 1946 and 1947.

HOOPER TO LAUNCH

(Continued from page 16)

that his rating service had been delegated to begin telephone coincidental FM audience measurement, as disclosed by *The Billboard* last week.

Initial year of Hooper studies will be underwritten by Capt. P. K. Lieberman, of WGYN, and Capt. W. G. H. Finch, of WGHF-FM, with other stations invited to participate in the \$400 cost of each report on a pro rata basis. The survey will cover the 2 to 4 p.m. period, Mondays thru Fridays, on the second and fourth weeks of the month, in New York and New Jersey. The minimum survey will cover 1,000 FM set-owner homes, supplemented by a comparison with random New York telephone homes.

The survey will be launched in October, after the World Series, in order to avoid competition with a top AM audience attraction during about the same hours. It is expected that some FM stations will be forced to begin airing earlier in order to have their results included, inasmuch as some broadcasters in the New York area do not start operations until 3 p.m. daily.

The Broadcast Measurement Bureau (BMB) also will pay more attention to FM in the future, according to Hugh Feltis, BMB president. Feltis told the FMA that BMB intends to measure FM station audiences and already has several FM subscribers. He added that BMB may take a census of FM set ownership by counties and cities in 1948.

Bulova New York beeper. WOV. Both were second place wins, one in Overall promotion and the other in Public Service. Station is in the over-5,000-watt category.

The Billboard At the NAB

Convention Hall Display Booth Nos. 139-141-143

Devoted entirely to Winners in 10th Annual Radio Promotion Competition

A BILLBOARD TRADE SERVICE FEATURE

Once again...

WGBI SCRANTON TOPS Billboard's List of Top Bonus-Audience Stations

Here's what famous Billboard Magazine found out about WGBI in its Continuing Program Studies:

WGBI led all stations in delivering Bonus Audiences.

WGBI delivered 76.6 Bonus Points over the National Average.

WGBI led the next highest station by 19.3 Bonus Points.

WGBI led all stations on 4 out of 5 top-rated CBS shows.

That's coverage! And on WGBI, it's coverage in Scranton — Wilkes-Barre...the nation's prosperous 19th market. A word to the market-wise is sufficient!

(Figures from Hooper Station Listening Index Oct. 1946 through Feb. 1947)



SCRANTON **WGBI** PENNSYLVANIA

CBS AFFILIATE
910 KC
1000 WATTS DAY
500 WATTS NIGHT

JOHN BLAIR & COMPANY
REGIONAL REPRESENTATIVES

FRANK MEGARGEE, President

ZIV'S WHOPPING 10 MILLION

Disk Biz 30% Above 1946; Tops in Field

23 E. T. Series Sold

NEW YORK, Sept. 13.—Frederic W. Ziv Company, largest of the open-end transcription producers in the country, will gross an estimated \$10,-350,000 in 1947. This figure, up more than 30 per cent over the 1946 Ziv gross of \$7,500,000, is, wax men say, by far and away the top score of any

FIRST FM REVIEW

(Continued from page 16)

a midway talk from the banquet by Major Edwin H. Armstrong, inventor of FM.

Prevailing conditions made it difficult to judge accurately the reproduction of the music, but the qualities of FM are well known and previous land-line and direct pickup relays have had no ill effects upon color, tone or range.

Most notable item, perhaps, about the broadcast was the commercials, which were gems of brevity and dignity, delivered at the onset and close of the show. Both stressed the qualities of FM itself and added that in FM, Stromberg Carlson leads in research, workmanship, material and design. Commercials were delivered in a well-modulated tone calculated to be in keeping with the musical numbers. Latter showed a nice variety, and included the *Prelude to Carmen* by Bizet, Fritz Kreisler's *Tambourine Chinoise*, Tschaikowsky's *Waltz From Sleeping Beauty Ballet*, Debussy's *Claire De Lune*, Grieg's *Norwegian Dance No. 2*, and Gershwin's *Strike Up the Band*.

In his midway talk, Major Armstrong said the long struggle to make FM a mass medium is about ended. He added that the policy of Stromberg Carlson in sponsoring the FM network series will lead the way for others to follow. Major Armstrong was introduced by Lee McCanne, vice-president and general manager of the sponsor.

The program was the first of six in the trail-blazing series. Continental next week will precede the 8.30 to 9 p.m. Friday show with a 30-minute live popular music show which it will air on a sustaining basis and will put up for sale. Sam Chase.

DILLARD FM PREXY

(Continued from page 16)

WBBB-FM, Burlington, N. C., and Ben Strouse, WWDC-FM, Washington, all for three-year terms. Tom McNulty, of WMCP, Baltimore, was elected to a two-year term and Morris Novik, of Unity Broadcasting, New York, to a one-year term.

William Barlow, FMA's publicity director, currently is seriously ill and his position will remain unfilled for the present. Hofheinz declared that the organization had grown from 108 members in January to 208 at present—nearly 100 per cent jump in nine months.

The FM receiver picture also shows a rise, according to a talk to FMA by Max F. Balcom, newly elected president of the Radio Manufacturers Association (RMA). Balcom told the group that postwar FM production is about 700,000 and all but a few of these have been turned out in less than a year.

platter producer in the business. Ziv's zoffig score will come in thru its sales of 23 programs, with two more name e. t. series in the works. One of these is the Guy Lombardo open-enders, reported in *The Billboard* some months ago. Last year, Ziv had 18 shows in its stable.

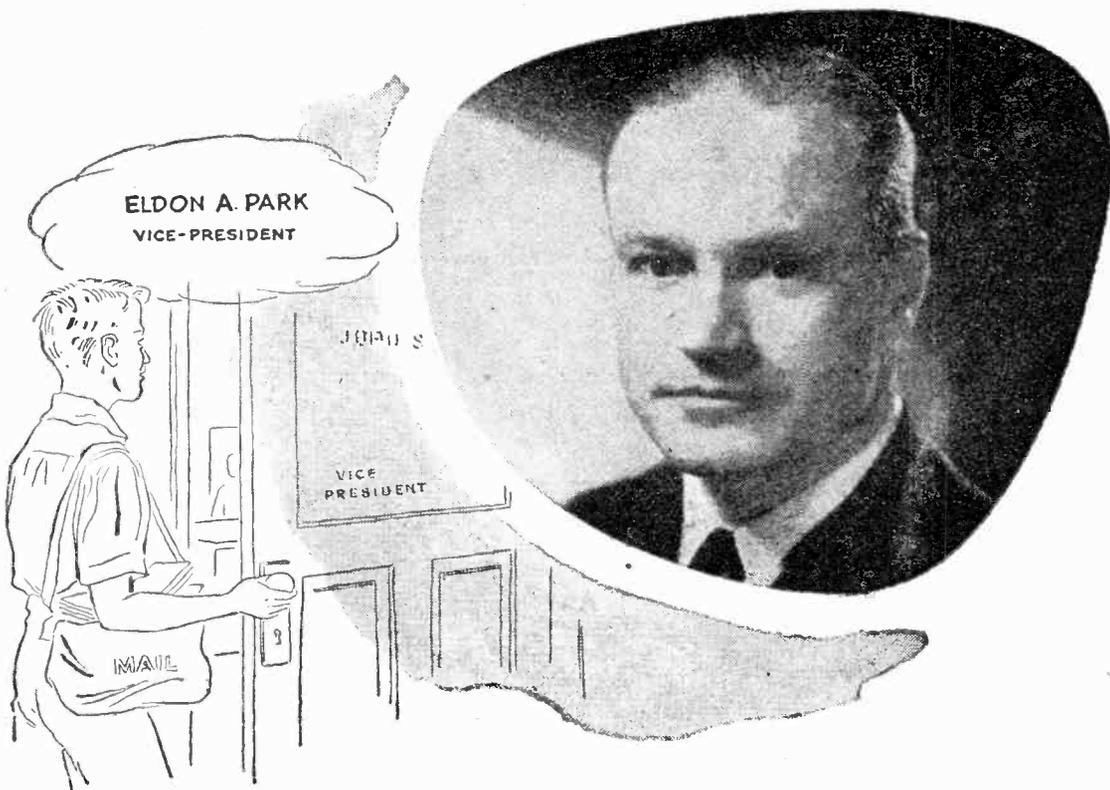
Top Grossers

Top grossing shows are *Favorite Story*, the Ronald Colman vehicle;

Wayne King, Barry Wood, *Philo Vance* and *Boston Blackie*. These five shows are on an average of 748 programs and each has an average of around 450 sponsors. The difference is due to the fact that in many cases, multiple sponsorship is in effect; that is, one advertiser bank-rolls a series on a number of stations. In some other cases, one sponsor pays the freight on several Ziv packages.

Other top Ziv shows are *Easy Aces* and *Calling All Girls*, the latter a tie-up with the teen-age mag of similar name. Show has a slew of department store sponsors. *Aces* sold to a total estimated at \$450,000 in the first year it was available on wax.

It has been estimated that Ziv's 10-million take is a third, if not more, of the total U. S. transcription business.



the first 18 years are the toughest

Radio is barely past its twenty-fifth birthday. Relatively few can claim 18 years' experience in the broadcasting industry . . . and darned few can boast of 18 years with the same station.

But that's the history of Eldon A. Park, whose only full-time employer during his thirty-eight years has been WLW.

He's in a rut, you say? Then consider: In his 18 years with The Nation's Station, Eldon has come up from part-time office boy to Vice-President in Charge of Programs . . . with administrative responsibility for the million dollars a year WLW spends on programming.

As everyone who knows him will testify, there's no secret behind the success of this "Horatio Alger of Crosley Square" other than conscientious hard work and vigorous enthusiasm for the job.

One tenet Park lives by, however, has served him well . . . "encourage new talent—never give newcomers the brushoff." Because as he looks back over the long roster of radio stars who began their careers at WLW, he's convinced there's plenty more where they came from.

Under Park's supervision, and with the able assistance of Chet Herman and Milton Wiener, the WLW Program Department is a smoothly-functioning organization comprised of scores of writers, producers, directors, musicians, announcers, and talent of all types. It is more than adequately equipped to turn out anything from a spot announcement to a full hour of musical-variety . . . and do it in the professional manner which has won the station many top national awards for program excellence—has built and retained one of the largest, most-loyal audiences in the world.



CROSLEY BROADCASTING CORPORATION

WLOW Tops New Stations

(Continued from page 6)

sequently, the judges in *The Billboard's* 10th Annual Promotion Competition set aside a separate category for those stations which went on the air on or after January 1, 1947—give or take a week or two. Winners in this category generally proved to be the stations getting the biggest results from the comparatively small outlay most were able to invest, with WLOW, Norfolk, walking off with the championship for new stations in the Overall Promotion Division.

A 1,000-watter, WLOW stressed its exclusive programing features as well as its news and public service programing. The only six months on the local scene. WLOW airs exclusively the local symphony and meetings of the city council. Its on-the-toes news coverage has resulted in clean beats on local news breaks over the wire services and local newspapers. As promotional gimmicks, the station used letters of welcome to new residents of the city, inviting them to its studios, as well as usual devices such as billboards, announcements, car cards, window displays and merchandising letters.

WDVA, of Danville, Virginia, which airs at 5,000 watts daytime and 1,000 at night, won second award for promoting itself as a live-talent station, and for a campaign assuring listeners that, as a standard station, no FM set was needed to tune it in. Latter was necessary because a new FM station was also being erected.

New Station

Among new stations competing for the Single Campaign award, the winner proved to be KWEM, of West Memphis, Ark. The 1,000-watt indie staged a series of shows titled *Cavalcade of the Mid-South*, in which it saluted each week a different city in its listening area, in Arkansas, Tennessee and Mississippi. Promo-

KUGN, WOLF, KVFD Leaders Among Low - Wattage Stations

(Continued from page 9)

methods. For instance, every morning the station covered all city restaurants and clubs with attractive sheets titled *Lunch Hour Headlines*. These mimeo sheets scored a clean beat on the city's afternoon newspapers.

Another evidence of promotional alertness is the station's check-up on parked automobiles. When a KUGN operative finds a car which is ripe for a ticket, he drops a nickel into the parking meter, thereby saving the motorist some coin and trouble. A colorful handbill deposited in the car is good for a laugh by the uncaught offender and undoubtedly creates tremendous good will. In addition to these out-of-the-ordinary evidences of promotion, KUGN makes full use of traditional methods, all adding up to an outstanding promotional effort.

Falcon Stunt Wins

Basis of WOLF's win the Single Campaign category was the Falcon promotion contest inaugurated by American Safety Razor for Mutual

tions involving the "salute" cities milked all possibilities, from personal appearances to transcribed shows, besides the more orthodox techniques.

Public Service champion in the new station category is KAKC, Tulsa 1,000-watter, which between its debut in late December and August 1 devoted 445 hours and 12 minutes of air time to public service shows and announcements. Scarcely a single local or national project of any worth or importance was not more than adequately covered by the station, and this was not confined only to the routine campaigns: KAKC also caters to Tulsa's 30,000 Negro population with special and regular programing.

affiliates in July, 1946. Station decided to hide the Falcon in the ball park between games of a double header and award prizes to the person who spotted him. Days prior to the broadcast, WOLF plugged the promotion on the air, via the loud speaker system at the park, special handbills, window displays and other means. It all paid off, with the station hitting a Hooper of 12.8 as against the national average of 7.4. Sponsor made a presentation of the idea so that other stations could use it.

KVFD's win in the Public Service class resulted from an unusual public service which, tho not intended as a promotional device, nevertheless strongly pointed up the station's power and good will in the community. The story, given in the station's entry, tells of the fund raised by the station for the benefit of a youngster who lost an arm and a leg in an accident. Parents of the lad were about to sell their home to meet expenses, but this was obviated by the station's campaign — which cleared over \$14,000 in a community of 25,000.

In connection with the fund, station promoted special events including a baseball game, prize fight, variety show and auction. Children held carnivals and fairs. There were soft drink sales, daily bulletins on the lad's condition, special meetings by YMCA and other organizations. It all added up to a demonstration of the goodness and power of radio, and, indirectly, national publicity.

Second and third position in the Overall class of the local channel network affiliate division were taken respectively by KELO, Sioux Falls, S. D., and KRGV, Weslaco, Tex. KELO did a sound job of consistent all-around local promotion. KRGV scarcely misses any promotional bets and topped off its last year's activity with a 20th anniversary celebration which drew 5,000 to an open house party.

Single Campaign runners-up were, WSLI, Jackson, Miss., which conducted a thoro and imaginative campaign in connection with its switch to 5,000 watts and 930 kc. on the dial, and WTAX, Springfield, Ill., whose show, *The Market Basket*, is an outstanding example of programing plus promotion. Latter involves co-operation and sponsorship of leading grocery stores and distributors, with one store per week being the scene of a daily audience participation show cut via wire recorder.

In the Public Service category, second place went to WHYH, Holyoke, Mass., which promotes its pubserv programs with the same heavy barrage used on commercials. Third to WEBR, Buffalo, which absorbed costs of a daily summer baseball quiz program in order to encourage boys' clubs and acquaint the public with the civic value of the boys' organizations.

Mutual's "Shadow" Set as Co-Op Seg

CHICAGO, Sept. 13. — Mutual Broadcasting System's program, *The Shadow*, will be sold as a co-op show from now on, MBS spokesmen said here this week. Last year the program, a Charles Michaelson package originating in New York, was sponsored on a split-network basis by the Balm Barr Hand Cream Company and the Blue Coal Company.

Behind the move, MBS says, is the realization on the part of networks and package companies that they can get just as much or more money selling shows co-op, with a lot less headaches. The say that MBS and other nets are coming to the belief that dealing with agencies and sponsors brings about a lot of unnecessary

Indie Station Entries Marked By Originality

(Continued from page 6)

mail. Relying upon ingenuity instead, WGAY hit a publicity jackpot when co-owner Joseph Brechner sold an article on the travails of setting up a new station to *The Saturday Evening Post*. Needless to say, the station plugged itself and that issue thruout its local area, making itself a distinct force as a result. WGAY also took advantage of the publicity potentials inherent in name personalities by hiring, on short-term contracts, people like Harold Ickes, grid star Steve Bagarus, and war correspondent Don Bell.

Second and third prizes in Overall Promotion went to WITH, Baltimore, and WFOX, Milwaukee, both 250-watters. WITH cashed in on the basis of its attractive series of trade paper ads. WFOX stressed thoro use of the basic promotional elements: billboards, signs on cabs, match books, gifts to advertisers and listeners, direct mail and ads.

Another unusual concept cleared the way for WAAF, Chicago 1000-watter, to win first place in the Single Campaign contest among the less-than-5000 watt indies. With a Negro population of 350,000 in the Windy City, WAAF sought to win over this great potential buying market by special programing featuring the veteran Negro announcer, Jack L. Cooper. Cooper headed a disk show, a quiz program and a Sunday night forum. WAAF exploited its shows by appealing directly to the Negro populace thru the national and local Negro press and by direct mail to organizations interested in such shows. Effectiveness was proved when Cooper's time was expanded from two and a half to six and a half hours weekly.

WSUA, Bloomington, Ind., 1000-watter took second honors in the Single Campaign competition for its promotion of the Monon Railroad's centennial celebration. This it did thru special programing, a jingle contest, display easels, window posters and a tie-in with the railroad's "Belle of the Monon" beauty contest. Third prize was awarded to WCMW, Canton, O., 1000-watter, for its use of its own facilities in promoting the local Industrial and Mercantile Exposition by means of 88 broadcasts in a single week, and tying in all its local shows with the exposition.

Pubserv Champ

In the realm of Public Service promotion, the champion independent under 5000 watts was another 250-watt outlet, KIEV, Glendale, Calif., which made effective use of its own programing on such themes as religion, army recruiting, and educational and civic affairs. Stuntwise, the station held a combination baby-sitting contest and safety campaign, with the listeners best informed on safety regulations getting announcer Dick Whittinghill's services as baby sitter.

The municipally-owned WNYC, New York, 1,000-watt station, gained second place in the public service field thru its "Public Service Spot Announcement Packet," in which it supplies some 41 other local stations with spots on about 50 municipal, State, federal or private philanthropic work projects. Third award was taken by KMYR, Denver 250-watter, which offers coverage of every local sports activity backed with display ads, mailing pieces, and top local publicity, as well as coverage of other special activities such as the weekly Chamber of Commerce luncheon.

trouble for the nets and that the move is toward having nets produce shows, sell them co-op and thus eliminate trouble with big net sponsors and agencies who can be more demanding that those engaged in local operations.

MORE!

MORE... yes, KLAC has MORE listeners than any other independent station in greater Los Angeles*

23% more than stn. A
42% more than stn. B
58% more than stn. C
76% more than stn. D
85% more than stn. E

34% more than the TOTAL of the remaining SEVEN stations COMBINED.

* C. E. Hooper total rated periods June-July, 1947.

KLAC

KLAC, Los Angeles

National Representative:
Adam J. Young Jr., Inc.
New York & Chicago

Regional Stations Outshine Key Centers; KMBC, KECA, KLZ Take First Honors

(Continued from page 6)
 ver. In the Single Campaign Division, second and third places, respectively, went to WFIL, ABC's affiliate in Philadelphia, and WKY, NBC station in Oklahoma City. In the Public Service Division, two stations tied for second: WMT, CBS-MBS outlet in Cedar Rapids, Ia., and WKY, NBC station in Oklahoma City. Third was won by WSYR, NBC outlet in Syracuse, N. Y.

Well-Rounded Promotion

Judges granted KMBC the nod in the Overall division on the basis of a well-rounded promotion effort covering phases of sales, audience building and public service. Station used solid standard methods including its own air time, paid and free space, taxi cards, house organs, booths at conventions and shows, and topped this off with publication of Ed Shurick's *The First Quarter Century of American Broadcasting*. Tome by Shurick (until recently the station's promotion director) was carefully compiled and aggressively promoted in such a way as to benefit both KMBC and the radio industry generally. Public service-wise, KMBC runs an outstanding Big Brother Club activity, slanted for children and including such giveaways as calendars, bookmarks and balloons. Station heavily promotes its *School of the Air* show, its special short newscasts for civic groups and an educational house organ defending radio against unwarranted criticism and promoting KMBC which goes regularly to parent-teachers groups, educators, et al. These are but examples of the consistent promotion which won the judges top award.

KECA took the Single Campaign class by virtue of its promotion of ABC's Bing Crosby program. Station pointed out that the Groaner's Hooper on KECA during the past year was 17.0, or about five points better than Crosby's previous show (on NBC) had done on another Los Angeles outlet. This success was achieved via both stunts and more routine methods. At the Brown Derby restaurant, for instance, station covered the 1104 caricatures of Hollywood celebrities with identical caricatures of Bing. Another stunt had stickers with time and day of the show pasted on 10,000 pennies. Alert to crowd appeal, KECA had an airplane drag a Crosby trailer above Los Angeles. These are typical. In a more routine way, KECA used streetcar dashboards, five billboards, 1,500 posters, lobby displays, air plugs, splash layouts, dealer tie-ins and numerous other devices—all of them adding to a very strong impact.

KLZ's Pubserfv Win

KLZ's win in the Public Service category was based on an excellent programing package wrapped around a central theme which gave it great strength. Taking off from the central idea that 1946-'47 presented many new problems in addition to the old, KLZ thereupon scheduled a number

of program series designed to clarify issues on the domestic, international, scientific and social levels. Typical series included *Behind the Atom*, enabling the listener to grasp the implications of atomic energy; *Foreign Reporter*, fostering world understanding; *Foreigners No Longer*, promoting understanding of UNESCO; *State's Problem*, on legislation before Colorado's lawmakers; *Colorado Speaks*, made up of editorial comment from 100 newspapers, and many others. An outstanding program on food problems, with high promotional value, was *KLZ's Farm Reporter*, which cost the outlet \$50,000 in 18 months and involved leasing of 20,000 miles of wires for live remotes from 47 counties.

In addition to inherent promotion value of this type of programing, KLZ achieved noteworthy bally results via trailers, car cards, special mailings and sound use of other routine methods.

Runners-Up

In the Overall Division, KDYL's winner of second place, impressed with an entry pointing up intensive co-operation with agencies, merchandising displays, store interiors, local advertiser contact, teaser announcements. KLZ, third, submitted an exhibit indicating a hard-hitting job in promoting the station to listeners and advertisers via active interest in all phases of community life.

In the Single Campaign Division WFIL grabbed second position with its promotion exploiting the film, *It's a Wonderful Life*. This showmanly job involved a \$500 essay-writing contest bolstered by dramatic shows, a heavy spot campaign and stagershow in which James Stewart, star of the pic, appeared. WKY entry, which landed third, was highlighted by the two State-wide tours of Bruce Palmer and his *Oklahoma's Front Page Editor* show, which not only built "editorial" effectiveness for the program but also created audiences, good will for the station and a strong sales pitch for the sponsor.

In the Public Service Division WMT was noteworthy for promotion of its all-inclusive farm programing and WKY for its farm safety drive. Both stations tied for second place. Third went to WSYR, on the basis of promotion accorded *The New Horizon*, a program designed to stimulate thinking in the international field.

KEARNS STARTLES 'EM

(Continued from page 16)

as saying Petrillo drives a hard bargain but always keeps his word afterward. After saying the way Petrillo will do business is over a table, Kearns added: "Maybe Jimmy's right," and then urged the FM-ers to "make a deal" on use of music and duplication of web shows over FM "until you really get started." He also declared: "I do think Mr. Petrillo would like to do what's right for you people."

Net effect of the Kearns talk was to move FMA away from its previous bellicose attitude, which included meetings with Department of Justice officials to seek information and action of forcing Petrillo to deal with them. Kearns' declaration that FMA ought to "go in and appeal" for a probationary FM settlement to cover the industry's growing period rather than to "go in and force things" represented a complete about-face from what most FMA officials and members had expected to hear from the Congressman. Kearns had submitted no advance copies nor given prior notice of how he would deal with his topic, *The FM Music Situation*.

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Part I

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.



Theater Guild on the Air

Reviewed September 7, 1947

United States Steel Corp. of Delaware
Charles R. Moffatt, Dir. of Adv.

Thru Batten, Barton, Durstine & Osborn, Inc.,
Leonard Erikson, Acct. Exec.

Via ABC

Sundays, 9:30-10:30 p.m.

Estimated Talent Cost: \$17,500; producer, Carol Irwin; director, Homer Fickett; writer, Erik Barnouw; announcer, Norman Brokenshire; announcer ("Voice of U. S. Steel"), George Hicks; play adapted for this broadcast, "One Sunday Afternoon," by James Hagan; cast: Jimmy Stewart, Haila Stoddard, Augusta Dabney, Leon Janney, Roger Pryor; music, Harold Levey orchestra.

Last Hooperating for the program (June 15, 1947).....	8.1
Average Hooperating for shows of this type (Dramatic).....	5.6
Current Hooperating of show preceding (Louella Parsons).....	4.0
Current Hooperating of show following (Sustaining).....	None
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS	
CBS: Tony Martin (9:30-10).....	6.1
Xavier Cugat Show (10-10:30).....	4.4
MBS: Sustaining.....	None
NBC: "Album of Familiar Music" (9:30-10).....	7.0
"Take It or Leave It" (10-10:30).....	10.1

ABOUT THE ADVERTISER

United States Steel Corporation, delivering institutional messages rather than attempting to sell consumer goods, has turned more and more toward radio from magazines in recent years. Without any radio expenditures at all in 1943 and 1944, Steel entered the radio picture in 1945, spending close to \$400,000, and jumped that figure in 1946 to near the \$1,200,000 mark. Magazine expenditures, meanwhile, dipped from about \$600,000 in 1945 to \$500,000 last year.

With competition among the full-hour dramatic airers becoming keener than ever this fall, U. S. Steel's *Theater Guild on the Air* returned this week at a new time and giving every indication that it will be a toughie to top. Moved up from 10 p.m. Sundays to 9:30, paced by a roster of top caliber radio, legit and picture thespians and fortified by pivotal producing and directing strength as evidenced by Carol Irwin and Homer Fickett respectively, *Theater Guild* seems ready to cross dramatic foils with its competition, which includes *Ford Theater*, *Studio One* and *Lux Radio Theater*. Initial offering, starring Jimmy Stewart in James Hagan's *One Sunday Afternoon*, got Steel's third season off to a sturdy start.

The sentimental, whimsical vehicle proved near-perfect for Stewart's droll performance as Biff Grimes, the simple, well-intentioned dental student whose boyhood feud with a pal over a girl ultimately caught up with him. Leon Janney turned in a remarkable performance as the vindictive buddy, Hugo, showing exceptional changes in voice texture in the process of playing an aging man. Haila Stoddard, as the girl who played them off, and Augusta Dabney, as the girl friend who married Stewart on the rebound, were equally fine. The moods were sustained neatly by Harold Levey's orchestra.

The Prudential Family Hour

Reviewed September 7, 1947

The Prudential Insurance Company of America,
George E. Potter, Vice-Pres. Chg. Advg.

Thru Benton & Bowles, Inc.,
Michael Carlock, Acct. Exec.

Via CBS

Sundays, 5:00-5:30 p.m.

Estimated Talent Cost, \$9,000; producer-director, Ken Burton; writer, Alan Sloane; announcer, Frank Gallop; talent: Al Goodman's Orchestra, Rise Stevens, Prudential Male Chorus.

Current Hooperating of the program.....	2.5
Average Hooperating for shows of this type (Popular Music).....	4.8
Current Hooperating of show preceding ("Summer Electric Hour").....	2.6
Current Hooperating of show following ("Jean Sablon").....	1.3
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS	
AEC: "Dart for Dough".....	2.5
MBS and NBC: Sustaining.....	None

ABOUT THE ADVERTISER

Prudential's radio appropriation has grown steadily from 1943, when it ran just over half a million, until last year when it was more than three times that amount—\$1,800,000 or thereabouts. Its magazine appropriation, on the other hand, has remained constant, averaging around \$400,000 a year. Thru all the firm's advertising runs its keynote of family security via insurance.

Prudential's Sunday afternoon *Family Hour* has been more or less of a landmark on CBS for some years, and its return this season shows no change. The program always has been marked by top-flight music, from the standpoint both of the singer and the orchestra, and earnest commercials earmarked by an air of sincerity. Conductor is Al Goodman, who on the initial show did his usual crisp, well-arranged job, while Rise Stevens, the regular canary on the series, socked over in a variety of tunes, classic and semi-classic. Number selection certainly lacked inspiration, with Goodman hauling out the inevitable *Oklahoma!* medley. Can't these musical stanzas ever start off sans the surrey?

Scriptwise, too, the show fails to match its musical quality. Intros to the numbers, as well as the patter with Frank Gallop, the announcer, are strictly in the routine groove. The chatter is artificial, insincere and devoid of any warmth or naturalness; it smacks of a first play by an eager beaver eight grader. You know, admission—two pins.

Gallop does a straightforward job in presenting the sponsor's talks as to the advantages of insurance, with special reference to college tuition policies for family men.

Jerry Franken.

Warmth of the opus came clearly thru the adaptation, with Stewart, the ambitious, slightly braggadocious youth, bitter over loss of his girl and a year in jail on a trumped-up charge, mellowing into a small-town dentist who discovers the charm and sincerity of the girl he chose as second best. If the pacing sagged somewhat in the middle flashbacks of Biff Grimes's travails after a strong and flavorsome look (See *Theater Guild* on opp. page

Hour of Charm With Phil Spitalny's Orchestra

Reviewed September 7, 1947

Electric Companies' Advertising Program,
Edward R. Dunning, Agency Contact

Thru N. W. Ayer & Son, Inc.,
Thomas Collison, Acct. Exec.

Via CBS

Sundays, 4:30-5 p.m.

Director, Joe Ripley; announcer, Paul Boentson. Talent: Phil Spitalny's All-Girl Orchestra and Glee Club, with Joanne, Evelyn, and Betty Kelly.

Last Hooperating for the program (July 6, 1947).....	2.3
Average Hooperating for shows of this type (Popular Music).....	4.8
Current Hooperating of show preceding (Sustaining).....	None
Current Hooperating of show following ("Family Hour").....	2.5
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS	
ABC and NBC: Sustaining.....	None
MBS: "True Detective Mystery".....	5.5

ABOUT THE ADVERTISER

With the struggle between various "isms" at a crescendo these days, approximately 100 electric light and power companies have been plugging Americanism for several years now via radio, magazines and farm papers. Narrowing down the American way story to their own efforts, the utilities do a convincing job of getting across the contention that in the United States, with electric light and power companies owned and operated by individual business men, power rates have remained extremely low despite the zooming of many other staples. In 1946 the group spent better than \$500,000 in radio, about \$410,000 in magazines, and just short of an additional \$100,000 going into farm papers. Peak radio appropriation was in 1944, when they put some \$650,000 into air advertising, as against approximately \$300,000 into magazines, with no farm paper budget at all. That more and more American industries will go in for group plugging on a basis similar to that of the power folks is generally believed in business circles.

To win an audience to which to tell the message of American business-managed electric light and power companies, these utilities could hardly find a more suitable vehicle than maestro Phil Spitalny's *Hour of Charm*. Stressing, as it has for years, carefully selected, expertly arranged, middle-brow music, the stanza is a cinch to continue to please that portion of the public ear which doesn't care for a straight type of either popular or longhair. Showmanship is evident, not only in selection and spotting of tunes, but where a highly effective change of pace is effected, not only tempo-wise but in spotting lively numbers ahead of pallid type tunes (*It's Gonna Be a Great Day*, with *Lo, Hear the Gentle Lark* following), but instrumentally by having a smooth, rich Evelyn violin job on *You and the Night and the Music*, followed by a brass choir doing variations on *My Old Kentucky Home*.

Subtle ability to turn the entertainment theme of the show into the "American Way" commercial pitch is shown by portions of the script, such as that in which Joanne, prior to a well-done warbling chore, (See *Hour of Charm* on opp. page)

The Henry Morgan Show

Reviewed September 10, 1947

Eversharp, Inc.,
Eugene E. Felton, Dir. of Advg.

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

Via ABC

Wednesdays, 10:30-11:00 p.m.

Estimated Talent Cost: \$5,000; producer-director, Charles Powers; writers, Henry Morgan and others; announcer, Charles Irving; music, Bernard Green and orchestra; Cast: Henry Morgan and guests; guests on premiere broadcast: Abe Burrows (comedy song composer).

Last Hooperating for the program (July 2, 1947).....	3.8
Average Hooperating for shows of this type (Variety).....	4.6
Current Hooperating of show preceding (Sustaining).....	None
Current Hooperating of show following (Not Available).....	None
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS	
CBS and MBS: Sustaining.....	None
NBC: "Summer Theater".....	6.2

ABOUT THE ADVERTISER

The Eversharp Company, which has expanded its manufacturing to include razors as well as pen and pencil sets, is increasing its advertising to keep pace. Current advertising appropriation is known to be somewhere beyond the \$7,000,000 mark. Last year, nearly \$2,000,000 was devoted to radio, making the firm the 24th largest advertiser in this field. Also bankrolled by this sponsor is "Take It or Leave It," the quiz show. Eversharp last year put out close to \$1,500,000 for magazine advertising, which made it 32d among users of that medium.

There were high spots and low spots in the season's initial Henry Morgan offering, but the high ones more than compensated for the others. It was pretty much a two-man show, Morgan carrying the ball most of the way, giving way to writer - singer - pianist - humorist Abe Burrows, who took over for a buck thru the middle of the show.

To deal with Burrows first, his weird and wonderful ditties are deserving of a program for themselves. Fortunately, Burrows now has one. His satire on the flag-waving type of song was strictly aisle-rolling material, and his delivery of the opus, *I'll Bet You're Sorry Now, Tokyo Rose*, did it full justice. Burrows probably reached his height with the lines: *You Stuck a Knife in the U. S. A. Did You Forget What They Taught You at U. C. L. A.?*

"Pansy" Well Timed

His concert-type song, *This Is the Pansy in My Garden* is on its way to becoming a classic after renditions on his own program. The timing, rather than lyrics, was the essence of this, and Burrows socked it home.

Morgan, as usual, varied with his material. When he took off on commentators with his H. V. Kaltenmorgan and Gabriel Morgan-heater satires, on the profound subject of Little Bo Peep, he shone. The Kaltenmorgan intonation was near perfect, even to the insinuating manner: "I don't know who is responsible for loss of these sheep, but if they are not returned by Soviet Russia, there will be even graver rumors next week." Morgan-heater's tear jerker on the lost sheep which nevertheless could still wag their tails also was hilarious.

So the listener could feel adequately repaid even for such lesser stuff as Morgan's take-off on Churchill describing a prize fight, a simulated broadcast from a Parisian duel and a poor Dr. Heinrich Von Morgan offering.

Thing about this show is the an- (See *Henry Morgan* on opp. page)

Listerine Hot For Abe Burrows

NEW YORK, Sept. 13.—Decision as to whether Listerine will sponsor Abe Burrows on Columbia is expected to be forthcoming before the week is out. Deal was red hot this week. Lambert & Feasley is the agency.

Burrows, who arrived in New York last week, is being given a build-up by CBS and is being touted as the comedy find of the year.

New Type Newscast Tees Off at WIND

CHICAGO, Sept. 13.—Harry Reutlinger, for the past 15 years executive city editor of *The Chicago Herald American*, will start a new type news show on WIND, local indie here, tomorrow (14) under the sponsorship of Gibby's, Inc., restaurant owners. Reutlinger, one of Chi's better known newspaper men, will do a program called *The City Editor Speaks* Sundays from 7:15 to 7:25 p.m.

Reutlinger's format will be unique in that it won't be a straight commentary, news report or news prediction airing. Instead he will review his city editor's "future book" and will tell the inside stories of the items he has chosen for forthcoming week's assignments at the paper.

For example, if there is to be an interesting divorce case coming up following week, Reutlinger will outline the history of the case, discuss the personalities of the lawyers involved and cite the records of the presiding judge in similar cases. The same formula will apply to hearings on everything from criminal trials to bankruptcies.

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The Billboard At the NAB

Report on Radio Promotion 1946-1947

At The Billboard Booth Radio's First "Promotion Anthology"

A BILLBOARD TRADE SERVICE FEATURE

Part II



LOCAL PROGRAM Reviews & Analyses

Rating figures are used whenever available from authentic sources. Data concerning advertiser's expenditures, campaign themes, promotion or other pertinent information, as in the case of public service programs, are based upon material supplied by station, advertisers, agencies, etc.



Tommy Dorsey Show

Reviewed September 10, 1947

Participating Over WMCA, New York 5,000 Watts

Monday Thru Friday, 10 to 11 a.m. and 7 to 8 p.m.

Producer, Alfred Hollender; director-writer, Bud Paganucci; musical director, Leonard Feather; commercial announcer for WMCA, Joe O'Brien.

Latest addition to the swelling roster of name disk jockeys is maestro Tommy Dorsey, who does a smooth job in his transcribed platter-spinning job. The program, waxed by Louis G. Cowan, Inc., is currently being aired over about 150 stations other than WMCA, for one hour daily.

Initial offerings have tended to prove the redoubtable TD a good prospective mike personality, altho he found the slick scripting job a bit exacting and had his tongue twisting over Bud Paganucci's hep lines on occasion. This, however, should smooth out as the show rolls on.

Musically, the program is flavoursome and attractive. Leonard Feather, wandering a bit afield from the straight jazz pitch, has rounded up a flock of good standard and some semi-classics which lend a bit of tune to the show. Tho Dorsey tended to sound apologetic about the latter, they nevertheless will likely be put over by sheer dint of his personality, if nothing else.

Easy Draw

As a national name, TD should have little difficulty in acquiring a flock of loyal listeners who will tune him in just to catch the voice of a musical great. The show, despite the fierce battles among the disk jocks, should land its fair share of sponsors.

Technically, the program is something of a headache. The Cowan office has to ship out to each station carrying the program a copy of the records introduced by Dorsey. The local announcer, too, must blend his copy and voice levels in with the transcribed Dorsey portion to

make it sound authentic. Joe O'Brien, WMCA's man, rehearsed with the platters for a week prior to the program's preem. He did an able job of familiarizing himself, and the effect is quite realistic.

Sam Chase.

The Spoken Word

Reviewed September 9, 1947

Sustaining on WNEW, New York Tuesday 9-9:15 p.m.

Estimated Talent Cost: \$50; cast, Arnold Moss; writers, public domain.

This program again proves the old point that showmanship often is a better than first-class substitute for bulging budgets. For with the expenditure of a few dollars for record albums (if, indeed, they were paid for at all), plus the fee it is paying Arnold Moss as emcee, WNEW has come up with a program that is compelling and stirring and may—as it was on the initial broadcast—even be memorable.

Series consists of recordings of literature's classics—Shakespeare, Sheridan, the Bible and many other sources. With these as the starting point, the station has lined up a 52-week supply of platters using top names as the readers. Thus, the first show had Paul Muni, Charles Laughton and Bing Crosby, reading respectively Tom Paine's *The Crisis*; the *Gettysburg Address* and, of all things, *The Star-Spangled Banner*. Future programs will offer John Barrymore, Walter Hampden, George Bernard Shaw, Otis Skinner, Judith Anderson, Orson Welles and others. For an indie—or a major—station, that's an imposing array of names to be listed in a program log.

Laughton's Classic

Laughton's reading of the famous Lincoln speech has long since been accepted as a classic, and it is just that. Following Muni's Smithfieldian handling of *The Crisis*, marked by an artificial, corny delivery—fortunately you can't chew scenery via wax—the quiet dignity and sincerity with which Laughton

Emery Deutsch Presents Gypsy Music

Reviewed September 11, 1947

Sustaining over WQXR

Thursdays, 7:30-8 p.m.

Producer-announcer, Chester Stanton. Writer: Emery Deutsch.

Since the radio audience has accepted several other types of disk jockey programs, there is no reason to doubt that it will absorb another—a jockey of gypsy music platters. The program should be even more acceptable to longhairs and semi-longhairs, inasmuch as it has Emery Deutsch, well-known composer and violinist, spinning the disks.

Deutsch has a deep, attractive voice and speaks in cultured accents, bound to be pleasing to the audience at which this show is directed. He apparently is nervous at the idea of speaking with anything but his violin, but as soon as he relaxes and begins to introduce some of the anecdotes and background bits which he must have picked up during his many years in show business and on the air, the show undoubtedly will pick up from a rather slow start.

In this show, Deutsch aired eight disks with very brief comment on the music and its origin. Aside from the gypsy music, there was little difference from a regular WQXR musical program. Those who like gypsy will listen anyway, but Deutsch can attract a much greater audience if he brings in the behind-the-scene info. The sooner he does so the better.

George Berkowitz.

delivered his lines came over as a true boff. It took a Crosby, in a distinct recording switch, to follow something like that. Bing's reading of the national anthem, supported by a speaking chorus, is an unusual and intriguing enterprise, giving new meaning to familiar wordage.

If the rest of the series can offer more of the same, it will be worth remembering. Jerry Franken.

THEATER GUILD

(Continued from opposite page) into his early youth, it did so mainly because the script limped a bit and not because of the efforts of cast or director. In short, for Sunday-night family-type listening fare, this offering stacked up strongly.

Commercials consisted of a brief lead-off pitch and then George Hicks handling institutional messages at the half and three-quarter marks, based on the role played by steel in modern living. Tho the latter two hovered about the two-minute mark in length, they were interestingly handled and were far less objectionable than a high percentage of shorter, more raucous plugs. Norman Brokenshire was the announcer. Roger Pryor, besides playing a bit part, ushered in and wrapped up the show.

Sam Chase.

HOOR OF CHARM

(Continued from opposite page)

tells of how she dreamed of joining the *Hour of Charm* group while still a choir singer in Whitehead, Wis. . . . and now here she is with the group.

Instrumental segments of the show, choral work and individual performances (Betty Kelly turns in a nice vocal specialty backed by the choir in addition to Evelyn's Stradivarius craftsmanship and Joanne's number), the well-disciplined musicianship is plain to hear.

Paul Boentsen does the commercials in an authoritative and non-aggressive manner, in keeping with the over-all picture. Plugs stress economies to users of electric products used and sold by American business-managed firms.

Joe Csida.

HENRY MORGAN

(Continued from opposite page)

participation connected to it, something many comedians of far longer tenure seem to have forgotten. Even when the lines are not in themselves strikingly funny, the listener is pretty sure something particularly good is right around the next commercial.

The two plugs, by the way, both were delivered by Morgan. First was his own, at the midway mark, and was wry humor spied straight. Second, a bit later on, was a straight pitch which Morgan read in exaggerated manner. This one usually is done by announcer Charlie Irving, whose voice was not heard until the show's sign-off announcement. Something new has been added to that push-pull click-click business: Music, designed to give the same sound effect. It's doubtful that anything can salvage that little business. But Morgan's return throws a ray of light into a somewhat dull week of returning shows.

Sam Chase.

FMA Turnabout on Petrillo; Will Try Dickering With AFM

(Continued from page 16)
 marked the first annual convention of the Frequency Modulation Association (FMA) here this week-end. About 500 FM-ers turned up for the sessions ready to defy the AFM chief and battle him down to the wire for the right to broadcast live music and to duplicate AM programming on FM. But after being brought up short by a conciliatory luncheon address yesterday by Congressman Carroll D. Kearns (R., Pa.), they wound up their sessions the following day ready to shake hands and negotiate with the musicians' chief.

Taking a lead from the address (see story on Page 16) of Kearns, who had been expected to lead the onslaught against Petrillo, the FMA instead awaited the early appointment of a special committee by FMA's new president, Everett L. Dillard. This group will seek a meeting with Kearns and Petrillo to work out a general formula for use of music on FM, probably on an interim basis until FM broadcasting is on its feet.

Heated Debate

Nevertheless, still worried about any attempts to hamstring FM's growth, whether by the AM networks or the AFM, the convention held a heated debate about a key resolution submitted on the conclave's final day. Ultimately passed over scattered dissenting votes, the resolution was directed against possible network refusal to permit web programs to be used on FM, should FMA and Petrillo reach agreement. It also, indirectly, sought to prevent any agreements, signed or unsigned, between the webs and AFM which might preclude duplication of network programming.

The resolution called upon the

Federal Communications Commission (FCC) to order a legislative hearing to "determine whether a rule should be adopted prohibiting network agreements with station licensees which prevent the simultaneous broadcast of programs over both AM and FM facilities."

Good Augury

Auguring well for a "probationary" solution of the music problem was the revelation that a number of FM stations throught the country already have AFM permission to use musicians, either on a single-engagement or on a weekly basis. These include WGNB and WBBM, Chicago; WLWA, Cincinnati; WHAS, Louisville; KOCY, KOMH, KTOK and WKY, Oklahoma City; WFIL, Philadelphia; KDKA-FM and WWSW, Pittsburgh; KAKC, Tulsa, Okla.; WSYR, Syracuse; WBCA, Schenectady, N. Y., and WEW-FM, St. Louis.

Probationary formula is believed based on Petrillo's assertion to Kearns that he is "willing to scale down" AFM rates to FM stations, possibly 20 to 25 per cent, at least during the present period. One solution which may be reached between FMA and Petrillo could have AFM local unions decide how much the scale might be dropped, based upon local conditions.

The convention ended with most FM broadcasters optimistic for the first time about an early solution to the thorny music and duplication problems which have plagued them for so long. But several are known to believe that next year's FMA convention will be severely tested by new problems in the allocation structure dealing with co-channel and adjacent-channel interference as new outlets come on the air.

Northcross To Head Gallup Research Div.

NEW YORK, Sept. 13.—The new radio research division of Dr. George Gallup's Audience Research, Inc., will be headed by Samuel H. Northcross, who has been appointed a vice-president of the organization. He resigned from his post in charge of radio research of Young & Rubicam, Inc., (Y & R) to take the Gallup job. Northcross had worked, before the war, with the Gallup Poll and with Benson & Benson, Inc., and held his post with Y & R for the past two years.

Bonita Granville Offered in New Seg

HOLLYWOOD, Sept. 13.—A new package being offered around to the agencies here stars Bonita Granville, a film celeb since her childhood days.

Titled, *This Is Our Life*, show is said to be a dramatic vehicle with other Hollywood names guesting.

5 PROMOTION AWARDS

(Continued from page 16)
The Billboard. First prize went to WFMR, New Bedford, Mass.; second to WIZZ, Wilkes-Barre, Pa., and third award to WKNB, New Britain, Mass. The FMA itself issued five special awards for outstanding contributions to FM in 1947. They went to Jack Gould, radio editor of *The New York Times*; Rep. Carroll D. Kearns; Cyril M. Braum, chief FM engineer of the Federal Communications Commission; the University of Wisconsin, for establishing the first non-commercial educational FM network, and Everett L. Dillard, for setting up the FM Continental web, first commercial FM network.

NAB, NAM, Legion Vs. FCC? Drive On for Revision of Act

(Continued from page 12)

Legion and NAM might follow the pattern of recent legislative pressure drives by declaring publicly later this year their support for the legislative changes proposed by NAB.

NAB's legislative proposals would drastically limit the scope of FCC's operations, reducing that body to a routine "paper-handling" role. Many of the proposals, as outlined to NAB members at Atlantic City, would result in a complete overhauling of the Communications Act of 1934 and run directly counter to numerous key features of the White Bill, which was shelved at the last session of Congress.

Changes Recommended

Among NAB's recommended changes in the act are provisions subject to FCC to judicial review and to prohibit FCC from exercising any kind of administrative judgment on radio programming. President Justin Miller, of NAB, who is credited chiefly for the association's legislative "reform" proposals, told White's special sub-committee on radio operations at hearings last June that "the commission has been able to avoid judicial review by the technique of writing into its opinions dictum which is thus set up for the guidance of broadcasters, while at the same time deciding cases in such manner as to present the possibility of judicial review."

In keeping with changes urged more than a year ago by Miller, the NAB legislative proposals would end the existing power of FCC to determine license renewals. NAB wants instead to limit FCC to a role of automatically rubber-stamping all license renewals unless a "substantial" complaint against a particular station is registered legally by an "outside" group or individual. According to Miller, "the short-term licenses enjoyed by broadcasters, the extensive and practically unlimited power of the commission to decide whether renewals shall be granted at the end of these short periods upon a basis of 'public interest, convenience and necessity,' and the capacity of the commission for setting up standards of performance by means of reports, dicta, etc., has produced a situation in which the administrative interpretations of the commission have become law."

Freedom of Expression

NAB's proposed legislative changes are based upon the concept, often expressed by Miller and his colleagues, that radio warrants constitutional freedom given to newspapers and that it should not "suffer any restriction" that endangers "freedom of expression." NAB in this way is anxious to outrightly void FCC's "Blue Book" policy as well as the

commission's authority to review program structure of commercial broadcast stations.

Altho Miller's recommendations, when expressed at the White bill hearings, received stormy opposition from the White subcommittee members, it is now expected by NAB insiders that the new drive will bring about some important shifts in sentiment not only within White's group but also in both houses of Congress. It is generally known that Sen. Robert A. Taft (R., O.), GOP leader of the Senate and a 1948 presidential possibility, called a halt to the White committee's attempt to push the measure which had been offered "experimentally" by the Senate committee chairman, who himself is a pivotal man on the GOP Senate board of strategy.

NAB Set Precedent

NAB established precedent for itself by distributing copies of the legislative proposals to delegates. NAB's strategists have decided to give the proposals additional circulation thru NAB reports. Issuance of the recommendations at the convention is regarded as providing a springboard for public appeal by bracing the issue three months before the opening of the next regular session of Congress. NAB in urging a re-writing of the Communications Act is insisting that the federal regulatory body confine itself strictly to "technical" safety regulatory activities which would result in drastic reduction of the FCC staff.

NAB Frames Strong Code

(Continued from page 12)

monly accepted moral, social and ethical ideals characteristic of American life.

2. They should contribute to healthy personality development. They should contain no material which jeopardizes sound character development.

3. They should provide opportunities not only for entertainment but also cultural growth.

4. Criminals should not be portrayed as heroes. Cruelty, greed and selfishness should not be presented as worthy motivations. Unfair exploitation of others for personal gain should not be made praiseworthy. Vice in any of its manifestations should not be made appealing or attractive.

5. Programs involving tortures, horror, or the supernatural where likely to terrify or unduly excite the emotions should be avoided.

6. No profanity or vulgarity should be permitted.

7. No reference should be made to kidnaping.

8. No program or episode should contain material or end with an incident which will create in the child's mind morbid suspense or other harmful nervous reactions.

9. No appeal should be made to the child to help characters in the story by sending in box tops or wrappers. There should be no appeals urging children to purchase the product in order to keep the program on the air.

10. Since contests and offers which encourage children to enter strange places and to converse with strangers in an effort to collect box tops or wrappers may present a definite element of danger to the children, they should not be accepted."

Chizzini Exits Chi For N. Y. NBC Post

CHICAGO, Sept. 13.—Frank Chizzini, manager of NBC's central division recording department, will join the net's sales department in New York October 15. Chizzini will be succeeded by Scott E. Keck, presently Chizzini's assistant, a post he has had for the past year.

Chizzini joined the NBC network sales promotion department in New York in 1934. A year later he became assistant manager of the New York radio recording division and in 1940 was promoted to head of the recording division here.

OUT OF SIGHT . . . OUT OF MIND!

You can't be when you leave a glossy Moss photo behind. He won't take his eyes off it. I know. It's happened before.

8x10's, 5c ea.
 (In quantity)
 POSTCARDS, 2c ea.
 (In quantity)
 Mounted Blow-ups on heavy board, 20x30, \$2 ea.; 30x40, \$3 ea.

Write for FREE Samples and Price List B.



The Billboard At the NAB

Daily Convention Newscasts

WMID, Atlantic City

1340 KC.
 9-9:15 A.M.

A BILLBOARD TRADE SERVICE FEATURE

GLOSSY PHOTOS AT 5c EACH

When you want quality and fast service, order from the Quality Photo Service.

500 8"x10" \$27.50
 1000 8"x10" 50.00

Photo Post Cards in quantity at 2 1/2¢ each
 Negative charge of \$2.00 on first order.
 Send Negative or Glossy Photo. Send 1/3 deposit with order; balance, plus postage, C. O. D.

QUALITY PHOTO SERVICE

Perkins St. BRISTOL, CONN. Box 42

CBS'S ON-THE-SPOT TV SPOT

TV Applications Reduced to 12; Two New Grants

WASHINGTON, Sept. 13.—Federal Communications Commission's (FCC) file of video bids is now down to 12 with announcement last week of two new grants. Elm City Broadcasting Corporation was given a construction permit for a new station in New Haven, Conn., and WDEL's reinstated application was granted for a new station in Wilmington.

WDEL's petition to reinstate was submitted several weeks ago after the Wilmington station had dropped its earlier bid because of the controversy over color television.

Three of the remaining dozen bids are designated for hearings—competing bids for a Philadelphia outlet from Daily News and Pennsylvania Broadcasting Company, and Don Lee Broadcasting System bid for a Los Angeles video station.

Hartford Television Station Is Planned

HARTFORD, Conn., Sept. 13.—Connecticut Broadcasting Company, which includes stations WDRC and WDRC-FM in Hartford, has announced it will file an application with the Federal Communications Commission (FCC) for a Hartford television station this month.

Franklin M. Doolittle, president of WDRC, said: "The increased output of receivers, public interest in television and adequate reception of programs point toward the need of an outlet here."

Negotiations were said to be already under way with the Columbia Broadcasting System (CBS) for re-laying of New York programs to Hartford.

NEW YORK, Sept. 13.—Strike it Rich, CBS sustainer which goes commercial for Luden's November 2, will take a brief tour soon in conjunction with the 25th anniversary of WWL, New Orleans, and WHAS, Louisville. Show will air from those cities on September 21 and 28, respectively.

WFIL-TV Deb Brings WPTZ Video Step-Up

On-Spot Telecasts Expanded

PHILADELPHIA, Sept. 13.—With WFIL-TV going on the air today with a heavy line-up of on-the-spot telecasts, Philco's WPTZ, which has been the only video station in town for many years until now, is putting thru a heavy expansion of on-the-spot shows. First of the remote WPTZ pick-ups will be on September 23 from Franklin Institute, where an hour-long show beginning at 8 p.m. will be presented as *Seasons, Climate and Weather*. Institute is an educational set-up. Another hour show will originate every Friday at 4 p.m. from the Philadelphia Zoological Gardens, starting September 26.

Ernest B. Loveman, vice-president of Philco Television, declared many other on-the-spot telecasts are planned in addition to an expanded sports coverage, WPTZ having added a second mobile unit for remote pick-ups.

Football Telecast

WFIL-TV, owned by *The Inquirer*, morning newspaper, inaugurated regular program service today with the telecast of the complete Philadelphia Eagles-Chicago Bears football game from Franklin Field. Kenneth W. Stowman, television director, whipping his staff in shape, announced the appointment of Ted Estabrook, who has his own tele producing company, as staff program producer; Chris Wood Jr., turf handicapper, as staff commentator for racing and horse show telecasts; Walter J. Sheldon, former assistant program director of WCAU here, as editor of *The Inquirer Television News* program which will be presented nightly at 8, and Max E. Solomon moving over from the WFIL sales staff as tele sales manager.

At WFIL, Harry L. Atkinson, assistant sales promotion manager of

BBC Puts Newsreels On Video Sept. 15

LONDON, Sept. 13. — Beginning September 15, the television service of British Broadcasting Corporation (BBC) will feature a 10-minute newsreel transmission at 8 p.m. daily. BBC plans to give full coverage to the London and home counties area thru its increased number of recording vans, with the 10 vans scouring the 40-mile range from Alexandra Palace within which the video signal now can be picked up.

Talks meanwhile are progressing between BBC and the larger film companies, with settlement reported imminent in the dispute which has the movie firms refusing to permit use of their films over television. When this is ironed out, BBC hopes to use the newsreels of the movie companies, in part or in whole, including a weekly 15-minute newsreel on foreign events. Film companies ultimately are expected to supply nearly half of all BBC video transmissions.

the Campbell Soup Company, comes in as business manager.

In addition to a heavy football and racing schedule, WFIL-TV will televise the weekly WFIL broadcasts on Sunday afternoons of *Philadelphia and Suburban Town Meeting*, forum show; Dave Kaigler reading *The Inquirer* comics for a half-hour Sunday show, followed by a kiddies show, *The Tele-Kids*, with WFIL program chief Jack Steck as emcee; a Saturday night *Mr. Ficit* showing televisioners how to mend things around the house. Full-scale programming will start later in the year when the new WFIL-TV studios are completed adjacent to the Philadelphia Arena, recently purchased by Walter A. Annenberg, *Inquirer* publisher, to house his AM, FM, TV and facsimile enterprises.

Sponsor Line-Up

WFIL-TV's starting line-up of sponsors includes Judson C. Burns Company, electrical supplies distributor, buying a sports program thru (See WFIL TV Deb on page 28)

7-Wk. Sked To Demonstrate Technique

Not Limited to Sports

NEW YORK, Sept. 13.—WCBS-TV, Columbia Broadcasting System's (CBS) video outlet in New York, will in the next seven weeks attempt to demonstrate that an on-location technique can be adapted to all major types of programming. Many of the programs scheduled, according to Worthington C. Miner, CBS tele director, will be similar to types of studio production. It is Miner's belief, however, that these on-location telecasts will be marked by a flexibility of production not possible to obtain under studio conditions.

A significant point is inherent in the CBS point of view, namely, that so-called actuality broadcasts are not necessarily limited to sports or special events. According to Miner, a misconception that actuality telecasts were thus limited has existed. He believes the reverse is true and that the technique of the actuality telecasts makes possible greater impact. Dramatic and other values are possible in a degree greater than in studio production—and at less cost, says the CBS exec.

Cost Going Up

The cost of obtaining realistic effects is always going up, says Miner, and nobody has enough money to pay for certain realistic effects in studio production. He added that when CBS abandoned studio programming it was not the web's intention to sell television short. The intention was rather to pioneer in a technique that promises to remove many of the frustrations inherent in studio production, such as lack of space, insufficient camera flexibility and excessive costs.

WCBS-TV recently carried an on-location telecast of the Harvest Moon Ball from Madison Square Garden. Last night, on the *Living Art* series from the Brooklyn Museum, the station was able to present dancers with a degree of dramatic impact that Miner feels has been impossible in a studio. In both instances he believes he attained production values made possible because of the greater flexibility of the on-location method, which takes advantage of back-grounds, vistas and other production aids.

Program Types

The seven-week schedule, which is intended to demonstrate the wide range of actuality telecasts, will include the following program types: Two audience participation programs; a flying show, dealing with civilian aviation, picked up from Teterboro Airport; dramatic presentations; two types of fashion programs, one involving an audience of 600; cooking program, ballet program and other types now being worked out.

In view of the recent withdrawal of major advertisers from studio television, and in view of the complaints of sponsors in the last year on the matter of studio limitations, the WCBS-TV demonstrations are particularly timely. Miner believes he will make some mistakes but is confident of proving the adaptability of the on-location method.

Price War May Cut Costs Of City-to-City Television

WASHINGTON, Sept. 13. — The makings of a price war between two common carriers for transmitting inter-city television appeared last week in the wake of a letter from the Federal Communications Commission (FCC) to Western Union (WU) giving strong encouragement to the company to develop an experimental microwave radio relay circuit between New York and Philadelphia.

If carried out by WU, the system would provide the first real competitive threat to the elaborate plans for coaxial cables worked out by American Telephone and Telegraph (AT&T). Telecasters' objections to the high price of transmitting video signals outlined originally by AT&T caused the carrier to withdraw its proposed rate schedule from FCC. At FCC's engineering video conference, many engineers contended that the use of microwaves for network television would ultimately prove cheaper than the coaxial cable. In this connection, the Department of

Commerce recently reported that England has abandoned any idea of coaxials and will concentrate solely on microwave transmission because of price differentials.

Sure To Cut Costs

Whether or not microwave transmission actually proves cheaper to operate, it is considered certain that competition between WU and AT&T would force the price of network video down and so provide a spurt for web plans.

FCC's letter was in reply to an inquiry from WU regarding the carrier's establishing a microwave circuit between the Columbia Broadcasting System (CBS) outlet in New York and *The Evening Bulletin* station in Philadelphia. FCC stated that "the commission looks with favor upon the establishment of such a service . . . and would be disposed to look with favor on such an application." FCC, however, insisted that WU file its bid alone and not in connection with either station.

REAL PROFESSIONAL
8x10 PHOTOS
\$2.95
FOR 25
SEND NEGATIVE
OR GLOSSY PRINT
Negative Charge \$1.50 first order
50% CASH WITH ORDER BALANCE C.O.D.
100 POST CARDS \$2.95
GLOBE PHOTOS
P.O. BOX 1742
BALTIMORE 3, MD.

The Billboard At the NAB

Daily Convention
Round-Table
Discussions

WAAT, Newark,
970 K.C.
9:05 A.M.

A BILLBOARD TRADE SERVICE FEATURE

Disk Jock Assn. Expands, Setting Two More Chapters

(Continued from page 3)

free-lance jockey, treasurer. The Cleveland NADJ segment selected the following slate: Brooke Taylor, WJW, chairman; Joe Black, WHB, v.-p.; Marty McNeeley, WJMO, secretary, and Kenny Sleds, WHK, treasurer.

Barry Gray, NADJ national prexy, who attended both meetings, during which he outlined early progress of the org, said that the code of ethics of the association had been worked out and would be sent out to locals soon. Gray said that some adjustment would be made in the \$18 subscription fee, which was originally asked for *Inside Groove*, official NADJ publication, and the \$10 membership fee, for a canvass of early members indicated that the fee was a bit high, especially for hinterland jocks. Gray also said that the Gotham chapter had discussed the possibility of sending two NADJ delegates to the annual American Federation of Radio Artists' convention next year, at which the NADJ delegates could work for the best interests of the NADJ's who are members of AFRA. Gray said that the delegates would ask for some extra consideration for disk jockeys, as differentiated from staff announcers, when contracts were set up.

Gray conferred with both chapters concerning the proposed one-night promotion affairs. The Chi membership originally planned to hold their fund-raising attempt in a smaller stadium, like the Chi Arena, which holds 8,500, but Gray encouraged the group to try to obtain the Sta-

dium, which holds 25,000, for that type event. Program which was outlined would feature all jocks who are NADJ local members, introducing an all-star cast, made up of record personages. Boys feel that from past co-operation they have received from showbiz figures whom they helped build on wax, they can secure entertainers and a band name for scale. Dates set are tentative, with late October probably the time for the NADJ one-night bashes.

Hugh Douglas, WJJD, Chicago exec and vice-chairman of NADJ, left for the West Coast this week-end to do a two-week NADJ promotion campaign among jocks there. Thus far, Gray said, no word has been received from Bill Leyden, West Coast NADJ rep. Douglas said that a Wisconsin Fox River Valley local is being set up jointly by Sherwood Lorenz, WOSH, Oshkosh, and Don Arthur, WTAQ, Green Bay, while a Texas chapter is being formed also.

Doors of WLS Swing Out for Personnel

CHICAGO, Sept. 13. — Following the recent shake-up of exec personnel at WLS, *Prairie Farmer* station here (*The Billboard*, August 30), this week some of the best known people at the station either resigned or were fired. Confirming rumors, Glenn Snyder, general manager of the station, told *The Billboard* that Julian Bentley, station's veteran news chief, was resigning, as were Herb Howard, chief producer, and George Menard, veteran announcer.

Snyder denied rumors that Al Boyd, production manager for the station, would resign around the first of the year and that Bill O'Connor, well-known singer at the station, had been fired. He confirmed the fact, however, that Russ Salter, another announcer, had been given his notice.

Howard left this week to become program director of WNAX, Yankton, S. D. Menard will do free-lance work in Chicago and will continue to be heard on some WLS shows, while Bentley's future plans are not being announced. Successors to those leaving the station have not been named.

La Guardia Program Carries on With Subs

NEW YORK, Sept. 13.—Altho Fiorello La Guardia has been ill for a number of weeks, his co-op program over Mutual Broadcasting System (MBS) has proceeded as usual with Congressional guests substituting, and nearly 100 outlets now are carrying the program. Additional interest has been lent the show by the new list of guests lined up by the ex-mayor, and more stations are reported planning to carry the seg after it moves into its new time period. Show, which now airs at 7:45 p.m. Saturdays, will move to 6:30 p.m. on September 28.

Subs for La G, who will take the liberal line in discoursing on the future of America, include Leon Henderson, Jack Kroll, Bartley Crum, Adolph A. Berle, Harold Ickes, William Green, Philip Murray, Russell Davenport, Henry A. Wallace and Eleanor Roosevelt.

Japs Go for U. S. Type Radio Fare

CHICAGO, Sept. 13.—The Japanese are finding types of programs preferred by some Americans top radio listening. Albert Crews, former NBC central division producer who is now chief of radio for General MacArthur's Tokyo headquarters, said here this week. Crews is presently spending a vacation here after about a year of supervising radio programming for MacArthur in Japan.

Crews said that *Fount of Knowledge*, a Japanese version of *Information Please*, is the current favorite and pulls over 10,000 letters weekly. A discussion program, *National Radio Forum*, is in second place.

Third place in the favorite race is a man on the street program on which high Japanese officials are interviewed by ordinary citizens on the Ginza, Tokyo's main street. This show originally was predicted to failure by Japanese radiomen who claimed that no official would appear on it for fear of losing face.

Technically, Crews concluded, Japanese radio is 10 years behind the rest of the world. War damage, worn equipment and lack of know-how are responsible for this condition, he said.

Preston Exits CBS To Build Wax Segs

CHICAGO, Sept. 13.—In a move which has been expected for many months, Walter Preston, program director for CBS-WBBM here, and the network parted company this week. Preston, who has been with WBBM since 1929, will be succeeded by Val Sherman, his former assistant.

Preston announced that he was leaving to devote his time to production of transcribed shows here and in New York. The station merely announced that Preston was leaving and Sherman was taking over. Behind these two announcements, however, are reports that there has been ill feeling between Preston and top execs at the station for a long time.

Sherman has been with WBBM since 1931. During that time, in addition to his post as assistant program director, he has had positions as announcer, chief announcer and director of operation.

WFIL TV DEB

(Continued from page 27)

Creative Advertising Association; Marcus Printing Company buying spots thru Ralph Hart Agency; U. S. Rubber Company, which placed a film show direct; Bartels' Clothing House, thru Shapiro Advertising Agency, set to sponsor the Chester (Pa.) Horse Show; Dewees, ladies' specialty shop; Mort Farr, radio and record dealer, and Delmont Motors contracting direct for program features, and the Drake Hotel here and the Brighton Hotel in Atlantic City buying a sports show via Adrian Bauer Agency.

PETRILLO RELAXING

(Continued from page 3)

Frequency Modulation Association (FMA), Kearns said that next Saturday (20) he would meet with Petrillo and the school administrators' division of the National Education Association (NEA) to sign a new agreement. The pact, Kearns said, will permit school and college students to broadcast without any AFM interference or fees paid, and will take effect immediately.

Also in the works for early settlement is a deal by which service bands and other musical groups will record without AFM interference, and by which the recording companies will issue the records on a non-profit basis. The service groups previously had

Promosh Lax In Canadian Radio Outlets

(Continued from page 6)

Single Campaign class; CKEY, Toronto, network affiliate-regional channel public service division, and CJCA, Edmonton, Alta., network affiliate-local channel Public Service division.

Big-League Promotion

CKWX's entry in the Overall Class indicated a strictly big-league promotion effort. Both in promoting its power increase and its programming, the station made good use of promotional devices including some in the stunt category, such as use of a Goodyear blimp to fly over the city with neon signs. Other hypo aids were the week-long open house held at the station during Vancouver's Diamond Jubilee Celebration and numerous more standard devices.

CBFC's win was based on the story of the station's exploitation prior to and following its debut in November, 1946. Campaign showed considerable ingenuity in its use of mailing pieces.

One of the freshest of the Canadian entries was CKCK's exhibit, winner in the Single Campaign network affiliate-local channel class. The specific stunt was to "bring Santa Claus to Regina"—the first time Father Noel had been brought there "in person." Proceeds of the campaign went to the *Leader Post's* Christmas Cheer fund. Every facet was played and Regina enterprises have already pledged themselves for the future. Constant station and newspaper ballyhoo, window displays, theater announcements attended the event, and "shortwave interviews" with Santa at the North Pole helped built the make-believe. Naturally, much attention was paid to exploiting the event among children—a smart way of reaching homes—and prizes were awarded for best letters to Santa. Bally included special kid shows, appearances at local hospitals by Santa, distribution of station's gift to patients, and other showmanly devices.

Public Service

CKEY's win in the network affiliate-regional channel division Public Service class was based upon the station's effort in furthering worthy causes and organizations. This was construed as promotion in the sense that it succeeded in focusing attention of listeners in general—and various listening groups in particular—upon the station. These activities included such items as Crime Prevention Week, an accident prevention campaign, housing and job aid for veterans, a tie-up with Education Week, a Children's Book Week and similar activities.

CJAC, winner in the network affiliate-local channel Public Service category, furnished an interesting entry detailing the development of a public service program by "self propulsion." It started when a fire wrecked a home in Hanna, Alta, 170 miles away. The station, thru "Uncle Hal" (Byers Flour Mills) came to the rescue. Uncle Hal raised \$3,000 in cash, truck loads of gifts, stimulated the board of trade to organize a building fund, and the Hanna Kinsmen Club organized a building bee.

The idea spread to the point where the program is now a public service institution fulfilling all sorts of requests for aid. There's no doubt of its promotional value.

gained Petrillo's consent to broadcast in a deal along the lines to be signed by the educators.

Kearns also declared the pic operators on the Coast have a clause in their contracts, placed there at Petrillo's insistence, by which AFM has television music rights "tied up." He did not elaborate on this clause.

USE THESE INEXPENSIVE PERSONALIZED POSTAL CARDS

FOR YOUR FAN MAIL

You get true photographic reproductions in our black-and-white "Gloss-Tone" Postal Cards quoted below. Delivery from 4 to 6 weeks. All we need is your photo.

	NEW	REPRINT
1,000	\$10.50 per M	\$7.50 per M
2,000	8.25 per M	6.25 per M
3,000	7.50 per M	5.85 per M
4,000	7.15 per M	5.65 per M
5,000	6.90 per M	5.50 per M
10,000	6.45 per M	5.25 per M

A flat charge of \$2.50 will be added to the total cost of order if paragraph is desired for the address side of card, not to exceed fifty words.

F. O. B. Fort Wayne, Ind.

Write for Free Samples—No Obligation

Fort Wayne Printing Co.

FORT WAYNE 2, INDIANA

The Billboard At the NAB

Daily Facsimile Transmissions

WAAT-FAX

See the Promotion Winners and Get the Convention News via facsimile

A BILLBOARD TRADE SERVICE FEATURE

Watch For

EARL WILLIAM

Currently in "THE RED MILL"

"The best light opera tenor to hit Boston in many a year."

—Watts, Boston Traveller.

NEW VAST PX WAX MARKET

Sammy Kaye Seen Joining GAC Roster

Ork Ends MCA Association

NEW YORK, Sept. 13.—It appeared certain at press time that Sammy Kaye will switch his agency affiliation to General Artists Corporation (GAC) next week following the conclusion of his Music Corporation of America (MCA) pact on Monday (15). Kaye has been with MCA for almost a decade.

His GAC pact will cover all bookings for his ork, including radio and movies. The ork currently is booked thru the first of the year and GAC will book Kaye thereafter. Other details of the Kaye deal with GAC were unavailable at press time, but it is believed to be a term pact.

Hypo for GAC Roster

Addition of Kaye to the GAC roster should substantially hypo the agency's dwindling lists. In the past few months GAC lost Woody Herman, Jimmy Dorsey and Spike Jones, thereby taking a substantial cut from the agency's commissions. Kaye's earnings should restore a good portion of that loss. It is also likely that the Kaye name will serve as a booking wedge for the agency into a number of location spots which they weren't able to dent in the past.

Music Biz Plans Benefit Show for Vets in Hospitals

NEW YORK, Sept. 13.—Music industry toppers are rallying behind a *Music for Hospitalized Veterans* benefit to be held October 27 in Madison Square Garden. Similar in objective to the recent Hollywood Bowl *Music for Wounded* show, the New York version promises to be as big an extravaganza, replete with top disk, theater, pic and night club entertainers.

Sparkplugging the music biz end of the benefit is a nuclear committee topped by Eli Oberstein, of Victor; Manie Sacks, of Columbia; Constance Hope, of Victor; publicist George Evans; Lee Savin, of Majestic; Mike Conner, of Decca, and Walter Rivers, of Capitol. This group, which has the promised co-operation of Local 802, American Federation of Musicians, thru its prexy, Dick McCann, will be developed into a larger, more representative committee, with music biz leaders including agency brass such as Larry Barnett, Bill Morris Jr. and Tom Rockwell invited to a luncheon at Toots Shor's next week to work out detailed plans.

With a barrage of record stars from nearly all major labels believed "in the bag," the benefit, with the help of pic, legit and nitery committees, showbiz unions and society sponsors, figures to pull a packed house. Receipts will be used to purchase musical instruments for vets in hospitals.

Armed Forces Stores Likely To Sell Million Disks a Month, Opening Up Vast New Field

Competition May Force Retail Prices Down

NEW YORK, Sept. 13.—A new retail record market, with potential sales volume of 1,000,000 disks a month and up, has been opened up by the various branches of the armed forces in the past few weeks. The bonanza, which is wide open to the smaller indie labels as well as the majors, now reaches several million persons both here and abroad, thru the army post exchange (PX), the navy stores, coast guard and marine PX's and the Veterans' Administration canteens. Numbering more than 800 actual sales outlets, these stores service members of the armed forces, their families, and the hundreds of thousands of civilian employees both here and overseas who have PX privileges.

In the past few weeks, it has been learned, the army PX's have started to add record sections, with PX officers either buying directly from local distributors, or placing their orders thru a central buying office located in New York and identified in army lingo as the army procurement office. This office fills requests only from PX officers, and as a result, the bulk of its purchases are made for the 22 central PX's and

the 400 local exchanges overseas.

Overseas exchanges, according to reports, have experimented with the disk sections for several months, initially purchasing several thousand platters from Italian and Polish waxeries. When these sold out, PX officers decided to get U. S. disks for the hundreds of thousands of soldiers and civilians now overseas.

Because armed forces PX's and stores are operated on a limited profit basis, thereby making commodities available to the personnel of the armed forces and authorized civilians at a lower price than regular retail stores offer, it has been common for the services to receive complaints from all types of merchants in zone of interior locations located near service installations. Similar complaints are expected from record dealers who may feel the bite of the lowered prices.

Should complaints materialize from either the disk manufacturer or the dealer, the services have a four-pronged answer:

1. There will be the regular manufacturer's profit. At the same time dealers will gain additional sales because the exchange can't carry as large a line, due to lack of personnel and space, as a regular record store—just enough to get the soldier or sailor interested in disks and act as a stimulant for the dealers.

2. The exchanges will act as advertisements as well as actual outlets for the disks, familiarizing the soldier and the civilians with record labels, and educating them to post-army and post-government-employ record purchasing.

3. Due to the limited mark-up on commodities sold thru the exchanges, the customer can purchase more expensive goods, thereby becoming acquainted with better grade materials.

4. Products are available only to members of the armed forces and authorized government employees.

Operating as a multi-million dollar a year business, the exchanges have for some time sold phonographs to the peacetime army. The addition of record counters was a natural follow-up.

Situation in other branches of the service is as follows:

There are now approximately 170 navy stores in operation. Store officers, as in the case of army PX officers, are authorized to purchase directly or thru a central buying office.

The marines operate 45 PX's, with no central purchasing headquarters involved. These PX's handle record players, and five or six have recently added record stock.

The coast guard operates approximately 25 stores, with the operation designed along the lines of the navy outlets. Several stores have disk sections now, the balance will add them gradually.

There are more than 100 canteens operated by the Veterans' Administration. These canteens have not as yet included disks in their inventories, but officials indicated that permission will be forthcoming in the near future.

Moss Joins Alexander Office

Retains Own Biz But May Merge Later

Trend to Indie Combines

NEW YORK, Sept. 13.—Marking the initial step in an expansion move, Willard Alexander this week concluded a deal with booker Harry Moss for the latter to join the Alexander management office as a veepee, beginning Monday (15). Moss, who operates his own independent agency, will not close down his biz nor bring in any of his artists when he moves to Alexander, but it is believed that eventually the two will merge their stables. Meanwhile the Moss agency will be run by Jack Kerney.

Moss, who is one of the more capable ork salesmen around the biz, will aid Alexander in setting up tours for Vaughn Monroe in addition to serving as a firm exec. Formerly Alexander had Monroe's one-nighters booked thru the major agencies.

Alexander to Coast

Alexander will leave for the Coast early next week to look for new talent for his new set-up. It is said he is close to signing several new properties, but he wouldn't disclose further information regarding these artists.

Alexander-Moss tie-in marks an-

Dreyer, Bullet In Partnership

NEW YORK, Sept. 13.—Dreyer Music pubbery and Bullet Records have worked out a partnership deal whereby the former will publish all original material recorded on the Bullet label, controlled by Jim Bullet. Deal was set this week between Dave Dreyer, who recently broke away from the Irving Berlin firm to go into pub biz with orkster Frankie Carle, and Bullet himself. The latter's disk hit, *Near You*, has raised interest in other Bullet properties and may have led to the Dreyer pact. *Near You* doesn't go with the bargain, since the tune was sold to Decca Records, which in turn put it into Supreme Music on a 50-50 pub deal with Bregman, Vocco & Conn.

Bullet, however, has a bale of other recorded originals on which he has secured assignment of copyrights and which Dreyer may find worthy of exploitation.

other in the recent mushrooming of strong independent booking combines which have gone into biz in recent months. Only three weeks ago the Jack Archer-Milt Deutsch Continental Artists Agency was born, while the Jack Whitemore-Russ Facchine-Lyle Thayer Mus-Art Agency has been slowly building, having recently added Jimmy Dorsey to its growing roster of talents.

Ink Spots Take London by Ears

LONDON, Sept. 13.—Following one of the most successful debuts of an American act here, when the Ink Spots, opening at the Casino not only jammed the house, but caused a traffic snarl outside, representative names of the entertainment world here are preparing a memorandum to be submitted to the treasury and the musicians' union, urging that everything be done to encourage future visits of U. S. orks and acts to London. Showbiz reps feel that using Yank acts is the only way to attract the public to theaters.

As a result of the auspicious reception accorded the Spots here, bookers for French, Belgian and Swedish locations are now talking terms with the group. This may result in another overseas jaunt later.

Ellington ET Jock Series for WMCA?

NEW YORK, Sept. 13.—Reports late this week indicated that Station WMCA had signed orkster Duke Ellington for a one-hour daily noon-day transcribed disk jockey show.

Similar deal for Harry James on the station, which already carries the Tommy Dorsey spinner show, also is said to be on the verge of being signed. Details of the Ellington deal were unavailable at press time.

Now Exhibits Hit Copyright Act

Exhib Appeal to Congress On ASCAP Fee Jump May Spur Copyright Law Study

Indirect Effect on Entire Showbiz Seen

WASHINGTON, Sept. 13.—A drive is under way to change the copyright law to cut the power of American Society of Composers, Authors and Publishers (ASCAP), with the local branch of Motion Picture Theater Owners' Association (MPTOA) sparking the move. Washington MPTOA voted this week to carry to Congress the fight against ASCAP's 300 per cent rate hike. Plea of MPTOA is almost certain to wind up in the middle of a general move in Congress next session for a complete overhaul of the basic Copyright Act, virtually unchanged since 1909. Both House and Senate judiciary committees are expected to carry on further studies of copyrights early next session.

Pro-ASCAP Bill Agendaced

The House group already has on its agenda an ASCAP-sponsored bill to give the organization the power to license records played in juke boxes. The wide attention given by the music industry to last session's copyright hearings has convinced many members of the House committee that a general study of the entire music-copyright situation is advisable. It is likely that the matter of theater, novel and radio copyright procedure will be included in the study.

Cartel Suit "Compromise?"

Meanwhile ASCAP's trouble with the Department of Justice over the Society's alleged restrictive music contracts with foreign composers is moving quietly toward a new climax. Justice officials told *The Billboard* this week that they expect ASCAP to file an answer to the government charges in the next few weeks. In the meantime Justice and ASCAP representatives are trying to work out a compromise, it has been learned.

Remick Revives War Shelved Tune By Dubin - Wayne

NEW YORK, Sept. 13.—Al Dubin and Mabel Wayne have gotten one of those delayed-action Tin Pan Alley breaks. Six years ago, their tune *It Happened in Hawaii* was set for big plugging by Remick Music and several disks had been cut, including masters by such names as Glenn Miller (Bluebird), Jimmy Dorsey with Bob Eberle singing (Decca), Kay Kyser (Columbia) and Dick Jurgens and Buddy Clark (Okay). The tune was released around the first of December, 1941, but was quickly shelved when Pearl Harbor occurred.

Now the pubbery has received the canceled ditty. Guy Lombardo will intro it on his airshow Monday night (15) and it will be No. 1 plug in the Remick catalog for the next four or five months. Hal McIntyre, who played sax for Miller when the tune was cut six years ago, will record it for MGM. *Hawaii* was shelved so long that when Remick tried to find a copy of the old disks they were forced to borrow WNEW's set because none was available for sale.

Wallichs Now President of Cap Records

Mercer, De Sylva Resign

HOLLYWOOD, Sept. 13.—Glenn E. Wallichs became prexy of Capitol Records following the resignations of diskery's former prexy, Johnny Mercer, and chairman of the board, Buddy De Sylva. As exclusively predicted by *The Billboard* (see August 30 and September 6 issues), the reshuffle in Cap's exec bracket left Wallichs, the Coast major's former exec v.-p., head of the firm, holding the post of president and acting as chairman of the board. Resignations were submitted at a special meeting of Cap's board of directors who accepted the bow-outs and elected Wallichs to his new post. Both Mercer and De Sylva remain as members of the board.

It was explained that Mercer's resignation was prompted by his desire to devote more time to writing. Since Cap's rapid growth demanded too much time of the cleffer, he felt his departure from the firm's exec ranks necessary. De Sylva's resignation was laid to his weakened physical condition, the result of a stroke suffered two years ago. Rumors that the Coast major was seeking new funds (denied by Wallichs in the September 6 issue of *The Billboard*), were again squelched by word that the waxery is not out for new cash.

Bow-outs of Mercer and De Sylva, however, mean that neither of the

Have You Been Thru the Mills?

NEW YORK, Sept. 13.—Irving Mills, co-mentor with brother Jack in the Mills Music holdings, and an agent in this country for Electrical Music Industries (EMI), of England (he cuts or buys jazz masters here and ships them abroad), came in from the Coast this week and at a lunch-time session recalled one of the funny bits about the old-time record biz.

Irving, who years ago was recording chief for the old American Recording Company, tells the story of the time he conducted a disk date in New Orleans with Louis Prima, Dave Rose and others in a small combo.

"At the time we made up labels for the records," says Mills, "and gave billing to Louis Prima and his orchestra altho Louis was little known at the time. Then," he said, "Dave Rose hit with a radio job, looked like he was going somewhere, so we rushed to change the labels and called it Dave Rose and his orchestra. No sooner did we get the new labels on and ship records, than Louis Prima came into the Hickory House in New York and created quite a stir. So there we were; back went the old labels and now it was Louis Prima and his orchestra again.

"The song—Peckin', remember?"

Cleffers Seek Pact in October

NEW YORK, Sept. 13.—Negotiations for a new contract between Music Publishers' Protective Association (MPPA) and Songwriters' Protective Association (SPA), which have been dragging on since the first of this year, are expected to come to a head early in October, when meetings of the two groups will commence again. A three-day session October 7-9 is skedded to discuss new proposed royalty rates which SPA is asking in form of a sliding scale. Most of the important points of the pact, excepting the scale, have been smoothed over in previous conferences.

former execs will be on salary. Mercer and De Sylva reportedly received \$50,000 each per year. In an effort to offset possible misinterpretation of the exec reshuffle, Cap simultaneously released word that the diskery's sales were "reaching an all-time high." It was also stressed that there will be no policy change resulting from Wallichs' switch in titles.

The Band Box

JAN AUGUST goes from the Hotel Astor to the Chase Hotel, St. Louis, starting September 30. . . . JACK FINA closes at the Waldorf-Astoria October 1 and then will probably one-night his way across the country, opening January 6 at the Clarendon Hotel, Berkeley, Calif.

RAY HEATHERTON ork moves into the Edgewater Beach Hotel, Chicago, September 19, then goes to San Francisco around January 1. . . . BILL McCUNE continues at the Pelham Heath Inn indefinitely. . . . KING GUION follows Al Trace into the Rustic Cabin. . . . HAL MCINTYRE will one-night for two weeks, then return to the Post Lodge October 1 for three months.

HAL PRUDEN band into the Paris Inn, San Diego, Calif., September 11 with a new vocalist, Joe Denton. . . . SAM DONAHUE opened September 15 at Ankara Club, Pittsburgh, for two weeks. . . . DICK JURGENS opened at the Claremont Hotel, Berkeley, Calif., September 14 for 14 weeks.

ASCAP Board To Consider Exhibs' Plea

Meeting Set for Sept. 25

NEW YORK, Sept. 13.—Board of directors of American Society of Composers, Authors and Publishers (ASCAP) will take up on September 25 a proposal by representatives of six motion picture theater associations that license rates not be increased at the present time and the status quo maintained for at least six months from October 1. Only some weeks back ASCAP had announced a new theater-licensing system, effective in October, increasing receipts from music-using exhibs from 200 to 300 per cent.

Theater reps' proposal came at a meeting yesterday, but Society spokesmen tabled any action until the board meets on the 25th.

Reps at Meeting

For ASCAP at the meeting were Gene Buck and Donald Gray, board members; Louis Frohlich, of Schwarz & Frohlich, general counsel for ASCAP; Herman Greenberg and Richard F. Murray, ASCAP's administrative toppers; Herman Finkelstein, ASCAP attorney; I. T. Cohen, Eastern division manager; Jules Collins, radio division manager, and George Hoffman, comptroller.

Theater group delegates were S. H. Fabian, Robert W. Coyne and Leonard Golenson, of American Theaters Association (ATA); Herman Levy, general counsel for Motion Picture Theater Owners of America (MPTOA); Fred Schwarz, president of Metropolitan Theater Owners' Association (MTOA); Joseph Avick, Allied Theaters of Michigan, and David Newman, of Co-Operative Theaters of Michigan.

Majestic Pays Starr 16G; Will Nix MPHC Plugs

NEW YORK, Sept. 13.—Majestic Records this week dispatched a check in the amount of about \$16,000 to Herman Starr's Music Publishers' Holding Corporation (Warner Bros. group) and defiantly promised that the diskery would henceforth record no plug tunes whatsoever for MPHC.

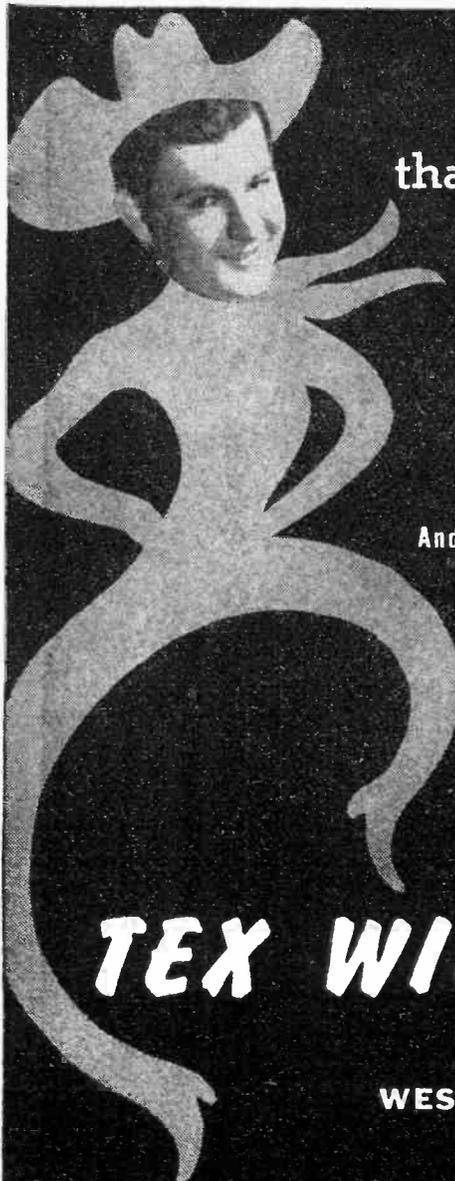
Majestic threat followed a quarrel with Starr (*The Billboard*, August 30) in which the latter earlier demanded that the diskery record certain MPHC tunes with certain artists or else pay full royalties due thru August 15. Payment to Starr, while other pubs have received only a percentage of royalties due in accordance with a previous agreement between the bulk of the pubs and Majestic, represented Majestic's decision to "fight back, rather than give in."

Diskery spokesman stated they "could get along without MPHC plug tunes" and pointed out that if they desired to record MPHC standards they would do these on their 75-cent label anyway, pay the full statutory rate and avoid any counter-action by Starr.

See THE FREEDOM TRAIN

Hear THE FREEDOM TRAIN
WORDS AND MUSIC BY IRVING BERLIN

IRVING BERLIN
Music Corporation
1650 BROADWAY, NEW YORK 19, N. Y.



that 'SMOKE,
SMOKE,
SMOKE,' man
is cooking
again ...

And Sales Are Getting Hotter
and Hotter!

TEX WILLIAMS

And His
WESTERN CARAVAN

'THAT'S WHAT I LIKE
ABOUT THE WEST'


REG. U.S. PAT. OFF.
RECORDS

CAP. 40031

The Flipover Is
Aces, Too!

'DOWNTOWN
POKER
CLUB

Still Burning 'Em Up!

'SMOKE! SMOKE! SMOKE! (That Cigarette)

CAP. 40001

16th
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
September 13



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 Mile Nicksieland 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 Skrivanek Ork, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Paul Martin, Standard; Lawrence Welk, Standard; Russ Morgan, World.

2. I WONDER WHO'S KISSING HER NOW 3

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-a-lres, 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, Pilotone 5132; Ben Yost Singers, Sonora 1084; Danny Kaye, Decca 24110; Larry Vincent, Pearl 15, Phil Reed, Dance-Tone 119; Jack McLean Ork-Wayne Gregg, Coast 8013; Jean Sablon, Victor 25-0101.

Electrical transcription libraries: Chuck Foster, Lang-Worth; Ozle Waters, MacGregor; Randy Brooks, Lang-Worth; Billy Butterfield, Capitol; Frank Froeba, World; Hollywood Serenaders, 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) 4

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.

Electrical transcription libraries: Lawrence Welk, Standard.

4. NEAR YOU 6

By Kermit Goell and Francis Craig
Published by Supreme (ASCAP)

Records available: Francis Craig Ork, Bullet 1001; Larry Green Ork, Victor 20-2421; Elliot Lawrence, Columbia 37838; Alvino Rey, Capitol B-452; Andrews Sisters, Decca 24171; The Auditones, Rainbow 10025; Dolores Brown-Auditones, Sterling 3001; Victor Lombardo, Majestic 7263.

(No information on electrical transcription libraries available as The Billboard goes to press.)

5. THAT'S MY DESIRE 2

By Carroll Loveday and Helmy Kresa
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; Skinnay Ennis, Standard.

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.

Electrical transcription libraries: The Song Spinners, World.

7. WHEN YOU WERE SWEET SIXTEEN 7

By James Thornton; published
by Shapira-Bernstein (ASCAP)

Records available: Perry Como, Victor 20-2259; Mills Brothers, Decca 23627; Dick Jergens, Columbia 37803; Phil Reed, Dance-Tone 120; Herb Kern, Temp TR 1034.

Electrical transcription libraries: Phil Brito, Associated; Foursome Quartet, MacGregor; Emile Cote, Lang-Worth; Collins Driggs, Standard; Knickerbocker Four, NBC Thesaurus.

8. I WISH I DIDN'T LOVE YOU SO 10

By Frank Loesser
Published by Paramount (ASCAP)

From the Paramount film "Perils of Pauline."
Records available: Dick Farney, Majestic 7225; Helen Forrest, MGM 10040; Dick Haymes, Decca 23977; Betty Hutton, Capitol 409; Vaughn Monroe, Victor 20-2294; Dinah Shore, Columbia 37506; Phil Reed, Dance-Tone 120; Carol Gable, Radio Artist 211.

Electrical transcription libraries: Mindy Carson, Associated; Eddy Howard, World; Lenny Herman, Lang-Worth.

9. THE LADY FROM 29 PALMS 8

By Allie Wrubel
Published by Martin (ASCAP)

Records available: Andrews Sisters, Decca 23976; Henry Busse, Vitacoustic 6; Victor Lombardo Ork, Majestic 7250; Freddy Martin, Victor 20-2347; Curt Massey, Coast 8011; Tony Pastor, Columbia 37562; The Pied Pipers, Capitol B460.

Electrical transcription libraries: Eddy Howard, World; Tony Pastor, Lang-Worth; Sweetwood Serenaders, NBC Thesaurus; Vic Damone-Ted Dale Ork, Associated.

10. I WONDER, I WONDER, I WONDER 9

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.

RCA VICTOR'S
TEX BENEKE!

with The Miller Orchestra

I Have But One Heart
(O Marenariello)

This overnight hit shows the Miller style at its best . . . rich brassy and contrasting reeds blending in a lovely melody. Swell vocal by Garry Stevens and The Moonlight Serenaders.

Too Late

New novelty hot-tune packed with entertainment. Vocal refrain by Tex Beneke and Band.

RCA Victor 20-2424

RCA VICTOR'S
BERYL DAVIS!

with Russ Case and his Orchestra

It All Came True

Warm and tender and full of the charm that's winning rave notices and rave buying for her first waxings!

One Little Tear is an Ocean

A coy little ballad that's apt to be a hit, the way Beryl does it. She's irresistible!

RCA Victor 20-2426

RCA VICTOR'S
VAUGHN MONROE!

The Stars Will Remember

Smash hit tune from England. With Vaughn's rich, mellow delivery plus the Moonmaids and danceable background.

Ballerina

Vaughn sings this follow-up for "Ivy" in much the same manner . . . an original with tricky tempo that's likely to soar.

RCA Victor 20-2433

TEXAS JIM
RCA VICTOR'S
ROBERTSON!

and The Panhandle Punchers

His deep and rugged baritone in top form. Flip features some lilting background vocalizing, "Gay Nineties" style.

Pal in Palo Alto

AND

Don't Make Me Sorry

RCA Victor 20-2428

RCA VICTOR'S
BILL JOHNSON!

and his Musical Notes. Vocals: Gus Gordon and Quartet

A number one plug song that should click like their "Don't You Think I Oughta Know." Flip is the catchy-corny type, a wow juke success from Philadelphia.

For Once in Your Life

AND

My Little Red Head

RCA Victor 20-2427

PAT
RCA VICTOR'S
FLOWERS!

and his Rhythm

Waller's famed protégé cuts some keyboard capers that remind you of "Fats" himself . . . terrific runs, steady rocking rhythm, salty lyrics. Flip makes no sense . . . but what a display!

Goodbye, Good Luck, Get Lost

AND **Sha-Wa-Wa**

(Weave to Me Some Jive)

RCA Victor 20-2431

RCA VICTOR'S
MONTANA SLIM!

and The Big Hole Bronco Busters

Don't Wait Till Judgment Day

(To Cast Your Sins Away)

A down-to-earth sermon in song with strong country appeal.

Sharing Your Love with Somebody New

Slim's famous sagebrush twang and some interesting guitar passages with a hoe-down fiddle solo.

RCA Victor 20-2430

TAMPA RED

Blues singer with Guitar

Corrine Blues

AND

New Bad Luck Blues

RCA Victor 20-2432

RE-ISSUED BY REQUEST

FRANK STAMPS

and his Quartet. Male voices with Piano

Working for the Master

AND

Give the World a Smile

RCA Victor 20-2429

IRVING FAZOLA and his Dixieland Band: Irving Fazola, clarinet; Steve Giarratano, tenor sax; Whimpy Miller, trumpet; Digger Laine, trombone; Pete Laudeman, piano; Bunny Franks, bass; Abby Brunies, drums.
("New Orleans Jazz" Album, HJ-12)

Original Dixieland One Step AND Bluin' the Blues
RCA Victor 40-0140

Satanic Blues AND Ostrich Walk
RCA Victor 40-0141

Sensation AND Mournin' Blues
RCA Victor 40-0142

Farewell Blues AND Fidgety Feet
RCA Victor 40-0143

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR
RECORDS



TWO DOZEN ROSES

for
Mr. and Mrs. MUSIC

Top announcer Andre Baruch and singer Bea Wain have teamed to put on one of NY's most interesting disc shows over WMCA. In private life, Bea Wain is Mrs. Andre Baruch.



The Coin Man's
PARADISE



**JOHNNY
LONG**

ON Sig 15157

PARADISE

Vocal by Francey Lane and The Ensemble
backed with

IT'S LIKE A TRIP TO TIPPERARY

Vocal by Matt Reilly

Signature records

DISTRIBUTED BY
GENERAL ELECTRIC
SUPPLY CORPORATION

See your GESCO distributor or write direct to
Signature Records, 601 W. 26th St., New York 1, N. Y.

The Billboard MUSIC POPULARITY CHARTS

PART
II

Sheet Music

Week Ending
September 13



BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION		Song	Publisher
	Last Week	This Week		
9	1	1	I WONDER WHO'S KISSING HER NOW (F) (R)	E. B. Marks
17	2	2	PEG O' MY HEART (R)	Robbins
19	3	3	THAT'S MY DESIRE (R)	Mills
6	4	4	I WISH I DIDN'T LOVE YOU SO (F) (R)	Shapiro-Bernstein
6	5	5	FEUDIN' AND FIGHTIN' (R)	Chappell
10	6	6	WHEN YOU WERE SWEET SIXTEEN (R)	Shapiro-Bernstein
3	10	7	NEAR YOU (R)	Supreme
11	6	8	ASK ANYONE WHO KNOWS (R)	Witmark
6	10	9	AN APPLE BLOSSOM WEDDING (R)	Shapiro-Bernstein
18	8	10	I WONDER, I WONDER, I WONDER (R)	Robbins
2	13	11	THE LADY FROM 29 PALMS (R)	Martin
4	12	12	I HAVE BUT ONE HEART (R)	Barton
7	7	13	TALLAHASSEE (F) (R)	Famous
3	—	14	THE WHIFFENPOOF SONG (R)	Miller
1	—	15	YOU DO (F) (R)	Bregman-Vocco-Conn

ENGLAND'S TOP TWENTY

Weeks to date	POSITION		Song	English	American
	Last Week	This Week			
7	1	1	NOW IS THE HOUR	Keith Prowse	Leeds
17	2	2	PEOPLE WILL SAY WE'RE IN LOVE	Chappell	Williamson
15	2	2	COME BACK TO SORRENTO	Ricordi	Public Domain
5	4	3	I BELIEVE	Edwin H. Morris	Sinatra Songs
10	3	4	ON THE OLD SPANISH TRAIL	Peter Maurice	Peter Maurice
12	4	4	I GOT THE SUN IN THE MORNING	Chappell	Berlin
4	9	5	GUILTY	Francis Day	Feist
9	5	5	MAM'ELLE	Francis Day	Feist
20	7	6	AMONG MY SOUVENIRS	Lawrence Wright	T. B. Harms
19	6	7	A GAL IN CALICO	Feldman	Remick
6	8	8	THE LITTLE OLD MILL	Irwin Dash	Shapiro-Bernstein
3	14	9	CHI-BABA, CHI-BABA	Sun	Oxford
2	15	10	A GARDEN IN THE RAIN	Campbell-Connelly	Melrose
11	11	11	THEY SAY IT'S WONDERFUL	Chappell	Berlin
13	10	12	HEARTACHES	Campbell-Connelly	Leeds
14	13	13	OH, WHAT A BEAUTIFUL MORNING	Chappell	Williamson
34	12	14	ANNIVERSARY SONG	Campbell-Connelly	Mood
22	17	15	TELL ME, MARIANNE	Southern	Southern
13	16	16	DEAR OLD DONEGAL	Leeds	Leeds
14	18	17	TIME AFTER TIME	Sinatra Songs	Edwin H. Morris

CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the two largest wholesalers in the dominion, Canada Music Sales and Gordon V. Thompson. Since both firms are also American publishers' representatives and publish songs themselves (and consequently push different songs), The Billboard presents the song titles and the sales rank order in which each of the two firms rate the song. In other words, while the No. 1, 2, 3, etc. songs as listed by Canada Music and by Thompson may vary, the full list does represent the tunes which are selling best in Canada.

SONG	Rank Order According to CMS		SONG	Rank Order According to GVT	
	1	2		1	2
THAT'S MY DESIRE	1	9	THE MAN WHO PAINTS THE RAINBOW IN THE SKY	16	—
WHEN YOU WERE SWEET SIXTEEN	2	5	LINDA	17	—
MY HEART IS A HOBO	3	—	COME TO THE MARDI GRAS	18	—
I WONDER, I WONDER, I WONDER	4	4	I DO, DO, DO LIKE YOU	19	—
AIN'TCHA EVER COMIN' BACK?	5	—	I BELIEVE	20	—
FEUDIN' AND FIGHTIN'	6	—	PEG O' MY HEART	1	7
A SUNDAY KIND OF LOVE	7	—	CHI-BABA, CHI-BABA	—	8
JE VOUS AIME	8	—	MAM'ELLE	—	8
ACROSS THE ALLEY	9	3	THE WHIFFENPOOF SONG	—	11
AN APPLE BLOSSOM WEDDING	10	6	THE HEATHER ON THE HILL	—	13
ANNIVERSARY SONG	11	10	COME TO ME, BEND TO ME	—	14
I WONDER WHO'S KISSING HER NOW	12	1	ALMOST LIKE BEING IN LOVE	—	15
AFTER GRADUATION DAY	13	—	THE ECHO SAID "NO"	—	16
TALLAHASSEE	14	12	NAUGHTY ANGELINE	—	17
WHAT ARE YOU DOING	15	—	I HAVE BUT ONE HEART	—	18
NEW YEAR'S EVE?	15	—	DREAM, DREAM, DREAM	—	19
			THE TURNTABLE SONG	—	20

The Billboard
MUSIC POPULARITY CHARTS
PART IV
Retail Record Sales

Week Ending
 September 13

BEST-SELLING POPULAR RETAIL RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
3	5			1. NEAR YOU	Francis Craig Ork	Bullet 1001
				<i>Red Rose</i>		
9	1			2. SMOKE! SMOKE! SMOKE!	Tex Williams Western Caravan	
				<i>(That Cigarette)</i>	(Tex Williams-Trio)	
4	3			3. I WONDER WHO'S KISSING HER NOW (F)	Ted Weems-Perry Como	Decca 25078
				<i>That Old Gang of Mine</i>		
14	6			4. THAT'S MY DESIRE	Sammy Kaye (Don Cornell-The Red Silk Stockings and Kaydets)	Victor 20-2251
				<i>Green Perfume</i>		
8	7			5. WHEN YOU WERE SWEET SIXTEEN	Perry Como (The Satisfiers-Lloyd Chi-Baba, Chi-Baba Shaffer Ork)	Victor 20-2259
				<i>Chi-Baba, Chi-Baba</i>		
13	2			6. PEG O' MY HEART	Three Suns	Victor 20-2272
				<i>Across the Alley From the Alamo</i>		
11	9			7. TIMTAYSHUN	Red Ingle and the Natural Seven- (I Love You) For Seventy Jo Stafford (Cinderella G. Mental Reasons Stump-Red Ingle)	Capitol 412
18	5			8. PEG O' MY HEART	The Harmonicats-Sid Fisher	Vitacoustic 1
				<i>Fantasy Impromptu</i>		
3	4			9. FEUDIN' AND FIGHTIN' (M)	Dorothy Shay (Mischa Russell Ork)	Columbia 37189
				<i>Say That We're Sweet-hearts Again</i>		
1	-			10. I WISH I DIDN'T LOVE YOU SO (F)	Vaughn Monroe-The Moon Mals Tallahassee (F)	Victor 20-2294

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 to date	Last Week	This Week	Album Title	Artist	Label
6	1			1. Al Jolson Album	Al Jolson	Decca A-575
22	2			2. Dorothy Shay (The Park Avenue Hillbilly) Sings Album	Dorothy Shay (Mischa Russell Ork)	Columbia C-119
13	3			3. Carle Comes Calling	Frankie Carle	Columbia C-129
35	4			4. Al Jolson Album	Al Jolson	Decca 469
60	5			5. Glenn Miller	Glenn Miller Ork	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 to date	Last Week	This Week	Record Title	Artist	Label
102	1			1. Clair de Lune	Jose Iturbi	Victor 11-8851
117	3			2. Chopin's Polonaise	Jose Iturbi	Victor 11-8848
75	2			3. Jalousie	The Boston Pops; Arthur Fiedler, conductor	Victor 12160
91	4			4. Warsaw Concerto	The Boston Pops; Arthur Fiedler, conductor; Leo Litwin, pianist	Victor 11-8863
18	5			5. The Whiffenpoof Song	Robert Merrill	Victor 10-1313

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 to date	Last Week	This Week	Album Title	Artist	Label
53	1			1. Rachmaninoff Concerto No. 2 in C Minor	Artur Schnabel, pianist, NBC Ork; Vladimir Golschmann, conductor	Victor 1075
108	2			2. Rhapsody in Blue	Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor	Columbia X-251
18	-			3. Tchaikowsky Nutcracker Suite	New York Philharmonica Symphony Ork; Rodzinski, conductor	Columbia MM-627
35	-			4. Tchaikowsky Nutcracker Suite	Eugene Ormandy, conductor; Philadelphia Ork	Victor DM-1020
21	4			5. Rhapsody in Blue	Paul Whiteman	Signature GP-1
9	3			5. The Student Prince	Al Goodman Ork (Earl Wrightson, Mary Martha Briney, Donald Dame, Francis Greer and the Guild Choristers)	Victor P-180

A GREAT "DOUBLEHEADER"

FOR ONCE IN YOUR LIFE

Lyrics by JACK SEGAL
 Music by MARVIN FISHER

Recorded by:

- FRANKIE CARLE Columbia
- KING COLE TRIO Capitol
- BOB EBERLE Decca
- BILL JOHNSON Victor
- DICK FARNEY Majestic
- VIC DAMONE Mercury
- EDDY HOWARD World
- JACK FINA Muzak
- MARGARET WHITING Ziv
- GEORGE TOWNE Assoc. NBC
- NORMAN CLOUTIER NBC

PENGUIN AT THE WALDORF

by JIMMY EATON, LARRY WAGNER AND FRANK SHUMAN

Recorded by:
 FRANKIE CARLE

Columbia

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 1650 Broadway, New York 19, N.Y.

The sensational Harmonica Group's first appearance on MUSICRAFT!

The Polka Dots

507
PEGGY O'NEILL
BRAHMS WALTZ
IN A-FLAT

508
DAISY, DAISY
WONDERFUL ONE

Mel Tormé

15114 — AND MIMI
BOULEVARD OF MEMORIES

Sarah Vaughan

503 I COVER THE WATERFRONT
I DON'T STAND A GHOST OF
A CHANCE

PHIL BRITO

15113 FUN AND FANCY FREE
HOW LUCKY YOU ARE

Dizzy Gillespie

488
ALL THE THINGS YOU ARE
DIZZY ATMOSPHERE

George Paxton

15115
YALE BLUES
SWEET AND LOVELY

Musicraft RECORDS

Order from nearest distributor or:

Musicraft Distributors, Inc.
245 East 23rd St., N. Y. C. 10

The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending September 13



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, September 5, 8 a.m., and ending Friday, September 12, 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) a-live.

(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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"An Apple Blossom Wedding," published by Shapiro-Bernstein, was omitted in last week's chart. The Billboard regrets this error.

The Top 30 Tunes (plus ties)

- Ain'tcha Ever Comin' Back? (R)Sinatra Songs—ASCAP
- All My Love (R)Harms, Inc.—ASCAP
- Almost Like Being in Love (M) (R)Sam Fox—ASCAP
- An Apple Blossom Wedding (R)Shapiro-Bernstein—ASCAP
- As Long As I'm Dreaming (F) (R)Burke-Van Heusen—ASCAP
- As Years Go By (R)Miller—ASCAP
- Ask Anyone Who Knows (R)Witmark—ASCAP
- Chi-Baba, Chi-Baba (R)Oxford—ASCAP
- Come to the Mardi Gras (R)Peer—BMI
- Don't Tell Me (R)Robbins—ASCAP
- Feudin' and Fightin' (M) (R)Chappell—ASCAP
- For Once in Your Life (R)Dreyer—ASCAP
- Fun and Fancy Free (F) (R)Santly-Joy—ASCAP
- I Have But One Heart (R)Barton—ASCAP
- I Wish I Didn't Love You So (F) (R)Paramount—ASCAP
- I Wonder Who's Kissing Her Now (F) (R)E. B. Marks—BMI
- Je Vous Aime (R)Crawford—ASCAP
- Just an Old Love of Mine (R)Campbell-Porgie—BMI
- Love and the Weather (R)Berlin—ASCAP
- My Heart Is a Hobo (F) (R)Burke-Van Heusen—ASCAP
- Old Devil Moon (M) (R)Crawford—ASCAP
- On the Avenue (R)Leeds—ASCAP
- On the Old Spanish Trail (R)Peter Maurice—ASCAP
- Peg o' My Heart (R)Robbins—ASCAP
- Tallahassee (F) (R)Famous—ASCAP
- That's My Desire (R)Mills—ASCAP
- The Lady From 29 Palms (R)Martin—ASCAP
- The Whiffenpoof Song (R)Miller—ASCAP
- When You Were Sweet Sixteen (R)Shapiro-Bernstein—ASCAP
- You Do (F) (R)Bregman-Vocco-Conn—ASCAP

The Remaining 23 Songs of the Week

- Across the Alley From the Alamo (R)Capitol Songs—ASCAP
- All of Me (R)Bourne—ASCAP
- Cecilia (R)ABC—ASCAP
- Deep Valley (R)Remick—ASCAP
- Every So Often (R)Harry Warren—ASCAP
- Ev'rybody and His BrotherBMI—BMI
- I Want To Be Loved (R)Melrose—ASCAP
- I Wonder, I Wonder, I Wonder (R)Robbins—ASCAP
- If My Heart Had a Window (R)Mutual—ASCAP
- Just Plain Love (R)Berlin—ASCAP
- Kate (R)Berlin—ASCAP
- Lazy Countryside (F) (R)Santly-Joy—ASCAP
- Mam'selle (F) (R)Feist—ASCAP
- My Future Just PassedBeverly—ASCAP
- Oh, My Achin' Heart (R)Mood—ASCAP
- Passing By (R)Chappell—ASCAP
- Red Silk Stockings and Green Perfume (R)E. H. Morris—ASCAP
- Smoke! Smoke! Smoke! (R)American—BMI
- So Far (R)Williamson—ASCAP
- The Echo Said "No" (R)Lombardo—ASCAP
- Tomorrow (R)E. H. Morris—ASCAP
- When Tonight Is Just a Memory (R)Oxford—ASCAP
- You're Not So Easy To Forget (R)Feist—ASCAP

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 throught the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks to date	POSITION		Song	Artist	Label
	Last Week	This Week			
7	1	1	NEAR YOU	Francis Craig	Bullett 1001—ASCAP
12	2	2	SMOKE! SMOKE! SMOKE! (That Cigarette)	Tex Williams (Western Trio)	Capitol Americana 40001—BMI
6	4	3	I WONDER WHO'S KISSING HER NOW (F)	Perry Como-Ted Weems	Decca 25078—BMI
14	3	4	PEG O' MY HEART	Three Suns	Victor 20-2272—ASCAP
4	10	5	THE LADY FROM 29 PALMS	Freddy Martin (The Martin Men)	Victor 20-2347—ASCAP
4	11	6	WHEN YOU WERE SWEET SIXTEEN	Perry Como (The Satisfiers-Lloyd Shaffer Ork)	Victor 20-2259—ASCAP
1	—	6	NEAR YOU	Alvino Rey (Jimmy Joyce)	Capitol B-452—ASCAP
13	5	7	PEG O' MY HEART	Buddy Clark	Columbia 37392—ASCAP
1	—	8	KATE (Have I Come Too Early Too Late?)	Eddy Howard	Majestic 1160—ASCAP
10	6	9	THAT'S MY DESIRE	Sammy Kaye (Don Cornell-The Kaydets)	Victor 20-2251—ASCAP

(Continued on page 139)

TO DISC JOCKEYS EVERYWHERE:

On my Chesterfield Supper Club program Thursday, September 18, 1947*, through the gracious cooperation of Liggett & Myers Tobacco Company, I will be given the opportunity to thank all of you for your splendid support of my Capitol Records.

Whatever success I now enjoy could not have been possible without your help. Back in 1943 your playing of my record "Long Ago and Far Away" gained for me my first trade and public recognition. Then you continued to favor "Candy" (with Johnny Mercer and the Pied Pipers), "Symphony" and "You Keep Coming Back Like a Song," and this year you followed through with "A Sunday Kind of Love," "Tim-Tayshun" (thanks to Red Ingle and his Natural Seven), and "Feudin' and Fightin'."

So to all of you for all you've done thanks
thanks thanks

Gratefully,



Jo Stafford

*From Hollywood over the entire NBC Network

★ NATIONAL'S NEW RELEASES ★

BILLY ECKSTINE and his Orchestra

ECKSTINE AT HIS BEST—The haunting un-forgettable version of the "suicide song"!

GLOOMY SUNDAY

AND **In The Still of The Night**

NAT. 9037



ECKSTINE'S ALL-TIME FAVORITES

- | | | | |
|---|------|---|------|
| ★ A Cottage For Sale
I Love the Rhythm In A Riff | 9014 | ★ You Call it Madness
Tell Me Pretty Baby | 9019 |
| ★ Last Night
Lonesome Lover Blues | 9015 | ★ I've Got To Pass Your House
It Ain't Like That No More | 9020 |
| ★ I'm In the Mood For Love
Long Long Journey | 9016 | ★ Jelly Jelly
My Deep Blue Dream | 9021 |
| ★ Prisoner of Love
All I Sing Is Blues | 9017 | ★ All the Things You Are
Don't Take Your Love From Me | 9023 |
| ★ Blue
Second Balcony Jump | 9018 | ★ Time On My Hands
I Love The Loveliness of You | 9030 |



CHARLIE VENTURA AND HIS ALL AMERICAN SEXTET!

The fastest-rising small band in the nation smashes out with the greatest modern jazz record ever waxed!

Bill Harris • Charlie Shavers
Chubby Jackson • Dave Tough
Ralph Burns • Bill DeArango

THE JAZZ RECORD OF THE YEAR!

SYNTHESIS NAT. 9036
AND BLUE CHAMPAGNE

- | | | |
|---------|---|------|
| Other | (Moon Nocturne - Parts 1 and 2 | 9029 |
| Ventura | How High The Moon - Please Be Kind | 7015 |
| Hits | (Misirlou - Either It's Love Or It Isn't | 7013 |

THE RAVENS

A DOUBLE-HEADER HIT!

"OL' MAN RIVER"

AND **Would You Believe Me**

NAT. 9035

... and still going great

FOR YOU

AND **MAHZEL**

NAT. 9034

DUSTY FLETCHER

and his Gang

MADDEST RECORD EVER MADE!

**DUSTY FLETCHER'S
MAD HOUR!**

PARTS 1 and 2

NAT. 4013

and that other Fletcher Laff Riot

**I'M GOIN' BACK
IN THERE** PARTS 1
and 2

NAT. 4014

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The **Billboard** MUSIC POPULARITY CHARTS

PART
V

Juke Box Record Plays

Week Ending
September 15



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.

POSITION	Last/This		Going Strong
	Weeks to date	Week/Week	
10	1	1	SMOKE! SMOKE! SMOKE! (That Cigarette) ... Tex Williams Western Caravan (Tex Williams-Trio) ... Capitol Americana 40001
6	4	2	I WONDER WHO'S KISS- ING HER NOW (F) ... Perry Como-Ted Weems ... Decca 25078
13	3	3	PEG O' MY HEART ... Three Suns ... Victor 20-2272
17	2	4	THAT'S MY DESIRE ... Sammy Kaye (Don Cornell-The Kaydets) ... Victor 20-2251
3	8	5	NEAR YOU ... Francis Craig ... Bullet 1001
11	6	6	WHEN YOU WERE SWEET SIXTEEN ... Perry Como (The Satisfiers-Lloyd Shaffer Ork) ... Victor 20-2259
21	5	7	PEG O' MY HEART ... The Harmonicats-Sid Fisher ... Vitacoustic 1
3	7	8	THE LADY FROM 29 ... Freddy Martin (The Martin Men) ... Victor 20-2347
5	14	9	PALMS FEUDIN' AND FIGHTIN' (M) ... Dorothy Shay (Mischa Russell Ork) ... Columbia 37189
20	12	10	THAT'S MY DESIRE ... Frankie Laine ... Mercury 5007
12	10	10	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	11	I WONDER, I WONDER, I WONDER ... Guy Lombardo ... Decca 23865
17	9	12	I WONDER, I WONDER, I WONDER ... Eddy Howard ... Majestic 1124
1	—	13	FEUDIN' AND FIGHTIN' (M) ... Bing Crosby-The Jesters (Bob Haggart Ork) ... Decca 23975
12	13	14	PEG O' MY HEART ... Art Lund (Johnny Thompson) ... MGM 10037
8	—	14	TALLAHASSEE (F) ... Bing Crosby-Andrews Sisters (Vic Schoen Ork) ... Decca 23885
			(Ray Dorey, Majestic 7239; Johnny Mercer-The Pied Pipers (Paul Weston Ork), Capitol 422; Vaughn Monroe (Vaughn Monroe-The Moon Maids), Victor 20-2294; Dinah Shore-Woody Herman (Sonny Burke Ork), Columbia 37387; Kate Smith (Jack Miller Ork-Four Chicks and Chuck), MGM 10028)
1	—	15	HOW SOON ... Jack Owens (Eddie Ballantine Ork) ... Tower 1258
			(Bing Crosby-Carmen Cavallaro, Decca 24101)

Coming Up

- KATE** (Have I Come Too Early, Too Late?) ... Eddy Howard ... Majestic 1160
THE ECHO SAID "NO" ... Sammy Kaye (Don Cornell Glee Club) ... Victor 20-2330

MOST-PLAYED JUKE BOX HILLBILLY RECORDS

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

POSITION	Last/This		Going Strong
	Weeks to date	Week/Week	
13	1	1	SMOKE! SMOKE! SMOKE! (That Cigarette) ... Tex Williams Western Caravan (Tex Williams-Trio) ... Capitol Americana 40001
17	4	2	IT'S A SIN ... Eddy Arnold and His Tennessee Plowboys ... Victor 20-2241
14	2	3	TIMTAYSHUN ... Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle) ... Capitol 412
5	3	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
6	5	5	FEUDIN' AND FIGHTIN' (M) ... Dorothy Shay (Mischa Russell Ork) ... Columbia 37189
1	—	5	FEUDIN' AND FIGHTIN' (M) ... Jo Stafford (The Starlighters-Paul Weston Ork) ... Capitol B-443

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.

POSITION	Last/This		Going Strong
	Weeks to date	Week/Week	
4	1	1	BOOGIE WOOGIE BLUE PLATE ... Louis Jordan ... Decca 24104
3	—	2	HURRY ON DOWN ... Nellie Lutcher and Her Rhythm ... Capitol Americana 40002
23	—	2	OLD MAID BOOGIE ... Eddie Vinson Ork (Eddie Vinson) ... Mercury 8028
24	—	3	I WANT TO BE LOVED (But Only by You) ... Savannah Churchill ... Manor 1046
12	4	3	NEW ORLEANS BLUES ... Johnny Moore's Three Blazers (Charles Brown) ... Exclusive 240
15	2	3	JACK, YOU'RE DEAD ... Louis Jordan ... Decca 23901
1	—	3	RED TOP ... Gene Ammons Sextet ... Mercury 8048
10	—	3	THAT'S MY DESIRE ... Frankie Laine ... Mercury 5007

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Record Reviews and Possibilities

Week Ending September 13

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.

DON'T YOU LOVE ME ANYMORE?... Buddy Clark, With Mitchell Ayres and Orchestra Columbia 37920

This is one of the simple repeat-strain ballads typical of the Santly-Joy pubbery's line of hits (Oxford affiliate will exploit the tune) and it sounds like the kind of thing that can be pushed into quick-action pay-off on the jukes and over the counter. Clark, we have always maintained, sings a pretty song. He hasn't let down one bit with "Don't You," so don't you pass this up.

HOW SOON? ... Jack Owens, With Eddie Ballantine's Orchestra Tower 1258

Another small label waxing that shows signs of causing some stir. Tune, which has been waxed by Bing Crosby on Decca, was written and is performed on this disk in better than adequate fashion by tunesmith Jack Owens. The disk is already showing up strong in "The Billboard's" juke play charts and may yet move alongside "Near You" as a small disk sleeper. If this means anything, it might be said that both tunes are pubbed by the Decca and Bregman, Vocco, Conn firm, Supreme Music. And like Bullet, the Tower waxery is a Midwest outfit with headquarters in Chicago.

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.

ELLIOT LAWRENCE (Columbia 37838)

Near You—FT; VC. How Lucky You Are—W; VC.

The sentimental rhythm ballad already riding high via an indie label disking, "Near You" gets an added lift in the bouncy frame fashioned by the Elliot Lawrence band. The band boys laying down a rich harmony pattern for the maestro's tuneful keyboard knuckling, Rosalind Patton follows with a pert chant until the rhythm piano moves up front again to pace the ensemble for a sock session. All in good rhythmic and melodic order. For the flip, Lawrence proves his band can play a waltz as well as a ballad, and that they do for the "Lucky" lullaby for which Jack Hunter gives voice to the tuneful melody, all adding up to hoof appeal in three-quarter time.

"Near You" the nickel grabber.

TEX BENEKE (Victor 20-2424)

I Have But One Heart—FT; VC. Too Late—FT; VC.

Developing a ballad and rhythm theme in top drawer fashion, Tex Beneke's band makes it dandy disking for this doublet. For the Italian folk melody gaining popularity as "I Have But One Heart," Gary Stevens barys with rich romantic feeling against a bank of brass and woodwind harmonies, with the maestro's soft and thoughtful tenor sax phrases bridging his song. For the flip, Beneke goes on a solid rhythmic kick for the blues-styled rhythm ditty, "Too Late." Searing trumpets embroider the maestro's low-down chanting, Beneke also adding a rider on his tenor horn with the band in a solid riff formation throuat.

Both sides of the biscuit will bring in coins.

FRANKIE CARLE (Columbia 37819)

—And Mimi—FT; VC. For Once in Your Life—FT; VC.

Two lush ballad melodies with the Frankie Carle piano setting the melodic keynote and Gregg Lawrence adding the romantic appeal of the lyrics make for smooth spinning on both sides of the platter. Most attractive is the Continentalish "—And Mimi," lyrical lament for the Parisian cafe chanteuse, with Carle and his chanter giving as much expression to "For Once in Your Life." And for both, the band plays full but subdued for both Carle and Lawrence.

—And Mimi, a safe bet to strike popular fancy for phono play.

VAUGHN MONROE (Victor 20-2433)

The Stars Will Remember—FT; VC. Ballerina—FT; VC.

With two ballads that are richly melodious, and the band laying down a colorful harmony background, Vaughn Monroe gives much meaning to both sides. Banked by the fiddles in his song, and with added vocal color in the fem harmonies of the Moon Maids, Monroe sings it with full romantic expression for a smooth and catchy "Stars Will Remember" which was brought here from across

the pond. For the flip, the maestro sings it alone and in full voice to make it arresting for the haunting "Ballerina" ballad, for which the band adds a beguiling beguine beat that adds enchantment to the maestro's chant.

Both ballads loom as big favorites for phono plays.

COOTIE WILLIAMS (Majestic 1165)

Ooh, La-La—FT; VC. If It's True—FT; VC.

The five chanting of Bob Merrell, with the enthusiasm and rhythmic raspiness of a Louie Jordan, and with the Cootie Williams tootlers whipping out a lively jump beat, it's a solid rhythm spin for the Haremese riff novelty in "Ooh La-La." And adding to the instrumental appeal is the riding of the tenor sax and a dash of the maestro's growl trumpet horn. On the mated side, "If It's True," Williams turns it over to Billy Mathews for an exposition of the torch lyrics. And while the lad has nice enough bary range, his piping is without warmth or pash to make the song or the spinning count.

Jump fans will fancy Ooh La-La for their coins.

GUY LOMBARDO (Decca 24115)

Don't Tell Me—FT; VC. The Echo Said "No"—FT; VC.

The Lombardo music, entirely smooth and sweet, and with a moderate rhythmic beat that makes it toe-tlingling, makes it a thoroly danceable disk for both of these familiar ballads. Don Rodney makes it a sweet sing for "Don't Tell Me," joined by the Lombardo Trio for the rollicking "Echo" rhythm ballad.

For the Lombardo dance fans.

BOB CROSBY (Decca 25114)

Yancey Special—FT. Boogie Woogie Maxixe—FT.

A boogie woogie classic couplet by the Bob Crosby Dixielanders, its reissue makes it a choice cutting for collectors caught short on these sides. Bob Zurke paces the band builds it up to a feverish pitch for Meade Lux Lewis' "Yancey Special," while Joe Sullivan hits the 88's solidly as the band builds it up to a feverish pitch for Gil Rodin's "Boogie Woogie Maxixe."

Boogie Woogie Maxixe still striking enough to catch the coins of the eight-beat fans.

(Continued on page 40)

Album Reviews

In a continuing effort to review as much of the output of all record manufacturers as manpower and paper limitations permit, The Billboard this week reviews recently released albums in a special ALBUM REVIEW section on page 48. These album reviews of course, are in addition to the reviews on this and the facing page, and those in the Music Machines department this week.



KAYS

NEW COIN COLLECTORS

Key Kyser leads his orchestra in

"THINGS HAVE CHANGED"

Vocal by Harry Babbitt

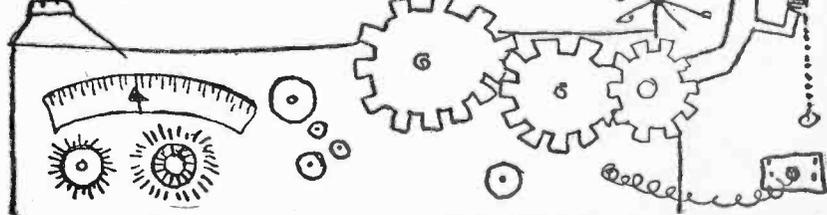
"I'M A ROLLIN'"

Vocal by Harry Babbitt and The Campus Kids COLUMBIA 37828

"NAUGHTY ANGELINE"

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(Continued from page 39)

BING CROSBY-ANDREWS SISTERS
(Decca 23999)

The Freedom Train—FT; V.
The Star Spangled Banner—FT; V.

The newest of the train songs, but this one by Irving Berlin has special significance. And while the lyrics capture the spirit of the "Freedom Train," already started on its tour around the country, the music is in the popular rhythmic idiom. The wordage may be flag-waving, but the music is entirely catchy and full of bounce. Particularly as Bing Crosby and the Andrews Sisters cut it up while Vic Schoen's music provides the stirring rhythmic support. There's plenty of zing to the song itself, and with the voices adding the zip, it all adds up to a real musical salute in rhythm to the "Freedom Train." For the flip, Crosby carries on alone in the same patriotic spirit. Instead of singing the national anthem, he recites a meaningful poem while Victor Young provides the incidental background music that weaves around the anthem theme. It all makes for an impressive and dramatic spin.

Phono ops will ride "The Freedom Train."

TONY MARTIN (Victor 20-2425)

The Stanley Steamer—FT; V.
Julie—FT; V.

The rich romantic song projection of Tony Martin, flushed by a silky background in Earle Hagen's music with a mixed choir adding vocal floss, rings true for "Julie," a lovely girlie serenade. Pipes it pashly, bringing out the full melodic flavor of the ballad. For the flip, with Victor Young providing the orchestra and chorus, Martin impresses just as much as he sings it in spirited style for the rollicking and tuneful "Stanley Steamer" rhythm ditty from the "Summer Holiday" movie.

Both songs rich in phono possibilities.

FRANK SINATRA (Columbia 37809)

The Stars Will Remember—FT; V.
Christmas Dreaming—FT; V.

In a dreamy lyrical fashion, Frank Sinatra gives full romantic sway to both of these slow ballads, singing them in strict tempo with Axel Stordahl's music providing a subdued and blending background. Most attractive is the seasonal "Christmas Dreaming," but giving the same measure of attention and expression to the mood melody on the mated side, "The Stars Will Remember."

With the holiday season around the corner, "Christmas Dreaming" may well catch on big.

BING CROSBY (Decca 24114 and 24170)

After You've Gone—FT; V.
Blue—FT; V.
I Kiss Your Hand, Madame—FT; V.
Emperor Waltz—W; V.

With Eddie Condon's music, sparked by an array of swing stars, Bing Crosby goes on a real rhythmic kick which kicks best when he gives the hot horns a chance. Set to a Dixieland beat, and letting the boys jam away in the background, Crosby settles down in a mellow swing groove for "After You've Gone." Sings it at a moderate tempo, letting the band boys speed it up for their jammastics and for the riding of Bud Freeman on tenor sax and Joe Sullivan's Ivory knuckling. For the flip, the Condonites are too cautious, keeping close to a sustained harmony background pattern, with the result that Crosby's chanting for "Blue" is without the rhythmic incentive that lends so much lustre to the mated side. For the other two sides, Crosby is all the romanticist in song, giving it tender treatment and entirely at ease as he sings it slowly out of tempo for "I Kiss Your Hand, Madame," which gets another fling in the forthcoming "Emperor Waltz" movie; piping it just as tenderly for the Johnny Burke love lyric set to the Johann Strauss waltz which gives the movie its title song. For the screen songs, Victor Young's music creates the colorful and velvet carpet in backgrounds.

"After You've Gone" spins brightest for the phono play with the movie bringing attention to the screen songs at a later date.

ART WAYNE (Majestic 1168)

The Heartbeat Song—FT; V.
One Little Tear Is an Ocean—FT; V.

What may sound as if the record is cracked is the actual beating of the human heart, according to the waxerie, as the stage is set for Artie Wayne's soft and romantic barrying for "The Heartbeat Song." More attractive than the ballad itself is the arrangement set forth by Paul Baron's music, with colorful harmonies by the lush strings and soft woodwinds. And for added effect, adds the vocal harmonies of a fem foursome coming in with the tick-tock beats from an echo chamber. For the flip, it's another slow and pleasant ballad in "One Little Tear is an Ocean," which Wayne sings in appealing manner with the fem voices adding vocal floss to the spin.

Novelty of the "Heartbeat" song may bring in some nickels.

DICK (TWO-TON) BAKER
(Mercury 5066-67)

Near You—FT; VC.
I'm a Lonely Little Petunia—FT; VC.
Civilization—FT; VC.
Dancers in Love—Instr.

Mercury puts a solid push behind its rising merry musicmaker with this quartet of sides. Like other previously issued copies, the Baker version of "Near You" sticks closely to the commercially corny Francis Craig Bullet version, replete with the Latin boogie opener. Flipover is a new novelty, which lends itself to Baker's comedy handling. Side should click with moppets as well as adults, for "Petunia" carries interest for all age groups. "Civilization," the up-and-coming parody on the "advantages" of modern society, is a ripe item for the Baker tonsils and gets a refined treatment from the rotund vocalists. "Dancers" is Baker's first instrumental effort, highlighting the radio entertainer doing his variations on a minor chord theme by Ellington.

"Near You" and "Civilization" pack plenty commercial lure, while flipovers hold only minor interest.

KATE SMITH (MGM 30025)

God Bless America—FT; V.
Bless This House—FT; V.

Kate Smith repeats her stirring rendition of "God Bless America" for this label, with the music and mixed chorus directed by Jack Miller adding to the spirit of the spin. For the flip, Miss Kate sings with hymnal feeling for a touching "Bless This House" song with a home-sweet-home theme.

For the home buyers among Miss Smith's radio fans.

PATTI PAGE (Mercury 5063)

I've Got Some Forgetting To Do—FT; VC.
Can't Help Lovin' That Man—FT; VC.

Patti Page, newest recruit to the tear-in-her-voice brigade, shows her torchy pipes to advantage here, with a pair of couplings that will do plenty to push her to the fore. Gal has a poignant appeal that's just right for a soulful ditty. Both ditties are ideal wax media for the young chirp and with the pretty support of Eddie Getz's alto and his augmented combo, gal acquits herself nobly in her second effort.

A double-header that will cause Patti Page's stock to rise.

CLYDE TRASK (Radio Artists 211)

I Wish I Didn't Love You So—FT; VC.
West St. Toodle-oo—Instr.

This commercial ork, which has been working in the Cincinnati area for the past year, offers a sharp pairing in its wax bow, with the Trask band blowing it sweet and mellow on the pop side. Carol Gable does average job on the vocal. Flipover is a reversal of form, with the Trask crew displaying a biting attack on a good jumper. Trask aggregation shows itself as a clean, precise musical crew, with good soloists in each section. Bob Taylor's piano and a muted trumpet stand out on the jazz side.

Clyde Trask's versatile crew shows wax promise here.

JIMMY BLADE (Sullivan 502-503)

Merrymakers' Polka—P; VC.
I'm Not Just a Whistlin' Dixie—FT; VC.
I'll See You Again, Little Darlin'—FT; VC.
I'll Never See the Sunshine—FT; VC.

Cletus Wickens, prexy of Universal Music, independent Chi BMI affiliate, is using the Leon Rene process to promote a quartet of his own tunes, by issuing his own platters on this new label. First two sides feature vocals by the Melodeers, Chi NBC harmony foursome, with lead voice lacking real push to really put over number. Second platter features rich voice of Richard Paige, Chi NBC throater, who shows flexibility with a semi-hillbilly ballad on the "Little Darlin'," while reverse is a pop, which shows promise. "Dixie" is a rhythm novelty that flashes a good set of comedy lyrics. Jimmy Blade, WMAQ piano single, does the band job well with a pick-up group of six ace radio sidemen. The "Polka" and "Little Darlin'" sides will interest folk locations.

CECIL CAMPBELL (Victor 20-2404)

It's Gonna Come Home To You—FT; VC.
Hawaiian Moon—FT; VC.

With trumpet to spark the lively musical patterns of the guitar strummers making up his Tennessee Ramblers, Cecil Campbell gives appealing torch delivery to "It's Gonna Come Home to You," providing greater tune attraction than the mated "Hawaiian Moon," a hula melody which has the male trio harmonizing it softly but without telling effects.

Any coin attention will go to "It's Gonna Come Home to You."

(Continued on page 125)

The Billboard
MUSIC POPULARITY CHARTS
Advance Information
PART VII
 Week Ending September 13

ADVANCE RECORD RELEASES

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

POPULAR

- A FELLOW NEEDS A GIRLGordon MacRae (Paul Weston Ork) (BODY AND)Capitol B-463
- A GAL WHO UNDERSTANDSFrances Wayne-Les Robinson Ork (LULLABY OF)Exclusive EX20X
- AIN'TCHA EVER COMIN' BACK?...Carmen Cavallaro (I HAVE)....Decca 24154
- AND MIMIThe Dinning Sisters (The Art Van Damme Quintet) (FUN AND).....Capitol B-466
- AND MIMICharlie Spivak (Tommy Mercer) (TENNESSEE)Victor 20-2422
- BODY AND SOULGordon MacRae (Paul Weston Ork) (A FELLOW)Capitol B-463
- *CHRISTMAS CANDLELIGHTTony Martin (NAZARETH)....Decca 25235
- CIVILIZATION (Bongo, Bongo, Bongo)Jack Smith (The Clark Sisters-Frank DeVol Ork) (DON'T YOU).....Capitol B-465
- DON'T THINK IT HASN'T BEEN HEAVENJack Bruno (The Daydreamers-Ray Carter Trio) (SEPTEMBER IN)....Banner B-511
- DON'T YOU LOVE ME ANYMORE?...Buddy Clark (Mitchell Ayres Ork) (THE LITTLE)Columbia 37920
- DON'T YOU LOVE ME ANYMORE?...Freddy Martin (Clyde Rogers-The Martin Men) (WHEN I)Victor 20-2473
- DON'T YOU LOVE ME ANYMORE?...Jack Smith (The Clark Sisters-Frank DeVol Ork) (CIVILIZATION).....Capitol B-465
- EARLY IN THE MORNIN'Louis Jordan (LOOK OUT)....Decca 24155
- FOR ME AND MY GALArthur Godfrey (Archie Bleyer Ork) (TOO FAT)Columbia 37921
- FORGIVING YOUSammy Kaye (Your Sunday Serenade Sweetheart) (THE LITTLE).....Victor 20-2434
- FUN AND FANCY FREEThe Dinning Sisters (The Art Van Damme Quintet) (—AND MIMI)....
- GLOOMY SUNDAYBilly Eckstine Ork (Billy Eckstine) (IN THE)National 9037
- *GOLDEN-VOICED CANARIES ALBUMGolden Voiced Canaries.....Decca A-579
- Chi-ri-biri-bin.....Decca 40044
- Emperor Waltz.....Decca 40042
- Frasquita.....Decca 40043
- La Golondrina (The Swallow).....Decca 40043
- My Isle of Golden Dreams.....Decca 40042
- Tales from the Vienna Woods.....Decca 40044
- HOORAY, HOORAY, I'M GOIN' AWAYBeatrice Kay (Mitchell Ayres Ork) (MENTION MY)Columbia 37922
- I CAN'T GET OFF MY HORSEEddy Howard (Eddy Howard Trio) (I JUST)Majestic 1169
- I HAVE BUT ONE HEART (O Marenariello)Carmen Cavallaro (AIN'TCH EVER)....
- I JUST DROPPED IN TO SAY HELLO.....Eddy Howard (Eddy Howard) (I CAN'T)Majestic 1169
- I STILL GET JEALOUSThe Three Suns (PAPA WON'T).....Victor 20-2469
- I WANNA BE A FRIEND OF YOURSJack and the Beanstalks (MOTHER HUBBARD)Lissen 1040
- IN THE STILL OF THE NIGHTBilly Eckstine Ork (Billy Eckstine) (GLOOMY SUNDAY).....National 9037
- JINGLE BELLSWoody Herman Ork (SANTA CLAUS).....Decca 18512
- LARGO: OMBRA MAI FUJesse Crawford (THE LORD'S).....Decca 24191
- LAZY COUNTRYSIDEMargaret Whiting (Frank DeVol Ork) (SO FAR)Capitol B-461
- LOOK OUTLouis Jordan (EARLY IN)....Decca 24155
- LULLABY OF THE LEAVESFrances Wayne-Les Robinson Ork (A GAL)Exclusive EX-20X
- LUNA LUNAJack Bruno (The Daydreamers-Ray Carter Trio) (P. S. I)Banner B-512
- MENTION MY NAME IN SHE-BOYGANBeatrice Kay (Mitchell Ayres Ork) (HOORAY, HOORAY)....Columbia 37922
- MOTHER HUBBARDJack Lathrop (I WANNA)....Lissen 1040
- *NAZARETH (A Sacred Song)Tony Martin (CHRISTMAS CANDLE).....Decca 25235
- NEAR YOUVictor Lombardo (The Threesome) (ZU-BI)Majestic 7263
- P. S. I LOVE YOUJack Bruno (The Daydreamers-Ray Carter Trio) (LUNA LUNA)Banner B-512
- PAPA, WON'T YOU DANCE WITH ME?The Three Suns (The Sun Maids-Artie Dunn) (I STILL).....Victor 20-2469
- SANTA CLAUS IS GOMIN' TO TOWNWoody Herman Ork (JINGLE BELLS).....Decca 18512
- SEPTEMBER IN THE RAINJack Bruno (The Daydreamers-Ray Carter Trio) (DON'T THINK).....Banner B-511
- SING A TROPICAL SONG ALBUM.....Andrews SistersDecca A-551
- Aurora . . . (Vic Schoen Ork)Decca 25096
- Begin the Beguine . . . (Bob Crosby's Bobcats).....Decca 25097
- Rum and Coca-Cola . . . (Vic Schoen Ork)Decca 25096
- Say "Si Si" (Para Vigo Me Voy) . . . (Vic Schoen Ork).....Decca 25098
- Sing a Tropical Song . . . (Vic Schoen Ork)Decca 25095
- South American Way . . . (Vic Schoen Ork)Decca 25095
- Ti-Pin-Tin . . . (Vic Schoen Ork)Decca 25097
- Tico Tico . . . (Vic Schoen Ork)Decca 25098
- SO FARMargaret Whiting (Frank DeVol Ork) (LAZY COUNTRYSIDE)Capitol B-461
- TENNESSEECharlie Spivak (Irene Daye) (—AND MIMI)Victor 20-2422
- THE FREEDOM TRAINBing Crosby-The Andrews Sisters (Vic Schoen Ork) (THE STAR)....Decca 23999
- THE LITTLE OLD MILL (Went 'Round and 'Round)Buddy Clark (Mitchell Ayres Ork) (DON'T YOU)Columbia 37920
- THE LITTLE OLD MILL (Went 'Round and 'Round)Sammy Kaye (The Three Kaydets-Choir) (FORGIVING YOU)Victor 20-2434
- THE LORD'S PRAYERJesse Crawford (LARGO: OMBRA).....Decca 24191
- THE STAR SPANGLED BANNERBing Crosby (Victor Young Ork) (THE FREEDOM)Decca 23999
- TOO FAT POLKA (I Don't Want Her, You Can Have Her, She's Too Fat For Me)Arthur Godfrey (Archie Bleyer Ork) (FOR ME)Columbia 37921
- TORCH SONGS BY DINAH SHORE ALBUMDinah ShoreColumbia D-1
- Bill . . . (Morris Stoloff Ork)Columbia 37855
- St. Louis Blues . . . (Sonny Burke Ork)Columbia 37854
- Tess's Torch Song (I Had a Man) . . . (Sonny Burke Ork).....Columbia 37854
- When a Woman Loves a Man.....Columbia 37855

(Continued on page 42)

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- CUBAN YODELIN' MAN
- 778 GUILTY OF LOVE
- 760 MINUTE SAMBA
- MUCHO DINERO
- SO IT GOES
- 776 VEM VEM MUJERCITA

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- MAYBE YOU'LL BE THERE

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- SEVILLE
- 725 RHAPSODY IN BLUE
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- IN THE MORNING
- LONG, STRONG AND CONSECUTIVE
- 731 YOU TOOK ADVANTAGE OF ME
- BETWEEN THE DEVIL AND THE DEEP BLUE SEA

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CHARLIE SHAVER'S QUINTET

- 755 BROADJUMP
- SERENADE TO A PAIR OF NYLONS
- 756 MUSICOMANIA
- IF I HAD YOU

ART KASSEL

- 771 JEANNINE
- IF I COULD BE WITH YOU
- 780 LET'S GET MARRIED
- TOUCH ME NOT
- 781 SOONER OR LATER
- I LOVE YOU FOR SENTIMENTAL REASONS

FRANKIE MASTERS

- 735 ANYBODY HOME
- WELCOME TO MY DREAM

PATSY MONTANA

- 721 WHEN I GETS TO WHERE I'M GOIN'
- YOU'RE ONLY IN MY ARMS TO CRY ON MY SHOULDER

DOWN HOMERS

- 786 BOOGIE WOOGIE YODEL
- BABY, I FOUND OUT ABOUT YOU

NANCY LEE & HER BOYS

- 744 FLAT RIVER, MISSOURI
- DON'T TETCH IT

KING'S JESTERS & LOUISE

- 708 SUPPIN'
- I SURRENDER DEAR

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- FLAT RIVER, MISSOURI
- DON'T TETCH IT
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- OUT WHERE THE WEST WINDS BLOW

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(Continued from page 41)

VIENNESE MEMORIES ALBUM	Robert Stoltz Ork	Decca A-568
Blue Eyes		Decca 24165
Don't Ask Me Why		Decca 24163
Goodbye Little Captain of My Heart		Decca 24164
Melody That Haunts My Heart		Decca 24165
Springtime in Vienna		Decca 24162
The Woods of Vienna are Calling		Decca 24163
Two Hearts in Three Quarter Time		Decca 24162
Waltzing in the Clouds		Decca 24164
WHEN I WRITE MY SONG	Freddy Martin (Stuart Wade) (DON'T YOU)	Victor 20-2473
ZU-BI	Victor Lombardo Ork (The Threesome) (NEAR YOU)	Majestic 7263

FOLK

A SONG THAT I HEARD IN LAREDO	Art Dixon (DON'T DOG)	Sonora H-7047
*ALEXANDER'S RAGTIME BAND	Clayton McMichen's Georgia Wildcats (FRANKIE AND)	Decca 46072
AN EMPTY FUTURE	Wiley and Gene (DON'T YOU)	Columbia 37886
BLUE MOON OF KENTUCKY	Bill Monroe and His Blue Grass Boys (GOODBYE, OLD)	Columbia 37888
CARRY ME TO TUCUMCARI	Smoky Rogers and His Tennessee Playboys (NO SHE)	4 Star 1158
CHIME BELLS	Smoky Rogers and His Tennessee Playboys (Texie Hollie) (FLYING SAUCERS)	4 Star 1182
CINDY	Bob Harter-Ranchmen (RAINBOW VALLEY)	Sterling 211
DON'T BREAK YOUR HEART FOR MY SAKE	Merl Lindsay and His Oklahoma Night Riders (GOTTA LITTLE)	4 Star 1065
DON'T DOG ME ROUND	Art Dixon (A SONG)	Sonora H-7047
DON'T YOU DARE	Wiley and Gene (AN EMPTY)	Columbia 37886
EVEN THOUGH I'LL SHED A MIL-LION TEARS	Texas Ruby (Curly Fox and His Fox Hunters) (HAVE YOU)	Columbia 37879
FLYING SAUCERS	Smoky Rogers and His Tennessee Playboys (Texie Hollie) (CHIME BELLS)	4 Star 1182
FOOTPRINTS IN THE SNOW	Buckley and Skidmore (The Mississippi Valley Boys) (SOLD DOWN)	Continental C-8030
*FRANKIE AND JOHNNY	Clayton McMichen's Georgia Wildcats (ALEXANDER'S RAGTIME)	Decca 46072
GOODBYE MY LOVER GOODBYE	Jerry & Sky (NO ONE)	Sonora H-7049
GOODBYE, OLD PAL	Bill Monroe and His Blue Grass Boys (BLUE MOON)	Columbia 37888
GOTTA LITTLE RED WAGON	Merl Lindsay and His Oklahoma Night Riders (DON'T BREAK)	4 Star 1065
HAVE YOU GOT SOMEONE ELSE ON THE STRING	Texas Ruby (Curly Fox and His Fox Hunters) (EVEN THOUGH)	Columbia 37879
HOMINY GRITS	Ernie Lee and His Midwesterners (I MISS)	Victor 20-2438
I COULDN'T BELIEVE IT WAS TRUE	Maddox Brothers and Rose (MILK COW)	4 Star 1185
I MISS A LITTLE MISS	Ernie Lee and His Midwesterners (HOMINY GRITS)	Victor 20-2439
IT'S A SIN	Jimmy Hincee (The Mississippi Valley Boys) (KENTUCKY WALTZ)	Continental C-8031
I'VE DONE ALL I KNOW TO DO	Terry Fell (The Fellers) (YOU RAN)	4 Star 1161
JUKEBOX CANNONBALL	Cousin Ford Lewis (WHEN THE)	4 Star 1187
KENTUCKY WALTZ	Jimmy Hincee (The Mississippi Valley Boys) (IT'S A)	Continental C-8031
LONELY HEAR	The Western Aces (YOU GET)	Down Home CJ-601
MILK COW BLUES	Maddox Brothers and Rose (I COULDN'T)	4 Star 1185
MY LITTLE SWEETHEART IN MARYLAND	The Western Aces (SLOWLY BUT)	Down Home CJ-600
NO ONE NOW	Jerry and Sky (GOODBYE MY)	Sonora H7049
NO SHE DON'T—YES SHE DOES	Smoky Rogers and His Tennessee Playboys (CARRY ME)	4 Star 1158
OLD-FASHIONED LOVE	T. Texas Tyler (THAT'S ALL)	4 Star 1166
ON ACCOUNT OF YOU	Bob Atcher (Randy Atcher and His Swing-in' Cowboys) (WASTED TEARS)	Columbia 37878
PLEASE DON'T TURN YOUR BACK ON ME	Merl Lindsay and His Oklahoma Night Riders (SHIMMY SHAKIN')	4 Star 1064
RAINBOW VALLEY	Bob Harter-Ranchmen (CINDY)	Sterling 211
RENFRO VALLEY	Jack Grant (7 V 4 Ranch Boys) (THE CRAWDAD)	4 Star 1177
SHIMMY SHAKIN' DADDY	Merl Lindsay and His Oklahoma Night Riders (PLEASE DON'T)	4 Star 1064
SLOWLY BUT SURELY	The Western Aces (MY LITTLE)	Down Home CJ-600
SOLD DOWN THE RIVER	Buckley and Skidmore (The Mississippi Valley Boys) (FOOTPRINTS IN)	Continental C-8030

SONGS OF THE SOUTHWEST ALBUM

Can This Love Be Real?	Al Dexter and His Troopers	Columbia C-151
I Told My Heart		Columbia 37882
I Walked Too Long		Columbia 37882
Pistol Packin' Mama		Columbia 37880
Rosalita		Columbia 37668
Texas Waltz		Columbia 37668
Two Broken Hearts		Columbia 37881
Why Did It Have To Be		Columbia 37880

SQUARE DANCES ALBUM

Boil the Cabbage Down	Riley Shepard-Shorty Long	Signature F-1
Sailor's Hornpipe		Signature 1032
Shepard's Schottische		Signature 1030
To-Ra-Ra Boom-De Ay		Signature 1031
The Devil's Dream		Signature 1032
Turkey in the Straw		Signature 1031

TAKIN' IT EASY HERE	Ernie Lee and His Midwesterners (WAITING FOR)	Victor 20-2439
THAT'S ALL	T. Texas Tyler (OLD FASHIONED)	4 Star 1166
THE CHAPEL IN THE HILLS	Fred Kirby (YOU'LL NEVER)	Sonora H-7045
THE CRAWDAD HOLE	Jack Grant (7 V 4 Ranch Boys) (RENFRO VALLEY)	4 Star 1177
THE FIRST MAN	Bob Harter-Ranchmen (YOU DON'T)	Sterling 212
THE OLD FAMILY BIBLE	The Johnson Family Singers (WAIT FOR)	Columbia 37887
THEY ALWAYS PICK ON ME	Texas Jim Lewis and His Lone Star Cowboys (YOU'VE GOT)	Decca 46073
WAIT FOR THE LIGHT TO SHINE	The Johnson Family Singers (THE OLD)	Columbia 37887
WAITING FOR THE POSTMAN	Ernie Lee and His Midwesterners (TAKIN' IT)	Victor 20-2439
WASTED TEARS	Bob Atcher (Randy Atcher and His Swing-in' Cowboys) (ON ACCOUNT)	Columbia 37878

(Continued on page 128)

ON THE STAND

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

Joe Mooney Quartet

(Reviewed at the Raleigh Room, Warwick Hotel, New York, September 11. Personal manager, George Moffet. Booked by William Morris Agency.)

BASS: Gate Frega.
GUITAR: Jack Hotop.
CLARINET: Andy Fitzgerald.
PIANO, ACCORDION and LEADER: Joe Mooney.

Booked in New York after a number of highly successful engagements in midwestern locations, the Joe Mooney Quartet still displays its intimate and highly stylized music before a hushed and admiring audience in the tiny Raleigh Room. As a rule, opening night audiences are far from well-mannered, but Mooney's foursome cast a spell on its opening crowd which caused some to reprimand their neighbors for so much as stirring the olive in their martinis. And rightfully so, for the group's intricate weavings and musical patterns make up the closest thing to chamber music in the pop vein since the Goodman Sextet and the Shaw Gramercy Five.

Musically Synchronized

Each of the four men feel and think musically alike, therefore perform with precision and appreciation for one another's work despite the fact that there have been only a few new additions to the library with which they earned their initial recognition and a Decca waxing contract. They are just as fine today as they were a year ago at Dixon's when Mooney impressed with his whispered vocals a la Nat Cole, his top-notch accordion work and his novel arranging ideas. Andy Fitzgerald plays wonderful clarinet; double-talking bass player, Gate Frega scores for humor relief as well as his plucking, and guitarist, Jack Hotop makes an outstanding complement to the group. The group still knocks 'em dead with things like *Tea For Two*, *Nancy*, *From Monday On*, *Stars in My Eyes* and *Wild Dog Blues*.

On the road, the Mooney group showed at the boxoffice that last year's big noise was justified. This year the din isn't likely to thin.

Hal Webman.

Hal McIntyre

(Reviewed at the Post Lodge, New Rochelle, N. Y., September 9. Booked thru William Morris. Personal manager, George Moffett.)

TRUMPETS: William Scaffa, Tom Patton, Don Paladino and Robert Guyer.
TROMBONES: Perdie Von Versen, Wally Boswell and James Emmett.
SAXES: Ed Gerlock, Steve Cole, John Papa and John Turnbull.
RHYTHM: Ken Harrity, piano; Ralph Tilkin, drums, and Jack Bruske, bass.
VOCALISTS: Betty Norton, Frankie Lester and John Turnbull.
SAX, CLARINET AND LEADER: Hal McIntyre.

After approximately a year of road work, Hal McIntyre has come back home for a lengthy stay. Joe Waller, with biz at his Post Lodge up 300 per cent since McIntyre moved in, has skedded a three-month return engagement teeing off October 1 and running thru the first of the year. Ork, with plenty of work behind it, has grown into a solid combo that mixes up the sweet with the swing for a dancing clientele, and has the floor jammed for every set. Major weakness, if it can be called a weakness these days, is the rumba rendition dished up by the ork. Used to working with an alternate rumba org most of the time, McIntyre (who must play numerous Latin requests at the Lodge) uses his rhythm section backed by the four saxes on rumbas. While the crowd enjoys them, they

Don Reid

(Reviewed at the Trianon Ballroom, Chicago, September 11. Booked by Frederick Bros. Agency.)

TRUMPETS: Charley Clay, Chris Mirchoff.
TROMBONE: Stanley Diak.
SAXES: Art Compratt, Don Bennett, Floyd Waltz.
RHYTHM: Charles Lovfek, piano; Ed Schneider, bass; Don Sheldon, drums.
VOCALISTS: Gwen Parke and Bill Howard.
LEADER: Don Reid, arranger, trombone.

Even after almost a year away from the bandstand, Don Reid has not forgotten the fundamentals of good dance music, such as proper tempo and simple, beautiful arrangements that the average ear can understand. Virgil Meyers, veteran-Trianon manager, called this band one of the best fundamental music crews he's listened to in a long time.

Reid is sparkplugging the whole outfit as he's never done before. Besides making with the smile and kicking off tempos just right, the dark-haired fronter is playing a mess of slide horn, both with the section, where the additional horn adds a lot of balance, and on solos, especially the blues where his mellow tone fits just right. Reid used his extensive book of standards and novelties as a basis when setting up his present library and added plenty of the top pops in addition. When caught ork had to hold its novelty numbers under wraps, for William Karzas, op of the ballroom, demands emphasis always on dance music.

Ork sectionally is strong, with lead men Art Compratt standing out with an alto that sparkles because of its steady, melodic vibrato and Charley Clay doing the same kind of job with his trumpet. Most of the sidemen are former Reid alumni who rejoined when the band was reorganized.

Gwen Parke is one of the best gal vocalists seen with a band which has worked Chicago in some time. A cute little brunette, the gal knows just what Midwest audiences like, a combination of Betty Hutton, Peggy Lee and even a bit of Helen Forrest when she's doing ballads. Gal is a bandstand jewel at all times, even giving out with the showmanship while she's sitting on the stand waiting for her next turn to sing. Gal's emoting is a contrast to deadpan Bill Howard, ex-Teddy Phillips throater, who does extremely well when it comes to listening but fails to arrest the eye with even a good smile. Band also boasts a pretty strong quartet, made up of the chirp, Clay, Compratt and Reid.

Johnny Sippel.

suffer from lack of arrangement and color.

Newest addition to the group is Betty Norton, who has a true voice plus a pleasing personality on the stand. Her *Embraceable You* and *Sunday Kind of Love* renditions brought large hands from the payees. Frankie Lester also got the glad hand from the audience, while John Turnbull, who handles novelties, kept the dancers at the banstand during his appearances.

Given a chance to catch up on their MGM diskings (the ork has cut only eight sides in the last year) plus ample air time, McIntyre's stock in the trade should soar before the new year dawns.

Norman Weiser.

Cole Trio at Troubadour

NEW YORK, Sept. 13.—The King Cole Trio will begin a one-month engagement at the Club Troubadour here October 16. Threesome currently is rounding out a week at the Rainbow Rendezu in Salt Lake City, following which they will head out to Louisville to play their first concert in a series at the Civic Opera House there September 14.

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MUSIC—AS WRITTEN

New York

Julie Stern, general professional manager of Broadcast Music, Inc. (BMI), marries Betty Brewer, non-professional, October 26. . . . Woody Herman, with most of his former sidemen back in the fold, brings his new ork east in five weeks. . . . Mark Carter, Vic Lombardo singer, bedded with a strep throat. Don Brown, Tommy Tucker vocalist who is now on his own until the Tucker org resumes, is filling in for Carter. . . . Moonlight Sereaders leaving Tex Beneke.

Joe Glaser in the Middle West for a week on a booking tour. . . . Folksinger Betty Sanders, soon to go on a concert tour of Eastern colleges, has signed to do an album for Charter when she returns. . . . Dick Raymond, librarian for Johnny Messner for the past few years, is fronting his own ork, playing his first date at the Hotel Diplomat last Saturday (13).

Machito has waxed Amigo Music's *Rumba Jubilee*, an audience participation clap hands novelty, for Continental. . . . Muriel Gaines renewed for one month at the Sky Bar in Cleveland. . . . Song Spinners set to cut *Pedro* with Carl Ravazza for Decca. . . . Jack Frase ork set indefinitely at the China Doll. . . . Larry Coleman and Paul Secon set their new tune, *Go To Sleep My Sleepy Head*, with Harms.

Robbins Music is pubbing *Beg Your Pardon*, a new tune by Francis (Near You) Craig and Beasley Smith. . . . Reps of the Veteran's Club (American Legion, Amvets, Veterans of Foreign Wars) in Dothan, Ala., fishing around for name orks.

Opening Night Notes: Claude Thornhill's opener at the Hotel Pennsylvania Monday (8) brought out a slew of visiting maestros. Among those spotted were Ray McKinley, Bobby Byrne, Russ Case, Lloyd Shaeffer, D'Artega, Ray Anthony, Shep Fields, Skinnay Ennis, Tony Pastor, Johnny Bothwell, Jerry Wald, Percy Faith and Boyd Raeburn. Since the opening Thornhill has boosted the Cafe Rouge's biz better than 25 per cent. Immediately following his six-week stay at the spot, the orkster and his band will take a 10-day vacation before leaving on a road trip.

Vaughn Monroe ork renewed this week by Camel ciggie firm for another season of airs. . . . Charioteers vocal group this week signed a one-year renewal contract with Columbia Records; deal calls for options on a second year. . . . Mel Torme, who originally was skedded to tee off the Freddy Robbins Town Hall concert series October 4, pulled out of the shindig this week when clearance was blocked by management of the Paramount Theater, where the warbler is due to appear in October.

Russ Case will direct all future Perry Como and Beryl Davis waxing dates for Victor. . . . Singer Billy Eckstine will play a return engagement beginning September 19 at the Onyx Club, where he will share the bill with the Three Bips and a Bop vocal group. . . . Jo Stafford will be queen of the first annual dance of the Retail Record Dealers' Association at Manhattan Center September 21. Guest recording artists slated to appear are Count Basie, Claude Thornhill, Vic Damone, Mel Torme, Sam Donahue, Eddy Duchin, Ella Fitzgerald and many others. Emsee is disk jockey Paul Brenner.

E. R. Lewis, English Decca topper, will arrive here on the Queen Elizabeth next week. . . . Adolph Kuperman, father of Dave Kuperman, and

founder of the Kuperman & Delguercio printing house, which prints much of the trade's sheet music, passed away this week.

Chicago

Rush Hughes, KXOK, St. Louis, syndicated disk jockey, will join Stan Kenton's band at Hutchinson, Kan., October 28 to do a week's traveling with the band on one-nighters just for kicks. . . . Phil Levant, who left the fronter ranks recently to go with the Chi office of the Mus-Art Agency as an agent and jobbing band leader, will work Chicago Bears football games with an augmented 17-piece band. Levant also inked the office's first cocktail unit, Red Hodgson's combo, and will build a cocktail stable. . . . Ervin Victor, the well-known hillbilly disk jock who was heard over WJJD, has gone into free-lancing and is building a hillbilly show for future sale.

Al Benson, Negro disk jockey, joined the staff of WJJD last week with a 15-minute platter show across the board for Canadian Ace beer, making the first time a major independent has used a Negro jock show locally. . . . Tommy Sheridan, ex-Weik pianist, who formed a road band recently, disbanded his big band, which was being booked by Mus-Art, and returned to single cocktail status, with Sheridan planning to re-organize in several months. . . . Art Talmadge, Mercury flack chief, became the father of a daughter, Joyce, September 10.

Eddie Hubbard, ABC Club, WIND, back to take over after a summer stint with the *Chesterfield Supper Club*, during which he transcribed his Chi show. . . . Willie Shore, bistro comic, cut an album for King label. . . . The Cabin Boys, cocktail combo, cut a series of sides for Fidelity platters. . . . Mercury Records will monopolize the attractions in the September 19 show at the College Inn of the Hotel Sherman, with Patti Page added this week to previously skedded Frankie Laine and Joe Melis's ork. . . . Speakers at the September 22-23 Midwest Ballroom Operators' meeting in Des Moines will include Chauncey Weaver, veteran member of the AFM executive board; Morris O. Penquite, rep of the Internal Revenue Bureau, and BMI and ASCAP reps.

Cincinnati

Clyde Trask has returned to his home here suffering from minor burns and shock sustained when he leaped from the Steamer Island Queen, which was destroyed by fire, following an explosion, in Pittsburgh Tuesday (9). Trask, who recently concluded his fourth season in Moonlite Gardens at Coney Island here, was in his 11th season on the Island Queen. No members of Trask's 16-piece band were aboard when the explosion occurred, but all the boys lost their instruments in the fire, which also devoured Trask's music library which he valued at \$4,000. . . . Frank Hanshaw, local GAC bigwig, is passing out smokes on the birth of a son, Frank Wayne Jr. Mama is Jane Fowler, formerly in the same office.

Deke Moffitt, RKO Albee Theater leader, has taken his comedy band, the Little Red Caboozers, into the Silver Slipper, Memphis, for a fortnight's stand. . . . Jimmy and Ruth Dodd, songwriting Cincinnatians now located in Hollywood, have a new ditty, *Cincinnati*, which received its first airing over WLW Saturday (13) on the *Sylvia* show.

Hollywood

Harry Richman pacted by Decca to do an album of tunes associated with his climb to fame. Richman will cut album during current Hollywood stay. . . . Frankie Masters, currently doing a top job at Casino Gardens, pacted to do 12 more sides for MGM Records. . . . Paul Neighbors, back from summer in Catalina, has moved his small ork into lush Sarnez Restaurant in Beverly Hills. . . . Artie Wayne set for first Hollywood club date in several years, opening September 15 at the Rounders. . . . Bob Reichenbach, former flack chief for Universal Transcription, added to sales and promotion staff of Mayfair Transcriptions. . . . Berle Adams, ex-Mercury records topper, has bought an interest in Fairway Music Company, Coast hillbilly pubbery.

Detroit

Jimmy Strauss and his orchestra were signed to open the season at the Vanity Ballroom Friday (5), with Betty Ann Clark featured. . . . Ed (Jack the Bellboy) McKenzie, disk jockey at WJBK, who recently incorporated, has now reached out for Tin Pan Alley with the publication of *It's Jack the Bellboy Time*. The song is tentatively slated for recording by Dardanelle for RCA Victor.

Negro Music Winners To Appear in Three Town Hall Recitals

NEW YORK, Sept. 13.—Winners of the first annual national Negro Congress Musical Competition, as determined at Town Hall Tuesday and Wednesday (9 and 10), will appear in three Town Hall recitals later this year. Winners were Allan Brown, pianist, New York; Oland Gaston, pianist, Chicago; Theodore Hines, bass, Rye, N. Y.; Lawrence Mellon, pianist, New York; Louise Parker, contralto, Philadelphia, and Rose Stewart, soprano, New York. The 1948 competition will be

Murray Singer Opens Offices

NEW YORK, Sept. 13.—Murray Singer, who will handle distribution for Universal, Tower and Swank labels in New York, New Jersey and Connecticut, has opened offices in the Manhattan Phonograph Company headquarters here. Singer will handle the new Harmonicats disk for Universal and Jack Ownes' *How Soon* for Tower.

greatly expanded, with semi-finals to be held in major cities thruout the country and the finals in New York. This year's competition, conducted on a more limited scale, concluded with 35 persons competing in the Town Hall finals.

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Institute Board Chairman Outlines Plans To Whip Up Public Interest in Music

Research of 90 U. S. Cities Already Under Way

CHICAGO, Sept. 13.—The projected campaign to broaden the public's interest in music, outlined here last November to reps of various facets of the music business, became a reality this week when Louis G. LaMair, chairman of the board of trustees of the program and prexy of Lyon & Healy, major music store chain, revealed plans of the Music Institute of America (MIA).

As outlined last year, plans called for a tentative \$300,000 promotion and market research budget, but LaMair said that thus far he had heard from the following organizations: The National Piano Manufacturers' Association, the Band Instrument Manufacturers' Association, the National Association of Music Merchants, the National Association of Music Merchandise Wholesalers and the National Association of Music Merchandise Manufacturers. The present \$80,000 budget has been apportioned among these five trade associations. As yet, LaMair said that he has received letters informing him that the campaign is under consideration, but no support has yet been tendered from music publishers, record manufacturers, radio makers, music licensing agencies, such as ASCAP, BMI and SESAC; the major radio networks and the American Federation of Musicians. LaMair said that if they do signify that they will support the program financially, he hopes to raise the first year's budget.

Favors Permanent Basis

When originally announced, the program was a three-year activity, but LaMair this week said that the committee feels the music promotion campaign should be put on a permanent basis.

In setting the new project in motion, LaMair announced the appointment of Clare A. Johnson as executive secretary of the institute. Johnson, an accomplished musician, has been active in business association work and Chamber of Commerce groups. The A. S. Bennett Agency, Gotham market research group, has been hired to investigate best possibilities with which to interest public fancy in music. Harry Coleman, prexy of the public relations firm which will handle the MIA promotion campaign, said he is currently undertaking a research of the 90 U. S. cities with populations over 100,000 in order to set up an index in which cities will be rated according to musical interest. Those cities, which rate low in the matter of music interest, will be first on the MIA work list.

Program Extensive

LaMair said that the definite program of MIA would be forthcoming within a few months after findings of the current market research are disclosed. He pointed out briefly that the program will be a sweeping one, carrying out such details as working with architects to get their co-operation in building homes which will have space for musical instruments and seeking to work out a program with school officials under which music will become as big a part of a curriculum as athletics and under which the school would make complete payment for music endeavor, where now music is paid for partially by the school and partly by the student active in music.

An MIA advisory committee, composed of prominent personages from all walks of life, will be announced

at the next board of trustees' meeting in Chicago October 10.

The original meeting last year which mapped out the basic program was held under the aegis of the National Association of Music Merchants. During the two-day meeting, reps of various segments of the music business were told of the need of a widespread promotion drive for music interest by Dr. Albert Haring, Indiana University professor and market research authority. Haring pointed out that a long list of industries, competing for the public's dollar with the music trade, had long been utilizing similar promotion drives. LaMair this week said that according to Department of Commerce reports the music business generally was losing ground when compared to competing industries over the past decade. Haring told the November meeting that music has never reached the total sales amassed in 1929, while competitive industries have in many cases risen 170 per cent above their 1929 level.

Harmonicats Set For One-Nighters

CHICAGO, Sept. 13.—Jerry Murad's Harmonicats, who close a five-week stay at the Roxy, New York, September 23, are currently being set on a series of one-night concert and theater dates in the Midwest.

The Cats, whose *Peg o' My Heart* got its longest sustained big play in this territory, work the St. Charles, New Orleans, for six days, opening September 25, after which they start a series of one-day theater dates thru the Wisconsin Fox River Valley Warner Bros. and Standard theaters, running until October 8. From October 9 to 15, the mouth organ trio work one-night concert dates in auditoriums in six Michigan cities and one Indiana burg.

Booking by Sid Harris of Mutual Entertainment Agency was unusual, in that Harris has merely sold a package, featuring the Harmonicats, with other members of the cast not yet skedded. Ops and theater bookers were content to take the package, with remainder of the cast unknown, merely to get the Vitacoustic platter hit trio, Harris said. Package will include an as yet unselected band and several supporting acts. Trio is working on an undisclosed guarantee and percentage deal in all stops.

Boys also play two weeks at the Riverside, Milwaukee, October 16, with a series of as yet unskedded concert dates to follow.

Kettering's Status With F. B. Uncertain

HOLLYWOOD, Sept. 13.—Status of Tom Kettering, veepee in charge of the New York offices of Fredericks Bros., after the first of the year when his current contract expires, remained hazy following his arrival here this week. While the last of the org's "old guard" admitted that he was weighing offers from other agencies at this time, L. A. Fredericks denied any knowledge of Kettering's exit, stressing instead that the New York topper had been on friendly terms with the agency's execs and had said nothing of resigning.

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Hughes, KXOK Jock, Peddling Own Shows

CHICAGO, Sept. 13. — Rush Hughes, KXOK, St. Louis, platter pilot, who recently made a deal with Keystone Broadcasting System (KBS) whereby his transcribed disk shows are being heard over 293 KBS stations, is expanding his own production and sales duties. Hughes, who does a two-hour show over the St. Louis station five times weekly, is currently producing and peddling two new shows of his own, *Sports in Action*, a five-minute sports show five times per week; and the

Hughes Reel, a 15-minute narrative type program, which he did previously when he was working on the West Coast. Hughes is also prepping an e.t. series of hillbilly disk jockey shows, by a name rustic jock, and this week made a deal with Berle Adams to take over sales duties for *Stay Tuned for Terror*, a horror drama series, which Adams worked out two years ago.

Hughes, who does considerable traveling in connection with peddling his own show, said he felt it wise to expand his sales catalog, if he were to continue his touring policy.

GAC Cracks 2 Big Hotels

NEW YORK, Sept. 13. — General Artists Corporation (GAC) this week cracked into two major location spots, the Ansley Hotel, Atlanta, and the Palace Hotel, San Francisco. The agency long has been reported ready to crack the Ansley, which has been using Music Corporation of America (MCA) orks since it opened with a name ork policy last June, but only this week was the first sale completed. GAC's Chuck Foster will play a two-week engagement beginning October 1. Frankie Carle also was confirmed by the hotel for a date in February, with the Ansley said to be interested in other GAC properties including Tony Pastor, Johnny Long, Victor Lombardo, Desi Arnaz and Ray McKinley.

The agency sold its first ork, Desi Arnaz, into the Palace Hotel, San Francisco. This long-time top location has used orks from several agencies, but this Arnaz sale for a six-week date marks a first in the spot for GAC. Arnaz will open around November 10.

Arthur Lesser Off On Paris Biz Trip

NEW YORK, Sept. 13. — Arthur Lesser leaves today on a 10-day jaunt to Paris to line up the forthcoming Lena Horne tour, also to look over acts for Lou Walters and check on the progress of the script for his planned French movie, *The Tiger*, based on the life of Georges Clemenceau. John Garfield has been mentioned for a part in the flicker.

Horne will do six weeks abroad after she winds up at Town Casino, Buffalo. On her return to the U. S. she is to work the Chicago Theater, Chicago, and is then due on the Coast for Metro.

Big Ballroom Being Built Near Prairie Du Chien

PRAIRIE DU CHIEN, Wis., Sept. 13. — Ground has been broken for the Checkerboard Dance Hall, which, when completed, will be the biggest ballroom within a hundred miles of this town and will book name bands. The room will be erected just south of the city limits by The Checkerboard Company, Inc. A. W. Winter is president of the group building the dancery. According to present plans, the spot will hold its first dance in about three months.

Col To Hypo Coast Flack

HOLLYWOOD, Sept. 13. — Columbia Records is shortly expected to hypo its West Coast flack operations with the appointment of a Hollywood publicity rep to work with plattery's flack chief, Christine Edwards. Praise agent will concentrate on artists' relations and press contacts in line with constant shift of important recording dates from the East to Hollywood. Disk jockey contacts and other promotional gimmicks will continue to be handled by Ray Thomas Company, Columbia's West Coast distributor.

Kraeft Utilizes Chi School Kids In New Disk Seg

CHICAGO, Sept. 13. — Utilizing Chicago, public school kindergarten and early elementary classes as a pre-test for format of a new kidisk jockey show, Norm Kraeft, ex-school teacher, will debut the half-hour stint over WENR, ABC Chi outlet, September 20. In a survey made by Kraeft among classes during recreation periods, the WENR staff announcer found that moppets are just as interested in American folk music as they are in novelty and comedy kidisks. Following findings of his tots' canvass, Kraeft intends to stress fundamental kid material, such as recorded fables, fairy tales and nursery rhymes in preference to the newly written recorded albums. As a mail pull, Kraeft will utilize contest, with albums as giveaway prizes, in which kids will be asked to send in drawing of their impression of how a particular character in the record album played on the show looks. Show, which will air at 4:30 p.m., CST, Saturdays, will utilize disks by Burl Ives, Leadbelly, Woody Guthrie, Susan Reed and Charity Bailey doing lighter folk material.

Kraeft's kid jock stint is second Chi platter show aimed at kids. Norm Pierce airs his *Children's Corner* over WCFL at 9:30 a.m. Sundays. Show, which has been on for eight months, features original playlets and stories by Pierce as well as variety of kidisk singles and albums.

New Chi Platteries Set 60, 79c Prices

CHICAGO, Sept. 13. — Paramount Records, independent plattery recently organized by Owen Goldheimer, Cleveland business man, is marketing its platters for 60 cents, making it one of a handful of independents which are utilizing this basic low price for disks. Since June, when the firm was formed, Goldheimer has amassed a roster of talent including Johnny Powell and his band, Geraldine Morgan, Sol Fiola, the Royal Four Aces, Jimmy Lewis, Charles Barrett and his orchestra, and the Quintones. Platters are being distributed thru Windsor Phono Company.

Another independent music publisher, Cletus Wickens, prexy of Universal Music, BMI affiliate, set up the Sullivan label in Chi this week. The platters, which will go for 79 cents, offer four of his original tunes, done by 88-er Jimmy Blade (of WMAQ, local NBC outlet) and his orchestra, with Richard Paige, station throater, on vocals.

Martinique, Martinsville, Inaugurates Name Policy

NEW YORK, Sept. 13. — The Martinique Club, Martinsville, Va., last week inaugurated a name ork policy, teeing off with Billy Butterfield September 5. The spot, which is operated by former orkster Bubbles Becker and Buck Whitlow, formerly used local orks and was sold on the name policy by Joe Higgins, of General Artists Corporation (GAC).

The Butterfield experiment proved good enough box office for the ops to continue the policy and they have bought Ray Anthony's ork for a two-weeker beginning October 10 and will buy others once they fulfill obligations to local orks signed for future dates.

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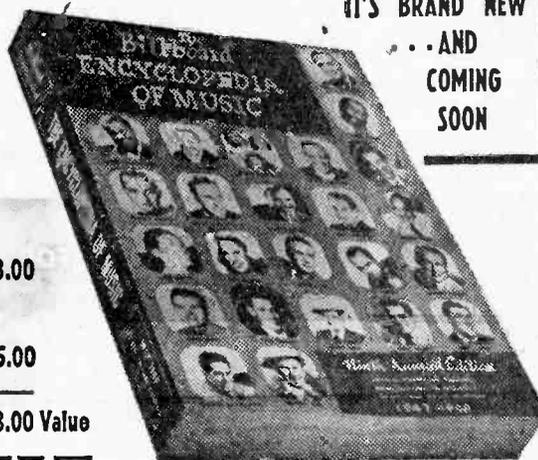
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How Many Clams?

ATLANTIC CITY, Sept. 13. — Looks like the summer boom is over. A sign pasted in the window of Bogotin's Bar this week reads:
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**"Col. Record Shop"
Airshow Revamped**

NEW YORK, Sept. 13.—Columbia Records will put the *Columbia Record Shop* airshow on 600 programs this year and will change the format. Instead of featuring new releases only, the show will air hit tunes and old faves recorded by the label.

In addition, the diskery is scouting the disk jockey field with the idea of buying segments of various jock programs thruout the country. One of those being considered by Columbia is the Freddy Robbins' 1280 Club over WOV.

**Diskers Getting
Cushy Junket Out
Of 'Button Shoes'**

NEW YORK, Sept. 13.—These legit musical tryouts in Philly really get the music publishers here to plot cushy excursions. Monday night (15) Henry Spitzer, of the Edwin H. (Buddy) Morris pubberies, hosts a drumful of recording men—Pullman seats, tickets on the house—for the *High Button Shoes* preem in Philly. Spitzer will be touting the mechanical reps on the Cahn and Styne score which his firm will publish.

Then, Wednesday night (17) Abe Olman, of the Metro-Robbins group, has the disk moguls tabbed for another Philly trek, this one for *Music in My Heart*, the vehicle based on the life and music of Tchaikovsky, score of which belongs to the Metro firms.

So far Olman hadn't responded to the chic suggestion (Ed. Note: "Wise guys") that he put the disk men up at a hotel after the *High Button* show and entertain them all day Tuesday so they wouldn't have to double back from Gotham two days later.

**Ricker To Manage
New Balto-Ballroom**

BALTIMORE, Sept. 13.—Edward Ricker, for the past 10 years a local theater manager, will manage the new Famous Ballroom, which opens September 25. Band booking for the terperly will be handled by Harry Schindler, general manager of Bowling, Inc., operators of the ballroom, and Morton F. Baker.

The Famous will accommodate more than 1,000 persons and will specialize in contests and special event promotions.

**Prices Are Slashed
On Vogue Records**

NEW YORK, Sept. 13.—Nat Cohn, Modern Music Sales, who recently purchased, thru a Detroit bank, the entire stock of Vogue disks, has slashed the album and individual platter prices.

The Vogue albums, formerly retailing for \$2.65, will now be offered to the public at \$2.25 per album, while the single platters, formerly \$1.05, will be cut to 79 cents. Price reductions become effective immediately.

**Post Lodge Signs
McIntyre for 3 Mos.**

NEW YORK, Sept. 13.—Joe Walker, Post Lodge operator, has signed Hal McIntyre for three months starting October 1. Ork, which opened a two-week engagement at the spot on Labor Day, hypoped biz 300 per cent in its first week.

With Marshall Young booked back for two weeks starting September 17, McIntyre will fill one-nighters and a one-week booking in Boston before resuming at the Westchester location.

Beryl Davis on ABC

NEW YORK, Sept. 13.—British chirp Beryl Davis last week began a week-to-week sustainer on the American Broadcasting Company (ABC). She is backed by the Buddy Weed Trio on the 15-minute Sunday evening ainer. Air show is tabbed *Beryl by Candlelight*, which was the name of the singer's British Broadcasting Corporation (BBC) show when she was in England.

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ALBUM REVIEWS

GENE KRUPA (Columbia C-138)

Eight of the top sides made by the Gene Krupa band in years gone by, all with a marked enthusiasm and rhythmic punch paced by his drum-nastics that still spin bright today, are brought back for this set. All in the jump and jive frame, set includes two instrumentals in *Tuxedo Junction* and *Leave Us Leap*; Irene Day is on deck for the rhythmic ditting for *Drum Boogie* and *Drummin' Man*; while the sultry singing of Anita O'Day makes for the best side in *Boogie Blues*, gal also piping it plenty hot for a scat session in *That's What You Think* and with Roy Eldridge for the familiar *Let Me Off Uptown*. Jungle drums make up the front cover design with picture of the maestro and notes on his music for the inside cover. Sides showcase the Krupa band as it is seldom heard today, and most of the sides can well be used by the coin operators.

TANGO WITH CUGAT (Columbia C-132)

All familiar and tuneful instrumental tango melodies, played with the usual degree of color and smartness in the fashioning by Xavier Cugat's band, this set of eight tangos will go a long way in pleasing such dance enthusiasts. Selections include *Jalousie*, *Rain in Spain*, *Inspiration*, *La Cumparsita*, *Porque te Quiero Tanto?*, *Caminito*, *Adios Muchachos* and *Medias de Seda*. Cugat's self caricature graces the album cover with photo of gaucho Cugat and notes on his music for the inside pages.

MUSIC OF GEORGE GERSHWIN—

Andre Kostelanetz (Columbia MM-559)

Contrasting the familiar Gershwin melodies with concert and rhythmic designs, Andre Kostelanetz provides an entirely enjoyable package of four 10-inch records for this set. The string polish providing the instrumental gloss, the maestro gives a rhythmic interpretation for *Embraceable You* and *Fascinatin' Rhythm*, using both sides of the record to provide musical contrasts for *The Man I Love*. Medleys five Gershwin familiars for the other two sides in the set. All the dishing making for a listening delight, cover design is based on a tenement scene, with photo of the composer and notes on his music for the inside page.

BILLIE HOLIDAY—Vol. I (Columbia C-135)

The lusty and ribald lyric projection of Billie Holiday is brought back for this package of eight sides, dating back a decade ago, and about the best she has put down on platters. All jazz collector items, with the instrumental support on the various sides affording Artie Shaw, Claude Thornhill, Teddy Wilson, the late Bunny Berigan and many of Count Basie's men, it's Miss Billie's expressive jazz singing for *Until the Real Thing Comes Along*, *I Cover the Water Front*, *I Can't Get Started*, *When a Woman Loves a Man*, *He's Funny That Way*, *A Sailboat in the Moonlight*, *Summertime* and *Billie's Blues*. A first volume, it indicates that the label is going to package more of Miss Holiday's superlative song feelings. Caricatures of a blues singer makes for the album cover design with pictures of Miss Billie and biog notes on the inside page.

**KOSTELANETZ CONDUCTS
(Columbia MM-681)**

Eight colorful and highly tuneful song standards are fashioned as beautiful tone pictures in Strad design around which Andre Kostelanetz scores the orchestra. Spinning on 12-inch tracks, it's pop concert treatment for *Jalousie*, *Yours Is My Heart Alone*, *The Swan*, *Romance in E-Flat Major* by Rubinstein, *In a Monastery Garden*, *Drdla's Souvenir*, *The Rosary* and *Del Falla's Ritual Fire Dance*. A ticking metronome set against a lace pattern makes for an attractive cover title page, with picture of the maestro and notes on the music for the inside.

FOLK MUSIC OF HAITI (Disc 142)

A second set in the waxery's ethnic series, this package of four records (only three included in set sent for review), brings the unadorned and entirely folk songs from the Island of Haiti. Recorded on location by Harold Courlander, it's a variety of work and play songs, festival and religious songs, sung in the untrained voices of the people from the streets and played on their native drum instruments, bamboo trumpets, stamping tubes and mosquito drums. An educational rather than a musical set, the spinning will be of special interest to anthropologists, folk-lorists and perhaps to dance students. Color etching by David Stone Martin, entirely removed from the spinning scene but entirely artistic, graces the album cover, with notes and credits on the inside page. Also included is a descriptive pamphlet by Courlander, explaining the background of the music and translations of the song texts.

CALYPSO—Vol. III (Disc 640)

A third set of Calypso chants, this package of two records brings in the characteristically native chanting of Lord Invader, with the spirited native rhythms of Trinidad played by Felix and his Internationals. His diction clear if the ear is trained to the pronunciation peculiarities, Lord Invader sings in typical lusty fashion for *God Made Us All*, a stirring plea for racial equality; *Pound Your Plantain in the Mortar*, folk song of the banana-type fruit that is pounded to help flavor the native Calalou dish, a satirical family song in *Cousin Family*, and a rollicking carnival song in *Mary Ann*. For the Calypso enthusiasts, this set fills all expectations. Cover design features a festive carnival scene along with a newspaper reprint in which is hidden album credits.

(See Album Reviews on page 130)

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Disk Tie-In As Build-Up For Acts

Walters-Loew Ramifications May Stymie Harem Preem

NEW YORK, Sept. 13.—The situation involving the opening of the Harem has some ramifications that may stymie or prevent its preem, according to well-informed sources. The situation is wound around the feeling between E. M. Loew and Lou Walters and dates back to last winter when Jane Russell was bought for Loew's Miami Beach Latin Quarter.

When the Harem deal was negotiated, E. M. Loew reportedly began grumbling about being left out. "But I did nothing about it because I don't want to hurt Nat Harris (LQ manager who has a part interest in the Harem)," said Loew.

Feeling was further intensified when the Piping Rock, Saratoga, deal was made, with Loew being left out. Insiders say that last year Loew's cut on the Piping Rock was \$27,000. This year the spot didn't do well, so Loew was ahead by not being in on the deal. At least that is what the lads close to the situation say.

Loew Not Pleased

Loew, reached in Boston by phone, said he wasn't pleased with the "new competition and maybe I'll do something about it," but refused to say what.

Walters' reply was that everything was on the up and up and that new competition couldn't be stopped. "Besides, if I don't run it (the Harem), somebody else will," he said. Walters also pointed out that he was a stockholder in the Latin Quarter and his

Queens Terrace Ups Show Budget to 3G; Will Use Two Orks

NEW YORK, Sept. 13.—The Queens Terrace, Sunnyside, L. I., has put about \$5,000 into new decorations and has hiked its show budget to about \$3,000. The spot had previously operated with about a \$1,000 show.

The new show, to preem September 17, will have Mickey Alpert, Bobby Jordan, Marlene and Michael, Jo Ann Summer and a Guy Martin line. The spot will also have the Joe De Carlo ork and a rumba band. The show is being produced by Mickey Alpert and Lou Perry. Perry is also the club's exclusive booker.

Korn Kobblers Held Over at Flag Ship

NEW YORK, Sept. 13.—The Korn Kobblers, who went into the Flag Ship, Union City, N. J., some 10 weeks ago for \$2,500 plus 30 per cent of the take over a certain figure, have been renewed for 26 additional weeks at a different salary. Under the old contract they often took out more than 3G.

The new deal calls for \$3,000 flat and no percentage. If during their stay they get a picture or a legit show they have the right to leave.

Three Flames To Double

NEW YORK, Sept. 13.—The Three Flames, currently at the Blue Angel, will double for the September 25 week at the Loew's State.

agreement with the corporation permitted him to either invest or participate in any other activities he saw fit. "Just because I am a stockholder in one corporation doesn't mean that I can't become a stockholder in any other enterprise," he said.

So far as the Palm Island Latin Quarter is concerned, said Loew, "I'm going to run it myself this season." His new producers will be Wally Wanger and Madame Komurova. He denied that Bill Miller would have anything to do with the Miami Beach spot.

It Looks Like Big Year for Acts in Miami

Jackie Miles Signs for 5G

NEW YORK, Sept. 13.—The Miami season is still some months away but already the resort clubs are beginning to line up attractions. And they have found that if there have been any ideas that names would work for less this season, they can be forgotten if at least one booking is any yardstick.

Jackie Miles will open at the Glover Club, Miami, on an eight-week deal for \$5,000, which is a jump of about \$1,000 over his money from the Beachcomber last year. Odd part of the deal is that the Paddock, a downtown spot, offered Miles a guarantee of \$4,500 plus a split which would have enabled him to walk out with \$6,500. Term was also for eight weeks. The Clover Club date was set by Johnny Greenhut, of Music Corporation of America (MCA), as a net deal so far as the agency is concerned. William Morris office, handling Miles, will get its full 10.

Berle Speculative

The trade is wondering out loud what will happen with other attractions when they discover that Miles is getting 5G. Sophie Tucker, for example, is set to go back to the Beachcomber. The Copa is still looking around and hoping to come up with another Danny Kaye, Danny Thomas or Milton Berle. It is understood that Berle will work at the Copa this season if he goes to Florida, as part of a moral obligation after having failed to work there last year because of his radio show.

How much Berle will get if he takes the Copa job is a matter of some speculation. On his last Stem nitery date, at the Carnival, he got \$10,000. Boys on the inside say that Berle probably won't move under \$20,000 (which is what Danny Kaye is supposed to have gotten at the Copa last season).

The major hope is that the niteries on the Beach and in the city will do the business. Insiders point to the Saratoga season as indicative of a trend that points to a worsened Florida season. But what will happen nobody really knows. The only fact present is that Florida dough will be bigger than ever this year.

GAC Hypoes Talent Draw Via Record Exploitation

Tie-up with Columbia Records promotes theater performers into night club attractions—advertising expenses are paid by record company and club

NEW YORK, Sept. 13.—Gimmicks increasing the value of an act or keeping it working constantly have been tried time and again. One of the problems is to take a theater act, doing a good job, and have it mean something in a cafe. Idea behind it is quite simple. A theater act seldom can get 12 to 15 weeks a year unless it's on the bill with a long-run picture, but even then its total bookings wouldn't amount to more than about 20 weeks.

Oddly enough the cafe act which wants to do theaters isn't faced with that problem. The average cafe will advertise its acts more heavily because it doesn't have any picture to plug. If the act has anything, and can trim its cafe routines to fit theaters, it can find work.

Record Tie-Ups

General Artists Corporation (GAC), which in common with other talent offices has had the problem of keeping theater acts working, has developed the record tie-up almost into a fine art as applied to clubs. Office started it with Fred Lowery and Dorothy Rae. Team had recorded for Columbia Records and sold a fairish amount of platters. Team had somewhat of a draw due to their Horace Heidt days, but not strong enough to make them mean anything to cafes.

Office went to work with Columbia promotion department (thru its local distributors) and whenever it managed to sell the team into a nitery Columbia plastered the town in advance with window cards, arranged for disk jockey tie-ins, planned radio interviews, arranged department store sales with signed records, etc. Result was that Lowery and Rae, who up to then were strictly a theater act, widened their field and got jobs in

hotel rooms and niteries. Each spot in turn used promotion gimmicks to the hilt, with local club getting the benefit.

Same plan was tried with Johnny Desmond and the Deep River Boys when the opened in Toronto at the Club Norman. Result in Desmond's case was that town bought 30,000 of his Victor records, of which 10,000 were his *Guilty*.

Advertising Bill Split

Expense of such a promotion is usually borne by the record company and the club. The latter has to spend for advertising emphasizing local appearance in any case. The difference is that, with the club's advertising, the record company's plugging, and disk jockey tie-ins, enough excitement is generated to bring customers into the cafe.

It is obvious that the program can't work for all theater acts. The prerequisite is that the act does some recording. This in turn means that the office with acts laying off has to get record dates for them, and not all acts are suitable for recordings. But for those that are and can get them, they can reduce layoffs, pick up extra moo from record sales and last but hardly least make them a more valuable property for the office.

New Midwest Spots Click, Survey Shows

While Regulars Do Only Fair

CHICAGO, Sept. 13.—A group of new niteries, situated in smaller Midwest cities, is doing land-office business, but bistro grosses generally thru the Central States are just fair, a survey of leading Chi bookers revealed this week.

Roemar T. Feeley, Chi act department chief for McConkey Music Corporation, reports that six new Midwest accounts which he has picked up during the past eight months have shown talent policies which are paying a good dividend. Spots in the circuit are the Club Seville, Grand Rapids, Mich., operated by Millie and Jerry Houting, who have used a budget of around \$1,000 weekly for their 250-capacity spot; the new Saratoga Inn, Litchfield, Ill., brightery, owned by Lowell Orr, \$1,200 weekly; the El Morocco, Cairo, Ill., run by Elmer Oliver, \$1000; Kenny's Turf Lounge, Austin, Minn., \$700; the Harrison Boat Club, Terre Haute, and the LVL Club, Indianapolis, both of which utilize about \$400 in acts and a band weekly, and Tony's Venetian Room, Des Moines, \$500.

With the exception of the Indianapolis bistro, the clubs all have been (See *New Midwest Spots on page 53*)

Stars & Ice To Return To Caracas for 3 Mos.

CARACAS, Venezuela, Sept. 13.—Samuel Backerman and Jose Borges Villegas, operators of Coney Island amusement park here who brought *Stars and Ice*, first ice show to Latin America, plan to bring the show back to Caracas for a three-month run. The show is now in Buenos Aires.

Original plan was to take it to Rio. Backerman said biz was so good in Caracas that Rio would be passed up for the present. Show staged by Fritz and Elisabeth Chandler, featured Joan Walden, Babe Voorhis and Lucky Peterson, and carried its own equipment valued at \$150,000.

New Jazz Spot in Astoria

NEW YORK, Sept. 13.—A new jazz spot featuring Dixieland style preems in Astoria, Long Island, N. Y., September 17. Room will be tagged Johnny Blowers Club. Blowers will be on the drums; Tony Parenti, clarinet; Max Kaminsky, trumpet; Herb Winfield, trombone; Phil Della Penna, piano, and Irv Manning, bass.

Copacabana, New York

(Thursday, September 11)

Capacity, 610. Prices \$3-\$4 minimum. Operator, Monte Proser. Booker, non-exclusive. Publicity, George Evans. Estimated budget current show, \$9,000.

Whenever Joe E. Lewis hits the Copa, nothing on the same bill seems to matter. The crowd comes to see Lewis and everything else is a stage wait. That Lewis is potent box-office medicine here is easily apparent. That he is a top entertainer with his special material also was indicated from the yocks he pulled. It's too bad some of his friends don't let him work as a single. Their well-meant intentions and shouted local gags doubtlessly fracture their intimates. They mean nothing to the majority who come to see Lewis and not Toots Shor. If Shor wants to work so badly he can put on a show in his restaurant and give himself star billing.

Lewis' new stuff is in the same vein as most of his old material. It's blue, articulate and topical. His Pagliacci delivery gives it a lift that few comics can copy. On night caught he was right in the groove—until his pals decided they wanted to get into the act.

Mario and Floria

Mario and Floria did as beautiful a job of ballroomology as there is around. Their smart appearance superimposed on their imaginative routines got hands—even from a Joe E. Lewis mob. Team opened with a fast number, changed pace to a dreamy tempo and came back for a samba. Big hand pulled them back, (See Copacabana on opposite page)

NIGHT CLUB REVIEWS

Ciro's, Hollywood

(Thursday, September 11)

Capacity, 450. Price policy, \$3 cover. Shows at 9:30 and midnight. Owner-operator, H. D. Hover. Publicity, Charlotte Rogers. Estimated budget this show, \$7,500. Estimated budget last show, \$2,000.

It looks as if every night will be like Saturday night with Harry Richman on the platform. With one of showbiz's oldtime greats in the spotlight, theme naturally follows nostalgic line. Ringsiders thrill as Richman gives out with *Puttin' on the Ritz*, *Song of the Vagabond* and *Birth of the Blues*, and palms grow red after each selection. It's the old memory lane spirit that does it—the Richman tip of the top-hat and spin of the walking stick that pulls down the house.

A thread of continuity weaves together the old-time tunes into a routine tagged *That Old Gang of Mine*, and each selection salutes the artist which made it famous. Passing on this song parade are Fanny Brice, Sophie Tucker, Eddie Cantor, Al Jolson, etc. He concludes by commenting that just as these stars are remembered by their songs, *Puttin' on the Ritz* is the song that he wants to be known as his.

Ken Jones is at the Steinway to support Richman with fuller accompaniment coming from Eddie Oliver's ork. Don Alfredo's rumba group are again held over to provide a Latin pulse to the dance music.

Lee Zhitto.

Florentine Gardens, Hollywood

(Wednesday, September 10)

Capacity, 100. Price policy, no cover or minimum. Owner-manager-producer, Frank Bruni. Publicity, Rose Joseph. Maitre d'hotel, Jack Erdman. Booking policy, non-exclusive. Shows at 9:30 and midnight. Estimated budget this show, \$9,000. Estimated budget last show, \$6,500.

Nostalgia hangs heavily over the house as the "last of the red hot mamas" comes on to do her stuff. Sophie Tucker brings down the house as she turns back the showbiz clock with oldies. And cheers rock the rafters as she dishes out the new comedy routines. But whether it be an oldtimer or something new and spicy, its the same old Sophie Tucker who for 40 years held the top rung on the entertainment ladder. Again supported by Ted Shapiro at the piano, she rolls out the double entendres in a zestful manner that has 'em rolling in the aisles.

With N. T. G. (Niles Thor Grandlund) emceeing, current revue is kept at high pace from the start. Show opens with a production number by the line (18), *Paging Mr. Gallup*, with Denise as featured dancer. Here as in the other numbers, gals are tastefully attired and execute their routines capably. Terp duo, Grace Poggi and Igor, are particularly strong on lifts and fast spins. Vocalist Larry Marvin possesses a strong set of pipes that bear a remarkable resemblance to Al Jolson. His voice quality and singing style is, as a matter of fact, too close to Jolson's to be of credit to the lad since many are inclined to feel that he is merely imitating the original. Femmes seem to go for him, tho.

Comic Paul Regan builds from a slow start to a fast and furious wind-up with the gags rolling at high speed. His opening is slowed up by routine impersonations of Claude Raines, Fred Allen, Peter Lorre, etc. And while he proves himself quite capable on this score as mimic, too much of it has been heard before. Biggest hand comes for his rapid-fire routines.

Chuck Gould ork backs the various acts, as well as supplying music for the dance-minded ringsiders.

Lee Zhitto.

Cafe Society Uptown, New York

(Tuesday, September 9)

Capacity, 300. Shows at 9:30 and 12:30. Price, \$3.50 minimum. Owner-operator, Barney Josephson; booker, non-exclusive; publicity, Marvin Kohn-Tibel Nord. Estimated budget for current show, \$2,500.

Lucienne Boyer closed way ahead early this summer; she opened just as big with the fall season. The blue-clad chanteuse, working with Abbey Albert's group (guitar, fiddle, bass, accordion, piano) with violinist Franck Pourcel conducting, teed off with a couple of fairish French tunes which didn't seem to register, but hit home with her familiar *Je N'en Connais Pas La Fin* (*I Don't Know the Ending*). In this one she displayed warmth and richness that one could feel the audience take to at once. The fact that the customers eagerly came in on the humming when requested was proof.

Gal's gimmick of a hidden mike in a bouquet of flowers was as effective as the last time around. It permitted her to stroll and play to ringsiders who relished it immensely. Singer also did an English song, *Love Is Love*, getting chuckles time and again. A quick costume change for a period number also hit beautifully. Gao Gurgel's rumba quartet did the Latin sessions in okay style.

Bill Smith.

La Martinique, New York

(Wednesday, September 10)

Capacity, 373. Price, \$3.50 minimum. Operators, Dario and Jimmy Vernon. Booking policy, non-exclusive. Publicity, Frank Law. Shows at 10:30 and 12:30. Estimated budget \$4,500.

It takes courage and imagination to get away from the conventional cafe show pattern. Dario showed both when he put on his present show. It's too bad that neither the production nor the acts were strong enough to give it heft. Opening night gremlins also got their licks in. Cues were way off. Lights weren't handled too well and even the playback recording machine to which the dance team Gae and Hamilton worked was all fouled up. Over it all, Dario ran around trying to get the show straightened and finding tables for disgruntled customers.

The pattern of the show is based on what is reported to be a successful formula used by a Parisian cafe which apparently calls for an intimate room and soft lights. It also is intended to attract a different clientele. Big thing in the Martinique is Nicola Matthey and His Royal Tziganes carrying 14 strings and a cymbalon. The gang huddled on the floor and played beautifully. There was no doubt that they could cross those bows. Appearance, however, didn't help them. They wore white Eton-styled jackets with military collars when tux or tails were indicated. In Paris, such groups wander between tables and when all of them play the same tune it is probably quite something. At the Martinique the waiters couldn't get thru, let alone fiddlers, so all it meant was 14 guys jammed on the dance floor with only a handful of customers paying attention.

Rumba Outfit Registers

But if the gypsy band didn't register, the rumba outfit, Maya's, was right on the ball. Every time they started, the floor jammed up. Boy singer, unbilled, with Maya's band showed a very pleasant voice and could do okay as a single.

First act on, announced as the "star of *St. Louis Woman*," was Ruby Hill. Gal sings a fair song, making a little like Lena Horne. Routine, however, left much to be desired. Started with *Careless Love*, with her coach, Al Siegel on the piano, and ended with dual French-English *Never Go*. For latter she had Michel Emer, the French composer and author of the song, at the piano. For the Gallic verses, canary used a lead sheet to read from and the gypsy fiddlers came out to back her up. The number was lovely, but not for Miss Hill.

Dance team of Nadine Gae and Peter Hamilton with their interpretive ballet which included modern blues, spiritual and period stuff, are extremely skillful. They are primarily concert performers who require undivided attention. They didn't get it here, so they didn't register.

Aimee Valreze, French singer, closed the show and meant even less than the previous performance. Gal, a redhead, didn't look too good, and her French warbling, all in the same slow tempo, did little to get things speeded up. Her one English number, *All of a Sudden My Heart Sings*, was mispronounced so badly it got titters instead of attention.

Bill Smith.

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Blue Angel, New York

(Thursday, September 4)

Capacity, 150. Prices, \$3.50-\$4.50 minimum. Owner-operators, Herbert Jacoby-Max Gordon; bookers, non-exclusive; publicity, Ed Weiner. Estimated cost present show, \$2,500.

Reopening of small East Side room jammed it to the doors. Outer bar did a big biz from customers waiting to get into the main room.

Show itself was on par with previous bills here. The use of smart talent, rather than name talent has proven successful, and from a customer viewpoint eminently satisfactory.

Alice Pearce, back on a return date, was the same unpredictable mad comedienne. Her routines, bouncyish, bubblish affairs, salted down with bits of business, pulled some of the heftiest yocks heard in a long time.

Phil Gordon

Phil Gordon, the fresh looking crew-cut kid, also doing a return date, is a far cry from the scared looking youngster who opened here two seasons ago. He still has that Southern drawl, but with it he's added a platform polish that heightens his infectious personality and now makes him a real seller. Gordon's voice isn't distinguished, but it's pleasant. With his piano playing, incidentally of a high order, he had them in his hands, winding up with a terrific mitt.

The Three Flames, guitar, bass and piano, are a hot jazz outfit with stress on blue lyrics plus comedy. Lads don't depend too much on their music; it's their voices and chatter that sell them. Material isn't exactly smart as measured by club's usual standard, but because it was different, it hit home getting plenty of sock laughs.

Amanda Lee, new in the East, came

Tease Time

CARACAS, Venezuela, Sept. 13.—Susana Montes girl show, billed for the El Pinar Theater recently, was given the "no show" sign by the federal district censor board, which viewed a special show for the board and the press. The board said the so-called artistic poses by the girls were not for the family trade. The newspapers played up the story with pictures and three days later the censor board was overruled by the federal district government itself. Miss Montes said that there was nothing immoral about her show, and that it had appeared in the principal cities of South America. Show has "Standing Room Only" sign out early.

in with some tricky production lighting and bits of business. Gal, an attractive brunette, comes on a black stage with only her lit cigarette visible. Spot hits her and she is seen using a cigarette holder making like a veddy, veddy tired sophisticate. Miss Lee ought to know that her takeoff, apparently meant to be genuine, is way off the mark. Our blase society gals no longer act that way. If she wants to give that impression she might try a pair of those gold rimmed specs instead of that Theda Bara-ish ciggie holder. Voice, while only fair, got attention because of material. With proper selling the gal can become quite a personality.

Ellis Larkin Trio did nicely for the lulls.

Bill Smith.

COPACABANA, N. Y.

(Continued from opposite page) this time for their Peabody, and wound up with two call-backs. Team's quick short stops are still its trade-mark and were done beautifully.

Georgie Tapps worked in two spots, the production and as a single. In the first he was merely on the floor. In his own spot he did quite well. His ballet taps interspersed with modern dances, all backed by some wonderful arrangements, pulled nice mitting.

Clark Dennis, round-faced tenor, has quite a rep which dates back for years. But rep didn't mean anything here. He started poorly, but gained confidence as he went along. Oddly enough it was oldies like *Linger Awhile*, etc., which got attention. Clark hits his high notes quite cleanly and phrases exceptionally well. On another bill, or perhaps in another spot, he'd be a standout. Here he was just another boy singer on the Joe E. Lewis show.

Leila Ernst

Leila Ernst, production girl singer, looked good, but her singing wasn't anything to highlight or give emphasis to the score. Incidental music and lyrics by Steve Norton and Chip Stanley (who sound like pseudonyms for a couple of other guys) were spotty. *I'm in Love With a Leprechaun* didn't mean anything except as a puff for *Finian's Rainbow*. Their *Guy With the Polka Dotted Tie*, however, has the earmarks of a hit tune.

The Douglas Coudy productions called for an opening in Scotch costumes (by Billy Livingston), for the *Leprechaun* number and period gowns for the middle number. Latter started with a Vinnese waltz and segued into *Gone Are the Days*, which had considerable charm. The last production wasn't put on. Too close to 4 a.m.

Michael Durso did a wonderful show-cutting job. Production backing was extremely skilful and dance support was everything Mario and Floria and Tapps wanted it to be. Fernando Alvares did the rumba sessions.

Bill Smith.

Vivien Garry Trio

(Wednesday, August 27)

At The Onyx, New York

Playing the bass in sensitive two-beat rock, Vivien Garry fronted this light-jazz combo in a series of swings, ballads and torches with good listening and fine dancing arrangements. Backed up by Teddy Kaye at the 88 and Arv Garrison on the electric guitar, the lass sang in a low husky voice and sold with cute little personality gestures.

La Garry's rhythm numbers, *On the Alamo* and *How High the Moon* in louder key, went over best in this little room which is competing with hot-licks from neighboring open-doored bistros. *Strange Infatuation*, as warbled by the fem got lost in the din, but ringside tables came up with a good hand. The novelty arrangement of *If at First You Don't Succeed*, with three voices, was clever and scored big to set up *Just One of Those Things*, which caught the bar lishes' attention for an all-out mitt.

The trio has talent and capable, well-planned arrangements, but is definitely out of place in a noisy bar. This low playing and singing group might be an asset to a sophisticated, low-toned cocktail lounge in the \$300-\$350 budget class. The outfit has 18 recordings under its belt, with the most recent, *Five Guitars in Flight*, featuring Arv Garrison strumming all five instruments, the most prominent.

Jack Tell.

Lorraine Rognan Returning

NEW YORK, Sept. 13.—Lorraine Rognan (Mrs. Matty Rosen) is going back into the biz after a year's lay-off. Her first date will be on the Frank Sinatra show at the Capitol, November 13. She will work with her straight man, Pat McCaffery, and will do bits with Sinatra if present discussion jells.

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Capitol, New York

(Thursday, September 11)

Capacity, 4,627. Price range, 70 cents-\$1.50. Five shows daily. House booker, Sidney Piermont. Show played by Enric Madriguera ork.

New fletcher is pleasant and has considerable entertainment value, tho marquee doesn't carry a heavy draft. There may be a little too much singing on the bill, but there is enough comedy in the singing to make the show move nicely.

Extra added billing this time goes to Georgie Price, who just wound up at Bill Miller's Riviera. He did a fine job of work there and is duplicating here to a different audience. Routine was the same, including takeoffs of Jessel, Cantor, Jolson and George M. Cohan. Price packs a tremendous wallop, showing stagecraft that bespeaks long experience. But this experience, dating back to mikeless stages, also hindered him. Time and again he wandered away from the mike, making it difficult to hear him. Just the same, Price wound up with a show-stopping mitt, forcing him to come back for a graceful beg-off speech.

Luba Malina in Zippy Turn

Luba Malina, looking slinky in a grey off-the-shoulder gown, opened with *Chi-Chi-Castenango* and wound up with *When I Auditioned for the Harem*. Gal bounced around with plenty of vigor, belting out each number to the back rows. Her sexy bits of business and her walk-off bits, at the end of each song, got the proper responses from the wolf trade.

The Arnauts, John and Rene, started off with their standard fiddle and echo routine, getting laughs right away. They built on it and added when they made with their love bird whistle act, walking off to big applause.

Enric Madriguera ork (six brass, six sax, three fiddles and five rhythm) was competent in backing the show and equally satisfactory in its own spot. Band's biggest number was *Jack, Jack*, calling for glee club effects plus the warbling of Patricia Gilmore, a male quartet and Peggy Marshall, canary. Ork's Latin tune medley started off okay, consisting of samba, rumba, tango and bolero. It faded when it ended in *Feudin' 'n' Fightin'*, which is no Latin tune by any stretch of the imagination. His *Mexican Hat Song*, with audience coming in on hand claps, helped him out.

Patricia Gilmore (Mrs. Madriguera) opened the show and teed off with a standard. Gal looked good and managed to draw her share of the hands.

Pic, *Romance of Rosy Ridge*.

Bill Smith.

VAUDEVILLE REVIEWS

Million Dollar, Los Angeles

(Wednesday, September 10)

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

Duke Ellington fans found plenty to cheer about in the music maker's latest vaude stint. The Ellington brand of music and showmanship clicks with a house full of loyal fans, and the Duke sees to it that the customers get a most generous helping of Ellington faves.

Arrangements are skillfully blended to showcase individual sidemen and highlight Ellington's special styling. Opening with a hopped-up version of *How High the Moon*, the Duke follows with two novelties, *The Moon* and *Jam a Bit*, both with a virile beat which cash customers quickly pick up and keep time with the band. Duke's piano solo, *Happy Go Lucky*, builds slowly, climbing in tempo to a high pitch. As in all offerings, the spotlight falls easily on the Duke's broad shoulders.

Judging from solo stints, the sidemen in the Ellington crew are an exceedingly versatile bunch. Johnny Hodges' alto sax solo flight on *Day Dreams* is a sweet and mellow offering. Al Sears on tenor sax teams in an original couplet tagged *Hawatha*, while thrush Kay Davis warbles a sister tune, *Minnehaha*. Ray Nance, the crew's comic, scores heavily with his vocals of *Squeeze Me*. Tyree Glenn's original vibraphone solo of *Melancholy Baby* also registers. Featured crooner Al Hibbler is a terrific local fave, the mere mention of his name bringing cheers and whistles from the seat sitters. After a trio of tunes, including *Little Brown Book*, *Summer Time* and *It's Monday Every Day*, there was little doubt that the lad's popularity is richly deserved. His baritone voice is rich and loaded with popular appeal.

Top supporting act was Mantan Moreland, back in showbiz after the untimely death last year of his partner, Carter. Moreland's new sidekick is Haywood Jones, with the addition of lush looking Martina D'Arcy rounding out the act. Moreland's familiar unfinished sentence routine remains a solid laugh getter. In addition, the gagster has added some new material to his routine which registers solidly. Team is funny, with sharp delivery and smoothness, and should have no trouble recouping lost popularity. Jessye Scott rounds out the bill with a song and dance routine. Warbling is fair, and hoofing good, but the gal's salesmanship builds act into a solid offering.

Biz, good; pic, *Too Many Winners*.

Alan Fischler.

Oriental, Chicago

(Thursday, September 11)

Capacity, 3,200. Prices, 95 cents straight. Five shows daily, six on week-ends. House booker, Charley Hogan. Show played by Carl Sand's house ork.

Art Stiegall, manager of this Loop house, is already getting estimates from plaster contractors to repair the havoc created by the slapstick antics of Olsen and Johnson, who are doing a one-week stand here, their first vaude stop locally in six years. Judging from tight houses on the rainy opening day, their condensed legit laffacade should knock off a top gross if the weather gives them a break.

Their 60-minute effort is patterned directly along the lines of their legit revues, except that doing five a day makes it impossible for them to work out the terrific fun session they put on in legit houses before the curtains parted. Only defects that keep this show from being perfect for those who like their yocks at a rate of one a minute is a weak opener and closer. Right after the newsreel, house is blacked out and a stooge is spotted, carrying a huge palm in a flower pot among the rows of front seat payees. Closer is a rhythm vocal which gets a little shot in the arm from appearance of several stooges playing comedy instruments. This famous pair of comics have established such a rep for original zaniness that some more sensational yock-getters should be inserted at the important opening and closing spots.

In between, the entire show clicks, be it slapstick bits or a standard vaude act, of which the revue boasts several. Ole and Chick live up to their rep, spearheading a cast of funmakers that includes deadpan J. C. Olsen, Ole's son, and attractive, blond June Johnson, Chick's daughter. Bits of business like the rice falling from the ceiling during a mystery bit in which a voice warns that spiders are loose in the house; the gift giveaway, with Olsen acting the part of strolling quizmaster among the audience, giving out prizes that rival those of radio question shows, and the entire torrid pace of the show make this an ideal package for any vaude house.

Olsen and Johnson have surrounded themselves with a capable set of supporting acts. Frank Cook's guitar strumming while he plays the *Poet and Peasant Overture* without his mitts by rolling a small harmonica in his mouth, and the Pitchmen, doing their standard kazoo imitations, register nicely. The Pitchmen did their best job locally in three years, for they were spotted in the right kind of revue, while previously they worked in staid hotel rooms. For contrast to the continuous comedy pitch while the OJ duo is working, Mikel Edwards contributed two okay baritone vocals. Leonard Sues did a soaring trumpet specialty; Gloria Gilbert, with a much improved toe-terp routine, impressed with her sustained one-foot spins, and Eddie Franklin notched two hefty mitts with an Irish standard and his rhythm closer. The 16 Roxettes worked three numbers, only one of which could qualify as stacking up with the high caliber of the rest of the show. It was the standard ball-rolling production, with chorines doing parading atop rubber balls. Bit was dressed up plenty by some tippy ball riding by Pat Basso.

Johnny Sippel.

"The Country Plumber," Duke Kimball, opens at the Hotel Shoreham, Washington, September 29. . . . The Jack Grant Trio plays the St. Nicholas Hotel, Springfield, Ill., September 15. . . . Manor and Mignon go to the Mount Royal, Montreal, October 10.

Radio City Music Hall, New York

(Thursday, September 11)

Capacity, 6,200. Price range, 89 cents-\$2.40. Four shows daily. Five Saturdays. House booker, Leon Leonidoff. Show played by house ork directed by Alexander Smallens.

New show is cut to order for the Latin and the longhair trade, with both sections packed with color and action. Two parts are broken up, with the Salici puppets doing their standard routines in the middle on a miniature stage. Setting was so life-like that the illusion of reality was almost unbelievable. The four-person puppeteers wound up with a terrific mitt with their ciggie-smoking doll getting a good share of it.

Production started with silhouetted indoor cafe scene spotting Esther Borja, soprano doing *Siboney*. Flats moved out to full stage showing 12 guys on stage making with the maraccas and glee club effects. Brunhilde Roque with six lads, all barefooted came on next for a torrid Latin dance. The Rockettes, who followed, stayed in the Latin motif with their precision stuff getting the usual big returns.

Second part of the show was a ballet based on Gounod's *Faust*. Lawrence Nickol, bass, made an acceptable Mephisto while Paul Franke, tenor, was adequate in his role. Best applause winners in this number were Patricia Bowman and Rudolf Kroeller, whose prouettes and entrechats were as graceful as they were pleasing. The ballet ensemble starting off with moonlight costumes, difficult but well-handled routines. The steam curtain finale got a tremendous hand.

Pic, *Down to Earth*.

Bill Smith.

Lucienne Boyer, Jacques Peals Set For Concert Tour

NEW YORK, Sept. 13.—Lucienne Boyer and her husband, Jacques Peals, will make a concert tour of the U. S., Canada and Mexico, similar to the one Maurice Chevalier played, under Arthur Lesser sponsorship. Boyer-Peals will cover the same itinerary as Chevalier.

They will spend 18 days in Canada, starting November 24, then swing southward to New Orleans for a week and Mexico for four weeks. At the end of January, they will return to the U. S. and cover most of the big cities. Lesser hopes to bring them into the Henry Miller Theater here, where the Lip played, and feature them in a variety show, changing the show every four weeks.

John LaTouche is writing special numbers for Boyer, including one to be called *Whisper Low*. Miss Boyer currently is at Cafe Society Uptown.

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THE MARSHALL BROTHERS

Marshall Brothers

Marshall Brothers have jumped forward by leaps and bounds since last caught at the Roxy. The two kids' routine, consisting of a hodge-podge with comic take-offs of standard flicker names, soap operas, spiced with knock-about, got returns right from their Sinatra-Crosby opening. They wound up with a Peter Lorre bit for howls and forced back for more, finishing with a beg-off.

The Billboard
Sept. 13currently
STRAND
THEATER
New York4
Week
Engagement 4Personal
Direction

MARK J. LEDDY

Marshall Bros. hit the spot.

Two young, fresh-looking zanies are sharp at mimicry brimming over with laughs. Opener brings on one to do a good takeoff on Frank Sinatra doing "Night and Day," interrupted by his partner, who strolls on in a Hollywood sport shirt and pipe, to do a Bing Crosby. From there they go into accurate apings of Peter Lorre, Danny Kaye, Lionel Barrymore and others, all laugh lines. There's a lot of smartly tied together with entertainment in this act.

Variety
Sept. 10

New York:

Stem Off 75G to \$417,000; Strand Salvages 70G, State 35

NEW YORK, Sept. 13.—The all-over six-house flesh-flicker gross on Broadway this week was \$417,000, a 75G drop from the previous week's \$492,500. New bills at the Strand and State showed gains, while three others began to feel the effect of lengthy runs. The Capitol, way below par following a dismal opener, had to make a quick pull and bring in a new line-up after a two-week session. Additional factors contributing to the slump were the post-Labor Day slump, the closing weeks of the baseball season and the return of racing to the New York area.

The Strand (2,700 seats; average \$40,000) couped a bonanza \$70,000 for the preem of Victor Lombardo and ork, Borrah Minevitch, the Marshall Brothers, Dorothy Keller and *Dark Passage*.

Loew's State (3,500 seats; average \$25,000) hit the jackpot with a near-capacity \$35,000 with Ed Sullivan, the Harvest Moon dance winners, Monica Lewis, Paul Winchell, the Roberts Sisters and White, and *Black Gold*. The show is being held another week.

Capitol (4,627 seats; average \$72,000) hit the skids with a \$95,700 two-week total, the takes being \$54,100 and \$41,600 respectively for Bill Robinson, Lew Parker, Art Mooney and his ork, Beverly Tyler and *Song of the Thin Man*. New show (reviewed this issue) has Enric Madriguera and his ork, Georgie Price, Luba Malina, John and Rene Arnaut and *The Romance of Rosy Ridge*.

Paramount (3,654 seats; average \$85,000) dipped to \$77,000 for the fifth stanza, chalking up \$478,000 for

the run with Carmen Cavallaro and ork, Paul and Eva Reyes and Nelson. Pic, *Welcome Stranger*.

Radio City Music Hall (6,200 seats; average \$100,000) missed the million mark by 20G for the seven-weeker, taking \$108,000 in the final stanza and a total of \$980,500 with Paul Haakon, Marjorie Williamson, Earl Covert, Ken Davidson and Frank Paris. Pic, *The Bachelor and the Bobby-Soxer*. New show (reviewed this issue) has Patricia Bowman, Rudolf Kroeller, Esther Borja, Brunhilda Roque, Salici Puppets and *Down to Earth*.

Roxy (6,000 seats; average \$85,000) did a handy \$85,500 for the third round, bringing the total so far to \$322,500 for Jack Haley, Eila Logan, Jerry Murad, Victoria Cordova and *Mother Wore Tights*.

Hotel Spots As Showcase For TV, Pix

Tex McCrary Dickering

(Continued from page 3)

be telecast or aired from the floor, and later possibly be filmed in a studio.

The deal, still in the talking stage, would involve developing acts to suit the type of room. The production of marketable video packages would be the major aim, with the film and radio angles as sidelines.

McCrary plans to ask the hotels for exclusive booking rights for a year with options. Discussions with several ops already are under way and reportedly the Bonifaces are interested. Biggest hurdle yet to be overcome is getting the co-operation of the entertainment unions, almost all of whom will come into the picture in one way or another if the deal goes thru. McCrary has contacted the various unions and is making some headway, but progress is slow because the unions have not yet defined their television policies and almost every point being discussed is new, which means that any decisions will set precedents.

McCrary refused to mention what hotels are talking with him. Trade, however, is doubtful that he can get exclusive nods, tho it is possible that one of his shows would go in on a straight sale.

Four Units of 35 Planned on Coast

NEW YORK, Sept. 13.—Four 35-people stage units, with 10-12 girl lines, stage bands and fair radio names will be produced for the coming season by Bill Arms, former general manager of the Wilbur Cushman Circuit. The first, *Gems of 1948*, due about November 15, will open in Salt Lake City, Phoenix or the Northwest area. Thereafter, five weeks apart, will follow *Havana Holiday*, *A Night in Avalon* and one more.

Arms, who claims to be the original West Coast unit producers, states he has built a new plant to prepare scenery and stage equipment. His plans run to the 1949 season in which he intends to put out new units every two weeks to cover the West Coast and as far east as practical.

New Midwest Spots Click But Regulars Get Only Fair Biz

(Continued from page 49)

started in talent hungry cities, where any live entertainment has come previously in the form of one-night concerts or one-night ballroom stands, with once-a-year one-day stands by orks and package shows in the towns' theaters. As a result, ops have been working variety shows, utilizing two or three low-salaried novelty or variety acts, plus a four to seven-piece road band. In many of these spots, cocktail combos, which fit into the vaude-type classification and can do a spot in the show as well as play a show, have been used to advantage.

Another experimental spot, the renovated Plantation, Nashville, huge 1,900-capacity ballroom-nitery, which has been open just about a year now, reports its biggest business during the latter part of July and August. Op Pearl Davenport has been utilizing a \$2,500 to \$4,000 weekly budget. She has worked on a \$1.20 admission per person, because spot has a huge dance floor which makes it possible to operate on semi-ballroom basis and presents floorshows, featuring semi-name headliners and three lower-priced supporting acts, at regular intervals during the evening. The new Plantation attempt marks the first real try at big-time cabaret biz in the Nashville area.

These newly created niteries in areas which heretofore have not had after-darkeries with any kind of floorshows, are paying off because: (1) The urban residents are flocking to the spots in droves, following years without a nitery in the area; (2) rural customers, who are more heavily loaded than their urban neighbors because of the war years which kept them on farms, are now doing plenty of amusement spending with the hard-earned bucks they laid away during the war.

Biz in the larger cities full of established spots has been just mediocre, with the recent heat putting a real dent into those spots' grosses. A number of ops, too, have been hampered from expanding show policies, when new political administrations came in late last year, put the screws on gambling, which supported some of these clubs, and six months after when ops thought the heat was over, the gambling suppression continued and has held on until the present time. Lou Cohan, exclusive skedder for the Tip-Top, Milwaukee's only major nitery, reports that the club is currently making a try for biz with a string of upped-talent budget revues. Utilizing Paul Gray as headliner, the Beer City bistro follows Gray September 22, with the first ice revue ever used in a club there, Bruce Sheffer's package show, while the Lind Brothers headline the show starting October 13. Paul Marr, exclusive booker for the Lake Club, reports that Hugo Giovagnoli and Harold Henderson are continuing their heavy talent budget, even if biz has dropped off. Spot is currently using the Charioteers, Johnny O'Brien and Johnny Gilbert's semi-name band.

Veloz-Yolanda for Roxy

NEW YORK, Sept. 13.—The Roxy will have a 25-minute stagershow when it brings in *Forever Amber* at the end of October. The show will have Veloz and Yolanda, who haven't been seen in the East for two years. It is expected that the Milton Berle show which starts September 24 will stay on until *Amber* comes in.

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Boston:

Maxies Draw Fair 30G at the Boston

BOSTON, Sept. 13.—The heat wave played a return date in the Hub this week to dip grosses generally. The Boston sagged slightly for the week ended Wednesday (10), drawing only a fair \$30,000 to the box office but still held up better than the other straight pic houses. Maxie Rosenbloom, Max Baer and the Merry Macs headed good stagershow. Pic, *Kiss of Death*.

The current show headed by Ted Weems and his ork started slowly, with the heat as a handicap, but picked up nicely the second day to promise another fair week. Pic, *Kiss of Death*.

Krupa Fair 20G at Mil \$

LOS ANGELES, Sept. 13.—Gene Krupa chalked up a mildish \$19,500 last week, sharing the stage with Sara Vaughn and West and D'Arco at the Million Dollar. Pic was *Wife Wanted*.

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STRAWHAT RECORD SET IN '47

Best Summer Yet; Package Units Decline

1948 Outlook Encouraging

(Continued from page 3)

the benefit of the experience that work would bring.

The only real package this season was Edward Everett Horton in *Springtime For Henry*, a perennial money winner. Horton, however, has the advantage of a small company, the script having only four parts and costing about \$1,750 in addition to a cut off the top. All the others were partial packages which used one or more key name principals to bring in the shekels.

Partial Packages

Some of the units in the partial package classification include Gloria Swanson in *Goose for the Gander*, Conrad Nagel in *The Petrified Forest*, Zazu Pitts in *The Late Christopher Bean*, Fritzi Scheff, Zolya Talma and Estelle Winwood in *Ladies In Retirement*; Jane Cowl in *The First Mrs. Fraser*, and Lucille Ball in *Dream Girl*. Two shows in which former stars made comebacks were *Yes, My Darling Daughter* with Leatrice Joy and *Too Many Husbands* with Nancy Carroll. Both actresses proved good b.o. draws.

Joan of Lorraine and *Glass Menagerie* were among other stalwart scripts presented.

The play that was done the most was *Dear Ruth*, with *Dream Girl* and *Springtime For Henry* following right behind. The latter also provided the most playing time for an actor, with Edward Everett Horton cashing in on the script. Many plays weren't released in time to be available to managers. Both *Years Ago* and *Life With Father* would have been strong attractions if the rights were on the market.

Some new shows developed into partial packages. Ilka Chase in *Laughter From a Cloud*, The Hartmans in *Heaven Help the Angels* (skedded for Broadway this season) and Faye Emerson in *Profile* were originals.

New Acting Talent

Excellent new acting material for the fall season was developed at the strawhatters. Agents returned high on the thesping talents of Robert Carricart, Richard Myers, Elaine Stritch, Ann Barlow, Dan Barton, Dick Durstin, Bill Erwin and Louise Snider.

Two among the many new stock companies were outstanding for their excellent management and exceptional biz—Princeton, N. J., with Herbert Kenwith and Harold Kennedy producing, and Wellesley Mass., with Elton Winkler at the helm.

Instead of restricting itself to the East as in the past, the silo circuit is extending its scope. California had several companies, and Minnesota, Illinois and Michigan a few. This extension may mean that Hollywood personalities will be able to trek east with their packages in the warm months.

The summer season wound up as the biggest and best in legit's history with all signs pointing to an even better one in 1948.



BROADWAY SHOWLOG

Performances Thru September 13, 1947

Dramas

	Opened	Perfs.
A Young Man's Fancy... (Plymouth)	4-29, '47	159
All My Sons... (Coronet)	1-29, '47	262
Born Yesterday... (Lyceum)	2-4, '46	680
Happy Birthday... (Broadhurst)	10-32, '46	360
Harvey... (48th Street)	11-1, '44	1,214
John Loves Mary... (Music Box)	2-4, '47	255
Magic Touch, The... (International)	9-3, '47	18
Voice of the Turtle, The... (Morosco)	12-3, '43	1,451

DRAMA REVIVALS

Burlesque... (Belasco)	12-25, '46	302
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Musicals

Annie, Get Your Gun... (Imperial)	5-16, '46	556
Brigadoon... (Ziegfeld)	3-13, '47	212
Call Me Mister... (National)	4-18, '46	591
Finian's Rainbow... (46th Street Theater)	1-10, '47	283
Oklahoma... (St. James)	3-13, '43	1,898
The Telephone and The Medium... (Barrymore)	8-2, '47	153

MUSICAL REVIVALS

Sweethearts... (Shubert)	1-21, '47	272
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ICE SHOWS

Icetime of 1948... (Center)	5-23, '47	148
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CLOSED

State of the Union... (Hudson)	11-15, '45	765
Saturday (18)		

Revenue Dept. Nixes Noel Coward Claim For 37G Tax Refund

NEW YORK, Sept. 13.—The Collector of Internal Revenue has filed a formal answer with U. S. District Court, Southern District of New York, denying Noel Coward's right to have \$37,000 in income tax refunded to him. Money was paid as tax by Coward on the sale of his collection of one-act plays, *Tonight at 8:30*, bought by Loew's, Inc., for \$80,000. The scripter also was nicked for 47G in tax by the British government and, after he had bought the playlets back from the film company for the original price, seems to have lost 80G on the deal.

Coward's complaint points out that he should have received credit for the tax he paid the British government. The irony is that if he had waited until the tax treaty was signed with the United Kingdom last year he would not have had to pay the U. S. a red cent.

Liebling Wins Commish

NEW YORK, Sept. 13.—Agents' dispute between William Liebling and Music Corporation of America (MCA) over commission for placing Karl Malden in *Street Car Called Desire* was settled in favor of Liebling by execs at Equity. The union found that Liebling was responsible for starting the negotiations to get Malden the role. Later, Edith Van Cleve, casting head at MCA, handled the actor for a movie and got into the deal.

Scene Designers Denied Hike by Theater League

NEW YORK, Sept. 13.—The refusal of the League of New York Theaters in its Thursday (11) meeting to offer the designers in the scenic artists' union any sort of a compromise in their negotiation for fees may spell trouble for the Stem's producers. Designers asked \$1,000 for the first set and \$500 for each one thereafter. They are now getting \$500 for the first design and \$250 thereafter.

Executive committee of the union meets October 6 to consider action on the League's stand-pat offer and may decide to by-pass the producers' association and sign contracts for their new fee with individual managers. Designers' position is that they haven't received a raise in rates for the last 18 years. However, the trade points out that name set sketchers receive much above the 1G figure and the hike may be harmful to younger designers getting started.

Equity Council Votes To Observe T-H Law Pledge

NEW YORK, Sept. 13.—With a dissenting vote of only three members—Philip Loeb, Sam Jaffe and Edith Atwater—the Actors' Equity Council voted Tuesday (9) to require council members, officers and employees to sign a pledge stating that they belong to neither Fascist nor Communist outfits. The pledge is now being worked out by John Kennedy and Elliot Nugent, who proposed the resolution for next Tuesday's meeting and style themselves members of the "militant middle," a faction that intends to see that the union does not deviate too much either to the right or left.

None of the three members stated that they wouldn't sign the pledge but felt that Equity was infringing upon their constitutional rights, especially since the union's constitution has already stated for six years that officers having either Fascist or Communist affiliation cannot hold office. The resolution was a direct result of the Taft-Hartley law, which requires a statement from every labor outfit that wants to work with the National Labor Relations Board that its officers are tinged with neither the extreme right nor the extreme left brush. Equity holds its quarterly meeting next Friday (19) and fireworks are expected.

"Kiss and Tell" Road Tour For Upstate New York

SYRACUSE, Sept. 13.—Walter R. Davis, operator of the Skeanateles Summer Stock Company located near here, will take *Kiss and Tell* for a 10-week road tour in Upstate New York. Davis has three weeks of bookings already.

The strawhat manager plans to use members of the company that worked with him this summer. Also in the acting troupe will be his wife, Virginia, and two of his sons.

"Allegro" Poses Problem for Theater Guild

BOSTON, Sept. 13.—Arriving at the Colonial Theater here on Monday (8) after its first showing in New Haven, Conn., last week, the new Richard Rodgers-Oscar Hammerstein II production, *Allegro*, offered by the Theater Guild, shapes up as a show whose Broadway chances are still anybody's guess.

The Guild appears to have something of a problem on its hands, for this musical play is quite outside the realm of the usual musiccomedy. Its theme is relatively serious. Its music is pretty nearly an integral score, not a collection of obvious hit tunes. There's not a "name" in the cast, yet there are many who will be in lights one day. Last, and perhaps most important, in production technique *Allegro* is an experiment and a successful one since the fluid scenic scheme devised by Jo Mielziner and various hands is the outstanding feature of the show.

Whether or not *Allegro* is going to draw crowds depends upon the ticket buyer's feeling toward a light music-drama which has no aspect of the girlie show. Altho Rodgers and Hammerstein must be given credit for a serious effort, their story is not a significant one for all the fuss made over it. Its theme, and a few touches of satire, amount to a mild sort of social comment. However, it is not compelling enough to demand interest and the future of *Allegro* is almost unpredictable at this point.

Simple Story

It is a very simple story: The life of Joseph Taylor Jr., son of a country doctor, from his birth, thru college and marriage, to success as a big city physician and his eventual renunciation of riches for the more satisfying comfort of doing good among people he knows. There is a touch of minor tragedy in his pretty wife, who becomes the mistress of his benefactor.

If *Allegro* is a whooping success, it will be on the basis of the story's simple interest, sentiment, romance, lofty ideals as expressed in the heartening moral victory of solid values over glitter and glamor, the sympathetic characters and a touch or two of humor. Actually, the story is well-knit, in the fashion of a popular magazine fable. Production-wise, audiences may be drawn by the attractiveness of the principals, the diversion offered by the dances, the pleasant score, which contains a couple of potential *Hit-Parade* tunes, notably *A Fellow Needs a Girl*, *We Have Nothing To Remember*, *You Were Never Away* and the comedy numbers, *Money Isn't Everything* and *The Gentleman Is a Dope*.

Shifting Theme

Artistically, the major fault of (*"Allegro" Poses Problem, opp. page*)

On His Mind

SAN FRANCISCO, Sept. 13.—A preoccupied printer gummed up most of the opening night tickets for Kolb and Dill's *High Cost of Loving* current at the Geary. Yup: "High Cost of Living."

Foreign Opening

THE BIG CHERRY

(Opened Thursday, August 21)
GATEWAY THEATER CLUB,
LONDON

Thriller by Vera Larina. Presented by Actors' Theater Productions, Ltd. Produced by Olave Marsh. Stage manager, Jean Erskine. Scenery by Phil Wichelo.

Dr. Robin Perivale..... David Laing
Dolly, his wife..... Peggy Laurence
Millicent, his sister..... Margaret Arntsrong
Stella Archer, his secretary..... Janet Wallace
Angela, her cousin..... June Ashley
Peter Ferns..... John Fabian
Maid..... Prudence Sloan
Professor Rankle..... Keith Crook
Dr. Wilson..... Wilson Featherston
Prosecuting Counsel..... Tom Cornish

The Gateway, one of the most enterprising of London's experimental theaters, has done well in preeming this weird thriller by a young ex-Russian playwright. Even an impossibly cramped stage did not prevent Peggy Laurence from giving a memorable performance.

The play shows careful study of English middle class behavior. John Fabian as Peter Ferns, an effeminate outside observer giving a sort of running commentary on the action deserves mention. Scenery is highly effective, making use of the usual nondescript furniture to be found in English middle class homes. What gives the play its appeal is the recurrent impact of madness in several of the characters engaged in most common-place activities. The play looks certainly set for a westend showing.

Henry Gutmann.

ALLEGRO POSES PROBLEM

(Continued from opposite page)

Allegro is its failure to settle on one viewpoint, for it is sometimes satire (in a nifty dance sequence making good-humored fun of the contortions of the '20's), sometimes bitter (in the *Yatata* number, brutally pillorying social cocktail parties), and sometimes pure sentiment as in most of the first act. However, its simple virtues may outweigh the confusion.

Whatever the fate of *Allegro*, it will go down in history as having introduced a baker's dozen of strong potential stars and for a production technique which is radical and wholly successful. There is no scenery at all, only various stage levels, permanent side flats, a semi-circular platform which moves back and forth across the front of the stage, fading one scene out and another in, occasional props and multiple stereoptican projectors which flash scenes on a back screen, and lights, lights, lights. *Allegro* carries more lighting equipment than has even been seen before on a stage, and it is used with telling effect.

Dramatically, *Allegro* employs singing and speaking choruses (as in the classic Greek dramas both for comment upon the action and expression of the chief characters' thoughts), singers who dance, dancers who sing and principals who do everything. There is, to be sure, too much dancing. Some is intended to extend the action of the story, but frequently it either intrudes or obscures.

Complicated Production

Allegro is an enormously complicated production, yet Agnes De Mille, who has done brilliant work in the past, has surpassed herself in integrating the whole thing with skill and imagination. She has been fortunate in the people she has worked with, from technicians to the last bit player on the stage. John Battles does a fine job developing the character of Joe Taylor Jr. Roberta Jonay is a slick little number who can sing, dance and act convincingly as Joe's wife. Annamary Dickey and William Ching are solid as his parents. John Conte furnishes a sardonic note

Opera Plunges Fete 121G in Red At Edinburgh

LONDON, Sept. 13.—The Edinburgh Festival of Music and Drama is expected to involve its sponsors in a loss of some 30,000 pounds (about \$120,900). This will be made good from a guarantee fund of 60,000 pounds put up in equal parts by private individuals, the government-supported Arts Council and the Edinburgh corporation. This loss was incurred mainly by the opera productions during the festival.

Altho the two performances, *Figaro* and *Macbeth*, have played for three weeks each time to tightly packed houses, it was clear from the start that production costs could not be recovered from box-office earnings. Both operas—with casts of top international composition—had 22 rehearsals, covering five weeks. Also there were extensive structural improvements and alterations in the Kings' Theater. Some 100 spotlights were among the implements sent from Glyndebourne near London to Edinburgh for the occasion.

It's a Long Haul

Apart from opera the other events of the festival were successful from a business angle and there is no doubt that the festival will be continued on a similar large scale. It is recalled that the Salzburg festivals (on which the Edinburgh events are closely fashioned) took more than 10 years to get really established and almost as long until foreign visitors exceeded the number of Austrian ones. For the first Edinburgh festival this year 240,000 tickets were printed, including concerts, legit, ballet, opera and chamber music. It is expected that when the festival ends this week 90 per cent of these will have been sold. The proportion sold abroad is not reckoned to be very big and about 70 per cent of the guests probably were Scots and Englishmen. Anyway, festival director Rudolf Bing is convinced that the proportion of overseas visitors will rise from year to year. He estimates that the tickets were used by about 85,000 people.

as Joe's best friend. Lisa Kirk is fresh as a breeze as his nurse. Tops among the dancers, all first-rate, are Ray Harrison, Miss Jonay; Annabelle Lyon, who has several smart comedy bits, and Kathryn Lee.

Because *Allegro* is something new in the way of musical entertainments, it may have hard going at first—at least, unless it is accepted for what it is, an experiment, a relatively serious, appealing story told with all the craft the theater has to offer

Bill Riley.

ROUTES

Dramatic and Musical

- Alice in Wonderland (Opera House) Boston.
- Allegro (Colonial) Boston.
- Benchwarmer (Shubert-Lafayette) Detroit.
- Big People (Lyric) Bridgeport, Conn., 19-20.
- Blackstone (Royal Alexandra) Toronto.
- Born Yesterday (Erlanger) Chicago.
- Call Me Mister (Blackstone) Chicago.
- Carousel (Shubert) Chicago.
- Chocolate Soldier (Rajah) Reading, Pa., 19-20.
- Command (McCarter) Princeton, N. J., 19-20.
- Evans, Maurice (Shubert) New Haven, Conn., 17-20.
- Fatal Weakness, with Ina Claire (Erlanger) Buffalo, 15-18; (Aud.) Rochester, 19-20.
- Harvey (Cass) Detroit.
- High Button Shoes (Forrest) Philadelphia.
- How I Wonder (Wilbur) Boston.
- I Remember Mama (Biltmore) Los Angeles.
- I Gotta Get Out (Wahmut St.) Philadelphia.
- Lady Windermere's Fan (National) Washington.
- Make Mine Music (Shubert) Philadelphia.
- Oklahoma (Horace Bushnell Aud.) Hartford, Conn.
- Private Lives (Harris) Chicago.
- Red Mill, The (Ford's) Baltimore.
- State of the Union (Playhouse) Wilmington, Del., 19-20.
- This Time Tomorrow (Victory) Providence, 19-20.
- Voice of the Turtle (Lyric) Richmond, Va., 15-17; (Academy) Roanoke 18; (Memorial Aud.) Louisville 20.

OUT-OF-TOWN OPENINGS

BENCHWARMER

(Reviewed September 7, 1947)

SHUBERT LAFAYETTE THEATER, DETROIT

A new play by Paul Gerard Smith. Staged by Charles Horrell. Setting by Frederick Fox. Presented by Alex Yokel and Joel W. Schenker.

Roger..... Bert Wheeler
John..... Jed Prouty
Elmira..... Maud Wallace
Galahad..... Barton Hepburn
Charity..... Sue Ryan
Emily..... Jeanne Jerrens
Sam Cutaway..... Ben Laughlin
Mr. Kinney..... Harold Grau
Charlie..... Joe Brown Jr.
Expressman..... Glenn Coulter

Aiming at philosophical depth thru having four of its seven scenes staged as soliloquies by Wheeler in a park, this play stretches thin between the near-farce level of its plot and treatment and the philosophic pretensions. The thinking is quite vague, but centers in Wheeler, who is cast as a naive wanderer close to the medieval holy fool who believes that one man's need is enough to give him of another's bounty. It is all entertainingly done, but seems to lack genuine conviction, while the entertainment is marred by the message.

Wheeler and his crank inventor brother (Hepburn) sponge on their elder brother (Prouty). Wheeler's casual bounty is rewarded by a well-publicized bequest of a gambler's fortune which affects several people including Prouty's wife (Maud Wallace). By a corny coincidence, the fortune is found to be worthless. Then a \$5,000 bond is rung in and this at least pays up the debts the family piled up when they expected the inheritance.

Zany and Talky

It's all pretty zany and talky, but with a multitude of laughs. If anybody can make it click in spite of the intellectual ballast, it's Wheeler who does an appealingly wistful job of straight drama.

As a deserted tenth-rate xylophone player, Sue Ryan plays Wheeler's foil with zest and fair regard for the realities of vaudeville life. However, her character seems a bit too stereotyped in the writing. The development of her daughter (Jeanne Jerrens) from a holy terror of a pre-adolescent to a sweet and loving bride—the only romantic interest in the script—is both amazing and incredible. The other parts are mostly solid character roles and are competently portrayed.

Haviland F. Reves.

Tryout Readings At Low Pay Scale Barred by Equity

NEW YORK, Sept. 13.—Actors' Equity Council Tuesday (9) refused permission to the White Barn Theater to hold tryout readings of new scripts. Lucille Lortel, operator of the theater, first offered only \$5 to actors for the work, but then upped the rate an additional \$10. However, Equity only permits readings sitting on chairs and without rehearsal and Mrs. Lortel's tryouts include both walking with scripts and rehearsing them over the week-end for a Sunday performance. The union's position is that commercial managers may use the White Barn method of viewing plays to deprive actors of work they normally would get if show went into production.

Union is also considering the request of Robert Champlain, scripter of the new musical, *Once Upon a Holiday*, tried out this summer at Guilford, Conn., that he be allowed to hold an audition with a full cast for prospective backers. While Equity allows readings of straight plays, it has no provisions for musicals.

HOW I WONDER

(Opened Thursday September 11, 1947)

SHUBERT THEATER, NEW HAVEN, CONN.

A new play by Donald Ogden Stewart. Directed by Garson Kanin. Sets and lighting by Donald Oenslager. Costumes by Helene Pons. Production executive, George Greenberg. Produced by Ruth Gordon and Garson Kanin, with Victor Samrock and William Fields.

Professor Lemuel Stevenson..... Raymond Massey
An Unusual Character..... Everett Sloane
Walter Smith..... Henry Jones
Cliff Saunders..... John Marriott
Margaret Stevenson..... Carol Goodner
Christina Stevenson..... Bethel-Leslie
George Drummond..... Byron McGrath
Dr. Hiller..... John Sweet
Lisa..... Meg Mundy
Henry Harkrider..... Wyrley Birch

Credits on the new Donald Ogden Stewart play list no fewer than four persons as producers, and the real wonder of the play is that they bothered. This opus can definitely be listed among the very early casualties of the new season, and Miss Gordon and the Messrs. Kanin, Samrock and Fields can save both themselves and future audiences a lot of pain by killing this before it goes much farther.

Since this is Stewart's first play in 13 years, the advance on it stated that he had a message to deliver—and deliver it he did, in a slow moving, non-active and decidedly boring story that leans very heavily to the "pink." Stewart, whose liberal views are well known, attempted to pass on his philosophy in the story of Prof. Lemuel Stevenson, who is being bribed with an offer of the presidency of a college if he will refrain from attacking the capitalists and bow down to the money interests—which of course, the noble prof. will not do.

The trend toward the introduction of whimsical pixies and imaginative characters into plays, done with such success in *Brigadoon* and *Finian*, is carried on here by a very unusual character that is supposed to be in the prof's mind, visible only to him. The play also introduces a character from another planet, no less—and everyone has a message for you.

Massey in Lead Role

Raymond Massey, who plays the prof., does a right handy job and gives the character whatever reality it possesses, but his underplaying, which while in true character, slows up the already tedious pace of the play. Meg Mundy, who plays the gal from the unknown planet, and Everett Sloane, as the prof's mind, do mighty well by their parts, with Sloane playing a pixie and Miss Mundy giving an excellent air of mystery and great depth to her strange role. It is a very capable cast that Kanin has selected.

Donald Oenslager came thru with his customary top drawer job on the single setting and it's a shame that New York audiences will never view this remarkable job of a professor's rooftop hideout that Oenslager has dreamed up.

Kanin's direction is another matter; the pacing and general flow of the play are not good. There are too many stage waits, the action never does move, and characters seem to clutter the stage rather than dress it.

From what the play showed here on its bow-in, *How I Wonder* will never be able to survive a Main Stem criticism, and from here it doesn't look as tho any amount of rewrite can rescue it.

Sidney J. Golly.

WILL INVEST

in Broadway drama or comedy that will go into production within next 60 days. Write full details. BOX 245, The Billboard 1564 Broadway New York City 19

Burlesque

By UNO

SAN FRANCISCO'S only current burly stock house is the 1,300-capacity President Follies operated downtown by Edward M. Skolak. The Kearny has not had burly for several years and the Liberty shifted its personnel to the Moulin Rouge, Oakland, a few months ago. . . . Carl Kilroy, comic at the Club Terris, Milwaukee, is to do a double with Joyce Lewis. . . . Bettie MacDonald moved from the Palace, Buffalo, to the Gayety, Montreal, where she opens October 5 as featured attraction. . . . Lee Carlen, drummer, who came back after a USO tour to join up with Bill Errante and Harvey Kane for a three-piece ork, closed a summer's season at the Eagle Cafe, Coney Island, New York, and left for Montreal on a vacation. Upon his return he will play niteries thru bookings by Buddie Fryer. . . . Marilyn, daughter of Harry Jackson, ex-burly comic, is with the Four Chicks and Chuck. Others in the group are Diane Carol, Fran Barber, Clara Fram and Chuck Gladstone. Besides her CBS air engagements with the combo, Marilyn is helping out with Tex Beneke's ork in the vocals. She also has signed for MGM Records.

COMPLETE units of traveling casts to tour the Hirst Circuit, according to Jack Beck's bookings, comprise, for the No. 1, Mike Sacks, Alice Kennedy, Eddie Lloyd, George Corwin, Rosalie, Beatrice Kay and Shelia Ryan. No. 2, George Murray, Eileen Hubert, Billy Jones, Lew Denny, Betty Howard, Virginia Kinn and Janie Johnson. No. 3, Jack LaMont, Artie Lloyd, Murray Briscoe, Evelyn Knight, Tina Nix, Marlane and Marlene and Gallo. No. 4, Al Anger, Margie Vain, Freddie Frampton, Al LeRoy, Jill Parker, Lana Barrie and Kenneth and Zoya. No. 6, Mandy Kaye, Jack Edwards, Charlie Harris, Chloe, Marion Lee and Evelyn Taylor. No. 7, Stinky and Shorty, Jimmy (See *Burlesque on opposite page*)

Zebulon, N. C., Annual Gets Carnival License

ZEBULON, N. C., Sept. 13.—The Zebulon Five County Fair, Inc., received a charter from the Secretary of State to operate carnivals. Authorized capital stock is \$100,000. The incorporators include Avon Privett, Vance Brown and Wade Privett, all of Zebulon.

"Lucasta" Back to National

NEW YORK, Sept. 13. — Anna Lucasta returns to Broadway for a limited four-week engagement at the National Theater September 22. *Medea* is booked into the house October 20, but another theater will be found for the show if it does business.

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Controls Ease On Building

WASHINGTON, Sept. 13.—Supposedly set up to keep amusement construction from using up materials needed for the veterans' housing program, controls on amusement building are actually having little effect as far as the stated purpose is concerned, a survey by *The Billboard* revealed this week.

Of the 335 amusement projects authorized since July 1 by the housing expediter, only about 10 per cent have been granted because of lack of impact on the housing program. The remainder of the projects, 310, have been approved on either hardship or essentiality grounds, regardless of the amount of scarce materials necessary.

Movie Houses Lead

Movie theaters have accounted for the largest number of approvals, 149 having received a green light since July 1 when controls on non-amusement construction were lifted. Next largest number of approvals has gone to bars and taverns, with 62 projects approved. Approvals for skating rinks, sports arenas, dance halls and swim pools follow in that order.

In the past week approvals have gone out for a dance hall in Sun Prairie, Wis.; skating rinks in Washington, St. Louis; Du Bois, Pa.; Long Beach, Calif.; Dumont, Okla., and East Detroit, Mich., and swim pools in Miami, Miami Beach; Spring Grove, Ia., and Saugus, Calif.

The trend toward granting approvals even where the housing program is affected leads many Capitol Hill observers to predict that Congress will vote to lift amusement controls early next session if they haven't been tossed out by the President before then.

Knoxville Showbiz Tax Ruled Valid

KNOXVILLE, Sept. 13.—Special Chancellor S. E. Hodges ruled yesterday (12) that the State legislative act placing a city and county tax on amusements was valid. The lawsuit brought by Knoxville and Knox County theater owners challenging the validity of the act was thus dismissed. Chancellor Hodges said that the tax was uniform, since the same rate of taxation was imposed in both the city and the county. Basis of attack by theater owners was that the act placed two taxes on citizens, one exclusively for the city and the other against the county but for benefit of both city and county citizens.

Since the act became effective last April, city finance director Leslie N. Kennedy says, approximately \$31,500 was collected thru July. August figures have not been tabulated. At the present rate the city expects to collect \$150,000 annually.

Aberdeen Books Busse

ABERDEEN, S. D., Sept. 13.—Henry Busse and his orchestra, movie comedian El Brendel and the Murphy Sisters, radio singers, will be featured at the third annual Golden Pheasant Festival here September 14-20.

Magic

By Bill Sachs

VALDO AND PRINCESS PAT, mentalists, have signed exclusively for two years with the Eddie Smith Agency, New York, and open their new season at Nixon's Cafe, Pittsburgh, September 22. . . . El Zarro and Company (Harry Carmer) will launch the new season with their Midnight Spook Jamboree in Ohio late in October. Six-people unit will also feature several illusions. . . . William F. Becker, magician and escape artist, of Aurora, Ill., was the subject of a lengthy human-interest yarn by Agnes Lynch in *The Chicago Sunday Tribune* of September 7. Accompanying photos showed Becker demonstrating several of his escape nifties. Becker began his new church, school and club season Labor Day. . . . Anton Scibilia, tour manager for Bill Neff, is negotiating with the veteran Noel Lester for a second spook-magic opry. . . . Dantini opened his Congress of Spooks, consisting of 60 minutes of magic, blackouts and spirit manipulations, at the Grand Theater, Curtis Bay, Md., recently. Bob Denning is handling the advance. Eight-people unit makes the hops via a one-ton truck and a passenger car. . . . Leon Mandrake, magician, and his manager, Bernard Abrams, who does a mental turn under the billing of Bernard, concluded an 11-week stand in the Drum Room of Hotel President, Kansas City, Mo., last Saturday (13). They were originally booked (See *Magic on opposite page*)

Mendon, Mass., Runs Burly Off Boards

MENDON, Mass., Sept. 13.—Burlesque bumped itself right out of the embattled Nipmuc Lake Park Theater Wednesday (10) when the clergy and Parents-Teachers Association pressured the board of selectmen into banning further shows as of today.

The battle which has raged since Sally Keith played the house and drew the wrath of the P-T Association came to an end when chairman of the selectmen, Harold Metcalf, notified Brad Angier, theater manager, by letter that "the apparent inability of the theater management to control the motions of the strip-teasers to conform with the rules promulgated by the selectmen in their desire to eliminate sex shows from the stage at Nipmuc Park" necessitated the ban.

Metcalf, asked to elaborate, said it again in plainer words: "We requested that there be no standing bumps and rolls—a roll is a sidwise version of the bump—and they failed to conform with the request."

Jean Carroll, currently playing a Milwaukee date, was the apparent cause of the bump ban, since she played the house the week before.

U. S. Spurs Interest In Int. Trade Fairs

WASHINGTON, Sept. 13.—The U. S. Department of Commerce is planning a program to stimulate participation of American business men in international trade fairs and to encourage such exhibitions on this continent. The department's office of international trade has sent its expert on fairs and exhibitions, Jacques Kunstenaar, to Europe to study the presentation of such events as the Royal Netherlands Industries Fair at Utrecht and the International Fair of Czechoslovakia this fall.

The information which Kunstenaar brings back will be made available to business men in the hope that it will spur planning of a North American fair. The first trade fair on this continent is scheduled for Toronto next June and several others are being considered for this country, possibly in 1949.

Vienna Ork Draws Protest in London

LONDON, Sept. 13.—London Orchestral Association has protested to the Ministry of Labor against the engagement of the Vienna Philharmonic Ork to play for the whole of the season given by the Vienna State Opera at Covent Garden Opera House later this month and next. The ork is already in Britain, where it performs at the current Edinburgh Music Festival and is later to join the opera team in London.

The association says it doesn't object to foreign orks playing on their own but doesn't want them to accompany from the pit and in any case it is angry with the labor ministry for not consulting it first. At the Covent Garden it is stated that the Vienna Philharmonic Ork is the permanent ork of the State Opera and as such travels with them just as the Covent Garden Opera Company always play with its own ork.

The ministry has overruled the objection.

Pope Applauds American Radio

ROME, Sept. 13.—Pope Pius XII, in an exclusive interview with Giuliano Gerbi, WOV news editor, this week praised the work of American press and radio. In the audience room overlooking picturesque Lake Albano, the Pope told Gerbi: "American radio and press journalists are doing a splendid service for public morality. Both in the wealth of their technical appliances and in their own sense of duty, they are searchers for the truth. Deeply do they feel their public trust and accept their great responsibility for public morality."

The pontiff asked about the Italian language services of the New York station and imparted the apostolic benediction to Gerbi and WOV's personnel and listeners.

Danish Showbiz Mag Resumes

COPENHAGEN, Sept. 13.—With the end of the printing workers' strike here, the Danish monthly showbiz magazine, *Echo*, has resumed publication after a five-month lapse. The August issue, first one since the strike ended, reports that entertainment life is still going strong, altho it has been falling off in some countries. Difficulties remain, but not unsurmountable ones, in the transference of money from one country to another, and altho visa restrictions have been eliminated by some governments, others have tightened up on granting them.

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THE FINAL CURTAIN

CHAPSKI—Bernard, 89, musician, at his home in Detroit September 4. Survived by six daughters and two sons. Burial in Bay City, Mich.

DAVIS—Mrs. C. E., 71, mother of Helen Adams Harrell, of J. A. Gentsch Shows, September 5 at her home in Huntington, W. Va.

DOMINQUEZ—Jose Martinez, 52, Mexican composer of pop folk songs, September 2 in Mexico City. Many of his songs became favorites in the United States. Burial in American Cemetery, Mexico City. A sister and an adopted son survive.

In Memory of SYLVESTIA BOSWELL JR.

Who passed away August 31, 1946

Mary & Fred Hedrick

DUMINIE—Mrs. Barbara (Bertha), 34, of the Happyland Shows, August 26 in Fort Hospital, Detroit. Survived by her husband, Walter, also with the shows; a sister, Mrs. Edmond Hughes, White Plains, N. Y., and two brothers, Albert Delevan, Poughkeepsie, N. Y., and James Delevan, Brooklyn. Burial in St. Joseph's Cemetery, Natick, R. I.

FURNESS—J. C., 70, well known to many show folks thru his operation of the Continental Hotel, Los Angeles, during the vaude era, recently in Farmington, N. M., of a heart attack.

HARDEN—John A., 62, department manager for the Sherman Clay store, San Francisco, September 7 at his home in Palo Alto, Calif. He was formerly president of the National Sheet Music Association and manager of the G. Schirmer Music store in Los Angeles. Survived by his widow, Majorie, and son, John Jr. Burial in the family plot in Hyde Park, N. Y.

HEBER—Benjamin C., 66, of the Heber Bros.' Printing Company, Columbus, O., and associated in the operation of the former Heber Bros.' Circus, recently in Columbus of a heart attack. Survived by his widow, Zella; a son, Benjamin; a brother, George, and a sister, Mrs. F. L. McKinney. Burial in Columbus.

HILLIARD—Ernest, 56, stage and screen actor, September 3 in Santa Monica, Calif. He was on the stage until 1912, when he entered the films. His widow survives.

HYND—William, 58, bagpiper, September 6 in Detroit. Survived by a sister, Nessie, of Detroit.

Victory United shows. Survived by his widow, Ruth.

KLEMM—Gustav, 50, composer, September 5 in Baltimore. Aside from his job with the Peabody Conservatory of Music, he had also been a critic for *The Baltimore Evening Sun*, Baltimore correspondent for *Musical Courier* and program director and assistant manager of Station WBAL. His widow and his mother survive.

KLEWER—Bertha M., 77, mother of Emil Klewer Jr., legit actor, recently in Detroit. She also leaves two daughters. Interment in Forest Lawn Cemetery, Detroit.

McARA—Col. James, 71, for many years a director of the Regina Exhibition Association, Regina, Sask., at Victoria, B. C., September 7. Burial was in Regina.

MILLER—Nate, 64, park man and ride operator for the past 28 years, at his home in Long Beach, Calif., September 10 of a heart attack. He had been ill since 1941 tho he still operated rides and Penny Arcades at Venice, Ocean Park and Long Beach, Calif. He was a life member of the PCSA. Survived by a sister and four nieces. Services and burial in Long Beach September 12.

MONTEODORO—Marco, 60, theatrical scenery and costume designer, September 5 in New York. He had been with the Radio City Music Hall, New York, since 1933. Well known in Europe, Montedoro had designed sets for the La Scala Opera in Italy and costumes for the *Folies Bergere* in Paris. In 1927 Montedoro came to this country to design for Shubert Productions. He continued designing Broadway shows until his Music Hall commitments.

NASTAL—Capt. Stanley, 48, part owner and program director of Station WFOX, Milwaukee, September 7 in that city.

SYMONS—Burt, 54, concessionaire for the past 30 years, September 6 in Salisbury, Md. At the time of his death he was with the Dumont Shows. Burial in Green Lawn Cemetery, Columbus, O.

VESTOFF—Valodja, 45, former ballet and interpretive dancer, September 5 in New York. Born in Russia, he made his professional debut in New York at the Hippodrome in *Happy Days*, followed by *Artists and Models* and *The Passing Show*. He also appeared in *Anything Goes* in 1938 with Ethel Merman just before his retirement to instruct in dancing. He leaves his wife, Peggy; daughter, Virginia, and mother, Florence.

YAW—Ellen Beach, 77, prominent concert singer of the '90's, known as Lark Ellen, September 10 in Los Angeles. Her first recital in New York, when she was 14 led to a concert debut in St. Paul, followed by a tour of the United States, England, Switzerland and Germany. In 1907 she made her operatic debut in *Lucia* in Rome, and three years later her American debut in the same opera at the Metropolitan.

Marriages

BONCEK-HAYDON—Alex J. Boncek and Lou Ann Haydon, aerialists known as the Xcellos, in New Britain, Conn., September 30.

FRIEDLICH-JOEL—Dr. Allen Friedlich and Mrs. Elaine Joel, daughter of Herbert R. Ebenstein, general manager of Western Candy Distributing System, September 7 in New York.

IWANOFF-FOY—Pete Iwanoff, of the Polack Bros.' Circus (Eastern Unit), and Mary Elizabeth Foy, non-pro, of Baltimore, in Colorado Springs, Colo., September 4.

KIERAN-FORD—John Kieran, of *Information, Please*, and Margaret Ford, *The Boston Herald's* Sunday

editor, recently in Brookline, Mass. **LONG-KINDER**—Paul Long, newscaster on Station KDKA, Pittsburgh, and Elaine Kinder, of radio's Kinder Three, vocalists, August 21 in Pittsburgh.

MARKS-KARYL—Herbert Marks, talent agent, and Iris Karyl, dancer, September 14 in New York.

PARIS-MEADOWS—Raymond Paris, Octopus foreman, and Wanda Meadows, photo studio operator, both with the Mighty Van Dyke Shows, in Cambridge, Md., recently.

PHILLIPS-OLMSTEAD—Fred H. Phillips, well-known writer of outdoor showbiz newspaper and magazine stories and assistant director of the New Brunswick Government Bureau of Information, and Jessie Isabel Olmstead September 6 in St. John, N. B.

SANTOS-FLANNAGAN—Dr. Alberto Santos, non-pro, and Veronica Flannagan, girl show operator and former burlesque feature, in Havana September 11.

VAL IRELAND-GALVIN—A. T. (Val) Ireland and Mabel Harper August 25.

WADDELL-TAYLOR—Roma Waddell, Ferris Wheel second man on the J. A. Gentsch Shows, and Joan Taylor, Memphis, September 4 in Herndon, Miss.

WHITNEY-SANFORD—Vernon Whitney, trombonist in Sammy Kaye's orchestra, and Betty Sanford September 7 in Tampa.

YOUNG-GOOD—Everett Young, member of the Drifting Troubadours, Western string band, and Clara Good (Marjorie Lee), singer with the band, in Elk River, Md., August 11.

Births

A son to Mr. and Mrs. Norman Prather in Billings, Mont., August 16. Parents are with the Siebrand Bros.' Shows.

A son, Jacob Alan, to Mr. and Mrs. Charles Bohrer in Bethesda Hospital, Cincinnati, August 17. Father is a member of *The Billboard's* Cincinnati sales promotion staff.

A son to Mr. and Mrs. Bela DeTuscan August 26 in Detroit. Father is a former vaude performer.

A son to Mr. and Mrs. Edgar (Red) Hart August 20 at St. Luke's Hospital, St. Louis. Father is a concessionaire and this season assistant manager of the William Cowan concessions on the John R. Ward World's Fair Shows.

A daughter, Karen Wendy, to Mr. and Mrs. Jack Kalcheim September 8 in New York. Father is a talent agent.

A daughter to Mr. and Mrs. Roy Gorney September 11 in Brooklyn.

A daughter, Julie Jo, to Mr. and Mrs. J. J. (Bookie) Levin September 6 in Chicago. Father is co-partner in Mutual Entertainment Agency, Chicago. Mother is the former Donna Lee, band and nitery singer.

A daughter to Mr. and Mrs. James O'Connell September 4 in Oklahoma City. Parents are former concessionaires with Sells-Floto and Yankee Robinson circuses.

A son, Frank Wayne, to Mr. and Mrs. Frank Hanshaw at Jewish Hospital, Cincinnati, August 21. Father is head of General Artists Corporation, Cincinnati, and mother, Jane Fowler, was formerly employed in the office there.

A son, William Michael, to Mr. and Mrs. Randolph Avery September 4 in St. Anne's Hospital, Chicago. Father is a producer of grandstand revues.

A daughter, Beverly Jo, to Mr. and Mrs. Charles Burge August 28 in St. Louis. Father is a salesman for Station KXOK.

Divorces

Ray Amy, magician, from Lorene Crabtree Amy, dancer, in St. Louis August 5.

Kay Starr, nitery singer, from Roy

MAGIC

(Continued from opposite page) in for a two-weeker. . . . W. I. Fayssoux, who combines magic with mental and hypnotic work, cracked his new season at Mauriceville, Tex., September 12, booked by Harry Byrd Kline, Dallas. Fayssoux reports that he is set solid with Kline for 45 consecutive weeks, for a total of more than 500 engagements. He worked 33 weeks for Kline during the 1944-'45 season. This marks Fayssoux's 47th season in the business.

BILL NEFF and Silkini have both kept their spook oprys going thru-out the summer and have experienced a lucrative business in key cities, despite the unusually hot weather. . . . Virgil the Magician, who has been holed up somewhere near Ashtabula, O., building a Madam Sans Gene illusion, is slated to usher in his new season this week. His new illusion is said to be an improved version of the one done by Eliason in Australia more than 40 years ago. Eliason was the original Dante and hailed from Salt Lake City. . . . Darrell the Magician is putting the finishing touches to his new show which is carded to break in in the the Omaha sector September 22. Darrell's last tour was under the direction of Joe Karston, when they found the Southwest free with the geedus. . . . Gary Marvin, now resting in San Francisco after 36 weeks at the Andriani Bros.' La Vie Parisienne, that city, will head eastward almost any day now. . . . Jack Herbert on a return date at the Plantation Club, Moline, Ill. . . . Jack Kodell concluded a two-weeker at Glenn Rendezvous, Newport, Ky., and in a visit to the Magic Desk last Monday (8) advised that he was soon heading into New York. . . . Joseph Gabor (Mr. G.) begins his lyceum and school season September 22 at Coughlin High School, Wilkes-Barre, Pa. He is doing a two-hour show using two assistants. . . . Milbourne Christopher has just sold another story to *True*, the man's magazine, this one on the life and adventure of the Great Lafayette. . . . C. Thomas Magrum attended the 45th annual gathering of the International Platform Association held recently at Lakeside, O., and reported the following other magicians also present: Guy Stanley, Roy Shrimplin, Preston, Coke Cecil, Roy Mayer, Wallace (mentalist), Courtney, Nevin Hoefert, Duncan, Doc Dougherty, Bailey, and Dietrich. Magrum also reports that Marquis the Magician was the hit of Percy Abbott's recent annual get-together at Colon, Mich., his arm amputation winning him lots of the plaudits.

BURLESQUE

(Continued from opposite page) Pinto, Harry White, Laura Bruce, Donna Leslie and Georgia Lee. Other units are being formed. Vaude acts as extra attractions include Al Blanc, Shorty Howell, Russ LeBeau, Three Smith Sisters, Lew Fitzgibbons, Frankie Cue and James McNally. Correct route of the wheel, Hudson, Union City, N. J., to Howard, Boston; Troc, Philadelphia; Gayety, Washington; Gayety, Baltimore; Empire, Newark, N. J.; Lyric, Allentown, Pa. (Saturday only); Grand, St. Louis; Mayfair, Dayton, O.; Grand, Youngstown, O.; Roxy, Cleveland; Casino, Pittsburgh; and back to Union City. . . . Frankie Blue, formerly with Oscar Markovich, is partnered with Eddie Madden in the operation of the Gayety, Norfolk, Va., which reopened with burly September 15, this time with a stock policy of three shows nightly and no mats.

Davis, musician, in Los Angeles August 23.

Pat Dane, film actress, from Tommy Dorsey, band leader, in Reno, Nev., August 26.

Jack Merivale, actor and son of the late Philip Merivale, from Jane Sterling, actress, in Los Angeles August 26.

In Memory of

DORIS EVANS

Wife of Harold Evans

Died August 23, 1945

Friends of the World
of Mirth Shows

IWANOFF—Athanias, aerialist, fell to his death September 4 in Owatonna, Minn., when his high pole collapsed during a performance at the Steele County Fair.

KINNEY—James, 42, electrician with the Curl Amusement Company, accidentally electrocuted August 29 at Ord, Neb. Kinney had formerly been with Tivoli Exposition and

UTAH DOES DIPSY-DOODLE

Pratt Fall 15th Week

Cut-rate tickets fail to overcome bad weather — run attendance total 56,401

SALT LAKE CITY, Sept. 13.—The Utah Centennial Exposition in its 15th week fell flat on its face.

There was ample cause for closing it as the prospects for the 16th and final week of the exposition promises but little more in the way of attendance. However, the Utah Centennial Commission preferred to take the loss rather than cancel a Statewide 4-H Club show for which youngsters have been planning the entire year.

Money probably could be saved even by buying up the contract of the Barnes-Carruthers unit production, *Cavalcade of Stars*, skedded for the final week.

Attendance for the week ending September 12 was only 14,210 compared with a seasonal average of three times that much. The total was 586,401 which is about the minimum figure estimated at the opening of the long run.

A sudden weather change during the week contributed somewhat to letting the bottom out of attendance. Thursday, beautiful warm days changed to threatening weather and near freezing temperatures in the evening for the grandstand shows. Senility was mainly responsible, however, as closing should have been at the end of 10 weeks.

A two-for-one price to the grandstand show failed to overcome the bad weather which brought the lowest attendance of the run, 1,394 September 11, a family day—with whole families for \$1.

The exposition closes September 20.

Madison Square Garden Installs New Air System

NEW YORK, Sept. 13.—An electronic air cleansing system, designed primarily to eliminate tobacco smoke, is now operating in conjunction with the new air conditioning system in Madison Square Garden. Patrons of the balcony pews will no longer find it necessary to visually pierce a fog of smoke to clearly see events taking place on the arena floor.

Unit, made by the Raytheon Manufacturing Company, will, it is claimed, attract and eliminate the most minute particles of dust, dirt and smoke. System is capable of processing 540,000 cubic feet of air per minute. A set of filters removes 85 per cent of all particles as small as 1/125,000 of an inch.

Orland, Calif., Annual Constructs Mobile Stage

ORLAND, Calif., Sept. 13.—A new movable stage is being constructed at the Glenn County Fairgrounds here for use in front of the grandstand. Structure will be mounted on a steel framework and put on wheels.

Fair directors say more exhibitors are seeking space, and the main ex-

4 Million \$ Rec Center Is Planned At Ft. Lauderdale

FORT LAUDERDALE, Fla., Sept. 13.—The City of Fort Lauderdale has let a contract for the construction of a large municipal recreation center to the Caldwell-Scott Construction Company, of New York. Project will cost \$4,000,000 and will include an auditorium-theater seating 2,000, a restaurant accommodating 1,500 diners, an exhibition hall and ballroom for conventions and a youth center.

City paid the U. S. Treasury Department \$600,000 for the ocean-front site, covering 27 acres, on which the project will be constructed.

Vote Five-Year Improvement Program at Redding, Calif

REDDING, Calif., Sept. 13.—Directors of the 27th Agricultural District Fair voted to transform the old fairgrounds and buildings into a modern plant during the next five years.

Announcement of the plan to spend \$250,000 in modernizing the plant and replacing buildings was made by Dudley V. Saeltzer, manager. He said the district has \$235,000 for the project and this amount will be matched by State funds.

Renovation program calls for new buildings for agricultural and commercial exhibits, floriculture, machinery and mining, poultry, administration, show horses, race horses and restaurant.

Prep Waco, Tex., Plant For Oct. 21-26 Annual

WACO, Tex., Sept. 13. — Waco Longhorn Club is readying grounds and plant here for the first Heart o' Texas Exposition October 21-26. The club owns a 200-foot tract fronting on La Salle Street at 19th and leases an adjacent 13-acre tract. Facilities include a clubhouse, a modern rodeo arena seating 4,000 and a 20-stall stable. Construction is now underway to double the stabling facilities.

Club officers are D. B. Boone, president; E. J. Shelby, vice-president; Billy Bell, secretary; R. A. Bell, treasurer; A. L. Murphree, rodeo chairman; Roy Durie, horse show chairman, and F. L. Doherty, racing chairman.

Roseville, Calif., To Start 400G 5-Yr. Building Plan

ROSEVILLE, Calif., Sept. 13.—Designed to make the Placer County Fair "a real fair," a five-year, \$400,000-plan of improvements will be inaugurated this coming year, Hanford A. Crockard, president of the Placer County Fair Association, told the press at a recent conference.

Topping the list of improvements will be construction of an exhibit building and auditorium to cost \$170,000, which he said will be ready next year. The building will also be used as a civic center.

hibit tent is taxed to capacity. Another exhibit tent may be added.

Glenn County Fair is slated for September 17-20.

Fla. Ad Law Must Reading For Showmen

Outdoor Biz Is Target

TALLAHASSEE, Fla., Sept. 13. — William L. Hill, director of the division of outdoor advertising of the State road department of Florida calls attention of outdoor show business to the summary of important provisions of the Outdoor Advertising Law of Florida, held valid by the Supreme Court in 1941.

The law applies to advertisements, advertising signs and advertising structures outside of the corporate limits of cities and incorporated towns in sight of the public highways. The law states, in part:

Respect Right

"It is a violation to place, post, paint, erect, operate, use or maintain any advertisement, advertising sign or structure on the property of another without written permission of the owner or other person in lawful possession or control of the property.

"It is a violation for a person to place, post, paint, erect, operate, use or maintain any non-excepted advertisement, advertising sign or structure outside of corporate limits of a city or town without first obtaining a permit from the chairman of the State road department and paying the annual fee therefor at the rate of 2 cents per square foot for the area of the face of the advertisement, the sign or structure. The minimum fee for such a permit is 50 cents, if such area is 25 or less square feet. Permit fees are not pro-rated on any short term basis. Permits expire October 1 of each year but may be renewed upon prompt request and payment of the fees.

"It is a violation of this law for the person to whom a permit was issued, not to remove immediately an advertisement, advertising sign or structure maintained for which the permit was not renewed.

Three Rules Cited

"It is a violation of this law—with definite and limited exceptions—for a person to place, post, paint, erect, operate, use or maintain any non-excepted advertisement, advertising sign or structure: (a) Within 15 feet of the outside boundary of a highway right-of-way; (b) within 100 feet of any church, school, cemetery, public park, public reservation, public playground, State or national forest; (c) within 100 feet of the intersection of highway and/or railroad rights-of-way."

Special note is made in the law that advertisements and signs of carnivals, circuses, shows, rodeos and the like are not excepted from any provision of the law.

The law provides that any person who violates any of its provisions shall be deemed guilty of a misdemeanor and upon conviction shall be punished by a fine of not less than \$10 and not more than \$300 for each month during any portion of which the violation is committed, continued or permitted.

Franks' Ride Men Drafted To Help Harvest Peanuts

MACON, Ga., Sept. 13.—A new vocation for ride help—digging peanuts. Bill Franks, carnival owner, also farms, and this year had 160 acres in peanuts.

When harvesting time came, Franks learned he was short of farm help. With peanuts selling for more than \$200 a ton, Franks was determined not to let them stay in the ground.

He loaded six of the ride boys on a truck, bought a new peanut picking machine, a bailer and a thresher. Working day and night they had the harvest completed in about 48 hours.

Tappahannock, Va., Outdoor Amusement Center Being Built

TAPPAHANNOCK, Va., Sept. 13.—Work is progressing on a new half-mile dirt track and fairgrounds being built here by George Clanton and associates. The track is being constructed by the Talley Construction Company, Richmond, Va., which built the one there at the Atlantic Exposition grounds.

The track will be banked and suitable for horse, auto and motorcycle races. It also is planned to use the plant for rodeos, a three-day fair, thrill shows and grandstand attractions of various kinds. The grandstand will house modern rest rooms, a ladies' lounge, concession stands and a judges' stand.

First event scheduled is a two-day harness horse racing program October 24-25, with the Tappahannock Valley Racing Association as sponsor.

Port Royal, Pa., Race Fatal to Frank Bailey

PORT ROYAL, Pa.—Frank Bailey, 32-year-old driver from New Brunswick, N. J., was injured fatally during an auto race at the Juniata County Fair here Saturday (6) when his car skidded on a turn.

Earl John Killed

THOMPSON, Conn.—Earl John, 34, Erlton, N. J., was killed in an auto racing crack-up August 31, at the Thompson Speedway. The accident occurred before some 10,000 persons during a qualifying heat. John's car crashed head-on into another auto, which had gone into a spin near the rail. The impact sent John clear of his car onto the track, and he died instantly. Feature 25-mile race was won by Bill Holland.

Stock Cars in N. E.

BRIDGEPORT, Conn.—With two half-mile tracks already signed for October races, the New England Stock Car Racing Association announces a full schedule of six, and possibly eight, events will be run this fall. The first meet will be held at the Middletown, N. Y., Fairgrounds October 12, with the new fairgrounds at Kingston, R. I., set October 19. Promoter Bill Tuthill is arranging the various dates.

Ringling Gets 2 Overflows At Amarillo

Show Sold Out Before 1 P.M.

CHICAGO, Sept. 13. — Ringling Bros. and Barnum & Bailey bowed into Texas at Amarillo Monday (8) and to say the show was a big success there is putting it mildly. With the weather co-operating, in that it didn't rain, altho it was windy, the show drew two overflow crowds.

Frank Braden, press representative for the Big One, told newsmen at Amarillo it was the first time in history that a sellout was registered for both afternoon and night shows before 1 p.m. the afternoon of circus day.

From Amarillo the Big Show jumped to Plainview where business was good, altho not up to Amarillo. Matinee was three-quarters and the night house a trifle less.

In its last two stops in Colorado before entering Texas, the R-B org registered good business. Altho day and dating the Polack Bros.' Western Unit in Colorado Springs, show drew two full houses. And at Trinidad, Colo., the matinee was three-quarters and the night performance drew about 8,000.

Bailey Gets Hot Weather in Ark., But Biz Is Okay

MORRILTON, Ark., Sept. 13.—Bailey Bros. has been running into some extra hot weather—in some spots heat records have been set—on its trek thru Arkansas but despite this business is holding satisfactorily.

The heat didn't bother here, matinee being three-quarters and a full one being on tap at night. Official temperature was 107, the hottest day since 1936.

Another hot spot was Clarksville where the temperature in the afternoon was 105. As a result the matinee crowd was on the light side. It cooled in the early evening, getting "down" to 98, and the show played to a full one.

Fayetteville gave with a strong matinee and a full one at night, despite the heat. Org had to show on a lot which was too small and as a result everything was cramped.

Three Missouri Spots Aid Mills

ELDON, Mo., Sept. 13. — Three spots in Missouri proved better than okay for Mills Bros. Org did a big matinee biz here, getting a full matinee and a three-quarter house at night.

Clear and warm weather at Jefferson City helped and after a three-quarter matinee the show drew an overflow at night. Betty Acevedo, tightwire performer, fell eight feet to the ground while performing on the wire at the matinee. She was carried unconscious to her dressing room and then taken to St. Mary's Hospital in an ambulance. Physicians reported she suffered a slight concussion and kept her hospitalized four days.

Sedalia, Mo., which hadn't had a circus in more than 10 years, gave with a full house at night after a light matinee.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold
By Starr De Belle

Crux, Canada,
September 13, 1947

Dear Pat:

Did you notice our new letterheads? How do you like the new line under the show's title, "Mighty Congress of Oxford Intellectual Gymnasts?" From the route card enclosed you'll notice we are in Canada. Arrived here today. The Great London title proved so successful up here years ago the bosses decided to give 'em something from Dear Old England whether they want it or not. What switched our route so suddenly was the arrival of our new general agent, Duke Weathereye Shiliscuff. He's strictly Oxford from his moniker to monocle. Knockers around the show say it's too late for a Can- tour and the only thing English about the Duke is, he formerly was a Rugby player that followed the elephants around the track clearing the coast for the pedestrians that participated in the spec.

To have everyone trained to act and talk the part of an Englishman, the boss had two instructors join to school the uncouth. At first our folks took it as a game, little realizing an Oxford education was worthwhile. You oughta hear them now. They used to pronounce calliope "kal-ee-ope." Now it's "kal-I-O-pee," which will elevate the show's musical organizations in the minds of the public. Before crossing the border yesterday the side show's staff gave a dress rehearsal. It was a success. The talkers refrained from saying, "Buy tickets at either pay box," but in their best Oxford English they pronounced either as "eye-ther," which pleased the bosses and the instructors immensely. During the rehearsal Manager Upp played the role of a customer being very careful not to use a big bill. When he asked the ticket seller, "How much are tickets?" the duke-turner, who had been carefully coached, pointed at the sign on the box and answered, "There it is in King's English," much to the boss's satisfaction.

The office displayed some sample paper that depicted a circus being loaded on a boat at Liverpool. The cut-lines read, "Readying for Conquest and Triumphant Tour of the New World." The new p e. added more work for the educators by

starting a forgetting course for the personnel. The object of the new course was to teach them to forget they came from the States by, using, "Recently, we migrated to the Prairie Possession." Several of our people who toured England with an embalmed whale before the war helped to further side show employees' education by teaching the concessionaires to say, "I si' gov'nor, give it a gow. Chawnce it gov-nor, give it a gow."

Some uncouth on the show want to stay uncouth. They insist on fish and chips at supertime instead of crumpets and tea at teatime. Well, blawst 'em, we'll have them weaned from solid foods before this tour is over.

Here, our first Canadian spot, the natives gave us the big finger and so 'elp me, they use the same New World lingo we do. Just because we had Indiana trailer plates on our wagons they doubted the circus came from England. We still have our educators, or rather the two who were educators, they became pupils and are now working on connection boxes, which proves that even the smart can be smartened up or at least be made hep. So 'elp me.

Weather Hits Dailey Bros. At Logansport

Rain Cuts Night Crowd

LOGANSFORT, Ind., Sept. 13.—The weather, heat in the afternoon and heavy rain at night cut attendance for Dailey Bros. here Thursday (1), matinee being less than half a house and the night show getting a three-quarter play. Had the weather been okay, business would have been much better, especially at the night show.

Officials of the show complained (See Rain Hurts Dailey on page 105)

Beatty Takes Over as Mgr.; Org Plans To Winter in L. A.

CHICAGO, Sept. 13.—With the resignation of Ira M. Watts as manager of the Clyde Beatty Circus, Beatty himself has taken over active management and plans to winter in the Los Angeles area. *The Billboard*, Friday (12), received a wire from Bill Antes, Beatty press agent, that announced Beatty had named Bob Reynolds as his first assistant and that Buddy Richards, of Los Angeles, had joined as trainmaster. Antes added that the show's Southern tour so far has been most successful. Paul Eagles was contacted in Los Angeles and he reported he has three prospective sites under consideration for Beatty's winter quarters. Beatty, it is said, has made up his mind to winter his show out there to be ready for the lush spring business and to avoid a March "death march" across Texas, New Mexico and Arizona.

After a tour of Arkansas, the Beatty org moved into Mississippi and business has been good. Clarksdale, for instance, gave with good crowds, more than 3,000 being on hand for the matinee and close to 5,000 at night.

In four Arkansas spots, full houses have been the exception, not the rule, and overflows have been registered in some spots. Blytheville gave with a three-quarter matinee and a full one at night. At Para- (See Beatty Takes Over on page 105)

Two New Mexico Cities Just Fair for Rogers

LAS VEGAS, N. M., Sept. 13.—Business here for Rogers Bros. was light, attendance being off at both matinee and night shows.

At Roy, N. M., business was better, org getting a three-quarter matinee and a full one at night.

Williams Gate Hits 4,300

WILLIAMS, Ariz., Sept. 13.—Two-day rodeo held here September 1-2 drew a gate of 4,300. Only casualty among the contestants was Bob Hansel, local boy, who suffered broken ribs when a steer fell on him.

New Orleans Bow for Cole Satisfactory

Org Opens With Full House

TALLAHASSEE, Fla., Sept. 13.—Cole Bros. moved in here today, its third Florida stop since moving out of Louisiana, Mississippi and Alabama, where business, especially at the night shows, was better than okay.

A three-day stand in New Orleans, the first time in that city for the Cole org, incidentally, proved satisfactory. Opening Saturday (6), org drew a near full house at the matinee and a sellout at night. Harold Voise, at the end of his act, leaped into the net and one of the stay wires on the net gave way. Voise struck the ground in the net and was badly shaken up but uninjured. Chamberty's catcher left in New Orleans and the act is now out of the show.

Second day's biz in New Orleans was good, matinee being three quarters and night house a full one. Final day the matinee attendance was light but it was a sellout at night.

Extreme hot weather held the crowds down at both the afternoon and night shows in Lafayette, La., while at Gulfport, Miss., a late arrival and threatening skies hurt matinee attendance. Show arrived in Gulfport about three hours late, due to a delayed departure from New Orleans. The weather cleared in the early evening and show drew an overflow. Rain started falling again shortly after the night performance got under way.

In Mobile, Ala., the show did big business despite some strong opposition from a play-off baseball game between Mobile and Chattanooga and the opening night of the movie *The Egg and I* at a downtown theater. The night show found the reserved (See N. O. Okay for Cole, page 106)

World Wild Animal Trailer Destroyed; Joe Matlin Burned

OSKALOOSA, Ia., Sept. 13. — Fire, caused by the explosion of the trailer power plant, destroyed the 25-foot metal trailer, including the center power plant sector, front offices and the rear sector in which the animals are carried, of the World Wild Animal Exhibit here Thursday (4).

Joseph Matlin, 34, Chicago, employee of the show, which was located on the Barnes lot adjacent to the Southern Iowa fairgrounds, suffered second degree burns and was hospitalized.

Owner W. F. Duggan said the loss would amount to around \$15,000 and announced he had no insurance.

Exact cause of the explosion is not known. Spectators said Matlin leaped from the trailer with his clothing afire. Occupants of a nearby car helped put out the flames and took him to a hospital. Mrs. R. J. Adams, show secretary, who was in the trailer office at the time of the mishap, leaped to safety. All office records were destroyed.

Employees were starting to load animals in preparation to leaving Oskaloosa after showing Wednesday and Thursday (3-4). Other show trailers, equipment and animals were far enough away from the trailer to escape the flames.

Ringling-Barnum

Texas is giving us plenty of hot weather and dusty lots. We day and dated Polack Bros. in Colorado Springs and again at Amarillo, Tex. Many visits were exchanged.

Recent visitors included Mac and Bobbie Steele, Truzzi and son, Elmer Santana, Mr. and Mrs. Pete Iwanov; Richard Frey, CFA from Canyon City, Colo.; Elmer Simpson, Mr. and Mrs. Harley Sadler, Mr. and Mrs. Slivers Madison and the Flying La-Forms.

Joe Ward joined clown alley for his vacation during our Texas stand. Al Powell and Clayton Behee celebrated their birthdays. Bobby Nelson and Frenchie Wolthing are on the sick list.

Around the lot: Note to the Cole show—Our candidate for king of the free rollers is Frankie Saluto. He says he'll defend his title against all competitors. Ten gallon hats and cowboy boots are making their appearance, with the European acts going hot and heavy for the Western gear. Wardrobe department has a new pennant flying from its flag pole with the department name on it. It makes it much easier to find the band top from anywhere on the lot. Walter O'Hara rejoined after closing the social season at Rockaway Beach and reports every event held there was a huge success. The closing date is a toss-up as Mike, the water boy, has given me one date and Bill (Cocky) White quotes another. Because of the difference of opinion, I will hold off until they get together and then give out the real closing date. Johnny (Snooper) Burnside closed and was replaced by Freddie Canestrelli. Wonder where Springer was the day he missed the first two announcements in Colorado Springs? Chicken Charley, boss outside porter, quips: "Better save some of your pay today, or use the grass cutter this winter in quarters."—DICK MILLER.

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MUSICIAN WANTED

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FRENCHY LEOEUF

c/o Roger Bros. Circus

Werkel, Tex., Sept. 19th; Baird, Tex., Sept. 20th.

DRESSING ROOM GOSSIP

Dailey Bros.

The mahouts left for their home in India with mixed emotions. They were anxious to return to their families but liked America and the circus so well they expressed a desire to return next year.

Eddie Murillo had a six-horse Liberty act until the lead mare presented him with a newcomer. We saw a white horse covered with dashes of black that looked as tho it had been applied with a paint brush. It brought back memories of Sells-Floto when it was known as Otto Floto, the Circus Beautiful. Several such horses were ridden in parade and were a sensation in our town of Baker, Ore.

During the hot weather, Ranger, Spike's dog, went daily to the cookhouse and stood in front of Mrs. Carl, who has the milk stand. He would watch her with eager eyes until she would give him a piece of ice.

Several persons belonging to the Amish religious sect attended the circus in Sharon, Pa., and Jimmy Thomas hired several of them to help put up the big top. He said they were the fastest workers he ever handled.

Donna Pyle and Jack Knight answered the school bell and everyone hated to see them leave. Johnny Yerby joined clown alley. Mildred Pyle celebrated her birthday.

Mrs. Rube Ray and Slim Farley are on the sick list.

Former employees who visited recently were Vernon and Freda Herd, Elmer Peterson, Bill Miller, Lucky Thornsby, Paul Petrelle, Bobby Crocker and Jimmy Prizzute. The writer enjoyed a visit with Detective Lyle, of Pittsburgh, brother of George Lyle, former boss hostler. Other visitors included CFA's Ed Jones, Don De Weiss, Frank Bowen, Tom and Winnie Gregory, Frank Pouska, Lloyd Bender, Carl Elwell, F. L. McClintock, Lois Luttenberger, Charles Katz, William Morgan, Mell Hall, Lou and Kitty Green, Mr. and Mrs. Walter L. Main and party, Rusty Rusterholtz, Bert and Corrine Dearo, Red Lunceford and party, Charles (Jonsey) Jones and Mr. and Mrs. Murray Powers.—HAZEL KING.

Polack Eastern

Colorado Springs, Colo., proved an eventful date for this show. We day and dated Ringling-Barnum, and performers on both shows exchanged visits. Highlight of the date was the wedding of Pete Iwanov and Mary Elizabeth Foy, registered nurse from Baltimore. The wedding culminated a romance that began in a hospital when the bride was the special nurse for a friend of Iwanov's. When we came to Colorado Springs for a four-day stand the bride came on from Baltimore for the wedding.

The ceremony was performed by Justice of the Peace Edward McCarr and took place in the center ring Thursday (4) at the City Auditorium, following the regular performance of the circus. Nino Sambiasi, aerialist on the Ringling show, was best man, and Lola Goetschi, aerialist with the same show, was bridesmaid. Following the ceremony a banquet was served in the arena to some 125 guests. Special guest was Pat Valdo, of the Ringling-Barnum org.

Birthdays on this show: Mitzie LaForm, daughter of Mr. and Mrs. Joe LaForm, August 30; the writer on the same date; Del-Rey, high pole and wire, September 4; Jo Anne and Penny Wilson, daughters of Mr. and Mrs. Dime Wilson, September 4 and 8, respectively; Evelyn Wilbur, wife of White Wilbur, boss rigger, September 9, and Michelle Wilbur, year-old daughter of White and Evelyn Wilbur, September 10.—CHARLES E. POST.

Cole Bros.

The heat is still with us and it finally overcame a few of the boys and girls. How Tommy Comstock can stand it behind that steam calliope is something I'll never know.

The 180-mile jump into New Orleans was made in good time and everything was up and ready on schedule. Most of the younger set, now off to school, had a great time visiting all the places of interest in the southern city.

Doc and Mrs. Wilson arrived from Rockford, Ill., to spend two weeks on the show. Other visitors included Mrs. Bradley and her children from Rochester, Ind., and Santos, former bar performer and now on the fire department in New Orleans.

The floor show has been revived in Car 55. We used to have them in Car 54 all the time but our two featured performers are no longer with us. I thought I'd seen everything until I saw Jack Burslem take his dogs for a plane ride on our Sunday off in Alexandria, La. The new wardrobe Albert White and Grover Nitchman came up with in New Orleans was something to see.

Prince Del Rio, ably assisted by Bud, informs me the Prince Del Rio's Mighty Midway will be something next season with neon lighting, air conditioning and special paper!

Mr. and Mrs. Noyelles Burkhart, Mr. and Mrs. Freddie Freeman, Mr. and Mrs. Winn Partello, Doc and Mrs. Wilson and Col. and Mrs. Harry Thomas enjoyed a get-together at Antoine's.

Zack Terrell celebrated his birthday recently. Maggie Wise, Horace Laird and Ernie Burch were on the sick list.—FREDDIE FREEMAN.

Bailey Bros.

Max and Gertie Craig joined to do rolling globe. One of the big top center poles snapped, causing Jimmy and Lee Troy, who were doing their double ring swivel, to take a bad spill. Lee was knocked out for a few minutes but otherwise the two of them are okay.

Kenny Hayes, of the big show band, celebrated his birthday recently and was host at a watermelon party for the entire personnel.

Among those leaving the show recently were Shorty Gilson, sailmaker; Walter Smith, trumpet player in the side show band, and Jimmy and Lee Troy.

The writer was entertained by many of the former Parker-Watts Circus employees while in Fort Smith, Ark.—GEORGE L. MYERS.

Mills Bros.

Coming down from Eldon, Mo., a group of the performers stopped at Dogpatch on Lake of the Ozarks and helped Archie Silverlake celebrate his 65th birthday. Attending were Teresa and Cathie Matchett, Mam Morales, Johnnie Mae Snyder, daughter of Archie; Annie Collins and Mr. and Mrs. Jack Hoxie and daughters, Susie and Louise.

Sieven Crowe, trumpet player in the clown band, spent a quiet birthday Monday (1) in the backyard just looking over his mail. In order to cease further controversy over the atom bomb gag, Bill Nippo has decided to have it copyrighted.

Backyard queries: What is it that Marion, the baby monkey, finds in White's hair? Why should a collie dog, who can't even stand on his hind legs, be jealous of Butch who walks that way around the hippodrome track? How could Betty Acevedo O'Neill take such chances to obtain a short vacation with her husband? How is it the Conley troupe finds time to always have all new spangles, ruf- (See Mills Bros. on page 94)

Clyde Beatty

Mark Anthony, in all his rags, and Lou Walton, whiteface, did a downtown ticket sale recently which ended in a surprise. Upon leaving the department store, Mark's rags hooked onto a fishing plug and together the two clowns returned to the lot with the plug still hanging. The plug was passed on to Spenders Cline to catch that catfish that snapped his line a few weeks ago. Incidentally, Lou was entertained by the city of Blytheville, Ark., recently.

A Sunday in Clarksdale, Miss., was a wonderful day for the big game hunters as a cage of 10 monkeys escaped. Six were captured and the remaining four "donated" to the city.

Claire LeVine celebrated a birthday. Art Concello visited in Clarksdale. Raymond Maxwell is back on the front door again after being hospitalized for a few weeks, the result of a loading accident. Buddy Richards is now train superintendent, replacing John O'Brien.

In Jonesboro, Ark., Billy Hammond's mother and other members of the family visited. Connie Conrey joined the Wild West and the ballet. The hilarious version of *Temptation* by the ladies' dressing room is the most popular.

Everyone ran into hotel trouble Sunday (7). Lack of rooms was the reason. During the idle hours of waiting for reservations, Mickey was found asleep on a hotel lounge. When he awoke he found his hands and face had been blackened. So he carried the *Jolson Story* all the way.—DICK ANDERSON.

Sparks

On Thursday (4) the cookhouse had pineapple juice, roast beef, corn on the cob, cucumber salad, honeydew melon and the closing notice.

Our 324th and closing performance came on a rainy Sunday night (7) in Tacoma. Local CFA's Earl Peck and Francis Wallace proved of valuable assistance in helping us get away. Martin Arthur, of the Imperial Shows, was on hand and Francisco Reynoso got out of the hospital in Sudbury, Ont., in time for the closing.

Most of the concession department joined in the Polack show in Wenatchee, Wash. Tom Kennedy left for St. Petersburg, Fla., and the side show, practically intact, left to play fairs. Others and their plans or destinations: Henry and Jackson Kyes and the Staleys to Saratoga, Fla.; Lavonda Evans, Salt Lake City; Harry Hammond, Los Angeles; Whitey Haven and the elephants back to the Ringling-Barnum winter quarters; Chandler Miller and Howard Menz, Puyallup, Wash., Fair; Laurence Cross back to the Bailey Show; the Caudillo Sisters to Mexico and then into the Latin Quarter, New York; Elmer Lindquist and Frank Cromwell to New York; Bill Lewis to Florida and the writer to the Polack advance.—DAVE MURPHY.

Polack Western

The rain didn't bother the Seattle residents. We had full houses at almost every show. All the performers kept a close watch on their dogs when one of the local musicians lost his dog by poison.

Quite a few of the girls in the web number donned new costumes. The newest fad in the ladies' dressing room is the dart game.

Too bad Mike Healy didn't receive the shipment of bugs he ordered for the Seattle engagement.

Johnny and Delores Peterson gave (See Polack Western on page 94)

For (Immediate) Sale COMPLETE SMALL MOTORIZED CIRCUS

Big Top, Side Show, Cook House, 3 Trucks, Ponies, Mule, Horse, Monkeys and Dogs, Light Plant, New Sound System, Seats.

ROSS ENGLE

250 North East St. Indianapolis, Indiana

Polack Draws Big in Seattle

10-day stand registers 100,000 customers—top turn-away is Labor Day

SEATTLE, Sept. 13.—First circus in Seattle during 1947, Polack Bros. Western Unit drew 100,000 persons during its 10-day stand here, August 29-September 7, which was 25,000 more than a year ago.

Showing in the Civic Ice Arena, the show enjoyed several turnaway crowds, the largest being Labor Day night. Matinee attendance was good, with most schools not opening until Wednesday (3) and many not opening until later.

Outside of two days, Thursday and Saturday (4-6), weather was perfect. Rain came on Thursday and Saturday but it didn't hurt attendance, sellouts being registered both nights.

Org was sponsored here by the Nile Temple Shrine and the date was promoted by Joe O'Donnell, who left here for Wichita Falls, Tex., to promote the Polack stand there starting October 8.

Record Stock Count Set for N. Y. Rodeo

NEW YORK, Sept. 13.—A record-breaking number of bucking bronks and rodeo stock will be used at the 22d annual World's Championship Rodeo at Madison Square Garden September 24 thru October 26.

Cowhands at Everett E. Colburn's ranches at Dublin, Tex., and Stanford, Mont., will begin loading stock for shipment to New York Monday (15). There will be a total of 705 head, a record. In addition there will be 65 privately-owned horses at the garden, making a grand total of 770 animals parked in or near the arena.

Stock headed for the Garden includes 330 bucking bronks, against a previous high of 280 in 1946; 80 steers for wrestling, 80 Brahma bulls, 70 calves for roping, 70 wild horses and 75 riding horses for parade.

Aside from the horses used in the contests there will be the pampered equine stars such as Gene Autry's high-school horse, Champion; Ray Ramsay's spectacular jumping horses, the Flying Clouds and the horses used by Mitzi Ann Lucas and the other trick riders, as well as those of the fancy roping trio, Verne Goodrich, Donald McLaughlin and Buff Brady.

Circus Historical Society

Secretary John J. Crowley is back home after spending his vacation visiting Dailey, Hunt and King circuses. He reports 19 new members since the convention. Harold M. Kilpatrick, former billposter, is ill in the Western Sanitarium, Black Mountain, N. C. Mr. and Mrs. Joe Tracy spent their vacation in Chicago and Joe reports attending the Atwell Luncheon Club in Hotel Sherman and meeting Nat Green and Harry Atwell, among others. He also spent some time in the home of C. Spencer Chambers and says Chambers's circus collection is something to see. Foy Cooke reports catching the Bailey show.

Edmond Holt, president of the American Tableau Bandwagon, Allentown, Pa., attended the matinee of Dailey Bros. at Bethlehem, Pa. Dr. E. N. Olzendam, Manchester, N. H., spent his vacation on the Hunt show and at the races in Canaan, N. H. Mr. and Mrs. Fay Reed, formerly of Sioux Falls, S. D., are located in their new home in St. Paul.

J. M. Cole Quits At Mineola Fair; To Sell Equipm't

NEW YORK, Sept. 13.—James M. Cole, whose circus has been the grandstand attraction at the Mineola (L. I.) Fair the past week, is winding up his affairs and closing the show after tonight's performance. Altho business at Mineola was good, with near-capacity houses of well over 2,000 at all performances, Cole finds piloting a tent circ at present has too many headaches and he is offering his big top, tents and rolling equipment for sale.

Cole will retain his well-trained Liberty horses and elephants and will hold some members of his organization with the intention of re-entering the indoor circus promotion field, in which he has had considerable experience.

Unique Layout

The James M. Cole Circus played its final stand under unique conditions, being one of the first, if not the only, circus to present a complete three-ring circus under canvas in front of a fairground grandstand. One-half of Cole's big top was set up on the far side of the Mineola Fair's race track, with center poles and aerial rigging securely guyed off with heavy steel cables and ropes to stakes planted solidly in the lawn fronting the grandstand. No artificial light was required for matinee performances, but at night the regular lighting system of the circus was supplemented by a battery of floodlights on the grandstand which proved very effective. The half of the big top was equipped in usual fashion, with bandstand and performers' entrance in the center and two sections of seats—which were not used—on each side.

Side Show on Midway

Menagerie tent was pitched alongside the entrance to the grandstand, while the side show tent was set up on the midway where it worked as part of the carnival set-up. Grandstand seated around 3,000 and circus drew well over two-thirds capacity at all performances and probably played to capacity at last night's and today's performances as weather was ideal, and Friday and Saturday are the peak attendance days at Mineola. Admission rates were adults, 60 cents plus 75 cents for reserves at matinees; 75 cents plus \$1 at night; children, 30 cents plus 25 cents for reserves at matinees; 40 cents plus 25 cents for reserves at night.

Line-up of acts was the same as on tour, and performances went off smoothly. Concert was canceled after first performance as fireworks displays followed immediately after end of the night performances.

Two Wisconsin Spots Give K-M Good Business

WATERTOWN, Wis., Sept. 13.—The Al G. Kelly-Miller Bros. Circus drew a full house at its night show here after a fair crowd caught the matinee.

At West Bend, Wis., business was much better, org getting a full one at the matinee and an overflow at night, despite rain.

C. H. (Dad) White celebrated his 90th birthday recently and received many gifts and cards. John Van Matre reports losing a suitcase at the bus depot in Scranton, Pa., containing much wearing apparel and all the items he picked up at the convention. Bill Green, of Washington, Kan., caught the Big One at Manhattan, Kan., and Mills at Marysville, Kan. He visited with Buzzy Potts on the R-B show and with Tressa Moralles on Mills.—BETTE LEONARD.

Kiwanis Show Draws At Suffolk Downs

BOSTON, Sept. 13.—Annual Kiwanis Circus, housed on the Suffolk Downs race track, did okay business here during its seven-day stand, August 18-24. Boston newspapers went all out with the publicity, using plenty of pictures and stories.

Line-up of acts included Mickey Sullivan's Yankee Circus Band, Will's Dogs and Ponies, Ada and Her Pals, the Potas-Flotsom Troupe, Bozo Cosmo's Publicity Five, the Five Dickson Brothers, Ira Watkins's Chimps, Beebe's Hollywood Bears, Rudy Rudynoff Trio, Will Hill's Elephants, the Heerdink Brothers, Dick and Pauline, the Four Flying Downards, the Five Cycling Kirks, the Six Acrobatic St. Leons, Lalage, aerialist; Reg (See Kiwanis Show Draws, page 105)

Circus Clown Club

LOS ANGELES, Sept. 13.—Correspondence has been received from Stan Bult, CFA, 26 Canning Road, Corydon, Surrey, England, European representative of the Circus Clowns' Club; A. J. Higginson, Northampton, Eng., who is a trick cycle clown playing his second season with Lord George Sanger's Circus in London; Phil Kallail, member of the 20th Century Shows; Sugar Foot Williams, clown on the Great Karland Shows, and Mrs. Stanley Christy.

Inasmuch as the Circus Clowns' Club is a non-profit organization, fans, working amateurs, professionals, etc., are urged to send in their photos and descriptions of their acts for listing purposes here and abroad.

CHIMPANZEES

Four (4) females, 4-6 years old, FULLY ACCLIMATED, perfect condition \$400.00 Each
or \$1,500.00 for Lot.

Two (2) females, 2 and 3 years old, FULLY ACCLIMATED, collar and chain broken 500.00 Each
One (1) female, 1 1/2 years old, tame 600.00
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MONKEYS

African Greens, babies—SPECIAL (ALL YOU WANT) 25.00 Each
Monas, medium size 40.00 Each
Sooty Mangabays, young 35.00 Each
Baboons, young males 50.00 Each
Baboon, fully tame male, 18" sitting position 75.00
Givet Cats 50.00 Each

SNAKES

Ball Pythons, heavy, thick like arm 50.00 Each
Ball Pythons, small 35.00 Each
African Pythons, 6 foot long 40.00 Each
African Pythons, 7 foot long 45.00 Each
African Pythons, 8 foot long 75.00 Each
African Pythons, 11 foot long 200.00 Each
Green Mambas 35.00 Each
Boomsangs 35.00 Each
Spitting Cobras 75.00 Each

All stock guaranteed to be in good condition on arrival; all prices F. O. B. New York.

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228 FULTON ST. NEW YORK 7, N. Y.

CIRCUSES, RODEOS, THRILL SHOWS WANTED

ABUNDANT WATER SUPPLY, FINE DRAINAGE

Agricade, just winding up terrific midget auto season, has dates open for top-flight attractions for all 1948 season. In heart of 300,000 population. Seating capacity 9,000, stands 5,000, parking for 3,000 cars. Ten minutes from Norfolk—quick transportation to grounds.

42 ACRES ON THREE MAIN HIGHWAYS

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FRANK D. SHEAN, Vice-Pres. & Genl. Mgr. Phone Va. Beach 210

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BUCK OWENS ATTRACTIONS

12 Big Acts — Complete Circus Unit

Write or Wire 5110 Smart, Kansas City, Mo.

FLYER WANTED

Year-round work. To join in South America—now or at end of season.
Can also use Animal Man.

Cable or Write
JEROME O. WILSON
American Consulate, Quayaquil, Ecuador

<p>STOCK TICKETS</p> <p>One Roll \$ 1.00 Five Rolls 4.00 Ten Rolls 6.00 Fifty Rolls 20.00 100 Rolls 38.00</p> <p>ROLLS 2,000 EACH. Double Coupons. Double Prices.</p> <p>No C. O. D. Orders. Size: Single Tkt. 1x2".</p>	<p>"Nothing That's Right Is Futile."</p> <p>ASK US TO QUOTE ON</p> <p style="font-size: 2em;">TICKETS</p> <p>OF ANY DESCRIPTION</p> <p>THE TOLEDO TICKET COMPANY Toledo 2 (Ticket City), Ohio</p>	<p>SPECIAL PRINTED Cash With Order. Prices:</p> <p>2,000 .. \$ 6.60 4,000 .. 7.45 6,000 .. 8.30 8,000 .. 9.15 10,000 .. 10.00 30,000 .. 14.00 50,000 .. 18.00 100,000 .. 28.00 500,000 .. 108.00 1,000,000 .. 208.00</p> <p>Roll or Machine Double coupons, Double Prices.</p>
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LARGE COMEDY CLOWN SHOES



Just the thing to get the laughs. We have them in stock—ready to deliver. Made of real leather. 16 inches long, 8 inches wide. Can be worn over your own shoes. A variety of colors and quality. Write at once for prices and description.

Lester, Ltd.

14 West Lake Street CHICAGO 1, ILL.

ELASTIC NET OPERA HOSE

Black, Suntan and White, \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings, Metal Spankles, all sizes and colors. Chainette Fringes. Other items. Folded! Yes.

C. GUYETTE

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WILD LIFE EXHIBIT

FOR SALE

Complete 20x40 Anchor top, second season, with Chev '36 platform truck, good shape; 23 cages, Bear, Wild Cat, Coyote, Badger; cages all full. Must be seen to appreciate. \$1,500.00 cash; all intact.

E. JOE HENKE

Viroqua, Wis., Fair, Sept. 15-21

WANTED

Seat Butcher for Popcorn, good proposition for man that can hustle. Address

**BOOTS WECKER
BAILEY BROTHERS' CIRCUS**

Denton, Texas, Sept. 18; Waxahachie, 19; Ennis, 20; Marshall, 22; all Texas.

BENNIE WELLS

SCENIC ARTIST AND PAINTER
OF BEAUTIFUL SHOWS, NOW ARTIST
ON JAMES E. STRATES SHOWS,

wishes to thank St. Louis and Cincinnati Billboard offices and many shows who answered my at liberty ad. Per. address:
Billboard, Cincinnati 22, Ohio

WANTED CATCHER

FOR FLYING ACT

All winter's work. Also would like to hear from a Lady Leaper. Write

FLYING ACT

BOX D-110
c/o The Billboard, Cincinnati 22, O.

WANTED

BASS PLAYER

For Big Show Band. Union. Wire

SKINNY JOE

Bailey Bros.' Circus, Denton, 18; Waxahachie, 19; Ennis, 20; Marshall, 22; Henderson, 23; all Texas.

WANT BLEACHER SEATS

Will buy or lease for several months up to 4,000 Blues or Bleacher Seats. Write, giving complete information as to condition, etc., to

QUEEN CITY SPORTS ENTERPRISES, INC.
223 E. 8th St. Cincinnati, Ohio

WANTED

ANIMAL TRAINERS

For Lion Act and Mixed Group. Steady, year round work.

WANT TO BUY LARGE CHIMPANZEES.
World Jungle Compound
Thousand Oaks, California

UNDER THE MARQUEE

Donald and Isaac Marcks caught the Flamante Circus Labor Day in Santa Clara, Calif.

Ed Streetman cards that he recently visited Harvey (Georgia Boy) Drew at Marion, Ill.

Nowadays the best thing about sleeping in berth cars is that all showmen use soap.

Eddie (Red) Lake, retired circus trombone player, is now located at the Howell Tourist Camp at Jacksonville, Fla.

Howard Suesz, owner of Clyde Bros.' Circus, and Happy Kellems were in Chicago last week booking talent for indoor dates.

New show rule pleases everybody. The boss likes it and the help ignores it.

Mrs. J. D. Newman, Los Angeles, and her house guest, Mrs. Walt Gentry, recently visited W. J. Gilman, former car manager for Cole Bros., at his home in Long Beach, Calif.

Curtis Little, former agent for Barnum & Bailey and 101 Ranch, is now assisting Paul Eagles in his feed business.

It is always a laugh to a trouping husband when his wife says he never takes her anywhere.

Maj. Anthony Greenhaw leaves his home in Long Beach, Calif., Monday (15) for San Francisco to receive his new army assignment.

Kenneth Waite and Lawrence Laclelle have concluded 10 weeks of fair days for the Gus Sun Booking Agency and will open for Bob Morton.

Fury of a woman scorned is understood by a main street lithographer when merchants won't accept his "free passes."

Mrs. and Mrs. Charlie Perkins closed with De Wayne Bros., and are now in Venice, Calif., with Jimmie Woods.

Mr. and Mrs. Herbert A. Douglas, West Chester, Pa., spent Labor Day visiting the James M. Cole show in Gettysburg, Pa.

Good job for mapmakers might be charting those towns we never heard of played by a competitive show.

W. C. (Brad) Bradford, owner of the Ogeechee Animal Farms, is a patient in the Louisville, Ga., Hospital, recovering from a rattlesnake bite.

Walter D. Nealand, veteran advance agent for King Bros., recently was the subject of a story by Joe Lansdell in *The Savannah (Ga.) Morning News*.

Some troupers aren't funny when they boost a manager with, "You're the best since Poggie O'Brien."

Jake J. Disch, billed professionally as Corrigan, the Clown Cop, reports that while playing the Postville, Ia., Big Four Fair, he met J. Glenn James, collector of miniature elephants.

C. S. Karland, owner of the Great Karland Shows, advises that the org will not open until after January 1 because of the difficulty in obtaining materials for the new band wagon and pageant.

Hot spell is any period when farmers won't leave the 105-in-the-sun wheatfield to sit under a circus top.

Effie Dutton, mother of Jim Dutton, and member of the original Dut-

ton riding act, visited the James M. Cole Circus at the Mineola (L. I.) Fair, at which the present-day Dutton act was featured.

Circus life was uninteresting in those good old days before manpower shortages and pay days.

The Stewarts, Lou, Bobbie and Lynn, visited the James M. Cole org at Morristown, Tenn., and met O. Decker, J. McNeill and Lou Barton. The Stewarts have the cookhouse on the Crescent Amusement Company.

E. Deacon Albright, calliope player with King Bros., and Jack Livingston, veteran contortionist residing in Jamestown, N. Y., have been made honorary members of the Circus Historical Society, Bette Leonard, president, and John J. Crowley, secretary, announced.

At 90 an old-timer credits his health to outdoor living and an old prejudice against eating away from cookhouses.

Murphy Stillman, 29, Houston, groom with Ringling-Barnum, suffered a broken ankle when he stepped off a float during the show in Kansas City, Mo. He was given emergency treatment by Dr. Robert R. Harris, circus medical director, and then taken to St. Joseph's Hospital.

Robert Mills, leader, and Jack Sweetman, drummer, with the Wal-lenda band until closing Labor Day in Chicago, renewed acquaintances with Swede Knudsen, bass player, and Eddie Broze, trumpet, of Col. Armond Hand's band when in Chicago.

K. J. Becker, novelty agent from Elkart, Ind., and Clyde Mallory, advertising manager for the Maryland Better Homes Exposition, recently held a get-together in Pimlico, Md. Becker and Mallory were with the old Barnum and Bailey Circus years ago, working on the No. 1 car.

Everybody seems to know all about circuses except owners who continue to play the roles of rank-know-nothing as they continue to stack up the dough.

Bill Humphrey, who joined Ringling-Barnum in Pittsburgh, writes that Dick Burns, porter, closed in Chicago and has opened a dry cleaning establishment in Sarasota, Fla. He has been replaced on the Ringling org by Eddie Gallagher. Working with Gallagher are Roy Coster, Bill Humphrey, Lee Brown, Jack Robinson, Don Huck and Chicken Charley.

Roscoe Armstrong, owner of the bucking car act, recently underwent a major operation at the Comer Sanitarium, Mooresville, Ind. He expects to be a patient there until the latter part of this month. His comedy car, being presented this year by his son, opened September 8 on the E. R. Braly Circus.

Doc Waddell, who marked his 85th birthday August 26, was honored when Mills Bros. played Topeka, Kan. Just before the evening performance got under way, Doc was called to the center ring where the band and audience played and sang *Happy Birthday To You*. Betty Goody, on behalf of the show, presented Doc with a bible and also a fountain pen, the latter a gift from W. D. (Doc) Winters, Columbus, O.

Side show fat man that has never lived the experience of sleeping double in a berth with another attraction of his kind doesn't know what trouping is.

When the Ringling-Barnum show played Kansas City, Mo., Joe Roberts, photographer for *The National Geographic* magazine, which is doing a

King's March Thru Georgia Is Paying Off

MACON, Ga., Sept. 13.—King Bros.' tour of Georgia is paying off and the show hit the jackpot here with an overflow and a turnaway, Wednesday (10). Customers were at the ring curbs at the matinee and it was a turnaway at night. Visitors here included Charles Sparks, former circus owner; Bill Franks, carnival owner; Paul M. Conaway, former circus press agent; Roy Fox, veteran rep operator, and Dave Durrett, former pit show op with Mighty Haag. Walter and Flora Guice, who formerly resided in Macon, were visited by many friends. Owner Floyd King was a dinner guest in the home of Paul Conaway. The two had trouped together 20 years ago.

Business at Albany, Ga., was good, considering the weather. Rain hurt attendance at night, altho show had a three-quarter house after a light matinee. Moultrie, Ga., gave with two strong houses, despite hot weather.

In Savannah the show had two full houses, despite plenty of wait paper. Org played on the fair grounds, opposite Dodson's Tavern, and both C. G. and M. G. Dodson spent most of the day on the lot renewing old acquaintances.

Fort Worth Proves Okay for Gainesville

FORT WORTH, Sept. 13.—The Gainesville Community circus did okay business on a three-day stand here. Opening Thursday (4), show drew around 2,000 spectators in the Coliseum, not air-conditioned, which seats around 4,000. Evelyn Kapps was slightly injured opening night when she failed to break her slide down the 200-foot wire. She continued in another act later in the show, however.

Second night business was better with 3,200 persons on hand. The Liberty horses had trouble, however, floor of Coliseum being too slippery for them. Weather, too, was hot and that held down attendance.

Final night org did sellout business, every seat in the building being occupied and plenty of folks standing. Advance publicity for the show was good but there was no follow-up on the second and third nights.

layout on the show, kept his cameras clicking steadily. For one picture, Roberts "shot" Doc Harris putting a bandage on the shapely ankle of Mildred Keathley, aerialist with the Ward Bell Troupe.

Cole Bros. purchased Silver King, prize Palomino owned by Mr. and Mrs. Pat Chrisman, well-known ranch couple who reside southwest of Lawton, Okla., when the Cole org played Lawton. Mrs. Chrisman formerly was a featured performer with the Sells-Floto Circus until she suffered two broken legs during a trick riding act and was forced to retire from show business.

Having slowed up somewhat with the years, the old-timer that invented the ideas of cutting a little cake, promoting a few laprobes, buggywhips and lunch baskets from buggies now finds that today's trouping youngsters aren't behaving well.

Walter D. Nealand, veteran press representative for King Bros. reports that he visited in Macon, Ga., with Charles Sparks. Sparks recently returned from a vacation in Hot Springs and was the guest of Owner Floyd King of the King Bros. Circus, when the org played Macon Wednesday (10). In Savannah, Ga., Nealand visited Guy and Mel Dodson. (See *Under the Marquee* on page 106)

Coney Island Queen's Death By Fire in Pittsburgh Robs Cincinnatians of 'Landmark'

River Steamer Hauled 540,000 Passengers a Year

CINCINNATI, Sept. 13.—The Steamer Island Queen, one of the most popular excursion boats on the inland waterways, which was destroyed by fire in an explosion at Pittsburgh shortly before noon Tuesday (9), bringing death to 19 of its crew members and injury to a score more of the ship's complement, was a highly integral part of the operation of Coney Island Amusement Park here, generally regarded as one of the finest funspots in the nation.

The catastrophe on the Monongahela River removed from Cincinnati one of its most familiar and beloved landmarks. It was considered that—even tho it was a river steamer—by countless thousands of Cincinnatians and patrons from far away points to whom it has meant pleasure, recreation and excitement. The Queen, the second largest river excursion steamer in the country, had a length of 286 feet, a beam of 59, and could accommodate 4,000 persons on its spacious five decks. A two-stacker, she was built in 1924 and the Coney Island Company acquired her in 1925, using it annually during the regular park season and on numerous excursion tours for the past decade, some of them taking her as far south as New Orleans for the Mardi Gras.

Lengthy Tour

The Island Queen, which left Cincinnati Labor Day at the conclusion of Coney Island's regular season, was to have staged a series of excursions which would have taken it farther north than at any time in its history on the Ohio River. It had successfully completed its moonlight dance sessions out of Portsmouth, Gallipolis, Marietta and Steubenville, O., and arrived in Pittsburgh Saturday (6). She was to have remained in Pittsburgh for 10 days, making nightly trips before returning to her dock at the public landing here.

During the war years, when transportation was at a minimum, fun-seekers flocked to the Queen to take advantage of its huge, glass-enclosed dance floor and varied entertainment devices to win at least brief respite from war nerves. For a quarter of a century, for equal thousands, it has meant the only source of transportation to Coney's funspot, as it did during the war.

Averages 540,000 Per Year

Coney Island officials revealed this week that the craft hit an average total of 540,000 passengers each year for the last five years. This figure, they said, represented the totals for

Nevins Scores Again With Mrs. America Event at Palisades

NEW YORK, Sept. 13.—Bert Nevins, drummer for Palisades Park, scored again with his ninth promotion of the annual Mrs. America contest, which drew good attendance to the park for its closing week and received wide press coverage.

More than 100 contestants appeared in the elimination sessions on Wednesday and Thursday nights (3-4), and the winners were picked Friday.

Judges included Helen Jepson, opera star; Bill Miller, night club operator; Maggie McNiellis and Herb Sheldon, of radio; comedian Georgie Price, and columnist Nick Kenny.

the Queen's regular park season activities plus its dance excursions which were carried on annually for several weeks prior to park's formal opening and for several weeks after the funspot's closing.

The Queen's spacious ballroom, which proved a mecca for dancers for over 20 years, accommodated 3,500 persons, and its outer decks sported some 35 coin machines, all of which were lost in the holocaust.

Clyde Trask's 16-man ork was in its 11th season on the boat and had completed its fourth season at the park on Labor Day. Trask sustained slight burns and shock, the result of diving from the flaming wreckage. He was treated at a Pittsburgh hospital. None of the other members of the ork was on the boat at the time of the explosion. Ork's instruments and wardrobe, of unestimated value, also were lost, as were the group's musical arrangements and recent recordings, all valued at \$4,000 by Trask.

Replacement Enigma

Edward L. Schott, president and general manager of the Coney Island Company, estimated the loss to the Queen alone at \$600,000 which, he said, was pretty well covered by insurance. Altho it is known that Schott and members of the Coney Island Company consider a boat synonymous with the park's operation, a replacement for the ill-fated Queen became a matter of conjecture this week. It is believed that it will be possible to raise the Queen's hull and build a superstructure to replace that destroyed in the Pittsburgh holocaust. Other sources were mulling the possibility of the company's acquiring another steamer capable of handling the Coney Island crowds. Schott said late this week that "it was the unanimous opinion of the company's board of directors to replace or rebuild the Island Queen," adding that there are numerous problems involved before it can become a reality. Among the boats mentioned was the Delta Queen, currently being readied for passenger traffic on the Ohio River by the Green Line. Other boats of the size required are the President and the Admiral, both of which are being operated from St. Louis. Rivermen doubted, however, that either could be purchased or leased for Coney Island service.

The Queen was the third large steamboat of the Coney Island Company to fall victim to fire. The initial Island Queen, which made her first trip to the park May 30, 1896, was destroyed by flames in a holocaust that swept thru the Cincinnati harbor November 4, 1922. She was destroyed along with three other steamboats, the Chris Green, Morning Star and Tacoma. A smaller vessel, the Coney Island Maid, was purchased by the company and put into service here a year later. The Maid caught fire while being repaired in dry dock at Madison, Ind., and was destroyed with a loss estimated at \$200,000.

Start Week-End Operation

INDIANAPOLIS, Sept. 13.—River-side Amusement Park here will be open on week-ends only after today and will continue until weather prevents. The amusement center will open at 7:30 p.m. each Saturday and at 1 p.m. Sundays. The roller rink will remain open nightly.

Plans for Funspot At Westboro, Mass., Snagged by Voters

WESTBORO, Mass., Sept. 13.—Plans for a new amusement park here struck a snag this week when 250 voters protested to the board of selectmen against a permit for the project.

Joseph Pezzella, owner of the 1880 Club on the Boston-Worcester turnpike in this town, earlier announced plans for the park on the grounds near his night spot.

Work has begun on a theater to seat 500. Also planned were a swim pool, dance hall, Whip, Dodgem, Merry-Go-Round and other rides.

Selectmen also said they had received a petition signed by 380 voters opposing the new park. They will set a date for a public hearing. Objectors were mostly residents of the neighborhood near the club.

L. I. State Spots Set Attendance Mark

NEW YORK, Sept. 13.—During the 1947 season ended Labor Day, more persons visited the Long Island State parks than in any previous year, the park commission announced. Total attendance reached a record high of 6,525,000. Of this number 4,163,000 visited Jones Beach.

New fall program at Jones Beach provides for swimming thru Sunday August 28.

Altho the Marine Dining Room has closed for the season, park refreshment stands will remain open during September and the food bar at the Central Mall Cafeteria will be open all the year around.

Revere Beach Rides, Concesses Operating

BOSTON, Sept. 13.—Revere Beach will continue to operate its concessions thru the fall and some will remain open thruout the winter. All rides and shows will remain open well into November.

The 1947 season has been the most successful in history. It is estimated more than 5,000,000 persons visited from Memorial Day thru Labor Day.

The Nantasket boats also have continued to operate since Labor Day. The Steel Pier, boat to Provincetown, has gone into dry dock.

All concessions at Hampton, Rye and Salisbury beaches will remain open to catch the famed New England Indian summer.

W. Palm Beach Civitans Consider Setting Up Zoo

WEST PALM BEACH, Fla., Sept. 13.—A civitan committee has been appointed to consider possibility of establishing a zoo here, with animals to be supplied by W. A. (Snake) King, animal hunter from Brownsville, Tex., at no cost to the city. King's daughter, Pauline, told the committee she and her father desired to set up the zoo here because of its proximity to air lines to South America where the animals are caught. She reported she and her father would maintain and operate the zoo and altho animals brought here would remain only temporarily, awaiting shipment, "there would be a varied stock of zoological game kept here at all times."

100G for Improvements

WESTPORT, Conn., Sept. 13.—Enlargement and improvement of Compo Beach here was a step nearer realization after the finance board recommended that \$100,000 be appropriated for the project.

Bornstein Gives Promotion Tips For Mini Train

KANSAS CITY, Mo., Sept. 13.—Take one good Miniature Train, add a large portion of straight or circus promotion, a steady stream of publicity in all media and a generous dash of Hollywood exploitation. That, says Sam Bornstein, owner of Bornstein Concession Company, is the formula for successful and profitable Mini Train operation.

"I used to think that to be successful, a Miniature Train had to be close to the zoo to catch the children and the naturally curious crowd you get around a zoo," Bornstein said. "But in our Griffiths Park operation in Los Angeles, which we opened last April, we have found you can operate miles from the zoo. We also have found that a Miniature Train, properly exploited, isn't just a ride for the kiddies, but for adults as well. Out on the Coast, it has been just about 50-50 between children and adults.

Even R. R. Men Ride

"Why, we have even had railroad engineers out there riding our trains and telling us what a train we've got," Bornstein said. "I had no idea how good a train it was until they started telling me about it. And we have had the model train people out, too. They are having a convention out there this fall, and they all expect to ride our train."

Bornstein said he has been applying what he has learned in California about train promotion to his layouts in Brookside Park at Cleveland and the one in Swope Park here with pleasing results. In fact, he rather expects to break some records at both places. The L. A. train has carried 350,000 passengers already this year and it is expected to run the total up to nearly 500,000 before the season's end. The one in Cleveland has hauled about 200,000 and the one in Swope is expected to haul 250,000 during the season. Both the Griffiths Park and the Brookside trains are streamliners while the K. C. one is a steam train.

California train has been featured in *Look* magazine and used as a background for a double-page fashion read in the *California Stylist* as well as on the cover of *The Billboard*. Less spectacular than these spreads is the steady plugging in the suburban sheets, which Bornstein believes is the greatest puller of cash customers. L. A. promotion also has been tied closely to the movie colony and such stars as Margaret O'Brien, Red Skelton and Abbott and Costello featured. Pictures of Margaret O'Brien christening the train were inserted in an MGM newsreel and shown thruout the country.

Has Promotion Tie-Up

On the steam train at Swope Park, he has been working out a promotional tie-up with the Missouri Pacific Railroad, which has assigned Louis Hoppe to work with Bornstein in setting up realistic one-fifth scale bridges, trestles, water tower, telegraph lines and an automatic signal system. Train here is going into its fourth year of operation.

Herman Reuter manages the Brookside train, which was installed last year, and Floyd Wells handles the one in L. A., with Dave Olin of the agency, Olin & Friedel, handling the promotion. Butch Rabinowitz is manager of the train here. Bornstein also operates the Miniature Train at the zoo in Toledo's Wallbridge Park. It is managed by Glenn Symes.

Bornstein is strong for authenticity on the small trains. "If you want to really glamorize and dramatize this ride, it has to be authentic," he de- (Bornstein Gives Promotion, page 94)

Idle Hour Gets Plenty of Kale At Labor Cele

PHENIX CITY, Ala., Sept. 13.—Idle Hour Park, managed by Jesse L. Marlowe, baled up plenty of cash here at the two-week labor celebration, sponsored every year by the Central Labor Union, in what Marlowe described as the "greatest Labor Day celebration ever held in this part of the country."

Central Labor Union, according to Marlowe, has some 10,000 members in this community and a goodly portion of them were on hand for the various events at Idle Hour.

Noted guests included Gov. M. E. Thompson, of Georgia; James E. Folsom, of Alabama, and Senator Andrews, of Alabama, the last named being entertained by the local Chamber of Commerce. University bands were featured during the two weeks, including the University of Georgia band for dancing in the ballroom.

Climax of the big event was the appearance of Herman Talmadge, who spoke to a capacity throng in the football stadium. He was entertained at a dinner by Roy Martin, park owner.

Johnny T. Tinsley Shows, with 14 major rides, were booked for the two weeks as an added attraction.

New administration building at the park airport was dedicated, plane rides were offered the public for \$1, and various sports events, including baseball games, swimming contests and boating were scheduled. Bowling proved popular and the new B-1 automatic pin setters were used for the first time. Park recently added a new Moon Rocket and Merry-Go-Round, both of which received big plays during the celebration.

Paragon, Boston, Reports OK Season

BOSTON, Sept. 13.—Altho a slump in spending generally was noted, the Stones, operators of Paragon Park, Nantasket Beach fun center, report a successful season. Mrs. Rose Stone, treasurer; Joseph Stone, president, and Lawrence (Larry) Stone, manager, were assisted by Jimmy Infusino and Ross Letora.

Considerable money was spent in refurbishing Paragon for its 48th season. A free parking space, embracing 10,000 square yards and including a bus terminal, was constructed. New scenery was designed and installed in the Old Mill by Al Nichols of Hudson, N. H. Tommy Moran, with a special crew, redecorated the Merry-Go-Round. New Rocket cars, manufactured by R. E. Chambers, were installed on the circle swing. The Lagoon, which surrounds the island on which is located the Merry-Go-Round and Rocket, was reconstructed. New flower beds were installed at a cost of \$2,000.

Paragon this year resumed its pre-war policy of presenting free acts. Acts were booked thru Al Martin and George A. Hamid. Included were Penny Millette, Winifred Colleano, Flying Hartzells, The Berosinis, Star Dusters, Vern Orton, Frank Cook, The Harvey Girls, Winnie and Dolly, and the Cycling Kirks.

The wall on the Funhouse was removed to make room for five new games, installed and operated by Harry Prince. Name bands were used in the Chateau Ballroom.

Concessionaires included Joe Cohen and Sam Levy, doll games; Mrs. Cattle, Wonderland; John Simmons, Hilarity Hall; Lehage, Inc., food and soft drinks, and Fred Freeman, skating rink.

Sitting 'Round the Table

(Editor's Note: This marks the opening gun on the new question, "Do you believe the expense of a first-aid department in your park is financially worthwhile?" Some park owners and operators already have sent in their replies. If you haven't voiced your opinion on this subject as yet, do so now and mail it to the outdoor editor, The Billboard, 155 North Clark Street, Chicago 1, Ill.)

Definitely Worth While

Yes, we definitely believe a first-aid department is financially worth while and is part of a successful plan of operation in any park.

We maintain a first-aid department staffed by a registered nurse at all times. We give first aid to our patrons who are in need of such treatment. We have found this gives us better control and more accurate reports on our accidents; it is greatly appreciated by the public to walk into an immaculately clean first-aid department that is staffed by a nurse in uniform.

We consider this department a very important part of our operation and give it our personal attention.—J. R. SINGHISER, Fontaine Ferry Park, Louisville, Ky.

Money Worth Doubted

I am in doubt about the financial worth of such a department, but from a moral standpoint and a humanistic service, I certainly believe all parks should, in some fashion, have first aid as a measure of good will and serious accident prevention.

In our particular case, being a beach resort park, it is necessary to have first aid and life guards for both swimming pool operation and ocean bathing. Therefore, it is definitely essential that we always give considerable thought to the upkeep of such a department.—FRANK D. SHEAN, Casino Park, Virginia Beach, Va.

Necessary Service

We think first aid is a necessary and indispensable part of our service

Rex Ingham Moves Stock Into New Ruffin Plant

RUFFIN, N. C., Sept. 13.—Rex M. Ingham, animal dealer, has moved in his new plant, and tho not completed, the new animal barn is well enough under way to house stock. Dr. George D. Barrett and Carl Simpson are back after their summer vacation and are getting two mammal units ready for school tour. Mrs. D. B. Shores, who has been with Ingham for years but this summer is ahead of Boden's Burro Ball, is also in quarters here getting a bird unit ready to open in schools.

Recent visitors were Mr. and Mrs. I. W. Boden, burro ball owners and their crew of working men, various members of the McBride Shows and Roxie Gatto Shows exhibiting in nearby Danville, Va.

Rex recently visited members of the King Eros' advance in Spartanburg, S. C., and Kitty Kelly, side show operator with McBride Bros. at Schoolfield, Va.

Coney Island, New York

By UNO

Police officials and celebs headed by Police Commissioner Arthur Wampler reviewed Police Night, the first of the 1947 Mardi Gras parades, Monday (8) from the official reviewing stand on the balcony of Feltman's following a banquet. After a platoon of blue coats came members of the Iceberg A. C., the boys who bathe in the surf in the coldest of winter. Oldest of the flock, 86, was singled out by George McCullough for a bouquet. Also in the march were the Blue Jacket Guard and a contingent of the First Army. Mixed in were a cluster of clowns and floats.

Tuesday (9) was Firemen's Night; Wednesday, Veterans'; Thursday, Knights of Columbus; Friday, American Legion, and Saturday, baby

to the public, especially where you have a recreational program the year around. Accidents do happen once in a while and when they do happen our first-aid department is on the job. The cost is infinitesimal.—J. GULGER, Veterans Park District, Melrose Park, Ill.

Riverview Notes

By Hank Hurley

CHICAGO, Sept. 13. — Because space was limited last week it was impossible to get in all of this column. Here are some additional notes on future plans of various concessionaires: Two employees in the coke game who will make the fairs are Frank Miller and Jean Runge.

Morris and Dorothy Belden say they plan a short fishing trip before jumping to Chattanooga, Memphis and Birmingham for the annuals. . . . John and Elizabeth Kruto, dish game, plan to stay in Chicago and take care of other business interests. John, incidentally, has been working Riverview for 21 years. . . . Only one of the Barclays, who operate a ball game, is decided on immediate plans. George says he'll make the fairs but his dad, Harry, and brother, Jack, haven't decided what they'll do. . . . Happy Rovitz, who has been making a few fairs, was due in Chi this week to join his wife, Ida, and Eddie Lazar for a tour of the Southern annuals, namely, Memphis, Birmingham and Columbus, Ga., to mention a few.

The line-up at Ray Marsh Brydon's Palace of Wonders will move to Hutchinson, Kan. Those making the jaunt include Professor Mehoff, Zombie, Chief Blackwolf, Sam (Digesto) Smith; Helen and Stella Royal, the midgets, and Little Lord Leo, who will have charge of the Midget Show.

Sam Battaglia left Wednesday (10) to join his rabbit game, which has been out on the road making fairs, at Spencer, Ia. His wife and daughter, both named Dorothy, will take a vacation trip to New York. Sam says Joe Larson and George Verry, both of whom were in Lincoln, Neb., met him in Spencer. . . . The gang at the hoop-la stand, Esther and George Felke, Bertha Mayer and Enda Kaai, will make Oklahoma City and then Dallas. Esther Felke had visitors at the hoop-la stand Wednesday (3) in the persons of her aunt, Mrs. Julia Seelig, and a friend, Irene Zyburt, both of Chicago.

With the park closing Sunday (7), this will conclude this column for the winter months. Be back next spring.

Century Flyer Is New Addition At Benson Farm

NASHUA, N. H., Sept. 13.—A new eight-car Century Flyer, made by the National Amusement Device Company, Dayton, O., is being installed at Benson's Wild Animal Farm here, the first ride at the farm, incidentally.

The farm, originally started as a health resort by John Benson, is owned by Raymond Lapham, Boston, and is managed by Vera Lovejoy, formerly Lapham's secretary until he purchased the farm and put her in charge. Farm consists of some 400 acres with more than 100 acres devoted to the actual housing of animals.

In addition to Miss Lovejoy, the staff includes Henry Gendron, superintendent, and a staff of 40 animal handlers and maintenance men. Farm operates from 9 a.m. to 5 p.m. daily and at various hours animal acts are given. Feature attraction is Joe Walsh, animal trainer, who presents an act with four lions and nine tigers. The act plays with the Hamid-Morton Circus during the winter.

Attendance at the farm this year is running between 3,000 and 4,000 on week days and as high as 25,000 Sundays. Officials are considering night operation next summer and winter operation with skiing and skating, etc.

The Century Flyer, officials said, will be operated as a jungle ride. The right of way extends thru the woodlands along the ravine for 1,800 feet. It is planned to install jungle settings and wild animal cages thru-out the route.

Worcester, Mass., Nitery Op Planning Funspot

WORCESTER, Mass., Sept. 13. — Joseph Pezzella, owner of the 1880 Club, popular nitery on the Boston-Worcester turnpike in Westboro, announces plans to erect an amusement park on the grounds around the club.

Plans include installation of a Whip, Dodgem and Merry-Go-Round. A theater seating 500 and an outdoor ballroom also are planned. Work has begun on the theater and is expected to be completed in two months. Stage revues will be featured.

The night club owner hopes to have rides and ballroom in operation next summer.

Order Nipmuc Funspot To Clean Up Burlesque

MENDON, Mass., Sept. 13.—Burlesque shows at Nipmuc Park have been ordered "to clean up the shows" by the town selectmen. Action stems from a protest made by town clergymen and parent-teacher groups at a meeting August 18.

The order from the selectmen does not ban burlesque at Lake Nipmuc. It merely orders the management to keep it clean and sets up a set of censorship rules.

Holyoke Continues Dances

HOLYOKE, Mass., Sept. 13.—Mountain Park closed its season Sunday (7), but its ballroom will continue to operate on Tuesdays, Thursdays and Saturdays during September.

CAN USE

A few Novelty Acts for Sunday dates at

HILLBILLY PARK

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Suburban Biz Off Labor Day

MANLIUS, N. Y., Sept. 13.—Labor Day week-end business at Suburban Park here was off about 20 per cent on refreshments, 30 per cent on rides and 40 per cent on dancing, according to Fred W. Searle, owner-manager. Weather was fair and warm Saturday and Monday and fair and cold Sunday.

"Attendance was off probably 25 per cent, but since we have no paid gate it's hard to tell exactly," Searle said. "We lay the drop in attendance to normal end-of-the-season slackening and the increase in the number of near-by field days and fairs. Our only extra attraction was fireworks Labor Day night which drew only a fair crowd," he said.

Searle said people have tightened up on spending in the last few weeks and he believes this is caused by the increased cost of living and the slowing of work in industrial plants.

"The drop in receipts is quite noticeable on the rides, especially on the major rides that cost up to 20 cents. The Merry-Go-Round and kiddie rides seem to be holding up better than the adult rides," Searle said.

The park will open week-ends during September. Dancing is held on Thursday, Saturday and Sunday nights. Barn dances Thursday nights have gone over better than the modern dances all season. The season will close Tuesday (30) with a big barn dance.

Jones Beach Adds Five Acres of Parking Space

NEW YORK, Sept. 13.—An additional five acres of parking space soon will be opened at Jones Beach to provide a total of 88 acres. Another five-acre tract is contemplated for next year.

The increased length of new automobiles was given as the cause of the shortage of parking space which existed at the beach on three separate occasions this year. Only 180 cars can be parked on an acre now as against 200 three or four years ago. When the project is completed there will be room for 15,840 cars.

Howard Rowe, Jeff. Beach Concesh, Escapes Crash

DETROIT, Sept. 13. — Howard Rowe, who operates an airplane ride concession at Jefferson Beach Park, is recovering from injuries sustained when his plane crashed August 17, apparently due to mechanical failure, into Lake St. Clair. He had three friends and relatives aboard in an after-hours flight when the tragedy occurred, resulting in the death of his brother, John, of Toronto, a radio commentator and the latter's seven-year-old son, Donald.

Frank Shean Stops Spread Of Fire at Virginia Beach

NORFOLK, Sept. 13.—Some quick thinking by Frank D. (Doc) Shean, operator and manager of Virginia Beach, prevented the spread of a fire which started at the beach when the main power switch was struck by a bolt of lightning August 20. In spite of flying sparks, Shean disconnected the switch and an employee utilized a chemical container, extinguishing the burning insulation around the wires before the firemen arrived.

Miniature Joe Short, cowboy clown at the Detroit Zoo, visited The Billboard New York offices Friday (5). He was in the East to attend the funeral of his niece. He plans to make winter indoor circus dates with Orrin Davenport again.

Strolling Thru the Park

Sheck Entertains Summit Beach Employees at Farewell Dinner

Hailing the 11th season of Summit Beach Park, Akron, under its present management without a major accident, Edward Sheck, public relations director, entertained several hundred park employees at a season's farewell dinner in the Mayflower Hotel, Akron, Monday night (8).

Sheck hailed the efforts of the park employees on the safety record, saying the park's liability insurance rate was one of the lowest among the nation's amusement spots. He also congratulated Frank Raful, manager, on his success, despite bad weather and other obstacles. Sheck said the season was not the best the park ever registered but said "it has been a prosperous and pleasant one."

President Sawyer also expressed his appreciation to the employees for their work this summer.

Sheck, accompanied by his wife and daughter, Mary Louise, left Tuesday (9) for New England, while Mr. and Mrs. Frank Raful departed for California. Mrs. Raful is the former Sensational Marion, aerial star.

Joe Colihan, manager of Excelsior Park, Minneapolis, is proud of the fact, and rightly so, that Excelsior's entrant, Elaine Campbell, of Minneapolis, was the runner-up in the finals of the Atlantic City beauty contest. Miss Campbell, incidentally, is the daughter of Bernie Campbell, city editor of *The Minneapolis Times*.

Colihan says his park will be open week-ends thru Sunday (28) and on the final day the park will give away a pony, saddle and two bicycles. Sunday (13) the park gave away two bicycles. The giveaway programs are hyping attendance, Colihan says.

Fred W. Pearce and his son, Fred Jr., Detroit, visited Excelsior Park, Minneapolis, owned by Pearce, to confer with Manager Joe Colihan about plans, repairs and alterations for next season.*

At Paragon Park, Nantasket Beach, Mass., Owner Mrs. Dave Stone, now approaching her 80th year, still retains active management of the park, assisted by her son, Larry, who is busy planning various improvements, including the addition of a major ride and plenty of face lifting all around, especially on the funhouse and skating rink.

Charles Paige, Coaster engineer of the National Amusement Device Company, Dayton, O., made a tour of Eastern states and then visited at his home in Los Angeles.

Charles McDermond, president of Beehive Midways and proprietor of the Exposition Midway, Salt Lake City, was hospitalized for a few weeks but is okay again.

At Green Oaks Kiddieland, 95th and Crawford avenues, Oaklawn, Ill., Mike Doolan has completed the channel for a kiddie boatride and expects to have 10 small motor-powered boats in operation.

The rebuilt Roller Coaster is in full operation at Silver Beach Park, St. Joseph, Mich. Owner M. J. Drake and Manager H. J. Terrill report business on the ride surpassed previous years.

John Clair, of Crescent Park, Riverside, R. I., is mighty proud of his new ride, a park-type Flying Scooter.

Don Dazey, of Le Sourdsville Lake Park, Middletown, O., second vice-president of the National Association of Amusement Parks, Pools and

Beaches, and chairman of the program committee for the NAAPB December convention, conferred in Chicago Friday and Saturday (12-13) with Paul H. Huedepohl, NAAPB secretary. Dazey reported he already has started work on his convention program and hopes to have it set in the next month or so.

Owners Denny Mulcahy and Gene Dean, Salisbury Beach, Mass., wonder why it is that on the seashore the heat wave comes in the middle of the week and the cold spells come over the week-end.

At Old Orchard Ocean Pier, Owners John W. Duffy and his sons, Howard and Wilfred, are reported shopping around for a barrel of lobsters to send a certain amusement device manufacturer who they claim gives better service with such a bribe.

Plenty of work has been done the last year at Pine Island Park, Manchester, N. H. More than \$25,000 has been spent in sod and ground improvements alone, with an additional \$50,000 going for a new paved parking lot, new fronts on rides and a general rebuilding of existing equipment. New company is headed by Barney Williams, president; J. E. Modglin, first vice-president; Al Donati, second vice-president, and I. S. Dunn, manager and secretary.

Louis Cernocky, owner of Fox River Picnic Grove, Chicago, announces the Hawthorn Hunting and Fishing Club of Western Electric Company, the Continental Illinois Bank & Trust Company and the Communications Workers' Union, which held large picnics in Fox River Grove last year, have made reservations again for this year.

Olympic Park, Irvington, N. J., went into its final week September 7 with a special circus bill featuring the Juggling Jewels, fem club slingers; Bill Williston, magician; the Skating Rockwells and Bohn and Matthews, acro comics. Park shuttered Sunday (14).

Paul Huedepohl, secretary of the National Association of Amusement Parks, Pools and Beaches, and Mrs. Huedepohl were visitors at the Canadian National Exhibition, Toronto, and also attended the Pennsylvania Association of Parks at Hershey. On the trip the Huedepohls visited various parks.

Conn. Running Ahead Of Last Year's Receipts

NEW LONDON, Conn., Sept. 13.—Speaking before the Ocean Beach Park Board here, City Manager Edward R. Henkle termed the park season "very successful." He said total net receipts up to and including August 26 were \$172,328.52, as compared with \$160,735.42, up to August 27 of 1946.

The board voted to pay ASCAP \$540 in dues, which permits the beach to have musical programs.

Canadaigua, N. Y., Spot Draws 30,000 on Week-End

CANANDAIGUA, N. Y., Sept. 13.—Labor Day week-end attendance at Roseland Park here was 30,000, according to William Muar, manager, who recently returned from attending the Pennsylvania Park Association meeting. Muar said Labor Day attendance, which hit the 11,000 mark, was 35 per cent ahead of last year.

As a special Labor Day feature, Muar had 100 children from a dancing and singing school showing in a one-hour and 20-minute amateur show.

City Offered Option

KNOXVILLE, Sept. 13.—The city of Knoxville, which operates Chilhowee Park, has been offered an option on approximately 60 acres adjoining the present park site at \$650 per. City Manager Robert L. Morrison will ask members of the city real estate board for an appraisal.

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KY. GETS SUPPORT, CLIMBS

Press, Radio For, With It

Gate, grandstand, midway run ahead of '47—entries soar—big machinery show

By Herb Doten

LOUISVILLE, Sept. 13.—The 1947 edition of the Kentucky State Fair, which opened here Sunday (7) and continues thru tonight, is topping the 1946 version in practically every respect, yet it is a long way from the avowed objective of being a truly representative State fair.

Gate attendance, grandstand patronage and midway business are running far ahead of last year, when the event, caught in the web of Kentucky's own peculiar brand of politics, was belted from pillar to post, not only by the politicians but by the all-powerful newspapers in this city.

Given Staunch Support

The newspapers this year are for—and with—the fair and its excursions. Except for pokes at midway games, the gazettes have given staunch, constant support to the fair's new officers, Manager J. O. (Jack) Matlick and General Superintendent J. C. Wehrley. A veteran in various official capacities here, Wehrley, who had been on the outside, looking in, was returned as an exec recently to aid Matlick, who had taken over as manager several months ago.

Radio stations, as well as newspapers, also have provided solid support, all of the outlets being represented on the grounds and each letting out with helpful plugs, both before and after the opening. Last year, the fair lacked this solid support, some of the stations having virtually by-passed the event.

The 1947 edition also has been helped by the fact the Coliseum, unavailable last year due to its continued occupancy by the War Assets Administration, was freed for use by the horse show, traditionally a big feature here. This enabled the grandstand to be used for a combination circus and vaude type show, which has been doing well, compared to previous offerings.

Entries Soar

Entries in practically every livestock classification are far above last year. In fact, entries were curbed in some departments because of the lack of adequate facilities even after the tents were pressed into use. Commercial exhibits, also up, tax the capacity of the huge manufacturers and merchants' building. Domestic arts, school, farm products and educational exhibitions far surpass in quantity those of last year. And the farm machinery is more than double last year's show. All of which combines to make the annual a nearer approach to an event of State fair caliber.

Thru Thursday (11), after five days, front gate attendance was estimated at more than 210,000. This figure was accompanied by the statement it was backed by an official audit.

Biggest of the first five days was Thursday, Governor's Day, when the gate was placed at 65,000. The night horse show opened lightly, picked up thereafter and played to capacity Wednesday and Thursday.

The grandstand, never a strong lure (See Ky. Gets Support on page 68)

Around the Grounds:

Fremont Mulls 750G Program; No More Saharas for Ohio Fairs

An expansion program of \$750,000 spread over several years is being planned for the Sandusky County Fair, Fremont, O. B. O. W. Reading, chairman of the fair's planning committee, says tentative plans call for a coliseum, grange building, cattle barn and other buildings, as well as a new race track and a grandstand seating 10,000. Ground's layout would be changed to permit easier flow of patrons, parking areas would be enlarged and relocated. Financing would be handled thru "off-season" renting of the coliseum, race track or an "all-purpose" building.

The repeal of a 91-year-old Ohio Blue Law, which prohibited the sale of liquor within two miles of an Ohio fair while the event was in operation, became effective last week, and thus was buried a law which the WCTU had revived last year to the embarrassment of fairs and taverns alike in this State.

Northeast Georgia Fair Association, Gainesville, has repaid the city commissions in payment of money allocated to underwrite the fair in 1941, its starting year. Success of last year's fair made it possible for the association to repay the advance. This year's event will be held October 13-18.

During its stand at the Minnesota State Fair, St. Paul, Frank Winkley's Thrill Show crashed the Twin Cities newspapers with huge picture spreads. In addition to the auto thrill feats which played the auto stunts in big spreads, the newspaper treatment also included a picture splash on airplane feats presented along with the ground thrillers. Stunter George Waltz and his brother, Larry, who piloted the ship, were given a deep three-picture, three-

standing on the plane's top as it looped the loop. Another spread, covering six full columns, featured three shots of the Winkley thrillers and six depicting past automobile thrillers at the Minnesota annual.

A new electric totalisator odds board and clubhouse will be offered by the Great Barrington (Mass.) Fair when it opens September 20. Total system, designed and engineered by Vernon A. Rigger, superintendent of the fairgrounds, will be located in the infield and connected electrically with the calculating department of the mutuels. The board is so designed it can be disassembled on short notice and shipped to other tracks. The entire grandstand has been remodeled and in the change-over Edward J. Carroll, general manager, has provided for a modern clubhouse.

Fred Murray, of International Fireworks, has returned from a trip thru Southern territory, with stopover in Norfolk, Richmond and Petersburg, Va., during which he landed a contract for the Star Spangled Banner celebration at Fort McHenry, Baltimore.

Expect 250,000 Gate at Raleigh

RALEIGH, N. C., Sept. 13.—Barring weather breaks, the North Carolina State Fair October 14-18 should attract a quarter-million admissions, according to Dr. J. S. Dorton, manager of the exposition for the State Department of Agriculture.

Advance space reservations indicate industrial and commercial exhibits will number more than usual, and a boost in prize money to a record-breaking \$25,000, \$6,000 more than the fair offered last year, is expected to draw an attractive line-up of farm exhibits.

The World of Mirth Shows again will have the midway, and George Hamid will present the grandstand revue and acts. Jack Kochman's Cavalcade of Thrills fill feature the Wednesday afternoon program, and the Sam Nunis Speedways will stage auto races Saturday. Harness races are scheduled Tuesday, Thursday and Friday.

School children will be admitted free on two days, with Wake County pupils getting the free gate Tuesday, opening day, and other North Carolina pupils coming Friday.

Workmen are completing a \$24,000 water main from the city limits to the fairgrounds a mile away, and the grounds will have improved water and sanitary facilities this time. Heretofore the fair has depended on three drilled wells for water.

Kingstree, S. C., Gets More Land, Inks Caravella Org

KINGSTREE, S. C., Sept. 13.—The Williamsburg County Fair, sponsored here annually by the Eugene Chapter, Order of the Eastern Star, will have the Caravella Amusements on the midway, H. C. Crawford, fair secretary, announced.

The annual recently acquired an additional 1½ acres for its grounds.

Topeka Event A Carbon of '46 Peak Year

Biz Holds Up Despite Heat

TOPEKA, Kan., Sept. 13.—The Kansas Free Fair closed here Friday (12) with attendance, grandstand patronage and midway grosses finishing neck-and-neck with the record-breaking 1946 year. Final figures weren't available today, but officials estimated business and attendance would "just about match that of last year."

The attendance held up in the face of scorching heat. The temperature hit as high as 110 degrees during the first few days of the seven-day run, yet Sunday (7) accounted for a record-smashing turnout of 64,000. Officials believed the attendance in the early days of the run would have been higher but for the heat, maintaining it served to cut patronage from the outlying sectors.

Rain Drops Mercury

Rain Wednesday failed to hurt the night grandstand show, but it did send the mercury down. Thursday was cool and Friday was cloudy.

Jimmie Lynch's Death Dodgers were the opening afternoon grandstand attraction Saturday (6) and drew a good stand for the day. The Lynch troupe returned Thursday to play to a full grandstand.

John Sloan's auto races were the attraction Sunday. Tuesday, Wednesday and Friday. Motorcycle races, staged Monday by Frank Winkley, drew a good grandstand for that day, always the light one.

Show Improvements

The grandstand night show consisting of a Barnes-Carruthers revue and acts booked thru the Chicago booking office of that name pulled on a par with the 1946 record year.

The fair offered a new \$80,000 sheep and swine building, a new commercial exhibit building and a remodeled exhibit building, the result of a \$150,000 improvement project successfully executed since last year's event. Current plans call for this year's profits to be blown back into one or more new buildings.

Halifax, N. S., Council Buys Plant for \$266,137

HALIFAX, N. S., Sept. 13.—Halifax city council, acting for the city, purchased the provincial fair plant here from the War Assets Corporation for \$266,137. When the Dominion government took over the properties soon after the start of the war, the price paid to the city was \$225,000.

Present indications are the fair, which for years one of the largest in the maritime provinces, will be resumed in 1948.

Topsfield, Mass., \$185,678 Handle Rated Satisfactory

TOPSFIELD, Mass., Sept. 13.—Total pari-mutuel handle for the recent Topsfield Fair was \$185,678 for six days and nights of harness racing. Event marked the first time night harness horse racing was tried in Massachusetts.

Handle, while not large, was reported satisfactory by the promoters.

Dayton, O., Misses New Crowd Mark; 82,921 in Four Days

DAYTON, O., Sept. 13.—Cloudy skies and a slight shower on the closing night prevented the 95th annual Montgomery County Fair here September 1-4 from setting a new gate record. Total paid attendance was 82,921, as against 86,641 in the peak 1946 year.

Officials estimated 135,000, including children, holders of exhibitors tickets and pass-holders, attended. A total of 10,238 cars was parked on the grounds in the four days, it was announced. Paid grandstand admissions totaled 15,685.

Acts, booked thru the Gus Sun Agency, included Camille's Dogs, the Erving troupe, the Three Ambassadors, the Skylarks and Hoagland's Hippodrome. Red Carter clown and emceed.

Rides, contracted thru the Floyd E. Gooding Amusement Company, only were on the midway, and all the devices were well patronized.

Harness horse races offered purses of \$12,000, which included entry fees. A large display of farm implements proved a feature, the space devoted to it embracing that which in the past was used for midway tent shows. column spread showing George

CALIFORNIA CRACKS RECORD

Stand Concesses Up, Says Chan Laube

KANSAS CITY, Mo., Sept. 13.—Grandstand concession business is running ahead of 1946, the previous peak, according to C. G. (Chan) Laube, of the B. & L. Concessions Company, which has its headquarters here.

At fairs covered thru Labor Day by B. & L. org's sales of food, such as sandwiches, peanuts and popcorn, were down nearly 80 per cent due to the extremely hot weather in the Midwest. This drop, however, was more than offset by a 30 per cent increase in the sales of drinks and ice cream, Laube said.

Paper napkins and paper cups are scarce in some areas, Laube pointed out.

During the hot wave in the Midwest, the B. & L. org hauled 33 tons of ice from this city to the Iowa State Fair, Des Moines, and 20 tons of ice and all the ice cream from here to the Sidney, Ia., Fair due to the ice shortage which hit in Iowa.

26,000 Go Thru Free Gate at Kingston, R.I.

KINGSTON, R. I., Sept. 13.—Total attendance at the free-gate Rhode Island State Fair here August 27-September 1 was estimated at 26,000. Grandstand paid admissions totaled about 15,000, according to Albert Tucker, manager.

The annual, sponsored by the Rhode Island Cancer Society Fund, was conducted without agricultural and livestock exhibits. Plan for next year is to offer these features.

Grandstand attractions were Lewis Blackmon's Rodeo, with Howard Dutton's Sky Devils as added attractions three afternoons. Mickey Sullivan's Rodeo and Exposition Band furnished the music. Fireworks were presented nightly.

Midway consisted of independent rides and concessionaires, with a cowboy jamboree side show presented in an exhibit building getting the biggest play. Talent for this unit was supplied by Holland's Double "C" Ranch Boys and Girls and Eddie Zack's Dude Ranch Cowboys and Serenaders.

The fair plant has been idle for seven years.

17th Annual Eaton County 4-H Fair Sets Record

CHALOTTTE, Mich., Sept. 13.—The 17th annual Eaton County 4-H Fair closed here August 30, and went into the record books as the largest in history, from the attendance standpoint. The WLS Barn Dance Show chalked up the biggest grandstand attendance in history August 26. Harness racing entries were well filled.

The fair opened to good weather but rain prevailed the final two days, resulting in the cancellation of the motorcycle races afternoons. The Gooding rides and shows played to capacity on the midway.

Entries in the cattle show were so heavy it was necessary to construct another barn 10 days before the fair opened. The new building is a 40-by-80 Quonset. A total of 340 head of cattle was exhibited.

All space in the exhibit buildings was sold 30 days prior to the opening of the fair. Hans Kardel, secretary-manager, reported.

Saginaw Eyes All-Time High In Attendance

May End With 265,000 Gate

SAGINAW, Mich., Sept. 13.—Given good weather thru today, its finale, the Saginaw Fair was headed for a total attendance of 265,000 which would represent a jump of 30 per cent over its previous record year and a 50 per cent jump over last year.

Weather on the whole has been good, rain falling two nights but not enough to do any serious damage. The grandstand, featuring acts in the afternoon and a revue, with a 16-gal line, plus acts all booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, was getting record-breaking business. There were two night shows Thursday and Friday, and a sell-out for two performances for tonight is assured.

On the midway, Floyd E. Gooding, who has the rides and shows, is racking up a record-breaking gross for the spot. Again this year, the local newspaper has been leveling blows at the fair, this year's attack being on gambling.

Clarence Harnden, fair secretary, says the newspaper stories have failed to hurt. Pointing out that all games are for merchandise, he maintains the newspaper attack, instead of proving harmful, has helped. He said three radio stations on the grounds have given all-out support to the fair.

Commercial exhibits and farm machinery displays surpass anything in the history of the fair. Commercial exhibit demands were so great they filled the permanent buildings to capacity, and sidewall frames, topped by canvas, were erected to house the overflow.

Sedalia's Gate Count Reported as 305,624

SEDALIA, Mo., Sept. 13.—Final tabulation shows an attendance of 305,624 at the recent Missouri State Fair here. This constitutes an all-time high. Grandstand attendance records also were shattered, Roy S. Kemper, secretary said, but no figures on grandstand patronage was announced.

Harness horse races were held four afternoons. Ernie Young's revue was the featured grandstand attraction for five nights.

Lubbock, Tex., Schedules Balloon Parade for Opener

LUBBOCK, Tex., Sept. 13.—A huge downtown parade, featured by giant inflated rubber figures contracted thru Jean Gros, Inc., Pittsburgh, and including mounted rodeo performers and brass bands, will mark the opening of the Panhandle South Plains Fair here September 29-October 4. The parade is skedded to cover 2½ miles.

Midget auto races will be presented each afternoon, with the Buck Steiner Rodeo skedded for nightly performances in front of the 5,000-capacity grandstand.

The Bill Hames Shows will be on the midway.

St. Paul Gate Hits 902,693

ST. PAUL, Sept. 13.—Revised attendance figures for the recent Minnesota State Fair here, as announced by Worth Hanson, superintendent of the ticket audit department, placed the total gate at 902,693.

Previous record for a 10-day event here was 762,226, set in 1941, the new mark beating that by 140,467.

New Builders Set For Magnolia Event

MA NOLIA, Ark., Sept. 13.—New buildings, a 65 by 180-foot livestock structure and a 30-foot addition to the general exhibit building, are completed and will be ready for the second annual post-war Columbia County Fair here September 29-October 4, President Ves W. Godley announces.

New fairgrounds are located north of Magnolia on U. S. Highway 69. Carnival and exhibit grounds are in A-1 condition as the result of leveling and seeding last spring. All buildings, with the exception of the football stadium, have been removed from the former fairgrounds.

The premium list for this year's annual is the largest in its 25-year history. Secretary W. L. Jameson Jr. had the book published without advertising this year, giving special attention to the variety and number of premiums offered.

Malcolm Exclusive Booker At Pittsburgh Annual

CHICAGO, Sept. 13.—Dave Malcolm, Chicago, booked the grandstand show at the Allegheny County Fair, Pittsburgh, August 28-September 1, he reports, thus correcting a previous report. Acts booked by him were Harris Reynolds, wire; Donahue and La Salle, table rock and barrel jumps; Kaylette, high pole; George Winston, musical; Red Carter, singing clown; The Ervings, knock-about and teeterboard; Billy Siegrist, flying act; Mel Hall, unicycle, and the Milos, high pole.

Exclusive booker for the date, Malcolm also contracted for the nightly fireworks displays.

Annual Draws 658,038 Total

First post-war event tops '41 pull by 130,871 — pari-mutuel handles 2 mil

SACRAMENTO, Sept. 13.—The most successful California State Fair in its 94-year history closed here Sunday night (7) after a run of 11 nights and 10 days. Total attendance for the first post-war event was 658,038, topping the 1941 gate count of 527,167 by 130,871. The pari-mutuel handle zoomed to an all-time high of \$2,004,307 this year. Previous record was in 1941 when \$725,853 was bet.

Records fell in nearly every department, with the exception of grandstand night show attendance, which fell off 8,000 from the 1941 total. Only 89,000 fair fans took in the evening spectacle this year against 97,000 for the last pre-war fair.

Approximately 90,000 paid to see the grandstand racing program against 87,000 in 1941, while the horse show this year drew 43,076 against the previous record of 37,088.

Early Fumbles Hurt

Several rather serious fumbles early in the fair's run undoubtedly had an adverse effect on the attendance total, tho the fault lies with no particular person or group. Opening day found many visitors, mostly from out of town, waiting at the gates as early as 9 a.m. The gates were not slated to open until 6 p.m. but were finally thrown open at 4 p.m. to admit the people who had waited all day. Fair officials declare that much publicity was given the fact the annual was to have a night opening this year but evidently many editors deleted this information from their announcements with the result hundreds arrived early and displayed considerable indignation at being stranded on the sidewalk all day. Fair officials did their best to make it up to the patrons, however. About 5,000 of the early arrivals were admitted free when the management decided to move up the opening time two hours.

A more serious effect on attendance (See Calif. State Draws on page 69)

WE HAVE BOOKINGS OPEN

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Desirable dates open for top-flight Thrill Shows, Outdoor Spectacles, Rodeos, Circuses, Ice Shows, Expositions. Agricade had terrific attendance all season on Midget Auto Races. Facilities for 14,000 people, 3,000 cars.

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BRUCE CONRAD, Concession Manager
CHEROKEE, NORTH CAROLINA

Reading Heads for Records; First Four Days Shade 1946 Marks; Opener Draws 42,553

Kids' Day Biggest in History; Bencke, Kochman Click

READING, Pa., Sept. 13.—Reading Fair, which opened on Sunday (7), chalked up a record-breaking attendance for its first four days. Opening day, featuring Jack Kochman's Hell Drivers, and an evening show starring Tex Beneke and His Glenn Miller Orchestra, drew 42,553 onto the grounds, largest Sunday in the history of the fair.

Monday slightly more than 36,000 crowded thru the gates. Tuesday proved another record-breaker, with 46,476, the largest Tuesday (city school Children's Day) in the 30-year history of the Reading Fair.

Wednesday Record

Wednesday saw another record broken as more than 6,000 persons jammed the grandstand for the evening show, the second largest grandstand crowd of all time. John S. Giles, president of the Reading Fair, said the actual paid attendance at the outer gates to the grounds was 133,166 for the first four days.

Up thru Thursday, fair officials reported that the total attendance was slightly behind the record-breaking figures of last year, specifically because of the slump in Thursday's gate, which was 35,161. It was estimated however, that advance sale of tickets would bring record crowds into the grounds Friday and Saturday, the last two full days of the fair.

Hamid Attractions Featured

George Hamid's productions are featured in the grandstand shows. Sunday and Monday evenings the fair management added Tex Beneke and His Glenn Miller Orchestra, and Marion Hutton, vocalist, as a special attraction in an effort to boost the usually meager opening evening crowds. From Tuesday thru remainder of week the regular stagemat was presented, with seemingly better results.

Topping the grandstand bill are the Roxettes, Hamid's precision line. Other acts are the Gaudsmith Brothers, dog act; A. Robins, the Banana Man; Benny and Betty Fox, high pedestal; Flying Hartzells, flying trapeze; Loyal-Repenskys, bareback riders; Berosinis, high wire; Lott and Joe Anders, juggling unicyclists; Seven Brannocks, tumblers; Ben Yost Cavaliers, vocal quartet; Oldfield and Ware, comedy tumbling, and Rosales Sisters, perch.

Grand circuit horse racing in the afternoons drew large crowds into the grandstand Wednesday and Thursday, after only fair attendances Monday and Tuesday. Racing continued thru Friday.

Special Events

Several special events were scheduled as closing features of the fair. The United States Army Air Forces

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For

LANCASTER COUNTY COLORED FAIR

Week of October 27, 1947, or
Week of November 3, 1947

Contact C. H. TURNER, Secretary
Lancaster County Fair Association,
Lancaster, S. C.

Band played a special concert Friday in conjunction with the Hamid show. Joie Chitwood's Thrill Show appears this afternoon, and tonight the Reading Fair conducts its second annual Miss Reading Fair beauty contest. This local event promises to be the biggest drawing card of the fair, as it was last year. The largest grandstand crowd in the fair's history was attracted by the beauties last season—more than 7,500. AAA-sanctioned auto races, handled by Sam Nunis, will close the fair tomorrow afternoon.

Fair officials reported that a record number of concessionaires leased space on the grounds this year, with more than 450 listed on the fair's books.

Radio Plays Big Part

Radio played a big part in the fair's activities. Seven stations set up their mikes for remote broadcasts from the fairgrounds and 45 broadcasts originated from various points of the grounds. KYW and WCAU, Philadelphia stations; WEEU, WHUM and WRAW, of Reading; WLBR, Lebanon, and WH, Harrisburg, covered the fair.

Jack Wilson and Izzy Cetlin, of the Cetlin & Wilson Shows, announced that the midway is drawing record crowds, with rides, shows and concessions doing brisk business. Cetlin & Wilson have added so many rides and shows that they now require 40 cars to transport their material.

Canaan, N. H., Annual Gets Weather, New Gate Record

CANAAN, N. H., Sept. 13.—The fair season in New Hampshire opened August 26 with a three-day event. While practically all of the State had rain, this section remained free of anything more menacing than threatening clouds. The opening day had an attendance of more than 4,000,

Ky. Gets Support From Press, Radio To Top 1946 Mark

(Continued from page 66)

here, was doing surprisingly well. After fair patronage the first three days, the turnout jumped Wednesday afternoon, climbed higher that night and drew excellent both afternoon and night Thursday.

Sponsored Fireworks

Most of the grandstand attractions were contracted thru Klein's Attractions, New Waterford, O. The fair, however, did book several top features, headed by Selden, the Stratosphere Man, a perennial favorite here; Ethel D'Arcy, aerialist; Bradley's sheepdogs, and Silver, horse of Lone Ranger note. The latter was in for the first three days.

Klein-booked acts, some of which were billed for three days, others for the full run, included Louise Velarde, bounding rope; Paul Kohler, xylophone; Jone and Jorie Armstrong, acrobatic; Belmont Brothers, juggling; Leroy and his baboon; the Moreen Troupe, teeterboard; Miss Bernice, tight wire; Pat Kelly's dogs and ponies; Corrine Dearo, cloud swing, and Dorie Thompson, contortionist. A 10-gal line, billed as the Rhythm Debutantes, also played during part of the run.

Leo Hamilton was emcee.

The fireworks contract was held by the American Fireworks Company, Hudson, O., with that org putting on all but one of the pyrotechnic shows. The other, staged Thursday night, was presented by the Unexcelled Fireworks Company, Cranbury, N. J., which offered (free to the fair) a show sponsored by Pepsi-Cola, which got in three large set pieces plugging the soft drink.

On the midway, Al Wagner's Cavalcade of Amusements, thru Thursday, were running about 25 per cent ahead of the ride and show take to the corresponding point last year. Game concessions also were up. (For further details see the Carnival Section.)

while attendance the other days upped this record to establish a new figure.

Rain on the opening day last year kept the attendance down to less than 500.

536,947 Paid at Detroit; New Record for 10-Day Run

DETROIT, Sept. 13.—Total paid attendance of 536,947 at the Michigan State Fair, which closed Sunday (7), was the highest on record for a 10-day fair in the State. The figure tops the previous 10-day high of 407,375, set in '39. However, it was exceeded by the 589,133 turnout for 12 days in '41, when the fair was last held, and by the 728,947 pull of the 16-day 1938 event. Outside gate receipts totaled \$268,473.50 (before taxes), the highest take in fair's history, due to the fact the admission this year was 50 cents as against 25 cents in the past. Total admissions, including an estimated 373,053 admitted free, were reported at 910,000. Children were admitted free thruout the fair's run, and veterans were admitted free one day.

Parking on the grounds yielded \$18,000 at 50 cents per car. The F. E. Gooding Amusement Company, holders of the ride and show contract, grossed approximately \$150,000 before taxes. The 1941 midway take by a different org was \$92,953.42 net.

The grandstand show, featuring Buster Crabbe's water show and circus-type acts booked thru Barnes-Carruthers' Theatrical Enterprises, Chicago, played to 36,442 for 10 shows, two performances being rained out. Adult admission was \$1 and children's 50 cents.

Olsen and Johnson played to 28,409 persons in seven coliseum performances.

Space Nears Sellout As Buildings Go Up At Ariz. State Fair

PHOENIX, Ariz., Sept. 13.—Altho the buildings are not yet up (contractors have promised completion in time for November 7 opening), the Arizona State Fair practically has sold all exhibits scheduled for the structures. Only two small commercial exhibits remain unsold, according to Paul F. Jones, executive secretary.

The fair is shooting for a record gate of more than 250,000, Jones said. Crafts' 20 Big Shows will be on the midway.

Huron, S. D., Tops Many Old Marks

Receipts estimated at 118G, profits at 25G—attendance of 169,000 is new record

HURON, S. D., Sept. 13.—Just about every record in the book was broken at South Dakota's first full-scale, post-war State Fair, which closed its successful five-day run here Saturday night (6).

It was South Dakota's first \$100,000 fair, receipts hitting \$118,000 to surpass the previous high by some \$35,000, according to a preliminary record by Secretary Frank L. Hafner.

Previous high was \$83,000, set in 1930. Completion of an audit must be made before the profit can be determined, but Hafner estimated it would be about \$25,000 despite sharply increased premium lists, a much larger payroll and stepped up expenses all along the line.

Extra Night Show

Final attendance was placed at 169,000. Biggest day was on Wednesday (3), when 50,000 attended. Closing day, usually one of the leaner days, drew 37,000, a new record for the final day.

The State Fair Revue of 1947, grandstand stage production booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, attracted huge crowds, and for the first time in the history of the event here it was necessary to give a double performance Wednesday night.

Auto races, staged by National Speedways (Al Sweeney and Gaylord White), sent the fair off to its record-breaking run, with a two-day horse racing card, Frank Winkley's All-American Thrill Drivers and a series of circus-type acts all contributing to the record-breaking attendance.

Peak Midway Take

On the midway Max Goodman's Wonder Shows of America grossed \$50,225, a record for the event.

Farm machinery exhibits also set a new record, with a quarter-mile display of agricultural equipment. The State 4-H camp, closed last year by a polio outbreak, was attended by 550 farm youths, another record. Two hundred horses were entered in the horse show, which this year again featured the lighter breeds of animals.

Cooke-Rose Attractions

At W. Va.-N. Y. Annuals

HARRISBURG, Pa., Sept. 13.—Cooke and Rose Theatrical Enterprises, of this city, supplied the grandstand attractions at the Charleston Free Fair, Charleston, W. Va., and the Madison County Fair, Brookfield, N. Y. Both events were held August 30-September 7.

Included among attractions booked into Charleston were Iona Reid and her thrill show, the Circle W Rodeo and the Grand Ole Opry Unit, with Pee Wee King; the Kathryn Behney Dancers, and the following acts: Josef Smiley, illusionist; Billy Dale, juggler; Hi-Power, slack wire; Layton's Dogs, and Dale and Lenore, adagio.

Booked into Brookfield were the WLS National Barn Dance, the Kathryn Behney Dancers, Howard Gale's orchestra and the following acts: Bill Irwin, table rock; the Melchors, trampoline; Willard & Company, magic and illusions; Kavanaugh & Ramon, high act; Mildred Fallin, high act; Pop and Mom Huber, musical act, and Whirl-A-Ways, skaters.

Mineola Soars To New Highs; Cole Big Draw

NEW YORK, Sept. 13.—One hundred and fifth annual Mineola (L. I.) Fair hit the jackpot with daily attendances way above last year's figures—which were good. Fair got off to a slow start on Tuesday (9) with overcast skies putting a damper on attendance until mid-afternoon when the sun broke thru and the ticket sellers snapped out of their siestas. About 8,000 patrons hit the grounds by late afternoon, with nearly twice that number coming in at night. Actual paid attendance for the day was given out as 13,162, which was 5,000 above the figure for last year's opener.

On Wednesday afternoon (10) the official paid admission figure was set at 7,044, which topped last year by 3,000. No further official figures are available, but unofficial sources put Thursday's (11) attendance at 60,000, which if any where near exact would make it an all-time rec. rd.

New High Assured

It can safely be stated that attendance figures will hit a real high as parking lots, exhibit areas, midway and grandstand have been jammed daily from noon until midnight. Friday and Saturday being rated as the big days at Mineola and weather being ideal, the fair officials predict a total attendance of 125,000 before the fair closes tonight, which appears a reasonable prospect.

The midway, occupied by two units of the I. T. Shows, augmented by several independent ride and show operators, has more rides, shows and concessions than have played Mineola in many years. Rides and shows are packing them in but overcrowded midway has hampered business of some games and concessions.

Circus Big Draw

The James M. Cole Circus, this year's grandstand attraction, is proving one of the biggest drawing cards in many years and is also netting the fair considerable publicity.

Fireworks displays were presented under the supervision of Fred Murray, of the International Fireworks Company Tuesday (9), Wednesday (10) and Thursday (11) nights. There were the usual band concerts, square dancing and other special events, and exhibits were much the same as in previous years, the most interesting being the livestock and poultry sections.

Begin Work on New Fort Worth Bldgs.

FORT WORTH, Sept. 13.—Ground was broken Saturday (6) for six exhibit buildings which will be erected on the Will Rogers Memorial site for the Southwestern Exposition and Fat Stock Show here. Buildings will cost \$1,500,000.

Expense will be met with bond money voted by the city. Buildings will be ready for occupancy in January. Show dates will be moved up from March to January.

Rochester, N. H., Opens With Plant Improvements

ROCHESTER, N. H., Sept. 13.—When the Rochester Fair opens here Monday (15), it will show substantial improvement over last year. A half dozen new buildings, of which five are cattle barns each 100 feet long, have been completed.

The main exhibition building has been rebuilt and enlarged and the judges' stand at the track has been moved. All streets and roads have been repaved.

Calif. State Draws 658,038; Tops '41 Mark by 130,871

(Continued from page 67)

ance was the wide publicity given the fact there was a turnout Sunday, August 31, after 128,846 persons had been admitted to the grounds. Being the first time in history that the gates were locked while the fair was in progress, radio announcers, local newspapers and the wire services went all-out in their over-zealous efforts to make the yarn a good one for the front pages. Newscasters on several stations are reported to have exhorted prospective patrons to "stay away from the fair" because of the tremendous crowds, implying that the crush was so great that they might be in physical danger. This story, which was carried in bold-faced type and boxes on the front pages of many of the State's papers hitting the stands on Labor Day, cut a deep gouge into Labor Day attendance. Labor Day this year drew only 81,980 against 79,671 in 1941.

Concessionaires, particularly, were loud in their condemnation of the gate-closing policy, pointing out the action was unnecessary inasmuch as the fairgrounds cover more than 208 acres and, to quote one of them, "As long as they didn't have to stand on each other's shoulders they'd be happy anyway."

Newspapers in general were generous in their praise of the fair, tho *The Sacramento Bee* took a couple of

healthy swings at the "over commercialization" and then came out with a three-column story titled *You Don't Have To Pray To Win—But It Might Help Along the State Fair's Carnival Way*. Piece was an editorial hay-maker aimed at Crafts 20 Big Shows which supplied the midway and slanted the yarn in such a way as to indicate the entertainment found in the fun zone was out of line with the prices asked. Story was liberally sprinkled with such sub-heads as "Shills Aplenty," "Ham, No Bacon," "Profits Roll In," "No Cash Pay-off," "Brazen Bookery" and "Prizes Are Cheap." The paper also panned the grandstand show and the *California Processional*, a pageant with a cast of 1,000 which was presented opening night.

Spike Jones Is Hit

Hit of the show was Spike Jones and His City Slickers, who headlined the grandstand show for two nights early in the fair's run, giving way to Tommy Dorsey and his band who finished the date. George Jessel, Leo Carillo and other Hollywood celebrities also participated. As an added attraction, Jose Iturbi gave a one-night performance Thursday (4) which won heavy applause. It was said to be Iturbi's first fair appearance but it may not be his last inasmuch as his ivory-tickling proved immensely popular.

Brookfield, N. Y., Annual Sets Opening Day Record

BROOKFIELD, N. Y., Sept. 13.—Madison County Fair here enjoyed its biggest opening day in history Labor Day.

Grandstand attractions for afternoons were harness races and acts furnished by Cooke and Rose, of Lancaster, Pa. The night shows had the following acts, with Arthur Kavanaugh, emcee; Mildred Fullin, high pole; the Great Arturo and Miss Hedy, high wire; the Harrison Troupe, bicycle and unicycle; Billy Trevin, table rock; Pop and Mom Huber, electric chimes and songs; Pop and Marie, trampoline; Willard and Company, magic illusion; Kavanaugh and Aaman, comedy; Helen Schraeder's 12-gal line, and Howard Gale's ork.

The B & V Shows were on the midway.

Deming, N. M., Annual Skedded for Oct. 17-19

DEMING, N. M., Sept. 13.—Preparations are being pushed for the Luna County Fair here October 17-19.

Officers are Edgar L. May, president; J. W. Hurt, vice-president; J. Clyde Miller, secretary-treasurer, and S. S. Baker Jr., assistant secretary.

Ore. Gate Off, Grandstand Up; Weather Hurts

SALEM, Ore., Sept. 13.—The 82d annual Oregon State Fair, plagued by downpours the final two days, closed its seven-day run Sunday (7) with grandstand receipts estimated 15 per cent higher than in 1946 and outside gate figures down 5 per cent. Pari-mutuel racing handle during six days was 8 per cent higher than a year ago.

Manager Leo Spitzbart declared the event "a great success, both from the attendance and entertainment features standpoints."

Spending Sags

With last day's figures estimated, paid attendance for the seven days was set at 150,000 with 158,668 in 1946, highest in history. Children were admitted free both years. Official 1947 figures will not be available until the management prepares a detailed financial statement for submission to the State Board of Agriculture.

Spitzbart noted, however, that while receipts were satisfactory, considering weather conditions, expenses were higher than ever before owing to larger purses and higher labor and material costs.

Concessionaires and ride operators on the midway reported a noticeable decline from the free spending of last year. Douglas Greater Shows were on the midway.

Horse racing, six of the fair's seven days, handled wagers totaling \$334,936 compared with 309,949 in 1946.

Opening day, Monday (1), under perfect skies set the pace for the entire week with 62,043 going thru the outside gate compared with 77,372, the record opening day a year ago. Wagering opening day, from a capacity crowd of 10,000, was set at the record high of \$66,342.

Revue at Night

Night entertainment events included a combined horse show and rodeo in the stadium and the Hollywood production, Helen Hughes' *Follies of 1947*, on a movable stand in front of the race track grandstand. Dancing also was provided thruout the fair with Buddy Rich's orchestra playing.

Fair opened with several improvements to grounds and facilities. A concessions gate, two new public entrances, extra windows for night show tickets and an increased number of benches for spectators were added. Buildings were newly painted and refurbished and the parking area expanded to 60 acres.

A record high premium total of \$75,000 was posted for exhibits, and entries also were at a new high, notably new displays of farm machinery. All concession space was reserved more than a month ago.

Collins Paces Race Drivers

CHICAGO, Sept. 13.—Emory Collins, of Le Mars, Ia., is setting the pace in the International Motor Contest Association with 2,725 points. In second place is Deb Snyder, Kent, O., with 2,015, and Jimmie Wilburn, Indianapolis, is third with 1,282. The standings:

Emory Collins, Le Mars, Ia., 2,725; Deb Snyder, Kent, O., 2,015; Jimmie Wilburn, Indianapolis, 1,282; Bob Frame, Owatonna, Minn., 1,125; Wayne Wynn, Tampa, 825; Russ Lee, Minneapolis, 815; Billy Snyder, Minneapolis, 730; C. H. Ehsen, Springville, Ia., 710; Ernie Johnson, Christine, N. D., 555; Harry West, Crestline, Kan., 524; Bayliss Levritt, 460; Phil Mocca, Maplewood, Mo., 447; G. H. Van Poll, Hopkins, Minn., 375; Al Ketter, Quincy, Ill., 375; John B. Anderson, Winter Haven, Fla., 365; W. W. Wright, Quincy, Ill., 355; Les Adair, Indianapolis, 295; Allen L. Yauger, Austin, Minn., 285; Ralph Moore, Austin, Minn., 275; George V. Lynch, Detroit, 270.

Joe Baker, Indianapolis, 265; Clair Peterson, Walnut, Ill., 250; George E. Swangler, Grand Forks, N. D., 240; Frankie Luptow, Tampa, 235; Quentin Cowles, Davenport, Ia., 225; Leon Hubble, Indianapolis, 220; Ronald E. Bohlender, Des Moines, 205; J. B. Smith, Frankfort, Ky., 201; Ingevar Erickson, Gurnee, Ill., 190; Fred W. Tegmeyer, Elgin, Ill., 185; Herbert Eastman, Minneapolis, 170; Hal Cale, South Gate, Calif., 170; C. N. Frame, St. Joseph, Mo., 167; Harry King, Tampa, 165; Bert Hellmueller, Baltimore, 165; Joe Gema, Pasadena, Calif., 150; Jack R. Martin, Chicago, 135; Don Smith, Tampa, 125; Bill Hoff, Minneapolis, 110; Tommy Buenger, Chicago, 105; Ted Stubbe, Milwaukee, 100; Hank Schlosser, Cincinnati, 90.

Bud Simonson, St. Paul, 90; Bob Sledge, Houston, 90; Ford Walters, Inglewood, Calif., 80; Loren Fondable, Wichita, Kan., 70; Alfred L. Funderburk, Tampa, 60; Howie Hoffman, St. Paul, 60; Bill Larimer, St. Petersburg, Fla., 60; John Purdy, Kirkwood, Mo., 60; Hank Snyder, Minneapolis, 60; A. H. Givens, Shreveport, La., 55; C. Kelleher, San Francisco, 55; George Tichenor, Logansport, Ind., 55; Leo Oldfield, Washington, Ia., 50; James Strube, Peoria, Ill., 50; Kirk Washburn, St. Paul, 50; Clarence Ketter, Utica, Ill., 40; John Lelas, 40; Al Speth, Davenport, Ia., 40; Bert McNeese, Colorado Springs, Colo., 35; Charlie Breslin, Philmont, Pa., 30; George Marchman, Yerkes, Pa., 30; Lutz Rathke, Cedarsburg, Wis., 30; Harold Stark, Sauk Rapids, Minn., 30; Steve Yannigan, Allentown, Pa., 30; Ray Knipper, St. Louis, 25; Robert Charles Wilton, Minneapolis, 25; Arthur De Paape, Blue Earth, Minn., 20; Pinky Hill, East Los Angeles, 20; Earl Horn, Nitick, Mass., 20; Eddie Martin, Talledaga, Ala., 20; Bill Steves, Los Angeles, 20; Henry M. Wheeler, Grand Forks, N. D., 20; Keith Sapp, Macomb, Ill., 15; Harry Abajian, 10; W. L. Harding, Donephan, Neb., 10; C. J. (Red) Kettering, 10, and Herman A. Schipman, Tampa, 10.

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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.



September 21-27

ALABAMA

Athens—Limestone Co. Agrl. Sept. 23-26. W. C. M. Owens.
Jasper—Walker Co. Fair. Sept. 22-27. James D. Dickson.
Lexington—Lexington Fair Assn. Sept. 22-27. M. Thornton.

ARIZONA

Holbrook—Navajo Co. Fair Assn. Sept. 26-28. John H. Miller.

ARKANSAS

Ashdown—Little River Co. Fair. Sept. 22-27. C. M. Lankin.
Berryville—Carroll Co. Fair Assn. Sept. 25-27. Mrs. J. C. Richardson.
Camden—Ouachita Co. Fair. Sept. 25-27. John Dornblaser.
Clarksville—Johnson Co. Fair. Sept. 24-27. John Dodson.
Blytheville—Mississippi Co. Fair Assn. Sept. 24-28. Robert E. Blaylock.
De Queen—Sevier Co. Fair Assn. Sept. 25-27. Ralph B. Kite.
Hamburg—Ashley Co. Fair Assn. Sept. 25-27. Fred Gresson.
Hampton—Calhoun Co. Fair Assn. Sept. 25-27. Mack C. Owens.
Harrisburg—Poinsett Co. Fair Assn. Sept. 22-25. E. S. Maddox.
Hope—Third Agrl. Dist. Livestock Show. Sept. 22-27. Charles A. Arnitage.
Jonesboro—Craighead Co. Fair. Sept. 25-27. Elton Patterson.
Monticello—Drew Co. Fair. Sept. 26-27. J. D. McDuffie.
Prescott—Nevada Co. Fair Assn. Week of Sept. 22. G. C. Murray.
Siloam Springs—Tri-Fair. Sept. 22-27. Robert Henry.

CALIFORNIA

Bakersfield—Kern Co. Fair. Sept. 23-28. George W. Wendt.

WANTED

CARNIVAL, RIDES, CONCESSIONS, FOR LITTLE RIVER COUNTY FAIR

September 17, 18, 19 and 20, at Ashdown, Arkansas. JAMES D. SHAVER JR., Secretary, Little River County Fair Association, Ashdown, Arkansas.

ACTS WANTED

Can use more Acts. Amarillo, Texas. Fair, week Sept. 22. Acts wanting break jump to and from Coast wire us.

J. C. MICHAELS ATTRACTIONS
Reliance Bldg., Kansas City, Mo.

Colusa—Colusa Co. Harvest Festival. Sept. 24-27. William S. Randall.
Monterey—Monterey Co. Fair. Sept. 25-28. Matthew Beaton.
Red Bluff—Tehama Co. Fair. Sept. 26-28. George F. Blake.

CONNECTICUT

Danbury—Danbury Fair. Sept. 27-Oct. 5. John W. Leahy.
Durham—Durham Agrl. Fair Assn. Sept. 26-27. John A. Jackson.
Guilford—Guilford Agrl. Soc. Sept. 24. Marie E. Griswold.
Stafford Springs—Stafford Fair. Sept. 25-28. Louise L. Benton.

GEORGIA

Atlanta—Southeastern Fair Assn. Sept. 26-Oct. 5. Mike Benton.
Cortersville—American Legion Bartow Co. Fair. Sept. 22-27.
Cedartown—Northwest Ga. Fair Assn. Sept. 22-27. Thomas Adamson.
Conyers—Rockdale Co. Fair. Sept. 21-27. A. C. Ellington.

IDAHO

Coeur d'Alene—Kootenai Co. Fair. Sept. 25-27. C. W. Neider.
Saint Maries—Benewah Co. Fair Assn. Sept. 25-27. R. Loren Kambitsch.

INDIANA

Bluffton—Bluffton Street Fair. Sept. 23-27. Dwight F. Gallivan.

KANSAS

Conway Springs—Conway Springs Fair Assn. Sept. 25-26. R. H. Cline.
Kinkaid—Kinkaid Fair Assn. Sept. 25-27. W. R. Brown.
Vinland—Vinland Grange Fair. Sept. 25-27. Chester G. Thompson.

KENTUCKY

Brandenburg—Meade Co. Fair. Sept. 26-27. Katherine Kaelin.
Louisia—Am. Legion Lawrence Co. Fair. Sept. 22-27. Harper Preston.
Mount Olivet—Robertson Co. Farm Bureau Fair. Sept. 26-27. James W. Colvin.
Taylorsville—Spencer Co. Agrl. Fair. Sept. 26-27. J. Rene Harris.

LOUISIANA

Centerville—St. Mary Parish Fair. Sept. 26-28. Grace E. Barras.
Coushatta—Red River Parish Fair Assn. Sept. 24-27. Lester P. Vetter.

MAINE

Acton—York Co. Agrl. Assn. Sept. 25-27. Fred E. Young, Emery Mills.
Andover—Oxford North Agrl. Soc. Sept. 25-26. George Stowell.
Monmouth—Cochewegan Agrl. Assn. Sept. 24-25. C. H. Smith.
North Waterford—World's Fair Assn. Sept. 26-27. Bill Button.
W. Cumberland—Cumberland Farmers' Club. Sept. 22-27. Frederic C. Wilson, RD 5, Portland.

MARYLAND

La Plata—Charles Co. Fair. Sept. 24-28. W. Mitchell Digges.

MASSACHUSETTS

Dudley—Dudley Hill Fair. Sept. 26-27. Florence M. Penniman.
Great Barrington—Barrington Fair Assn. Sept. 20-28. Edward J. Carroll.
Huntington—Littleville Community Fair Assn. Sept. 27. Elmer O. Olds.

Sterling—Sterling Farmers' Club. Sept. 24. Charles W. Miles.

MICHIGAN

Decatur—Decatur Agrl. Soc. Sept. 25-27. Ezra C. Planch.
Hillsdale—Hillsdale Co. Agrl. Soc. Sept. 21-27. H. B. Kelley.
Kalamazoo—Kalamazoo Free Fair. Sept. 22-27. Hartman Kakabaker.

MISSISSIPPI

Columbus—Columbus Fair & Livestock Assn. Sept. 22-27. David M. Lavender.
Fulton—Itawamba Fair-Dairy Show. Sept. 23-27. H. L. Holland.
Vicksburg—Miss Lou. Expo. Sept. 22-27. Frank H. Andrews Jr.

MISSOURI

Carthage—Jasper Co. Agrl. Expo. Sept. 25-26. J. C. Gibbons.
Mound City—Holt Co. Fair. Sept. 25-27. E. N. Wright.
Senath—Dunklin Co. Legion Fair. Sept. 23-28. Lyla Richmond.
Warsaw—Benton Co. Fair. Sept. 25-27. O. V. Singleton.

NEBRASKA

Broken Bow—Custer Co. Fair Assn. Sept. 23-26. L. G. Sullivan.

NEW HAMPSHIRE

Deerfield—Deerfield Fair Assn. Sept. 25-27. W. C. Maxwell, R.F.D. 1, Raymond.

NEW JERSEY

Trenton—New Jersey State Fair. Sept. 21-28. Norman L. Marshall.

NEW MEXICO

Las Vegas—San Miguel Co. Fair. Sept. 24-26. Robert Storey.
Portales—Roosevelt Co. Fair Assn. Sept. 24-27 (tentative). W. G. Vinzant.
Tucumcari—Quay Co. Fair Assn. Sept. 23-26. Roy H. Smith.

NORTH CAROLINA

Albemarle—Stanly Co. Fair Assn. Sept. 22-27. F. B. Patterson.
Asheboro—Center of N. C. Fair. Sept. 21-27. W. C. York.
Cherokee—Cherokee Indian Fair Assn. Sept. 23-27. William E. Ensor Jr.
Lexington—Davidson Co. Agrl. Fair. Sept. 22-27. J. J. Mathis.
Louisburg—Franklin Co. Fair. Sept. 22-27. Dr. A. H. Fleming.
Shelby—Cleveland Co. Fair. Sept. 23-27. Dr. J. S. Dorton.
Yadkinville—Great Yadkin Fair. Sept. 22-27. J. E. Shew.
Zebulon—Five-County Fair. Sept. 15-22. R. Vance Brown.

OHIO

Barlow—Barlow Fair. Sept. 25-26. Frank Proctor.
Carrollton—Carroll Co. Agrl. Soc. Sept. 24-27. Leonard George, Harlan Springs.
Fredericktown—Fredericktown Community Fair. Sept. 24-27. Irl Willits.
Gallipolis—Gallia Co. Agrl. Soc. Sept. 22-27. John N. McNealy.
Hamilton—Butler Co. Agrl. Soc. Sept. 21-26. Barton Trustor, Seven Mile.
Kenton—Harlan Co. Agrl. Soc. Sept. 23-26. Mrs. I. E. Weatherill.
Old Washington—Guernsey Co. Agrl. Assn. Sept. 24-26. Thomas E. Gracy, Cambridge.

OKLAHOMA

Oklmulgee—Oklmulgee Co. Free Fair Assn. Sept. 24-27. C. J. Harvey.

PENNSYLVANIA

Bloomsburg—Bloomsburg Fair. Sept. 22-27. Harry B. Correll.
Ephrata—Ephrata Farmers' Day Assn. Sept. 24-27 (tentative). R. U. Fassnacht.
Mount Pleasant—Pleasant Valley Fair. Sept. 24-27. Eugene V. Keefer, Connellsville.
Perkasie—Sell-Park Community Farm Show. Sept. 25-27 (tentative). Hugh Niles.

SOUTH CAROLINA

Kingstree—Williamsburg Co. Fair Assn. Sept. 22-27. H. C. Crawford.

SOUTH DAKOTA

Mitchell—Corn Palace. Sept. 22-27. R. B. Willard.

TENNESSEE

Bolivar—Hardeman Co. Colored Fair Assn. Sept. 25-27. W. B. Hunt.
Byrdstown—Pickett Co. Fair. Sept. 26-27. Rankin E. Little.
Columbia—Maurv Co. Colored Fair. Sept. 26-27. James Crowe.
Huntingdon—Carroll Co. Fair. Sept. 22-27. J. F. Walters.
Knoxville—Tennessee Valley Agrl. Fair. Sept. 22-27. Pat W. Kerr.
Livingston—Overton Co. Fair. Sept. 25-27. Cleston Grimsley.
Memphis—Mid-South Fair. Sept. 22-27. G. W. Wynne.
Somerville—Fayette Co. Colored Fair. Sept. 26-27. McAdams Sloan.

TEXAS

Amarillo—Tri-State Fair Assn. Sept. 22-27. Rex B. Baxter.
Bellville—Austin Co. Fair Assn. Sept. 25-28. B. J. Coufal.
Bowie—Montague Co. Fair Assn. Sept. 25-27. A. R. Murdock.
Crockett—Houston Co. Fair. Sept. 22-27. J. H. Reinicke.
(See Fair Dates on page 107)

Salisbury, N. C., Revival Scheduled for Oct. 20-25

SALISBURY, N. C., Sept. 13.—Resuming after a lapse of five years, the Greater Rowan County Agricultural Fair will be held October 20-25. The Salisbury Junior Chamber of Commerce will sponsor the event. The Crescent Amusement Company will be on the midway, Jack Harvey, fair secretary, announced.

PNE President Lists Development 'Musts' For Vancouver Event

VANCOUVER, B. C., Sept. 13.—Mackenzie Bowell, Pacific National Exhibition (PNE) president, elated over the records set by this year's fair, said the fair now is "big business" for British Columbia generally as well as Vancouver. He said the exhibition must become international in scope, adding: "I hope the results will get us a better deal with the city council and provincial and federal governments."

Next year Washington and other U. S. Western states must be catered to, he said. First improvement to the fairgrounds will be the addition of a boys' and girls' building to promote the work of junior farmers.

Another building on the "must be constructed" list will be for foreign trade exhibits. Lack of one this year, Bowell stated, prevented the inclusion of an extensive East Indian exhibit. The exhibition president said representatives of leading Canadian industrial firms, who visited the fair, indicated they will have exhibits in next year's show.

Plans to improve the midway are under consideration. Martin Arthur, owner of Imperial Exhibition Shows, has offered to create a modern midway complete with 50-foot paved walks and permanent buildings for certain concessions and amusements.

Spencer, Mass., Annual Draws 11,000 in 3 Days

SPENCER, Mass., Sept. 13.—Annual three-day fair here drew 11,000 people over the Labor Day week-end. Attendance was 3,000, Saturday, August 30; another 3,000 Sunday, and 5,000 Labor Day. Free fireworks and vaude shows were featured daily.

A widely publicized performance by Lucky Lee Crosby and His Hell Drivers brought one of the largest opening day crowds in the annual's history.

Also receiving featured billing was the Will H. Hill troupe of trained dogs and ponies.

Encouraged by this year's large turnout, the Spencer Driving Association, fair sponsor, plans a large fair next year. Philip A. Quinn is secretary, and Bernard Reardon, president.

Roseville, Calif., Draws 20,000 to Three-Day Event

ROSEVILLE, Calif., Sept. 13.—The Placer County Fair closed a three-day run here Sunday night, August 17, attendance exceeding 20,000 according to fair officials.

Saturday (16) was the outstanding day. Proclaimed "Farmers," it was heavily plugged in press and advertising and pulled more than 8,000 paid admissions to get the record for any day since the annual was organized in 1937. Closing day admissions were estimated to be near the same figure.

Agricultural and livestock exhibits predominated with a parade and horse show being featured.

Radio Show Scheduled For Hutchinson Event

HUTCHINSON, Kan., Sept. 13.—Station KMBC, Kansas City, Mo., will have its Dinner Bell Round-up Show at the Kansas State Fair here for five days, September 15-19.

Broadcasts from the grounds will feature Phil Evans, station's farm director; Hiram Higsby, the Rhythm Riders, the Tune Chasers, Millie and Sue, Colorado Pete, Jed Starkey and Don Sullivan. Unit played at the recent Missouri State Fair, Sedalia.

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"The Man on the High Swaying Pole"

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\$21,500 GIVEN AWAY IN PRIZES

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Price \$4.00 per foot, minimum; \$50.00 per stand.

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Calif. Annual Big for Crafts

Org pays fair \$49,352.85 for 10-day event—shows gross 16G on opening day

SACRAMENTO, Sept. 13.—Crafts Combined Shows, the rides and concessions of the 20 Big and Exposition shows, made a flashy display at the 10-day California State Fair here and filled an amusement zone 1,280 by 350 feet at the back of the 208-acre fairgrounds.

O. N. Crafts, represented by Frank Warren, manager of the 20 Big, and Roger Warren, manager of the Exposition, exerted every effort to make this date the biggest thing in the history of the shows. Occupying the back spot was the Hollywood Kiddieland, an innovation in fair amusements.

With the fair pulling 658,038 people and setting a new attendance record, Crafts paid \$49,352.85 for the privilege of playing the event. Privilege was on the basis of 7½ cents per person, whether paid admission or a pass. The fair, scheduled to open at 6 p.m. August 28, opened at 4 p.m. instead, to take care of the crowds. Attendance for the opening evening was 18,766. Attendance for the first full day was 37,681 with the carnival doing \$16,000 gross or about 42 cents per person. Sunday's attendance, August 31, hit the roof with 128,846 people.

Bill Meyer in Charge

With Bill Meyer in charge the kiddieland played to 37,000 kids Sunday at 25 cents per ride. The kiddie zone had 18 rides and occupied an area 250 by 350 feet. Meyer used 150-foot neon front and sides all around the back. He flashed the location with six 30-foot light towers. Over the kiddie train a 40 by 60 shelter top was used. More than 100 benches were spread around thru the "park." Charging the same price, 21 and 4 cents, for each ride, five ticket boxes took care of the crowds. A ticket was good on any ride.

Included in the kiddieland were a Merry-Go-Round, three Kiddie Autos, two kiddie Merry-Go-Rounds, two kiddie Airplanes, two miniature trains, one large train, one motor ride, a kiddie Roller Coaster or Little Dipper, two Pony-Go-Rounds, pony cart ride, fire engine, and Crosley bus.

Following Sunday's human deluge, (See Calif. Big for Crafts on page 91)

Calif. Fair Shows Head Toward L. A.

LIVINGSTON, Calif., Sept. 13.—California Fair Shows, headed by Cal Enfield, moved out of here Monday (15) after enjoying fair business. Enfield said the season to date has been "only fair." However, the shows, working southward to Los Angeles, plan to play dates around that city and move into the Imperial Valley for the winter. Org opened its season April 2.

Shows move on 10 trucks and rides include Merry-Go-Round, double Loop-O-Plane, double Chairplane and Ferris Wheel. Kiddie rides include Bomber Plane and kiddie cars. There are 27 concessions.

Personnel includes Ray Langford, advance and general agent; Fred Munger, photos and sound truck; Al Sawyer, electrician; Beryl Robinson and Bertie Segrest, tickets; J. R. Woods; Felix Martinez, Whitey Robinson and William Messina, stores; George Adams and family, mitt; Eldon Scott, jingle board; George Jacobs, hot dogs and B. P. Surler.

Hennies, Rand Tell Alleged "Shake" to Iowa Grand Jury

DES MOINES, Sept. 13.—Sally Rand and officials of Hennies Bros.' Shows appeared before the Polk County Grand Jury at Des Moines in connection with an alleged "shake-down" attempt during the Iowa State Fair.

Miss Rand came to Des Moines to testify after being subpoenaed at the Clay County Fair at Spencer, Ia., where she was appearing with the Hennies Bros.' Shows. She flew by plane to Des Moines to testify and arrived back at Spencer by noon, missing several shows.

Frank Tezzano, operator of the Hawaiian Girl Show, testified at the same time, while Harry W. Hennies, owner of the shows, and Keith Chapman, business manager, appeared the day before.

Sally told reporters it was her first trip before a grand jury and that she didn't know what the alleged shakedown was about.

Hennies officials reportedly claimed at the close of the Iowa State Fair that a person who represented himself as an assistant prosecutor demanded payoff money to permit the shows to operate at the exposition. It was contended that the person demanded \$300.

Sidney Levine, former Polk County Assistant Attorney, has admitted he

sought \$100 from Hennies but contends it was for legal services. Meanwhile Levine has filed suit for \$100 against Hennies.

Nate Miller Passes Away

LONG BEACH, Calif., Sept. 13.—Nate Miller, 64, well-known park man and ride operator, died at his home here early Wednesday (10) following a heart attack. Born May 28, 1883, in Kovna, Russia, he came to America as a young man and entered outdoor show business about 40 years ago.

At one time he was associated with the Nat Reiss Shows when that org was operated by Nat Reiss and remained when the show was taken over by Mrs. Melville. He was connected with this concern for about 20 years. Later Miller went into the exposition field and was associated with Dallas and San Francisco expositions.

Moving to this city 14 years ago, Miller had been semi-retired since 1941 tho he still operated rides and Penny Arcades at Venice, Ocean Park and Long Beach.

He was a life member of the Pacific Coast Showmen's Association, Shriners in Peoria, Ill., and No. 880 Elks in Long Beach.

A bachelor, he is survived by a sister and four nieces. Services were at Motell's Mortuary, Long Beach, Friday, Rabbi Craftman and H. A. (Pop) Ludwig officiating. Pall bearers were Hubert Cole, Mack Bybee, Elmer Hildebrand, Henry Hardy, Charles Murray and Joe Illions. Burial was in Sunnyside Cemetery, Long Beach.

All-Maritime Org Loses \$1,400 in Office Robbery

McADAM, N. B., Sept. 13.—During the stand of the All-Maritime Shows here, a thief broke into the office trailer and made away with \$1,400.

Entrance was gained by removing a small wire screen from a window. Theft was discovered by Cecil Wiggins, who with Len (Kid) Dryden, owns the org.

I. T. & Cole Shows Net NSA \$300 in Benefit at Mineola

NEW YORK, Sept. 13.—Mineola (L. I.) Fair was the locale of a rather unique jamboree for the National Showmen's Association (NSA) Thursday night (11) sponsored by the owners of the I. T. Shows, occupants of the midway, with circus owner James M. Cole providing the tent and entertainment. The highly successful affair netted the NSA \$300, thru sale of tickets, donations and fines levied during a hilarious mock court gag.

Phil Isser and I. Trebish, owner of the I. T. Shows, who promoted the jamboree, found the idea expanding to a point where they realized they had no tent on the midway equipped to properly accommodate the ticket buyers and delegated Sam Rothstein and Executive Secretary Walter K. Sibley, of the NSA, to seek the co-operation of Cole, whose big top was pitched in front of the fairground grandstand. Cole, an NSA member, not only offered the use of his tent but volunteered to put on a real show and to arrange with the management of the fair for use of lights and other details.

For the Mineola date the Cole big top was erected on the race track, with the half facing the grandstand entirely open and only four sections of seats installed. Instead of occupying grandstand seats, the jamboree spectators filled the circus seats in front of the center ring, where all acts worked for the benefit performance.

Bandmaster Charles Cutbert not only directed the band but also emceed the show. Acts, all from the Cole show, appeared in following order: Cole's Liberty Horses, handled by Lew Barton; Grace McIntosh, webbing routine; Marcille Visengard, vocal solo; Tama Frank and Patsy, rope spinning and whip cracking; Cole's elephants, presented by seven-year-old James M. Cole Jr.; Joe and Annette Dobas, perch act; La Bird Brothers and Irvin Romig, clown gag; Senorita Flordelina, wire act; Ida May Kerley, contortionist; Tama Frank and Patsy, knife throwing, and the Duttons (2), bareback riding.

All Win Big Mitts

Show was tops and all acts bowed off to big hands. At close of the performance the audience cheered the performers, band and circus employees and joined Sam Rothstein in extending thanks to James M. Cole and the entire circus personnel.

Actively assisting in putting across the jamboree were Phil Isser, I. Trebish, Harry Sussman, Louis Sherer and Blance Henderson, of the I. T. Shows, with practically everybody on the midway co-operating, including independent ride operators and concessionaires on the lot. As usual, members of the NSA Auxiliary turned out and did their bit. Several NSA members from New York, including Jack and Mrs. Lichter, Sam and Mrs. Rothstein, Al Janpol, Al Horowitz and Morris Brown, assisted at the jamboree.

25% Increase For Cavalcade At Louisville

Shows Pace Midway Business

By a Staff Correspondent

LOUISVILLE, Sept. 13.—Al Wagner's Cavalcade of Amusements was doing better than all right here this week at the Kentucky State Fair.

Taking time out Thursday night (11) from his office-wagon activities, Al gave out with some comment on business to that point, saying, among other things, that the rides and shows were 25 per cent ahead of 1946 to the corresponding point.

Back-End Potent

The increase is due in a large measure to the upped attendance at the fair itself, Wagner allowed, adding with emphasis that it can also be attributed in part to the fact that his org's back-end totes more power than it did when it was in here last year.

Thursday night the back-end shows were getting heavy patronage. They constitute a formidable array of money-getters and, in this show-lappy area, they were cashing in heavily. The battery of shows, all dressed up and presenting much crowd-lure on the outside, pulled them in in large numbers.

Midgets Please 'Em

Clicking solidly was Mrs. Rose's Midget Show. Scenic effects, only recently completed, are striking. Midgets, garbed in cowboy-cowgal costumes, give out with a Western song, dance and gag routine which scores solidly with the customers on the bleacher seats. Other shows in the line-up have plenty on the inside to support the out-front build-up.

Games concessionaires thru Thursday were faring well. To be sure, Louisville newspapers took a belt at some of the games, but they were not as violent as last year in this respect.

Atherton Joins

Arthur Atherton, until recently associated with Fitzie Brown, was due to join Friday (12) as secretary. Atherton was with Wagner last year.

From here the org will go to Columbus, Ga., for a still date, which will be followed by another still as yet unsigned, after which it will play three successive fairs, Tupelo, Jackson and Laurel, all in Mississippi.

Visiting show folks here this week included J. C. McCaffrey, general agent of the Hennies Bros.' Shows, and Mike T. Clarke, retired general agent, for many years with the S. W. Brundage Shows and now an Indianapolis resident. Fair execs who visited included Joe Redding, of Atlanta.

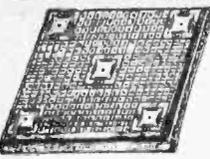
Elmer F. Cote Books S. E. Michigan Celes

DETROIT, Sept. 13.—Elmer F. Cote, former operator of the Wolverine Shows, has booked two late Southeastern Michigan celebrations, the South Lyon Homecoming and Festival and the Disco Homecoming and Veterans of Foreign Wars Jamboree.

The affair at South Lyon is backed by the Kiwanis Club.

Imperial Exhibition Org Raises \$500 for PCSA

VANCOUVER, B. C., Sept. 13.—Members of the Imperial Exhibition Shows raised \$500 at a benefit in the Hippodrome top at the Pacific National Exhibition here for the Pacific Coast Showmen's Association.



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
 80" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$22.50

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MIDWAY CONFAB

Kitty Kelly visited Vernon Hoff, Ran Randall and Bob McGregor at the Louisburg (N. C.) Fair.

One inch of rain doesn't seem like much unless it falls on a big day at a fair.

Charlie (Hoss) Johnson cards that he visited James H. Drew Jr. at the Michigan State Fair, Detroit.

While playing Sherman, Tex., recently, Bessie Bessette, member of the Bill Hames' Shows, entertained friends on the Clyde Beatty Circus.

BEN TROUT, 18-year-old son of Mr. and Mrs. Taylor Trout, who have booked their act and concessions with the B & D Shows for the fall, recently was graduated from Edwards Military Institute, Salem, N.C. Young Trout, who will handle publicity on the B & D Shows this fall, recently won his pilot's license and flies his own Aeronca.

To preserve their charm, midway children should stop repeating their dad's corny jackpots.

Doc Hagaar is teaming up with Gene Yarnell, manager of the Chandler Theater, Detroit, for a series of indoor shows and promotions in Michigan this winter.

Nels P. Madison, co-owner of Madison Bros.' Shows, is in Memorial Hos-



pital, Mattoon, Ill., for a check-up. He expects to remain in the hospital for some weeks.

Big midway takes at fairs have given showmen a chance to restore circulation in their crossed fingers.

C. E. Frazier has returned to school in Ocala, Fla. His father, Art Frazier, of the Johnny J. Jones Exposition, presented him with a new car before he left the show.

Mabel L. Fish, who has been ill the past 10 years, has been discharged from a hospital and is now residing at 308 West Burnham Street, Battle Creek, Mich.

Around the Gate & Banner Shows everybody is allowed to speak his mind—provided he hasn't much of a mind.

Frank M. Sutton Jr. reports that the Great Sutton Shows enjoyed a big Labor Day celebration at Zeigler, Ill., and enjoyed their best still date of the season so far at Sikeston, Mo.

Elmer Ritzheimer, ice cream and candy concessionaire, has been saddened by the death of his dog, Peggy, his constant companion for 11 years and widely known to Midwest show people.

Trouble with the early-day, letterheads only, midways that titled themselves "Great United Shows" was they had no one to be united against.

Ace Morley, writing from Austin, Tex., reports leaving the J. C. Wrigley Shows. He infoes that Ed Moss

BIG MONEY MAKERS
 ENGINEERED FOR TROUBLE FREE SERVICE

★ ALL ELECTRIC CANDY FLOSS MACHINE

Concession Super Model #111 is extremely easy to operate—even a child can do it. Single Spinnerhead, \$27.50; Double Spinnerhead, \$245.00; Single Bands and Ribbons, \$5.00 each; Double Bands, \$15.00 each.

WE REPAIR ALL MAKES OF MACHINES

★ NEW SUPER KETTLE

Ideal Popcorn Popper for large volume business! 35-quart capacity kettle, 19 1/2" diameter by 15" deep. Made of 3/32" aluminum. Gearless agitator. Sturdy. Makes uniformly delicious popcorn—and Makes Money for You! \$37.50. Also 12-quart Saratoga Kettle, \$20.00; 8-quart kettle, \$10.00; 6x6 Tops with frames, \$150.00. Write now for details.

★ WAFFLE MOLDS

Large 4" commercial size of cast aluminum. Light and easy to handle. Made in three designs; six sided, round and scalloped. Complete with wooden handles and formulas, \$2.50 each.

IMMEDIATE SHIPMENT. Terms: 25% with order, balance on delivery
 F. O. B. Toledo.

CONCESSION SUPPLY COMPANY
 Box 133, Station B Phone Kingswood 2408 Toledo, Ohio

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

QUEEN OF THE FLYING RIDES

FLYING SCOOTERS

BISCH-ROCCO AMUSEMENT CO.
 5441 COTTAGE GROVE CHICAGO, ILL.

1947 WINNERS
35TH ANNUAL BIG ELI FOURTH OF JULY CONTEST

Rank	Owner	State	Wheel	Receipts
1	Browning's	Oregon	No. 5	\$885.25
2	E. J. Casey	Canada	No. 5	789.10
3	H. S. Shows	Minn.	No. 5	783.75
4	H. Klein	S. Dak.	No. 5	706.50
5	Elman's	Wis.	No. 5	690.00
6	C. Park	W. Va.	No. 5	686.25
TOTAL				\$4,540.85
Average per wheel for the day				756.80

All prize winners are No. 5 BIG ELI WHEELS

ELI BRIDGE COMPANY
 BUILDERS
 800 Case Avenue Jacksonville, Illinois

New ELECTRIC CORN POPPER



Now you can go into business for yourself and pay for your machine in one week.

We also have complete supplies for you and grade of hullless pop corn especially adapted for THE EXCEL. Also Seasoning, Boxes, Bags, Cones and Salt.

LET'S GET STARTED NOW
 Write—Wire—Phone
INDIANA POP CORN CO.
 MUNCIE, IND.

PHOTO MACHINES

Shipped in 2 days! Big profits. Exclusive features—easy to operate. Hands not in chemicals. KD or I piece. 5-year warranty. Cameras only or complete. 10 sizes—single, double or triple. Write—phone—wire:

Federal Identification Co.
 Dept. 48, 1012 N.W. 17, Oklahoma City, Okla.

ALL ALUMINUM

12 QT. POPPER
 Equipped with Lifetime Micro Precision Heat. Only Treated Gears. **\$16.00**

8 Qt. Popper, All Aluminum Gearless. **\$10.00**

NEW ATOM POPPERS
 ALL ELECTRIC. FOR IMMEDIATE DELIVERY.
 PORTABLE GASOLINE UNITS. USED EQUIPMENT OF ALL KINDS. POPCORN SUPPLIES.

B & B POPCORN CO.
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TURTLES CHAMELEONS

BOXES — FOOD — PINS — AND CHAINS
 Write for Prices.

TROPICAL TURTLE CO.
 HOUMA, LOUISIANA

Triple All Steel HI-STRIKER (40')

FOR SALE

A-1 condition. Use as a permanent or portable. For complete information write or wire

M. MEIEROVITZ
 136 Beach 87 St. Rockaway Beach, N. Y.

AT LIBERTY
 After September 20th

NEW CATERPILLAR, OCTOPUS AND WHEEL

B & V SHOWS
 BRIDGETON, N. J.

FOR SALE

Two 10'x10' outfits, complete; frames, tops, side-walls and counters, very good condition, \$85.00 each. Also 4 MacGlashan Air Pistols, \$50.00.

JACK SCILIPOT
 8086 S. W. 8 St. MIAMI, FLORIDA

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

got his share at Houston. Morley visited Dutch Bowden at Johnson City, Tex., as the latter headed south.

Mrs. J. R. Carroll, of the World of Pleasure Shows, has rejoined after returning from a plane trip to San Antonio, where she had been called by the illness of her daughter-in-law, Mrs. L. R. Havins, of Hills Greater Shows, whose condition is improved.

Midway mother who doesn't understand where her child picks up such language, forgets that the kid is around when his dad tries to set up with green help.

Pearl and Bill Hollis Reed, who closed with the Johnny Tinsley Shows, now have their bingo with Shan Bros. for the fall circuit of fairs. Jimmie Miller, Key West, Fla., joined the Reeds in Tazewell, Va., as stock man and relief caller.

Billy Logsdon, who closed with Turner Brothers at the Du Quoin, Ill., Fair, joined the Rogers Greater Shows with an all-new side show. The Logsdon org furnished the back end for the Rogers show at the Tifton County Fair, Covington, Tenn., where Renee joined with his Life Show. Kathy Doron visited Linda Lopez at the Covington annual.

Midway optimist is one who believes the reason "concessionaires love privilege collectors" isn't loudly ballyhooed is because of a shortage of loud-speakers.

Mr. and Mrs. Emmett Bejano (Emmett, the Alligator Boy, and Priscilla, the Monkey Girl), after appearing with a side show at Canadian fairs, returned to this country to play first at the Illinois State Fair, Springfield, with the Lorow Bros.' No. 2 Side Show, then at Minnesota (See Midway Confab on page 74)

FOR SALE—2 SOLO LIFTS

SOMETHING NEW AND DIFFERENT
IN THE ENTERTAINMENT WORLD!

Everyone likes to prove he is strong. These lifts are a test of strength. By pulling up on the two levels you raise the car to various heights. It's fun watching people try for the champion level at the top.

Easily operated by men, women and children. Machines can be run with one operator, as illustrated, or may be placed in separate locations if desired.

Original cost, less than three months ago, was \$6,000 for the two lifts. An additional \$1,000 was invested in attractive lights, signs and background.

Both Lifts, including extras, ready to operate, at the bargain price of \$4,000 F. O. B. San Francisco.

Reason for selling: Losing space in park.

FOR INFORMATION

Wire, telephone or write.

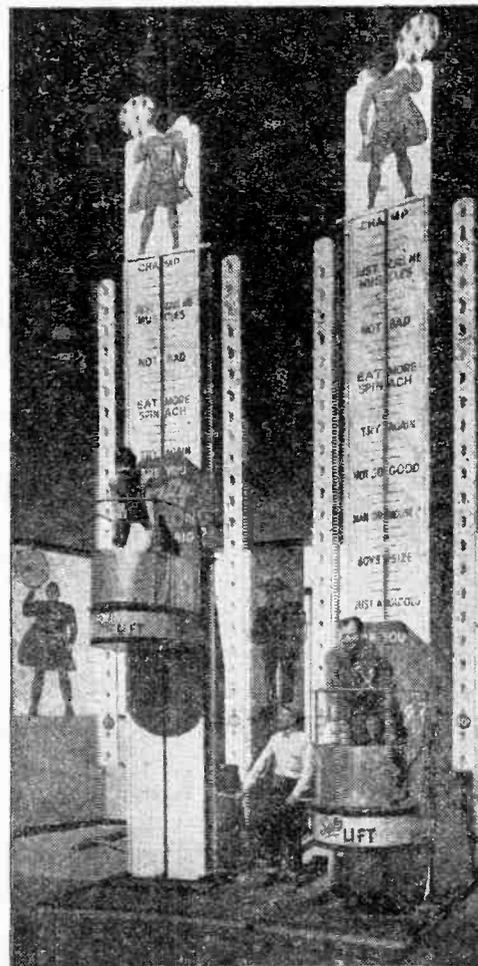
PINGER & OVERMOHLE

PLAYLAND-AT-THE-BEACH

4800 Cabrillo Street

San Francisco, California

Telephone Skyline 1-6963



America's Pioneer
Manufacturer of
Corn-Popping
Machines

CRETORS

Since 1885

FOR SALE

Arcade complete with '41 Chev. cab over engine truck with steel body, A-1 condition. Arcade has frame with counters for machines, new top, color blue; 70 machines in A-1 condition; \$500.00 in stock included, spare parts for machines. Adrian, Mich., week of Sept. 15-20. Best offer takes the Arcade.

K. C. RIES

R. R. 1, Alger, Michigan

WANT GOOD CARNIVAL

FOR OPENING OF NEW
County Fair Grounds at
Annual Fair in Enid,
November 3-8

- Ample Grounds
- Good New Buildings
- Outside City Limits

Contact J. B. HURST, Mgr.
Box 1066 Enid, Oklahoma

OCTOPUS FOR SALE

With transportation. A-No. 1 condition. Can be seen in operation at Viroqua Fair Grounds, Sept. 18th to 21st.

MRS. PEARL WEYDT
c/o RIDES VIROQUA, WISCONSIN

MINIATURE TRAINS

Custom-built-to-order Steam or Diesel type, all gas driven. New, sensational, \$2195.00. Streamliner, portable or permanent, best buy on the R.R. market. Photos and details, \$1.00 bill. No checks. Also new 12-lb. rail.

IRON HORSE MINIATURE TRAINS

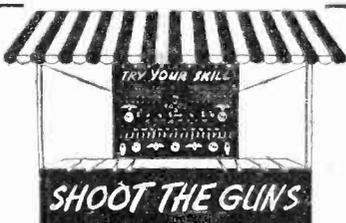
3320 Glenwood Ave. TOLEDO, OHIO

14x14 CONCESSION

Complete with frame, new canvas. Sell or trade for 12x12 same.

TEX EANES

c/o Moore's Shows, Mt. Vernon, Ill., this week; Senath, Mo., next.



SHOOTING GALLERIES

Complete line of portable and stationary galleries for immediate delivery. Have beautiful streamlined truck and semi-trailer bodies with built-in galleries. Have new rifles, loading machines and tubes for sale. Write for catalog.

King Amusement Company
32 Orchard Street Mt. Clemens, Michigan

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 Gee Street, N.W., Washington, D. C.

HAVE IMPORTANT PROPOSITION

HARRY FISHER

Formerly Heart of Texas Shows.

Please contact me.

R. C. BRYAN

608 Tampa St., Tampa, Florida

Attention! Showmen, Promoters, Etc.

I want an honest, sober partner with some ready cash to help promote some Indoor Spots. I have a large, money getting show, nice banners, etc., and about 75 good curiosities that can be used indoor as a museum, or outdoor by playing fairs, etc. I have no tent or banner poles or truck. I am experienced in promoting and selling advertising banners. Or I will sell my show for cash. For complete details, write to:

VICTOR R. CARLIN, c/o Webster's Wall Paper Store, 608 South Calhoun St., Ft. Wayne 2, Ind. P. S.: Chas. (Pat) Roach, also write.

OUTDOOR CEL. COMMITTEES, READ THIS

A high class Novelty Trapeze Act available for Outdoor Celebrations, Fairs, etc. Also for Indoor Events. Attractive equipment. Real Act. (Platform required for Outdoor.) For full particulars, address: **CHARLES LA CROIX**, 1804 S. Anthony Blvd., Fort Wayne 4, Ind.

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FOR POPPING
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MAKE THIS YOUR WINTER ADDRESS

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Prices Effective March 1, 1947

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PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B
SHAMOKIN, PA.

Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

100,000

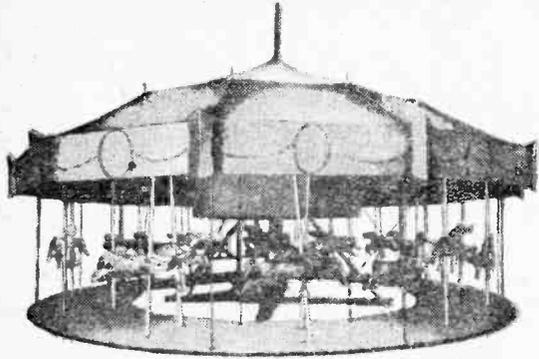
\$25.00

10,000 \$ 8.50

20,000 10.25

50,000 15.75

NEW EWART MERRY-GO-ROUND



Easily erected and dismantled
Many new and patented features
NEW to Merry-Go-Round construction.

Improved Post-War Design



BUILT TO LAST FOR YEARS

- ★ Modern in every detail.
- ★ Precision built and engineered.
- ★ All steel frame — sturdily constructed.
- ★ Delivery in less than thirty days.
- ★ Write for complete specifications.
- ★ Equipped with gaily and decoratively painted EWART cast aluminum horses.
- ★ Moving parts operate on Torrington Roller or Ball Bearings throughout.

H. E. EWART CO.
4300 LONG BEACH BOULEVARD
LONG BEACH 7, CALIF.

POPCORN HEADQUARTERS

TOP-POP Hybrid Popcorn is backed by a Money back guarantee if you are not completely satisfied in every respect. Send your order in today. Finest quality roasted peanuts—attractive circus bags. 5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks. Immediate Delivery Star Poppers. Midway Marvel Candy Floss Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast to Coast

MATTY MILLER 231 N. Second St. Philadelphia 6, Pa.
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JOE MOSS 1261 E. Sixth St. Los Angeles 21, Cal.

CARL BOHN & SONS UNITED SHOWS WANT FOR 12 WEEKS OF BONA FIDE COUNTY FAIRS

RIDES—Small Merry-Go-Round, Ferris Wheel. Book same for committee and tax. Want sober Mix-Up Foreman; Goldie and husband, answer. Concessions of all kinds. Come on, will place you. Want Shows, Fun House, Snake Show, Walk Through with own outfits. Will book same 25%. Can place useful Carnival People. Do not want any forty-miler. Wire; no time to write. This week, Seymour, Mo., Civic Fair on Public Square; then Siloam Springs, Ark., Tri-Co. Fair, week September 22. Notice, Fair and Celebration Committees in Arkansas and Louisiana, contact us as per route. We have a clean midway.

BAIN'S ATTRACTIONS NOW ORGANIZING FOR WINTER TOUR

OPEN SEPT. 15TH, DOWNTOWN, CENTRE, ALA.
Limited amount of Stock Concessions. One of a kind only. Pop Corn, Cotton Candy, Grab, Fish Pond, Bumper, or what have you? Need Second Man for first-class #5 Wheel, one who will take care of neon. Also Foremen for Flying Twister and Kid Swings. Will book small Merry-Go-Round or Octopus, small Monkey or Snake Show. We stay out all winter and do not play cornfields or cotton patches. No gate—no flats—no gyps. Contact
RILEY BAIN
Now, CENTRE, ALA.; Next, PIEDMONT, ALA.

Midway Confab

(Continued from page 73)
State Fair, St. Paul, with Royal American Shows. They have purchased a new Buick sedan.

While collecting \$35 per load for straw, which he'd have to burn before spring, from midwayites that needed it on a muddy fairground, a farmer said: "I'm the poor country yokel you carnival wisemen have so much fun with."

Gerald Snellens paid a brief visit to *The Billboard's* New York office en route from Brockton, Mass., to his home in Allentown, Pa.

Mr. and Mrs. Scotty LaBrake took delivery on a new custom-built trailer recently while in Charlotte, N. C., for a few days' vacation.

Mrs. Mabel Fish, well known in outdoor show circles, who has been in ill health for the past 10 years, has been released from a Battle Creek, Mich., hospital. She recently lost her sight and is making her home at 308 West Bernham Street in that city. She would like to receive news from her friends there.

Jean Nadja payed a return visit to the Royal Crown Shows during the org's stand at the Huntsville, Ala., Fair and renewed acquaintances with Tresa Tracy, Life Show manager. Nadja and Jackie Lopez recently took delivery on new drapes and costumes for their *Strip Follies* on the J. J. Page Shows.

SUNFLOWER STATES SHOWS

Want for Montague County Fair, Bowie, Texas, Sept. 22 to 27—All Concessions. Any Shows except Side Show, People for Girl Show. We have 8 weeks in West Texas in proven spots. Will book Dingers, Bingo or what have you? Wire, do not call: C. A. GOREE, Perry, Okla., this week.

POPCORN and CONCESSION HQ

- "100 Plus" Purdue Hybrid...\$8.97
- BEE HIVE Premium Hybrid...10.35

POPCORN SEASONING

- Coconut Oil, 5 Gals.\$10.25
- Pure Liquid Vegetable Oil, 5 Gals. 12.50

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 Aids, 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.

Want—American Legion Armistice Celebration—Want November 8 to November 15 — Seven Days De Funiak Springs, Florida

Biggest Celebration in Florida, over 30,000 people attend. Been going since World War I. Want Concessions of all kind that work for stock. Want Grind Shows. Those booking now will get preference and get your winter bank roll. Want High Sensafional Free Act. Address all replies to

Keystone Exposition Shows

Freemont, N. C., this week; next week, Bethel, N. C.

Will Book Deluxe Bingo

Fluorescent lights, well stocked, good enough for Big Show or any Fair. Consider show with bona fide Fair Route with drawing capacity. Address

LOUIS WEINSTEIN

Care Triangle Show, Oneonta, Ala.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

Have opening for a limited number of legitimate Merchandise Concessions—Devil's Bowling Alley, Hoop-La, String Game, American Palmistry. SPECIAL NOTICE—Pop Corn, Snow Balls, Candy Apples, Cotton Candy, Guess Your Age, Bingo and Scales will be open for the balance of the season beginning week of September 29th. Contact immediately. Have opening for reliable Ride Help on all Rides; must be sober. We will book any high-class money-getting Show not conflicting. All Address:

JOHNNY T. TINSLEY SHOWS

ATLANTA, GEORGIA, SEPT. 15TH THRU 27TH

FOR SALE

2 PORT MORRIS ELECTRO FREEZE CUSTARD MACHINES

In excellent condition.

Write

CHARLES LEWIS

114 D Cromwell Parkway

Norfolk, Virginia

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 1,000, 1.25. M. W. Cards, 5x7; White, Green, Red, Yellow, per 100, 2.00. 3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, Size 4x5, M. 1.50. 3,000 Featherweight Bingo Sheets, large size, 5 1/2 x 3; 5 colors; loose, no pads, M. 1.75. Adv. Display Posters, Size 24x36, Each Cardboard Strip Markers, 10 M for .75. Nickel Wire Cage, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 15.00. Thin Transp. Plastic Markers, Bwn., 3/4 M 1.00. Red or Green Plastic Markers, scalloped edges, transparent, size 3/4 inch, M. 2.50. All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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SEASON
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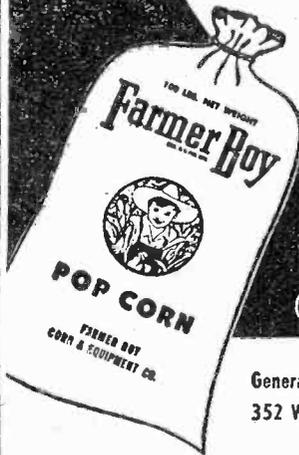
LARGE POPCORN PROFITS

WITH FARMER BOY—AMERICA'S OUTSTANDING
POPCORN SUPPLIERS & EQUIPMENT CO.

You get the best in Jumbo Popcorn, Salt, Seasonings, Bags, Boxes and Equipment. Satisfied customers everywhere are using our top quality popcorn equipment and supplies.

TRY US NOW!

Write, wire, phone for additional information



Farmer Boy
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352 W. 44th STREET, NEW YORK 18, N. Y.
Telephone—Circle 6-1293

WANT ROLLOPLANE

Mark Williams, wire.

WANT SHOWS OF MERIT FOR
Huntingdon, Kosciusko, Marks
and Charleston Fairs.

Wire Parsons, Tenn., this week.

ROGERS GREATER SHOWS

C. A. TUCKER

WIRE

J. A. McDONALD

or come to Tulsa Fair.
Get letter Sunday

SUNSET AMUSEMENT CO.

Wants for No. 2 Show

Starting Sept. 22 at Coln, Iowa, Celebration, followed by Concordia, Mo., Fair.
Photos, Pop Corn, Grab, Novelties, Lead Gallery and Hanky Panks; some Percentage.
Clarinda, Iowa, Celebration this week. No. 1 Show, Norborne, Mo., Fair, next week; No. 2 Show, Coln, Iowa, next week.

WANT TO KNOW PRESENT WHEREABOUTS OF EDDIE F. SERVIC

30 years, 5'8", weighs 140 lbs., dark complexion, dark hair, dark eyes, jaw teeth on upper left side missing. Formerly with Marshall Shows, more recently with Tivoli Expo. Shows. Works as Dice Game Operator or Cook. Also understands Rides.
Please communicate any information to
E. E. ORMAN, 215 N. Court, Uttumwa, Iowa

Outdoor Arena For Rent

Anything, anytime, on percent or flat rate.
Seating capacity—6,000.

Jimmie Thompson Arena
Alexandria, La.

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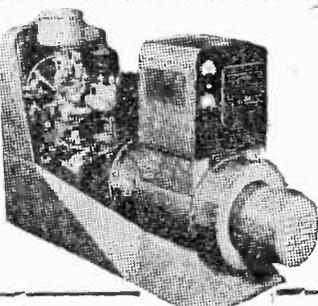
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Another old but purchase of 6,000,000 Sheets 8 1/2 x 12 Yellow Herald Paper, printed E. O. B. Cato, at prices of \$3.95 first thousand, \$2.50 additional thousands. Just send us copy and amount of order. We'll do the rest.
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And Supplies for Eastern and Western Type Galleries.
WRITE FOR CIRCULAR.

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10 KW.—120/240 Volts—60 Cycle—Single Phase—
3 Wire

NEW JEEP GAS ENGINE GENERATOR SETS

(Model GPW-101)

THESE ARE NOT GOVERNMENT SURPLUS!

Engine 4 cylinder, 4 cycle L-head, water cooled, rated 30 horsepower at 1800 RPM.

IMMEDIATE DELIVERY! (Subject to Prior Sale.)
These plants are ready for immediate use.

\$1,145 EACH

F. O. B. New York City
25% Dep., Bal. C. O. D.

Manufactured by International Diesel
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HARRY HAYKIN

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FOR PROFIT AND FLASH THE SPITFIRE

IS "SUREFIRE"

WORLD'S MOST BEAUTIFUL RIDE

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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.

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BOOMERANG

Unlimited Capacity — Repeater — Thriller

Write for Catalogue

U. S. RIDING DEVICES CORP.

298 Junius Street

Brooklyn 12, New York

CONCESSION TRAILERS



"Calumet Built" by Experts who know your needs!
• All-Clad Airplane Aluminum and Non-Breakable Plexi-Glas Exterior.
• Flashy Translucent Roof Corners.
• No Set-Up Required—Always Ready to Operate.
• 2 Large Vending Windows.
• Unequaled Customer Handling Efficiency.
• Smooth Rolling on the Road.

PROMPT DELIVERY

Size, 7 1/2 Ft. Wide, 12 Ft. Long. Interiors Set Up to Your Specifications. Write and State Your Needs for Further Details and Prices.

THE CALUMET COACH CO.

Special Vending Trailers for Carnivals

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Phone: COMmodore 7251
CHICAGO 28, ILL.



"LIGHTS"

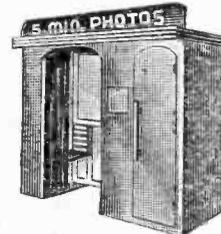
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Generate your own electric current at less than city rates with a lightweight, compact, reliable Universal Lighting Plant. Simple and safe to operate, pays for itself in short time. Models to handle from 10 to 500 and more bulbs. For circuses, carnivals, road shows, etc. Write for free literature!

**Universal
LIGHTING PLANTS**

UNIVERSAL MOTOR COMPANY

426 Universal Drive, Oshkosh, Wisconsin



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Machines
(all types)

Original

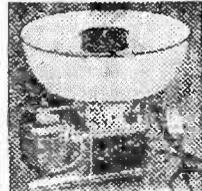
Amsco means more profits. Fastest delivery. Plenty supplies. New — Used. Beautiful, durable, portable.

Simplified so anyone learns in hour. Sign below for literature. American Stamp & Novelty Mfg. Co., Dept. 920, 1132 W.N. 2, Oklahoma City 4, Okla.

Name

Address

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—and us your order NOW.

ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., So.
Nashville 4, Tenn.

FOR SALE

Dentzel Park Merry-Go-Round, 50 ft. diameter, 50 stationary animals, 2 coaches, in operation at park. A-1 condition, \$4,000.00.

Island Amusement, Inc.

ISLAND PARK, SUNBURY, PA.

Phone: Sunbury 2063

—FOR SALE—

PARKER #5 WHEEL

Excellent condition. New belt, new cable, motor reconditioned, new booth, star and circle. \$4,250.00. Long term contract is available at present location. Contact **HAYDEN FONTS**, Sandusky, Ohio

FOR SALE

40x80 Round End Scooter building, neon lights all around, 18 Lusse Bros. 1941 Model Cars. Portable. Now operating on Boardwalk, Jacksonville Beach, Fla. Will accept a reasonable offer.

SAMUEL D. LIPMAN

WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

12 RIDES 60 CONCESSIONS 10 SHOWS

NOW CONTRACTING FOR OUR 1948 TOUR

Outstanding Attractions in Keeping With Our Standard

SHOWS—Can place Monkey Show, Fun House, Animal, Glass House, Iron Lung and other worth-while Attractions. Will consider financing capable Showmen.
CONCESSIONS—Have sold the following exclusives: Cookhouse and Crab, Popcorn, French Fries, Bingo, Candy Floss, Basket Ball, Bear Stand and Long Range Gallery. All other stands open, either flat rate or percentage.

RIDE HELP—Want Foremen and Helpers for 12 major Rides; top wages. Can place Sign Painter and Scenic Artist for entire season. A-1 Lot Man that can get it on and off without contention. This show will open in April in the vicinity of Detroit and play the industrial cities of Michigan, Ohio and Indiana.

JOHN QUINN, Mgr.

AUBURN, IND., ALL THIS WEEK
Permanent Address: 3550 CASS AVE., DETROIT 1, MICHIGAN

Endy Bros. Shows

WANT FOR AMERICA'S NO. "1" FAIR
SOUTHEASTERN WORLD'S FAIR, ATLANTA, GEORGIA
SEPTEMBER 25 TO OCTOBER 5 INCLUSIVE

Legitimate Stands, Hanky Panks, limited amount of space available. Will place for balance of season, Flying Scooter, Spitfire, Glass House and Live Pony Ride.

Can place Talkers and Ticket Sellers.

Want Pictorial Painter immediately, also Neon Man.

FOR SALE—8-CAR OCTOPUS AND FLYOPLANE RIDES.

All answers **ENDY BROS.' SHOWS**
Chattanooga, Tenn. (Interstate Fair), this week.

RIDES FOR SALE

One 24-Horse, 2-Chariot Parker Merry-Go-Round, ride in good condition, with plenty of lights—Priced \$4250.00. One Octopus, ride in good condition, with plenty of lights—Priced \$3750.00. One Airplane Kid Ride, has crests, new top, in good condition, with lots of lights—Priced \$1250.00. One Miniature Train, streamline, has engine, two cars, track, lights, in good condition—Priced \$1500.00. These Rides have been in a park and can be seen operating there now. Also have one eight-car Mangels Whip, ride in good condition, with plenty of lights—Priced \$2000.00; now in storage here. One 30 by 60 Show Top, with side walls and side poles, good for a season—Priced \$150.00. Address:

HARRY H. ZINDARS

BOX 69, HOT SPRINGS, ARK.

TELEPHONE 3530-W

Want—BOB AND BILLIE HOUSSELS—Want FOR TEXAS STATE FAIR, DALLAS, TEXAS

OCT. 4 TO 19. THEN HAWAII ALL WINTER.
Can place two more Dancing Girls, also two more Ticket Sellers and Grinders. Address: Kansas State Fair, Hutchinson, this week; then contact BOB HOUSSELS, c/o Jack Korie, 2316 Denley Drive, Dallas, Texas.

P.S.: Rabbit, come to Dallas.

CLUB ACTIVITIES

Show Folks of America San Francisco

LOS ANGELES, Sept. 13.—Thursday's (4) meeting was bazaar night and Co-Chairman Lucille Dolman reported the response excellent. First Vice-President Nell Robideaux presided at the meeting in the absence of President Jimmy Lynch. It was announced the regular weekly meetings will be resumed Thursday night (18).

Pictures taken at Bill and Nancy Meyers' party are available at \$1 each. All money taken in on the pictures will go to the club. The Meyers recently sold their home and are moving to their Hollywood parking lot.

Babe Miller, patient in Cedars of Lebanon Hospital, has suffered a setback and will be hospitalized for another week or more. George Rosen is reported ill in Vancouver, B. C. Others on the sick list are Madame Delma and Sis Dyer. Sympathies are extended Harry Suker on the death of his sister, Lillian Youngman.

New members are Kyle and Charlotte Edwards.

Donation received: From Vera Downie, \$5 for the sick and relief.

Jennie Riegel reports the raffle being conducted for the sick and relief fund is meeting with good response. Emily Bailey is planning a bunco party this fall.

Emily and Dave Friedenheim are reported on their way back to the Coast.

Called on for short talks were Vivian Gorman, Cecelia Kanthe, Jennie Riegel and Charles Blair. Communications were read from Mike and Babe Herman, Lillian Nicholas, Joe Mead, Virginia Kline, Lillabelle Williams. Paul Huedepohl Orel and

Michigan Showmen's Association

3153 Cass Avenue, Detroit

DETROIT, Sept. 13.—The home has been renovated for the opening of the fall season, including the painting of the marquee. A new stage has been installed in the large meeting room for the actors' company, whose first play was *Uncle Vanya* and whose current production, *The Importance of Being Earnest*, is drawing big crowds.

During the Michigan State Fair many visitors were noted in the clubrooms, including Harry Modele, Eppy and Bennie Gosser, Joe Marks, Bill Loninger, Don Elliott and Charles Stapleton.

Secretary Bernhard Robbins recently returned from Toronto where he visited the Canadian National Exhibition and visited with Patty Conklin and Dave Picard.

Membership applications have been received from Robert Lewis, Frank Randall, Bert H. Britt, Sol Gurard, M. M. Webb, Herbert R. Fine, Bennie Fisher, Joseph Paladichuk, Louis Y. Handel, George Bartley, James H. Drew Jr., Ralph Arnold Miller, M. J. Coules, Paul (Jack) Greeley, Elmer Kersten, Don Wish, Theodore Rose, John L. Choyke, Robert Paul DeLap, Ephraim Glosser, James Gallagher and Joe Caplan.

It was reported here previously that Wauna Jones was passing out cigars on the birth of a daughter. It should have read "a son."

Jack Kent, L. C. (Blackie) Stark and T. Dwight Pepple. Guests at Thursday's meeting were Ellen Cannon and Mrs. Horwitz.

Harry Quillen won the door prize.

CETLIN and WILSON WORLD ON PARADE SHOWS

NEW JERSEY STATE FAIR

TRENTON, N. J., SEPTEMBER 21 TO 27 INCLUSIVE

Can place all legitimate Merchandise Concessions. Address Cetlin & Wilson Shows as per route.

All Eating and Drinking Stands address John McCormick at the Fairgrounds

THE GREAT FREDERICK FAIR

FREDERICK, MD., SEPTEMBER 29 TO OCTOBER 3 INCLUSIVE

We will place all legitimate Merchandise Concessions and Eating and Drinking Stands.

WANT SPITFIRE FOREMAN & SECOND MAN TO JOIN IMMEDIATELY. WE CAN PLACE YOUNG, ATTRACTIVE LADIES FOR OUR POSING SHOW.

NAT MERCEY WANTS GOOD TALKER FOR HILLBILLY WESTERN SHOW.

THIS SHOW CARRIES 10 HORSES AND A TROUPE OF HILLBILLY PERFORMERS
All address Hagerstown, Md., Fair, this week.

CONCESSIONS AND SHOWS

Wanted for the

LIGONIER, IND., STREET FAIR

SEPTEMBER 23-27

This event features Free Acts, Contests, Parades, Ball Games, Barbecue, Bands. Automobile given away. Reserve your space now—WRITE—WIRE—PHONE!

W. G. Wade Shows

UNIT NUMBER TWO

Bourbon (Ind.) Fair this week. Monroeville (Ind.) Street Fair follows Ligonier.

**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 Hoopers Flameproofing Compound.
Write Today

**UNITED STATES
TENT & AWNING CO.**
2315-21 W. Huron CHICAGO 12
Big Tent M use since 1870

**SIDEWALL
NEW WATERPROOF
FLAMEPROOF**

Following finished sizes, complete with Grommets. Made of double filled duck or twill.
9'x100' ... \$54.50 9'x100' ... \$80.00
7'x100' ... \$39.00 10'x100' ... \$9.48
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 O. O. D.

MICHIGAN SALVAGE
417 W. Jefferson Ave., Detroit 26, Mich

**SHOW
CIRCUS
CONCESSION
MERRY-GO-ROUND
CENTRAL
Canvas Company**
HARRY SOMMERVILLE—FOREST GILL
121 West 8th Street Kansas City 6, Mo.

**D. M. KERR MFG. CO.
TENTS**
1954 W. GRAND AVENUE
CHICAGO 22, ILLINOIS

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

**Carnival and Concession
TENTS**
Serving the Showmen of the Southwest
JOHN M. COLLIN CO.
18 E. KIRK ST. SHAWNEE, OKLA.

READERS WANTED
FOR
TEMPLE OF KNOWLEDGE
Season ends Nov. 30th.
EDITH KELLY
VICTORY EXPOSITION SHOWS
Tulsa, Okla., this week; then per route.

**DYER'S GREATER SHOWS
WANT**
For Phillips County Fair, W. Helena, Ark.,
Sept. 29th thru Oct. 4th.
Caterpillar, Little Train, Ponies, Shows with own
equipment. Cook House, Grab, Candy Apples,
Scales, Watch-La, Hoop-La, P.C. and Bingo
sold, all others open. Contact us.
New Madrid, Mo., this week; Tiptonville,
Tenn., next week.

**Pacific Coast
Showmen's Association**
1106 S. Broadway, Los Angeles 15

LOS ANGELES, Sept. 13.—Past President Ed Walsh conducted the Monday (8) session with Secretary Ed Mann assisting.

New members are Ralph B. Christiansen Jr., Don H. Roberts, Jack Ryan, George E. Hiscox, owner of the Ziegler Shows; John A. Martin, Adrian J. Whalen, Ed M. Edwards, Paul Ail, Henry Herman and Jack W. Schue.

Sick list includes George Rosen, seriously ill in General Hospital, Vancouver, B. C.; Charles Soderberg, recuperating in his home in Los Angeles, and Capt. Eric Kelley, recuperating in the desert from a long illness. Barney Tully reports he hopes to leave the rest home, where he is a patient, next month.

Paul Richmond returned here from his trip thru the Midwest. His wife is on the sick list. Mr. and Mrs. Joe Horwitz recently returned from their honeymoon.

The prize for selling the most building fund tickets during August went to Joe Steinberg. Drawing was won by Harry LaMack who celebrated his 73d birthday Tuesday (9).

**Heart of America
Showmen's Club**

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Sept. 13.—Mr. and Mrs. William B. (Bill) Myler and Mr. and Mrs. Eddie Geyer and son Billy, Frear's United Shows, visited, coming in from St. Joseph, Mo., where the shows played this week.

Rumor has it Edward (Slim) Johnson, of Midwest Mercantile Company, will enter the bonds of matrimony in December.

L. K. Carter again has taken the lead in the membership drive, followed by George Carpenter.

The club will resume its weekly meetings early in October and President Harold Elliott is looking forward to a large attendance.

Charles Coleman, custodian, says club visitors this summer have exceeded that of any previous year.

Secretary G. C. McGinnis again calls the attention of the members regarding 1948 dues, which are due now.

Show Folks of America
1839 W. Monroe St., Chicago

CHICAGO, Sept. 13.—Regular meeting was held in the Anne Lynch Home for show folks, with President May Adams Stoke presiding. Elected by the assembly to meet with the three elected by the board of directors to present the 1948 slate of officers were Past President Morton Schaeffer, Bud Schaeffer and Nellie Grosch.

There will be two socials at the home in September, the first, with Rose Page as hostess, Saturday (20) and the second by the home's board of governors Saturday (27). There will be refreshments and entertainment, and all show people are invited, whether members of SFA or not.

Special thanks are due Mrs. George A. Hamid, New York, for her many contributions to the resale shop.

Nellie Grosch, welfare chairman, reports Mother Christine Snow, 94, is coming along fine at the county hospital.

Club is seeking new and larger quarters, and a committee, including Nellie Grosch, Rose Page, Etta Coulthard, Jack Lamey, Bud Schaeffer and Isaac Chapple, has been named to look into the matter.

SECOND-HAND SHOW PROPERTY FOR SALE
\$35.00 Wax Head Hindu General in glass case.
\$70.00 Wax Dis. Human Stomach, shows bl. vessels.
\$40.00 Wax Pln Head. Side show attraction.
Life-size Elephant and Camel, cheap. Good prop.
\$39.00 Seeburg Piano. Needs repairs. Cost \$1500.
WEIL'S CURIOSITY SHOP
12 Strawberry St. Philadelphia 6, Pa.

PIONEER SHOWS
high class midway attractions

MILTON, PA., September 22 to 27

Gigantic Parade—Over \$3,500 in Prizes, Featuring Band, Drum Corps, Military Units, Marching Clubs, Firemen, Mummies, Floats and Decorated Cars

Miss Pennsylvania, Dorothy Gres, Will Head Parade

WANT Concessions, Rides and Shows non-conflicting, Sensational Free Act. This will be Central Pennsylvania's largest event. Get well here. Answer, week September 15 to 20, Tioga, Pa.

MICKEY PERCELL

FROZEN CUSTARD AT AUCTION

THURSDAY, SEPT. 18TH, 11:00 A.M.

Two Blocks From Allentown, Pa., Fairgrounds.

Sale at Gulf Station, 18th and Tilghman Sts.

This outfit is completely equipped and working all season. New body is mounted on '35 Ford V-8, good rubber. The following equipment is all new this year. Emory Thompson Freezer (approx. 20 gal. per hr.), 1 H.P. Universal Compressor, custom built serving cabinet, Leonard Storage Freezer, cans, buckets, dippers, fluorescent lights, stock, etc. We got our share of the biggest with this unit. Ill health forces this sale.

TERMS: CASH.

ED J. KNOLL, Auct.

B. H. THOMAS, Owner

Phone: Allentown 3-1387

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

**VA. RACE TRACK—FAIRGROUNDS AVAILABLE
OUTDOOR EVENTS**

I am completing half-mile dirt race track and fairgrounds. Want outdoor attractions, all kinds, including rodeo, auto races, horse races, motorcycle races, helldrivers, and want 3-day fair early November. Interested in all outdoor propositions. Good territory to draw from. Consider myself good promoter and publicity man. Write, see or call

GEORGE CLANTON, Tappahannock, Va.

T — E — N — T — S

BINGO — CONCESSIONS — SHOW — MERRY-GO-ROUND — CIRCUS
khaki, blue, olive, baker bold stripe

Jimmy Morrissey

ALL-STATE TENT & AWNING CO.

300 E. 9th St.

Phone: Harrison 6867

Kansas City, Mo.

TENTS

All Sizes—NEW AND USED—All Styles.

BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

E. G. CAMPBELL TENT & AWNING CO.

100 CENTRAL AVE.

(Phone 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.

MICHIGAN'S LAST BIG FAIR

KALAMAZOO COUNTY
FREE FAIRMichigan's 2nd Largest Free Fair
SEPT. 22-27

This event carries one of the fullest fair programs possible and is held on the State's largest fairgrounds. 70 acres of parking field to hold the automobiles. Six-day grandstand show, horse racing, auto races, thrill shows; two radio stations battling for station time, using on-the-spot broadcasts all week; city newspapers issuing special edition honoring the gigantic advancement of the fair in the last five years.

THIS IS IT! COME AND GET IN ON IT!
CAN USE FOR THIS EVENT . . .

RIDES—Looper, Fly-o-Plane, Boomerang, Rocket.

SHOWS—Fat, Monkey, Freak Animal, Ice Revue, Mechanical, Motor Drome and other clean Units.

CONCESSIONS—PRIVILEGES ALL OPEN (except Corn Game and Pop Corn). Have made additional midway locations to accommodate the growth of this great fair. No racket allowed!

RIDE HELP—Ferris Wheel Foreman and Second Man.

WINTER IS COMING! GET YOURS NOW!

WRITE—WIRE—PHONE

W.G. WADE

Shows



Ludington, Mich. (Fair), this week.
LaGrange, Ind., Street Fair follows Kalamazoo.

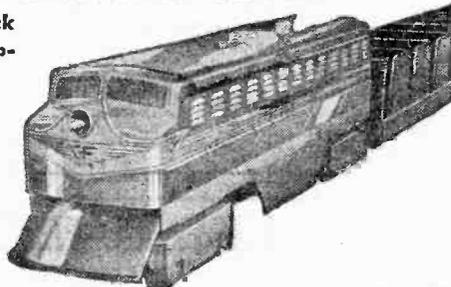
NOW YOU CAN SECURE IMMEDIATE DELIVERY ON The Famous CENTURY FLYER

Locomotive, Cars and Portable Track
on hand ready for immediate shipment.

HERE'S A GOOD BUY
IN A USED OUTFIT

Gasoline Locomotive and three Four-Seated Cars, newly painted and in good running condition.

Priced To Sell



Designers and Builders of ROLLER COASTERS—MILLS—MILLS CHUTES—MIRROR MAZE—REVOLVING FUN HOUSES—Greatest Illusion Sensation ever built in a Fun House. Orders accepted for spring delivery.

NATIONAL AMUSEMENT DEVICE CO. Box 488, VAF, Dayton 7, O.

HILLSBORO FALL FESTIVAL

Hillsboro, Ohio — October 7-8-9-10-11

On Streets — Free Admission

—CAN PLACE—

SHOWS—Penny Arcade, Illusion, Snake, Fun House, Fat Show, Monkey, Glass and other shows of merit. Liberal percentage.

FREE ACTS—Will book Aerial Acts that can set rigging on streets.

CONCESSIONS—Have space for a few Stock Concessions. No flats.

F. E. Gooding Rides booked. Write or wire at once.

C. H. STEVENSON, Hillsboro, Ohio

BACK AGAIN

ALL ELECTRIC PEANUT ROASTERS

Roasts 15 lbs. an hour, compact; 25"x18"x24", attractively illuminated. Great for Carnival and Road Shows. Circular on request.

\$136.50 — Mail \$36.50 Deposit, Balance C. O. D.

ATLANTA POPCORN SUPPLY

145 Walton St.

Atlanta, Ga.

FROM THE LOTS

Douglas Greater

SALEM, Ore., Sept. 13.—Everyone on the Douglas Greater Shows had a good week at the Oregon State Fair. New Salem-built device, *Ride the Sea-Cruise*, made its bow at the date, and it had a satisfactory showing. Mrs. Tom (Jenny) Armstrong sold tickets and gave an hourly check of gross and capacity for the builders, the Gerlingers. Tom Armstrong viewed the crowd and met the visitors who came to see the new ride.

Mrs. Earle Douglas flew in from her Midway, Wash., home the Sunday before the fair opened but had to fly back to place her daughter in school.

William A. Mullen was in charge for Earle Douglas when the latter went to Puyallup, Wash., to prepare for the next fair date. Bill has been in advance for the shows this year. He soon will become a grandfather. He delighted in talking over old-times on the Levitt, Brown & Huggins Shows, with which he had been connected. Slim Tremaine, who also had been with that show, is in the Douglas office. George Gresham is second man, and he handles locations and general promotions.

Ray and Midge Holden are with the shows. Ray, incidentally, has a new voice recording machine on which he records the voices of show folks and plays them back for his own amusement.

Jenny and Bob Perry, who have the Motordrome, plan to winter in Los Angeles. Lil and Dutch Schue made the fair, and Lil was busy collecting bazaar articles. Mike Krekos and his bride visited for a day.

Mr. and Mrs. Fred Weidman, of San Francisco, operated their soap booth. The Weidmans have been on a long tour, playing fairs.

Pickards' Redwood Empire Shows played the Polk County Fair the week before the State Fair. As Monmouth is only 12 miles away, we drove over to catch it. Mr. and Mrs. Pickard were off on a booking trip, but Walton de Pellaton, who has some concessions, entertained in his trailer, as did Lucille Gilligan, who told of her trip to the Gresham Fair and the West Coast Shows. Doc Gilligan took in the races at Gresham. Pellaton received a letter from Babe and Whitey Perry, who reported opening of a sporting goods store in San Diego.

Mr. and Mrs. Joe Davis, who have the Eyerly rides on the Browning Shows, are planning to winter in Phoenix and will operate their rides in a park there.

The writer had a pleasant telephone call from Marie Kortez, who was in Memphis. It was a business call, but there was a momentary shiver when it occurred to the writer that she was supposed to finish a purse for the R.A.T.C. raffle and had forgotten it and thought Marie was calling to check.—VIRGINIA KLINE.

Caravella Amusements

PHILLIPSBURG, Pa., Sept. 13.—Shows arrived here from Blairsville, Pa., and were all set to open Labor Day at 9 a.m. Owing to a big parade in a near-by town, however, the natives didn't get to the lot until around 2 p.m. The day wound up on the right side of the ledger, despite the late arrival.

Manager Frank Caravella is busy supervising the repainting of the rides and show fronts in preparation for the start of the southern fairs, the first of which is at Kingstree, S. C., opening Monday (22). Ride Superintendent John McGowen reports all rides are in tip-top shape mechanically.

Mr. and Mrs. Caravella entertained many friends while playing here.

The staff: Frank Caravella, owner-manager; Mrs. Caravella, secretary-treasurer; Stanley (Stan) Reed, business manager; Philip Rich, general superintendent; John McGowen, ride superintendent; George Kirk, boss canvasman; John Yowns, electrician, and Blackie Hayes, bill poster.—PAT RYAN.

Thompson Bros.

JOHNSONBURG, Pa., Sept. 13.—Org played this spot for the Central Hose Company which was celebrating its 50th anniversary. Lot was located in the heart of town. Weather was fair and business good. Org opened Labor Day noon and business was fair. A parade at 6:30 p.m. really brought out the people, who spent freely but went home early. The rest of the week business was good. The Ferris Wheel topped the rides, followed by the Looper. The Monkey Show led the shows.

At Austin, Pa., we were under auspices of the firemen and Veterans of Foreign Wars. Weather was not too good but business, considering the elements, was okay. Rain delayed the opening a few hours, org not getting under way until 9 p.m. Rain interfered with biz two other nights.

The Ferris Wheel topped the rides and the Funhouse was second. Paul McClure, wheel foreman, left here for his home to undergo an operation.—BUD WIEGARD.

Bright Lights

LURAY, Va., Sept. 13.—Org broke all midway records at Page County Fair for the week ending Saturday (6), despite two days of rain. New Flying Scooter topped the midway, with the Ferris Wheel second. Joe Kane joined with eight concessions. Anna Lee King joined for this date only with her Minstrel Show. M. J. Gratiot joined with three concessions. Chief Keetch added two.

Clark Queer and his cousin, Miss Donovan, were visitors. A. C. Bradley and Charles Nickols closed here.—MRS. H. C. KETCHUM.

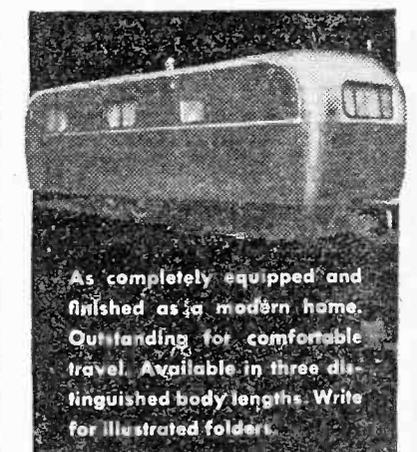
"AMERICA'S FINEST SHOW CANVAS"
PRACTICALLY NEW!
24x36 BINGO TENT—USED 1 WEEK
IMMEDIATE DELIVERY!

QUICK CONCESSION TENTS,
DELIVERY.. SHOW TENTS
AND BANNERS

The Best Flameproofed Available. ● Forest Green ● Royal Blue ● Orange ● Khaki

BERNIE MENDELSON—CHARLES DRIVER

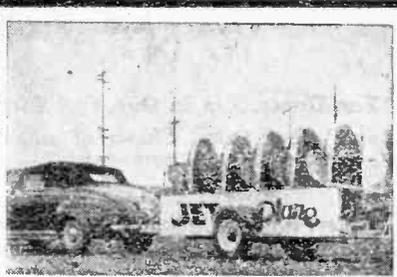
O. Henry Tent & Awning Co.
1862 N. CLARK ST. CHICAGO 40



America's Finest Trailodge

ALMA TRAILER CO. ALMA, MICH.

CONCESSION TRAILER
And two Deep Freeze Cabinets and Ice Cream Truck for sale, all in A-1 condition. Will sell all or part. Trailer and Cabinets are two months old. Truck is 5 months old. A good buy for a quick sale.
DAVEY'S DAN DEE ICE CREAM
2016 Monterey, Detroit 6, Mich.



Introducing . . .

JET PLANE

Star of All Youngster Rides

They spin, bank, half-roll, skid, dip and roar in a 36-ft. circle, acclaimed and proved by carnival men the most thrilling and popular repeater ever made. THE KIDS ACTUALLY FLY THEM.

One man sets up and operates—the attractive appearance, the demand, performance, profit, portability and low cost make it today's greatest buy. Order or inquire now. Weight, 1900 lbs.

HAROLD AUSTIN

9608 4th Place, S. W. Seattle, Wash.

RIDE HELP

WANT RIDE HELP

Merry-Go-Round Foreman; Barney Hawk, answer. Also Chairplane Man; must be truck driver. Apply

MRS. LEW HENRY

Lexington, Va., until September 20; then Farmville, Va., Fair.

WANT

One Show with own outfit. Photo Gallery open and other legitimate Concessions. All replies

L. J. HETH SHOWS

Dalton, Ga., now; Walker County Fair, Jasper, Ala., next week.

DUMONT SHOWS

WANT AGENT WITH CAR

One who knows South Carolina and Georgia. All address

LOU RILEY, Mgr.

Elizabeth City, N. C., this week.

SAM'S FUNLAND SHOWS

WANT CONCESSIONS

Any Stock Stores, Ball Games, Penny Pitch. Also Agents for Fish Pond and Ball Game. Can place Grab Joint. Also Shows with own outfit.

SAM FOGLEMAN

This week, Pembroke, N. Car.

Hutchen's Modern Museum

WANT TO JOIN for 5 Fairs, starting Paragould, Ark. One Ticket Seller, Girl for Blade Box, also good Annex Attraction. Also one more Working Act or Freak.

Address: **JOHN T. HUTCHENS,**

c/o Snapp Greater Shows, Paragould, Ark., this week.

MONROE HOGE

Wants Agents for Shum Skillo, Count Store and Blower. Contact me at once at Milan, Tenn., care Anderson's Greater Shows. Alabama Fairs to follow. Slim Yelton, Norman Livermore, Slim Shelton, Herman Watts, Brownie Cole and Harry White, come on.

BILLY "BOZO" MACK

Your letter just received. Join Chattanooga or Atlanta.

JIMMY ANNIN

Larry Nolan

SYRACUSE, Kan., Sept. 13.—A return date here proved okay. The spot before, Horace County Fair at Tribune, also was good. The Scott City, Kan., fair piled up a gross equal to July 4, with all concessions reporting heavy play.

Madelin Nolan has taken over the bingo with Betty Dunn and Ernie Harrell on counters. Jack Reese and daughter, Bubbles, recently joined as did Dr. Barry with Freak Baby Show. Mr. and Mrs. Frank (Boxback) Warfield were called to St. Louis by illness in the family, but signed for 1948. Geo. Banks laid off a week to go with the VFW band to Ohio for the convention.

Elvin Bishop has the rides in top shape. Leroy Huffman, Rolloplane foreman and show's mechanic, has rolling stock in top form. The new office trailer has been completed. Built circus style with sunburst wheels, the front end is the office and the back set up as a lounge.

Ted Lucky reports the grab joint clicking. His son, Doug, and Andy Reed take care of the electrical end of the show. Jess Bogart made a flying trip home to Wichita to put Judy in school. Arline Bishop reports her best season with the cigarette gallery.

Recent visitors were Ben Truex, Ralph Forsythe, and Mr. and Mrs. Dee Aldrich.

Shows jump to Colorado for the remainder of the season and again will winter in Denver.

Crescent Amusement

MOUNT AIRY, N. C., Sept. 13.—Shows recorded their largest gross of the season thus far at the new Mount Airy Fair, which was bought outright. L. C. McHenry, owner-manager, operated everything from the front gate to the grandstand, which drew heavily, with Buck Owens Circus the feature. In addition to Owens, acts included Brownie, the clown, and the Flying Fishers. Jimmie Hurshberger, special agent, had 40 extra men on to handle the front gate and grandstand.

Org made a fast move in here from Asheville, N. C., and was up and ready for the opening by noon Monday. All attractions reported tremendous business. Caterpillar and twin Ferris Wheels took top money among rides. Jim Chavane's Circus Side Show packed 'em all week. Norman Wolf's Linda Revue clicked. Filipino Midgets attraction did well. Several new concessions joined here. Jack Lydick's best week yet with the Bingo. Joe Parenteau joined with a grab stand. Lewis's cookhouse at one end of the midway and Stewart's on the other were still doing business Sunday morning.

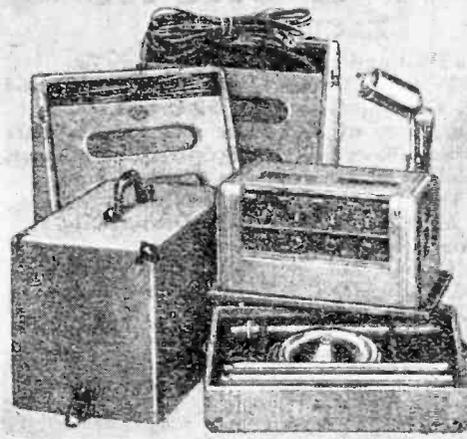
The writer was kept busy between the grandstand and the fairground gates, where 14 ticket sellers and ticket takers were employed. Visitors noted were Bill Page, Mighty Page Shows; Nora Boswell and mother; G. C. Mitchell, of the AMP Shows; committee from the Salisbury Fair Association. G. S. Alexandra and H. C. Gibson, of Iredel County Fair, Statesville, N. C.—LOUIS BRIGHT.

Bill Lynch

SYDNEY, N. S., Sept. 13.—Org unveiled its new Merry-Go-Round here at the North Sydney Fair and newspapers gave it plenty of publicity. Shows were on the first train to cross Northumberland Strait on a new ferry. The steamer handles rail cars as well as motor vehicles and passengers. Because they were the first shows to make the crossing on the new steamer between Prince Edward Island and the mainland, they will get special mention in a railroad publication.

Sol Solomon and his diving girls are carried as the free act this season.

Put Your Show Across with



Rauland

**Powerful
Portable
Sound!**

35-WATT PORTABLE SYSTEM

The RAULAND 35-Watt PD-835 Portable System illustrated will cover approximately 20,000 people indoors, or 50,000 square feet outdoors. It's the last word in sound amplification and portable convenience. Two handsome, sturdy carrying cases house the entire system: 35-Watt amplifier, 2—12" PM Dynamic Speakers, Dynamic Microphone, mike floor stand, all necessary cables and plugs. Features: 4 Microphone Inputs; 2 Phono Inputs with Dual Fader; Separate Bass and Treble Controls; illuminated amplifier panel. (Optional: remote mixing of 3 microphones.)

Show-people "on the go" choose Rauland Portable Sound for its easy convenience, dependable power and professional tonal fidelity. Whether you select the powerful 35-Watt Portable System illustrated, or the smaller 20 and 14 Watt Portables which are available, you'll sound "like a million"—you'll put your show across wherever you go! RAULAND Portable Sound is the professional answer to your amplification needs. It has the perfect tonal realism, the abundant coverage, the fine versatility that puts extra punch and extra brilliance into your performance. So get the best in Portable Sound—get RAULAND! Write for details today . . .

RAULAND Electronic Sound (formerly Rauland-Webster) is favored among show-people. When you choose RAULAND, you get Sound with a famous reputation for quality . . .

Electrohearing is our business

SOUND TELEVISION

Rauland

INTER-COMMUNICATION

THE RAULAND CORP. 4267 N. Knox Ave. CHICAGO 41, ILL.

SNAPP GREATER SHOWS, INC.

CAN PLACE FOR JONESBORO, ARK., FAIR, SEPT. 22-27;
FOUR STATES FAIR, TEXARKANA, SEPT. 30 TO OCT. 5,
AND FOR THE BALANCE OF OUR FAIR SEASON.

SHOWS WITH OWN EQUIPMENT

PENNY ARCADE; LEGITIMATE STOCK CONCESSIONS;
NOVELTIES; PHOTOS; EATING AND DRINKING STANDS

Wire or Write:

SNAPP GREATER SHOWS, INC.

Paragould, Ark. (Fair), this week; then as per route above

JOS. J. KIRKWOOD SHOWS

WANTS FOR CHEROKEE INDIAN FAIR, CHEROKEE, N. C., WEEK SEPT. 22;
AND FOR CHEROKEE COUNTY FAIR, MURPHY, N. C., WEEK SEPT. 29

Concessions of all kinds, except Bingo, Popcorn and Custard. Will book Girl Show for balance of season, closing in December in Florida. RIDE HELP: Caterpillar Foreman and Second Men on all Rides. Semi Drivers preferred. All address

JOS. J. KIRKWOOD SHOWS

WILSON, N. C., this week; then the Two Big Ones: Cherokee, N. C., followed by Murphy, N. C.

TED LEWIS SHOWS

Not the Biggest But the Best

WANT AT ONCE WANT

Heading South, all winter in Florida.

CONCESSIONS—Of all kinds, Ball Games, Cigarette Shooting, Fish Pond, Popcorn and Apple sold. All others open. SHOWS—Jig Show, Snake, Monkey, Fun House, Motordrome, Girl or Posing Show at once. Wire me, Rock Hall, Md., 16-20; then South Norfolk, Va.; Fairs and Celebrations to follow. All reply, wire to

TED LEWIS

ROCK HALL, MD.

GREAT SUTTON SHOWS

CAN PLACE

Rat Joint, Pan Joint, Pea Pool and any percentage joints for Dexter Street Fair and Fall Festival, Dexter, Mo., Sept. 22-27, and Gideon Fall Festival, Gideon, Mo., Sept. 29-Oct. 3.

Also Can Place for Our Long Route of Fall Fairs and Celebrations: A few more legitimate Stock Concessions, Ridee-O, Spitfire, Roll-o-Plane, Octopus and Caterpillar Rides. A good, flashy Monkey Show. MALDEN LEGION FALL CARNIVAL, Malden, Mo., this week. DEXTER STREET FAIR AND FALL FESTIVAL, Dexter, Mo., September 22-27.

GIDEON FALL FESTIVAL, Gideon, Mo., September 29-October 3.

MONROE COUNTY FAIR, Aberdeen, Miss., October 6-11.

GRENADA FAIR, Grenada, Miss., October 12-17.

WITH INDIANOLA, CANTON AND TWO OTHER MISSISSIPPI FAIRS TO FOLLOW.

This Show will stay out thru the month of November. Contact:

F. M. SUTTON JR., Mgr.
MALDEN, MO., ALL THIS WEEK

From the Lots

J. A. Gentsch

GREENWOOD, Miss., Sept. 13.—Stand here August 25-30 just six blocks from downtown, netted satisfactory business. Early part of the run was light, but it finished strong. VFW was the sponsoring org. Only beef was over the weather, which was hot.

The trip was made without difficulty and credit for this is given Russell Cooper, chief mechanic and electrician, who has kept the rolling stock in excellent shape. Trucks and trailers are being repainted and lettered under the direction of Cooper.

Mrs. J. A. Gentsch drove her children, Sonny and Myrna, to her mother's home in Winona, Miss., to put them in school. Mrs. Russell Cooper left for Houston to enroll the Cooper boys, Rusty and Bumpy, in school, after which she will rejoin the shows.

Mrs. Alice Halter, better known as Mom Decker, is convalescing at the Sneed Nursing Home in Whitehaven, Tenn., following her discharge from a Memphis hospital.

HERNANDO, Miss., Sept. 13.—Week here was sponsored by the Junior Chamber of Commerce. The lot was just one block off the downtown square and attendance was good. Spending was light until the final three days which brought the gross up to an okay week's biz. Mr. and Mrs. Crane reported a good week with their custard and Harry Dunbar was well satisfied with his play on the diggers.

Biggest complaint came from the men because most of their women folks made frequent shopping trips into Memphis.

Highlight of the week was the wedding at the Ferris Wheel at 11 p.m. Thursday (4) of Roma Waddell, Wheel second man, and Joan Taylor, Memphis. Carl Cooper, Wheel foreman, says he hopes none of the other ride boys decide to get married by the Wheel, but if they do he asks the people to throw the rice and old shoes at the bride and groom and not at him.

Sonny and Myrna Gentsch spent the week-end visiting their parents, Mr. and Mrs. J. A. Gentsch.

Wolfe Amusement

THOMSON, Ga., Sept. 13.—Move here from Augusta, Ga., where we had a winner despite terrific heat, was made in good time and everything was up and ready for the opening. Owner Ben Wolfe had more than 1,000 free ride tickets distributed to school children. It proved smart business because the kids brought the folks along.

Mrs. Ben Wolfe returned to her home, having recovered from a recent operation. Mr. and Mrs. Halsted exchanged their Roycraft for a De Luxe Glider house car.

Mr. and Mrs. Ray Brumley joined with their Funhouse and fishpond. Dimsdale added another show, this one being 12 Chinese Dragons. Org now has 4 rides, 4 shows and 30 concessions.

Seen and heard around the lot: Roy Halsted following Topper with shovel in hand. . . . Benny Wolfe looking for the rummy gang. . . . Mystery of the week: Garrison's fin of change on a Saturday night and the 74 cents turn-in by one of his agents after a big play all night. . . . Only eight weeks to go and then fishing in Florida for most of the personnel.—**ERNE SYLVESTER.**

WANT

Fun House, Ten In One, Girl Show and other Grind Shows of merit.

Wire

ROGERS GREATER SHOWS

PARSONS, TENN., this week.

WANTED

For

Centennial Celebration

Five or Six Modern Rides
Week October 5.

We furnish lot, license and power. Will book on percentage. Wire immediately if interested.

GOLDSBORO CENTENNIAL COMMISSION, INC.
Goldsboro, North Carolina

PEACH STATE SHOWS

"GEORGIA'S OWN"

Mickey B. Martin, Mgr. Dick Cowart, Bus. Mgr.
Can place for Doerun, Ga. Kiddie Autos or Little Beauty Merry-Go-Round. Use Long or Short Lead Gallery, Floss or String Game. Have for sale 12x12 Sit-Down Grab, complete, and Truck. Reason, ill health. Can book on this show. Will stay out until the weather closes us. Come get your fishing money to put in your stack.

S. B. WEINTROUB

CAN PLACE

Capable P. C. Dealers, also Man and Wife for Pan Game. Agents for Grind Stores and Ball Game. Address all mail:

Care B. & H. Amusement Co.
Latta, S. C.

Showing Skillet Fair this week.

COLEMAN'S

"STATE SIDE" SHOWS

Want any hanks not conflicting, \$21.00 per week; only one of each. Also Ride Help, one Wheel, Roll-o-Plane and Mix-Up. This week, Nicholas, S. C.; next week, Lake View, S. C. "No racket." "No gate." Out until Nov. 30. If you drink don't answer.

\$3,500.00

For Complete Carnival
1 10-Horse Flying Jenny, 2 years old; New 10-Car Kiddie Ride, 24-Seat Jones Chairplane with new I.H.C. Power Unit, 1 1934 D.T. 2-Ton Truck, 1 1937 V-8 Truck, 1 Light Plant, Switch Boxes, Wire, etc., for complete midway. Having no storage space, must sell at once.

JOHN HOOGERS, Implements

Valley Springs, S. Dak.

FOR SALE

SPITFIRE

One year old, in A-1 shape. For further information

DAVID WOLFSON

P. O. Box 54 Old Orchard Beach, Maine

FOR SALE

Wild Life Exhibit—2 1/2-ton Truck, 18 Cages Animals, 60-ft. Tent, \$2500.00 complete. Booked until Armistice Day.

Honesdale, Pa., week Sept. 17; then Bloomsburg.

W. D. LEAVENGOOD

CAN PLACE

A few more Stock Concessions. Would like to hear from Bob Grubbes and Charley Oller. Can use a small Bingo. Going to the cotton after these two spots. De Soto, Mo., Legion Fall Festival, Sept. 15-20; Farmington, Mo. (Fair), Sept. 23-27. Address: **MOUND CITY SHOWS, AS PER ROUTE.**

DENNIS BROS.' SHOWS

Can place any kind of Slum Joint or any Ride that doesn't conflict. Have for sale Hi-Striker, price \$75.00; Ferris Wheel, ready to run, \$1500.00. All Replies

F. B. DENNIS

Morton, Texas, this week; Levelland, Texas, Sept. 21 to 27.



WANT FOR GEORGIA FAIRS

One more outstanding High Act, Side Show People or Organized Show. Shows with or without transportation, Flat Rides, Ride Help capable of handling; must drive semis. All Merchandise Concessions open, Custard, Long Range Gallery, Strikers, Diggers, etc.

Etowah, Tenn., week September 15; Elberton, Ga., Fair, week September 22; Manchester, Ga., Fair, week September 29.

P.S.—Spert Matthews, take notice; join Etowah, Tenn.

MARION GREATER SHOWS

Will place for the following Fairs:

Horry County Fair, Conway, S. C., Sept. 29-Oct. 4; Pelzer Lions' Club Fall Festival, Pelzer, S. C., Oct. 6-11; York County Colored Fair, York, S. C., Oct. 13-18; Chester County Colored Fair, Chester, S. C., Oct. 20-25; Rock Hill, S. C., Colored Fair, Oct. 27-Nov. 1; Dorchester County Fair, St. George, S. C., Nov. 3-8; Bowman Community Fair, Bowman, S. C., Nov. 10-15; with three others pending. These Fairs are all bona fide Fairs. Now booking legitimate Concessions of all kinds. Will sell exclusive on Custard, also Novelties. Attention Ride Owners: Will book one more Wheel, Tilt, Octopus, Spitfire, Roll-o-Plane, Kiddie Auto Ride. Following Ride Owners, please contact us: Harry Heller, Thompson Bros., Buster Gordon. All of our old Minstrel Show Performers and Musicians, join us at once. Will also book Fun House and Side Shows.

MARION GREATER SHOWS

M. H. SPILLERS, Owner **S. E. SPAIN, Business Manager**

All replies Loris, S. C., this week.

CRANDELL'S MIDWAY

Deluxe-Hardin Co. Fair, Elizabethtown, Ky., Sept. 18-20; Hardeman Co. Fair, Bolivar, Tenn., Sept. 22-27. Followed by Huntingdon, Tenn. Fair and others in Alabama and Florida. Out all winter.

Will place Concessions, Rides and Shows. What have you? Bingo Help wanted. Contact

L. C. CRANDELL, Mgr.

WANTS JACK KORIE WANTS

For STATE FAIR OF TEXAS, Dallas, Oct. 4 to 19 AND ALL WINTER IN HAWAII

One outstanding Freak for Main Show. (Annex already contracted by Bertle Le Paige.) Can also use one Bally Girl. Address all replies: c/o Kansas State Fair Grounds, Hutchinson, Kansas, until Sept. 19; then 2316 Denley Dr., Dallas, Tex.

FOR SALE OR WILL TRADE

Ferris Wheel, in excellent condition; no junk. Can be seen in operation. Want to buy Kiddie Auto, Whip and Tilt.

GILLETTE BROS.' SHOWS

141 Bromback Street Tel. 2-4800 Pittsfield, Mass.

MODERN IMPROVED

CHAIRPLANE AND KIDDIE AIRPLANE RIDE

WRITE FOR CATALOGUE.

Immediate delivery on Chairplanes. Also on Gears and Clutch Parts.

SMITH & SMITH, SPRINGVILLE, N. Y.

ROGERS AND POWELL

WANT IMMEDIATELY

Legal Adjuster, Jack Oliver, wire. Bingo, Major Ride, Concessions, come on. Jackson, Miss.; then Dalry Show, Newton, Miss.

WANTED WANTED
JOHNSON UNITED SHOWS
 Opening Sept. 25, Martin, Mich., Homecoming, 25 to 27. Ten more Celebrations to follow, ending in South, Armistice Day.
 Will book any Ride not conflicting. Good prop. for Wheel and Merry-Go-Round. SHOWS—Have Girl Show. Book any money getting Grind Show. Concessions of all kinds except Bingo, Hanky Panks, Come On, Popcorn, Candy Apples. Wire
C. E. JOHNSON
 203 North Westnedge Ave., Kalamazoo, Mich.

FOR SALE
 1 Two-Ton 1942 GMC Truck with new tires, 1 Half-Ton 1936 Chev. Truck with good tires, 2 10-Kw. Light Plants in first-class condition, just overhauled, 1 Smith & Smith Chairplane in perfect shape, 1 10-Kw. D.C. Generator. **\$3,000.00 Cash if sold this week.** Can be seen in operation at Adelphi, Ohio, all this week. Have 1 10x10 Sit-Down Grab, complete, with almost new blue Top. **\$350.00 Cash.** Possession on all Saturday night, Sept. 20.
HOWARD SNYDER
 ADELPHI, OHIO

FOR SALE
 Three "BOYCE" Lead Galleries
 Two booked Johnny J. Jones Shows, Sept. 15-20, Jackson, Tenn. (Fair); Sept. 22-27, Memphis, Tenn. (Fair). One at Streator, Ill. Wire for address. Price, \$800.00 each, as is. Can furnish all winter booking.
BOYCE CONCESSIONS
 506 N. Vandeventer, St. Louis, Mo.

Majestic Greater Shows
 Can place for 8 more Fairs and Celebrations
Merry-Go-Round Foreman
 and
Spitfire Foreman
 Concessions: Photos, French Fries, Custard, String Game, Ice Cream and other legitimate Concessions. Want Talker and one Working Act for Side Show. Address Sam Goldstein, Majestic Greater Shows, Troy, N. C., this week.

LEO ALLEN
WANTS AGENTS
 For Southeastern World's Fair, Atlanta, Ga., Sept. 26-Oct. 5. Be at Fair Grounds in Atlanta on Monday, Sept. 22.
 Want Agents for Bull Games, Coke Bottles, Hoop-La, Basket Ball and Balloon Darts. Must be sober and hustlers. Address
LEO ALLEN, c/o Great Sutton Shows
 Malden, Mo., until Sept. 22; then Fair Grounds, Atlanta, Ga., Sept. 22-Oct. 5.

ROY ALLEN
WANTS
FOR LONG SEASON—AGENTS
 For Pin Store, Count Store, Skillo and Wheels.
 Wire: **ROY ALLEN**
 c/o **JOS. J. KIRKWOOD SHOWS**
 Wilson, No. C., this week; followed by Cherokee and Murphy, N. C.

Florida Amusement Co.
WANTS
 Join on wire, Grab Joint for winter. Slum Concessions only.
Brunswick, Ga., this week; Palatka, Fla., follows. All address
HOWARD INGRAM

WANT COOKHOUSE
PAGE BROS.' SHOWS
 Lebanon, Tenn., this week; Hartsville, Tenn., Fair, next week.

Cookhouse Help Wanted
 To join at Abilene, Texas, week Sept. 15th.
SNIPPY KOBBS
 o/o **BILL HAMES SHOWS**
 Abilene, Tex., this week.

Johnny T. Tinsley
 ROME, Ga., Sept. 13.—Location here is just off Broad Street, close to Main, and so close to the dime store that the buyers for the hanky panks had stock room boys carry their purchases to the lot for them. Judging by the number of trips made, each day's biz here was satisfactory.

Monday night (8) it rained for about 45 minutes, which cut into business. Tuesday night the weather was fine, however, and business was big.

The Labor Day celebration at Idle Hour Park, Phenix City, Ala., didn't break any records but satisfactory business was enjoyed by all.

Joining recently were R. E. Varner, studio on wheels; Pierre Venner and family, bingo; Jack and Leslie Coleman, who rejoined after a brief vacation; Lacy Scott, perfume spindle; Frank Crawford, pitch-till-you-win, and Dolly Dimple, Congress of Fat Folks, who joined in Phenix City. Prince Yellow Boy and Bimbo, the clown, have taken over the Krazy Kastle.

Leon Dailey, Fly-o-Plane foreman, was injured Monday (8) when a steel pole dropped on his foot. Altho still on crutches he is on the job. Mrs. John T. Tinsley, wife of the owner, has been busy entertaining guests in addition to her duties in the office wagon. Mrs. Kate Thompson and daughter, Myra Ann, are vacationing in Columbus, Ga., as guests of Mr. and Mrs. Neal Massaro, retired show folks.

Recent visitors: Bobby Kline, Cavalcade of Amusements; Fred Alamy, Eddie Wheeler Shows, and Earl D. Backer, L. J. Heth Shows.—**H. SAWYER.**

Alamo Exposition
 CHICKASHA, Okla., Sept. 13.—Alamo Exposition Shows enjoyed a good week at Salina County 4-H Club Fair, Salina, Kan. Rides and shows enjoyed good patronage, with concession biz reported satisfactory. J. C. Davis, mechanic, saw all the trucks into Dodge City, Kan., without mishap. He is credited with doing an excellent job of keeping the rolling stock in top condition. Biz in Dodge City was good for the rides and shows, but the concessions did not do so well.

Maybelle Custer left. Jack Ruback, owner-manager, recently was visited by his brother, Chink, of the Midland Jewelry Company, Kansas City, Mo.

Betty Jo Ulcar, daughter of Joe and Babe Ulcar, is preparing to go back to Texas University.

Shows are heading south for Texas dates.

M. A. Srader
 WASHINGTON, Kan., Sept. 13.—Patsy Srader, secretary, reports that the concessionaires joining here were Mr. and Mrs. Oran Jones and sons, of Wichita, Kan. Jones has taken over the bingo stand, while Mrs. Jones has placed her popcorn stand. Jim Bybee will operate the wheel and his wife, Mattie, will have the beat-the-dealer. Freddie Howie visited and will join at a later date.

Coonie Clark is doing a good job of getting the trucks in first-class shape. Jockey Jones visited his many friends at the Topeka State Fair and returned in a plane owned by Marian Young, a progressive young member of the fair board at Washington, Kan.

Paul's Amusement Co.
 Can use for Hot Springs and Clarksville, Ark., Fairs, and balance of season. Legit Stock Concessions, all kinds. Shows of all kinds. Ride Help that drive trucks. Hot Springs, Tri-County Fair, Sept. 15-20. Clarksville Fair, Sept. 22-27. Then more Arkansas spots in the Cotton. Will stay out as long as the weather permits. All reply to
P. A. SCRIMAGER
 PAUL'S AMUSEMENT CO., Hot Springs, Ark.

GEM CITY Shows
 THE DIAMOND of the SHOW WORLD THE BEST IN THE MIDDLE WEST

FEATURING ZACCHIHI — THE HUMAN CANNON BALL
The World's Most Outstanding Free Attraction
GET WITH THE SHOW THAT PLAYS THE BEST
WANT WANT WANT
FOR OUR CIRCUIT OF SOUTHERN FAIRS—ALL PROVEN WINNERS
 ARKADDELPHIA, ARK., SEPT. 16-20 ELDERADO, ARK., SEPT. 29-OCT. 4
 CAMDEN, ARK., SEPT. 22-28 MONROE, LA., OCT. 6-10
 ALEXANDRIA, LA.; LAKE CHARLES, LA.; LAFAYETTE, LA.; NEW IBERIA, LA.;
 WITH OTHERS PENDING

CONCESSIONS: Will book Popcorn, Candy Floss, Snow Cone, Novelties, Scales, Guess Your Age, etc. Also will book Stock Concessions at all Fairs. Will give Stores to capable Agents who can produce. Can place Penny Pitch Agents, also 1 or 2 Percentage Agents. Dick Thornton, Concession Manager, can use a few more Stock Concession Agents.

SHOWS: Mechanical Show, Monkey Circus, and on account of disappointment, will place well framed Side Show. All must have own transportation and be first class.
RIDE HELP: Can place several Second Men on Rides. Must drive Semis.

HAVE FOR SALE 1 complete Hawaiian Show, with 1941 Ford Tractor and 24-ft. Semi. Also 1 Girl Show complete, with 1941 Ford Tractor and 22-ft. Van Trailer. These shows complete with tops only 1 year old—1 top 35x83; 1 top 35x70, with prosceniums, stages, lighting effects, seats, etc., etc.

Wire, Write or Phone:
JACK DOWNS, Gen. Mgr.
 Arkadelphia, Ark., this week; Camden, Ark., next week; then Eldorado, Ark., to follow.

Prescient AMUSEMENT COMPANY
 Dependable Attractions Since 1912

FAIRS FAIRS FAIRS FAIRS
 Week Sept. 22, DAVIDSON COUNTY AGRI. FAIR, Lexington, N. C.
 Week Sept. 29, UNION COUNTY FAIR, Union, S. C.
 Week Oct. 6, IRDELL COUNTY FAIR, Statesville, N. C.
 Week Oct. 13, WESTERN CAROLINA COLORED FAIR, Winston-Salem, N. C.
 Week Oct. 20, ROWAN COUNTY FAIR, Salisbury, N. C.
 Week Oct. 27, GEORGETOWN EXPOSITION, Georgetown, S. C.
 Week Nov. 3, COLLETON COUNTY FAIR, Wallersboro, S. C.

Want Concessions that work for Stock, Photos, Age, Scales. Special proposition for real Penny Arcade. Eat and Drinking Stands. Place three Stock Wheels. American Palmistry. SHOWS with own outfits. Real territory for Monkey Show. Eagelson, wire. Unborn. Carnival Help, Second Men all Rides, Foreman for new Fly-o-Plane, Semi Drivers, Cookhouse Help, Counter Men for Bingo. Address

L. C. McHENRY, Mgr.
 Rutherfordton, N. C., this week; then per route.
 P.S.: Want to know whereabouts Russell (Red) Arny.

WANT—McBRIDE BROS.' SHOWS—WANT
 Ridee-O Foreman. Use a few more hanky panks, Cook House, Train. One Flat Ride, anything not conflicting. Can place Side Show with own outfit. Small Grind Shows.
Walnut Cove, N. C., this week; King Fair, King, N. C., next.

WANTED
Fayetteville, Ga., Fair this week
 WILLIAMSBURG, KY., FOLLOWING
 Concessions—Duck Pond, Pitch Till You Win, Hoop-La, Ball Games, Novelties, Glass Pitch, Mitt Camps. Coopers no longer here. Shows—Any independent Shows with own outfit. Betty Jane, get in touch with Ken McVan. Rides—Will book Spitfire, Roll-o-Plane or Octopus. Edward Bryant, get in touch.
C. A. STEPHENS SHOWS
 AS PER ROUTE

MIGHTY MONARCH SHOW
Wants for Arlington, Ga., Festival and Fair
 Donalsonville Peanut Harvest to follow; Georgia and Florida Fairs and Celebrations and Miami all winter.
 Place few more legitimate Concessions. Also one flat Ride. Shows of all kind. Want Wheel Foreman and Chairplane Foreman. Address:
N. P. ROLAND
 PARROTT, GA., OR GORDON HOTEL, ALBANY, GA.

Morris Hannum Shows

A tradition at Veterans' Conventions

ZEBULON FIVE COUNTY FAIR

ZEBULON, N. CAROLINA, SEPT. 22-27

Want Concessions of all kinds. No exclusive except Bingo. Good opportunity for Custard.

WANT SHOWS—Want Minstrel Show at once for our beautiful outfit. We have a terrific route of fairs for a capable Minstrel troupe. Please do not write letters, come on. Complete show in air now. Will book any show with own transportation not conflicting with what we have. Penny Arcade, Unborn, Mechanical City, come on. Brownie wants capable Dancer for Girl Show.

All bona fide Fairs now till November.

LEWISBURG, N. C., FAIR, Now; ZEBULON, N. C., Sept. 22-27

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

WINNFIELD, LA., SEPT. 15-20

Want for Southern Fairs starting Sept. 22, Jonesboro, La. Novelties, Scales, Age, Custard, High-Striker and Ten Cent Stock Concessions. Want Agents, Pan Game, Milk Bottles, Ride Help. Wheel and Tilt Foremen. Shows with own outfits. All replies

ED GROVES, Manager

WINNFIELD, LA., SEPT. 15-20.

Southern States Shows

AMERICA'S CLEANEST CARNIVAL

First-class Octopus Man, must know how and then do it and stay sober. Also first-class Chair-o-Plane Man, same conditions as above. **SALARY**—All you are worth, but you must be good. Sensational Free Act. **CONCESSIONS**—Have opening for the following and strictly one of a kind: Fish Pond, Bowling Alley, Hoop-La, String Game, Slum Spindle, High-Striker, Photos, Knife Rack, Cane Rack, Age, Scales. Yes, the privilege is high. Thirty-five dollars a week, one dollar for a cut in, two dollars for your trailer. We offer you the best spots in the South. Positively no racket, percentage, rate or gypsies to buck. We have 10 Rides. Route to interested parties.

JOHN B. DAVIS, Mgr.
FITZGERALD, GA., this week.

TIVOLI EXPOSITION SHOWS

WANT FOR TWO MORE BIG ARKANSAS FAIRS

First-Class Girl Show and any other worth-while show. Can place Legitimate Concessions that do not conflict. Wire us what you have. Also have openings for Ride Help who can handle semis.

Wire Morrilton, Ark., this week; Hope, Ark., next.

FAIRS SOUTHERN VALLEY SHOWS FAIRS

WANTS FOR THE FOLLOWING SIX FAIRS. THE BEST COTTON CROP IN YEARS. COUSHATTA, DE RIDDER, OLLA, WINNSBORO, OAK GROVE, LA., AND FORDYCE, ARK. (DOWNTOWN). **CONCESSIONS**—All kinds. Also one sober and capable Grind Store Agent. Shows with own outfits except Girl Show. Want to book Spitfire Ride. Show out until December 1. **WRITE OR WIRE:**

SOUTHERN VALLEY SHOWS

Lake Valley, Ark., this week; then as per route above.

PAGE BROS.' SHOWS

Want for Trousdale County Fair, Hartsville, Tenn., next week and 3 more Fairs to follow. Custard, Cotton Candy, Fish Pond, Ball Games, Grab, Hoop-La, Slum Concessions of all kinds.

Lebanon, Tenn., this week; Hartsville next week.

P. S.: Paul Pittman wants agents.

CUNNINGHAM'S EXPO SHOW

Wants for Ripley, W. Va., Fair, Sept. 25-26-27-28 Shows and Concessions of all kinds. Cookhouse, Grab Joint, Pan Joint, Mitt Camp; everything except Bingo. Wire

JOHN CUNNINGHAM

c/o CUNNINGHAM EXPO SHOW, STRATTON, OHIO, SEPT. 15-20

ALAMO EXPOSITION SHOWS

WANT

WANT

FOR 6 FAIRS AND BIG ARMISTICE CELEBRATION

Frozen Custard, Novelties, Fish Pond. (No "Ex" on Hanky Panks.) Wild Life, Penny Arcade, Iron Lung, Baby Train, Pony Ride, Pretzel Ride.

Now Booking Concessions for Battle of Flowers at San Antonio, Tex., Next April

Can also place General Agent for 1948 season.

Join now for Pittsburg, Tex. (Fair), Sept. 15-20; Denton, Tex. (Fair), Sept. 23-27; Bonham, Tex. (Fair), Sept. 29-Oct. 4; with Lufkin, Carthage, Waco and Stephenville to follow. These are all bona fide fairs.

Contact

JACK RUBACK, Mgr., as per route

FOR SALE "RIDES" FOR SALE

1—1946 Spitfire in perfect condition, with 2-Ton 1942 Dodge Tractor with new 1946 motor. 26-foot Kentucky Semi built for Ride. 1—1946 Flying Scooter in perfect condition, with 2-Ton Dodge Tractor, 1941, new 1946 motor. New 28-foot Superior Semi built for Ride. 1—No. 5 Eli Wheel in perfect condition, with or without transportation. The reason for selling these: I own too many Rides. Don't wire, write or call. Come, see them in operation.

W. R. GEREN, Owner

MIGHTY HOOSIER STATE SHOWS

Greensburg, Ind., this week; week Sept. 22, Seymour, Ind.

ANDERSON'S GREATER SHOWS

the fine old show with the grand old name

WANT FOR MILAN, TENN., LIONS' CLUB FALL FESTIVAL

And 8 more Fairs in Tennessee and Alabama. Out until Christmas **CONCESSIONS:** All Stock Stores, \$20.00. P.C. open. Can use two Grind Stores. Want Cotton Candy, Novelties and Ball Games. Will book one Mitt Camp. **SHOWS:** Any Show with own outfit not conflicting with Snake, Five-in-One and Girl Show, 25%. **RIDES:** Urgently need and good opportunity for Flat Ride. Prefer Tilt or Octopus, 25%. Want General Agent with car who is familiar with Alabama. Wire, do not phone.

NORMAN ANDERSON, ANDERSON'S GREATER SHOWS, Milan, Tenn., this week.

WANT RIDES

Roll-o-Plane, Spitfire, Caterpillar, Pony Track, any not conflicting. **SHOWS**—Animal, Side Show, Girl Show, Monkey, Wild Life, Athletic, Funhouse. **CONCESSIONS**—Popcorn, Bingo, Snow, Ploss, Hoop-La, Dart, Fish Pond, Strong, Lead Gallery, Striker, Basketball, any ten-cent Grind Stores. Midway open. Help. Percentage Dealers, Electrician, Foreman for Mix-Up. Out all winter through Louisiana and Texas. Six more Fairs to play. Booked solid.

GEORGE HANLON, Legal Adjuster; TED WOODWARD, Owner

MIDWESTERN EXPOSITION SHOWS

BARTLESVILLE, OKLA., 15 TO 20; WAGONER, 22 TO 27.

BELL-VINSON Shows

WANT

Octopus, Chairplane, Flying Scooter. Clean Concessions, no exclusive. Mechanical Show, Fun House for Jonesboro, Sept. 15 to 21. Followed by Newport, then Piggott Fair. Paragould Cotton Festival and Walnut Ridge, with others to follow. Out 'till snow time.

BELL-VINSON SHOWS, JONESBORO, ARK.

PINE STATE SHOWS

FAIRS—CELEBRATIONS—FAIRS

Want for a long list of Fairs and Celebrations. La Grange, Ga., this week, Legion Fair; Thomaston, Ga., to follow. Concessions of all kinds. All Eating and Drinking Stands open. Diggers, Custard, Penny Arcade. No exclusive for these dates. Geo. Emerson will book one Skillo, one Coupon Store only. Want Shows of all kind with own equipment. Rides for balance of season and all winter in Florida. Whip, Fly-o-Plane, Roll-o-Plane, or what have you? All address

MGR., PINE STATE SHOWS, La Grange, Ga.

STANDARD AMUSEMENTS

OUT ALL WINTER

Place few more Stock Stores, Photos, Fish Pond, String Game, Rumper, Cork Gallery, Hoop-La, Pitch Tilt Win, any Hanky Panks. Place one more Side Show. Fairs to follow.

Jefferson City, Tenn., Sept. 15 to 20; Sneedville, Tenn., Sept. 22 to 27; Greene County Fair, Greeneville, Tenn., Sept. 29 to Oct. 4.

ALBERT L. ANDRE, Gen. Mgr.; BRYANT TINDALL, Con. Mgr.

FOR SALE

DOUBLE LOOP-O-PLANE

FOR SALE

Ready To Go. Very Good Condition. \$600.00 CASH.

Also 1937 CHEVROLET TRACTOR, WITH 22 FT. STAKE SIDE TRAILER, FACTORY BUILT, WITH 1947 PLATES. Very Good Shape, Ready To Roll. \$700.00 CASH.

EDDIE LE MAY

Gibson, Fla.

Franks' Playland Still Going Strong On Macon Lots

MACON, Ga., Sept. 13.—Franks' Playland, now in its 23d week, is still going strong on Macon lots, currently playing at Smith and Mitchell streets.

A record-breaking crowd of 10,000 visited the attractions Labor Day at Sawyer's Lake, about six miles from town on U. S. Highway 80.

W. E. (Bill) Franks, head of the org, set a new record in moving. Closing midnight, August 30, at a lot in Tybee, South Macon, the outfit tore down and moved to the Sawyer's Lake location and had everything in readiness for operation at 2 p.m. Sunday (31). There was brisk business thru Sunday and on Labor Day the year's top biz was recorded, with a stream of customers starting at 8 a.m. The rest of the week was quiet, with little activity and no appreciable grosses until Saturday and Sunday.

Bob Smallwood succeeded Art Pettit as chief electrician. Pettit closed with his Choo-Choo Train and sound car. N. C. Pettit is ill at his home in Leesburg, Ga. He is the lessor of the four major rides with the org. Berry L. Benton joined as foreman of the Chairplane, Charles Mayers joined with a bowling alley and Hack McAbee with a pitch-till-you-win.

Visitors included Charles Drill, former ride owner now operating a tourist camp in Macon; Bill Brown, former show owner, engaged in similar business near Adel, Ga., and Bill Hancock, Moultrie, Ga.

Carnival Worker Handed Five-Year Jail Term

BEAUMONT, Tex., Sept. 13.—John Francis Tomany, laborer on the Blue Ribbon Shows, was arrested last month in Sullivan, Ill. (*The Billboard*, September 6), after Linda May Miller, four-year-old daughter of Mr. and Mrs. H. A. Miller, bingo operators on the Blue Ribbon Shows, recognized his picture in a detective magazine. Tomany pleaded guilty to murder without malice and was sentenced to five years in prison.

He was charged with murder in the fatal beating of Eugene Weaver, another carnival worker, here a year ago. The charge was reduced on motion of the State.

Calif. State Fair Personalities

SACRAMENTO, Sept. 13.—Chub Morgan, of Rollo, Inc., Fresno, displaying his new ride in the machinery department of the fair. . . . J. William Olgardt, supervisor of exhibits, signed a membership application for the Pacific Coast Showmen's Association. He was signed by PCSA prexy, Bill Hobday. Jewel and Bill Hobday did all right with their mentalist act, being spotted on a corner near the grandstand. . . . O. N. Crafts marked the biggest date in the history of his shows by having a birthday. . . . Barrett Garages in San Francisco parked an average of 6,000 cars daily. . . . Harry Hargrave and Stewart (Eddie) Tait, Manila showman, up from Los Angeles, visited the grounds. Tait plans to return to Manila shortly.

Joe Krug's hot dog stand was spotted to the back of the fairgrounds near the Future Farmers of America building. Assisting here were Florence and Lloyd Lusby. . . . Ernest O. Hulick, secretary-manager of the San Diego County Fair, up from Del Mar to see the big event. . . . Art Craner was at the fair during the opening days. . . . Mickey Hogan had an independent jewelry stand just outside the Craft lot.

L. G. Chapman, of the Foley & Burk Shows, playing in Modesto prior to moving to Merced to play W. C. Woxberg's Merced County Fair, visited. From the same shows came Jane and Charlie Albright and Edna and Council Raiford.

Spot Ragland took pride in showing his new 52-foot trailer to his many show friends. . . . Bill Meyer will put rides in the Emporium in San Francisco during the Christmas holidays to entertain the kids. . . . Dick Washburne, of the Western Fairs Association, Inc., made color pictures around the grounds. . . . John T. Backman and his glass blowing exhibit were spotted in the education building. . . . Carl T. Mills, of the Calaveras County Fair and Jumping Frog Jubilee, looked over the county exhibits. . . . Mary and Harry Taylor had a good corner with their ice cream stand.

Charleston Realtors' Board Withdraws Kanawha Support

CHARLESTON, W. Va., Sept. 13.—Members of the Charleston Board of Realtors have adopted a resolution calling for the withdrawal of the board's support from the Kanawha State Park Association. The action is in protest against alleged "immoral and indecent" shows presented on the midway of the fair at Dunbar by the Marks Shows.

A committee of three members of the realtors' group visited the fair's midway early in the week and reported to the fair management Tuesday (2) that at least two of the midway shows were "revolting and disgusting," but no action had been taken.

Copies of the resolution were mailed to other civic organizations and clubs that are members of the association, with request that they take similar action.

Fire Damages Dugan Exhibit

OSKALOOSA, Ia., Sept. 13.—W. F. Dugan's World Wide Animal Exhibit sustained an estimated \$15,000 loss at the fairgrounds here Friday (5) when unit's semi-trailers, containing office, light plants and stock, were destroyed in a fire of undetermined origin. Dugan said the sections lost in the fire will be rebuilt here.

BLUE GRASS STATE SHOWS

THE BRIDE OF OLD KENTUCKY

Can Place for Conyers, Ga., Rockdale County Fair week of Sept. 22 and long route of bona fide fairs

Concessions of all kinds, Fishpond, Bowling Alley, Cane Rack, Ball Games, Pitch-Till-Win, High Striker, Jewelry or any Stock or Slum Outfit.

Can place Shows with own outfits. Liberal proposition.

Can place for Conyers and balance of season, Sensational High Act. Salary must be in keeping with the times.

Bud Dunavant, we are reserving space for you at Conyers.

All wire

C. C. Groscurth, BLUE GRASS STATE SHOWS

All this week, Marietta, Ga.; week September 22, Conyers, Ga.

WOLFE AMUSEMENTS

ALL THIS WEEK McCORMICK, S. C., AMERICAN LEGION FAIR; LINCOLNTON, GA., SEPT. 22-27; WOODRUFF, S. C.; FOUNTAIN INN, S. C.; GREENVILLE, S. C., COLORED FAIR FOLLOWING

Can place the following Concessions: Bowling Alley, Heart-Shape Pitch, Ball Games, Mitt Camp, Short or Long-Range Gallery and any legitimate Concession except Bingo and Eating Stands. These are bona fide Fairs.

We play all Fairs until November 8. Can place an organized Minstrel Show, Monkey Show, any Show that can get money. Good opening for Novelties. Will buy or book any Flat Ride; must be in good condition. Anna Lee King and Jimmy Shipman, get in touch with me.

All mails and wires to BEN WOLFE.

B and D SHOWS

WADESBORO, N. C., THIS WEEK, WITH KANNAPOLIS TO FOLLOW SEASON TILL NOVEMBER 22

SHOW HAS 10 RIDES FOR KANNAPOLIS AND REST OF SEASON

WANT Carnival Secretary that can handle Show in manager's absence. Want Concessions of all kinds that work for stock. Concessions all open except Bingo and Cookhouse. Want flashy Photo, Popcorn, Scales and Hoop-La for Kannapolis and dates to follow. SHOWS—Wild Life, Illusion, Side Shows with own transportation, Jig Show for biggest date in North Carolina this fall and dates to follow. Organized Shows, will furnish tops and haul. Contact this week. Snake Show, no Girl Shows. Make all contacts to

C. E. DAVIS, Mgr.

Wadesboro, N. C., this week; Kannapolis, N. C., week Sept. 22.

ROYAL EXPOSITION SHOWS

PEACH COUNTY FAIR, FT. VALLEY, GA., WEEK SEPT. 29 TO OCT. 4

With Milledgeville, Louisville, Statesboro and Savannah, Ga., Fairs to follow consecutively; then Florida for the winter.

Want two good Free Acts. What have you, and price per week? Describe fully. Want several Rides that don't conflict, Penny Arcade, Custard, Scales, Motordrome, Shows with own outfits and transportation, efficient and sober Ride help that drive Semis, sober Lot Man that can get it on and off the lot, Cookhouse and Grab Help, etc. Time is short, so contact early.

Millen, Ga., this week; Vidalia, Ga., next; then the Fairs, as per route.

ROYAL EXPOSITION SHOWS

P.S.: Joe Hylton and Billy Segrist, get in touch.

GEORGE CLYDE SMITH SHOWS

Farmville, Va., 5 Counties Fair week of Sept. 22

Want Ball Games, Fish Ponds, Duck Ponds, Crab. All Grind Concessions open except Bingo. Want Girl Show, Wild Life, Side Show, Jig Show. All replies to DUNCANVILLE, PA., TILL SEPT. 17TH; THEN FARMVILLE, VA.

WANTED FOR HERMITAGE FAIR

CROSSETT, ENGLAND, ARK.

Grind Stores that grind, Mitt Camps, Ball Games, Pan, Snow Ball, Popcorn. Contact

CURLY MIAGROTHY

Park Attractions, Fordyce, Ark.

WANTED

Experienced Stockmen, Grooms, Animal Men, Lecturers, Circus Mechanic. Consider married couple, wife to handle tickets. Boss Canvasman, Superintendent. McIntosh, wire. This Show never closes.

Newport News, Va., all this week.

FRANK KETROW ANIMAL ODDITIES EXHIBIT

NEW REGAL SHOWS WANT

Count Store and Skillo Agents, also good proposition for Cook House Man and Wife. Pat Patterson, come on.

Dillon, S. C., now, and then Darlington, S. C.

HEART OF MORRISTOWN, N. J.

Auspices Combined Fire Departments, September 29 to October 11.

Place Rides, Shows and High Acts and legitimate Concessions. Well advertised. For Sale—20 Flies, 13 by 10, new with borders, \$16.00 each.

H. WOLF

St. Francis Hotel Newark, New Jersey

JIMMY BROWN WANTS

Three neat-appearing Lady Agents for Over and Under, Pea Pool and Beat the Dealer. Attention, Betty (Hill) Brown, please contact or come on. All address: JIMMY BROWN, Bridgeton Fairgrounds, Bridgeton, New Jersey.

PENN PREMIER SHOWS

World's Clearest Midway

FAIRS FAIRS FAIRS FAIRS
(Our Dates Are Not Pending; We Have These Contracts Exclusive)

LEE COUNTY AGRIC. FAIR ASSN., SANFORD, N. C.
SEPT. 29-OCT. 4.

MECKLENBURG COUNTY FAIR, CHASE CITY, VA.
OCT. 6-11.

HOPEWELL FIREMEN'S FALL FAIR, HOPEWELL, VA.
SEPT. 22-27.

CAN PLACE Concessions. All Concessions open for these dates except Bingo. Can place Scales, Novelties, Age, Lead Gallery, Ball Games, Palmistry, Fish Pond, Hoop-La, Candy Floss, Grab and Drinks.

SHOWS—Can place good Wild Life Exhibit, Iron Lung or any not conflicting with what we have.

RIDES—Can place large Merry-Go-Round, Spitfire or Caterpillar. No other rides wanted. Can place a few Workingmen that drive semis.

Address all wires and mail to
LLOYD D. SERFASS, Gen. Mgr.
Edgewood, Maryland, this week.

LAWRENCE

GREATER SHOWS
amusements of to-day plus a bit of tomorrow

WANT FOR THE FOLLOWING FAIRS:

Wayne County American Legion Fair—Goldsboro, N. C., Sept. 22 to 27.

VFW-Granville County Fair—Oxford, N. C., Sept. 29 to Oct. 4.

Durham County Legion Fair—Durham, N. C., Oct. 6 to 11.

North Carolina Colored State Fair—Durham, N. C., Oct. 13 to 18, and three good South Carolina Fairs to follow.

Side Show Acts, Annex Attraction to feature, write Jimmy Watts. Also Talkers for Snake and Girl Show.

CONCESSIONS—Wheels and Coupon Stores all open for Fairs. Will also book two Stock Stores and Hanky Panks. Can place a few more. All Eating and Drinking Stands and Frozen Custard open.

Want Kiddie Auto, Train for all these Fairs. Can always place seasoned Ride Help.

LAWRENCE GREATER SHOWS
Smithfield, N. C., now; then as per above route.

JONES GREATER SHOWS

WANT

For Northwest Georgia Fair, Cedartown, Ga., week September 22

SHOWS—Can place worthwhile Shows with own outfits.

RIDES—Can place Chair-o-Plane for this date and rest of season.

CONCESSIONS—Want Penny Arcade, Rotaries, Diggers, Mitt Camp and Hanky Panks of all kind.

HELP—Can place experienced and reliable Help in all departments.

All address

JONES GREATER SHOWS
Greenup, Ky.

CAPITAL CITY SHOWS

WANT FOR NOW

and followed by Georgia Fairs: Legitimate Stock Concessions of all kinds. Good opening for Age, Scales and Diggers. Mrs. Jack Neal, contact.

Houston Wilburn wants Ball Game Agents.

Shows—Snake, 10-in-1, Monkey, Wild Life.

Good opening for Glass or Fun House.

Marie Jones wants Girls for Posing Show.

All replies

J. L. KEEF
Clay County Fair, Manchester, Ky.

FOR SALE

THE C. F. ZEIGER UNITED SHOWS

This is one of the best equipped and best money-making Carnivals in the West.

Springer, New Mexico, Fair, Sept. 17 to 21; Las Vegas, New Mexico, Fair, Sept. 23 to 26.

WANTED AT ONCE

Any Shows and all Stock Concessions. Will purchase or book Merry-Go-Round, no junk. Arkansas, Louisiana and Mississippi, all cotton country. Bob Bullard, contact me at once at
HUMPHREY, ARKANSAS, SEPT. 15TH TO 20TH.

JOE STARR

There Surely Is Nothing Sure About This Midway Business

By Starr De Belle

THIS week is the big next week that we were promised last week. No matter how you figure it, there is nothing sure in midway business. What was a red date last year may be a total blank this year, and what was a blank last year may pan out the best date of the season.

After years without a carnival, when a closed town is opened, it is natural for midwayites to expect a boom in midway takes, only to find that the city fathers burned up a lot of unnecessary lung power in orations to vote it closed, because after opening the burg showmen learn that the towners themselves had closed it again by being disinterested in midways, which they had forgotten.

According to the unwritten carnival laws, it is considered ethical for showmen to boost known blank spots with "Our committee expects an attendance of 100,000." It is also ethical for a showman to tout his closing date, which he knows is a bad one, by advising his ham, bacon, grocery and poultry wheel concessionaires to stock up heavily for that bad date, knowing that they'll wind up with the stock on their shelves, which he will buy thru a medium of exchange known as "We'll take the privilege in meat and groceries." Being the season's last spot, it means food for winter quarters.

I closed with a show in one of those meat-for-privilege spots one fall, only to find out that there is nothing sure in the midway business. It turned out to be a red one that gave the manager enough money to go to Florida for the winter, with we of the common herd living in dressing rooms under the grandstand at the mercy of a hotcake burner and meatless bean boiler.

He Saved His Money

Years ago a small carnival was winter tramping in the sticks of South Texas. Some way the show managed to move by passing the hat and other methods known only to winter showmen. Everything was loaded in one boxcar and the personnel traveled or rather short-checked itself thru on a party ticket. It was a hand-to-mouth existence for every

member of the troupe. On the show was a small-fry concessionaire known only as Arkansas Whitey. He was the come-easy-go-easy type that wanted to stay out as long as possible before going home in order to not outlive his welcome there before spring arrived. Whitey had saved and sewed into his watch pocket a \$20 bill which he was hoarding as get-away-dough. Time and again he had almost let the thought of his mother's hot biscuits and warm home get the best of him, but the man had will power and stuck it out.

As a free act, the midway featured a water high diver, who was usually at the mercy of Ol' John Barleycorn. On nights when the diver couldn't pull his weight up the four sections of ladders, his helper, known to us only as the Punk, put on the actor's tights, then climbed to top pedestal and wait for the announcer to square him with:

"Ladies and gentlemen, the wind is blowing 20 times harder at the tip top of that lofty tower than it is down here on the ground. Captain — is ready to risk both life and limb, yes, flirt with the Grim Reaper for your pastime and entertainment. He is a brave man, who thinks more of his public than he does of his own personal safety. For him to dive off of that 100-foot pedestal would be to (See *Nothing Is Sure* on page 90)

FOR SALE

Shetland Pony Ride. Seven beautiful ponies, saddles, bridles, new flame-proof canopy. Flashy outfit. Ponies working in Kansas City. Price \$3000.00.

J. D. RAMSEY

318 Archbald KANSAS CITY, MO.

FOR SALE

Kiddie Ferris Wheel, 8 seats; Streamlined Train. Addison make; Semi Trailer, 18 ft.; dp Tractor. \$2,500.00 for all.

P. JOHNSON

JOHN McKEE SHOWS

Manila, Ark., this week, or per route.

**GENERAL OR CONTRACTING
AGENT AT LIBERTY**

All season with Sparks Circus. Have car. Wire

BENNIE FOWLER

Western Union Montgomery, Ala.

WILLIAM COWAN CAN PLACE

For Fairs in Mississippi, Louisiana and Texas

Good, capable Wheel Agents; a good, capable Clothespin Store Agent; two good, capable Mitt Readers. Will give one of these charge of Mitt Camp if real capable. Can also place a few good 10 cent Hanky Panks, as ours will be a marvelous concession route. Wire or write care JOHN R. WARD SHOWS, Clarksdale, Miss., this week; Vicksburg and Meridian, Miss., to follow.

Harry Craig's HEART OF TEXAS Shows

WANT

Cookhouse or Sit-Down Grab, Billposter, Man and Wife to handle Snake Show. Want Agents for Ball Games and Penny Pitches. Will book a few more Hanky Panks. Want Help for Athletic Show. All address:

HARRY CRAIG'S HEART OF TEXAS SHOWS, Duncan, Okla., this week.

Want First-Class Truck Mechanic and A-1 Helper

Must have tools and capable of keeping 30 trucks and 10 ride motors going. Must be sober and reliable. Wire at once stating experience and salary expected. All winter's work in winter quarters. Address Box D-118, Billboard, Cincinnati 22, Ohio.

EZE-WAY FROZEN CUSTARD MACHINES AND TRAILERS

HAVE FOR IMMEDIATE DELIVERY. ALL NEW.

One Two-Wheel "Carnival Special" complete with a 3HP EZE-WAY Custard Machine in small frame, and 10-Gallon Serving Cabinet. Trailer complete with fluorescent lighting and neon.

One "Super Delux" Tandem Wheel Trailer with 3HP EZE-WAY and 10-Gallon Serving Cabinet. Delux lighting throughout, with neon flash. Trailer complete with water heater, water pump, cabinets, ready to roll. Also Custard Machines and Cabinets, less trailers.

Operators having low voltage trouble contact

General Equipment Sales, Inc.

814-824 So. West Street

Indianapolis 2, Indiana

BARNEY TASSELL UNIT SHOWS

CAN PLACE
FOR WEEK SEPTEMBER 29, BROOKNEAL, VA.
TOBACCO FESTIVAL

Octopus, Tilt, or any other major ride not conflicting. Shows of merit (no Unborn or Girl Shows), Concessions of all kinds. This is the money spot of the season. Don't let the size of the town fool you. We close the third week in November in Florida, then open again the latter part of January. The best in Florida. Can place Second Man for Wheel, Chairplane and Merry-Co-Round. Write, wire this week:

Keysville, Va.;

Week of September, Appomattox, Va., Tobacco Festival.

This Show has sensational Free Acts and no pay gates.

FOR SALE

One Merry-Co-Round. Brand new from top to bottom, 30 ft. 2-Abreast Jumping Horses. Horses aluminum. Merry-Co-Round top and sidewall are water and fireproof. In two pieces. Ride has inside scenery and outside well decorated. All platform rods and horse rods covered with aluminum. All gears on centrics are steel. Pulled by Allis-Chalmers engine, V-type belt, with knock down ticket box. Everybody that sees this ride set up is well satisfied. Sold one to Bunt's Crystal Exposition Shows in Virginia. Sold one to Berman in Texas last week. This is our 10th Ride we've built this season. Have one brand new Mix-Up for sale. 12 seats pulled by Allis-Chalmers engine.

JAY WARNER

Box 181, Bay St. Louis, Miss.

LEWIS SHOWS WANT

For the following Tobacco and Cotton Market. North Carolina, South Carolina, Georgia. Show stays out all winter. People joining now have preference. Will buy, book, Ferris Wheel, Merry-Co-Round, any Flat Ride for balance of season. All bona fide spots. Snake Show, Grind Show, 15 per cent. Sell exclusive Popcorn, Candy Apples, Floss, American Palmist, Photo, Cokes, Darts, Age, Weight, any Stock Concession. Richie Keefer wants Skillo Agent, also 6 Cat Clothes Pin. Positively only joints of its kind on Show. Agent Ball Game, Fish Pond, Cigarette Gallery, Penny Pitch, Glass Spindle. Two Percentage Dealers. This is new Show, stays out year round. Answer.

LEWIS WILLIAMS or RICHIE KEEFER

POST OFFICE BOX 191, Phone 3675, BENSON, N. C.



For Overton County Fair, Livingston, Tenn., Sept. 22 thru 27. Get your winter's bank roll here.

CONCESSIONS—Want Stock Concessions of all kinds. No X. Come on, we will place you. No Mitt Camps wanted. We carry no P. C. or gift. HELP—Want General Agent to book four spots in South Georgia for October. All wires and replies to

WILLIAM O. HAMMONTREE
LIVINGSTON, TENN.

PINTO BROTHERS

Will accept orders now for 1948 deliveries
on our two most popular Kiddie Rides

**KIDDIE FIRE ENGINE RIDE
KIDDIE SAILBOAT RIDE**

2940 West 8th St.

Coney Island, N. Y.

CARAVELLA AMUSEMENTS

AMERICA'S CLEANEST MIDWAY

WILLIAMSBURG COUNTY FAIR

KINGSTREE, S. C., SEPTEMBER 22-27

Can place all legitimate Concessions—Eat and Drink Stands. All Concessionaires desiring space contact F. H. Caravella, Gratz Fair Grounds, Gratz, Pa., this week; Phil Rich, Fair Grounds, Show Office, Kingstree, S. C.; Stan Reed, Carolina Hotel, Kingstree, S. C.

WANT—CONCESSIONS—WANT
FOR SIX OF THE BEST SOUTH CAROLINA FAIRS

Opening Kingstree, S. C., September 22

Grind Stores, Scales, Swing Ball, Photo, Palmistry, Grab Outfits, Glass Store, Grocery Wheel. Will book two choice Wheels, P. C. Dealers. Will sell X on Penny Pitch. People formerly associated with Stan Reed kindly contact him Carolina Hotel, Kingstree, S. C.

Can use Talkers for Fun House and Shows. Can use Men on all Rides; Semi Drivers preferred. Can use Shows of merit. Have plenty of tops and fronts. Can use Agents for Stock Stores.

All wire

CARAVELLA AMUSEMENTS

Gratz, Pa., this week.

SCHAFER JUST FOR FUN SHOWS

WANT

Shows not conflicting with Jigg, Monkey, Fun House, 10-in-1. Want for 10-in-1, Magician, Punch, Hillbillie, Talker. State salary. Want Agents for Stock Joints. Have for sale, late model No. 5 Eli Wheel, double seater Octopus, Spit Fire or will trade for late model Merry-Co-Round, Caterpillar or Roll-o-Plane.

Contact

W. A. SCHAFER

Bryan, Texas, or Crockett, Texas, Week of Sept. 22. All Fairs.



WANT

For Nash County Firemen's Fair, Nashville, N. C., week Sept. 22nd; Yadkin County Fair, East Bend, N. C., week Sept. 29th to Oct. 4th; and all Fairs and Celebrations till Nov. 15th. Place Concessions of all kinds. No flats. Good opening for Candy Floss, Custard, Photos, High-Striker, Jewelers, Penny Arcade. Also Hanky Panks. Place Shows with or without outfits. We have several outfits. Place Rides not conflicting. Write or wire

JOHN GECOMA or L. C. HECK

CLARKSVILLE, VA., this week.

GOLDEN RULE SHOWS

RIVERTON, N. J., SEPTEMBER 22D TO 27TH

Can use any Stock Concessions for rest of season. Going South for a long season; winter rates.

This week at St. Vincent Hospital, 70th & Woodland Ave., Philadelphia, Pa.

J. R. LEERIGHT SHOWS

Want for the cotton fields of West Texas and Oklahoma—Grind Shows capable of winning money. Concessions—Coke Bottle, Bumper, String, Scales, Clothes Pin, Heart, Pitch, Age. What have you? Agents for Office Joints, Ball Games, Penny Pitch, Glass Joint, Bingo Help. FOR SALE—Single Loop-o-Plane with 1940 Chev. Tractor and Semi Trailer, all good shape, \$2200.00. Will book on show. Address:

J. R. LEERIGHT, Curtis, Nebr., this week; Scott City, Kansas, 23-27.

WANT BINGO CALLERS AND COUNTER MEN

To join here (Memphis) September 21

Wire

EDDIE COE

Care Western Union, Memphis, Tenn.

Carnival Routes

Send to
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

Alamo: (Fair) Pittsburg, Tex.
All-American Amuse Co.: Greenridge, Mo.
American Eagle: (Fair) Kennett, Mo.
A. M. P.: Asheville, N. C.; (Fair) Yadkinville 22-27.
Anderson Greater: Milan, Tenn.
Bain's Attrs.: Centre, Ala.
B. & C. Expo.: Syracuse, N. Y.; Geneva 22-27.
B. & D.: Wadesboro, N. C.; Kannapolis 22-27.
Bee's Old Reliable: Social Circle, Ga.; (Fair) Thomson 22-27.
Bell-Vinson: Jonesboro, Ark.; Newport 22-27.
Bernard & Barry: Stratford, Ont., Can., 15-17; Galt 18-20.
B. & H. Am. Co.: Latta, S. C.
Big State: Luling, Tex.
Blue Grass State: Marietta, Ga.; Conyers 22-27.
Bohn, Carl, & Sons United: (Fair) Seymour, Mo.; (Fair) Siloam Springs 22-27.
Brewer's United: (Fair) Commerce, Tex.
Bright Lights Expo.: Clarksville, Va.; Nashville, N. C., 22-27.
Brodeck & Schrader: (State Fair) Hutchinson, Kan., 13-21.
Brownie Am. Co.: Taloga, Okla.
Buck, O. C.: Great Barrington, Mass.
Bullock Am.: (Fair) Bennettsville, S. C.
Burdick's Greater: Hearne, Tex.
Burke, Harry: Port Allen, La.
B. & V.: (Fair) Bridgeton, N. J.
California Shows: Gridley, Calif.
Capell Bros.: Sulphur, Okla.; Okmulgee 22-27.
Capital City: (Fair) Manchester, Ky.
Caravelia Amuse.: Gratz, Pa.; Kingstree 22-27.
Casey, E. J.: (Fair) Maxville, Ont., 18; (Fair) Campbellford, Ont., 22-24.
Cavalcade of Amusements: Gadsden, Ala.
Central Amuse.: Whitaker, N. C.; Jackson 22-27.
Central States: Childress, Tex.
Cetlin & Wilson: (Fair) Hagerstown, Md.; (Fair) Trenton, N. J., 21-27.
Coastal Plain: (Fair) Kenly, N. C., 16-22; (Fair) Tarboro 24-30.
Coleman Bros.: Rochester, N. H.
Coleman's State Side: Nicholas, S. C.; Lake View 22-27.

JOHNNY GREEN WANTS

Agents for Skillos, Roll Downs and Razzle. This show works every day. Wire **JOHNNY GREEN, c/o C. A. Stephens Shows Fayetteville, Ga., Fair.**
P.S.: Lucky Jennings and Sammy Bland, contact Jack Foster. This show stays out until Christmas.

OUTDOOR ORGAN RECORDS

High Undistorted Volume. Used by Carnivals, Merry-Go-Rounds and Outdoor Shows throughout the country.
12 10" Records—\$11.40 (tax already included). These Records guaranteed to satisfy. Send for complete list.
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113 LARCH ELMHURST, ILLINOIS

PHONEMEN WANT

Experienced phonemen for year book and show tickets. We pay 25% on ads and 20% on tickets. We furnish collectors. Must be sober and reliable. Long season's work and excellent treatment if you deserve it. Write or wire

TOM HASSON

Suite 206, Commerce Bldg., Altoona, Pa. Office Phone: 3-4752

GOLDEN GATE SHOWS

Want Ball Games, Hoop-La, Penny Pitch, Glass Pitch, Banner, Fish Pond, Game Gallery, Mini-Mix Camps, Pop Corn, Snow Balls, Bingo, Cook House, any Stock Concession. Want P. C. and Stock Agents, Grand Shows with your outfit. **FRANK OWENS, Mgr., Golden Gate Shows, Nortonville, Ky.,** this week; then the Fair at La Fayette, Ky.

BEACON BLANKETS

ONE CASE OR A CARLOAD
PLACE YOUR ORDER NOW

No.	Blanket Description	Size	Case Lots of 30 Each	Less Than Case Lots Each
No. 140	Toba Indian Hemmed Edge	60x80	\$2.50	\$2.60
No. 144	Midway Plaid Hemmed Edge	60x80	2.50	2.60
No. 145	Magnet Plaid Bound Edge	66x80	3.15	3.25
No. 146	Mingo Indian Bound Edge	66x80	3.15	3.25
No. 141	Curlew Plaid Bound Edge	72x84	3.75	3.85
No. 142	Wigwam Indian Bound Edge	72x84	3.75	3.85
No. 154	Curlew Plaid Hemmed Edge	72x84	3.25	3.35
No. 155	Wigwam Indian Hemmed Edge	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.

Collins, Wm. T.: Hutchinson, Minn., 14-18.
Craft Expo.: Fresno, Calif.
Crafts 20 Big: Yuba City, Calif.
Craig, Harry, Heart of Texas: Duncan, Okla.
Crandell's Midway Deluxe: Elizabethtown, Ky., 18-20; Boivar, Tenn., 22-27.
Crescent Am.: (Fair) Rutherfordton, N. C.; (Fair) Lexington, N. C., 22-27.
Crescent Canadian: Armstrong, B. C., 15-18; Vernon 19-20; Kelowna 22-27.
Crystal Expo.: (Fair) Jonesboro, Tenn.
Cumberland Valley: (Fair) Manchester, Tenn.; (Fair) Rockwood 22-27.
Cunningham: Stratton, O.; (Fair) Ripley, Va., 25-28.
Curl, W. S.: Lawrenceburg, Ind.; Blanchester, O., 22-27.
Davis United: Albion, Neb.
DeLuxe: Wethersfield, Conn.; Durham 26-27.
Dennis Bros.: Morton, Tex.; Levelland 21-27.
Denton, Johnny J.: Scottsboro, Ala.
Dickson United: Grandfield, Okla.
Douglas Greater: Puyallup, Wash.
Dumont: Elizabeth City, N. C.
Dupree, Jimmie: (Fair) Livingston, N. M., 19-21.
Dyer's Greater: New Madrid, Mo.; Tiptonville, Tenn., 22-27.
Elliott, D. W., Am. Co.: Columbia City, Ind.
Eddy Bros.: (Fair) Chattanooga; (Fair) Atlanta, Sept. 25-Oct. 5.
Evens United: Stover, Mo., 18-20.
Exposition at Home: Bluff City, Tenn.; Greeneville 22-27.
Fay's Silver Derby: Vermont, Ill.
Fidler's United: Hayti, Mo.
Fleming, Mad Cody: (Fair) Jasper, Ga.; (Fair) Cumming 22-27.
Florida Amuse. Co.: Brunswick, Ga.; Palatka, Fla., 22-27.
Folk's Celebration: (Fair) Alamogordo, N. M.; (Fair) Tucuman 22-23.
Franklin, Don: Velasco, Tex.; Victoria 21-29.
Frear's United: (Fair) Tecumseh, Neb.
Gem Carnival: Tipton, Mo.
Gem City: Arkadelphia, Ark.; Camden 22-27.
Gentsch, J. A.: Carthage, Miss.
Georgia Am. Co.: White Plains, Ga.; Woodville 22-27.
Gielow Am.: Clinton, Wis., 17-20.
Gold Medal: (Fair) Trenton, Tenn.; (Fair) Columbus, Miss., 22-27.
Golden Gate: Nortonville, Ky.; (Fair) La Fayette 22-27.
Golden Rule: Philadelphia; Riverton, N. J., 22-27.
Golden West: (Fair) Orland, Calif., 18-21.
Gooding American Expo.: (Fair) Centerville, Mich.
Gooding Am. Co. No. 1: (Fair) Lebanon, O.
Gooding Am. Co. No. 2: (Fair) Delaware, O.
Gooding Am. Co. No. 3: (Fair) Ashland, O.
Gooding Am. Co. No. 4: Jackson, O.
Gooding Am. Co. No. 5: Cleveland, O.
Gooding Greater: (Fair) Adrian, Mich.
Gooding Park Attrs.: Canal Winchester, O.
Grady, Kellie: Florence, Ala.
Great Sutton: Malden, Mo.; Dexter 22-27.
Greater United: (Fair) Corsicana, Tex.; (Fair) Temple 22-28.
Groves Greater: Winnfield, La.; Jonesboro 22-27.
Gulf Coast: (Fair) Marvell, Ark.
Hames, Bill: (Fair) Abilene, Tex.; (Fair) Amarillo 22-27.
Hannum, Morris: Lewisburg, N. C.; Zebulon 22-27.
Happy Attrs.: Barnesville, O.; Dennison 24-27.
Happyland: Inlay City, Mich.
Harrison Greater: (Fair) Roxboro, N. C.; (Fair) Rutherford 22-27.
Hartsock Bros.: Barry, Ill., 18-20.
Hennies Bros.: (Fair) Florence, Ala.; (Fair) Knoxville 22-29.
Henson, J. L.: Greenwood, S. C.
Heth, L. J.: Dalton, Ga.; Jasper, Ala., 22-27.
Hill's Greater: Fort Smith, Ark.; Sherman, Tex., 22-27.
Home State: Rockport, Mo., 17-20.
Hottle, Buff: Macon, Miss.
Howard Bros.: (Fair) Old Washington, O., 23-26.
Imperial: Steel, Mo.
Imperial Expo.: Fairfield, Calif., 19-21.
International: (Fair) Chandler, Okla.
Jayhawk Am. Co.: Lamar, Mo.
Johnny's United: Mount Vernon, Ind.
Jolly: Bowie, Md.; (Fair) La Plata 22-27.
Jones Greater: Greenup, Ky.
Jones, Johnny J.: Nashville.
Joyland Midway Attrs.: N. Manchester, Ind., 16-19; Detroit 26-Oct. 5.
Kaus, W. C.: (Fair) High Point, N. C.; (Fair) Asheboro 22-27.
Kenn-Penn Am. Co.: Derry, Pa.
Keeler, John, Modernistic: Colonial Beach, Va.
Keystone Expo.: Fremont, N. C.; Bethel 22-27.
Kirkwood, Joseph J.: Wilson, N. C.; Cherokee 22-29.
LaGasse Am. Co.: (Fair) Weymouth, Mass.
Lake City Expo.: Brydstown, Tenn.
Lamb, L. B.: Moltin, Ill., 19-26.
Latham Bros.: Dwight, Ill., 17-20.
Lawrence Greater: Smithfield, N. C.
Lee United: (Fair) Gladwin, Mich.; (Fair) Hale 24-27.
Leeright, J. R.: Curtis, Neb.; Scott City, Kan., 23-27.
Lewis, Ted: Rock Hall, Md.; South Norfolk 22-27.
Long's United: Chico, Calif., 13-21.
Lottidge, Harry: Samsou, Ala., 18-20; (Fair) Graceville, Fla., 22-27.
Madison Bros.: Prescott, Ark.
Magic Empire: (Fair) New Albany, Miss.; (Fair) Fulton 22-27.
Magic Valley Am. Co.: Walsh, Colo.
Maine Am.: (Fair) Cherryfield, Me., 16-18.
Majestic Greater: Troy, N. C.
Manning, Ross: West, New York, N. J., 17-24.
Marion Greater: Loris, S. C.; Conway 29-Oct. 4.
Marks, John H.: Burlington, N. C.; (Fair) Albemarle 22-27.
Martin United: (Fair) San Fernando, Calif.; (Fair) Highland Park 22-28.
McBride Bros.: Walnut Cove, N. C.; King 22-27.
McCall's: (Fair) Douglasville, Ga.; (Fair) Dallas 22-27.
McCloskey Greater: (Fair) San Fernando, Calif., 19-21.
McKee, John: Manilla, Ark.
Meeker Show: Kennewick, Wash., 19-20; Pendleton, Ore., 22-27.
Meriam & Robinson: (Fair) Onawa, Ia., 14-17.
Merit: (Fair) Farmington, Me.; Cumberland 22-24.
Merry Midway: Ladoga, Ind., 15-18.
Midway of Mirth: Marked Tree, Ark.
Mid-Western Expo.: Bartlesville, Okla.
Mighty Hoosier State: Greensburg, Ind.; Seymour 22-27.
Mighty Monarch: Parrott, Ga.
Mighty Van Dyke: Florence, S. C.
Mimic World: Leesville, La.
Model Shows, Inc.: Baxter Springs, Kan.; Russellville, Ark., 22-27.
Model Shows of Canada: Hamilton, Ont.; Tilsonburg 23-25.
Modernistic: Colonial Beach, Va.
Moody: Murfreesboro, Tenn.
Moore's Modern: Mt. Vernon, Ill., 14-19.
Mound City: Malvern, Ark.
New Regal: Dillon, S. C.; Darlington 22-27.
Northern Expo.: Garrison, N. D.
Olson's Greater: Buffalo, N. D., 15-17; Finley 19-20.
Omar's Amuse.: Idabel, Okla.
Page Bros.: Lebanon, Tenn.; Hartsville 22-27.
Page, J. J.: Crossville, Tenn.
Paramount Expo.: Richmond, Va.
Pauls Amuse. Co.: Hot Springs, Ark.
Peach State: Doerun, Ga.
Peerless Celebration Am.: Strasburg, Va.
Penn Premier: Edgewood, Md.
Peppers All States: Unn, N. C.; Smithfield 22-27.
Pike Am.: (Fair) Ava, Mo.; (Fair) Berryville 22-27.
Pioneer: Tloga, Pa.; Milton 22-27.
Pine State: La Grange, Ga.; Thomaston 22-27.
Prel's Broadway: Lynchburg, Va.; (Fair) Lumberton, N. C., 22-27.
Priddy: Seguin, Tex.
Powelson Greater: Salliesville, O.; Butler 22-27.
Queen City: Ashville, O.
Rafferty, J. M.: Kinston, N. C.; (Fair) Newport 22-27.
Raines Amuse.: (Fair) Mena, Ark., 18-20; DeQueen 22-27.
Red's United: Meadow Grove, Neb.
Reid, King: Cobleskill, N. Y.
Regal Expo.: New, Dillon, S. C.
Rogers Greater: Parsons, Tenn.
Rogers & Powell: Jackson, Miss.; Newton 22-27.
Roof Garden: Newburg, W. Va.; Sallsburg, Pa., 22-27.
Royal American: Wichita, Kan., 14-17.
Royal Crown: (Fair) Opelika, Ala.
Royal Expo.: Millen, Ga.; Vidalia 22-27.
Rupe's Midway for Fun: Alva, Okla., 15-17.
Sam's Funland: Pembroke, N. C.
Schafer Just for Fun: Bryan, Tex.; Crockett 22-27.
Shan Bros.: (Fair) Sevierville, Tenn.; (Fair) Cartersville, Ga., 22-27.
Siebrand Bros.: Las Vegas, Nev.
Silver States: Elwood, Neb.
Smith Amuse. Co.: Independence, Kan.
Smith, Casey: Hugo, Okla.
Smith, Geo., Clyde: Duncansville, Pa., 15-17; Farmville 22-27.
Snapp Greater: Paragould, Ark.
Southern State: Fitzgerald, Ga.
Southern Valley: (Fair) Lake Village, Ark.; (Fair) Couthatta, La., 22-27.
Strader, M. A.: Broken Bow, Neb.
Standard Amuse.: Jefferson City, Tenn.; Sneedville 22-27.
Stafford's United: Lawrence, Ind.; North Vernon 23-27.
Stieblar, Greater: Stuart, Va.
Stephens, C. A.: Fayetteville, Ga.
Strates, J. E.: Williamsport, Pa.
Stumbo, Fred R.: Aurora, Mo.
Sunflower State: Perry, Okla., 14-20; (Fair) Bowie, Tex., 22-27.
Sunset Amuse. No. 2: Clarindo, Ia.; Coln 22-27.
Sunshine: (Fair) Webster, Fla., 17-20.
Tassell, Barney: Keyesville, Va.; Appomattox 22-27.
Tassell, Sam: Philadelphia.
Thomas Joyland: Louisa, Ky.
Tidwell, T. J.: (Fair) Guymon, Okla.; (Fair) Portales, N. M., 22-27.
Tinsley, Johnny T.: Atlanta.
Tivoli Expo.: Morrilton, Ark.; Hope 22-27.
Triangle: Oneonta, Ala.
Turner Bros.: Champaign, Ill.
United Expo.: Fort Worth.
United States: East Rainelle, W. Va.
Utah Expo.: Grand Junction, Colo.
Van Dyke, Mighty: Florence, S. C.; Savannah, Ga., 22-27.
Van Hooten: Cobden, Ont., 16-17; Metcalfe, 19-20; Beachburg 23-24.
Veterans United: Anita, Ia.; Lytton 18-20; Mansou 22-24.
Victory Expo.: (Fair) Tulsa, Okla.; (Fair) Haskell, Tex., 23-27.
Victory United: Murdo, S. D., 18-20.
Virginia Greater: Williamston, N. C.
Wade, W. G., No. 1: (Fair) Ludington, Mich.; (Fair) Kalamazoo 22-27.
Wade, W. G., No. 2: (Fair) Bourbon, Ind.; (Fair) Ligonier 23-27.
Wallace Bros.: (Fair) Jackson, Tenn.; (Fair) Corinth, Miss., 22-27.
Wallace Bros. of Canada: (Fair) Leamington, Ont.; (Fair) Belleville 22-24.
Wallace, J. K.: Burksville, Va.; (Fair) Amherst 22-27.

Mich. Fair Jamboree Nets MSA Fund \$515

DETROIT, Sept. 13.—The Michigan Showmen's Association was enriched by \$515 thru a midway jamboree held on the midway at the Michigan State Fair here. Proceeds go to the club's building fund.

The event was held in Fred Miller's *Orchid Revue* tent. Ole Olsen, of the Olsen and Johnson show, was emcee. Those taking part were guitarist Frank Cook, trumpeter Leonard Sues, personnel of *Orchid Revue*, De Milo & Barr, canine act; Trip & Fall, comedy acrobats; four clowns from the Barnes-Carruthers grandstand show; Tony Marino, fire eater; a magician from Charles Hodges' show, and Melvin Burkhardt, anatomical wonder.

The MSA committee reported the top co-operation from Hazen Funk, manager of the Michigan fair, and Buck Saunders, of the Floyd E. Gooding Shows, both of whom attended. Arrangements for the jamboree was made by Howard Templeton, Jack Dickstein, Harry Stahl, Arthur Robinson, Art Frayne and Herb Pence. Tickets were sold by Harry Modele and Belle Powers.

Wallace & Murray: Etowah, Tenn.; (Fair) Elberton, Ga., 22-27.
Ward, John R.: Clarksdale, Miss.; Vicksburg 22-27.
West Coast: (Fair) San Jose, Calif.
Wheeler, Eddie L.: Bowden, Ga.
White Star Attrs.: Bruceton, Tenn.; Union City 22-27.
Wilson Famous: Astoria, Ill., 18-20.
Wilson Greater: Rangley, Colo.
Wolfe Am.: McCormick, S. C.; Lincolnton, Ga., 22-27.
Wonder City: (Fair) Harrisburg, Ark.; (Fair) Monticello 22-27.
Wonder Shows of America: Decatur, Ill.
World of Mirth: Allentown, Pa.
World of Pleasure: Auburn, Ind.; (Fair) Nappanee 23-27.
Zachini: Ashdown, Ark.
Zeiger, C. P.: Springer, N. M., 17-21.
Ziegler: Colville, Wash.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: Clarksville, Tex., 15; Bonham 16; McKinney 17; Denton 18; Waxahachie 19; Ennis 20; Marshall 23; Henderson 23.
Beatty, Clyde: Birmingham, Ala., 15; Montgomery 17-18; Selma 19; Tuscaloosa 20; Bessemer 22; Talladega 23; Anniston 24.
Braly, E. R.: Florence, Ala., 15-20; Athens 22-27.
Cole Bros.: Jacksonville, Fla., 16; Waycross, Ga., 17; Savannah 18; Charleston, S. C., 19-20.
Gould, Jay: Knox City, Mo., 15-17; Palmyra 18-20.
Gran Circo Americano: Ambato, Ecuador, 16-18; Riobamba 19-21; Guayaquil 23-26.
Gran Circo Flamante: Fresno, Calif., 16; Mendota 17; Hollister 18; Gonzales 19; Castorville 20; Salinas 21-22; Mountain View 23; Oakland 24-25.
Jones, Al, Circus & Rodeo: (Fair) Logan, O., 17-20.
Kelly, Al G., & Miller Bros.: Sterling, Ill., 15; Princeton 16; Kewanee 17; Canton 18; Pittsfield 19; Mexico, Mo., 20.
King Bros.: Rock Hill, S. C., 16; Monroe, N. C., 17; Rockingham 18; Laurinburg 19; Fayetteville 20; Kinston 22.
Mills Bros.: Fayetteville, Ark., 16; Clarksville 17; Conway 18; Little Rock 19-20; Hot Springs 22; Malvern 23; Sheridan 24.
Monroe Bros.: Waynesville, O., 19; Farmersville 16; West Alexandria 17; Lewisburg 18; Phillipsburg 19; New Madison 20; Morgantown, Ind., 22; Gosport 23.
Polack Bros.: Clovis, N. M., 19-20.
Puck Bros. (Western): Portland, Ore., 13-19.
Ringling Bros. and Barnum & Bailey: Dallas, Tex., 15-16; Gainesville 17; Wichita Falls 18; Sherman 19; Paris 20; Shreveport, La., 22-23; Longview, Tex., 24; Tyler 25.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Miller's, Irvin C., Brown-Skin Models: Bristol, Va., 15; Kingsport, Tenn., 16; Greenville 17; Jefferson City 18.
Plunkett's Stage Show: Oberlin, Kan., 15-17; Hoxie 18-20.
Renfro Valley Folks: Rock Hill, S. C., 15; Union 16; Woodruff 17; Greer 18; Fasley 19; Seneca 24; Jacksonville, Ala., 22; Attalla 23; Albertville 24.
Sadler, Harley, Show: Kermit, Tex., 15-17; Monahans 18-20; Odessa 22-27.
Slout Players Tent Show: Waterloo, Ill., 15-20; Owensville, Mo., 22-27.
Woods Stage Show: Manor, Tex., 15-17; Coupland 18-20; Schwertner 22-24.

LEGITIMATE CONCESSIONS WANTED

AMERICAN LEGION CELEBRATION, Fairview, O., Sept. 23-27

TRI-STATE FAIR, Huntington, W. Va., Sept. 21 to 28

FIREMEN'S FESTIVAL, Leavittsburg, O., Sept. 29 to Oct. 4

AND

THE GREAT HANNIBAL, MO., FALL CELEBRATION, Main Street, Sept. 29 to Oct. 4

MITCHELL, IND., FALL FESTIVAL, Main Street, Oct. 7 to 11

ADDRESS INQUIRIES

GOODING AMUSEMENT CO.

1300 NORTON AVE.

COLUMBUS, OHIO



WANTS FOR NORTH HAMPTON COUNTY FAIR, JACKSON, N. C., WEEK OF SEPT. 22-27

AND BALANCE OF SEASON WITH 12 MORE FAIRS TO FOLLOW
Stock and P.C. Concessions, any worth-while Shows. We have some Tops and Shows. One more Flat Ride, Motordrome, Funhouse. Want Ride Help, especially No. 1 Ferris Wheel Man. All contact

SHERMAN HUSTED, Mgr.

Whitaker, N. C., this week; Jackson, N. C., Sept. 22-27; then as per route.



WANT FOR STRING OF SOUTHERN FAIRS

Ending with Washington Parish Free Fair, Franklinton, La. Several best still spots to follow. Concessions that work for stock EXCEPT Corn Game, Diggers, Mitt Camp, Ice Cream and Novelties. Can use Bingo week of Oct. 6th only. Shows that do not conflict. Have complete frame-up for Snake Show, will sell and book or lease. Have sufficient Rides to play all spots. All replies to

B. W. HOTTLE
MACON, MISS., THIS WEEK

MIGHTY PAGE SHOWS

Now Booking for Wilson, N. C., week Sept. 22 thru 27

AND FIVE BEST FAIRS IN NORTH CAROLINA FOLLOWING
Will Book any Shows or Rides not conflicting. Especially want Funhouse and No. 5 Wheel. Booking all Concessions, no ex., except Bingo and Cookhouse. Need Skillo, Grindstore and P. C. Agents. Drunks and junkies, stay away.

MIGHTY PAGE SHOWS

Siler City, N. C.

WANT MOTORDROME MANAGER AND RIDER

Most beautiful drome on road. 100-foot panel front. Loads on two semis. Long season. Florida this winter. No drunks tolerated. Reply

E. L. YOUNG, Mgr. Royal Crown Shows
Opelika, Ala., this week.

WANT FOR NEW JERSEY STATE FIREMEN'S CONVENTION

September 29 to October 4

Concessions of all kinds, Shows and Rides not conflicting. Wire or phone, as space going fast.

SAM TASSELL

5839 WALNUT STREET, PHILADELPHIA, PA.

GRANITE 2-5852

LAST CALL LAST CALL LAST CALL AMHERST COUNTY FAIR, Amherst, Va., Sept. 24-25-26-27

Chesterfield County Fair, Chesterfield C. H., Oct. 1-2-3-4

WANT Snake Show, Monkey Show, Man and Wife for Illusion Show, Fun House, Wild Life, 5-in-1 or any Grind Show, 25%. Concessions—Bingo, flat rate or percentage; Scales, Guess Age, Penny Pitch, Glass Store (Smith, come on), String Game, Cork Gallery, Blanket Wheel, High Striker, Custard, Candy Floss or any GRIND STORE not conflicting. Other good spots to follow in tobacco territory. Long season. Write or wire

I. K. WALLACE, BURKEVILLE, VA., THIS WEEK.

ROBESON COUNTY FAIR, LUMBERTON, N. C.,

SEPT. 22 TO 27

Tremendous in 1946—Bigger and Better in 1947

THIS IS THE BIG ONE



WANTED—Eating Stands, Grab Outfits, 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—Fat Show, Hillbilly Show, or what have you? WANTED—Ride Help of all types; those driving semis preferred. WANTED—One Wheel or Race Track.

SAM E. PRELL, Prelle's Broadway Shows

LYNCHBURG, VA., SEPT. 15 TO 20.

P.S.: WANTED—Musicians and Performers to enlarge Show and Band for all winter's work. Musicians, \$40.00; 2 Trumpets, 2 Saxes, Piano. One Comedian that can monologue and last act. \$10.00. Chorus Girls that can cut it, \$30.00 a week. Will consider Team or Novelty Act. All liquor heads and agitators, save stamps. Tickets? Yes. **PROFESSOR VIDALA.**

P.S.: Gertrude Townsend, wire.

A.M.P. SHOWS

THE GREAT YADKIN FAIR, Yadkinville, N. C., September 22-27

LENOIR, N. C., FAIR, September 29-October 4

RICHMOND COUNTY AGRICULTURAL FAIR, Hamlet, N. C., October 6-11

CONCESSIONS all open except Cookhouse and Bingo. SHOWS—Jig Show; have 77 ft. panel front, all equipment and transportation for reliable people. Want Wild Life, Pit Shows, Snake, Unborn, Funhouse, Crime or any others not conflicting. Will book one more Flat Ride.

All replies

A. M. PODSOBINSKI, Gen. Mgr.

MARK "CURLEY" GRAHAM, Bus. Mgr.

Asheville, N. C., this week; Yadkinville, N. C., next week



WANTS

WANTS

WANTS

For Six More Georgia Fairs

CONCESSIONS—Want Stock Concessions of all kinds. Will book \$25.00 week. Need a few more reliable Agents for office-owned outfits. S. Sheftall needs Agents. RIDES—Can place one more major Ride. SHOWS—Will book any Show that does not conflict with what we have—20% to office.

Route: Social Circle, Ga., Sept. 15-20; Thomson, Ga., Fair, Sept. 22-27.

MODEL SHOWS, INC.

Wants for Russellville, Ark., Fair and

Four States Fair, Texarkana

AND SEASON SOUTH

CONCESSIONS—Any well-framed Stock Concession, Scales, Guess Age, Candy Apple, Sno-Cone, Juice. SHOWS—Motor Drome, Snake, Mechanical, Illusion, Iron Lung, 10-in-1. RIDES—Flying Scooter, Fly-o-Plane, Spitfire, Chair-o-Plane, Silver Streak or any not conflicting, Kid Airplane. Baxter Springs, Kansas, Street Fair, this week; Russellville, Ark., next; then Texarkana.

WANT ORGANIZED MINSTREL SHOW

12 or 14 people. Manager that can handle people and produce show. Have beautiful framed show complete, with bus transportation. Florida this winter. No agitators or drunks. All replies to

E. L. YOUNG, Mgr. Royal Crown Shows
Opelika, Ala., this week.

ROBERT R. KLINE IS NO LONGER CONNECTED WITH THE CAVALCADE OF AMUSEMENTS

AL WAGNER, Owner and Gen. Mgr.

CAPELL BROS.' SHOWS

WANT

WANT

For the Okmulgee County Free Fair, Okmulgee, Okla. The biggest County Fair in the State. Mines and smelters working night and day. Plenty money here. Show opens Sept. 22 and closes Sept. 27. Want Stock Concessions of all kinds for this date and balance of season. Can place Diggers, Custard, Ball Games and any Itany Items. Can also place Wild Life and Arcade. Sober, capable Agents for Office Stores. ("Ice Water" Reynolds, Blackie Lay, Casey, "Roxie," "Bozo," come on.) Will have winter unit out in the cotton country. Want a few more Ride Men that drive. Address: "DOC" CAPELL, Sulphur, Okla. (Fair), this week; then the big one next week, Okmulgee, Okla.

**STEBLAR GREATER SHOWS
WANT**

General Agent for Georgia. Can place for Stuart, Va., Fishpond, Pitch-Till-Win or any Stock Stores. P. C. open.

FOR SALE—30x60 Top, Sidewall and Banner Line 60 ft. long. Address all mail Stuart, Va., this week.

FOR SALE

Eight-Tub Octopus with or without 24-ft. Springfield Semi. Can be seen in operation this week Astoria, Ill.

WILSON FAMOUS SHOWS

**J. L. (JIMMIE) HENSON
SHOWS WANT**

Ferris Wheel Foreman, A-1, no drunk. Help on other Rides that drive. Place Bingo, Popcorn, Floss. Any 10-cent Stock Concessions, privilege \$10. Place any clean Grind Show. Jack Frick wants Agents for Bull Game, Stock Stores. Percentage: Ray Smith, wire. Reply: J. L. HENSON, Greenwood, S. C., now; Buford, Ga., next.

FOLK CELEBRATION SHOWS

WANT FOR

QUAY COUNTY FAIR, Sept. 22-26, Tucumcari, New Mexico
NEW MEXICO STATE FAIR, Sept. 28 to Oct. 5, Albuquerque, New Mexico
SOUTHEASTERN NEW MEXICO STATE FAIR, Oct. 7-11, Roswell, New Mexico

Then Celebrations up to and including big Armistice Day Celebration, November 11. This show will open the 1948 season February 15 at Tucson, Ariz.

Want first class Ten-in-One with or without own outfit; good Girl Revue, must have a show that has flash and can play to entire families; Motordrome, Monkey Circus, Glass House, Hawaiian Show, Hillbilly Show, Miniature City. Can place legitimate Concessions of all kinds.

Ride Help—Can use capable Ride Foremen and Second Men; must be sober and reliable. Can place Sensational Free Act. Can place Penny Arcade. Want good, sober Canvas Men

Want for Circus—Animal Acts, Horse Acts, Acrobatic Acts, Elephant Act, Trapeze Performers, Clowns and good uniformed Circus Band.

FOLK CELEBRATION SHOWS

Box 1005 Albuquerque, New Mexico

KELLIE GRADY SHOWS

WANT Rides not conflicting. Want Stock Concessions. Can place Pan Game or Rat Game. Want Shows. Rex Barnes wants Man for Front Gate. Can use several Ride Men. We have 7 spots in Cotton Belt of North Alabama. Wire Florence, Ala., this week, or per route.

WHITE STAR ATTRACTIONS

**Bruceston, Tenn., this week;
Union City, Tenn., Sept. 22-27**

Want Hanky Panks, \$18.00 privilege after first week. Especially want Waffles, Novelties, Bumper, Cane Rack, High Striker, Coke Bottles, Add-'Em-Up Darts, American Palmistry or any others. Faulkner and Bumpus need Agents. Want Ride Help. Bill Reese, wire where we can reach you by phone. All replies to

A. O. COFFMAN, Mgr.

SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

**Dearborn Rodeo
Hard Hit by Weather**

DEARBORN, Mich., Sept. 13.—The sixth annual rodeo, sponsored by the Dearborn Junior Chamber of Commerce, closed its 10-day run Labor Day after being hard hit by weather. Seven of the 13 shows were either flooded or rained out.

Gross for the six shows held was \$8,330, representing a paid attendance of 9,396, of which 7,264 were adults and 2,132 children. Total is a little over one-third of the 24,998 paid admissions registered in '46.

Alexandria Draws 22,000

ALEXANDRIA, La., Sept. 13.—Alexandria's Lion-sponsored rodeo held recently in the Jimmie Thompson Arena played to 22,000 payees. Rodeo was opened by Governor Jimmie Davis, who also led the downtown parade. George Elliot emceed the show. Acts included Charlie Schutz and his bucking Ford; Clark Shutz; Rusty Kitten and Lucile Cowey, trick and fancy riders, and Buck Robinson and Hobart Flowers, clowns.

**Streator Event
3-Day Smash Hit**

STREATOR, Ill., Sept. 13.—Three-day Labor Day observance here, sponsored by Post 120 of the Veterans of World War II, drew 40,000 people during its run from August 30 thru September 1. Event was the first this city has had in nearly 25 years.

Features include an open-air music festival; two-mile Labor Day parade made up of floats representing local labor, civic, fraternal, industrial and commercial groups; Labor Day address by John L. Reano, representative of the United Mine Workers of Illinois, and a running program of outdoor acts.

A midway was laid out in the city park, with the Pearl City Rides and the free-act program, arranged by Andy Bakalar, formerly with Ringling Bros. and Barnum & Bailey Circus, as highlights. Line-up for the program included Dean and Brown, Clarence Meridith and his dogs; Andy, Marcella and Emma; George Winston and His Musical Bells, and the Sky Duo, high act.

William Woodward, president of Post 120, was general chairman of the committee; Andy Brix, executive director; Brix and Frank Fielding, directors of the float committee; float designers, James Hill, post adjutant, and Lin Dye, Jack Fairburn, Col. Frank Hall and Roy (Bones) Rathbun.

Music was by the Streator Band; Leslie G. Woods Post, American Legion Band, and the Doodledoerfer Comic Band. William J. Lewis, past president, Streator Fourth of July Committee, Inc., served as director of publicity and advertising.

**West Branch Valley
Band Festival Skedded**

WILLIAMSPORT, Pa., Sept. 13.—Second annual West Branch Valley Festival of Bands, sponsored by the Williamsport Junior Chamber of Commerce, will be held in the Eastern League ball park here September 29.

Promotion for the event will be under direction of Ideas, Inc.

Ideas, Inc., is headed by Harry C. Taylor, unit manager, with Earl Frances, Al Landi and M. L. Bell on the phones, and G. Hodges Bryant, publicity and promotional director.

Fireworks will be furnished by the Keystone Fireworks and Specialty Company, Dunbar, Pa.

**South Shore Pageant Set
For Quincy, Mass., Oct. 8**

QUINCY, Mass., Sept. 13.—South Shore Pageant of Progress will be held in the armory here, October 8-11, under auspices of the Campbell-Fairbanks Expositions, Inc. The show will be a combination sportsmen's show and an exhibition of new devices and products.

Events will be under the personal supervision of Sheldon H. Fairbanks, Boston showman and president of the Campbell-Fairbanks Expositions. Ralph Anthony will be in charge of the show's sales and act as superintendent.

Newington, Conn., Fair Set

HARTFORD, Conn., Sept. 13.—Newington, Conn., Country Fair, sponsored by the Newington Grange and Lions Club, will be held September 19-20. General chairman is Paul Isham, with Richard Erwin as co-chairman.

**GOLD
MEDAL
SHOWS
WANT**

For long season of Southern Fairs, including Arkansas Live Stock Show at Little Rock.

SHOWS—Monkey, Animal, Iron Lung, Wild Life, Fun House, Mechanical Village and other Grind Shows with own transportation. Address

OSCAR BLOOM, Mgr.
Trenton, Tenn., this week;
Columbus, Miss., next week.

**LAKE CITY
EXPOSITION SHOWS
WANT**

Concessions of all kinds. Need Help for office-owned outfits, Skillos, Rolldowns, Hit and Miss, Over and Under. Want Ferris Wheel Foreman and Chairplane Foreman, top salary. All replies:

BOBBY SICKELS
Byrdstown, Tenn., Sept. 15-20.
No phone calls, wire.

WANTED

Shows, Rides and Concessions of all kinds for the largest veterans' organization in Eastern Indiana celebration week, Oct. 6th, at Muncie, Ind., or large Carnival. All Concessions will work here. Contact

PAT ROACH, Chairman
UNITED STATES DISABLED WAR VETERANS, NATIONAL HEADQUARTERS
215 1/2 S. Walnut St. Muncie, Ind.
Phone: 2-5543

**RIDE HELP RIDE HELP
Cumberland Valley Show**

Need Ride Men on all Rides, sober and reliable, that can stand good treatment and prosperity. Can place a few more legitimate Concessions. Address all mail and wires to

ELLIS WINTON
Manchester, Tenn., this week; Rockwood, Tenn., next week.

WANTED

Concessions of all kinds for Street Celebrations, New Holland, Ohio, Sept. 24-27; Junction City, Ohio, Oct. 1-4. Ride Help, First and Second Men for Eli and Octopus. Address:

TIM NOLAN
Moxahala Park South Zanesville, Ohio

RODEO AND CIRCUS DATES WANTED

No place too small or too large. Have played State Fairs of Minnesota, North Dakota, South Dakota, October. South into Arkansas. What have you?

BAR O RODEO, Inc.
Permanent address: Sturgeon Bay, Wis.

WANTED—GOOD CLEAN CARNIVAL

To play Union City, Tenn., from Oct. 13th thru Oct. 18th. Will set up in Union City Ball Park, in heart of city. Population 10,000. Carnival will be held in conjunction with

SECOND ANNUAL CORN FESTIVAL
Sponsored by Milton Talley Post #20
Contact CECIL MOSS, Union City, Tenn.

WANTED

Connection with good Carnival working south. Have Pea Ball, Beat the Dealer, Diggers, Pans, Penny Pitch, Airplane, Stock Concession. Experienced Legal Adjuster; would consider. Can join first week October. Wire proposition.

HARRY H. ZUGG
Blakesburg, Iowa

AGENTS WANTED

Roll Down, Razzle, Blower and Buckets. Replies to
CLARENCE BEARDSLEY
c/o MADISON BROS.' SHOW
Prescott, Ark.

WANTED

Ride Help and Concessions
MOUND CITY SHOWS
Mobern, Ark.

Carthage Soars Ahead of 1946 Record Counts

CINCINNATI, Sept. 13.—Despite humid weather, which saw the temperature soaring into the high 90's on two of the four days of its run, and rain on the third day, the 93d annual Greater Cincinnati Carthage Fair shot ahead of the record attendance and gross marks chalked up here a year ago. Wednesday (10) opening day, with Myers Y. Cooper, former governor of Ohio and president of the Hamilton County Agricultural Society, formally setting the annual in motion with a tour of the wide exhibit areas, attracted an estimated 15,000 patrons, topping by 4,000 the opening attendance of 1946 and chalking up an initial-day record for the fair.

Thursday, with a boiling hot sun bearing down all afternoon, an estimated 20,000 passed thru the turnstiles, equaling the best single-day's business in 1946, an all-time high, which was set on a Friday last year. Friday, with hundreds of children taking advantage of the free gate, started out a huge winner when a severe electrical and rainstorm struck, sending patrons scurrying to cover and canceling a number of scheduled events. Clear and cool weather at night, however, added impetus to an already good gate, with the result that this year's third day was expected to equal the 20,000 count of last year.

A new record for the four-day annual was virtually assured when Saturday, with near-perfect weather, hyped the turnstiles' merry tunes until the crowd swelled into one of the largest ever to attend a Carthage Fair finale. Fair execs predicted that when the final count is tabulated it will reveal all-time highs in every department.

Fair officials announced that they encountered a demand for booth space that exceeded even the record request of last year, and the annual appeared to be overflowing with exhibits. Bob Shaw, of the Gus Sun Booking Exchange, Columbus, O., provided the grandstand attractions, which included Dorothy Herbert's 17 head of horses.

Providing the midway was the F. E. Gooding Amusement Company, Columbus, O.

50,000 Attend E-J Labor Day Outing

BINGHAMTON, N. Y., Sept. 13.—An estimated 50,000 persons attended the annual Labor Day outing for Endicott-Johnson workers and their families at En-Joie Health Park here, making it the largest celebration in the org's history.

Harry Tanner, representative of the John C. Jackel Theatrical Agency, New York, thru whom the various professional acts were booked, acted as emcee. Acts included the Three Milos, aerial; Kayletta, acrobat; Captain Powers, ventriloquist; Martell Brothers, bicycle; Three Reed Brothers, balance; Bud and Rose Carrell, roping; Tex Morrissey, with his performing mule, Hank; Flying Valentinos, acrobats, and Emory Twins and Claire, tumbling. Featured clown was Dippy Diers.

The day's activities were topped off with fireworks.

North Haven Annual Success

NORTH HAVEN, Conn., Sept. 13.—Annual North Haven Fair here proved a substantial success, it was announced here this week. Among acts appearing before the grandstand daily were Hip Raymond, the Korellis, Palemeros' Dogs, the Frabell Corry Trio.

Olympic, Playland Shutter for Season

IRVINGTON, N. J., Sept. 13.—Henry Guenther is shuttering his Olympic Park tomorrow night. Roller-skating rink will continue to operate on its usual autumn and winter schedules. Park extended its season a full week and has been favored by ideal weather, which brought out good attendance.

In addition to its usual free circus, Olympic Park will offer as a special closing day attraction, Zimmerman's Hungarian Gypsy Band. Line-up of acts in closing circus bill is the Juggling Jewels, ace fem club slingers; Bill Williston, magician; Betty Gaynelle, contortionist; Al Libby and Betty, comedy bike act, and Joe Basile's band.

NEW YORK, Sept. 13.—Rock-away's Playland winds up its season tonight with a masquerade party. Special events during the past week included square dancing, barbershop quartet contests and a fireworks display Wednesday. Ideal weather during week brought out good attendance.

Melbourne Show Opens Minus Carnival Features

MELBOURNE, Australia, Sept. 13.—The Melbourne Royal Show opens Thursday (18) with the rather unique distinction of being obliged to operate minus the usual rides and carnival attractions, as the space usually allotted to the midway is still occupied by wartime cabins housing homeless families. Only carnival attractions on the grounds will be a large Merry-Go-Round, and candy and ice cream stands.

Record entries have been registered for all horse ring events. Trotting races will be a feature of both matinee and night programs.

Association Denied Permit

VANCOUVER, B. C., Sept. 13.—Vancouver Park Board has refused the South Memorial Association's request for a permit to hold a carnival at Seaforth army lot on Burrard Street. They passed an order banning all carnivals both on the Powell Street grounds and Seaforth army lot.

Augmented WM Midway Garners Hefty Roll at Brockton Fair

BROCKTON, Mass., Sept. 13.—Frank Bergen, owner-manager of the World of Mirth Shows and midway contractor at the Brockton Fair, supplemented his 40-car org with the Ross Manning Shows & Rides, Inc., to provide a midway that nearly encircled the race track. The additions were necessary because of Bergen's prior fair commitments which made it impossible for him to open here until Monday (8), the third day of the fair, and call for his closing here tonight while the annual has one day to go.

Midway spending was up slightly over last year, but spread thinner among individual operators because of the added units. All told there are 36 rides and 21 shows, most of them Bergen-owned. Secretary Frank H. Kingman reported midway spending on shows and rides up 9 per cent. The front end was ahead a healthy 15 per cent with the prospect of a runaway finish since wheels can be put into operation today, supplanting bumpers which had to be improvised for use thru yesterday.

Manning rides had the midway play

Clay Co. Annual Chalks Up 200,000 Gate Count To Score All-Time Highs Despite Rain

Grandstand Crowds Large; Pyrotechnics Return

SPENCER, Ia., Sept. 13.—The Clay County Fair which closed here tonight topped the 200,000 attendance mark in its six-day run for a new all-time gate record. Final figures were unavailable, but the official count was expected to hit slightly over the previous high of 199,000.

Thru Friday (12), attendance was announced as 165,000, and the final day's turnout was placed at over 35,000. The new attendance mark was established despite rain which slashed Thursday's gate and virtually washed out Friday's big potential.

Auto Races Save Day

Auto races, staged by National Speedways, Al Sweeney and Gaylord White, were originally scheduled for two days—Tuesday and today—but a third afternoon was added hurriedly Thursday when the harness horse races were canceled as the horsemen contended that the track's slippery condition, caused by the rain, made it impossible for them to race.

The decision to stage the substitute auto races Thursday was made only a few hours before the program was staged. Confronted with the loss of the day's big grandstand receipts assured by a strong advance sale, fair execs prevailed upon Sweeney to round up enough cars and drivers for the fill-in speed events. At the time, the cars were scattered within a 70-mile area of the fairgrounds at garages, where they were being returned following Tuesday's program and in anticipation of today's events. Many of the motors were completely torn down at the time. Sweeney, nonetheless, managed to round up six good cars and as many top drivers, and the races proved pleasing to the crowd and saved the afternoon's stand receipts for the fair.

New Single Day Mark

Tuesday's auto races played a big part in enabling the fair to register a gate of 47,594 for the fair's highest single day's attendance in history. Today's auto races also drew an excellent crowd, filling the 10,000 capacity

grandstand bleacher set-up. Other afternoon attractions included Frank Winkley's Thrill Show in on Monday, opening day. Three afternoons of harness races had been scheduled but Friday's card, as well as Thursday's, was also rained out.

Night grandstand attendance ran about even with the previous peak year. But for Friday's rain, which made it impossible to use the uncovered bleacher seats, the grandstand for the six nights' patronage would have hit an all-time high. The show Friday night was presented in the rain before a crowd that filled the covered portion of the grandstand.

Fireworks Back

The night bill consisted of a revue and acts booked thru Barnes-Carruthers Theatrical Enterprises, Chicago. The revue offered a 16-gal line and Lester Cole and His Debutantes, singing combination. Acts included the Gretonna Family, high wire; Jim Wong Troupe, contortionists; the Libonatis, xylophonists; the Lang Troupe, acrobats; Harold Boyd and the Jig Saws, comedy knockabout, and the Flying Zachinis. Phil Fern was in charge for the Barnes-Carruthers office.

Fireworks, absent from the fair's program for many years, made its return on the final night, with the Thearle-Duffield Fireworks Company, represented by Art Briese, Chicago, presenting the show. On the midway, the Hennies Bros.' Shows, while feeling the effect of rain Thursday and a virtual washout Friday, nevertheless amassed a gross which topped that for the rides and shows here last year when another org, a truck show, held forth on the midway. The shows led the midway business by a big margin. Rides, however, did not come up to expectations.

Gate Charge Up

The fair operated with a 75-cent front gate, an increase of 15 cents over 1946. It offered two new buildings, a 123 by 200-foot structure, built of steel and concrete, with a tile front, and used for the Baby Beef Show, and a 4-H boys' dormitory, built of tile and concrete, which housed 245 boys.

Other plant improvements included the remodeling of a poultry building into a communications building, which provided space for KICD, Spencer Ia.; WNEB, Yankton, S. D., and KGLO, Mason City, Ia. Programs on the Tall Corn Network also emanated from this building during the run of the fair.

The annual's livestock entries were so large that many were refused. Space limitations also caused the turnaway of many commercial exhibitors. Farm machinery and commercial exhibits on the grounds by far exceeded those of any previous event here.

Gorilla Suffers Burns

PRINCE RUPERT, B. C., Sept. 13.—The eight-year-old gorilla, owned by Alberta Slim Edwards and booked on the Crescent Shows, was badly burned on a train here when an oil lantern, used for heating purposes, was upset. The gorilla is sprayed with healing oils twice daily.

W. V. Nethken, known in outdoor show circles as Buckskin Bill, sharpshooter and impalement act, has been living in retirement at his home in Nokomis, Fla. Nethken spent 34 years in the business.

Mardi Gras Cele Clicks As Coney Closes Okay Season

NEW YORK, Sept. 13.—Coney Island is winding up one of its most successful Mardi Gras end-of-the-season fiestas in many a year. Torrid weather, a natural for luring New York's cave-dwellers to the comparatively cool expanses of Surf Avenue, the Bowery and the Broadwalk, came Sunday (7), with the thermometer hitting 87 degrees, bringing joy and 600,000 prospective customers to the showmen and concessionaires of Coney Island.

Mardi Gras festivities got under way Monday (8) night with a spic and span parade of the New York Police Department, headed by a mounted squad and the big police department band and its drum and bugle corps. Numerous floats manned (?) by really attractive scantily clad cuties, plus several bands, drum corps and civic organizations followed the police squads. About 250,000 spectators viewed the parade and most of them remained to jam the amusement areas.

Tuesday night was Firemen's Night, with New York's fire fighters in line

New Firm Enters British Holiday Camp Business

LONDON, Sept. 13.—A newly organized firm, Pontin Camps, Ltd., has recently entered the holiday camp field in England, over which field William Butlin and his group have exercised almost complete monopoly. Holiday camps in recent years have developed into important outdoor amusement spots, using various forms of professional entertainment, as well as operating small amusement parks as adjuncts of the camps.

The Pontin firm is capitalized at \$1,040,000 and while it now controls only one camp, the South Devon Holiday Camp, it has been acquiring the capital of firms controlling three additional camps and plans taking them over. Butlin's firm, capitalized at \$10,000,000, operates camps and outdoor resorts throughout England and has steadily expanded its field of activity in recent years.

Tex Tanner, formerly with Gypsy Lynn's unit, reports that he is emceeing Jack Korie's International Oddities attraction, which Ray Marsh Brydon has contracted to play fairs in Kansas and Texas, following a tour of the Hawaiian Islands.

and 350,000 to cheer them on. On Wednesday the Veterans of Foreign Wars, 1,500 strong, attracted 400,000 kibitzers. Thursday it was the turn of the Knights of Columbus and the Catholic War Veterans, with 2,000 in line to strut, and a turnout of 350,000 lined the curbs of Surf Avenue. Friday (12) night belonged to the American Legion and their 40 and 8. Final parade probably drew close to 400,000, altho Coney's p. a. has not as yet announced the score.

This afternoon Mardi Gras comes to a close with Coney Island's annual baby parade. Nothing official skedded for tonight, but confetti throwing will be permitted and everybody will think they are having fun. Officially this is the finale for Coney's season but so long as weather permits, rides, attractions and concessions will continue to operate week-ends. The season did not prove as satisfactory as last year's, but in general everybody came out on the right side of the ledger.

State Negotiates for Manhattan Beach

NEW YORK, Sept. 13.—Park Commissioner Robert Moses hopes to obtain 15 to 20 acres of beachland at Manhattan Beach to relieve the crowded conditions at the city's adjoining beaches, Brighton Beach, with 18 acres, and Coney Island, with 55 acres of beach front. Manhattan Beach, formerly a privately operated beach, was taken over by the navy during the war but the State of New York claims ownership of 88 acres of the short front and is negotiating for its return. Moses expects the State to cede the beach area to the city for park and beach purposes.

Demand for beach-front property along Long Island's South Shore has been unusually active this summer. Auction sales of shore property recently netted \$97,850 at two sales. On August 23 150 business and residential plots were sold at Lido Beach, adjoining Long Beach, for a total of \$70,500. Highest price of the sale was a bid of \$725 for two business lots.

Auction sale at Nassau Shores, near Amityville, L. I., August 23 brought \$27,350 for 73 waterfront and residential plots. Rapid increase in population of Long Island is creating a tremendous demand for additional shore resorts and recreational areas.

Brockton's Fast Pace Points To Records in Many Divisions

BROCKTON, Mass., Sept. 13.—Operating on a nine-day schedule for the first time in its 72-year history, the Brockton Fair, according to reports available thru yesterday's showing, was ahead of last year's record takes in most departments. Continuing ideal weather today and thru tomorrow, the final day, will undoubtedly result in a host of new marks because of the two additional days.

Attendance for the first six days was 142,921, as against the 1946 five-day total of 135,680. Only department reported off is the pari-mutuel betting on running horse races. Even so, the slump is only 8 per cent as compared to an average falling off of 20 per cent in betting at tracks operating in these parts. The four-day betting handle was \$293,096 as compared to \$315,197 a year ago.

Per Capita Spending Up

Most surprising aspect of the annual was a reported increase in per capita spending. Some concessionaires might find this hard to believe, the reason being that patrons this year have more ways and places in which to spend money. Secretary Frank H. Kingman was agreeably surprised but at a loss to explain the increase in individual spending.

The midway gross of shows and rides was up 9 per cent, while concession row was tabbing a notable 15 per cent more money. Today's hoped-for attendance will be in the neighborhood of 40,000 and appreciably boost grosses, since the handle on the final Saturday always has accounted for a large share of the total. Officials aren't optimistic about tomorrow's business, since earning power will be considerably lessened, especially by the departure of the World of Mirth Shows which entrains tonight for Allentown (Pa.) Fair.

Increasing costs have resulted in the maintaining of a 75-cent gate. President George A. Buckley estimated the cost of producing this year's fair as \$309,000, a formidable nut to be faced with when gambling with the weather. Association, however, is in a healthy financial state,

Extension of Long Island's parkways and widening of highways is also making the outlying beaches accessible to residents of New York who find Coney Island and other New York City beaches overcrowded.

being free of debt and in possession of enough funds to have in an advanced planning stage a new grandstand, relocation of the track and new buildings.

Al Martin, Boston booker, produced the well-received night grandstand show featuring Eddie Peabody and his banjo. Senator Claghorn (Kenny Delmar) appeared Saturday and Sunday (6-7). Acts included Ben Dova, pantomime; Will Hill's elephants and ponies; Biletti Troupe, high wire; Aerial Ortons, and Willie West and McGinty. Chet Nelson and ork played the show.

Jimmy Lynch and His Thrill Show played the opening two days and will wind up festivities in front of the grandstand tomorrow.

Nothing Is Sure About Midway Biz

(Continued from page 84)

commit suicide right at your feet. The high wind blowing up there, 100 feet in mid-air, will carry his light body far beyond the tank. Then we will pick up his mangled remains and ship them to his wife and babies back home. You who believe that it would be a braver deed for him to climb back down the ladder and return to his loved ones at home will express that desire by yelling, whistling and applauding. You who wish to help pick up his mangled remains clap your hands loudly." Then looking up at the Punk while holding a telegram in his hand, the announcer would continue, "Captain, you just received a telegram that reads 'Father, are you still alive?' It is signed, Mother and the Babies."

After that the crowds would elect the Punk to stay on the grounds and everybody was happy.

The Big Decision

Every night while the just were overwhelming the unjust at the foot of the high-dive ladder, Arkansas Whitey meditated: "Shall I go home to mother and her hot biscuits or shall I stick it out? I still have my get-away-dough." Finally came the day. The show was in a hamlet on a lot across from the depot. It had sleeted on the midway all afternoon and the temperature was down to 25. After a conference with himself, Whitey decided to blow that night on the 10 o'clock local. As he left the lot at 9 p.m. he saw the high diver being carried out of a bar-room. Like in most tank-town depots, the ticket agent wasn't due to arrive at his post until 15 minutes before train time. Five or six nesters, who were going to the county seat, gathered in the depot.

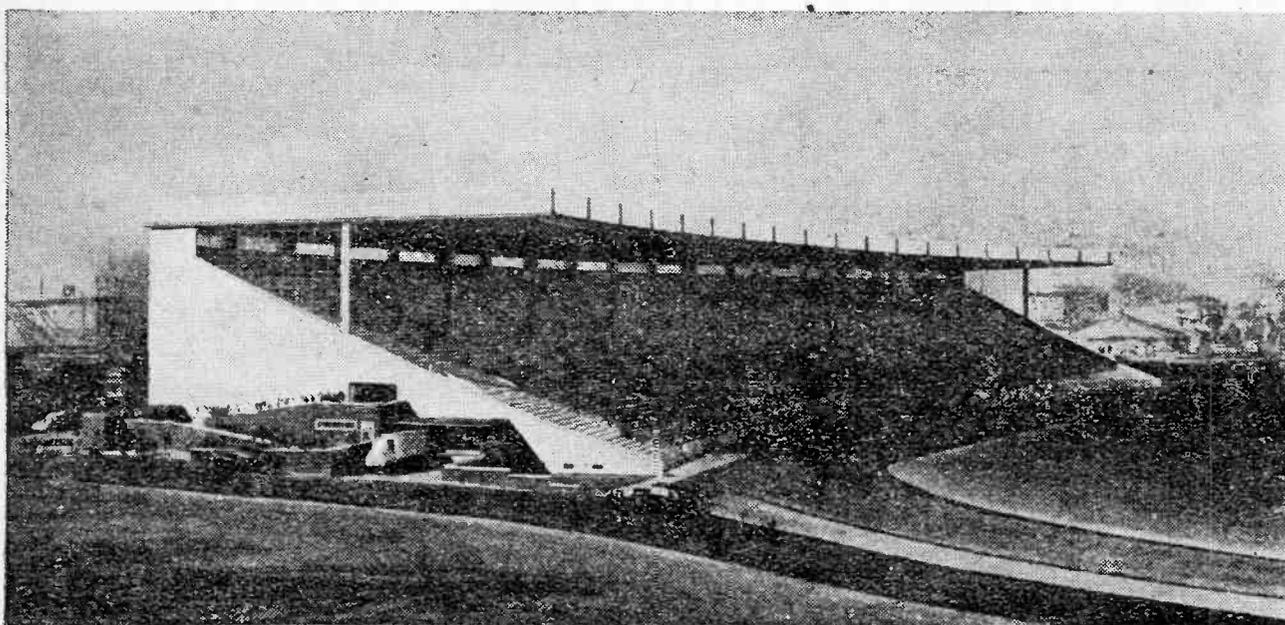
Suddenly one yelled, "Look at that dern fool climb up that ladder. He's going to dive into a tank of water. He won't live long doing that."

"You mean to say," started Whitey, trying his best to act and talk like a rustic, "that he'll jump plumb off and into that little tank?" "Yup!" answered the native, "I see'd him do it Monday." "Impossible," yelled back our hero. "I see'd him do it," came back the native.

Here was a sure-shot bet that would double his dough before blowing, so turning to the native, Whitey yelled, "Twenty bucks he doesn't do it."

While the announcer on the lot was busy stalling the tip to let the just and unjust decide the dive, the natives covered Whitey's double saw-buck—and the unexpected happened—the unjust had out-voted the just—the Punk jumped. Broke and humble Whitey returned to his booth.

There is nothing sure in the midway business.



HERE IS HOW THE NEW GRANDSTAND at the Canadian National Exhibition, Toronto, will look when it is completed, probably in the summer of 1948. Stand will seat about 20,000. Underneath there will be two restaurants, each with a capacity of 1,000 and exhibition space of 14,500 feet. Seats will be of the individual type, with no arm rests. Roof will have no beams or supporting steelwork. Temporary seating facilities were used at the 1947 CNE.

30 Dromedaries, 21 Antelope in NY From Africa

NEW YORK, Sept. 13. — Thirty dromedaries and 21 antelope, consigned to Meems Bros. & Ward, animal dealers, Oceanside, L. I., were unloaded at Bush Terminal, Brooklyn, Monday (8). Animals, which will be sold to circuses and zoos throughout the country, were shipped from Trevidore, Port Sudan, Northeast Africa.

It took four hours to unload the one-humped beasts and antelopes. Shipment was the largest of its kind since before the war. The entire lot was taken to the Animal Quarantine Station, Clifton, N. J., where they will be tested over a 30-day period for various diseases.

The same vessel also carried 300 monkeys which were unloaded in Boston a day earlier. Simians were shipped from Calcutta and consigned to the Trefflich Bird and Animal Company here.

Financing Arrangements Made for Victoria Rink

CALGARY, Alta., Sept. 13.—Arrangements for the financing of the \$750,000 rink and auditorium at Victoria Park, Calgary, have been completed, according to A. H. McGuire, president of the Calgary Exhibition and Stampede, Ltd. Sum of \$500,000 will be obtained by bank loan and \$250,000 will be provided by the exhibition company.

CALIF. BIG FOR CRAFTS

(Continued from page 71)

business at Kiddieland was brisk on a consistent basis.

Use Three Arches

Crafts Shows used three 96-foot entrance arches, Crafts 20 Big Shows, Crafts Exposition Shows, and Crafts Combined Shows. Also flashing up the spot were six searchlights with 60-inch lenses, 28 light towers of 30 feet and 20 smaller ones. Shows were in a hippodrome formation with the rides in the center and the shows and games on the sides.

Combined shows featured 60 concessions, 12 shows and 20 rides. Included among the rides were two Ferris Wheels, two Merry-Go-Rounds, two Caterpillars, two Skooters, Octopus, two Rolloplanes, Loop-o-Plane, two Tilt-a-Whirls, and a Fly-o-Plane.

The California State date, set by Lee Brandon, general agent, marked the second time this year the shows had been combined. They joined to play the National Orange Show in San Bernardino. Following this date 20 Big moved to San Mateo for the San Mateo County Fair, and Exposition Shows moved to North Fresno for a date under the auspices of the American Legion. The No. 2, or Exposition Shows, will play the Italian Festival in South Fresno, too. It is also set for the Arizona State Fair, November 7-16.

Kerr Names Officials for Knoxville's Horse Show

KNOXVILLE, Sept. 13. — Pat F. Kerr, secretary of the Tennessee Valley A. & I. Fair, announced that Edwin C. Eggert, of Brentwood, Tenn., has been signed to manage the horse show. Prize money has been upped over last year and now totals \$6,000.

Gilbert Orr, of Columbia, Tenn., will serve as announcer and Earl (Cap) Paine, of Sevierville, will be ringmaster. Judges include Frank Bradshaw, French Brantley and Dr. R. E. Branch.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold
By Starr De Belle

Seldom Scoff, Tenn.,
Sept. 13, 1947.

Dear Pat:

This show has had a good season to date. It isn't what you gross that counts, it's how much you spend and pay actors. Some circus managers try to give their patrons too much for their admission tickets by offering big acts. The bosses claim an actor can get as much applause thru pity as he can thru talent. "Keep a hound thin and he'll run rabbits," is this show's motto. When our under-fed and gaunt performers hit the ring or riggings they have the appearance of being ready to draw their last breath. You may believe me when I say that when an actor flounders around thru weakness during his or her act it is well applauded. On our route the customers figure anything an under-nourished man or woman does is more difficult to do than if it was done by a well-fed performer.

Around 90 per cent of our backwoods audiences never enjoyed any of life's luxuries and are with the underdog heart and soul. Thus the tremendous applause when actors appear barefooted, in torn tights and suffering from malnutrition. Furthermore, our audiences are all family loving people. Twenty-five years ago, when our swinging ladder gals were young and unmarried, they wardrobe themselves in the latest circus fashion. Now that they are happily wed and are soon to become mothers, their swinging and swaying, after being lifted to their ladders with a block-and-fall, bring down all houses with roars.

Some weeks ago our single-trapeze performer was wowing them in the seats, because thru his hunger and weakness he missed making 16 straight ankle-drops that sent him crashing to the ground each time. Thru pity, our rustic audience gave him the biggest ovation ever extended an ankle-dropper. They followed the show to its next stand to see him miss again. There he missed his drop 23 times, to terrific applause, and both audiences followed the show to its next stand to again enjoy the act. That proved that a miss is better than a successful catch on our route even if an actor does fall 23 feet.

Daily for two weeks the ankle-dropper increased his misses nightly and kept audiences following the show. With him we could play to only turnaway houses. He became so powerful as a drawing card that the bosses ordered special paper for the act with cutlines that read, "World's Champion Ankle-drop

A. E. Gates Named Prexy Of Laredo, Tex., Event

LAREDO, Tex., Sept. 13.—A. E. (Lonnie) Gates, ranchman, recently was named president of the Pan-American Fair and Livestock Association. He succeeds Joe B. Finley, who declined re-election.

Other officers are Hogue Pool, first vice-president; W. N. Hall, second vice-president; Roberto Benavides, third vice-president, and W. J. Stiles, secretary-treasurer.

Six new members of the board of directors are J. W. Nixon, Hogue Pool, Raymond Bell, W. N. Hall, J. J. O'Hern and Norman Clark. Hold-over directors are Payne Bruscoe, Kyle Drake, George Leathers, Ed S. Russell, Joe B. Finley, Albert Martin, Servando Benavides, H. D. Storey, A. E. Gates, L. J. Christian, Ray V. Martin and Herman O'Keefe.

The 1947 event was canceled because of the hoof and mouth disease in Mexico, but plans are under way for the '48 annual February 18-21.

Misser." That killed the act, because the actor asked for a \$4 per week raise and started eating in restaurants. He soon regained his strength and made successful drops, which killed his drawing power. Realizing he was washed up as a circus star, the dropper asked the office to put him on his former salary and on our cookhouse diet. There is a kinker that is smart enough not to let food interfere with his art.

Keep plenty of iron in a trouper's system and he won't suffer. We do it thru feeding off tinsplates and out of tincans. Our side show features a Human Ostrich, who eats razorblades, safety pins and watch chains. He gets enough iron in his system thru his act and is kept on a strict non-metallic diet of chicken gravel. Suddenly the iron-monger started to look sleek and trim and lost his pitiful look. Rushing him to the show's doctor it was discovered he had been sneaking non-iron lunches and was suffering with an over-indulgence of bacon rinds stolen from the cookhouse. Yes, on this show 40 can live as cheap as one.

Charlottetown, P.E.I., Good; Points to Week Run in 1948

CHARLOTTETOWN, P. E. I., Sept. 13.—Recent four-day Prince Edward Island Fair here proved extremely successful and, as a result, the event probably will be extended next year to a full week. Introduction of a modern ferry steamer between the island and the mainland is expected to hypo the gate next year.

Recent event offered horse racing and vaudeville acts in the afternoon. Acts were the Waldorfs, aerialists; Oldfield and Ware, knockabout comedy; Four Macks, roller skating, and Ada and Her Pals, dog act. A revue, along with the acts, was offered nightly. Georgian Deiter, vocalist, emceed.

The Lynch Greater Shows were on the midway. Sol Solomon, high diver, was the free act.

Custer, S. D., Gold Pageant Draws From Many States

CUSTER, S. D., Sept. 13.—Custer's Gold Discovery Days Pageant was presented this year before the largest crowd of any of its 21 performances with the exception of 1927 when the late President Coolidge was in the audience. Gate receipts exceeded \$3,800. A check of cars showed visitors from 41 states, Cuba and Canada.

Distinguished guests included Gov. and Mrs. George T. Mickelson, of South Dakota, and Gov. and Mrs. Val Peterson, of Nebraska. Temperatures ranged in the 90's.

Racing for Southern territory before cotton money in August wasn't so popular with shows during the years when there was a scarcity of circuses.

Ia. Campaign Vs. Gambling Hits at Fair

Blow Falls at County Annual

DES MOINES, Ia., Sept. 13.—Iowa is following in the footsteps of Minnesota as far as gambling is concerned. Crack-down on games is hurting not only the operators but the State is losing revenue.

First, bingo was ruled out and classified as gambling in a test case brought by Riverview Amusement Park here. This shut down all bingo games in Des Moines and when the State fair came the fair board was forced to follow and ban bingo, which cost the State between \$4,000 and \$5,000 in revenue. All fast games were kept down at the fair and even the mouse games brought some repercussions.

Then, Iowa's attorney general, Robert Larson, sent a letter to all county attorneys, pointing out that slot machines were illegal despite a new amusement tax on them and asking local officers to keep their communities "clean."

That brought further action, with the Guthrie County Fair the next to feel the blow when the county attorney led a raid which resulted in the closing of several concessions. The county attorney said he was following instructions of the Iowa attorney general that the gambling laws must be enforced.

The new amusement tax which became effective July 1 placed all games not previously under the 2 per cent sales tax taxable for 2 per cent of their gross receipts. Enforcement action has resulted in a shutdown on virtually all games and little revenue will be brought in under the new amusement tax.

Portable Plexiglass Pool Set for Swim Follies

HOLLYWOOD, Sept. 13.—A portable plexiglass pool is included in the revamping plans of the Crosby Hollywood Swim Follies, it was announced by Larry Crosby, head of Crosby Productions, and brother of the crooner. Plans call for touring the show under canvas with local appearances under sponsorship.

Program will feature swimming, diving, water ballets and specialties. Henry Von Mompurgo & Company, of Los Angeles and San Francisco, is making Pacific Coast bookings. Admission will be at popular prices.

BALTIMORE, Sept. 13.—Feature of Defenders' Day Celebration at Fort McHenry last night was the fireworks display in the re-enactment of the attack on the fort by British warships in 1814 which inspired Francis Scott Key to pen *The Star-Spangled Banner*.

Display was under the supervision of Fred Murray, of the International Fireworks Company, of Jersey City.

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All 1948 Season

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Home-Towners Take Honors In Tri-State Reading Meet

READING, Pa., Sept. 13.—About 1,200 spectators jammed Carsonia Park Rollerodrome here August 30 to see the Reading Roller Skating Club grab most of the honors in a seven-event open speed program sanctioned by the United States Amateur Roller Skating Association, reported George (Doc) Yoder Jr., manager of the Reading club.

In reporting the meet highly successful, Yoder gave much credit to the co-operation of two local newspapers and two radio stations, along with USARSA President George Apdale and associates and local officials of the Amateur Athletic Union, headed by Ron Regar, Berks County commissioner of the AAU.

The newspapers carried stories in advance of the contests and articles giving results of the meet. The radio stations also plugged the events in advance and devoted parts of Monday's (1) sportscasts to the contest results.

Eight clubs from New York, New Jersey and Pennsylvania were represented in the program, with Reading winning four first places and its female representatives making a sweep in the 880-yard and one-mile open races.

Summary

Men's Class A one-mile open—J. Auriemma, Florham Park, N. J. (2:49.9); Herb Plump, Hackensack, N. J., and Van Panzitta, Florham Park.

Men's Class B one-mile open—Gene Line, Reading (2:51); Leonard Murro, Florham Park, and Roddy Albright, Reading.

Women's 880—Stella Russo, Reading (1:28.9); Janet Smith, Reading, and Betty Fisher, Reading.

Women's one-mile open—Stella Russo, Reading (2:51); Janet Smith, Reading, and Betty Fisher, Reading.

Consolation one-mile—Leroy Matthias, Reading (2:57.4); Charles Schuchart, Reading, and Paul Perillo, Florham Park.

Men's five-mile open (preceded by

qualifying heats)—Herb Plump, Hackensack (15:05); Gene Line, Reading, and J. Auriemma, Florham Park.

Officials included George Apdale, referee; Frank Klopp Jr., starter; Ed Cammarota, announcer; Ozzie Nelson, William Brewer Jr., and Martin Rudolph, judges; Ron Regar timekeeper; Jack Edwards, Charles Lanzotti, Albert Mann, Burriss Latshaw and Allen Neff, track.

AOW Sees Races As Answer to B.-O. Problem

ELIZABETH, N. J., Sept. 13.—William Schmitz's America-on-Wheels chain of rinks is preparing to launch its second season of speed skating, which last year helped AOW record box-office gains of 25 to 75 per cent over the preceding year, reports Jack Edwards, AOW director of speed.

With eight national champions of the United States Amateur Roller Skating Association on the roster and over 90 per cent of last year's contestants already signed, Edwards believes that organized racing, "the liveliest phase of roller skating," will prove an even bigger winner than it did in 1946. Perth Amboy (N. J.) Arena is entering a 12-member team this year and interrink racing will move into new AOW rinks now under construction as they open. National Arena, Washington, is expected to have an entry shortly after it opens in November or December.

To Mount Vernon (N. Y.) Arena, winner of the 1946 AOW challenge trophy, goes the honor of teeing off the program September 27. Gov. Thomas E. Dewey of New York has been invited to attend the inaugural contests.

General Manager Schmitz has allowed Edwards an increased budget this year for speed promotion. This is already partially being used for erection of large signs in each AOW unit to announce the race program. An added promotional feature is a new program carrying a lucky number for a nightly drawing. The winner will receive two tickets good for any time at any AOW rink. A skate company has donated 2,000 blue and gold programs for the contests.

New competitors and those who did not receive at least 13 points in last year's contests will be required to race in the novice division this year until they win once, said Edwards.

The eight national champs will wear Amateur Athletic Union jerseys this year of red, white and blue with 13 stars.

Edwards kept his racers in trim during the past summer by having them compete in four competitions held in Reading, Pa.

Plastic Floor at Bal-A-Roue

MEDFORD, Mass., Sept. 13.—Sporting a new plastic floor, Fred H. Freeman's Bal-A-Roue Rollerway here reopened September 8 with a schedule calling for operation seven nights weekly and Sunday afternoons until September 20 when Saturday matinees will be added. Afternoon practice sessions begin September 15 and classes get under way the first week of October. Bal-A-Roue pros began giving private lessons September 8.

Recent visitors at Eddie's Roller Palace, Rochester, N. Y., were Jack and Betty Earl (Flying Earls), who opened a week's engagement at Sea Breeze Park there, reports Rex Bayne, Roller Palace organist.

Plastic Draws 'Em To Meadville Spot

MEADVILLE, Pa., Sept. 13.—Installation of a plastic floor at Winter Garden Roller Rink here by Edward M. Kolson and Sephen F. Tury, new operators of the spot, has been proving a drawing card they had not anticipated when they decided to remain open during the hot-weather months.

"Taking over at the beginning of summer, we elected to stay open and were not sorry, for business, tho very slow, was still better than we had anticipated," writes Kolson. Principal reason for the better-than-expected box-office results is attributed by Kolson to the new skating surface. He reported that two out of three patrons coming to the rink stated that they had come specifically to try the new surface.

Kolson and Tury also gave the remainder of the rink a refinishing, installing fluorescent overhead lights as well as fluorescent "moonlight" lights. Walls have been painted pastel blues and cream color.

The management plans to operate on a club plan to promote better skating and a better class of trade.



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.

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1 Stationary in sections (can be moved), 50x110.
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Visiting Ops Take In Skating Revue At Pennsy ROLLERY

POTTSTOWN, Pa., Sept. 13.—Ringling Rocks Park Rink here played host recently to a number of prominent rink people who witnessed a skating show in which State and regional titleholders of the Roller Skating Rink Operators' Association of the United States took part.

Among visitors were Mr. and Mrs. Victor J. Brown, New Dreamland Arena, Newark, N. J.; Mr. and Mrs. Max Hyde, Hyde Athletic Shoe Company; Mr. and Mrs. William Erickson, Rainbow Rink, Mechanicsburg, Pa.; Mrs. Sherry Williams, pro at Playland Rink, York, Pa.; Arthur Eggleton, pro at Playmor Rink, Philadelphia, and Ringing Rocks; Mr. and Mrs. Peter Weakland, Coliseum Rink, Greensburg, Pa., and Edna Davis, pro at Lexington Rink, Pittsburgh.

Show cast included Mr. and Mrs. Donald Halteman, Pottstown, State and regional dance team winners; Bea Shirey, State free style winner; Doris Comptose, ballet skating; Gwen Tezzenar, free style number; Lightcap, Bartholemew and Lightcap, novelty number; Leonard Pickar, State free style winner; Misses Weiser and Bechtel, free style; Mrs. Gene Smith, Playland, York, Pa.; Sherry Danner, Newark, second-place juvenile winner at the nationals in Oakland, Calif.; Eck, Shaffer, Slavic and Bechtel; Mary Ann Mann and James Kepler, York, third-place juvenile dance winners at the Oakland nationals, and a drill team of 12 local girls.

Detroit Arcadia Starts Training School for Pros

DETROIT, Sept. 13.—An innovation in roller skating, the Detroit School of Roller Skating Teachers, has been started at Orville Godfrey's Arcadia Roller Rink here.

Vivian Heard, head instructor and member of the Society of Roller Skating Teachers of America, affiliated with the Roller Skating Rink Operators' Association of the United States, says: "At no time in the history of roller skating has the need for trained instructors been greater.

"The instructor needs more than just a knowledge of skating. He needs a cultural training with a thoroly practical business preparation. The purpose of the school is:

- "1. To develop independence, initiative and ability in its students.
- "2. To provide specialized training for those preparing for a particular work.
- "3. To prepare skating instructors with a sound foundation in the standards of skating and to make them more efficient in business, professional and social relationships.

"This is something new in roller skating and should interest the operator who wants to know his instructors are thoroly trained."

The instruction has been scheduled for four eight-week terms. Individualized programs may be prepared upon consultation with the school board. The curriculum of the school includes: Body control, figure skating and free style, skate dancing, judging, music, business administration, rink management and show production.

Miss Heard intends to have outstanding personalities in the skating world give lectures on subjects they specialize in. The personnel holds degrees from various colleges. The school is licensed by the State of Michigan.

Hartford Skatery Sold

HARTFORD, Conn., Sept. 13.—Real estate on Park and John streets, including an indoor skating rink of 10,000 square feet, has been purchased by Louis Morgenstern, president of Capitol Motors, Inc., Hartford, from the Park-Main Company, headed by Frank Wehle. Properties are 22-34 Park Street and 20-22 John Street. Park Street property consists of four stores in addition to the skating rink. Purchase price was reported as between \$80,000 and \$90,000.

Philly Crystal Palace Bows

PHILADELPHIA, Sept. 13.—Having undergone a complete renovation job, Crystal Palace Rink here successfully opened its 1947-'48 season Wednesday night (3). A new color scheme is being used thruout, new lighting fixtures have been installed and the floor has been resurfaced, operators said.

Arcadia Gets Renovation

DETROIT, Sept. 13.—Arcadia Roller Rink here was closed by Manager Orville Godfrey for a week recently in order to prepare for a grand opening Friday (5). Rink was entirely renovated in this time by a crew working on 24-hour shifts.

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*247-B	Fun and Fancy Free	Fox Trot	92	*253-B	Naughty Angelina	Fox Trot	92
*248-A	Santa Catalina	Two-Step	92	*254-A	Midnight Waltz	Waltz	108
*248-B	Tallahassee	Two-Step	92	*254-B	Suppose I'd Never Met You	Waltz	108
†249-A	Kentucky	Waltz	108	†255-A	You Never Told Me	All-Skate	Fox Trot 100
†249-B	I Am Thinking of You	Waltz	108	†255-B	You're the Prettiest Thing I've Seen Tonight	All-Skate	Fox Trot 100
*250-A	I Let a Song Go Out of My Heart	Collegiate	92	†256-A	The Eyes of Texas	March	100
*250-B	Ask Anyone Who Knows	Collegiate	92	†256-B	Mike O'Day	March	100
†251-A	Is It True?	Fox Trot	92	*257-A	Jeannine (I Dream of Lilac Time)	Waltz	92
†251-B	Castle in the Apple Tree	Fox Trot	92	*257-B	When You Look in the Heart of a Rose	Waltz	92
†252-A	Dreamy Eyes	Fox Trot	92	†258-A	If I Could Steal You	Two-Step	92
†252-B	It Might Have Been a Different Story	Fox Trot	92	†258-B	Good Times	Two-Step	92
*ASCAP				†Non-ASCAP			

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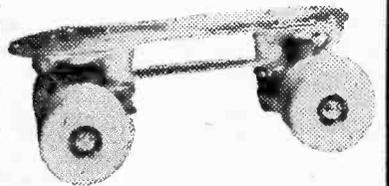
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Choate's Comedians May Tour Next Year After 5-Year Lapse

WAYNE CITY, Ill., Sept. 13.—Choate's Comedians, inactive the past five years, may return to the road in 1948 to play Illinois, Tennessee and Arkansas territory, reports Mrs. Arlie Choate.

Meanwhile, the Choates continue to operate their theater here to good business. The new house, opened in December, 1946, is managed by their son, Welby.

Mrs. Choate reports the birth of a son, Welby Charles, to Mr. and Mrs. Billy Charles Choate August 19 in Good Samaritan Hospital, Mount Vernon, Ill. Mrs. Choate was the former Vera Wanda Thomanson. The father is leading man with Bisbee's Comedians.

W. C. (Pop) Choate, founder of Choate's Comedians, who observed his 84th birthday July 26, was married in April to Mrs. Maud Cragg of Creal Springs, Ill.

Mr. and Mrs. Ray Zarlington, of Zarlington's Comedians, visited the Choates recently while their show was playing Dahlgren, Ill.

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Rep Ripples

HAVEL'S School Assembly Show will get going in the Parsons, Kan., area after mid-September and then move into its established territory in Oklahoma. . . . Lester Bird plans to open a film roadshow soon in the vicinity of Elkhart, Ind. He will play halls while moving toward Iowa. . . . Wallen Bros. will show religious pix around Wheeling, W. Va., this winter. . . . Joyce Marble Players will be active again in and around Portland, Ore., with a four-people cast playing under auspices. . . . Henley's Family Show, consisting of three people with 16mm. films and short-cast bills, has given up the tent and gone into halls around Trinidad, Colo. . . . Harry DeCleo, magician and escape artist, in his second season as a feature attraction with Brownie's Dixana Tent Show, reports from Sugar Grove, W. Va., that the natives are going for his magic routine and mail bag escape and that the show is putting out the s.r.o. sign frequently on week stands. . . . Mr. and Mrs. Lane Shanklin are in Springfield, Ill. . . . Larry and Maurine Barnes are residing in Manhattan, Kan., where the former is studying to be a minister. . . . Chic and Stella Pellette are currently touring with a carnival in Georgia. . . . Mr. and Mrs. Billy Bracken are operating the Hurst (Ill.) Theater. . . . Van and Della Brown are operating a radio barn dance in Frederick, Md.

Sadler News

LEVELLAND, Tex., Sept. 13.—Chick Dale was discharged from the hospital in Lubbock, Tex., September 5 and Joe McKennon drove him back to the show to recuperate.

Mrs. Charles Lawrence, A. P. Brashear, George Simpson and Bud Narin Jr., ex-troupers, were recent visitors.

Vance Johnson, Washington correspondent for *The San Francisco Chronicle* and political writer, was a guest of Harley and Billie Sadler here. Johnson is gathering material for a non-fiction book on dramatic tent shows. He intends to visit several rep outfits and talk to old-timers for authentic stories of early tent rep days before completing the book. His latest, *Heaven's Tableland*, is a best seller.

Recent birthdays on the show were observed by Diane Forest, Rai Baillie, Harley Sadler and Morris Rose.

Show is slated to stay out on the road until December, playing three-day and week stands. —TRIXIE MASKEW.

Semi-Pro

By E. F. Hannan

ONE THING about rep bills, they are clean. These plays stem from the preceding 10-20-30 bills which were sugary but slow in movement. Today's customers are keyed to the tune of fast-moving Class B movies and rate a quickened pace to please them. Semi-pro groups have taken out the gin guzzling and hectic love clinches of Big Stem flesh bills and are offering a style like Keith-Proctor vaude sketches, stretched to the customary three acts.

This sort of bill meets all requirements of sponsor folks, with no kicks on the play being unsuited for this or that moral reason. These semi-pro groups are what might be termed advanced amateurs, but they turn in a better job in many ways than do the full-fledgeds who so often lack enthusiasm. Semi-pro is on the increase and will be heard from.

Bornstein Gives Promotion Tips For Mini Train

(Continued from page 63)
clared. "That is your main selling point on a permanent installation such as a municipal park or an amusement park."

Genuine Equipment
In Kansas City, thru his tie-up with the Missouri Pacific, he has been able to use genuine railroad equipment, simply scaled down. Hoppe, who is "chief booster" (public relations man) for the road, arranged for all sorts of technicians to come out and install equipment. Water tower is an exact replica of a Mo Pac tower. The signal system, which uses a full-size railroad warning bell, was installed by railway signalmen and the new bridge was built by a Mo Pac bridge crew. Plan is for the railroad to build a small replica of one of its stations for a ticket office this winter while the train is closed down. An actual semaphore also is to be installed, Rabinowitz said.

To add a further note of realism, Bornstein is installing a speaker system on which to play a set of records reproducing various train noises. The records, which he bought recently from Senco Sound, Inc., Pittsburgh, reproduce everything from the locomotive's chugg to the train caller crying "all aboard."

The two streamliners, which were built by P. A. Sturtevant's Miniature Train & Railroad Company of Elmhurst, Ill., especially for Bornstein, are scaled down models of the new General Electric streamliners. Bornstein says they were built directly from the blueprints for the GE train. Sturtevant, incidentally, operates a string of 40 smaller trains in department stores thruout the country at Christmas and Easter each year.

10 Cents for Kids
Fares on the trains are 10 cents for children at Kansas City, Cleveland and Toledo, and nine cents (because of the sales tax) in L. A. and 14 cents for adults on all of them. Bornstein pays the parks 25 per cent for the concessions.

The Kansas City train has the shortest run (1,870 feet) and the biggest passenger capacity (120). In L. A. the track runs 3,680 feet and at Cleveland and Toledo, 2,100 feet. The streamliners each haul about 80. Chief mechanical advantage of the streamliner trains is that they can be started immediately, while it takes a couple of hours to fire up a steam train to the 160-pound pressure necessary to operate the engine. On a day that starts off rainy then clears up, you can lose a lot of revenue while firing up. On the other hand, when the more complex engine of a streamliner breaks down, it takes longer to fix it.

But Bornstein is convinced that it is profitable to make the trains authentic, even at considerable expense. "With a train that looks and sounds like a real train, you get a lot of revenue you'd miss otherwise. We discovered here at Swope, that with a little glamor you get a lot of teen-age kids riding and just about as many adults. This idea has been thoroughly proven on the Los Angeles train."

Bornstein, whose company also operates all food concessions in Swope Park here, got into the concession business 30 years ago while an undergraduate at the University of Michigan, where he was studying to go on the stage. Home on vacation, he had been working around the park and bid on the concession rights just to be doing something, he says. He was more surprised than anyone when he landed the contract after the firm which had the concession then failed to get its bid in on time.

Waite Sets N. Y. Film Loop

AMSTERDAM, N. Y., Sept. 13.—Ronald Waite has set up a circuit of small towns in this area for the presentation of 16mm. films, according to E. F. Hannan. Waite, who expects to begin operations soon, is expecting to encounter some difficulty in obtaining a steady supply of clear-vision film, a problem that confronts some exhibitors in the East and Middle West where circuit bills are presented one night a week.

MILLS BROS.

(Continued from page 60)
fles and plumes? How many "guests" did Tommy Whiteside have in his trailer Sunday. Who put the overalls in Frenchie's chowder? Will the show close in Arkansas, Texas or California? . . .

Vern and Teen and Vernell and Dorothy Coriell joined at Kansas City, Mo. Sammy Saltrelli advises the proper way to spell cat, after working cross word puzzles, assisted by Simpson and Jimmy Pulchinelli, is "pusstizxe."

Visitors have included Mr. and Mrs. R. H. Mueller, CFA, California, Mo.; Wilbur Hall, Cal Hicks, Mr. and Mrs. Virgil Holloman, Mrs. Mable Coffelt, Mr. and Mrs. Arlie Holloman, Venice Holloman, Mr. and Mrs. John West and son and daughter-in-law, and Sonny Moore and his brother, Jack Morell.—BONNIE BAKER.

POLACK WESTERN

(Continued from page 60)
a party for some of the folks. Don Paul, Ross' brother, left the show to resume his medical studies. Gene Moore's mother left for her home in California and was accompanied by Lobby.

There seems no limit to Joe Siegrist's talents. When Bee Carsey, our band leader, needs him, Siegrist sits in with the band and plays second trumpet.

Visitors in Seattle were Alfredo and Edna Otaris' brother, Frank, and his wife, Edna, who formerly were with Sparks, and Dorothy Durbin's uncle and aunt, Mr. and Mrs. Chester II. Hull.—IRENE LAFFERTY.

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CHARACTER ARTISTS FOR LEGIT SHOW
Lead ingenue, 20-25 years, refined. Character comedian, 50-60 years. Chinese girl, 18-25 years, must speak lines (pretty, prefer artist who does acrobatics or specialties). Man for English character, 20-25 years, must have good physique.
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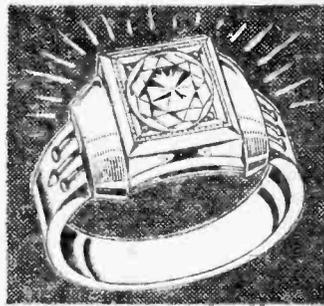
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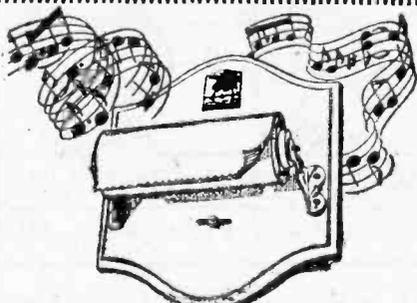
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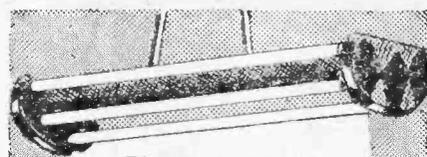
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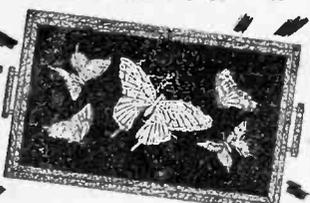
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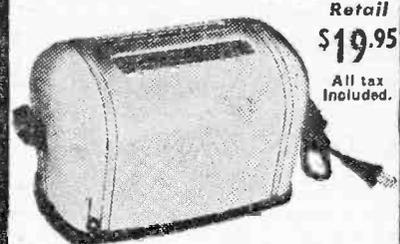
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HAMMOND ORGANIST AVAILABLE SEPT. 20. Own Organ, new, \$900.00 Vibraharp, attachment, Vibratone Speaker, Double Piano, fine Library; requests a specialty. Best of dinner music, hotel or resort. Address Box C-313, c/o Billboard, Cincinnati 22, Ohio.

PIANIST—COMMERCIAL, SOCIETY; AFTER Sept. 15. Small combo preferred. Musician, 713 So. Brown Ave., Terre Haute, Ind.

PIANIST—VETERAN, 18 YEARS EXPERIENCE. Solos, fake, transpose, commercial. Hollywood, New York, Union. Married, reliable; location. Address: Pianist, 421 Harding, Balboa, California. No collect wires.

PIANO AND SAX MEN—LONG LOCATION. State minimum salary acceptable. Frank Silva, Gordon Hotel, Lafayette, La. se20

PIANO, ALL ESSENTIALS. PLAY ANY style. Available immediately and will travel. Contact musician, Box C-308, Billboard, Cincinnati, Ohio. se20

PIANO MAN—AVAILABLE AT ONCE, 7 years' experience. Prefer Midwest territory bands. Wire, write or phone "Tex" Catron, Woonsocket, So. Dak.

PIANO PLAYER—FOR CANADIAN ROAD show; prefer repertoire company. Many years experience playing for road shows. Scott Moulton, P. O. Box 6034, Montreal, Que., Canada.

PIANO MAN DESIRES CHANGE—PREFER small combo, Louisiana, Texas or farther west, but consider all. Give details. Jimmie Moore, Vann Hotel, Lake Charles, La.

RINK ORGANIST—EVERY QUALIFICATION. Metropolitan experienced. Prefer Pa., N. Y., N. J. territory. Klaroch, 107 Division St., Pittston, Pa. Tel. Pittston 1912R. se20

SHOW TROMBONE AVAILABLE—SEASON closed. Union. Winter engagements, Southern proposition. Write. No Carnivals, panics. Box C-314, c/o Billboard, Cincinnati 22, Ohio. oc18

SINGING PIANIST—MALE, AGE 47. WEAR Gay Nineties attire. Have small screen, plenty song slides, parodies flash on screen for community sing. Same can be worked from piano. Read, fake, transpose. Know the late ones, too. Prefer roadhouse or small intimate lounge. Billboard, Box 122, Chicago.

TENOR SAX—WOULD LIKE POSITION WITH combo or society orch. 2nd or lead and double clarinet, vocals and arrange. Also have cocktail trio that would like booking. Write Lou Lindy, 5234 79 St., Elmhurst, N. Y., IL 7-1524.

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TRUMPET—EXPERIENCED IN ALL TYPES large or small bands. Good tone, good reader; all essentials. Age 27, sober, reliable; can join immediately. Wire, write William Emert, 1925 Fremont St., Minneapolis, Minn.

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COMIC—STOOGUE, BURLESQUE TYPE, FAT, short; age 30, sober. Available for right spot anywhere. Write Frankie Stevens, 473 So. 10th St., Newark, New Jersey.

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AT LIBERTY—GIRL VOCALIST WOULD LIKE to travel with combo making hotel chain. Club, band and radio experience. Care of Box C-319, Billboard, Cincinnati 22, Ohio.

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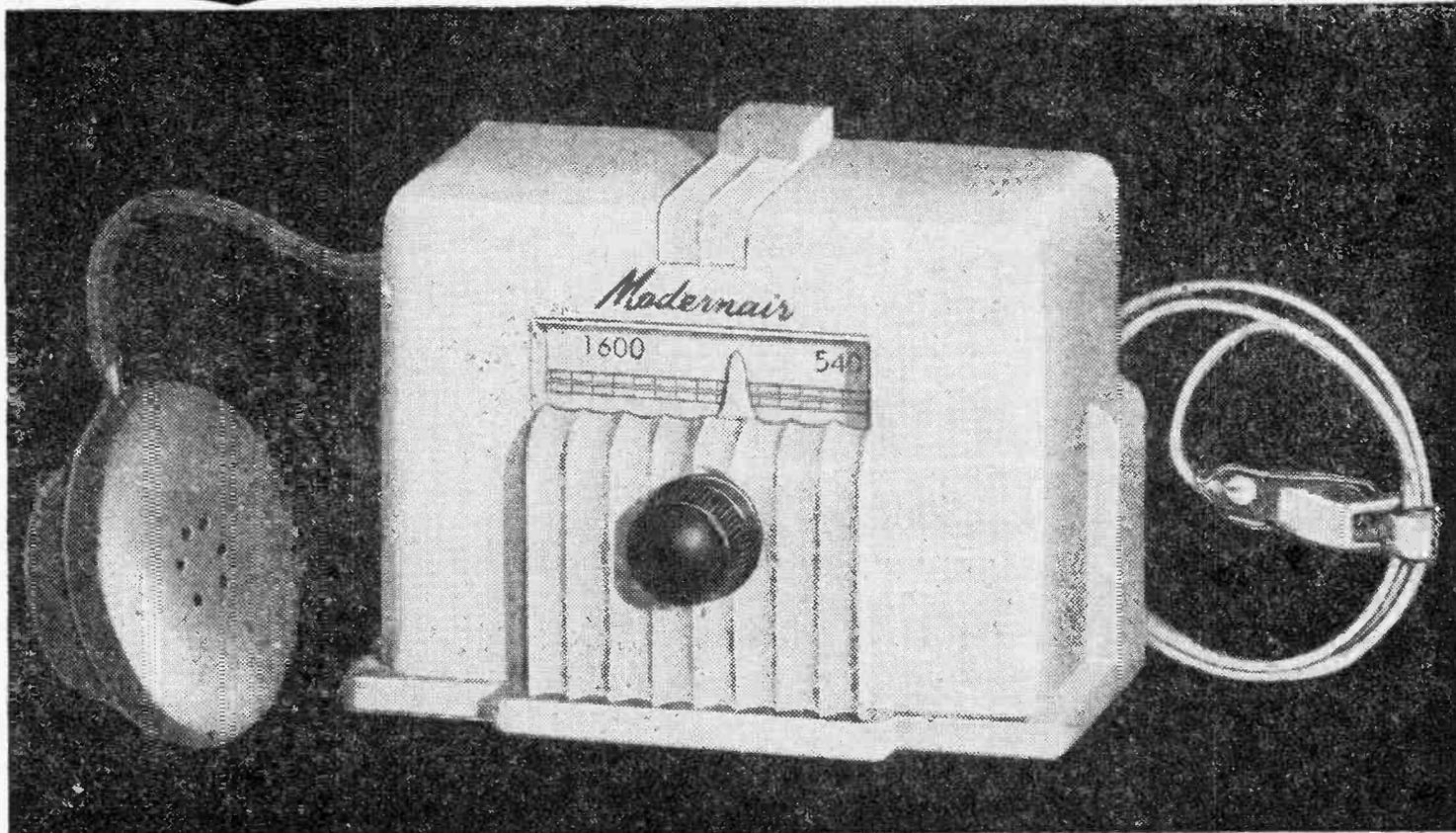
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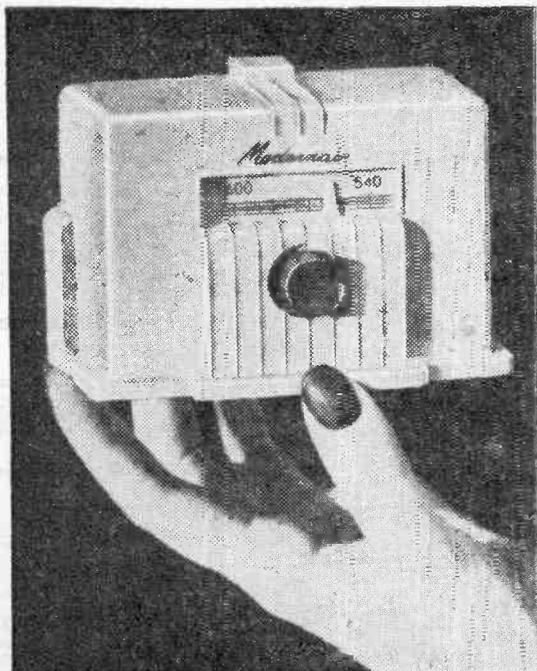
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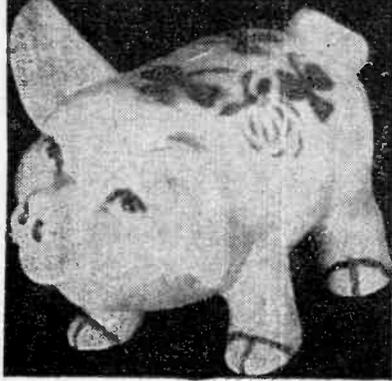
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LETTER LIST

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis office by Wednesday morning, or Cincinnati office by Thursday morning.

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2160 Patterson St. Cincinnati 22, O.

Parcel Post

Lambert, Chas M. 150 W. W. 10c
Lowery, Grace 100 W. W. 30c

Abrogast, John
Acuff, Homer
Adams, Mrs. S. A.
Ali, Walter
Allen, Doris
Allen, H. S.
Allen, Kenny
Alverado, Tony
Anderson, Dick
Anderson, Harold
Angrs, Mrs. Nellie
Ankrum, J. Geo.
Ankrum, Lucky
Annon, Karl
Arnold, Edw. W.
Asley, Mrs. Jeanette
Atkison, Lucky
Aytte, C. N.
Badger, Harry N.
Bailey, Mrs. Dolly
Bain, Riley
Bal, Carl
Bama, Big
Barbee, Mrs. Kay
Barber, John
Barbour, Mary
Barger, Al
Barnes, Floyd
Barnes, Mrs. Virginia
Bass, Gene
Bass, Tom
Bates, Frederick E.
Bauman, Florence
Beach, Mrs. James
Beatty, Martin
Becht, Leo J. & Edna
Beck, Robt.
Bedwell, Roy
Belsie, Albert
Belt, H. E. (Happy)
Bender, Phillip
Bennett, Frank & Amelia
Bennett, Melvin
Henson, Albert
Henson, A. W.
Henson, E. W.
Beretsky, Harry & Agnes
Berr, Jack
Berr, Kenneth
Billing, Lawrence
Bilz, Geo. C.
Binder, H.
Bishop, Harry
Blackburn, Mrs. E. J.
Blivins, Mrs. Helen
Blough, Mrs. F.
Blumke, Billy
Bolis, Fred
Bouchard, Romeo J.
Bowen, Roy
Braden, E. B.
Bradfield, Mrs. Pauline
Brannan, Mrs. Eleanor
Breese, Wm. M.
Brennon, Patrick
Brewer, Allan S.
Brimmer, Scottie
Brock, Julian
Brock, Walter J.
Brooks, Edw. L.
Brown, Mrs. Cecil
Brown, Irvin
Brown, Geo. W.
Brown, Jimmy
Bruce, J. R.
Bruee, Tommy
Brunk, Edith
Bryan, Mrs. Cliff
Bryant, Mrs. Howard
Buchanan, Tom
Buckingham, Robt.
Burlington, Robt.
Burdick, Edmund
Burke, Florence
Burke, Vincent
Burns, James E.
Burt, J. C.
Burton, Billy, Gen. Agt.
Burbau, Felix Edw.
Cain, Carly
Camp, Frank
Cardoza, Donald J.
Carl, Jimmy
Carlson, Arthur
Carter, Glendon T.
Case, Fred
Chaney, Richard A.
Chapman, Mrs. Jack
Chisolm, Mrs. Stella
Church, L. C.
Cibull, Frank
Clifford, Edw. Red
Claman, Moe (Timmy)
Coggins, John
Cole, Rex Wild
Collins, Ray E.
Comille's Canines
Conley, E. F.
Corbett, John M.
Costa, Geo.
Costa, Steve

Guyer, Mrs. Jane
Haberhorn & Denton
Hale, Connie
Hale, Mrs. Jean
Hamblin, Mrs. Claud
Hamilton, Mrs. Eileen
Hammond, Carl
Hammond, Mrs. Mildred
Handy, Frank
Hanson, C. L.
Hanson, Harold
Hardy, Chas. E.
Harley, Angus J.
Harlinger, Chas. R.
Harrison, Bernard
Hartwick, Doc
Hartwick, H. D.
Harvey, Al (A. J.)
Hawkins, Delbert
Hawley, Mrs. Dale
Hawley, Mrs. Dorothy
Heck, Robt. A.
Hergert, Jos.
Hern, Gary
Heron, James
Hildebrand, Frank
Hilderbrand, Mrs. B.
Hildebrand, Mrs. Letra
Hileman, Hattie
Hill, Troy K.
Hodge, Louis
Hodges, Edw.
Hodges, Mrs. Elsie
Hodkins, Bros.
Hood, Mrs. Kitty
Hook, Mrs. Eddie
Hopkins, Julia
Horton, Mrs. Florence
Hos, Lee
Howe, Clyde
Hubbard, Mrs. Betty
Hubbard, Paul
Huddleston Jr., B. W.
Huffman, Henry W.
Hull, Josephine
Hurley, Geo. L.
Huston, Lee
Jackson, Thelma
Jellison, Francis H.
Jenkins, D. D.
Jenkins, John
Johnson, Mrs. A. F.
Johnson, Alfred F.
Johnson, Henry
Johnson, Neal
Johnson, Ray W.
Johnston, Marcie (Johnston's Shows)
Jones, Mrs. C. W.
Jones, Mrs. Virginia
Kalua, Kerlie
Kane, Irma
Kaplan, Sam
Karr, Mickey
Keene Jr., Gilbert L.
Keene, Raymond
Keller, Harry
Keller, John
Keller, Millie
Keller, R. C.
Kelley, James M.
Kelly, Toby (Sailmaker)
Kehr, Raymond J.
Kendrick, Robt. L.
Kennedy, Jack
Kennedy, Lee Roy
Kent, Malcolm
Kidder, Maybelle
Kilgore, Chas. W.
Kims, Vera
King, James (Dink)
Kirk, Francis E.
Kitchens, Josh
Klein, Mrs. J. F.
Klein, R. L.
Knapf Jr., James F.
Knight, Mrs. Ellen I.
Knight, Lorraine
Knight, Pat
Knight, Paul
Kortes, Peter
Krem, Lou
Kutney, Steve
Kuzma, Joseph
Lampfer, Mrs. Geo.
Landis, Roy
Landrum, I. C.
Langworthy, Reginald C.
Lanier, Allen (Skinny)
Larcart, Pete
Larue, Ted
Lawery, Joe
Leasure, C. C.
Leedy, Mrs. Louis
Leedy, Robt. W.
Lefebure, J. A.
Lefloy, the Wizard
Lewis, Bill
Lewis, Jimmy
Lewis, Kenneth
Lieberknecht, Mrs. Geo.
Little, James Arthur
Lin, Miss Toni
Lombard, Larry
Lottman, Kenneth
London, Mrs. Lillian
Loyd, Johnnie
Lucas, Earl C.
Lucket, Georgia P.
McCay, Christine
McClausin, B.
McClellan, Lonnie
McClure, Harry
McComos, Isrel S.
McCurdy, Mrs. Roy

McFarlane, Henry
McFarland, Mack
McKay, Bill
McLaughlin, Bruce
McNutt, Bill
McSpadden, Myrtle
Mader, Eddie
Maggi, Mrs. Wilda
Mallory, Dick
Mamas, Harry
Mancini, Larry
Maudred
Marino, Joseph
Marion, J. J. (Red)
Marks, Grover
Marks, Steve
Martin, James
Massey, Wm.
Maurice, Steve
Maurice & Andre
May, E. C.
Maynard, Tex
Maynard, Thandy
Mechum, James B.
Meredith, Irene
Meyer, Clint V.
Miller, Alvin D.
Miller, Mrs. O. J.
Miller, Frank
Miller, Ike
Miller, Irwin C.
Miller, Jack C.
Miller, Mrs. R. A.
Miller, Mrs. Sarah
Millette, Ira
Millikan, Martha
Mitchell, Dewey
Mitchell, Green
Mitchell, Jack
Mitchell, Miller
Mitchell, Thomas B.
Monkey
Mix, Art
Moore, Louis B.
Moore, Wm. J.
Morgan, Hester
Morris, Mrs. Jessie
Mort, Joseph
Morton, Florence
Moyle, Eddie
Mueller, Cpl. Paul
Mullins, Buster
Murphy, Henry
Murphy, P. A. (Fats)
Murray, J. L.
Murray, Jack
Myers, R. D.
Nadja, Jean
Narton, Mrs. Betty
Newby, Mrs. Bert
Nicum, Leonard
Nicholas, John
Nicholas, Mrs. Francis
Nixon, Mrs. Francis
Noeding, Lucille
O'Brien, Wilbur
O'Brien, (Pat)
O'Dell, Ratria
O'Donnell, Miss Leo
O'Hara, Elsie
O'Neil, Geo. G.
Oaks, Jimmy
Oliver, James
Oliver, Perry P.
Oliver, Wm. J.
Osburne, Bill
Pape, Billy
Parkinson, Raymond
Parsons, Lawrence D.
Parsons, Fred S. and Erma
Peppie & Charlie
Perry, J. J.
Perry, Jack Wm.
Peters, Frank
Peterson, Mary Lou
Phillipson, G.
Pickford, Murray
Pitman, Paul
Plas, Mrs. Stanley
Polaghi, Margaret
Poole, Lew A.
Poole, Chas. S.
Pope, Mrs. V.
Posten, Richard
Prentiss, Clare
Preston, Bud
Prevot, Mrs. Babe
Princess, Marzio
Pullaum, Tex
Puteet, Mrs. Dorothy
Pyrdum, Carl S.
Rabatin, Joseph
Ramanaski, Sandy
Rawlings, Mrs. Cecil
Ray, Joey
Rayner, Ford E.
Re, John J.
Redford, Mrs. R. W.
Reed, Ivan (Red)
Reed, Walter
Reinhart, Jack
Reinhardt, Mrs. Geo.
Renaud, Thos. A.
Reynolds & Wilson
Reynolds, Gerald
Reynolds, Gordon
Rice, Mrs. Jerry
Rich, Ernie
Richard, Paul
Richardson, A. F.
Rieder, Lawrence
Rippert, Tex
Riston, Clinton C.
Riley, Mrs. E. A.
Ritchley, T. U.
Robbins, Kenneth M.
Roberts, Mrs. Ollie Mae
Robinson, Dummy
Robinson, Mrs. Phil
Rocco, Mrs. Phil
Rochman, Mrs. Al
Rooks, H. E.
Rooks, Mrs. Violette
Rorabaugh, H. E.
Rose, Dave
Rosenfeld, Sol
Ross, C. W. (Pee Wee)
Ross, Jay H.
Roth, Mrs. Violet
Royal, Chester
Norman
Roy, Miller
Ruft, Mike
Ryan, E. J.
Sabbatier, Marius
Sale, James H.
Samer, Raymond C.
Sanchez, Tony
Sander, & Luana
Sanders, Mrs. Mildred
Saveland, Clarence F.
Scanlon, Bill
Scanlon, Mrs. Robt.
Schlaubeck, Florence
Schmeider, Doc
Schreiber, G. R.
Scibelli, Andy
Scott, Mrs. Nina
Sebustor, Jack
Self, Chas. Dee
Shaffer, Wm.
Shankweiler, Frank
Shapiro, Henry
Shelton, Robt.
Shepard, Ted
Shipman, Wanda
Shore, J. Tex
Shower, Tex
Shrager, Don C.
Sigrist, Billie
Sima, Jos.
Simms, Paul O.
Simpson, J. W.
Sisler, Louie
Slade, Arnold
Slayers, Henderson
Small, Bertis Junior
Smartzlander, Lonnie
Smiles, John L.
Smith, J. A. (Blackie)
Smith, Jack H.
Smith, John L.
Snider, Cecile E.
Snow, Doc E. B.
Snowden, Robt.
Snyder, Mrs. Pearl
Sorenson, W. H.
Sorenson, C. H.
South, W. B.
Sparks, Bettie
Spillman, Don
Spencer, Chas.
Sprague, Frederic
Stanko, Geo.
Standley
Stanley, Geo.
St. Antoine, Illa
Stanley, Julie
Starnes, Thomas
Starr, Hetty Joe
Stevens, B. A.
Sterling, Paul
Stevens, Dennis
Stevens, H. G.
Stevens, Walter G. (Finners)
Stevens, Louis
Stoltz, L. E.
Stone, Mrs. Carl
Stone, Jackson
Storey, Earl
Strassburg, Ed
Stroud, Gerald
Sutton, Roy
Swain, Sam L.
Swisart, F. K.
Swisher, Clifford E.
Synak, Leonard
Tann, Gus
Tazzani, Robt.
Terry, James B.
Thompson, Bill
Thompson, Billy E.
Thompson, Geo. Gypsy
Thompson, Johnny
Thompson, Pete
Tight, Mrs. Al
Tolley, Virgil
Travis, Mrs. Alverta
Treish, Chas.
Turner, Wally (Bozo)
Valentine, Bill
VanBuren, Ida
VanDyke, Curley
Varn, James
Vaughn, Ernest A.
Veneko, Leo & Edith
Vinson, Eddie
Vogel, Jacqueline
Vogel, Ralph
Wagner, Jerry
Waite, Kenneth R.
Wald, Frank
Wallace, C. W.
Walsh, Connie
Walsh, Mrs. Jean
Walters, J. B.
Ware, Miss Frankie
Warren, Sallie
Waterman, Mate
Watson, M. L. (Sandy)
Watts, Chet
Watts, James G.
Way, Jessie L.
Waycaster, Paul
Webb, John L.
Webb, Thomas O.
Weber, Frederica
Weiser, Norman
Weit, Alexander
Weller, S. C.
Wells, Pvt. Melvin
Wetherbee, Mrs. Joan
Wetherbee, Harold H.
Whaley, Silas
White, Richard
Wiederlin, Geo.
Wilburn, Irene

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Wilson, Ted
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Winnily, Nelson F.
Winters, Thos. J.
Winters, Mrs. T. J.
Woody, Jim

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NEW YORK OFFICE**
1564 Broadway,
New York 19, N. Y.

Adams, Miller
Ahearn, L. J.
Brown, Jack
& Wallie
Burke, George
Burr, Eugene
Camerlin, Tim A.
Carr, Neal
Chelly, Paul
Coleman, Max
Cyr, Joe or Conrad
Darras, Bobby
De Lee, Joan
Deaso, Gloria
Dixon, Mildred
Dival, Max
Fraker, Mr. and
Mrs.
Fracio, Joe
Gardner, Mrs. M.
Garneau, Mimi
Gillespie, Emmet E.
Gold, Lou
Gorman, George
Grauer, Ernie
Grennard, Elliot
Harvey, A. J. or Al
Higgins, Gerald J.
Hinkle, Milt

**MAIL ON HAND AT
CHICAGO OFFICE**
155 No. Clark St.,
Chicago 1, Ill.

Banthin, Larry
Barnaby, George
Beard, Albert J.
Beche, Mrs.
Wills Lee
Bowen, Roy W.
Bowen, Mrs. Estelle
DeMelo, Charlie

Wright, Mrs. D. M.
Wright, Fred
Wyatt, Lubie
Yaacobi, R.
Yancey, Lee Roy
Yates, Joe (T. B.)
Young, Chas. P.
Zimmerman, Mrs. Elga

Glendening, Glen R.
Graham, Sue
Hamilton, Francis L.
Hamilton, Ethel
and Leo
Hathcock, Eugene
Haver, John F.
Lindley, Sylvia
Lipsky, Morris
Martin, Helen
McGowan, Wilner

**MAIL ON HAND AT
ST. LOUIS OFFICE**
390 Arcade Bldg.,
St. Louis 1, Mo.

Aldrich, A. C.
Ancher, Joe
Ansher, Mrs.
Margaret
Anderson, Virgil
Anthony, Marvel L.
Bailey, Jake R.
Barnes, Mrs. Jack
Benjamin, Harry
Biddle, Wm. Jos.
Bireley, Fddie
Bloom, Bill
Blount, Alton E.
Bolis, Fred
Boswell, Bill
Branham, Miss
Patricia
Bryer Jr., Ollie
Buck, Mrs. Julia
Cagle, Thomas
Carland, Buck
Carter, Wm. M.
Clark, W. J.
Cole, Charles
Andrew

Coffelt, Jack
Comatser, J. C.
Conley, W. T.
Corley, Timmie H.
Crayton, Tucker
Dafurd, Cleo and
Gorden
Darso, Al
Davis, Richard L.
Davis, Tommie L.
Davis, Walter
Dill, Mrs. Mary
Edwards, John W.
Ellis, Stanley H.

Pope, Billy
Porter, Glenn
Ramsey, Bill
Ray, Yogi
Rigens, Eniel
Rosen Amusements,
H. B.
Rouse, Thomas
"Smookey"
Schneider, Doc
Sherman, Tex
Thompson, Bill
Wall, Otis L.
Wilson, Mr. E. A.
Wilson, Pat
Zawatzke, Jack A.

Eubanks, John
Fortner, Madison
Forrest, Thomas
Fortner, Mrs. Ada
Fortune, George E.
Gowdy, Pamela
Hall, Edward L.
Hanasaki, Frank
Harris, Albert J.
Havens, Mrs. Charles L.
Henderson, Mrs. Bessie Mae
Herman, Al H.
Hiatt, Chester
Hicks, Bill
Holdorf, K. M.
Hoed, Mr. &
Mrs. Charles
Howard, John
Hughes, Karl Lee
Ingram, George
Jameson, Mrs. Juanita
Jones, Ray Daniel
Kinsey, Lester Paul
Kelly, Mrs. John
Knight, Robert O.
Kraeger, Walter
Kraus, Miss Marie
Lewis, Mrs. Edith
Lewis, Jo Lee
Littlefield, Norman
Logsdon, Billy
Logsdon, Walter
Luck, Mr. and
Mrs. Bill
Lusby, Mr. and
Mrs. Jim

McBride, Betty
McConnell, Walter
McDaniel, Mrs. Frances
McGough, G. W.
McGee, Dole
McLean, Clarence
Raymond
Mann, Ivan
Manning, Miss Viola
Martin, Miss June
Martin, Mr. and
Mrs. Robert
Metcalf, Doc
Neison, John E.
North, Rexford L.
Oliver, James
Orchard, H. L.
O'Keilly, Mrs. Jerry
Janice, Patton
Pelen, Chas. W.
Phillips, G.
Phillips, William
Pierce, Mr. and
Mrs. Carl

Pilger, E. L.
Raines, Art
Rancho, Wesley P
Reed, Mr. and
Mrs. J. T.
Reynolds, Duke
Robinson, R.
Rusian, Tessie
Schmidt, John J.
Schneider, Doc
Schultz, Mrs. L. C.
Sec, George
Sexton, Mrs. Shields, Donald
Shufelt, Fred
Silcox, Joseph W.
Smith, Charles
Spaulding, L. A.
Star, Prof.
Stewart, Ruble
Thomse, Kenneth B.
Tomlin, W. F.
Turner, Leonard D.
Twell, Harry
Urbanik, Edward
Vining, Bill
Wagner, W. J.
Walker, Paul
Walson, Bernice C.
Ward, J. E. (Tex)
Watson, R. W.
Webster, Frederick
Edward

Thomse, Kenneth B.
Tomlin, W. F.
Turner, Leonard D.
Twell, Harry
Urbanik, Edward
Vining, Bill
Wagner, W. J.
Walker, Paul
Walson, Bernice C.
Ward, J. E. (Tex)
Watson, R. W.
Webster, Frederick
Edward
Wecker, William
Wilcox, Larry
Wilson, J. D.
Williams, Mrs.
Wolske, Marvin
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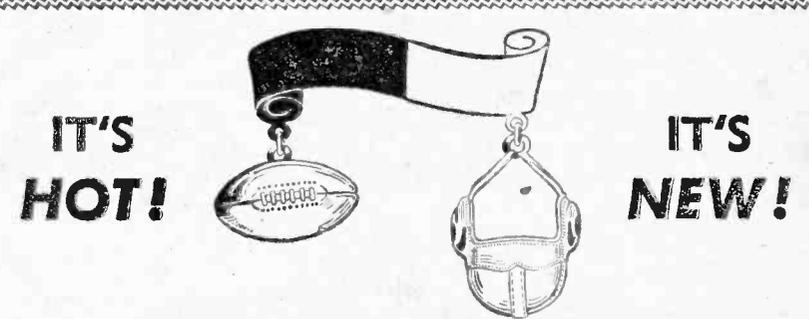
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20 inches high
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STORES, FAIR & CARNIVAL MEN

Newest Styles in COSTUME JEWELRY AND WALLET

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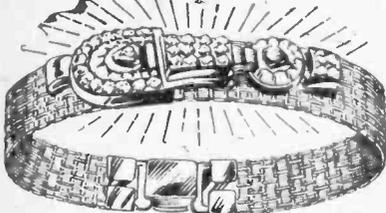
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\$7.50 Doz. In Gross Lots. Expansion, \$7.50 Doz.—\$7.00 In Gross Lots. (Add 50¢ per doz. if individual boxing desired.) Allow for postage.

Pipes for Pitchmen

By Bill Baker

LOU NELSON . . . Herman Frank and Bob Griffke, erst-while pitchmen, used their musical talents to play at the September 7 wedding of Howard Shoat and Cecily Schusterow at the Cafe Royale in the Windy City.

Fancy Freddie says: "If the job's worth doing at all, do it well."

GEORGE HEINL'S . . . jewelry and dish layout in the Plankinton Arcade, Milwaukee, was the subject of a neat publicity splurge dished up in the August issue of *China, Glass and Decorative Accessories* mag. Publication printed a feature article about Heinl's layout, with a picture showing one of the tables he set up there.

C. E. McCALLUM . . . of paddle note, is reported to be getting his share of the geedus with that item working Texas locations.

He's successful because he believes that the more tips he tries to turn, the more he'll actually turn.

JOE GALE . . . cards from New Jersey: "It's good pastime reading the pipes column and the news about old-timers and JCL's alike, and to learn who's doing what in the field and out of it. Now that I am on vacation from my feature-writing job on *The Newark Evening News* down here in New Jersey, I am working on a series of longhair music articles for some magazines, but by the turn of the year I hope to have my literary decks cleared so that I can begin work on a big-time ballet.

It seems that pitchmen have many hidden talents. Scratch a talker and you're likely to find anything underneath."

MEL KESSLER . . . versatile pitch laddie, is currently making his home in California, having returned to college at University of California, Los Angeles branch. After returning from service with the army air forces in India and China, Kessler stayed with relatives in Milwaukee until he became accustomed to being a civilian again and then headed for California and UCLA. Mel says he plans to continue pitching during his free time just to keep in practice.

Anybody can listen, but it's the successful worker who understands what he hears.

MAX CHINKES . . . having quit the busier pitch grind downtown, is operating the Oxford Photo Service in Milwaukee, he reports from the Wisconsin city.

HARRY AND LOIS MAIERS . . . have been working stock sales in West Virginia territory to reported sock takes.

When you elect to loud off at your enemies, remember that you made them.

GEORGE S. LUNSFORD . . . cracks the following from his Logan, W. Va., habitat: "Have been working stock sales and county fairs for the past few months, during which time I visited the John H. Marks Shows at Charleston, W. Va., Free Fair and was escorted around the grounds by Joseph Lee. Walter Stofel's Wild Life Exhibit was doing okay business, as were all shows and rides. The Maiers, Harry and Lois, have been working stock sales in West Virginia. One of the natives said that Harry's

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Light and Dark Wood Grain Finish

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250 . . . \$15.00 500 . . . \$25.00

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CELYNSA MEDICINE CO.
1016 Central Ave. Dept. B-8 Cincinnati 2, O.

pitch store reminded him of Gimbel Bros.' basement. I also met John Swisher at Charleston. Just received the good news that Frenchy Thibault is doing okay at Iowa farms with Al Rice. Wonder if Al has taught Frenchy the corn song. Would like to read some pipes here from the Brownfields."

What are the prospects for the winter among you store demonstrators? Tell Ole Bill about it.

JOSEPH LEE . . . it is reported, will spend the fall and winter in Connecticut.

He's a success because he remembers only the good half of what he hears about others.

"ZARLINGTON PLAYERS . . . with Dr. H. E. Zarlington in the director's seat, just closed a two-week stand in Marlin, Tex., to houses which were filled at each performance," blasts Fred C. Landrus, better known as Mandra, the entertainer, from Cameron, Tex. "Zarlington," says Landrus, "is doing a splendid business pitching Tate-Lax and his show is in top shape and the good doctor is planning to remain out all winter playing Southern Texas spots. Show line-up includes a five-piece hillbilly band, Mr. and Mrs. Zarlington and the writer. Recent visitors included Jack Goodwin and family, who were opening a platform show in Waco, Tex., and Cleve Pullens, formerly of Pullens' Comedians. He is manager of the Grand Theater at Waco. Bonnie Zarlington, who had been working clubs in Northern New York, joined here. Weather in this neck of the woods has been terrifically hot during the days and cool in the evenings. Local fields are snowy white with cotton and it's being baled daily, giving everyone some musical dough. Spending has been good. Show is being transported on three trucks and a bus. Dr. Zarlington would like to read pipes here from Mary and Madaline Ragan and Mel Hathaway."

With the numerous fairs over the country stacking the shekels away, we're confident that many of the boys and girls are getting plenty of greenbacks for that winter hiatus. How many of you have declared yourself in for a Southern vacation while the cold winds blow up North?

JACK ZIMMERMAN . . . currently making a tour around the United States on a bicycle, goes nostalgic in recounting some of his experiences in outdoor show business along with those in the pitch field. Writing from Seneca, S. C., Jack says: "I'm down here getting ready for some Saturday dates. The Duke Power interests are ballyhooing their struggles during the 1907 panic and stressing the lack of the good old moola of 40 years ago. I was touring the territory then, sparing for the so-called soap-wrapper script. I crossed the Ohio River into the Blue Grass section tailing the Gentry Show, checking a Taylor with single trap and high-wire rigging, and busking on the courthouse square and corners with a tumbling act. When the take began falling off, I set up a peeler layout and worked Allen's Knife of the World. How many of the boys ever stowed a sweaty shirt in the stock keister?"

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- \$5.00 Imported Briar Pipes . . . \$12.00 Doz. (\$125.00 Gross)
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 - 8x10 50-Page Ink Tablets . . . 5.00 Gr.
 - 5x8 100-Page Memo Books10 Ea.
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Emory cloth was the out. My partner had a muggy machine and the law sloughed us at Chattanooga, and since the route list showed Rose Kilrain in the North Carolina territory and I mooched an understanding traveling salesman to check the Taylor on his mileage to Asheville. We were snatched off the blind at Knoxville, the fuzz weeding us for my whitestone and watch and my partner's cannon machine, the "or else" being 60 days in the tile factory. Harrington hollered "uncle" via Western Union and I promoted some z dram vials and Hot Springs salted and went down the French River to Asheville. The Kilrain trick had gone to the barn and the Johnny J. Jones Exposition (then a gilly outfit) was at Spartansburg. The peelers on Saturday and court days paid off better than 50-50 after the nut. I was pitching Florida way when up popped Harry J. Freeman, agent for Dago Mike Smith and his Coney Island Shows and he lured me onto the lot. Being no 40-miler, I could not live on the music of the Italian band. Joe Oppice had the colored show, and James F. Murphy the Ferris Wheel. I headed back to the med and peelers until January, 1908. While making a sneak pitch on med in one of the port towns heading for the Mardi Gras, the \$1-per-catch-man glommed me. The man with the legal books hung \$250 on the gang at 50 cents per day. I appealed to the judge and he said he'd be as lenient as so and so and we wound up with 29 days on the road gang. Then I went to work on the people who hurrahed Admiral Bob Evans on the West Coast. Survival of the fittest. The law permits me all due courtesies, my nut is at a minimum. The passouts are fair and I've been doling out some magic slum. After making Florida this winter, I plan to ease up the East Coast to make the New England States. I'm toting on my bike a West Coast bundle stiff blanket roll and mess gear and trade with the farmers."

Try as long as you will, you'll never work up prestige at the other fellow's expense.

GEORGE DURST . . . letters from New York that badge board workers did okay business there during the recent national American Legion Convention. Durst points out, however, that there were incidents where souvenir peddlers, overstocked with buttons, water pistols, canes and other Legion gimcrackery, started panicky sales campaigns, offering their wares at cut prices only to wind up still overstocked.

What's the dope on the med shows? Let's have a report on the summer treks and business.

KIWANIS SHOW DRAWS
(Continued from page 61)

Kehoe and his all-girl marimba band, the Daredevils of the Sky, the Sensational Ortons, the Great Telesco, the Dalton and Bailey Sisters, the Four Herzogs, the Billetti Troupe, Frank Cook, Wanda and Howard, the Bells, Ben Dova, the Three Fondalls, the Acri Trio, the Four Jacks, the Flying Gibsons, and the Stardusters.

Side shows included Howell's World's Fair Glassblowers, the Penobscot Indiana Village and George and Dixie with their hillbilly band.

Flack job was done by Dick Sullivan, youthful Boston publicist, who cracked the front pages 10 times in two weeks. First major break came when Sullivan and John Harlacker arranged to stage a backyard circus for a five-year-old sick lad in Somerville, Mass., suburb of Boston. Story was carried over the air, in the newspapers, with pictures, and made the wire services.

Rain Hurts Dailey
At Logansport, Ind.

(Continued from page 59)

that the shortage of laborers was getting acute. One official reported the show opened the season this year with 40 tent men and is now down to 14.

Plymouth, Ind., gave with a full house at night after only a fair matinee. The afternoon show got under way at 3 p.m., which was too early in view of the fact schools aren't dismissed until 3:45, thereby preventing many kids from attending. At Van Wert, O., the story was the same, matinee being light and night business being capacity.

At Sharon, Pa., the show bucked the opening high school football game of the season, which told on its attendance. Night show drew a three-quarter house after a light matinee.

Meadville, Pa., proved a nightmare. Not only did it rain all day, which made for only light attendance at both shows, but the org, which was to inaugurate a new lot, located on municipal property just west of Meadville, had its train spotted at the Erie Railroad switch, about 30 miles distant in the south end of the city. It was necessary to move everything by truck, which made for a late matinee.

In Ravenna, O., org played on one of the worst lots of the season and business was light.

BEATTY TAKES OVER

(Continued from page 59)

gould, the weather, which was extremely hot, cut attendance at the matinee, only about a half-house being present, but it cooled at night and the show did capacity.

Weather hindered, too, in Jonesboro, where the mercury hit a September high of 102. In spite of this,

however, show had a three-quarter matinee and a turnaway at night. Unbiased observers said more than 500 were unable to gain admittance. Reserved seats were sold out some 30 minutes before the night show was scheduled to start and the performance itself was held up 15 minutes due to the surging crowd.

Stuttgart, Ark., gave with two full houses.

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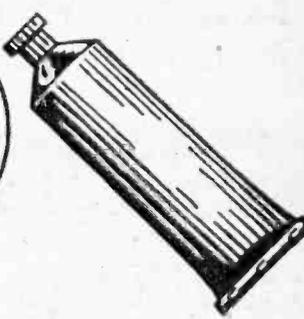
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	17 Jewel S/B \$15.50 Simulated Diamond Dials add \$2.00		7 Jewel \$13.50 17 Jewel \$16.00

Wholesale. Single Samples, add \$1.00 to above Prices. All Watches Guaranteed. 25% With order, balance C. O. D.
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TUBE,
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SALESBOARD SIDELIGHTS

New York:

Merchandise boards offering houseware items are reported still doing a good business in near-by resort areas. . . Sid Levine, of Black Sales, is making an extended biz trip thru the South. . . Bob Pearlman, Washington coin machine operator, reports that he intends to put out some boards in the Carolinas. . . Paul Todman, Columbus coinman and salesboard operator in town for a few days visiting friends, reports his board operations have never been better than the past couple of months.

Many new coin machine operators are adding salesboards to their routes, according to Joseph Rake, of Rake Coin Machine Exchange, Philadelphia. . . Otto Goldman, sales manager for Globe Printing Company, just returned from the West Coast, is leaving

almost at once for another extended business trip.

A Christmas tree that lights up and whose decorations make up a punchboard is the new salesboard that Greenglass Sales Company will have ready within two weeks, according to Hy Greenglass, firm head. Board will be the first of a brand new line that the firm has been working on for the past month or so. . . Business is really picking up, according to officials of Bork Manufacturing Company.

Chicago:

Charles B. Leedy, Gardner & Company sales manager, is expected back in Chicago September 22 from his California business jaunt. According to Miss F. Zinder, assistant sales manager, the giant hole boards are "spoken for before they come thru

A-P Buys To Expand Company's Business

ST. LOUIS, Sept. 13.—Ticket and salesboard departments of both the Missouri Novelty Company and Central Distributing Company here were recently purchased by Art Paule, manager of the A-P Distributing Company. Paule plans to increase A-P's volume of business in keeping with the new acquisitions.

Following the expansion move, Paule's secretary, Nadine Langeneckert, was appointed firm assistant manager.

the line." She states there is an extra demand these days for the firm's Twelve Big Fins boards.

Irv Padorr, Peerless Products, Inc., says that in spite of some squeeze on materials they are continuing to hit higher production levels. . . J. Worth, Worthmore Sales, reports a new box for counter tickets. Container, according to Worth, is "a colorful ticket vender which has 49 sections and holds up to 2,500 tickets, giving it a wide variety of sales." Cover on the container is double hinged, and box becomes an attractive counter piece when not in operation. Payouts are printed on inside of cover. Shipments are now being made on the new container, Worth states.

Reuben Berkowitz, Bee-Jay Products, and his wife will celebrate the first birthday of their daughter, Marty Ann, September 21. . . Manny Gutterman, sales director for Harlich Manufacturing Company, returned from his New York-Pennsylvania trip September 11; he is leaving for the West Coast this week or next to carry news of the two new boards scheduled for early production, Triple Sawbucks and Ten-er-Five. Former has three tickets in a hole, each hole going for a dime; Ten-er-Five has two tickets to a hole, punch price is a nickel. Gutterman says the recently released Gold Bar Special board is finding ready acceptance.

Buyers of salesboards at Superior Products remember Lillian Kascale whose name was practically synonymous with Superior's order and production departments. Lillian is now associated with Dave Lovitz, former advertising manager of O. D. Jennings, coin machine firm, in his new advertising agency in the Loop.

Cleveland:

Normax Sales Company here is currently bringing out a new line of salesboard deals featuring new ideas in display and customer appeal, according to Norm Finson, general manager. Normax, which also wholesales confections and novelties in addition to gifts and premiums, anticipates a top fall season and is prepared to give full assistance to all operators, firm officials state.

A wedding is in store for Norm Finson, it is reported by Normax. He will marry Miss Maxine Gerber, of Shaker Heights, on November 1.

N. O. OKAY FOR COLE

(Continued from page 59)

seat section filled with double rows of extra chairs and hundreds seated on the shavings. Between 500 and 600 persons were turned away.

Mobile publicity, thanks to the activity of Frank J. Lee, press and radio representative, was excellent. The Mobile Press and Mobile Register ran three-column spreads for three days and opening day one carried a double column box story on the show.

Under the Marquee

(Continued from page 62)

Others met by Nealand on his travels included Charley Abbott, carnival general agent; Col. Howard (Doc) Stahler, press agent for Endy Bros. Shows, and Howard Ingram, owner of the Florida Amusement Company.

"Funniest thing I ever lived," jacked a billposter, "was when a woman insisted on selecting the 24-sheets, 'scenes to match the paint,' she called it, to be posted on her freshly painted country home."

Al Butler, contracting agent for Ringling Bros. and Barnum & Bailey Circus, paid a visit August 14 to A. Morton Smith, of Gainesville, Tex.; who is recuperating from an emergency appendectomy performed August 3. Butler contracted Gainesville for the Big One September 17, and the show will break in a new lot near U. S. Highway 82 in the northwest section of the city. It will be R-B's first visit to Gainesville in 10 years. Joe M. Leonard, publisher of The Daily Register, Gainesville, assisted Butler in securing the lot and making contracts.

Years ago when a boss butcher thought a show couldn't get along without him, a manager called him to the office and asked, "What would the show do if you were to die?" "You'd get another man," answered the butcher. "Well," shot back the manager, "You died last night at 12 o'clock. We have another man to fill your shoes."

Edythe Siegrist, 63, a catcher for the original Flying Siegrists, with the Barnum & Bailey Circus for many years, is packing her possessions preparatory to moving from her home in Canton, O., to Florida. She worked in the flying act 30 years. Her husband, Charles, who suffered a broken back in a Madison Square Garden mishap in the early 1930's, still is touring as a flier despite his 63 years of age. One of Edythe's stepsons, Joe, and her son, Billy, are with other touring trapeze acts.

According to a piece by Leonard Lyons in his syndicated New York column, Beverly Kelly, Ringling-Barnum press boss, is arranging with Rodgers and Hammerstein, producers of Annie, Get Your Gun, about a suitable grave for Annie Oakley. While Annie's name is emblazoned in lights over a Broadway theater marquee, her body lies in an unmarked grave at Brock, O., Lyons wrote in his column.

Proof the world is changing is in the disappearance of the yokel who used to cut holes in sidewalls to peep into ladies dressing rooms.

JAR DEALS & SALESBOARDS

Write for prices

Galentine Novelty Co.

520 E. Sample St.
South Bend 18, Ind.

SALESBOARDS & TICKETS

ATTENTION, OPERATORS & JOBBERS

We carry a complete line of Tickets and Sales Boards. Also Multi Giant Boards. Factory Distributors. Tell what you want. Send for our prices.

HENRY E. WEISS

140 N. 31st St., Belleville, Ill. Phone 530

READY FOR IMMEDIATE DELIVERY!!

FIVE SLOT SYMBOL TICKETS IN EACH HOLE - - ONE TICKET IS FREE

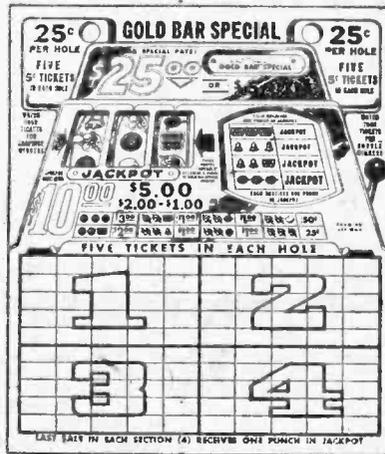
GOLD BAR SPECIAL
FORM NO. 297 MCL

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

SALESBOARDS—IMMEDIATE DELIVERIES

HOLES	PLAY	DESCRIPTION	AV. PROFIT	NET PRICE
1800	5¢	Red, White and Blue	Def. \$18.00	\$1.25
1800	5¢	Lulu	Def. 18.00	1.25
1800	5¢	Lucky Color	Def. 24.00	1.25
2000	5¢	Lulu Belle	Def. 23.00	1.50
600	5¢	More Bucks	Def. 9.00	1.00
600	5¢	More Smokes	Def. 12.00	1.00
1200	10¢	G.I. Cigarette	Def. 43.20	1.75
1000	25¢	Golden Boy Charley	Def. 45.00	1.00
1000	25¢	Golden Boy Charley	Def. 67.50	1.00
1000	25¢	Professor Charley	Def. 80.00	1.00
1000	25¢	Jackpot Charley	Av. 51.98	1.05
300	25¢	Kuter Kolor	Def. 15.00	.65

Freight Prepaid. 25% deposit with all orders, balance C. O. D.

KELLOGG SALES COMPANY

KOEHLER HOTEL, GRAND ISLAND, NEBRASKA. PHONE 2870

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	28.50	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
200	25¢	Hawaiian Honey	25.40	7.37
200	25¢	Play Time	28.00	7.48

"First With the Latest in Quality Boards." Regular Discounts Given to the Trade.

Rake Coin Machine Exchange

609 Spring Garden St., Philadelphia 23, Pa.
Phone: LOMBARD 3-2678

PULL TICKET CARDS

AT VERY, VERY REASONABLE PRICES — WE MANUFACTURE ONLY — WE SPECIALIZE IN

TIP—TAKE TIP—JACKPOT—BASEBALL

Write, Wire or Phone Our New Factory Address

PHONE: WHEELING 340 COLUMBIA SALES CO. 302 MAIN ST. WHEELING, W. VA.

CONEY ISLAND, N. Y.

(Continued from page 64)

Manhattan, Friday (12). . . . Jimmie Krimmes will erect stands of stainless steel to match his four rides on the Bowery. Stands will be let to concessionaires next season. . . . Blue Bird Casino, Surf and West 12th, has two "to let" signs on the premises. . . . Angello Finelli is managing one of three shooting galleries owned by George Terra and Frank Russo. Angello's is on the Bowery. Others are on Stillwell and on Surf. . . . Leo Canfield is watching over father-in-law Fred's bottle game on the Bowery.

Murray (Sporty) Kaufman, camera expert, is making a tour of the race tracks with Angello Finelli and Leo Canfield. . . . Lou Elizabeth Liszt, wife of the late Nelse, is doing nicely in Asbury Park, N. J., where she operates an antique shop, a hotel and a big parking lot directly opposite the Greyhound Bus terminal. . . . Leo Stober, Isadore Rubenstein and Eugene Flormont, Grayhound game execs, are readying an exhibit of their product for the Chicago outdoor convention in December. They also are perfecting a new group game at their Coney shop. . . . Perfect Games Company is equipping Lew Klein's Penny Arcade Amusement Center in Brooklyn with poker tables. They also added another 12 more, for a total of 50, to Million-Dollar Playland, Manhattan, for Abe Seskin, Chick Guelfi and Billy Jackson. . . . Fred Canfield will call it a season after the Mardi Gras and rest at his Miami Beach, Fla., home and aboard his new yacht. . . . Most concessionaires and ops will stretch the season to October 1, opening for just week-ends, weather permitting.

Ben Fabricant, jeweler, is the latest partner of six interested in the financial destiny of Five-Star-Final game on Surf. Others are Stanley Gersh, Sam Garber, Herman Rapp, Adolph (Butch) Erhman and Julia Taffett. Oldest employee with 15 years of connection to his credit is Julius Dan, pitman.

Chris Feucht, part owner of the Cyclone and an islander for 40 years when he started his Drop the Dip ride on the Bowery, deprecates the current Coney trend of business men interesting themselves in more than one operating deal. He says his Cyclone, to operate safely, keeps him on the job from opening to closing seven days in the week. . . . John Crane, formerly operating guess-your-age and Coca-Cola with the Victory Shows is now associated with Fred Thorpe's donkey game at Playland, Rockaway Beach, N. Y. . . . Max Levine is the new manager of RKO. Tilyou pic house on Surf. . . . Charlie Drake, formerly of the Comet ride, is a new addition to McCullough's Carousel, 16th and Boardwalk, as operator and ticket seller. . . . Princess Ramirez, a Catherine Dunham protegee, is a new dancer at Tirza's. . . . Samuel Levine, nine years an islander, formerly a guess-your-age, has two graphology stands, one on the Bowery with himself in charge and one on Stillwell with Allan Epstein in command.

Many islanders are mourning the passing August 30 of Dr. Abraham Klein, physician and Sea Gate resident. . . . Steeplechase Ballroom has a new television set, an RCA model. . . . Bella Lubitz, with sister Tanye Brussak, are island first-timers, operating a lunch counter, at Surf and West Eighth.

Rocco (Bob) Castellano, partner with Dave Bernstein in poker roll, Bowery and West 15th, under the firm name of B. C. Enterprises, is a licensed plumber on the side. . . . John E. Bernard, tinsmith, has bought Perfect Games Company factory on West Eighth to enlarge his quarters. P. C. org moves its plant to the three-story building on Surf where Play the Races tenants the lower floor. Both transactions take place October 1. . . . Murray Waenger is

out to sell his Atlantis on the Boardwalk and confine his attention solely to his Copacabana, now an all-year-round nitery on Miami Beach. Prospective buyer is Lew Klein, arcade operator in Coney and Brooklyn and music record dealer in Manhattan. . . . The Daiell brothers, Sid and Lou, take to the road via the fair circuit, after the Mardi Gras, starting in Trenton with a penny-pitch game.

Fair Dates

(Continued from page 70)

Denton—Denton Co. Fair Assn. Sept. 23-27. O. L. Fowler.
Jefferson—Marion Co. Fair Assn. Sept. 22-27. Walter C. Ralph.
Lamesa—Dawson Co. Fair Assn. Sept. 25-27. C. A. Hollingsworth.
Leonard—Leonard Fair Assn. Sept. 23-27. H. H. Blackburn.
Pecos—Fall Fair & Festival. Sept. 25-27. Alton Hughes.
Temple—Central Texas Fair. Sept. 23-28. Earl T. Tate.

VIRGINIA

Amherst—Amherst Co. Fair Assn. Sept. 23-26. W. M. Gannaway.
Farmville—Five-County Fair. Sept. 22-27. J. C. Brickert.
Huntington—KYOWVA Fair. Sept. 21-28. James T. Hetzer.
Norfolk—Twin County Fair. Sept. 22-27. H. J. Burke.

WASHINGTON

Pullman—State 4-H Club Fair. Sept. 24-28. Charles T. Meenach.
Yakima—Central Washington Fair. Sept. 24-28. J. Hugh King.

WEST VIRGINIA

Parson—Tucker Co. Fair Assn. Sept. 24-27. Luther Sturins.
Phillippi—Barbour Co. Fair Assn. Sept. 25-27. Gerald Baughman.

CANADA

Aberfoyle, Ont.—Puslinch Agrl. Soc. Sept. 23-24. D. A. Stewart.
Ancaster, Ont.—Ancaster Agrl. Soc. Sept. 23-26. Roy A. Moffat.
Arthur, Ont.—Arthur Agrl. Soc. Sept. 23-24. L. H. Cann.
Ashworth, Ont.—Stisted Agrl. Soc. Sept. 24-25. Jos. Demaine.
Atwood, Ont.—Elma Agrl. Soc. Sept. 26-27. E. H. Swing.
Avonmore, Ont.—Roxborough Agrl. Soc. Sept. 23-24. Grant Tinkess.
Ayton, Ont.—Ayton Agrl. Soc. Sept. 26-27. J. W. Werner.
Beachburg, Ont.—North Renfrew Agrl. Soc. Sept. 22-24. Garnet Kenny.
Belleville, Ont.—Belleville Agrl. Soc. Sept. 22-24. E. S. Denyes.
Bocccaygeon, Ont.—Verulem Agrl. Soc. Sept. 26-27. R. E. Thurston.
Bolton, Ont.—Albion & Bolton Agrl. Soc. Sept. 26-27. Dr. W. J. McCabe.
Bridgewater, N. S.—Lunenburg Co. Exhn. Sept. 23-26. W. J. Crouse.
Bruce Mines, Ont.—Bruce Mines Agrl. Soc. Sept. 23-24. Ernest W. Gallop.
Campbellford, Ont.—Seymour Agrl. Soc. Sept. 23-24. G. G. Stephens.
Carp, Ont.—Carp Agrl. Soc. Sept. 26-27. A. E. Cavanagh.
Collingwood, Ont.—Great Northern Exhn. Sept. 25-27. V. A. Ellis.
Drumbo, Ont.—Drumbo Agrl. Soc. Sept. 24-25. Wilfred A. Cockburn.
Dunchurch, Ont.—United Tps. Agrl. Soc. Sept. 24-25. Mrs. Alvin Stone.
Elmvale, Ont.—Elmvale Fair. Sept. 23-24. Thomas E. Smith.
Harriston, Ont.—West Wellington Agrl. Soc. Sept. 25-26. J. F. Young.
Holstein, Ont.—Egremont Agrl. Soc. Sept. 24-25. Ewart Alles, Holstein.
Kamloops, B. C.—Kamloops Agrl. Assn. Sept. 22-25.
Kemble, Ont.—Keppek & Sarawak Agrl. Soc. Sept. 23-25. Elmor Eckett.
Kingston, Ont.—Kingston & District Agrl. Soc. Sept. 25-27. Mrs. P. A. Conley.
Kirkton, Ont.—Kirkton Agrl. Soc. Sept. 24-25. Hugh Berry, Woodham.
Lucknow, Ont.—Lucknow Agrl. Soc. Sept. 23-24. Joseph Agnew.
Markdale, Ont.—Markdale Agrl. Soc. Sept. 22-23. Russell Freeman.
Massey, Ont.—Massey Agrl. Soc. Sept. 23-24. B. Houle.
Middle Musquodoboit, N. S.—Musquodoboit Halifax Co. Exhn. Sept. 23-24. George S. Dickey.
Midway, Ont.—Carrick Agrl. Soc. Sept. 22-23. P. D. Liesemer.
Milton, Ont.—Halton Agrl. Soc. Sept. 26-27. E. M. Readhead.
Mitchell, Ont.—Fullarton Agrl. Soc. Sept. 23-24. Mrs. Jno. McNay.
Oakwood, Ont.—Oakwood Agrl. Soc. Sept. 23-24. J. B. Weldon.
Ohsweken, Ont.—Ohsweken Agrl. Soc. Sept. 24-26. Joseph C. Hill.
Owen Sound, Ont.—Owen Sound Agrl. Soc. Sept. 27-30. E. V. Radbourne.
Paris, Ont.—Paris Agrl. Soc. Sept. 26-27. E. H. Buck.
Port Hope, Ont.—Port Hope Agrl. Soc. Sept. 26-27. W. T. Marvin.
Rodney, Ont.—Rodney Fair. Sept. 22-23. J. A. MacLean.
South River, Ont.—Machar Agrl. Soc. Sept. 25-26. Norman F. Brown.
Sprucedale, Ont.—McMurrich Agrl. Soc. Sept. 23-24. William Pearce.
Stanley, N. B.—Stanley Fair. Sept. 23-26.
Tara, Ont.—Tara Agrl. Soc. Sept. 24-25. J. Alex Duff.
Tillsonburg, Ont.—Tillsonburg Agrl. Soc. Sept. 23-25. Jack M. Climie.
Wallacetown, Ont.—West Elgin Agrl. Soc. Sept. 25-26. S. Turville.

NOW!

IS THE TIME TO GET READY FOR THE WORLD SERIES

WE ARE READY TO SERVE YOU WITH A COMPLETE LINE OF BOOKS AND COMBINATIONS

120VH—120 TKTS. — POSITIONS ON TICKETS EXCEPT PITCHERS.

24A—153 TKTS. — 1/2 INNING TICKETS FOR ANY ONE GAME OR WORLD SERIES GAME.

25A—153 TKTS. — NATIONAL AND AMERICAN SYSTEM FOR WORLD SERIES GAMES.

26A—153 TKTS. — FOR WORLD SERIES LISTING POSITIONS ON COVER NOS. ONLY TICKETS.

27A—816 TKTS. — 3 WAY WORLD SERIES, 3 IN 18 COMB. 40 TKTS. TO A BOOK.

28A—3060 TKTS. — 4 WAY WORLD SERIES, 4 IN 18 COMB. 40 TKTS. TO A BOOK.

WERTS NOVELTY CO., INC.

920 PERSHING DRIVE

MUNCIE, INDIANA

EVERY ONE



A Winner
MUNCIE MADE GAMES

WIN PROFITS AND PRAISE WHEREVER THEY ARE SOLD

Distributors and Operators
CONCENTRATE YOUR PURCHASES WITH THESE MUNCIE MANUFACTURERS

GAY GAMES, INC.
COMMERCIAL PRINTING CO.
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WERTS NOVELTY CO., INC.
MUNCIE NOVELTY CO.
HOME TALLY CARD CO.
NOEL MANUFACTURING CO.

Husky PROFITS with these New Giant Hole Boards

SIX 5¢ TWELVE BIG FINS
TICKETS IN EACH GIANT HOLE

25¢ You Can't Miss!
15 10

FREE
TICKETS IN EACH GIANT HOLE

TWELVE 100%
AND 50¢ WINNERS

50 150 250 350 450 550 650 750 850 950
100 200 300 400 500 600 700 800 900 1000

ORDER No. 200 "TWELVE BIG FINS"
Giant Holes
6 Tickets in each Hole
25c Per Hole
- Thick -
Number Tickets
Avg. PROFIT \$28.16 (Maximum)
PROFIT \$39.50

ORDER No. 200 "YOU CAN'T MISS"
Giant Holes
6 Tickets in each Hole
25c Per Hole
- Thick -
Poker Tickets
Average PROFIT **\$27.45**

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO 16, ILL.

PAY FOR 5 - ONE TICKET FREE

WHAT A COME ON! FAST? SHE'S ALL ACTION! MY GAL

Super Thick Board—New Giant Holes.
Six 5¢ tickets in each 25¢ hole.
220-Hole Board.

AVERAGE PROFIT \$25.30

IMMEDIATE DELIVERY
Send for our illustrated catalogue of full line.

OTHER GLOBE ACTION BOARDS (220 HOLES)

KWIK FIN—Kwik Action
KWIK FA—Cigarette
KWIK TRIK—Merchandise
KWIK DEAL—Candy

GLOBE PRINTING CO.
1023-25-27 Res. St. Philadelphia 7, Pa.

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	7.00	\$.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	80.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.14	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEEN ID FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.80
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

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

Make \$250 to \$500 a week

BE YOUR OWN OPERATOR OF PUSH CARDS

A gain-in-time 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. Pad strap 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 delivery, 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., P.O.B. Chicago

PUSH CARD WITH 2 WATCHES
1 Watch to the seller and 1 Watch to the winning seal.

Push Card Takes in \$21,
Your Cost \$10,
EXTRA PUSH CARDS 10¢ EA.

Your Profit \$11.00

Write J & M SALES CO.—708 S. STATE ST.—CHICAGO 5, ILL.

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 other coin equipment. Mac Postel, 6750 N. Ashland, Chicago, Ill. se20

BIG MONEY IN VENDING MACHINES—Smallest capital start, brings immediate profits that build permanent profitable business. Becker Venders, 105-W. Dewey, Brillion, Wisconsin. se27

FOR SALE—SLOTS, NO REBUILTS. BLUE Fronts, \$80.00; Brown Fronts, \$90.00; Cherry Bells, \$90. Also Chromes, Black Cherry Bells and Jennings Chiefs. Safe Stands, \$15.00. A. H. Holbeck, 722 11th Ave., Two Harbors, Minn.

FOR SALE—20 UNSELECTED CANDY VENDING MACHINES, Model No. 54. What am I offered? Service Vending Machine, 618 Trail Ave., Frederick, Maryland.

FOR SALE—GOOD PAYING PINBALL, JUKE and Slot Machine Route in mid-Georgia netting owner \$250.00 week; \$6,000.00 cash. Box C-315, c/o Billboard, Cincinnati 22, Ohio.

FOR SALE—ALL MACHINES RECONDITIONED: Northwestern 39's, \$9.00; Northwestern Standards, \$6.00; Northwestern Deluxes, \$15.00; Double Nuggets, \$12.00. Hennen, 2647 Middle Road, Davenport, Iowa.

FOR SALE—3 BALLY ONE-BALL, FREE PLAY "41 Derbys, 3 Bally one-ball Jockey Clubs, cash payout. 1 Bally Kentucky one-ball, cash payout. 1 set of three Watling Rotators, 5¢, 10¢, 25¢ slots. 1 Pace Saratoga, 5¢; 3 Paces Reels, 5¢. 1 Twin Pace Console, 5-5. 1 Twin Pace Console, 5-10. Make best offer for the lot or best offer item wanted. Palmanter Sales Co., 4025 Harrison Ave., N.W., Canton, O. Phone No. 41628.

FOR SALE—USED VOICE-O-GRAPH. Used very little; in excellent condition. First offer of \$800.00 takes it. Write E. N. Kungas, 555 Eagle St., Fairport Harbor, Ohio.

FOR SALE—WELL ESTABLISHED ROUTE of 1100 Peanut and Ball Gum Machines. Excellent locations. Davenport, Iowa; Rock Island, Moline, Ill. Two Ill., 3 Iowa County routes. Will sell separate Routes. Box C-310, c/o Billboard, Cincinnati 22, Ohio.

FREE PLAY CONSOLES—SALE, LEASE OR CONSIGNMENT. Standard Scale Co., 4333 Duncan Ave., St. Louis 10, Mo. se27

QUITTING COIN RADIO BUSINESS—30 COIN operated Tranquil Tone Radios, only three months old. Walnut cabinets, built for service; guarantee still good. Priced at \$30.00 each. B & H Services, 216 N. Logan, Danville, Illinois.

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

PIN BALL MACHINES, CLOSING OUT—GIRLS Alloy, \$30.00; Five, Ten and Twenty, \$35.00; Stage Door Canteen, \$75.00; Hi Dive, \$30.00; Big Parade, \$35.00; Air Circus, \$65.00; Argentine, \$35.00; A.B.C. Bowler, \$25.00; Star Attraction, \$40.00; Do Be Me, \$30.00; Wildfire, \$25.00; Double Play, \$25.00; Knockout, \$45.00; Victory, \$45.00; Paratroops, \$45.00; Gun Club, \$25.00; Snappy, \$30.00; Four Diamonds, \$30.00; Seven Up, \$25.00; Majors, 1941, \$25.00; Defense, \$15.00; Flat Top, \$65.00; Jumbo, \$35.00; Zig Zag, \$30.00; West Wind, \$30.00; Ten Spot, \$25.00; Fast Ball, \$15.00; Super Liner, \$15.00. Come after them. Nothing shipped. Charles Borer, 209 Division St., Marshall, Michigan.

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150.00. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. se27

SALE—JUST OFF LOCATION, A-1 CONDITION, at \$17.50 each. A.B.C. Bowler, Big Parade, Bolaway, Bomb The Axis, Capt. Kidd, Gun Club, Knock Out, New Champ, Sea Hawk, Spot Pool, Star Att., Topic, Victory. Terms 1/3 deposit. Stan Harris, 1011 Wagner Ave., Philadelphia, Pa.

WANT TO BUY—DU GRENIER "S" MODEL cigarette machines. L. & H. Vending, 4807 Foster Ave., Brooklyn, N. Y.

COIN BOARDS



PROSPERITY—25¢ PLAY
DEFINITE PROFIT—\$104.00

Most complete line of COIN BOARDS in the country.

Send for our **FREE CATALOG**

HOWARD MACHINE PRODUCTS CO.
2754 West Diversey Blvd. Chicago 47, Ill.

SALESBOARDS

WHOLESALE "NET" PRICES—25% DEPOSIT

Holes	Name	Profit	Price
1000	25¢ J.P. Charley, XX Th. Avr.	\$52	\$1.49
1800	5¢ Lulu Board, XX Thk. Def.	18	1.49
1200	25¢ J.P. Tex. Chas., Tk. Avr.	102	2.25
1000	5¢ J.P. Siesta, Tk. Pr. Avr.	25	2.25

NEW! 3 OR 6 TICKETS PER HOLE BOARDS

200	25¢ 6 in 1, 6 Tickets	Max. \$39	\$3.08
200	50¢ 10 Barbucks, 6 Tks. Max.	79	3.08
500	10¢ L.P. Kwik Fin, 3 Tks. Max.	33	3.08

1200 25¢ J.P. Cheerful Chas. Avr. \$77 \$2.82
200 50¢ 10 Barbucks, 6 Tks. Max. 79 3.08
965 5¢ J.P. Rosebud, Girlie Avr. 28 2.95
1027 5¢ J.P. Hollywood, Jum. Avr. 27 3.54
1000 10¢ J.P. Jumbo Hole, Th. Avr. 46 3.98

Write for "New Wholesale" Bulletin, 9th year giving immediate delivery on finest boards.

LEGALSHARE SALES
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BIG FETE FOR CMI DRIVE

Coin Firms Up Sales to Army Overseas PXs

New Procurement Plan

NEW YORK, Sept. 13.—With an increasing number of Army Post Exchanges opening up overseas, and with PX officers now authorized to purchase materials directly, without funneling all orders thru a central purchasing office as was the case during and immediately after the war, sales of records, juke boxes and parts, and vending machines to overseas installations are increasing steadily. (See story in Music department.)

The Army Exchange Procurement headquarters in New York, which functions as a domestic buying office only, receiving requests from overseas, and filling those requests, reports that the overseas installations have been ordering juke boxes steadily. If the order specifically calls for a juke box by a manufacturer's trade name, that box is purchased and shipped. When no name is requested, procurement officers shop the various manufacturers, and in line with usual army policy, purchase machines offered at the best price.

Parts Requested

An increasingly heavy number of requests is being received from overseas for juke box parts, it was reported by the procurement office. With a juke box mechanic training school being conducted by the army in Germany, machines which suffer mechanical breakdowns can now be repaired by the G.I.'s provided the parts are available.

In the vending field, orders are being received constantly both here and in England for various types of machines to be installed in PXs and in other official buildings. One of the most frequently requested vendors is the soft drink machine.

While the army procurement office functions exclusively for army installations, the navy, coast guard and marines have similar set-ups to service their overseas stores.

States-Side Picture

Domestically, the juke box and vending machine picture in the armed forces is quite the opposite. Here the army recommends that installations desiring juke boxes, vending machines and bell machines for their officers' clubs work thru recognized coin machine operators. Thus the army installation becomes a location for the op, who places his machines in the various PXs, clubs, and, in the case of candy and soft drink vendors, in recreation barracks. He then works on a percentage basis with the installation.

Government-owned or controlled buildings also advocate the use of ops in placing coin-operated machines in the locations. An example is the U. S. Government Building in Long Island City. Here approximately 50 vendors, including soft drink, candy, cigarette, ice cream and cigar machines are scattered thruout the building. The ops turn their location percentages over to an employees' fund which is used for occasional entertainments.

Heavy Toll of Coin Equipment Taken in Pitt Boat Disaster

CINCINNATI, Sept. 13.—Coin machines valued at several thousand dollars were destroyed in the Pittsburgh explosion disaster Tuesday afternoon (9) that demolished the Steamer Island Queen, pleasure craft that carries passengers to and from Coney Island, spacious amusement park located 10 miles up the Ohio River from Cincinnati.

Operated by the Coney Island Company here, owner of the park and vessel, the equipment numbering some 35 machines was rated a heavy revenue producer for the amusement concern, which reported (*The Billboard*, July 12) an average take of \$800 weekly from the machines. The arcade was located in the fore section of the Queen's ballroom on the promenade deck and did its biggest business during the regular park season when the 4,000-capacity boat made four trips daily during week-days and five on holi-

days and over week-ends. Perhaps the principal reason for the arcade's success was its proximity to the dance floor, which received the bulk of attention from passengers.

The arcade also did considerable business during pre-season and post-season moonlight cruises up and down the Ohio (the craft was on such a trip at the time of the disaster), but the trips did not bring in the gross that was garnered during the regular season, despite the fact that the boat was generally well-filled. Moonlight cruises, officials said, were generally patronized by an older class of people whose prime purpose in making the trip was to dance. Best patrons of the arcade were children, who kept the penny machines busy despite the limited amount of money they had to spend. Therefore, a good many of the machines were of the type popular with children.

Plagued by the inability of manufacturers to supply new machines, the arcade's management had been going along with old equipment, some of it dating back to eight years ago when Coney took over the arcade operation from a concessionaire.

Among machines lost in the explosion were Standard Coin's metal identification printer; International Mutoscope's Ace Bomber, Drive-Mobile, postcard vender, Sky-Fighter and voice recording and photo booths; Chicago Coin's Goalee; Bally's Alley Ups; Exhibit Supply's Air Mail Letter card vender, Pep-o-Meter, Blue Bird card vender, Merry-Goround of Love, Kiss-o-Meter, Three Wise Owls, Wheels of Love, Three Blind Mice and 1-cent machines, and a number of International Mutoscope's 1-cent peep shows.

Dry Ga. County Reverts to Wet

BAINBRIDGE, Ga., Sept. 13.—New locations for coin machines were a possibility here following a ruling by the Georgia Court of Appeals that the June 15, 1945 election which voted Decatur County into a "dry" territory was invalid since the required 35 per cent of the registered voters did not sign a petition for the election.

City Attorney M. E. O'Neal said that in his opinion the county was now "wet" and it would require another election under the local option law to make it "dry" again.

Freight Rate Plea Refused

CHICAGO, Sept. 13.—Plea of the nation's railroads for an "emergency" freight rate boost of 10 per cent prior to formal hearings on a 27 per cent boost was denied Wednesday (10) by the Interstate Commerce Commission.

Government agency ruled that shippers opposed to the raise will be heard before action is taken.

Cancer Fund Gets Boost

All coinmen invited to attend special dinner—Senator Murray to speak

CHICAGO, Sept. 13.—First public announcement of all contributions to the Coin Machine Industries, Inc. (CMI) drive for the Damon Runyon Memorial Fund for Cancer Research will be made at a complimentary inspirational dinner to which all coinmen are invited. Dinner will be held in the Mural Room of the Bismarck Hotel here Sunday evening, September 21, Dave Gottlieb, CMI president, announced this week.

Featured at the event, which is aimed at boosting the cancer fund drive, will be an address by Sen. James E. Murray of Montana, small business booster and a long-time friend of the coin machine industry. Invitations to address the group have also been extended to Sen. Homer E. Capehart of Indiana, and Walter Winchell, leader of the nationwide Damon Runyon cancer fund campaign.

Others Invited

Invitations to the event have been extended to all coin machine manufacturers, all suppliers of parts and materials for coin machines, all territorial chairmen of the CMI cancer fund drive, and other distributors and operators who have conducted outstanding campaigns in behalf of this cause.

In announcing the dinner, Gottlieb said: "This gathering will be a miniature coin machine convention in itself. Everyone attending will receive a tremendous amount of inspiration. We are asking all of our territorial chairmen to concentrate during the next week in getting as many as possible of their operators and jobbers to put on special local cancer fund drives in their territories.

First Announcement

"At this meeting we will make the first public announcement of all contributions to the coin machine industry's Damon Runyon cancer fund thus far. We hope to have a tremendous number of new ideas and suggestions offered to us for carrying on the drive during the next four months. Our aim is to make the contribution of the coin machine industry absolutely the largest contribution received by the Damon Runyon Memorial Fund from any one source."

CMI officials stated that any coinman is welcome to the dinner regardless of whether or not he has received a formal invitation. They request, however, that those who intend to attend the dinner notify association headquarters to that effect.

Drive Stickers Ready

Also in connection with the drive, CMI announced this week that special stickers designed to boost plays of the record, *You're the Sunshine of My Heart* and *Ella*, which has been slated for special Fund donations, are ready for distribution.

Stickers, prepared by Broadcast Mu-

(See Big Fete for CMI on page 142)

Oregon Game Order Adds To Confusion

Local Licenses Denied

PORTLAND, Ore., Sept. 13.—Operators and distributors who have been uncertain ever since Oregon's new coin machine tax law was passed last April over the status of payouts, were not helped by a directive issued by the State's attorney general this week. The order, issued to district attorneys of 36 counties, denied the right of local governments to license pinballs, bells or salesboards which return money or trade.

Attorney General George Neuner referred to the State Supreme Court's decision holding these types of equipment are not permitted under the law. He did not, however, square his position with that of the 1947 Legislature, which, in amending the tax schedule on coin-operated machines, deleted from the law the words: "... and to return to the player thereof no coins, tokens or merchandise."

At the time of the law's passage, some operators felt that the changed wording would permit payouts, and there has been no Supreme Court ruling since passage of the amendment—which levies a \$50 annual tax on every coin-operated amusement device other than music.

Local governments are expected to take a dim view of the directive, since many have set up their 1947-48 budgets with estimates of revenue to be derived from taxes on the equipment to which it refers.

If put into effect the directive could mean seizure of many games in private clubs thruout the State which heretofore have not been interfered with. The law has been interpreted as applying equally to private membership clubs and to public locations, (See Ore. Game Order on page 142)

CMI Launches Industry-Wide Membership Drive

CHICAGO, Sept. 13.—An all-out membership drive was launched by Coin Machine Industries, Inc. (CMI) here this week with a direct mail campaign of 20,000 letters and appreciation blanks to coin machine operators, jobbers, distributors throughout the United States and Canada and a paid advertising campaign in all trade publications. Letters were mailed from Chicago Friday (12) and ads are to appear this week and in the October issues of the monthly publications. Goal of the drive is to boost the CMI associate membership above the 1,000 mark.

Key selling point in the drive is the job the public relations program has done for the industry in its 11 months' existence to date plus fact that CMI represents the interests of all phases of the coin machine industry.

Gilmore Keynotes Drive

From the CMI offices here, James A. Gilmore announced the campaign and explained its objectives. In citing the many reasons why all coinmen should hold associate memberships, he laid particular stress on the interdependence of the amusement, music, vending and service phases of the industry. "Higher plane of operation becomes a myth," he declared, "when profits fly out the window. The operator who does not make profits his goal is no credit to himself or to the industry. He should step out and leave the industry to those willing and anxious to diversify their operation to such extent that profits are sure to result."

"Every machine that operates by the insertion of a coin is a coin-operated machine—always was and always will be," Gilmore stressed. "The manufacturers, distributors and operators of all types of coin-operated machines are each and every one an integral part of the coin machine industry. The problems of one should be the problems of all. Legislation, taxation and regulation are directed against all types of machines in the great majority of instances—seldom against any one type."

"Our association is organized and conducted on that basis. Our annual coin machine show and convention welcomes as exhibitors manufacturers of all types of coin-operated machines, vending, music, amusement, and service, and solicits attendance of operators, distributors, jobbers and manufacturers of every type of coin-operated machine. Our public relations program is for the benefit of the coin machine industry as a whole. We do not single out any one type of machine or any one type of operation. Our aim and object in our public relations program is to convince the public that the operation, distribution and manufacture of coin-operated machines is legitimate

Ben Rodin on NAAMO Board

NEW YORK, Sept. 13.—Ben Rodin, Washington, was named to the executive board of the National Association of Amusement Machine Owners (NAAMO) Thursday (11), according to F. McKim Smith, NAAMO president. Smith also announced that two new regional directors for South Carolina and Maryland would be named shortly.

Rodin is the owner of three amusement arcades in Washington besides operating music and amusement machine routes and heading a distributing organization. He was a recent speaker at the NAAMO-sponsored coin machine mechanic training school in the Manhattan Trades Center, New York.

business—that it is an industry and that it is not a racket.

"The coin machine industry should be an all for one and one for all industry," Gilmore continued. "Naturally there are problems of special interest to each type of machine but by and large the problems of the industry as a whole are the problems of vending machine manufacturers, distributors and operators just the same as music, amusement and service machine manufacturers, distributors and operators."

"Coin Machine Industries, Inc.," he concluded, "welcomes to membership all reputable operators, distributors, jobbers and manufacturers of any type of machine that operates by the insertion of a coin."

The membership drive is principally aimed at swelling the associate membership ranks, it will also seek to enlist the support of all manufacturers who are not as yet participating in the program. Manufacturers are currently supporting the program voluntarily with an agreed percentage of their annual sales. Associate members pay \$25 a year and receive in return an official membership certificate, identification card, cut of the official CMI emblem for use on stationery and advertising. Members also receive special privileges in connection with regular association activities, one of which is free registration for associate members and employees for the annual convention and coin show.

Manufacturers supporting the public relations campaign are A.B.T. Manufacturing Corp.; AMI, Inc.; Bally Manufacturing Co.; Bell-o-Matic Corp.; Chicago Coin Machine Co.; Coan Manufacturing Co.; Edelman Amusement Devices; H. C. Evans & Co.; Genco Manufacturing and Sales Co.; D. Gottlieb & Co.; Groetchen Tool and Manufacturing Co.; International Mutoscope Corp.; Reliable Metal Engineering Co.; Revco, Inc.; United Manufacturing Co.; Williams Manufacturing Co., and Exhibit Supply Co.

South American Coin Field Undeveloped, Says Importer

NEW YORK, Sept. 13.—"The market for coin machines in South America has been barely touched," declared Dommino Waurez, of Montevideo, Uruguay, to *The Billboard* on Wednesday (10) before his departure for a tour of the Midwest. The main thing that U. S. manufacturing and distributing firms will have to do, however, Waurez states, "is to build confidence among us coin machine importing firms."

Receipt of non-operating and poorly packed equipment before the war, he said, has done much to make many heavy investors decide to put their capital in fields other than coin machines. Arcades, as ops in the United States know them, are a thing of the future in Uruguay," Waurez declares, "but we do have a few amusement machines in other type establishments."

Looking Over Field

Stating that the main purpose of his trip thru the Eastern and Midwestern parts of this country are to find out about firms that he and other importing organizations have done business with, and "more important to visit firms we have been reading about and investigate new type coin-operated equipment, especially in the music field."

Giving some distributing firms a verbal spanking, Waurez pointed out

CrownVogue Model Miss Voice-O-Graph

NEW YORK, Sept. 13.—The crowning of Miss Voice-O-Graph of 1947 took place yesterday (12) in Feltman's Restaurant, Coney Island, as one of the highlights of the Mardi Gras Carnival (September 7-14) with William Rabkin, president of International Mutoscope Corporation, presenting the crown to Miss Gloria Humphries, Vogue model and movie actress.

Festivities were opened with the singing of *The Star-Spangled Banner* by Frances Kizzard, of the Metropolitan Opera. Arthur Lessac, director of the National Academy of Vocal Arts, cut the ribbon around the latest model of the voice recording machine that was shown to the crowd.

Miss Humphries was crowned with a tiara of the coin-operated Voice-O-Graph recording blanks, designed by Walter Florel.

Resumed Output In Allite Plan Of Reorganizing

LOS ANGELES, Sept. 13.—Allite Manufacturing Company, Inc., makers of Strikes 'n' Spares, will resume a schedule of 20 units per day one month from now, after the firm has been reorganized under Chapter 11 of the National Bankruptcy Act, according to William Schrader, owner of the firm.

Schrader said that negotiations are now underway for an important tie-up to be made within the next week or 10 days. Meanwhile, the factory will have a month's layoff, during which replacement of pin pulleys will be made. The plan, Schrader said, had been approved by the receiver, George T. Goggin.

Schrader, who owns 100 per cent of the stock in this firm and 80 per cent of the stock of the Schrader Electronics and Coil Company, said (See *Resumed Output on page 142*)

that it has been his experience that firms fill his orders at a more than fair price and then ship a broken piece of equipment that requires correspondence with the manufacturers for repair parts. "Sometimes I can understand their actions if the machine was going to a customer in their country," he says, "but they don't seem to understand that we have to write for every broken part and it is not the few dollars involved, but the months before the part is received that is so important."

Contacting Firms

"If I succeed in meeting executives in 10 top firms during my visit to this country, state my case and feel that I am fully understood and can expect the fullest of co-operation, I will feel that this trip to the United States has been very successful," Waurez adds.

In his country it is not unusual for owners of saloons instead of patrons to drop coins in juke boxes, Waurez points out, since the music machine often is better for business than a small band or a radio, which of late has more talk than music on programs.

Waurez graduated from Columbia University in 1939. He started importing machines for the firm of Benez Importa later the same year.

NAAMO Guest Instructors Line-Up Set

List Most Coin Manufacturers

ATLANTIC CITY, Sept. 13.—Names of guest instructors who are representing most of the important coin machine manufacturing firms at the Veterans Coin Machine Mechanics' School sponsored by the National Association of Amusement Machine Owners (NAAMO), New York City Board of Education and Veterans' Administration, were partly released this week by F. McKim Smith, NAAMO president.

Teaching this week for Bally Manufacturing Company, Chicago, at the school (being held in the Manhattan Trades Center, New York) is Leo Galinski, Smith states. Elmer Johnson will instruct next week for Atlantic New York Corporation, which is pinchhitting for J. P. Seeburg Corporation of Chicago. Also next week Herman Daddis will instruct for Amusement Enterprises, Brooklyn.

On September 22 and 23 Amusement Corporation will instruct, but they, like Rock-Ola Manufacturing Corporation, which will instruct on September 24 and 25, haven't decided on instructors as yet. Irving Landman takes over on September 26 for Scientific Machine Company, New York.

Gottlieb in October

For October only two manufacturing firms have sent Smith the names of the guest instructors that will represent them at the special school. These are D. Gottlieb & Company, Chicago, which will send Wayne Neyens, firm engineer, to teach on October 14 and 15, and Firestone Enterprises, Brooklyn, which has stated that Jack Firestone will instruct on October 16 and 17.

Used coin machines are still rolling into the school's headquarters almost every day, Smith states, with latest offers of machines coming from Frank Engel, Automatic Equipment Company, Philadelphia; Warren H. Taylor, Mills Sales Company, Ltd., Oakland, Calif., and Carl Trippe, Ideal Novelty Company, St. Louis.

Any coin machine manufacturer, distributor, operator or arcade owner who wants to donate used coin machines—with or without all parts—to the school may ship them direct to the Manhattan Trades Center, 45 Rivington Street, New York, care of A. P. Henry, senior instructor, Smith declares.

Jennings Holds Distrib Meet

CHICAGO, Sept. 13.—J. R. Bacon, vice-president of O. D. Jennings, announced this week that the firm will hold a distributors' meeting and showing of new equipment at its headquarters here Wednesday (17). Event will also mark the unveiling of the Jennings' newly-constructed showroom. About 85 distributors and dealers are expected.

At the meeting, scheduled for 3:30 p.m., Jennings officials will outline to its distributor organization all the plans to be put into effect for the fall season. Among those handling the orientation, in addition to Bacon, will be William Lipscomb, firm's Eastern sales manager; John Neise, Western sales manager; W. Kerstann, comptroller for the company, and K. G. Anderson.

Bacon stated that distributors and (See *Jennings Meeting on page 142*)

BIZ ADVISERS NEED FACTS

Gov't Report Confirms Low Popcorn Crop

Urge Advance Contracts

CHICAGO, Sept. 13.—Popcorn experts this week indicated that the popcorn supply picture runs a close parallel with the general report on the corn crop issued by the Department of Agriculture this week.

Estimating that the corn harvest this year will be the lowest since 1936, the government department said that the midsummer record drought had slashed more than 33,000,000 bushels (all types of corn) from the nation's corn crop in last 15 days of August alone.

The popcorn crop is beyond help now and the quality of the corn will depend upon how late frosts come, crop experts said.

Large popcorn users indicated further this week that they feel certain that they will be able to meet demand with a combination of this year's crop and present reserves. What price will be forthcoming appears indefinite, altho the popcorn men have no doubts that it will be above the 1947 average.

The Department of Agriculture report confirms fears expressed by popcorn industry leaders (*The Billboard*, August 30, September 6, 13) that this year's harvest will be dangerously low. Industry spokesmen again this week emphasized the need for popcorn users to arrange for next year's needs as soon as possible to avoid a "run" on available popcorn.

Life Insurance Venders Banned By Fla. Ruling

MIAMI, Sept. 13.—Sale of life insurance policies thru vending machines was officially disapproved in Florida recently when State Treasurer Ed Larson rejected an idea advanced by Paul Sanborn, of Miami and New York, for such operations. Sanborn's plan was to dispense life insurance only, not casualty insurance policies for travelers such as is being done experimentally in New York transportation terminals.

Larson's ruling was based on his belief that "there should be a representative of a company who is a duly licensed agent to solicit the life insurance business and deliver the policy so the purchaser can see the type of contract he is getting and ask questions about the type of service he can expect."

Sanborn had made no formal application for installation of such machines but reported that he had merely "talked it over" with Larson in the course of negotiations to install the machines in various states.

Florida Cig Tax Take Up

TALLAHASSEE, Fla., Sept. 13.—State cigarette tax collections took a 15.66 per cent rise during August over figures of a year ago. Collections were \$982,547 during August, 1947, while only \$849,562 during the same month in 1946.

Editorial

Give the Whole Picture!

The information that "the vending machine business has about reached the saturation point, with profitable locations already taken," startled many a coinman in Chicago last week. Coming from an organization—the Chicago Better Business Bureau—whose job it is to know the details about such things, it was undoubtedly accepted by many readers of *The Chicago Daily News* as fact.

A check with the bureau revealed that the story behind publication of such misinformation was a very narrow view of the entire vending machine industry by members of the bureau to whom falls the task of advising prospective investors on such things. Officials of the organization stated that there was no malicious intent in this view of the vending machine prospects, and investigation by *The Billboard* indicated that it seemingly stems from a surprisingly inadequate amount of information.

The bureau was admittedly thinking only in terms of small-scale vending machine operations, particularly penny nut and gum venders, when it issued its statement to the press last week. That in this day and age of such a fast-growing vending machine industry an organization of the caliber of a better business bureau should think of vending machines as having reached the saturation point is indeed alarming.

In every large community in the country there is some "better business" organization which takes it upon itself to advise prospective investors. These same organizations also investigate reports of illegitimate businesses. In most cases their recommendations and statements are accepted by the general public with little or no question.

Consequently, it is to the best interests of vending machine men everywhere to make a check and see that if such an organization exists in their community, it is properly informed about vending machines. Altho it should be the job of better business groups themselves to investigate the situation, as long as such information as was published in Chicago last week is given out, it becomes the responsibility of industry representatives to see that the job is done.

Suppliers To Exhibit at December NAMA Convention

CHICAGO, Sept. 13.—Vending machine supplies of all types will be on display at National Automatic Merchandising Association's (NAMA) convention and exhibit at the Palmer House here, December 14-17.

Items on display will include not only the "big five"—candy, gum, nuts, cigarettes and beverages—but other popular items such as book matches, cough drops, peanut butter sandwiches and assorted cookies.

Special facilities for suppliers have been provided on the seventh floor of the Palmer House for the merchandise display at NAMA's first annual exhibit.

Space Going Rapidly

Space on the fourth floor, where manufacturers will present their newest and most modern machines, was sold out in July, and George M. Seedman, 1947 convention and exhibit chairman, reports that space on the seventh floor is rapidly being filled.

Three prominent cigarette manufacturers, all of whom supply automatic merchandising machines with a substantial volume of cigarettes, will have displays at the exhibit. These are Brown & Williamson Tobacco Company, P. Lorillard & Company and Philip Morris & Company, Ltd., Inc.

Companion suppliers to the cigarette manufacturers at the show will be the Diamond Match Company, the Lion Match Company, Inc., Universal Match Company and the B-F-D division of the Diamond Match Company.

New Vending Match

Diamond's B-F-D division will show "a pocket-size safety match de-

veloped for the vending machine operator to enable him to step up his profits, as 60 boxes of this new pocket size takes the same space as 40 boxes of the regular size."

Bottle beverage and sirup manufacturers will be on hand in force. Coca-Cola and Dr. Pepper will be prominent exhibitors. H. Baron & Company, Inc., will be dispensing its beverages including carbonated fruit and other drinks prepared from grape, root beer, lemon, lime, cherry and orange sirups.

Richardson Corporation will show root beer sirups ready for use in one-gallon cans and bottled root beer. Richardson will also supply sirup to other manufacturers having machines in operation.

The Penn Syrup Corporation will display its sirups, extracts and emulsions for use in dispensing machines.

Candy Makers Aplenty

Largest single group of suppliers having displays will be the candy manufacturers. These include Charms Company, Queen Anne Candy Company; D. Goldberg, Inc.; Shotwell Manufacturing Company, James O. Welch Company, Paul F. Beich Company, E. J. Brach & Sons; Walter H. Johnson Candy Company, Lamont, Corliss & Company, Fred W. Amend Company; Luden's, Inc., and the Sperry Candy Company.

Other exhibitors will include Bowman Gum, Inc.; Topps Chewing Gum, Inc., and the Austin Packing Company, which will introduce its new product, Austin's Peanut Butter Sandwiches.

Vending Put In Bad Light

Business advisory groups agree with trade principles but lack proper info

CHICAGO, Sept. 13.—That the true picture of America's fast-growing vending machine industry is not known to some top business advisory organizations became evident here last week with the appearance of an article in a Chicago daily newspaper warning veterans with terminal leave pay to invest to beware of "vending machine swindlers."

Article appearing in Friday's (5) issue of *The Chicago Daily News*, headed *Slickers Out Gunning For Vets' Terminal Pay*, quoted Kenneth Barnard, manager of the Chicago Better Business Bureau, as saying, "The vending machine business, which is being pushed strongly here now, has about reached the saturation point. The profitable locations are already taken."

Little Recent Info

Inquiring about the publication of such an obviously false statement, *The Billboard* found that the bureau's files contained little recent information about the vending machine industry and that officials of the organization were in general relatively uninformed as to its true scope. Representatives said that their statement in *The Daily News* referred to small scale vending operations only, and not the industry as a whole. Small scale, they indicated, meant an operator of 10 or 20 penny venders.

A. B. Johnston, assistant general manager of the bureau who usually handles inquiries about vending machines from prospective operators, told *The Billboard* that the bureau has "no fight with any means of distribution and certainly not with vending machines."

"Our only objection," Johnston said, "is to misrepresentation by manufacturers' representatives as to the profit-making ability of their machines."

The bureau said that they had had "several" complaints that vending machines failed to bring the return claimed for them by salesmen. However, the only investigation report available was a 1946 report on a sin- (See *Advisors Agree* on page 113)

N. Y. Firm Produces Coin Steam Cabinet

NEW YORK, Sept. 13.—A coin-operated steam cabinet is now in production by King's Slenderizing Company, according to May King, firm president. Cabinet has been tested for several months, will offer 30 minutes of treatment for 50 cents, accepting quarters only.

Firm's Brooklyn plant has been manufacturing non-coin-operated steam cabinets for over two years, selling thru franchised dealers. Distributors will be appointed for the coin-operated model to sell to operators, according to Philip M. Yurman, firm sales manager.

Installation is planned in the country's beauty salons, bath houses, country clubs, hotels and any other location that has a shower nearby. Coin steam cabinets will be especially welcomed by women who want to reduce, Yurman declares.

Heat Wave, Big Supplies Boom Soft Drink Vending

CHICAGO, Sept. 13.—Marathon heat wave which extended into September's second week was the outstanding reason given by large and small soft drink vending machine operators here for gains up to 80 per cent in sales over the same period last year. Reports from most other sections of the country indicated a parallel national experience, and everywhere the biggest problem was to get the tremendous servicing job done in the face of a bad shortage of trained men.

A. Hardgrave, president of Pepsi-Cola Bottling Company of Chicago, said that volume for this label had increased even more than 80 per cent in many areas, and intimated that the increase here was very high. He attributed the gain in sales—thru the firm's venders as well as thru normal retail channels—to the greatly increased production schedule which followed sugar's decontrol, as well as to the phenomenal hot weather spell. An official of Coca-Cola Bottling Company of Chicago, Inc., declared

that a comparison with last year's sales levels would not give a true picture of hot weather sales gains, since the firm's production in 1946 was greatly restricted by sugar controls. Comparing August and early September sales this year with 1941 sales, he said, gave a truer picture and indicated a gain of more than 75 per cent. This spokesman pointed out that Coca-Cola had been fortunate in securing in advance substantial quantities of vending machines which enabled it to capitalize on unusual demand which happily coincided with increased production.

Typical Experience

Typical experience of independent vending machine operations is that of United Beverage Company, which operates twin-flavor cup venders in theaters here, as well as in Dallas and Philadelphia. Max Rosenbaum, partner in the concern, set the company's volume increase over last year during the same period at about 75 per cent. He explained the increase as a two-

Vets Get Venders

WALLA WALLA, Wash., Sept. 13.—A soft drink vending machine has been installed in each ward of the Veterans' Administration Hospital here as part of the VA's program to help veterans who can't move around freely and enjoy the comforts of normal persons. The hospital treats tuberculosis cases, primarily.

fold result of increased number of machines out, and the heat.

Universal complaint, from bottlers with vender operations as well as from independent firms, was the difficulty in getting enough trained servicemen to handle the rush on venders. As Rosenbaum pointed out, the limited number of good servicemen available were working up to 60-hour weeks to keep up with stocking and restocking of machines and to maintain overstrained vending equipment. And the fatigue of long work days tended over a period of weeks to reduce the efficiency of even experienced servicemen.

Pepsi-Cola vending machine operation here stressed the almost impossible task of employing and keeping enough trained servicemen. Hardgrave said that bottle venders which normally required servicing only once a day have been regularly refilled twice and three times a day during the past few weeks. Service force managed to do the job only thru heavy overtime.

So long as boom sales continue, bottlers and operators were postponing their worries over costs and price problems. The downward trend in sirup prices continued, tho not so radically as immediately after the end of sugar rationing. Main threat of another upward swing in prices is seen in possible increases in sugar prices. Tied to the U. S. cost of living index, prices paid for Cuban sugar would naturally be expected to go up if the index continues its upward trend.

At least one soft drink firm, however, suggested that the long-range trend in sugar prices would be downward because of increasing sugar production.

Johnson School Builds Changer Service Staff

CHICAGO, Sept. 13.—Johnson Fare Box Company here, in a move designed to expedite service and repairs on its vending machine products, this week enlisted the nation-wide group of servicemen belonging to its parent company, Bowser, Inc., as field consultants and parts men for Johnson coin equipment.

H. E. Forester, Johnson sales engineer, stated that in conjunction with this new service policy, Johnson Fare Box has undertaken to familiarize the Bowser men with the two products concerned (Harris coin changers and the Dixie automatic cup dispensers manufactured by Johnson under free license) by means of five-day service schools held at the Johnson plant. The first such service school was conducted here this week.

New Policy

Prior to this date, Forester said, Bowser servicemen were not authorized or available to handle Johnson coin products. As a result of the service classes they will be able to offer expert advice and service at already established service depots spotted across the country. Indication of their technical training and background (aside from the fact that the average man has been with Bowser for 10 years) is the extent of their present service activities. These include service work on all Bowser products, gasoline pumps, automatic can fillers, vacuum stills, industrial filtering systems, and other liquid control systems and measuring devices.

Johnson's first service school, held September 8 thru 12, was conducted for 30 Bowser men from those parts of the country where Johnson coin changers and cup dispensers are most widely used at present, namely Washington, Detroit, Boston, Los Angeles, Philadelphia and New York. Future classes, not definitely scheduled as yet, will be held until the entire Bowser service organization has been schooled in the function and operation of Johnson coin equipment.

Full Schedule

During the five-day school, instruction began at 9 a.m. daily and ended at 5 p.m., with one hour for lunch. Forester conducted classes and delivered lectures, as did C. F. Harris, inventor of the Harris coin changer. In addition to these lectures, movies and written tests rounded out the instruction. A special brochure prepared for the service school, issued to the class members, dealt with every component part of both changer and cup dispenser units.

Construction and operating details of all models of Johnson cup dispenser mechanisms were treated; the seven ounce 400, 600, 1,000 cup soft drink units and also the six and eight-ounce hot drink units (coffee).

Forester said that at the conclusion of the first service school, field observations would be conducted to determine if future schools should be kept to a five-day schedule or lengthened.

Sunshine Biscuits Gets New K. C. Plant

NEW YORK, Sept. 13.—Construction of a new plant in Kansas City, Mo., for Sunshine Biscuits, Inc., was announced this week by Hanford Main, firm president. New plant will be 1,250 feet at its greatest length and five stories high in the center, with east and west wings of three and two stories.

Statler Manufacturing Company is the manufacturer of vending machines that will dispense Sunshine biscuits.

Chase Produces New Candy Bars

ST. LOUIS, Sept. 13.—Chase Candy Company, which is already well established as a supplier of merchandise for candy vending machine operators, disclosed last week that it is now manufacturing two new bars.

New bars carry the names Chase's Whipped Cream and Chase's Chocolate Mint. Among the other products made by the firm that have gained wide acceptance with vender operators are Toasted Nut; Bob Cat; Hippo Peanut Bar; Candy Lemons; Chocolate Coconut Bar and Jelly Joys.

Firm also made known that final details on its comprehensive advertising program are now being rounded out. This campaign to better acquaint the public with Chase candy products calls for an expenditure of approximately \$1,250,000. Media to be used in the program, which will be national in scope, includes radio, rotogravure and comic sections of newspapers in all leading cities, car cards and trade papers.

New Auto Laundry in Ala.

MONTGOMERY, Ala., Sept. 13.—Recently opened for service is the Cloverdale Self-Service Laundry here. New firm is equipped with Bendix automatic washers.

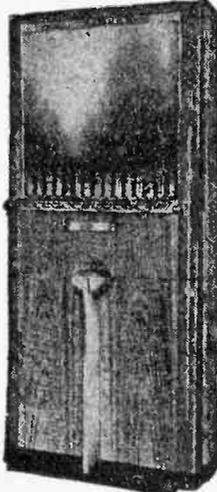
CIGARETTE MACHINES

NEW LEHIGH PX, 10 COLS., 425 PACK CAP., AVAILABLE FOR IMMEDIATE DELIVERY!!!

NEW DU GRENIER CHALLENGER, 7 COLS.\$135.00
NEW UNEEDA, 8 COLS. 159.50
NEW UNEEDA, 6 COLS. 149.50

ROWE PRESIDENT, 10 COLS.\$135.00
ROWE ROYALS, 10 COLS. 105.00
ROWE ROYALS, 8 COLS. 95.00
ROWE, 6 COLS., 150 PK. 22.50
DU GRENIER CHAMPION, 9 COLS. 95.00

DU GRENIER MODEL WD, 9 COLS., 385 PACK CAP.\$ 72.50
DU GRENIER "S", 7 COLS., 210 PACK CAP. 50.00
DU GRENIER, 6 COLS., 150 PACK CAP. 32.50
DU GRENIER MODEL W, 9 COLS., 300 PACK CAP. 65.00
STEWART-McGUIRE, 8 COLS. 35.00
UNEEDA, MODEL "E", 12 COLS. 65.00
UNEEDA, MODEL "E", 8 COLS. 57.50
NATIONAL 930 75.00
NATIONAL 630, 150 PACK CAP. 32.50



WEEKLY SPECIAL! UNEEDA MODEL 600, 15 COLS., \$100.00 EA.

UNEEDA CANDY MACHINES, 5 Cols., 102 Bar Cap. \$75.00

ROWE 5¢ MINT GUM 15.00

10c CIGAR MACHINES, Cap. 175, 7 Col.\$32.50

DRINK VENDOR

SUTTON SODA-MAT-IC CUP DRINK VENDOR, CAPACITY 300 DRINKS ...\$185.00 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

Operators!

KUNKEL HOT POPCORN VENDOR

(Machine Listed by Underwriters' Laboratories)

PRACTICAL — DEPENDABLE

- Beautiful Baked Enamel Finish
- Sturdy Steel Cabinet
- 99 1/2% Slug Proof
- Low Electric Consumption
- Can be refilled without Operator calling
- Easy to Service and Clean
- 16x16" Wide, 62" High
- 67 lbs. approx. Net Weight

"KUNKEL" for 30 Years Makers of Coin Operated Machines

Some DISTRIBUTOR Territories Available.

OPERATORS: Write for Name of Your Nearest Distributor.

NORSOAMERICA

356 SO. BROADWAY
MADison 6-3746

LOS ANGELES 13, CALIF.
Cable Address—NOSOAM



Pistachios

FOR GREATER PROFITS IN VENDING MACHINES AND PACKAGES

ask for **ZALOOM'S**

3 STAR "BUDS"

PERFECT! No outerskin, no blemishes. The Finest and Fastest Selling Grade of Pistachios.

- packed in 5 lb. moisture-proof bags
- 12 5-lb. bags to a carton

"WHITE BUDS" — with the pure, thin, white salt coating.

"ROSE BUDS" — with the pure, certified, attractive red color.

DELICIOUSLY ROASTED & SALTED

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES

WRITE US TODAY



Zaloom & Co.

AMERICA'S ORIGINAL MASTERS IN IMPORTING, ROASTING AND SALTING OF PISTACHIO NUTS. 122 HUDSON ST., NEW YORK 13, N. Y.

Advisers Agree They Need Facts

(Continued from page 111)
 gle distributor of hot peanut vending machines. In this report, which is currently being given to people inquiring about the venter business, the bureau reported: "It has been the experience of this Bureau and other Better Business Bureaus throughout the country that vending machine propositions are not as lucrative as sales agents often represent. The majority of good locations in the vending machine industry are already taken and machines placed in these locations are usually owned by the company which manufactures them."

In a mimeographed memorandum supplied to prospective vending machine operators, the bureau says "The vending machine field is large and, in most respects, legitimate. There are many concerns of good standing engaged in it; nevertheless, it continues to be invaded by unscrupulous promoters seeking investments from inexperienced persons. These operators use prospectuses so prepared as to show unusual profits for those so engaged and that such businesses can be successfully operated without previous experience."

"Sellers of vending machines often present so-called Tables of Profits. These displays should be checked carefully, as they are usually based on perfect conditions, few of which, seldom, if ever, prevail for any given group of machines," the memo added.

Commenting on locations, the memorandum said, "Investors should remember that desirable locations have for a period of years been combed thoroly by vending machine operators, and that those remaining are naturally less desirable. A newcomer in the business may have difficulty in securing suitable locations except by overbidding others."

Could Help

Inquiries showed that many of the bureau's misleading facts were outgrowths of misinformation. In its role as a protector of citizens against unscrupulous business men and methods, the bureau is in an ideal place to help the vending machine industry, it has been pointed out. However, such information as that carried in the bureau's reports and newspaper articles fostered by them, can do more harm than good.

Bureau representatives point out that the average person with small capital to invest cannot just barge into the vending machine business and expect to make a success of it. They point out that the main principal involved is: "Before you invest, investigate!"

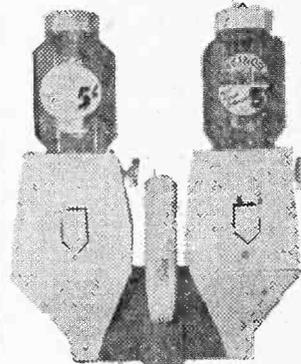
However, the amount of material available at the bureau is not sufficient to be of much aid to the prospective vending machine operator in such investigation. Very little of the bureau's information is of an affirmative nature, altho they have much to offer to discourage the prospective operator, such as the reports quoted above.

Need Facts

Apparently little attempt has been made by the industry to inform the bureau and since the bureau's own investigations have been only to check on firms about which complaints are received, the negative reports predominate.

General attitude of bureau officials, themselves, however, is not as negative as the material they supply. One report made by the bureau in June, 1946, was typical of their attitude: "A man who has the drive, who isn't afraid of work, who likes to meet people, and who has plenty of common sense and foresight, stands a chance of succeeding in the vending machine industry—but he should take into consideration all the factors surrounding the business."

ALKUNO'S SPECIAL DEAL



THE FAMOUS VIKINOR 5¢ HOT NUT VENDOR AND VIKINOR 5¢ BULK CANDY VENDOR

AND A COMPACT DOUBLE STAND PLUS

ONE THOUSAND FRILLED PAPER CUPS

All for **\$79.50**

AT REGULAR PRICES THIS MERCHANDISE WOULD COST:

Hot Nut Vendor . . . \$45.00
 Bulk Candy Vendor . . . 39.00
 Double Stand 7.50
 1,000 Cups 2.25
 \$93.75

YOU SAVE \$14.25

If you prefer two hot nut machines to vend, for example, hot peanuts and hot cashews—you can get them with stand and cups for \$83.50.

ORDER NOW

This offer is made for a limited time only!

ALKUNO & CO. INC.

Mechanical Manufacturing Laboratories

408 Concord Ave., New York 54, N. Y. • Phone: ME1rose 5-7757

AT LAST!

"Star" 5¢

Candy Bar Vender

A Real Money Maker
 Designed Especially To Sell

HERSHEY'S

World Famous
 Chocolate Bar

WANTED!

Experienced coin machine salesman. Qualified in selling and setting up operators. No cold soliciting. Leads come to you for closing. Unless you are a \$10,000 a year man, don't waste time. Give full details—write



6" x 4 1/2" x 18"
 only 3 moving parts

PRECISION-BILT CO.

19 ARLINGTON STREET, BOSTON 17, MASS. • COMMONWEALTH 6740

Columbus Vendors

The Star Performers in Any Location. Serving the Public for Over a Third of a Century.



Send for Literature and Quantity Prices. 1/3 Deposit Required With Orders. Address All Mail to Dept. BB

FRANK DIST. CO., 535 N. 8th St., Phila. 23, Pa.

"CHARMS" DOUBLE, TREBLE PROFITS IN BULK VENDERS!

Wise operators all over are switching to the use of charms with candies and even ball gum. Tests quickly prove they double, treble "Take!"

- 1,000 Assorted Flat Plastic . . . \$2.25
- 1,000 Ass. Molded Plastic #1 . . . 3.50
- 1,000 Ass. Molded Plastic #2 . . . 4.50
- 1,000 Ass. Wise Crack Pins . . . 6.00
- 1,000 Ass. Metal Charms . . . 1.75
- 1 Gr. Silvery Skulls . . . 1.50
- 1 Gr. Stone Set Rings . . . 2.25
- 1 Gr. Cameo Stone Rings . . . 1.75
- 1 Gr. Knife Charms . . . 2.50
- 1 Gr. Gold Metal Charms . . . 1.75
- 1 Gr. Golden Wedding Rings . . . 5.50
- 1,000 Ivory Charms . . . 5.50

Cash with order, we ship prepaid. Order direct from this ad or write quickly for details, samples and start getting more "take" from CASHABLE COMMOTION "Charms" create in your machines.

L. M. Becker Vending Service
 105-5 DEWEY ST. BRILLION, WIS.

American Kids in Germany Get Ice Cream Education

CHICAGO, Sept. 13.—Children of personnel serving with the American occupation forces in Germany, the yearning for the snacks and refreshments offered by U. S. vendors, are keeping up with at least one big phase of the so-called "American way of life."

The National Dairy Council reports that it has just serviced 50 schools in the American zone of occupied Germany, at the request of the director of American education in that zone, with dairy council educational materials.

U. S. Ice Cream Output Drops From 1946 Record

WASHINGTON, Sept. 13.—Ice cream output in the United States for the first seven months of 1947 totaled 375,800,000 gallons, the Department of Agriculture announced last week. Figure represents a decrease of 13 per cent for a comparative period last year but is also 49 per cent higher than the January thru July averages on record for the 1941-'45 span.

During July of this year ice cream production was estimated at 73,575,000 gallons or 10 per cent over the preceding month, altho a comparison with July, 1946, totals showed that output fell off 19 per cent. Averages

for the 1941-'45 July periods were surpassed by almost 27 per cent.

All sections of the country except the South Atlantic showed seasonal production gains, with the nation as a whole averaging a 10 per cent rise. Last year, the seasonal gain was 14 per cent, while the average for June-July seasonal gains as established in 1941-'45, are 11 per cent.

Breakdown by regions concerning seasonal gains showed that the Mountain States, an area that enjoyed higher than usual July temperatures, made the largest increase, 20 per cent. Second largest sectional gainer was the West North Central area with 19 per cent, an increase highly influenced by the 38 per cent gain in North and South Dakota. In the North Atlantic States, seasonal production hike averaged 13 per cent, with New York alone gaining 15 per cent, while the other bellwether for the area, Pennsylvania, upped output 4 per cent, hindered by subnormal July weather.

A report of the East North Central group indicated that Wisconsin's high of 17 per cent increase in the latest June-July seasonal gains was tempered by Ohio's 1 per cent, resulting in an 8 per cent average for the area. Remaining areas reporting were the Pacific States, 7 per cent average gain; South Central States, average gain of 6 per cent despite no gains for Tennessee and Texas plus a 1 per cent output drop by Louisiana, and the South Atlantic area, where production was termed equal to last year.

Experts Say Silent Popcorn Bag Costly

CHICAGO, Sept. 13.—Much publicized noiseless popcorn bag now in use in San Francisco theaters (*The Billboard*, Sept. 6) is reported by local popcorn industry officials to be too high priced for general industry use.

The bag, which is reportedly booming popcorn sales in six San Francisco theater locations, was the result of a surplus sale of 300,000 plastic bags by an Oakland, Calif., firm which originally designed them for packaging frozen orange juice.

Term Bag Costly

Spokesman for the National Association of Popcorn Manufacturers (NAPM) said that investigations by his organization showed that the cost of such bags by direct buying would be about three and a half cents each, much too high for general popcorn use.

Bags were purchased by Irving M. Levin, district manager of San Francisco Theatres, Inc., who reports that, "All of our patrons are happy since we put them in. The boxoffice is way up. Popcorn sales have doubled. The bags cost seven times more than the noisy ones but it's well worth it."

Levin introduced the bags with a publicity campaign that hit front pages across the country.

Popcorn Meet Forms Mailed

CHICAGO, Sept. 13.—Advance registration forms for the National Association of Popcorn Manufacturers (NAPM) convention to be held at Hotel Sherman here, November 18-20, were mailed out this week to representatives of the popcorn industry.

A. J. Villiesse, executive secretary of the association, estimates that some 400 popcorn men will attend the three-day meet, many having registered ahead of schedule to be assured of hotel accommodations.

Villiesse reports that several manufacturers of popcorn vending machines will have exhibits at the convention as well as many suppliers who serve the vending machine operators.

Ala. City Repeals Levy on Soft Drinks

CULLMAN, Ala., Sept. 13.—The new 1-cent tax on bottled soft drinks provided for by a new ordinance, was repealed by the city council on September 3.

Bottlers here had vigorously opposed the tax, pointing out that they would have to charge 6 cents a bottle for drinks.

New N. C. Auto Laundry

RALEIGH, N. C., Sept. 13.—John Vernon, Thomas Carter and Flossie Boswell, of Burlington, N. C., have been issued a charter to operate a self-service laundry in Burlington, the secretary of state announced here this week.

Laundry, known as U-Laundry-It, Inc., has been authorized a capital stock of \$100,000.

Survey Europe Coin Machine Possibilities

ST. LOUIS, Sept. 13.—Export minded vending machine manufacturers will soon be able to better evaluate the vast potential that European countries hold for the future as a result of a survey now in progress under the direction of Fred C. Steffens, vice-president and general manager of National Slug Rejectors, Inc., it was announced here last week by the firm.

Steffens, who left for England via plane August 17, is currently in Germany where he is personally supervising the study of vending possibilities in both the American and British zones. The trip is second of its kind made by Steffens, the first one having been made to the Scandinavian countries during the spring of this year.

During his stay in Germany, Steffens already has attended the first post-war trade fair, held in the British zone at Hannover August 25 thru September 7. Purpose of this meet was to better acquaint British and American firms with German merchandise, in order that exchange funds might be acquired to help defray Western zone upkeep, at present costing both British and American taxpayers millions yearly.

One of the main points to be brought out in Steffens' survey will be additional information regarding the safety factors of automatic merchandising in European countries and the possible introduction of machines equipped for multiple coin handling in foreign nations, two points which have already proved to be prime problems for American manufacturers.

LEADS 'EM ALL



Fastest PENNY VENDER MADE

Steady Repeater.

Built for OPERATORS

BY EXHIBIT

'Ideal' CARD VENDER

\$32.50 WITH FREE CARDS. RE-ORDERS OF CARDS \$3.85 per 1000

Vends our exclusive line of over 40 Different Series of Cards—Movie Stars, Radio Performers, Ball Players, Cowboys, Prize Fighters, Art Models, Fun Cards—Big variety for everybody, young and old.

SPECIAL FEATURES

A. B. T. slots. All metal construction. Enamel finish. Improved card Puller. Large cash box with separate lock. Compact—Legal—No Federal Tax.

IMMEDIATE shipment of Machines and Cards. Be first in your locality. Descriptive Circular and Sample Cards upon request.

EXHIBIT SUPPLY CO. 4222-30 W. LAKE ST. CHICAGO 24, ILL. (ESTABLISHED 1901)

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, 82 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, 3/4, 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¢

1/3 Deposit With All Orders, Balance C. O. D.

NORTHWESTERN SALES & SERVICE COMPANY

4105 16TH AVENUE BROOKLYN 4, NEW YORK

Telephone: Windsor 8-3600

ALL QUOTATIONS NET F. O. B. BROOKLYN SUBJECT TO CHANGE WITHOUT NOTICE.



DELUXE 1c & 5c

SINGLE UNIT \$25.00

LESS THAN 100 24.75

100 OR MORE 24.75

Charms • Stands • Brackets • Globes (Glass and Plastic) • Used Machines • Send for Free List.

LOOK FOR

MINIT-POP

SEE PAGE 117

VICTOR'S FAMOUS MODEL V

SEE YOUR NEAREST
Authorized VICTOR Distributor



MODEL V
GLOBE TYPE

A & B Candy Co.
1622 N. E. Union Ave.
Portland 12, Oregon

R. H. Adair Co.
6926 W. Roosevelt Rd.
Oak Park, Ill.

Adams-Fairfax Corp.
5721 W. Jefferson Blvd.
Los Angeles 16, Calif.

**American Coin-a-Matlo
Machine Co.**
1437 Fifth Ave.
Pittsburgh 19, Pa.

Arkay Sales Co.
1912 N. 59th St.
Milwaukee 8, Wis.

**Asco Vending Machine
Exchange**
55 Branch St.
Newark 5, N. J.

Automatic Amusement Co.
1000 Pennsylvania St.
Evansville 10, Ind.

Bannister Vending Service
3310 Poplar St.
Port Huron, Mich.

**L. M. Becker Vending
Service**
105 Dewey St.
Brillion, Wis.

Bernard K. Bitterman
1407 Central
Kansas City 6, Mo.

Buckman Novelty Co.
107 S. Madison St.
Green Bay, Wis.

**Champlon Nut & Choco-
late Co.**
1194 Tremont St.
Boston 20, Mass.

**Cleveland Coin Machine
Exchange**
2021 Prospect Ave.
Cleveland 15, Ohio

**A. Connors Distributing
Corp.**
19 E. Utica St.
Buffalo, N. Y.

**Co-operative Distributing
Co.**
234 Jefferson St.
Louisville, Ky.

Eastern Carolina Candy Co.
Box 629
Morehead City, N. C.

**Ellingsworth Nut & Supply
Co.**
15 Thirteenth Ave., N. E.
Minneapolis, Minn.

**Empire Coin Machine Ex-
change**
1012-14 Milwaukee Ave.
Chicago 22, Ill.

Fielcing Mfg. Co.
250 W. Pearl St.
Jackson, Mich.

Frank Distributing Co.
535 N. 8th St.
Philadelphia 23, Pa.

General Distributing Co.
2812 Main St.
Dallas 1, Texas

1906 Leeland Ave.
Houston 3, Texas

3000 Alameda Ave.
El Paso, Texas

325 East Nueva
San Antonio, Texas

Arthur Graeff
1232 Broadway
Toledo 9, Ohio

T. B. Holliday Co., Inc.
1200 W. Morehead St.
Charlotte 1, N. C.

**Miami Valley Vending
Supply**
330 W. Norman Ave.
Dayton 5, Ohio

Jack Nelson & Co.
2320 Milwaukee Ave.
Chicago 47, Ill.

Parkway Machine Corp.
623 W. North Ave.
Baltimore 17, Md.

Penn-Jersey Distributing Co.
Stratford, N. J.

Pioneer Vending Service
461 Sackman St.
Brooklyn 12, N. Y.

J. Rosenfeld Co.
3218 Olive St.
St. Louis 3, Mo.

Leon "Hi Ho" Silver
760A Hayes St.
San Francisco, Calif.

**Southern Coin-a-Matlo Dist.
Co.**
943 N. W. 7th Ave.
Miami 36, Fla.

Southwest Distributing Co.
17 N. 7th St.
Fort Smith, Ark.

Star Vending Co.
510 W. 4th Ave.
Denver 9, Colo.

Russ Thomas
3285 Overland Pl.
Memphis 11, Tenn.

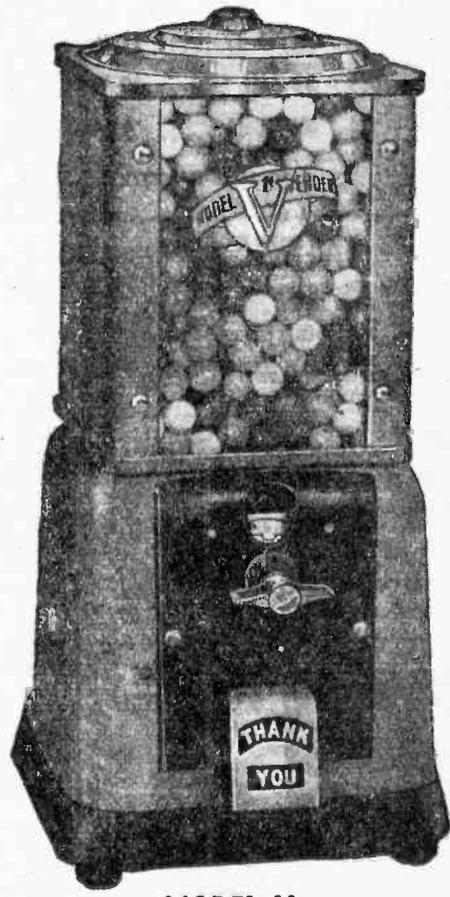
T. O. Thomas Novelty Co.
1572 Jefferson St.
Paducah, Ky.

Roy Torr
Lansdowne, Pa.

Vending Machine Co.
207 Franklin St.
Fayetteville, N. C.

Veterans Vending Co.
1804 21st St.
Port Huron, Mich.

Wisconsin Novelty Co.
3734 N. Green Bay Ave.
Milwaukee 6, Wis.



MODEL V
DELUXE CABINET TYPE

VICTOR VENDING CORP.

5711 GRAND AVENUE

CHICAGO 39, ILLINOIS

TEL.: NATIONAL 0220

fresh cigars

... automatically vended
with

"Automatically Yours"

The Brilliant, New 10c Cigar Machine

All Clean, Shining, Brilliant CHROME

Alive With Appeal

Fool Proof • Slug Proof
No Jamming • No Ripping

Humidor Equipped To Insure 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.

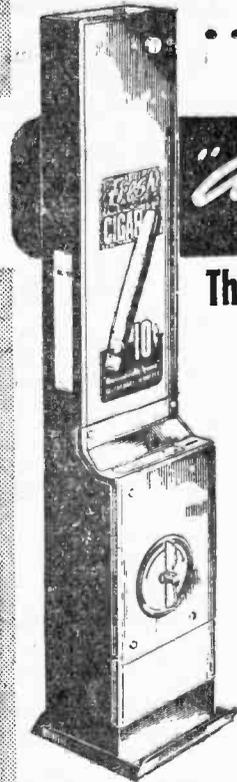
OPERATORS' PRICE: \$34.50
F. O. B. NEWARK, N. J.

\$2.00 Discount for Cash
Floor Stand (1 Sq. Ft. Space), \$7.50 Extra

Time Payment Plan. 1/3 down, balance in
12 monthly installments at no interest!

LEADING BRANDS OF CIGARS AVAILABLE AT
DIRECT FACTORY DISTRIBUTOR PRICES
STANGE · SHARENOW · DISTRIBUTORS

Military Park Bldg., 60 Park Place, Newark, New Jersey · Market 2-2460



ORDER TODAY—
IMMEDIATE
DELIVERY

PENNSYLVANIA & OHIO OPERATORS

ARE INVITED TO ATTEND THE FIRST SHOWING
IN AMERICA OF THE

SNIVELY DISPENS-O-LATOR

VENDING A CUP OF 100% FLORIDA ORANGE AND
GRAPEFRUIT JUICE

(NOT CARBONATED)

FOR ONLY A NICKEL (NO TAX ON FRUIT JUICE)
AUTOMATIC CHANGER

ACCEPTS QUARTERS — DIMES — NICKELS

SIMPLE OPERATION A CHILD CAN SERVICE IT
THREE (3) OTHER ORANGE JUICE DISPENSERS WILL ALSO
BE SHOWN. ALL MACHINES—VENDING, COUNTER AND
FLOOR MODELS ARE ELECTRICALLY REFRIGERATED.

EXCLUSIVE TERRITORIES WILL BE CONTRACTED
FOR AT THE SHOW TO BE HELD

Sept. 25th, 26th and 27th at the
HOTEL PICK-OHIO
Youngstown, Ohio

10:00 A.M. to 9:00 P.M., EST

A. J. MONACO VENDING MACHINE CO.

33 BOYLE BUILDING Phone 26216 SHARON, PA.

Exclusive Distributors for Ohio & Pennsylvania

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 POCKET BELL
 SIZE 8"x8"x8"

A 5¢ pocket size slot with automatic payout system. Awards from 3 to 20 nickels.

OPERATOR'S PRICE \$65.00



5¢ ADVANCE SELECTIVE TYPE COOKIE and CRACKER VENDOR

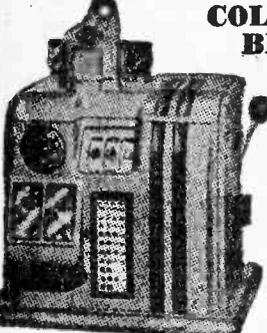
Complete display of merchandise given thru glass front. Separate cash box and merchandise locks.

\$39.50 ea.
 STANDS \$5.00 Extra



COLUMBIA BELLS

Twin Jackpot 1947 Models
\$99.50 EA.
 \$95.00
 6 or More Changeable to 1¢, 5¢, 10¢, 25¢ Play



COUNTER GAMES

Kicker & Catcher (New)	\$37.50
Acme Electric Shockers (New)	18.50
Gottlieb Grip Scales (New)	34.50
Amer. Eagles, 1¢, Token Payout	17.50
Marys, 1¢, Token Payout	29.50
Liberty & Mercury, 1¢	14.50
Victor Home Runs, 1¢	19.50
Champion-Sparks, 1¢ or 5¢, Token Payout	19.50
Klix Blackjack, 1¢	12.50
Bat-a-Ball (New)	34.50
Star Card Vendor (New)	19.50
Pop-Up (New)	34.50
Champion Basketball (New)	34.50
Whirl-a-Ball, 1¢ (New)	37.50

100 CASH TRAYS, ALMOND VENDOR,
 LIKE NEW
SAMPLE, \$6.50
 10 OR MORE, \$6.00 EA.

SUPPLIES AND ACCESSORIES

Hard Shell B.B. Beans, 35# Ctn.	\$10.15
Hard Shell Army-Navy Mix, 35# Ctn.	10.15
Hard Shell Rainbow, 35# Ctn.	10.15
Licorice Lozenges, 38# Ctn.	11.40
Pee Wee B.B. Beans, 32# Ctn.	10.64
Pee Wee Rainbow Peanuts, 32# Ctn.	10.64
Pee Wee Cinnamon, 32# Ctn.	10.64
Charms, Large, Per 1000	4.50
Charms, Small, Per 1000	3.50
Bubble Gum, 144 Count, 35 Lb. Ctn.	13.30
Bubble Gum, 170 Count, 35 Lb. Ctn.	14.00
Spanish Peanuts, 30# Ctn.	6.60
Virginia Peanuts, 30# Ctn.	8.40
Deluxe Mixed, 30# Ctn.	14.70

WRITE FOR COMPLETE LIST!
 1/3 Deposit must accompany all orders.
RAKE COIN MACHINE EXCHANGE
 609 Spring Garden St., Philadelphia 23, Pa.
 Lombard 3-2678

New Douglass Coin Changer Details Told

Now in Production

PORTLAND, Me., Sept. 13.—Douglass Manufacturing Company, Inc., this city, disclosed this week complete details of three types of coin changers, one of which is now in production, as well as of the organization of the company.

Three units, including electric and mechanical changers to be built into vending machines and a straight changer to be operated as an independent unit, are based on patents and patent applications for which Douglass has acquired exclusive license from the American Coin Changer Corporation.

Firm announced that adaptation of the basic changer unit to make change, including pennies to cover such machines as cigarette and frozen food vendors, is contemplated.

List Officials

Company was incorporated in March of this year, with Dana C. Douglass Jr., of Portland, as president and treasurer. Other officials include Eugene B. Sanger Jr., assistant treasurer; Laurence Channing, secretary; Robert T. Gorrie, sales manager, and Ernest E. York, chief engineer.

Minot Kendall & Company, Inc., a Boston investment banking firm, undertook public underwriting of the company's stock, which was completed soon after incorporation. Meanwhile, Douglass said, the firm completed field testing of the mechanical model. This is the model which already is in production, and materials currently are presenting no problem, according to Douglass.

Describe Changer

Electric changer is equipped with slug rejector, and as a component of a vender vends the product and four nickels for a quarter—or the product and one nickel and a dime. Nickel change supply tube has a capacity of 60 nickels which is automatically refilled as customers insert nickels. It has an automatic lock-up device which returns dimes and quarters to customers when the nickel supply becomes too small to make correct change. Turning of only one screw is necessary to mount or dismount the changer when installed in an electric vending machine, according to Douglass. Frame of unit is nickel plated. Measurements are 15 inches high, 5 1/4 inches wide and 2 3/4 inches deep.

Douglass pointed out that the electric changer was so constructed that a vending machine manufacturer has a choice in locating his coin box, since the changer will discharge the accepted quarters, dimes and overflow of nickels to the side of the changer or directly below and/or behind it.

The mechanical changer, designed for manually operated vendors, will fit inside pre-war machines as well as current models, said Douglass. Like the electric unit, it has a 60-nickel change supply, which is automatically refilled, and has the automatic lock-up feature. Slug rejector is incorporated.

The straight changer, designed for wall, post or stand mounting, accepts quarters and dimes, returning change in nickels. Unit has a capacity of \$70 in nickels, with a heavy steel jacket encasing the change supply as an anti-theft protection. Douglass stressed the silence of operation, absence of levers.

He said that all three units would be shown at the National Automatic Merchandising Association's convention at the Palmer House in Chicago in December.

Penny Scale Biz Up in Heat Wave

KANSAS CITY, Mo., Sept. 13.—Hot weather which has scorched the Midwest for more than a month has been a boon to penny scale operations, but collections in this area still are down nearly 15 per cent below last year, according to Harper Button, district manager for the Peerless Weighing and Vending Corporation.

"I know it is heresy out in this country, but in this business we don't care if it stays hot until Christmas" Button laughed. "Hot weather is the best thing in the world for our business because the minute people start putting on overcoats they stop getting weighed as often. Most of them hate to take off their coats to get weighed, and they don't seem to be much interested in what they weigh with them on."

Ticket Scales Lead

Button reported that ticket scales are the most popular in this area. Next are those returning the penny either on a guess of the correct weight or the coin falling into a return chute. Third are the tall uprights, and in last place the low straight scales. Both the latter do best in outdoor locations near bus stops, he said.

Peerless is scheduled to introduce a new model of its ticket scale soon, he said.

Cleanliness of both cabinet and mechanism are the most important items in successful scale operation, he said. "It may seem odd but in the scale business, despite the fact you are not selling food or anything fresh, a shiny scale will do considerably more business, sometimes 25 to 30 per cent more."

Estimate is that there are approximately 1,000 penny scales on location in the Greater Kansas City area.

Ark. Attorney General Rules On Sales Tax

LITTLE ROCK, Ark., Sept. 13.—Attorney General Guy Williams has ruled that merchants selling only 5 and 10-cent articles, altho they do not collect sales tax from their customers, are required to pay 2 per cent of their gross receipts as sales tax to the State.

The attorney general pointed out that the revenue commissioner is given discretionary power in setting up tax brackets, and that no tax has been prescribed for articles whose price range is between 1 and 13 cents.

"It seems that merchants whose sales consist only of 5 and 10-cent sales are caught between the devil and the deep blue sea, wherein on one hand they are required to pay the tax and on the other hand there is no provision whereby they can collect it from their customers," the opinion said.

Carolina Popcorn Chartered
 RALEIGH, N. C., Sept. 13.—Secretary of State here has issued a charter to the Carolina Popcorn Company, Inc., at Bethel, to deal in the popcorn business and its attendant supplies. Authorized capital stock: \$100,000, of which \$10,000 is subscribed by L. N. James, Matt James and Caddy James, all of Bethel.

Racine Launderette Opens
 RACINE, Wis., Sept. 13.—Racine, Wis., housewives got their first automatic laundry recently when a war veteran, George Kirsch, opened a Launderette here.

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 Ordering
 We Accept Trade-ins. We Buy & Sell Used Machines.

Virginia Peanuts, 30 Lb. Ctns., 28¢ lb.
RAINBOW PEANUTS
 28 Lb. Ctns.
 Spanish Peanuts, 30-Lb. Ctns., 25¢ Lb.
 Boston Baked Beans, Limited
 Quantity, 40-Lb. Ctns. 24¢ Lb.
 M&M's, Ass't Colors, Limited
 Quantity 24¢ Lb.
 Model V Deluxe 40¢ Lb.
 Cab. Type 45¢ Lb.

BUBBLE BALL GUM
 5/8"—140 COUNT
40c 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

ANNOUNCING ENTIRELY NEW '48 "SILVER KING" BALL GUM VENDOR

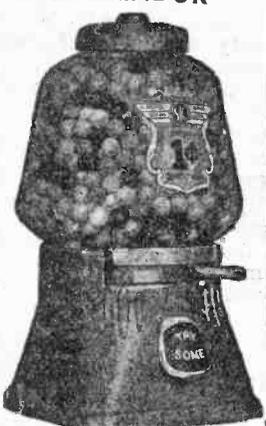
(PATENTS PENDING)

No missing—no adjustments

Handles 140, 170, 210 count gum, no breakage, and positive delivery.

If you want the best trouble-free ball gum vendor, try the new improved '48 "Silver King."

Nut and Ball Gum Vendors, 1¢-5¢.
 U. S. and Foreign Coins



AT ALL THE BEST DEALERS OR WRITE SILVER-KING CORP.
 622 Diversey Parkway CHICAGO, ILL.

NOW!-not tomorrow-NOW!

ORDER EARLY—AVOID THE RUSH!

- ADVANCE
- SILVER KING
- VICTOR
- MASTER
- ATLAS

These proven money-makers are waiting for your orders—so send them to us! YES, we have—not the cheapest, but the BEST—

Write for Prices!
 ● Ball BUBBLE Gum Send for Samples!
 ● Spanish Peanuts
 ● Boston Baked Beans
 ● Rainbow Peanuts

Guaranteed satisfactory or your money refunded—keeps your customers "coming back like a song."

WRITE! WRITE! PHONE!
 1/3 With Order—Balance C. O. D.
T. O. THOMAS CO.
 1572 Jefferson PADUCAH, KY.
 Phone 2131

FOR SALE—SCALES
 14 SHEFFLER DE LUXE SCALES, \$35.00 EA.
 Scales ready to operate on locations.
 Terms: Cash with order, F. O. B. Austin.
WRIGHT STYLES
 108 East 5th St., Austin, Texas

Carolina City Plans New Amusement Tax

GREENSBORO, N. C., Sept. 13.—A city amusement tax similar to that levied by the federal government looms as possibility, Councilman Tom Brown disclosed here this week. Proposed tax would hit at such typical coin machine locations as theaters, roller-skating rinks and similar establishments that charge an admission price.

Montgomery S. Hill, president of North Carolina Theaters, Inc., termed such a levy discriminatory, declaring that theaters as well as other amusement units, "are carrying more than their share. We pay a 20 per cent federal tax, plus every other tax any corporation pays. Besides that, licenses for motion picture theater operation are higher than any other State license," he stated.

Hill also stated that one of his main objections to the proposed levy was that it discriminates against amusement firms, since no comparable taxes can be obtained from other corporations.

Brown said that other amusement and sport units will be heard on the measure at a date to be announced soon.

Howell Elected New President of NTTA

PORTLAND, Me., Sept. 13.—New president of the National Tobacco Tax Association (NTTA), elected during its 21st annual convention which ended Wednesday (10), is Thomas H. Howell, South Carolina tax commissioner.

Howell succeeds W. H. Beachy, deputy secretary of Pennsylvania's revenue department. Elected NTTA vice-president was Mary G. Krone, New York's miscellaneous taxes director. New secretary is Francis Gilen, assistant supervisor of the Illinois cigarette revenue division.

W. E. Chase, director of Maine's cigarette tax division, was appointed to the executive committee, as was James T. Vocolle, director of the Florida beverage department.

Neb. Estimates Aug. Cig Tax at \$350,000

OMAHA, Sept. 13.—Collections for August, second month of operation of Nebraska's new cigarette tax levy, will return \$350,000 to the State, according to the estimate of R. H. Credick, chief of the Cigarette Tax Division. Credick reported that revenue for July, first month of collections, amounted to \$506,000 including \$120,000 for stamping retailers' stock.

Officials believe the State cigarette tax will eventually bring in an average of \$400,000 per month. Estimated monthly revenue given by the State Legislature was \$360,000.

Credick said that jobbers report increases in sales over those of last year. Roll-your-own sales have increased about one-half of 1 per cent, it was stated.

Vend-It Chartered in Ga.

SAVANNAH, Ga., Sept. 13.—Vend-It Company here was granted a charter Monday (8) by Judge David S. Atkinson of Superior Court. Purpose of the firm, as stated in its petition for charter, is to operate vending machines in Chatham County.

Capital stock was listed as \$10,000, consisting of 100 shares at \$100 each, with authority to increase the stock to \$50,000. Petitioners listed were Raymond A. Forker, Victor B. Jenkins Jr. and George E. Oliver.

Vender Distributing Company Planned by Wilson, Pretzel

CHICAGO, Sept. 13.—A new vending machine distributing company, to be known as Commodity Vendors, Inc., filed application for incorporation papers here Monday (8), with Ken Wilson as president and Howard Pretzel as vice-president. Both Wilson, who owned and headed Amalgamated Distributors here, and Pretzel, until his resignation this week as vice-president of the Coin Machine Acceptance Corporation, are well known to the trade.

Wilson, announcing formation of the new firm, said that he and Pretzel are now seeking space for offices and that Commodity Vendors would probably open an office in New York in the future.

The new company, Wilson said, was formed to distribute automatic merchandising equipment exclusively. As a starter, the firm will handle distribution in 23 Eastern and Midwest States of the new Lewel aspirin vender, manufactured by the Lewel Aspirin Machine Company, Fort Worth.

Wilson said that he and Pretzel will announce acquisition of other vending lines within the next 60 days.

Prior to forming Commodity Vendors, Wilson owned and actively headed Amalgamated Distributors in Chicago. Amalgamated, which was dissolved recently, handled the International Mutoscope line and generally specialized in all types of arcade equipment.

Pretzel was with Coin Machine Acceptance Corporation from 1943 until his resignation. Prior to that he was with the parent organization, American Business Credit Corporation, New York.

The Lewel aspirin vender, which will launch the new company, has been out on operations since October, 1946, Wilson said. It sells three-to-a-package aspirin for a nickel and is designed for installation in office

buildings, industrial plants, transportation centers and similar locations. Both the aspirin product and the package comply with all federal regulations regarding the sale of such commodities, Wilson said.

In those 23 States where Commodity Vendors is distributor, sub-distributors will be appointed and each will be given an entire State. The sub-distributors will actually handle sales to operators. Commodity Vendors will supply operators of the equipment with the three-to-a-pack aspirin.

New Cigarette Made By P. Lorillard Co.

NEW YORK, Sept. 13.—A new cigarette manufactured by P. Lorillard Company is now being distributed in Buffalo, N. Y., and Indianapolis, Ind., firm officials revealed last week. New brand is called Embassy, and is a king-size cigarette selling at the standard price.

Plans for immediate nationwide sale of the brand have not been announced as yet.

Vendi-Freeze Firm, Philly, Headed by Kendig and Rogove

PHILADELPHIA, Sept. 13.—Formation of the Vendi-Freeze Distributing Corporation here is well under way, according to James E. Kendig, president of the new firm. Organization last month was appointed distributor for the Vendi-Freeze ice cream bar vending machine in 27 Eastern and Midwest States and the District of Columbia.

Both Kendig and Samuel Rogove, treasurer of the new concern, have business and engineering backgrounds. Kendig is an industrial engineer and a graduate of the General Motors Institute of Technology. For the past six years he has been active as sales engineer for Acme Aluminum Alloys, Inc. Rogove is a graduate of the University of Pennsylvania and has been connected with the National Cash Register for some time, besides acting as a real estate operator.

More Meters for Fort Worth

FORT WORTH, Sept. 13.—City council here ordered 400 additional parking meters installed last week at the outer edge of the downtown business district. Installation is estimated at \$23,460.

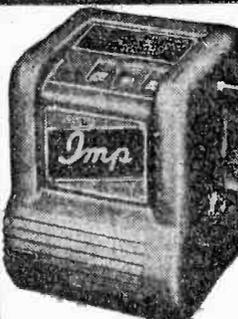
War Dept. Honors Portland Coinman

PORTLAND, Ore., Sept. 13.—Jack R. Moore, owner of Jack R. Moore Company here, was honored recently by the War Department when he was awarded the Exceptional Service Medal for outstanding achievement in World War II.

Moore, who during the war years was a major in the Civil Air Patrol, was awarded the medal at Camp Lewis, Wash., by Colonel Lewis L. Scott, author of *God Is My Co-Pilot*, and himself the recipient of numerous awards for combat flying in the China-Burma-India (CBI) theater of war.

Citation, signed by Robert Patterson, Secretary of War, as read by Lieutenant Colonel John H. Chick before the massed officers and cadets from the Oregon-Washington training wings follows:

"For exceptionally meritorious achievement as Commander of Civil Air Patrol Liaison Patrol No. 1, Laredo, Tex., from 1 October 1942 to 28 February 1943; Coastal Patrol No. 8, Charleston, S. C., from 1 March 1943 to 15 October 1943, and Liaison Patrol No. 2, El Paso, Tex., from 1 November 1943 to 15 March 1944, and for repeatedly exhibiting marked courage in the face of danger while performing regular wartime flying missions. By devoting his efforts loyally and patriotically under difficult conditions in time of national need to the leadership, training, and supervision of civilian volunteers engaged in the performance of such wartime flying missions, he rendered a service to the United States deserving high recognition."



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



Brand new! Vends 1¢, 3¢ and 5¢ Air-mail Postage Stamps.
Sluggproof, compact, foolproof. Immediate Delivery.
Operator's Price **\$39.50**

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.

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.



MINIT-POP
Fully Automatic Coin Operated
Popcorn Vendor
Always Hot and Fresh

Don't Overlook This Proven Winner

Limited number of County franchises still available in North and South Carolina.

Write, Wire, Phone TODAY
Tri-State Distributing Co.
248 CHARLOTTE ST. ASHEVILLE, N. C.
Phone: 3517

ADVANCE MODEL 11 PEANUT VENDING MACHINE

NOTHING BETTER EVER MADE



PRICES

From 1 to 11.....each \$11.25
 From 12 to 49.....each 10.75
 From 50 up.....each 10.50
 BRACKET, If Desired. Each\$.55
 FLOOR STAND, If Desired. Each... 4.00

MERCHANDISE SPECIALS

140 Count Bubble Ball Gum 38¢ per lb.
 170 Count Bubble Ball Gum 43¢ per lb.
 Minimum 100 lbs.
 Boston Baked Beans, 95 lb. carton 25¢ per lb.
 Pistachio Nuts, medium, red, 25 lb. carton 60¢ per lb.
 Pistachio Nuts, small, red, 25 lb. carton 49¢ per lb.

ADVANCE MACHINES AVAILABLE

Sanitary Napkin—Model D Ball Gum
 — Acme Electric Shockers — Stamp
 and 100 others.

AN ADVANCE MACHINE TO SUIT YOUR NEEDS

My Best Advertisement Are the Machines in Use

ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

J. SCHOENBACH

Distributor of Advance Vending Machines
 647 Bedford Ave. Brooklyn 25, N. Y.

NORTHWESTERN VENDORS

DeLuxe Merchandisers\$25.00
 Model "83" 11.60
 Model "40" 9.85
 Model "93" Ball Gum 10.40

1/3 Deposit, Balance C. O. D.
 Subject to change without notice.
 Liberal credit terms.
 CARL TRIPPE

IDEAL NOVELTY CO.

"Authorized Northwestern Distributor"
 2823 LOCUST ST.
 ST. LOUIS 3, MO.

LOOK FOR

MINIT-POP

SEE PAGE 117

Set Showing Of Snively's New Vender

Display at Youngstown, O.

SHARON, Pa., Sept. 13. — First Northern showing of the Snively Dispens-O-Lator, bulk-canned fruit juice vender, will be held by A. J. Monaco Vending Machine Company, this city, at the Pick-Ohio Hotel in Youngstown, O., September 25, 26 and 27. A. J. Monaco, firm head, is distributor in Pennsylvania and Ohio for the machine, which is being marketed nationally by Snively Vending and Sales, Winter Haven, Florida.

Vender to be shown is the third model built for Snively by the American Machinery Company at Orlando, Fla., and invented by Robert W. Johnson. Latest version of the vender, which was first shown publicly last week in Winter Haven, vends a six-ounce blend of orange and grapefruit juice for a nickel, is equipped with coin changer handling nickels, dimes and quarters. It utilizes a bulk vending principle, dispensing drinks in paper cups from large, 46-ounce cans, which are automatically opened inside the machine. Vender has a capacity of 31 of the large cans.

Monaco, like other distributors for the Snively organization, will sell the machines for the vending of products developed by Snively. While the machine is adapted to vending other types of juices, it is understood that it will be marketed for the present solely as a unit for the blended orange and grapefruit.

At the same Youngstown showing, Monaco will display two other pieces of equipment, both manual juice dispensers. One will be a three-flavor unit designed to dispense orange juice, grapefruit juice and a blend of orange and grapefruit, called the A. J. Monaco Twin Dispenser. The other, A. J. Monaco Counter Dispenser, will sell either orange or grapefruit juice.

American Chicle Sells Locations On Vender Merit

SAN FRANCISCO, Sept. 13. — American Chicle Company is currently using a specially prepared brochure designed to interest industrial plants in chewing gum and gum vending machines, according to F. S. Kelly, manager of the San Francisco sales division.

Kelly states that, after finding that a number of industries, for one reason or another, have declined "the advantages of vending machine service in their buildings" American Chicle made up the folder which carries detailed points enumerating advantages to employer when employees use chewing gum while working. Kelly says the folder has proven useful in reducing and eliminating this opposition.

Lists Five Points

Brochure, which carries on its cover the statement "Chewing gum helps employees to perform more efficiently," on its two inside pages lists five points to substantiate the claim. These points each carry a head in red type and follow thru with further detail. Under a "Do You Know That..." heading, main points are: (1) employees chewing gum exert more energy; (2) employees experience less tension; (3) employees suffer less fatigue; (4) employees work faster, and (5) employees concentrate their efforts.

Data carried in the booklet is based on the 90-page report of Professor Harry L. Hollingworth, of Columbia University, titled "Psycho-Dynamics of Chewing," a theme presented to the New York Academy of Sciences in 1939.

Appointments at Laundry

AUGUSTA, Ga., Sept. 13. — Appointments are featured at Hitt's Automatic Laundry, which opened for business here recently. Firm operates a dry cleaning business in conjunction with the automatic laundry.



FATHER AND SON discuss a knotty production problem at C-Eight Laboratories, Newark, N. J. Pictured above are Mario Caruso (left), firm president, and Anthony M. Caruso, plant manager. Hovering in the background is the 100-ton power press which is being used with new tools to replace 88 previous operations in the manufacture of the company's electric cigarette vendors.

Sugar Control Ends; Candy Still Hit

CHICAGO, Sept. 13.—End of all sugar inventory controls, which were established under the Sugar Control Extension Act of 1947, has been announced by the Department of Agriculture, effective August 30.

Confection manufacturers say that such a move is not likely to have any effect upon the production of candy and other sugar-using products at all. Other supplies are now controlling factors, they say.

Meanwhile, it was announced by the Department of Commerce this week that the Cuban sugar crop this year is expected to set an all-time production record. Estimates place the crop at 6,450,000 short tons of raw sugar, which is 10 per cent more than the previous record established in 1925 and 44 per cent more than in 1946.

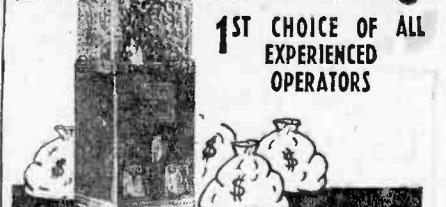
Another announcement made this week was not so encouraging. Suppliers of chocolate coatings announced a 4 cents per pound price increase. This, added to the already high cost of materials going into candy bars, hits hard at manufacturers who are trying to maintain present wholesale and retail price levels.

Spokesmen for candy manufacturers said that most of their group will try to keep prices down by increased production, but if material costs continue to rise this may not be possible.

Texas Cig Tax Take Rises

AUSTIN, Tex., Sept. 13.—State tax receipts from cigarettes during August yielded \$1,845,599, which represented a \$250,000 drop from receipts in July but a rise of \$64,765 over August, 1946.

Northwestern



1ST CHOICE OF ALL EXPERIENCED OPERATORS

This overwhelming preference didn't just happen—men who know the business and know machines have proved to their own satisfaction that Northwesterns give you the most for your money. Here you get pre-war quality—dependability—bigger earnings—faster servicing—machines that are built for operating—that's what makes the difference. Be sure of your investment—write today for details of the five models now being delivered. You'll want our helpful free publication, too.

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COIN MACHINE EQUIPMENT and SUPPLIES
 • CONTACT •
VEEDCO
 2113 Market St. Phila. Pa.

Would you like to live in Florida?
 Here is your chance to buy a good paying route of 230 new Ball Gum, Peanut and Candy Machines and Counter Games for \$4,500.00, some terms.
 Write or wire
G. R. HENDERSON
 1124 Briarfield Ct., Jacksonville, Fla.

Plan Chicago Show Of New Candy Movie

CHICAGO, Sept. 13.—Preview showing of *Candy and Nutrition*, educational movie on confections, for the Chicago area will be held at the Furniture Club of America September 22.

Movie, prepared by the Council on Candy of the National Confectioners' Association (NCA), is slated for future extensive showings in schools and before civic and church groups.

Heading the committee for the Chicago showing is E. W. Walters, of King Cole Candies, Inc. A dinner will precede the showing.

See \$500,000,000 Peak for Alaskan Sightseers Trade

CHICAGO, Sept. 13.—"Alaska has some of the biggest tourist potentialities of any section of this hemisphere, but it needs capital to exploit them," Jean Wilson pointed out in one of a special series of articles on the commercial potentialities of Alaska appearing in *The Chicago Journal of Commerce* this week.

A study made of Alaskan tourist possibilities by Alaska Airlines concludes that such an industry could easily exceed \$25,000,000 a year for the first 10 years and eventually become \$400,000,000 to \$500,000,000 yearly industry, the article stated.

Biggest bottlenecks at present are lack of hotels, developed transportation facilities, and other tourist accommodations, the article indicated. It was also pointed out that, despite the fact practically no housing was available this summer, about 14,000 tourists visited the Anchorage area alone, and literally thousands were turned away by the airlines and steamship companies because of lack of accommodations in Alaska.

Airlines Predominate

Airlines, at present, seem to be the most rapidly developing form of transportation both for passengers and freight. High rates of Seattle steamship lines were credited with being one of the biggest factors in holding up further development of Alaska's commercial enterprises. Biggest industry today is fishing and canning, which does a \$80,000,000 business yearly.

Much of their future, Alaskans believe, hinges on the results of investigations being conducted by congressional committees. Should these investigations result in favorable reports, it is believed that there is a good possibility that Alaska will become the 49th or 50th State, giving it representation in Congress and many other advantages.

Indications are that the coin machine industry in Alaska is underdeveloped and that much of its future hinges upon the development of the Alaskan tourist trade.

Local coin firms report that they have done business with various Alaskan firms, most of whom are in the coin business as a sideline. Most Alaskan business, they say, was before the war.

Okla. Tax Receipts Level Off From '46

OKLAHOMA CITY, Sept. 13.—Oklahoma tax collections for August totalled \$8,896,546, or .8 per cent above the \$8,825,642 collected during the same month in 1946, the State tax commissioner announced last week.

Apparent leveling off process now in progress did not prevent 1947 returns for the first two months of the current fiscal year from surpassing by almost \$2,000,000 collections recorded in the corresponding period for last year.

A report of August, 1947, tax collections on items of particular interest to coinmen follows: Cigarettes, \$678,937; beverages, \$522,270; sales tax, \$2,391,212; gross production, \$981,169; corporation licenses, \$687,219, and income tax, \$331,841.

Ark. Cig Tax Returns Off

LITTLE ROCK, Ark., Sept. 13.—State cigarette tax collections for the month of August showed a decrease from those of same month in 1946, State Revenue Department reported last week.

August, 1947, revenue totalled \$502,416.99 as compared with \$503,958.91 collected for a similar period a year ago.

St. Paul Plans 1c City Cig Tax

ST. PAUL, Sept. 13.—The long-dreaded ordinance levying a 1-cent municipal tax on all cigarettes sold in St. Paul was introduced into the St. Paul city council Thursday (11).

Remembering only too well what happened to the proposed amusement admissions and soft drink proposals, which were tabled after wide protest, all the councilmen appended their signature to the cigarette levy to show a stand of unanimity on the proposal.

If levied, the new tax would be in addition to the 7-cent federal internal revenue tax and the new 3-cent State tax, bringing the total assessment in St. Paul to 11 cents. Cigarettes now sell, both thru vendors and over the counter at prices varying from 18 cents to 20 cents. Machines getting 18 cents or 19 cents undoubtedly will go to 20 cents if the new tax is imposed, but those already getting 20 cents will be unable to do much about passing the assessment on to their patrons because of the difficulty of pennyning packs.

Special License

The proposed ordinance would require distributors to obtain special St. Paul licenses to sell to dealers. The State already requires such permits, \$100 for jobbers and \$12 for sub-jobbers, both on an annual basis.

The cigarette levy became "fair game" when several councilmen charged that dealers jumped the price of cigarettes 5 cents per pack when the new State tax went into effect July 1. As it is, St. Paul will get a share of the State levy, one-third of which is to be distributed among Minnesota municipalities.

The State tax in August brought a total revenue of \$613,929, swelling that fund to \$1,644,844 for the first two months of its existence.

The proposed St. Paul ordinance will require affixing of special tax stamps to each pack.

Ia. Man Patents Machine To Vend Bread in Slices

CEDAR RAPIDS, Ia., Sept. 13.—A machine that vends sliced bread has been patented by a local inventor, Martin Thompson. Machine is not mentioned as being coin operated, but inference is that it could be easily converted to such operation.

Thompson states that cafeteria and restaurant patrons may place a bread plate beneath the white, rye or whole wheat outlets of the three-foot device and it delivers one, two or three slices as designated by the customer.

Another device patented by Thompson is a "labor-saving rug beating machine."

Okla. Peanut Assn. Holds Annual Meet

WILSON, Okla., Sept. 13.—Southern Oklahoma Peanut Growers' Association (SOPGA) at its annual meeting here recently re-elected members of the board of directors whose terms were expiring and debated future plans of the co-operative in this area.

Members re-elected were R. F. DeBerry, Eugene Cantwell and George Newell. Lee Spencer, acting manager and bookkeeper, read the annual financial statement. Several members suggested the association take steps to provide facilities for marketing sweet potatoes. However, no action was taken on this. It was revealed at the meet that the association has approximately 350 paid-up members.

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GOLDEN STATE
Favorite of Operators Coast to Coast. Rugged, service-free mechanism.



GOLDEN STATE Hot-Nut Vendor

Vends All-Type Nuts. HEAT Element Guaranteed Forever. Flashing, Brilliant, Eye-Attracting Beauty.

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5c ALMOND VENDOR
Biggest Little Money-Maker of all time. Portable. Compact. Sales Arresting Design. High Chrome Finish.

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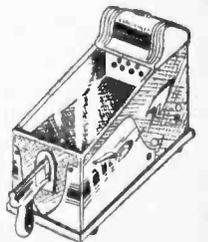


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No. 2 Master, the original penny-nickel vendor. Rejects slugs. The most satisfactory and biggest money-maker for operators and locations.

ABT's New CHALLENGER

Famous pistol type counter game with new plastic head, new player appeal, streamlined design. A day in and day out profit producer on location.



B. D. Lazar Co.

1635 FIFTH AVENUE Pittsburgh - Phone Grant 7818

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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.

SPECIAL BRAND NEW VENDERS!!

IMMEDIATE DELIVERY Each
Silver Kings (1c or 5c) \$13.95
Columbus Nut or Ball Gum (1c or 5c) 12.50
Reliable Cash Trays (Almonds) 5c 9.85
Northwestern DeLuxe (1c-5c Comb.) 25.00
Victor Model V (Ball Gum or Nut, 1c) 11.75

200 5c Cash Trays, 1947 Model, used 2 weeks \$7.85 ea.

California Teeney Almonds (A-F), in 5 lb. cartons 90c lb.
5/8 Ball Gum, 40c lb. 170 Ball Gum 45c lb.
Pistachios .60c lb. Va. Peanuts .28c lb.
Adams Gum .55c box M & M's .42c lb.
1/3 Dep.—Balance C. O. D.

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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

M & M ASSORTED CHOCOLATES

25 Lbs. Per Carton—42c Per Lb.

LICORICE LOZENGES—30c per lb.

App. 530 Count per lb.
38 lbs. to carton

ADAMS GUM—All Flavors

TAB or CANDY COATED

Box of 10054c

PISTACHIO NUTS

AFGHAN RED

43c per lb.

App. 800 Count per lb.
LARGE RED71c per lb.
App. 575 Count per lb.

BOSTON BAKED BEANS

35 Lbs. to Carton25c per lb.

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THE CHALLENGER

NOW AVAILABLE!

- NEWEST 3-Unit Hot Nut Machine.
- 3-way vending means 3-way profits.
- 3 individual heating units.
- Finer locations.
- Attractive highly polished finish.
- Flashing top light.
- Price combinations all on one machine—slight adjustment. 10-5-10, 5-5-5, 10-10-10, 5-10-5.

Distributors, Salesmen, Operators

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TROPICAL TRADING CO.

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CIGARETTE MACHINES

REAL LOW PRICES

READY FOR LOCATION

- Rowe Royal, 10 Col. \$65.00
- Rowe 7 Col. Mint & Gum, Ea. 10.00
- DuGrenier W's, 9 Col. 47.50
- DuGrenier 7 Col. Mod. S, Ea. 27.50
- DuGrenier Champs, 9 & 11 Col. 60.00
- DuGrenier 7 Col. Challenger, new 125.00
- U-Need-A-Pak 15 Col. 500 70.00
- Phillies 10c Cigar Mach., wall type, coin return, 75 capacity, Ea. 22.50
- National 9-30 50.00
- Rowe Aristocrat 6 Col. Mills 6 Col. Stewart-McGuire 8 Col. Any One, Ea. 22.50

Half Deposit. Phone BA 9-0606

HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.

Tavern Men Nix Juke Ownership

See Operation Too Expensive

Music not our business, say tavern owners—leave it to qualified operator

(Editor's note: Following up last week's article and editorial on the current increase in direct sales of juke boxes to locations, The Billboard presents here the viewpoint of the location owner himself on this subject.)

CHICAGO, Sept. 13.—The location-owned juke box was voted down by Chicago tavern owners this week when they were surveyed by *The Billboard* for their opinion of the operator-owned versus the location-owned machine.

Brought out during the survey, which included spot checks on over 50 taverns in the city and suburbs, was the fact that not one of the taverns contacted reported being recently approached by an individual or firm offering to sell them a machine. Of the 50, only two were found to own their own juke boxes and one had owned its own machine but after a short period had called in an operator to take over.

The two taverns owning juke boxes were obviously in the marginal or "red" group of locations. Both had ancient, 12-record machines that had long ago lost most of their play-appeal. And of these two, one admitted that self-operation was a losing proposition for any tavernman who could not make repairs on his music equipment; who had installed his own machine, even then a used one, 10 years ago, stated that if it were not for the fact that he was an ex-radio serviceman, he would not think of owning his own juke box. The second tavern-juke owner stated he had operated his own machine for the past eight years and admitted that many of his patrons voiced objections to the out-of-date equipment.

Problem, Not Profit

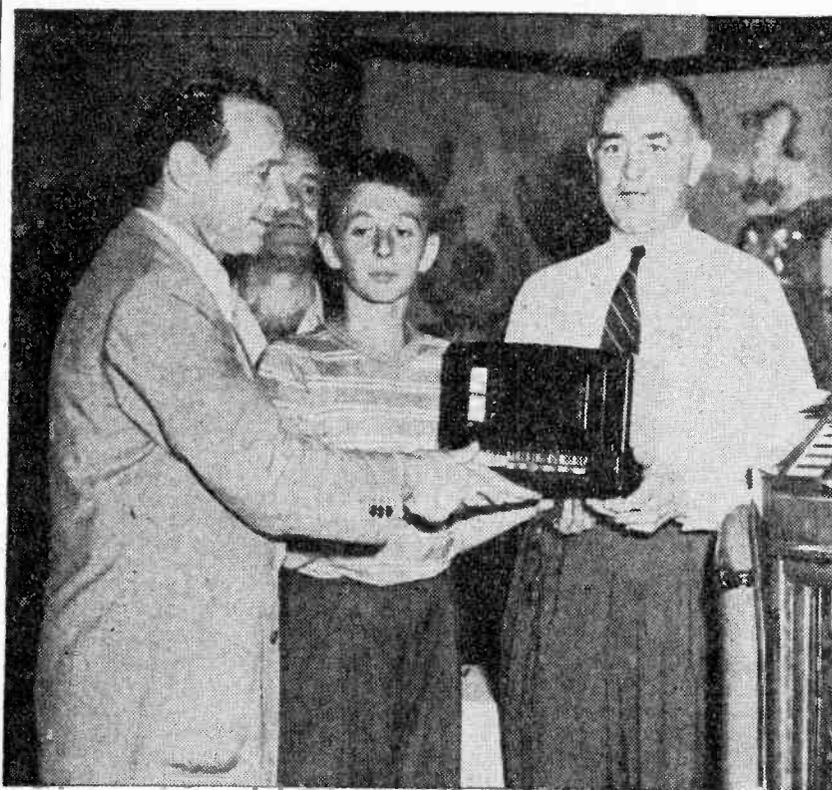
Several tavern owners answered that when tavern juke-ownership first occurred to them they thought it a good idea. Later, after analysing the complexities of such ownership, they decided it would turn out to "be a problem instead of a profit."

Frank Ignatius and Pete Waichunes, owners of the Crystal Lounge, Melrose Park, Ill., stated that they "couldn't profitably mix music business with the tavern business. Why should we trouble ourselves with record buying and selection, repairs, and the other thousand and one incidentals that make for good juke operation?" Music engineering belongs to the man best qualified to handle it—the music operator, they said. "We know the trouble the juke operator would have stepping cold into the tavern business—we'd encounter the same difficulties trying to run our own juke."

Not Qualified

Theme of the average tavern owner seemed to be that "he was not willing or qualified" to take over operation of a juke box. Summed up, the answers of tavern owners scored the following as high-points against their ownership of juke boxes:

1. Responsibility of servicing juke; (See *Tavern Operators* on page 126)



DOOR PRIZE WINNER, Michael Sweeney, is presented with a radio by Harry Schneider, of the Atlantic New York Corporation during the annual outing of the United Restaurant Liquor Dealers of Manhattan. Event held at Rye, N. Y., was well attended by location owners and coinmen.

Packard Hits Full Scale Production on New Phono

INDIANAPOLIS, Sept. 13.—Packard Manufacturing Corporation here announced this week that they are in full production with their new Manhattan phonograph and the complete Packard Pla-Mor music line.

Full production began September 1 after a successful test run of their revised assembly line during July and August. About 500 employees are now at work producing Packard products, plant officials said.

Premiere showings of the Packard Manhattan, which has been advertised as "the most luxurious, highest priced commercial phonograph made," are reaching completion with record crowds having attended special displays at distributors thruout the United States. Next scheduled showing is at the Roth Novelty Company in Wilkes-Barre, Pa., September 19-20.

Manhattans, Packard officials said, are now on location in many parts of the country, but it will be several months before production can cope with the existing backlog of orders.

Describes Features

Homer E. Capehart, chairman of the Packard board, in pointing out several of the leading features of the Manhattan said: "Behind the luxurious design of the Manhattan lies its true qualities—engineering developments that mean quality construction, dependable performance and the last word in convenience for any operator." Capehart stressed the point that the new phonograph had been designed and engineered for operators.

Manhattan incorporates the Packard selector used in their wall boxes, with a 24-record selection. Single coin chute handles 5, 10 and 25-cent play. Selector and chute are at eye level.

Records are "stacked" horizontally

in order to protect them against dust, dirt, grit and grease. Special Packard changer is described as on a "floating mount." Distributors, in exhibiting the new phonograph, point to the ease with which it may be serviced as one of its main features. Interior of the cabinet is so designed, they say, so that every part is within easy access and important elements can be removed by loosening thumb nuts.

List Distributors

Also released this week was a complete list of Packard distributors. These are:

Alpha Distributing Co., Hollywood; American Distributing Coin Co., Miami Beach; Amusu Novelty Co., Spartanburg, S. C.; Angott Sales Co., Detroit; Angott Sales Co., Saginaw, Mich.; Automatic Amusement Co., Evansville, Ind.; Binco Music Co., Fort Wayne, Ind.; Cade Distributing Co., Philadelphia; Calvert Novelty Co., Baltimore; Capitol Pla-Mor Distributing Co., Columbus; Coin Machine Distributing Co. of Kentucky, Louisville.

Joseph Eisen & Sons, New York; Emery Music Co., Spokane; Frankel Distributing Co., Rock Island, Ill.; Frankel Distributing Co., Des Moines; Frankel Distributing Co., Omaha; Frankel Distributing Co., Kansas City, Mo.; Guarantee Distributing Co., East Chicago, Ind.; Jack Gutshall Distributing Co., Los Angeles; Hirsh Coin Machine Corporation, Washington; Illinois Pla-Mor Distributing Co., Chicago; Kelly Distributing Co., Colorado Springs; Kelly Distributing Co., Denver.

Albuquerque Distributing Co., Albuquerque, N. M.; Ketchersid Distributing Co., Boise; Kleartone Distributing Co., Portland; Lawrence Novelty Co., Montreal, Quebec; Louisiana Novelty Co., (See *Packard Hits* on page 128)

Rock-Ola Man, Training Aids To Vet School

CHICAGO, Sept. 13.—Rock-Ola Manufacturing Corporation will send its perfected visual aid training equipment and a guest instructor to the National Association of Amusement Machine Owners (NAAMO) sponsored Veteran Coin Machine Mechanic Training School for instruction on September 24 and 25, according to an announcement this week by J. P. Cox, firm executive. The NAAMO school is being held in the Manhattan Trades Center in New York.

F. McKim Smith, NAAMO president, has stated that the dates were assigned to Rock-Ola in September in order to bring this new form of instruction before the veterans as soon as possible. The New York City Board of Education, also a sponsor of the school along with the Veterans' Administration, has agreed with NAAMO that the visual training method should be extended in scope for the next session that begins in November, hence Smith wants Rock-Ola to demonstrate its equipment as an example of what can be done.

Original dates set for Rock-Ola, October 16 and 17, will be used instead by Firestone Enterprises, Brooklyn coin machine manufacturing firm. Firestone was originally scheduled for the September dates now being used by Rock-Ola.

Cleveland Hit Tune Party Takes to Air

CLEVELAND, Sept. 13.—Entering a new phase of its hit tune promotion, the Cleveland Phonograph Merchants' Association (CPMA) announced this week that the September *Hit Tune Party* will be presented as a radio program Sunday (14) over Station WJMO from 4:05 p.m. to 5 p.m.

Howie Lund, well-known local disk jockey, will handle the program. In this capacity he will introduce the latest unreleased records, prior to which Lund will have invited the radio audience to select the song they favor as the hit tune of the month for October. Selection receiving the most votes will then be placed on the No. 1 spot of 3,000 juke boxes thruout Cleveland during October.

As a build-up to the coming event, Lund has announced the party details on his daily programs all during the past week, a fact which is expected to attract an unusually large listening audience. Results of the radio vote will be announced next week on one of Lund's daily programs.

K. C. Ops Report Disk Price Rise

KANSAS CITY, Mo., Sept. 13.—Juke box operators here said they had been notified by distributors of three different records that wholesale prices have been increased 6 to 10 cents.

Labels reported boosting prices were Federal, Victor and Capitol. Prices were increased from 39 cents to 45 and 49 cents, they said.

Williams in L. A.

Tex Williams, currently riding on the wave of popularity created by his *Smoke! Smoke! Smoke!* seller for Capitol, is being sold for \$5,000 per week for theater dates. Williams plays the Million Dollar Theater in Los Angeles for a week, teeing off September 16. Deal was made for \$3,750, but price will be upped for succeeding dates. . . . Tex Grooms, ex-fiddler with Al Clauser's Oklahoma Outlaws, KTUL, Tulsa; Betty Jean, comedienne and yodeler formerly at WNAX, Yankton, S. D.; and Chuck Brady, formerly of KVOO, Tulsa, and WNAX, Yankton, S. D., have formed a new trio called Two Boys and a Girl and are working over KFEQ, St. Joseph, Mo.

Blondie Force, the Driftin' Cowboy, who has just concluded a p.a. tour of the South and East, is forming his own band. Force and his new Montana Cowboys were inked to a Rocket Record contract. Their first release on the Portland, Ore., label will be *Sunshine Blues and Goin' Back to Texas*. . . . Folk artists get their first Gotham concert break September 18-19 when a troupe, headed by Ernest Tubb, plus Minnie Pearl, the Short Brothers and Rosalie Allen work Carnegie Hall. Tickets go for from \$1.20 to \$3.60. Tubb is reported to have collected over \$50,000 in Decca royalties the first six months of this year.

Western warbler Eddie Kirt has been inked by Capitol. . . . The Barefoot Boys have cut their first four sides for Radio Artists. . . . Bob Schermen has been appointed recording director for King Records. He was formerly with Atlas platters. . . . Grandpa Jones, WSM, Nashville, and Hawkshaw Hawkins, WWVA, Wheeling, received 5,000 requests for photos during the first week their free films were offered to radio lis-

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tumesters

teners. . . . Cowboy Copas and Grandpa Jones, both King artists, have song folios due for publication by Lois Publishing Co., Cincinnati.

First Album

Barbara Cameron, thrush heard on *Moon River*, WLW, Cincinnati, has made her first album on King records. . . . Homer and Jethro are currently doing Midwest fair dates and return to Cincinnati for a King wax session early in October. . . . Art Plaut is new member of King Records' promotion and ad department.

Texas Ray and Mae played to 8,600 fans at the recent Kingwood (Pa.) IOOF picnic. Show cast included Fiddlin' Bud, Yodelling Eddie, Duke Thomas, Mike Gregor, Pete Riggins, Happy and Giggles and the Floyd Sisters. . . . Lew Mel, the writer of many folk tune hits, was married to Margaret Jesel of New York, August 30 at St. Paul's Catholic Church, New York. They will reside in Brooklyn. . . . Judy Canova will make a series of hillbilly comedy disks for Vitacoustic Records, with whom she just inked a wax pact.

Hank Snow, a native of Blue Rocks, N. S., is back touring his home territory, the Maritime Provinces, after making several Victor platters. Playing ranks for one to four-day stands, he is accompanied by his son, Jimmy, who also sings cowboy ditties; Shawnee, his trick horse; Plez Goens, cowboy comic; Rosita, yodeler; and Art Rhyne, another singer. . . . A new station, CFBC, St. John, N. B., is giving special emphasis to folk platters, and especially those by two natives of the near-by provinces, Wilf Carter, who

hails from Baie Verte, N. B., and Hank Snow. Both are on Victor.

Mountain Pete and His Country Cousins returned to WJBK, Detroit, September 15 and are heard five times weekly. Pete Angel will handle the fiddle assignments, with "Bashful" Clarence Linn as announcer. Cast includes Al Angel, bass; Ed Collins, guitar; Clarence Bass, clarinet-sax; Frank Potestio, accordion; Beanie Coffell, piano and "Honest John" on vocals and guitar. They had a similar show over WJBK prior to the war, but the new show will have an augmented cast.

Tim Plays Rodeo

Tim Doolittle and his Pine Center Gang, prime favorites in the Dearborn, Mich., area, played the last week of the Dearborn Junior Chamber of Commerce rodeo. He has just joined the staff of WKMH, doing a morning program of folk music. . . . King Records has set up its own distributors in three major cities, making a total of nine of their own outlets thruout the country.

Lloyd Anderson, of KMOX, St. Louis, recently started a new one-hour recorded hillbilly show, beginning at 5 a.m. . . . Riley Shepard, ex-Majestic Record's hillbilly recording chief, is leaving KOMA, Oklahoma City, where he emceed the new Columbia network show, *Oklahoma Round-Up*, September 27 to do a series of Eastern personal appearances and some recording in Gotham.

Buddy Starcher, formerly heard over WMMN, Fairmont, W. Va., has started doing a disk jockey stint daily over WPDJ, the new station at Clarksburg,

W. Va. Starcher, who is an executive of Dixie Records, announces thruout the day and has a 15-minute song show. Other folk artists on the station include Little John Graham and Cherokee Sue, and Patsy Jean. . . . Jimmie Walker, formerly of WSM, Nashville, started with WWVA, Wheeling, September 6. He will be heard daily from now on.

Slim McDonald, veteran Western radio figure whose *Ole Top Rail Roundup* is heard daily over KSKY, Dallas, featuring the latest folk platters, sends in his new souvenir booklet on his Ole Top Rail night club, located outside of Dallas. The spot is being flacked by Gus Foster, the well-known cowboy announcer, who has worked all over the Southwest and West Coast. Entertainment at the new, modernistic bistro is in the hands of Patty Lou and Her Texas Sweethearts, with Ted Hodges featured on fiddle and piano.

Ideal Novelty Co. To Hold Service School

ST. LOUIS, Sept. 13.—Rock-Ola operators and servicemen in this territory will soon have an opportunity to attend a course of special training at the Ideal Novelty Company here, Carl F. Trippe, Ideal official, announced last week.

Known as the Visualcast Service Training Program, the course will consist of five one-hour sessions, using motion pictures and the Rock-Ola service specialists' handbook. All Rock-Ola operators and their servicemen will be urged to attend.

At the completion of the course each person who has attended will be given a set of questions to answer and those who qualify will be awarded a diploma.

Coin Machine

Acceptance Corporation

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NOTHING SUCCEEDS LIKE A PREFERRED PRODUCT

First a whisper

then a shout

I want the **MANHATTAN** by Packard

● "My business deserves the *finest music!* That's why I want the new MANHATTAN. Like all good things, The MANHATTAN costs you more money, Mr. Operator. So, here is my proposition:

"Install the new MANHATTAN in my cocktail bar . . . and don't pay me a cent until it is fully paid for. Then for future operation of The MANHATTAN, we'll figure out a split that's fair to both of us."

The above letter is typical of the enthusiastic reception accorded The MANHATTAN by leading locations.

It indicates a nation-wide trend : : : an overwhelming preference for the finest, most luxurious, highest-priced phonograph made : : : The MANHATTAN by Packard : : : the instrument that is bringing

a new Era in Automatic Music



*Pride of
Possession*



“ THE **MANHATTAN** ”

*created by
Homer E. Capehart*

PACKARD MANUFACTURING CORP. • Indianapolis 7, Indiana



RECORD REVIEWS

(Continued from page 40)

FRANKIE MASTERS (MGM 10062)

Anything You Can Do—FT; VC.
Let the Rest of the World Go By—FT; VC.

The personality piping of the maestro, sharing the wordage with full-voiced Phyllis Myles who also generates a pleasant personality on the platter, and with the band boys bringing up a pert rhythmic background, all adds up to a pleasing song specialty in *Anything You Can Do* from Annie, *Get Your Gun*. For the flip, Frankie Masters concentrates on the smooth dance rhythms and harmonies, which are also added lyrically with great effectiveness by the Swing Masters for the old-time *World Go By* ballad taken at a moderate tempo.

The everlasting *Let the Rest of the World Go By* may find some coin spenders.

BILLY ECKSTINE (National 9037)

In the Still of the Night—FT; VC.
Gloomy Sunday—FT; VC.

These masters made when Billy Eckstine had his own band, it's still the pash piping in a highly persuasive manner on the part of the sepia balladeer for both of these standard songs. Takes both ballads at a slow tempo with the band boys laying down a full rhythm-figured and harmony background to frame his singing all the more attractively.

Fem set at the race spots will spend their nickels for both of these sides, particularly for *Gloomy Sunday*.

ROY ELDRIDGE (Decca 24119)

Body and Soul—FT.
Lover Come Back to Me—FT.

This reissue showcases the trumpet sorcery of Roy Eldridge in most toothsome fashion. And in spite of the ruggedness and roughness of his band, it's still the Eldridge trumpet, hitting the notes true in a wide range and phrasing the melody motif thoughtfully, that makes the couplet count. Makes it a trumpet concerto for *Body and Soul*, playing it in contrasting slow and fast tempos, with a lively jump beat set for *Lover Come Back to Me*.

For the jazz collectors.

VICTOR LOMBARDO (Majestic 7263)

Near You—FT; VC.
Zu-Bi—FT; VC.

While the ensemble is far from being closely knit, with no distinction in band blend or styling, Victor Lombardo makes it a mill run affair for both of these songs. Saxs and piano set the stage for *Near You*, with the Threesome harmony trio taking on the wordage, keeping the same moderate tempo for the novelty *Zu-Bi* love lyric on the mated side.

The song itself may snare some coins for *Near You* until a better version spins along.

RANDY BROOKS (Decca 24161)

Lamplight—FT; VC.
Tenderly—FT.

With Harry Prime's piping in the Skinnay Ennis tradition, and just as easy to take, Randy Brooks provides a Hal Kempian flavor to his band's music to make it entirely smooth and pleasing to ear and hoof for James Shelton's *Lamplight* love song long identified with Ennis. The maestro comes into his own for the *Tenderly* ballad on the mated side, serving as a vehicle to show off his fine trumpet tone and thoughtful phrasings for the tender melody.

While the spinning is smooth and danceable, it'll be hard to extract coins with these selections.

DICK JURGENS (Columbia 37811)

Ragtime Cowboy Joe—FT; VC.
Elmer's Tune—FT.

Two corn-fed favorites of an earlier year are revived by the label for this doublet, and both spin out with nostalgia in the needling. *Ragtime Cowboy Joe*, set to a lively shuffle

rhythm, features the hey-hey singing of Eddy Howard, with the boys in the band responding. It's an instrumental spin in the same lively tempo for *Elmer's Tune*, with the piano picking out the melody most of the way in the old-time ragtime manner.

Plattering plenty dated to interest the nickel needlers.

ANDY KIRK (Decca 24139)

I'm Falling for You—FT; VC.
So Soon—FT; VC.

The soft and smooth harmonies of the Four Knights carrying the cutting, with a sweet tenor in the vocal lead lending lustre to their blend, Andy Kirk's music provides a sustained rhythmic beat for both of these slow ballad sides. Both ballads are highly tuneful and the band boys bridge the singing with pleasant instrumental interludes.

Race spots may find some interest in these sides, particularly for the lulling *Falling for You*.

PHIL BRITO (Musicraft 15112 and 456)

I'm Sorry I Didn't Say I'm Sorry—FT; V.
An Apple Blossom Wedding—FT; V.
O, Marennariello—W; V.
Tango Del La Rosa—FT; V.

Altho the music of Ted Dale adds very little brilliance to his singing, Phil Brito is in good baritone voice for the sentimental *Sorry* ballad, taken at a moderate tempo, and slowing down for *Apple Blossom Wedding*. And in view of the interest in *I Have But One Heart*, label has pulled out Brito's waxing of the originating Italian folk melody, *O, Marennariello*, which was originally included in the singer's *Songs of Italy* ballad. However, he sings it entirely in Italian, which lyrics refer to the little boy by the sea removed from the present Tin Pan Alley adaptation. Mates it with another album piece, also in Italian with Walter Gross's lush musical backing, in *Tango Del La Rosa*.

The Italian songs will mean something to the phono ops servicing such nationality spots.

IRVING KAUFMAN (Sterling 801)

The Curse of an Aching Heart—W; V.
Think It Over, Mary—FT; V.

It's nostalgic needling of the old school as Irving Kaufman sings out in lusty baritone fashion and is joined by the barbershop harmonies of the Dandies for these two evergreens. And with Bert Knapp's Music (organ, piano and guitar) backgrounding, it's the old-time flavor for the *Aching Heart* waltz and the *Mary* ballad taken at a moderate tempo.

Both sides stand up for the taps and taverns.

RAY DOREY (Majestic 7266)

Why Should I Cry Over You?—FT; V.
Boulevard of Memories—FT; V.

It's the straight-forward baritoning of Ray Dorey for both of these ballads. And despite the full-fashioned musical support of Jack Matthias, projects very little warmth or romantic appeal in his chant. Takes it at moderate tempo for the sentimental *Cry Over You*, coupling in the slow tempo for the nostalgic *Boulevard of Memories* song.

No coin charm in this couplet.

EDDY HOWARD (Majestic 1169)

I Can't Get Offa My Horse—FT; VC.
I Just Dropped in To Say Hello—FT; VC.

Eddy Howard, joined by the trio in song, and with the band boys bringing up the pert dance rhythms, cuts it smooth and easy for the *Horse* novelty, but without the ditty or its delivery creating any undue attention. Dips into the soft and sweet torch frame for the flip in the pleasant *Just Dropped In* ballad.

Little coin magic in these makings.

New York Taverns Agree To Keep 10-Cent Beer

NEW YORK, Sept. 13.—Taverns, bars and grills in New York this week averted a rise in the price of a glass of beer from 10 to 15 cents, but similar locations in New Jersey are yet to meet to decide whether they will have to go up a nickel to meet a 62-cent increase on each half-barrel purchased from breweries. New York locations, mulling the effect the increased price would have on their business, met to discuss the situation early this week. They emerged after a day-long session to report that dime beer would be maintained at least for the time being.

Luxury Beer

"We would like to hold the price to a dime," reported Arthur W. Gillette, president of the United Restaurant Liquor Dealers of Manhattan, Inc., "but I am afraid this is the beginning of beer's going into the luxury class. Eventually we'll have to go to 15 cents." This association represents 1,300 restaurant bars in the city.

The situation in New Jersey, which was also affected by the wholesaler raise, will not come to a head until Monday (15) when the New Jersey Tavern Owners' Association meets in Asbury Park to decide on a course of action. John P. Keevan, president of the organization, predicted a 5-cent rise when he called the 4,000 members to the meeting.

The Music Guild of America, thru LeRoy Stein, executive secretary, in discussing the beer rise, reported: "What applies to the beer industry no doubt applies to all industries, including the coin machine industry as well. Every retailer, whether he be the butcher, the baker or the candlestick maker, has already increased prices or intends to do so. We in the coin machine industry must either increase our income in accordance with 1947 economy, or find ourselves out of the running."

Need Modern Approach

"Cutting expenses, lack of sales promotion, indifferent salesmanship,

Cee Gee Plans Filben Showing

BALTIMORE, Sept. 13.—Cee Gee Distributors will hold a special showing of the Filben music line here September 21.

Firm, headed by Joseph Gilotti, represents Filben for the States of Maryland and Delaware, District of Columbia, and Northern Virginia. All coinmen from this area have been invited to attend the showing.

Special guests of the Cee Gee Company will be the Filben Mirrocle Music Maid and Bert Davidson, William Zott and Sam Mannarino, of Filben.

An elaborate display has been planned for the occasion along with a buffet lunch and special entertainment for all guests.

WOODY HERMAN (Decca 25194)

Blues in the Night—FT; VC.
Laughing Boy Blues—FT; VC.

A reissue of two Woody Herman classics when the band really played the blues. And for *Blues in the Night*, it's the maestro's effective chanting in the blues vein, remaining in the same song spirit for the novelty *Laughing Boy Blues*. The *Laughing Boy* who laughs out the blues along with the maestro's sultry chanting is remembered as being tunesmith Sunny Skylar.

Blues in the Night may pick up some coins again.

and weeping on each other's shoulder is definitely not the answer. As a matter of fact, it will make matters much worse. What is needed is a program of stupendous proportion along the lines of public relations, sales promotion, advertising and good old-fashioned selling, not to the location, but to the public, the patrons whose interest in coin-operated music equipment must be re-awakened. We must stop employing 1927 methods and quickly adopt 1947 promotions."

Coin Biz Saga Told on Radio; Script by CMI

CHICAGO, Sept. 13.—Radio listeners throught the United States are learning details about coin machines thru broadcasts of a Coin Machine Industries, Inc., (CMI) radio script, "Rec Room Keeps Kiddies At Home," prepared by CMI's public relations bureau.

To date 54 stations have used the story on their special women's programs. Other stations are expected to carry the story soon. Script centers around a home recreation room which has various types of coin machines.

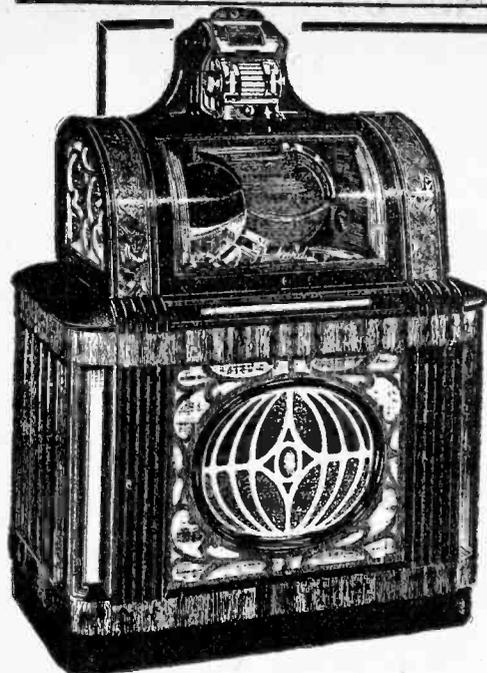
The following stations have so far broadcast the story: WBRC, Birmingham, Ala.; KDRS, Paragould, Ark.; KFSD, San Diego, Cal.; KREO, Indio, Cal.; KCOL, Fort Collins, Colo.; KCRT, Trinidad, Colo.; WNOC, Norwich, Conn.; WILM, Wilmington, Del.; WDSR, Lake City, Fla.; WSIR, Winter Haven, Fla.; WWSG, Tifton, Ga.; WLBB, Carrollton, Ga.; KEIO, Pocatello, Idaho; WSOY, Decatur, Ill.; WBYS, Canton, Ill.; Farnsworth, WGL, Fort Wayne, Ind.; WSBT, South Bend, Ind.; KSIB, Creston, Ia.; KWLC, Decorah, Ia.; KROS, Clinton, Ia.; WKTU, Mayfield, Ky.; WBCC, Bethesda, Md.; WHFB, Benton Harbor, Mich.; WABJ, Adrian, Mich.; KTRF, Thief River Falls, Minn.; KBUN, Bemidji, Minn.; KPRK, Livingston, Montana; KGEZ, Kalispell, Montana.

Also KANA, Anaconda, Montana; KBON, Omaha, Nebr.; KOH, Reno, Nev.; WWBZ, Vineland, N. J.; WHLD, Niagara Falls, N. Y.; WENT, Gloversville, N. Y.; WSLB, Ogdensburg, N. Y.; WMBL, Morehead City, N. C.; KTMC, McAlester, Okla.; WDAD, Indiana, Pa.; WWSW, Pittsburgh, Pa.; KUSD, Vermillion, S. D.; KABR, Aberdeen, S. D.; WMMT, McMinnville, Tenn.; WJZM, Clarksville, Tenn.; WJJM, Lewisburg, Tenn.; WHAL, Shelbyville, Tenn.; KVIC, Victoria, Texas; KEBE, Jacksonville, Texas; KCLE, Cleburne, Texas; WSLS, Roanoke, Va.; WARL, Arlington, Va.; WSVS, Crawe, Va.; KBRC, Mt. Vernon, Wash.; KBRO, Bremerton, Wash.; KODI, Cody, Wyo., with many more expected to carry it in the near future.

**WE BUY
USED
PHONO RECORDS**



**MERVIS TRUCKING
COMPANY**
7026 LEXINGTON AVENUE
CLEVELAND 3, OHIO



**SEE!
HEAR!**

The finest, most luxurious phonograph ever built. For your listening treat, a new rich tone. Truly a nickel's worth of musical miracles!

THE
"Manhattan"

BY PACKARD

DISTRIBUTED IN THE INLAND EMPIRE
TERRITORY BY

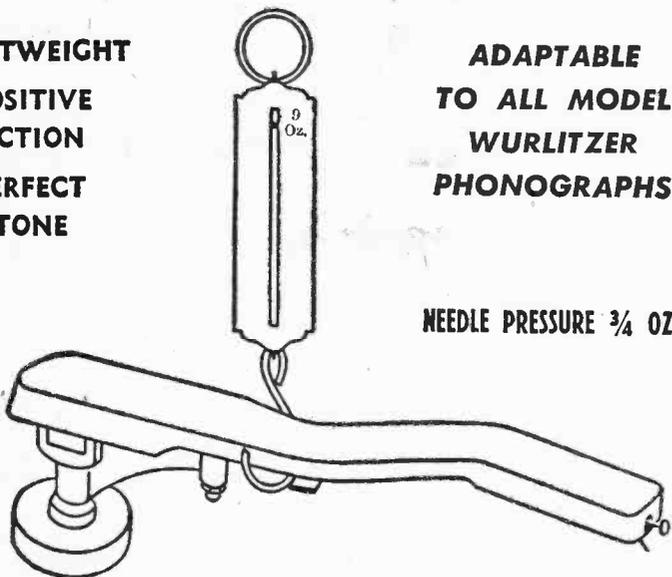
EMERY'S MUSIC CO.

N. 14 BERNARD ST.

SPOKANE 8, WASH.

**1000 GOOD PLAYS
ON EACH RECORD**

**LIGHTWEIGHT
POSITIVE
ACTION
PERFECT
TONE**



**ADAPTABLE
TO ALL MODEL
WURLITZER
PHONOGRAPHS**

NEEDLE PRESSURE $\frac{3}{4}$ OZ.

New Design — Extra Long Life

Medium Priced Needle

Record wear depends on weight of arm as well as needle pressure.

Try one on a late model. It's perfect!

See Your Distributor

JACOBS MFG. CO., INC. STEVENS POINT, WISCONSIN

Tavern Operators Nix Juke Ownership; Say It's Too Costly

(Continued from page 120)

buying records, needles, parts, etc.

2. Not being in a position to know what type, and what particular songs, would go over best as juke selections.

3. Expense of equipment replacement.

4. Unfamiliarity with "music engineering" in its more detailed aspects: how to decide on need and placement of wall boxes, extra speakers, allowance for acoustics, etc.

5. An entirely different business from tavern operation, requiring training for its proper conduct, juke ownership would make demands on their time to the disadvantage of their primary business, which in the long run would suffer from such division of interests.

Costly Proposition

Speaking out against location-owned jukeboxes, Alfred Diiori, proprietor of the F & W Inn, stated that in his opinion the tavernman would have to buy at least \$3 worth of new records every week, to say nothing of extra dollars and cents for repairs and parts. "And then while the juke was being repaired (if I could find a repairman in the first place) I might go for days without music. Now if something goes wrong with the machine my operator takes it out and substitutes another while it is being repaired. With my present set-up I'm certain of at least making enough on my juke box to pay my electric bill each month. If I owned the juke, I'd never be sure where I'd wind up."

"I owned my own juke box for six months, kept going in the red, and finally called in an operator to take it off my hands," said Chester Siwczynski, owner of Chester's Old Spot. "After buying four or five rec-

ords every week for 26 weeks I found I had money invested in over a hundred records which were, after removal from the juke, a total loss as far as I was concerned. My experience has convinced me that the music operator is the man to properly handle the tavern juke box."

Earnings Without Investment

When Pete Koclanes, part owner of the Arcturus Lounge, was questioned on his views on location-owned jukeboxes, he said he couldn't see the point to such ownership. "Now the juke brings in earnings without any investment on my part, why then should I want to own it?" Lee Nicoletti, partner in Joe Nicks Tavern, also is opposed to location ownership. "Why buy a piece of expensive equipment you don't have to? It isn't good business—for the tavern owner."

Another tavern owner told of having a brand new juke installed recently. The speaker in this particular model was placed at the top. After a few days' operation, during which the record reproduction was found to be entirely unsatisfactory, he called in the operator. It was discovered that the combination of low ceiling and high speaker produced the off-tone effect. Another model machine, with its speaker in a lower position, was immediately brought in by the operator and proved much more satisfactory. Point here, the tavern owner said, was that if he had bought the first juke himself he would have had to take a loss in acquiring another machine.

Wouldn't Pay Off

Typical of many other tavern owners' replies was that made by Henry Mielcuch, owner of the 639 Tavern. "I'm in the tavern business, not the music business. Anyway, I'm convinced location-owned jukeboxes wouldn't pay off—if they did I'm sure the music operator wouldn't be in existence!"

Vern Tischer, Tischer's Tavern, seemed to strike the core of the whole location-ownership problem with her reply. She said: "Next month my music operator is bringing in a brand new machine. Why buy one of my own? If I did, the new juke coming in next month would cost me the price of a new set of booths or some other needed equipment!"

Eastern Sales Holds Opener, Filben Show

ROCHESTER, N. Y., Sept. 13.—Opening of the new and enlarged sales and display rooms of Eastern Sales Company and the first showing of the Filben Mirrocle music line in the Rochester area were combined here Saturday (6) and Sunday (7).

Featured attraction, along with the Filben equipment, was the initial public appearance of the Filben Mirrocle Music Maid, the Powers model who posed for the illustration on the Mirrocle cabinet.

Hosts at the event were Fred Iverson and John Bilotta, of Eastern Sales. Among the 500 guests who attended were Bert Davidson, of Filben's Chicago office, and William Zott, Filben's chief service engineer.

Many floral displays were presented to Iverson and Bilotta to mark the opening of their new plant. The open house was an all-day affair both Saturday and Sunday with food and refreshments being served. Dancing was held each evening to music furnished by Filben Mirrocle phonographs.

AMI Producing New Wall Boxes

CHICAGO, Sept. 13.—AMI, Inc., is now in production on its 40-selection, three-wire wall box, it was announced Thursday (11) by Lyndon C. Force, firm manager of general sales.

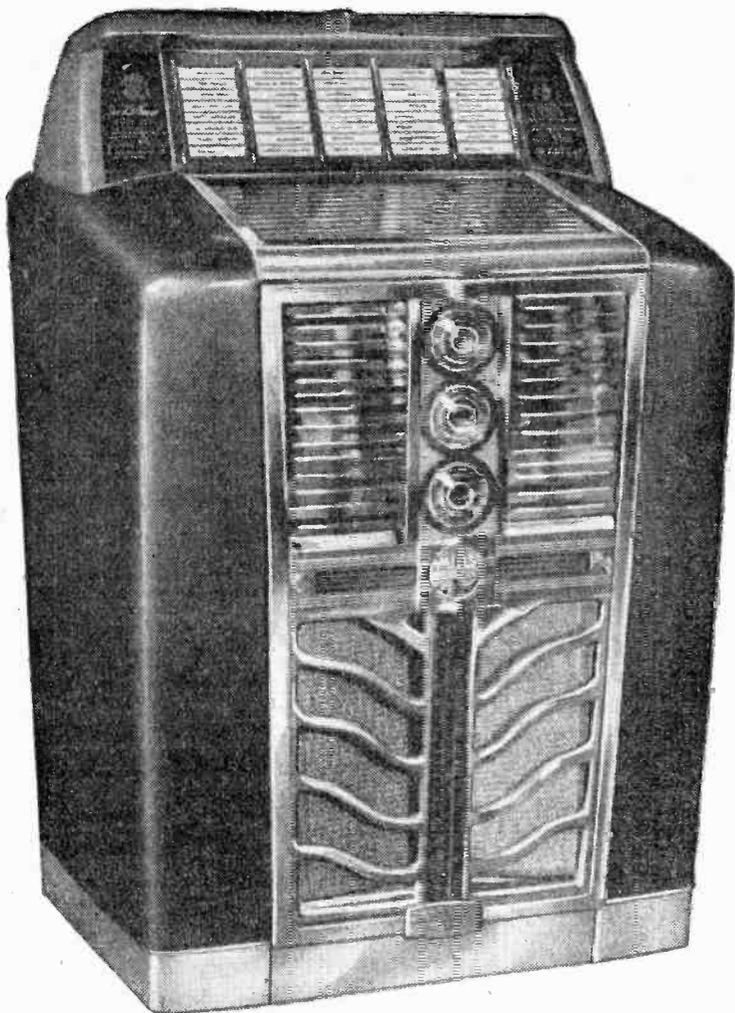
New wall box is of die-cast aluminum, with selections on an endless chain which the customer can move in either direction by turning a knob. Having twelve selections visible at all times, the wall boxes do not require a separate power supply since a stepping unit will be placed in the juke box cabinet itself and the boxes operate by using power from the phonograph's transformer-rectifier. Force also revealed that selection will be accomplished in one-fifth of a second, and the box, because of its endless chain will not be appreciably larger than the standard size box. AMI's wall box will accept nickels only but will be adapted later to accept both nickels and dimes.

Since the company first introduced its 40-selection music machine on the market, operators have tried several ways of hooking it up with wall boxes. Some operators have tried a 20-selection wall box, alternating from the first to the last 20 selections from a booth. Another improvisation put to use by operators concerned the choosing of the top 20 or 24 tunes on their music machines and hooked these on to their wall boxes. As Force explained, the new box will make these procedures unnecessary and furnish operators with a wall-box installation that makes full use of the 40 selections available.



If it's a Mills, I always play it—

I like to get my money's worth!



The public prefers
THE MILLS CONSTELLATION
The coin box concurs

Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois

Packard Hits Full Production on New Manhattan Phono

(Continued from page 120)

ana Coin Machine Co., Lafayette, La.; Magnolia Distributing Co., Meridian, Miss.; McIlhenny Distributing Co., Boston; Miller Pla-Mor Distributing Co., Youngstown, O.; Mullinix Amusement Co., Atlanta; Musical Sales Co., St. Louis; Mutual Distributing Co., Inc., Jacksonville, Fla.; the Nickabob Co., Los Angeles.

Osborn Distributing Co., San Francisco; Osborn Distributing Co., Memphis; Packard Distributing Co., Cleveland; Packard Distributing Co., Pittsburgh; Packard Distributing Co., Milwaukee; Packard Distributing Co., New Orleans; Paramount Music Co., Charlotte; Peach Ridge Distributing Co., Sparta, Mich.; Pierce Distributing Co., Rockford, Ill.; Pierce Distributing Co., Brodhead; Pla-Mor Distributing Co., Cincinnati; Pla-Mor Distributing Co., Ogden, Utah; Pla-Mor Distributing Co., Provo, Utah.

Roth Novelty Co., Wilkes-Barre, Pa.; Virgil H. Ruppenthal, Cumberland, Md.; Rutherford Enterprises, Amarillo, Tex.; Rutherford Enterprises, Oklahoma City; Rutherford Enterprises, Tulsa; Saviers Electrical Products Corp., Reno; Seattle Amusement Co., Seattle; Shearer Amusement Co., Lexington; Slagle Sales Co., Houston; Slagle Sales Co., San Antonio; Sterling Novelty Co., Lex-

Juke Brings Joy To Invalid Pair

NEW YORK, Sept. 13.—The very big heart that beats within the coin machine business was again on display here last week.

A couple in a small flat above a Bronx juke box operator's location were celebrating their 60th wedding anniversary. The couple, both over 80, were bedridden and only a few friends knew about the anniversary. Among them was the location owner, who together with a few of the couple's friends planned a party. When the operator learned of the incident from the location owner, he arranged to have a juke box delivered to the flat on the day of the anniversary equipped to play 20 of the couple's favorite records.

The party was adjudged a complete success!

ington; Frank Swartz Sales Co., Nashville; Ten Ball Novelty Co., Birmingham.

George R. Thaper Co., Binghamton, N. Y.; Twin Ports Sales Co., Duluth; Twin Ports Sales Co., Minneapolis; Virginia Pla-Mor Distributing Co., Johnson City, Tenn.; Walbox Sales Co., Dallas; Whitehead Music Co., Wilmington, N. C.; Lew Wolf Enterprises, Buffalo; George J. Young, Norfolk.

(Continued from page 42)

LATIN-AMERICAN

- AMOR DE MADRE Mariachi Juan Guitron (EL BARRETERO) Peerless 2585
- APASIONADEMENTE Eddie Gomez (Miguelito Miranda Ork) (ASI ASI) Victor 23-0660
- ASI ASI (Either Way) Eddie Gomez (Miguelito Miranda Ork) (APASIONADEMENTE) Victor 23-0660
- AUNGUE QUIERA OLVIDARTE (Should I Want to Forget You) Pedro Vargas (Augustin Lara) (PECA-BOHEMIA) Victor 23-0653
- CALYPSO ALBUM (2-10") Lord Invader (Felix and His Internationals) Victor 23-0654
- Cousin Family Disc 640
- God Made Us All Disc 5080
- Mary Ann Disc 5081
- Pound Your Plantain in the Mortar Disc 5081
- CHAPARRITA TRAICIONERA Torreón y Dora (POR LA) 4-Star 1180
- CHAPARRITA CUERPO DE UVA Jorge Negrete (Trio Calaveras-Mariachi (Your Lovely Figure) Vargas) (QUIERAN) Victor 70-7398
- CHINITA Los Tres Vaqueros (ESPULAS DE) Victor 70-7320
- CHOLO MI RANCHO Laurita y Ray (Mariachi Guitron) (DONDE ME) Peerless 2584
- COSE, COSE, COSE (Sewing, Sewing, Sewing) Sacasas Ork (Ruben Gonzalez) (QUIZAS, QUIZAS) Victor 23-0651
- CUATITOS DE LA PARRANDA Ducto Los Valedones (Mariachi Guitron) (QUE TE) Peerless 2548
- CUMANA Armando Federico Latin-American Ork (LLAMANDOTE) Pan-American Pan 079
- DE UN FALSO AMOR (False Love) Machito Ork (Graciela) (AY, AY) Continental C-9004
- DONDE ME LA PINTEN BRINCO (CHOLO MI) Peerless 2584
- DONKEY SERENADE Irving Fields (Campos Trio) (WARSAW CONCERTO) Victor 25-1093
- EL BOTEQUITO (The Little Boat) Machito Ork (Machito) (TU FELICIDAD) Continental C-9003
- EL POBRE MOZO Chepin-Chovin Ork (Roberto Napoles-Isidro Correa) (EL QUE) Victor 23-0663
- EL QUE PESTA PIERDE NEA Chepin-Chovin Ork (Isidro Correa) (EL POBRE) Victor 23-0663
- EL BARRETERO Mariachi Juan Guitron (AMOR DE) Peerless 2585
- EL PERDIDO Martin y Malena (Mariachi Marmolejo) (QUE PASO) Peerless 2587
- EL REACATAN Martin y Malena (Mariachi Tapatio) (MI QUERIDA) Peerless 2590
- ESPULAS DE ORO (Golden Spurs) Los Tres Vaqueros (CHINITA) Victor 70-7320
- FAROLITO DE MADRID Cosmopolita Ork-Ramon G. Bastida, Dir. (PRISONERA DE) Victor 23-0662
- HASTA QUE SE ROMPA EL COCO (Until the Coconut Breaks) Sacasas Ork (Ruben Gonzalez) (PAQUETTE NO) Victor 23-0652
- ISABEL La Playa Sextet (Larry Stewart-Marie Melendez) (THE GIRL) Sterling 2001
- LLAMANDOTE (Calling You) Armando Federico Latin-American Ork (Nestor Amaral) (CUMANA) Pan-American Pan 079
- LAS COSAS DEL ENCARGADO Oriental Ritmica Ork (Trio Hermanas Marquez-Francisco Portuando, Dir.) (FOR-COSA) Victor 23-0648
- LOLA LA DE LOS BRILLANTES Conchita Villar-Pepe Vidarte (Iberia Ork) (Glittering Lola) (POR ESA) Victor 23-0674
- LONA DE BELEN (Over the Hills) Septeto Habanero (VAMOS PA') Victor 23-0646
- MARY ANN Jose Curbelo Ork (Tito Rodriguez) (ED SULLIVAN) Victor 23-0659
- MI QUERIDO ALICIA Martin y Malena (Mariachi Tapatio) (EL REACATAN) Peerless 2590
- NEVER JUDGE A BOOK BY ITS COVER La Playa Sextet (Larry Stewart-Marie Melendez) (THE LADY) Sterling 2002
- NO, TU NO, TU NO (Not You, Not You) Las Dos Rosas (Vargas Mariachi) (AY CORAZON) Victor 23-0673
- OYE AQUI ESTA (Come and Get It) Conjunto Casinto (BOHEMIA) Victor 23-0654
- PAQUETE NO (No Package) Sacasas Ork (Ruben Gonzalez) (HASTA QUE) Victor 23-0652
- PECADORA (The Hussy) Pedro Vargas (Augustin Lara) (AUNQUE QUIERA) Victor 23-0653
- POR LA NADA Torreón y Dora (CHAPARRITA TRAICIONERA) 4-Star 1180
- POR COSA DE LA MUJER (Because of Women) Oriental Ritmica Ork (Camillo Rodriguez) (LAS COSAS) Victor 23-0648
- POR ESA VERA (Along the Trail) Pepe Vidarte (Iberia Ork-Enrique Vizaino, Dir.) (LOLA LA) Victor 23-0674
- QUE PASO VAMOS AY Martin y Malena (Mariachi Marmolejo) (EL PERDIDO) Peerless 2587
- QUE TE PARECE Ducto Los Valedones (Mariachi Guitron) (CUATITOS DE) Peerless 2548
- QUIERAN O NO (Whether You Like It or Not) Jorge Negrete (Trio Calaveras-Mariachi Vargas) (CHAPARRITA CUERPO) Victor 70-7398
- QUIZAS, QUIZAS (Perhaps, Perhaps) Sacasas Ork (Ottavia Mendoza-Ruben Gonzalez) (COSE, COSE) Victor 23-0651
- SIN MOTIVO (Without Motive) Pedro Vargas (Gabriel Ruiz Ork) (VELARE TU) Victor 23-0672
- ED SULLIVAN SAMBA Jose Curbelo Ork (Tito Rodriguez) (MARY ANN) Victor 23-0659
- PREFERIBLE ES LLORER (I'd Rather Cry) Adellna Garcia (Chamaco Dominguez Ork) (SIETE PUNALES) Victor 70-7332
- PRISONERA DE AMOR Cosmopolita Ork-Ramon G. Bastida, Dir. (FARALITO DE) Victor 23-0662
- RUMBAS AND CONGAS ALBUM Roberto Latin-American Ork Pilotone 133
- Babalu-Ramon Monchito Pilotone 5264
- Cu-Tu-Gu-Ru (Jack, Jack, Jack!)—Ramon Monchito Pilotone 5267
- Estrellita Pilotone 5262
- Mama and Papa, Kiss Kiss—Ramon Monchito Pilotone 5265
- Negra Linda—Ramon Monchito Pilotone 5268
- Popa—Ramon Monchito Pilotone 5266
- Te Quiero Dijiste—Don Arres Pilotone 5264
- Vereda Tropical—Don Arres Pilotone 5263
- SIETE PUNALES (Seven Daggers) Adellna Garcia (Chamaco Dominguez Ork) (PREFERIBLE ES) Victor 70-7332
- TANGOS ALBUM Carlos Gardel Victor S-23A
- Golondrinas Victor 82858
- Melodia De Arrabal Victor 82857
- Mi Buenos Aires Querido Victor 82857
- Soledad Victor 82856
- THE GIRL FROM PERU La Playa Sextet (Larry Stewart-Marie Melendez) (ISABEL) Sterling 2001
- THE LADY KNOWN AS SUGAR La Playa Sextet (Larry Stewart-Marie Melendez) (NEVER JUDGE) Sterling 2002
- TU FELICIDAD (Made for Each Other) Machito Ork (Graciela) (EL BOTEQUITO) Continental C-9003
- VELARE TU SUENO (Watching While You Sleep) Pedro Vargas (Gabriel Ruiz Ork) (SIN MOTIVO) Victor 23-0672
- VAMOS PA' CASA, MARIA ANTONIA (Let's Go Home, Maria Antonia) Septeto Habanero (LONA DE) Victor 23-0646
- WARSAW CONCERTO Irving Fields (Campos Trio) (DONKEY SERENADE) Victor 25-1093

* Re-issue.

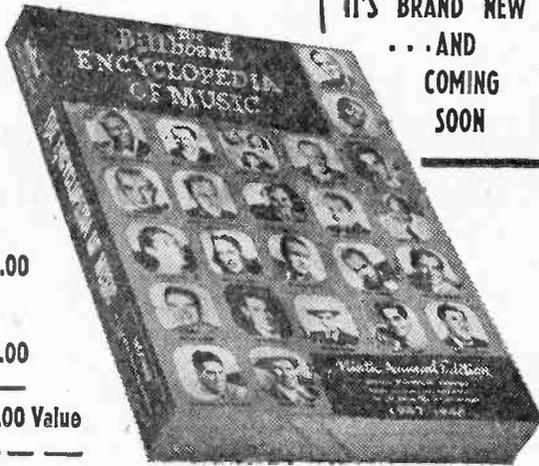
(Continued on opposite page)

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Cincinnati 22, Ohio

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My Name

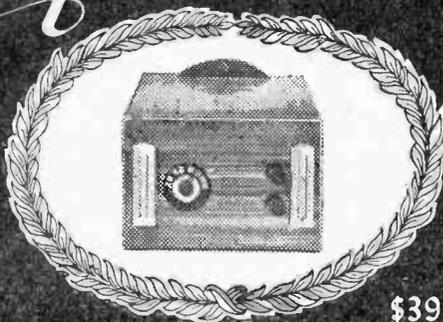
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Finest
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(Continued from opposite page)

CLASSICAL AND SEMI-CLASSICAL

- BRAHMS: CONCERTO IN D FOR VIOLIN AND ORCHESTRA** Joseph Szigeti-Halle Ork-Sir Hamilton
ALBUM Harty, Dir. Columbia MM-117
- DE FALLA: CONCERTO FOR HARPSICHORD (12")** Ralph Kirkpatrick Keynote DM-5
- FAVORITE SONGS FROM FAMOUS MUSICALS ALBUM** Dudley King Ork Victor P-177
- A Kiss in the Dark (Frances Greer-Jimmy Carroll) Victor 20-2224
 - I'll Follow My Secret Heart (Frances Greer-Jimmy Carroll) Victor 20-2222
 - I'm Falling in Love With Someone (Jimmy Carroll) Victor 20-2224
 - Love's Rondelay (Frances Greer-Jimmy Carroll) Victor 20-2223
 - Make Believe (Frances Greer-Jimmy Carroll) Victor 20-2221
 - Someone To Watch Over Me (Frances Greer-Jimmy Carroll) Victor 20-2221
 - Yours Is My Heart Alone (Frances Greer-Jimmy Carroll) Victor 20-2223
 - Zigeuner (Frances Greer) Victor 20-2222
- GROFE: GRAND CANYON SUITE ALBUM** Andre Kostelanetz Ork. Columbia MM-463
- GROFE: MISSISSIPPI SUITE (A TONE JOURNEY) ALBUM** Andre Kostelanetz Ork. Columbia MX-284
- MENDELSSOHN: CONCERTO IN E MINOR FOR VIOLIN AND ORCHESTRA ALBUM** Joseph Szigeti-London Philharmonic Ork. Sir Thomas Beecham Columbia MM-190
- MUSIC OF STEPHEN FOSTER ALBUM** Andre Kostelanetz Ork. Columbia MM-442
- MUSIC OF RICHARD RODGERS ALBUM** Andre Kostelanetz Ork. Columbia MM-655
- RACHMANINOFF: THE BELLS ALBUM (4-12")** Jacques Rachmilovich, Dir.-Santa Monica Symphony Ork. Disc 804
- SELECTIONS FROM GILBERT & SULLIVAN ALBUM** Charles Previn, Dir. (Radio City Music Hall Ork) Pilotone 201
- (a) A Maiden Fair to See (Nino Ventura); (b) I Am the Captain of the Pinafore (Hugh Thompson) (Radio City Music Hall Male Chorus) Pilotone 5247
 - (a) A Policeman's Lot (Hugh Thompson); (b) Dance a Cashucha (Radio City Music Hall Chorus) Pilotone 5250
 - A Wand'ring Minstrel (Nino Ventura) Pilotone 5244
 - Fair Moon, To Thee I Sing (Hugh Thompson) Pilotone 5252
 - Loudly Let the Trumpet Bray (Radio City Music Hall Chorus) Pilotone 5251
 - Model Major General (Hugh Thompson) (Radio City Music Hall Chorus) Pilotone 5249
 - (a) Three Little Maids (Lucille Cummings-June Forrest-Emily Kalter); (b) The Flowers That Bloom in the Spring (Hugh Thompson-Nino Ventura) (Radio City Music Hall Female Chorus) Pilotone 5245
 - (a) We Sail the Ocean Blue (Radio City Music Hall Male Chorus); (b) Poor Little Buttercup (Lucille Cummings) Pilotone 5246
- SELECTIONS FROM VICTOR HERBERT ALBUM** Charles Previn, Dir. (Radio City Music Hall Ork) Pilotone 202
- Gypsy Love Song (John Baker) (Radio City Music Hall Chorus) Pilotone 5254
 - I'm Falling in Love With Someone (Robert Marshall) Pilotone 5257
 - Italian Street Song (Harriet O'Rourke) (Radio City Music Hall Chorus) Pilotone 5253
 - Neapolitan Love Song (Robert Marshall) Pilotone 5259
 - Romany Life (Harriet O'Rourke) (Radio City Music Hall Chorus) Pilotone 5255
 - Sweethearts (Elaine Maibin) (Radio City Music Hall Chorus) Pilotone 5256
 - Thine Alone (Elaine Maibin-Robert Marshall) Pilotone 5260
 - When You're Away (Elaine Maibin) Pilotone 5258
- SHOSTAKOVICH: 7TH "LENIN-GRAD" SYMPHONY ALBUM** Buffalo Philharmonic Ork-William Steinberg, Dir. Musicraft M-83
- SONGS BY TODD DUNCAN ALBUM** Todd Duncan (William Allen) Musicraft M-82
- Every Time I Feel the Spirit Musiccraft 470
 - I Got Plenty of Nothing Musiccraft 468
 - In the Silence of the Night Musiccraft 467
 - Lament of Porgy Musiccraft 468
 - Ole' Man River Musiccraft 470
 - Omimba (Haitian Song) Musiccraft 470
 - The Song of the Flea Musiccraft 467
 - Waters of Tralee Musiccraft 469
- THE SWEETHEART OF SIGMA CHI** Charles Kullman-Metropolitan Opera Ork-Julius Burger, Dir. (Male Chorus) (THE WHIFFENPOOF) Columbia 4500-M
- THE WHIFFENPOOF SONG (Baa! Baa! Baa!)** Charles Kullman-Metropolitan Opera Ork-Julius Burger, Dir. (Male Chorus) (THE SWEETHEART) Columbia 4500-M
- JENNIE TOUREL IN ROSSINI ARIAS ALBUM (3-12")** Jennie Tourel-Metropolitan Opera Ork-Pietro Cimara, Dir. Columbia M-MM-691

CHILDREN'S RECORDS

- "BUGS BUNNY" ALBUM** Mel Blanc (Arthur Q. Bryan-Billy May Ork) Capitol CC-64
- Bugs Bunny Meets Elmer Fudd, Part 1 Capitol C-10089
 - Bugs Bunny Meets Elmer Fudd, Part 2 Capitol C-10090
 - Daffy Duck Flies South, Parts 1 and 2 Capitol C-10091
 - Porky Pig in Africa, Part 1 Capitol C-10090
 - Porky Pig in Africa, Part 2 Capitol C-10089
- CHICKEN LICKEN AND THE LITTLE RED HEN (For Children 3-6 Years Old) ALBUM** Gloria Story Musicraft RR-8
- Chicken Licken Musiccraft 8589
 - The Little Red Hen Musiccraft 8588
- CHRISTMAS STORY** Julie Hayden (Children's Opera Co. Choir-Al Rickey Ork) Willida WR-6
- CIRCUS ALBUM (2-10")** F. Beverly Kelley Commodore CRA-7
- Building the Tented City Commodore C-3000
 - Clown Alley Commodore C-3000
 - In the Big Top Commodore C-3001
 - Menagerie and Gargantua Commodore C-3001
- GILDERSLEEVE ALBUM, Vol. III** Harold Peary (Robert Emmett Dolan) Capitol CD-69
- I'M A KITTY KATTY WAMPUS SUPERDOO** Smilin' Ed McConnell and His Buster Brown Gang (Louis Kosloff Ork) (THE TEACHER) Capitol B-447
- IRVING, THE UNEMPLOYED HORSE ALBUM** Allan Melvin MGM L-1A
- MOTHER GOOSE PARADE ALBUM** Betty Martin MGM L-2A
- Good Morning, Merry Sunshine; Jack and Jill; Simple Simon MGM 10064
 - Little Jack Horner; Little Miss Muffett; Rockabye Baby; Twinkle, Twinkle, Little Star MGM 10064
 - Little Tommy Tucker; Here We Go Round the Mulberry Bush; Dickory-Dickory-Dock MGM 10065
 - There Were Three Little Kittens; Mistress Mary; Humpty Dumpty MGM 10065
 - The Bear That Wasn't Album-Keenan Wynn MGM 12A
 - Tubby the Tuba-Danny Kaye (Victor Young Ork) Decca C. U. 106
- PARTY-TIME AT YOUR HOUSE (12")** Frances Lynn (Al Rickey Ork) Willida WR-4
- THE LAND OF THE LOST (We Discover the Magic Sea Kingdom) ALBUM** Columbia MJ-38
- THE PRETTIEST SONG IN THE WORLD ALBUM (2-10")** Dame May Whitty (Lehman Engel Ork) Victor Y-332
- THE TEACHER SONG** Smilin' Ed McConnell and His Buster Brown Gang (Louis Kosloff Ork) (I'M A) Capitol B-447

(Continued on page 140)

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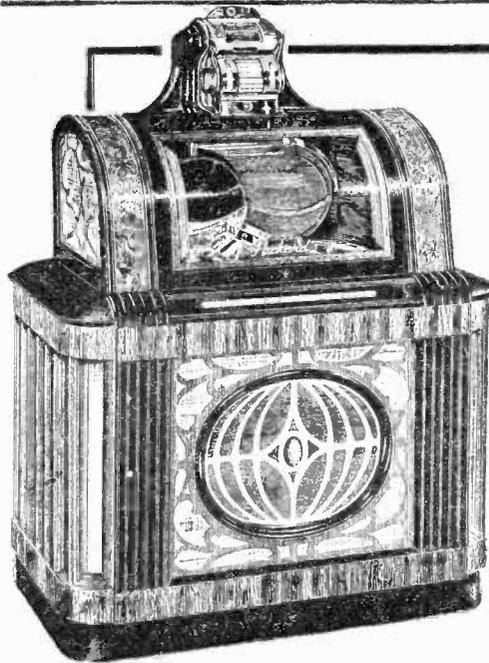
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ALBUM REVIEWS

(Continued from page 48)

MAURICE CHEVALIER RETURNS (Victor S-51)

In the music hall manner as when taking to the footlights, presenting the song story in English and then singing it in French for the mated side of the record, Maurice Chevalier brings a full measure of infectious chanting charm that belongs to him alone for this set of four records. Ever the showman in his song delivery, creating the flavor of Paris with all its gayety and wistful pathos as captured by the songs, Chevalier projects his song personality vividly on wax for *Vingt Ans*, the story of love at the age of 20; *Valentine*, fanciful song story of the violin that was madly in love with a dancer; *Quai de Bercy*, lilting waltz about the wine market, and for the fourth platter, mates *Weeping Willie*, a G.I. chanson with a descriptive *Place Pigalle* ditty. Henri Rene's music adds to the continental flavor of the spinning. Photo of the singer graces the cover with an additional picture and biog notes on the inside page, and it all adds up to what the Chevalier fans would want on wax.

A DAY AT THE RINGLING BROS. AND BARNUM & BAILEY CIRCUS—F. Beverly Kelley (Commodore CRA-7)

Recorded right on location with circus press agent F. Beverly Kelley for the commentary, it takes four

sides of dull and unexciting chatter to describe the setting up of the tented city, a visit to the menagerie where Gargantua is found, a look into the big top where at least the calliope breaks up the monotony, and finally, a visit to clown alley. And despite the sounds and crowd noises, the spinning is entirely without color or the kind of circus atmosphere that would keep kids attentive to the spinning. Instead, it's a straightforward description. Cover page, with its animal and clown figures, much more interesting than the waxings, with notes on the narrator and his visit around the lot filling the inside pages.

YEAR ROUND FAVORITES—Sammy Kaye (Victor P-184)

The sweet syncos sported by Sammy Kaye's band, with emphasis on the singing, spins around the calendar for this set of four records. Linked to the seasons, with Laura Leslie, Johnny Ryan, Don Cornell, the Three Kaydets and the lyrical fern charm in the chanting of *Your Sunday Serenade Sweetheart*, it's the familiar sticky sweetness in words and music for *Easter Parade*, *April Showers*, *Summertime*, *June Is Bustin' Out All Over*, *September Song*, *White Christmas* and *Winter Wonderland*. Even if without sparkle, the spinning is entirely danceable for those getting their hoof incentives from the Kaye downbeats. Records shipped without album cover for review.

SQUARE DANCE—Carson Robinson (MGM 5)

Carson Robinson rounds up a fine aggregation of square dance musicians playing fiddle, banjo and accordion, and with Lawrence V. Loy giving the calls, whips together a set of four records for the square dancing. For the rustic terpsichore, it's all lively and authentic music for eight dances, each explained as to formations and calls used on the inside pages front and back. Dances are the *Hook and a Whirl*, *Head Couples Separate*, *The Devil's Britches*, *Lady Round the Lady*, *Bob's Favorite*, *The Maverick*, *Pokeberry Promenade* and *When the Work's All Done This Fall*. Photo of maestro Robinson graces the album cover and the spinning will serve best for the dancing schools or the home hoe-down parties.

BEETHOVEN: CONCERTO IN D MAJOR FOR VIOLIN AND ORCHESTRA—Joseph Szigeti-New York Philharmonic (Columbia MM-697)

The predominantly songful *Concerto in D Major* by Beethoven is given an admirably clear performance by violinist Joseph Szigeti and conductor Bruno Walter, conducting the New York Philharmonic, bringing to music lovers a monumental work complete in a set of five 12-inch records. Szigeti gives it a warm and mature reading with technical and tonal brilliancy, especially marked in the cadenzas. One of the most popular and lyrical of the concert classics, with beautiful melodies and endless variations, this platter performance by two great artists in Szigeti and Walter belongs on the top shelf. The fiddle-neck design to bank title and credits makes for a colorful cover design with photos of the two artists and notes on the music filling the inside page.

WALTZ TIME—Abe Lyman (Columbia C-136)

Recorded as single record issues in earlier years, the label bunches eight waltz favorites as played by the Abe Lyman orchestra to give a full run to those taking to the light fantastic in three-quarter time. Entirely mel-

odic, and the scoring still in style, spinning takes in *Charmaine*, *La Golondrina*, *Down by the Old Mill Stream*, *Meet Me Tonight in Dreamland*, *Jeannine*, *Missouri Waltz*, *I'm Falling in Love With Someone* and *Valse Huguette*. All instrumentals, plattering is as tuneful to the ears as for the hoof. Cover arranged as an attractive title page with photo of the maestro and personal notes on the inside page.

AMERICAN WALTZES—Ray Bloch (Signature S-11)

Maestro Ray Bloch takes six waltz favorites by American composers, and with a full band rich in string gloss, dresses them up with colorful harmonies to make for restful and earful listening. Three records take in *My Wonderful One*, *Alice Blue Gown*,

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 A102—You Don't Learn That in School—Better
 To Love You
 A103—Cuddle Up a Little Closer—12th St. Rag
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 A201—Chicago Boogie—Dedicated To You
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ELLA FITZGERALD SOUVENIR ALBUM
(Decca A-473)

In a top drawer all of her own when it comes to chanting a song with rhythmic styling and feeling, it's a desired set of four disks that spin out Ella Fitzgerald for eight songs which she has done so well in the past. Contrasting blues with ballads, and the unnamed band giving her full musical support, Miss Ella lifts the lyrics in exciting fashion for *Can't Help Lovin' Dat Man, I Must Have That Man, Cabin in the Sky, I Can't Believe That You're in Love With Me; Baby, Won't You Please Come Home?; The One I Love* and *I'm the Lonesome Girl in Town*. Photo of the sultry songbird graces the album cover with bio notes filling the inside pages. All makes for a souvenir set that the disk fans will seek out, and the only thing that could make it more complete would be for the waxerie to have included her *Stairway to the Stars*, unquestionably her all-time best.

CHANSONS—Lily Pons (Columbia MM-689)

Unexcelled in bringing a lyrical fragrance to the French songs, Lily Pons, with Maurice Abravanel and Andre Kostelanetz sharing the conducting, brings together a bouquet of beautiful art songs, sensitively sung, for this set of three 12-inch records. There are four charming and cheerful songs by Darius Milhaud, commissioned by Miss Pons, and based on verses by Pierre de Ronsard. The other lyrical gems are Faure's *Après un Reve* and *Les Roses d'Ispahan*. Duparc's *L'Invitation au Voyage* and Bachelet's best-known *Chere Nuit*. Color photo of the lyrical soprano graces the cover page, with the front and back inside pages carrying the English translations of the songs along with pictures and biographical notes.

FAVORITE SONGS FROM FAMOUS MUSICALS (Victor P-177)

Eight everlasting favorites from the musical show scores are packaged to make for pleasant and melodious spinning that captures the spirit of the show music in its waxed performance here. With the lovely soprano voice of Frances Greer and the romantic tenoring of Jimmy Carroll making for the lyrical love interest, banked by the pit-flavored music of Dudley King, their voices blend smoothly to *Someone To Watch Over Me, Make Believe, I'll Follow My Secret Heart, Yours Is My Heart Alone, Love's Rondolay* and *A Kiss in the Dark*. Miss Greer gives it alone for *Zigeuner* while Carroll solos for *I'm Falling in Love With Someone*. Cover design, with its crinoline days figures, expresses the show nostalgia of the spinning.

DVORAK: SYMPHONY NO. 1 IN D MAJOR
—Cleveland Orchestra-Erich Leinsdorf
(Columbia MM-687)

Altho among Dvorak's lesser known and lesser played symphonies, this first to be published, while it was the sixth he wrote, is rescued from oblivion by Erich Leinsdorf in his masterful interpretation as played by the Cleveland Symphony Orchestra. Flavored with gay and joyous continental melodies and dances, and brilliantly colored in its scoring, it's the music of the composer's native Bohemia in a symphony setting worthy of greater performance. And this set of five 12-inch records is worthy of any symphonic wax collection. Nationalistic figures embellish the album cover, with photo of the capable maestro and notes on the colorful music printed inside.

NORMAN CORWIN'S "BETWEEN AMERICANS"—Kate Smith (MGM 7-A)

The spinning sides make another contribution to unity and understanding in adopting one of Norman Corwin's *Between Americans* radio scripts. Produced by Ted Collins for the waxing with songbird Kate Smith an emotional narrator, the four records spin out a democratic documentary on what America means to you and me. And while it is primarily narration, with Jack Miller's music filling in the bridges, there is plenty of dramatic impact in Corwin's wordage. For Miss Kate, her efforts only lend name value to the set, there being little dramatic persuasion in her reading, and too many may take her up on her opening when she suggests the uninterested might just as well pass this package by. Unfortunately, it is the uninterested who need Corwin's message most. Cover is a red, white and blue design, with picture of the Statue of Liberty and Miss Kate. Inside page pictures Collins, Corwin and Miss Smith with cast credits for the small participating group. Cuttings could come into good use for classrooms, rather than making for home entertainment.

TWEEDLE DE DEE AND TWEEDLE DE DUM—Eddie Cantor (Musicraft N-11)

With United Nations Week and the Freedom Train setting the stage, label makes an important contribution to the cause of unity with this delightful kiddie paraphrase of *Tweedle De Dee and Tweedle De Dum* taken on a magic carpet tour of the nations of the world. Written and produced by Manning Ostroff, with Carmen Dragon directing the large studio orchestra for his own descriptive scoring, it brings Eddie Cantor in the dual parts of native and narrator. And with Cantor adding a touch of his own homey humor as he covers China, Russia, Scotland and the U. S. A., interspersing his chatter with song, the two records make for an entertaining and instructive lesson in both geography and in understanding. Geared to the moppets, spinning holds interest for adults as well. Twin photos of Cantor make for the cover attraction with the song lyrics printed on the inside pages of the front and back covers.

PROM DATE—Tex Beneke (Victor P-183)

Maestro Tex Beneke takes eight of the more familiar college songs and fashions them as highly rhythmic and toe-teasing dance items. With plenty of beat and bite to the band, it's solid ensemble spinning for *The Victory March of Notre Dame, Washington and Lee Swing, On Wisconsin, Anchors Aweigh* and in the slow ballad tempo for Cornell's *Alma Mater*. Garry Stevens adds romantic voice for the *Sweetheart of Sigma Chi* waltz with the *Moonlight Serenaders* adding their rhythm harmonies to the maestro's singing of *The Eyes of Texas* and *Rambling Wreck From Georgia Tech*. Cover design is collegiate, with prom program and dance couple to which photo of Beneke and his sax is added. With the campus and frat houses humming again, sides will also serve the music machine operators.

STRAUSS: LE BOURGEOIS GENTILHOMME
—Fritz Reiner-Pittsburgh Symphony
(Columbia MM-693)

This is the first domestic recording of Richard Strauss' *Le Bourgeois Gentlehomme* suite, a varicolored and sparkling musical work originally written for a production of Moliere's famous 17th-century comedy of manners. Fritz Reiner, conducting the Pittsburgh Symphony Orchestra, spreads Strauss' musical wit and charm, satire and sophistication over five 12-inch records, making for a notable contribution to the classical shelf. Courtly puppet figures make for the cover design with photo of Reiner and notes on the suite filling the inside page.

(See Album Reviews on page 144)

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New York:

Things were booming on the Coney Island Boardwalk last week as the Coney carnival swung into its final phase. Reports had an average of 400,000 persons jamming the area nightly to witness the parades and special events, and arcades drew heavy crowds thruout the evenings. With the warm summer weather holding, the crowds are expected to jam the Island thru September.

Dick Cole, Drink-o-Mat Manufacturing Company executive, has returned from Florida where he spent his vacation. . . . Earl Winters, Modern Music Sales executive, was glued to the radio as his favorite Dodgers entered their crucial series in St. Louis with the Cardinals. . . . Leo Knebel is now located in his new quarters.

Joseph Rake, head of Rake Coin Machine Exchange, Philadelphia, reports his headquarters have been completely remodeled. . . . Coin machine row is scrambling for World Series tickets, now that the Yankees are just about in and the Brooklyn Dodgers have a fine chance to take the National League crown. With a nickel series in view, coinmen expect many visitors for the games, hence the scramble for the valuable ducats.

King Records has opened a distribution office for the New York area on 10th Avenue and 52d Street. . . . Morris Rood, of Runyon Sales, is busy with out-of-towners dropping in to look over the Runyon headquarters. . . . Sam Cantapulo, juke box op who recently purchased a printing plant, has expanded his operations by purchasing a debris disposal business.

Chris Christopher held a grand opening for his Chris Novelty Company in Baltimore Friday and Saturday (12 and 13). . . . Jack Zacharias, (See New York on page 134)

Detroit:

Nick Forest, who operates a juke box route, also owns the Art Theater, wherein are shown Italian movies, and in addition has a job as manager of the Time Theater. . . . Lucien Frappier, Wolverine Sales Company, is establishing the new Juke Box Rental Service on the East Side as an affiliate of the new Wolverine firm. He'll handle special rental of boxes for parties, weddings, etc., in this area. . . . Peter C. Nyvall and Ferd R. Bernard are partners in the new Metered Radio Company.

COINMEN YOU KNOW**Cincinnati:**

Automatic Phonograph Owners Association (APOA) held its board meeting Tuesday (9) afternoon at 2 p.m. in the association offices, Charles Kantner, secretary and treasurer, reports. Those attending, in addition to Kantner were Sam Chester, Ray Bigner, Harry Hester, Morris Kleinman, Jerry Levy, Max Moeckel and Nat Bartfield. Also present at the meeting were the association's legal counsel Lawrence Kane, Allen Brown and Albert J. Lerner.

APOA's regular monthly meeting was held Tuesday (9) evening, 9 p.m., at the Hotel Gibson. Attending were president Sam Chester, who presided over the meeting; Charles Kantner, Harry Hester, Nat Bartfield, Al Lieberman, Dolores Ganzmiller, Jerry Levy, Max Moeckel, Dave Tavel, Louis Schoenlaub, Al Chasson, Sam Gerros, William Harris, Herb Black, Allen Brown and Ray Bigner.

Among the subjects discussed during the gathering were plans for a Christmas party to be held December 9. Committee responsible for party arrangements consists of Ray Bigner, chairman; Al Lieberman, Charles Kanter, Harry Hester, Bill Harris and Dolores Ganzmiller. . . . Charles Kanter has fully recovered from his recent six weeks' illness and is reported to be back hard at work on association affairs these days.

New Orleans:

Julius (Papa) Pace, well-known coin machine figure, and president of the New Orleans Pinball Operators' Association, has retired as head of Dixie Coin Machine Company. His son, Phil, has also left the business and returned to New Orleans Public Service, Inc. Joe Valenti, former route supervisor for Dixie, has started his own pinball route. Marion J. Matranga, former office manager, is now running the business.

New additions at Dixie include Alfred Holt, manager of the service department; Johnny Hambrick, route mechanic; Mary Catherine Regan, secretary; Mary Rose Troncale, bookkeeper, and Joe Ben Jones, salesman for North Louisiana. (See New Orleans on page 134)

Chicago:

Lorraine Havrila, staff secretary at the Illinois Phonograph Owners' Association, Inc., since the organization started, was off the job this week after being rushed to a local hospital for an emergency operation, Mike Spagnola, secretary of the association, reports.

Billy De Selm, of United Manufacturing Company, says that production on the new Hawaii pin table is going full steam ahead. United visitors this week were Ed Heath, Heath Distributing, Macon, Ga., and M. Y. Blum, United Distributors, Wichita, Kan.

Jack Cox, Rock-Ola special sales representative, is in Michigan this week making business visits to Grand Rapids and Detroit. Art Weinand, sales manager for the firm, is back from a trip East. Maynard Todd is vacationing in Northern Michigan. A visitor at Rock-Ola was Robert L. Brobey, cashier of the First National Bank of LaFria, Tex., which handles accounts for some local coinmen. Brobey expressed considerable amazement at the scope of Rock-Ola operations, having previously believed that (See Chicago on page 136)

Twin Cities:

Distributors from the Twin Cities who attended the meeting of the South Dakota Operators' Association at Rapid City, S. D., last week included Oscar Truppman, Bush Distributing Company; Hy Greenstein, Hy-G Music Company; Archie LaBeau, LaBeau Novelty Sales Company, and Manny Karon, of Mayflower Distributing Company. Each distributor representative, present was given an opportunity to address the operators and all pleaded for complete co-operation between jobbers and operators. Truppman used the occasion to have a showing of (See Twin Cities on page 137)

Des Moines:

Carroll Johnson, the well-known local operator, proudly told his friends: "It's a boy," following the recent birth of his son. The newcomer is the first for the Johnsons, they have been married 12 years. . . . Sam Nilva, manager of the Paster Distributing Company, was on a tour covering Northern Iowa during the week. Among the Paster callers during the same period was Les Chapman, of Carroll.

Bob Wiley, manager of Frankel Distributing, was in Rock Island, Ill., covering the tri-cities. . . . Helen Orlich is the new secretary and Avis Fike has taken over the bookkeeping duties, both for the Sandler Distributing Company. Sandler's recent visitors included Clyde Bittner, Waterloo; Frank Lewis, Cedar Rapids; Bernie Mapes, Oskaloosa; Jack Jefferies, of Osceola, and Bill Gilles, Osage.

New service man at Atlas Distributing is Warren Merrill. The firm had three jukeos on location at the Iowa State Fair, which capitalized on the heavy attendance at this event. Atlas is planning to move to new quarters as soon as arrangements now pending are completed. Some of the coinmen dropping in during the week were Lee Hedded, of Fort Dodge, who was with his wife, and Mrs. Charles Vestrum, of Spencer.

Several Des Moines distributors are planning to entertain operators at the Los Angeles Rams-Boston Yanks football game. Contest is reportedly the first major league football clash ever held here. Thus far Irv Sandler, of the distributing firm bearing his name, and Atlas' Phil Moss have scheduled parties for this game. Moss expects Morrie Ginsburg, of the Chicago Atlas office, to be on hand.

Los Angeles:

Joe Fishman, well-known coinman from New Jersey, in the city for a combination business and pleasure trip. . . . Jack Greenfield returned from Chicago where he went to confer with the Bert Mills Coffee Vender officials. Greenfield, head of Coast Enterprises, handles this product in the Los Angeles area. . . . Al Silberman returned from a tour of the East in the interest of Cash Trays, a product of Adams-Fairfax Corporation. While here, he is shaping things up preparatory to another extensive jaunt. A-F, headed by Bernie Shapiro, is now in the new building and expect to announce a new line of equipment in the near future.

Bill Aldridge and Harold Smoot expect to show their Kwick-Kafe machines at their Melrose Boulevard salesrooms soon. . . . Jess Davy, of Automatic Dispenser, soon to announce a new vender. . . . Bob Bell and R. E. Smith, of Automatic Enterprises, lining up distributors for the new Star vender. . . . M. L. Parent, of Parent Distributing Company, national sales agents for the Douglass shoe shine machines, back in Oakland after successfully showing the machine at the California State Fair in Oakland. . . . Earl Everett, of Seattle Coin, back on the job following a two-week stay in the hospital because of an operation. . . . Kimont Manufacturing Company in production on the Douglass shoeshine machine.

Visitors to Badger Sales Company during the week included William Dawson, El Sereno; Charlie Koski, Long Beach; J. M. Sorenson, Lynwood; L. D. Schriefer, Baldwin Park; Ivan Wilcox, Visalia; Morris Benado, North Hollywood; E. R. Rippee, Compton; J. W. Olson, San Pedro, and Lela Smith, Barstow. . . . Homer Gillespie, of Gillespie Games in Long Beach, returned from his annual vacation.

Indianapolis:

Jack Simon, Los Angeles coinman, was a Tuesday (9) visitor at the Sicking Company. . . . J. L. Stivers, of Stivers Novelty, and Orval Fetters, who is with the Crown Specialty Company, were looking over coin row equipment. Both were in from Richmond, Ind. . . . Irwin and James Eyster, who have the Eyster Music Company in Terre Haute, called at the Brandt Distributing headquarters during the week.

Peter Stone, of Indiana Automatic Sales, spent several days in Terre Haute in the interest of business matters. Mrs. Peter Stone has entered the Methodist Hospital for a major operation. Dorothy Stone has taken over office duties at the firm. . . . Fred Mann, regional sales manager for Alreon, called at Indiana Music Corporation Tuesday (9).

Other prominent out-of-town coinmen calling on local distributing firms included Thomas Birch, Muncie operator; Russell Pennington, who operates in Columbus, Ind., and Chester Bridwell, who has the Bridwell Music Company at Bedford.

Kansas City:

James Ball, of Kansas City, Kan., is the new salesman at Harry Silverburg's W. B. Music Company. He will travel Western Missouri and Ed Lyons will continue to make the Kansas territory. Ball is new to the coin trade, but he has had sales experience with brewing, wine and engineering firms in this territory. . . . W. B. Betz, partner in W. B., who has W. B. Novelty Company at St. Louis, was in town several days last week confabbing with Silverburg and Reed Whitney, district manager for Seeburg. Ed Feldman, Seeburg field engineer, accompanied Whitney.

Walter Cobb reports he has moved his Acme Music Company at St. Jo. (See Kansas City on page 135)

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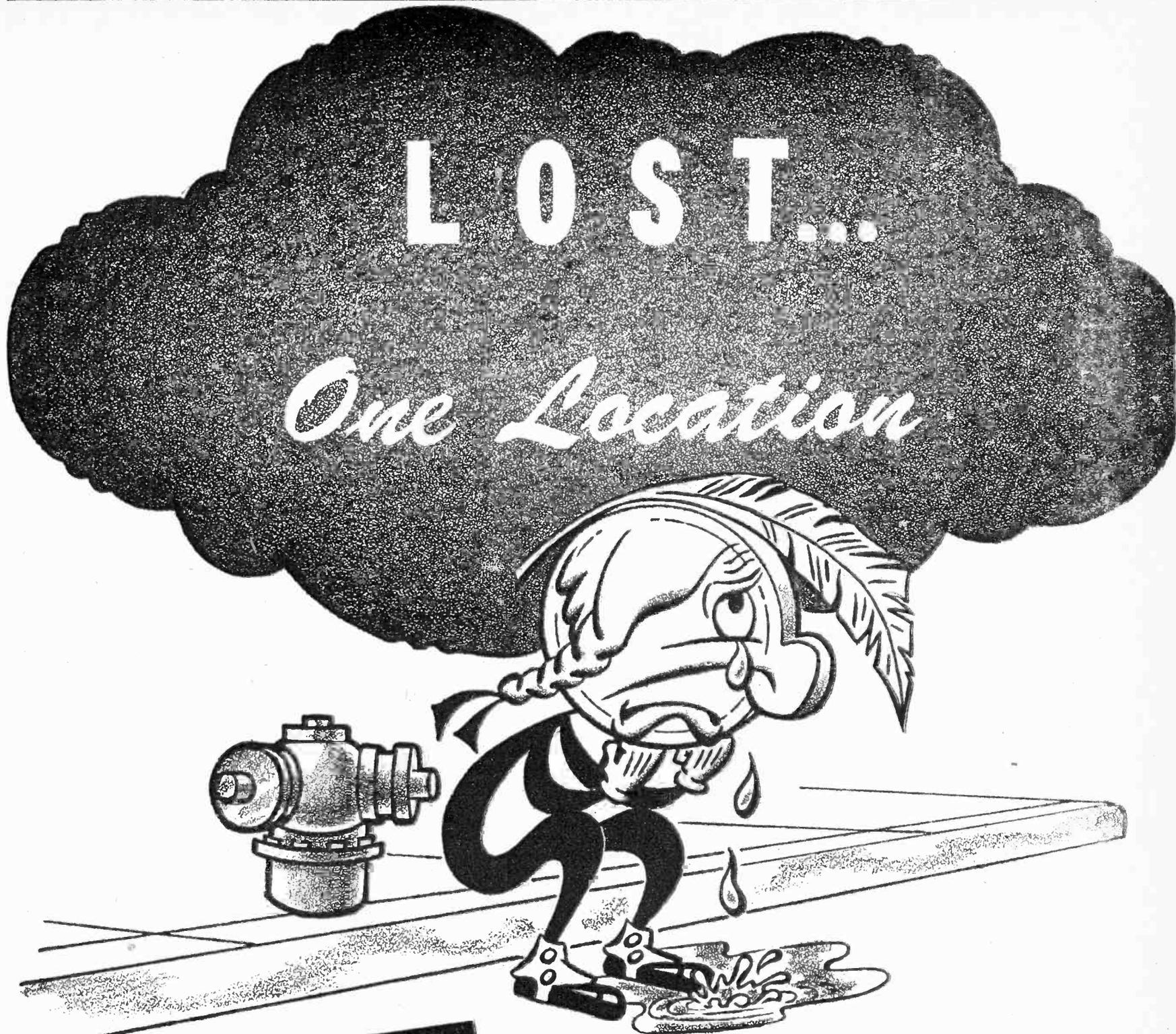
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NOES, latest 1947
model, used 1 week,
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Jennings SUPER DE LUXE
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Jennings SUPER DE LUXE
CHIEF
Jennings STANDARD
CLUB CONSOLE

RECONDITIONED

Blue Front, 5¢ . . . \$109.50
Blue Front, 10¢ . . . 114.50
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

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Baffle Card	150.00
Big Hit	79.50
Big League	89.50
Miss America	149.50
Mystery	175.00
Sea Breeze	99.50
Show Girl	139.50
Spellbound	129.50
Stage Door Canteen	89.50
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Superliner	129.50
Surf Queens	89.50
Suspense	99.50
Super Score	139.50

CONSOLES

NEW

Jennings Challenger, 5-5¢,
5-10¢, 5-25¢

RECONDITIONED

Baker's Pacers, D.D., & J.P.	\$175.00
Galloping Dominoes, Walnut Cab., Clean	99.50
Lucky Lucre, Wal- nut Cab.	99.50
Keeney Pastime	150.00
Keeney Triple Entry	140.00

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Gottlieb's Deluxe GRIP
SCALE
A.B.T. CHALLENGER,
1¢ or 5¢
Daval's BEST HAND, 1¢
Daval's MEXICAN BASE-
BALL, 1¢
Daval's SKILL THRILL, 1¢
Daval's FREE PLAY, 5¢
Marvel's POP-UP, 1¢ or 5¢

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
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Panoram	295.00
Sky Fighter	125.00
Undersea Raider	150.00

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COINMEN YOU KNOW

New York:

(Continued from page 132)

of Tri-State Vending Company, is on vacation. . . Al Schleslinger, of Square Amusement Company, expects to have his new game ready next month.

Albert I. Gorner, Coin Metered Machine Association executive, is working on a high-powered campaign to combat unfavorable legislation and rulings thruout the country. . . Barney Robbins, Robbins Amusement Company prexy, and his family left last week for a one-month vacation in Canada. . . Lou Jaffa, sales manager for Eastern Electric Cigarette Vending Machines, is getting set for a press showing of the firm's new vender which will be held next month.

Coinmen are expected to turn out for the 39th annual National Business Show which will be held in Grand Central Palace September 29-October 4. International Mutoscope exhibited its Photomat and Voice-o-Mat during the show last year. . . The Music Guild of America (MGA) headquarters in Newark, N. J., is now featuring a Hit Parade bulletin board, which can be used as promotion for records in juke box locations.

Atlantic New York Corporation is now set up to convert voltages, current and coin slots for machines to be exported. . . Al Blendow, International Mutoscope sales manager, spent last week-end in Atlantic City.

Louis Riggio, assistant to the president of American Tobacco Company (Lucky Strike) and Eugene Mooney, general sales manager of the firm, visited several of the bigger ops in the area last week. . . Harry Berger, West Side Distributing Corporation prexy, reports cigarette venders are moving so fast he has added three service men to recondition cabinets.

Jack Rosenberg, Cleveland; B. Benham, Chattanooga, and Dominick Raome, Little Falls, N. Y., were visitors in New York last week. . . Irving Johnson, sales director of the National Association of Tobacco Distributors, left last week on a three-month trip that will take him across the country.

King's Slenderizing Company now has a coin-operated steam cabinet in production. . . Hal R. Meeks, of the firm of the same name, reports heavy interest in his new cookie vender. . . Maxie Green is still drawing crowds to his New Deal Distributing Company headquarters.

Jack Mitnick and Barney Sugarman, executives of Runyon Sales, are working overtime on the CMI cancer fund drive. Jack is handling the drive in the New York area, while Barney is in charge of the campaign for the New Jersey coinmen. . . Al Denver, president of Automatic Music Operators' Association, has been busy preparing for the annual dinner-dance next month.

Joe Hirsch, chairman of the board of the Associated Amusement Machine Operators of New York, reports membership growing rapidly since the merger with the Brooklyn association. . . Manny Wolf, manager of Viking Vending, is back at work after a three-week vacation.

Coney Island arcade men report that their association, now about six months old, will swing into full operation this fall. . . Phil Mason, of Dave Lowy & Company, is taking his vacation in spurts because of the rush of biz. Instead of taking a prolonged

rest, Phil and his family spend long week-ends at near-by resorts. . . Barney Berkens, former secretary of the old Arcade Owners' Association of America and pioneer in the coin machine sales field, is now in the advertising department of Howard Clothes.

New Orleans:

(Continued from page 132)

FAB Distributing Company, Wur-litzer distributor, was scheduled to move into its newly constructed building at 1019 Baronne, Monday (15), according to Bob Dupuy, manager. The attractive one-story structure is modern and air-conditioned thruout. Music Sales Company plans to occupy the former FAB location, 704 Baronne, after extensive remodeling and addition of a mezzanine floor.

Frank Romaguera, manager of Southern Hemisphere Trading Company (Southern music division), has made two recent trips around the State calling on operators. One was made with Stanley Legeski, service representative from the Rock-Ola factory, Chicago. Towns covered included Baton Rouge, Leesville, DeRidder, DeQuincy, Donaldsonville, Alexandria, Monroe and Cottonport. The company is now handling a few pin tables and a full lines of parts.

Henry Fox has returned from Chicago after a business trip. Admiral Vaughan has been making regular fishing trips around the Gulf waters. He reports business is only fair. His Service Coin Company will take on two new pinball mechanics in a week or so. Vaughan has scheduled a business trip to New York in two weeks.

Jimmy Kell is out of the business with Southern Coin Machine Exchange. A. E. North and Lon Mounger are the remaining partners. Mounger is currently vacationing in San Antonio. North reports an increase in the re-finishing business.

J. H. Perez has let a contract for remodeling the three-story building he bought at 922 Poydras on coin machine row. New offices, show space and warehouse space will be included in the work. Perez recently returned from Chicago and is planning another trip for a meeting of Jennings representatives, who were to be guests of the manufacturer September 17.

Bob Buckley and Sam Tridico, of Console Distributing Company, managed to spend a week in the city recently as a vacation from their constant road trips. Streamlining of the Console premises has been completed, and the shop is now equipped for factory rebuilding, Buckley said. Leroy Oubre, former office manager, is now running a music box route in St. Charles Parish. William Serpas is now bookkeeper. Other new employes include John Caldwell, mechanic, and Ovell Sherdin, from the Buckley factory in Chicago. Buckley said business has picked up considerably, nearly double last month, with a lot of used equipment moving and all new equipment finding a market.

Marion Matranga, at Dixie Coin, says conditions are "looking up," with the beach closed for the season and people moving back into the city. Dixie is hoping to continue in the lead in Adams-Fairfax sales derby for the cash-tray venders, which ends October 15.

O. C. Marshall, of New Orleans Coin Machine Exchange, has completed a trip calling on operators on the Gulf Coast, Alexandria, Baton Rouge, and intermediate points. He says business in up-State Louisiana looks good. N. C. Wicker, his partner, reports things are rather dull in New Orleans, however.

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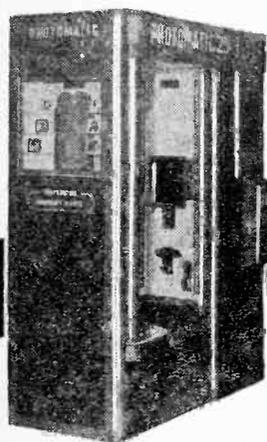


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Kansas City:

(Continued from page 132)

seph. Mo., into a new building he just bought. New spot gives him 1,600 square feet of business floor space plus an apartment house. . . . With Cobb on the trip here was Dale Archdekin, owner of Railroad Inn at St. Joe, who reports restaurant and tavern biz there picks up sharply whenever temperatures ease. He says a cig vender in his spot has been doing very well this summer. Archdekin was just recently married to Mabel Dillard of St. Joe. Cobb reports that both music and pinballs in his area are off about 15 per cent.

Mike Harris, partner in Paramount Music here, reports juke play on his firm's routes has been surprisingly good all summer and now is running about 15 or 20 per cent above last year. Harris had to postpone his vacation when his mother-in-law, Mrs. William Crider, took ill. She is now in St. Luke's hospital. . . . Lawrence Carlson is the new serviceman at Paramount.

Don Stirton, of Centralia, Kan., has joined Peerless Weighing & Vending Corporation here for training as a fieldman on the firm's scales, Harper Button, district manager, reported. He will go back to New York for four or five months training before going out into the field. . . . Button left this week for a run down into Oklahoma and Vernon Kingcade, another Peerless fieldman in this area, is on a three-week trip thru Kansas and Colorado. He will double back thru Nebraska. Bob Cross, serviceman, will be in charge of the shop while Button and Kingcade are gone. Button reports scale collections are off about 15 per cent this summer. . . . Jim Crosby, of New York, Peerless vice-president, was in town the other day for a short visit.

Beryl Masters, brother and partner of John Masters in the Missouri Valley Amusement Company, is said to be the only blind juke box mechanic in this territory, and the report is he's a crackerjack. Friends say Beryl can tell you just how a box looks by running his fingers over it, and can repair electric motors, fans and amplifiers with the best of them. The Masters recently bought out most of the route of Bill Boxburger, but Boxburger still is operating the remainder under the firm name of C. & B. Amusement Company. Jack Kirkbridge is the collection man and checker for Missouri Valley. . . . Lloyd Harlow, operator around Kansas City for a number of years, is reported to have set up a new route recently.

T. C. Crummett, of Central Distributing, went to Chicago on business last week, and Jerry Wilson, salesman, was looking after the shop. . . . Irvin Weiler, of Consolidated Distributing, also was a Chicago visitor, and on his return, after looking over the books for August, Weiler was wreathed with smiles. Says month was one of the biggest in his firm's history in spite of the heat.

Outstate Missouri operators making the rounds included Ivan Starks, of Marshall, Ia.; O. A. Welch, who has Automatic at Trenton; Ed Wollet, of Sweet Springs, and A. J. Baier, of Nevada. . . . Paul Compton, who has Automatic Music at Joplin, also was in, and Mr. and Mrs. R. C. Boles of Springfield were up looking the situation over. . . . William Moots is reported as a new operator at Trenton, and John Peterson is reported among the newcomers in Kansas City. Both have music and pinball routes. . . . K. D. Smith is reported to have bought out the interest of his partner, Lee Droher, in Coin-o-Amusement at St. Joseph. . . . Kansans taking time out to cross the river included Louis Pappas, of Parsons, and M. R. Snavely, of Lawrence. . . . Palmer Meyers, who sold his Kansas City route to John Goetz, is reported

starting a new one. Roy Simpson also was reported to have sold his route here some time ago.

Bill Shankman, sales manager at Advance Music Company, had three days of excruciating pain with an abscessed ear, but he is expected back on the job this week. . . . Harold Pearson, Aireon president, is just back from a trip to Washington.

John and Tony Raccagno, who have the Heart of America Candy & Tobacco Company, have branched into cigarette vending, according to reports. . . . Ray M. Cole, routeman with Confection Service Company, has been in Evansville, Ind., setting up a candy route for Joe Graddy, and reports back that vender competition there is just about as keen as any place in the country. . . . L. P. Donohue, who sold his confection service to J. G. Graham, well-known tobacco jobber, has been sticking pretty close around the shop to help Graham and his associates get started.

Henry Siler, of Silent Vending, who moved into a new shop out on Prospect & while back, is under medical care. His two sons are handling most of the business, but he still has to catch the emergency service calls. Unless his health is better, Siler doesn't expect to attend the big National Automatic Merchandising Association show in Chicago in December, but he will have one of his sons on hand, he declared.

Sizable attendance is expected at the two-day regional meeting of NAMA in the Muehlebach this Friday and Saturday with Ralph Dahl, of the Ralph Dahl Company, Omaha, in the chair. . . . Other visitors to the coin machine shops around town included Paul Garner, checker with A. H. Meyers' Consolidated Amusement Company at Chillicothe, Mo., and Lee Allen, service manager. Altho Meyers is kept busy with his trading in corn and wheat on the Kansas City Board of Trade he still finds time to keep in close touch with his music and pin route, associates say.

Helen Cigica, Irving Weiler's secretary at Consolidated, is planning to take her vacation. . . . John Barabash, field serviceman for Rock-Ola out of Chicago, was in for a session with Consolidated Sales & Service people on his firm's new "visual-cast" projector for training servicemen. Device will project anything from maps to blueprints or pictures and the demonstrator can write on whatever he is projecting. . . . John Masters says that, with the expansion of the restaurant and tavern business here, there are nearly twice as many good locations for juke and pinballs in the city as before the war. . . . Jim Batterson is advertising his Jim's Music Service by passing out spazzy white and red automatic pencils.

Glenn Hershberger, longtime operator at Marshall, Mo., is reported to have sold his routes to Frank Thompson, who formerly operated around Topeka, Kan. Thompson now is operating out of Waverly, Mo., but he is expected to move his headquarters to Lexington soon. Route is mostly music with some pinballs. Hershberger has operated in this territory about 10 years.

R. I. McBee, manager, of J. Renz Edwards' Cigarette Service Company, just returned from vacationing in Colorado, where he and his wife ran into a snowstorm in mid-August, a very welcome sight after the burning heat of Kansas City. He says the hot winds across Kansas nearly floored him on the return trip. . . . Morton Rothenburg, who was in charge while McBee was gone, is now on vacation in California. . . . Edwards, who is still under a doctor's care after his serious illness early this year, gets down to the office a few days at a time, but he has been spending most of the summer in Colorado.

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COINMEN YOU KNOW

Chicago:

(Continued from page 132)

the coin machine industry was on a small scale. Other visitors included Harry Pearl and Dave Stern of East Coast Sales & Distributing Company of New York.

Gordon Sutton, of Illinois Simplex, is back in Chicago after a trip to North Tonawanda, N. Y. New officer in the corporation, Sutton reports, is Frank Garnett. . . . Martin Freedman, of Corco Radio, is expected back at the plant here soon after an extended trip to the West Coast. Si Logan reports.

Howie Freer, of Empire Coin Machine Exchange, reports that their new display rooms are in use and that two new mechanics have been employed to get additional machines in display condition to fill the enlarged quarters.

Atlas Novelty Company reports an influx of visitors during the past few weeks; sign of stepped-up buying for the fall season, Joe Kline opines. Atlas's Seeburg serviceman, Sid Schneider, left Chicago headquarters Wednesday (10) for a two-week trip thru Nebraska contacting operators in that State. . . . Clayton Nemeroff, Monarch Coin Machine Company, agrees on the zoom in fall business; he says the hibernation period seems to be over and coinmen are again out looking over equipment. Among the callers at Monarch during the week was Jack Simon, Los Angeles.

Al Schechter, Howard Machine Products Company, states that the coin typewriters they will handle are due in sometime this week or early next week. Al reports there is increasing interest being shown by Chicago hotel owners and managers in coin typewriters. Machines are to be set for quarter operation, with dime chutes being installed at operators' request. Howard Machine will stock a sizable quantity of the typewriters so as to facilitate quick delivery.

Murray Rosenthal, Coinex Corporation head, returned Monday (8) from his extensive jaunt around the shores of the Great Lakes. Murray says his family and he enjoyed the trip—especially the cool weather they encountered. . . . George Solar, of James H. Martin & Company, reports that the firm was appointed national distributors of the Chord disk line this week. Morrie Goldman, Martin salesman, became the father of a new baby girl September 9. The newcomer's name is Susan.

Bert Riel, Vendall Company sales manager, says that deliveries are being resumed this week on their eight-column venders. Deliveries have been held up due to the cabinet shortage, Bert said. He looks for shipments on a progressively larger scale now that production is again rolling off the lines. . . . Coin machine service boss, Harold Pincus, is another to report on the upped tempo of business now that the summer months are about past.

Coven Distributing Company is greeting callers with a full showroom these days after the sudden swoop on machines displayed a few weeks back by buying coinmen. All visitors walking into Ben Coven's large and comfortable office find it conducive to long-lingering visits, it's said by

Coven folks. Lookers-in during the past week included Dave Waters, Rock Island, Ill., and Elmer (Happy) Halberstadt, Racine, Wis.

John Neise, O. D. Jennings Western sales manager, reports that firm visitors during the week included Fred Anderson, who is well known in New York and New Jersey coin circles. Bill Lipscomb, Eastern sales manager at Jennings hurried to Southern Illinois to see his father, who is ill. The plant in general was looking forward to the big distributor meet which will take place Wednesday (17).

Walter Clark, who operates out of Kenosha, Wis., was among business callers at the Kelner Vendor's headquarters. . . . Leon Seigal, the very busy head of Candy Corner, operating firm, is still feeling the effects of the calcium deposit that troubled him so much recently. Leon, however, is carrying on in fine style, despite the inconvenience.

Over at Coin Amusement Games production is going along at a merry clip based on a sharp pick up in business following Labor Day, Charlie Schutz disclosed. He also stated that increasing interest is being shown in their conversion of ray guns. Ted Barnham, Aurora, Ill., was a Coin Amusement visitor.

Frank Mencuri, of Exhibit Supply Company, was hard at work on the layouts for the parts catalog his firm is readying for operators. John Chrest, on vacation, returns to the office Monday (15). Buster Williams, well-known Southern coinman, was an Exhibit caller last week. . . . Bill Bolles, advertising manager for the Packard Manufacturing Corporation, came in from Indianapolis for a brief visit to the coin machine capital.

CMI's public relations director, Jim Mangan, reports that the checks are rolling in for the Runyon Cancer Fund drive. Among the week's contributors was the Amusement Arcade, Pittsburgh. The arcade sent in a check for \$114.60 via Harry Rosenthal, fund territorial chairman. Mangan said that Rosenthal is handling his assignment very well and with similar known can-do boys around the country the lofty CMI aim will probably be reached. CMI also received notice that the Sheldon Novelty Company, Spokane, has pledged to donate 10 per cent of its coin receipts for the week that ends tonight (13).

H. E. (Tom) Forester, sales engineer for Johnson Fare Box Company, reports increased production on the Harris coin changer. Major portion of changer output is being slated for soft drink vender installation. . . . Thomas Andrae has sold his Automatic Ice Cream Service, consisting of a route of cup ice cream venders.

Bally Manufacturing Company's Herb Jones is enthusing over the new one-ball free play and automatic games: Jockey Special and Jockey Club. Herb also looks forward to a good reception on the brand new Bally number introduced this week—the five-ball Silver Streak. George Jenkins, vice-president and general sales manager, flew down to Baltimore September 12 on business.

Al Sebring, Bell Products Company, now has his advertising program, spotting the Beacon Electric Coin Changer, in high gear and reports results very satisfactory. Production on the changer is being stepped up and distributors are being appointed on a nationwide basis. Because the coin changing action is completely automatic, Sebring says, service calls for those units on location are "few and far between."

IDEAL FOOTBALLS, Floor Samples	\$199.50
JACK RABBIT	149.50
UNDERSEA RAIDER	169.50
DRIVEMOBILE	139.50
ACE BOMBER	129.50
SKY FIGHTER	129.50
SCIENTIFIC BATTING PRACTICE	89.50
PERISCOPE	69.50

METAL TYPER DISCS
FOR GROETCHEN TYPER
Finest Aluminum—Standard Thickness—Satin Finish
\$8.50 Per 1000
PRECISION DIES Sample on Request
MONEY BACK GUARANTEE
1/3 With Order, Balance C. O. D.

MAX GLASS
DISTRIBUTING COMPANY
914 DIVERSEY - CHICAGO 14, ILL.



GET IN THE MONEY
WITH THE NEW
BAKERS PACERS
The Aristocrat of Consoles
Calliope Horses • Flashing Odds • 7 Coin Play • Illuminated Track.
GUARANTEED! The Best Money Maker Ever Built or Your Money Back!
SEE YOUR DISTRIBUTOR OR WRITE TODAY!
BAKER NOVELTY CO., Inc.
1700 W. Washington Blvd., Chicago 12, Ill.

ZENO
MINIATURE SLOT MACHINE
Big Machine \$5.95
Precision Engineering
Shipped only in lots of 6
ORDER NOW FROM

DAVID ROSEN
EXCLUSIVE DISTRIBUTOR
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2258

WANTED
EXPERIENCED JUKE BOX AND PIN BALL MECHANIC
Must be steady, reliable, and have References.
Ted Key Amusement Co.
306 Taylor Ave. Farmington, Mo.

CORADIO

ONE Completely trouble free. Solid construction plus the Coradio — National Slug Rejector unit that eliminates 95% of all service calls.

TWO Perfect design inside and out. The looks and the sound make people play Coradio in all locations.

THREE The perfect coin operated business. Just install and collect. **Send for Free Booklet Today**

CMI
A Few Distributorships Available Soon—WRITE.

CORADIO
COIN OPERATED RADIO
108 West 31 Street, New York, N. Y.
Wisconsin 7-5902

F-R-E-E!

100

Valuable Prizes Including

- New **BALLY JOCKEY CLUB** or **JOCKEY SPECIAL**
- New **JENNINGS STANDARD CHIEF**
- New 1947 **U-NEED-A MONARCH CIGARETTE MACHINE**
- New **DAVAL POSTMASTER**
- New **VICTOR Model V VENDOR**

100 PRIZES IN ALL.
No Purchase Required to Enter Contest!
Watch for details to be announced in the J. ROSENFELD CO. Billboard Ad, Oct. 4th issue.

CLOSEOUTS—NEW 5 BALLS

- Double Barrels\$ 99.50
- Rockets 179.50

Immediate Delivery on **BALLY'S New**

★ **JOCKEY SPECIAL and JOCKEY CLUB** ★

TERMS: 1/3 Certified Deposit, Bal. C. O. D.

J. ROSENFELD CO.
3218 Olive St. St. Louis 3, Mo. NE. 1582-3
Direct Factory Distributors
BALLY • JENNINGS • U-NEED-A
VICTOR • DAVAL • MIDGET MOVIES

LOOK FOR
MINIT-POP
SEE PAGE 117

Twin Cities:

(Continued from page 132)
the Aireon Blonde Bombshell and Allied's Strikes 'n' Spares.

Cecil Pence has given up his share in the Automatic Piano Company, Minneapolis, operated by him and his father, Archie. Cecil has bought out the Sports Club, Hudson, Wis., tavern from Ted Clymer, former coinman. Cecil's brother, Alvin, has taken over active management of Automatic Piano. . . . Dave Chapman, head of Chappy's Amusement Company, Minneapolis, is planning a double first anniversary celebration—his marriage and his entry into the coin machine business.

Sam Karter, of Star Sales Company, Minneapolis, is back on the job raring to go after a two-week vacation at Medicine Lake, outside the city. . . . Glen Brewer, ex-G.I., is busy installing new Seeburg phonograph equipment in numerous of his Minneapolis locations. . . . Bill Feoste, of Chicago, Seeburg service engineer, is visiting at the Hy-G Music Company offices in Minneapolis.

Coinmen who visited this market during last week included Carl Schumacher of St. Cloud, buying phonograph equipment; W. F. Suprenant, of Red Lake Falls, shopping; Andrew Benna, of Ironwood, Mich., shopping, and Jimmy Francis of Hurley, Wis., ditto.

Lou Rosen, sales manager for Nathanson Cigar & Tobacco Company, Twin Cities tobacco jobbers, and Dora Blumenthal, of Minneapolis, will exchange marriage vows in October. . . . Another social event at the Nathansons is the birth of a daughter, Julie, to Milton Nathanson, one of the firm heads, and his wife, Carol Bruce, Broadway-Hollywood stage, screen and radio star. Child was born in New York. . . . B. M. Crippin has been appointed to head up the merchandising staff of the Winston & Newell Company here, large grocery-candy-tobacco jobbers.

The Midwest section of the National Council on Candy met at the Curtis Hotel here for noon luncheon and evening dinner September 3 and launched its campaign for funds. Walter Sandell, of Miss Morris Candies, Minneapolis, was named campaign director. Oscar Trudeau of Trudeau Candies, Inc., St. Paul, vice-president of the council, spoke.

WANTED

SEEBURG CHICKEN
CONVICTS SAM

Must be complete with all parts

Will Pay \$30 Each—F. O. B. Your City

Write for Shipping Instructions

COINEX CORPORATION

1346 ROSCOE ST.
Gra. 0317 CHICAGO 13, ILL.

Make MORE Money with Radiotel

The **ADVANCED** Coin-Operated Radio

- RCA licensed . . . Underwriters approved
- Chassis especially engineered for coin-radio play
- Slug Rejector, with separate Return Coin chute
- Additional volume control inside chassis
- Tamper-proof tumbler locks, keyed to your pleasure
- GUARANTEED trouble-free operation
- GUARANTEED bonded delivery NOW

Write... wire... phone... for details to Dept. B

PROFITABLE DISTRIBUTORSHIPS AVAILABLE NOW

Above: New Console Model No. 1700
Fire - mar - alcohol resistant cabinet built by Howard Hughes Aircraft Co. Dark Mahogany. 6 tubes, AC-DC.

Right: New Table Model No. 1590
Rich Walnut. 4 tubes, straight AC. Surpasses all legal radio standards.

National Coin Radiotel Company
4487 Beverly Blvd. Los Angeles 4, Calif

RECONDITIONED CONSOLES

Bally Club Bells, 5¢, F.P. & P.O.	\$ 99.50
Bally Club Bells, 25¢, F.P. & P.O.	125.00
Bally Hi Hand, 5¢, F.P. & P.O.	99.50
Bally Hi Hand, 25¢, F.P. & P.O.	125.00
Jennings Silvermoon, F.P., 5¢	59.50
10¢	\$69.50; 25¢ 79.50
Watling Big Game, F.P., 5¢, \$59.50; 25¢	79.50
Pace Twin Reels, 5¢ & 25¢	129.50
Bangtalls, J.P., '41, 2-Tone	249.50
Dominos, J.P., '41, 2-Tone	249.50
Super Bells, Combination, 5¢	99.50
Keeney Bonus Super Bells, 5¢ & 25¢	69.50
Pace Saratoga, 5¢, \$ 59.50; Bally Draw Bells	275.00
Bohtalls, P.O., 5¢	\$75.00

BRAND NEW Evans Consoles—Packard Hide-aways—Packard Pla-Mor Boxes—Out-of-This-World Speakers. Write for Prices

NEW FIVE BALLS

Mam'selle	Flamingo
Playboy	Honey
Carousel	Heavy Hitter
Mexico	Click
Hawaii	Havana
Gold Ball	Bowling Alley
Marjorie	Shooting Star

SPECIAL!
Now is the time to install your Mills Four Bells into **BRAND NEW CABINETS** while they last \$15.00 Ea.

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 Slight Draft.

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EXCLUSIVE FOR KEENEY IN ILLINOIS IOWA NEBRASKA KANSAS MISSOURI

"It's a Pleasure TO DO BUSINESS WITH WORLD WIDE"

That's what our customers tell us time and time again. Operators like our friendlier, personal and more efficient service. They like our real, honest-to-goodness values, our better equipment and cleaner machines. They appreciate our sincere recommendations.

You'll enjoy doing business with World Wide!

NEW PHONOGRAPHS! Special Offer! Write Now for Prices!!

CONSOLES

Bally Draw Bell	\$295.00
Jennings Silver Moon, 5¢	75.00
Pace Saratoga, 10¢	65.00
Pace Saratoga, 25¢	75.00
Keeney Super Bell, 5¢	89.50

ONE BALLS

Victory Derby, Guaranteed Perfect!	\$225.00
Jockey Club, Payout	95.00
Turf King, Payout	95.00
Santa Anita, Payout	50.00
Blue Grass, Free Play	75.00

Keeney's One Ball **BIG PARLAY** Combination free play and payout! 7 coin multiple! Jackpot and many other new features! **LATEST MODELS \$350.00**

Keeney's One Ball **HOT TIP** Beyond a doubt the best one ball available today! Highest odds! Multiple scoring jackpot! Amazing earnings! **Write!**

SLOTS

MILLS		BAKER	
Gold Chrome, 2/5, 5¢	\$115.00	Black Cherry, 3/5, 5¢	\$125.00
10¢	\$125.00; 25¢ 135.00	10¢	\$135.00; 25¢ 145.00
WATLING		JENNINGS	
Gold Chrome, 3/5, 5¢	105.00	Four-Star Victory	
10¢	105.00	Chief, 5¢	\$ 75.00
Black Cherry, 2/5, 5¢	175.00	10¢	\$85.00; 25¢ 95.00
10¢	\$175.00; 25¢ 195.00	Silver Chief, 5¢	85.00
Black Cherry, 3/5, 5¢	160.00	Victory Chief, Model	
Silver Chrome, 3/5, 5¢	125.00	M, 5¢	95.00
10¢	135.00	25¢	125.00
NEW JENNINGS			
Blue Front, 3/5, 5¢	250.00	Super DeLuxe Club	
10¢	\$300.00; 25¢ 300.00	Chief, Lite-Up, 5¢	\$285.00
10¢	\$95.00; 25¢ 100.00	10¢	\$285.00; 25¢ 295.00
Brown Front, 3/5, 5¢	100.00		
10¢	\$105.00; 25¢ 110.00		
1947 Vest Pockets, Blue & Gray	45.00		

TERMS: One-third deposit, balance sight draft or C. O. D.

WRITE FOR OUR NEW COMPLETE PRICE LIST!

WORLD WIDE DISTRIBUTORS, INC.
2330 N. WESTERN AVE. CHICAGO 47
Phone: EVERGLADE 2300

LOW PRICES ON MANY NEW GAMES
Write! Write! Write!

LOOK AT THESE BARGAINS IN FIVE BALL GAMES

\$18.50 EACH All American Bombardier Gold Star Marines Monicker New Champ	\$28.50 EACH GI Joe (Jungle) Gun Club Horseshoe Majors, '41 7 Up Showboat Starliner 5/10/20 Star Attraction	\$34.50 EACH Big Parade Casablanca Hollywood Knockout Liberty Shangri-La Yankee Doodle	\$37.50 EACH Arizona Idaho Streamliner Trade Winds Wagon Wheels
---	--	--	---

Big Hit \$74.00 Spellbound \$87.00 Double Barrel \$65.00 Suspense \$68.00 Superliner \$82.00

PHONOGRAPHS

Wurlitzer 850	\$325.00	Jennings Multiple Racer	\$ 35.00
Wurlitzer 412, Illum. Grille	65.00	Keeney Super Bell, 5¢	90.00
Wurlitzer 600, Keyboard	135.00	Keeney Super Bonus, 5¢, Like New	425.00
Wurlitzer Twin Twelve in Metal Cabinet	65.00	Mills Late Four Bells, P/O	140.00
Seeburg Royal	95.00	Saratoga	30.00
		Watling Big Game, F.P. Console	45.00

SPECIAL!
New 1947 **ROCK-OLA AND PACKARD WRITE** PHONOGRAPHS **WRITE**

SLOTS
10¢ & 25¢ Blue Fronts, Knee Action \$ 77.00
5¢ Blue Fronts, Knee Action, Club Hand. 74.00

MISCELLANEOUS

Bally 1 Ball F.P. Dark Horse	\$ 44.00	Blue & Grey Vest Pocket Bells, Mills	\$ 33.50
Bally Victory Derby, Automatic Payout	170.00	All Plastics for Rock-Ola Deluxe	Ea. 75.00
Daval 5¢ F.P. Counter Games	30.00	Single Revolve Round Safes	115.00
Genco Whizz	49.00	Double Revolve Round Safes	115.00
		Wurlitzer 850 Front Door, Complete	25.00

Please send one-third deposit! State 2nd choice when ordering!
MAIN 0477 — Telephone — MAIN 8751

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1321 Central Parkway Cincinnati 14, Ohio

DISTRIBUTORS FOR GENCO—WILLIAMS—BALLY—EXHIBIT and CHICAGO COIN.

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826 Mills Street Phone 2-0021

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3004 Grand River Phone Temple 2-5788

NAMA Region Hosts Directors

Plan Details For Dec. Meet

Name three-man committee to draw up director slates for convention election

OLD POINT COMFORT, Va., Sept. 13.—Members of the National Automatic Merchandising Association's (NAMA) Region III were hosts here this week-end to the national organization's board of directors and some 95 operators, manufacturers and suppliers in a two-day session Friday and Saturday (12-13). Thursday (11), before the regional meeting got under way, NAMA's officers and directors met to iron out details for the association's annual convention and exhibit in Chicago next December.

During the directors' meeting 16 points were considered—ranging from reports by various officers to the selection of a three-man nominating committee which will draw up a slate of candidates for directors' positions to be filled during the December show. Although the directors will not reveal their choice prior to the December meeting, they considered candidates and voted for the man who will receive the association's annual award for outstanding contributions to the field of automatic merchandising.

A spokesman for the association likewise revealed that NAMA will shortly launch a concerted drive to build membership which now totals approximately 1,000. A series of 10 letters from national and regional officials will be sent to lists of operators, manufacturers and suppliers, with the emphasis on operators.

During the directors' meeting board members discussed the possibility of opening a West Coast branch office of NAMA, but no decision was reached on this point.

The three-man nominating committee, which according to NAMA by-laws, must meet at least 10 days in advance of the convention to draw up their slate, is composed of Jim Crosby, Peerless Weighing and Vending, New York; Bob Jones, Paramount Distributing Company, Houston, and Ed Chandler, Rowe Service, Los Angeles.

Regional officers, operators, suppliers and guests registered Friday morning, took the afternoon off for a tour of the Norfolk naval base and a cocktail party. In the evening, at Region III's banquet, principal speaker was Robert Z. Greene, president of NAMA and president of the Rowe Manufacturing Corporation.

5 Success Rules

Greene, speaking on *Successful Automatic Merchandising*, said there are five rules for success in vending—hard work, attention to detail, skill in dealing with people, keeping informed and vision plus courage. Slanting his talk directly to his operator listeners, Greene reminded them that aggressive merchandising principles were often set aside during the past five years, but that the industry "now must work to hold old customers and get new ones."

Pointing out the need for unity within the industry, Greene said, "Future prosperity depends upon the progress of automatic merchandising as a whole. One of our biggest problems is discriminatory legislation. 'Your job and mine,' he added, 'is to see that legislators are made to (See NAMA Region, opposite page)

Poll Shows More Minnesotans Oppose Anti-Gaming Campaign

MINNEAPOLIS, Sept. 13.—Results of a third run on the *Minneapolis Sunday Tribune's* poll of public opinion asking State's citizens whether they approved of Governor Youngdahl's anti-gaming campaign disclosed a definitely growing sentiment that the drive is "too strict."

At two times earlier in the year the poll studied attitude of Minnesota citizens on the governor's gaming policy, found that 70 per cent of the people approved. Now, in the poll for which results were released this week, only 48 per cent think it is "all right," and 44 per cent definitely believe that it is "too strict." Large majority, according to *The Tribune*, feel that if most Minnesotans want gaming devices at fairs and in churches, the Legislature should be asked to change the recently enacted legislation at its next session.

List Poll Results

Poll-takers asked the following question: "On the whole, what do you think of Governor Youngdahl's drive against gambling in Minnesota—do you think the campaign is all right, too strict, or not strict enough?"

	All	Men	Women
All Right	48%	45%	51%
Too Strict	44%	48%	39%
Not Strict Enough	4%	4%	4%
Undecided	4%	3%	6%

Among young people—from ages 21 thru 29—63 per cent, or 19 per cent more than the over-all answers, said that they considered the campaign too strict.

Broken down by cities, towns and farms, poll results showed as might be expected that city residents were most opposed to the governor's policy. Fifty-one per cent said that they opposed it as too strict, while 38 and 33 per cent from towns and and farms, respectively, held this view.

A second question referred spe-

cifically to the governor's legislative program as it affects raffles, church events and fairs. Question was phrased as follows:

"Under the governor's program, raffles, church lotteries and gambling games at fairs are forbidden. How do you feel about this—do you think raffles, church lotteries and gambling games at fairs should or should not be allowed?"

Total of 39 per cent of all of those questioned said that they should be permitted, and 52 per cent of the people from 21 thru 20 years of age held to this belief.

Atlantic City Play To Reap Benefit of Night Store Hours

ATLANTIC CITY, Sept. 13.—Extra trolley and bus service was provided by the Atlantic City Transportation Company Wednesday (10) when the plan for downtown stores to stay open until 9 p.m. on Wednesdays was put into effect. Most of the stores that formerly stayed open Saturday nights now will close at 6 p. m. on Saturdays.

Coinmen and tavern owners were among the first to back the plan, since it meant that Boardwalk arcades and coin machine centers will get the benefit of a good share of the shoppers' extra money. They aren't worried about Saturday nights when the stores will now be closed, stating that the employees that formerly worked then and visitors to the city will more than take care of any lost biz.

More taverns and night spots planned special events to draw shoppers to their doors. Coinmen reported business the first Wednesday evening the stores stayed open as more than satisfactory.

Aireon Output Status Is Given By Greenbaum

CHICAGO, Sept. 13.—Temporary suspension of phonograph production by Aireon Manufacturing Corporation, announced in Kansas City, Kan., Friday (12) by Aireon President Harold Pearson, was explained here today (13) by Rudy Greenbaum, vice-president in charge of phonograph sales.

Greenbaum said that the shutdown would be for a few weeks only, in order to allow solution of an unbalanced inventory problem in components and materials.

He stamped as false rumors to the effect that the shutdown signals the withdrawal of Aireon from the juke box field.

"As soon as inventories of parts and components can be brought into balance so that efficient, steady production can be maintained," he declared, "Aireon will resume production with 90 per cent of output concentrated on the new Blonde Bombshell model. This will be in a matter of weeks."

Greenbaum said that the company's chief inventory problems were in steel and electrical components. While a surplus of some components were on hand, inadequate inventories of such items as capacitors and keyboard switches made it impossible to maintain efficient production, he said.

He emphasized that the most important problem is steel. Because the firm's product uses only a limited amount of steel, Aireon faces the problems of the relatively small steel buyer in not being able to obtain a continuous flow of this material.

Complicating factor, said Greenbaum, is the switch to production of the new model juke box. Although production rates had enabled the firm to meet production schedules on the Fiesta model—which will continue as a member of the firm's phonograph line—it was necessary to build up inventories on parts and materials used in the new model before concentrating the plant's main production in this field.

Four hundred employees were furloughed from the firm's Fairfax plant in Kansas City, Kan., according to the announcement from Pearson. Meanwhile, a production staff continues to work on a \$350,000 navy contract and on production of firm's radio speaker.

How Essential Is A Coinman's Car?

ASBURY PARK, N. J., Sept. 13.—Pointing up just how modern industry is dependent upon the auto, which at one time in the not too distant past was considered a luxury, is the following letter recently received by Tradio, Inc., pioneer manufacturer of coin-operated radios:

"I do not have a car. I will not pay these high prices for one. If I am to operate a route I'll need one. If I send you an order for \$500 worth of Tradios cash, can your company get me a 1947 model at retail price cash?"

(Signed) R. J. Hoffman,
Omaha."

P.S.—Coinman Hoffman did not get his car.



JACK R. MOORE, well-known Pacific Northwest coinman, eyes the citation that accompanied his Exceptional Service Medal, awarded by the War Department for distinguished service as commander of Civil Air Patrol units during the war years. Moore held the rank of major, was commended several times.

RECORDS MOST-PLAYED ON THE AIR

(Continued from page 36)

4	8	10.	FEUDIN' AND FIGHTIN' ... Jo Stafford (The Starlighters-Paul (M) ... Capitol B-443—ASCAP
7	—	11.	FEUDIN' AND FIGHTIN' ... Dorothy Shay (Mischa Russell (M) ... Columbia 37189—ASCAP
1	—	11.	KATE (Have I Come Too Early Too Late?) ... Ray Bloch (Alan Dale-Ensemble) ... Signature 15114—ASCAP
14	—	12.	TIMTAYSHUN ... Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle ... Capitol 412—ASCAP
1	—	13.	SUGAR BLUES ... Johnny Mercer (Paul Weston Ork) ... Capitol B-448—ASCAP
1	—	14.	I WONDER WHO'S KISSING HER NOW (F) ... Ray Noble ... Columbia 37544—BMI
8	14	14.	THAT'S MY DESIRE ... Martha Tilton (Dean Elliott Ork) ... Capitol 395—ASCAP
17	7	14.	PEG O' MY HEART ... The Harmonicats ... Vitacoustic 1—ASCAP
1	—	15.	I HAVE BUT ONE HEART ... Frank Sinatra (Axel Stordahl Ork) ... Columbia 37554—ASCAP

Coming Up

- I WISH I DIDN'T LOVE YOU SO (F) ... Vaughn Monroe-Moon Maids ... Victor 20-2294—ASCAP
- I WISH I DIDN'T LOVE YOU SO (F) ... Betty Hutton (Joe Lilley Ork) ... Capitol 409—ASCAP

NAMA Region 3 Plays Host To Directors; Plans Dec. Meet

(Continued from opposite page) understand the real facts about our business."

Saturday's business session likewise touched on the legislative scene. C. S. Darling, executive secretary of NAMA, outlined the association's work thruout the nation, while B. W. Scheuer, Baltimore, and E. W. Christian, Richmond, presented a report of conditions affecting the business in their States.

After these legislative reports, operators heard a discussion of the problems confronting candy operators in hot weather, presented by Sam Roth. Roth's suggestions were followed by remarks from Lewis Gru-

ber, sales manager, P. Lorillard; I. H. Houston, Spacarb, Inc.; W. H. Maichle, vice-president, Beechnut Packing Company, and W. B. Riley, vice-president, Brock Candy Company.

Operators' Forum

Final feature of the morning session was an operators' forum at which J. Herman Saxon, chairman of NAMA Region IV was moderator. Operators participating in the forum were J. B. Delbridge, D. R. Drewyer, Joseph Eckford, Myer Gelfand, Charles Greasley, Marcus Kaplan and Frederick Kayser.

At the concluding luncheon, Saturday noon, George M. Seedman, general chairman of NAMA's 1947 convention and exhibit, outlined highlights of the association's program for the December date. His talk was followed by an address by the Hon. J. Vaughn Gary, member of the House of Representatives from the third district, Virginia. Gary spoke briefly of the growth of automatic merchandising, concluded with a summary of important national and international issues facing this nation.

Where operators gathered outside the scheduled meetings, availability and prices were the main topics of conversation. Most of the manufacturers' representatives present told operators that one of the chief keys to equipment production is steel, and that equipment prices—which everyone admits are too high—cannot drop until manufacturers find more efficient production methods and less expensive materials.

Chicle Prices Up

Altho chewing gum is now in a relatively free market, Maichle, of Beechnut, reminded operators that chicle prices have jumped from an average of 50 cents per pound in 1941 to \$1.90 per pound today. He said he expects synthetic chicle will help somewhat, but added that the quality of gum cannot be maintained at its present high standards if too much substitution is made.

There were no official statements from candy bar makers attending the meeting, but operators of candy machines gathered that soon there is going to be another reduction in the size of chocolate bars, as candy makers strive to help venders and other retailers to maintain the nickel price.

Move New York Sales Office of Coin Firm

NEW YORK, Sept. 13.—Effective immediately the sales offices of Amusement Enterprises, Inc., will be located at 324 Clarkson Avenue, Brooklyn, instead of 2 Columbus Circle, George Ponsler and Irving Kaye announced this week.

The organization is shipping its latest roll-down amusement game machine, Big City, to distributors thruout the country.

Dept. Store Sales Rise in Texas City

FORT WORTH, Sept. 13.—Department store sales here during August showed a 3 per cent rise over the corresponding 1946 period, according to a report by the Federal Reserve Bank of Dallas.

Largest State gain in such sales was in San Antonio where sales rose 6 per cent over August, 1946. However, in Houston they took a 1 per cent dip, while Dallas stores lost 6 per cent.



★ NOW DELIVERING—BRAND NEW ★

MILLS SENSATIONAL

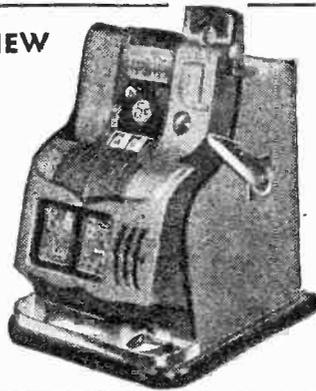
JEWEL BELL

Available in 5c-10c-25c Play

BRAND NEW

MILLS
5c Q.T.
\$115.00

BRAND NEW
MILLS V.P.
BELL
\$65.00



Exclusive Distributor for Mills Slots and Phonographs



SPECIAL SLOT TOOL KIT

9 Essential Tools for Servicing Your Bell Machine Equipment. Complete Set, only...

\$14.95

New Steel Box Stands for Slots ... \$22.50

New Heavy Steel Double Revolv-A-Round Safes \$174.25

Authorized Distributors for PFANSTIEHL NEEDLES. Ea. ... 55c

RECONDITIONED CONSOLES

Mills Jumbo Late Head, P.O.	\$ 69.50
Maybell, 3/5c-1/25c Chutes	100.00
Evans Black Cab. Galloping Dominoes	59.50
Bally Club Bell	99.50
Evans '41 Bang Tail, J.P.	129.50
Pace Twin Reels, 5c/25c	89.50
Pace Twin Reels, 5c/10c	89.50
Jenn. 5c Victory Chief Slot	99.50

RECONDITIONED PHONOGRAPHS

Mills Throne	\$189.50
Rock-Ola Master	215.00
Rock-Ola Commando	199.50
Wurlitzer Victory	149.50
Seeburg 8200 Victory	149.50

★ WRITE FOR COMPLETE LIST, GAMES AND PARTS. TERMS: 1/3 DEP., BAL. C.O.D. ★

AUTOMATIC COIN MACHINES & SUPPLY CO.

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free buyer's guide for operators

MILLS NEW
Q.T. BELL
\$115.00
Each.

Just Out!

Brand New!



ORDER YOURS NOW!
THE MILLS NEW VEST POCKET BELL
With Jackpot Meter
ONLY \$65.00 EACH!

Write for Quantity Prices
FULLY RECONDITIONED BELL MACHINES

5c Black Cherry Bell (Org.)	\$125.00
5c Silver Chrome	109.50
5c Black Chrome	99.50
5c Pace Deluxe Chrome	
(46 Model)	105.00
5c Brown Front	72.50
5c Gold Chrome	97.50
10c Brown Front	77.50
10c Pace Deluxe Chrome	
(46 Model)	110.00
10c Black Cherry Bell (Org.)	149.50
25c Silver Chrome	119.50
25c Jennings Goose-neck	19.50
25c Black Cherry Bell (Org.)	159.50
Columbia Bell, D-JP (46 Mod.)	72.50

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- Chi Coin Gold Ball
- Chi Coin Basketball
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- Bally Ballyhoo
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SEE PAGE 117

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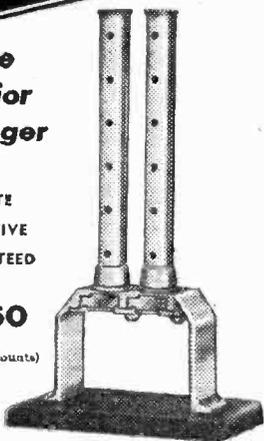
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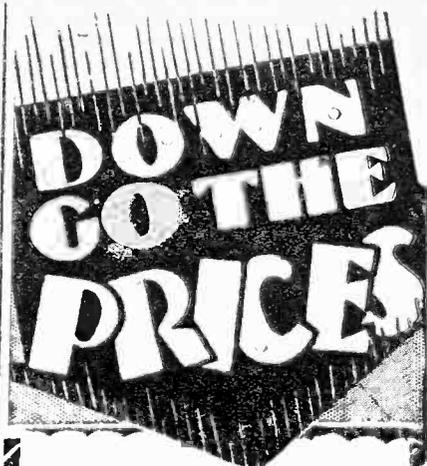
EXCLUSIVE DIST. FOR THE DISTRICT OF COLUMBIA
3144 Elliott Avenue Seattle 7, Wash.

(Continued from page 129)

INTERNATIONAL

- A CHASEN, A SHIKER (A Drunken Cantor), PARTS I & II Maurice Schwartz Brunswick 85000
ALANDS POLKA J. Yankevich Ork (OCTAVE POLKA)..... Standard T-130
AN BOROUSES MIA STIGMI Stella Greca (EZISA KONTA)..... Standard F-9039
ANAPIROS MANGAS Petros Kyriakos (DEMA APO)..... Standard F-9038
A NATIONAL ONCE AGAIN John Feeney (WEARING OF)..... Decca 12266
(1) Babes in the Wood; (2) Peltz's Orne Ork; (1) Miss Monaghan—Joe Maguire's Pride of Decca 12267
BARNEY O'HARE (From the County Fair) Joseph Maguire (THE OULD)..... Decca 12264
BLUE DANUBE Accordion Masters (George Vitalis, Dir.) (DANUBE WAVES)..... Standard T-128
DANUBE WAVES Accordion Masters (George Vitalis, Dir.) (BLUE DANUBE)..... Standard T-128
DEMA APO TON THYO Petros Kyriakos (ANAPIROS MANGAS)..... Standard F-9038
EVENING ON THE LEHIGH Jolly Jack Robel Band (THE NEW)..... Decca 45048
WALTZ Decca 45048
EVERGREEN POLKA "Whoopie" John Wilfahrt Band (HAPPY HUGO)..... Decca 45045
EZISA KONTA SOU Stella Greca (DEMA APO)..... Standard F-9039
- FOLK MUSIC OF HAITI ALBUM (4-10")**
- (A) Congo Dance Song; (B) Mais Dance Song..... Disc 142
Ibo Dance Song..... Disc 1501
(A) Libo Dance Song; (B) Work Song..... Disc 1503
(A) Mais Dance Song; (B) Quitta Cheche Dance Song..... Disc 1501
(A) Nago Drums; (B) Mascaron Drums..... Disc 1503
Uitta Cheche Drums..... Disc 1504
(A) Vodoun Incantation; (B) Moundongie Dance Song..... Disc 1502
(A) Wake Song; (B) Mosquito Drum; (C) Rara Trumpets..... Disc 1502
- GRASSHOPPER POLKA "Whoopie" John Wilfahrt Band (LINGEN-BERRY SCHOTTISCHE)..... Decca 45046
HAPPY HUGO HAMBO "Whoopie" John Wilfahrt Band (EVERGREEN POLKA)..... Decca 45045
HATIKVAH Palestine Symphony Ork (Children and Adult Chorus) (ANI MAAMIN).....
- HAWAIIAN MELODIES ALBUM** Kulalani Hawaiian Serenaders Standard 4 F-16
- Aloha No You I Kou Maka (I Love Your Eyes)..... Standard F-1018
Oloha Oe (Farewell To Thee)..... Standard F-1016
Hawaii Nei (This Is Hawaii)..... Standard F-1019
Maul Girl (Pretty Girl)..... Standard F-1018
Mi Givi (Flirting With Love)..... Standard F-1017
Na Lei O Hawaii (Song of the Islands)..... Standard F-1017
Tomi Tomi (Let's All Have Fun)..... Standard F-1016
Ulu Hua Wale Au (Longing for Thee)..... Standard F-1019
- IRISH SOLDIER BOY The McNulty Family (WHEN IT'S)..... Decca 12263
(1) Miss Monaghan; (2) Farewell to Ireland—Joe Maguire's Pride of Erne Ork—(1) Babes in)..... Decca 12267
- MOJE MILA JESEL SPAVALA (Did Tamburica Ork (O SARAJEVO) You Sleep Last Night)..... Standard F-12006
O SARAJEVO VATROVITO (O Flain-Tamburica Ork (MOJA MILA) ing Sarajevo)..... Standard F-12006
OCTAVE POLKA J. Yankevich Ork (ALANDS POLKA)..... Standard T-130
PANORIA George Xenopoulos (STON ADI)..... Standard F-9041
PASTIRCE MLADO I MILO (Un-happy Shepherd) Joseph Batistich (YA SAM)..... Standard F-12005
PES MOU POS THA BORESO NA SEM. Thomakos (THA S'AGAPO) XEHASO Standard F-9040
- POLKAS ALBUM** Jolly Jack Robel Ork..... Decca A-556
- Chicago Polka..... Decca 45015
Dog House Polka..... Decca 45014
Earbender Polka..... Decca 45015
Let's Say Goodnight to the Ladies Polka..... Decca 45016
Philadelphia Polka..... Decca 45016
Phoenixville Polka..... Decca 45014
Ring Those Bells Polka..... Decca 45013
(Steel City Polka) World's Fair Polka..... Decca 45013
- POLKA W. ZOOLGICZNYEN Silver Barrel Ork-Bernard Witkowski, Dir. (MAZUR NA)..... Victor 25-9178
OGRODZIE (At the Zoo)..... Victor 25-9178
RICORDATI DI ME (Remember Me)..... Stefano Lombardi (RCA Victor Continental Ork) (TU NON)..... Victor 25-7088
ROSENKAVALIER Henri Rene Ork (SPEAK TO)..... Victor 25-0102
SAILOR SONG Karin Juel (Waldimirs Ork) (SJOMANSVALS)..... Victor 26-1065
SERENATA A SURRIENTO (e Coro) Carlo Buti (D. Olivieri Ork) (TU, CA)..... Columbia 15159-F
SEV POLKA "Whoopie" John Wilfahrt Ork (HILLTOP WALTZ)..... Decca 45056
SHA, SHA, DER RABBI GERT..... Jacobson Bros. (GALITZIANER UN)..... Continental C-13000
SJOMANSVALS (Sailor's Waltz)..... Karin Juel (Waldimirs Ork) (SAILOR SONG)..... Victor 26-1065
SPEAK TO ME OF LOVE (Parlez-moi D'Amour) Henri Rene Ork (ROSENKAVALIER)..... Victor 25-0102
SRETAN MLADOZENJA Skertich Brothers' Tamburica Ork (ZLATNI VALCER)..... Columbia 1258-F
STO LIMANAKI SOU Stratos (BAGLAMADES)..... Victor 26-8193
STON ADI THA KATEVO George Xenopoulos (PANORIA)..... Standard F-9041
- STORY OF A BAR MITZVAH BOY Sam Levenson (THE FAMILY)..... Apollo 156
TANGO DELLA ROSE (Tango of the Roses) Tony Bari (Napolitano Ork) (MAMA)..... Apollo 152
THA S'AGAPO KIAN KOSMOS M. Thomakos (PES MOU)..... Standard F-9040
HATHI Standard F-9040
THE BUTCHER BOY (Luna Mezzo Mare) Tony Bari (Napolitano Ork) (COME BACK)..... Apollo 153
THE FAMILY GOES TO CONEY ISLAND Sam Levenson (STORY OF)..... Apollo 156
THE OULD SUNDAY DINNER Joseph Maguire (BARNEY O'HARE)..... Decca 12264
- THEY WERE ALL FAR DOWNS John McCormick (Garyowen Ork) (O' SULLIVAN)..... Tara Ta 429
BUT ME Tara Ta 429
THREE YANKS POLKA Frankie Yankovic and His Yanks (John Pecon) (DREAMER'S WALTZ)..... Columbia 37813
TRINKER Ernie Benedict Polkateers (JUMP)..... Victor 25-1092
- TU, CA NUN CRIACNE Carlo Buti (D. Olivieri Ork) (SERENATA A)..... Columbia 15159-F
TU NON SEI PIU L'AMORE (You Are No Longer My Love) Stefano Lombardi (RCA Victor Continental Ork) (RICORDATI DI)..... Victor 25-7088
WEARING OF THE GREEN John Feeney (A NATION)..... Decca 12266
WHEN IT'S TEATIME IN THE MEADOWS The McNulty Family (IRISH SOLDIER)..... Decca 12263
YA SAM MAHKO CURE FINA (I Will Marry Marina) Joseph Batistich (PASTIRCE MLADO)..... Standard F-12005
ZA HORY A DOLY Jerry Mazanec A Jeho Ork (POLKA MODRYCH)..... Columbia 316-F
ZEZT! Annie Lubin (MYER)..... De Luxe 1087
ZLATNI VALCER Skertich Brothers' Tamburica Ork (SRETAN MLADOZENJA)..... Columbia 1258-F

(Continued on opposite page)



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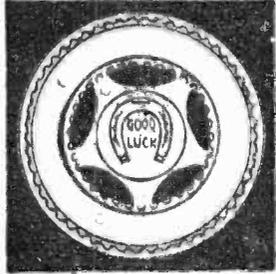
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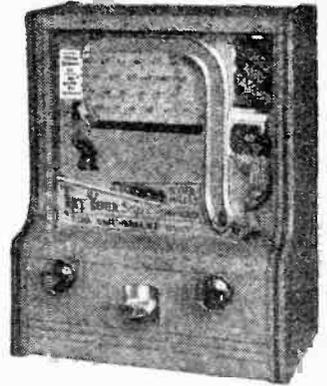
(Continued from opposite page)

HOT JAZZ

- ALL THE THINGS YOU ARE Dizzy Gillespie Sextet (DIZZY ATMOSPHERE) Musicraft 488
- BIX AND TRAM ALBUM Frankie Trumbauer Ork-Bix Beiderbecke Columbia C-144
- Baby, Won't You Please Come Home (Frankie Trumbauer) Columbia 37807
- Clarinet Marmalade Columbia 37804
- Ostrich Walk Columbia 37805
- Riverboat Shuffle Columbia 37805
- Singlin' the Blues Columbia 37804
- Take Your Tomorrow (And Give Me Today) (Frankie Trumbauer) Columbia 37807
- Way Down Yonder in New Orleans Columbia 37806
- Wringin' and Twistin' Columbia 37806
- BODY AND SOUL Billie Holiday (THEM THERE) Columbia 37836
- COBB'S IDEA Arnett Cobb Ork (STILL FLYIN') Apollo 772
- DIZZY ATMOSPHERE Dizzy Gillespie Sextet (ALL THE) Musicraft 488
- DREAM OF YOU Rubberlegs Williams (OOH! OOH!) Continental C-6060
- FRISKY Johnny Hodges Ork (FAR AWAY) Sunrise 2006
- HERMAN'S BOOGIE Snub Mosley (SQUASH HEAD) Sonora 110
- HONEYSUCKLE ROSE Earl Hines Trio (MY FATE) Signature 28110
- I COVER THE WATERFRONT Sarah Vaughan (George Treadwell Ork) (I DON'T) Musicraft 503
- I DON'T STAND A GHOST OF A CHANCE (With You) (I COVER) Musicraft 503
- I KNOW THE BLUES Israel Crosby Quartette (THE DEATH) Apollo 390
- I OWE THIS DREAM TO YOU Mercer Ellington Ork-Billy Daniels (YOU NAME) Sunrise 2003
- I'M COMING, VIRGINIA Maxine Sullivan (Maxine Sullivan Ork-Claude Thornhill, Dir.) (LOCH LOMOND) Columbia 37818
- I'VE GOT A CRUSH ON YOU Sarah Vaughan (George Treadwell Ork) (PENTHOUSE SERENADE) Musicraft 505
- I'VE GOT A FEELING I'M FALLING Earl Hines Trio (SQUEEZE ME) Signature 28109
- LOCH LOMOND Maxine Sullivan (Maxine Sullivan Ork-Claude Thornhill, Dir.) (I'M COMING) Columbia 37818
- LOVE NEST Max Kaminsky Jazz Band (EVERYBODY LOVES) Commodore C-595
- LOVER, COME BACK TO ME! Roy Eldridge Ork (BODY AND) Decca 24119
- MABEL'S DREAM Bob Wilber and His Wild Cats (WILLIE, THE) Commodore C-583
- MEMORIES Lee Wiley (Jess Stacy Ork) (BUT NOT) Majestic 7259
- MUSKRAT RAMBLE Eddie Miller Ork (YOU OUGHTA) Capitol Americana A-40038
- MY FATE IS IN YOUR HANDS Earl Hines Trio (HONEYSUCKLE ROSE) Signature 28110
- MY GAL IS GONE "Hot Lips" Page Ork ("Hot Lips" Page) (THE BLUES) Commodore C-593
- NEW ORLEANS MEMORIES ALBUM (5-10") Jelly Roll Morton Commodore CR-8
- Buddy Bolden's Blues Commodore C-589
- Don't You Leave Me Here Commodore C-591
- King Porter Stomp Commodore C-591
- Mamie's Blues Commodore C-587
- Michigan Water Blues Commodore C-588
- Original Rags Commodore C-587
- The Crave Commodore C-589
- The Naked Dance Commodore C-588
- OH, LADY BE GOOD Joe Bushkin Sextet-Bill Harris (FADE OUT) Commodore C-594
- OOH! OOH! MY! OH! OH! Dizzy Gillespie (Clyde Hart All-Stars) (DREAM OF) Continental C-6060
- O SOLE MIO Ernie Filice Quintet (STUMBLING) Capitol B-453
- PENTHOUSE SERENADE (When We've Alone) Sarah Vaughan (Teddy Wilson Septet) (I'VE GOT) Musicraft 505
- *PLAYMATES Ray Herbeck Ork (Betty Benson) (TELL ME) Columbia 37869
- SHANGRI-LA, Parts I & II Matty Malneck Ork Columbia 37877
- BESSIE SMITH, VOLUME II, ALBUM Bessie Smith Columbia C-142
- Baby, Have Pity on Me Columbia 37576
- Do Your Duty-(Buck and His Band) Columbia 37575
- Gimme a Pigfoot-(Buck and His Band) Columbia 37574
- I'm Down in the Dumps-(Buck and His Band) Columbia 37575
- New Orleans Hop Scop Blues Columbia 37577
- Nobody Knows You When You're Down and Out Columbia 37577
- See If I'll Care Columbia 37576
- Take Me for a Buggy Ride-(Buck and His Band) Columbia 37574
- SQUASH HEAD Snub Mosley (HERMAN'S BOOGIE) Sonora 110
- SQUEEZE ME Earl Hines Trio (I'VE GOT) Signature 28109
- STAR DUST Louis Armstrong Ork (WRAP YOUR) Columbia 37808
- STILL FLYIN' Arnett Cobb Ork (COBB'S IDEA) Apollo 772
- STUMBLING Ernie Filice Quintet (O S(LE) Capitol B-453
- SUGAR (That Sugar Baby of Mine) Lee Wiley (Jess Stacy Ork) (WOMAN ALONE) Majestic 7258
- TAKE ME TO THE LAND OF JAZZ Pee Wee Russell's Hot Four (D. A. BLUES) Commodore C-596
- TENDERLY Sara Vaughan (George Treadwell Ork) (DON'T BLAME) Musicraft 504
- THE BLUES JUMPED THE RABBIT "Hot Lips" Page Ork ("Hot Lips" Page) (MY GAL) Commodore C-593
- THE DEATH OF PINEY BROWN Israel Crosby Quartette (I KNOW) Apollo 390
- THEM THERE EYES Billie Holiday (BODY AND) Columbia 37836
- THESE FOOLISH THINGS Sheboblou Trio (WHAT IS) Chord 640
- *TISS ME OR YA DOTTA DET OUT Ray Herbeck Ork (Betty Benson) (PLAYMATES) Columbia 37869
- UPTOWN CAFE BLUES (12") Edmund Hall Sextet (DOWNTOWN CAFE) Commodore C-1512
- WHAT IS THIS THING CALLED LOVE? Sheboblou Trio (THESE FOOLISH) Chord 640
- WHEN DAY IS DONE (12") Jam Session at Commodore No. 6 (AT SUNDOWN) Commodore C-1523
- *WHEN YOU AND I WERE YOUNG, MAGGIE Edgar Hayes (STARDUST) Decca 25106
- WILD CAT BLUES Bob Wilber and His Wild Cats (BLUES FOR) Commodore C-584
- WILLIE, THE WEEPER Bob Wilber and His Wild Cats (MABEL'S DREAM) Commodore C-583
- WOMAN ALONE WITH THE BLUES Lee Wiley (Jess Stacy Ork) (SUGAR) Majestic 7258
- WRAP YOUR TROUBLES IN DREAMS Louis Armstrong Ork (STAR DUST) Columbia 37808
- YOU OUGHTA BE IN PICTURES Eddie Miller Ork (MUSKRAT RAMBLE) Capitol Americana A-40039
- YOU NAME IT Mercer Ellington Ork (I OWE) Sunrise 2003
- *Re-issue

KICKER and CATCHER

THE BIG HIT FOR PROFITS



100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR INVESTED THAN ANY GAME MADE!

PENNY **\$37.50** F. O. B. PLAY CHICAGO
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ORDER TODAY. Try it for 10 days. Money Back if Not Satisfied. You Keep the Receipts!

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READY NOW! The NEW JEWEL BELL Cabinet

Fits Any Mills Mechanism

PRICE **\$59.50**

This \$59.50, plus your mechanism, gives Jewel Bell coverage for your locations.

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IMMEDIATE DELIVERY

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158 E. Grand Ave. Chicago 11, Ill. Phone: Whitehall 4370 Buy "AMERICAN" and you buy the "FINEST"

MARVEL BUILDS MIGHTY FINE GAMES!

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I BET YOU DID NOT KNOW THAT YOU CAN BUY KICKERS AND CATCHERS AND PAY FOR SAME IN 26 WEEKLY PAYMENTS ON THE TORR TIME PAYMENT PLAN. SUGGEST YOU WRITE FOR DETAILS TODAY.

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SPECIAL THIS WEEK ON COUNTER GAMES

IN A-1 CONDITION
YANKS \$14.50 Each
WINGS 15.50 Each

Superliner \$110.00
Super-Score 122.00
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Mills Cherry Bell, 25¢ Play 75.00
We are also delivering all late Pin Games now. Send 1/3 deposit with order and balance C. O. D.

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One Voice-O-Graph. Best offer over \$500.00. In perfect condition.

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Eighteen new Wurlitzers, forty used Wurlitzers, Wall Boxes, sixty-five latest Pin Games, new Truck. Route well established. A wonderful opportunity for right person.

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SPECIAL—THIS WEEK ONLY

25 GUSHERS

Brand New Daval 5¢ Gushers, originally \$49.50, now \$25.00.

30 Wire—all color coded cable—individual wires and complete cable plastic coded. The finest on the market in 1,000 ft. reels, 23¢ per ft.

- 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 Jafoo's Sportsmen Roll Downs 195.00
- 10 Total Rolls 210.00

CIGARETTE VENDERS

- 3 National 9-30, 9-Column \$ 85.00
- 5 Stewart-McGuire, 7-Column 95.00
- 2 DuGreier Cham- pion, 11-Column 110.00

RACERS

- 5 Baker's Races with Daily Double, like new \$175.00

BRAND NEW SCALES

- Watling Tom Thumb Jr. Write Watling 500 Write Ideal Lo Boy \$125.00

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- 2 Lite-o-Leagues \$175.00
- 1 Evans in the Barrel 110.00
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MASTER

- 14-5¢ Comb. \$15.95

BUBBLE BALL GUM

- 45¢ per pound for 5/8" count gum
- 50¢ per pound for 170 count gum
- Packed in 25 pound cartons.

5 TEN STRIKES

- 5 Ten Strikes \$ 89.50
- New Chi Coin Basket-ball 499.50
- 2 Matting Practices 95.00
- 3 Keeney Air Raldera 110.00
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- 1 Scientific Baseball . 95.00
- 1 Groetchen Metal Typar 195.00
- 1 Buckley Deluxe Digger 75.00
- 1 Exhibit Rotary Pusher Type 175.00

8 MILLS VEST POCKETS

Reconditioned, \$35.00

15 BOOM-ERANGS

The finest of upright Novelty Games, scoring up to 295,000 with an out ball release. **SPECIAL \$150.00.** Originally \$250.00. Better than Pin Games.



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- Genco Pee Woe \$ 45.00
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- Champion Basketball. 35.50
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- 3 Bomber Gum Venders 10.00
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- 1 Wind Mill, New .. 15.00
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NOW DELIVERING NEW GAMES

- Mexico Ballyhoop Play Boy
 - Ranger Carousel Heavy Hitter
 - Honey Gold Ball Lightning
 - Havana Tumbler Mam'selle
 - Hawaii Torchy
- Write or Phone for Prices

ORIGINAL MILLS BELLS

- 5 5¢ Blue Fronts .. \$ 65.00
 - 1 10¢ Blue Fronts .. 75.00
 - 3 5¢ Melon Bells .. 65.00
 - 5 5¢ Brown Fronts. 65.00
 - 0 5¢ Cherry Bells .. 70.00
 - 6 10¢ Cherry Bells .. 75.00
 - 2 25¢ Cherry Bells .. 110.00
 - 1 10¢ Gold Chrome, H.L., 2/5, P.O. .. 95.00
 - 1 5¢ Gold Chrome, 2/5, P.O. 85.00
 - 1 25¢ Black Cherry .. 150.00
- The above are all operating, clean condition, late series.

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 282.00
- 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

MUSIC

- 9 61 Wurlitzers \$105.00
- 3 71 Wurlitzers 125.00
- 4 Twin 12 Wurlitzers 135.00
- 9800 Seeburg, R.C. 275.00
- 8800 Seeburg, R.C. 275.00
- 8200 Seeburg, R.C. 275.00
- Lo-Tone Seeburgs, R.C. 335.00
- 1946 Rock-Dias 475.00
- Commandos 195.00

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Cleveland Coin Machine Exchange
2021-25 PROSPECT AVE. CLEVELAND 15, OHIO
Phones: PProspect 6318-17

ORE. GAME ORDER

(Continued from page 109)

but the policy has been that these clubs might be regarded as private homes—"a man's castle."

In Multnomah County (where Portland is located), Sheriff Martin Pratt said that in view of the fact that the State collects a privilege tax on an amusement device he would take the position that until a machine is observed to be operating under a payout principle it is nothing more than an amusement machine.

Action of the attorney general constituted another unfavorable development, following what was agreed to be a new and excessive levy against straight amusement games in the 1947 tax law. At the time, the majority of trade members here attributed the setback to lack of an aggressive association which could have presented its side of the picture. Altho a committee was formed with the objective of launching an association, and meetings held, coinmen here still have not found the answer to this need.

BIG FETE FOR CMI

(Continued from page 109)

sic, Inc. are in red and white, 2 by 2 1/2 inches. They read:

Help Fight Cancer!
Play "Ella" and "You're the Sunshine of My Heart"

For
Damon Runyon
Cancer Fund
Sponsored by
Coin Machine
Industries, Inc.

Week of September 20-28 has been especially designated for a special drive on this number and CMI is

RESUMED OUTPUT

(Continued from page 110)

that Chapter 11 was applicable to his firm. It will allow reorganization of the firm with practically no stoppage in manufacture or shipping. Nearly 5,000 games are on order. Starting approximately October 13, the company will turn out the 20 units per day.

Schrader, long one of the outstanding assembly line manufacturers of electronic products on the West Coast, said that volunteer receivership was sought to protect secured loans.

No schedule has yet been filed with Hugh L. Dickson, referee. The firm has until September 25 to do this. A list of liabilities is now being compiled. Assets are estimated at \$800,000.

Volunteer receivership was asked for the Schrader Electronics and Coil Corporation.

JENNINGS MEETING

(Continued from page 110)

dealers from all parts of the country will be on hand for the day's activities. He disclosed also that at the conclusion of business the Jennings' firm will play host at a dinner party at the Illinois Athletic Club here, followed by the group's en masse attendance at the Chicago Bears-Washington Redskins night football game.

urging all music operators to contribute their net profits from play of this record during that week to the fund. Stickers, they point out, may be obtained from the CMI office.

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- | | | |
|-------------------|-------------------|------------------|
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| 1 Bolaway | 1 Hi Dive | 1 School Days |
| 1 Captain Kidd | 1 Horoscope | 1 Seven Up |
| 1 Catalina | 1 Invasion | 1 Show Me (Roxy) |
| 1 Dixie | 1 Jeep | 1 Slugger |
| 1 Dude Ranch | 1 Jungle | 1 Spot Pool |
| 1 Eagle Squadron | 3 Keep 'Em Flying | 1 Texas Mustang |
| 5 Five-Ten-Twenty | 2 Knockout | 1 Victory |
| 1 Fleet (P.B.) | 1 Legionaire | 3 Yankee Doodle |
| 1 Four Roses | 1 Majors, '41 | |
| 1 Fox Hunt | 1 Marines | |

\$45.00 EACH OR 4 FOR \$150.00

- | | | |
|---------------------|-----------|------------|
| 2 Canteen (Pre-War) | 2 Laura | 1 Oklahoma |
| 2 Flat Top | 4 Liberty | 1 Santa Fe |

BARGAINS IN POST-WAR EQUIPMENT

- | | | | |
|---------------|----------|---------------|----------|
| 2 Baffle Card | \$130.00 | 1 Spellbound | \$ 85.00 |
| 6 Big Hit | 70.00 | 2 Superliner | 120.00 |
| 2 Canteen | 70.00 | 3 Super Score | 130.00 |
| 1 Mystery | 150.00 | 3 Surf Queens | 60.00 |

NEW GAMES

- | | |
|-------------------------|-------------------------------|
| Gottlieb BOWLING LEAGUE | Gottlieb DAILY RACES (1 Ball) |
| United HAWAII | Keeney HOT TIP (1 Ball) |
| ABT CHALLENGER | Gottlieb CRIP SCALE |
- Mills SLOTS

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BALLY HI HANDS
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- | | | | |
|----------------------------|----------|----------------------------|----------|
| Cherry Bell, 5¢, 3/10 | \$ 85.00 | Gold Chrome, 5¢, 2/5 | \$100.00 |
| Cherry Bell, 5¢, BF, 3/10 | 90.00 | Gold Chrome, 10¢, 2/5 | 105.00 |
| Cherry Bell, 10¢, BF, 3/10 | 95.00 | Gold Chrome, 25¢, 2/5 | 110.00 |
| Cherry Bell, 25¢, BF, 3/10 | 100.00 | Chrome, 5¢, 2/5 | 100.00 |
| Brown Fronts, 5¢ | 85.00 | Chrome, 10¢, 2/5 | 105.00 |
| Brown Fronts, 10¢ | 90.00 | Chrome, 25¢, 2/5 | 110.00 |
| Brown Fronts, 25¢ | 95.00 | Melon, 10¢ | 95.00 |
| Blue Fronts, 10¢ | 85.00 | Melon, 25¢ | 100.00 |
| Blue Fronts, 50¢ | 175.00 | Chrome, 50¢, 2/5 (Rebuilt) | 200.00 |

No machines shipped without 1/3 deposit. (Certified check or money order.)

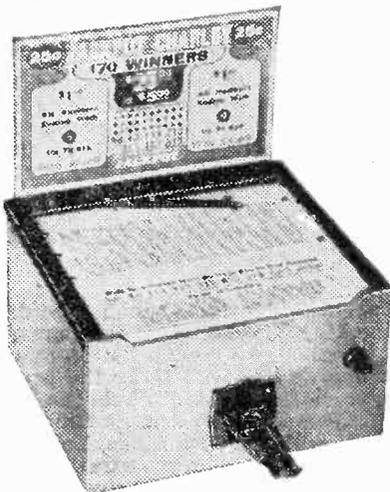
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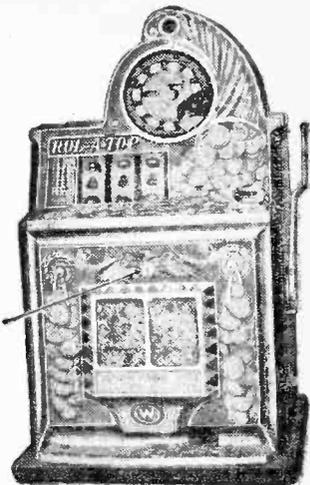
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Wurlitzer 616, Lite-Up Top and Bottom	79.00	Buckley Lite-Up, Brown	7.50
Wurlitzer 24	79.50	Buckley Lite-Up, Chrome	11.50
Wurlitzer 600, Rotary	149.50	Seeburg 24 Sel. Wall-o-Matic, Remote	17.50
Wurlitzer 600, Keyboard	179.50	Seeburg 20 Sel. Wall-o-Matic, Remote	19.50
Wurlitzer 42/24 Victory	99.50	Seeburg Bar-o-Matic, 5-10-25¢	39.50
Wurlitzer 500K	139.50	Seeburg 20 Sel. Wall-o-Matic, R. O., 5-10-25¢	42.50
Wurlitzer 700K	295.00	Wurlitzer #120 Boxes, 5¢	12.50
Wurlitzer 750, E & M	325.00	Rock-Ola Dial-a-Tune Box	7.50
Wurlitzer 950	275.00	Packard Boxes, New	29.50
Wurlitzer 850	275.00	Wurlitzer #320 Sweet Music Box	12.50
Wurlitzer 42/600 Victory	115.00	Wurlitzer #125 5-10-25¢ Boxes	15.00
Wurlitzer 61, Counter Model	75.00		
Wurlitzer 71, Counter Model	89.50		
Wurlitzer 81, Counter Model	99.50		
SEEBURG		PARTS	
Seeburg Casino	\$ 75.00	Bennett Route Master Needles	\$.38
Seeburg Hi-Tone 8200 Victory	110.00	Wurlitzer #145, Red Stepper	32.50
Seeburg Casino, ESRC, Remote	135.00	Wurlitzer #130, Adapter	22.50
Seeburg Gem	125.00	Wurlitzer #300, Adapter	22.50
Seeburg Regal	99.50	Seeburg Adapter for Wurlitzer 24	12.50
Seeburg Vogue	149.50	Buckley Bracket for Bar Boxes	1.75
Seeburg Classio	149.50	Seeburg Brackets for Bar Boxes	2.95
Seeburg Envoy, ESRC	149.50	Seeburg Play Boy Console for R. C.	15.00
SEEBURG HI-TONE 8800, ES	185.00	Packard Brackets for Bar Boxes	2.50
SEEBURG HI-TONE 8800, ESRC	195.00	Packard Boxes, New	Write
SEEBURG CADET, ES	155.00	Cash Box Locks, Each	1.00
SEEBURG CADET, ESRC	175.00	7 1/2, 15 Watt Bulbs, Per Case	10.50
ROCK-OLA		Lumulines, Per Case of 24	21.00
Rock-Ola Windsor or Monarch	\$ 79.50		
Rock-Ola Standard	139.50		
Rock-Ola De Luxe	149.50		
Rock-Ola Master	159.50		
MILLS		ARCADE ROLL DOWN GAMES	
Mills Throne	\$ 79.50	GENCO TOTAL ROLLS	\$195.00
Mills Empress	99.50	ROLL-A-SCORE	125.00
		TALLY ROLL (FIRESTONE)	115.00
		SUPER TRIANGLE	95.00
		SPORTSMAN ROLL	155.00
		PREMIER BOLO	155.00

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5¢ Silver Chrome .. 100.00
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25¢ Brown Front .. 110.00
5¢ Blue Front .. 75.00
5¢ Jennings Cigaretta .. 45.00
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10¢ Gold Chrome .. 125.00
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CORRECTION: Wurlitzer 24, quoted at \$169.50 in our advertisement of Sept. 13, should have read Wurlitzer 24 Victory at \$169.50.

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SEEBURG HIDEAWAY, Steel Cabinet, R.C., Including 5 Seeburg Wireless Wall Boxes, One Speaker, Organ Type 349.50
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WURLITZER 616 LITE-UP 99.50
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Wurlitzer 616, Plain	Seeburg Low-Tone	300.00
Wurlitzer 500	WALL BOXES—LIKE NEW	
SEEBURG	Seeburg 20 Selection Wireless	\$22.50
Seeburg Vogue	Seeburg Wireless Bar-o-Matics, 5/10/25	35.00
Seeburg K20	Wurlitzer Sweet Music	12.50

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Phone Circle 6-8464

ALBUM REVIEWS

(Continued from page 131)

PERCY FAITH (Majestic MZ-5)

Scoring a set of six familiar screen and stage songs with rich instrumental color in the harmonies of the strings and woodwinds, to which is blended symphonic overtones and a pronounced rhythmic beat, maestro Percy Faith provides easy and pleasant listening for those desiring the everlasting song favorites in full instrumental dress. Selections take in *Temptation, Begin the Beguine, The Touch of Your Hand, All Thru the Night, Dancing in the Dark* and *That Old Black Magic*. Records shipped without album cover for review.

SONGS BY ARTHUR GODFREY (Crown 11)

Pattering his piping, and depending on his charm of intimacy rather than upon his rusty baritone voice to project the song lyric, radio's Arthur Godfrey puts himself over for this set of six songs. Is more at home when he adds a character impression to his chant, doing a minstrel man turn for Bert Williams's *Nobody*, and spinning as the barefoot boy for the *Freckles* oldie. He's the "lover" for *Melancholy Baby*, the "romanticist" for *Where the Mountains Meet the Moon*, the "sailor" for *Blow the Man Down*, with *Little Brown Jug* polishing off the set. His first venture on wax, radio popularity of Godfrey should enhance much the set's selling appeal without disappointing the fans too much. Picture of the radio talent scout on the front cover with another picture of Godfrey at the mike plus biog notes for the inside pages.

BEECHAM FAVORITES—Sir Thomas Beecham (Victor DM-1141)

It's three classical B's for this set of three 12-inch records originally cut in England. With Sir Thomas Beecham conducting the London Philharmonic Orchestra, it's a brilliant orchestral interpretation of Borodin's *Prince Igor* overture and Berlioz's *Royal Hunt and Storm* music and *The Trojan March*, both from his opera, *The Trojans*. Beecham gives the pieces a vivid reading, bringing out all of their musical brilliance and melodic beauty. Excepting for the *March*, this is the first time that the music has been made available domestically. Portrait photo of the maestro against a sheet music background makes for an attractive album cover with notes on the music for the inside page.

GYPSY FIRE MUSIC—Emery Deutsch (Majestic M-18)

The broad tone and soulful stringing of his Guarneri fiddle is showcased colorfully and melodically as violinist-maestro Emery Deutsch leads an ensemble for this set of six Romany folk melodies. The spinning giving out an easy flow of the bitter-sweet gypsy melodies, Deutsch uses a full orchestra for a colorful arrangement of his own *Play, Fiddle, Play*. And with a small gypsy string ensemble, the Deutsch fiddling flashes for *Violets, Submission, Romany Romance, Miska Borzo's Csardas* and the *Danube Waves* more familiar today as the *Anniversary Song*. Colorful drawing of the gypsy campfire setting makes for cover attraction, with notes on the maestro and the music for the inside page.

A WAGNER PROGRAM—Arturo Toscanini (Victor DM-1135)

Arturo Toscanini, conducting the NBC Symphony Orchestra, gives a well-proportioned and thoroly masterful performance for three of Wagner's more picturesque and melodious compositions. Tailored to conform to every confirmed Wagnerite's individual taste, the four 12-inch

records spin out *A Siegfried Idyll, A Faust Overture* and *The Ride of the Valkyries*. Figures symbolic of the music lend eye-appeal to the album cover with notes on the music filling the inside cover.

THE PRETTIEST SONG IN THE WHOLE WORLD—Dame May Whitty (Victor Y-332)

Over two plastic 10-inch records, Dame May Whitty keeps the youngsters enchanted as she tells the story of the little boy who seeks the prettiest melody in the whole world. With the Sportsmen and an unbilled fem voice singing the songs, Lehman Engel providing the orchestral music, he hears songs of a cowboy, a huckster, the train, birds, river, city and circus. But it's his mother's lullaby that's prettiest. Color drawing of mother and boy makes for the cover design with the two inside covers carrying all the song lyrics. Tiny tots will take to this set in a big way.

DEBUSSY: SONATA NO. 3 FOR VIOLIN AND PIANO—Zino Francescatti and Robert Casadesus (Columbia MX-280)

Playing with full craftsmanship and meticulous in bringing out the composition's harmonic subtleties, it's a luminous chamber music performance by violinist Zino Francescatti and pianist Robert Casadesus for Claude Debussy's *Sonata No. 3*, his last fully-completed work. And while it's without any overt melodies, the two artists give the impressionist piece a highly sensitive and artistic performance to delight lovers of chamber music. *Sonata* takes three of the four 12-inch sides in the set, filling out with Ravel's *Berceuse*. Album cover is a title page with pictures of the two artists and notes on the music filling the inside page.

POPULAR ORGAN SOLOS—Don Baker (Columbia C-137)

Playing the grand organ at New York's Paramount Theater, Don Baker displays full command and rhythmic feel of the console for a medley of 14 show and pop favorites of yesteryear. Spinning over eight sides, contrasting the tempo and taking some of the songs with full tempo liberty, the 14 standards start off with *Embraceable You* and finish with *I Love a Parade*. And for those desiring organ melodies on the disk, Baker's efforts are more than satisfying. Organ manual makes for the cover design with the inside page blank, altho picture and notes on the organist would be most fitting and help much in the merchandising of the package.

BACH: CONCERTO IN D MINOR FOR TWO VIOLINS AND ORCHESTRA—Jascha Heifetz (Victor DM-1136)

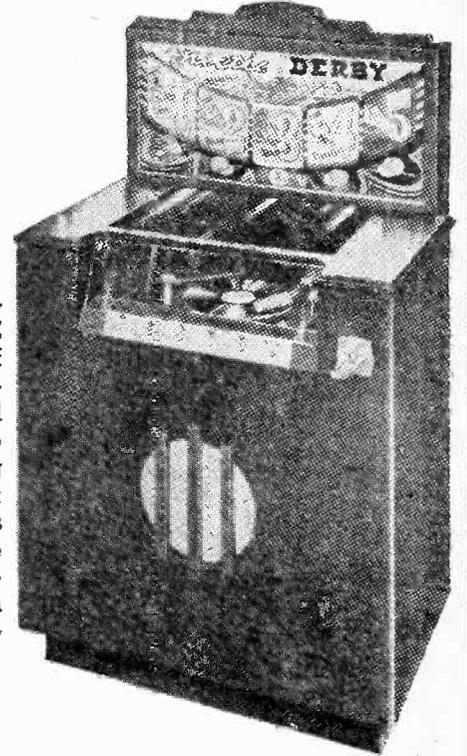
It wasn't so long ago that Nelson Eddy resolved himself into an entire male quartet, and before that, swingmaster Sydney Bechet recorded a one an jam session. And now, it's concert fiddler Jascha Heifetz as twins, another technical achievement for the dinking engineers in blending the playing of the fiddle master for both parts to Bach's famous *Concerto in D Minor for Two Violins*. The RCA Victor Chamber Orchestra, conducted by Franz Waxman and kept to the string side of the original Bach scoring, helps to make it a delight for the music lovers. Recorded separately and then synchronized on master disks, it's the Heifetz tone and technical dexterity for an admirable recording of this Bach classic, taking two 12-inch records. Double picture of Heifetz on concert stage makes for the album cover attraction with notes on the Bach concerto for the inside page.

BIG PROFITS WITH MISTIC DERBY

Presenting MISTIC DERBY

- ★ The newest racing sensation
- ★ Fastest nickel earner on the market
- ★ The take will run you dizzy
- ★ More angles than an old maid
- ★ Terrific trade stimulator
- ★ Legal anywhere
- ★ Fast enough for arcades

This machine was especially designed to give you a demonstration of horse racing, as realistic as though you were actually at the track. The record on this machine has MULTIPLE GROOVES and each time a nickel is played the race starts off, always with the same ratio of possibility. There is one chance out of five of repeating, and four chances out of five of hitting a different groove, which will give you a different winner. The players must be required to make a selection before the machine is started. This insures all players an equal chance to win. No matter how many times the machine is played there is still no way of predetermining the winner. The effect is most mystifying, and as a legal trade stimulator it is the hottest thing on the market. The play appeal is terrific, and players will continue the game for hours at a time in trying to out-guess the next winner. The percentage of possibilities is always the same—one in five. It takes approximately 30 seconds to finish the race after a coin is inserted, giving the machine an earning capacity up to \$3.00 an hour. Test periods have shown earnings of \$80.00 per week. Comes in de luxe cabinet. Simple trouble proof mechanism insures low service cost. Order yours today to insure earliest delivery.



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Bank Roll Skee-ball.....	110.00
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| 2. Mechanism washed in tank | 6. Carefully crated |
| 3. Amplifier, motor, speaker checked | 7. Immediate delivery |
| 4. Tone head renewed | 8. Cloths replaced with Talking Gold |

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Hi-Tone, ES	219.50	612, In Gem Cabinet	79.50
Colonel, Major, Etc.	249.50	616, Plain	64.50
Classic	185.00	412	49.50
Vogue	175.00	50	49.50
Factory R.C. Special, 30-Wire	150.00	P-12	39.50
Factory R.C. Special, Wireless	199.50		
Casino	129.50	Rock-Ola Super	\$179.50
Regal	129.50	Deluxe	159.50
8200 Conversion	114.50	Standard	165.00
Royal	89.50	Playmaster & Spectravox	89.50
Queen	89.50	Twin 12, In Steel Cabinet	89.50
Rex	79.50	20-Record Cellar Job, 5-Wire	89.50
WURLITZER			
850	\$324.50	Seeburg S-20-1Z 30-Wire Boxes	\$ 7.50
800	308.50	Seeburg WS-2Z Wireless Wall Boxes	24.50
780E	299.50	10,000 Title Strips	3.75
500	164.50	Needles	Write
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Rock-Ola Monarch, Like New	124.50
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Bally Rapid Fire, Refinished and Reconditioned	94.50	Chicken Sams With Conv., Perfect	89.50
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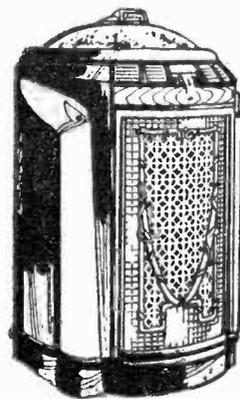
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Torchy	Honey
Special Entry	Flamingo
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Mexico	Advance Roll
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Wurlitzer Victory Cabinet 24	149.50
Wurlitzer 412	75.00
Wurlitzer 600R	185.00
Singing Tower 201	150.00
Wurlitzer 616	89.50
Seeburg 8800, RC	250.00

5 BALL PIN GAMES

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Commerce Dept. Ups Service to Small Business

WASHINGTON, Sept. 13.—Office of Small Business disclosed recently that for the first time information on what the government is purchasing, its source, and how the contracts are let is now available to business men at field offices of the U. S. Department of Commerce in 46 cities in this country and Alaska.

In explaining the innovation, J. L. Kelly, director of the Office of Small Business, stated: "In the past many small manufacturers and suppliers have had difficulty in offering their wares because insufficient information concerning who buys what. Now they can learn all they need to know by making one call on a commerce field office. All the necessary information has been compiled in a single manual for the use of the field offices in assisting both the government agencies and small business men."

Kelly also pointed out that his office is working toward the limiting of federal specifications to the essential elements and to bring about the development of zone purchasing in smaller lots. "In the past," Kelly disclosed, "many small business men have been prohibited from bidding by difficult specifications and policies that called for purchases in quantities that the small operator was unable to supply."

Offices of the government agency will furnish data on procurement by all federal groups including army, navy, agriculture, interior, commerce, justice, post office as well as the

New Pinball Decals Handled by Chi Firm

CHICAGO, Sept. 13.—Coin Machine Service here, headed by Harold Pincus, was appointed national distributor this week for Art Craft Reproduction Company's new pinball convention decals.

According to Pincus, the decals each contain 10 colors and are available for playfields and backboard glass. Special decals for bumpers are also made.

Bureau of Federal Supply, which is the buying unit for all government agencies, Kelly said.

Famed Ariz. City Plans New Taxes

TOMBSTONE, Ariz., Sept. 13.—City council of this famed community, which was once dubbed the "town too tough to die," has proposed an ordinance for licensing all juke boxes and cigarette vending machines.

Proposed ordinance would provide for a license of \$18 a year for mechanical devices, \$12 a year for juke boxes and \$25 a year for cigarette venders. It would also stipulate that no coin-operated music boxes be played from 1 a.m. to 8 a.m.

Residents say there is little doubt the proposal will fail to pass, but

they point out one juke box in the city will probably escape the tax. It is a music machine on display in the Bird Cage Theater which houses many relics of the days when Tombstone was a rough mining camp.

Manufactured in Germany, the old machine still plays the same tunes it did in Tombstone's early days. It isn't the nickel or dime variety tho. Only quarters and \$10 gold pieces will get you a song.

WANT TO BUY

Counter Games—Skill Draw, Old Age Pension, any Counter Dice Game; also post-war 5 Balls.

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7 West Haskell Tulsa, Oklahoma

3 Good Reasons

Why Buckley Built Equipment... belongs on your operating schedule

Buckley Chrome MUSIC BOX
Available in 20 or 24 Selections

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A New 7 COIN RACE HORSE CONSOLE, Cash or Check Play

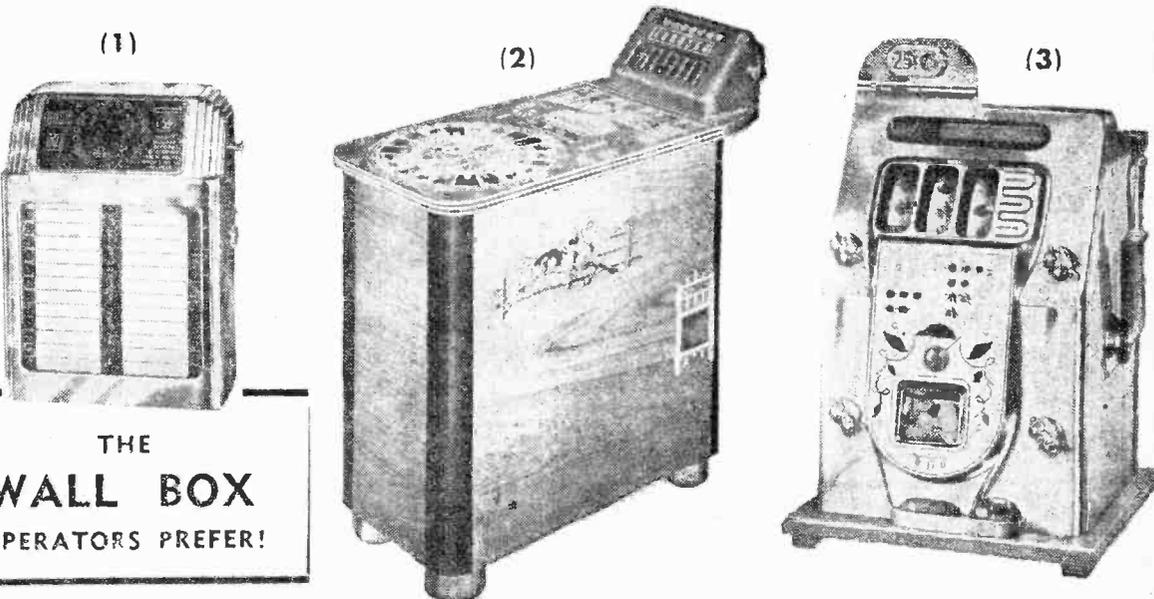
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• HAND LOAD JACKPOT BELLES • AUTOMATIC JACKPOT BELLES

All Models Incorporate NEW Features and IMPROVEMENTS Not Found on Other Machines



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SEE PAGE 117

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5 Wurlitzer Skeeballs Best Operating Condition, \$150 Each.

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New!

**SPECIAL
Announcement**
ALL NEW 1 WAY, 2 WAY, 3 WAY



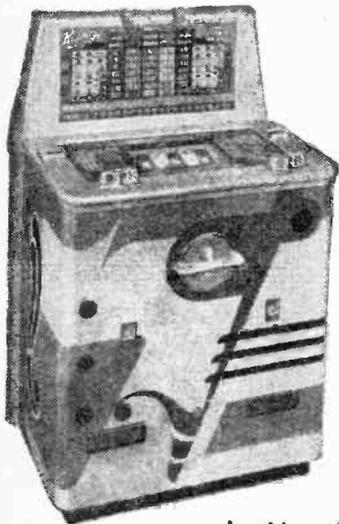
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BONUS Super Bells

NOW Available with **HALF DOLLAR** Coin Chutes!

Any combination obtainable
in 5-10-25-50c Coin Chutes!

★ Think what it means to take in up to \$2.50 per play thru one 50c coin chute. Actually **DOUBLE** your top earnings in "hot spot" locations. Your choice of 5c-10c-25c chutes comes to you as standard equipment—your half dollar chute together with 50c mechanism priced at fifty dollars extra. Operate 50c 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.

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**BALLY DELUXE DRAW BELLS
BALLY DRAW BELLS — BALLY TRIPLE BELLS
KEENEY BONUS SUPER BELLS (1, 2 and 3-Way)**

Advise quantity, models, condition and lowest cash prices in first reply.

SPECIAL: 5 HAVANAS @ \$149.50

FREE PLAYS

Baffle Card	\$124.50	G.I. Joe	\$ 19.50	Smarty	\$ 98.50
ABC Bowler	19.50	Dude Ranch	19.50	Smoky	129.50
Amber	94.50	Kilroy	139.50	Stage Door Canteen	59.50
Armada	19.50	Lightning	114.50	State Fair	119.50
Axis Rats	19.50	Midget Racer	69.50	Suspense	89.50
Big League	69.50	Miss America	159.50	Superliner	99.50
Bosco	19.50	Paradise	19.50	Spellbound	94.50
Carousel	169.50	Mystery	149.50	Tall Gunner	19.50
Champ	22.50	On Deck	19.50	Victory	19.50
Crossfire	179.50	Santa Fe	64.50	Yanks	19.50
Cyclone	169.50	Sea Breeze	89.50	Venus	19.50
Fast Ball	89.50	Fiesta	119.50		
Fox Hunt	19.50	Show Girl	124.50		

CONSOLES

Bally Club Bell, FP/Comb.	\$ 42.50	'46 Twin Duo Bell, FP, 5/5c	\$119.50
Paces Twin Reels, C-PO, 5/25c	69.50	Jennings Silver Moon, Tot., FP	29.50
Keeney Super Bell, 5c Comb.	69.50	Jumbo Parade	29.50
Paces Saratoga, FP/Comb., 5c	32.50	Watling Big Game	29.50

ONE BALLS

Big Parlay, FP	\$279.50	Whirlaway	\$ 39.50
Record Time, FP	39.50	Fortune	29.50

MUSIC

Rock-Ola Commando	\$199.50	Wurlitzer 616 (110V.-D.C.)	\$129.50
Wurlitzer 700	269.50	Seeburg 8200	159.50
Wurlitzer 950	299.50	Alreon, Super DeLuxe	425.00
Wurlitzer 24 w/Adaptor Fixes as Hide-away with 12 Keeney W/Boxes	150.00	Packard Wall Boxes	22.50

SLOTS

Mills 25c Gold Chrome	\$ 99.50	Columbia Bell, DJP	\$ 49.50
Mills 5c Copper Chrome	84.50	Columbia Bell, CA Cig. Reel	34.50
Mills 5c Original Chrome	84.50	Columbia Bell, DeLuxe Club, '48	119.50
Mills 5c Blue Front	64.50	Caille, 10c	29.50
Mills 5c Gold Chrome	84.50	Jennings 10c Chief	79.50
Mills V. P. Bell, Green, 5c	29.50	Jennings 5c Bronze Chief, '48	159.50
Mills 10c Liberty Bell	29.50	Jennings 5c Silver Chief	74.50

ARCADES

Panoram (Viewing-Show)	\$249.50	Chi-Coin Goatee (Refinished & Rebuilt)	\$199.50
Bally Defender	59.50	Stand for ABT Challenger (Tubular)	9.75
Bowl-O-Ball, 6'	149.50	Genco Whizz w/stand (New)	79.50
Bowl-O-Ball, 14'	189.50	Ten Strike, 1946, FP	169.50
Atomic Bomber	269.50	Red Ball	149.50

COUNTER GAMES

New Whirl-O-Balls	\$ 37.50	New Non-Coin American Eagle	\$ 19.50
New Pop Ups	37.50	Used Daval Free Plays	22.50
New Kicker & Catcher	37.50	Used 1c Marvel Cig. Reels	17.50
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New 1c American Eagle	19.50	Used Wagon Wheels, F/Reels	17.50

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BIG HIT	54.50
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EXHIBIT FAST BALL	109.50
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VICTORY	20.00
COVER GIRL	30.00
FIVE-TEN-TWENTY	30.00
SOUTH SEAS	29.50
SURF QUEEN	34.50
DYNAMITE	109.50
SEA BREEZE	155.00
GENCO STEP UP	129.50
STAGE DOOR CANTEEN	39.50
KILROY	189.50
TORNADO	189.50

ONE BALLS

VICTORY SPECIAL	\$295.00
LONGACRE	109.50
THOROBRED	109.50
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DAVAL FREE PLAY, Ea.	\$ 9.50
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7 Mills Zephyr (as is)	25.00	1 Seeburg Crown	100.00
5 Rock-Ola Commando	139.50	1 Seeburg Plaza	100.00
4 Rock-Ola Deluxe	200.00	1 Seeburg Singing Tower, 5-10-25	100.00
1 Rock-Ola Imperial 20	85.00	1 Seeburg Gem	100.00
8 Rock-Ola Master	250.00	1 Playmaster & Spectrovox	250.00
3 Rock-Ola 12 Rhythm King	50.00	2 Wurlitzer 71 Counter Model	75.00
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3 Rock-Ola Standard	175.00	4 Wurlitzer 412	50.00
7 Rock-Ola Super	250.00	3 Wurlitzer 500	150.00
1 Rock-Ola Playmaster	195.00	1 Wurlitzer 600-R Victory	300.00
1 Rock-Ola '46	495.00	1 Wurlitzer 730	125.00
4 #2 Rock-Ola 12 Record	50.00	1 Wurlitzer 950	350.00
		1 Wurlitzer 850	350.00

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4 PACES RACES	175.00	1 BALLY CLUB BELL	69.50
20 KEENEY SUPER BELLS, FP/COMBINATION	79.50	50 PACES REELS, FP/COM- BINATION	29.50

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AIR CIRCUS	\$52.50	ONE BALL BALLY SPORT EVENT	\$34.50
BIG PARADE	52.50	ARGENTINA	32.50
SKY BLAZER	49.50	GUN CLUB	32.50
DO-RE-ME	42.50	'41 MAJORS	32.50
VICTORY	42.50	STARS	32.50
KNOCK OUT	42.50	SPOT POOL	32.50
STAR ATTRACTION	42.50	HIT THE JAPS (GOLD STAR)	29.50
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Daval Free Play, Used 3 Weeks	29.50
Daval Best Hand, Slightly Used	29.50
Daval Marvel, Used	27.50
Daval American Eagle, Used	27.50

G. F. PERRY
Johnston, S. C.

SENSATIONALLY NEW! CASINO BELL Sr.

ACCEPTS 5c AND 25c COINS ON SAME PLAY. PAYS OUT
NICKELS OR QUARTERS, ACCORDING TO COIN PLAYED

For lasting appeal . . . dependable earnings
rely on these peerless EVANS features:

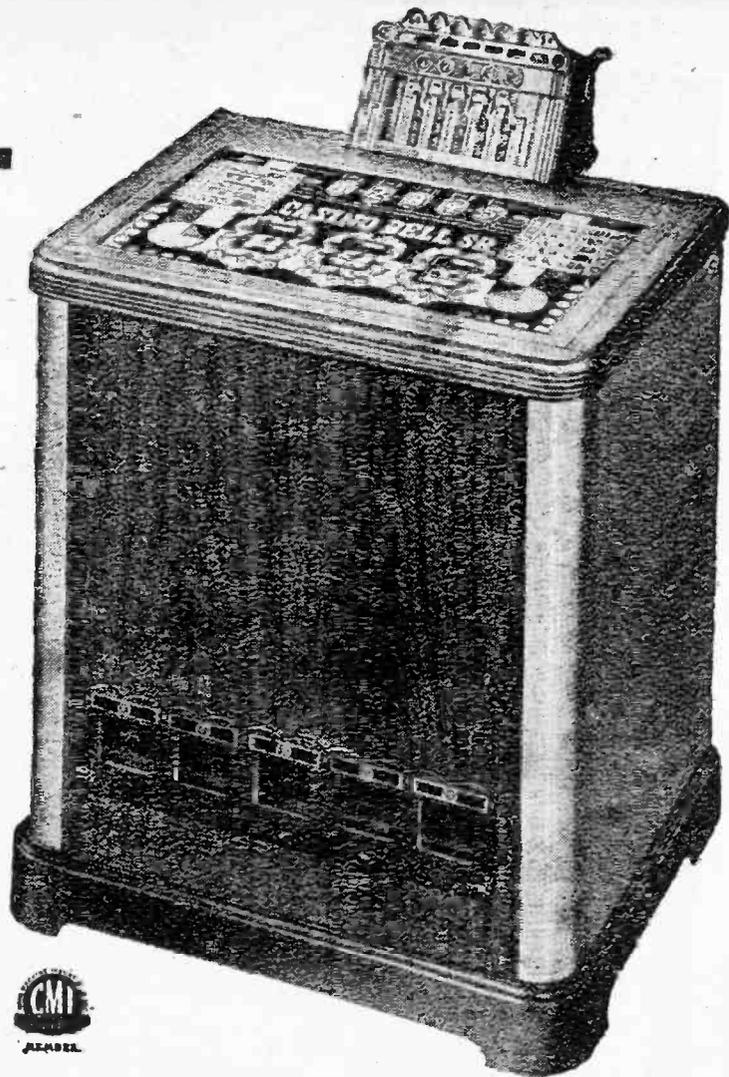
- 5-COIN HEAD! 5 PLAYERS!
- 5 INDIVIDUAL PAYOUT CUPS!
- 5 JACKPOTS WITH RESERVES!
- SINGLE COIN "MACHINE GUN" ACTION PAYOUT!
- EVANS' FAMOUS TROUBLE-FREE MECHANISM!
- LONG-LIFE, ATTRACTIVE EVANS-BUILT CABINET!
- BRILLIANT, COLORFUL TOP DESIGN!
- STANDARD BELL FRUIT REELS!
- STANDARD MODEL, 3/5c and 2/25c. ALSO AVAILABLE
IN STRAIGHT 5c or 25c FIVE PLAY MODELS!

SEE YOUR DISTRIBUTOR TODAY

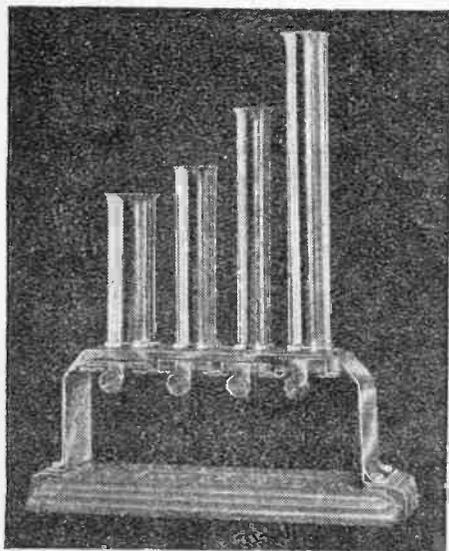
H. C. EVANS & CO.

1520-1528 W. ADAMS STREET

CHICAGO 7, ILLINOIS



COIN CHANGERS



ATTRACTIVE
FAST—ACCURATE

- All metal — highly polished chrome finish.
- A flick of the finger automatically dispenses 5 nickels, 5 dimes, 4 quarters or 2 halves in the palm of your hand.
- No unnecessary trips to the cash register, as coin tubes hold quarters and halves offered for change.
- Solid die cast and precision machined coin slides assure positive accuracy.
- Encased coin slide mounting requires absolute minimum of effort to operate.
- Fully balanced on weighted non-slip base.

Price - - \$27.50

30 WIRE CABLE

IMMEDIATE
DELIVERY!

Color-coded completely insulated copper wires with two extra-heavy wires for lighting circuit. Use Buckley 30 conductor cable and rest assured that your music box installation will give trouble-free and profitable service. Available in two styles: Plastic covered for bar and damp installations. Fabric covered for ordinary installations.

IMMEDIATE SHIPMENT

PLASTIC COVERED, 25c PER FOOT
FABRIC COVERED, 15c PER FOOT

Buckley Manufacturing Co.

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533

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GENCO

2621 NORTH ASHLAND AVENUE, CHICAGO 14, ILLINOIS

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FIVE-BALL NOVELTY REPLAY

HAWAII

by UNITED

with *SUPER*

BONUS FEATURE

INCENTIVE SCORING POCKETS

HIGH SCORE BUILD-UP

MANY WAYS TO SCORE REPLAYS

STEPPED-UP PROFITS . . . "Greater Than Mexico"

See Your Distributor

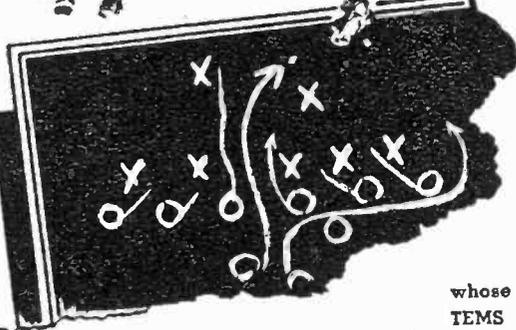
GIVE TO THE DAMON RUNYON CANCER FUND

UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

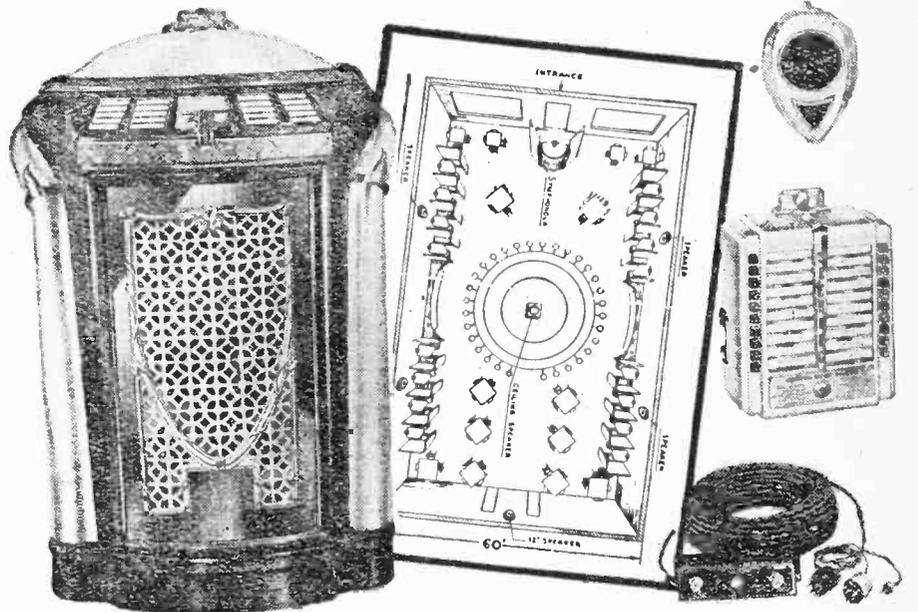


In music, too PLANNING GETS RESULTS!

It takes planning and know-how to develop gridiron champions. Any coach worth his hire sends his teams onto the field carefully drilled on offensive and defensive tactics. In automatic music, too, leading "ground-gainers" are operators

whose SEEBURG MUSIC SYSTEMS are installed under the guidance of experienced Atlas

Music Company Engineers. Installations are individually planned for Scientific Sound Distribution and Remote Control according to the needs of each location. A Seeburg "team" of integrated, fully related units provides dependable performance . . . draws top "gates," not for just a season but for every day, year after year. Let ATLAS show you SEEBURG in action. Come in for a demonstration today.



SEEBURG

AMERICA'S FINEST AND MOST COMPLETE
MUSIC SYSTEMS



2200 N. Western Ave., Chicago 47
5743 Grand River Ave., Detroit 8

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RIGHT DOWN YOUR ALLEY! GOTTLIEB'S NEW HIGH SCORE HIT BOWLING LEAGUE

"JET" KICKERS — Action right down to the bottom on each ball! "Jet" Kickers propel ball back through the field for tantalizing recovery shots and EXTRA SCORING!

INCREASED SCORING VALUES When All Pins Are "Down"!



"There Is No Substitute for Quality"

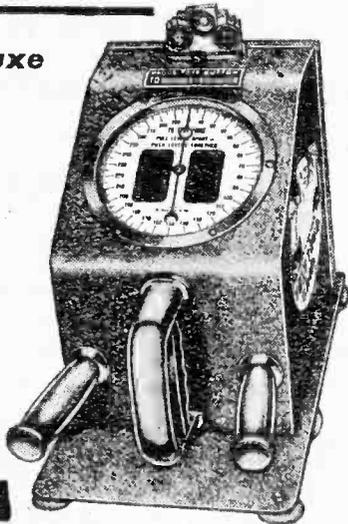


Improved DeLuxe

GRIP SCALE

THREE-WAY STRENGTH TESTER

Consistently Best Since 1927



ORDER FROM YOUR DISTRIBUTOR

MOST DEPENDABLE! DAILY RACES

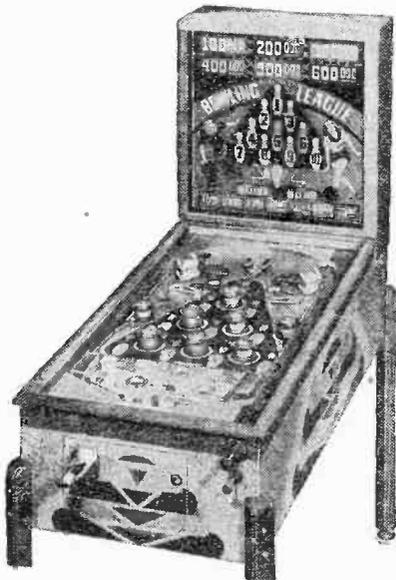
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D. GOTTLIEB & CO.

TWENTY YEARS OF LEADERSHIP
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BOWLERS SAY: "WE'LL PLAY!" GOTTLIEB'S SENSATIONAL BOWLING LEAGUE

You can always depend on Gottlieb for something completely different in 5-ball games! Here's their latest—with irresistible eye appeal, meteoric action, and new high bowling scores! Bowling League will give you a new deal in profits—get it working for you today!



"After 28 years, being a friend becomes a habit!"



Member of Coin Machine Industries, Inc.

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JUST IN TIME FOR FALL!
IT'S
NEW—DIFFERENT—NOVEL
"BOWLING LEAGUE"
Gottlieb's NEW 5 Ball
TRIMOUNT IS EXCLUSIVE GOTTLIEB DISTRIBUTOR IN MAINE, N. H., VT., MASS. AND R. I.
COMPARE TRIMOUNT'S PRICE!
TRIMOUNT
COIN MACHINE CO.
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<p>NEW GAMES IMMEDIATE DELIVERY HONEY HAWAII SHOOTING STARS HAVANA LIGHTNING MEXICO CARNIVAL RANGER CAROUSEL</p> <p>MARVELS & MERCURYS Equipped With Special Time Clocks WRITE FOR PRICES</p>	<p>MARVEL'S 'POP-UP' WRITE FOR SPECIAL PRICES</p> <p>SLOTS 1 Mills Brown Ham-merloid, 5¢ . . . \$175.00 1 Mills Brown Ham-merloid, 10¢ . . . 180.00 1 Mills Brown Ham-merloid, 25¢ . . . 195.00 1 Mills Chrome, 5¢ 150.00</p> <p>SEND FOR OUR CLOSEOUT PRICE LIST</p>	<p>ANY 3 FOR \$125.00!</p> <p>ARGENTINE BOLAWAY DEFENSE 5-10-20 GUN CLUB SEVEN UP SHOW BOAT SPOT POOL STAR ATTRACTION TEN SPOT VICTORY</p>
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1/3 DEPOSIT WITH ORDER, F. O. B. CHICAGO

Mid-State Co. 2369 MILWAUKEE AVE., CHICAGO 47, ILL. Phone: Everglade 2545

PRICES SLASHED ON CENTRAL OHIO COIN QUALITY BUYS
 "There Is No Substitute for Quality"



Wolf Solomon

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BIG HITS	\$119.50
SURF QUEENS	89.50
BIG LEAGUE	99.50
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MYSTERY	149.50
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SMARTY	149.50
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HAVANA	179.50
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MIDGET RACES	119.50
KILROY	155.00
ABC BOWLER	29.50
AIR CIRCUS	69.50
ALL AMERICAN	29.50
AMERICAN BEAUTY	49.50
ARGENTINE	29.50
ATTENTION	29.50
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BIG CHIEF	29.50
BIG PARADE	59.50
BOLOWAY	49.50
BOMBARDIER	59.50
BOSCO	49.50
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DEFENSE	49.50
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EAGLE SQUADRON	49.50
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FOUR ACES	\$49.50
FLAT TOP	69.50
GOLD STAR	29.50
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JEEP	49.50
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MARVEL BASEBALL	69.50
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PLAY BALL	39.50
SCHOOL DAYS	39.50
SENTRY	49.50
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STRATOLINER	29.50
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TEN SPOT	39.50
TEXAS MUSTANG	49.50
TOPIC	39.50
VENUS	49.50
VICTORY	49.50
WILDFIRE	39.50
YANKEE DOODLE	69.50

MUSIC RECONDITIONED

ROCK-OLA STANDARD	\$145.00
ROCK-OLA DE LUXE	179.50
ROCK-OLA MASTER	195.00
SEEBURG 9800, RC	285.00
SEEBURG ENVOY, RC	249.50
WURLITZER 600R	139.50
WURLITZER, VICTORY CABINET	195.00
SINGING TOWERS	139.50
AIREON, LIKE NEW	495.00
ROCK-OLA, 1946	449.50
AMI HIGHWAY, 40 Selections	369.50

MANY OTHERS. WRITE FOR COMPLETE LIST.

NEW MACHINES—PROMPT DELIVERY

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HAWAII	299.50
GOLD BALL	279.50
HONEY	279.50
CAROUSEL	279.50
ROCKET	249.50
BALLYHOO	279.50
PLAY BOY	279.50
ADVANCE ROLL	499.50
SPECIAL ENTRY	\$595.00
BALLY ENTRY	595.00
COALEE, NEW	279.50
CUSHER	49.50
GOTTLIEB GRIP	39.50
BASKETBALL, 1¢	49.50
DAVAL FREE PLAY	59.50
MIRO-SCALE	125.00
ARISTO-SCALE	115.00
POKERINO	249.50

WIRE-PHONE-WRITE FOR SPECIAL QUANTITY PRICES 1/3 DEPOSIT WITH ORDER

NEW SLOTS

	5¢	10¢	25¢	50¢
MILLS BLACK CHERRY	\$215.00	\$220.00	\$225.00	\$350.00
MILLS JEWEL BELL	215.00	220.00	225.00	350.00
MILLS GOLDEN FALLS	248.50	253.50	258.50	350.00
MILLS VEST POCKETS	74.50	—	—	—
JENNINGS STD. CHIEF	269.50	279.50	289.50	399.00
JENNINGS CLUB CHIEF	324.00	334.00	344.00	454.00
GROETCHEN COLUMBIA	—	—	—	145.00
WATLING ROLATOP	175.00	200.00	225.00	300.00
PACE DE LUXE CHROME	245.00	255.00	265.00	375.00
\$1.00 PACE DE LUXE	—	—	—	550.00

ARCADE AND PARK EQUIPMENT

TOTAL ROLL	\$275.00
PINCH HITTER (New)	399.50
BATTING PRACTICE	89.50
SKY FIGHTER	149.50
AIR RAIDER	119.50
TOMMY GUN (Late)	109.50
WINDJAMMER	99.50
PANORAMS	275.00
RAPID FIRES	119.50
CHICKEN SAMS	82.50
UNDERSEA RAIDER	250.00
CUSTARD MACHINES, 5 Ql. Cap.	\$595.00
NEW RADIOTONE VOICE RECORDER AND BOOTH	Easy for Attendant to Operate \$795.00

WRITE FOR COMPLETE LIST

USED AND FACTORY REBUILT SLOTS

5¢ BLUE FRONTS	\$ 79.50
10¢ BLUE FRONTS	89.50
25¢ BLUE FRONTS	99.50
5¢ BROWN FRONTS	99.50
10¢ BROWN FRONTS	109.50
50¢ CHIEFS	249.50
50¢ BLUE FRONTS	249.50
\$1.00 CHIEF	475.00

REBUILTS LIKE BRAND NEW
 5¢ COPPER, GOLD AND BLUE, HAMMERLOID FINISH \$149.50
 10¢ COPPER, GOLD AND BLUE, HAMMERLOID FINISH 169.50
 25¢ COPPER, GOLD AND BLUE, HAMMERLOID FINISH 179.50
 (Drill Proof and Knee Action)

NEW CONSOLES

MILLS 3-BELLS
 EVANS RACES
 EVANS BANGTAILS
 JENNINGS CHALLENGER
 BALLY TRIPLE BELL
 BALLY DRAW BELL
 PACES 3-WAY
 EVANS WINTER BOOK

SAFES & STANDS REVOLVAROUNDS

SINGLE \$ 79.50
 SINGLE DELUXE 119.50
 DOUBLE 116.50
 DOUBLE DE LUXE ... 162.50
 TRIPLE DE LUXE ... 262.50
 BOX STANDS . 25.00

CONSOLES

5¢ SUPER BELLS, Comb. C.P., F.P.	\$149.50
5¢ BALLY HIGH HANDS, Comb.	125.00
25¢ BOBTAILS, F.P.	129.50
5¢ BOBTAILS, F.P.	79.50
5¢ BIG GAMES, F.P.	89.50
25¢ PACES REELS, C.P.	149.50
MILLS 4 BELLS, A-1	295.00
MILLS 4 BELLS, LATE HEADS	395.00
MILLS 3 BELLS, A-1	295.00
2-WAY SUPERS, 5¢-25¢	249.50
2-WAY SUPERS, 5¢-5¢	225.00
JUMBO PARADES, C.P., LATE	\$109.50
JUMBO PARADES, Comb. F.P., C.P.	139.50
JUMBO PARADES, A-1, F.P.	79.50
KENTUCKY CLUBS, A-1, C.P.	89.50
KEENEY'S 2-WAY 5-25¢ SUPER BONUS BELLS	675.00
KEENEY'S 3-WAY SUPER, 5-10-25¢	985.00
SARATOGA, F.P.	49.50
JUMBO, F.P.	49.50
SILVER MOON, F.P.	49.50

CENTRAL OHIO COIN MACHINE EXCHANGE

185-189 E. TOWN ST.

COLUMBUS 15, OHIO

PHONES:
 AD 7949
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COLUMBIA DeLuxe
 NEW — IMPROVED '48 MODEL
 NOW ONLY **\$179.50**

The big, beautiful Golden Columbia DeLuxe Club, NOW substantially reduced in price, offers operators more for less than ever before. New type handle action — improved jackpot efficiency — changeable from 5-10-25c play. It's the biggest Bell for the smallest price in the field.

COLUMBIA DELUXE CLUB MODEL
 Height, 24"; width, 15"; depth, 12"; weight, 64 lbs.

COLUMBIA TWIN JACKPOT COLUMBIA TWIN FALLS
 The lightweight, interchanging Columbia Twin Jackpot and the large, luxurious Twin Falls console in 5¢-10¢-25¢ & 50¢ play available for immediate delivery.

GROETCHEN TOOL & MFG. CORP.
 126 North Union Avenue • Chicago 6, Illinois • RANDolph 2807

—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—

NOW—THE WHOLE RANGE OF COLOR IN "TALKING GOLD"

PLASTIC GRILLE CLOTH

AVAILABLE IN GOLD—SILVER—COPPER—GREEN—WINE

New Glamour—New Attraction with "Talking Gold" in colors. Every color sparkles brilliantly in electric light or sunlight. Immediately makes your juke box command attention. Greatly increases playing popularity.

"TALKING GOLD" Grille Cloth Prices	
WURLITZER	SEEBURG
616	Casino \$3.30
24	Plaza 4.05
600	Gem 3.00
500	Regal 3.00
700	Crown 3.90
750	Cadet 3.00
800	Classic 3.00
950	Vogue 3.00
	Envoy 3.00
	8200 5.40
	8800 7.20
	9800 7.95
Standard	\$2.55

ROCK-OLA

If your model is not listed above, write for further information.

—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—

SPEEDWAY PRODUCTS, INC.
 502 W. 45th ST.
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AL BLOOM
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YOU SAVE MONEY AND GET A BETTER PRODUCT WITH "TALKING GOLD" IN COLORS BECAUSE "TALKING GOLD" IS A PLASTIC AND WILL NOT HOLD DUST LIKE A FABRIC. IT LASTS FOR AGES AND WILL NEVER HAVE TO BE REPLACED. WIPES CLEAN INSTANTLY. TAKES A MINUTE TO STAPLE IN PLACE.

HERE'S YOUR KEY TO BIGGER FALL PROFITS... 'SOUTHERN'S' NEW AND USED GAME SUPER-SPECIALS

KEENEY BIG PARLAY	\$179.50	RECORD TIME ..	\$ 49.50
LONGACRE	139.50	'41 DERBY	89.50
FOUR BELLS	150.00	5c SUPER BELL..	125.00
LUCKY LUCRE ..	99.50	JUMBO, CASH ..	59.50
1946 GALLOPING DOMINOES, like new...		295.00	

**JUST A FEW MORE LEFT...
BRAND NEW!**

GUSHERS	\$19.50	AMERICAN EAGLE	\$19.50
BEST HAND	29.50	SKILL THRILL	29.50
DAVAL FREE PLAY	29.50	BUDDY	14.50
MARVEL	24.50		

ALL ABOVE ARE BRAND NEW!

ARCADE EQUIPMENT

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SKYFIGHTER	39.50	WHIRLABALL	19.50
BEST HAND	19.50	ROCK-OLA SCALE	39.50
CHI COIN HOCKEY	69.50	ROLL A BALL	49.50
LIBERATOR	39.50	GOTT. GRIP SCALE	22.50
GENCO WHIZZ	49.50		

\$69.50 BIG HIT -- SURF QUEEN	\$69.50	CAROUSEL	\$169.50	
Each	DOUBLE BARREL	Each	KILROY	149.50
Wurlitzer 81 With Stand		\$129.50		
Wurlitzer 71 With Stand		129.50		
Wurlitzer 41 With Stand		89.50		
Wurlitzer 780		195.00		
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LUCKY STAR		189.50		

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

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CINCINNATI · DAYTON · FT. WAYNE
INDIANAPOLIS · LEXINGTON



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OF MACHINES. NEW LIST NOW READY.

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CINCINNATI 2, OHIO

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NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS!

COIN MACHINE OF PITTSBURGH

Is Pleased To Announce That They Are Now
Making Deliveries of

FILBEN MIRRO-CLE CABINETS	\$325.00
FILBEN HIDE-A-WAYS	398.00

Also Delivering Mills Latest
Machines
JEWEL BELL →
Available in 5c-10c-25c Play

**BRAND NEW
MILLS**
5c Q T... \$115.00

Exclusive Distributor for
Mills Slots in Western
Pennsylvania, Ohio and
West Virginia.

NEW FIVE BALLS		NEW	
Bally Rocket	Exhibit Ranger	Keeney Bonus Super Bell, 5c...	\$550.00
Williams Flamingo	Exhibit Mam'sello	Bally Triple Bell	Write
United Mexico	Chicago Coin Gold Ball	Buckley Track Odds	Write
United Hawaii	Genco Honey	Evans Bang Tails	Write
Gottlieb Marjorie	Keeney Click	Champion Hockeys	75.00

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Slightly Used Columbia Bells...	\$ 55.00	5c Mills Brown Fronts	\$60.00
3 Way Keeney Bonus Bells....	795.00	10c Mills Brown Fronts	65.00
5c Mills Blue Fronts	50.00	25c Mills Brown Fronts	70.00
10c Mills Blue Fronts	55.00	5c Mills Vest Pockets	35.00
25c Mills Blue Fronts	60.00		

1/3 Deposit Required With Order

COIN MACHINE DISTRIBUTING COMPANY

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PITTSBURGH 13, PENNA.

Make it convenient—
and you sell a tune.

Walloomatic

Make the music comfortable
—and you sell another tune.

Dual Remote Volume Control

Make it **SEEBURG** and
be sure of selling tunes.

Symphonola

SEEBURG

Scientific Sound Distribution
America's Finest and Most
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WILL PLEASE YOU!

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USED GAMES at LOWEST PRICES

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Parts--Supplies--Machines

ABT Coin Chutes, 5¢ or 1¢ . . . \$2.95
ABT Challenger Guns . . . Write
ABT Challenger . . . Write
We also have a complete line of ABT
Parts in Stock.

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Baseballs, Prize Fighters, Cowboys, Movie
Stars and all other Exhibit Cards in stock
at factory prices.

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Rock-Ola Baseball, Men and Bats,
Western Baseball Flaps, Rheostats and
complete Ball Delivery Units, Leather
Punching Bags and Bladders and 1001
other parts always in stock.
WRITE FOR PRICES.

FREE! ILLUSTRATED PRICE LIST.

New or Rebuilt Amusement Machines—Any
Make or Model—Parts, Supplies and Cards
—Munves Has Them All.

MIKE MUNVES
510-514 W. 34th St.
N. Y. 1, N. Y. (Bryant 9-6677)

READY FOR LOCATION
CLOSE-OUTS

2 5¢ Mills Chrome @	\$67.50
2 5¢ Mills Gold Chrome @	67.50
1 10¢ Mills Chrome	72.50
1 25¢ Mills Chrome, 2/5	77.50
1 10¢ Jennings Silver Chief	40.00
1 10¢ Jennings Sky Chief	40.00
1 10¢ Jennings Victory Chief	40.00
Sunbeam	12.50
Landslide	12.50
Keep 'Em Flying	27.50
Star Attraction	15.00
Wagon Wheels	27.50
Big Parade	27.50

1/2 Deposit With Order, Balance C. O. D.,
F. O. B. Ft. Wayne, Indiana.
PARAMOUNT AMUSEMENT COMPANY
1426 Wells St. FT. WAYNE, INDIANA

"IT'S IN TEXAS"

One of the Best Paying

LUKE BOX, CIGARETTE & PIN BALL ROUTES
MY TAKE APP. \$85,000 per annum. Priced
worth the money. Have book records to
verify my statement.
BOX D-116, c/o Billboard, Cincinnati 22, O.

LOOK FOR

MINIT-POP

SEE PAGE 117

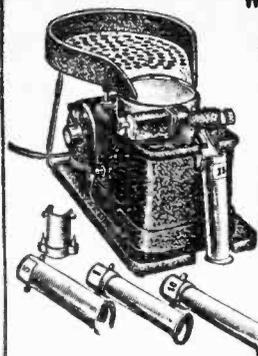
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USED PIN GAMES

- ALL IN PERFECT CONDITION
- ALL FOR IMMEDIATE DELIVERY
- ALL AT THE LOWEST PRICES IN THE COUNTRY

WRITE—WIRE—PHONE US YOUR REQUIREMENTS

SIMON SALES, INC.

215 W. 64TH STREET
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TRAFALGAR 4-6900



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 GUARANTEE!
Model DE (motor driven) \$300.00
Model D (hand operated) \$185.00
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1012-14 MILWAUKEE AVE.

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BAT-A-BALL UPRIGHT MODEL \$84.50
JR., WITH STAND 29.50
BRAND NEW, IN ORIGINAL CRATES! ORDER NOW!

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POP-UP	\$ 37.50
ABT CHALLENGER	49.50
FOLDING STAND	11.95
GOTT. GRIP SCALE	39.50
GRIP-VUE	45.95
BASKETBALL, 1¢	38.50
WITH STAND	48.50
KICK & CATCHER	37.50

NEW COUNTER GAMES

MARVEL CIG. REELS	\$ 39.50
IMP., 1¢ or 5¢	14.50
BEST HAND	49.50
MEX. BASEBALL	49.50
SKILL THRILL	45.50
FREE PLAY	45.50
HEAVY HITTER	184.50
WITH STAND	196.50

NEW CONSOLES

BALLY TRIPLE B	\$895.00
DE L. DRAW BELL	512.50
BALLY HI BOY	335.50
MILLS 3 BELLS	645.00
JENN. CHALLENGER	595.00
EV. WINTERBROOK	671.50
EVANS RACES	820.00
BAKERS PACERS	891.00
5¢, DD	629.50
GROET. TWIN FALLS	485.00

ARCADE MACHINES

WHIZZ & STD.	\$ 79.50
WMS. ALL STARS	479.50
BOMBSIGHT	385.00
ADVANCE ROLL	489.50
PREMIER BOWLO	489.50
TEN GRAND, 10 1/2¢	489.50
BASKET B. CHAMP.	279.50
POKERINO	445.00
METAL TYPER	325.00
AMUSE. TUMBLER	115.00
ARIST-O-SCALE	125.00
MIR-O-SCALE	125.00
WATLING FORTUNE WRITE	169.50
AMERICAN FORTUNE	169.50
SCALE	169.50
IDEAL FOOTBALL	895.00

NEW SLOTS

JENNINGS LITE-UP CHIEF	5¢ \$324	10¢ \$334	25¢ \$344	50¢ \$454
JENNINGS STANDARD CHIEF	269	279	289	399
MILLS BLACK CHERRY	248	253	258	338
MILLS GOLDEN FALLS, H.L., 2-5	258	263	268	348
WATLING ROLATOP	175	200	225	300
GROETCHEN DE LUXE CLUB COLUMBIA	\$149.50			
GROETCHEN COLUMBIA, JP	145.00			
MILLS VEST POCKETS	\$74.50. LOTS OF 5 . . . 65.00			

NEW VENDORS

SILVER KING, 1¢ or 5¢	NUT OR B.G.	\$ 13.95
SILVER KING HOT NUT VENDOR		29.95
VICTOR MODEL V, 1¢	GLOBE TYPE	11.75

SLOT SAFES, STANDS, COUNTERS

CHICAGO METAL REVOLVING SAFES—	
UNIVERSAL, Single, \$79.50; Double	\$116.75
DE LUXE, Single, \$119.50; Double, \$184.25; Triple	262.00
HEAVY REVOLVING SAFES—10-GAUGE	225.00
STEEL, Single, \$175.00; Double	225.00
BOX STANDS	\$27.50
FOLDING STANDS	12.50
DOWNEY-JOHNSON COIN COUNTER	217.50
ACE COIN COUNTER AND CARRYING CASE	159.50

NEW ONE BALLS

JOCKEY CLUB, P.O.	\$645.00
JOCKEY SPECIAL	645.00
GOTT. DAILY RACES	650.00
BALLY EUREKA	489.50

RECONDITIONED 5 BALLS

KILROY	\$179.50	DEFENSE	\$54.50
SHOW GIRL	179.50	HI HAT	50.00
AMBER	179.50	TEXAS MUST.	50.00
SMARTY	179.50	TOPIC	50.00
FIESTA	179.50	SPOT POOL	50.00
SPELLBOUND	169.50	VICTORY	50.00
DYNAMITE	169.50	CLOVER	49.50
BAFFLE CD.	169.50	FLYING TIGERS	49.50
FAST BALL	157.50	VELVET	47.50
SUPERLINER	149.50	PRODUCTION	45.00
STEP UP	139.50	SEA HAWK	45.00
MID. RACER	129.50	EAGLE SQUAD	45.00
BIG LEAGUE	124.50	JUNGLE	45.00
CANTEN	114.50	GUN CLUB	45.00
SURF QUEEN	104.50	STAR ATTRAC.	45.00
BIG HIT	104.50	BELLE HOP	45.00
SKY CHIEF	79.50	ALL AMER.	45.00
LIBERTY	79.50	CHAMPS	45.00
AIR CIRCUS	69.50	BOLAWAY	45.00
BIG PARADE	69.50	SHOW BOAT	45.00
KNOCK OUT	69.50	STARS	45.00
KEEP 'EM FLYING	69.50	CAPT. KIDD	45.00
TRADE WINDS	69.50	VENUS	45.00
SOUTH SEAS	69.50	TOWERS	45.00
RIVIERA	69.50	MIAMI BEACH	45.00
WAGON WHLS.	69.50	ABC BOWLER	45.00
FLAT TOP	69.50	'41 MAJORS	45.00
SANTA FE	69.50	SEVEN UP	45.00
OKLAHOMA	69.50	PARATROOPS	45.00
STREAMLINER	69.50	BOMBARDIER	45.00
YANK DOODLE	69.50	TEN SPOT	45.00
5-10-20	64.50	STRATOLINER	45.00
UN. MIDWAY	64.50	PLAY BALL	45.00
KISMET	59.50	BANDWAGON	37.50
BOSCO	59.50	DRUM MAJOR	34.50
YANKS	59.50	MARINES	34.50
GOBS	59.50		

SLOTS

50¢ GOLDEN FALLS, H.L., NEW REB.	\$249.50
5¢ MILLS BLUE FRONT, ORIG.	99.50
5¢ BROWN FRONTS	109.50
10¢ BROWN FRONTS	119.50
10¢ BONUS BELL	129.50
25¢ BONUS BELL	139.50
5¢ GOLD CHROME, 2-5	129.50
5¢ GOLD CHROME, H.L.	129.50
10¢ GOLD CHROME, H.L.	139.50
25¢ MILLS CLUB CONSOLE	149.50
VEST POCKETS, 1946 Model	49.50
10¢ BLACK CHERRY, NEW REB.	149.50
5¢ JENN. SILVER CHIEF	99.50
5¢ JENN. CLUB CONSOLE CHIEF	109.50
COLUMBIAS J.P., 1946 Model	89.50
5¢ JENN. BRONZE CHIEF	199.50
JENN. LITE-UP CHIEFS, Used 10 Days, 5¢, \$215; 10¢, \$225; 25¢	235.00

ONE BALLS

VICTORY SPECIAL, Auto. Shuf.	\$345.00
PIMLICO, F.P.	119.50
CLUB TROPHY, F.P.	109.50
DARK HORSE, F.P.	89.50
PIMLICO	109.50
'41 DERBY, F.P.	99.50
RECORD TIME, F.P.	79.50
LONGACRE, F.P.	149.50
TURF KING, P.O.	129.50
JOCKEY CLUB, P.O.	119.50
40 MILLS 1-2-3, F.P.	69.50
MILLS OWL, HOR 5 BALL, F.P.	104.50
LONGSHOT, P.O.	89.50
KENTUCKY, P.O.	109.50
SPORT KING, P.O.	79.50
VICTORY DERBY, P.O.	184.50

CONSOLES

5¢ KEEN, BONUS SUPER BELL	\$395.00
25¢ KEEN, BONUS SUPER BELL	449.50
BAKER'S PACERS, D.D., J.P.	395.00
5¢ COMB. SUPER BELLS	79.50
BALLY SUN RAYS, F.P.	69.50
HI HAND, COMB.	69.50
WATLING BIG GAME, 5¢ P.O.	69.50
5¢ PACE SARATOGA SR., P.O.	69.50
5¢ PACE REELS, COMB.	69.50
JENN. FAST TIME, P.O.	69.50
BALLY BIG TOP, P.O. or F.P.	69.50
WATLING BIG GAME, F.P.	69.50
MILLS JUMBO, LATE HEAD	69.50
JENN. SILVER MOON, F.P.	69.50
5¢ BALLY CLUB BELL	69.50
25¢ BALLY CLUB BELL	109.50
EVANS LUCKY STAR	149.50
GALLOPING DOMINOS, J.P.	149.50
BANGTAILS, J.P., 2-TONE	159.50
MILLS RIO	99.50

ARCADE

TOTAL ROLL, LIKE NEW	\$295.00
EV. TEN STRIKE, 1947 MODEL	WRITE
EV. TOMMY GUN	94.50
BALLY DEFENDER	119.50
BATTING PRACTICE	89.50
GENCO WHIZZ—Like New	59.50
SHOOT TO TOKYO	79.50
SHOOT THE CHUTES	79.50
CHICAGO COIN GOALIE, Like New	194.50
GOTT. 3-WAY GRIPS	99.50
CHICAGO COIN HOCKEY	99.50
MUTOSCOPE SKY FIGHTER	74.50
RAPID FIRE	50.00
PITCHER & CATCHER	50.00
BALLY SKY BATTLE	99.50
EXH. HAMMER STRIKER	67.50
ADVANCE SHOCKER	17.50
BALLY UNDERSEA RAIDER	149.50
JACK RABBIT, F.S.	219.50
WMS. ZINGO	89.50
AMUSEMATIC BOOMERANG	149.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE HUMBOLT 6288 • CHICAGO 22, ILL.

Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

WE NEED SPACE

MUST CLEAR OUT ALL USED GAMES !!! IMMEDIATELY !!!

ALL ORDERS SUBJECT TO PRIOR SALE

Check in FULL Must Accompany ALL Orders

ADVANCE SHOCKER	\$14.00	ROLL A BALL, 9 Ft. Skee Ball... \$	59.50
BIG GAME, F.P., AR	29.50	SPORT EVENT	19.50
BIG GAME, F.R., FR	29.50	SPORT SPECIAL	19.50
BOBTAIL, F.P., FR	29.50	TURF KING	49.50
CHI COIN HOCKEY	59.50	VICTORY DERBY, Ch. Rails	139.50
FAST TIME, P.O.	29.50	BRAND NEW 5 BALLS	
GALLOPING DOMINO, '41	59.50	HAVANA	\$279.50
GRAND NATIONAL	19.50	PLAY BOY	175.00
JUMBO PARADE, P.O., AR	39.50	RANGER	WRITE

USED 5 BALLS

ALL AMERICAN	\$ 39.50
BIG LEAGUE	89.50
BOLAWAY	29.50
EAGLE SQUADRON	34.50
EXHIBIT JEEP	34.50
KNOCKOUT	54.50
LANDSLIDE	24.50
MIDGET RACER	99.50
MIDWAY	39.50
SHOWBOAT	34.50
SHOW GIRL	129.50
SKY BLAZER	39.50
SMARTY	119.50
STARS	34.50
SUPERLINER	119.50
SURF QUEENS	84.50
SUSPENSE	119.50
TEN SPOT	39.50
VENUS	29.50
VICTORY	34.50
ZIG ZAG	24.50

NEW GAMES

BALLY EUREKA	\$489.50
DRAW BELL DELUXE, 5¢	512.50
DRAW BELL DELUXE, 25¢	532.50
HI BOY, 5¢	339.50
HI BOY, 25¢	359.50
JOCKEY CLUB	645.00
JOCKEY SPECIAL	645.00
TRIPLE BELL, 5-10-25	925.00
TRIPLE BELL, 5-5-5	895.00

WE HAVE 200 OTHER GAMES AT CORRESPONDINGLY LOW PRICES

NEW FIVE BALLS

BOWLING LEAGUE	WRITE
CLICK	WRITE
COLD BALL	\$279.50
HAWAII	295.00
HONEY	279.50
MAM'SELLE	299.50



EXCLUSIVE BALLY DISTRIBUTOR

COVEN distributing Co.
3181 ELSTON AVE CHICAGO, ILL.
Phone: INDEPENDENCE 2210



PARTS

WE CARRY A COMPLETE STOCK OF OFFICIAL BALLY PARTS AT FACTORY PRICES. ORDERS FILLED SAME DAY RECEIVED.

ALSO CARRY COMPLETE LINE OF PARTS OF OTHER MANUFACTURERS.

PARTS SPECIAL OF THE WEEK

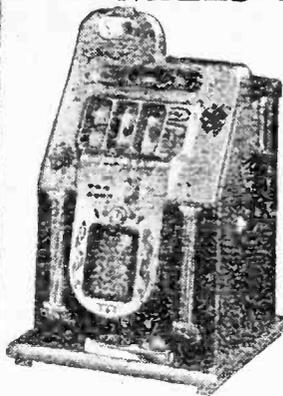
EXTRA LARGE WHITE LIVE RUBBERS \$2.99 Per 100
NO. 50 MAZDA LAMPS \$6.00 Per 100

1/3 Deposit With Order, Balance C. O. D.

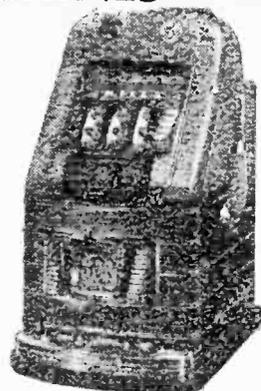
OPERATORS IN OUR TERRITORY! Let us help you expand with our most liberal Finance Plan. Come in and discuss it with us.



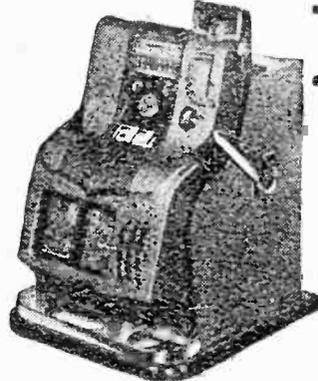
MILLS LATEST MACHINES



GOLDEN FALLS
You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.
WRITE FOR PRICES



JEWEL BELL
If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play.
WRITE FOR PRICES



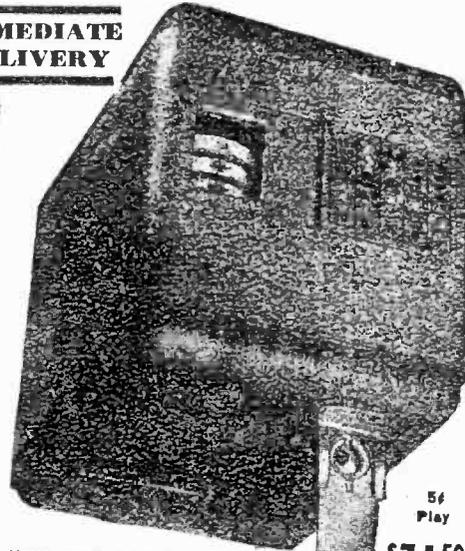
MILLS Q T

A "Pony-Size" Bell. Weighs only 35 lbs.
The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

\$115.00 1/3 Deposit.

New Box Stands, Single, Double and Triple Safes

SICKING, INC.



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.

Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

BADGERS Bargains
Often a few dollars less - Seldom a penny more.

LOS ANGELES see Bill Hoppel
MILWAUKEE see Carl Hoppel

GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS, 1-WAY	\$350.00	KEENEY BONUS, 2-WAY	\$595.00
EVANS 1946 BANGTAILS, F.P., P.O. 495.00		KEENEY BONUS, 3-WAY	895.00
MILLS THREE BELLS	250.00	BALLY DRAW BELLS	250.00
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	MILLS 4-BELLS, LATE, 5-5-5-5	225.00
BALLY HI HANDS, F.P., P.O.	49.50	KEENEY TWINS, F.P., P.O.	139.50
MILLS JUMBO, LATE, F.P., P.O.	69.50	KEENEY SUPER BELLS, F.P., P.O.	59.50
MILLS JUMBO, LATE, F.P.	49.50	MILLS JUMBO, LATE, P.O.	49.50
BALLY HI HAND, 25¢ F.P., P.O.	49.50	JENNINGS SILVER MOON, F.P.	49.50
BALLY ROLL 'EM, 5¢, P.O.	49.50	EVANS LUCKY LUCRES, 5-5¢	89.50
LATE MILLS 4-BELLS, 3-5¢, 1-25¢	245.00	EVANS LUCKY LUCRES, 3-5¢, 2-25¢	89.50
		EVANS 1946 BANGTAILS, P.O.	395.00

RECONDITIONED SLOTS & NEW SAFE & STANDS

MILLS BLACK CHERRY, ORIG., 5¢ \$165.00	MILLS BLUE FRONT, ORIG., 5¢	\$ 84.50
MILLS BLACK CHERRY, ORIG., 10¢ 175.00	MILLS BLUE FRONT, ORIG., 10¢	89.50
MILLS BLACK CHERRY, ORIG., 25¢ 185.00	MILLS BLUE FRONT, ORIG., 25¢	99.50
NEW BLACK CHERRY	SINGLE WEIGHTED STAND	24.50
NEW GOLDEN FALLS	SINGLE REVOLV-A-ROUND SAFE	84.50
TRIPLE REVOLV-A-ROUND SAFE	DOUBLE REVOLV-A-ROUND SAFE	123.50

MORE FOR YOUR MONEY WITH THESE BADGER PARTS SPECIALS

12" Speaker Cabinet	\$ 4.95	Flash 15 Second Solder Gun	\$ 4.95
12" Utah P.M. Speaker	5.95	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.; 0	7.25	7/8" Standard Game Lock, Doz.	6.80
1/4" Electric Hand Drill	11.80	3-3 Rock-Ola Pickups, \$2.95, Doz.	32.50
Rock-Ola Belts (Sm. or Lg.), 75¢ Ea.;		Program Strips, \$4.75 Nr. 5 M	22.50
Per Doz.	7.50	Operator's Contact Switch Kit	9.50
Rock-Ola Selector Coils, 75¢ Ea.;		Coin Wrappers, 65¢ M.; Case Lots80 M
Per Doz.	8.25	Westinghouse 28-Volt Min. Bulbs, Per C 15.00	
Also Parts In Stock for Keeneey, Rock-Ola, Bally, Mills, Genco, Exhibit, Gottlieb, etc.		Plastics for All Model Phonographs, Complete Stock Fuses, Tubes, Bulbs, Condensers, Switches, etc.	

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

Badger Sales Co., Inc.
2251 WEST PICO BLVD.
LOS ANGELES 6, CALIF.
ALL PHONE DR. 4326.

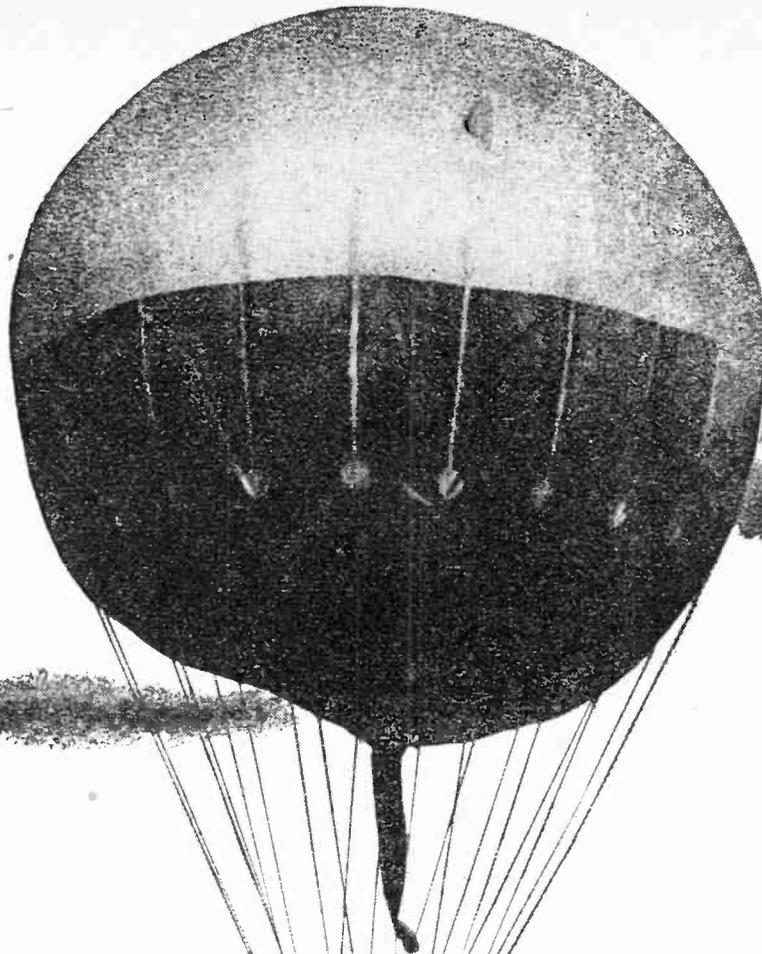
Badger Novelty Co.
2546 NORTH 30TH STREET,
MILWAUKEE 10, WIS.
ALL PHONE KIL. 3030.

WANTED

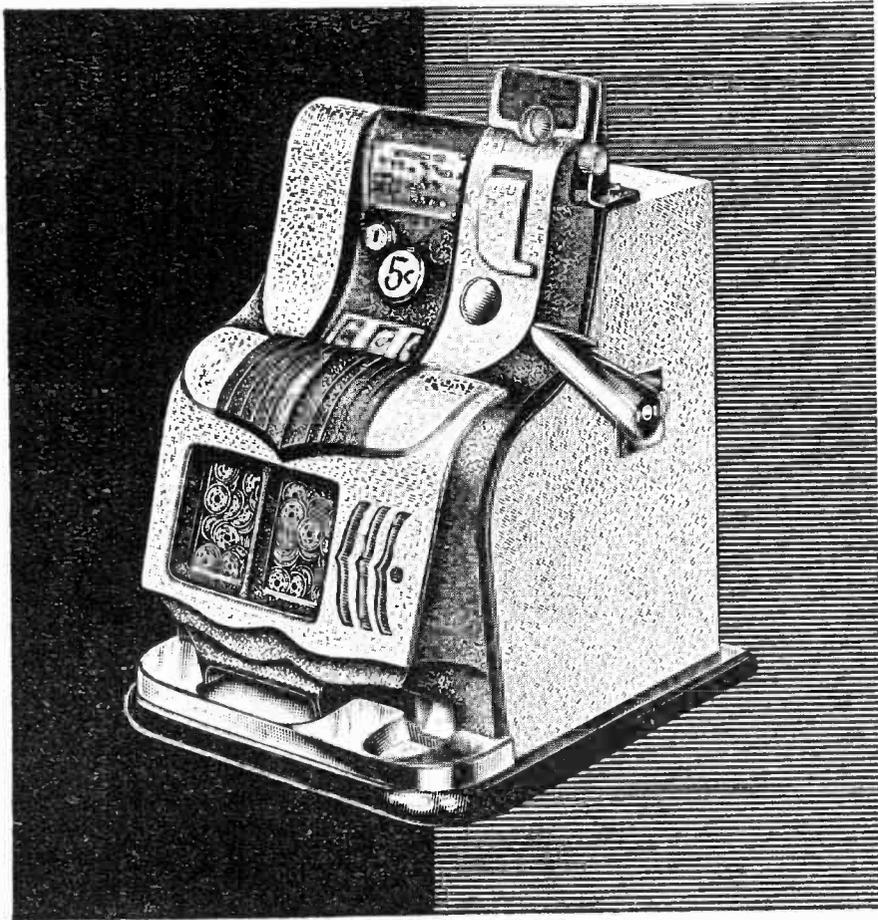
EXPERIENCED COIN MACHINE SALESMAN

Qualified by experience to sell and handle operators. Liberal drawing account against commissions. Must have car. Unless you are a ten thousand dollar a-year man, don't waste time. Give full details and submit photo with first letter.

International Mutoscope Corporation
44-01 ELEVENTH ST. LONG ISLAND CITY 1, N. Y.



MILLS Q.T.-A 35 POUND BELL!



IT EXCELS! The Q.T. excels all Bells in *mobility*. It is the fastest coin machine ever made, operating five times for any three plays on any other Bell. It is the *quietest* Bell of all; it runs like the motor of a modern plane, made with the precision of a fine watch, and has the strength of a huge locomotive. It weighs only 35 pounds and can be easily lifted and carried. It can be operated on a plain counter, on top of a glass showcase, or on a stand of its own. Its cash box is the identical box that is used in all our big Bells. Its earning power is extremely high.

BELL-O-MATIC CORPORATION

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS



JOIN US

In Winning the Complete Good Will of the American Public for the Great Coin Machine Industry!

Join CMI's great public relations campaign right now! Almost a year ago the Coin Machine Industry started its public relations campaign. Through our Public Relations Bureau we have succeeded in placing tens of thousands of favorable stories in magazines, newspapers and on radio broadcasts—good will material that would never have seen the light of day if we hadn't adopted a formal campaign for selling ourselves.

Our future depends on the proper understanding of our products and our service by the public. There is indeed a small difference between public respect and disapproval.

It is our purpose to bridge this fine line between the people's "Yes" and "No" and get 140,000,000 Americans wholeheartedly endorsing a more widespread operation and use of all types of coin operated equipment.

Our Public Relations Program has been financed by the manufacturers listed below and by more than 600 operators and distributors of coin machines. The manufacturers donate an agreed per cent of their annual sales; operators and distributors, in joining as Associate Public Relations Members, pay yearly dues of \$25.00 each.

MANUFACTURERS SUPPORTING COIN MACHINE INDUSTRY'S PUBLIC RELATIONS CAMPAIGN

A.B.T. MANUFACTURING CORP.

AMI INCORPORATED

BALLY MANUFACTURING CO.

BELL-O-MATIC CORP.

CHICAGO COIN MACHINE CO.

COAN MANUFACTURING CO.

EDELMAN AMUSEMENT DEVICES

H. C. EVANS & CO.

GENCO MANUFACTURING & SALES CO.

D. GOTTLIEB & CO.

GROETCHEN TOOL & MANUFACTURING CO.

INTERNATIONAL MUTOSCOPE CORP.

RELIABLE METAL ENGINEERING CO.

REVCO, INC.

UNITED MANUFACTURING CO.

WILLIAMS MANUFACTURING CO.

EXHIBIT SUPPLY CO.

FILL IN AND MAIL THIS COUPON TODAY!

Coin Machine Industries, Inc.,
Room 508, 134 North La Salle St., Chicago, Ill.

Gentlemen:

MANUFACTURERS! We are coin machine manufacturers and wish to support CMI's Public Relations Campaign on the same proportionate basis as other manufacturers.

Firm Name _____

Address _____

Title _____

OPERATORS AND DISTRIBUTORS: Enclosed find \$25 for annual dues as an associate member in support of CMI's Public Relations Campaign.

Name _____

Address _____

HOW YOU CAN BACK UP OUR PUBLIC RELATIONS CAMPAIGN NOW!

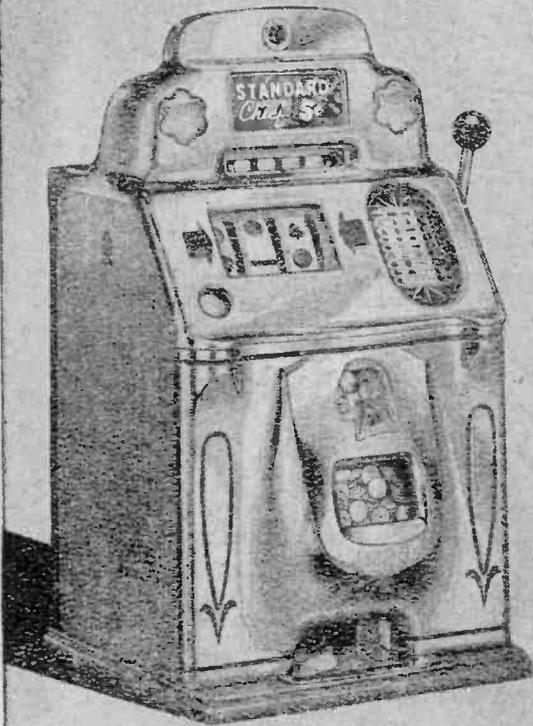
Join in this great campaign today! Manufacturers not listed should notify us by mail or telephone of their willingness to support this campaign on the same basis as the manufacturers listed. Operators and distributors should fill in coupon at once, enclose check for \$25.00 and mail today. Let's all get into this campaign together and work to make our industry the greatest industry of all. Good public relations will do it. A united front is NECESSARY, with no one's name missing! Your participation in this campaign will be the best financial investment you ever made.

COIN MACHINE INDUSTRIES, INC.

Room 508, 134 North La Salle Street, Chicago 2, Illinois
Phone State 9399

THE JENNINGS LINE

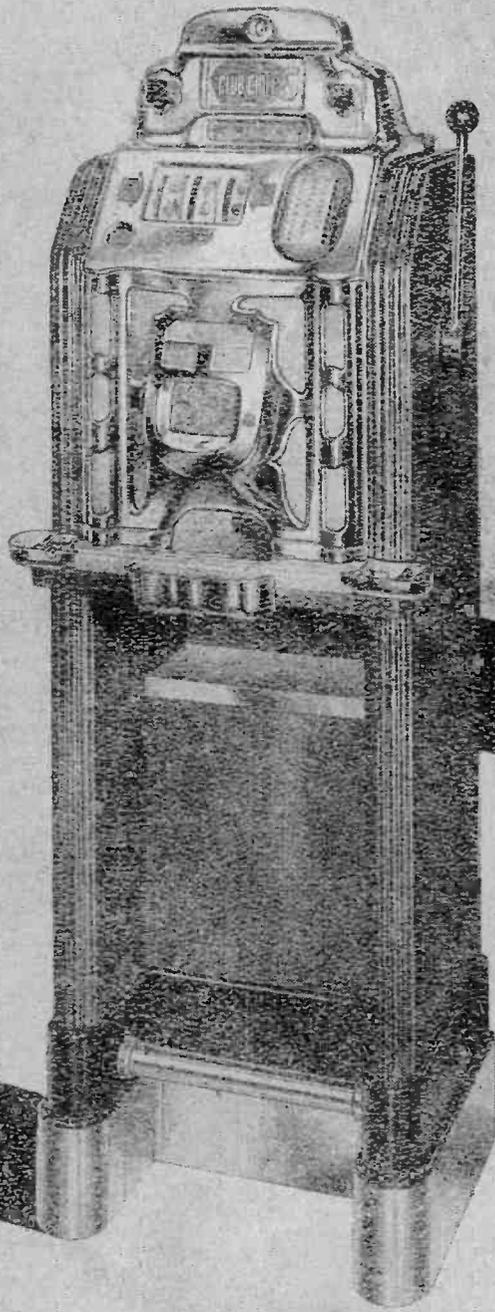
To Suit Your Every Need



Jennings STANDARD CHIEF

1c • 5c • 10c • 25c • 50c • \$1.00 play

Beautiful chrome front . . . famous Jennings time-proved mechanism . . . acclaimed by locations everywhere as the best on the market.



Jennings CLUB CONSOLE

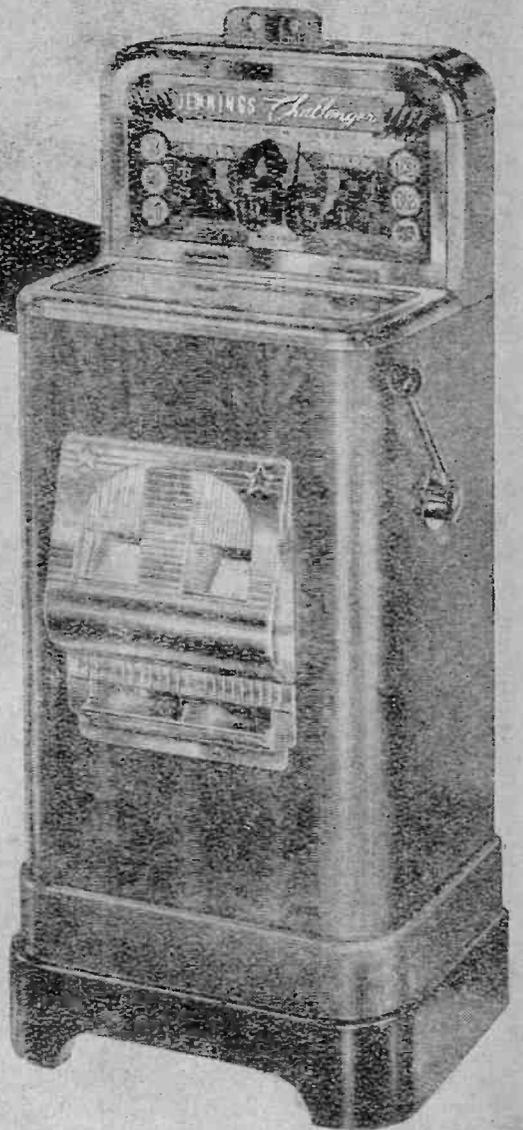
1c • 5c • 10c • 25c • 50c • \$1.00 play

The tried and tested Chief in sparkling new dress. Rich hand-rubbed walnut finish blends beautifully in any club. Play appeal "oamph" best describes this marvelous console.

Jennings Twin-Play CHALLENGER

5c-5c • 5c-10c • 5c-25c

The fine machine with TWO jackpots, TWO coin chutes, but only ONE Chief mechanism. In most locations this model receives double the play of a single machine!



Jennings Super DeLuxe CLUB CHIEF

1c • 5c • 10c • 25c • 50c • \$1.00 play

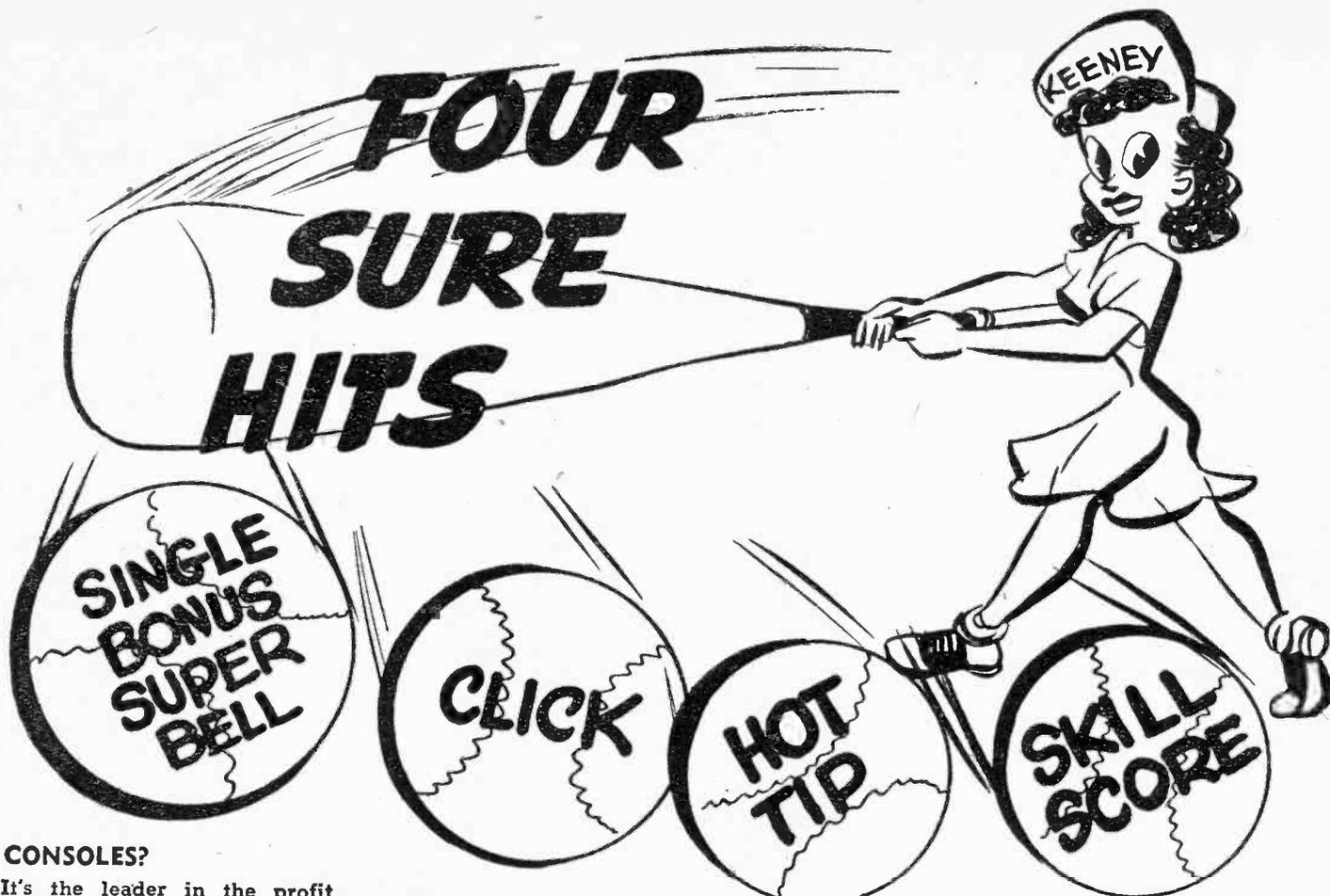
Original and unusual light-up effects give modern styling the players want. Recognized everywhere for real drawing power.

Send for our new descriptive circular

Any of these models can be obtained on immediate delivery at the dealer in your area or write, wire or phone

Jennings & Co
 1906
 4307-39 WEST LAKE STREET • CHICAGO 24 • ILL.
 The Leader in the Field for over 40 Years

MEMBER OF COIN MACHINE INDUSTRIES, INC.



CONSOLES?

It's the leader in the profit parade. Faster play takes in up to 5 coins every play... trouble free mechanism... rapid scoring and bonus features... Keeney's 1-way is now available with 5c-10c-25c or 50c coin chute. Imagine! Up to \$2.50 per play thru one 50c chute. That's profit plus!

PIN GAMES?

For spell-binding play... super high scoring... snappy kick-out action... pick Keeney's sensational new CLICK. Novelty or Free Play. It's the profit winner in 5-balls!

ONE BALLS?

This great new Keeney one-ball pulls more play... has highest changing odds... multiple scoring... brilliant play-drawing features. Free play only. It's the best!

ARCADES?

Roll up more profits with this amazing Keeney legal rolldown game. Crowd-pulling action galore. It's a sure hit!

Write for additional information and prices on above games.

PIN GAMES AND ARCADES AT GIVE AWAY PRICES

WE ARE SACRIFICING THESE A-1 USED GAMES BECAUSE WE MUST HAVE THE FLOOR SPACE

PIN GAMES

CAROUSEL	\$174.50	SHOOTING STARS	\$84.50
HAVANA	169.50	BIG HIT	79.50
KILROY	169.50	DOUBLE BARREL	69.50
BAFFLE CARD	164.50	SURF QUEEN	69.50
LIGHTNING	159.50	MIDGET RACER	69.50
CYCLONE	149.50	BIG LEAGUE	69.50
TORNADO	149.50	KEEP 'EM FLYING	44.50
AMBER	149.50	SCHOOL DAYS	44.50
SMARTY	139.50	DUPLEX	44.50
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CS BAKER'S "PACERS" (Daily	
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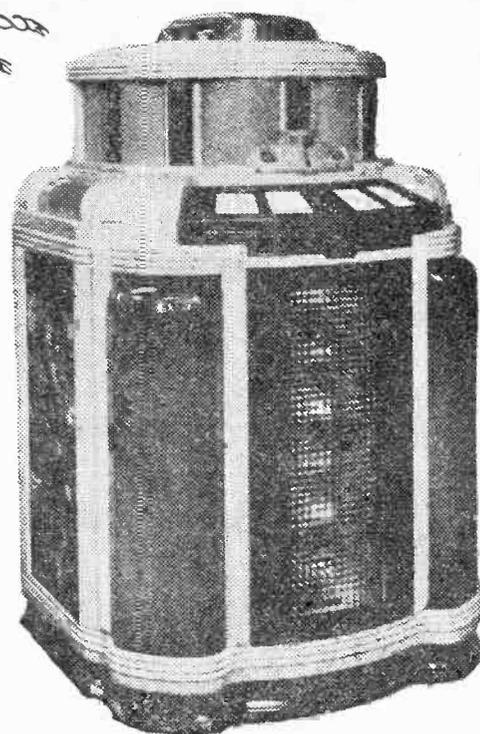
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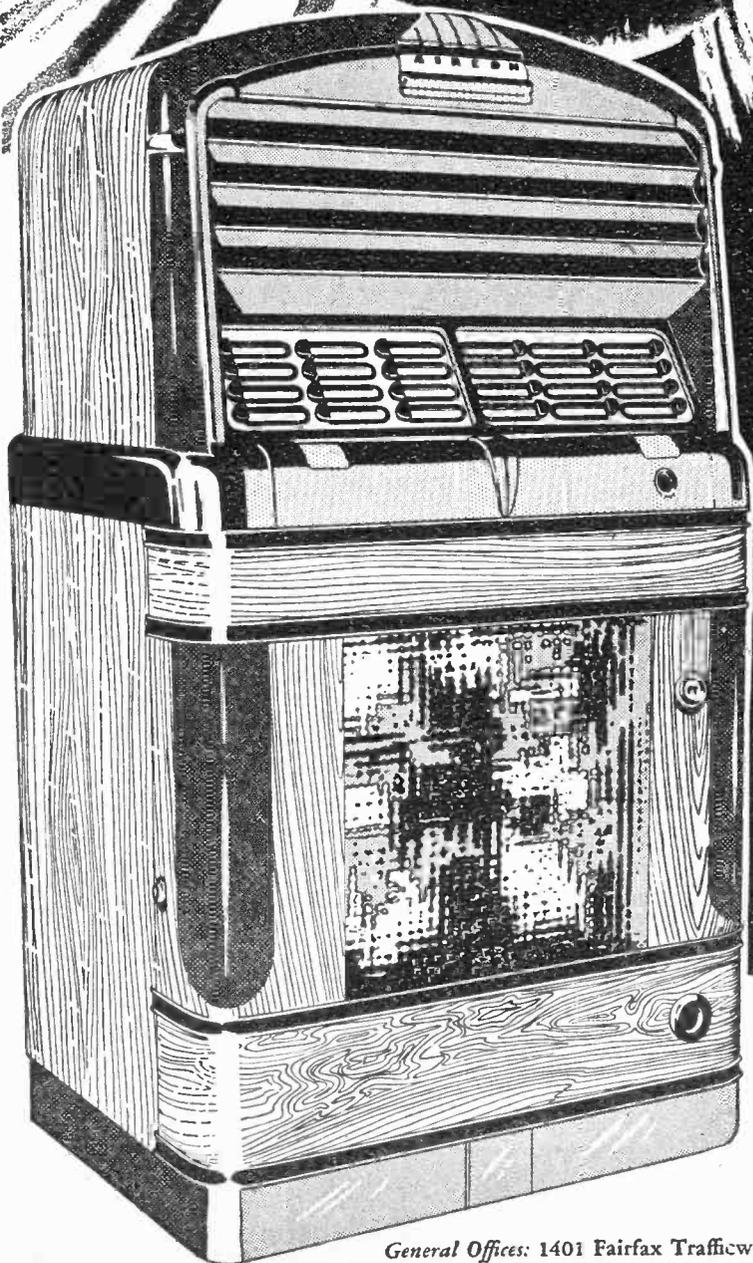
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CABINET: Imported walnut, 3/4-inch plywood, seasoned thoroughly for perfect tonal resonance—bleached and hand-selected for graining to produce finest expensive furniture finish possible.

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ANIMATION: Multiple ever-changing rainbow colors, creating scintillating beauty and marvelous play appeal.

HEIGHT: 60 inches. **WIDTH:** 32 inches. **DEPTH:** 24 inches.

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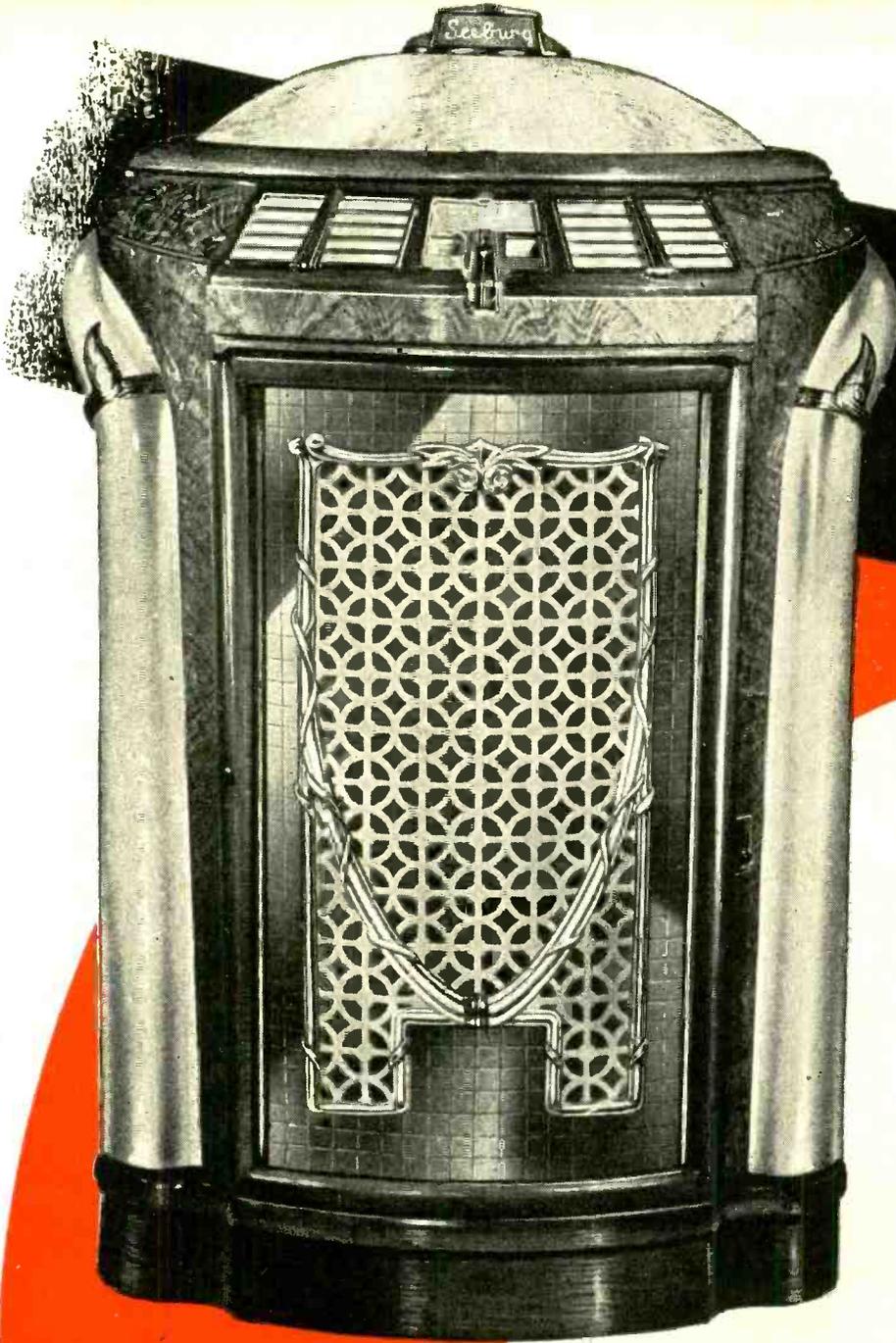


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**THAT WAS DESIGNED
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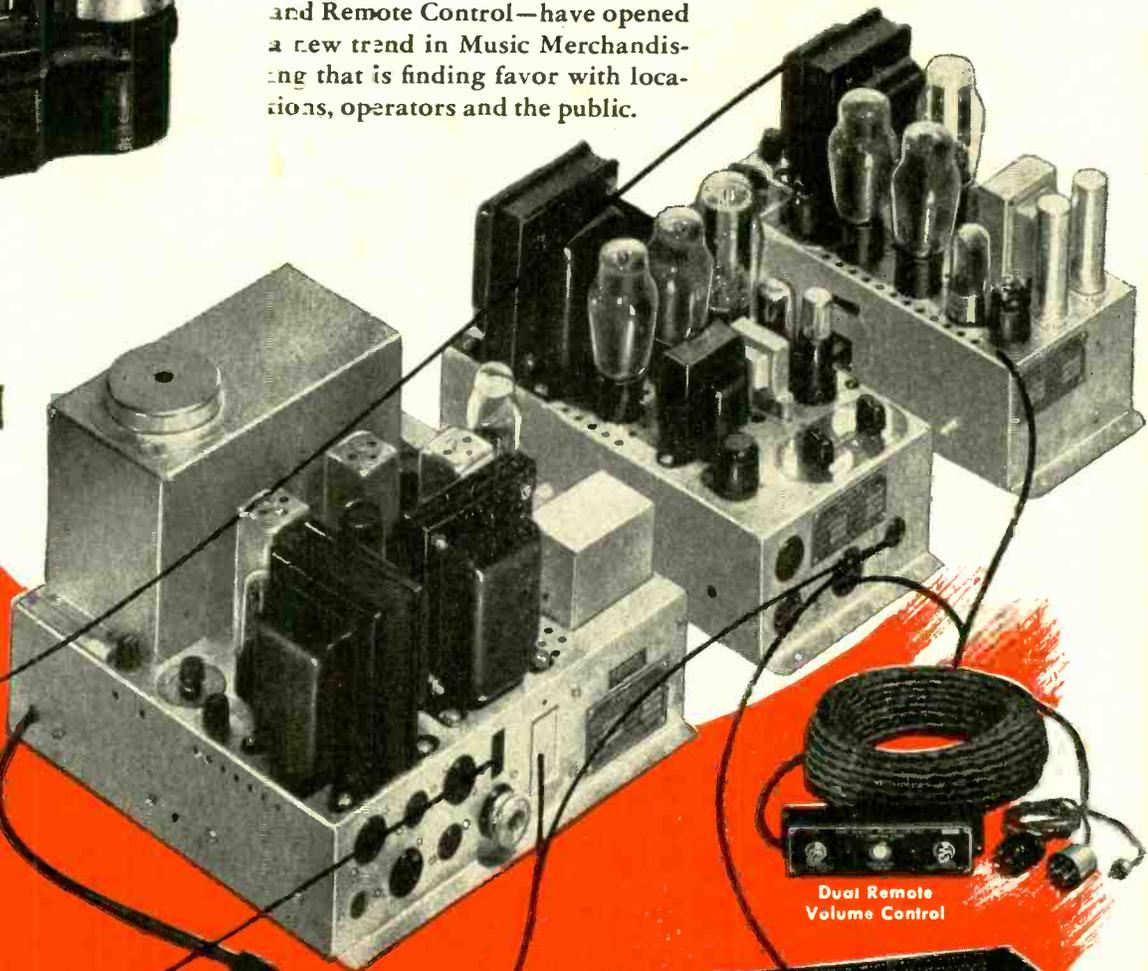
The Symphonola 1-47 was developed by Seeburg engineers to meet the needs of modern music systems. Not only is it fresh in styling to suit today's taste—not only does a simplified mechanism assure continuous, trouble-free operation—but a separate amplifier permits control of remote speakers, allowing correct sound distribution throughout any location. Provision is also made for any number of Wallomatics either wireless or the three wire type. Because the Symphonola was designed for modern music merchandising, no adapters or converters or other make-shift attachments are necessary.

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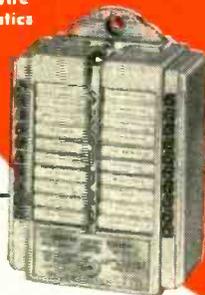
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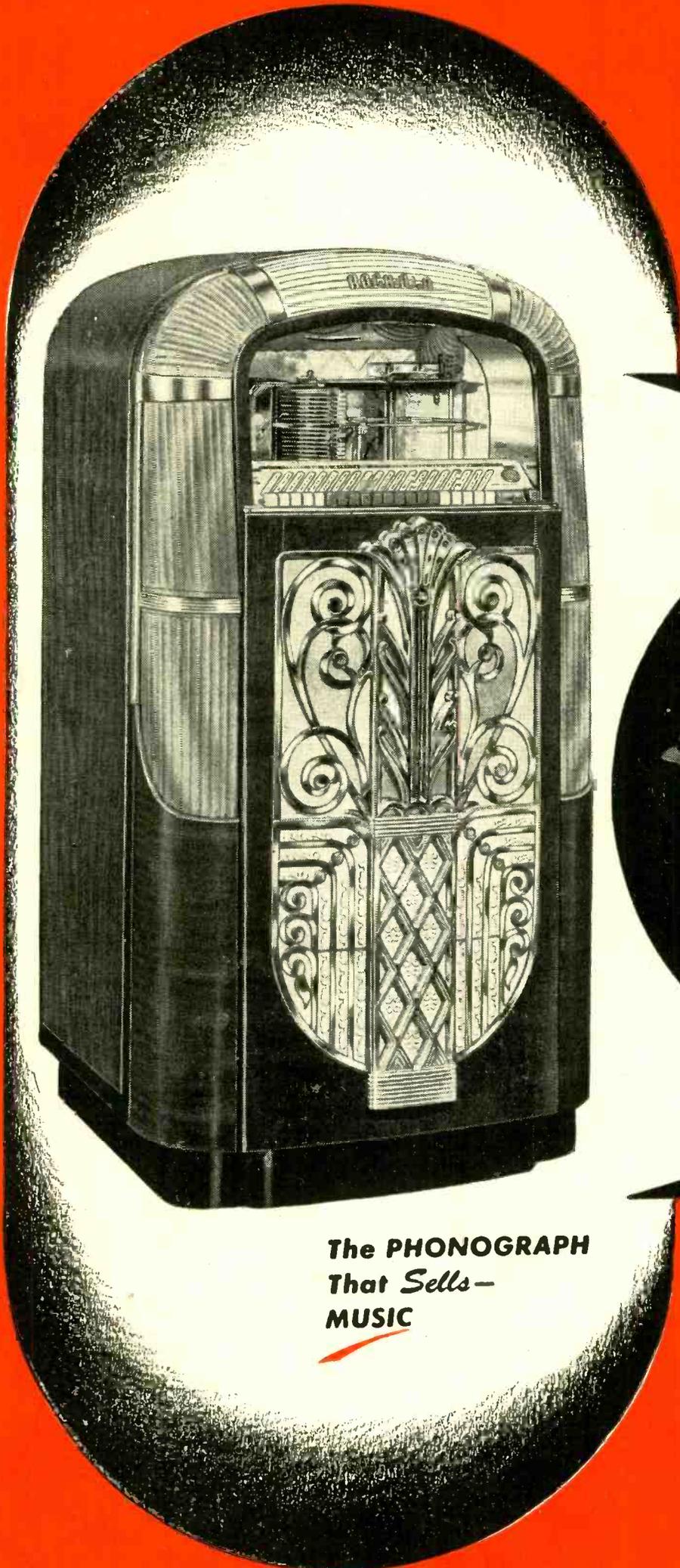
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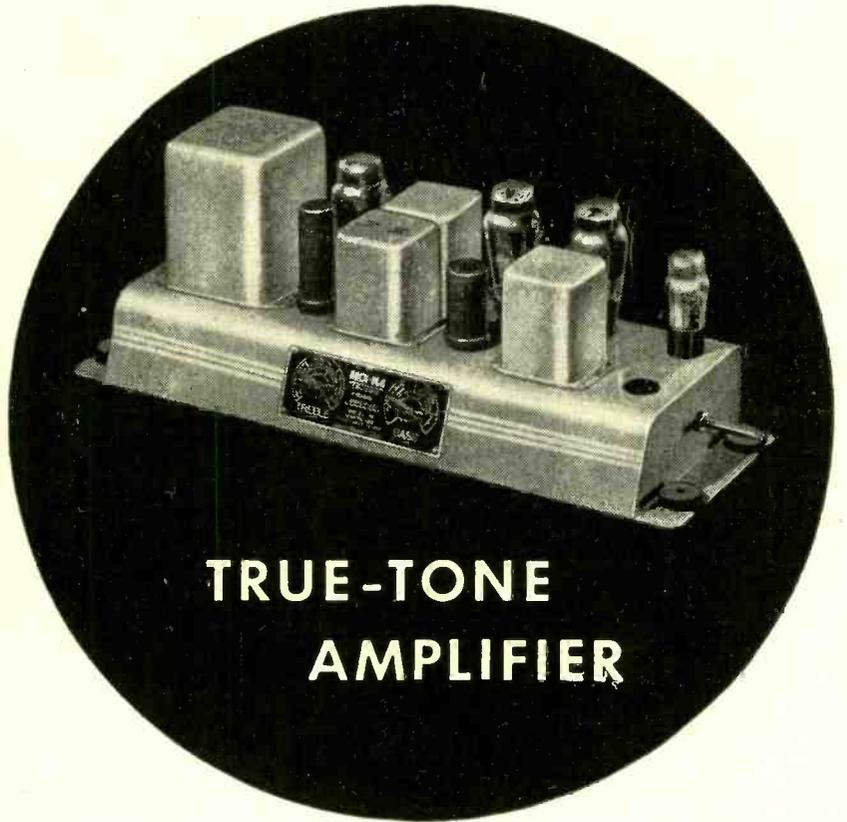
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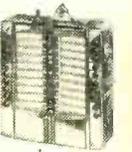
New and excellent features insure powerful and true full-range fidelity.

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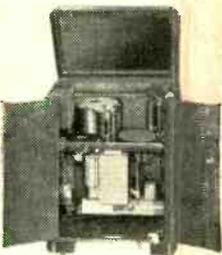
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