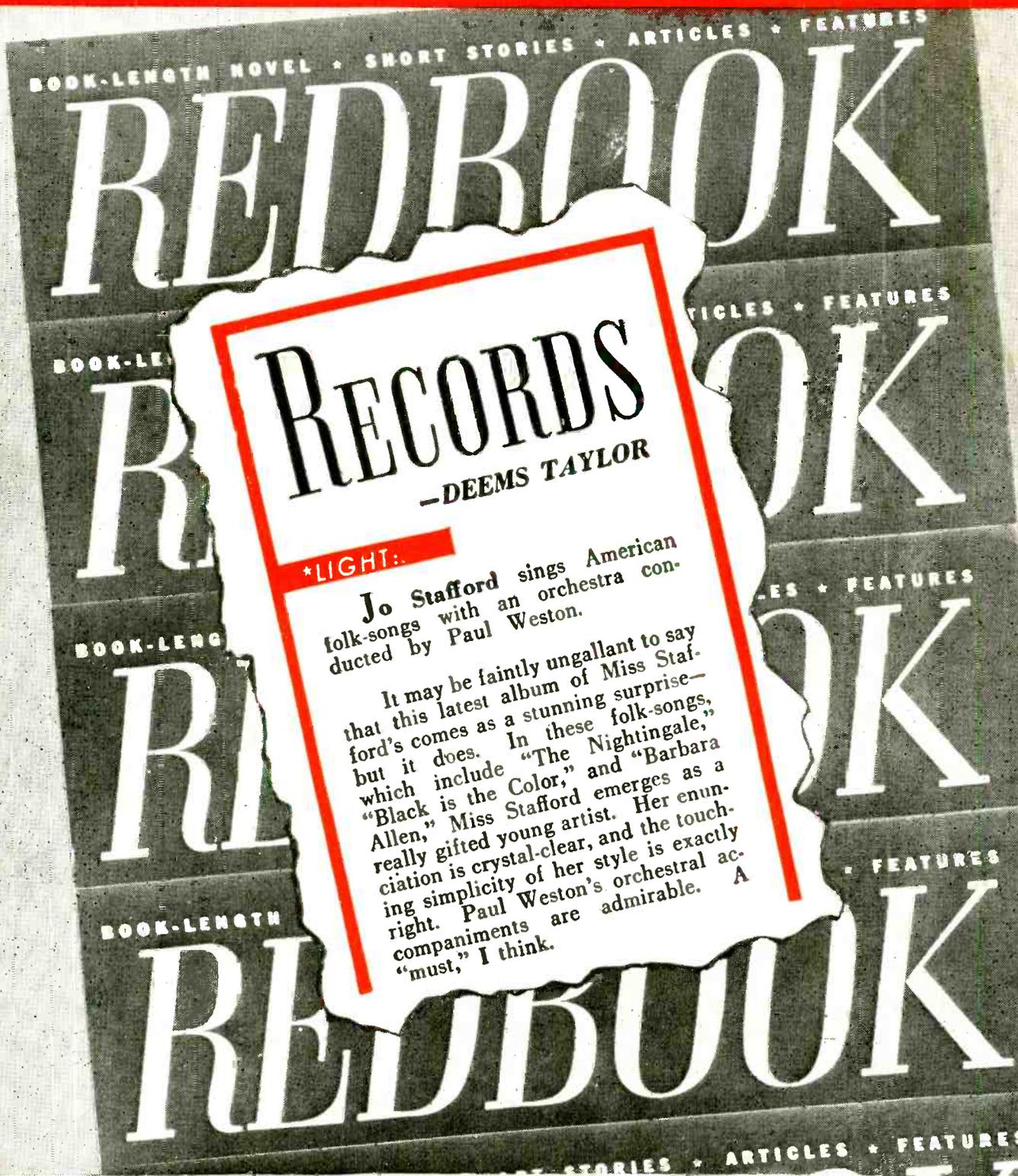


Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JULY 24, 1948



RECORDS -DEEMS TAYLOR

*LIGHT:

Jo Stafford sings American folk-songs with an orchestra conducted by Paul Weston.

It may be faintly ungallant to say that this latest album of Miss Stafford's comes as a stunning surprise—but it does. In these folk-songs, which include "The Nightingale," "Black is the Color," and "Barbara Allen," Miss Stafford emerges as a really gifted young artist. Her enunciation is crystal-clear, and the touching simplicity of her style is exactly right. Paul Weston's orchestral accompaniments are admirable. A "must," I think.

Reflecting the growing interest in music and records in recent years, and helping that growth no little, has been the trend among major circulation general magazines to run regular music and record columns. Typical is the Deems Taylor pillar in Red Book each month. Taylor, as do a number of the other big circulation disk commentators, restricts his material pretty much to the classical output, but when a pop star comes along with a boff item (as Jo Stafford did with her American Folk Songs in the current July issue) the mass appeal gets adequate coverage, too.

Going Over
Bigger Than Ever!

SEND in Your Entry Pledge NOW!
... and Get To Work on
Your Promotion Entry at Once!

The Billboard's Eleventh Annual RADIO AND TELEVISION PROMOTION COMPETITION

COMPETITION RULES

ALL STATIONS AND NETWORKS IN THE UNITED STATES AND CANADA ARE ELIGIBLE TO ENTER.

Awards will be made in the following categories:

SALES PROMOTION . . . Essentially that type of promotion directed toward improving or maintaining a station's sales position, with promotion aimed at clients and agencies.

AUDIENCE PROMOTION . . . That type of promotion directed toward maintaining or improving a station's standing with respect to its audience size, competitively, actually and potentially.

PUBLIC SERVICE PROMOTION . . . Promotion of public service programs. The Competition is not concerned so much with the programs themselves—even tho they may be regarded as promotion on their own—but is concerned with the promotion backing up and exploiting such programing efforts.

AUDIENCE-SALES PROMOTION . . . Because so much radio-television promotion combines these two elements, and because so frequently such campaigns are virtually indivisible, such entries as are warranted should be entered in this category.

BROADCASTERS WILL COMPETE IN THE FOLLOWING DIVISIONS:

- NETWORKS—NATIONAL NETWORKS—REGIONAL CLEAR CHANNEL NETWORK AFFILIATES
- REGIONAL CHANNEL NETWORK AFFILIATES
- LOCAL CHANNEL NETWORK AFFILIATES
- NON-NETWORK STATIONS, 250 to 1,000 WATTS
- NON-NETWORK STATIONS, 5,000 to 20,000 WATTS
- NON-NETWORK STATIONS, 50,000 WATTS
- FM STATIONS
- TELEVISION STATIONS
- TELEVISION NETWORKS
- STATIONS ON THE AIR AFTER JANUARY 1, 1948 — except for Television Stations, all of which will compete in the same division.

FORM OF ENTRIES

Entries may take any form, from typewritten presentations to any type of elaborate "art" presentation. However, only ONE presentation is permitted for each station's entry in a particular category, altho, of course, a station may enter one, two or all three of the categories. Thus, a station competing in the sales promotion, audience promotion and public service categories would have three entries—but the complete story on each category must be told in ONE presentation. Recordings are NOT permitted, either as all or part of a presentation. Winners will be judged purely on the basis of facts and the judges will not be swayed by elaborate presentation. We urge that you save yourself time, effort and expense by keeping your entry as simple as possible.

ELIGIBILITY DATES

Any promotion executed during any or all of the period from July 1, 1947, to November 1, 1948, is eligible.

DEADLINE

All entries must be at the New York office of The Billboard Monday, November 1, 1948. Sorry, no extensions—but none.

ADDRESS ENTRIES

The Billboard 11th Annual
Radio and Television Promotion
Competition
1564 Broadway, New York 19, N. Y.

THE ANNUAL Competition, analyzing the promotion efforts of stations and networks in all phases of sound and sight broadcasting, is under way again. This is the one and only event which affords broadcasters the opportunity to present to advertising agencies and advertisers, in one single package, under proper auspices and ideal conditions, a story of their promotion efforts thruout the past year. This is the one event which permits broadcasters to tell their customers what they've been doing in behalf of those self-same customers—and their programs; what they've been doing to maintain radio's position as the world's number one advertising medium—and what

they've been doing to help television up the ladder.

As in last year's Competition, final judging will be done by a notable panel of judges representing the leading advertisers and advertising agencies in radio and television. The full list is shown below.

As usual, all entries will be extensively exhibited by The Billboard so that all in radio, television and advertising may study and examine them. The first exhibit will be held in New York later this year; the second in Chicago. Exhibit dates will be announced later on. Both exhibits combine to give broadcasters a rare opportunity to tell radio's story to the advertising fraternity.

BOARD OF JUDGES

ADVERTISER PANEL

- J. M. Allen, Vice President in Charge of Advertising, Bristol-Myers Co.
- Howard M. Chapin, Director of Advertising, General Foods Corp.
- Albert S. Dempewolf, Advertising Manager, Colanese Corp. of America.
- Charles J. Durban, Assistant Advertising Director in Charge of Radio and Television, United States Rubber Co.
- John R. Gilman, Vice President in Charge of Advertising, Lever Brothers Co.
- R. E. Healy, Vice President Colgate-Palmolive-Peet Co.
- Harvey W. Manss, Vice President Sterling Drug, Inc.
- J. Ward Maurer, Advertising Manager The Wildroot Co.
- W. M. Ramsey, Director of Radio Media, Procter & Gamble Co.
- R. G. Rettig, Vice President Whitehall Pharmaceutical Co.

ADVERTISING AGENCY PANEL

- Ralph B. Austrian, Vice President in Charge of Television, Foote, Cone & Belding.
- Lee Cooley, Director of Television, McCann-Erickson, Inc.
- Walter Craig, Vice President in Charge of Radio and Television, Benton & Bowles, Inc.
- Wickliffe W. Crider, Vice President Barton, Barton, Durstine & Osborn, Inc.
- Carlos Franco, Manager Radio Time Buying, Young & Rubicam, Inc.
- G. D. Gudebrod, in Charge of Television and Moving Pictures, N. W. Ayer & Son, Inc.
- Thomas L. Harrington, Vice President Ted Bates, Inc.
- Frank B. Kemp, Assistant Media Director, Compton Advertising, Inc.
- William B. Lewis, Vice President Konyon & Eckhardt, Inc.
- Chester MacCracken, Director of Radio and Television Productions, Doherty, Clifford & Shenfield, Inc.
- Linnea Nelson, Chief Time Buyer, J. Walter Thompson Co.
- Stanley Pulver, Media Manager for American Home Products, Dancer - Fitzgerald - Sample, Inc.
- Don Stauffer, Vice President in Charge of Radio, Sullivan, Stauffer, Colwell & Bayles, Inc.
- Raymond F. Sullivan, President Stauffer, Colwell & Bayles, Inc.

YOU CAN HELP US PREPARE MORE INTELLIGENTLY FOR EXHIBIT SPACE AND OTHER PHASES OF THE COMPETITION BY FILLING IN THIS ENTRY PLEDGE AND MAILING IT TO US TODAY

ENTRY PLEDGE

The Billboard Radio and Television Promotion Competition
1564 Broadway, New York 19, N. Y.

Gentlemen:

We are planning to submit an entry in the 11th Annual Radio and Television Promotion Competition. We will enter in the following category(ies) (check any or all):

- Sales Promotion; Audience Promotion; Public Service Promotion; Audience-Sales Promotion. Our entry will be in the following division (check one):
- Network (national); Network (regional); Clear Channel Network Affiliate; Regional Channel Network Affiliate; Local Channel Network Affiliate; Non-Network, 250-1,000 Watts; Non-Network, 5,000-20,000 Watts; Non-Network, 50,000 Watts; FM; Television; New Station.

We expect to have our entry in by
(. . . . and Please Make It as Early as Possible)

Name

Title Station

Address

City State

DONALDSON AWARD WINNERS

TV on Coast Starts Music Biz Gold Rush

Artists, Agents, Flacks Grab

With video the ever-beckoning showbiz baby, *The Billboard* commences with this article the first of three "takes" showing the music-biz gold rush to the TV medium.

HOLLYWOOD, July 17.—Hollywood tele is luring music biz figures in ever-increasing numbers. Artists, their agents and flacks are turning toward the new medium with unprecedented interest. Musicdom's video swing is probably more evident in these parts than elsewhere since (1) names and unknowns alike are eager to showcase their wares before filmdom's important people (i.e. pic producers, radio talent buyers, etc.) who were among the first tele set owners; (2) Hollywood boasts a talent pool second to none, which provides the two local video stations (Para-
(See Coast Music-to-Tele on page 15)

TV of Williams and Jack Bout a Loser

PHILADELPHIA, July 17.—Stuck with a big loss instead of making a huge profit on the Ike Williams-Beau Jack title fight last Monday (12), Promoter Herman Taylor later in the week blamed it all on television and said he would demand "insur-
(See TV OF WILLIAMS on page 9)

Coast Blows Top for TV Sports

USC & UCLA Unite in Grid Games Pkg.

Outlets in Stiff Competish

HOLLYWOOD, July 17.—Hollywood tele outlets and ad agencies are currently in the midst of the most active bidding for tele sports coverage yet experienced on the Coast, involving video rights to all local football games to be played by University of Southern California (USC) and University of California at Los Angeles (UCLA). Long a top gridiron town from standpoint of public interest, bidding for tele rights has developed into the greatest competitive spur in local tele annals. This coming season marks the first commercial
(See COAST BLOWS TOP on page 9)

N.Y. Theaters Up Equity's 'Dough' In New Contract

NEW YORK, July 17.—Actors' Equity walked off with substantial improvements in minimum wages for its members, when the negotiations were concluded with the League of New York Theaters this week. The new minimums for Chorus Equity and Actors' Equity members are \$75 each week on Broadway and \$80 weekly on the road. The old minimum was \$60 each week.

Stage managers were given special weekly minimums: for straight plays, \$150 in New York, \$175 on the road; for musicals, \$200 on the Stem, \$225 on tour. The minimums will only benefit actors and stage managers starting out, because most experienced legit personnel get more than the minimum.

The League obtained a victory when Equity agreed not to require producers to explain any actions. If actors have any gripes against managers and are sustained by their council, the case can be taken before the American Arbitration Association. The union failed in its effort to see that deputies could not be discharged. It was thought that way they would have no fear of reprisals because of union activity.

All actors must be given 24 hours notice before the taking of pictures, a provision that no doubt will have the press agents up in arms. No stage manager can act unless an emergency occurs. Clothes must be furnished to thespes getting less than \$175 each week.

The attempt of Actors' Equity to get a six-day week west of Chicago for its members met with failure.
(See Up Equity's Dough on page 13)

Gold Keys Won by 'Streetcar,' 'Roberts,' 'Shoes'; Top Thesps Are Kelly, Judith Anderson

Malden, Kim Hunter, June Lockhart Also Triumph

By Robert Francis

NEW YORK, July 17.—Tonight (17) the theater voiced its seasonal accolades to its own for a fifth successive time, when voters' choices of winners in the 27 categories of the Fifth Annual Donaldson Awards, sponsored by *The Billboard*, were aired via a coast-to-coast hook-up of the American Broadcasting Company (ABC). The program was broadcast from the stage of the Vanderbilt Theater from 7 to 7:30 p.m.



(Eastern Daylight Saving Time).

David Wayne, currently featured in *Mr. Roberts* and last year's double award winner for his portrait of the leprechaun in *Finian's Rainbow*, emceed the proceeding and presented the gold keys and scrolls which are emblematic of Broadway legit's best in theatrical achievement.

A Streetcar Named Desire took top honors in the straight play division. This brings author Tennessee Williams his second scroll and key. Back in 1944-1945 he scored with *Glass Menagerie*. *Streetcar* received a hefty majority from the voters over 17 competitors. *Mr. Roberts* was tabbed as the best "first" play by an author to reach Broadway, giving Thomas Heggen and Joshua Logan each an award as co-author.

Paul Kelly's smash portrait of the badgered brigadier in *Command Decision* won him the theater's crown for the best performance of the season and James Whitmore's orderly in the same show drew the accolade for the best debut stint. On the distaff side there was no question in the minds of showbiz electorate as to the merits of Judith's Anderson's *Medea*. Miss Anderson far outdistanced her nearest competitor as the year's most outstanding actress.

Another repeat winner this year
(See LEGIT PICKS on page 40)

Earle Brings Flesh to Philly After 2 Years

PHILADELPHIA, July 17.—Film flesh policy will return to the downtown district for the first time in two years when Warners Earle Theater relights its stage for the new season in September.

The house went straight film two years ago because a steady diet of
(See Earle Brings Flesh on page 34)

New German Coinage Finds All Showbiz an Easy Mark

FRANKFURT, Germany, July 17.—All German showbiz, with perhaps the exception of radio, was hit and hit hard by the recent issuance of the new marks. Night clubs and danceries were virtually deserted. Theaters, which enjoyed a terrific boom while everyone spent his old dough, came out on the first day the new coin was issued with the lowest prices offered in 20 years.

Some public-owned theaters either played for nothing or closed their doors. Some managers sent their casts on a four-week holiday, which according to the actor union rules they had to do anyway, in hopes that things would revert to normal in a month. Road shows folded and died on the spot.

Circuses offered prices at one-fourth the previous week's cost, but still The Hassen played its whole

two-and-one-half-hour show for 20 people. However, no one cut admissions as severely as the dance hall managers did. The gate take is now zero.

Tho there's nothing at hand and nothing to fall back on coin-wise, managers are still hopeful that the situation will adjust itself soon. Meanwhile, they'll struggle thru.

Radio is the only branch of showbiz practically untouched. Since radio is publicly-owned and every set owner has to pay two marks per month, the industry is in far better shape to recoup from any damage done. Tho the listener quota has done a downside, with the purchase coupons eliminated, an increase in listeners is seen. It's a simple formula: More listeners, more fees; more fees mean higher salaries to the performers, as well as the managers.

H'w'd Niteries In Dumps; Pin Hope on Nabes

Names Forsake Swankeries

By Lee Zhitto

HOLLYWOOD, July 17.—Local niteries biz is swinging away from its former pattern of centralization in favor of the area's scattered neighborhood spots. In the past, Hollywood's entertainment bucks funneled into either of its famed niteries rows, Sunset Strip, which leaned heavily on the film colony for patronage, and the Vine Street-Hollywood Boulevard sector, which drew coin from tourists and residents. Last week, as Florentine Gardens folded with \$100,000 in the red to become Hollywood's latest bad biz victim, ops turned an envious eye to flourishing neighborhood spots which seem uneffected by recent biz condition plunges.

In recent months showbiz slumps have taken a toll of Hollywood niteries. Spots that have disappeared
(See H'wood Brighterites on page 34)

Dems Drop Windfall in Philly

Niteries Reap Harvest No. 2; Wallace Next

TV Tops Radio in Coverage

PHILADELPHIA, July 17.—For all their feudin' and fightin', the Democrats in convention here this week found the town's after-midnight belt more often than did the Republicans last month. Altho the nitery ops did not put on any special floor displays for the Democrats, figuring that they'll get what business is around regardless, the Demos brought some semblance of life to the spots in center of town at least Monday (12) and Tuesday (13). Staying away from the Convention Hall sessions the first two nights, delegates did most of their caucusing in bars and night clubs.

Both the Latin Casino, which brought in Phil Regan, who was also a convention singer, and Frank Palumbo's Click, offering Ted Lewis with band and show, did good business. However, it was only for the two nights, because Wednesday night (14) found almost everybody at the all-important session in Convention Hall.

Small Budgets

The only other real name booking for the convention week, altho not geared for the delegates primarily, was Norman Granz's *Jazz at the Philharmonic*, hot crew at Frank Palumbo's Ciro's, midtown cocktailerie. All other places carried on with their usual low-budget summer policy. For the most part, it was just another week—save for the Latin Casino and Click.

Indicative of how little the convention influx meant to the night clubs, excepting for the hotel rooms, which were continually crowded, was seen at the Embassy Club, midtown class intimate spot. Two convention visitors went into the room, ordered two drinks and asked for hot dogs.

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NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 *On the Honor Roll of Hits*
WOODY WOODPECKER
- No. 1 *Sheet Music Seller*
YOU CAN'T BE TRUE, DEAR
- No. 1 *Most Played on Disk Jockey Shows*
WOODY WOODPECKER by Kay Kyser, Columbia 38197
- No. 1 *Disk Via Dealer Sales*
WOODY WOODPECKER by Kay Kyser, Columbia 38197
- No. 1 *Disk in the Nation's Juke Boxes*
WOODY WOODPECKER by Kay Kyser, Columbia 38197
- No. 1 *Most Played Juke Box Folk Record*
BOUQUET OF ROSES by Eddy Arnold and His Tennessee Plowboys, Victor 20-2806
- No. 1 *Best Selling Retail Folk Record*
BOUQUET OF ROSES by Eddy Arnold and His Tennessee Plowboys, Victor 20-2806
- No. 1 *Most Played Juke Box Race Record*
RUN, JOE by Louis Jordan, Decca 24448
- No. 1 *Best Selling Retail Race Record*
I CAN'T GO ON WITHOUT YOU by Bull Moose Jackson, King 4230
- No. 1 *Sheet Music Seller in England*
GALWAY BAY

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, page 20 to 33 in Music Section.

They were handed a menu but shoved it back to the waiter, complaining it was too expensive. The waiter then slipped them a check for \$1.70. One guy tried to pay it with a \$500 note. As the waiter stared, the other guy said: "Oh, that isn't enough," and pulled out a \$1,000 bill. The waiter brought back the change and the "sports" left him a 10-cent tip.

Be it Republican or Democrats, while conventions mean much to the hotels, restaurants and department stores, the nitery belt would just as soon have the fun-loving Elks back again.

Among the theaters, the only noise was made at the Goldman Theater with the world preem of *Tap Roots*, attended by a batch of lesser-name picture people. The only outside theatrical attraction was at the John Wanamaker department store, bringing in Phil Spitalny and his musical fems for a free Wednesday night (14) concert in the store's Grand Court.

As during the Republican meet, television stole the thunder from radio. And while the TV coverage of the Democrats did not exceed that of the Republican rally, the Dems at least looked prettier than the GOPers. Having seen Dewey's five o'clock shadow, and other bleached phizes, anemic pusses and hard jaws, the TV pool brought in Hollywood's Max Factor, Inc., to give the politicians some TV-appeal while under the fierce and feature-distorting glare of the klieg lights in Convention Hall.

Jack (Ibee) Pulaski, Of "Variety," Dies

NEW YORK, July 17.—Jack Pulaski, for years legit reporter and drama critic for *Variety*, and one of the best-known trade paper reporters in Broadway history, died yesterday (Friday) at his home in New York. He was 65.

Pulaski, whose signature name of *Ibee* was familiar to the legit field for many years, suffered a stroke a week before he died. Surviving are his widow, Lillian, to whom he was married 40 years; a brother and two sisters.

A native of Cuthbert, Ga., Pulaski joined the New York staff of *Variety* in 1914 after leaving *The New York Mail*, where he'd been a sports writer. Before working in New York, he had been Atlantic City correspondent for the theatrical trade paper. His real name was Isma Berringer Pulaski, whence derived his *Ibee* signature.

Funeral services will be held at the Riverside Chapel, New York, Monday (19), followed by cremation.

Hal King and a party of make-up artists flew in from the Factor factory to set up a touch-up-for-television studio in the Bellevue-Stratford Hotel.

Video Sets Displayed

Set manufacturers still kept open house, with several hundred receivers planted in the Commercial Museum next door to the main tent; Gimbel Brothers kept the video sets going in the 20 street-floor windows and WCAU-TV again had mobile units of sets planted on a jeep in various sections of town. However, the video enthusiasm, among Philadelphians at least, was not as marked as during the Republican week, probably because of the no-contest feature of the convention. For video interest, it was the Ike Williams-Beau Jack slugfest Monday (12) on WFIL-TV that hit the top of the Hooper ladder.

However, the manpower drain was greater for the Democrats. There were 1,200 radio and television personnel stationed at Convention Hall during the sessions, about 350 more than covered the Republican convention. One reason for this was because of the added interest on part of the radio stations below the Mason-Dixon line in the proceedings. Local indie stations assisted out-of-town outlets. Part-timer WHAT fed programs to KFVB, Hollywood, and WPEN originated the convention shows for the FM network stations on the Eastern seaboard. KYW, local National Broadcasting Company affiliate, recorded for KGU, Honolulu, as well as for other stations thruout the country.

Well, if showbiz failed to cash in 100 per cent on the Dems, there is still that Wallace convention coming up next week (23-25). But how many Wallacers are there? And how much loot in their jeans?

Radio and TV Sales Off in First Quarter

WASHINGTON, July 17.—The Radio Manufacturers' Association (RMA) announced today that sales of radio and TV equipment, including electron tubes, totaled \$40,351,820 the first quarter of this year, as compared with \$56,000,000 for the same period in 1947. Almost half the sales in the first quarter this year went to the federal government and the bulk of the federal sales was in radar equipment.

Output of cathode ray receiving tubes for TV showed the greatest gain over the same period for 1947. RMA attributed this year's over-all drop in sales to a decline in government purchases.

Bowl for Montreal In Blueprint Stage

MONTREAL, July 17.—Chances that Montreal will by next summer have a bowl of its own for the presentation of legit theater, concerts and festivals, are now beyond the "possibility" stage after the return of members of the city executive committee from inspection visits to Hollywood's Rose Bowl and the Red Rock Theater in Denver.

Plans have been prepared by city architects and engineers for exploiting the crater at the summit of Mount Royal, the huge natural mountain-park which stands in the center of the city and which is a major tourist attraction.

As it is now, there is no open-air spot with facilities to handle the jobs that attend all open air concerts or legit plays. The chalet at the top of Mount Royal is used in the summer by symphony orchestras and some drama groups, and other spots used are the various stadiums around town. However, both from an acoustical and a comfort point-of-view these places are very unsatisfactory, and plans for the bowl are sparked by the feeling that it would be a great tourist attraction with musical and drama festivals being frequently presented.

Minn. Hooch Tax Up 5 Mil in Year

ST. PAUL, July 17.—Minnesota collected \$13,869,926 in liquor taxes, \$2,469,041 in beer levies and \$8,220,019 in cigarette assessments for the 1947-1948 fiscal year ended June 30, State Auditor Stafford King reported here.

The liquor levy, at the rate of \$2.50 per gallon for the first year instead of the former \$1, represents a gain of nearly \$5,000,000 over the previous fiscal year. Cigarette collections are the first in State history. The levy became effective July 1, 1947.

Under State law 30 per cent of the liquor tax revenue and one-third of the cigarette levy is distributed to the State's 860 municipalities and counties. First half distribution was February 15; second half will be August 15.

The Billboard

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Publishers
Roger S. Littleford Jr.
William D. Littleford

E. W. Evans, Pres. & Treas.
Joseph G. Csida, Vice-Pres.
Lawrence W. Gatto, Secy.

Editors

Joseph G. Csida, Editor in Chief
C. R. Schreiber, Coin Machine Editor
William J. Sachs, Executive News Editor

Managers and Divisions:

W. D. Littleford, General Manager Eastern Division
1564 Broadway, New York 19, N. Y.
Phone: PLaza 7-2800

M. L. Reuter, General Manager Midwest Division
155 North Clark St., Chicago 1, Ill.
Phone: CENTral 8761

Sam Abbott, General Manager West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif.
Phone: HOLLYwood 5831

F. B. Joerling, General Manager Southwest Division
390 Arcade Bldg., St. Louis 1, Mo.
Phone: CHEstnut 0443

C. J. Latscha, Advertising Manager
B. A. Bruns, Circulation Manager
Cincinnati, Ohio Phone: DUNbar 6450

Printing Plant and Circulation Office
2160 Patterson St., Cincinnati 22, Ohio

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The Billboard also publishes:
Turnover and Vend.



TV MAY BE FM'S SAVIOR

NAB Code Faces Challenge On Prohibiting of Giveaways

WASHINGTON, July 17. — The question whether the National Association of Broadcasters (NAB) new code prohibits giveaway programs is finally being faced by NAB officials here as the result of a few scattered requests from station owners for interpretation and clarification of the code's contest provision. This provision specifies that "any broadcasting designed to 'buy' the radio audience, by requiring it to listen in hope of reward, rather than for the quality of its entertainment, should be avoided."

A new code observance committee, which Justin Miller, prexy of the NAB probably will name next week, is expected to survey this problem for possible consideration of the NAB board at its next meeting in November. Creation of the code observance committee was authorized by the board at its last meeting at the NAB convention. While the new committee is being dubbed a "watchdog" to observe the extent of code observance, it is not empowered to go beyond preparing surveys and reports for the board inasmuch as the code contains no enforcement provision.

Since networks have agreed to put the new standards into effect by January 1, by which time compliance is expected to be made more practical under existing contracts, the first report of the code observance committee is expected to be only a preliminary and incomplete one. The code officially became operative July 1.

With nearly 10,000 copies of National Association of Broadcasters' new standards and practices already printed and distributed, NAB faces the prospect of publishing tens of thousands more in order to meet a fast-rising and unexpected demand for copies from individual stations, schools and other groups. The flood of requests for copies of the new code is seen at NAB as portending the start of an unprecedented and virtually unplanned education drive which NAB officials hope will help solidify public as well as industry acceptance of the new tenets.

Outside of requests for copies of the new code, few inquiries con-

cerning the tenets have come from stations, and these few inquiries have centered largely on the contest provision of the code. Member-stations have revealed in their correspondence that they are in need of vast quantities of the code booklet to accommodate requests from schools, libraries, clubs and other bodies.

CBC To Allow Political Meets Free Air Time

MONTREAL, July 17.—In an unprecedented move, the Canadian Broadcasting Corporation (CBC) has decided to grant free air time to political conventions. In a statement last week by A. D. Dunton, chairman of the board, the CBC let it be known that it was ready to "broadcast speeches of outstanding importance" from conventions called by national parties to select new leaders.

The CBC's gratis political air-time, as enunciated by Dunton, is as follows:

"When a qualifying national party holds a national convention for the purpose of choosing a new national leader, the corporation (CBC) will at its discretion allot free national network time for the broadcasting of a speech or speeches at the convention; and during the following week the corporation will offer to each of the other qualifying national parties national network periods of approximately half the time devoted to speeches from the convention."

Liberal Party

The decision to allot free air time comes a month before the Liberal party, which holds the reins of government, will meet to pick a chief to replace Prime Minister Mackenzie King, who is retiring.

(See CBC to Allow on page 13)

Inks "Whiz Quiz" For ABC Web Bow

NEW YORK, July 17.—The Paul F. Beich Company, candy firm, this week signed to sponsor *Whiz Quiz* over the American Broadcasting Company (ABC) on Saturday nights, beginning September 11. The show formerly had been heard on ABC's New York station, WJZ. A 43-station hook-up has been set for the web debut, with Johnny Olsen handling the emcee job. The show will utilize tape-recorded quizzing of the "man in the street," with Olsen setting up his apparatus at a different spot in New York each week. The time is not definitely set as yet, but it probably will be 10 p.m.

Products plugged will be Whiz and Pecan Pete candy bars. Olia Advertising Company, of Chicago, is the agency.

Cleffer Redmond

HARRISBURG, Pa., July 17.—Long recognized as one of radio's more progressive young operators, Dick Redmond who, with his brother, Abe, owns Station WHP here, has made a successful debut in a new corporation. Redmond wrote a song (lyrics and music), his first, called *Just For Now*. So far it has been recorded by 12 top artists on as many different labels. Has been picked by disk jockeys and retailers in *The Billboard's* Record Possibilities section of the Music Popularity Charts, and bought by Warner Bros. for new flicker *Whiplash*. The tune is published by Advance Music, of the Warner music group.

H'w'd Used Car Dealers' Blurbs Draw Code Curb

HOLLYWOOD, July 17.—First direct application of the new National Association of Broadcasters' (NAB) code is being formulated by local broadcasters in a move to clean up alleged abuses charged to the local used car industry. Proposal has been made and tentatively backed to establish a new set of rules, based on NAB code, and aimed at used car dealers who use air time. Local auto magnates provide area's stations with a principal source of spot time revenue and are considered the life blood of many a small indie op.

Section of NAB code involved is paragraph under *Advertising Standards*, which states in part, "Broadcaster should exercise care that he is not conveying information which is misleading . . . or in violation of business and professional ethics." Station ops have long been criticized for the type of live and plattered (See *Car Dealers' Blurbs* on page 13)

Philip Morris Mulls 'Heart's Desire' Hypo

NEW YORK, July 17.—Philip Morris cigarettes this week was considering several alternatives for bolstering its daytime ailer, *Heart's Desire*, heard across the board over the Mutual Broadcasting System (MBS). The sponsor is said to be dissatisfied with the weak rating (1.7 in the June 15-21 Hooper report). The current cycle ends in October, but Philip Morris already has been listening to alternative plans pitched at it by the Columbia Broadcasting System and the American Broadcasting Company.

It is understood that either the show will undergo drastic changes in a move to hypo listening, or it may be scrapped in favor of something flashier. Philip Morris, incidentally, is said to be content with its other MBS daytime show, *Queen for a Day*, which has boosted its rating steadily since its purchase last year.

Steady Tuning Likely To End Air Problem

Mass Ballyhoo Impends

NEW YORK, July 17.—The growth of television, with its concurrent mushrooming sales in video receivers, may well prove to be the salvation rather than the ruin of FM broadcasting, insiders were claiming this week. Virtually all recent predictions of FM's future have been dismal, with the feeling prevailing that TV had stolen the spotlight and would force bankrollers to bypass FM. But sponsors and agencies are beginning to show renewed interest in FM, based on the growing use of the continuous tuning circuits in television receivers, which permits reception of FM broadcasting stations as well as video fare. At the same time virtually no TV sets are geared to pick up AM stations.

Following the leadership of DuMont, other manufacturers are climbing on the use of this circuit wholesale, with all indications pointing to an early mass advertising campaign which will educate the public to the idea of catching its favorite radio program on the FM dial. Since nearly all major web shows now can be received on FM, there would be no necessity for manufacturers to

(See *Steady Tuning* on page 13)

La Shore Exits Morris for MCA

HOLLYWOOD, July 17.—Dinah Shore this week did a surprise ankling from the William Morris talent stable, moving to Music Corporation of America (MCA), effective at once. Miss Shore, top gal singer in the Morris office, had been with the agency since March, 1942.

Reason for the shift was said to be dissatisfaction with the agency's handling of La Shore's radio work.

Chesterf'd Signposts Nighttime Expansion

NEW YORK, July 17.—Chesterfield Cigarettes appears headed for an expansion in nighttime radio, auditioning a new program this week starring Dean Martin and Jerry Lewis, nitery comics. The program, with Ray Bloch's orchestra, is a half-hour stanza.

The show was auditioned at the National Broadcasting Company (NBC) but appears headed for another network, if bought, since NBC has no open evening time. Chesterfield now has only its five-night-a-week *Supper Club* on NBC at its evening entry.

Newell-Emmett is the agency.

Philco Keeps Bing on ABC

NEW YORK, July 17.—The Philco Corporation this week re-signed with American Broadcasting Company for renewal of the Bing Crosby show. While there had been virtually no question as to Der Bingle's renewal by the account, the Columbia Broadcasting System (CBS) had put in a mighty pitch for the show. Had CBS landed it, it would have meant abandoning the web's no-transcription rule.

The Crosby show resumes on the web September 29. Hutchins is the agency.

14 TOP AGENCY EXECUTIVES . . .
10 TOP SPONSOR EXECUTIVES
will judge the entries in *The Billboard's*

Eleventh Annual
Radio-Television Promotion Competition

NAB Prepares To Continue Fight on Mayflower Doctrine

WASHINGTON, July 17.—Preparation by the National Association of Broadcasters (NAB) to launch a new and more vigorous crusade against the Federal Communications Commission's controversial Mayflower ban on air editorializing is seen in the emergence this week of Rex Howell, KFSJ, Grand Junction, Colo., as prospective new chairman of NAB's Freedom of Radio Committee. Howell gained nationwide attention during the FCC's Mayflower decision re-hearing when he tossed the gauge to the commission by testifying that his station is airing editorials despite the Mayflower ban. It is learned that President Justin Miller, of the NAB, significantly has asked Howell to serve as chairman of the NAB standing committee which will carry a heavy load of the drive to end the ban. The appointment is expected to become official within a week.

Viewed as strategic in the prospective new appointment is the timing in conjunction with an upcoming drive in the 81st Congress, when NAB will be training its big guns on the existing Communications Act. The NAB considers the present law to be in need of complete revision and is urging that the commission's authority over station programming be eliminated. At least two rival bills will be in the hopper when the 81st Congress meets, with no interim legislative action anticipated for the special session which President Truman called for July 26 (see story this issue).

Howell's NAB Favorite

Howell has been a favorite in the NAB since his FCC hearing testimony in which he declared that his station has consistently aired its editorial views for local city improvement measures which the station considered to be to the public's benefit and has opposed projects deemed disadvantageous to the community. Howell, during the hearing, volunteered to play transcriptions of some of his editorials, but the commission showed no interest in hearing them.

The Howell appointment will be among numerous others to be announced by NAB next week. The list of chairmen and members of NAB standing committees for the new year is virtually complete. Frank King, of Jacksonville, Fla., will head the public relations committee. Theodore Cott, vice-president of WNEW, New York, is expected to be chairman of the newly created non-affiliates committee (see story this issue). The latter committee will bring the list of standing committees to a total of 15.

Cott Heads NAB's Non-Affil Comm.

WASHINGTON, July 17.—Ted Cott, vice-president of WNEW, New York, who led a successful drive for the creation of a new standing committee of "independent" stations in the National Association of Broadcasters (NAB) in order to give indies increased representation in NAB policy and action, has been asked by NAB President Justin Miller to head the new committee. The new group is officially called the Non-Affiliates Committee. Cott is expected to convene the new committee some time preparatory to the NAB board's next meeting in November.

Under NAB rules, the committee chairman is authorized to call a meeting any time he deems necessary. Each meeting called is subject to approval of the NAB, which foots the bill for expenses.

Among major business to be weighed by the new group, it is learned, will be recommendations for increased attention to indies in the drafting of NAB policy on programming, advertising, research, etc.

Membership of the new Cott-headed standing committee on non-affiliates is still incomplete, with a few acceptances not yet received by the NAB. The committee will consist of seven to nine members.

RWG To Start Continuity Men Pact Sessions

NEW YORK, July 17.—The Radio Writers Guild will start negotiations next week with the American Broadcasting Company, the National Broadcasting Company and the Columbia Broadcasting System for a new pact covering continuity writers. The RWG is after two things—an increase in minimums and a revision of the scripter's subsidiary rights.

RWG will ask a 50 per cent hike in minimums for its members. Junior continuity writers now get \$62.50 each week; promotional writers, and in-between classification, \$77 weekly, and senior continuity scripters \$92 each week.

The labor org also wants a larger cut of the dough collected from subsidiary rights to go to its continuity scripters working for webs. At present, when commercial rights are sold, 50 per cent goes to the writer, 75 per cent goes to scripters when the material is used by picture companies and 90 per cent when the radio script is converted to a novel. The RWG wants to lump these different percentages into one percentage. It is also asking a freer hand for continuity writers on material that they script outside their jobs.

WKBW Picks Roger Baker

BUFFALO, July 17.—Roger Baker, 20-year radio veteran, this week was named commercial manager of WKBW, effective August 1. Baker takes over the spot formerly occupied by Arthur Simon. The appointment was made by Clinton H. Churchill, president of WKBW, Inc., for whom Baker worked when he began his radio career as studio and program director and sportscaster.

AFRA Wins 10% Pay Hike, Nears Contract With WWJ

DETROIT, July 17.—The Detroit local of the American Federation of Radio Artists (AFRA) is completing negotiations with WWJ here for a new contract providing for an average 10 per cent increase in wages.

Delay in working out the WWJ contract was caused by the desire of the management to be free to discharge a man for unsuitability for the station operation, even where incompetence was not alleged. AFRA set a precedent by agreeing to this provision, but insisted on a severance pay clause effective under such conditions of discharge, on the basis of length of service. The severance pay schedule, typically, provides for eight weeks' pay after five years' employment.

Details have been agreed upon, but the final wording of the agreement is now being worked out.

Several clauses involving procedure



KLZ National Sales Manager
LEE FONDREN

Fondren is continuing the bang-up job for KLZ's national accounts that made him widely known in agency-sponsor circles for seven years as KLZ's promotion and merchandising manager.
KLZ, DENVER

Camels Hunting Daytime Shows

HOLLYWOOD, July 17.—The current stay on the Coast of Tom Luckenbill, radio director of the William Esty Agency, is reported to be for purposes of lining up daytime network programs for Camels. The tobacco firm has had no daytime show on the air since the defection of the Paul Whiteman Club disk jockey show over American Broadcasting Company, and it is said to be anxious to return to the afternoon airwaves.

Luckenbill's announced purpose for the trip is to set plans for Camel's fall nighttime shows, *Screen Guild* and Jimmy Durante.

American Oil Buys ABC Sundays, 7:30

NEW YORK, July 17.—The American Oil Company this week signed to sponsor the 7:30-to-8 p.m. period on Sundays over the American Broadcasting Company (ABC), beginning September 26. The show is not definitely set, but it will be part of ABC's general plan to build up its Sunday sked around *Stop the Music*, Walter Winchell and *Theater Guild*. A class longhair music show with name stars is a strong possibility for the slot.

The deal was set thru the Katz Agency.

Special Session To Speed Probe Of FCC, Mebbe

WASHINGTON, July 17.—The return of Congress for a special session July 26 may speed hearing of the House special committee investigating the Federal Communications Commission (FCC). This became apparent here yesterday (16) in the wake of President Truman's call for the special session.

Rep. Forest Harness (R., Ind.), chairman of the special committee investigating the FCC, had originally planned to defer formal hearings until September or even later because of the preoccupation of lawmakers with the political campaigns. However, since members of the committee will be available in Washington for hearings and since the committee's agenda is virtually complete, Harness is now contemplating the possibility of early hearings if the special session proves to be a lengthy one. Furthermore, if, as is generally anticipated, the session turns out to be a skirmishing-point for the upcoming political campaigns, there will be plenty of speech-making but little legislative action on the floor and lots of time for hearings.

Currently topmost on the hearing agenda are the FCC's video allocations plan and the tentative U. S.-Canada agreement on TV allocations (*The Billboard*, July 17). Other major topics will include the FCC's Blue Book policy, the Mayflower ban on air editorials, FCC's "quasi-judicial" powers, FCC's methods of issuing broadcast licenses and renewing licenses, and the commission's policy decisions.

FCC Stalls 4th Para Subsid's Application

WASHINGTON, July 17.—Tri-States Meredith Broadcasting Company this week became the fourth Paramount subsidiary to be stalled on an application because of the Federal Communications Commission (FCC) concern over the parent company. Tri-States, which is one-fourth owned by Paramount, was informed by the FCC that its bid to buy KSO, Des Moines, is being held up because the commission wants to examine Paramount "course of conduct" in view of the Supreme Court decision.

Restraining the flicker company from operating in restraint of trade previously, the FCC had decided to hold up TV bids by Paramount's New England Theaters, United Detroit Theaters and DuMont Laboratories, pending a determination of the amount of control exerted by Paramount over DuMont.

Swerl Takes Whirl At "Stop the Music"

NEW YORK, July 17.—*Stop the Music*, king of the giveaways, this week filled out its roster of summer bankrollers by signing the Swerl Products division of the Allied Chemical & Dye Corporation to the 8:15 to 8:30 seg of the American Broadcasting Company Sunday night show. Swerl takes its first whirl Sunday (18), and will continue for a nine-week span, until Eversharp moves into permanent possession of the spot in the fall. Old Gold, with two 15-minute periods, and Speidel Jewelry, with one period, round out the summer sponsor list.

The Maxon Agency, of Detroit, handled the Swerl deal.

GERMAN RADIO A GOULASH

BBC Cuts Light Programs In Net - Musician Fracas

LONDON, July 17.—The British Broadcasting Corporation (BBC) light programs will be cut to five hours a day; 6 p.m. to 11 p.m., August 1. The reason is a war of wages between the BBC and the British Musicians' Union (BMU).

The outlook is so serious that cabinet intervention is being demanded. Unless the government takes action, the musicians will walk out August 1.

BMU is demanding an increase of \$2 over their present \$10 for a studio broadcast. The BBC maintains that studio fees are based on the rates for public concerts and will not increase them.

BBC program planners believe they can keep the home and third programs and give a full-length light program Sundays by introducing music from the Continent.

Producers have been told to select suitable old recorded musical programs for revival. Musicians will be paid for these at reduced rates.

Both staff dance bands, conducted by Stanley Black and Billy Ternent, will also come out in strike according to a statement by the union.

The 10 BBC staff orchestras, ranging from the big symphony orchestra to the Welsh Light Orchestra, have so far been considered exempt. The union may, however, call them out at the last minute, leaving the BBC with no orchestras at all.

Radio chiefs from the Continent have been at Broadcasting House discussing plans for extending musical relays to Britain.

The BMU will fight this move. On August 1 union officials will attend the international conference of musicians in Switzerland where they will ask for a ban on "strike-breaking relays."

Non-union musicians will not be employed by the BBC. They fear that Equity and the Variety Artists' Federation would take action and close down all programs.

Prepare To Fight Strike

NEW YORK, July 17.—The New York office of British Broadcasting Corporation (BBC) yesterday (16) said that program plans are being prepared to meet the eventuality of

Food, Soap Spots Cut; Medicine Biz Active

NEW YORK, July 17.—Reflecting cuts which have recently brought about sharp curtailments in network time placements, the current spot announcement field, at least locally, has seen food and soap accounts all but virtually exit. Current activity is centered primarily in the patent medicine field, where placements are fairly active.

Grove Products, thru Gardner Agency (St. Louis); Vicks, thru Morse, International; Pertussin, thru Erwin Wasey, and Four Way Cold Tablets, thru H. B. Cohen, are among the medicine accounts buying time. Pepsi-Cola has also returned to the list extensively, thru Biow, and Suchard Chocolate is also in the spot field via Badger, Browning & Hersey.

A new spot campaign is to start next month for Embassy cigarettes, P. Lorillard's new smoke, with Geyer, Ganger & Newell handling. The account has been testing in the Midwest, and the new campaign will mark the beginning of distribution in New York.

a strike August 1 by members of the British Musicians' Union (BMU). BBC rejected the BMU arguments in the four spheres of differences, and pointed out, in rejoinder that it has "led the field in its country in the matter of good salaries for orchestral performers, who are better paid in the BBC than in any other British or continental orchestra.

Points of difference include a demand by the BMU for a ban on recorded repeats of concerts, operas or other musical shows over 20 minutes long without extra payment. The union also has demanded a sharp slash in the number of broadcast hours devoted to records. A full additional studio fee has been asked for musicians airing from theaters (See BBC Cuts Light on page 13)

Bryan Commuting Coast - to - Coast?

NEW YORK, July 17.—Arthur Q. Bryan, top Hollywood radio character actor, now in New York, may soon start commuting regularly between New York and the Coast. He's been signed to do a television show over the American Broadcasting Company in New York, has a pending transcription deal in the East, and in order to maintain these two, he'll have to fly back and forth regularly.

Bryan plays Doc Gamble on *Fibber McGee and Molly* and has a steady part in *Great Gildersleeve*, both Hollywood shows, with contracts on both. Since they air Tuesday and Wednesday respectively, he'll be able to fly East in time for the Sunday television show, *Movieland Quiz*, a Lester Lewis package.

Sponsors Go for FM Radio On Cincy Green Line Buses

CINCINNATI, July 17.—The world premier of FM radio in public transportation vehicles took place here at noon, Saturday (10), when Transit Radio, Inc. (TRI), subsidiary of WCTS, the FM station of WKRC, *The Cincinnati Times-Star* AM outlet, flipped the switch that brought the inaugural program to passengers on busses of the Cincinnati, Newport & Covington Railway Company (Green Line) which provides transport service between Northern Kentucky and Cincinnati.

For the initial bus programs only 100 receivers were installed, but by August 1, 300 more will have been put into action on the Ohio side of the river in busses and the more modern streetcars of the Cincinnati Street Railway Company. Eventually, said Hulbert Taft Jr., president of WKRC and WCTS, radios will be in 600 trolleys and gasoline-driven busses in greater Cincinnati.

Pointing up the fact that FM radio can be a paying proposition was the statement by Taft that already 26 national and local sponsors have signed for spot announcements. These 20-second commercials will be heard between news bulletins, recorded music, sports announcements, and weather reports, with the transport

NBC Sets New Tele and Radio Promotion Units

NEW YORK, July 17.—New television and radio promotion units were set up this week by the National Broadcasting Company (NBC) in the advertising and promotion department and in the national spots sales division. William E. Webb, former manager of NBC tele audience and institutional advertising, was named manager of NBC's network audience promotion for both tele and radio by James H. Nelson, network promotion director. Jacob A. Evans, manager of NBC's audience promotion, was upped to the new post of manager of radio and television advertising and promotion for NBC spot sales, according to James V. McConnell, director of the spot sales division.

The NBC youth movement also made progress this week when Walter Ehrgott was upped to the rank of director in the program department. Only 25, Ehrgott joined NBC at the age of 18 as a typist.

Menkin Quits WPWA For New WVNJ Post

CHESTER, Pa., July 17.—Larry Menkin, production director at WPWA here, is scrambling at the end of this month to become program director for WVNJ, new station in Newark, N. J. WVNJ is due on the air around September 1, with 5,000 watts full time at 620 kc.

Menkin has been with WPWA since the start of the year, having previously been with the Fred Ziv office as writer on the Guy Lombardo and Cisco Kid programs. He previously was a free-lance radio and picture writer.

What Cooks In Each Zone Is Different

U. S., Brit., Russ Ideas Clash

BERLIN, July 17.—The status of radio broadcasting in Germany today is as uncertain, confused and divided as that of the defeated nation itself, with the various occupying powers pulling in diverse directions in this as in virtually every other field. Out of the shifting situation, which has become cloudier as relations between the occupying powers have worsened, only one fact seems certain: Broadcasting in Germany is destined to be state-controlled, rather than privately operated. This is the definite trend not only in the Russian zone but in the British and American zones as well.

The political conflicts among the victorious allied powers are reflected in various ways in German radio. For one thing, each power has a sternly enforced censorship division which renders impossible broadcasts not acceptable to the occupation forces in the various zones. Another item is the operation by each occupying power of its own facilities, apart from the controlled German stations, for use in airing shows for occupation personnel. These, naturally, give only the point of view of the personnel operating the station and again, fill the German airplanes with conflicting material. The French don't find this necessary, since their troops can easily hear the French home programs and two 15-minute French shows are piped in over German facilities regularly.

Programing Sad

Programwise, German radio is perhaps the saddest on the globe. The public apparently is too busy scrambling for food to pay much attention to what its air fare is, and listeners confine themselves, almost entirely, to their home-town stations. The results of years of Nazi indoctrination is evident from the fact that complaints about programing are almost non-existent, altho apathy is clearly (See *German Radio* on page 13)

Army To Train Men In Radio On-the-Job

WASHINGTON, July 17.—In an effort to improve the public information service of the army, a plan has been crystallized whereby selected recruits between the ages of 18 and 25 will be given a special course of training at radio stations and newspapers. Recruits will be chosen from each of the six army areas, and after basic training, will be sent to the Armed Forces Information School at Carlisle Barracks, Pa., for six weeks. Following this the men, in civilian attire, will go to newspapers, radio or television stations to become part of the staff for 90 days. This on-the-job training will be at army expense.

Co-operating stations or newspapers will report on the ability of each student.

Stations, newspapers and TV outlets all over the country have already signified acceptance of the plan to Major General Floyd L. Parks, chief of the army's public information division.

companies to receive part of the income from the commercials.

In every 15-minute period from 6 a.m. to 7 p.m., daily except Sundays, there will be three minutes of news and 12 minutes of music of the non-classical and non-jive type. The Taft brothers, Hulbert and David, and Richard T. Crisler, of TRI, went into the scheme scientifically. Statistics showed that the average streetcar ride in this area lasts 17 minutes. Thus passengers will receive the full benefit of programs 15 minutes in length.

TRI's present rate card for the bus broadcasts calls for \$20 for one 20-second announcement on Class A time — 7 to 9 a.m. and 4 to 6:30 p.m., the periods when transportation facilities are most heavily used. The card offers 5 per cent reductions on contracts for specified numbers of commercials, the lowest being \$14 per announcement for a contract calling for 1,000 commercials a year. Class B time is half the cost of the Class A rate and offers the same percentage reduction on contracts for multiple commercials.

Reaction from bus riders was taken on a series of test runs last spring. At that time 98 per cent voted in favor of the plan.

Olympic Swimming Trials

Reviewed Saturday (10), 2:45-5:30 p.m. (EDT). Producer, Bob Ritter. Announcer, Don Wattrick. Cameramen, Russ Williams and Richard McNutt. Video controls, Leo Rymars and Hy Gier. Sound engineer, Elmer Partridge. Sponsor, J. L. Hudson department store. Agency, Wolfe, Jicklin, Dow & Conkey. Station, WWJ-TV (Detroit).

The first large-scale presentation of swimming on video was given in this three-day series, running close to three hours daily, of the national finals for the Olympics. Selection of top-flight contestants, mostly with assured following among swim fans, guaranteed basic sound quality of the material. Contests were at the open air pools at Rouge Park, in the Detroit suburbs, with cameras working from elevation at one corner of the racing pool, opposite to the starting and finish line, and adjoining the diving pool. Stroke-by-stroke report was given, justified by the importance of the trials.

Pictorially, the production was good, occasionally superb, notably in the beautiful close-ups of a single swimmer, seen as from above and slightly to one side at a distance of perhaps six feet, approaching and making the turn in mid-heat, partly underwater occasionally—the best swimming shots this reviewer has ever caught, not barring newsreels and Hollywood. Diving scenes held a lot of interest, with grace and spectacular performance evident, but the race shots seemed closer to the average person's idea of competitive sport on video. Especially good technically were patterning of the pool in the eight marked lanes, beautiful pictorial work of reflections in the still pool before a race, and close-ups (a la telephoto effect) of the distant end before and just after a race, genuine remote candid of contestants, officials and just kibitzers. Follow-up on the (See *Olympic Swimming* on page 13)

Leave It to the Girls

Reviewed Friday (2), 3-3:30 p.m. Style—Round table discussion. Sustaining over W6XAO (Don Lee), Hollywood. Produced for television by Elbert Walker.

Drawing power of the glamour dolls who make up this panel should be enough to attract lookers, plus the fact that Don Lee's tele version of the Mutual radio sustainer (broadcast simultaneously) has enough general appeal to rate. Show's format is nothing sensational, but fem quartet (Constance Bennett, Binnie Barnes, Ann Rutherford and Robin Chandler) gives it plenty of informal zip and life, making the most of a relatively static idea.

Duplication of the AM ailer on video requires use of scripts by announcer Herb Allen and moderator Mike Frankovitch. Otherwise, it's ad-libbed, with problems posed by Frankovitch and discussed by the fems. Walter O'Keefe defends the males, and injects a smart dose of humor.

The setting was simple, with the experts seated at a table, flanked by two males. For the most part, lensers concentrated on close-ups of the gal spouting forth, breaking this with an occasional pan shot or long over-all view of the set. Long shots, fortunately, were used infrequently, and were worthless.

Stanza isn't too terrific, but spotted on afternoon tele, the ailer should build quite a following with house-fraus. Male members of the video family will find it mildly amusing.

To speed things along, video producers need to develop eye-catching gimmicks which will give the tele version more sparkle. Perhaps something slanted at the tele lookers at home, in which they can participate in the ailer by remote control, would fill the bill. Alan Fischler.



Radio and Television Program Reviews



Designates Radio Review



Designates Television Review

Mel Torme Show

Reviewed July 6
PHILIP MORRIS & CO., LTD.
Patrick H. Gorman, Advg. Mgr.

Thru the Biow Co.
M. H. Biow, Acct. Exec.
Via NBC

Tuesdays, 8-8:30 p.m.

Producer, Frank Danzig; writers, Harmon Alexander and Ben Perry; musical director, Dean Elliott. Cast: Mel Torme, John Brown and Sidney Miller.

Current Hooperating of the program (Starts July 6)	None
Average Hooperating of shows of this type (Popular Music)	5.8
Current Hooperating of show preceding ("H. V. Kallenborn")	5.3
Current Hooperating of show following ("Date With Judy")	8.1
CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS	
ABC: "Erwin D. Canham"	1.6
CBS: "Big Town"	8.0
MBS: Sustaining	None

The youth market is getting a play from the Philip Morris cige outfit in the form of the Mel Torme show, airing as replacement of the Dinah Shore *Call for Music* stanza. Appeal is mainly for the upper teen-age set, with Torme playing the lead in a situation comedy show with a few musical numbers tossed in gratis. Story line has the young warbler playing handy man and the general store near one Fairmount College. He is beset by an over-romantic female, a demanding boss and a critical roommate. The result is a fairly amusing opus which is no heavyweight but is more than adequate as a summer stand-in.

Torme, a youth of 22 now, did a (See *Mel Torme Show* on page 13)

Kraft Summer Music Hall

Reviewed July 15

Kraft Foods Company
John H. Platt, V.-P. Chg. Advg.
Thru J. Walter Thompson Co.
Ezra McIntosh, Acct. Exec.

Via NBC

Thursdays, 9-9:30 p.m.

Estimated Talent Cost, \$5,000. Director, Billy Wilgus. Cast: Nelson Eddy, Dorothy Kirsten and Robert Armbruster.

Current Hooperating of the program	8.3
Average Hooperating of shows of this type (Concert Music)	4.5
Current Hooperating of show preceding ("New Faces of 1948")	6.1
Current Hooperating of show following ("Carson With Arden")	8.9
CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS	
ABC: Sustaining	None
CBS: "Dick Haymes"	7.1
MBS: "Gabriel Heatter"	5.9

The summer session of *Kraft Music Hall*, with Nelson Eddy, Dorothy Kirsten and Bob Armbruster's orchestra could stand on its own as a winter season show. It's a completely entertaining session, with Nelson Eddy singing his rafter ringing type of stuff and Miss Kirsten performing in a truly captivating way. The opera gal can really soprano a tune, and her handling of *My Curly Headed Baby* was in a nonpareil department.

What with the standards for dialog in this type of program, the exchanges on *Music Hall* aren't too bad. They're in the would-be gay and bantering groove, and come off about 40 per cent of the time, which is reasonably close to average. Miss Kirsten handles her end of the chatter quite well, but Eddy, to this reporter, will always sound like a high school kid sweating his way thru the class play. Jerry Franken.

Sealtest Presents Ray Noble With Ilene Woods

Reviewed July 15
SEALTEST COMPANY
A. R. Stevens, Sales & Advg. Prom. Mgr.

Thru McKee & Albright, Inc.
Ray J. McKee, Acct. Exec.
Via NBC

Thursdays, 9:30-10 p.m.

Estimated Talent Cost: \$3,500; producer, Charles Herbert; announcer, Averback. Cast: Ray Noble and 30-piece orchestra, Ilene Woods, and the Crew Chiefs Quartet.

Current Hooperating of the program (Starts July 15)	None
Average Hooperating of shows of this type (Popular Music)	5.8
Current Hooperating of show preceding ("Music Hall")	8.3
Current Hooperating of show following ("Bob Hawk Show")	8.5
CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS	
ABC: Sustaining	None
CBS: "Crime Photographer"	8.6
MBS: "Revere All-Star Revue"	1.8

The Sealtest summer show features the smooth society-type music of the Ray Noble band, plus warbling by Ilene Woods and the Crew Chiefs Quartet. It's a simple, pleasant show, with no pretensions to being more elaborate than it is. Musically, the Noble crew is listenable, with the 30 pieces coming thru with some neat renditions of rather showy arrangements. Miss Woods's voice mirrors the same sophistication that Noble and his band exude.

The band did nobly by *Serenade*, based on an old Italian fave: *Swing of the Kilts*, a medley of Scottish airs; a group of pop standards, including *Zing Went the Strings of My Heart*, *Stay As Sweet As You Are* and *The Continental*, and a medley of three Cole Porter numbers. Miss Woods sparkled on *It Only Happens When I Dance With You* and *I Met a Fellow With an Umbrella*. The vocal group handed her an assist on the latter and had its chance to shine on *Hooray for Love*.

In all, it's a fair enough summer opus with a good choice of numbers and a nice pace. The first commercial stressed the nourishment and economy inherent in Sealtest cheeses, while the second cut back to local announcers for plugs on their Sealtest products. Sam Chase.

On Your Mark

Reviewed July 16
Sustaining Over MBS

M-W-F, 2:30-2:45 p.m.

T-T, 2:30-3 p.m.

Estimated Talent Cost: \$1,350; producers, Bud Collyer and Paul Luther; announcer, Paul Luther. Cast: Bud Collyer (emcee).

Current Hooperating of the program (Sustaining)	None
Average Hooperating of shows of this type (Sustaining)	None
Current Hooperating of show preceding ("Queen for a Day"—Miles)	3.9
Current Hooperating of show following ("Queen for a Day"—Philip Morris)	3.5
Current Hooperating of show following (Sustaining)	None
CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS	
ABC: "Bride and Groom"	4.0
CBS: "Nora Drake"	2.8
NBC: "Today's Children"	3.2

Follow the leader seems to be the rule these days, with new giveaway shows springing up like crazy where disk jockeys used to dwell. One example is *On Your Mark*, which now is occupying the time on the Mutual Broadcasting System (MBS) formerly occupied by Martin Block, the platter-spinner. Sic transit gloria.

The show in question follows the usual pattern: in fact, it is a model quizzer in the sense that it seems

Spotlight Revue

Reviewed July 2

The Coca-Cola Company
Felix W. Coste, Dir. of Advg.
Thru D'Arcy Advt. Co., Inc.
John Tuigo, Acct. Exec.
Via CBS

Fridays, 10:30-11 p.m.

Estimated Talent Cost: \$4,000; producer, Paul Lewis; announcer, Joe King. Cast: Dick Jurgens orchestra, Jimmy Castle, Al Galante and Jack Eaton. Guests (this program): Margaret Whiting and the Joe Mooney Quartet.

Current Hooperating of the program (Started July 2)	None
Average Hooperating of shows of this type (Popular Music)	5.8
Current Hooperating of show preceding ("Everybody Wins")	7.8
Current Hooperating of show following (No Hooperating available)	None
CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS	
ABC: Sustaining	None
MBS: Sustaining	None
NBC: "Bill Stern"	6.3

If the Dick Jurgens band never has any claim to fame besides this, at least it should go down as the outfit which makes that *Woody Woodpecker* stuff possible, if not fit, for human consumption. Apart from that, the organization seemed deft and willing, and not especially a member of any school, either the icky or progressive variety. So the new Coca-Cola summer show, featuring the Jurgens group and guests, should be a moderately refreshing pause in the day's dialing, without occasioning any special huzzahs. Jurgens also put his weight behind the baton in renditions of *Love Somebody*, *A Tree in the Meadow* and *Side by Side*, all done at a tempo with a minimum of frills.

The guest policy included warbler Margaret Whiting and the Joe Mooney Quartet for the first outing. The former wrapped her stylized ton-siling around *You or No One* and *Love Letters in the Sand*, while the little Mooney group did nice things with *A Man With a Million Dollars* and *By the Beautiful Sea*. Altho the furor about Mooney has subsided somewhat since his boff 52d Street stand a couple of years ago, the ensemble is still turning out some class arrangements for a small unit.

The show, in its pitch to the younger trade, stressed Jurgens tender years in the opening intro, and also brought to the mike two kids from a teen-age canteen in Memphis, chosen by their club mates to make the trip. This, it seems, is to be a weekly feature, and the good promotion it is not particularly entertaining. Commercials were concise and in the usual good taste of this sponsor. They pitched for the convenience of the drink during travels on the highways. Sam Chase.

to have been blocked from the same mold which made the original. Nothing new or original marks *On Your Mark*. The contestants answer up to four questions each, the first being for cash (\$1 to \$5), the second for theater tickets, the third for the right to answer the fourth, and the fourth for the jackpot. Said jackpot included 10 pairs of nylons, a pen and pencil set, a brief case, a serving tray, a silver cigarette lighter, a steamer basket of candy, a watch, a suitcase and a television set. No trips to the Himalayas, or DC-3 airplanes, tho.

One item in *On Your Mark's* favor is its pace. It keeps the contestants and questions flowing at a speedy pace, so that they're deep into the loot before you can twist your dial. They count on human nature to keep the listeners thereafter. Bud Collyer emsees with a rather patronizing air. "Step up a little closer, we don't want to miss a thing you have to say." The show is now sustaining, but each firm donating a giveaway item gets two plugs, so it adds up virtually to full commercial time. Sam Chase.

BMB PONDERERS TV CENSUS

Coast Blows Top for Tele Sports; USC, UCLA Unite To Offer Games as Pkge.

College Games Go Commercial; Bowl Classic on Block

(Continued from page 3)
 sponsorship of college games on tele, following decision of the Pacific Coast Athletic Conference to allow its members to peddle radio and tele tie-ups. Bids have been made (or will be) by Don Lee's W6XAO, Paramount's KTLA, and KFI-TV, as well as Foote, Cone & Belding, J. Walter Thompson and N. W. Ayer agencies. UCLA athletic officials have joined forces and are offering tele bankrollers a complete package of combined radio-tele coverage to all local contests. No price tag has been set, with highest bidder getting the deal.

Also on the block for the first time will be commercial rights to the Rose Bowl classic. This airer has long been carried by National Broadcasting Company (NBC) as a sustainer. Now, the Bowl fray goes to the highest commercial bidder. Since NBC has set back the opening date

of its local tele outlet until November, the net will not bid for college coverage but will attempt to get rights to Bowl games.

Adding to general tele football coverage this fall will be the first commercial airing of the L. A. Rams pro team sked. KFI-TV, altho still not airborne, has all rights to the series and will scan local games live and out-of-town clashes via kine-scope recordings. KFI sold the package to Foote, Cone & Belding recently for Union Oil sponsorship for a reported \$30,000.

Addition of college football to local tele fare is seen as a great boon to set sales. Last year's coverage of the Rose Bowl by KTLA is considered to have been the turning point in establishing local tele, hence the trade looks for an even greater set sales spurt once college and pro football is regularly telecast.

Chi's Pro Grid Teams Nix Tele; Reason: Box Office

CHICAGO, July 17.—Following in the footsteps of other sports leaders who have adopted an anti-television policy, owners of the Chicago Bears and Chicago Cardinals, pro football teams, undoubtedly will not allow telecasting of their games here this year. Authoritative sources at both WBKB and WENR-TV, the latter to be on the air in the fall, have stated that attempts to get television rights from either the Bears or Cardinals have been fruitless. Persons who have talked to George Halas, head of the Bears, state he is opposed to television and that he claims last year's gate was hurt by television. The Chicago Cardinals, it is said, are adopting the anti-television policy of Halas. Furthermore, it is said by sources close to Halas that his position is being given to the National pro league and that undoubtedly, as a result of his experiences and theories, the league will also adopt an anti-television position or at least set higher prices for video rights to cover any possible loss in gate.

As a result of the exit of the Bears and Cardinals from the television picture, stations here are scrambling for rights to telecast games of the Chicago Rockets, another pro team. The Rockets, however, are just about committed to WBKB. Executives at the station say they have reached a verbal agreement with the Rockets' management, with a definite go-ahead waiting only for formal contract signing.

In the college football picture, WBKB is also in a good position. It will air home games of the universities of Notre Dame, Illinois and Purdue. Illinois games have been reported as being signed exclusively by the American Tobacco Company, which plans to use a special relay system to be installed by the Bell Telephone System. However, WBKB will extend its Midwest relay link to Champaign-Urbana and will thus be able to pick up games for telecasting here. Relay system will be used also to pick up Notre Dame games from South Bend, Ind., and the Purdue games from LaFayette, Ind. Station will telecast four Notre Dame, two Purdue and two Illinois games.

TV of Williams, Jack Bout Loses Promoter's Coin

(Continued from page 3)
 ance" in the future from video sponsors. The fight video rights were secured by WFIL-TV, feeding it to the American Broadcasting Company tele chain, and was sponsored by P. Ballantine & Sons, Inc., brewers. The station also permitted the Paramount Theater, New York, to show the fight on its large screen television.

"Instead of making an expected profit of more than \$50,000," said Taylor, "my professional loss will range between \$5,000 and \$10,000. Television cut \$60,000 off the gate. Never will I permit another of my fights to be televised, unless the television sponsor insures me against loss. I'm not against television—don't get me wrong. But I refuse to lose money for the benefit of television sponsors. Those sponsors must be forced to co-operate with boxing promoters in a way that will insure the promoter against loss. There's no longer any question about whether television cuts into a fight gate. It does—every time."

The financial debacle resulted when only 12,952 fans turned out at Shibe Park to see Williams successfully defend his world's light-

TV Diet

NEW YORK, July 17.—Viewers who have been watching the weekly adventures of *Barney Blake, Police Reporter*, have been noting a transformation on the part of Gene O'Donnell, who plays the part of Barney. O'Donnell has lost nearly 30 pounds in the past six weeks.

This is believed to be a clear example of how video thespas can be expected to react to the rigors of a weekly dramatic show, what with new sides and business to be memorized each week—plus lights.

O'Donnell is reported worried lest he continue to lose weight and thus become known as the "Shadow."

Kiernan To Replace Drake

NEW YORK, July 17.—Walter Kiernan and his *Kiernan's Corner* this week was set to replace the Galen Drake show at 11:30 a.m. across the board over the American Broadcasting Company. Drake formerly was sponsored by Kellogg's, but lost the bankroller several weeks ago.

weight championship by technically knocking out former champ Beau Jack in the sixth. The promoter's loss, however, did not affect either of the principals, with Williams getting \$30,000 and Jack receiving a bit over \$13,000.

Another Org Readies Test Of Techniques

Drastic Action Called For

NEW YORK, July 17.—The scant knowledge now available about television set ownership, and the composition and social status of tele families, soon may be clarified by extended surveys under the jurisdiction of Broadcast Measurement Bureau (BMB), with the co-operation and possible financial aid of advertisers, agencies and video broadcasters. An acknowledged handicap to potential tele sponsors is the sparsity of exact market information, such as is so readily available in radio. A meeting of BMB's new television subcommittee on set ownership, meeting Thursday (15), mulled the situation and came up with a proposal for an early one or two-city test of techniques, to determine costs and efficiency, as a precursor to regular, permanent studies in the field.

The subcommittee, after looking over the few tele statistics available from BMB's last radio studies, and then noting the tele census work now being done, decided that drastic action is needed to provide sufficient info to fill current needs. Some action (See BMB Ponders on page 12)

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DUAL PURPOSE PIX POPPING

Make 'Em for Theaters and TV Plugging

McCann-Erickson Sets Pace

NEW YORK, July 17.—The shooting of commercial films for dual advertising exhibition in movie houses and over television may soon become a common practice among advertising agencies, with the ultimate aim being to bring clients using one ad medium into the other as well. Initial leap into dual-purpose films was made recently by McCann-Erickson Agency, with execs of that firm stating that previous films made for advertising purposes in either medium actually were not suitable for the other. Lee Cooley, agency video chief, said this week that new releases just completed for National Biscuit Company and for Swift & Company were planned from start (See *Dual Purpose Pix* on page 39)

WJZ-TV Preps Glamour Bow

NEW YORK, July 17.—Another glamour debut for a New York tele station is in the offing when WJZ-TV, American Broadcasting Company (ABC) outlet, begins programming August 10. Negotiations now are under way for the web to take over the Palace Theater for opening night and present a galaxy of show-biz's greatest headliners of past and present, doing the acts that made them famous. These would include names of the rank of George Jessel, Sophie Tucker, Al Jolson and Eddie Cantor. Also on the docket will be some originations from the Sert Room of the Waldorf-Astoria Hotel, these covering the starched shirt aspect of the opening. Regular programming will originate in WJZ-TV's temporary headquarters at Peter Junco Studios, East 69th Street. There also will be some remote pickups. The station began transmitting its test patten on Channel 7 this week.

Meanwhile the station prepared to begin construction of what it said would be the biggest tele studios in the country, and probably in the world, which will run from 66th to 67th streets off Central Park West. The main studio will run 200 by 100 feet, with a 45-foot ceiling. Special soundproof panels can be dropped to subdivide it into smaller units. Equipment will include 16 image orthicon cameras, plus the latest in studio, motion picture and field film cameras. It will take about six months, web officials said, to ready the new building, which formerly was the arena for the New York Riding Club.

WXYZ-TV Signs Kamins

DETROIT, July 17.—Len A. Kamins this week was appointed television sales manager of WXYZ-TV, American Broadcasting Company owned-and-operated outlet here, which starts operations October 1. Kamins is a former agency exec, putting in 13 years at Young & Rubicam, New York, before joining Brooke, Smith, French & Dorrance in Detroit.

Audition for WPIX, or Would You Rather Be Beat Over the Head?

NEW YORK, July 17.—Actors auditioning at WPIX, *The New York Daily News* television station here, do so under "brutal and primitive" circumstances, according to one thesp who underwent the rigors of such an affair this week. The circumstances involved, it's claimed, would be bad enough in radio, but in tele, where sight is as much a factor, or more so, as the sound involved, it's real murder.

Auditions are held in a large room furnished with a piano, table and some folding chairs. The floor is bare and seemingly not noiseproof. The windows on the day involved were open, which means that the noises of East 42d Street are wafted into the mike, which in turn means they're good for nothing except a background of *Street Scene*, which the actor didn't happen to be doing.

One actor who had an appointment at 2 p.m. waited until 2:40 for the casting director to show up. A singer who was kept waiting about half an hour was then told that the station would not provide her an accompanist, altho she'd been previously informed that she needn't bring one.

Another act gave an audition, with an unwanted audience, consisting of an agent and a group of five performers he had in tow. The troupe were told to powder, but didn't, hang-

ing around the door. The door, in turn, was open, and a steady flow of traffic helped the auditioning performer a great deal, about as much as a blast furnace. While the audition was under way, a couple of guys, one at a time, came in and sat down at the table with the casting director for a small kaffee klatch. This helped the performer a little more.

In some civilized sections of radio and tele, auditions are recognized not only as harrowing experiences for the acts involved, but one of the few means stations have of discovering talent. Consequently, performers are given the standard courtesies of quiet and privacy. As one actor commented of WPIX, "How can they possibly catch any shading or subtleties when they audition in an alley?"

Jerry Franken.

P&G Mulls TV Of Actors' Studio

NEW YORK, July 17.—Officials of Procter & Gamble this week reportedly were considering the possible fall video use of Actors' Studio, Inc., dramatic organization headed by Elia Kazan and Cheryl Crawford, which has been packaged for tele by World Video, Inc. The deal would call for a weekly 30-minute show, featuring members of the 50-actor studio staff, which includes David Wayne, Marlon Brando, Lou Gilbert and Kim Hunter. Novelist-playwright John Steinbeck, a World Video veepee, is selecting material to be used. Burgess Meredith will narrate the series.

The deal if set would have programs aired via film to enable national use. A decision is expected by the end of this month.

New KDYL Ad Chief

SALT LAKE CITY, July 17.—S. S. Fox, president and general manager of the Intermountain Broadcasting Corporation, operators of KDYL and KDYL-FM, has named Ralph Miller as director of national advertising. He succeeds George A. Proval, promoted to administrative assistant to Fox. Miller is a former newspaper advertising man.

FCC To OK Bidder's Renege; Hopes It's Not First of Many

WASHINGTON, July 17. — The Federal Communications Commission (FCC) is ready to give a worried stamp of approval to the first back-out of a television bidder disgruntled over the current allocation muddle. A petition was filed by the Mid-Atlantic Broadcasting Company seeking to drop its Atlantic City bid because of the "uncertain" situation, and FCC insiders are frankly concerned lest this action touch off a series of such backouts.

Mid-Atlantic in its petition for withdrawal told the FCC that "there is no certainty that any channel will be available in Atlantic City until after a decision is rendered, and even if one should be available, it could not be ascertained on what basis service could be rendered." FCC began processing the withdrawal bid amid uncertainty over the fate of its entire television allocations plan, which is a target of serious controversy in the industry and on Capitol Hill. The controversy has been aggravated by last week's disclosure of details of facts behind the "secret" United States-Canada tentative agree-

ment on TV allocations (*The Billboard*, July 17).

With FCC's video allocations hearing slated to be resumed July 26, spokesmen for numerous TV broadcasters are forecasting a stormy session which is expected to revolve largely around the U. S.-Canada agreement. It is anticipated that FCC will be asked outrightly to recall its allocations plan and also to recommend that the State Department withdraw from the tentative agreement with Canada on video allocations.

Beclouding the controversy is the upcoming September 20 hearing on upstairs television. Some video broadcasters have already warned the FCC that the uncertainty of video's next shift in the spectrum is adding to confusion. Investment in stations on downstairs frequencies involves the risk of future upstairs shift, FCC has been told. Adding to the dilemma of broadcasters and would-be operators is the fact that commercial TV is mushrooming fast and anybody who wants to get a foot in the door will have to step fast to overtake the rapidly disappearing channels in strategic localities.

WATV, WPIX Point Up High Frequency Aches

NEW YORK, July 17.—High frequency television reception in New York continues to be a headache for both telecasters and set owners. Latest developments occurred this week when WATV, Newark, (Channel 13) called in Radio Corporation of America (RCA) engineers and threw the problem of correcting its signal smack into their laps, and WPIX, *The New York Daily News* station (Channel 11), used an advertisement in that paper asking set owners to report reception difficulty.

Since these two high frequency stations went on the air, there has been terrific confusion and contradiction as to the problem of reception. Some engineers claim only an additional high frequency antenna will provide proper reception, since lower band antennas cannot be harmonically tuned to the higher signals. Other engineers claim reorientation of antennas should be satisfactory. Finally, service companies have been deluged with calls by set owners seeking correction enabling them to get the two new stations. Many owners have squawked bitterly over the additional fees charged for this work, while others, unable to install roof antennas, have been told it's practically impossible for any adjustments to be made on indoor antennas.

WATV Worst Off

WATV seems to have been hardest hit, with Irv Rosenhaus, the station's president, stating he would go off the air for two days to enable the RCA staffers to study the situation. Rosenhaus stated that his output is supposed to be the equivalent of 50 k.w. but that only 10 per cent is being delivered. The station's position is that since the transmitter is an RCA installation, it's RCA's job to make the thing tick.

Supporting this stand is the fact that many engineers feel that the best locations for TV transmitters are either in Jersey or on Long Island, since such locations help avoid problems created by Manhattan skyscrapers. This is partially substantiated, at least, by WOR-TV's decision to locate in Jersey. It is felt that part of WPIX's problem comes from its transmitter's location in the heart of Manhattan.

The WPIX-Daily News ad stated that while its signal was being picked up all over metropolitan New York, "many set owners don't realize how complicated television is . . . set manufacturers simply haven't had time to tell the public about the complexities of this new medium or the adjustments that must be made in order to bring in WPIX and other post-war high band stations coming on the air soon in New York. . ." The ad concluded with a coupon to be mailed by set owners encountering reception difficulties.

FC&B Prep 5-Min.

Pix for Rheingold

NEW YORK, July 17.—The Foote, Cone & Belding Agency this week was prepping a five-minute film series for Rheingold Beer, to tee off early this fall. The blueprint for the idea is expected to get an early okay from the bankroller, with production to begin shortly thereafter.

The series will mark Rheingold's video debut. It would be shown in the New York area only, since this is the brew firm's major market.

Moppets Pick Historical Adventures and Mysteries

NEW YORK, July 17.—Children in the 9-to-12-age bracket, surveyed for their desires in television shows, indicated that historical adventures and mysteries were their top two choices. The survey covered 300 moppets in the urban, suburban and rural areas in New York City, Bronxville, N. Y.; Maplewood, N. J., and Basking Ridge, N. J. The queries were made in school classrooms, with the co-operation of school authorities, by Junior Programs, Inc., which

toured live children's shows thruout the country prior to the war and which now is prepping video productions for youngsters.

One or more video shows had been seen by 85 per cent of the children queried. Asked whether they would be interested in seeing televised dramatic versions of their favorite books, 93 per cent said yes.

In addition, nine different types of programs were listed and the children were requested to note their top two choices. The result shows the following choices, the percentages indicating the votes each program type received for either first or second choice.

Historical adventures—83.7
Mysteries—82.3
Quizzes—64.8
Animal stories—56.6
Fairy tales—49.8
How-to-do-it-shows—39.2
Stories of children in other countries—34.1
Stories of boys and girls today—22.5
News about children everywhere—20.9

Mrs. Dorothy L. McFadden, president of Junior Programs, is a former staffer at WRGB, Schenectady. The outfit recently produced the *Fizz Quiz* series over WNBT and has several new moppet video packages in the works. A number of top names are on its national sponsoring committee, of which actress Katharine Cornell is honorary chairman.

Kieran, Schulberg Ink Tele Pic Series

NEW YORK, July 17. — John Kieran, quondam sports writer and quiz expert, and film writer-novelist Budd Schulberg have been signed for tele film series by the International Tele-Film Company, headed by Paul F. Moss, former legit producer. Titled *Kieran's Kaleidoscope*, the show starring the former *Information Please* headliner already has 78 hours either completed or in production. Schulberg will write and direct a film series featuring Ray Arcel, boxing trainer, on keeping that waistline slim. Top sports celebs will guest.

Both shows are being marketed on an open-end basis, with distribution direct to broadcasters for local sale.

Next Confabs Need Drama, Streamlining, Says Politicos; Speech Timing Necessary

PHILADELPHIA, July 17.—With the Republican and Democratic national conventions now out of the way, spokesmen for both major parties are agreed that conventions of the future will be thoroly streamlined by television. This, they state, was amply demonstrated at the two huddles here and should be really dramatized by the time 1952 rolls around.

The enormous amount of publicity and reaction generally to TV's political coverage made the politicians terrifically conscious of the new eye that was upon them. Ed Ingle, radio head of the Republican National Committee, stated this week that the major change he expected on future conventions would concern timing—the timing of speeches, the hour at which acceptance speeches would be made and the length of time to be allowed to convention orators, for example.

"All of us were enormously impressed with television," Ingle declared, "and know that it will have a profound effect on arrangements for future conventions. It will also have a great effect on campaign policies. In the future, and possibly even in the 1948 campaign, it is quite likely that we'll emphasize brevity in both radio and television.

"For example," Ingle continued, "in the past we've used both 15-minute and half-hour speeches. This year we're going to concentrate on much shorter air time, using one-minute spots, in many cases. By 1952, television will no longer be a novelty, and the fact that millions will be watching us, even tho they're not in the hall, is certainly going to govern our thinking."

Demo's Bad Timing

General reaction this week was that the Democrats had doused themselves up with their timing of Thursday nominating and acceptance ses-

sion. As a result, President Truman and Senator Barkley didn't get on until around 2 a.m., when a minimum TV and radio audience was available. Democrats were also criticized for allowing 30 - minute nominating speeches, in contrast to the GOP's 20-minute limit, and for allowing an unlimited number of seconding speeches, which the Republicans limited to four, with a maximum time allotment of five minutes.

With the Republican convention providing the basic experience, the Democratic convention was taken easily in TV's stride. All concerned had a greater degree of confidence in themselves, and many technical and production headaches which had proved troublesome in the first convention were solved before or during this week's convention.

Longhair Ork To Do Detroit Tele Series

DETROIT, July 17.—The Detroit Symphony became probably the first major orchestra to go on a regular television schedule with arrangements signed this week with WWJ-TV to pick up a weekly concert Tuesdays at 9 p.m., beginning July 20. The symphony made one video appearance in the spring, from Orchestra Hall, but the present series will originate from the State fairgrounds, where an outdoor series is being given in the orchestra shell.

The series, which will be sustaining, will run an hour, with Charles Layton, who handled the orchestra's appearances over the American Broadcasting network, as announcer.

Eastern Outlets Pay 6G Each on Politico Confabs

PHILADELPHIA, July 17.—Pro rata cost of the pooled television coverage of the three political conventions will run to about \$6,000 for each of the 18 participating stations. This includes estimates as to expenses in covering the three-day convention of the Henry Wallace party due to start here Friday (23). So far, for the two conventions already held, the rap per station is between \$4,800 and \$5,000, it was stated here this week.

These figures apply only to Eastern Seaboard stations which took convention coverage by direct feed, either coaxial or micro wave. It covers costs of facilities, salaries and overtime for technicians and housing. It does not, however, apply to the costs of convention coverage handled off the floor, which in each case was done on the individual station's own account.

The pool operation was generally smooth, those concerned with it stated this week. Technicians were assigned from the National Broadcasting Company (NBC), the Columbia Broadcasting System (CBS), the American Broadcasting Company (ABC) and DuMont, each staff taking one full day's assignment on the floor events. The same system will be in effect for the Wallace convention, with Philco (WPTZ) handling the remote pick-up from Shibe Park, where one Wallace meeting is to be held.

Way Cleared for Coverage Of Third Party's Convensh

PHILADELPHIA, July 17.—Questions involving the placement of the WJZ-TV mobile truck, and the participation of WPIX in the coverage of the forthcoming convention of Henry Wallace's third party, were the only elements of dispute at this week's meeting of the pool committee of the television industry. The committee, which set up all arrangements for video coverage of floor happenings at the Republican and Democratic conventions, agreed to cover the Wallace get-together, which starts here Friday (23) and is scheduled for three days.

The question involving WPIX was that station's feeling that it didn't want to participate. One telecaster attending the meeting said it wasn't made clear whether the WPIX stand was taken because of questions of politics or because it was felt the Wallace meeting might not warrant, from the news aspect, the expenditure involved. Final decision, however, was

for WPIX to continue participating in the pool.

The WJZ-TV mobile truck has been burning other telecasters ever since the GOP confab. The truck, during convention, was placed outside the front entrance to Convention Hall and has grabbed off considerable publicity, via both comment and newspaper space. The irritant elements to the other video outfits were that WJZ-TV isn't on the air and the truck, therefore, doesn't mean anything insofar as telecasting is concerned.

Upshot was that at this week's meeting (13) the National Broadcasting Company (NBC) and Columbia Broadcasting System (CBS) threatened to leave the pool if the truck wasn't parked elsewhere. After considerable conversation, WJZ-TV agreed to hang drapes over its call letters. NBC and CBS agreed but with misgivings, since similar attempts had been made in the past, with urchins tearing off the coverings each time.

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TV Sets-in-Use 3-1 Over AM

Figures Cover Evening Hrs. In Dual Homes

Other Pulse Comparisons

NEW YORK, July 17. — In New York homes containing both a radio and a television receiver, the video sets are getting nearly three times as much play as the radios during the evening. This fact was brought out in a special sets-in-use (SIU) survey of Metropolitan New York radio and television homes for the April-through-June period, made by The Pulse, Inc., research organization, especially for *The Billboard's* Continuing Program Studies. Another interesting development is the increasing popularity of daytime telecasts, despite the sparsity of programming in the hours between noon and 6 p.m.

The Pulse survey shows that radio-video homes, in the all-day noon-through midnight period, now are utilizing their tele sets nearly twice as frequently as their radios, with June figures showing a 21.4 tele SIU figure, to 11.3 for radio. In May, it was 17.8 for video to 12.0 for radio, while in April the tele figure was 17.7 to 9.8 for radio.

Other Figures

Homes with both radio and tele sets also gradually have developed a higher SIU figure than those with radios alone. In April, it was a 28.6 average SIU for radio homes, to 26.9 for radio-tele homes. In May, radio-tele homes had a 29.6 average, surpassing the 29.2 of radio homes. In June, the gap was widened, with 31.5 for TV homes against 28.4 for radio homes.

Daytime figures still find radio getting (See *TV Sets-in-Use* on page 38)

Bevis To Top NBC's Cleveland TV Outlet

NEW YORK, July 17.—Charles C. Bevis Jr., in charge of TV station relations for the National Broadcasting Company (NBC), has been appointed manager of NBC's Cleveland video outlet, WNBK, effective immediately.

Bevis joined NBC in 1936. Prior to his post in the station relations department he was executive assistant to NBC Vice-President John F. Royal for two and one-half years. Before the war, in which he served as a carrier dive bomber pilot, Bevis was an executive in the web's night program department.

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BMB Ponders TV Census; Drastic Action Is Called For

(Continued from page 9)

curate figures are available in a few localities only, from reports on sets produced and shipped by members of the Radio Manufacturers' Association (RMA). But these reports, admittedly, have been given reluctantly by RMA members, seeking to protect their competitive status, and have come thru infrequently and for few cities. An attempt by American Television Society (ATS) to get accurate tele census figures thru questionnaires appended to electric bills has met with limited success in such cities as Chicago, St. Louis, Philadelphia and Washington. But little or no progress has been made in New York, Los Angeles, Milwaukee, Boston, Richmond and Baltimore.

New Methods Needed

The BMB subcommittee decided that new methods must be explored, and ways of paying for these methods be determined. To determine which research method is best and most economical for surveying tele ownership during this period of fluctuation and growth, the committee has recommended a series of tests. These would take one or two selected cities, and utilize such standard methods as house-to-house, telephone and mail coverage. These would then be compared with one other, and with the RMA reports and the ATS electric bill systems, both for efficiency and economy. Whichever was ultimately selected would probably be utilized on an annual basis for several successive years, with smaller, in-between surveys added at frequent intervals during this period of rapid growth.

Some of the problems faced in any survey can be seen when it is realized that only about 2 per cent of families own tele sets. Thus, a polling system which, thru insufficient coverage, gets an affirmative answer three times out of every hundred, on a nationwide scale, could be as much as 50 per cent off.

Action Next Month

The entire plan will come up for action by BMB's new television committee, which will meet August 25. Should it get the okay there, as anticipated, it would then also necessi-

tate approval by the BMB finance committee for expenditure of whatever funds are required. BMB officials, meanwhile, will be drawing up proposals on the various techniques being considered, and total costs, and may seek outside help for financing of the surveys. It is believed that advertisers and agencies, in particular, have the most to gain from such research, and would be the likeliest prospects for picking up part, if not all of the tab.

Present at the subcommittee meeting last week were its members, William Fay, WHAM, Rochester; William Forbes, Young & Rubicam, and Carl Plehaty, Standard Brands. Also participating in its discussion were some guest experts, including representatives from ATS and several research organizations.

Bigelow To Handle Wesson Comedy Seg

HOLLYWOOD, July 17.—Personal Manager George (Bullets) Durgom last week concluded a deal with Joe Bigelow, former J. Walter Thompson radio production veepee, to write, direct and produce a half-hour air package starring Dick and Gene Wesson in a new comedy show.

Rib-tickling team was recently brought under the Durgom wing. Audition record of the yet untitled Wesson show will be cut next week.

3 Syracuse Channels Approved by FCC

WASHINGTON, July 17.—Television construction permits totaled 104 this week as the Federal Communications Commission (FCC) handed out simultaneous authorizations for all three of the channels assigned to Syracuse.

Successful applicants were Radio Projects, Inc. (Channel 5), Meredith Publishing Company (Channel 8), and WAGE, Inc. (Channel 10).

B-U-L-O-V-A Time Signals Now on 20 Tele Stations

NEW YORK, July 17.—Purchase of time signals on three owned-and-operated-video stations of the American Broadcasting Company (ABC) by the Bulova Watch Company, altho none of the stations is on the air yet, underlines the aggressive policy of the watch firm for tele, which bids to parallel its vast use of radio spots. Bulova already is signed for spots on more than 20 stations, in every city with a tele station. Officials of the company and the Biow Agency, handling the Bulova business, have expressed determination to establish franchises in every new tele market that opens up.

The latest contract, with ABC stations KGO-TV, San Francisco; WXYZ-TV, Detroit, and WENR-TV, Chicago, is a special package deal, calling for 17 time signals per week on each outlet, effective opening day. The Chicago outlet begins September

1, Detroit, October 1, and San Francisco, December 1.

The ABC contract is somewhat more elaborate than those signed with individual stations. Bulova is averaging about half that number of time signals on most other stations. In the New York area, stations used now are WNBT, WCBS-TV and WPIX.

The policy of spreading out and growing with tele was first set by Bulova some six months ago. Shortly thereafter, its time signals began appearing in every tele city. While no saturation coverage has been attempted for video comparable to Bulova's use of radio spots, agency execs indicated that as soon as audiences evidenced sufficient growth, orders for additional signals would be forthcoming. Every effort will be made, they intimated, to keep Bulova in key time slots on video as it is on radio.

KSTP-TV Pleased With Home Games; Out of Town? NSG

MINNEAPOLIS, July 17.—"Play ball!" is sweet music to the ears of KSTP-TV execs—especially when the umpire shouts it at Nicollet Park, home of the Minneapolis Millers, American Association entry. KSTP-TV has found that its video ledger is in deep black when the Millers are playing at home and the games are telecast. The color changes to red, however, when the team goes on the road and other programs must be presented.

The trouble has been, however, that the ball club has been away more than it has been home, and the overall hue of the record books has been on the pinkish side.

But management spokesmen are by no means sad-faced about it. True, they'd like to do better, but even so, for the 33 hours of videocasting weekly, the station has pacted 11 national and seven local bankrollers.

Special TV Budgets

"We are urging our advertisers to set up a special budget for TV to bear the same relationship to sales as research does to production," one exec said. "We want them to buy television on the basis of an experiment with a new medium, helping to build it up and assuring them of a franchise on time. There are great promotional possibilities for those products using television because of the uniqueness of the medium. Certainly, mistakes are being made, but now is the time to learn."

He pointed out that there are 4,000 sets in operation in the area, including home, tavern and dealer installations, each drawing eight to 12 persons per scanning. The impact is such that some advertisers report getting cash results already.

KSTP-TV concentrates heavily on live programming, with 70 per cent of its sked local talent. Newsreel service is very good, with pix getting here by airplane in five hours. Quality has been good. Straight films are spotty, some being good, others n.s.g. Local news shots have been extraordinary and culled some fine kudos from viewers.

Packers and Badgers On Radio and Tele

MILWAUKEE, July 17.—The Wadhams Division of Socony Vacuum Oil Company, which for 20 years has sponsored broadcasts of the Green Bay Packers and University of Wisconsin football teams, last week signed to air them over radio and television both. Coverage will be handled via WTMJ and WTMJ-TV.

TMJ, which has exclusive rights for broadcasting Packer games, will feed them to a special State network of 10 stations. Bob Heiss, starting his fourth year of Badger games and second year of Packer battles, will do all 23 broadcasts.

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CBC To Allow Political Meets Free Air Time

(Continued from page 5)

The action will be generally welcomed by the various parties, but already some quarters are viewing the move with a jaundiced eye because the CBC, which is government-controlled, decided to implement the move just before the Liberal parley. None of the other parties are contemplating a convention in the near future.

Also bound to bring controversy is the phrase in Dunton's statement that the broadcast talks will be allowed at "... its (CBC's) discretion." What exactly that means remains to be seen. Other points which remain to be cleared up are whether copies of the speeches will have to be checked with CBC before broadcast and what form a national convention will have to take to meet CBC's "qualifying" standards.

Under CBC regulations, there are four parties—Liberal, Progressive Conservative, CCF (Socialist) and Social Credit—which are listed as "national" parties and therefore entitled to the free broadcast time. The Labor Progressive (Communist) party is not included because it has no representation in the House of Commons at the present time.

H'w'd TV Film Firm To Produce Fillers

HOLLYWOOD, July 17.—A new video film production firm, specializing in film fillers, was launched this week. Partners include Jack Hope, Bob Hope's brother; Al Capstaff, producer of the Hope radio show; announcer Wendell Niles and Walter Strenge.

Idea behind the new venture is to produce three or four-minute musical shorts which will be peddled to video stations as filler material and used in the same manner as single musical recordings. First strip in a series of 13 was shot by Capstaff last week, featuring the Guardsman Quartet and Wendell Niles, with episode built around the ditty, *In the Shade of the Old Apple Tree*. Firm hopes to build a backlog of several hundred strips to be sold outright or offered on a rental basis.

Westinghouse Ups Dough at Stations

PHILADELPHIA, July 17.—Over 300 employees of Westinghouse Stations, Inc., will share salary increases of over 8 per cent, General Manager J. B. Conley stated last week. Wage hike, based on a 40-hour week and retroactive to June 13, will go to some 200 salaried workers and over 100 supervisory and management personnel.

Westinghouse outlets are WBZ and WBZ-TV, Boston; KDKA, Pittsburgh; WBZA, Springfield, Mass.; WOWO, Fort Wayne, Ind.; KEX, Portland, Ore., and KYW, Philadelphia.

German Radio a Goulash; U. S., Brit., Russ Ideas Clash

(Continued from page 7)

evident. They have settled down to a steady diet of about 60 per cent music, and the rest news, wordy speeches and rather clumsy educational airers.

Each occupying power tried vigorously to popularize its type of programming with the German listeners. All have flopped. The U. S.-run stations, for instance, installed 15-30-minute program skeds, but the Germans go for heavy one and two-hour shows. Popular music, American style, has made very little headway here. Preference is for complete symphonies and operas, plus chamber music. The British have their troubles, too, having pushed re-education stuff too vigorously and too soon, and now are trying to wean back listeners by going overboard on entertainment. Each zone also gets its language lessons in English, French and Russian, but these will never hit the German equivalent of the "top 15." News shows are dull, the best seeming to be the British, with short, crisp headlines preceding concise reading of items. Comedy shows are pretty sad, with the scarcity of scripts and talent appalling. Cabaret variety shows, with music and allegedly funny sketches, are about the best along this line.

Giveaways Do It

Most popular shows on German radio today are the giveaway quizzes. Top German show is aired over the Frankfurt outlet in the U. S. zone, and doles out complete kitchen equipment ranging from glassware to the heavier items, and even the rarest of all commodities, American cigarettes.

Only income for the German stations comes from listener licenses, which cost two marks per month, thru the post offices. The Nordwestdeutscher Rundfunk, operating in the British zone, claims an income of 6,000,000 marks per month, while two Russian-zone outfits, Berlin and Mitteldeutscher Rundfunk, claim 5,000,000 marks monthly. American zone stations in Munich, Frankfurt and Stuttgart get 2,200,000 marks,

1,000,000 marks and 600,000 marks per month, respectively. All stations are overstaffed, but the Russians are making particularly heavy pitches at top talent, offering much higher salaries plus three to five food parcels per month and cigarettes.

Cold to Commercials

The prevalent attitude toward possible commercial broadcasting is revealed by replies received from 70 persons picked at random by *The Billboard's* correspondent. Of these, only 10 thought that sponsored programs would be of any benefit, while 25 said they didn't like the idea of commercials interrupting a program. The other 35 could not understand the meaning of a commercial operation.

Experienced radio personnel untainted by the Nazi tinge has been hard to come by. But the British, as ever, got the biggest surprise of all the occupying powers. Quite early in their occupation the English began letting stations be operated by Germans, even appointing German department heads. After about two years of such operation, they were confounded by the discovery that four of their top news chiefs and commentators were ardent Nazi party members.

OLYMPIC SWIMMING

(Continued from page 8)

racers was very accurate, and excellently synchronized with commentary.

Interviews, Too

Occasional between events interviews served up varied interest, of varying quality. Realistic attitude toward television as an actual observer was taken in a number of crowd shots—borne out by the audio, with the pool p.-a. system frequently picked up to supplement, sometimes antiphonally, Wattrick's intelligent commentary. His occasional video reference to what was seen in such a point "of the picture" was beamed right for the screen. A few short takes showed his legman, interview technique—with lapel mike—and the positioning of the second camera and remote transmitter equipment to show the spectator how it was being done—an exceptionally sound piece of television production, particularly on a news event.

Interjected commercials were neat placards, satisfactorily identifying station and sponsor, but held too long, especially when the audio was silent and the spectator got a tiresome, lengthy look at a five-word sign. A studio announcer might help, on these breaks. *Haviland F. Reves.*

CAR DEALERS' BLURBS

(Continued from page 5)

spots accepted from auto fraternity. New auto dealers, who buy comparatively little airtime, accuse used car sales orgs with using radio to mislead, giving public false info on cars, prices, etc. Such violations, if true, are forbidden by NAB code, now effective.

Behind drive to clean up offenses is the Los Angeles Better Business Bureau, working with the Southern California Broadcasters' Association (SCBA) and NAB's 16th district director, Cal Smith. Feeling is that NAB code as it is formulated is too vague to insure enforcement. Hence a separate local set of standards will be recommended to protect stations from client pressure and guarantee used car dealers against unfair competition. A similar code of standards governing newspaper ads was clamped down on car dealers several months ago.

BBC Cuts Light Programs in Net-Musician Fracas

(Continued from page 7)

or music halls, instead of the current flat \$2.50 extra per man. Also, BMU has sought to establish a principal that studio broadcasts deserve a higher scale than that paid by private employers for public concerts.

While brushing off the first two demands, BBC said it is willing to make some concessions on the third request, but has rejected the fourth point flatly. The government-operated outfit indicated it is willing to double its current \$2.50 scale for remote airings of concerts and other musical events, but is not ready to go all the way with full studio scale, which it said would be three or four times present scale. As for the principal of top scale for radio, BBC simply said, no, thanks, and pointed to the increases obtained from it in recent years, with BMU members now drawing some \$4,000,000 per year in salaries from the web.

In rebuttal, BBC demanded that BMU members not engage in restrictive practices, that they be "competent and qualified" and that, in effect, the union keep its nose out of BBC books, since its income comes from license fees paid by listeners, and is not "a fund to be perpetually raided."

Steady Tuning May End Air Problem

(Continued from page 5)

add to the costly AM reception circuits at a time when the emphasis is on slashing tele receiver costs. As sales of tele sets go up in the next few years, cutting heavily into AM receiver sales, popularity of FM reception is expected to go up proportionately, ultimately paying off commercially.

Little Added Cost

The use of the continuous tuning device adds very little to the cost of the tele set. This circuit first was utilized by DuMont for its tele sets, in a patented arrangement called the "inputuner" system. This permits continuous tuning from 44 to 216 megacycles without a break, covering all 13 television channels as well as FM, amateur and aviation channels. The systems enables receivers to get regular FM stations.

System Leased Out

The DuMont system has been leased out for use by Stromberg-Carlson and Crosley, and is being incorporated into their TV sets. In addition the Mallory-Ware inductuner, upon which the DuMont system is based is being used in sets of other manufacturers thru contract with the P. R. Mallory Company, of Indianapolis, its patent holder. The invention was developed by Paul Ware, now DuMont tuning assemblies manager.

MEL TORME SHOW

(Continued from page 8)

stint of thesping in some soap operas in his callower days, and reads a boff line now. Supporting players also do well with their material. Scripting, by Harmon Alexander and Ben Perry, was routine, plotwise, but came thru with a few good yocks. Torme turned loose his tonsils on three numbers, *You're Driving Me Crazy*; *Pythagorus*, *How You Stagger Us*, and *Hooray for Love*. His husky tenor has won him a devoted, if not gigantic, following which likely found his ululating enjoyable. Them as aren't fond of him to start with probably weren't converted by this show, either. In toto, the Torme show rates a couple of notches above standard summer fare. Commercials pitched for PM's mildness as a bulwark against "cigarette hangover." Hitch-hike was for Revelation pipe tobacco. *Sam Chase.*

UP EQUITY'S DOUGH

(Continued from page 3)

The old provision stands. When a company is on tour and it lays off Christmas or Holy Week, the acts are entitled to minimum salaries. The pact runs for two years, but minimums will be upped next year if the cost of living index of the Bureau of Labor Statistics rises this year.

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PETRILLO GETTING SOFTER?

Decca Taking On Few Indie Distributors

For Better Area Coverage

NEW YORK, July 17.—In a precedent-shattering move, Decca Records is expanding its national representation by taking on a few independent distributors. The company already has appointed the Salt Lake Hardware Company to handle its wares in the Salt Lake City area, marking the first outside distrib for the diskery since its earliest days.

Much like the recent Capitol Records decidish to add a few indie distrib to a company-owned distrib net, Decca's idea is to expand its market coverage without absorbing additional costs. Hitherto, the company had serviced the Salt Lake City section thru its branch in San Francisco.

Decca spokesmen carefully iterated that there was no other motive for the indie distrib add-ons but to reach a larger market. Subsequent outside wholesalers will be taken on for those territories fitting conditions similar to Salt Lake City where the demand does not warrant a branch office, but cannot be adequately handled by a branch office located too far from the scene of operation.

Some gaps created when Decca adjusted its distrib set-up by shuttering a dozen of its 42 outlets in favor of "superbranches" also probably will be filled in via indie outlets. The move to appoint the indies comes at a time when Decca's newly launched Brunswick label will be peddled thru indie outlets, but there is no connection between the separate maneuvers. (For further details of the Brunswick label, see other story this issue.)

Decca To Stop Distributing For Com'dore

NEW YORK, July 17.—Milt Gabler, Commodore Records' mentor who is also an a. & r. exec at Decca Records, disclosed this week that Decca will discontinue distribution of his Commodore Records. Papers for the separation are being drawn up by both firms' lawyers, with signatures expected within the week.

Commodore will appoint independent distributors to handle the line, which will include a backlog of skating rink organ masters not released previously on the label. Prior to the arrangement with Decca, the jazz indie had relied on mail distribbng for the bulk of its trade.

Decca distribs are unloading some 50,000 Commodores thruout the country, selling at job-lot prices to retailers. Gabler has okayed a retail sale price of 65 cents for 10-inch and 95 cents for 12-inch platters so disposed of. Meanwhile, a reduction in the price of certain of the Commodore's output sold under regular conditions is being weighed. Except for the limited sales collectors stuff, mostly Dixieland, reduction would set 10-inchers at 75 cents and 12-inchers at \$1. This would lower the price on Commodore's better sellers—Billie Holiday, Eddie Heywood, Roy Eldridge and other vocal and Harlem jazz material.

Surprise End of Wax Ban Seen in Reports AFM Chief Leans to Institute Plan

Diskers Admit Last-Minute Snag, However

WASHINGTON, July 17.—A usually reliable industry spokesman said here today that a sudden new shift in negotiations with James C. Petrillo has developed and now points to a possible surprise end to the American Federation of Musicians (AFM) disk-making ban within a few weeks. The industry informant said that the latest situation represents a sudden reversal from the status of last week-end when diskier representatives in New York were anything but optimistic over an early successful wind-up of negotiations (*The Billboard*, July 17).

According to the industry source here, Petrillo is now showing a more responsive attitude to the proposed Institute for Music in America plan (*The Billboard*, July 3) altho some modifications are being discussed. The spokesman emphasized, however, that the situation "is still a highly uncertain one."

NEW YORK, July 17.—Record company spokesmen here admitted this week that a last-minute snag was holding up a plan for unified action, presumably against Petrillo's recording ban. The disk execs were uncertain whether the delay necessarily represented any grounds for optimism, nor did they know for sure whether any new sign or word from Petrillo concerning the Institute for Music in America plan had been received.

It appeared that the last minute hold-up emanated from the RCA Victor Company, since execs from other diskeries had expressed the earlier conviction that a prepared defy-Petrillo statement from the record industry was all set. On Friday (16) the word came out that strategy, confab and statement had been delayed because of Victor's insistence that more time be taken from its end. Sources in Washington and here carried the strong impression that the Victor reaction construed something more than normal caution and that perhaps some Victor official had a "new" word on the Petrillo situation. Other spokesmen were confused on this point, however, pointing out that Petrillo had been in Philadelphia all week at the Democratic convention (he attended as a delegate) and returned to New York only Friday.

Secret Confab?

Meanwhile, there was no clue to support conjecture that new efforts would be made to meet with Petrillo. Unless a meeting was being secretly staged between Victor rep and the AFM boss, the chances were that no more direct contact with Petrillo would be maintained for the time being. Decca Records Prexy Jack Kapp, who originally had communicated with the AFM chief on the proposed industry plan to settle the ban, left for England Thursday (15).

Until the end of week gave rise to new and possibly optimistic reports, record manufacturers were busily laying plans to openly defy the AFM no-waxing edict. Diskers had planned to issue a statement inviting AFM musicians to come in and record while the manufacturers were ready to say they "would record where and when we can." It was understood that the last-minute mysterious snag had at least temporarily killed the announcement which the diskers were putting together as a result of Petrillo's cold shoulder reception to the institute plan (*The Billboard*, July 17).

Defiance Mounts

Incensed over Petrillo's refusal even to negotiate on the terms of the foundation plan, most of the manufacturers re-sounded their contention that it was a sound solution to the legal problems which confronted them in finding the key to concluding the ban. Sparked by representatives of Capitol, Decca and Columbia diskeries, the defy-Petrillo attitude swelled in the past week to the point where at least these firms were ready to proceed with tootler recording in this country. Reps of these firms claim that they have contacted AFM tootlers and their proposals to cut wax have been received favorably by almost all of them with the proviso that the musickers be offered sufficient protection against AFM detection. This favorable reception led to drafting of the public statement which now has been held up. In the event, however, that the flash optimism holds a false foundation, it is believed likely that the diskers will follow thru with their public notice of defiance to Petrillo.

Meanwhile, six or seven smaller diskeries have been cutting wax with union tootlers in New York. Tho these are not major waxeries, they nevertheless are firms of considerable stature in the industry.

One of the big points in a diskery-wide stand against Petrillo to be decided is the payment of accrued royalties for the AFM record fund. Many diskers have flatly stated that they will refuse to pay Petrillo any further royalties, with most not having paid the union since the first of the year. However, at least one of the diskers is keeping its AFM money in a special fund in the event the union decides to sue and wins.

Meanwhile, Decca attorney Henry Cohen's skedded conference with Rep. Fred Hartley (R., N. J.) was postponed this week when appointments were crossed up and Hartley, who was in New York for a couple of days, returned to Washington. It is believed that they may meet next week.

GAZELY TO ALEXANDER

NEW YORK, July 17.—Al Gazely, band booker recently with the now-merged Mus-Art Agency and former Music Corporation of America, will

join the Willard Alexander office August 3. Gazely, who specializes in hotel booking work, will perform that chore for Alexander, who books the Vaughn Monroe, Larry Green and Jack Edwards orks, among others.

Br'wick Wax Definite as Decca Subsid

Sell Thru Indie Distribs

NEW YORK, July 17.—Confirming reports of several weeks' vintage, Decca Records' executive veepee, Milton Rackmil, this week revealed that the diskery has reactivated its subsidiary, Brunswick Record Corporation. The Brunswick label will reappear on the market in September and will be marketed thru independent distributors now being appointed.

The new Brunswick wax will include pop, country and Negro etchings with releases drawn from the Decca backlog of pre-ban masters and from the diskery's catalog of both released and unreleased masters. Diskings, which will be sold at 75 cents retail, will feature reissue of such artists as Woody Herman, Jimmy Dorsey, Count Basie, Tony Martin, Geri Gallian, Bob Crosby and Frances Langford.

Michael Ross has been appointed general sales manager for the new Brunswick line. He will headquarter in Decca's New York office. Ross currently is setting up the independent distribution network for the revitalized disk line.

N. Y. Rink To Be Super Dancery

NEW YORK, July 17.—It is understood here that the Gay Blades skating rink will shut down within two or three weeks to undergo a complete revamping which will transform it into a super dancery a la Hollywood Palladium. The new hall will be under the combined management of the Palladium, represented by Maury Cohen, and New York's Roseland Ballroom, represented by Lou Brecker.

Plans for the change have been in the works for some years now, and minor alterations have been going on piecemeal for several months. Complete reconstruction will take about six months, it is believed.

With the construction of the super ballroom, it is also reported that the Roseland, leading Broadway terperery for over 30 years, will shutter soon after the first of the year. As reported here some months ago, the building housing Roseland is to be razed, to make way for a theater and offices.

Lund Will Cut Side for MGM

NEW YORK, July 17.—MGM waxery will cut its first post-ban record late this week or early the next, it was disclosed here yesterday. One of the sides will be an Art Lund vocal, harmonica-backed, of the new sleeper tune, *Hair of Gold*, which started on the small Metrotone label and was last waxed by Universal.

Capitol Records, which has cut several a cappella and non-union instrument sides since the ban, is also slated to wax *Hair of Gold* shortly, reportedly with Jack Smith and harmonicas.

Coast Music-to-Tele Hegira

Continental Buys Kidbooks For Flap Insert and Sale

NEW YORK, July 17.—Continental Records, whose debut in the kidisk plastic field was signalized by the new low price of 75 cents per 10-inch (*The Billboard*, July 3), completed negotiations this week for a unique method of merchandising tot tallow. The firm has purchased a stock of children's books from a New York publisher and will insert flaps in the covers to contain seven-inch records. Disks recap the stories in the book with spoken narrative, dramatics, music and sound effects. Material was dubbed on to previously done organ backgrounds in the Continental catalog. Six books will be marketed, with two and three disks per book, to retail at \$1 and \$1.35, respectively. Disks will be made of a translucent plastic developed by Don Gabor, Continental prexy, which he claims contains 30 per cent vinylite. Records come in blue, gold, green and red.

Unusual Twist

An unusual reciprocal twist is Continental's sale of the disks to the same publisher who furnished them with the books. Pubber will insert the disks in the books for distribution to his usual market—book stores. The waxery will send their tomes-with-tallow to their regular customers—record retailers, and in addition, chain and department stores.

Another twist to Continental's kidisk invasion is their recent purchase of six six-inch French language masters from Pacific of Paris. Pressings will be made here, with distribution aimed at schools and families where youngsters are learning French. These minidisks will retail at about 50 cents—double the prevailing price for the small-diameter disks owing to expenses of import and the admittedly limited sale potential.

Maple Leaf Plant Sold

Gabor also disclosed that he has sold the Maple Leaf Records' pressing plant in Canada to Mrs. Z. L. Snider, of Montreal. Maple Leaf will press from Continental masters on the new Continental plastic for distribution in Canada by the Snider Sales distribbers.

Two New England Ballroom Ops Org Teen-Ager Dances

BOSTON, July 17.—Recently innovated dances for teen-agers at local ballrooms have been promoted by two members of the Ballroom Operators' Association of New England (BOANE). Carl Braun, prexy of the org, is running teen dances at his Commodore Ballroom in Lowell with the backing of the local school board and the Keith Academy, while Fred Hart is meeting with similar success sponsoring Saturday afternoon dances at his spot at Mosley's on the Charlies.

BOANE, which originally started out as a Massachusetts group primarily designed to kill the Sunday dance ban, is readying a monthly news bulletin to its members which now embrace all of New England, and is preparing to hold sectional meetings in order to acquaint ballroom operator members with doings of the org.

Bannister Joining Kenton?

NEW YORK, July 17.—Paul Bannister, former one-night booker for the General Artist Corporation's (GAC) Chi office, is understood to be joining the Stan Kenton org in a managerial capacity. Bannister resigned his post after the recent GAC merger with Mus-Art.

Names and Unknowns Join Rush To Showcase Talents Before Hollywood Showbiz Toppers

(Continued from page 3)

lets due to bow before the first of the year a talent choice not to be enjoyed by stations elsewhere with the possible exception of New York; (3) established names as well as tyroes seek to get their foot in the tele door and give their best to the cameras, working for everything from gratis to peanuts, just for a taste of tele.

The local music-tele picture is unique in that all performers who face the video lenses realize that their talents may well reach the attention of an otherwise hard-to-get studio talent scout or pic producer or can capture the ear and eye of a radio ad agency talent topper. If the airpex medium had nothing more to offer than just that, Hollywood tele would still exercise a potent drawing power over musical talent here. Established names still find it to their advantage to flaunt their talents before these

important people, while newcomers seeking recognition are taking a long-shot at the hoped for Hollywood break. Weary of auditioning before agents, the tyros feel they're killing a flock of birds with one tele shot and may possibly catch the eye of an interested talent touter, if nothing more.

In a latter vein, KTLA's weekly half-hour seg, *Hollywood Opportunity*, emceed by Niles Thor Grandlund (NTG), provides an easy avenue thru otherwise closed doors for talented youngsters. Each week's show invariably brings a bid from a studio talent scout, producer or talent agent for a screen test or interview for unknown vocalists and instrumentalists. (These are announced on the air to prove show's merit and arouse interest among talented home viewers to take the tele plunge.) Teachers as well as agents have used this seg to showcase accomplished students or newly acquired talent properties.

Since Hollywood's vast talent pool consists of the lion's share of name musical personalities who are held here by picture commitments, major airshows, and the balmy climate, many of these are found weaving their talents into the local glass screen's everyday fare. A favorite among talent are the sporadic one-shot appearances on shows especially designed for catch-as-catch-can guestars. Examples of such segs include W6XAO's *Don Lee Music Hall*, which recently beamed Helen Forrest to home lookers. Thrush, who at the time was drawing \$1,000 a week for her stint at Slapsy Maxie's and will be pocketing a similar sum from Hollywood Palladium when she opens there soon, found it to her advantage to take tele in her stride and is coming back for a second helping on Al Jarvis's Sunday night KTLA show.

Veteran disk jockey Jarvis has played tele host to Peggy Lee, Martha Tilton, Frankie Laine, Gail Robbins, Matt Dennis, Doris Day, Evelyn Knight, Lorry Raine and countless other recording personalities. Seg consists of an informal interview with the week's guestar who later performs to the Steinway accompaniment of Charley La Vere. Several months ago Jarvis's KTLA seg consisted of recording names mouthing the lyrics in synch to their own ork-accompanied voices on the platters. Interesting sidelight here is platter-spinners' invasion into video. KTLA has offered on a regular basis both Jarvis and Gene Norman who (See *Names and Unknowns*, page 18)

G-W Pubbery Set; Subsid To RFM Firm

Replaces Warren Music

HOLLYWOOD, July 17.—Deal has been set whereby top tunesmiths Mack Gordon and Harry Warren will join forces in the formation of a new Robbins, Feist & Miller pub firm subsid to take the name of Gordon-Warren music. New firm will replace the now inactivated Warren Music in R-F-M's pub empire.

Gordon told *The Billboard* that the new firm's catalog will include a "substantial number of titles," many of them in the standard class, that have been penned by Gordon and Warren. First picture score to come under G-W's wing will probably be *When My Baby Smiles at Me* for 20th Century-Fox, followed by *You're Everything* for Metro-Goldwyn-Mayer.

Unusual set-up exists in the linking of Gordon and Warren since former is tied to 20th Century-Fox and latter is under the MGM wing. In addition, many of the Gordon titles are in the Bregman-Vocco-Conn library. Before papers are inked to launch officially the Gordon-Warren firm, lengthy negotiations will be undergone to find what titles will be released by B-V-C and the pic scores to be turned over by 20th-Fox and Metro. Talks are expected to last about a month before the new firm gets under way.

Gordon told *The Billboard* that his cleffer partner, Joe Myrow, will be inked to the G-W company. Charley Warren will probably be brought in to help handle tunes. In addition to old material, the Gordon-Warren combine will also pitch in for new cleffings, Gordon said.

TD Casino Starts Week-End Policy

HOLLYWOOD, July 17.—Southern California's current showbiz slump caught Tommy Dorsey's Ocean Park Casino Gardens in mid-season, and as a result the beach side dancery abandoned its six-day-a-week operation in favor of a week-end only policy. According to Manager Eddie Gillmartin, biz dropped to 50 per cent of last year's take.

The switch to week-ends came when Desi Arnaz left the podium and Frankie Carle took over July 16. Carle was originally booked for four full-week stands, but Gillmartin and the General Artists Corporation negotiated the switch to week-ends.

Obie's 39-Cent Back-to-Back Hit Wax Bows

NEW YORK, July 17.—First of Eli Oberstein's 39-cent "hits-back-to-back" Varsity platters (*The Billboard*, July 10) were released this week and are reported to have been met with initially impressive response, especially from juke box operators. According to Obie, the hit tune coverage, the simulation of major label artists and particularly the low cost of disks, elicited hosannas in coin machine quarters, where intake has been falling and overhead rising. (*The Billboard's* original yarn on Varsity erred in stating that releases would start in September.)

Initial sides comprised three pops, a race and a folk disk. Pairings are *Woody Woodpecker*, the Varsity ork, vocal by Barbara, with *My Happiness*, Tyler Duo with ork; *Love Somebody*, Barbara and Frank with ork, with *Maybe You'll Be There*, the Varsity ork, vocals by Frank and the chorus; *You Call Everybody Darlin'*, Frank and the boys with ork, with *Turkish Delight*, the Varsity ork, vocals by Frank and the chorus; *Tomorrow Night*, Tommy Willard and ork, with *Long Gone*, Tommy Willard Sextet and *Bouquet of Roses* with *Texarkana Baby*, Rex Turner and the Westerners.

The second release, announced this week, includes four platters, one pairing each in the pop, standard, race and folk categories. Pairings are *Rambling Rose—It Only Happens When I Dance With You*; *Emperor Waltz—Blue Danube*; *Run Joe—My Heart Belongs To You*, and *Seaman's Blues—Suspicion*. Artist pattern follows the first series, with anonymities styled after top performers.

LP'S AIRED ON WGYN

NEW YORK, July 17.—Columbia diskery's new long-playing (LP) record received its first commercial radio airing, Sunday (18), on FM station WGYN, here. The 55-minute airer, called *Record of the Week*, sponsored by the Chesterfield Record Shop, local retail store, consisted entirely of Columbia LP disk airings.

Tempo Disks Take To FM; Giveaway Gimmick Launched

HOLLYWOOD, July 17.—Promotional-minded indie, Tempo Records, this week concluded a deal for a daily 15-minute seg on the local FM outlet, KKLA, tagged *Tempo Time*.

In addition, Tempo will launch a giveaway stunt whereby 10 balloons will be released daily from Cherokee and Hollywood Boulevard, with finders getting a Tempo album. Once a week a balloon bearing a certificate for a table model radio-phonograph will also be thrown to the winds, while a console combination will be given away monthly via the same method.

DYNAMITE ON WAX!
UP AND COMING KING HITS!

RACE RECORDS

King 4220 DON'T FALL IN LOVE WITH ME
King 4225 I WANT MY BABY
King 4226 LOLLIPOP MAMA
King 4229 BOSTICS BOOGIE BLUES
King 4230 I CAN'T GO ON WITHOUT YOU

ORDER NOW FROM YOUR NEAREST KING BRANCH.

KING 1540 BREWSTER AVE.
CINCINNATI 7, OHIO

Attention! Juke Operators!

ELLIPTICAL YOU CAN GET YOUR

ROUND FROM YOUR LOCAL DISTRIBUTOR OF

Capitol

THANKS WALT KAY
WJW CLEVELAND

FROM THE "CATS"

ORRIN TUCKER
and **VINCE DI MAGGIO**

Universal Records
20 NORTH WACKER, CHICAGO

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WE PAY FREIGHT
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WESTERN-HILLBILLY BAND WANTED

Must be good entertainers as well as musicians, sober, dependable and equipped to travel. Rush photos, full details. Tour of theatres out to West Coast. Must be able to open soon.

BOWERS ATTRACTIONS
405 Capps St. Ft. Worth, Texas

VOX JOX

A National Accounting of Disk Jockey Activities

GOTHAM GAB . . . Illinois Jacquet's new Victor platter, *Symphony in Sid*, dedicated to WMCA's bashaw of be-bop, Symphony Sid Torin, will be released the first week in August. . . Arnold Stearn is filling in for Lou Steele, regular pilot of the *Club 93* show from the Palisades Amusement Park over WPAT. Lou is doing a two-week hitch in a national guard camp. . . Bob Watson, of WSB, Atlanta, visited Art Ford at WNEW and turned the occasion into a busman's holiday by taking over the show for an interview with Elliot Lawrence. . . Irving Straus, member of WMCA's board of directors and son of station owner Nathan Straus, is piloting a plane over the Long Island beaches week-ends with a tow sign attached. Beachgoers who report the trailer's correct wordage to WMCA's platter pundit Ted Steele win passes to the Strand Theater. . . WINS' Jack Lacy is the official deejay of the current World's Fair of Music at the Grand Central Palace (19-25). Operating from Lyle Engel's *Song Hits* lyric mag booth, Lacey will turn tallow and interview such recording luminaries as Sam Donahue, Cab Calloway, Count Basie, Skitch Henderson, Mag Whiting, Billy Eckstine and Vivian Blaine.

STRICTLY FROM DIXIE . . . Wally Smith, WKIX, Columbia, S. C., played Cupid recently. Two youngsters, listeners from a nearby town, had been having Wally play dedications for each other, and their romance waxed to the strains of dulcet wax. Then, when they tiffed, Smitty and his listeners urged them to patch it up. They did, and the knot was tied last week with the matchmaking jock serving as best man. . . Mike Rast, WCOS, also of Columbia, starting a two-hour Saturday p.m. stint, *Musical Matinee*, co-sponsored by a local dealer and RCA Victor.

FEEDBACK . . . Les Sand, WWDC, Washington, subbed for another jock last week and pulled a bit of japey that tickled his audience but irked Ben Strouse, the station manager, no end. Les, whose specialty is imitating Rose Murphy, did a mock interview with the chee chee lass, ending with a request for her to sing along with one of her platters. Les then sang with the disk and at the end thanked Miss Murphy and asked the listeners to phone if they wanted to hear more of her. The switchboard immediately lit up like a Christmas tree, and Strouse, who was waiting for a long-distance call, made the jock get back on the air and admit the hoax and beg the callers to desist.

WESTERN WAX WHIRL . . . John Slagle, WXYZ, Detroit; Bob Seymour, WKMJ, Dearborn, and Beverly Norberry, WJW, Wyandotte, are joining forces Sunday (18) at Eastwood Gardens in Detroit to pick the hit tune of the month for the Michigan Automatic Phonograph Owners' Association. . . Graeme Zimmer, WCSI, Columbus, Ind., working on a special program series for festivities in connection with the wattery's birthday anniversary in the fall. . . Two comely gals, yclept Ballad and Be-Bop, are visiting the deejays in Kansas City, Mo., with copies of new Victor releases and suggestions for exploitation for RCA's distributor there, the Kansas City Distributing Corporation. Hypoed air plays have been reported.

ROCKS AND ROSES . . . Walter Kay, WJW, Cleveland, jockey specializing in kiddie programs, writes: "New Dana song stories series is swell. Cast and performance are excellent, and Al Gamse's script and music are up to his usual high standard." . . . Alix Blake, WENT, Gloversville, N. Y., forwards us the following memo: "To record companies: Kindly slow down on the output—a lot of good stuff is dying by the wayside due to lack of time to air it." . . . Reader Stan Snow, of Brooklyn, takes issue with the statement that there is only one groove per record. Quoth Stan: "There are two grooves in most of the records and not one, as stated. Examine a platter and see."

PENNSYLVANIA POKINGS . . . Hawkshaw Hawkins, King recording artist, telecasting every Saturday night from 9:30 to 10 over WFIL-TV, Philadelphia. . . All Pittsburgh jocks are pitching into the drive to raise funds for the Hill City Foundation, an org formed to combat juvenile delinquency. . . Morry Price, sales manager for Mercury, visited Bill Brant, KDKA, Pittsburgh. . . Jan Andre, WWSW, same city, reported set for a Jack Eigen stint at the New Club Society.

CONNECTICUT CAPERS . . . Joe Girand, WCCC, Hartford, has launched what he terms a "poor man's stop the music" show at 12 noon, Monday thru Friday. Program is a man-in-the-street participation program, dispensing pipes to the men and manicure sets to the ladies. . . Walter Nielsen, same wattery's program director, doing a farm show, interspersing agricultural news with new jazz platters. . . Jack Lemhoff is pinch-hitting for Teddy Williams on the *990 Club* over WLCR, Torrington, while Williams vacations for the summer.

NORTHEAST NOTES . . . Martin Ross, WPTR, Albany, doing a *Musical Train* show daily from 11:30 p.m. to 1 a.m. . . Lou Rocke, former chief announcer at WCCM, Lawrence, Mass., has switched to WCAX, Burlington, Vt.

WHO ARE THE TWO GUYS FROM TEXAS?

Last week Music Publisher's Holding ran a batch of ads in the trade papers on "The Two Guys From Texas" score. In case you don't already know, Sammy Cahn did the lyrics and Jule Styne the music.

Sound-Equipped MOTOR COACH FOR SALE!

Bands! Road shows! Entertainment groups! Speakers! Completely rebuilt White Motor Coach ready for your long or short trips. Beautifully outfitted, roomy for comfort and plenty of instrument and luggage space. Special appearance platform at rear. New and complete public-address system with generator and built-in speakers. Body rebuilding alone cost \$6,000; sound system cost \$4,000. Our client will sell at real bargain price, also will consider lease proposition.

CALL, WIRE OR WRITE

TRACY-LOCKE CO., INC.

1307 PACIFIC AVE. DALLAS, TEXAS

DON PABLO

The Most Danceable Music in America

THE MERCURY WALTZ (18559-A)

DECCA

Beg Your Pardon!
But you'd best latch on to

BULLET #1040

Francis "Near You" Craig does

"I STILL GET A THRILL"

Vocal by Bob Lamm

on the flip—"DISILLUSIONED"

It's enchanting.

Order from your nearest distributor

BULLET RECORDS

423 Broad St. Nashville, Tenn.

WE TOLD YOU SO!
THEY'RE BOTH TOWER-IFIC!
JACK OWENS
AND HIS
LITTLE DAUGHTER
MARY ANN
"WILL YOU BE MY
DARLIN'?"
TOWER RECORD No. 1288
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TOWER, 540 N. MICHIGAN, CHICAGO

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10 INCH RECORD PRESSINGS

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Fast Service—High Quality

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1650 Broadway New York 19, N. Y.

Green Agency Moves, Expand

NEW YORK, July 17.—The Leonard Green Agency switches to larger offices at 254 West 54th Street about August 1. The agency, primarily devoted to Latin American units, is branching out into the small act and television fields.

This week, the Green enterprise took over the Carlos Molina work, which had formerly been booked by Milt Deutsch's Continental Artists Corporation. Green's talent stable also includes the Ralph Font, Jose Corbello, and Lecuona Cuban Boys rumba acts.

Selling personnel, in addition to Green, includes Charlie Green, George Drake, who heads the television department, and attorney Ed Kaufman, who recently joined the firm as general manager in addition to legal duties.

CBS' Murphy Ankles To CRI Press Post

NEW YORK, July 17. — Walter Murphy, formerly with the press information department of the Columbia Broadcasting System (CBS), has been named director of the press department of Columbia Records, Inc. (CRI), Frank K. White, CRI prexy, announced this week.

Murphy, who joined CBS in 1939, served as college editor for the network's press information department, staff press representative and director of press information for WEEL, CBS station in Boston, before entering the service in 1941. He rejoined Columbia after his discharge in 1945.

Correction

NEW YORK, July 17.—I Wonder Who's Kissing Her Now, published by Broadcast Music, Inc. (BMI) affiliate E. B. Marks and featured in the film of the same name, was inadvertently omitted from the annual Peatman survey of songs with the largest radio audiences, reported in last week's *Billboard*. The Peatman office advises that the tune should have been in 26th position in the pop tune compilation, with a total of 12,146 ACI points and 22 weeks on the survey.

Herb Pauley Ankles FB for Nitery Field

CHICAGO, July 17.—Herb Pauley, for the past two and a half years a v.-p. and manager of the Frederick Bros. Chi outlet, this week resigned, effective August 15, to return to his previous post as operator and manager of the Turnpike Casino, Lincoln, Neb., dancery, which has been operated by the Pauley family since 1936. Pauley and Bill Frederick both emphasized that the parting was friendly and Pauley said that his leaving was occasioned by the fact that he could not find a terpery manager to supplant George Dinsdale, who has managed the Lincoln spot since Pauley left. Dinsdale resigned June 1 to join his father in a Colorado ranching enterprise.

Bill Frederick has temporarily taken over as Chi office manager pending appointment of a successor to Pauley.

Feist, Abeles Lose Key Ground As Judge Reverses "Rum" Acc'tg

NEW YORK, July 17.—Leo Feist Music pubbery in the Metro-Robbins group appears destined to give up a heavy chunk of dough in light of the newest ruling on the long-drawn-out *Rum and Coca-Cola* infringement suit. Federal Judge Mortimer H. Byers handed MGM attorney Julian Abeles an apparently decisive blow, when he upheld motion by Emil K. Ellis, attorney for the plaintiff, Mohamed H. Kahn (British West Indies music pubber), to reverse an order submitted by a special master in the case, and instructed the master to take an accounting of all monies derived from the pubbing and diskings of *Rum* from the time it was issued in 1943.

RCA's Heebner Off to Mexico

HOLLYWOOD, July 17.—In line with *The Billboard's* exclusive report last week that RCA Victor will dodge the diskings ban by recording in Mexico, Victor's Coast artist and repertoire chief, Walt Heebner, Thursday (15) for the Aztec capitol to wax instrumental backgrounds.

Heebner will be gone about 10 days.

MGM To Put Kidisks On Plastic Metro-Lite

NEW YORK, July 17.—As of its August 27 release, the MGM diskery will issue its kidisk and disk jockey platters on a vinylite plastic disk known as Metro-Lite.

The action by the diskery follows the trend of major waxeries and many small label firms which for some time have been putting jockey and kiddie material on unbreakable platters.

Short-Lived Win

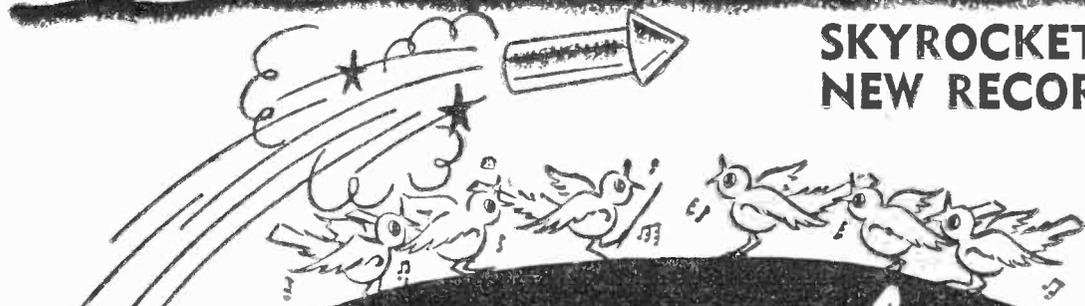
The decision erases a short-lived victory by Abeles, obtained May 21, which would probably have given the plaintiff only the monies earned on the tune from 1945 to date, a very small award in comparison with some \$100,000 believed to have been gleaned from *Rum* during the height of its popularity prior to 1945. Byers superseded the May 21 order and directed the special master to take further testimony and report the full amount of monies derived by Feist and the writers. The judge stated that data collected by the special master would be presented to the court, which would finally determine the terms of the plaintiff's decree without requiring a rehearing before the master.

In addition to Feist, defendants in the action were the tune's cleffers, Morey Amsterdam, Jeri Sullavan and Paul Baron.

Another infringement action against the pubbers and penners of *Rum*, recently won by Maurice Baron (no relation to orkster Paul), has also been sent to a special master for an accounting. This action covers infringement on music. The Kahn infringement was based on the lyrics of *Rum*.

SKYROCKETING TO
NEW RECORD HEIGHTS!!

(Watch Those Billboard Charts)



Bluebird of Happiness

Vocal by Bud Brees and The Galli Sisters
Poem Recitation by Art Mooney
backed by
SUNSET TO SUNRISE
(ART MOONEY'S THEME)



ART
MOONEY
and his ORCHESTRA

on
MGM 10207

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

Names and Unknowns Join Rush To Showcase Talents Before Hollywood Showbiz Toppers

(Continued from page 15)

have brought numerous platter celebs to the video tube. Other shows patterned for one-shot bows have included KTLA's *Sunset Room* and *Sunset Ranch*. Former was designed as a mythical night club, with gueststars acting either as talent on the bill or guests at the club. It was emceed regularly by thrush Joan Barton, who invariably stuck to music personalities for talent. A non-performing guest was song writer Jimmy McHugh who filled the seg with relating Tin Pan Alley experiences. *Sunset Ranch*, emceed by Cottonseed Clark and featuring Carolina Cotton as a regular, brings Western-hillbilly diskers cameraward. Among latter making repeat appearances on this seg are Tex Williams, Merle Travis and Jimmy Wakely.

Local tele fare utilizing music names on a one-shot basis includes KTLA's recent Miguelito Valdez

Leeds Suit Seeks To Whittle 'Papa' Down to Size

NEW YORK, July 17.—The Leeds Music Corporation filed an infringement suit in New York Federal Court this week against Encore Music Publishers, Capitol Records, Inc., and Berle Adams, doing business as Preview Music Company, alleging that the tune *King Size Papa*, published and recorded by the defendants, was copied from the plaintiff's song, *Your Red Wagon*.

The suit asks for an injunction, damages and an accounting of profits.

Denny Dennis Signs Michaud P.-M. Pact

HOLLYWOOD, July 17.—Personal Manager Arthur Michaud last week signed balladist Denny Dennis to a p.m. pact. New paper will go into effect when voicer's current contractual tie with Tommy Dorsey expires eight months from now. Lullaby-lad has been heard with the TD aggregation and on London Records.

Others in the Michaud talent stable include Tommy Dorsey, Charlie Barnet, Frankie Masters, Jack Fina, Buddy Marino, the Clark Sisters, Monica Lewis, and Stuart Foster.

DANA ADDS 5 DISTRIBS

NEW YORK, July 17.—Dana Records announced the appointment of five additional distributors this week. They are Phono-Vision, Canada; Elite-Californian, San Francisco; Hit Record, Cincinnati; Crowe-Martin, San Antonio, and Le Mar, of this city. Distributors will handle all Dana specialties, including their polka and new kidisk line.

JOHNNY ABDICATES KING

NEW YORK, July 17.—Johnny Miller, bass player with King Cole since the trio's inception, quit the group this week. No replacement has yet been decided upon. Miller's parting leaves Nat the only member of the original threesome. Guitarist Oscar Moore left some months ago to join his brother Johnny's Three Blazers combo.

scanning, the same outlet's Los Angeles Conservatory of Music shows, presenting excerpts from grand and light operas plus irregularly skedded airings of the concert pianistics of Tahia Gould. W6XAO aired the Philharmonic Symphony concerts, and recently televised Stan Kenton's Hollywood Bowl concert.

Orkster Ted Fio Rito recently joined KTLA's regular program card with a 15-minute show called *Tune Titles With Ted*, bankrolled by a local soda-pop bottler. Gimmick is for listeners to name original tunes Steinwayed by Fio Rito with winner getting \$25 and a third of song's royalties as his prize.

Other local music-tele activities include the Rudy Vallee film ventures in lensing song shorts with pic scenes designed to suggest mood of the tune voiced by Vallee. Among music biz persons joining the tele plunge is Bill Richards, former Columbia Records Coast artist and repertoire head, who with producer Harry Gray formed a video film company (See *The Billboard*, July 3). Richards has set deal with personal manager Carlos Gastel for Peggy Lee, Dave Barbour, King Cole Trio and Nellie Lutcher, all skedded to be recorded via video film. Telepix has also brought personal manager Arthur Michaud into the video ring, who intends to film properties Tommy Dorsey and Charlie Barnet, among others. Scripts have been readied awaiting musicians' union green light on telepix music soundtracking.

Blanc's 260G Suit Charges Infringe Of 'Woody' Laugh

HOLLYWOOD, July 17. — Mel Blanc, top radio actor and creator of the Woody Woodpecker laugh, filed a \$260,000 suit this week in Los Angeles Superior Court, charging that use of the Woody laugh in the current novelty hit tune was an infringement of common law property rights. Named defendants in the suit were Leeds Music, Walter Lantz Cartoons, Castle Films, Inc., and Ramey Idriss and George Tibbles, composers of the tune. Damage claim for \$250,000 was socked against Leeds with an additional \$10,000 sought from both Castle Films and Lantz.

In the unique suit Blanc charged that (1) he licensed Lantz to use the musical laugh in certain Woody Woodpecker cartoons, but that Lantz has appropriated the guffah in all Woodpecker film shorts. (2) Lantz allowed Castle Films to distribute cartoons in question to home users and for video sale, whereas Blanc had contracted exclusively for theater showings. (3) Lantz licensed Leeds Music to publish the Idriss-Tibbles tunes in violation of contracts.

Complaint therefore contends that publishing of the novelty ditty and recording of the tune by others had deprived Blanc of "international fame and reputation" as the originator of the laugh.

Not named in the suit were Columbia and Decca record firms, both of which have waxed the tune. Blanc's own version of the ditty, cut for Capitol several weeks ago, is not mentioned in the suit.

Court Nixes Boosey, Hawkes Motion for K. O. of Bartok Suit

NEW YORK, July 17.—Federal Judge Alfred C. Coxe here denied a motion this week by Boosey & Hawkes, Inc., music pubbery, to dismiss a suit brought by Victor Bator and Julius G. Brown, executors of the late composer Bela Bartok. The suit was originally filed against Columbia Records, Inc. (CRI), charging the firm with making and selling recordings of Bartok's *Third Piano Concerto* without consent. CRI brought Boosey & Hawkes into the action as third party defendants, claiming that the publisher had assigned them recording rights.

Boosey & Hawkes based their request for dismissal on the grounds that the court lacked jurisdiction in view of the fact that the firm does not do business in New York.

Under terms of an agreement the pubbery made with Bartok in 1939, they were to act as agent and trustee for the copyrights and as publishers of the concerto, but allegedly had no rights with regard to mechanical reproduction.

Morgan Set for Biltmore; Jerome Due Into Edison

NEW YORK, July 17.—Two new New York location bookings were completed this week, with Russ Morgan's ork due to go back into the Biltmore Hotel and Henry Jerome's crew due into the Hotel Edison. Morgan will follow the current Richard Himber in the Biltmore's Cascades August 3 and will probably stay thru Labor Day, long enough for the ork to reopen the hotel's downstairs Bowman Room.

Jerome goes into the Edison to replace the Raymond Scott Quintet July 29 and will stay at the spot until Alvy West and His Little Band return to the hotel's Green Room sometime in September. Meanwhile, the Edison has virtually completed arrangements for a disk jockey show to emanate from the Green Room, with Newark Station WAAT due to pick up spinner Barry Gray. The opening date and time for the airer have not yet been determined.

Race, Folk Talent Signed by Mercury

CHICAGO, July 17.—Jimmy Hilliard, artist and repertoire chief for Mercury platters, this week announced the acquisition of five artists in the race and folk field to supplement their talent roster. Vivien Greene, former Trylon artist, was inked in a deal that included switch of 16 of her masters, including the *Honey, Honey, Honey* best seller. Two spiritual singers, Elizabeth Detherage, who will be out on the September 1 release backed by an a cappella male quartet, and the Fisher Brothers, male harmony group, who will be released September 15 a cappella, were also inked.

In the rustic music seg, Mercury's h.b. and Western chief, Murray Nash, concluded a deal with Rich-R-Tone label, Tennessee indie, for a group of masters by Buffalo Johnson and Carl Sauceman and His Hillbilly Ramblers, both regional Tennessee radio favorites, which will be released shortly.

association of Gene's name with the jump, jive and pure jazz school. Exploitation to this effect might increase his stature as a draw for the dance crowd. *Jerry Wexler.*

ON THE STAND

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

Gene Krupa

(Reviewed at the Glen Island Casino, New Rochelle, N. Y. Personal manager, Ira Mangel. Booked by Music Corporation of America.)

TRUMPETS: Ray Triscari, Don Fagerquist, Gordon Boswell, Johnny Bello.
TROMBONES: Urban Green, Bob Fitzpatrick, Jack Zimmerman, Emil Mazanek.
REEDS: Lenny Hambro, Charlie Kennedy, Buddy Wise, Mitch Melnic, Don Robinson.
RHYTHM: Gene Krupa, drums; Matthew Gage, bass; Eddie Ballay, piano.
VOCALS: Buddy Hughes, Dolores Hawkins.
ARRANGER: George Williams.

Danceability is the keynote of the current Krupa band—well-defined medium and slow tempos, muted trumpets, flowing trombone and reed choir effects, with pops and familiar standards comprising better than 90 per cent of the offerings. Emphasis is on ensemble, with solos held to a negligible minimum, and vocals on almost every number.

Blow-Hard Work

Nevertheless, treatment is in the blow hard jazz-swing idiom, with hep cleffings by arranger George Williams and smart execution by the ork. Section work is precise and smooth, and integration of brass, reeds and rhythm is top-drawer. Repertory does include plenty of swing instrumentals, bebop included, and a few special treatments of classics, but Gene avoided this category almost completely the night the band was caught. However, *Sabre Dance* and a 10-minute tabloid version of the Rimsky-Korsakoff *Scheherazade* (an unusual cleffing in that not just a few but all the themes were treated) were performed, imaginatively written and excitingly played. Gene cut loose with drumnastics on the latter, not an extraneous show of technique, but a cleverly integrated part of the score.

Krupa fronts the band from his seat at the traps, but indulges in very

Chuy Reyes

(Reviewed at Ciro's, Hollywood. Booked thru General Artists Corporation.)

TRUMPET: Henry Miranda.
FLUTE: Charles Romo.
RHYTHM: Plano, Chuy Reyes; bass, Charles Goerrero, and drums, Phil Tale.
VOCALIST: Tony Martinez.
ARRANGER: Chuy Reyes.

For the Latin beats, Chuy Reyes's group churns out more music often found in combinations twice its size.

This Sunset Strip swankery has always been strong for south-of-the-border rhythms, and with Reyes on the stand, its patrons are getting their fill. Group's rumba pulse is well defined, while its instrumental and harmonic blends pack plenty of authentic Latin spice and flavor. Reyes keyboard sparks the group and helps sell the selections. Martinez's warbling of the Latin-tongue items gets vocal support from the sidemen who chime in on the choruses.

Band's best is a comedy treatment of *Manana* for which the sidemen don sombreros to give it a laugh ride.

Lee Zito.

little showmanship, in the sense of tom-tom solos under a spotlight, elaborate grimaces, etc. As for the audience reaction, the adulation for Gene as a jazz hero seems to be over. Kids simply flocked to the floor at the start of a set and were reluctant to leave at the end. There was obvious appreciation of the aggregation as a fine dance combo.

Buddy Hughes' vocalizing is easy, sensitive and softly modulated. Dolores Hawkins, on a Sarah Vaughan kick, does a nice jivey rhythm tune. Gal is a looker, with an ultra-bouncy podium personality.

Essentially the band is a first-rate dance outfit, despite the long-time

MUSIC—AS WRITTEN

New York:

Decca Records Prexy Jack Kapp left for England Thursday (15) on Queen Elizabeth. On the same voyage the Andrews Sisters, with their music publisher-manager, Lou Levy, headed for London, with the Decca firm presenting the gals with five gold platters, each representing million-seller disks featuring the girls. . . . Benny Davis and Abner Silver sailing for Europe July 23 on the Amsterdam—to London, Paris, the Riviera and Switzerland, back in September. . . . Murray Baker turned down an offer to be the "before" in one of those noitapitsnoc ads.

Tunesmith Joan Sinclair has been signed by Roger White Productions and Leonard Traube Associates to direct their daytime air package, *Meet Mrs. America*. The show will be built around the Mrs. A who cops the title at Asbury Park, September 12.

Alan Holmes's crew will hold forth at the Tavern on the Green from August 4 thru September 15. . . . Jerry Kenelly no longer personal manager for the Dean Hudson ork. . . . Former song plugger Paul Diamond now working in the television department of Paramount Pictures. . . . Herman Diaz, RCA Victor international department exec, due back from vacation in Puerto Rico, Monday (19). . . . George Gilbert joined staff of Nicky Campbell's new pubbery here, with Ralph Harris hired to handle chores on the Coast. Nicky's former pub partner, Al Porgie, starts his pubbing venture about August 1, with Irving Tanz working here and Al Freeman in Chicago.

Marilyn Jackson, chirp with Four Chicks and a Chuck, became engaged last week to Broadway jeweler Leonard Gaines. . . . Tony Janack, Columbia diskery engineer, looking to sell or lease his offices and/or apartment on 56th Street between Sixth and Seventh avenues. Place is unusual both in color schemes and furnishings. . . . Wurlitzer firm marketing its second disk album to retail in the company's chain of stores. Album, like its predecessor, will consist of barbershop ballads. . . . The Larry Paige ork moved into the Palm Beach Cafe, Detroit, for a seven-week stand. . . . John J. Coyle taking over as syndicate store sales head for Victor. . . . Continental Artists prexy, Milt Deutsch, due back from West Coast this week.

Contralto Marian Anderson, who underwent a major operation at Jewish Hospital, Brooklyn, is steadily improving. . . . Robbins Bros. is now booking the Camp Meetin' Choir, beginning with a tabernacle tour of the South. . . . Sammy Kaye is to present 24 radios to disabled vets at Halloran Hospital Tuesday (20). The money for the sets comes from a fund Kaye raised for the purpose on his *So You Want To Lead a Band* show.

Pictures of the annual BMI picnic held three weeks ago will be shown on the *Photographic Horizons* video show August 4 on DuMont. . . . Sydney Nathan, King Records prexy, states that he did not bid for the Ivory Joe Hunter masters turned back to Hunter by Pacific label as reported in *The Billboard* (July 10).

Decca Records moved its Brooklyn distrib branch into new and larger quarters. . . . Bassist Chubby Jackson goes back with the Woody Herman herd beginning this week. . . . Orkster Lenny Lewis back into active band fronting with a new big mixed band which includes trumpeters Al Kilian and Louis Mucci. . . . Ohio Phonograph Operators' Association selected the Alan Dale-Connie Haines-Ray Bloch disk of *Darktown Strutters' Ball* as its record of the month for August. . . . Chirp Monica Lewis en route to Hollywood to do sound tracks for the *Chiquita Banana* movie short series.

Buddy Moreno's ork goes into the Tavern-on-the-Green in Central Park here for four weeks, beginning September 15, following Blue Barron's crew in the spot. . . . Jack Fina's ork opens at the Waldorf-Astoria Hotel September 2, probably in the spot's Wedgwood Room. . . . Two small race orks, Paul Williams and Bull Moose Jackson, will be packaged for a series of one-nighters by the Gale Agency, with the first date set for August 8. . . . Horace Heidt's radio winners into the Oriental Theater in Chicago for two weeks beginning August 5.

Apollo diskery this week appointed the Chord Distributors to replace the S. E. Shulman Company for the firm in Chicago; also appointed the Kess Kell Company, of Iowa City, Ia. . . . Chirp Fran Warren joins Alan Dale and the Ray Bloch ork for the 8 to 9 p.m. Saturday night Columbia Broadcasting System airer, *Sing It Again*. . . . Stan Kenton completed a deal via General Artists Corporation (GAC) with Norman Granz for a concert series in the fall which will carry the orkster into Carnegie Hall September 17 and 18.

Carmen Cavallaro's ork goes into the Paramount Theater (following the Ray Eberly-Peggy Lee show which opens August 3) and will stay at the theater for no more than two weeks; the Lee-Dave Barbour date at the Surf Club in Virginia Beach has been pushed up to August 21 and will be for six instead of the originally skedded three days. . . . Chirp Anita O'Day is set to work at the Royal Roost here with no definite opening date skedded for the engagement.

Ella Fitzgerald will sing at the National Music Festival in Comiskey Park, Chicago. The festival is first in a series of inter-racial musical events in that city. . . . Ravens Quartet have bought themselves a fighter, welter-weight Woody Wilson. . . . Teddy Brannon Trio goes into Cleveland's P.B.A. Club early next month.

The ORIGINAL "Rendezvous With a Rose"



The Nations Latest Love Song

RENDEZVOUS with a ROSE

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

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The Billboard

MUSIC POPULARITY CHARTS

PART
I

The Nation's Top Tunes

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

Week Ending
 July 16

Billboard
 TRADE
 SERVICE
 FEATURE

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week

Last Week

1. WOODY WOODPECKER

By Tibbles and Idriss

Published by Leeds (ASCAP)

Records available: Kay Kyser, Columbia 38197; the Honey Dreamers, Mercury 5154; M. Blanc-The Sportsmen, Capitol 15145; Gene Carroll, Animal 170; Danny Kaye-Andrews Sisters, Decca 24462.
 (No information on electrical transcription libraries available as The Billboard goes to press.)

2. YOU CAN'T BE TRUE, DEAR

Based on a composition by Hans Otten
 and Gerhard Ebeler
 Published by Biltmore (ASCAP)

Records available: Ken Griffin, Broadcast G-4006; Ken Griffin, Rondo R-128; Ziggy Lane, De Luxe 1171; V. Lynn, London 202; Jerry Wayne-Ken Griffin, Rondo R-228; P. Wilson, Grand G-25004; R. Deauville-Novelle Harmonica Trio, Bullet 1032; Colonial Ork, Standard T-136; N. Emmett, Apollo 1121; The Sportsmen, Capitol 15077; Dick Haymes-The Song Spinners, Decca 24439; The Martin Sisters, Columbia 38211; R. Brooks, Musicraft 568; D. James, Victor 20-2944; L. Stewart, Bandwagon 501.
 Electrical transcription libraries: Jack White Ork, London.

3. MY HAPPINESS

By Betty Peterson and Borney Bergentine
 Published by Blasco (ASCAP)

Records available: R. Deauville-Novelle Harmonica Trio, Bullet 1032; the Marlin Sisters, Columbia 38127; the Fied Pipers, Capitol 15094; P. Sheridan, Palda 1004V; J. & S. Steele, Damon D-1133; E. Fitzgerald, Decca 24446; A. Dale, Signature 15206; J. Laurenz, Mercury 5144; The McKay Trio, Continental C-1241; A. and J. Nelson, Bandwagon 504; Anne Vincent, Dana 20-17; Dorothy Morrow Ensemble, Victor 20-2965.
 (No information on electrical transcription libraries available as The Billboard goes to press.)

4. LITTLE WHITE LIES

By Walter Donaldson
 Published by Bregman-Vocco-Conn (ASCAP)

Records available: Dick Haymes-Gordon Jenkins Ork, Decca 24280; Dinah Shore, Columbia 38114; Mel Torme, Musicraft 558; M. Davis, Jewel ON-2002; S. Gibson, Mercury 8085; Tommy Dorsey, Victor 27521.
 Electrical transcription libraries: Les Brown, World; Hugh Waddill, Lang-Worth, Manhattan Nighthawks, NBC Thesaurus; Ike Carpenter, Standard.

5. NATURE BOY

By Eden Ahbez
 Published by Burke-Van Heusen (ASCAP)

Records available: King Cole, Capitol 15054; Frank Sinatra, Columbia 38210; E. Manson-A. J. Jones, Rainbow 10070; Dick Haymes-The Song Spinners, Decca 24439; H. Jeffries, Exclusive 36X; S. Vaughan, Musicraft 567; J. Laurenz, Mercury 5134; D. James, Victor 20-2944; A. Young-Mantovani Concert Ork, London R 10013.
 Electrical transcription libraries: Curt Massey, Standard; Jack White Ork, London.

6. TOOLIE OOLIE DOOLIE (THE YODEL POLKA)

By Vaughn Horton and
 Arthur Beul
 Published by
 Chas. K. Harris (ASCAP)

Records available: The Alpine Belles, Flint 5005; Andrews Sisters, Decca 24380; Dana Serenaders-M. Chimes, Dana 2015; J. Denis, London 201; V. Horton and His Polka Debs, Continental C-1223; H. Rene Musette Ork, Victor 25-1114; The Larkin Sisters, Spiro S-5505; The Sportsmen, Capitol 15077; The Martin Sisters, Columbia 38211; J. Day, MGM 10199.
 (No information on electrical transcription libraries available as The Billboard goes to press.)

7. YOU CALL EVERYBODY DARLIN'

By Sam Martin, Dan Trace and Clem Watts
 Published by Mayfair (ASCAP)

Records available: B. Hayes, De Luxe 1178; A. Trace, Starling 3023; A. Trace, Regent 117; A. Vincent, Mercury 5155; Tennessee (Slim) King, Apollo 161; Jack Smith-The Clark Sisters, Capitol 15155; J. Wayne, Columbia 38286.
 Electrical transcription libraries: Al Trace, Lang-Worth.

8. LOVE SOMEBODY

By Kramer and Whitney
 Published by Kramer-Whitney (ASCAP)

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

9. IT'S MAGIC

By Sammy Cahn and Jule Styne
 Published by Witmark (ASCAP)

From Warner Bros.' "Romance on the High Seas."
 Records available: Vic Damone, Mercury 5138; Doris Day, Columbia 38188; Dick Haymes, Decca 23826; Buddy Kaye Quintet, MGM 10187; Gordon MacRae, Capitol 15072; Tony Martin, Victor 20-2862; Sarah Vaughan, Musicraft 557.
 (No information on electrical transcription libraries available as The Billboard goes to press.)

10. A TREE IN THE MEADOW

By Billy Reid
 Published by Shapiro-Bernstein (ASCAP)

Records available: S. Browne, London 123; P. Fennelly Ork, MGM 10211; J. Laurenz, Mercury 5148; Monica Lewis-Ames Brothers, Decca 24411; J. Loss Ork, Victor 20-2864; Margaret Whiting, Capitol 15122; B. Johnson, Columbia 38279.
 Electrical transcription libraries: Cyril Stapleton Ork, London.

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

RCA VICTOR STARS

On The
Billboard

"HONOR ROLL OF HITS"

- 2. **YOU CAN'T BE TRUE, DEAR**
DICK JAMES RCA Victor 20-2944
- 3. **MY HAPPINESS**
DOROTHY MORROW ENSEMBLE
RCA Victor 20-2965
- 4. **LITTLE WHITE LIES**
TOMMY DORSEY RCA Victor 27521
- 5. **NATURE BOY**
DICK JAMES RCA Victor 20-2944
- 6. **TOOLIE OOLIE DOOLIE**
HENRI RENÉ RCA Victor 25-1114
- 9. **IT'S MAGIC**
TONY MARTIN RCA Victor 20-2862
- 10. **A TREE IN THE MEADOW**
J. LOSS ORCHESTRA RCA Victor 20-2864

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

✓ **POPULAR**

- Tomorrow Night Lonesome SAMMY KAYE RCA Victor 20-3025
- All the Way from San José Bahama Mama RAY McKINLEY RCA Victor 20-2993
- I Went Down to Virginia When the Red, Red, Robin Comes Bob, Bob, Bobbin' Along BUDDY MORENO RCA Victor 20-3053
- Win or Lose Needles and Pins CHARLIE SPIVAK RCA Victor 20-2991
- Take Your Shoes Off Baby (and Start Runnin' Through My Mind) Love Me a Little Little ARTIE SHAW* RCA Victor 20-2994

✓ **FOLK**

- I Feel Like Cryin' (Over You) Troubled Heart JENNY LOU CARSON RCA Victor 20-2996
- Quit Honkin' That Horn Forty-Nine Women PEE WEE KING RCA Victor 20-2995
- Just as Big as Texas That Tumbledown Shack (In the Valley) BILLY WILLIAMS RCA Victor 20-2997

✓ **RHYTHM & BLUES**

- That's What You Need to Succeed Ain't Misbehavin' DEEP RIVER BOYS RCA Victor 20-2998
- I Gotta Have It Them There Eyes LIL GREEN RCA Victor 20-2999

✓ **INTERNATIONAL NOVELTIES**

- The Hour of Parting (L'heure Bleue)—Tango Villia—Foxtrot HENRI RENÉ RCA Victor 25-0112

✓ **ROY ROGERS SOUVENIR ALBUM**

- Don't Fence Me In and Roll on Texas Moon Album P-215 RCA Victor 20-3073
- The Yellow Rose of Texas and On the Old Spanish Trail RCA Victor 20-3074
- San Fernando Valley and Along the Navajo Trail RCA Victor 20-3075
- A Gay Ronchero and Home in Oklahoma RCA Victor 20-3076



Riding High... Climbing Fast

- You Came a Long Way (From St. Louis) RAY McKINLEY RCA Victor 20-2913
- Rambling Rose PERRY COMO RCA Victor 20-2947
- The Old Piano Polka ZEKE MANNERS RCA Victor 20-2875
- Boogie Honky Tonky ROOSEVELT SYKES RCA Victor 20-2902
- The Peanut Vendor DON AZPIAZU RCA Victor 26-9038
- William Tell Overture (Beetlebaum) SPIKE JONES RCA Victor 20-2861

A SURE HIT!

* Re-issued by Popular Request

"TALKIN' TO THE RIVER"

TR #654

WILL BE

THE *Smash* HIT

OF 1948

AND

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HAS THE ONE AND ONLY
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AND

THE MEN OF TEMPO

OPPOSITE SIDE:

"JOSHUA FIT THE BATTLE OF JERICO"

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The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending July 16



BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION		Publisher
	Last Week	This Week	
15	1	1.	YOU CAN'T BE TRUE, DEAR (R) Biltmore
12	2	2.	MY HAPPINESS (R) Blasco
8	3	3.	WOODY WOODPECKER (R) Leeds
15	5	4.	TOOLIE OOLIE DOOLIE (The Yodel Polka) (R) Chas. K. Harris
2	10	5.	A TREE IN THE MEADOW (R) Shapiro-Bernstein
13	8	6.	LITTLE WHITE LIES (R) Bregman-Vocco-Conn
6	11	7.	IT'S MAGIC (F) (R) Witmark
27	4	8.	NOW IS THE HOUR (R) Leeds
3	13	9.	YOU CALL EVERYBODY DARLIN' (R) Mayfair
13	7	10.	NATURE BOY (R) Burke-Van Heusen
3	12	11.	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON (R) Remick
14	9	12.	HAUNTED HEART (M) (R) Williamson
5	15	13.	MAYBE YOU'LL BE THERE (R) Triangle
2	14	14.	CUCKOO WALTZ (R) Chas. Hansen
3	—	15.	BLUE SHADOWS ON THE TRAIL (F) (R) Santly-Joy

ENGLAND'S TOP TWENTY

Weeks to date	POSITION		English	American
	Last Week	This Week		
12	1	1.	GALWAY BAY Box and Cox Leeds	
7	2	2.	HEARTBREAKER Leeds Leeds	
6	7	3.	BALLERINA Peter Maurice Jefferson	
6	3	3.	NATURE BOY Edwin Morris Burke-Van Heusen	
4	5	4.	I'M LOOKING OVER A FOUR LEAF CLOVER Francis Day Remick	
10	4	4.	TIME MAY CHANGE Campbell-Connelly Shapiro-Bernstein	
18	6	5.	GOLDEN EARRINGS Victoria Paramount	
10	9	6.	DREAM OF OLWEN Lawrence Wright Mills	
3	11	7.	TOOLIE OOLIE DOOLIE (The Yodel Polka) Southern Charles K. Harris	
27	10	8.	NEAR YOU Bradbury Wood Supreme	
7	12	9.	AFTER YOU Cinephonic *	
14	8	10.	TERESA Leeds Duchess	
13	13	11.	OH! MY ACHIN' HEART Campbell-Connelly Mood	
8	14	12.	LAROO, LAROO, LILLI BOLERO Irwin Dash Shapiro-Bernstein	
23	15	13.	SERENADE OF THE BELLS Edwin Morris Melrose	
21	17	14.	CIVILIZATION Edwin Morris E. H. Morris	
29	18	15.	A TREE IN THE MEADOW Campbell-Connelly Shapiro-Bernstein	
7	16	16.	MIRANDA Kassner *	
14	20	17.	REFLECTIONS ON THE WATER Peter Maurice Peter Maurice	
15	19	18.	SILVER WEDDING WALTZ Unit Pub. Co. *	

*Publisher not available as The Billboard goes to press.

CANADA'S TOP TUNES

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

Weeks to date	POSITION		Publisher
	Last Week	This Week	
10	1	1.	YOU CAN'T BE TRUE, DEAR
6	6	2.	MY HAPPINESS
14	2	3.	TOOLIE OOLIE DOOLIE
4	4	4.	WOODY WOODPECKER
11	5	5.	NATURE BOY
8	7	6.	LITTLE WHITE LIES
11	3	7.	NOW IS THE HOUR
13	9	8.	BABY FACE
9	10	9.	HEARTBREAKER
16	8	10.	THE DICKEY-BIRD SONG
9	11	11.	HAUNTED HEART
12	—	11.	YOU WERE MEANT FOR ME
3	15	12.	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON
4	—	13.	YOU'RE TOO DANGEROUS, CHERIE
1	—	14.	ENCORE, CHERIE
1	—	15.	A TREE IN THE MEADOW

The Billboard
MUSIC POPULARITY CHARTS
PART III
Radio Popularity
 Week Ending July 16

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, July 9, 8 a.m., and ending Friday, July 16, 8 a.m.)
 Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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The Top 30 Tunes (plus ties)

Title	Publishers	Lic. By
A Fella With an Umbrella (F) (R)	Feist	ASCAP
A Tree in the Meadow (R)	Shapiro-Bernstein	ASCAP
Baby, Don't Be Mad At Me (F) (R)	Paramount	ASCAP
Blue Shadows on the Trail (F) (R)	Santly-Joy	ASCAP
Dolores (R)	Famous	ASCAP
Ev'ry Day I Love You (R)	Harms, Inc.	ASCAP
Haunted Heart (M) (R)	Williamson	ASCAP
I Went Down to Virginia (R)	Jefferson	ASCAP
It Only Happens When I Dance With You (F) (R)	Berlin	ASCAP
It's Magic (F) (R)	Witmark	ASCAP
It's You or No One (R)	Remick	ASCAP
Just Because (R)	Leeds	ASCAP
Little Girl (R)	Leeds	ASCAP
Little White Lies (R)	Bregman-Vocco-Conn	ASCAP
Love Somebody (R)	Kramer-Whitney	ASCAP
My Fair Lady (R)	United	ASCAP
Nature Boy (R)	Burke-Van Heusen	ASCAP
Now Is the Hour (R)	Leeds	ASCAP
P. S.: I Love You (R)	La Salle	ASCAP
Put 'Em in a Box, Tie 'Em With a Ribbon (R)	Remick	ASCAP
Rambling Rose (R)	Laurel	ASCAP
Rhode Island Is Famous for You (M) (R)	Crawford	ASCAP
Serenade (Music Played on a Heartstring) (R)	Duchess	BMI
Steppin' Out With My Baby (F) (R)	Berlin	ASCAP
Takin' Miss Mary to the Ball (F) (R)	Miller	ASCAP
Tea Leaves (R)	E. H. Morris	ASCAP
Tell Me a Story (R)	Laurel	ASCAP
The Dream Peddler (R)	Peer	BMI
Toolie Ooolie Doolie (The Yodel Polka) (R)	Chas. K. Harris	ASCAP
When the Red Red Robin Comes Bob Bob Bobbin' Along (R)	Bourne	ASCAP
Woody Woodpecker (R)	Leeds	ASCAP
You Can't Be True, Dear (R)	Biltmore	ASCAP

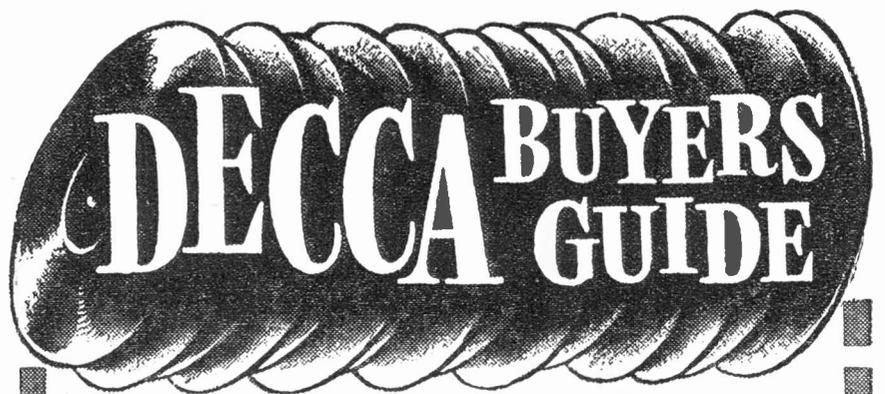
The Remaining 26 Songs of the Week

A Boy From Texas—A Girl From Tennessee (R)	Shapiro-Bernstein	ASCAP
Baby Face (R)	Remick	ASCAP
Better Luck Next Time (F) (R)	Feist	ASCAP
Caramba! It's the Samba (R)	Martin	ASCAP
Chillicothe, Ohio (R)	Mellin	BMI
Confess (R)	Oxford	ASCAP
Don't Blame Me (R)	Harry Warren	ASCAP
Dream Girl (F) (R)	Famous	ASCAP
Encore, Cherie (R)	Miller	ASCAP
Fiddle Faddle (R)	Mills	ASCAP
Foolin' (R)	Jay Dee	ASCAR
Heartbreaker (R)	Leeds	ASCAP
I'd Give a Million Tomorrows (R)	Oxford	ASCAP
I'm Looking Over a Four Leaf Clover (R)	Remick	ASCAP
It's a Most Unusual Day (R)	Robbins	ASCAP
It's the Sentimental Thing To Do (R)	Fisher	ASCAP
Just for Now (R)	Advanced	ASCAP
Long After Tonight (R)	BMI	BMI
Love of My Life (F) (R)	T. B. Harms	ASCAP
The Last Thing I Want Is Your Pity (R)	E. H. Morris	ASCAP
Take It Away (R)	Pemora	BMI
The Old Ferris Wheel (R)	Goldmine	ASCAP
What's Good About Goodbye? (R)	Melrose	ASCAP
You Call Everybody Darlin' (R)	Mayfair	ASCAP
You Were Meant for Me (F) (R)	Miller	ASCAP
Yours (R)	E. B. Marks	BMI

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys 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	Last Week	This Week	Title	Lic. By
7	1	1	WOODY WOODPECKER... Kay Kyser	Columbia 38197—ASCAP
2	2	2	WOODY WOODPECKER... The Sportsmen-Mel Blanc	Capitol 15145—ASCAP
7	3	3	MY HAPPINESS... Pied Pipers	Capitol 15094—ASCAP
9	9	4	LOVE SOMEBODY... Doris Day-Buddy Clark	Columbia 38174—ASCAP
15	5	5	NATURE BOY... King Cole	Capitol 15054—ASCAP
11	4	6	MY HAPPINESS... J. & S. Steele	Damon D-11133—ASCAP
8	8	7	YOU CAN'T BE TRUE, DEAR... The Sportsmen	Capitol 15077—ASCAP
12	6	8	LITTLE WHITE LIES... Dick Haymes	Decca 24280—ASCAP
6	11	9	YOU CAN'T BE TRUE, DEAR... Dick Haymes-Song Spinners	Decca 24439—ASCAP
3	7	10	YOU CAN'T BE TRUE, DEAR... Ken Griffin	Rondo R-128—ASCAP
2	14	11	YOU CALL EVERYBODY DARLIN'... Al Trace	Regent 117 Sterling 3023
13	10	12	YOU CAN'T BE TRUE, DEAR... Ken Griffin-Jerry Wayne	Rondo R-228—ASCAP
3	12	13	MY HAPPINESS... Ella Fitzgerald	Decca 24446—ASCAP
4	—	14	WILLIAM TELL OVERTURE... Spike Jones	Victor 20-2861—ASCAP
5	—	15	LITTLE WHITE LIES... Dinah Shore	Columbia 38114—ASCAP



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

STEPPING OUT!

"WALKIN' WITH MY SHADOW"
 "Funny How You Get Along Without Me"

FOUR KNIGHTS Decca 48014

BEST SELLERS

- LITTLE WHITE LIES** **DICK HAYMES**
The Treasure Of Sierra Madre Decca 24280
- MY HAPPINESS** **ELLA FITZGERALD**
TEA LEAVES Decca 24446
- RUN JOE** **LOUIS JORDAN**
All For The Love Of Lil Decca 24448
- I HATE TO LOSE YOU** **ANDREW'S SISTERS**
TOOLIE OOLIE DOOLIE Decca 24380
- MAYBE YOU'LL BE THERE** **GORDON JENKINS**
Dark Eyes Decca 24403
- YOU CAN'T BE TRUE, DEAR** **DICK HAYMES**
Nature Boy Decca 24439
- THE WOODY WOODPECKER** **DANNY KAYE-**
Put 'Em In A Box, Tie 'Em With A Ribbon **ANDREW'S SISTERS**
(And Throw 'Em In The Deep Blue Sea) Decca 24462
- BLUE SHADOWS ON THE TRAIL** **BING CROSBY**
A Fella With An Umbrella Decca 24433
- EVERY DAY I LOVE YOU** **DICK HAYMES**
HANKERIN' Decca 24457
- I DON'T CARE IF IT RAINS ALL NIGHT** **GUY LOMBARDO**
AT THE RODEO Decca 24458

COUNTRY SERIES

- SEAMAN'S BLUES** **ERNEST TUBB**
WAITING FOR A TRAIN Decca 46119
- COOL WATER** **SONS OF THE PIONEERS**
TUMBLING TUMBLEWEEDS Decca 46027
- DON'T MAKE ME GO TO BED AND I'LL BE GOOD** **RED FOLEY &**
I'M WALTZING WITH A BROKEN HEART **CUMBERLAND VALLEY BOYS**
Decca 46126
- YOU NEARLY LOSE YOUR MIND** **ERNEST TUBB**
I AIN'T GOIN' HONKY TONKIN' ANYMORE Decca 46125
- MAMA BLUES** **SALTY HOLMES**
JOHN HENRY Decca 46116

SEPIA SERIES

- TEACH ME TO BE RIGHT** **SISTER ROSETTA THARPE**
LAY DOWN YOUR SOUL with SAM PRICE TRIO, Decca 48083
- WHAT COULD I DO** **MARIE KNIGHT and SAM PRICE TRIO**
I MUST SEE JESUS Decca 48072
- BEAMS OF HEAVEN** **SISTER ROSETTA THARPE and MARIE KNIGHT**
PRECIOUS MEMORIES Decca 48070
- DIDN'T IT RAIN** **SISTER ROSETTA THARPE and MARIE KNIGHT**
STRETCH OUT Decca 48054
- YOU'LL GET THEM BLUES** **BUDDY JOHNSON**
I WONDER WHERE OUR LOVE HAS GONE Decca 48040

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

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LEONARD FEATHER

Jack of all music trades and master of all is Leonard. Has added disc jockey work to his composing, arranging, writing, reviewing. Has 'Jazz At Its Best' nightly over NY's WHN and has Saturday show for Varsity.



The Billboard
MUSIC POPULARITY CHARTS
Part IV
Retail Record Sales
 Week Ending July 16

The **GAL** knows how to sing
 has a great personality
 is SHOW business



connie
HAINES

Hear Connie's latest hit with Alan Dale

The Darktown Strutters' Ball

(Special Lyric written by Sy Oliver)

Little Boy Blues
 With Ray Bloch's Swing Eight

FLASH...
 Picked as the Hit Tune of the Month for August by the Ohio Phonograph Merchant's Association.

Signature records
 Signature Records, 601 W. 26th St., New York

Connie Haines and Alan Dale are exclusive Signature artists

BEST-SELLING POPULAR RETAIL RECORDS

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

POSITION		
Weeks to date	Last Week	This Week
8	1	1. WOODY WOODPECKER ...Kay Kyser.....Columbia 38197 <i>When Veronica Plays the Harmonica</i>
3	2	2. YOU CAN'T BE TRUE, DEARKen Griffin.....Rondo R-128 <i>The Cuckoo Waltz</i>
2	8	3. WOODY WOODPECKER ...The Sportsmen-Mel Blanc.... <i>I'd Love to Live in Loveland</i>Capitol 15145
11	3	4. MY HAPPINESSJ. & S. Steele.....Damon D-11133 <i>They All Recorded to Beat the Ban</i>
8	4	5. MY HAPPINESSPied Pipers.....Capitol 15094 <i>Highway to Love</i>
9	9	6. WILLIAM TELL OVERTURESpike Jones.....Victor 20-2861 <i>The Man on the Flying Trapeze</i>
16	5	7. LITTLE WHITE LIESDick Haymes.....Decca 24280 <i>The Treasure of Sierra Madre</i>
5	11	8. YOU CALL EVERYBODY DARLIN'Al Trace.....Regent 117 <i>Linger Awhile</i> <i>Duluth M-i-Double-N</i>Sterling 3023
16	6	9. YOU CAN'T BE TRUE, DEARKen Griffin-Jerry Wayne..... <i>Doodle Doo Doo</i>Rondo R-228
5	15	10. TWELFTH STREET RAG ...Pee Wee Hunt.....Capitol 15105 <i>Somebody Else, Not Me</i> (M. Herth Trio, Decca 24450; N. Simons, Rego 1016)
6	12	11. MY HAPPINESSElla Fitzgerald.....Decca 24446 <i>Tea Leaves</i>
8	10	12. LOVE SOMEBODYDoris Day-Buddy Clark..... <i>Confess</i>Columbia 38174
6	16	13. MAYBE YOU'LL BE THEREGordon Jenkins.....Decca 24403 <i>Dark Eyes</i> (J. Fina Ork, Mercury 5160)
14	7	14. NATURE BOYKing Cole.....Capitol 15054 <i>Lost April</i>
8	12	15. YOU CAN'T BE TRUE, DEARDick Haymes-Song Spinners..... <i>Nature Boy</i>Decca 24439
14	14	16. TOOLIE OOLIE DOOLIE ...Andrews Sisters.....Decca 24388 <i>I Hate to Lose You</i>
8	21	17. YOU CAN'T BE TRUE, DEARThe Sportsmen.....Capitol 15077 <i>Toolie Oolie Doolie</i>
2	26	18. IT'S MAGICDoris Day.....Columbia 38188 <i>Put 'Em in a Box</i>
2	17	19. A TREE IN THE MEADOW .Margaret Whiting....Capitol 15122 <i>I'm Sorry But I'm Glad</i>
4	19	20. BLUEBIRD OF HAPPINESSArt Mooney.....MGM 10207 <i>Sunset to Sunrise</i>
15	18	21. ST. LOUIS BLUES MARCH .Tex Beneke.....Victor 20-2722 <i>Cherokee Canyon</i>
5	22	22. THE MAHARAJAH OF MAGADORVaughn Monroe....Victor 20-2851 <i>Give a Broken Heart a Chance</i>
3	29	23. CONFESSPatti Page.....Mercury 5129 <i>Twelve o'Clock Flight</i> (J. Dorsey, MGM 10194; The Four Tunes, Manor 1131; T. Martin-The Lyttle Sisters, Victor 20-2812; Mills Brothers, Decca 24409; D. Day-B. Clark, Columbia 38174)
1	—	24. IT'S MAGICDick Haymes-G. Jenkins Ork....Decca 23826
6	—	25. TOOLIE OOLIE DOOLIE ...The Sportsmen.....Capitol 15077 <i>You Can't Be True, Dear</i>
1	—	26. MY HAPPINESSMarlin Sisters.....Columbia 38127 <i>The Man on the Carousel</i>
4	29	27. CONFESSBuddy Clark-Doris Day.....Columbia 38072 <i>Love Somebody</i>
10	23	28. TELL ME A STORYSammy Kaye.....Victor 20-2761 <i>I Wouldn't Be Surprised</i> (Ames Brothers, Decca 24329; V. Damone, Mercury 5120; King Gulon Ork, Majestic 1238; B. Houston, MGM 10144)
2	—	28. YOU CAN'T BE TRUE, DEARMarlin Sisters.....Columbia 38211 <i>Toolie Oolie Doolie</i>
1	—	28. YOU WERE ONLY FOOLIN'Blue Barron.....MGM 10135 <i>It's Easy When You Know How</i>

The Billboard
MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending July 16

Billboard
TRADE
SERVICE
FEATURE

BEST-SELLING CHILDREN'S RECORDS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Label
7	2	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters.....	Capitol DAS-80
7	1	2	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....	Capitol BBX-34
7	3	3	BUGS BUNNY (Three Records) Mel Blanc.....	Capitol CC-64
2	4	4	BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....	Capitol DBS-84
6	6	5	BOZO AND HIS ROCKET SHIP (Two Records) Billy May with Ork-Vance "Pinto" Colvig.....	Capitol BBX-65
5	6	6	NURSERY RHYMES (Two Records) Frank Luther.....	Decca CS-5
5	—	7	TUBBA THE TUBA (One Record) Danny Kaye.....	Decca CU-106
5	—	8	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast.....	Capitol CC-40
4	—	9	MICKEY AND THE BEANSTALK (Three Records) Johnny Mercer and Original Cast.....	Capitol CCX-67
6	9	10	GENIE, THE MAGIC RECORD (One Record) Peter Lind Hayes.....	Decca CU-102
4	—	10	RUSTY IN ORCHESTRAVILLE (Three Records) Billy May-Alan Livingston-Henry Blair.....	Capitol BC-35

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Label
144	3	1	Clair de Lune Jose Iturbi.....	Victor 11-8851
26	2	2	Bluebird of Happiness Jan Peerce.....	Victor 11-9007
112	5	3	Jalousie Boston Pops; Arthur Fiedler, conductor.....	Victor 12160
20	1	3	Khachaturian: Gayne Ballet Suite—Sabre Dance Chicago Symphony Ork; A. Rodzinski, director..	Victor 20-0209
5	—	5	Fiddle Faddle Boston Pops.....	Victor 10-1397
15	—	5	Khachaturian: Gayne Ballet Suite—Sabre Dance Oscar Levant.....	Columbia 17521-D

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Label
10	3	1	Tchaikovsky: The Sleeping Beauty (Six Records) Leopold Stokowski and His Symphony Ork.....	Victor DM-1205
34	1	2	Khachaturian: Gayne Ballet Suite (Three Records) New York Symphony Ork; Efrem Kurtz, conductor.....	Columbia MM-664
83	—	3	Rachmaninoff Concerto No. 2 in C Minor (Five Records) Arthur Rubinstein, pianist; NBC Ork; Vladimir Golschmann.....	Victor 1075
139	2	3	Rhapsody in Blue (Two Records) Oscar Levant, Philadelphia Ork; Eugene Ormandy, conductor.....	Columbia X-251
15	—	3	Strauss Waltzes (Three Records) Andre Kostelanetz and His Ork.....	Columbia 481

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,970 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Label
3	2	1	Al Jolson Volume III Album (Four Records) Al Jolson.....	Decca A-649
10	1	2	Stan Kenton—A Presentation of Progressive Jazz Album (Four Records) Stan Kenton.....	Capitol CD-79
2	5	3	Emperor's Waltz (Five Records) Bing Crosby.....	Decca A-620
11	3	4	Songs of Our Times (1932) Album (Four Records) Carmen Cavallaro.....	Decca 1932
5	—	5	Songs of Our Times (1927) Album (Four Records) B. Grant Ork.....	Decca A-1927



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FOR OPERATORS**
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MERCURY RELEASE
"AH, BUT IT HAPPENS"
backed by "HOLD ME"
Mercury No. 5158

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**'I Sold My Heart
to the Junkman'**
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The Basin Street Boys

RETAIL 75c
**'Elevator
Boogie'**
35 X
Exclusive's
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'Dear Okie'
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Exclusive
records

The Billboard
MUSIC POPULARITY CHARTS

PART
V
Billboard
TRADE
SERVICE
FEATURE

Juke Box Record Plays

Week Ending
July 16

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I.

Weeks to date	POSITION		This Week	Record	Artist	Label	Columbia
	Last Week	This Week					
7	1	1	WOODY WOODPECKER	Kay Kyser	Columbia	38197	
3	2	2	YOU CAN'T BE TRUE, DEAR	Ken Griffin	Rondo	R-128	
11	3	3	MY HAPPINESS	J. & S. Steele	Damon	D-11133	
7	8	4	MY HAPPINESS	Pied Pipers	Capitol	15094	
11	5	5	LITTLE WHITE LIES	Dick Haymes	Decca	24280	
6	9	6	YOU CALL EVERYBODY DARLIN'	Al Trace	Regent	117	
5	7	7	MY HAPPINESS	Ella Fitzgerald	Decca	24446	
15	6	8	YOU CAN'T BE TRUE, DEAR	Ken Griffin-Jerry Wayne	Rondo	R-228	
11	4	9	NATURE BOY	King Cole	Capitol	15054	
2	17	10	WOODY WOODPECKER	The Sportsmen-Mel Blanc	Capitol	15145	
8	14	11	YOU CAN'T BE TRUE, DEAR	Dick Haymes-Song Spinners	Decca	24439	
4	10	12	LOVE SOMEBODY	Buddy Clark-Doris Day	Columbia	38174	
9	15	13	YOU CAN'T BE TRUE, DEAR	The Sportsmen	Capitol	15077	
15	11	14	TOOLIE OOLIE DOOLIE	Andrews Sisters	Decca	24380	
5	19	15	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor	20-2806	
9	12	16	TELL ME A STORY	Sammy Kaye	Victor	20-2761	
2	—	17	TEA LEAVES	Jack Smith-Clark Sisters	Capitol	15102	
2	27	18	WOODY WOODPECKER	Danny Kaye-Andrews Sisters	Decca	24462	
2	16	19	TWELFTH STREET RAG	Pee Wee Hunt	Capitol	15105	
5	18	20	WILLIAM TELL OVERTURE	Spike Jones	Victor	20-2861	
2	—	21	THE CUCKOO WALTZ	Ken Griffin	Rondo	R-128	
4	—	22	YOU CAN'T BE TRUE, DEAR	W. Glae	Victor	20-1117	
1	—	23	BLUEBIRD OF HAPPINESS	Art Mooney	MGM	10207	
5	24	24	I HATE TO LOSE YOU	Andrews Sisters	Decca	24380	
12	20	25	JUST BECAUSE	Frank Yankovic and His Yanks	Columbia	38072	
22	—	25	NOW IS THE HOUR	Bing Crosby	Decca	24279	
1	—	27	YOU CAN'T BE TRUE, DEAR	Dick James	Victor	20-2944	
1	—	28	COOL WATER	Vaughn Monroe-Sons of the Pioneers	Victor	20-2923	
2	25	28	THE MAHARAJAH OF MAGADOR	Vaughn Monroe	Victor	20-2851	
3	13	28	MAYBE YOU'LL BE THERE	Gordon Jenkins	Decca	24403	
1	—	28	YOU CALL EVERYBODY DARLIN'	B. Hayes	De Luxe	1178	

**Showbiz Bills Due
For Cold Shoulder
In Special Session**

WASHINGTON, July 17.—The calling of a special congressional session starting July 26 by President Truman this week makes zombies out of a host of show business bills, but fails to bring them to full life. The measures, which were buried with congressional adjournment, will be technically alive again during the special session, but it is considered extremely unlikely that these bills will be considered at all, since Congress will be occupied with emergency legislation.

Even the White bill to revise the Federal Communications Commission (FCC), which had advanced farther than the other bills, has virtually no chance for action on the Senate floor. Altho it was favorably reported in the closing days of the session by the Senate Interstate Commerce Committee, the group is not inclined to press for action this year. Considered in the zombie class along with the White bill are such entertainment industry measures as excise tax cuts, the Johnson bill affirming FCC programming powers, the Sheppard bill to restrict networks, the Scott bill to amend the Copyright Act, the Lemke bill changing the FM band, and legislation changing Social Security coverage of performers.

The Billboard
MUSIC POPULARITY CHARTS
Race Records
 PART VI
 Week Ending July 16

BEST SELLING RETAIL RACE RECORDS

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

Weeks to date	Last week	This Week	
2	9	1	I CAN'T GO ON WITH- OUT YOU Bull Moose Jackson.....King 4230
10	1	2	TOMORROW NIGHT.....Lonnie Johnson.....King 4201
5	3	3	RUN, JOE Louis Jordan.....Decca 24448
10	4	4	GOOD ROCKIN' TONIGHT.....Wynonie Harris.....King 4210
10	2	5	LONG GONE Sonny Thompson.....Miracle M-126
4	6	6	SEND FOR ME IF YOU NEED ME The Ravens.....National 9045
10	5	7	MESSIN' AROUND.....Memphis Slim.....Miracle 125
2	11	8	LOLLYPOP MAMA.....Wynonie Harris.....King 4226
6	8	9	MY HEART BELONGS TO YOU Arbee Stidham.....Victor 20-2572
10	7	10	ALL MY LOVE BELONGS TO YOU Bull Moose Jackson.....King 4189
7	10	11	PRETTY MAMA BLUES.....Ivory Joe Hunter.....4 Star 1254
10	13	12	KING SIZE PAPA.....Julia Lee and Her Boy FriendsCapitol Americana 40082
1	—	13	I WANT TO CRY.....Dinah Washington.....Mercury 8028
1	—	14	WE'RE GONNA ROCK....."Wild" Bill Moore.....Savoy 666
7	—	15	FINE BROWN FRAME.....Nellie Lutcher.....Capitol 15032

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	POSITION	Last Week	This Week	
5	5	1	1	RUN, JOE Louis Jordan.....Decca 24448
1	—	2	2	I CAN'T GO ON WITHOUT YOU Bull Moose Jackson.....King 4230
13	4	3	3	GOOD ROCKIN' TONIGHT.....Wynonie Harris.....King 4210
10	2	4	4	LONG GONE Sonny Thompson.....Miracle M-126
7	3	4	4	PRETTY MAMA BLUES.....Ivory Joe Hunter.....4 Star 1254
21	1	6	6	TOMORROW NIGHT.....Lonnie Johnson.....King 4201
7	6	7	7	MESSIN' AROUND.....Memphis Slim.....Miracle 125
4	8	7	7	SEND FOR ME IF YOU NEED ME The Ravens.....National 9045
11	13	9	9	NATURE BOY King Cole.....Capitol 15054
23	10	10	10	KING SIZE PAPA.....Julia Lee and Her Boy FriendsCapitol Americana 40082
7	11	11	11	DON'T FALL IN LOVE WITH ME Ivory Joe Hunter.....King 4220
5	—	12	12	RECESS IN HEAVEN.....Dan Grissom.....Jewel ON-2004
1	—	13	13	ALL FOR THE LOVE OF LIL Louis Jordan.....Decca 24448
4	—	14	14	WEST SIDE BABY Dinah Washington.....Mercury 8079
1	—	15	15	WE'RE GONNA ROCK....."Wild" Bill Moore.....Savoy 666

ADVANCE RACE RECORD RELEASES

Barbecued Hot Dog H. Johnson-International Jive Five (Jack, My) Columbia 38267	L. A. Blues Crown Prince Waterford (Strange Woman's) Capitol 40132
Cross Country Blues F. Lee Sims-Blue Bonnet Trio (Home Again) Blue Bonnet 147	Lightning Blues S. "Lightning" Hopkins (Walking Blues) Modern 20-594
Deep Six Blues L. Richardson-L. Russell Ork (You Gave) Apollo 1072	Love Me or Let Me Be Washboard Sam and His Washboard Band (Facing Life) Victor 20-3024
Easy Payment Blues R. Hogsed (The Short) Capitol 40133	Strange Woman's Boogie Crown Prince Waterford (L. A. Blues) Capitol 40132
Facing Life Washboard Sam and His Washboard Band (Love Me) Victor 20-3024	The Short Cut Cutie Polka R. Hogsed (Easy Payment) Capitol 40133
Home Again Blues F. Lee Sims-Blue Bonnet Trio (Cross Country) Blue Bonnet 147	Walking Blues S. "Lightning" Hopkins (Lightning Blues) Modern 20-594
Jack, My Jaw Bone's Breakin' H. Johnson-International Jive Five (Barbecued Hot) Columbia 38267	You Gave Me Everything But Love L. Richardson-L. Russell Ork (Deep Six) Apollo 1072



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GENE KRUPA
and his Orchestra

Columbia 38212

"STOMPIN' AT THE SAVOY"

"BODY AND SOUL"

GENE KRUPA JAZZ TRIO

Columbia 38214

COLUMBIA'S TUNE TIPSTER

BEST BETS

Kay Kyser

and his Orchestra

SURE FIRE
"Woody Wood-Pecker"
"When Veronica Plays
The Harmonica"

Kay Kyser's Campus Cowboys
Both Vocals by Gloria Wood

Columbia 38197

Arthur Godfrey

COMING UP FAST
"Turkish Delight" with Chorus
"The Trail of the
Lonesome Pine"

With The Mariners
Orchestra Under the Direction of Archie Bleyer

Columbia 38246

Dinah Shore

WATCH THIS ONE
"This Is The Moment"
(from "This Is The Moment")
Orchestra under direction of Harry Zimmerman
"Love That Boy"
(from "Race Street")
Orch. under direction of Sonny Burke

Columbia 38260

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The Billboard MUSIC-POPULARITY CHARTS

Folk Record Section

PART VII

Week Ending July 16



MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION	Last Week	This Week	Record
9	1	1	1	1. BOUQUET OF ROSES.....Eddy Arnold and His Tennessee PlowboysVictor 20-2806
11	2	2	2	2. TEXARKANA BABY.....Eddy Arnold and His Tennessee PlowboysVictor 20-2806
19	3	3	3	3. ANYTIMEEddy Arnold and His Tennessee PlowboysVictor 20-2700
26	5	4	4	4. HUMPTY DUMPTYHank Thompson and His Brazos HEARTValley Boys.....Capitol Americana 40065
13	9	5	5	5. TENNESSEE WALTZPee Wee King and His Golden West Cowboys....Victor 20-2680
18	6	6	6	6. WHAT A FOOL I WAS....Eddy Arnold and His Tennessee PlowboysVictor 20-2700
7	11	7	7	7. SWEETER THAN THE FLOWERSMoon MullicanKing 673
10	7	8	8	8. SUSPICIONTex Williams Western Caravan
2	—	9	9	9. ROCK AND RYE.....Tex RitterCapitol Americana 40109
6	10	10	10	10. BANJO POLKATex WilliamsCapitol Americana 15101
9	4	11	11	11. TENNESSEE WALTZ.....Cowboy Copas.....King 696
1	—	12	12	12. LONG GONE DADDY.....Hank Williams.....MGM 10212
8	8	13	13	13. SEAMAN BLUESErnest TubbDecca 46119
1	—	14	14	14. DEAR OKIEDoye O'Dell.....Exclusive 33-X
2	—	15	15	15. MY HEART ECHOES.....Jimmie OsborneKing 715
4	—	15	15	15. OKLAHOMA WALTZ.....Johnny Bond.....Columbia 38160
1	—	15	15	15. WHO? ME?Tex Williams Western CaravanCapitol 15113

ADVANCE FOLK RECORD RELEASES

A Broken Promise Means a Broken Heart G. Austry (I'm a) Columbia 20439	Jesus Hold My Hand The Chuck Wagon Gang (He's Coming) Columbia 20460
Big Chief Boogie S. Cooley (Topeka Polka) Victor 20-3020	Look Out For the Crossing J. Guthrie (No Need) Capitol 40131
Broken Heart For Sale The Prairie Ramblers . . . Mercury 6116	Molly Darling J. Morris and His Silver Dew Boys (If You) Melody Trail 205
Darling Is Your Address Still the Same? Cowboy D. Turner and His Oregon Outlaws (If I) Melody Trail 207	My Sweet Floella Rose J. Haynes and His Melody Wranglers (Starting Today) Melody Trail 209
Dessau Waltz Lone Star Playboys (Warmed Over) Blue Bonnet 146	Ni Nellie (Nellie Bly) Georgia Crackers (Horses, Women) Victor 20-3021
Don't Send My Boy To Prison The Prairie Ramblers . . . Mercury 6116	No Need To Knock Upon My Door J. Guthrie (Look Out) Capitol 40131
He Taught Me How To Yodel R. Allen-Black River Riders (I Wasn't) Victor 20-3022	Tex Ritter—Songs for Children Album (3-10")
He's a Real Gone Oakie C. Stone Ork-J. Hayden (So Long) Capitol 15157	T. Ritter . . . Capitol DC-91
He's Coming Again The Chuck Wagon Gang (Jesus Hold) Columbia 20460	Animal Fair . . . Capitol 25012
Horses, Women and Wine Georgia Crackers (Ni Nellie) Victor 20-3021	Big Rock Candy Mountain . . . Capitol 25013
I Wasn't Born Yesterday R. Allen-Black River Boys (He Taught) Victor 20-3022	Cactus Jackson Had a Ranch Capitol 25014
If I Could Turn Back the Pages of Time Cowboy D. Turner and His Oregon Outlaws (Darling Is) Melody Trail 207	I Was Born a Hundred Years Ago . . . Capitol 25012
If You Could Be the Same J. Morris and His Silver Dew Boys (Molly Darling) Melody Trail 205	Thank, You . . . Capitol 25013
I'm a Fool To Care G. Austry (A Broken) Columbia 20439	The Green Grass Grew All Around . . . Capitol 25014
	So Long To the Red River Valley C. Stone Ork (He's a) Capitol 15157
	Starting Today J. Haynes and His Melody Wranglers (My Sweet) Melody Trail 209
	That Silver Haired Daddy of Mine T. Hill & His Cactus Cutups (Your Key) Mercury 5163

FOLK TALENT AND TUNES

By Johnny Sippel

Hawkshaw Hawkins has been replaced at WWVA, Wheeling, W. Va., with Tennessee Morgan, who came to the big hillbilly station from a small Ohio watter. . . . Jimmie Walker, radio and screen star, has located at WTNS, Coshocton, O., where he has taken over the folk talent department. His Western stars will be playing for a barn dance show Saturday nights at the local Lake Park. Jimmie's band consists of Curley Haye, fiddle; Hank Hankins, steel guitar, and Jimmie Duggan, bass, with Hammerhead handling the comedy. . . . Mary Jean Shurtz, prolific writer of folk music lyrics and tunes, has inked an exclusive pact with Hill & Range. . . . Cowboy Phil and His Golden West Cowgirls are now heard over WWVA, Wheeling.

Murray Nash, Mercury Records' folk music chief, reports that the Dixie Barn Dance, a two and a half hour h.b. show over WJHP, Jacksonville, Fla., was started in January, and has already outgrown the dimensions of any local auditorium. Started by Ray Herbert, salesman at the station, the show features different units for half-hour periods. Personnel for the show includes Ray and Sleepy Gibbs, emcees; Pee Wee Jenkins and the Radio Rangers; Johnny and Lucille (Masters), Tiny Green and the Florida Playboys, Tex Watson and the Melody Rangers, and Bud Morrison and the Clements Brothers.

(Continued on opposite page)

The Billboard
MUSIC POPULARITY CHARTS
 PART VII
Folk Record Section
 Week Ending July 16

BEST SELLING RETAIL FOLK RECORDS

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

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
11	1	1.	BOUQUET OF ROSES..... Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
3	2	2.	ANYTIME Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
11	4	3.	HUMPTY DUMPTY HEART Hank Thompson and His Brazos Valley Boys	Capitol Americana 40065
11	5	4.	TENNESSEE WALTZ..... Pee Wee King and His Golden West Cowboys	Victor 20-2680
11	3	5.	TEXARKANA BABY..... Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
11	8	6.	SWEETER THAN THE FLOWERS Moon Mullican	King 673
7	9	7.	TENNESSEE WALTZ..... Cowboy Copas	King 696
3	7	8.	ROCK AND RYE..... Tex Ritter	Capitol 15119
3	—	9.	TENNESSEE MOON Cowboy Copas	King 714
11	14	10.	SUSPICION Tex Williams Western Caravan	Capitol Americana 40109
9	5	11.	SEAMAN BLUES Ernest Tubbs	Decca 46119
3	11	12.	WHO? ME?..... Tex Williams Western Caravan	Capitol 15113
4	—	13.	WHAT A FOOL I WAS... Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
5	11	14.	BLUE SHADOWS ON THE TRAIL Roy Rogers-Sons of the Pioneers	Victor 20-2780
11	10	15.	DECK OF CARDS..... T. Tex Tyler	4 Star 1228
8	—	15.	I'LL HOLD YOU IN MY HEART Eddy Arnold and His Tennessee Plowboys	Victor 20-2332
1	—	15.	TEXARKANA BABY Bob Wills and His Texas Playboys	Columbia 38179

FOLK TALENT AND TUNES

(Continued from opposite page)

Jules Fox, press agent for Spade Cooley and his gang, reports that the Cooleys expect a child in September. Spade is currently dickering for a television deal. Current personnel of the band is Spade Cooley, leader and fiddle; Art Atwell and Joe Cifelli, trumpets; Elbert Hubbard and Bill Wright, trombones; Lon Doty, Gus Ehrman, Wally Ruth and Al Fanchiullo, saxes; Cameron Hill, Jim Wyble and Noel Boggs, guitars; Fred Haynes, piano; Stan Puls, bass; Dave Coleman, drums; Jimmie Wiedener, vocals and guitar, and Becky Barfield, vocals. . . . The Arizona labor board is currently meeting with Hollywood film biggies interested in filming Western pictures, in hopes of establishing labor standards which will encourage more filming of horse operas in that State.

Pee Wee King, leader of Victor's Golden West Cowboys, is readying material for his opening September shows on WAVE-TV, Louisville's first television outlet, in addition to running his Brown County Jamboree, folk music show which runs Sundays at Bean Blossom, Ind. Pee Wee and his combo were guests at Fontaine Ferry Park, Louisville, July 17, with 12,000 showing for the event. Other entertainers on the show included Randy Atcher, Clayton (Pappy) McMichen and Campbell's Quartet. The Tennessee Waltz fronter reports that he expects big things from his newest platter, *Quit Honkin' That Horn and It's an Ordinance in Some Towns*. . . . Roy Acuff, who was previously reported as eying the Tennessee governor's chair, has announced he will seek the gubernatorial spot on the Republican ticket.

Bob Keefe, of Connie B. Gay's Radio Ranch, writes that Gay is building his regular hillbilly shows in Washington around the Radio Ranchmen. New arrivals on the show are the Stoneman family, Pop and his 12 kids, who play, sing and dance. . . . Ray Parker, of Melody Trail Records, the new folk music platter in Palmdale, Calif., reports that Joe Morris and the Silver Dew Boys of WKLY, Hartwell, Ga.; Johnny Haynes and His Melody Wranglers of WEBQ, Herring, Ill., and Dallas Turner have late releases on the diskery's list. . . . Don Teeters, radio folk singer and songwriter, has formed his own diskery, Numelody Records, which will wax only his own numbers. Located in Richmond, Ind., the firm will shortly release its first two sides.

Hank (Humpty-Dumpty Heart) Thompson, Capitol's rising young balladeer, reports that he is back in Waco, Tex., airing over WACO, after four weeks at the Riverside Rancho, Los Angeles, plus a series of successful Northern California one-nighters. Besides his daily local show, Hank is heard on a 15-minute slot over the 16-station Texas State web every Saturday. Hank, who previously disked for Globe and Bluebonnet before Hal Horton, KRLD, Dallas d.j., and Tex Ritter combined efforts to swing him to Capitol in October, 1947, is also a coming tune-spinner, having penned *A Lonely Heart Knows* and *Swing Wide Your Gate of Love*. . . . Other WACO talent includes the Lone Star Playboys, who line up with Vince Incardona, banjo, comedy and manager; Morris Booker, mandolin; Hamlet Booker, guitar and vocals; Charlie Adams, bass and comedy; Lefty Nason, steel guitar, and Johnny Gimble, fiddle and vocals. Lloyd Weaver is also heard on WACO and is waxing for Bluebonnet. . . . Bill Walker, of KWTX, Waco, is arousing plenty of comment in that area with his smooth tenoring and guitar.

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The New Sleeper Hit
UNDERNEATH
THE ARCHES

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 With Chorus Singing by Barry Green and the
 Barry-Tones

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DEMAND THE ORIGINAL

BY JON AND SONDR A STEELE



DAMON RECORDING STUDIOS, Inc.

1221 Baltimore

Kansas City, Mo.

The Billboard
MUSIC POPULARITY CHARTS

Record Reviews

PART VIII

Week Ending July 16



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

How Ratings Are Determined

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

The Categories

Point listings are maximums. Song calibre, 15; Interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv'tg-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
POPULAR				
GALLI SISTERS (Hub 3045) <i>Hey, John</i> Galli's turn loose their quavery tremolos on a complicated nonsense lyric that isn't worth the trouble of trying to follow. <i>Just For Me</i> Piping on slow ballad is shrill and shaky, but the payoff is a queasy recitation chorus by one of the gals that'll curl your toes with embarrassment.	40	40	40	40
CLAUDE THORNHILL (Columbia 55041) <i>La Paloma (The Dove)</i> Beautiful mood piece spread over 12 inches shows off much of what is identified with the Thornhill band in sound and style. <i>Arab Dance</i> Thornhill's been playing this for quite a while; adapted from the "Nut-cracker Suite," it's a wonderful arrangement and shows the band off at up-tempo; jocks particularly should like this side.	79	83	75	NS
ARTIE WAYNE (The Crew Chiefs-Andy Phillips Ork) (Capitol 15140) <i>For You</i> Pretty evergreen is treated slowly and soulfully by Wayne, vocal group and ork. <i>(A Little Corner Table Down At) Tony's Place</i> Wayne original formerly on Huckster label is rather pleasant mood piece.	73	75	70	75
JO STAFFORD (Paul Weston Ork) (Capitol 15139) <i>Ev'ry Day I Love You</i> Stafford does this at wrong tempo and it doesn't come off; inferior to other wax renditions. <i>This Is the Moment</i> Reverse of form for the better on this side for la Stafford; she sings the new pic ballad extremely well.	63	63	63	63
HENRY KING ORK (Black & White 865) <i>Blues Serenade</i> King's piano tinkling dominates a straight instrumental version of the oldie. <i>Ragging the Scale</i> Old-fashioned instrumental in an old-fashioned rendition.	65	65	64	66

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

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
POPULAR				
SKITCH HENDERSON ORK (Capitol 15136) <i>Somebody Else's Picture</i> Skitch and ork double the tempo for a swing instrumental passage between Nancy's two slow vocal choruses in the old fashioned manner. Effect is incongruous. <i>Mine</i> Instrumental version of a lesser-known Gershwin tune featuring Skitch's keyboarding is pleasant enough, but both the orking and 88-ing lack style and identification. Result is a rather characterless side.	71	74	68	72
JOHNNY MERCER (Paul Weston Ork) (Capitol 15134) <i>I Don't Care If It Rains All Night</i> The Cracker applies his Dixie-flavored groove style to an up-tempo version of the "Two Guys from Texas" ballad tune.	78	80	76	76
JOHNNY MERCER- THE PIED PIPERS <i>Limelight Blues</i> Johnny and the Pipers do the standard in agreeable jump style, with the ork backing appropriately swingy.	76	76	74	78
SKYROCKETS ORK (Woolf Phillips, Dir.-Doreen Lundy) (Victor 20-2979) <i>I'd Give a Million Tomorrows (For Just One Yesterday)</i> Weak, uncertain chirping and mediocre ork backing here.	57	60	55	55
WAYNE KING (Billy Leach) <i>Sweet Leilani</i> Good enough vocal and sweet band-styling of Hawaiian oldie.	68	68	68	68
HOAGY CARMICHAEL-CASS DALEY (Billy May Ork) (Decca 24459) <i>Grandma Teeter Tottoy</i> Cass of the raucous, hog-calling voice and easy-slurring Hoagy burlesque their way thru a routine bit of rube tomfoolery without much enthusiasm. <i>Fightin' Love</i> Material here is a bit meattier: a comic marital bit, mountain style. But the performance is pedestrian and dawdling.	71	72	70	73

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

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

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
POPULAR				
EMILE COTE' SERENADERS (Algene 1955-1963) <i>Midnight Waltz</i> Competent a capella job of nostalgic waltz tune. <i>Give Me Back Those Kisses</i> Simple tune in the current new-but-sounds-old vogue gets one of the top a capella treatments since the ban.	73	73	72	75
TOM SPINOSA ORK (Merv Griffin) (Black & White 867) <i>Love Is On a Holiday</i> Character-less rendition of an inconsequential pop. <i>Swing a Lullaby</i> Ordinary fem piping of a formula rhythm ballad with a weak, stock-sounding arrangement.	61	62	60	63
TOM SPINOSA ORK (Lariese Williams) (Black & White 866) <i>Out of a Moonbeam</i> Weak chirping, banal clefting. <i>Bobby Sox Rounce</i> (Pat Fowler-Donna Fowler-Annabelle Brown) Chintzy attempt at a "hep" jump number. Lyric is loaded with embarrassing antiquated hipster slang.	51	51	50	52
RUSS MORGAN (Decca 25398) <i>Somebody Else Is Taking My Place</i> (The Morganaires) Slow-tempo rendition of oldie drags. <i>Dolores</i> (Russ Morgan) Tune, currently enjoying revival, is done straight and pleasantly with an ingratiating vocal by Russ.	65	63	65	68
ANDREWS SISTERS-BURL IVES (Vic Schoen Ork) (Decca 24463) <i>Blue Tail Fly</i> Folk balladeer and the Andrews gals team up in a sock version of the country classic. <i>I'm Goin' Down the Road</i> Up tempo folk tune swings with nice light beat.	88	88	88	88
JERRY WAYNE-THE DELL TRIO (Columbia 38251) <i>Your Heart and Mine</i> Simple ballad pleasantly delivered. <i>I'd Love to Live in Loveland (With a Girl Like You)</i> Jerry's straightforward performance of the nostalgic oldie with restrained trio backing should get plenty juke plays.	77	78	77	76
BUDDY CLARK (Mitchell Ayres Ork) (Columbia 38249) <i>(When the Moonlight Fell) On the Waterfall</i> Tuneful ballad tunefully warbled. <i>Where Flamingos Fly</i> Buddy does a masterly job with this quality ballad number. Mitch Ayres' orking blends beautifully.	83	83	83	83

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

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
POPULAR				
MARY SMALL (Apollo 1125) <i>My Home, My Home</i> Dramatic, powerful rendition of the displaced persons' song with effective a capella backing. <i>Lullaby of the Leaves</i> Miss Small's vibrant, low-pitched voice does handsomely by the oldie.	86	86	86	NS
RACE				
PAUL GAYTEN TRIO (De Luxe 3177) <i>Women These Days</i> Easy-riding, subdued blues warbling achieves a relaxed, after-hours effect. Bass figure in piano backing a takeoff on Eddie Heywood's "Be-guine" phrase. <i>Back Trackin'</i> Well-played instrumental original with a bebop flair.	78	77	75	82
ROY MILTON (De Luxe 3188) <i>Groovey Blues Back Trackin'</i> (Camille Howard) Mean blues chanting by Camille, smartly backed by small combo with good beat. <i>R. M. Blues</i> Male singer chants an okay blues with the band slow-rocking behind him.	78	75	75	83
SUGAR PAYNE (Red Lincoln's Madcaps) (Whirlaway 75-2) <i>Glory of Love</i> Exuberant rhythm treatment of oldie with enthusiastic tenor sax solo. <i>Low, Short & Squatty</i> Heartfelt, big-voiced blues shout, enticingly phrased.	72	75	70	73
SHERMAN WILLIAMS (Ed "Skippy" Brooks) (De Luxe 3187) <i>Dusk Tide</i> Weak blues shout with a hopelessly ragged small combo backing. <i>Reminiscing Blues</i> Thrush Iona Wade pipes the blues in good, even voice but without much feeling. Band work here is much improved over flip.	72	72	70	74
THE KORN KOBBLERS-STANLEY FRITTS (MGM 10217) <i>Twenty-Five Chickens, Thirty-Five Cows</i> Routine shucking job by the Koblbers. <i>I Wanna Be a Cowboy in the Movies</i> Comparatively straight rendition of the "Two Guys from Texas" flicker tune. Lively and with a toe-tapping beat.	35	35	35	35
TOMMY ROBERTS (Hugo Winterhalter) (MGM 10210) <i>Where Flamingos Fly</i> Lots of quality in the promising young baritone's voicing of the difficult, dramatic ballad. A bit shaky in spots, but not inexcusably so. <i>Evelyn</i> Tommy shows the same faltering in two or three places, but his big voice helps atone.	66	65	65	67
	76	76	76	76
	76	78	75	75
	73	75	72	72

(Continued on page 114)

The Billboard MUSIC POPULARITY CHARTS

Record Possibilities

PART IX
Billboard TRADE SERVICE FEATURE

Week Ending July 16

THE BILLBOARD PICKS:

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

- DOLORESBing Crosby-Merry Macs-Bob Crosby Bob Cats.....Decca 25399
- Tommy Dorsey Orchestra (Frank Sinatra and Pied Pipers)....Victor 27317

Here's an oldie that went big but never to the fullest potential. Currently the publisher is socking behind it again, and the chances for double-happening look ripe. Bing's old disk a must for Groaner fans; TD's platter hails from the time when the Voice and the Pipers were with the band. Quite an array of talent. Stay with it.

THE DISK JOCKEYS PICK:

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

1. A TREE IN THE MEADOW.....Margaret WhitingCapitol 15122
2. COOL WATERVaughn Monroe-Sons of the PioneersVictor 20-2923
3. JUST FOR NOWFrank SinatraColumbia 38225
4. CANDY STORE BLUESToni Harper-E. Beal Sextet.....Columbia 38229
5. HANKERIN'Gordon MacRaeCapitol 15128
6. JUST FOR NOWTbree SunsVictor 20-2946

THE RETAILERS PICK:

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

1. BETTER LUCK NEXT TIME.....Perry Como.....Victor 20-2888
2. COOL WATERVaughn Monroe-Sons of the PioneersVictor 20-2923
3. EVERY DAY I LOVE YOU.....Dick HaymesDecca 24457
4. EVERY DAY I LOVE YOU.....Vaughn Monroe.....Victor 20-2957
5. CANDY STORE BLUES.....Toni Harper-E. Beal Sextet.....Columbia 38229
6. JUST FOR NOWFrank SinatraColumbia 38225
7. COOL WATERNellie LutcherCapitol 15148

THE OPERATORS PICK:

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

1. EVERY DAY I LOVE YOU.....Dick HaymesDecca 24457
2. DON'T BLAME MEAndrews SistersDecca 23827
3. FRIENDLY MOUNTAINS.....Sammy KayeVictor 20-2922
4. WHERE THE APPLE BLOSSOMS FALL. Buddy Clark.....Columbia 38241



- BUDDY CLARK and DORIS DAY—COLUMBIA 38174
- JIMMY DORSEY—MGM 10194
- TONY MARTIN —VICTOR 20-2812
- MILLS BROS. —DECCA 24409
- PATTI PAGE —MERCURY 5129
- THE 4 TUNES —MANOR 1131

ALSO
PATTIE PAGE
AND HER CONSCIENCE
MERCURY #5129

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1619 Broadway, New York 19, N. Y.

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ALL HITS ON...



9049 BILLY ECKSTINE'S SOPHISTICATED LADY
JITNEY MAN

9048 CHARLIE VENTURA'S EAST OF SUEZ
I'LL NEVER BE THE SAME

(Featuring: Buddy Stewart, vocal; Kai Winding, Gus Cole, Shelly Manne, Lou Stein)

9047 HANK D'AMICO'S HANK'S PRANKS
JUKE BOX JUDY

Featuring: Cozy Cole, Don Byas, Frank Newton, David Rivera, Sid Weiss)

9050 DON REID'S JUST A GIRL THAT MEN FORGET
LOVE IS A DANGEROUS GAME

(Vocalist with Xavier Cugat for years)

9046 GRACE SMITH'S BABY, YOU'RE JUST MY SPEED
COMPETITION BLUES

(Formerly with Lucky Millinder, Erskine Hawkins, Andy Kirk, Tiny Bradshaw)

9045 THE RAVENS' SEND FOR ME IF YOU NEED ME
UNTIL THE REAL THING COMES ALONG

(Greatest vocal quartet in the country)

25001 CHARLIE BARNET'S CHEROKEE
REDSKIN RHUMBA

CASH IN WITH THESE HITS



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or NATIONAL DISC SALES • 1841 B'WAY, N. Y. 23, N. Y.



R-143 Cuckoo Waltz

Every Little Movement

(Ken Griffin - Organ; Johnny Knapp & Marion Spelman - Vocal duet)



R-146 You Darlin' -

Lang Thompson's Orch., L. Thompson vocal

Bumble Bee On A Bender - Ken Griffin Original

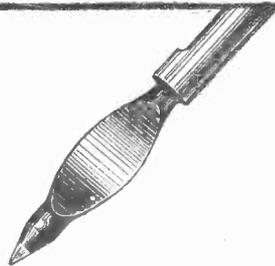


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DISTRIBUTOR**

RONDO Records, Chicago 12

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OF
HITS**

**HOP ABOARD THIS MONEY MAKER
"LATE FREIGHT"**

b/w
"SONNY'S RETURN"

Sonny Thompson, with the Sharps and Flats and
Eddie Chamblee, tenor—M-128

MIRACLE RECORD COMPANY 500 E. 63RD ST.
CHICAGO 37, ILL.

The Billboard

MUSIC POPULARITY CHARTS

PART
X

Advance Information

Week Ending
July 16



ADVANCE RECORD RELEASES

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

POPULAR

- A Tree in the Meadow**
B. Johnson (Galway Bay) Columbia 38279
- Ah, But It Happens**
C. Haines (What Has) Signature 15187
- Allah's Holiday**
J. Long Ork (Home) Signature 15215
- Arab Dance (12")**
C. Thornhill (La Paloma) Columbia 55041
- At Your Command**
G. MacRae Ork (Win or) Capitol 15154
- By the Light of the Silvery Moon**
L. Paul (The Man) Capitol 15147
- Clair De Lune, Parts I & II**
P. Weston Ork . . . Capitol 15153
- Cuckoo Waltz**
J. Smith-The Clark Sisters (You Call) Capitol 15155
- Cuckoo Waltz**
J. Wayne (You Call) Columbia 38286
- Don't Take Your Love From Me**
J. Owens (Will You) Tower 1288
- Easy Ride**
R. Eberle (Serenade in) Signature 1521
- Fall Rain Fall**
D. Grady-The Aristocrats (Hearts Wan) Signature 15219
- Flippety Flop Flop**
C. Lewis Trio (Your Debt) Apollo 1119
- Frail Quail Boogie**
B. Harris (Let's Start) Blue Bonnet 145
- *From Galway to Dublin**
D. Sullivan's Shamrock Band (Medley of) Victor 26-7503
- Galway Bay**
B. Johnson (A Tree) Columbia 38279
- Gee, But It's Good To Be**
P. Cavanaugh Trio (I Want) Victor 20-3016
- Gloria**
R. Anthony Ork (Oh! Moon) Signature 15213
- Here Comes the Milkman**
S. Kaye (The Click) Victor 20-3017
- Hearts Win, You Lose**
D. Grady-The Aristocrats (Fall Rain) Signature 15219
- Home**
J. Long Ork (Allah's Holiday) Signature 15215
- I Love You**
Dennis Day (I'd Love) Victor 20-3015
- If I Had You**
R. Nichols and His Pennies (Love Is) Capitol 15150
- I'd Love To Live in Loveland With a Girl Like You**
Dennis Day (I Love) Victor 20-3015
- If I Had My Way**
M. Shaw-the Temp-Tones (St. Louis) Tower 1278
- It Only Happens When I Dance With You**
V. Damone (Just for) Mercury 5165
- Just For Now**
V. Damone (It Only) Mercury 5166
- Kitten on the Keys**
F. Slack Ork (Steal Away) Capitol 15155
- La Paloma (12")**
C. Thornhill (Arab Dance) Columbia 55041
- Let's Start a New Love Affair**
B. Harris (Frail Quail) Blue Bonnet 145
- Linda Muler (Lovely Lady)**
(Paul Jones) Victor 26-9039
- Lonesomest Girl in Town**
M. Shaw-the Temp-Tones (The Blues) Tower 1279
- Look For the Silver Lining**
M. Whiting (There's Something) Capitol 15146
- Louisville Lou (That Vampin' Lady)**
J. Mercer-P. Weston Ork (Love That) Capitol 15152
- Love Is the Sweetest Thing**
R. Nichols and His Pennies (If I) Capitol 15150
- Love That Boy**
J. Mercer-The Pied Pipers-P. Weston Ork (Louisville Lou) Capitol 15152
- Maybe I Love You**
J. Tremaine-R. Moore Quintet (The Things) Signature 15218
- *Medley of the Highlands**
J. McGettigan Irish Minstrels (From Galway) Victor 26-7503
- My Best Girl**
B. Strong Ork (That Certain) Tower 1271
- My Landlady**
S. Levenson (The Lodge) Apollo 186
- No Name Jive Album (4-10")**
G. Gray . . . Decca A-646
- Casaloma Stomp . . . Decca 25323**
Don't Do It, Darling . . . Decca 25323
If I Love Again . . . Decca 25139
No Name Jive, Parts I & II . . . Decca 25057
The Bottom Man on the Totem Pole, Parts I & II . . . Decca 25324
- Oh! Moon**
R. Anthony Ork (Gloria) Signature 15213
- 1918 Album (4-10")**
R. Benson Ork . . . Decca A-1918
- Dear Old Pal of Mine; Dear Little Boy of Mine; I'm Sorry I Made You Cry . . . Decca 24007**
- Inky Dinky Parlee Vous; Oh! How I Hate To Get Up in the Morning; Where Do We Go From Here? . . . Decca 24004**
- Ja-Da; After You've Gone; Hindustan . . . Decca 24006**
- Just a Baby's Prayer at Twilight; The Rose of No Man's Land; Sunrise and You . . . Decca 24005**
- My Belgium Rose; Mickey; K-K-K-Katy . . . Decca 24006**
- Oh! Frenchy; Madelon; Oui, Oui, Marie . . . Decca 24004**
- That Wonderful Mother of Mine; 'Till We Meet Again; Beautiful Ohio . . . Decca 24007**
- They Were All Out of Step But Jim; Rock-a-Bye Your Baby With a Dixie Melody; Good Morning; Mr. Zip-Zip-Zip! . . . Decca 24005**
- (When the Moonlight Fell) On the Waterfall**
M. Tilton (Where Flamingoes) Capitol 15149
- (When the Moonlight Fell) On the Waterfall**
G. Lombardo (The Moon) Decca 24470
- Paddlin' Madelin' Home**
C. Foster Ork (Then I'll) Mercury 5162
- Paul Jones Rumba**
I. Fields (Linda Muler) Victor 26-9039
- Put 'Em in a Box, Tie 'Em With a Ribbon (and Throw 'Em in the Deep Blue Sea)**
D. Kaye-Andrew Sisters (Woody Woodpecker) Decca 24462
- Ring, Telephone, Ring**
K. Kyser (Too Much) Columbia 38263
- St. Louis Blues**
M. Shaw-the Temp-Tones (If I) Tower 1278
- Serenade in Blue**
R. Eberle (Easy Ride) Signature 1521
- Solitaire**
F. Martin (My Destiny) Victor 20-3018
- Songs of Old New York Album (4-10")**
F. Luther-Z. Layman-Century Quartet . . . Decca A-47
- Buffalo Gals; By the Lake Where Drooped the Willow; Perry's Victory . . . Decca 2431**
- In the Bright Mohawk Valley; Sparkling and Bright . . . Decca 2429**
- Michael Ray; A Little More Cider; Take Me Back to New York Town . . . Decca 2432**
- New York, Oh What a Charming City!; Jim Fiske; The Broadway Opera and Bowery Crawl . . . Decca 2429**
- Songs of Our Times (1938) Album (4-10")**
B. Grant Ork . . . Decca A-1938
- Cathedral in the Pines-There's a Gold Mine in the Sky-Alexander's Ragtime Band . . . Decca 24034**
- I Double Dare You-Bel Mir Bist Du Schon-You're a Sweetheart . . . Decca 24086**
- Music, Maestro, Please!-Whistle While You Work-Heigh-Ho . . . Decca 24085**
- My Reverie-Thanks for the Memory-Josephine . . . Decca 24087**
- So Help Me-Says My Heart-Ten Pretty Girls . . . Decca 24085**
- The Flat Foot Floogee-A Tisket a Tasket-The Dipsy Doodle . . . Decca 24086**
- Ti-Pi-Tin-Mexicali Rose-The Moon of Manakooa . . . Decca 24084**
- You Go To My Head-Where or When-Love Walked In . . . Decca 24087**
- Steal Away Easy, Baby**
F. Slack Ork-C. Blackburn (Kitten on) Capitol 15155
- That Certain Party**
B. Strong Ork (My Best) Tower 1271
- The Blues Ain't Nothin'**
M. Shaw-the Temp-Tones (Lonesomest Girl) Tower 1279
- The Click Song**
S. Kaye (Here Comes) Victor 20-3017
- The Lodge Meeting**
S. Levenson (My Landlady) Apollo 186
- The Man on the Flying Trapeze**
L. Paul (By the) Capitol 15147
- The Moon Is Back in Business**
G. Lombardo (On the) Decca 24470
- The Song of Songs (Which Is Solomon's) Album Parts I and II (1-12")**
O. Welles . . . Decca DU 90018
- The Things You Left in My Heart**
J. Tremaine-R. Moore Quintet (Maybe I) Signature 15218

(Continued on page 107)

Billboard MUSIC POPULARITY CHARTS

Album Reviews

PART XI

Week Ending July 16



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

THE RATINGS

(100 points—the maximum)

90-100 tops
80-89 excellent
70-79 good
40-69 satisfactory
0-39 poor

THE CATEGORIES

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

KHATCHATURIAN: Concerto for Violin and Orchestra (5-12") **84**
David Oistrakh, violin, with Russian State Symphony Orchestra conducted by Alexander Gauk.
(Mercury Classics DM-10)

Mercury's debut into the classical biz with this album is highly impressive. Commercially, it's a well-timed release since Khatchaturian is the fair-haired longhair as a result of the "Sahre Dance" smash. Artistically, it's a melodic and well conceived concerto that is performed excellently by David Oistrakh, for whom the opus was written. Oistrakh here demonstrates that he is undoubtedly one of the world's top violinists. He makes able competition for Heifetz. But the topper is the remarkable leatherette padded album which Mercury intends to use for all its classics. Sturdy and a beautiful addition to any home library, the album is only 25 cents more than competing big firm's cardboard covers. Excellent liner notes by David Hall with a testimonial for Oistrakh by Joseph Szigeti. Waxing should stand as the definitive interpretation of the concerto.

JUKES Not suitable.
JOCKS Longhair and FM spinners should like this.

A YOUNG MAN SINGS (3-10") **75**
Vic Damone
(Glen Osser Ork-Camarata Ork)
(Mercury A 29)

Sweet Sue; If I Had You; Girl of My Dreams; Love Is Just Around the Corner; They Didn't Believe Me; In the Middle of the Night.
Vic Damone's forte is sensitivity and shading, and these can best be displayed in slow ballads. Five of the six selections in this album fall into that category—the only rhythm number being "Love Is Just Around the Corner." Vic is unsure of himself on this one, showing little feeling for swing phrasing. The others he sings with great delicacy and sincerity. However, his control is not quite perfect, and he seems to be reaching for some notes instead of hitting them, especially in transitions from low to high register. Also, his diction could be more precise. But these are of relatively small import to buyers, who should be charmed with Da Moan's sweet voice and respectful adherence to the melody with these always welcome standard tunes.

JUKES Okay for the se-date locations.
JOCKS A good buy for either package or single airings.

HILDEGARDE SINGS WITH GUY LOMBARDO, CARMEN CAVALLARO, BUDDY CLARK, PERCY FAITH (4-10") **65**
Hildegard-Guy Lombardo-Carmen Cavallaro-Buddy Clark-Percy Faith.
(Harry Sosnik Ork-The Song Spinners)
(Decca 673)

I've Told Ev'ry Little Star; Why Shouldn't It Happen To Us; June Is Bustlin' Out All Over; This was a Real Nice Clambake; I'll Be Yours (J'Attendrai); I'm in the Mood for Love; I Haven't Got a Worry in the World; And So To Bed.
Undoubtedly Hildegard's fans will be able to visualize her in her cafe attitudes when listening to the sides in this album and find them devastating. Eschewing the magic of association however, can only conclude: (1) Her voice is thin and unrounded. (2) Pitch is faulty. (3) Delivery was style but no vibrancy. Still this is the tenth Hildegard album Decca has seen fit to release, so undoubtedly there will be plenty of takers.

JUKES Fine for chi chi spots.
JOCKS For society or show tune segs.

JOE MOONEY QUARTET (4-10") **66**
Joe Mooney Quartet
(Decca A-651)

Tea For Two; Stars in My Eyes; Just a Gigolo; A Warm Kiss and Cold Heart; I Can't Get Up the Nerve To Kiss You; Lazy Countryside; Meet Me At No Special Place; September Song.
Contained in this album are all of the available sides of the music biz sensation of about one year ago, the Joe Mooney Quartet. Grouped together in one hearing they do well to show off the warm intimacy which the Mooney group manages to create almost always. Mooney's lyric ideas are amusing, his instrumental conceptions and voicings are delicate and beautiful—but somehow the excitement that the group can build in a room doesn't strike home on wax. Nevertheless dealers, wherever the group performs, should be able to sell this package with proper merchandising.

JUKES All suitable.
JOCKS All suitable for pop spinners.

LITTLE JAZZ (4-10") **64**
Roy Eldridge Ork
(Decca A-659)

Little Jazz Boogie; Embraceable You; All the Cats Join In; Tappin' Out; Hi Ho Trailus Boot Whip; Rockin' Chair; Yard Dog; Ain't That a Shame.
All the sides in this package are reissues of single disks which Roy Eldridge (known as "Little Jazz" in musician's circles—from whence the album title) cut with his short-lived most recent effort as a band leader. Long one of the top bracket trumpet men in the jazz field, Eldridge here certainly doesn't show at his best. But even his less than best is better than most other guys are able to do. The band on the dates were hardly an inspired bunch of tootlers judging from these finished and rather unpolished results.

JUKES Sides may race whirly in race locations.
JOCKS Ample samples of Eldridge in the "Y o u" and "Chair" sides.

NIGHT LIFE ON TWO PIANOS (4-10") **65**
Morley and Gearhart
Columbia MM-746

I Got Rhythm; Russian Lullaby; The Love for Three Oranges; Stardust; Body and Soul; Baby Boogie; All the Things You Are; Stormy Weather; Limehouse Blues. Much varied twin-piano program by Morley and Gearhart, wife and husband respectively, which is done with deftness and sophistication. Arrangements of the tunes which run from a Prokofieff excerpt to "Baby Boogie," an original, are fairly imaginative. Gearhart is the Fred Waring arranger. Clean package with fair liner notes.

JUKES Limited appeal.
JOCKS Middle row spinners could use these sides.

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H'W'D BRIGHTERIES GO NABE

Smaller Nut Benefits Go To John Q.'s

Names Forsake Swankeries

(Continued from page 3)
from the scene include Billingsley's Bocage, which had featured Peggy Lee, King Cole Trio, Sarah Vaughan, Mel Torme, etc.; Club Morocco, where Frankie Laine skyrocketed to prominence, and the Rounders, which offered name and semi-name combos. Billy Berg's, once boasting a \$5,000-per-week talent budget, is now said to be spending less than \$500. Among Sunset Strip's recent losses can be numbered the Chantclair, a swankery that beckoned flicker folk; the Cotton Club, Video Room, etc. When the old Trocadero closed, Strip was heartened by word that the Copa's Monte Proser would relight the spot, thereby attracting more people to the area. Two weeks ago, news that Proser will abandon his Troc plans (building will be converted into a furniture store) struck a body blow at hopes for a brighter Strip future. Nitery biz traffic along the Strip became so scarce that Dave's Blue Room, a Sunset Boulevard eatery depending on home-bound club patrons, folded.

Ciro's, Mocambo Remain

Today only *Ciro's* and *Mocambo* are the class spots remaining to keep aloft the Strip's waning nitery torch. Biz at both is way off. H. D. Hover, *Ciro's* pilot, has endeavored to keep the ball rolling with name acts and introduction of fresh talent. Hover held a winning hand when he presented Kay Thompson and the Four Williams Brothers, then spotlighted Xavier Cugat, brought Mitzi Greene back to Hollywood, and featured Peggy Lee with Dave Barbour. This week he will bid for biz with the King Cole Trio. *Snooty Mocambo* continues its dine-and-dance policy, offering a twin-band bill of Bobby Ramos and D'Vargo.

While Hollywood ops are singing the blues, biz is hitting high at the nabe locations. Examples of this decentralization of the once strong nitery rows can be found in the thriving traffic enjoyed by such spots as the Red Feather in L. A.'s Southside where Herb Jeffries is currently packing 'em in. Other talent names to (See *Hollywood Spots* on page 38)

Miami Beachcomber Set To Cry Uncle

MIAMI, July 17.—Biz at the Beachcomber has slumped badly and it appears as if the new entertainment policy here will be finished with this show when it closes next week. The spot was expected to hold the package over until the American Legion convention hit town in early fall, but the grosses don't seem to warrant an extension of the option.

The shuttering cannot be blamed on the show, because reviews have been favorable. It's just that an expected influx of tourist trade and of Cuban visitors has failed to materialize. The spot has priced its food and drink reasonably, with a \$3 dinner with a drink and no minimum available to patrons. But the customers haven't been coming, so the entertainment is going, looks like.

20G for Benny

LONDON, July 17.—Jack Benny, who opened here Monday (19), is reputed to be getting \$20,000 a week for his two-week stint at the Palladium, an all-time record for British music halls. When he made his last appearance here 17 years ago he received \$1,500 a week. Benny was originally booked as a single but will now feature Mary Livingstone, Phil Harris and Marilyn Maxwell. Since he accepted the engagement, he has brought so many friends into the act that he says "the salary will just about pay for their vacation."

Earle Brings Flesh to Philly After 2 Years

(Continued from page 3)
name bands had failed to maintain a steady pace at the box office. Since then, the neighborhood Carman Theater has been the only house playing flesh in Philly.

The new Earle policy will de-emphasize the band parade, with the Warner booking office in New York lining up top-flight variety names for the bands.

Once-a-Week Fleshers Set For Detroit's Rose Theater

DETROIT, July 19.—For the first time in 25 years the Rose Theater, formerly the Crane, is going over to a partial vaude policy. The first show goes on next week, with the Mimi-Cats, pantomime trio, who have played many local night spots, headlining the bill. A request pianist will fill out the one-hour show. The house will temporarily play flesh on Mondays only, probably at an advanced admission.

A. C. Clubs Book Names To Lure Weekday Cash

ATLANTIC CITY, July 17.—With slim pickings for the resort's after-dark spots, except for the week-ends when visiting crowds turn out in goodly numbers, operators are beginning to pay some attention to name value for the lure—particularly on weekday nights when ringsiding is most dull. To give the nitery belt its first real lift now that the resort season is well under way, Irwin Wolf's 500 Cafe is bringing in Dean Martin and Jerry Lewis next Thursday (22). It was at the 500 Cafe that both boys first teamed together.

The Bath and Turf, also in the class category and once playing the top names in the field, is carrying on with the De Castro Sisters as headliners, but adds promotional gimmicks in a photo-rumba night for Wednesdays and rumba surprise for Sundays. Cluquot Club, Bobby Vargess and Mike Keeley's avenue cabaret, which started the season with the Barton Brothers, going name-conscious to enhance the drawing, brings in Benny Rubin tonight (17), with Belle Baker on the follow-up for July 31. Slapsy Maxie Rosenbloom comes in August

'Dirt' Charges May Shutter Detroit Spots

Liquor Board Actin' Up

DETROIT, July 17.—Hearings before the State Liquor Control Commission on charges of obscene or objectionable shows against 19 local and up-State night spots may result in many clubs being ordered to close for 30 or 60 days. The case is considered serious in Detroit nitery circles and earlier hopes that a major fine would be the worst penalty have been discounted as the gravity of the situation became evident.

Some 75 places were visited and charges were made against 19, by a team of plainclothesmen. Virtually every spot in the Detroit area with a floorshow was cited. The drive originated as the consequence of complaints and it became necessary to use men not on the regular censorship squad to check on them.

Police Sergeant Stewart, of the censorship squad, said the drive does not indicate a tightening up of standards in local niteries but was primarily an enforcement measure to see that the show's standards weren't changed in the absence of censors. He also stated that the squad is seeking to establish some measure of control over both acts and bookers to make them share the responsibility for the material with operators. The latter takes the rap in a fine, a license suspension or revocation, if the show is found objectionable by the commission.

Testimony at the hearings indicate that owners felt they could not control the wording, inflections or gesture in their shows in advance. The acts testifying felt they were not using objectionable routines. In practice, legal prosecution against a club has rarely occurred and that only in flagrant and repeated violations.

Dario To Reopen N. Y. Martinique?

NEW YORK, July 17.—Indications are that Dario will reopen his *La Martinique* under the title of either *Le Chanteuse* or *Le Villion* in early fall. Quizzed by *The Billboard*, the owner of the East Side spot refused to comment.

However, it has been learned that Dario has been at the State liquor board setting up his drinking license for the club, so things must be moving along. The spot was on the block for many months, but the absence of a reasonable offer no doubt had much to do with the reported decision of the owner to reopen the spot.

N. Y. Copa Inks AGVA Paper; Show Is Saved

NEW YORK, July 17.—In spite of denials to the contrary by the Copa management, it was learned that the show at the night spot came perilously close to being pulled last week over the refusal of the club to sign a new minimum basic agreement with the American Guild of Variety Artists (AGVA). Negotiations had hung fire for months until AGVA sent a wire to the Copa that unless the pact was signed pronto, the show would be pulled.

Copa execs claim that there was no objection to the wage demand, which was the same as the last agreement, but there was a difference of opinion on the phrasing in several clauses in the contract. When the union insisted, the Copa resistance folded.

Frances Langford, reviewed this issue, is holding forth for four weeks at the nitery. She will be followed by Morton Downey August 12 for another four-week stint. Lena Horne goes in for eight weeks September 9, and Joe E. Lewis takes over November 4 for a 10-week engagement. This means the spot is booked until January 15.

Wildwood Niteries Back Cops' Clean-Up

WILDWOOD, N. J., July 17.—Resort niteries, always plagued by minors getting under the line, and some of the smaller spots getting out of line, banded together this week and pledged their support to a five-point self-policing program that is designed to eliminate all friction with law and liquor enforcement agents. First on the list of prohibitions is the sale of drinks to minors, then sales to persons who have already enough to drink. Also verboten are sales during prohibited hours, playing of juke boxes and boisterous noises during the early morning, and admittance of persons of ill repute, loitering or soliciting.

Police are co-operating with the nitery and tavern ops in discouraging minors from entering the drinking places. To show the vacationists that they mean business, the coppers this week fined a minor \$100 for violating an ordinance that places the onus on the patron. Testimony disclosed that the minor, 20 years of age, had entered a night club, disregarding notices posted on the door which forbid minors to enter such establishments.

Kettering Out Of FB; Charges Breach of Pact

CHICAGO, July 17.—Tom Kettering and the Frederick Bros. Agency parted company this week after a six-year association. Bill Frederick, currently in charge of the Chi office after the resignation of local office manager Herb Pauley (see story in the Music Section), notified *The Billboard* Thursday (15) that he had decided to let Kettering go and had already sent Kettering the release special delivery to his local hotel. Kettering told *The Billboard* Friday afternoon (16) that he had left the office.

Kettering said that he intends to institute suit against the Frederick Bros. Agency, charging breach of contract. He said he has a contract with FB, terminating December 31, 1948, which provides for a weekly salary and a guaranteed expense account up to a certain figure and that he was a v.-p. and general manager of the New York office under this pact. Kettering maintains that he left New York last March at the request of Bill Frederick and came to Chi with the reservation that his contract as manager of the Gotham office would be renegotiated. Kettering alleges that Bill Frederick ordered him to release all FB employees and turn the office over to the Robbins brothers and for Kettering to join the Chi FB aggregation. Kettering maintains that he left the FB org only after a series of incidents, including failure of the office to pay his salary checks on time. Kettering, however, said he had been paid in full when he received his release.

Bill Frederick averred that Kettering abrogated his FB pact when he asked to be transferred to Chicago from the New York FB office. Frederick added that Kettering had on several occasions previous to his departure from New York asked that he be switched to either the West Coast or Midwest FB branch and that Frederick had finally agreed when Kettering agreed to serve as merely an employee of FB under the direction of Herb Pauley, the Chi office manager.

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Yeah, He's Dumb --Like a Fox!

PITTSBURGH, July 17.—The very strong gross racked up by Maxine Sullivan at Mercur's Music Box here the week of June 28 can be attributed directly to a promotion campaign by Harry Fox, the owner of the spot, who masterminded over \$5,000 worth of biz into the small club during the six-day engagement. Fox, realizing that Miss Sullivan's home town was near-by Homestead, Pa., capitalized on it plenty.

He had a 40-piece American Legion band and several thousand people on hand to welcome the thrush when she stepped off the plane. Later in the week he had her home town give her a home-coming day that brought several more thousand people out into the streets. To top this he got her 17 radio guest shots in four days in cities within a 30-mile radius of Pittsburgh. A motor cavalcade drove her all over downtown Pittsburgh. He followed this up with large paid ads in Pittsburgh journals.

Fox says that biz has been about 80 per cent off here but that night club owners must fight for customers and not take the situation lying down. He tells them to get out and advertise and use some imagination. The bistro owner has done strong biz recently with Mary Lou Williams and Billy Daniels at his place and is now in New York on a talent buying expedition.

Tax Forces Acts Out Of Pitt's Show Bar

PITTSBURGH, July 17.—The Hollywood Show Bar, the town's largest cocktail lounge, will stage a direct protest on the heavy taxes being thrown at niteries Monday (19) when it goes on a straight music policy, eliminating all acts and vocal entertainment.

Biz is way off here and in addition to paying the 20 per cent federal tax, niteries are clipped for a 5 per cent city amusement tax plus mercantile taxes by the city and the school board which were recently ruled legal (*The Billboard*, July 17). Show Bar Manager Jerry Kramer said that he expects to do more biz with the 25 per cent bite taken off the customer's tab, and even if the take is less, the spot will be ahead, since it won't carry the big talent nut. Kramer plans to use a local combo with an organ for relief. In the past the Hollywood used traveling units, singing 88-ers like Charley Chaney and Ronnie Graham, and vocalists.

Barry Gray Sticks By Miami Pact

NEW YORK, July 17.—Barry Gray has changed his mind about taking a stint as a disk jock out of the Green Room of the Hotel Edison here. Gray, who is currently spinning platters at WKAT, Miami, for Murray Weinger, the owner of the recently burned-out Copa there, claims that he refused the job because of what he felt was his "moral obligation to Weinger." The jock says that the Edison offered him much more dough to play records at the hotel and that legally he had an out on his contract because the night spot closed due to an "act of God," but he didn't want to leave Weinger in the lurch.

Gray says that Weinger was willing to let him spin platters in New York until the new Copa reopens in Miami sometime near the end of December. Evidently the Edison management didn't want Gray under that kind of arrangement. Gray's contract with Weinger runs until about next April.

New York:

Total Biz Slumps to 413G; Para 82, MH 142, Cap 85

NEW YORK, July 17.—Biz slumped sharply on the Stem last week and was almost 100G below the previous seven days. The five-house total was \$413,701 as against \$507,201 the week before. However, the receipts are still above the total average take for a week at the houses here. Altho the weather was still hot, that was not the most important factor in the decline. Rather, two shows were playing their last week, and the others were far from new attractions. Radio City Music Hall (6,200 seats; average \$115,000) is holding up very well and did \$142,000 in its fourth week with this show. The previous week's coin was \$156,000, solid. Ted and Flo Vallet, Helene and Howard and *The Emperor Waltz* were the bill.

H'w'd AGVA Bond Plan Revised as Clubs Hit Skids

HOLLYWOOD, July 17.—With nitery biz in the Los Angeles area generally poor, the American Guild of Variety Artists (AGVA) tightened its bond system to protect membership against the rising wave of fold-eros. AGVA Coast topper Florine Bale this week erased a joint bond set-up in operation for several years, reinstating the system of separate bonds for each spot using AGVA members. Move came after Florentine Gardens, top Hollywood nitery, folded owing talent more than \$4,100 in salaries.

Joint bond idea, which was instituted when ops squawked at having to put up the dough, called for a prorated deposit from five local clubs. Amount of bond was determined by size of the spot and talent budget, and was to be applied against all claims involving any one of the clubs covered by a joint bond. Florentine Gardens and Slapsy Maxie's were top contributors, dishing out \$1,500 each as their share, with lesser amounts from smaller spots hiking bond to a total of \$5,000. Currently, however, ops hesitate to let their dough be used when a shaky fellow-bondsman folds. Hence, AGVA returned the dough and demanded the full amount from each spot.

Talent in the ill-fated George White's *Scandals* at the Florentine was paid off from the \$4,100 collected by AGVA. Before the show opened, AGVA insisted that op Frank Bruni up the bond ante by adding to his \$1,500 share of the joint bond. This week, however, AGVA received complaints from talent that salary checks for the week before the spot folded had bounced. Union is currently trying to collect more than \$3,000 from the Flogar Corporation, owner of Florentine properties, before allowing the spot to reopen. Flogar toppers indicated they would make good any bad checks to expedite the projected reopening. AGVA has refused to dig into the joint bond to pay off rubber checks.

N. Y. Fave Acts Ink Coast Bow, Aug. 9

NEW YORK, July 17.—Two acts, which have drawn much favorable comment here and have never worked on the Coast, make their Western debut August 9 when Dean Martin and Jerry Lewis and the Mack Triplets open at Slapsy Maxie's, Hollywood. The Four Step Brothers are the third act in the package, which is getting about \$6,500 per week.

The booking is for four weeks and may be extended if the Triplets can get out of their date at the Atlantic City Steel Pier, September 5. Abner Greshler set the engagement.

Roxy Dives to 74G

Roxy (6,000 seats; average 89G) took a dive in its last week with this show. The take was \$74,000 as against 100G the week before. Last week's show had Carol Lynne, Dean Martin and Jerry Lewis and *Give My Regards to Broadway*. New bill, reviewed this issue, has Jackie Miles, Vivian Blaine, Cab Calloway and His Cabaleers, Carol Lynne, Arnold Shoda, the Roxy Ice Show and *Street With No Name*.

Capitol (4,627 seats; average \$66,000) still is doing good biz with a strong \$85,701 in the b. o. last week. The previous week's gross was \$115,701. Skinny Ennis's ork, Lena Horne, Paul Winchell, the Dunhills and *Fort Apache* were the attractions.

Paramount (3,654 seats; average \$76,000) did well and grossed 82G for its second week. The first seven days brought in \$93,000. The Lane Brothers, Georgie Kaye, Sam Donohue and his ork and *A Foreign Affair* comprise the bill.

Strand (2,700 seats; average \$40,000) only brought in \$30,000 for the last week. The show was Bob Crosby's ork, Paul Regan, Toy and Wing, the Youman Brothers and Frances and *Romance on the High Seas*. The new attraction, caught this issue, is Stump and Stumpy, Billie Holiday, Count Basie and his ork and *Key Largo*.

Earl Carroll's Club To Keep Pitching

HOLLYWOOD, July 17.—Executors of the late Earl Carroll's estate will continue to operate his lavish Hollywood theater-restaurant under present policies, it was disclosed this week following filing of Carroll's will in probate. Spokesman for Carroll's operations, Mrs. Virginia Lear, said the corporation had been deluged with offers of deals on the property, but that all discussion of outright sale of the club has been nixed.

Under terms of the will, bulk of the estate went to a cancer research clinic, with one-half of Carroll's stocks and bonds willed to Mrs. Jessie Schuyler, wealthy Los Angeles matron who originally backed Carroll in building the Hollywood Theater. Mrs. Schuyler is reported interested in becoming an active member of the set-up now operating the club, in contrast to her long-standing relationship as a silent partner.

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NIGHT CLUB REVIEWS

Cocoanut Grove, Hotel Ambassador, Los Angeles

(Tuesday, July 13)

Capacity, 860. Prices, \$1.50 cover week-nights; \$2 Saturdays. Shows at 9:30 and 12. Owner, Hotel Ambassador. Operated by J. E. Benton. Booking policy, non-exclusive. House bookers, J. E. Benton and A. V. Rozzi. Press, A. V. Rozzi. Estimated budget this show, \$6,200. Estimated budget last show, \$4,600.

This is one of those "there's no business like show business" stories. Little more than three years ago, this reviewer caught Frankie Laine at a side-street spot. Lad was working days at a defense plant while getting around 35 bucks a week for his nightly vocal efforts. Tonight Laine opened at one of this area's top plusheries, receiving approximately 100 times what he earned when we first reviewed him. What's more, a few years ago Laine had only a handful of followers. His Grove opening was greeted by a packed house, equaling the mark set by Guy Lombardo, Grove, where only the smooth blends of Freddy Martin, Lombardo, etc., have clicked, was considered by many as the spot least likely to go for Laine's song style. The seers were wrong. Even the Grove's management was surprised. Laine is proving to be a shot in the arm for biz there which is still holding up strongly after a solid first-night.

Laine walked on with his version of *River Ste. Marie*. For the first tune, he seemed a bit nervous but from there on it was smooth sailing. Cheers greeted each offering—*What Did I Do To Be So Black and Blue?*; *Baby, That Ain't Right*; *Sunny Side of the Street*, *That's My Desire*, etc.—until Laine had exhausted the number of tunes he had rehearsed with accompanist Carl Fischer and the Shep Fields ork. It was the same heart-and-soul sincerity, the same rhythmic pulse and vocal warmth that caught our ear three years ago that won over the Grove patrons. Strongly in his favor was the easy, informal manner in which he announced his tunes and kidded with the audience.

To round out the evening's pleasure, the Shep Fields smooth dance ork provided the terp tempi between shows.

Lee Zhitto.

Slapsy Maxie's, Hollywood

(Monday, July 12)

Capacity, 550. Price policy, \$3-\$4 minimum. Shows at 9 and 12. Owners, Sy and Charles Devore. Booking policy, non-exclusive; publicity, Marie Dyches. Estimated budget this show, \$9,000. Estimated budget last show, \$4,500.

Fresh from a sock London vaude date, Tony Martin scored solidly in his first Hollywood nitery stint. Ringsiders braved a \$10 tariff to jam the spot opening night. Martin's vocalizing stacks up with the best of current balladiers. He kept going for nearly an hour, and begged off after dishing out more than a dozen tunes.

He built his vocal offerings into a neat nitery act, giving songs added flavor by mixing in a series of vocal imitations and patter. He kept his gabbing to a minimum, letting his pipes speak for themselves.

Numbers leaned heavily on standard ballads with a few current pops tossed in. Martin was at his best with *Begin the Beguine* and *All the Things You Are*. For the uninitiated his *Tenement Symphony*, culled from an old MGM film, registered well. Tasteful arrangements plus excellent piano backing by composer Ben Oakland helped immeasurably. Only questionable note was the fact that Martin played to his pals at the ring-side, giving many a "hello" and making with the asides.

Supporting bill is thoroly engaging. Show opened with Beatrice Kraft Dancers (one gal and two boys) whose routines are modern and eye catching. Kraft gal is an ex-Jack Cole dancing partner whose new act reflected Cole's influence. Altho act has class and smartness, the gal may find it hard to follow in Cole's footsteps without adding original touches.

Spotted midway, the comedy work of Dick and Gene Wesson brought yocks all the way. Recently teamed after a layoff of several years, the duo preemed a new act, most of which proved to be belly laugh material. Boys concentrated on broad satire and slapstick, ribbing celebs, panning mimics and winding up with a side splitting takeoff on wrestler Georgious George. Timing, pace, and act bids fair to become a sock nitery turn.

Dick Stabile's ork did a fine job of backing acts, especially Martin. Ork's dance chores are good.

Alan Fischler.

Tie Toc, Montreal

(Tuesday, July 6)

Capacity, 200. Price policy, \$2 minimum after 10 p.m. Operator, Jerry Taylor. Continuous entertainment. Booking policy, exclusive May Johnson. Estimated budget this show, \$1,200. Estimated budget last show, \$1,500.

Tho the Reis Brothers (Sid and Al) are neither newcomers in the biz nor Montreal, they are, in a sense, a new act here, because this is their first date in Montreal since they were teamed with Syd Tomack in pre-war days. Tomack is now on the Coast in flickers, and the Reises have teamed up again after a major role as a U.S.O. act overseas.

As the act stands now, there's little fault that can be found with it, and the healthy yocks are proof that with or without Tomack, the Reis Brothers have a turn that should find little trouble in being spotted in the better theaters and niteries. Some of the stuff they do is of pre-war vintage (*Sonny Boy*, etc., which they originated), and some of it is new, but practically everything goes over big because all the material is sold with a slick timing and an expert showmanship that indicate years of experience in the business.

Their comedy and corny patter (quite deliberate) brought a socko reaction from the ringsiders, as did their *Margie* number, an item of the trials and tribulations of a burly queen which involves plenty of snappy singing and special material. Also a big hit was their take-off on two old-time vaudevillians, and who is better qualified to do this than the Reis Brothers?

Muriel Gaines, only other act on the bill, is unhappily booked here, the feeling being that the atmosphere is not quite inhibited enough for her particular style or material. Miss Gaines did some nice work, but her success is apparently assured to a greater extent in a spot like the *Ruban Bleu* in New York, rather than here.

One thing that would help other performers, and would be a special aid to Miss Gaines, is improved lighting. The facilities now are limited, and more is required in the way of dimmers and spots to give the entertainer some degree of background.

Nick Martin's five-piece combo cuts the show nicely and clicks as well in the dansapation with straight and Latin American dance addicts. Biz is good.

Charles J. Lazarus.

Segal Sues 3A's For Reinstatement

NEW YORK, July 17.—The first sparks ignited in the case of Jack Segal versus the Associated Agents of America (Three A's) have blazed, with the former filing a suit in New York Supreme Court against the org this week. Segal is suing to be reinstated, both as a member and treasurer of the Three A's.

Segal alleges that he was expelled from the agents' group illegally, without written charges being preferred against him and in violation of the constitution. Segal also adds that he was thrown out because he proved "too much competition" for the rest of the members.

The Three A's, in rebuttal, argue that some of Segal's practices place him in an employer group. They also point out that Segal's alleged practice of buying a hotel and housing acts there for hotel owners is a violation of the org's rules.

Baldi Hypos Continental

CLEVELAND, July 17.—Joe Baldi's Quintet, which moved from the Alpine Village's Eldorado Club to the Continental Lounge under a new policy, has been upping attendance at the Continental, which was near closing.

Follow-Up Reviews

COPACABANA, NEW YORK: Making her Eastern night club debut last week, Frances Langford scored as a warbler but hurt herself by overstaying her welcome. Dressed in a purple strapless flowered gown, she made a good appearance. However, her act is too long and instead of leaving the crowd wanting more, made them feel they had enough. It was in her opener, *Great Day*, and the standard *I Don't Know Why* that she struck her stride and the audience was with her. Two novelty tunes, *The Honeymoon Is Over* and *I'm Heading North*, contain a few clever lines but over all do not come over as sparkling material. The last tune was her closer, after six numbers, and should have been shifted to an earlier spot so that she closed with a ballad, her forte. One number easily could have been cut.

Gali Gali, magician, scored really socko. His routines with chickens, cards and a trick handkerchief captivated the house, with his business of "burning" a customer's folding money providing a terrific payoff.

Leon Morse.

BILL MILLER'S RIVIERA, FORT LEE, NEW JERSEY. Of the three new acts in this show, the Five Tumbling Orlandos impress the most. The four boys and a girl, all youngsters brought over from Copenhagen by Miller three weeks ago, are ready for big-time theater dates, but at this night spot with an audience expecting a more sophisticated type of entertainment, they are wasted. The kids have plenty of vitality and plenty on the ball as tumblers. They do handstands, pyramid lifts, somersaults, somersaults and more somersaults. They work infectiously and at times seem like a group of youngsters romping at the local high school gymnasium.

Comic Romo Vincent has a world of talent and a song style of his own but no material to go with it. His opener, *It's a Good Day*, got a fair hand. His satire on disk jocks and a singing impression of a Pullman porter kept the audience waiting for laughs that never came. His best number was *Jose O'Neil*. He also got laughs when he danced and should use that asset more, too. He might (See Miller's Riviera on page 38)

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Strand, New York

(Friday, July 16)

Capacity, 2,700 seats. Price range, 75 cents-\$1.50. Four shows daily; five Saturdays. House booker, Harry Mayer. Show played by band on the bill.

There is more solid entertainment crammed into this house's new 40-minute layout than most Broadway vaude shows have been able to offer in far lengthier revues in the past few months. A perfect contrast for the melodrama of the accompanying *Key Largo* flick, the Leo Morgan production moves happily and rapidly from Count Basie's opening downbeat on a medium jump opus tabbed *Ten of Hearts* right thru to thrush Billie Holiday's last bent note on *You've Driving Me Crazy*.

It's the Basie band which sparks this show. The ork not only acquits itself admirably on its featured work but does an inspired job of backing the accompanying acts as well. Greatest beneficiary of the crew's clean and biting ensemble and individual musicianship is the Two Zephyrs, which act's dance pantomime is injected with new life and subject to a big audience reception as a result.

New Stump Preems

A new Stump made his debut in the fast and funny Stump and Stumpy act. The new half of the act, who formerly was Coke, of Coke and Poke, shows enough in the act's brief turn to insure that Stump and Stumpy will continue as one of showbiz's top Negro teams.

Sharing the spotlight with Basie on the bill is chirp Billie Holiday, in this show making her first Broadway theater appearance in the dozen years of her fabled career as a jazz song stylist. And she proves to be a highly effective performer. Possessed of a voice quality unlike that of any other chirp in the biz, a delivery which is smooth, relaxed and pleasing and a style which has been aped by more fem singers than you can name, Billie brings the show to an explosive finish with her rendition of her own *Billie's Blues*.

Basie Keeps It Going

Basie in his emcee role keeps the show moving at a fast clip. The orkster's piano and organ solo stints display his distinctive style to heavy reception. He does an impressive-looking job of conducting his band thru a well-produced and lit ork item tagged *Basie's Bongo*. His blues shouting vocalist, Jimmy Rushing, rounds out the bill by hollering a rocking *Good Rocking Tonight* and boogie woogies off to a fine mitt.

Summarily this is a fine, fast-moving, entertaining spread. If opening-day biz and the Bogart-Bacall-Robinson starring flick with its healthy box-office potential are any criterion, the Basie-Holiday bill should rack up the best biz the Strand has enjoyed in over a year. *Hal Webman.*

Casino, London

(Monday, July 12)

Capacity, 1,750. Price policy, 60 cents to \$2.20. Number of shows daily, two, with three on Saturdays. House booker, Bernard Delafont. Shows played by Casino orchestra.

Harry Richman opened the new Casino vaude bill with a smash show which should bring in the customers before he closes his two-week stand. He played his opening show with one-third of the seats empty but had his audience calling him back before he called a halt.

It took two or three songs for both Richman and the audience to warm up to the occasion. From then on it was the old Harry recalling top tunes which made him famous, together with several others he sang when he appeared in London 10 years ago. His turn at the piano brought a terrific mitt.

Senor Wences, Vento

Topping the supporting bill was Senor Wences who drew second largest hand of the show with his ven-

VAUDEVILLE REVIEWS

Chicago, Chicago

(Friday, July 16)

Capacity, 4,200. Prices, 50 to 98 cents. Five shows week days; six on week-ends. House booker, Nate Platt. Show played by Jack Fulton's house band.

The B&K flagship house may set an all-time attendance record with this package, the Harmonicats, the Four Evanses, Ross and LaPierre and Harry Babbitt, plus Bing Crosby's *Emperor Waltz*, altho the over-all gross will not strike the \$90,000 to \$100,000 weeks during the straight 98-cent price policy. First three shows opening day saw the ropes up almost constantly.

The Harmonicats evidently haven't lost any of the fandom they created with their *Peg* epic of a year ago, as the start of the number got a tremendous ovation and a huge mitt at the closing. The young mouth organ threesome is a much better act than a year ago. Al Fiore and leader Jerry Murad are bouncing and jumping all the time, but Don Les needs to put more animation into his delivery. Their visual movements brought their *Harmonica Boogie* to a really terrific climax. Fiore, a 265-pounder, gets plenty of giggling started whenever he starts going. Group ran the musical gamut from the *Sabre Dance* to its new *Polka*. Should have used *Hair of Gold*, a record cut last week that looks like a winner.

The Evans family (two kids, Mother and Dad) got a fine opening response with their diversified cleating. Marguerita has improved her acrobatic solo plenty and bit got bigger hand than last time. Ross and LaPierre, new in these parts, clicked immediately. Ross, acting as a side show barker, goes thru a variety of instrument imitations that click because he never uses his hands to get the Clyde McCoy or Busse wah-wah effects. Ross introduces partner Anita LaPierre as a "shill," which means nothing to pew-sitters and which should be clarified. Gal does okay Frenchy warbling of a standard while Ross hokeys it up with more of his showmanly imitations. Rated a call-back.

Harry Babbitt clicked immediately with the fems in the front rows with a medley of standards, saving his *Woody Woodpecker* for the middle. Number got a big salvo, after which he went into a series of cute moppet impressions that sold him not only as a versatile singer but a personality. Bits are delivered in a shy kid voice and stuff was all smart, special material.

After a stereotyped announcement on the screen, new house band leader, Jack Fulton, opened the show, chirping his own *If You Are But a Dream*. The silver-haired fronter, who got his start as a featured instrumentalist-singer with Paul Whiteman in the '20's, showed loads of stage savvy, doing an excellent job of emseeing and cueing the music. *Johnny Sippel.*

triloquist act. He was superb with his smooth routine as he made Edgar Bergen fans (Bergen is appearing at the rival Palladium with Charlie McCarthy) give spontaneous approval. His lip movement was practically unnoticeable and his singing routine surpassed anything seen here before.

La Estrella, Belgian vocalist, was a strong applause puller with a range of songs from popular to operatic. Her voice had a quality rarely heard on the vaude stage.

Torchy Mabel Lee, accompanied by her rhythm quintet, gave out with a wailing boogie woogie and danced like a person wiggling out of a strait-jacket. A terrific looker in bright ankle length yellow formal, she failed to stir up more than a mild hand. *(See Casino, London on page 38)*

Roxy, New York

(Wednesday, July 14)

Capacity, 6,000. Price policy, \$.80-\$1.50. Number of shows, four daily; five, Saturdays. House booker, Sam Rauch. Show played by Paul Ash's house band.

The second show of this combo of ice show and regular stage attraction only reinforces the belief that the Roxy has something that will spell a good b. o. for a long time to come. The ice show alone is worth the price of admission and is so strong that it enhances the vaude layout.

The first half of the program is devoted to the skaters, with the exception of the opening number which is a tap routine by the Gae Foster line. Then a very well costumed team of four girls and four boy skaters do precision routines, to precede Arnold Shoda, who really gives the crowd some excitement with his breath-taking leaps and spins. He went off to big hands as he executed a whirling jump that was spectacular. Carol Lynne gives Shoda competition with her flashy spins but seems hampered somewhat by the small rink. She and the ork could improve their timing, so that her skating climaxes and the musical climaxes hit at the same time. The Three Bruises, dressed as old washerwomen, skated to different types of music, jazz, South American, etc., and got plenty of comedy out of their falls.

Grand Production

Productionwise, the show was a delight. The costuming was tops. The musical change of pace was intelligent; Shoda did his numbers to spirited gypsy airs; Miss Lynne opened to a slower *Au Clair De La Lune* with a choral background. And generally paced herself slower.

Jackie Miles was the top act among the flesh attractions, with Cab Calloway running him a close second. Miles was in good form doing his version of the troubles people encounter going to the movies. He also did things with the reactions of four people to their favorite film actors.

Calloway Quintet

Cab Calloway has tightened his act considerably since the last time he was caught by this reporter. He now works with a quintet (drums, bass, trumpet and piano). His act has pace, and the customers went for it all the way. His standout number was a swish interpretation of *Nature Boy*. Calloway's shouting style of song is made to order for this large house.

Vivian Blaine tries hard but doesn't wholly succeed with her singing. The *(See Roxy, New York on page 38)*

Oriental, Chicago

(Thursday, July 15)

Capacity, 3,200. Prices, 50 to 98 cents daily. Five shows weekdays; six week-ends. House booker, Charley Hogan. Show played by Vaughn Monroe's band.

Vaughn Monroe spearheads a well-produced package show that should enrich his already heavy radio and Victor Records rep. Since seen here last, the *Moon* crooner has gotten himself a short haircut that makes him look like a senior in college. He wowed the fems and sang most of the show's numbers, much to the delight of a packed house. The band (seven brass, five saxes, four rhythm and six strings) got strong attention with a spirited *Sabre Dance* and drummer Eddie Julian's standard hokey drum bit.

New chirp, Cece Blake, could use some training in wardrobe and walk-ons, but she's got plenty of voice to her credit. A Sarah Vaughn disciple, the gal is good contrast to the leader's renditions and socked home a ballad and jump novelty. Ziggy Talent did his best job locally in years, coming up finally with all new novelty material in his established *Maharajah* recorded bit and a cute *Jitters*, a burlesque on modern, frantic living. Always a top salesman, Talent has been in need of strong, new material for a long time.

Dick Hayman is trying a new approach on the harmonica and reaped top response for his experiment. A high-schoolish looking kid, he opened smartly with a Chinatown noise imitation to bring on *Limchouse Blues*, after which he carted on a crazy array of mounted gimmicks to do a Spike Jones closer that really pulled a hand.

Mimic Gay Lawrence shows flashes of greatness, but the lulls have to be ironed out. Lad takes standard celebs and places them in zany situations. For example, he portrayed Bogart as a baby sitter and got a big laugh return. At other times he bogged down with poor, unrealistic impressions and old material. His bow-off bit, doing a poor Crosby and a Sinatra that sounded more like Torme, should be scissored and more concentration should be put on Harry Truman and Gary Cooper, short bits that really scored.

The Three Sapphires suffered from bad booking in that their stint, a kind of Kay Thompson treatment of the jitterbug, which was too much for a vaude audience to comprehend. Gal and two males work like a Bali or Java troupe, except that they do intricate ballet j-bugging to modern jump classics, such as *Things Ain't What They Used To Be*. Act got only fair response here, but should do extremely well in a smart hotel or cafe where customers are hep. *Johnny Sippel.*

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Hollyw'd Spots Go Naborhood

(Continued from page 34)
have forsaken swankeries to move into off-the-beaten track spots are Nellie Lutcher, who will reportedly receive \$1,750 at the Melodee Club (Eastern L. A.). Latter spot is currently paying Page Cavanaugh Trio \$1,000 in addition to footing the bill for blues shouter Gee-Chee Smith plus a seven-man combo. South-side's Casbah is enjoying a healthy take with Kay Starr, backed by a Benny Carter-led ork. The Cricket Club (West Washington) paid Bill Eckstine \$1,000 weekly, doubled its talent expenditure for the Ravens, and this week bought Dizzy Gillespie for \$2,500. Red Ingle, who started the Casbah on its name policy with a 16-week money-making run, was sold this week in Zamboanga, Crenshaw district nitery. Mimic Arthur Blake, who in recent years held the spotlight at Ciro's and the Troc, last week closed a successful run at Larry Potter's Supper Club, Ventura Boulevard nitery situated where it can draw from the San Fernando Valley.

Low Operation Cost

General feeling is that hinterland locations work on a smaller operational nut since they're not in high-rent districts and do not have upkeep on swank pleasure palaces. Hence they don't have to put the bite on patrons. Fact that a name artist is appearing at a near-by spot will attract solid patronage from that area, persons who otherwise wouldn't travel into Hollywood. Furthermore, nabe spots are informal. The ability to book name personalities in their spots spurs nabe location ops into far greater promotional efforts than tried by swankier spots. For example, Red Feather is currently buying time nightly on Alec Cooper's KXLA disk jockey show plugging Herb Jeffries. When the same artist appeared recently at Ciro's, the spot relied mostly on its marquee announcement to attract patrons.

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IN SHORT

New York:

Ruth Etting tours cafes this fall with a four-man musical unit. . . Benny Fields goes into the Flamingo, Las Vegas, starting Monday (19) for a two-week stint. This is his fifth engagement at this spot. . . Al Beckman and Johnny Pransky are co-producing *That's the Ticket* with Joe Kipness this fall. . . Irwin Corey signed for 13 tele shorts. . . Joey Adams is writing a new book, *Never Marry an Actor*. His latest was *From Gags to Riches*. Royalties go to the American Cancer Society. . . McConkey's opens his Dallas office Monday (19). Jack Scoggins is in charge.

Hartford, Conn.:

Orchestra leader Gibson Wood, of Hartford, who's been featured at the Hedges, New Britain, Conn., for the past six years, has purchased the suburban Algiers, night spot, from Walter Brayshaw. Wood and his ork have moved in for summer, but a formal opening isn't planned until after Labor Day. . . Fire in Villa Rosa, Windsor Locks, Conn., night spot July 9 caused \$15,000 damage.

Peggy Premo and Joe Martino, area representative of AGVA, will be married in Hartford in September. . . The Three Rouges, musical trio, have opened at Cavey's Restaurant, Manchester, Conn., following appearances at the Club Riondo in Atlantic City.

Philadelphia:

Henry Luber, formerly of the Torch Club, and Harry Bears, of the Valentine Cafe, have linked forces to open a new nitery, the Midtown, in Atlantic City. . . Hern and Elena Ayers depart from the Drake Hotel to spend the rest of the summer at the Windsor Hotel, Cape May, N. J. . . Harry Steinman decided against shuttering the Latin Casino and will keep the room open for the entire summer. . . Bill Yates subbing for Rube Yocum as emcee of the Lamb-Yocum ice show at the Benjamin Franklin Hotel.

Pittsburgh:

Broadcast Music, Inc. (BMI) has moved into Pittsburgh with Joe Leiber as rep. Leiber has met with marked success, with most of the big clubs going along, but the smaller ones want no part of it. With biz the way it is, they feel they can't lose anything by waiting. . . The Hunting and Fishing Club closes for the summer Monday (19).

Ollie O'Toole has been set for a string of dates around here by Peg Lanagan. . . Talent night, with only AGVA members being used, is going over big at the Copa. . . Harold V. Cohen, *Post-Gazette* critic, scared a lot of his friends here when he had an attack that was first feared to be a heart condition. He is coming along fine now and will be back at his desk in a couple of weeks.

Jugglers Convene In Jamestown, N. Y.

JAMESTOWN, N. Y., July 17.—Organized last year in Pittsburgh during the convention of the International Brotherhood of Magicians, the International Jugglers' Association held its first annual four-day convention here recently.

Officers elected were Art Jennings, president, re-elected; Vin Carey, vice-president; Violet Carlson, secretary-treasurer; George De Mott, association chaplain, and directors Jack Greene and Harry H. Lind. The association has a membership of 110. Publicity for the convention was handled by George De Mott.

A memorial service was conducted by De Mott for the jugglers who have died since the advent in 1944 of *The Jugglers' Bulletin* published by Roger Montandon.

Third day featured a banquet at the Hotel Jamestown, with the city's Mayor Strouth guest of honor, following which a special juggling demonstration was held.

Last day was devoted to a tour of Harry Lind's club and prop-making factory in Jamestown, a session with the Jamestown Camera Fans' Club for picture taking and the making of publicity shots by *Look*, and a show staged by association members for the benefit of the Jamestown Boys' Club, with proceeds divided between the club and the association. Following the show the members were entertained with a lawn party by Bill Dunham, of Erie, Pa., at his Lake Chautauqua cottage.

A. C. Surf Bar Shut 2 Days

ATLANTIC CITY, July 17.—The Surf Bar and Grill, cocktailerie, darkened for two days last week (13-14), having drawn a two-day suspension from the city commission on charges of creating a nuisance by permitting unnecessary noises.

CASINO, LONDON

(Continued from page 37)

Piano-playing Winifred Atwell scored with numbers from Bach to boogie woogie. Her rendition of both the classics and swing numbers paid off with a beautiful hand.

Dick and Dot Remy, billed as "Tons of U. S. A. fun," well deserved the hand they received. Dot, a hefty gal, had a surprising dancing routine which would have made a lightweight gleam with envy.

Hardest worker of all was Roy Lester, the tall tale teller, who drew a cold response from the audience. His stories failed to click even when he ribbed the front row customers. He drew only a mild hand with a closing vocal.

Three Botonds

The Three Botonds, acrobatic novelty trio, opened the show and carried a balancing routine which topped all previous Casino acrobatic acts.

Melville and Rekar, comedy club jugglers, with a neat bit of work, drew a big hand for an act which should rank among the headliners before they close their Casino engagement.

Gerry Leader, impressionist, drew a fair hand for his efforts, but was overshadowed by the many top acts which preceded him.

BILL MILLER'S RIVIERA

(Continued from page 36)

also concentrate more on comedy and less on song to better effect.

The Three Slate Brothers do their usual knockabout comedy stint. The audience wasn't too visibly impressed, and all they got were a few scattered laughs. They lean too much on Jewish material and on vulgar gags. Fay Carroll, the singer with their act, has a nice pair of pipes but never really gets a chance to get going with their heckling.
Leon Morse.

TV Sets in Use 3-1 Over FM

(Continued from page 12)

ting a larger SIU play than tele in homes sporting both sets, but the differential has been dwindling as more video programs have gone on the air and as the baseball season has developed with proportionate increase in the interest in telecasts of the games. In April, 55 of the 82 total daytime quarter-hours of television were devoted to racing or the hearings on the military training bill. In May, however, baseball came into the picture, with 48 of the 78 total quarter-hours telecast. June found a new tele station, WPIX, airing shows regularly, and the total quarter-hours jumped to 154, 77 of which were of baseball. Added variety in programming enabled viewers to have a much wider choice and doubtless contributed to the increased use of tele as against radio.

As for daytime figures for homes having both radio and video sets, radio's SIU average was 12.1 for the noon-to-6 p.m. period in June, compared with 11.8 for tele sets. This was a marked improvement for tele, which in May had an 8.8 SIU average to 13.4 for radio, while in April video's SIU average was only 3.3 against 12.2 for radio.

Evening Picture

The evening picture shows tele's continued dominance, with scarcely a quarter-hour prior to 11 p.m. without at least one station on the air. In this situation, homes permitting a choice find most using their television receivers. Some question exists about whether this situation will continue as video becomes less of a novelty. But at present, dominance of video is unquestioned.

In April, homes with both sets gave tele a 32.2 SIU average, to a meagre 7.3 average for their radios. In May, tele got a 26.8 average play, while radio rose to 10.7. The June survey shows tele increasing its margin to a 30.9 SIU, with 11.2 the average SIU scored by radios.

Data for *The Pulse* surveys were based on the 2,100 radio-tele homes covered by *Pulse* Telereports, and the 33,600 radio homes covered by *Pulse* radio reports.

ROXY, NEW YORK

(Continued from page 37)

gorgeously gowned fem is indeed an eye-pleaser, but she hasn't developed a strong enough singing style. Her *Don't Worry About Strangers*, sporting a cute lyric, was the best audience-getter, and her *You Made Me Love You to Close* was in the same groove.

Pic, *Street With No Name*.

Leon Morse.

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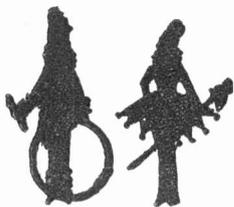
By Bill Sachs

THE GREAT MORTON (William Morton), now holed up at his Lennox, S. D., headquarters prepping his magic-escape-thrill combination for a 24-day stand at the Wisconsin Centennial, Milwaukee, beginning August 6, typewrites, to wit: "We chased out over the Fourth of July for four days and played two big South Dakota celebrations. Business was marvelous and most encouraging, and certainly quite contrary to all the cries of 'wolf' we've been hearing everywhere recently. Gene Gloye, magical inventor of Michigan City, Ind., has joined our staff as stage manager. Crossed the trails recently of Roy Pratt, with the Thomas Shows this summer, and V-Roy the Magician, who is playing outdoor dates in the Dakotas." . . . Society of Quad-City Magicians, Ring No. 11, International Brotherhood of Magicians, Davenport, Ia., holds its sixth annual picnic and magic festival Sunday (25) at Prospect Park, Moline, Ill. All magicians in the area are invited, with a 50-cent registration fee covering everything. . . . Ring No. 10, IBM, Indianapolis, holds its annual shindig at Riverside Park in the Hoosier capital August 8. Sir Edwards is general chairman, with headquarters in Roosevelt Hotel, Indianapolis. Duke Stern heads the show committee. All magi are invited. . . . Blake Chatfield (Henry Blake) typewrites from Hollywood to tell of two benefit shows he gave there recently, the first magic he has done since leaving a summer engagement at Grand Hotel, Mackinac Island, Mich., in August, 1946. Chatfield is now employed in the press department of National Broadcasting Company in Hollywood. "Caught Mardon and Louise at the Biltmore Bowl here recently," writes Chatfield, "and they were well received. Magic seems rather dead in this town, with no magi playing night spots. I'm not qualified to talk about club-date bookings, however, as I haven't talked with a qualified magician in months."

THE GREAT VIRGIL, now on vacation after recently closing a lucrative season with his full-evening show, typewrites under date of July 13 to wax enthusiastic over a performance he caught recently in the swanky Cascade Room of the Biltmore Hotel, New York, featuring Ade and True Daval, and Richard Humber, the ork-leader magician.

"Seldom do I write of any magical act or show," begins Virgil. "It's not that I do not see many magicians who are good, but I simply am not a writer. I felt, however, that if I didn't take time off to send the following to the Magic Desk that I would be doing my fellow magicians and all magic enthusiasts an injustice."

"The chief subject is the one and



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(Continued from page 10)

to end with both types of exhibition in mind, the result being adaptable for interchangeable use.

National Biscuit Company, a confirmed user of theater spot advertising and feature films of an institutional nature for general release, recently wound up shooting on two series, one for Shredded Wheat, the other for NBC Bread. Swift already has films plugging seven products on its video show and shortly will embark upon the shooting of eight more.

Biscuit's 147 Theaters

National Biscuit, which currently is airing one-minute commercial spot movies in 147 theaters, has just completed filming a series of six for NBC Bread, featuring noted nitery magician Russell Swan and legit actor Loring Smith. While the firm's previous efforts of this sort were aimed only for movie house use, the new series was shot with video commercials or spots in mind as well. NBC Bread does not now use television, but may take an early plunge on the basis of its new film spots.

Similarly, another National Biscuit product, Shredded Wheat, has not hit the tele screens yet, but may well do so with a new feature-length film, *The Story of Wheat*, which is institutional in nature. Ordinarily, long films of this nature are utilized in the school and club circuit, being made available to any group desiring their use. The new film, however, is said to be extremely entertaining and showmanlike in production, combining live actors, puppets and animation. Featured are the Bill and Cora Baird puppets. This picture, too, was made with an eye to video use and may shortly be unreeled at tele stations in many cities.

The opposite side of the coin finds

only, the incomparable Ade Duval, assisted by his charming wife, True. To try to present a true picture of the high degree of perfection of this act would be like trying to describe a beautiful painting with mere words. Everything Ade does is original. His bare-hand production of silks is a sight to behold. With hands unmistakably empty, he simply reaches into the air, and there they are. The Duval Repeat 20th Century and Silk-Blowing Color Change, which he used years ago in his all-silk act, have reached the nth degree of perfection.

"Ade's Invisible Pipe was the highlight of the act. There are no props. He simply doubles up a fist to form the bowl of the pipe, uses his thumb as the stem, fills the fist with invisible tobacco, strikes an invisible match, and puffs clouds of smoke. It must be real magic, and did the customers love it!"

"Then there was the Vanishing Alarm Clock nifty, the vanish of a large glass cocktail shaker which he had just filled with milk, and two-hand production and manipulation of so many golf balls it is hard to count them. I could go on and on, and each number would deserve a full-page description. Ade and True dress immaculately, all material is smart, the timing perfect, and they are right on top where they belong.

"The old maestro, Richard Humber, emsees the show and brings on the Duvals with some of his own ingenious magical creations. He informs the audience that the Duvals are not quite ready, so he will use some of Duval's props to do some tricks which Duval has been teaching him. This results in Ade entering to start the act with no props at all—a clever idea. Dick is a clever showman, and after this bit of by-play directs his own orchestra in the beautiful music background for the Duval turn."

Swift, now in tele but not in theater spots, also making its film commercials adaptable for use in both media. The Swift show, over National Broadcasting Company, features recently made one-minute film commercials for seven products. These are readily adaptable for theater use, and the sponsor is now considering broadening its campaign to include movie houses. Eight more similar commercials will be made in the near future, and these, too, will get the same treatment.

Tele Discount Bait Used by Don Lee on Radio Time Buyers

HOLLYWOOD, July 17.—To entice radio bankrollers into tele, Don Lee web will give AM time buyers special rate concessions on the web's Hollywood tele adjunct, W6XAO. Discounts as high as 25 per cent earned by AM bankrollers on Don Lee or Mutual net will be automatically passed on in case of tele time purchases. In effect, tele bankrollers who are old Don Lee customers can get maximum discounts on tele before such cost cuts have been earned. Discounts will be applied to any block purchase of tele time, regardless of length of commitments.

Altho Don Lee has been airing commercially over W6XAO for two months, station has yet to make a major long-term tele sale. Neither *Queen for a Day* nor *Heart's Desire* (which station has been videocasting simultaneously with AM airings for many months) have as yet been sold to radio bankrollers Philip Morris and Alka Seltzer. Tele station continues to carry shows, eliminating free commercial hitches. It's understood a deal is pending for full-time tele sponsorship of both stanzas by Philip Morris, with Alka Seltzer expected to follow suit.

To further assist tele time buyers, Don Lee General Sales Manager Sydney Gaynor this week completed an extensive survey of all Hollywood film production facilities with an eye to expediting production of film commercial spots for interested bankrollers. Survey revealed that one-minute commercial film spots can be produced for as little as \$35 each, using live talent or animation. Gaynor last week-end invited 300 agency execs to a special demonstration of completed film products on July 15.

Hester, Marshall Org New Package Agency

HOLLYWOOD, July 17.—A new package-producing agency was formed here recently by Harriet Hester, former free-lance writer and radio director of the American Medical Association (AMA), and A. W. (Tony) Marshall, previously in publication sales promotion. The outfit is wrapping up a dozen or so TV-AM packages, among them a show to star Clifton Fadiman in a simultaneous tele-radio series.

The Fadiman show is called *Story Behind the Book*, and will interview writers and dramatize scenes from their latest works. Another show in the works, for tele only, will show dog owners how to train their pooches, with Tom Farley, dog expert of the American Meat Institute. Other properties include *County Sheriff*, based on cases in the files of the National Sheriffs' Association, and *Stephen Graham, Family Doctor*, until recently aired on Mutual for the AMA.

Burlesque

By UNO

HARRY LANDER, former headline comic, is now producing scripts and short scenes for radio and television for Arthur Klein, producer. . . . Dave Cohn's recent bookings include Jessica Rogers, Sheila Starr and Anson Sisters for Selin's Grove Fair, Pa., week of July 19; Jane Cooper, 2 o'clock Club, Baltimore, July 25; Betty Howard, 606 Club, Chicago, July 19, and Strut Flash, Globe, Atlantic City, August 1. . . . Winnie Garrett, now at the Ha Ha nitery, Manhattan, has been picked by Joe Schuster and Jerry Siegel, creators of *Superman* comics, as the model for one of the characters in their new forthcoming strip, *Funnyman*. . . . George P. Murphy, former featured funster on the old burly wheels, is back barkeeping at the New York Newspaper Guild's club rooms. . . . Cy and Alfreeda Walker drove day and night from Pensacola, Fla., to Bridgeport so as to be present at the funeral of Alfreeda's dad who passed away July 3. . . . Milwaukee has Mona Henderson back at the Terris after dancing at the Pad Club, Springfield, Ill., and the Troc, Omaha; Nancy Hart, star exotic, also at the Terris, with a new mascot, a golden retriever pup, Oscar; Bob Stevens, ork leader, at the Circus Room of the Wisconsin Hotel, recently married to Janet Frank in St. Agnes Church; Ruth Vann, "Queen of Classics," at the Blatz Palm Garden with Teddy Sibbins, Frank Saunders, Ray Styles, Bea Morley and Bob Hart; Irma and Ray Trautman working with Clem Haberman in a shoe repairing shop and Mac Horn, formerly starred at Skyview Club, Dallas, at Club 26, in which spot he was booked by Bert Peck of Chicago.

GEORGE B. HILL, with Don Mathers and his Hollywood Blackouts, featuring Lynn Christie, strip; Princess Livingston and Frances DuBay, are at Hawaiian Gardens, San Pedro, Calif. . . . Joe Lyons, spotlight man of the Gayety, Baltimore, spent one week of his vacation visiting friends in Manhattan. . . . Herbie Barris and Sherry Shannon closed at the Palace, Buffalo, July 1 and opened at the Lamplighter, Fall River, Mass. . . . Vernon Hoff opened July 12 at the Garden of Allah, Seattle. . . . Benny Moore, Lee Murray, Al Baker and Marcella started at the Palace, Buffalo, July 16, replacing Charlie Robinson, Matty Matthews, Dick Dana and Barbara Williams. Judy Carron, formerly Margo, was the feature week of July 9. Peggy DeMatino is chorus captain of nine girls in the ensembles produced by Ida Rose. . . . Sammy Spears, while vacationing from the burly circuits, attended the funeral of his sister in Bessemer, Ala. . . . Crystal-Tone Records, of Boston, features Mike Sach's disk on which the comic has recorded two monologs, *Cohen on the Telephone* and *Dangerous Jake the Plumber*.

New Detroit Producer

DETROIT, July 17.—The firm of Tele-Visual Productions has been formed here to produce both film and live productions for video, as well as movies. The company, quartered in the Lafayette Building, is headed by Haford G. Kerbawy. Its first assignment is a newsreel being used on WWJ-TV.

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LEGIT PICKS ITS TOPPERS

Fifth Donaldson Awards

Double Wins for Fabray, Bettis

NEW YORK, July 17.—Two outstanding representatives of the Stem legit's distaff side hit the jackpot this year. When Nanette Fabray sings two hit numbers from *High Button Shoes* tonight on the American Broadcasting Company (ABC) coast-to-coast hook-up, she will receive two gold keys and scrolls tabbing her both the best actress and the best supporting actress in a musical during the past season. A similar double accolade has been given only once previously by the voters when David Wayne carried off equal honors for his leprechaun in *Finian's Rainbow*.

Likewise, Valerie Bettis, newcomer to Broadway ranks, will receive a double citation. Co-workers in the theater found Miss Bettis stint in *Inside U. S. A.* the most outstanding fem musical debut of the season and also voted her top danseuse honors.

Donaldson Awards

What Donaldson Awards Stand for, How They Began

NEW YORK, July 17.—For the benefit of newcomers in the theater it may be timely to review exactly what the Donaldson Awards stand for. They are in effect the sole democratic accolades for individual, seasonal Broadway legit attainments.

Back in the 1943-1944 season, *The Billboard* decided to sponsor an annual series of such awards and named them in honor of the paper's founder, the late W. H. Donaldson, a life long friend to show people. It was felt that awards for seasonal Broadway legit achievement stemmed from the opinions of limited and frequently hand-picked groups and frequently did not reflect the consensus of the theater as a whole as to final choices.

Committee Set-Up

A committee was formed comprising prominent representatives of the various theatrical trades, with members of *The Billboard* staff serving in an advisory capacity. A plan was set up to insure as closely as possible a completely democratic voting system. Everyone from stagehands to producers who had a part in the making of a Broadway season was entitled to a ballot. In short, the vote was aimed at a consensus of the people who know most about the theater—the people who work in it and for it. It was the theater's own recognition of its own.

The idea received enthusiastic support from all branches of the theatrical trades. An eligibility list was prepared comprising the casts and credits of the season's legit pro- (See *How Awards Began*, opp. page)

No Awards Ads

The Billboard does not solicit and will not accept advertising which is connected with plays and persons voted winners in the Fifth Annual Donaldson Awards.

Gold Keys Won by 'Streetcar,' 'Roberts,' 'Shoes'; Top Thesps Are Kelly, Judith Anderson

Malden, Kim Hunter, June Lockhart Also Triumph

(Continued from page 3)
was Elia Kazan for his staging of *Streetcar*. Last year Kazan also carried off directional honors for his staging chore for *All My Sons*.

Contributions to *Streetcar* were also responsible for wins in the supporting performance category. Karl Malden and Kim Hunter each topped a long list of entrants for supporting laurels.

The award for best fem debut went to June Lockhart for her excellent ingenue stint in *For Love or Money*. However, Miss Hunter, who is also making her Stem bow in *Streetcar*, finished a close second.

The past season's scenic and costume fare gave the voters plenty of choices for honors. Final tally put Jo Mielziner at top of scenic design list via his set for *Streetcar*. Uniquely also, he was his own runner-up, as his sets for *Mr. Roberts* drew the second slot majority. This is another second win, since Mielziner's back-grounds for *Dream Girl* were adjudged best in 1945-'46. Voters likewise gave David Ffolkes his second key and scroll. His costumes for *Man and Superman* got an emphatic nod. Last year his body-draping for the musical *Brigadoon* took top honors.

"Shoes" Walks In

There was no uncertainty as to the theater electorates' opinion as to the best musical of the year. *High Button Shoes* was out in front of a field of 17 contenders. In addition, contributions to *Shoes* were responsible for seven individual awards. George Abbott received a scroll and key for its staging, Jerome Robbins another for its dance direction, Oliver Smith another for its sets and Miles White still another for its costuming. All three are repeat winners. Abbott's staging of *Billion Dollar Baby* was '45-'46 musical best. Smith's sets for *Brigadoon* carried off last year's palm. White was in the top costume slot back in '44-'45 with costumes for *Bloomer Girl*. Aside from this, moreover, Nanette Fabray duplicated David Wayne's record of last year by

carrying off awards for both the best performance and the best supporting performance in a musical, for her delightful creation of Sara (Mama) Longstreet, and Jack McCauley, her Papa Longstreet in the show, was tabbed by his co-workers as the year's best supporting actor.

Five other musicals received reflected credit via individual achievements. Paul Hartman was the voters' choice for the best performance in a musical by an actor, in *Angel in the Wings*. Newcomer Valerie Bettis harvested two sets of laurels, one for the best fem musical debut and another for the season's best dancing in *Inside U. S. A.* Sid Caesar's comicalities in *Make Mine Manhattan* won him the best male debut nod, and Harold Lang's stepping in *Look, Ma, I'm Dancin'* tabbed him the year's best male dancer. Oscar Hammerstein's book and lyrics and Richard Rodgers' score for *Allegro* put both of them in repeat winners' slots.

On the Radio

Contributing to tonight's broadcast were Karl Malden and Kim Hunter in scenes from the winning *Streetcar*. They were assisted by Uta Hagen, who leaves shortly to play the lead in the Chicago edition of the play. Paul Kelly and James Whitmore added an effective bit from *Command Decision*. Nanette Fabray and Jack McCauley teamed in *Shoes'* two hit numbers, *Papa, Won't You Dance With Me* and *Jealous*. Paul and Grace Hartman brought in one of their comedy stints from *Angel in the Wings* and Sid Caesar added one of the inimitable monologs which have made him a top name in *Make Mine Manhattan*. Judith Anderson regretted by wire from the Coast her inability to appear. Other winners unable to be present received their awards in absentia.

The program was produced and directed by Martin Andrews and written by Don Witty, under the supervision of John Turner, ABC manager of script. Bernard Greene conducted the orchestra.

Fifth Donaldson Awards

Hammerstein II Almost Perennial

NEW YORK, July 17.—Another double citation will go to Oscar Hammerstein II on tonight's Donaldson Awards broadcast tabbing him a four-time winner for musical book-and-lyric honors. *Carmen Jones* won him top scripting honors for the '43-'44 season. He duplicated with *Carousel* the following year and repeated again with *Show Boat* a season later.

Last year E. Y. Harburg and Fred Saily broke his winning streak with their book for *Finian's Rainbow*, and Irving Berlin topped him in the lyric department with *Annie, Get Your Gun!* However, his book and tune-words for *Allegro* put him back at the top of this year's contenders for a record four-time win out of five chances.

Donaldson Awards

Statistical Record Of '47-'48 Season

NEW YORK, July 17.—Voters in the Fourth Annual Donaldson Awards had an opportunity to make their selections this year from 75 productions. The list contained 12 musicals and 16 revivals. Twenty-two authors preemed "first" plays on the Stem.

The 1947-'48 season's entrants lighted 27 theaters. As in the last season, the Century Theater topped in the quantity of unweavings with 10 productions, seven of which were D'Oyly Carte imports. The Mansfield Theater was used eight times but was lighted by several Dublin Gate productions.

Half a dozen novels, a similar number as last year, were rescripted for stage showing and three—*The Heiress*, scripted from the Henry James novel *Washington Square*; *Mr. Roberts*, authored from the best selling book, and *Command Decision*, scripted from the novel of the same name—really rang the bell.

Others Not So Good

Otherwise, *Laura*, recreated from the work of the same title; *Crime and Punishment*, rescripted from the Russian, and *Cup of Trembling*, reworked by Louis Paul from his book *The Breakdown*, all had short careers. *Dear Judas* was an adaptation of a poem by Robinson Jeffers and *Medea* was an adaptation of the Euripides classic.

The classics, as usual, came in for good play, with three Shaw offerings, seven Gilbert and Sullivan, one Ben Jonson, two Shakespeare, two Ibsen, and four one-acters by Chekhov.

Top ranking press agent combo was the Leo Freedman-June Greenwald operation, with 10 drumbeating chores to their credit. Next to them, ranked Dick Maney and Bill Doll with (See *Statistical Record*, opposite page)

Donaldson Awards Committee

1947-1948

LAWRENCE LANGNER
For the Producers
HENRY FONDA
For the Actors
CLARENCE DERWENT
For Actors' Equity
NORMAN MILLER
For the Stage Managers
HAROLD LANG
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JOHN McDOWELL
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WOODMAN THOMPSON
For the Scenic Designers

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NANETTE FABRAY
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FOR THE BILLBOARD

JOSEPH CSIDA
Editor in Chief

ROBERT FRANCIS
Drama Editor

The Three Toppers

Best Play
A *Streetcar Named Desire*
Best "First" Play
Mr. Roberts
Best Musical
High Button Shoes

FOR FIFTH YEAR IN A ROW

NEW YORK, July 17.—The gold keys and scrolls of the Donaldson Awards, of course, go only to winners, but there were frequent instances this year where the vote was exceedingly close. Some of the follow-uppers can be more than proud of the tallies which they racked up in balloting.

While *Streetcar* ran far out in front as the season's best play, *Mr. Roberts* ran up a handsome tab for a substantial second slot. *Command Decision* came in third and *The Heiress* and *The Winslow Boy* took fourth and fifth honors, respectively.

This year's "first" play category found two which ran neck-and-neck up to the final tally—*Mr. Roberts* and *Command Decision*. The two divided most of the votes between them with *Roberts* getting the final nod. *Me and Molly* carried off third place, with *Crime and Punishment, Our Lan'* and *Where Stars Walk* tied for fourth. *Cup of Trembling* rated fifth.

Logan Chases Kazan

Closest contender for top directional honors was Joshua Logan (*Mr. Roberts*), with about half of Kazan's (*Streetcar*) vote. Also in the top bracket were Jed Harris (*The Heiress*), John O'Shaughnessy (*Command Decision*) and Mary Hunter (*Respectful Prostitute*). Close running also in the best actor category were Marlon Brando (*Streetcar*) and Henry Fonda (*Mr. Roberts*). Godfrey Tearle (*Cleopatra*) and Alfred Drake (*Joy to the World*) also tabbed a hefty vote for fourth and fifth slots, respectively.

Jessica Tandy (*Streetcar*) had plenty of ballot support to give her second place in best actress seg. Wendy Hiller (*Heiress*), Meg Mundy (*Prostitute*) and Elizabeth Bergner (*Cup of Trembling*) followed in that order.

Voting was extremely close in actors' supporting category, with David Wayne (*Roberts*), Marlon Brando (*Streetcar*) and Robert Keith (*Roberts*) bunched right on heels of winner Karl Malden. James Whitmore (*Decision*) polled fifth position.

Supporting Actresses

The four follow-uppers to Kim Hunter (*Streetcar*) for supporting actress honors were:

1. Ethel Griffies . . . *The Druid Circle*.
2. Patricia Collinge . . . *Heiress*.
3. June Lockhart . . . *Love or Money*.
4. Florence Reed . . . *Medea*.

Runners-up in debut (actor) balloting were:

2. Frank Allenby . . . *Winslow Boy*.
3. Harvey Lembeck . . . *Roberts*.
4. Michael Redgrave . . . *Macbeth*.
5. Anthony Quinn . . . *Gentleman From Athens*.

Fem debut runners-up included:

2. Kim Hunter . . . *Streetcar*
3. Valerie White . . . *Winslow Boy*
4. Marsha Hunt . . . *Joy to the World*.
5. Faye Emerson . . . *The Play's the Thing*.

As noted elsewhere, Jo Mielziner was his own runner-up for set design honors. A lot of voters liked his sets for *Roberts*.

Next in line were:

3. Leo Kerz . . . *Antony and Cleopatra*.
4. Paul Sheriff . . . *Macbeth*.
5. Raymond Sovey . . . *Heiress*.

Follow-up contenders for David Ffolkes clothes-draping honors were:

2. Lucinda Ballard . . . *Streetcar*.
3. John Hoyt . . . *Cleopatra*
4. Morton Haack . . . *Strange Bedfellows*.
5. Valentina . . . *Cleopatra*.

Allegro gave *High Button Shoes* a sharp run for honors in the musical division. *Make Mine Manhattan, Inside U. S. A.* and *Look, Ma, I'm Danc-*

Winners

The Fifth Annual Donaldson Awards 1947-1948

Straight Play Division

- Best Play *A Streetcar Named Desire*
- Best First Play *Mr. Roberts*
- Best Direction—ELIA KAZAN *A Streetcar Named Desire*
- Best Performance (Actor)—PAUL KELLY *Command Decision*
- Best Performance (Actress)—JUDITH ANDERSON *Medea*
- Best Supporting Performance (Actor)—KARL MALDEN *A Streetcar Named Desire*
- Best Supporting Performance (Actress)—KIM HUNTER *A Streetcar Named Desire*
- Best Debut Performance (Actor)—JAMES WHITMORE *Command Decision*
- Best Debut Performance (Actress)—JUNE LOCKHART *For Love or Money*
- Best Scenic Design—JO MIELZINER *A Streetcar Named Desire*
- Best Costume Design—DAVID FFOLKES *Man and Superman*

Musical Division

- Best Musical *High Button Shoes*
- Best Direction—GEORGE ABBOTT *High Button Shoes*
- Best Performance (Actor)—PAUL HARTMAN *Angel in the Wings*
- Best Performance (Actress)—NANETTE FABRAY *High Button Shoes*
- Best Supporting Performance (Actor)—JACK McCAULEY *High Button Shoes*
- Best Supporting Performance (Actress)—NANETTE FABRAY *High Button Shoes*
- Best Debut Performance (Actor)—SID CAESAR *Make Mine Manhattan*
- Best Debut Performance (Actress)—VALERIE BETTIS *Inside U. S. A.*
- Best Dancer—HAROLD LANG *Look, Ma, I'm Dancin'*
- Best Danseuse—VALERIE BETTIS *Inside U. S. A.*
- Best Book—OSCAR HAMMERSTEIN II *Allegro*
- Best Score—RICHARD RODGERS *Allegro*
- Best Lyrics—OSCAR HAMMERSTEIN II *Allegro*
- Best Dance Direction—JEROME ROBBINS *High Button Shoes*
- Best Scenic Design—OLIVER SMITH *High Button Shoes*
- Best Costume Design—MILES WHITE *High Button Shoes*

in' behind them in that order.

In the musical staging field, George Abbott (*Shoes*) won by a handsome margin over:

2. Agnes De Mille . . . *Allegro*.
3. Hassard Short . . . *Manhattan*.
4. George Abbott . . . *Look, Ma*.
5. Robert Gordon . . . *Inside U. S. A.*

Best actor returns were again very close. Paul Hartman (*Angel in the Wings*) was just a step ahead of Hil Silvers (*Shoes*) on the final count.

3. David Burns . . . *Manhattan*.
4. Jack McCauley . . . *Shoes*
5. Sid Caesar . . . *Manhattan*.

Lillie Close Second

Close, too, were the returns for best actress, with Beatrice Lillie (*Inside U. S. A.*) crowding Nanette Fabray for first honors and Nancy Walker (*Look, Ma*) only a few votes behind la Lillie.

4. Grace Hartman . . . *Angel*.
5. Edith Piaf . . . *Piaf Revue*

Runners-up to Jack McCauley in the supporting actor category were:

2. David Burns . . . *Manhattan*
3. Hank Ladd . . . *Angel*
4. John Conte . . . *Allegro*.
5. Joey Faye . . . *Shoes*.

First flight supporting actresses rated as follows:

2. Alice Pearce . . . *Look, Ma*.
3. Lisa Kirk . . . *Allegro*.
4. Valerie Bettis . . . *Inside U. S. A.*
5. Virginia Gorski . . . *Look, Ma*.

Musical debuts (actor) had Hank Ladd (*Angel*) in second slot to Sid Caesar's runaway performance.

3. William Ching . . . *Allegro*.
4. Jan Murray . . . *Music in My Heart*.
5. Les Compagnons . . . *Edith Piaf's Revue*.

Edith Piaf scored next best to Valerie Bettis's fem debut win. The next three:

3. Roberta Jonay . . . *Allegro*.

U. S. A.) polled nearly even with winner Oliver Smith (*Shoes*). The next three:

3. Jo Mielziner . . . *Allegro*.
4. Frederick Fox . . . *Manhattan*.
5. Oliver Smith . . . *Look, Ma*.

Miles White's costumes for *Shoes* were a sock favorite with the voters. However, Eleanor Goldsmith (*Inside U. S. A.*) racked up a fat tally for second place. The next three:

3. Lucinda Ballard . . . *Allegro*.
4. Morton Haack . . . *Manhattan*.
5. Alvin Colt . . . *Music in My Heart*.

HOW AWARDS BEGAN

(Continued from opposite page) ductions. Any new play, actor or technician included in the listing was declared eligible for honors under one or another of the 27 categories included in the ballot. The ballot was self-mailing and secret. The awards consisted of a gold key and a scroll suitably engraved for each winner, who received them on a coast-to-coast broadcast when the final tallies were completed.

Procedure Unchanged

This procedure has been continued over the past five years, with each season bringing the Donaldson Awards added prestige as top honors in the Broadway theater. This year some 6,000 ballots were sent out, with approximately half that number returned. Obviously, such a tally represents a pretty fair cross-section of the opinion of the theater electorate.

The *Billboard* wishes to take this opportunity to thank the Fifth Annual Donaldson Awards Committee for its co-operation and also Equity and Chorus Equity for their assistance in reaching the voters. Also, particular thanks are due to current stage managers and to Norman Miller, who represented them on the committee, for their interest in getting out the vote of their respective casts.

STATISTICAL RECORD

(Continued from opposite page) seven flacking jobs each.

Craftsmen concerned with the season's productions numbered 82 producers and 98 playwrights, some obviously in collaboration. Thirty composers scripted scores and 29 lyricists wrote the words. Seventy-six directors put the actors thru their paces, and 14 dance directors made up the stepping patterns. Sixty-four scenic designers dreamed up the backgrounds and 44 costume designers were responsible for clothes confections. Only four shows employed production supervisors.

FWA Nixes Both Bids For Wash. Belasco

WASHINGTON, July 17.—The Belasco Theater's future as a playhouse remained cloudy as the Federal Works Agency (FWA) announced the rejection this week of the terms offered by the only two bidders, Joseph Curtis and the American National Theater and Academy (ANTA). The FWA, however, is still open to suggestions.

FWA Administrator Philip Fleming announced that the bids were unacceptable since both bidders insisted that the government pay for any unamortized renovations should the prospective 10-year lease be canceled before its expiration date.

Fleming said that the FWA will still consider any new bids to operate the Belasco as well as revised offers from Curtis and ANTA.

4. Estelle Loring . . . *Cradle Will Rock*.
5. Lois Lee . . . *Shoes*.

Eric Victor (*Inside U. S. A.*) gave winner Harold Lang top competition in the male terping class. Next in line were:

3. Peter Hamilton . . . *Angel*.
4. Paul Godkin . . . *Shoes*.
5. Ray Harrison . . . *Manhattan*.

Fem terpers had no chance at all against Valerie Bettis's all-out win.

The follow-uppers were:

2. Kathryn Lee . . . *Allegro*.
3. Nellie Fisher . . . *Manhattan*.
4. Virginia Gorski . . . *Look, Ma*.
5. Nadine Gae . . . *Angel*.

Book Runners-Up

Author runners-up for best musical book were:

2. Stephen Longstreet . . . *Shoes*.
3. Jerome Lawrence and Robert Lee . . . *Look, Ma*.

4. Marc Blitzstein . . . *Cradle*
5. Arnold Horwit . . . *Manhattan*.

Tunesmith runners-up were as follows.

2. Jule Styne . . . *Shoes*.
3. Arthur Schwartz . . . *Inside U. S. A.*
4. Hugh Martin . . . *Look, Ma*.
5. Carl Sigman . . . *Angel*.

Top group of lyricists included:

2. Sammy Cahn . . . *Shoes*.
3. Arnold Horwitt . . . *Manhattan*.
4. Howard Dietz . . . *Inside U. S. A.*
5. Hugh Martin . . . *Look, Ma*.

While Jerome Robbins's (*Shoes*) dance patterns were another all-out winner, Helen Tamiris drew a good vote for *Inside U. S. A.* The next three:

3. Agnes DeMille . . . *Allegro*.
4. Jerome Robbins . . . *Look, Ma*.
5. Lee Sherman . . . *Manhattan*.

Balloting was again close in the scenic class. Lemuel Ayres (*Inside*

Summer Theater

SUNDOWN BEACH

(Opened Monday, July 12)

NORTH SHORE PLAYERS, MARBLEHEAD, MASS.

A play by Bessie Breuer. Directed by Elia Kazan. Scenery and lighting by Ben Edwards. An Actors' Studio production. Business manager, Cheryl Crawford. Technical director, Dorothy Willard. Stage manager, Robert Simon. Presented by the North Shore Players' staff: Blake Johnson 2d, John L. Washburn, producers; Doris Quinlin, general manager; Howard Watson, press representative; Ben Edwards, scene designer; David Silva, stage manager.

Sheriff.....Robert F. Simon
Cecll.....Nehemiah Persoff
Merle.....Martin Balsam
Hazel.....Treva Frazee
Vanilla.....Jennifer Howard
Woman Tourist.....Ellen Mahar
Helen.....Vivian Pirko
Pop.....Ralph Cullinan
Otis.....Don Hammer
Buster.....Joe Sullivan
Grits.....Michael Lewin
Nadine.....Joan Copeland
Nona.....Anna Hegtra
George Washburn.....Edward Binns
Arthur Bond.....Warren Stevens
Hank.....Tom Avera
Ella.....Lenka Peterson
Belle.....Kathleen Maguire
Nancy.....Louisa Horton
Tommy.....Ralph Robertson
Ida Mae.....Julie Harris
Muriel.....Cloris Leachman
Thaddeus Long.....Steven Hill
Major Paul Walters.....John Sylvester
Keeper.....Ira Cirker
1st Air Force Pilot.....Alex Nicol
2d Air Force Pilot.....David Rogers
Lou.....Lou Gilbert
Pilot.....Philip Barnes
Another Pilot.....William Hartley

Probably the most important play to emerge from the citronella circuit this summer will be *Sundown Beach*, a diffuse but telling drama about battle-fatigued flyers by short-story writer Bessie Breuer, which the North Shore Players have presented in their Marblehead Theater.

The play has been staged by Elia Kazan, the theater's bright boy of the moment, and acted by his Actors' Studio players. This has been a sort of tryout, since the play is scheduled to bow into the Stem's Belasco early in September.

Beach is simply the story of the conflicting counterpoints of a number of characters, all related in one way or another to a group of flyers grounded for battle fatigue. They gather of evenings in the Sundown Cafe somewhere in Florida and there their relations to one another and to their wives and girls are shown in sharp relief.

The structure of *Beach* is not always clear, nor are the character and plot lines fully developed. But the author has so skillfully sketched the moods and attitudes of her characters that she has furnished a wondrous and revealing evening in the theater.

Altho Kazan's group boasts no stars, it does display a number of fine young actors, some obviously headed for stardom. Among these are Louisa Horton, Lenka Peterson, Don Hammer, Edward Binns, Warren Stevens, Steven Hill and John Sylvester. It is unfair to single these out, since Kazan's group is as fine a crowd of ensemble actors as we have seen in a long while. Kazan's direction is brilliant, drawing the best from both the script and the players.

Bill Riley.

ROUTES Dramatic and Musical

Annie Get Your Gun (Shubert) Chicago.
Carusel (Russ Auditorium) San Diego, Calif.
For Love or Money (Selwyn) Chicago.
John Button Shoes (Great Northern) Chicago.
John Loves Mary (Harris) Chicago.
Oklahoma (National) Washington.
Oklahoma (Auditorium) Oakland, Calif.
Private Lives (Biltmore) Los Angeles.
Winslow Boy (Geary) San Francisco.



BROADWAY SHOWLOG

Performances Thru
July 17, 1948

Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12-'3, '47	261
Born Yesterday (Lyceum)	2- 4, '46	1,032
Command Decision (Fulton)	10- 1, '47	333
Harvey (48th Street)	11- 1, '44	1,566
Heiress, The (Biltmore)	9-29, '47	337
Mister Roberts (Alvin)	2-18, '48	173
Play's the Thing, The (Booth)	4-28, '48	93
Respectful Prostitute, The; Happy Journey From Treason to Camden, The (Cort)	3-16, '48	143
Strange Bedfellows (Moresco)	1-14, '48	213

Musicals

Angel in the Wings (Coronet)	12-11, '47	251
Annie, Get Your Gun (Imperial)	5-16, '46	908
Brigadoon (Ziegfeld)	3-13, '47	664
Finian's Rainbow (46th Street Theater)	1-10, '47	653
High Button Shoes (Century)	10- 9, '47	624
Inside U.S.A. (Century)	4-30, '48	21
Make Mine Manhattan (Broadhurst)	1-15, '48	214

ICE SHOWS

Howdy Mr. Ice (Center)	6-22, '48	32
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Out-of-Town Opening

A FREE HAND

(Opened Monday, July 12)

LAKE WHALOM THEATER, FITCHBURG, MASS.

A comedy by Melvin Frank and Norman Panama. Staged by Loren Gage. Setting by Marvin Reiss. Stage manager, Harry E. Lowell. Press representative, Elliot Marion. Presented by Guy Palmerton.

Delivery Boy.....Joseph Nash
Mrs. Hoyt.....Isabel Price
Jim Stokes.....Leland Harris
Julie Murdock.....Joan Loring
Jeffrey Murdock.....Larry Parks
J. B. Murdock Sr.....Frank Lyon
Mr. Pritchard.....Rudolph Justice Watson
Matt Taylor.....Kirk Brown
Elly Mae Taylor.....Vera Tatum
Colonel Ben Sutherland.....Cameron Mitchell
Bishop Harkness.....Harry E. Lowell

The Eastward movement of Hollywood (in these parlous times) continues with the trek of actor Larry Parks and writers Norman Panama and Melvin Frank to Guy Palmerton's summer playhouses at Fitchburg and Worcester. Their joint effort is *A Free Hand*, an all but innocuous little comedy of mild social significance, composed by Panama and Frank in which Parks stars this week at Fitchburg.

So far as formula is concerned, *A Free Hand* is cut of the same cloth as the Norman Krasna-F. Hugh Herbert-Emmett Lavery comedy scripts. Hand owes allegiance, in girl-boy relationship, to *John Loves Mary*. The content smacks of *A Gentleman From Athens*. The slickness and the smooth technique are right out of *Kiss and Tell*.

Chance To Save

Hand is at the nebulous stage now where it is just another comedy aimed down the drain. Proper re-writing might bring it up to the level of the above-named shows.

Briefly, it's about a well-heeled ex-G.I. who's always turning to papa for decisions, and his conflict with his pretty young wife whose chief interest is helping out on picket lines, aiding any worthy cause in the social movement.

The plot line is more loose than

Cleveland Strawhat Biz in the Doldrums

CLEVELAND, July 17.—Heat, rain and general show business conditions have kept attendance at greater Cleveland's only strawhat theater down to an unseasonal low, even though musicals were the first three offerings at Cain Park, the municipal amphitheater in Cleveland Heights—one of Cleveland's richer suburbs.

Cain Park, in its 11th season, opened with the perennial favorite tune show *Blossom Time*, June 8, and played to only 4,500 in seven performances. The second offering was *Lady in the Dark* (opening June 29), and 5,000 saw and heard it in five performances. *Lute Song*, which cracked July 6 for five shows, played to only 4,000. The current production (opening July 12) is *I Remember Mama*, and the advance sale shows a slight pick-up.

One of the most ambitious undertakings at the amphitheater will be Maurice Valency's *Reluctant Lady*, originally called *Reluctant Virgin*, but retitled for conservative suburban trade. Valency expects to take his opus to Broadway. The story, based on the historical *Turandot*, was operatized years ago by Puccini.

Alan Schneider is producing the Valency show and Canada Lee is expected here from New York during the showing (July 27 thru July 31) to give the script a twice-over. Bill Bohem and Renee Orkin are scheduled for the leads. Should the production reach Broadway it is expected to be budgeted around \$200,000.

Godkin To Terp in "That's the Ticket"

NEW YORK, July 17.—Paul Godkin has been signed as the featured dancer in *That's the Ticket*, the musical which is being co-produced by Joseph Kipness, Al Beckman and John Pransky. This will be the initial producing venture for Beckman and Pransky, who come to legit with a solid background of experience as night club bookers.

The musical is budgeted at 175G. It was scripted by Philip and Julius Epstein with a score and lyrics by Harold Rome. It will be directed by Jerome Robbins. *Ticket* is expected to open on the Stem in the middle of October at a Shubert house. Leif Erickson will play the male lead.

Adams Shapes Fall Cast

NEW YORK, July 17.—George Patton has signed Joey Adams, Mark Plant and Tony Canzoneri for his production of the tentatively titled *Shanghai Jest*. The musical is by Jack Byrne with music by Bobbie Atkins and the lyrics by Charley Kenny. It is slated to go into rehearsal in October after Adams finishes a theater tour.

Lucid, the character development sometimes too patly tossed off or underdeveloped, and the general tenor of the play is so slick as to seem rather cheap and certainly unbelievable.

As the ex-G.I., Parks is a skittish sort of actor—he hasn't learned how to stand still. The firm hand of a director could fix that. He was well supported by Cameron Mitchell and Joan Loring, as the colonel and the young wife, and even more particularly by the members of Palmerton's resident company—Frank Lyon, Isabel Price, Leland Harris, Kirk Brown and Vera Tatum. They are far better than a dozen or so stock companies this reporter has seen around the New England circuit this summer.

Bill Riley.

Foreign Opening

PARADE (THE MIDWAY) and ORION LE TUEUR (ORION THE KILLER)

GAITE MONTPARNASSE THEATRE, PARIS

Variety skit with words by Verlaine and Laforgue. Music by Claude Arrieu, Pierre Philippe and Massenet. Sets and costumes by Jean-Denis Malcles. Presented and directed by J. P. Grenier, O. Hussonot and Y. Robert.

Bobèche.....Jean-Pierre Grenier
Lapopie.....Olivier Hussonot
Musicians.....Georges Bellec, Marcel Chevalier
Corps de ballet.....Olga Ken, Marie Mergey
The Seducer.....Yves Robert
Miss Hard-to-Get.....Madeleine Barbutlee
Man in Black.....Jacques Hilling
The Bully.....Yves Robert
Pierrot.....Edmond Tamiz
Colombine.....Olga Ken
Man at the Organ.....Yves Robert
The Obstinate Cellist.....Marcel Chevalier
The Hidden Pianist.....Pierre Philippe
The Brothers Jacques.....Andre and George
Bellac, Paul Tourenne, Francois Soubeyran

Orion the Killer

Lyric melodrama. Text and direction by Jean Pierre Grenier. Words and songs by Maurice Fombeure. Music by Pierre Philippe. Sets and costumes by Raymond Peynet.

Horace, Count Longval, 60 years old.....Jean-Pierre Grenier
Alice, his Daughter, 18 years old.....Olga Ken
Nounou, Alice's Governess, 39 years old.....Madeleine Barbutlee
Eugenie of the Nivert Cross, Orphan, 22 years old.....Marie Mergey
Gregoire, Chevalier de Lursac, Alice's Sister, 25.....Edmond Tamiz
Pierre de Rochemolle, called Orion the Killer, 33.....Yves Robert
Jean de Rochemolle, Orion's Brothers, Financee to Eugenie, 27.....Rene Raymond
Jussieu, Police Inspector and Hail-Fellow-Well-Met, 44.....Olivier Hussonot
Peh-Tchng, Yellow Tenant, without age.....Jean-Pierre Grenier
A Girl.....Marie Mergey
The Engineer.....Jacques Hilling
cee to Eugenie, 27.....Rene Raymond
.....Marcel Chevalier
Police, Bandits, Sailors, Men and Women
.....The Jacques Brothers
At the Piano.....Pierre Philippe

Real old-fashioned burlesque is back in town. Grenier-Hussonot and their young company have come up with two plums at the Gaité Montparnasse; *Midway* a "skit for laughing and crying" (to quote the program), and *Orion the Killer* (*Orion le Tueur*), a lyric melodrama.

Midway opens on a noisy vaude wagon. The barkers blast out praise for the "one and only" boxing champs, clowns, high-kick girls and other phenomena. Then the lights are lowered and along creeps Pierrot, a bit tipsy, driving his flivver, while Colombine flips thru her entrechats, the great big handsome seducer shows off his powers to a lovely girl who remains indifferent — because she is blind—the cellist prefers death to giving up his music, the barber-shop quartet gets most of the kudos, and thruout the audience acted like kids at a circus.

Orion the Killer, the second item of the program, is a satire of human foibles in the melo style of the 1850's. All the old gags, slapstick and magic included, are part and parcel of this gay adventure. The beautiful heroine is abducted by the villain, while the barber-shop quartet sings the commentary against a series of painted fanfare in front of a traveling carnay backdrop curtains drawn to and fro by the hand-organist. It all ends with everyone amused and joining in the fun.

The company, for the most part struggling young artists, is fresh and spontaneous, a decided relief from staid classic revivals and tiresome existentialist imitations which is the fare offered, for the most part, on the local boards.

If America hasn't seen a tamed circus show in the last little while, artistically and tastefully presented, here's one to fill the bill.

Jean White.

Rep Ripples

ROBERT E. LYONS has been showing 16mm. pix in halls around Casper, Wyo., for the past two months to good results. Fremont Turgeon, writes from Boulder, Colo.: "Have been bothered by weather and will move into Texas, to be followed by a swing toward New England by way of the Atlantic States. I have a new lot of film, having sold my old show. In Grand Junction, Colo., I met Homer Rines, who has a good novelty show. He is working toward the Northwest, as Canada is his home country." Mel Bourne and Gene Brittain made guest appearances in *The Swamp* with the Burnett Players show, which has been playing Northern Kentucky and Southern Indiana to good business, reports Joseph Burnett, Bourne and Brittain, formerly of stock, are now appearing in night clubs in a comedy act. . . . Harold Carlstrom, well known to rep troupers, is now employed as a construction worker. Recently injured, he would like friends to send show heralds to him at his home at 4234 Monte Clair, Los Angeles 16, for his collection. He recently visited with Joe Marion in Hollywood and Ralph and Hazel (McOwen) Moody in North Hollywood.

NORTHAMPTON PLAYERS are in their fifth week of Vermont dates with E. F. Hannan's *On Vacation*. They reported okay biz. Chester D. Malley has joined as manager and is also doing a vent turn. . . . Bob Steele is playing halls in Oklahoma with pix. He will add small-cast bills. . . . Will Cardell is showing 16mm. pix around Bay City, Mich. . . . W. W. Gerard, who has had small tricks in Texas, has shifted to Colorado and has been around Glenwood Springs lately. He is presenting films and short cast bills. . . . Ernest and George Johnson, in the Glasgow, Ky., area with 16mm. pix, report good

Plunkett's Biz Hefty on Tour Thru Nebraska

HERSHEY, Neb., July 17.—Plunkett's Stageshow is making a successful tour thru Nebraska, the stand at North Platte being the most successful to date, according to Kennedy Swain, of the show.

The North Platte date resulted in a program sale of \$1,400, a children's matinee for \$350 and sale of a personal appearance by Congo, show chimp, for \$75. Business was good each night, with an extra show offered Saturday (3). Bills offered included *The Awakening of John Slater*, *The Lady in White* and *The Man From Texas*, along with between-acts vaudeville turns. Personnel of the show remains unchanged with Swain, Leslie Lyle, and Gloria, Billie, Rickey, Jim, Fuzzy, Jerrie, Cleo and Charlene Plunkett. Sunday (4) at Curtis brought out another capacity crowd to see the show set up in the city. Business at Maywood, played July 5-7, was off a little because of the start of harvesting in the area. Another promotion deal for the show is slated for Scottsbluff.

Mr. and Mrs. Fuzz Plunkett and Gloria, Jerrie and Charlene bought new trailers in North Platte. Recent visitors with the show were Mr. and Mrs. Glen Hudson, Al Fox, Rambling Roy and others of the Goodwill Riders who do bills and dance out of North Platte, and Bernie Mendelson, of O. Henry Tent & Awning Company.

biz. . . . Freeland's Novelty Show, pix and small animals, has been around Eau Claire, Wis., lately. . . . Allan Warburg, with a film outfit, will be in Northern New York July and August. . . . Cred's Novelty Show, which opened the summer season at Bridgeton, Me., will move northward. Org has pix and museum items and shows under auspices. . . . Penn Players, who have been in Central New York, will move into New York and Vermont resort towns in July and August. . . . Carl's Show is having good takes in Central Texas. . . . Doucette and Smiley, who have finished three weeks of hall dates in the Valleyfield, Que., area, will make fairs and celebrations in Eastern Canada the remainder of the season. They will resume sponsored dates in that province in September. . . . Ralph's Show, playing one-day stands in Maine, reports swell biz when weather is good. Org has four people and has added 16mm. films. . . . Reeley and Nice have a three-person unit in the Raton, N. M., sector.

A. H. MURFREE, who has been making Western Colorado territory with 16mm. pix, has added Mr. and Mrs. Lee Shore to present short-cast bills. Murfree has been playing three-day stands in halls. He saw the Turgeon Show, films, in McPhee, Colo. . . . Wilbur Players, four people, left Vincetown, N. J., for Northern New York June 15. . . . Gitt's Show, recently around Hattiesburg, Miss., is readying for a long jump to the Northwest. Gitt says that Texas and other Southwest States are leveling off for small shows, due to circus and carnival competition. . . . Cline and Marcey have 16mm. pix in St. Lawrence County, New York, playing halls. . . . G. D. Gilmore opened his three-person org at Ione, Wash., June 2 and has had fair biz. At present he is playing three-day stands. Gilmore caught Harold Bellair, who is offering E. F. Hannan's *Henry Goes to Town* at Clarkston, Wash. . . . Garnier brothers are showing 16mm. films in Central New Hampshire, with headquarters at Manchester.

Majestic Boat Goes Collegiate As Student Thesps Hit Boards

CLEVELAND, July 17.—"Gate receipts excellent and operating in the black." That is the report made by Grace Goulder in *The Cleveland Plain Dealer's* pictorial magazine section of July 11 on the latest tour of the old Majestic Showboat under the aegis of summer school thespians of Kent State University, Kent, O., and Hiram College, Hiram, O.

Chartered on faith from its owner and pilot, Capt. Thomas J. Reynolds, Point Pleasant, W. Va., who, with his son, Tom Jr., as engineer, operates it, the boat is currently playing towns along the upper Ohio River and Kanawha River of West Virginia and is expected to reach East Liverpool, O., late this month and then work down the Ohio for the close of the season September 15 at Cincinnati.

Director and manager of the collegians try at "showboatin'" with a college degree," according to Miss Goulder, are Prof. G. Harry Wright, of Kent's speech department, and Prof. Robert I. Pearce, of Hiram, likewise a speech teacher. The Majestic's plays are largely melodrama, including the perennial favorite, *10 Nights in a Bar Room*. In typical showboat style, the cast members double in vaudeville numbers and serve as ushers and candy butchers. In all, there are about 25 students. They handle all details, including stage technicalities, costuming, etc. Everyone lives aboard the boat and shares in all work from cleaning the deck to housekeeping details. Mrs. Wright is in charge of tickets and all finances, while Mrs. Pearce heads the commissary.

Each student paid the regular school tuition to Kent University

which operates the venture as part of its warm-weather semester. In addition, each bought one or two "shares" at \$50 each, with any profits to be divided accordingly.

Professor Wright has been a showboat enthusiast since he attended floating theaters during his boyhood near Huntington, W. Va. He has traveled thousands of miles thru the Ohio and Mississippi River valleys searching out details of showboat history, which he claims goes back to 1830. It reached its climax from 1890 to 1910, he says. A temporary revival was followed by a decline that practically witnessed its disappearance by 1939.

The two-page article was accompanied by 11 pictures showing the boat, members of the cast in action and managerial personnel.

More Drive-Ins For N. E. Area

HARTFORD, Conn., July 17.—The tremendous expansion of outdoor theater projects in New England is continuing, with announcement by the Weymouth Drive-Ins Corporation, of Boston, of the opening soon of a 600-car theater on Memorial Avenue in nearby West Springfield, Mass. The location is expected to open late this month.

The E. M. Loew's Theaters circuit of Boston will construct a 600-car drive-in at Montville, Conn., according to architect Sol Bernstein. He said the project will result in creation of at least two buildings, one housing projection equipment and the other a manager's office, rest room facilities and concession stand.

In the meantime, a blow was struck at the expanding outdoor theater field in Connecticut, with rejection Monday (12) of the petition of Albert Bernstein, Bristol, Conn., before the Bristol Zoning Board of Appeals to change zoning in a section of Bristol to permit erection of an outdoor theater.

A number of property owners, appearing before the board on the Bernstein petition, charged that construction of a drive-in would cause damage to their property. Bernstein said he will appeal the decision to the Hartford Common Pleas Court's session in September.

Boyd Plans Canadian Tour

KEESEVILLE, N. Y., July 17.—Boyd's pic and vaude show, which has been playing Northern New York territory, will move into established Ontario territory soon, reports E. F. Hannum. H. A. Baring, manager of the show, bought several animals recently from L. L. Carr, at Glens Falls, N. Y., and will add short cast bills for the Canadian tour. The Boyd show has stored its tent this year and is playing in halls.

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Complete Tent Show, including 66-ft. Round Top with 2 35-ft. Middles, complete with Poles, Rigging, Sidewalls, Proscenium, Stakes, Stage, 18 Sections of Blues 9 high, 8 Sections Reserves seating 500, Amplifying System, Costumes, Band Uniforms, Wiring, Scenery, Tools, etc. 2 2 1/2-Ton G.M.C. Trucks. All equipment only used 16 weeks. Cost \$20,000 to assemble. Will sacrifice.

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Park-In Charges Infringement in Suit Vs. Fabian

WILMINGTON, Del., July 17.—Park-In Theaters, Inc., Camden, N. J., has filed suits in U. S. District Court here for treble damages, no amount specified, charging patent infringement by two Delaware corporations, Fabian Securities, Inc., and its wholly-owned subsidiary, Fabian Enterprises, Inc.

Park-In charges that the defendants, who operate the Fabian theater circuit, have infringed plaintiff's Richard M. Hollingshead patent by building drive-in theaters at Green Ridge, Staten Island, N. Y., and at Norfolk, Va., in partnership with Richard Thalheimer, of Richmond, Va., and in partnership with Harry Hellman, his wife, Nettie Hellman, and their son, Neil Hellman, of the Hellman circuit, all of the following: Lincoln Drive-In, Trevoise, Bucks County, Pa.; Mohawk Drive-In, between Albany and Schenectady, N. Y.; Tri-City Drive-In, on the George F Highway near Endwell, N. Y., and the Saratoga Drive-In on the Albany-Saratoga road in New York.

According to the complaint, the defendants plan to operate "other and additional" drive-ins near Harrisburg and Allentown, Pa.

The complaint avers that by reason of the defendants' "conventional" film theaters they had preference in the rental and booking of films and used this buying power to "discourage" the plaintiff's licensees and prospective licensees.

Attorneys representing Park-In are Arthur G. Connolly, Wilmington, and Leonard L. Kalish, Philadelphia.

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1 Brand new Holmes Rex 16mm. Sound Projector with 12" speaker, guaranteed never used, list price \$495.00 Our price \$350.00
2 Brand new Victor light weight 16mm. Sound Projectors. List price \$375.00 each. Our price \$315.00 Never out of shipping cases.
18 Bell & Howell 750W Projection Lamps at \$2.50 each.
1 Used Victor Sound Projector, Model 40. Excellent case. School used. Price . . . \$175.00
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Westerns and Features, complete, \$15.00 each and up. Programs rented, \$7.50. Universal Sound Projector, complete, \$195.00. Late Musical Westerns, \$50.00 each. Shipping Cases, 2000 ft. capacity, for \$4.00 each. Poster Supply. Free lists.

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Free lists of musical and action features for sale at \$55.00 each. Empty 1600 ft. Reels, \$1.50 each. Film Cleaning Fluid, \$2.00 per quart. Ampro Sound Projector, complete, \$225.00; ready to show. Mills Panoram Soundie Projectors, in cabinet, for \$175.00 each; shipping cases \$3.50 each.

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Complete new 35mm. Sound and Projection Equipment for Drive-Ins—\$2,974.00; construction and operating instructions furnished. 16MM. FILMS RENTED—\$5.00. Advertising furnished. Used 16mm. and 35mm. projector bargains.

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THE FINAL CURTAIN

BAGGOT—King, 69, silent movie star and writer-director, July 11 in a Los Angeles sanitarium. Years ago he starred on Broadway in *The Cheater* and *Violation*. He retired a few years ago. Survived by a son.

BASKETT—James, 44, radio, stage and film actor, July 9 in Hollywood. After playing stock shows in Chicago, Baskett went to New York and became one of Broadway's leading Negro actors. He played the part of the fast-talking lawyer, Gabby Gibson, on the *Amos 'n' Andy* radio show and was Uncle Remus in Walt Disney's picture, *Song of the South*, for which he won a special Academy Award. His widow survives.

BOARDWELL—Earl (Curley), 62, night club entertainer, July 8 in Hollywood.

BURNS—Harry, 63, old-time vaude and film player, July 9 in Santa Monica, Calif. His widow and son survive.

CULP—A. M., brother of Mrs. L. E. Roth, of the Blue Ribbon Shows, July 8 in Columbus, O., of a heart attack.

DITTMAR—John A., 63, magician, July 9 in San Antonio. Prior to retirement he toured the top vaude circuits.

ELLIOTT—Harry, 58, radio commentator and publicist, July 7 in San Francisco. His widow survives.

FENTON—Lewis, singer, in Bridgeport (Conn.) Hospital recently. Survived by his widow, Ella, a son and daughter. Burial in Ferncliff, N. Y.

FLOTO—William F., 65, member of the one-time prominent circus show family, July 6 in a Wichita, Kan., hospital of complications resulting from an operation. In late years Floto brought many stage attractions to Wichita under his sponsorship.

FRIED—Harry, 58, owner of a chain of theaters, July 8 in Bryn Mawr (Pa.) Hospital. Survived by his widow, Florence; a brother, three sons and three daughters. Burial July 9 in Philadelphia.

GRAY—William, 58, operator of Gray's Grove, Ferguson, Mo., amusement park, July 11 at his home in that city of a heart ailment. Survived by a brother, Edward, and a sister, Mrs. Louis R. Marks, both of Chicago.

GREEN—Marie, vaude performer and former Ziegfeld girl, July 6 in San Francisco. She appeared in vaude skits with her former husband,

Harry Green, comedian. Four sisters survive.

HORNE—Harry, dramatic stock director, July 2 in Collingswood, N. J. He had directed stock companies in Camden, N. J.; Cedar Rapids, Ia.; Utica, N. Y., and Brooklyn. His widow and two daughters survive.

HOY—Mrs. Jane Connor, actress and widow of Harrison Hoy, an editor of *The Call Board*, a Catholic Actors' Guild publication, July 12 in Hudson, N. Y. She appeared with her husband in numerous stage productions and had been active in the Catholic Actors' Guild for 25 years. Three sisters survive.

JOE—Benjamin, 48, owner of the Limehouse, Chicago nitery, July 4 in that city. His widow and three sons survive.

LOWE—Paul W. (Blackie), 51, carnival concessionaire, July 9 at Veterans' Hospital, Danville, Ill. He had been with the Nat Reiss, Dyckman & Joyce, Barlows, F. A. Wolfe and Lackman & Carson shows. Survived by a brother, Shorty Lowe, show painter and concessionaire. Burial in Hutsonville, Ill.

MAKOVICZ—Mrs. Andro F., mother of Mrs. J. Bill Carneer, June 30 at her home near Stuttgart, Ark. Burial in St. Cyril Cemetery, Slovaktown Settlement, near Stuttgart, July 3.

McARTHUR—George, 85, former Detroit theater owner, July 2 in Grace Hospital, Detroit. He formerly operated the Bell Theater in Detroit, the Family in Lansing, and the Royal in Windsor, Ont. Survived by his widow and son, George Jr., owner of the McArthur Theater Equipment Company in Detroit. Interment in Grandlawn Cemetery, Detroit.

MILLER—Ray, 50, magic collector and magician, suddenly July 4 in Detroit. He was a member of the International Brotherhood of Magicians. Survived by his widow and two children. Interment in Greenlawn Cemetery, Detroit.

MONCEAU—Lucie, 77, known on the French stage and screen for over 50 years as Marguerite Moreno, July 14 in France. For several years she collaborated with Sarah Bernhardt and until a few months ago appeared in Paris in the title role of a French satire. She was a member of the Comedie Francaise.

MORTIMER—Emily, former actress, July 12 in New York. Her last

engagements were with Cohan and Harris. She retired in 1916. Her husband, Karl Weixelbaum, retired musical director, survives.

PARNELL—Paul, composer and musical director, known in private life as Paul Pratt, July 7 in Indianapolis. He composed scores for several Broadway shows and conducted others. His latest chore was the Broadway and road show of *A Connecticut Yankee*. His widow, daughter, a sister and brother survive.

PELLMAN—Meyer (Jew Greener), 66, concessionaire, July 15 in Minneapolis. He was a member of the Showmen's League of America. Burial in Minneapolis July 16.

SHEPPARD—Bonnie, 34, of the night club and vaude team of Sheppard and Storey, killed in an auto accident recently in Minnesota. Burial in St. Paul June 30.

*In Sweet and
Loving Memory
of our Son and Brother*
BURTON SLOVER
*who passed on
July 22, 1946*
Mr. and Mrs. B. A. Slover,
Jim and Bob

TRAVIS—Phil C., secretary-manager of the Tennessee State Fair, Nashville, in that city July 16. (For further details see General Outdoor Department.)

VACCARO—Frank A., 64, silent movie actor, July 6 in Derby, Conn. Survived by his widow, a son and a daughter. Burial in Mount St. Peter's Cemetery, Derby, Conn., July 9.

WEYL—Carl J., 58, motion picture art director, at the California Lutheran Hospital, Los Angeles, July 12. In 1937 he won the Academy Award for his art direction of the film, *Adventures of Robin Hood*. Burial in Glendale, Calif., July 14.

WHITTAKER—Cleon, 61, member of the vaude team of Murry and Mack, July 6 in St. Louis. He appeared in vaude at the age of 9 with his parents. His widow and son survive.

WILKINSON—Joseph R., 76, former skating rink operator, July 10 in Hillside, N. J. His rink was located in Winnipeg. His son and three brothers survive.

Marriages

BONDS-KOHOUT—Michael Bonds, with Virginia Greater Shows, and Emma (Jean) Kohout, formerly with Cetlin & Wilson Shows, July 3 in Frederick, Md.

ELLISON-HALEY—Robert Ellison, sales staffer at WONS, and Patricia Haley, July 3 in Hartford, Conn.

FISHER-STEUBER—Jack Fisher and Susan Steuber, both thespians, July 7 in Yuma, Ariz.

HANNA-HARDING—Michael R. Hanna, manager of WHCU, Ithaca, N. Y., and Kay Thorne Harding, Hollywood radio rep, July 6 in New York.

HIRST-PALMER—Issy Hirst who operates a chain of 22 burlesque theaters thruout the country, and Betty Palmer, former burlesque star, July 4 in Philadelphia.

JONES-BRIGGS—Henry Jones, legit actor-director, and Judy Briggs, July 8 in Nyack, N. Y.

KIBLER-CONLEY—Harry Kibler, formerly with Triangle Shows, and Thelma Conley, July 11 in Baltimore.

LEE-FLORES—Edward Lee, KCOR announcer, and Esther Flores, staffer of the same station, July 3 in San Antonio.

MAGUIRE-GRAZER—Mac Maguire, head of the Quaker Record Company, Philadelphia, and leader of the Harmony Rangers, Western musi-

cal unit featured on WIP, Philadelphia, and Lee Grazer, non-pro, July 10 in Philadelphia.

O'NEILL-QUINN—George F. O'Neill and Kathleen Quinn, band vocalist, July 14 in Washington.

PEPPER-TARPLEY—Bill Pepper, program director and news commentator on WELD-FM, and Ellen N. Tarpley, June 25 in Columbus, O.

PRINCE-PEKRUL—Freddie Prince Jr., manager of Prince's Grill, Bridgeport, Conn., nitery, and Emily Pekrul, in that city July 9.

SCHULER-SHELTON—Jack Schuler and Shirley Shelton, WCKY (Cincinnati) traffic department staffer, June 30 in Cincinnati.

SMITH-PRITCHETT—Earl E. T. Smith, nonpro, and Florence McCannless Pritchett, conductor of the *Barbara Welles* show over WOR, July 12 in Santa Barbara, Calif.

VARNER-RUGGS—Leon Varner, photo gallery operator with the Wallace Bros.' Shows, and Mary Ruggs, with the Side Show on the same organization, July 8 in Harrodsburg, Ky.

WALKER-FORD—Robert Walker, stage and screen actor, and Barbara Ford, actress daughter of John Ford, film director-producer, in Beverly Hills, Calif., July 8.

Births

A daughter, Bonnie Ann, to Dorothy and Chester (Bobo) Barnett June 18 in Los Angeles. Parents are clowns with the Polack Bros.' Circus.

A son to Mr. and Mrs. Ira Cook July 5 in Hollywood. Father is a disk jockey.

A daughter to Mr. and Mrs. Ade Kahn July 4 in New York. Father is a publicist.

A daughter, Deborah Ann, to Mr. and Mrs. Harry Wald July 10 at Jewish Hospital, St. Louis. Father is concession manager at the Grand, St. Louis burly theater.

A daughter, Mundy, to Mr. and Mrs. Frank Albertson in Los Angeles July 11. Mother is the former Grace Gillern, New York stage actress; father is a film actor.

A daughter, Kristie, to Mr. and Mrs. Joel Murcott at Van Nuys (Calif.) Hospital July 13. Father is the radio columnist of *The Hollywood Reporter*, trade daily.

A son, Christopher Bruce, to Mr. and Mrs. Harry Babbitt at California Hospital, Los Angeles, July 10. Father is the singer on Kay Kyser's airshow.

A son to Mr. and Mrs. Robert E. Ungewitter July 12 in Detroit. Father is a magician.

A son, Jeffrey, to Mr. and Mrs. Hugh Marlowe July 8 in Hollywood. Father is an actor; mother the actress-daughter of Sam Wood, film producer-director.

A daughter, Deborah Ann, to Mr. and Mrs. Walter Nielsen July 5 in Hartford, Conn. Father is program director of WCCC, Hartford.

A daughter to Mr. and Mrs. Whitey Wilbur July 13 in Chicago.

Divorces

Marie O'Keeffe, former model, from Walter Morosco, stage and film director, in Los Angeles June 30.

Jane Wyman, film actress, from Ronald Reagan, film actor and president of the Film Actors' Guild, in Los Angeles June 28.

Laurette Black, former film actress, from Robbin Black, radio producer, in Los Angeles July 7.

Rosemary Greenleaf, actress, known professionally as Dardy Mof-fett, from James P. Greenleaf, night club owner, in Los Angeles July 7.

Winifred J. deShismariov, nonpro, from Kyril F. deShismariov, Russian actor, in Los Angeles July 1.

Adelaide Ziegler Cohan, Bridgeport, Conn., concert pianist, from Dr. S. Howard Cohan in that city recently.

FRANK SHEAN

Frank (Doc) Shean, 57, veteran outdoor showman and press agent, died at the De Paul Hospital, Norfolk, July 16.

For the past several years Shean had been connected with various outdoor enterprises in Virginia Beach, Va., and Norfolk, and at the time of death was vice-president and general manager of the Agrigade Fairground near Norfolk.

Shean was active in many Norfolk and national organizations, being president of the Norfolk Better Business Men's Bureau, director of Virginia Beach Chamber of Commerce, director of Virginia Beach Community House and chairman of the Community Chest drive and the Red Cross campaign in Virginia Beach. Shean was also past-president of the Norfolk Rotary Club, a member of the Showmen's League of America and a member of the Star and the Sea Catholic Church. He was a veteran of World War I.

After the first World War, Shean was associated with various carnivals, including the Johnny J. Jones Exposition, of which he was press agent. After serving as press agent for Dufour & Rogers at Chicago's Century of Progress, he went with them to Belgium and assisted in running several attractions at the Brussels Exposition of 1935.

Returning to America he became assistant to Almon E. Shaffer, associate director in charge of amusements and concessions on the staff of the late Lincoln P. Dickey at the Great Lakes Exposition (1936) in Cleveland. In 1939-'40 he occupied a post in the concession department of the New York World's Fair.

For a time he was manager of Seaside Amusement Park, Virginia Beach, Va., and later took over Casino Park, that city, where he also acted as manager.

Survived by his widow, Frances. Services were held at the Hollomon-Brown Funeral Home in Norfolk, July 17. Interment will be in Showmen's Rest, Woodlawn Cemetery, Chicago, July 20 after services conducted by the Showmen's League of America at Sbarbaro Chapel.

CHICAGO LAKE FRONT HUMMS

Mpls. Awaits Aqua Kickoff

Aqua Follies touch off 10-day slate July 21—Godfrey, Ladd on program

MINNEAPOLIS, July 17.—Spearheaded by the importation of three big entertainment names, Minneapolis Aquatennial is all set to kick off its annual 10-day summer festival here with a line-up of activities ranging from fishing contests to a queen coronation ball.

The official opening is set for Friday (23), with the wind-up of the annual Mississippi River Canoe Derby. Actual start, however, will be held Wednesday evening (21), when the *Aqua Follies* makes its preem in the Theodore Wirth Park Pool.

George Jensen, aquatennial association prexy, and Bert Baston, chairman of this year's festival, have arranged for the appearance of Alan Ladd, movie star, for a world preem of his latest film, *Beyond Glory*, at Radio City Theater here (23).

Godfrey To Perform

Arthur Godfrey, Columbia Broadcasting System star, will be featured in a two-hour radio program over WCCO, CBS outlet here, Saturday night (24). Eddie Howard will bring his band for the queen coronation ball in Minneapolis Auditorium Friday (30).

Other highlights include: Annual day parade thru downtown Minneapolis Saturday (24) and illuminated night parade Wednesday (28); at Powderhorn Park, God's outdoor temple, all-faiths religious service, Sunday (25); dance band and baton twirling finals in auditorium Tuesday (27); fish derby for kids under 15, August 1, at Lake Calhoun.

In addition there will be bridge, golf, tennis and baseball tournaments, rowing regatta, swim championship contests, folk dancing festivals, sailboat races, soap box derby, golden gloves and shuffleboard tourneys.

Baston and Jensen said 40 candidates from thruout Minnesota will (See *Mpls. Awaits Aqua* on page 48)

Midget Racers Exit Polo Grounds To Try Pasadena Rose Bowl

NEW YORK, July 17.—Small Car Enterprises last week definitely abandoned hope of recouping even part of the estimated \$150,000 it sunk in the presentation of two midget races at the Polo Grounds here, and freighted its novel track to Pasadena, Calif., where another large-scale attempt will be made beginning Wednesday (28). Sportsman Alexis Thompson is president, and Walter C. Stebbins is general manager.

A combination of bad weather and high costs licked the local promotion. A special wooden track in sections, supported by aluminum stringers, was constructed by the company. The erection and dismantling required for each scheduled performance here was understood to have cost about \$29,000.

Hitler's Personal Auto To Go On U. S. Tour Starting August 13

CHICAGO, July 17.—Hitler's personal automobile, recently brought to this country and the subject of widespread publicity since its arrival, is to be shown this year at fairs and other outdoor events under charitable auspices.

The Amusement Corporation of America (ACA), with offices here, this week closed negotiations to place the much-discussed car on exhibit. J. C. McCaffery and Herbert W. Bye represented the ACA in the negotiations.

Currently on exhibit at the New York Museum of Science and Industry in Radio City, the car will remain there until August 9, according to its owner, Christophere Janus, an exporter-importer of Winnetka, Ill.

Clif Wilson Handles Tour

After that, McCaffery said, it will begin a long tour, with its first stop at Illinois State Fair, Springfield. It will be on exhibit thru the run of that event, August 13-22.

Clif Wilson, show operator, for many years associated with the Royal American Shows and who was identified with attractions at the

New York and Chicago World's fairs, will be the general manager of the touring attraction. Wilson arrived here this week to confer with Bye, McCaffery and Janus.

The car, a Mercedes-Blenz convertible with special phaeton body, is expected to prove a powerful mid-way attraction. Its appearance in the U. S. was greeted with an avalanche of publicity in newspapers, over the radio and in class magazines.

Class 1½ Inches Thick

The car in itself—apart from its historical significance—constitutes an attraction. Glass in the windshield and all four doors is one and a half inch thick, presumably the better to stop bullets. A built-in pistol case, fitted to the contours of a Luger, is located on the inside of the right front door.

Behind the rear seat is a leather-covered sheet of armour plate which cranks up manually. The car is long, with a wheel base of 153 inches; and it is heavy, weighing 9,500 pounds. It has an eight-cylinder, overhead value engine believed capable of developing 230 horsepower. The (See *Hitler's Own Car* on page 48)

RR Fair Tops Heavy Slate

Spot to be busiest since Century of Progress during next two months

CHICAGO, July 17.—The Railroad Fair, opening here Tuesday (20), will spark a series of attractions which will find this city's scenic lake front a veritable beehive of activity thru late September. The program will set a pace which has not been equaled on the lake front since the Century of Progress in 1933 and '34.

The fireworks were touched off by the Road Builders Show, which opened in the parking lot just south of Soldier Field yesterday (16), and is expected to lure more than 100,000 thru the gates in its four-day stand.

The Railroad Fair, which likely will run into late September, has been geared to serve more than 2,000,000 spectators during its lengthy stand, according to Major Lenox Lohr, president of the fair.

All-Star Game a Sellout

Third major outdoor attraction to grace the lake front, Soldier Field in this instance, will be the annual All-Star football game on August 20. This contest already has been declared a sellout by its sponsors, *The Chicago Tribune*, which will account for another 100,000 spectators.

Optimistic executives of the Cook County Fair, August 27 thru September 6, also on the lot just south of Soldier Field, estimate that event will draw approximately 500,000 to round out the extensive and colorful lake front program.

Entrance to the mile-long, 50-acre tract, which houses the Railroad Fair, will be at 23d Street and be thrown open to the public at 10 a.m. Tuesday (20), to be preceded by a huge parade thru the Loop Monday (19). Movable parts of the numerous exhibits and the cast of *Wheels A-Rollin'*, the pageant which is to be presented four times daily in front. (See *Chicago's Lake* on page 48)

Charlotte Puts Ban On Assemblage of Kids Due to Polio

CHARLOTTE, N. C., July 17.—Assembly of children under 16 years of age is banned in this city and thruout Mecklenburg County due to the spread of polio. The Charlotte-Mecklenburg health commissioners slapped the ban on Saturday (10), pointing out that it will be enforced until polio abates.

None of the medical representatives of the two boards advanced hope that the measure would reduce the local incidence of infantile paralysis. They pointed out the move was justified because its psychological effect would serve to quiet a measure of hysteria.

Sunday's (11) attendance at pleasure parks, drive-in theaters and at Charlotte movie houses was far below normal because of the ban.

Close-Ups:

Neither a ¼ Million \$\$ Nor Age Could Retire Walter K. Sibley

—By Jim McHugh—

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

DISDAINING the prerogative of his 74 years by refusing to live any part of his life in the past, Walter K. Sibley, a foremost example of perpetual youth, is as filled with ambition today as he was when he toddled from the lower half of grade school in Boston to take his first job in show business.

"I was a pretty nifty kid," Walter says. "There was a theater preparing to open. I hung around and the owner offered me a job as usher. The pay was \$4 and included a nice uniform. It was the uniform that did it. The gentleman who was so kind to me was the famous B. F. Keith," Walter concludes, indicating he started off in the big time and stayed right with it.

Walter still is a "pretty nifty" kid as executive secretary of the National Showmen's Association, a post he assumed in 1942. Most men, particularly at his age, would turn the job into a pleasant interlude. Not so with Walter. He tackles his daily tasks with the same zest that resulted in his retiring at the age of 46 with \$250,000.

Walter worked hard for everything he ever got but, he'll tell you, it was a lot of fun. As a youth he worked as a super in all of the Hub theaters and even had a bit part as a page in *Hamlet*. During the summer he worked as a super with the fireworks

specs, including the *Fall of London*, *Fall of Babylon* and *The Soudan*. "I had a couple of lines as a guard in one production," Walter relates. "My part called for my being shot as I was standing on top of a 10-foot wall. I had to fall to the stage which wasn't padded. A couple of weeks of that and I quit to be a fighter. I thought it would be a lot easier."

Walter fought a few times with varying success but gave it up. He (See *Neither a 1/4 Million* on page 54)



WALTER K. SIBLEY

California State Fire Marshal Clarifies Flameproofing Rules

LOS ANGELES, July 17.—Contrary to the opinions of many showmen, it is legal for them to treat their own canvas with flameproofing chemicals and still receive a certificate of flame resistance from the California State Fire Marshal's office—if they comply with certain regulations.

In response to many queries on the subject of flameproofing from outdoor showmen who plan to play in California, the State fire marshal's local office has issued a detailed explanation. (See *Flameproofing Rules* on page 93)

Gerald Roberts Wins Reno Rodeo Honors

RENO, Nev., July 17.—Gerald Roberts, Strong, Kan., won the award of best all-round cowboy at the rodeo here over the July 4 week-end.

In the rodeo finals, judged on performances recorded during the three days, Wag Blessing took top money in Brahma bull riding, with Roberts second; Jim Egan third, and Cecil Jones fourth.

Honors for calf roping finals went to Homer Pettigrew, first; B. A. Pittcock, second; Glen Shaw, third.

First prize for greenhorn calf tying went to L. H. Pickens, of Reno, his time being 71.5 seconds.

Winner in the saddle bronk riding was Bill Ward. Frank Finley was second, Roberts third, and Wilbur Plaughter fourth.

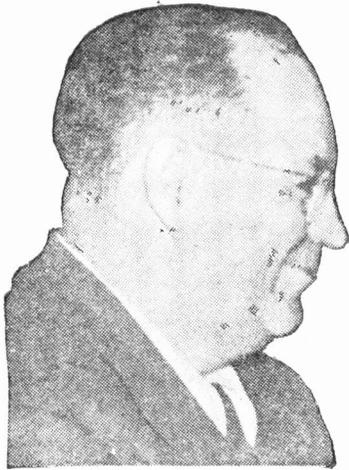
Steer riding finals gave Pettigrew first place; Stan Gomez, second; Ned Ferrero, third, and Dave Campbell fourth.

Nevada bronk riding finals placed Ed Faravanti, Rod Kelly, Manuel McCloud and Gene Mills in the first four places.

Chuck Sheppard took first honors in the cow milking finals.

Armstrong Running For Alderman in Salem

SALEM, Ore., July 17.—Tom A. Armstrong, sales manager of the C-Cruise Corporation of West Salem, and amusement ride operator, has entered politics and is running for alderman of Salem. Before entering the outdoor amusement field in 1947, Armstrong was a member of the city



FRANK (DOC) SHEAN, 57, veteran outdoor showman, press agent and park manager, who died July 16 at De Paul Hospital, Norfolk. (For details see *Final Curtain*.)

New Jersey Spots In Million \$ Bally

ATLANTIC CITY, July 17.—Well aware of the growing competition for vacation business, New Jersey resort interests are spending more than a million dollars for advertising to uphold their part of New Jersey's economy.

The New Jersey Council's *Roll Call of Resorts*, just completed, indicates that municipalities and counties from Cape May to Sandy Hook are investing more than \$300,000 this season to attract vacationists. Indicative of the heavy advertising campaign is nearby Wildwood, where the money usually assigned for the July Fourth fireworks display was added instead to the resort's newspaper advertising budget.

In addition to the resorts, private interests, such as hotels and amusement centers in the same area are spending nearly \$900,000, and the State itself, thru the New Jersey Council's Department of Economic Development, is conducting a \$17,000 advertising campaign of its own directed to vacationists and tourists.

council for six years.

Besides acting as sales manager for the C-Cruise ride, which was launched this year, Armstrong owns an Octopus which is operating on the Silver Star Shows, currently touring Idaho.

All N. Y. Area Spots Featuring Fireworks

NEW YORK, July 17.—The first of the regular Tuesday night fireworks displays, sponsored by the Coney Island Chamber of Commerce, drew a crowd of 300,000 to the Boardwalk Tuesday night (6).

Also on Tuesday night (6) Palisades Amusement Park, for the first time in 10 years, put on a pyro show that was clearly visible from the New York side of the Hudson River. The display drew a large crowd to the park.

Rockaway Beach followed suit, with the first of its regular weekly fireworks displays Wednesday (7), attracting 250,000 spectators. The Chamber of Commerce is sponsoring the shows at Rockaway this season.

Olympic Park, Irvington, N. J., continues its policy of putting on fireworks shows as a wind-up to holiday festivities. The second show of the season, Monday (5), jammed the park. Playland at Rye, N. Y., is splurging on two pyro displays, Tuesdays and Fridays, each week.

Fred Murray, of the International Fireworks Company, is handling all of the above displays.

Rodeo Has Fair Pull at La Salle

LA SALLE, Ill., July 17.—The Diamond Horseshoe Rodeo played the Tri-City Speedways here July 4-5 to fair crowds. Engagement marked the second appearance of the rodeo here.

Show was under the direction of Owner Selby, with Eddie Guy handling the chutes and area. Pick-up men were Oscar Calsavera and Ray Doering. Mrs. Christina Selby and Mrs. Helene Rose handled the office. Bob Pence did the announcing and Earl Armstrong handled the transcribed music, with the assistance of Una Hart and Maurine Calsavera.

Specialties included Ray and Ann Doering and Chauncey Barnes, trick roping; Chauncey Barnes and his horses and mule; the Roscoe Armstrong Ford act; Billy Clay Cox, 13-year-old clown who assisted Whetsel and the Armstrongs, and Florence Miller, Maurine Calsavera and Ray and Ann Doering, trick riding.

Following the engagement here the show disbanded for a few weeks. Selby said his stock has been leased for fall shows at the Chicago Stadium and in Detroit and Indianapolis.

Dewey, Ariz., Rodeo Victors Collect \$1,700 in Prizes

DEWEY, Ariz., July 17.—Joe Schell, Prescott, Ariz., and his team won first prize money of \$162.50 in the wild cow milking contest, which was the feature of the rodeo here. Time was 34.4 seconds. Prize money totaled \$1,700.

Tommy Walker and team took second prize money of \$97.50, with a time of 35 seconds. Joe Bassett's time of 35.2 was good for third and \$65. Other winners, their times and prizes, follow:

Team roping, first, Bom Hardt and Lonnie McFadden, 17.4 seconds, \$1,005; second, Clyde Allred and Bud Pendergast, 18.1 seconds, \$603; third, Fred and Joe Lambert, 18.3 seconds, \$402.

Calf roping: John Odle, 17 seconds, \$307.50; Les Jenkins, 17.4 seconds, \$184.50; Lloyd Davis, 18 seconds, \$123.

Bull riding: Logue Morris, \$175; Bobo Chapman, \$105; Arnold Jones, \$70. Bronk riding, Russ Duquette, \$93; Sid Despain, \$62.

Bellaire Staging Cele

BELLAIRE, Mich., July 17.—Bellaire's Chain-o-Lakes Celebration, July 23-25, sponsored by the Chamber of Commerce, will culminate in the big stock boat races July 25, with \$1,000 in prizes. John McKee will be on midway, and Kansas City Ramblers' Barn Dance in the auditorium.

75,000 See July 4th Celebration in Chi

CHICAGO, July 17.—Approximately 75,000 spectators watched the annual July 4 celebration, under the auspices of the Cook County Council of the American Legion, Sunday (4) at Soldier Field. The celebration included drum and bugle corps, parades; acts supplied by Barnes-Carruthers Theatrical Enterprises, of Chicago, and fireworks, staged by Thearle-Duffield, Inc., of Chicago.

The acts included the Great Arturo and Hedy, high act; the Siegrists, aerialists; Lynn and Linda, aerial adagio; Felix Morales and Company, trampoline; the Hoaglands, combination horse act, and the Four Jacks, trampoline. The band was directed by Izzy Cervone.

Toppenish, Wash. Rodeo Is Witnessed by 75,000

TOPPENISH, Wash., July 17.—An estimated 75,000 saw the parades and riding exhibitions during the Toppenish Rodeo and Powwow here, July 3-5.

Tom Henderson, Spokane, was adjudged best all-round cowboy; Anir Wells, Soap Lake, champion calf roper; Merrill Hansen, Chandler, Ariz., champion bulldogger; A. J. Pettigrew, Grady, N. M., champion cow milker, and Orville Patnode, Toppenish, champion bull rider.

Tommy Sacco To Present Acts at Michigan City

CHICAGO, July 17.—Tommy Sacco, Chicago booker, announced this week he has inked the contract to supply the acts at the Police Show in Michigan City, Ind., August 6-8.

This will be the first year for the event, which will be held in the ball park, and officials hope to make it an annual affair.

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See... Compare... Discover for yourself how much **MORE** you get in a rugged, easy-trailing Schult. Take advantage of the long Schult experience in catering to the needs of show people... for convenience, special features, and year 'round livability... All backed-up by a strong national sales-service organization. No wonder so many show people say "Load your belongings in a Schult!"

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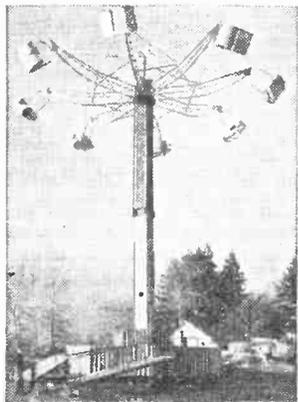
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All Readings Complete for 1948

Crystal Balls: Imported
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Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
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Any Quantity. Each 1 1/2¢
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Booklet, 12 P. 3x5. Contains all 12 Analyses.
Very Well Written, \$5.00 per 100; sample 10¢
FORECAST AND ANALYSIS, 10-p., Fancy
Covers. Ea. 5¢
Sample of each of the above 4 items for 25¢
No. 1 45 Pages. Assorted Color Covers 50¢

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy.
120 Dreams Bound in Heavy Gold Paper
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HOW TO WIN AT ANY KIND OF SPECU-
LATION, 24-p., Well Bound, 8 1/2 x 11 25¢
PACK OF 79 EGYPTIAN F. T. CARDS,
Answers All Questions, Lucky Numbers, etc. 50¢
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Graphology Charts, 9x17. Sam. 5¢. Per 1000 \$7.50
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**Riverside Park
Stresses Variety**

AGAWAM, Mass., July 17.—Ed Carroll, owner-manager of Riverside Park, is turning that fun spot into a veritable department store of outdoor amusements. In addition to the usual park rides and attractions, Carroll's park offers free circus, drive-in movies, midget races, motorcycle races and special events, such as picnics, drum corps contests and rodeos—all of which are heavily publicized in newspapers of the region.

Carroll's recently opened Riverside Stadium, adjoining the park, serves as the setting for the racing, circus and special events. Circus bills feature top-notch acts. Featured over the Fourth of July week-end were Aerialist Lalage and the Flying Wards, plus an elaborate fireworks display. Current offering is Prof. George Keller's wild cat act, plus Dalton and Bailey in their zany trapeze number.

Midget auto races are regular Thursday night features in the 7,000-seat stadium. Carroll recently cut the price of ducats to a buck a seat, plus tax, with no reserves. Friday nights the motorcycle speedsters have the track.

On Monday (5) Carroll opened the latest addition to Riverside Park, the Riverside Gardens, an open-air dance pavilion with an attractive promenade deck and refreshment stand.

**Joyce Sets Pioneers
Thru July, August**

PHILADELPHIA, July 17.—Bob Nolan and the Sons of the Pioneers are being routed by the Jolly Joyce Agency for a string of park, ranch, theater and auditorium one-night stands during July and August. The Joyce agency started the group off last Saturday (10) at Memorial Hall, Columbus, O., followed by theater and park dates, including Musselman's Grove, Clayburg, Pa.; Sally Ann Park, Braddock, Pa., and the Lone Star Ranch, Reeds Ferry, N. H.

The coming week the unit plays up-State New York on park and theater dates previously booked, returning under the Joyce banner next Sunday (25) at Jim and Jane's Park, Williamsport, Pa., after which they play theater and radio dates until end of month.

August bookings include park, theater and fair dates in Pennsylvania.

**Rodeo Draws Big
At Kerrville, Tex.**

KERRVILLE, Tex., July 17.—A total of 20,000 attended the four-night program of the 14th annual Hill Country Championship Rodeo at Antler Stadium here (3-6), despite threatening weather on each of the four days.

The event, sponsored by the Junior Chamber of Commerce, attracted more than 7,500 Saturday night (3) which also established a new single-night attendance record for the event. The show, produced by Earl and Jack Sellers, Del Rio, Tex., again featured a specialty act by the mounted Quadrille of Dallas. Jack and Bobbie Knapp, Van Nuys, Calif., acrobats and rope specialists, and Calgary Red, tight rope, were added features.

**Umatilla, Ore., Holiday
Rodeo Clicks; Sked Repeat**

UMATILLA, Ore., July 17.—Umatilla Sage Riders will repeat their July 4-5 rodeo July 24-25 because of its financial success, officials announced.

Approximately 3,000 saw the first show. Stock again will be provided by Coyle and Stitzel, of Elgin, Ore.

**Valentine Davis
Falls at Palisades**

CLIFFSIDE, PARK, N. J., July 17.—Valentine Davis, 21, New York aerialist, fell 110 feet here Friday (9) at the outdoor theater in Palisades Park, while 15,000 persons looked on.

Miss Davis was swinging by her teeth from a cross bar held by William Vess, who was suspended by his feet from a bar. The bar holding the mouthpiece broke, and Miss Davis fell to the stage below, hitting a guy wire on the way down.

She was taken to Englewood Hospital with a broken right ankle, fractured left leg and a fractured pelvis.

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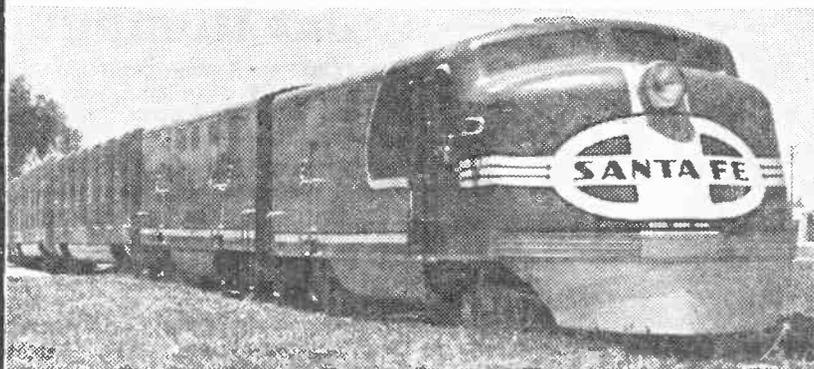
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No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 95 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50c; Wood Calling Numbers, \$1; Printed Tally Card, 15c. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ \$6 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 14 1/2. 10c each.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

- White, Green, Yellow, Black on White, postal card thickness. (Can be retained or discarded). 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra. 50c.
- 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
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- Adv. Display Posters, Size 24x36. Each Cardboard Strip Markers, 10 M for .75
- Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 15.00
- Thin Transp. Plastic Markers, Bwn., 1/4 M 1.00
- Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 1/2 this Size \$2.00 M

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

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Ringling To Give Ducats Away— On Air, That Is, for Plugs

CHICAGO, July 17. — Ringling Bros.' Circus has stuck its publicity toes into giveaway air shows.

Deal, consummated Friday (9) by Bill Antes, radio director, calls for the Big One to give out with free reserved seat ducats on the *Welcome Travelers Show*, half-hour ABC network presentation, which emanates from the College Inn of the Hotel Sherman, each day, Monday thru Friday, at 11 a.m.

Idea is for Tommy Bartlett, star of the *Welcome Travelers Show*, to duke one person daily with free tickets after the person first names his or her home town, providing that town is one where—or near where—the Ringling show is routed to play.

Number of tickets to be given out will be sufficient to take care of the

immediate family of the radio interviewee.

In handing over the pasteboards, Bartlett is to plug the appearance of the Ringling show in the home town of the recipient, giving dates of the engagement, other pertinent information and a solid plug for the circus.

Before leaving for Detroit, Antes, who had come in here from South Bend, Ind., to close the deal, hailed it as one which would give the circus a good strong daily plug. He pointed out that the show has a Hooper rating of 6.0, with a 7.4 rating on the Pacific Coast.

Arrangement, he said, will start July 26 and continue thruout the Ringling season. Les Lear, manager, closed deal on behalf of the radio show.

Chicago's Lake Front Humming

(Continued from page 45)
of the recently completed lake front stadium, will be featured in Monday's parade.

Massman Directs Exhibits

Paul Massman, who was director of exhibits at the Century of Progress and director of concessions at the New York World's Fair, is director of exhibits for the Railroad Fair and points out all exhibits will be free and that several of them will contain "live" entertainment.

The Burlington Railroad, for instance, will present a continuous rodeo, featuring trick riders, ropers and balladeers. The Santa Fe has imported 125 Indians from the Southwest and they will present ceremonial dances and live right in the huts and tepees built on the grounds for them.

Admission to the fair will be 25 cents, with a 60-cent charge for the *Wheels A-Rollin'* pageant and a 10-cent charge for the mile-long replica of the historic Colorado Mountain Railway, the only items on the grounds which will bear a charge.

Event to Cost \$2 Million

It has been estimated by officials of the event, which will commemorate the 100th anniversary of railroading in Chicago, that more than \$2,000,000 will have been expended by the 60 participating railroads and 40 allied appliance companies by the close of the event in September.

A series of special events have been planned under the direction of Jack Riley, who operated in a similar capacity at both The Century of Progress and the New York World's Fair. These will include special days designated to bring in delegations from each of the 48 States, the presentation of network radio shows and, eventually, a series of giveaway programs. The products of the various States, which are being featured at the time, will be distributed on the giveaway programs. For instance, it is the plan during Arizona Week, to give away beef, the product of steers from that State.

Fireworks Slated

Entertainment in front of the grandstand, which has a picturesque Lake Michigan background, also will include fireworks by Thearle-Duffield, Inc., of Chicago.

The *Wheels A-Rollin'* pageant, which will depict the progress of railroading from its beginning in the United States down thru the "train of tomorrow," will have a cast numbering 240 and be presented on a stage 450 feet in width and 100 feet in depth.

Hitler's Own Car Set for U. S. Tour

(Continued from page 45)
transmission consists of five speeds forward, one an overdrive for use at speed up to 125 m.p.h., and a reverse gear.

Gas Tank Holds 60 Gallons

The car has many oversized features. Tires are 8.35 x 17, the gas tank holds 60 gallons and the supercharger bulks as large as a typewriter.

As for gadgets, it has a battery of them. There are headlights, spotlights, parking lights, fog lights, backing-up lights, lights under the hood for the convenience of mechanics and even red flashlights that pop out of the door posts to signal turns.

Janus holds pictures of Hitler riding in it, taken during a 1941 visit to Berlin, with Hitler making with the big salute. Moreover, he also holds an airtight pedigree of the car, obtained from Sweden.

Obtained in "Trade"

It was from Sweden that Janus secured the car in a complicated parlay. It seems that a Swedish concern was in dire need of ball bearings and they didn't want to spend U. S. dollars to get them. But the Swedish firm did have the Hitler car. The automobile, it seems, had been used by Hitler for about a year, and then been given to Field Marshal Mannerheim as a birthday gift. The latter sent it to Sweden, presumably for safekeeping. Subsequently, the Swedish government took possession of it, and sold it to the firm that needed ball bearings.

MPLS. AWAITS AQUA

(Continued from page 45)
vie to succeed Patty McLane as Aquatennial Queen of the Lakes. This year the queen will be picked and crowned at the coronation ball for the first time in the festival's history.

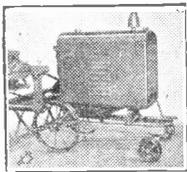
\$30,000 Fish Derby

Also new is the fishing derby, with some 30,000 kids expected to take part at Lake Calhoun. A \$30,000 prize list has been established.

The *Aqua Follies*, produced by Al Sheehan and Lyle Wright, plan 14 performances, with Patty Robinson heading a water and stage cast of some 75 persons. Both water and stage lines of 24 girls each will participate.

The aquatennial, which usually draws well over a million spectators and participants to its numerous activities, expects to go well beyond that this year, Baston asserted.

THE NEW D-140 ELI POWER UNIT

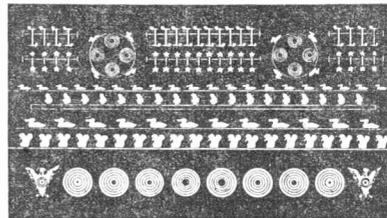


An ELI Power Unit is the universal choice of Ride Men who know true values. It will deliver years of economical, dependable power service on the hardest jobs, with just ordinary care. Put your dependence in an ELI Power Unit for maximum return on your investment.

D-140 ELI Power Unit is 25 h.p.; ample power for any ride. Mounted on all-steel truck arranged for V-belt drive, ready to go to work for you. In stock ready for immediate shipment. Wire or write for information.

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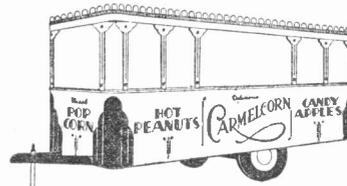


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PENNY PITCH GAMES

Size 46x46", Price \$42.50.
Size 48x48", With 1 Jack Pot, \$50.00.
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30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price \$27.50

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NEW MODEL BERT'S AUTOMATIC ICE SHAVING MACHINE for Snow Cones now available. Entirely automatic, with push-button control. Machine delivers clean, fine snow in a hurry. This money maker will be demonstrated for you at Cotton Bowl Roller Rink, Fair Park, Dallas. If you can't call, write or wire

BERT'S SNOW CONE MACHINES
FAIR PARK DALLAS, TEXAS
We also handle Snow Supplies.

Gate Record Set At Fairport, O, Mardi Gras Cele

FAIRPORT, O., July 17.—All attendance records for this city's annual Mardi Gras celebration were broken with the approximate 85,000 persons who swarmed over the grounds July 1-5. A heavy rain Saturday afternoon (3) failed to dampen the spirits of the crowds.

Among events staged were three air shows by the U. S. military forces Saturday and Sunday (3-4); a mammoth yacht regatta, Sunday, in which 45 boats, both local and visiting, participated; a fireworks display every night and nationality dances. Saturday was Boy Scouts Day.

Concessions were worked by local churches, Girl and Boy Scout troops, the Men's Civic Club; Wilbur Bradley, of Sebring, O.; H. E. Quackenbush, of Aurora, Ind., and Ray S. Howard, who had seven rides.

General committee included W. K. Young, general chairman; Steve Mack, in charge of concessions; George Gedeon, vice-chairman; Mayor Arthur Ritari, honorary chairman; Mrs. Iris Meyers, secretary; Evan Thomas, treasurer; John Resetar, nationality chairman; Matt Ivary, sports; Mrs. Mariam Cashmere, tickets; Police Chief Mike Sholtis, policing and parking; Mrs. Killian Robinson, co-ordinator; William Bumbulis, parade master; Frank Lasko, decorator; Carl M. Katila, aviation, and Howard Becker, marine events.

Strayer Readies Biloxi Kiddie Park-Trailer Camp

BILOXI, Miss., July 17.—J. R. (Bob) Strayer, who retired several years ago from the carnival business after having been a long-time operator of the Pan-American Shows in the Midwest, is pushing construction work on a combination kiddie park and trailer camp he plans to open in September. Site of the layout is on highway No. 90, three miles east of the city.

Strayer said he plans to cater to outdoor show people at his trailer camp.

Pa. Boro Adopts Tax

POTTSVILLE, Pa., July 17.—The boro of St. Clair school district, outside the city, passed a resolution this week establishing a 10 per cent amusement tax on all commercial amusements and entertainment in the boro. The tax goes into effect August 16 and will affect theaters, skating rinks, dance halls, carnivals, sports events of all kinds, swimming, amusement park attractions, bowling, bingo and all other attractions. In addition the tax measure calls for the issuance of amusement permits costing \$1 and temporary permits costing 50 cents.

Sims Joins Brydon

CHICAGO, July 17.—Emmett Sims, formerly on the press staff of Cole Bros.' Circus, has joined the Ray Marsh Brydon org for the season and will handle the press for Brydon's shows at the various fairs contracted. Sims, according to Brydon, already is getting press books ready for the Girl Show, Terrell Jacobs animal act, *Glove of Death*, Freak Show and Water Show.

Estevan Annual Gets Aid

ESTEVAN, Sask., July 17.—The Estevan Rotary Club presented the Estevan Agricultural Society with a check for \$1,000 to help the society in its community work. E. P. Rae, president, accepted the donation.

Jim Strates Buys Binghamton Hotel

BINGHAMTON, N. Y., July 17.—James E. Strates, owner of the James E. Strates Shows, last week added to his holdings of local real estate by purchasing the Hotel Bingham at 182 Washington Street from the Bingham Properties, Inc., of New York, at a price reported to be in excess of \$200,000.

The hotel is being operated under a 10-year lease by the Bingham Hotel Management Corporation, and altho the Strates deal included purchase of all the contents of the hotel no change in the present management is contemplated.

James E. Strates, a former resident of Binghamton, already controls several buildings and parcels of real estate here and in Elmira in his own name, his wife's name and that of the Strates Realty Corporation, Inc., of Elmira, N. Y. Strates holdings include the building at 65-75 Chenango Street, acquired at a reported purchase price of \$160,000.

Thru Binghamton Park, Inc., in which Strates is interested, 127 acres of land on the old Bennett airport site were acquired in December, 1947, at a price said to be \$77,000. It is understood this property is to be developed as an amusement park.

Rancho Park, Calif., Fete Proves Hit in First Year

RANCHO PARK, Calif., July 17.—The first annual community fair, held here under the sponsorship of the Lions Club, was termed a success by its sponsors. They said thousands of visitors swarmed over the fairgrounds at Westwood and Pico boulevards during the three-day event.

More than 80 merchants sponsored displays which were exhibited in a large tent. Proceeds go to the Lions Club charity fund.

B. Ward Beam Rider Hurt in Accident

PROVIDENCE, R. I., July 17.—Jackie Cornell, 19, Bronxville, N. Y., trick rider with B. Ward Beam's Auto Thrill Show, playing Seekonk (Mass.) Speedway, July 3-5, was taken to Truesdale Hospital, Fall River, Mass., Monday (5) for treatment of friction burns and bruises after his cycle skidded against a guard rail.

He was hurled over a fence and against two spectators, both of whom also required hospitalization. Cornell was dismissed after medical treatment.

Lucky Lee Crosby in Mass.

NEW BEDFORD, Mass., July 17.—Lucky Lee Crosby and his All-American Hell Drivers wound up their two-day stand at the Cawley Stadium last Sunday (11). Two shows were presented daily. Saturday night (10) session drew 3,257 gate. Police granted permission to block off the street leading to the stadium so that it could serve as a runway for Crosby's leap over a bus.

Two Conn. Annuals Set Dates

HARTFORD, Conn., July 17.—The Wethersfield, Conn., Grange will sponsor its annual fair in that town September 9-11. Arden N. Barnes is chairman. A television exhibit is being planned. The annual fair of the Ledyard, Conn., Grange is scheduled for August 28. Paul Holdridge is chairman.

Admire Lottridge G. A.

PINEVILLE, Va., July 17.—J. C. Admire, doing advance press for Harry Lottridge Shows, was appointed general agent of the org July 4. He replaced Billy Burton.



JOHN P. MULLEN, 83, president of the Iowa State Fair Board until last December, who died in St. Vincent Hospital, Sioux City, Ia., July 4 of a heart ailment and post-operative effects. A member of the fair board since 1911, Mullen was also secretary of the Northwest Iowa Fair Association. (Details of his death appeared in last week's issue of The Billboard.)

Happy Holiday Moves Into Detroit Suburbs

DETROIT, July 17.—Happy Holiday Shows, Michigan org now in its second season, this week returned to the Detroit suburban area to play the St. James Parish Festival at Ferndale for nine days to average business. The shows have been booked for two complete circle tours of Michigan's Lower Peninsula, and then will go south with a skeletonized unit to play until cold weather sets in.

Six rides, two shows, and 30 concessions, together with a light plant, are carried. A new Allen Herschel Merry-Go-Round, owned by Ray Williams, is to be delivered next week at Bellevue, Mich.

Key personnel includes Herbert Simpkins, owner-manager; Cecile Simpkins, secretary; Charles Peckham, general agent; Verne Utley, electrician; Ernie Barger, Howard Cockrum, Robert Hendricks, Charles Rex Harmon and T. W. Bates, ride foremen. Concessioners are Ray Williams (4), Carl and Evelyn Berger (2), Smitty Frazer (3), Marc Mase-man, Daisy Head (2), Earl Wagner (2), Tom Stanley (7), Sam Johnson and Art Collins.

Langhorne Incorporated

HARRISBURG, Pa., July 17.—The incorporation of Babcock's Langhorne Speedway, Inc., with headquarters at 13th and Chestnut streets, Philadelphia, has been approved by the Pennsylvania Department of State. The new corporation is authorized to issue \$5,000 worth of capital stock and is incorporated for the promotion and operation of mechanized racing, carnival, fairs, markets, shows and sporting events. Incorporators are Stover L. and J. Willard Babcock, and Robert Funkhouser, all of Langhorne.

Festival for Paramount

PARAMOUNT, Calif., July 17.—A community fair, the first post-war festival here, will be held August 11-15, according to Ed Henderson, Chamber of Commerce president, who said that civic and business groups, churches and social clubs will participate.

Streator, Ill., Labor Day Cele Set Sept. 4-6

STREATOR, Ill., July 17.—A three-day Labor Day observance, marking the 60th anniversary of the founding of the American Federation of Labor, will be held here September 4-6 under the joint auspices of three labor groups, the Streator Trades and Labor Council, the Building Trades Council, and District 50, United Mine Workers of America.

Program will include top-flight free acts and special features. Highlight of Labor Day will be a noon parade of industrial, commercial, civic, professional, fraternal and labor floats. Midway will be laid out in the heart of the city, with a 15-acre park as the focal point. Forty-five communities within a radius of 40 miles will be heavily billed.

Committee officials are Fred Salvetti, general chairman, president of the Streator Building Trades Council; Mike Crowley, secretary, District 50; Al Wiley, treasurer, Streator's Barbers' local; trustees, Al Wiley, Edward Hornick, District 50; A. Fort, plumbers' local.

Parade arrangements are in charge of Richard Hendrickson, chairman; concessions, Al Dietman, mayor of Streator; John Perzel, co-chairman.

Publicity committee is headed by William J. Lewis, editor of *The La Salle County Ledger*.

Spotted in St. Leonard, N. B., All-Maritime Pulls From Me.

ST. LEONARD, N. B., July 17.—Austed by the St. Leonard Fire Department here this week, the All-Maritime Shows enjoyed good business. Van Buren, Me., situated just across the international boundary, yielded many customers.

Circuses and carnivals this summer have been denied permits in the latter town.

Fourth of July Celebration At Omaha Attracts 10,000

OMAHA, July 17.—A crowd of 10,000 watched the 12th annual Fourth of July show under the auspices of American Legion Post No. 1 here, with Selden the Stratosphere Man headlining the bill. Also on the card were the Aerial Charltons and the Four Flying Lavallas.

The fireworks show was staged by Thearle-Duffield, Inc., of Chicago.

Jamison Gets Return Date At Tivoli; Sweden Next

COPENHAGEN, July 17.—Captain Jimmy Jamison, American high diver, wound up a six-week engagement at Tivoli Park this week and is set for a return date here in October.

Jamison plays Malmo, Sweden, until end of July and then goes into Grönlunds Tivolu, Stockholm, for five weeks.

Newton, N. C., Closed

NEWTON, N. C., July 17.—Newton's town board, meeting here last week, voted to deny permits to carnivals carrying games. Riding devices and eating stands will be allowed, according to the decision.

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Motor Speed Round-Up:

36,003 Pay To See Midgets Bow On Los Angeles Board Track

LOS ANGELES—Midget auto racing on a board track made its debut at the Coliseum Saturday (10) before 36,003 paying fans with Bob Carroll, Fresno, taking the 50-lap feature. A three-car crack-up involving D. W. McCauley, Louie Durant and Mac Hellings marred the main event. None of the drivers incurred serious injuries. The race, sanctioned by the AAA, drew an entry of 17 cars. Marvin Burke was second in the feature, with Chuck Stevenson third. Jerry Piper copped the semi-main and McCauley took the trophy dash. Heat winners were Stevenson, Hellings, Fred Agabashian and Fletcher Pierce.

Sennett Wins at Oakland

OAKLAND, Calif.—Bud Sennett, Los Angeles, won the 40-lap main event for big cars Sunday (11) at the stadium here. Bud Kelleher, San Francisco, was second and Cecil Burnath, Los Angeles, third.

Huntington Beach Results

HUNTINGTON BEACH, Calif.—Allan Heath scored a wire-to-wire victory in the 30-lap main event of the midget auto races Sunday (11) at the Speedway here. Trailing him to the checkered flag were Danny Harrison and Billy Cantrell. Barney Dana copped the semi-main and Dempsey Wilson walked off with trophy dash honors.

Graham First at Caledonia

CALEDONIA, N. Y.—Roy Graham, Buffalo, won the 50-lap, 25-mile feature at the speedway Monday (5). Jack White, Lockport, N. Y., was second, with Bob Peck, Buffalo, third; Joe Sandola, Nutley, N. J., fourth, and Eddie Shaw, Belleville, N. J., fifth.

Riverside Cuts Admission

AGAWAM, Mass.—Owner-Manager Ed Carroll, of Riverside Park, announced this week a cut to a flat \$1 plus tax for future midget meets at the park's new 7,000-seat stadium. Races are staged under the direction of Sherman (Red) Crise.

Nunis, France Sked Big Car Race

GREENSBORO, N. C.—Sam Nunis and Bill France have skedded a big car race for the new Occonteechee Speedway for August 1. The stadium features a mile track and seating accommodations for 10,000. The owners are Bill France, Charlie Combs, Dobe Powell, Joe Dawson, Ben Lowe and Enoch Staley.

Crash Kills Anthony Imbimbo

PATERSON, N. J.—Anthony Imbimbo, 23, Orange, N. J., was injured fatally Friday night (2) when his midget racer collided with another car at Hincliffe Stadium. A car driven by Ernie McCoy, Reading, Pa., went into a spin and Imbimbo, trying to avoid a collision, skidded. The Imbimbo car went up and over McCoy's racer to land upside down with the driver inside. Imbimbo was in his first year of competition.

Valente in Roadster Leads

SACRAMENTO—Joe Valente, new leader in the roadster championship chase, widened his lead by a hard-fought victory in the feature at Hughes Stadium here Friday (2) before 2,000 fans. Starting in 10th spot, Valente moved to the lead on the eighth lap of the 40-lapper and stayed there. Wayne Selser was second and Ed Huntington third. Gene Tessien copped the trophy dash.

Deb Snyder Triumphs

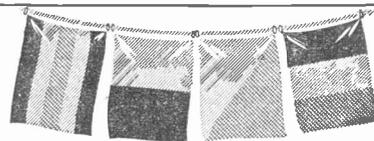
WEST UNION, Ia.—Deb Snyder, Kent, O., carried off first-place honors in the big car speed race here Saturday (3), promoted by National Speedways. Al Fleming, Richmond, Va., was runnerup and Bob Grim, Indianapolis, was third. A crowd of 2,500 witnessed the event.

Culver City Results

CULVER CITY, Calif.—Troy Ruttman scored another midget auto race feature Tuesday (13) by taking the main event at the speedway here in record time. He was trailed to the wire by Sam Hanks and Andy Linden. Trophy dash was won by Johnny Garrett.

Hogan Cops at Roscoe

ROSCOE, Calif.—Bud Hogan whizzed across the finish line first to



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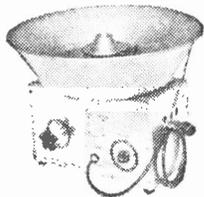
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win the 20-lap main event of the motorcycle races at 5-H Speedway Tuesday (13) before a crowd of 2,300. Ray Tanner was second and Jack Bailey third. A collision marred one of the heat races when the cars of John O'Leary and Swede Ballin tangled on a turn. Both were taken to the hospital, but their injuries were not critical. Semi-main was nabbed by Dick Page, while the trophy dash was won by Hogan.

Farmer Wins at Spokane

SPOKANE — Don Farmer, Los Angeles, in his second start on the midget oval at Spokane Sports Center, won the Class A main event in a speedy 11:28.33 Saturday (10) before 3,500 fans. Shorty Templeman was second and Stan Muir third.

Midget Driver Killed

SANTA BARBARA, Calif.—Midget auto race driver James McMahon, 35, of North Hollywood, Calif., was killed at the Carpinteria Thunder Bowl here Sunday (11) when his car failed to make a turn, hit the rail, flipped into the air and came down on its back atop the railing.

Gilmore Results

LOS ANGELES—Allan Heath captured the 100-lap feature midget auto contest at Gilmore Stadium Thursday (8) by nosing out Bill Taylor and Joe Garson, who finished second and third. Sam Hanks copped the semi-main and Danny Oakes won the trophy dash. Heat winners were Hanks, Dean Meltzer, Heath and Karl Young.

Brown Cops at Roscoe

ROSCOE, Calif.—Carl Brown led Hal Minyard and Speed Boardman to the checkered flag in the midget auto main event at 5-H Speedway Friday (9).

Oka Wins at Culver

CULVER CITY, Calif.—Yam Oka toured his hot rod to victory in the feature contest at the Speedway here Friday (9), before a crowd of 3,000. Bud Gregory was second and Wayne Tipton third. Vern Slankard nabbed the semi-main and Pat Flaherty won the trophy dash.

Lincoln Park Results

LOS ANGELES—Harvey Feurhelm entered the winner's circle for the first time at Lincoln Park's motorcycle racing program Friday (9) when he won the handicap final before 3,600 fans. Ernie Roccio was second and Pee Wee Cullum third. John O'Leary took the amateur final while Cullum nabbed the scratch final and Jack Bailey annexed the consolation race.

Davis Wins at Gilmore

LOS ANGELES — Mickey Davis came thru at Gilmore Stadium Monday (12) to capture the hot rod feature before a crowd of 3,300. Yam Oka finished second and Pat Flaherty third. The semi-wind-up was pocketed by Bob Lindsay while the trophy dash was won by Flaherty.

Kedenburg Lines Up Talent

FREEPORT, L. I., N. Y.—Promoter Jake Kedenburg, of the Freeport Stadium, is bringing in some of the best ARDC talent in order to stop the winning streak of Ted Tappet. Latest to join the Freeport ranks is Red Marlowe, of the Bronx, driving the team car to the one driven by Ted Tappet. Also among the top drivers is Art Cross, back from a winning tour of the New England Circuit.

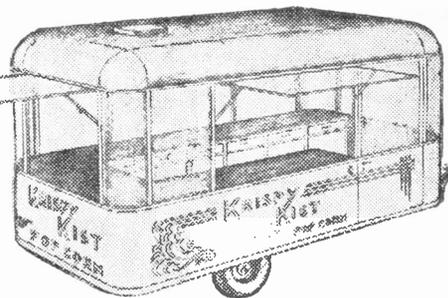
Steve McGrath Out Front

HARTFORD, Conn.—Steve McGrath, of Stamford, Conn., won the feature 25-lap midget auto race at the Cherry Park Speedway in suburban Avon, Conn., Sunday night (11). In Agawam, Mass., last week, Bill Randall, of Wakefield, Mass., and Dick Shubruk, of Boston, tied for first place in the 25-lap feature.

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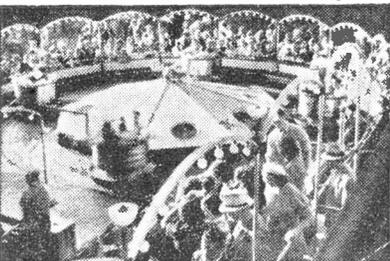
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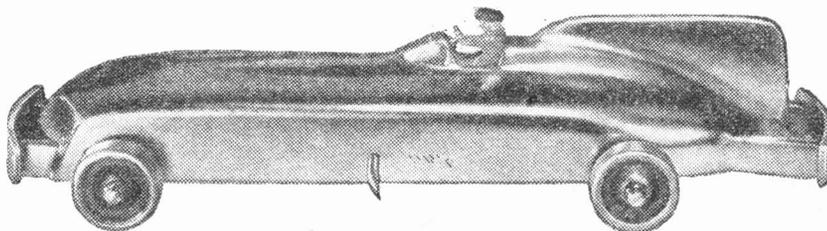
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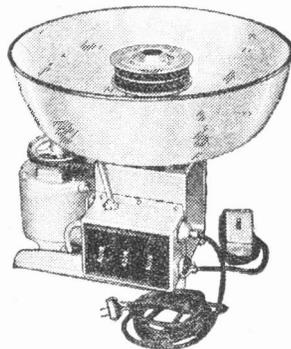
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American United: Kellogg, Idaho.
Anderson's Greater: Arjay, Ky.
A. M. P.: Narrows, Va.; Alderson, W. Va., 26-31.
Aytte, Clarence N.: Beulah, Mich.; Hart 27-Aug. 1.
Badger State: Moorhead, Minn.; Henderson 30-Aug. 1.
Baker United: Peru, Ind.
B. & C. Expo.: Keeseville, N. Y.
Beam's Attrs.: Apollo, Pa.
Becht, Lee: Englewood, O.
Bee's Old Reliable: Danville, Ky.; Harrodsburg 26-31.
B. & H.: Winnsboro, S. C.
Big Four Am. Co.: East Dundee, Ill.; Lake Zurich 26-31.
Blue Grass: Poseyville, Ind.
Bogel & Reese: Manhattan, Kan.
Border State, Cudney's: Canton, Okla.
Borup's United: Iuka, Miss., 22-31.
Bright Lights Expo.: Bridgeville, Pa.; (Junction Park) Rochester 26-31.
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Bullock Am. Co.: Sophia, W. Va.
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Casey, E. J., No. 2: Moosomin, Sask., Can., 22; (Fair) Stoughton 23-24; Red Lake, Ont., 27-28; Sioux Lookout 30-31.
Cattlet Greater: Barnard, Mo.
Cavalcade of Amusements: Battle Creek, Mich.
Central States: Linn, Kan., 22-24; Jewell 26-28; Lincoln 29-31.
Cetlin & Wilson: Wheeling, W. Va.
Chanos, Jimmie: Cygnet, O.
Cherokee Am. Co.: Abilene, Kan.; Frankfort 26-31.
Coleman Bros.: Herkimer, N. Y.
Coleman's State Side: Liverpool (P. O. Gary), Ind.
Collins Bros. United: Bird City, Kan.
Collins, Wm. T.: (Fair) Langdon, N. D., 19-21; (Fair) Hamilton 22-24; (Fair) Wadena, Minn., 26-29.
Continental: Tupper Lake, N. Y.
County Fair: Central City, Neb.
Crafts Expo.: Red Bluff, Calif.
Crafts 20 Big: Vallejo, Calif.
Craig, Harry: Nowata, Okla.; Blackwell 26-31.
Crystal Expo.: Marion, Va.
Cumberland Valley: Lewisburg, Tenn.; (Fair) Murfreesboro 26-31.
Cunningham's: Barnesville, O.; Toronto 26-31.
Curl, W. S.: Kenia, O.
De Luxe: Newington, Conn.; Westport 26-31.
Del-Mar: Crabtree, Pa.
Denton, Johnny J.: Lawrenceburg, Ky.
Dick's Greater: Lambertville, N. J.
Dickerson: McBee, S. C.
Dobson's United: Rice Lake, Wis.; New Richmond 26-29; Prescott 30-Aug. 1.
Douglas Greater: Kent, Wash.
Down River Am. Co.: Stockbridge, Mich.
Drago Am.: Burlington, Ind.
Dudley, D. S.: Burkburnett, Tex.; Seymour 26-31.
Dumont: Cumberland, Md.
Dyer's Greater: Depue, Ill.; Galva 26-31.
Eddie's Expo.: Kane, Pa.
Elliott, L. W., Am. Co.: Pontiac, Mich., 19-25; Whitmore Lake 30-Aug. 2.
Emshoff: Williams Bay, Wis., 22-25; Delavan 31-Aug. 1.
Endy Bros.: Plainfield, N. J.; Harrington, Del., 26-31.
Exposition at Home: Cape May, N. J.
Ferris: Medina, N. Y.; Warsaw 26-31.
Fleming, Mad Cody: Moultrie, Ga.
Florida Am. Co.: Bad Axe, Mich.; Northville 26-31.
Francis, John: Waupun, Wis.
Franklin, Don: Stamford, Tex.; Winters 26-31.

Fraser, Sam: Culbertson, Neb., 22-24.
Frear's United: Onawa, Ia.
Gaiety: Abilon, N. Y.
Garden State: (Fair) Kimberton, Pa., 19-31.
Gem City: (63d St. & Kilbourn Ave.) Chicago, Ill.
Gentsch, J. A.: Fulton, Ky.; Hernando, Miss., 26-31.
Gold Bond: Wahpeton, N. D.; Benson, Minn., 26-28; Ortonville 30-Aug. 3.
Gold Model: Smithville, Tenn.
Golden Rule: Cairnbrook, Pa.; Saxton 26-31.
Golden West: Petaluma, Calif.; Vacaville 27-Aug. 1.
Gooding American Expo.: Dayton, O.
Gooding Am. Co., No. 1: Greenfield, O.
Gooding Am. Co., No. 2: Brownstown, Ind.
Gooding Am. Co., No. 3: Cleveland, O.
Gooding Am. Co., No. 4: Warren, O.
Gooding Am. Co., No. 5: Fort Recovery, O.
Gooding Am. Co., No. 6: Mt. Sterling, O.
Gooding Greater: (Fair) Columbus, Ind., 18-23.
Gooding Park Attrs.: Garfield Heights, O.
Graceland Greater: Marietta, O.
Gra-Loy: Waterloo, Ind.
Granite State, No. 1: Newport, R. I.
Grants Am.: Cochranton, Pa.
Great Sutton: Tipton, Ia., 19-22; Williamsburg 23-24; Belle Plaine 26-28; Toledo 29-31.
Greater Rainbow: (Fair) Prague, Neb., 22-25.
Greater United: Levelland, Tex.
Groves Greater: Baton Rouge, La., 19-31.
Gulf Coast: Booneville, Mo.
Hames, Bill: Leonard, Tex.; McKinney 26-31.
Hannum, Morris: Westville, N. J.
Happy Attrs.: Wellston, O.; Columbus 26-31.
Happyland: Alma, Mich.
Harris United: Watonga, Okla.; Shawnee 26-31.
Harrison Greater: Petersburg, W. Va.
Hartsack Bros.: Osgood, Mo.; Labelle 26-31.
Heller's Acme: Roseto, Pa.; Marcus Hook 28-Aug. 7.
Hennies Bros.: Racine, Wis.; Milwaukee 26-31.
Heth Expo.: Sycamore, Ill.
Heth, L. J.: Frankfort, Ky.
Henson, J. L.: Jerseyville, Ill.
Hill's Greater: Lead, S. D.
Hottle, Buff: (Fair) Pinckneyville, Ill., 19-23; (Fair) Harrisburg 26-30.
Howard Bros.: Bedford, O.; Lucasville 27-Aug. 7.
Imperial: Princeville, Ill.; Macomb 27-30.
Imperial Expo.: Decatur, Ill.; Beardstown 26-31.
International: Crookston, Minn.

To maintain earlier distribution schedules, it is necessary that Circus and Carnival Routes be received in the Cincinnati office of The Billboard, 2160 Patterson Street, not later than 5 p.m. (EST) on Saturdays.

Jayhawk Am. Co.: Axtell, Kan.
J. & B.: Nokesville, Va.
Johnny's United: Lawrence, Ind.; Dunkirk 26-31.
Jollytime: Kingston, Pa.
Jones Greater: St. Marys, W. Va.
Jones, Johnny J., Expo.: Hamilton, O.; Salem, Ill., 26-31.
J. P. M.: South Barre, Mass.
Kaus, W. C.: Red Lion, Pa.; Plymouth 26-31.
Kilgore: Plano, Tex.; McGregor 26-31.
Kirkwood, Joseph J.: Washington, D. C.
Kuntz Bros.: Greenwood Lake, N. Y., 21-31.
LaCross: Newport, N. H.
Lamb, L. B.: Kewanee, Ill.
Lane, Sammy, Am. Co.: Licking, Mo., 26-28; Raymondville 30-31.
Lawrence Greater: Elmira, N. Y.; Bradford, Pa., 26-31.
Lee United: Elsie, Mich., 21; Uby 23-24.
Leeright, J. R.: Clifton, Kan., 19-21; Burr Oak 22-24.
Lone Star: La Porte, Ind., 24-31.
Lottridge, Harry: Oak Hill, W. Va.
Magic Empire: Rushville, Ind.
Maine Am.: Ellsworth, Me.
Miami Valley: South Webster, O.
Majestic Greater: Fairhope, Pa.; McKeesport 26-31.
Manning, Ross: Madawaska, Me.
Marks, John H.: New Bedford, Mass.; Pawtucket, R. I., 26-31.
McBride Bros.: Honaker, Va.
McKee, John: Bellaire, Mich.; Charlevoix 26-31.
Meeker's: Livingston, Mont.
Merit: Onset, Mass.
Merry Midway: Wheatfield, Ind.
Midway of Mirth: Farmerville, Ill.
Midwest: (Rodeo) Nyssa, Ore.; Joseph 30-Aug. 1.
Midwestern Expo.: Oskaloosa, Ia.

Mighty Hoosier State: Bedford, Ind.; Madison 26-31.
Model Decorah, Ia.; Knoxville 24-31.
Model Shows of Canada: Montreal, Que., Can.
Modernistic: Delmar, Del.; Fruitland, Md., 26-31.
Moore's Modern: (Fair) Martinsville, Ill.; (Fair) Paris 25-30.
Mound City, No. 1: Waverly, Ill.
Nelson, George W.: Decatur, Ia., 22-24; New Virginia 28-30.
Nessler's: Middletown, Ill.
Nolan, Larry: Hays, Kan.; Concordia 26-28; (Fair) Barnes 29-31.
Northern Expo.: Sheby, Mont., 22-25.
Ohio Valley: Bellevue, O.
Olson Greater: Mohall, N. D., 19-21; Columbus 22-24.
Omar's Greater: Versailles, Mo.
Orange Blossom: Lincoln Heights, Cincinnati, O.
Page Bros.: Waverly, Tenn.
Page, J. J.: Delbarton, W. Va.
Pacific United: Walnut Creek, Calif.
Palmetto Expo.: Chesnee, S. C.
Park Attrs.: Humnoke, Ark.
Paul's Am. Co.: Stillwell, Okla.; Westville 26-31.
Penn Premier: Corry, Pa.
Peerless Celebration: Houtzdale, Pa.; Duncanville 26-31.
Peppers All-State: Winchester, Ky.
Peppy Jack J.: Gettysburg, Pa.
Pikam Am. Co.: Louisville, Mo.; Seymour 26-31.
Pioneer: Corning, N. Y.; Benton, Pa., 26-31.
Playland United: Farmington, Mich.; Berkley 26-31.
Playtime Am., No. 1: Moosup, Conn.
Playtime Am., No. 2: Orleans, Mass.
Pleasureland: Spencerville, O.
Powelson Greater: (Fair) Montpelier, Ind.; Berea 26-31.
Prell's Broadway: Lake Ronkonkoma, N. Y.
Queen City: Addyston, O.
Raftery, James M.: Jacksonville, N. C.
Raines Am. Co.: Hartford, Ark.
Reid, King: St. Johnsbury, Vt.
Robertson Bros.: Harlan, Ky.
Rogers Bros.: Calumet, Minn., 24-25.
Rogers Greater: (Fair) Tuscola, Ill.; (Fair) Rockport, Ind., 26-31.
Rosen, H. B.: New Boston, O.
Royal Crown: Springfield, O., 19-21; Logansport, Ind., 25-31.
Royal Expo.: Brentwood, Md.; Bladensburg 26-31.
Royal American: (Fair) Saskatoon, Sask., Can.; (Fair) Regina 26-31.
Rumble Am. Co.: Paoli, Ind.; Farmersburg 26-31.
Rupe's Midway for Fun: La Crosse, Kan.
Schafer: De Leon, Tex.
Scott's Am. Co.: Talbotton, Ga.
Shan Bros.: Pikeville, Ky.
Siebrand Bros.: Minot, N. D.
Silver Slipper: Carlisle, Ky.; Owingsville 26-31.
Silver States, No. 2: Oakland, Ia.
Skerbeck: Newberry, Mich.; Manistiquette 26-31.
Smith Am. Co.: Jefferson, Tex.; Daingerfield 26-31.
Smith, Casey: Reydon, Okla.
Smith, George Clyde: Madera, Pa.; Mt. Pleasant 24-31.
Snapp Greater: Stoughton, Wis.
Southern Am. Co.: Sunray, Tex.
Southern Valley: Newport, Ark.
Srader, M. A.: (Fair) Anthony, Kan.
Stafford's United: Indianapolis, Ind.
Standard: Buffalo, Wyo.
Standard Am. Co.: Celina, Tenn.; La Fayette 26-31.
Star Am. Co.: Cabot, Ark.
Starlight Am. Co.: Bay City, Tex.
Stebler Greater: Coalport, Pa.
Stephens, C. A.: Belfry, Ky.
Stipe's: Park Falls, Wis.; (Rice & Lauson Sts.) St. Paul, Minn., 26-Aug. 3.
Strates, James E.: Syracuse, N. Y.; Rochester 26-31.
Stumbo, Fred R.: Everton, Mo.; Green Forrest, Ark., 26-31.
Sunflower State: Curtis, Neb.
Sunset Am. Co.: (Fair) Roseau, Minn., 19-21; (Fair) Mahanomen 22-25; (Fair) Thief River Falls 28-Aug. 6.
Sweeney's United: Grantsville, W. Va.
Tatham Bros.: Petersburg, Ill.
Texas: Lockney, Tex.
Thomas Am.: Otterbein, Ind.; Cicero 26-31.
Thomas Joyland: Richmond, Ind.; Lawrenceburg 26-31.
Thompson Bros., No. 1: Johnstown, Pa.
Thompson Bros., No. 2: St. Marys, Pa.
Tidwell, T. J.: Boise City, Okla.; Lamar, Colo., 26-31.
Tip Top: Princeton, Wis., 23-25.
Tivoli Expo.: Marshalltown, Ia.
20th Century: York, Neb., 19-22; Crete 24-25.
Twin City: Lewis, Ia., 22-24.
Turner Bros.: Kankakee, Ill.
United Expo.: Carlisle, Ill.
United States: Parsons, W. Va.
Utah Expo.: Spanish Fork, Utah; Grand Junction, Colo., 26-31.
Veterans United: Anthon, Ia., 19-21; Charter Oak 22-24; Westside 26-28; (Fair) Thief River Falls 28-Aug. 6.
Victory Expo.: Quincy, Ill.
Victory United: Presho, S. D., 22-24; Armour 26-28; Plankinton 29-31.
Virginia Greater: Edgewood, Md.
Wade, W. G., No. 1: Monroe, Mich.; (Fair) Ithaca 27-31.
Wade, W. G., No. 2: North Muskegon, Mich.; (Fair) Cassopolis 27-31.
Wallace Bros.: Cynthia, Ky.; Georgetown 26-31.
Wallace Bros. of Canada: (Fair) Vermillion, Alta., Can. 22-24; (Fair) Vegreville 26-28; (Fair) Red Deer 29-31.
Wallace, I. K.: Addison, N. Y.
Wallace & Murray: Rupert, W. Va.
Ward, John R.: Miles City, Mont.
West Coast: Roseburg, Ore., 20-25; Eastside 27-Aug. 1.
Wheeler, Eddie L.: Etowah, Tenn.
White, Art: Sykesville, Pa.; Reynoldsville 26-31.
White Star Attrs.: Sycamore, O.
White's Rides: Dandridge, Tenn.
Wilson Famous: (Fair) Rushville, Ill., 20-23; Peoria 24-25; La Harpe 29-30.
Wolf Greater: Winona, Minn.; Spring Valley 26-28; Hopkins 30-Aug. 1.
Wolfe Am.: Buena Vista, Va.
World of Mirth: Portland, Me.; Lewiston 26-31.
World of Today: Dubuque, Ia.; Waterloo 26-31.
World of Pleasure: Massillon, O.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Beatty, Clyde: Chippewa Falls, Wis., 20; Marshfield 21; Stevens Point 22; Green Bay 23; Appleton 24; Manitowoc 25.
Cole Bros.: Janesville, Wis., 20; Delavan 21; Racine 22; Skokie, Ill., 23; Bellwood 24.
Cole, James M.: Plattsburg, N. Y., 20; Rouses Point 21; Malone 22; Potsdam 23; Gouverneur 24.
Dalley Bros.: Cedar Rapids, Ia., 20; Perry 21; Plattsburgh, Neb., 22; Red Oak, Ia., 23; Hamburg 24.
Gould, Jay: Fort Madison, Ia., 21-22; Alpha, Ill., 23-24; Bement 26-27; Gilman 28-29; Nokomis 30-31.
Hunt Bros.: Keyport, N. J., 22.
Kindlan's, E. F., Circle K Ranch Rodeo: (Cawley Stadium) New Bedford, Mass., 20-25.
King Bros.: Riverhead, L. I., N. Y., 20; Greenpoint 21; Patchogue 22; Hemstead 23; Hicksville 24; Long Branch, N. J., 26.
Kelly, Al G., & Miller Bros.: Sauk Center, Minn., 20; Browerville 21; Staples 22; Park Rapids 23; Walker 24.
Mills Bros.: Niagara Falls, N. Y., 20; Lockport 21; Batavia 22; Rochester 23; Geneva 24; Canandaigua 26; Auburn 27; Syracuse 28; Cortland 29; Ithaca 30; Elmira 31.
Polack Bros. (Western): (Auditorium) Long Beach, Calif., 19-25 (Peabody Stadium) Santa Barbara 27-29.
Polack Bros. (Eastern) Marquette, Mich., 22-24.
Ringling Bros. and Barnum & Bailey: Kalamazoo, Mich., 20; Fort Wayne, Ind., 21; South Bend 22; Rockford, Ill., 23; Milwaukee, Wis., 24-25; Sheboygan 26; Madison 27; La Crosse 28; Minneapolis, Minn., 29-30; St. Paul 31.
Seal Bros.: Morton, Tex., 20; Littlefield 21; Lockney 22; Matador 23; Paducah 24.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Beam's, Ward, Dare Devils: Canton, O., 21-22.
Lewis, Bud, Radio Road Shows: Sagamore, Pa., 22; New Bethlehem 23-24; Brookville 26-28; Brackenridge 29-30.
McKennon, Joe, Stage Show: Plainview, Tex., 19-24.
Miller's, Irvin C., Brown-Skin Models (Roosevelt) Cincinnati, O., 22-24.
Pan-American Animal Exhibit: London, Ky., 21-22; Corbin 23-25.
Plunkett's Stage Show: Oshkosh, Neb., 22-24; Alliance 26-28; Hemingford 29-31.
Slout Show: Hillsdale, Mich., 19-24; Manchester 26-31.

Fashion Show at Mil \$ Pier

ATLANTIC CITY, July 17.—George A. Hamid's Million-Dollar Pier will get a national publicity break in tying in with *Parents Magazine* for the staging of a back-to-school fashion show August 16. Models will be children, age two to 12. Forty non-professional models will be selected by Harry Conover, of the Conover agency of New York, and Mrs. Beryl Tulker, fashion editor of *Parents Magazine*.

Set Lind, Wash., Rodeo

LIND, Wash., July 17.—The Lind Rodeo is set for September 25-26, Ted Biermann, secretary, announced. Committee chairmen for the active club-sponsored show are: George Nickell, rodeo register; Mode Snead, entrance fees; Art Miller, prize money; Bob Wright, parade; Cliff Neitz, air show; Chet Phillips, radio; Al Gross, ticket sales, and Fred Beck, street decorations.

WANTED

Semi Driver and Assistant on elephants. Blackie Allen or any qualified man, answer.
WILLIAM WOODCOCK
Care DOLLY JACOBS ELEPHANTS
As per Stevens Bros.' Circus route.

WANTED TO BUY

Zoo complete with cages and signs, also animals. If you have them wire
CHARLIE LEHMAN
Care Western Union, Williamson, W. Va.

COOKHOUSE TO BOOK

In Southern Illinois, Western Kentucky or Tennessee caters to Show Folks. Desirable reason for change of States. Wire, c/o W. U.; state all in proposition.
Manager Cookhouse, East St. Louis, Ill.

UP GOES THE PRINT ORDER

Increased demand for The Billboard requires longer press runs, and in order to maintain present train schedules and the earliest possible delivery, we must close the last form earlier.

Final closing time for late show ads is
SUNDAY NOON (Eastern Standard Time)

If you mail any ads after Wednesday be sure to send them

Special Delivery Direct to

THE BILLBOARD PUBLISHING CO.

2160 PATTERSON ST.

CINCINNATI 22, OHIO

Biz Off for SMS Rodeo, Bridgeport

BRIDGEPORT, Conn., July 17.—The S.M.S. Rodeo and Thrill Show played Candlelight Stadium here, July 6-8, for six performances. Night shows drew three-quarter houses, and matinees were a quarter full.

Officials of the show included Roy Mickens, managing director; Frank Shields, arena director; Barney Jaeger, assistant arena director and superintendent of livestock; Florence Shields, arena secretary; Joe Daly, official announcer and director of publicity; H. R. McMurray, public relations and radio. Featured acts were Frank Cook and the Starlight Duo.

Annual Campaign Waged Against Pollution

NEW YORK, July 17.—The annual campaign against pollution of beaches and swimming holes in the New York area is following its usual course, with several newspapers presenting decidedly pessimistic reports on many of the beaches, and operators of bathing establishments and concessions at these spots wailing that their business will be ruined if the papers don't lay off.

On Wednesday (14) Harry S. Mustard, health commissioner of New York City, issued a list of all beaches in the city, with their classifications as to degree of pollution. While several beaches were placed in the Class B (polluted waters, not recommended) category, none was added to last year's list of spots where bathing is taboo.

In general all the big, popular beaches were listed in Class A (approved beach waters); a few lesser spots landed in Group 2 (approved, but subject to reclassification), and two small groups were placed in Class B (polluted waters, not recommended).

Beaches listed in Class B were Sea Gate, from West 35th Street, Coney Island, to Norton's point, and a portion of the southeastern shore of Staten Island, including South Beach and a few smaller spots. While these beaches are not recommended for bathing, they are not considered unsafe enough to warrant their being closed.

List Exhibit Sub-Chairmen For Placer County Annual

ROSEVILLE, Calif., July 17. — Geron Wilson, exhibits chairman of the Placer County Fair, opening here August 19, reports the following will be exhibit sub-chairmen:

Charles W. Lauppe and Eugene E. Watson, agriculture and horticulture; Fred Wittsche and Willard Dietrich, floriculture; Carl G. Laughridge, home economics and textile divisions; Arnold Murchie, Roseville Chamber of Commerce; Edward A. Grey, Lincoln Chamber of Commerce; Wilson, M. J. Royer, Charles C. Lee and Lou B. Allen, commercial exhibits.

Nic Huddleston, fair manager, announced there will be no entry fees in home economics and junior department exhibits.

A contract was awarded the Grason Electric Company, Sacramento, to install an electric distributing system on the fairgrounds at a cost of \$4,497.

Approximately \$31,000 will be distributed in premiums this year.

WANTED
at the
P. O. S. of A. FAIR
Oriental, Pa. (Juniata Co.)
AUGUST 4 TO 7
Penny Arcade, Shows, Concessions. Positively
no gypsies will be allowed. Write
WALLACE HOCKENBROCH, Secy.
R.D. Mt. Pleasant Mills, Pa.

Fall From Pole Kills 2 Askovs

STOCKHOLM, July 17.—Both members of the team of Two Askovs, aerial thrill act, were killed last Saturday (10) when they fell from the top of their high pole while performing at Falkenberg. Accident was witnessed by 2,000 spectators.

The Askovs were one of the few acts of their type in Europe and were playing a string of park dates in Scandinavia. Act was set to open today at the Tivoli Amusement Park in Copenhagen, following the American high diver, Jimmy Jamison.

Baker Thrill Show Clicks Despite Cold

MARYSVILLE, Calif., July 17.—Satan's Hell Drivers, thrill show operated by Ken Baker, is getting the weather breaks, according to Baker, who says that, with the exception of the July 4-5 date in Reno, Nev., the weather has been just what the doctor ordered.

In Reno, the weather was the coldest in 25 years, with the thermometer hitting a low of 45 degrees. Business, however, was a sellout in the main grandstand. Show was held on the high school football field. The org will play a return date at Reno August 27-28, with night shows at the fairgrounds.

Show is booked for the Sacramento County Fair at Galt (20-25).

Lethbridge, Alta., Annual Sets Record Closing Day

LETHBRIDGE, Alta., July 17.—A new fair day record was established when 20,000 people jammed the grounds for a closing day of the three-day Lethbridge and District Exhibition and Rodeo. Rains just about washed out the opener and on the second day 10,000 attended.

The last day was the only time in the history of Lethbridge that the grandstand was oversold twice. In the afternoon for the rodeo finals, and in the evening for the grandstand show, the 5,000-seat grandstand was sold out and about 2,000 spectators milled about in front of the attractions platform.

The rodeo was under the direction of Herman Linder, former cowboy champion. Wallace Bros.' Shows of Canada were on the midway and the Gus Sun Attractions were in front of the grandstand. A. W. Shackelford is president of the fair board and C. E. Parry is secretary-manager.

Grandstand performances were presented for the first time on a new \$1,000 permanent platform, 30 feet by 50 feet.

Vaude Attractions Added As Galt Fete Gets Under Way

GALT, Calif., July 17.—Several vaude attractions have been added to the entertainment parade for the 52d Agricultural District Fair and Horse Show which opened here today.

President Dan Donovan said that Si Otis and his trick mule, Abner, will appear at all major events. The Three Bee Puppeteers also will participate. Mr. and Mrs. Bill Gerard and their two young sons designed and built the puppet show, which drew record crowds at the recent San Diego County Fair at Del Mar.

Jumbo, Hollywood movie elephant, who was one of the main attractions at last year's fair, will be another feature, it was said.

Satan's Hell Drivers, managed by Ken Baker, have been shifted to July 20-25 on the program.



PHIL C. TRAVIS

Phil C. Travis Succumbs at 71

Secretary-manager of Tenn. State Fair dies of heart attack—held office since '23

NASHVILLE, July 17.—Phil C. Travis, 71, secretary-manager of the Tennessee State Fair here, died Thursday (15) shortly after being stricken with a heart attack while working in the fairgrounds office.

For two weeks prior to his death he had complained of a slight illness and had consulted his physician.

He had served as the fair's secretary-manager since 1937. He first became associated with the annual in 1923 shortly after his arrival in this city, serving first as advertising promoter.

The fair was in shaky financial condition when he joined the staff. At that time there was \$96 in the fair's bank account. In 1948 this account was \$90,000. Under his full-time supervision, subject to approval of the fair board, the set-up had undergone vast improvements.

He is survived by his widow, the former Mrs. Abe Jones, of the Johnny J. Jones Shows, whom he had married in 1928.

Born July 29, 1877, in South Texas, he had spent the early years of his life in Texas.

A member of the Chamber of Commerce and the Elks Club, he had served for many years on the council of the first Lutheran Church. He was a member of the Showmen's League of America and of the board of appeals of the International Association of Fairs and Expositions.

Funeral arrangements were tentatively set for Monday (19) at the John C. Roesch Funeral Home, with Dr. I. W. Gernert, pastor of the First Lutheran Church officiating.

Sup. Court Rules AC Tax Constitutional

ATLANTIC CITY, July 17.—Justice Joseph L. Bodine on Thursday (15) in the State Supreme Court at Trenton, N. J., declared the Atlantic City 3 per cent luxury tax constitutional, as a 1947 act of the Legislature had overcome constitutional objections to a 1945 law which permitted only Atlantic City to levy the tax and was therefore ruled invalid by the courts.

The justice declared the 1947 act permits levying of the tax in all fourth-class cities bordering on the Atlantic, where special conditions exist and municipal expenses are higher than in inland cities.

Adds 23 Acres to Site At Plymouth, Calif.

PLYMOUTH, Calif., July 17.—Preliminary ground plans for the 26th Agricultural District Fair site here have been discussed with the division of art, department of public works and board directors. Plans submitted show future layout for contour, grading and sewage on the grounds.

The district has acquired 23 acres joining the original tract of eight acres and will be incorporated into the new fairgrounds layout. This year's fair will be held August 27-29, with premiums amounting to approximately \$17,000.

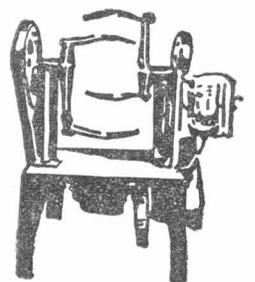
Section Manager W. Lynch announced that Earl Crain, Sacramento, will be manager of the horse shows to be held Saturday and Sunday afternoons.

A. C. Boardwalk To Sport Electrically Driven Chairs

ATLANTIC CITY, July 17.—The rolling chair, for years standard equipment on the Boardwalk here, has become motorized as a result of the city commission's approval of the use of electrically driven chairs on the Boardwalk, providing that the operators of the new chairs be licensed and subject to the same regulations governing the man-propelled chairs.

Meanwhile there are 1,300 rolling chairs on the walk. The new ordinance, for the time being, limits the mechanical chairs, operated by electric batteries and controlled by a back-seat driver, to 100, and they may travel no faster than four miles an hour.

Salt Water Taffy Operators ... SCOOP!



PORTABLE 10 LB. PULLER

\$245.00 F. O. B. Los Angeles

Send for Your Copy of our Illustrated Catalog.

Special!
SALT WATER KISSES
(Assorted Colors and Flavors)
22c lb.
70 pieces to lb. — 30 lbs. to Carton
Wrapped in Wax Paper to hold up in
HOT WEATHER—FLASHY COLORS!
1/3 Dep., Bal. C. O. D.

CONFECTIONERS SUPPLY CO.
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ATTENTION! Fair Secretaries, Booking Agents
Have a Few Open Dates

Freddie Waldmann and His Hollywood Horse Review

Two Beautifully Trained and Managed Horses; two individual acts, Western and Spanish; beautiful wardrobes for each. May be seen at Montgomery County Fair, Montgomery City, Mo., July 29-30-31. Contact: Care Billboard, St. Louis, Mo., or care Fair, Montgomery City, Mo., during Fair.

Neither a 1/4 Million \$\$ Nor Age Could Retire Walter K. Sibley

(Continued from page 45)
next turned to bicycle racing, the sport of the day. He raced for seven years as a professional and, as he puts it, "made a living."

Misses Big Dough

Turning manager, Walter had to watch his first shot at big dough go trickling thru his fingers when his champion cyclist turned down a lucrative offer for European appearances because he wouldn't race on Sunday as scheduled.

For a time, following his marriage in 1893, Walter had to turn to more ordinary employment since, he says, "we both got hungry." He worked on a New York harbor engineering project only until he got a stake. In conjunction with Bill Hicks, then sports editor of the old *New York Evening World*, he bought a two-headed baby. Walter named the show, the first of its kind, *Taka-Tama*, rented space from Tilyou at Coney Island and made a killing.

It was this type of show business in which Walter was to excel. He wanted to go on to fairs after the closing of the resort but was dissuaded by his partner. Instead, they took their bankroll and went to Sheepshead Bay, the racing center, where they made book.

"We lasted nine days," Walter ruefully recalls.

Showed Revere Beach

Walter returned to show business the following season with the Karn boys, Cliff and Eddie, who were billed as Jack and Jill and remained with him until their maturity. The Karns are still active in showbiz, handling units of their own. Also, he bought some big snakes and a giant baboon which he billed as Zeno, the Man Ape. All three shows were presented at Revere Beach, Mass., to good business.

William C. (Bill) Fleming, general agent of the James E. Strates Shows, managed the Monkey Show for Sibley while Fred Weddleton, who was later to become superintendent of concessions at the Golden Gate Exposition, San Francisco, managed another unit.

Mrs. Sibley helped the family fortunes considerably when she succeeded in obtaining from Dr. Orr permission to bring their shows into the Canadian National Exhibition, Toronto. The exceptional business garnered there was followed by lucrative dates at other big fairs.

Devises Pit Show

Because of the increasing difficulties in booking his several units separately on crowded fairgrounds largely contracted for by carnival companies, Walter conceived the idea of putting all of his units under one top. This, he says, resulted in the first pit show which was readily accepted for bookings by carnival managers since it didn't conflict with other units. However, it was soon copied.

Sibley never lacked ideas. When Herbert Kline inked the Canadian A Circuit Sibley wanted to play it with him, since he had made it before and knew its worth, but he couldn't book his shows because of competitive reasons.

"So," Walter says, "I conceived a water show. I bought a private car from the brother of Harry Thurston, the magician. Before I got thru fixing it up the way I wanted it, the cost had jumped to \$18,000. The total investment for the show, including the car, which included steam-heated water, and an organ with the largest keyboard in the country, was \$60,000. Twelve girls were in the cast and we coined money."

In those days, as now, the showman had to pay the office 37 1/2 to 40 per cent of the gross for the better dates

with the A-1 spots costing 50 per cent. Sibley was with Kline when the org folded in Joplin, Mo., about 1914. He finished out the season with C. T. Kennedy.

Because he had now grown to four cars Sibley was having more and more difficulty booking. As a result he made a deal with Myerhoff, Leavertt and Taxer to put out a second unit. Louie Berni had brought over eight beautiful hand carved wagons and the org was ready to spring but Sibley decided the second unit wasn't getting its share of the good dates and decided to back away.

Sibley's Superb Shows bowed in 1916 featuring the water show, about 8 additional shows, 30 concessions and several rides including a Merry-Go-Round, Ferris Wheel and Whip. In only three years, 1919, Walter had accumulated enough money—a quarter of a million—to quit. He sold the equipment to Frank West and his secretary, Mann, and the shows became known as the Mann and West Bright Light Shows.

Walter's retirement sneaked up on him. In a weak moment he had promised Mrs. Sibley some years before that they would exit from the carnival business when he had earned a quarter of a million. She held him to his word.

Forms Service Firm

"I hung around for a few months and nearly went nuts," Walter says. "I hired a suite of offices on Broadway and established a service bureau with the slogan, 'Let Sibley Do It!'"

He sent Harry Witt to Peru with a carnival which did very well. Another South American venture didn't pan out so well. Walter didn't get a dime and, deciding against long-range directing, got on a ship and headed south of the border.

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guage, Walter framed and operated an org for about three years thru South America. The show usually played on the town plaza and was the first of its kind ever seen by the natives, Walter relates.

S. A. Lucrative
"We made a lot of money," Walter says. "The most popular unit was a 40-foot joint with three wheels which offered chocolates as prizes. Each turn had a \$1.30 gross as against a 47-cent net. It proved so popular that we wound up buying candy in 10-ton lots.

"When we got to Argentina we found folks much smarter. We couldn't go on the plazas and had to show lots. A new lottery law knocked our chocolate wheel out of business and I bought Chaeves out."

Altho doing all right Walter wanted a change and went to Mexico. Mrs. Sibley, who today travels with him regularly, backed away from that one and went home. Following a tour of Central America Walter sold the equipment piecemeal and returned home.

His next South American adventure was a disastrous one. Eddie Arlington, who had a stake in show business, and turned it into the ownership of numerous New York hotels, persuaded Walter to form a Wild West Show for a South American tour.

Wild West Flops
By the time Walter had opened in Valparaiso and discovered that his show was a notable flop Arlington's financial empire had crashed. Creditors held Walter as a kind of hostage for about three months following several days in the local clink.

A planned venture at the Chicago World's Fair centering around Buddy, a gorilla, later christened Gargantua when the Ringling-Barnum Circus acquired him, fell thru. Walter then promoted a Whale Show which didn't click until he got an octopus and put 10 talkers on the front.

The second year at the fair he promoted a Waltzer, called it the Cata-pult, and did pretty well. The ride had been owned by the Morris & Castle Shows and was stored at the Shreveport, La., fairgrounds.

Brussels Expo Okay
Harry Traver persuaded Walter to go to Brussels for the fair there. In only three weeks he constructed a Ripley Show with 22 stages, a Water Show and a nudist colony. While he was supervising the building Mrs.

Sibley toured Europe contracting acts.

"We didn't lose any money on that one," Walter opines.
After Brussels Walter went to Dallas for the exposition. Billy Rose, however, was running opposition in Ft. Worth. Walter sold him an idea for a Nudist Show. Part of the payoff called for free space and a snake show. Lew Dufour and Joe Rogers financed the snakes.

"I was one of 12 showmen that managed to stick out the 1936 season," Walter says.
In 1938 he was brought to the Golden Gate Exposition by Fred Weddleman as assistant director of concessions. In that capacity he assisted in obtaining Sally Rand and Pyle's Ripley Show.

"We were all fired simultaneously," Walter remembers. "But I framed a Headless Girl Show, opened it at the fair, and did pretty well."
Walter passed up an option he had on a planned Mexican exposition when he took over the location, following the San Francisco doings.

With Rockaways' Playland
Walter has also served stints at amusement parks. He once was amusement manager for A. Joseph Geist, operator of Rockaway's Playland. When he was running his service bureau he was hired to help plan what is now Playland, Rye, N. Y. His contract, he says, called for 25 per cent of the net. The park prospered and was sold to Westchester County, its present owner, for \$622,000 cash but, other than a \$200 retainer fee, Walter failed to benefit.

Walter's many ups and downs, including the loss of thousands of dollars in the depression, with a resultant loss of valuable real estate in Newport News and Havana, have failed to diminish his enthusiasm for accomplishment.

Much credit for the interest of NSA members in their association is due Walter. Last year he succeeded in raising \$10,000 for a monument which was erected on the club's cemetery plot. He visits all member shows at least a couple of times a year and these visits keep him out until the wee hours thruout the summer. Meanwhile, the banquets and programs which have been staged since he took his present job have been the biggest and the best.

Just a few weeks ago he had his first serious bout with illness in Raleigh, N. C., as he was heading home from Florida to start a \$100,000 fund-raising campaign for the purpose of buying the NSA its own home. Walter was hospitalized for about two months and his charts, which were turned over to his personal physician, Dr. Jacob Cohen, who is also the NSA physician, indicate that in illness as in work he did things in a big way.

"They had to get a medical dictionary, to get enough words to put it into print," Walter says.
Walter has regained his health and his physical appearance belies the illness he went thru. His show visitations are already under way. The fund for the clubhouse is being concentrated upon. The annual banquet is requiring attention even now.

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Velares' L. A. Funspot Hits Stride; Holiday Business Big

LOS ANGELES, July 17.—Lincoln Amusement Park, owned and operated by Elmer and Curtis Velare, former owners of the Royal American Shows, is hitting its stride in the third month of its existence and bids fair to get its share of patronage during the summer months. Situated in the eastern part of the city on the site of the old Selig Zoo, the park consists of 17 rides and three shows, one of which is a free Wild Life display for the tiny tots. The owned and operated by the Velare Brothers on a leased site of about 12 acres, the park is under the management of Bert Slover. Mrs. Ada Slover is secretary-treasurer and Harry Allen is in charge of public relations.

Opening Easter Sunday, the spot has had good patronage from the beginning, Allen told *The Billboard*. Peak attendance was reached July 5 when the park played to 15,000. Average Sunday finds about 5,500 patrons on the grounds. An official tally showed that the L. A. Transit Lines, which operates streetcars directly to the park, brought in 860 people in three hours on a recent Sunday.

The funspot, which is open every afternoon and evening except Mondays, features a free television show, with nightly fight program on tele coming in for plenty of attention.

Plans for considerable expansion of the amusement plant is under way, Allen said. Ten thousand square feet of macadam walks are being installed. The parking area will be increased to 5,000-car capacity.

Several new rides, including a new Rocket ride, a miniature train which will encircle the entire park, and a double Ferris Wheel, are in the offing.

No outside concessions are operating and the park is run by 22 regular employees. Ride prices are 20 cents for adults and nine cents for kids.

Little advertising has been done, but Allen declares the park draws from many parts of the city. Streetcar ads are the principal form of exploitation together with three searchlights that sweep the skies every night. The motorcycle racing track at the rear of the park also brings many patrons to the midway.

Rides include a large Scooter, boat ride, kiddie Merry-Go-Round, kid bus ride, trolley ride, miniature train, auto ride, Tilt-a-Whirl, two Chairplanes, Rolloplane, kid bomber plane, kid Ferris Wheel, Airplane ride, Caterpillar, pony ride. Shows are the free Wild Life Show, Joe Glacy's gangster car and Mickey Mouse Circus.

Atlantic City Bucks Post-Fourth Slump

ATLANTIC CITY, July 17.—Although the week following the Fourth of July is usually marked by a big drop in business here, this year has been an exception. The week-end of July 10-11, under ideal weather conditions, drew heavy crowds. It was estimated that well over 200,000 visitors were on hand, with the crowd on the beach alone estimated at 183,000. Adjoining Ventnor and Margate beaches likewise had sizable crowds.

Saturday night (10) the Boardwalk was packed and amusement spots chalked up good business. Most beach front hotels had capacity crowds. Amusement interests agreed that every day following the holiday brought more business than the same days in 1947. Amusement interests at near-by Wildwood also reported a banner week.

Muskego Park, Wis., Biz Over Holiday Tops 1947

MUSKEGO, Wis., July 17.—Attendance at Muskego Beach Park over the July 4 week-end was 6,500, of which 3,500 were registered Sunday (4). Total was up about 500 over 1947. Roy C. Letsfield, manager, announced.

Hamid's White City Pulls 'Em Despite Bus Driver Strike

WORCESTER, Mass., July 17.—Sam Hamid, manager of White City Park, reports that, despite the strike of local bus drivers which tied up transportation here, business at his park over the July 4 week-end was very satisfactory, with attendance higher than holiday of the preceding two years.

White City Park was jammed Saturday (3) and Sunday (4), and had the busses been operating all attendance records would probably have been broken.

Hamid's park is using a free act daily and fireworks on Friday nights. Starting next week the park will offer a television set give-away as an attendance award. The free act over the holidays was Billy Outen, high diver.

Boston Beaches Pulling Big Crowds

BOSTON, July 17.—Hot and humid weather prevailing since July 4 has resulted in big daily takes at all outdoor fun spots in this area. With the mercury climbing above 91 degrees last Sunday (11) more than 500,000 persons were reported at the beaches.

Sunday's (11) crowd at Revere Beach was estimated by metropolitan police at 300,000, biggest turnout of the season. All parking space was filled at Nantasket's Paragon Park, with crowd estimated at 125,000. Attendances at Hampton and Salisbury beaches nearly hit the 100,000 mark.

New York Funspots Rake In Shekels in Ideal Weather

NEW YORK, July 17.—Shore resorts, amusement parks and all outdoor recreation spots in the New York area were favored by ideal weather the past week-end and chalked up attendance figures equal, in many spots, to those of the banner Fourth of July week-end.

Coney Island handled a big turnout of 1,100,000 Sunday (11), with rides, shows and concessions doing brisk business, while drink and eatery stands were cleaned out of many items by midafternoon.

Rockaway Beach also drew a crowd of more than 1,000,000 Sunday (11). This included the municipally operated Jacob Riis Park beach-recreation spot, where bathhouses, lockers and parking lots were filled before noon. Week-end crowds at the Rockaway beaches from Friday (9) noon thru Sunday (11) equalled the total attendance of the July 4 holidays, 2,500,000. Rockaway's Playland and Seaside Amusement Park were overrun and all ride operators and concessionaires were kept busy ringing up results on their cash registers—

Erie Funspots Get Week-End Weather Break

ERIE, Pa., July 17.—Hot and humid weather the past week-end gave local amusement parks and beach resorts a big break. Beaches, amusement parks and picnic groves on the lake front were jammed with 54,000 heat-dodgers Sunday (11).

Conneaut Lake Park, on Lake Conneaut, drew a big crowd, and rides, games and concessions chalked up good business. The free attraction at the park is Jay Robinson, ventriloquist and impersonator.

Waldameer Beach Park also played to capacity over the week-end. The park is featuring name bands in one-night stands.

Wildwood Spots May Run Into September

WILDWOOD, N. J., July 17.—Despite the record-shattering July Fourth holiday week-end business, local amusement interests and concessionaires still need at least an extra week in September to make up for the rainy June week-ends. As a result, William C. Hunt, head of the Hunt Amusement Enterprises, has started a campaign to keep the season running into September.

In an editorial in his local newspaper, *The Leader*, Hunt pointed out that the heavy ballyhooing of Florida for a longer operating season has paid off fancy dividends and urged Wildwood interests to follow suit. Hunt proposed that if local hotels and amusement interests would co-operate by staying open two weeks longer in September, he would donate free space in all the July and August issues of his paper to the September sales campaign.

Cleveland Park Attracts 30,000 Over July 4 Week-End

CLEVELAND, July 17.—Aided by ideal weather, Puritas Springs Park here attracted approximately 30,000 customers over the July 4 holiday week-end, it was estimated by James E. Gooding, vice-president of the organization.

Of this total, about 22,000 passed thru the turnstiles Monday (5).

rather a novel experience so far this season.

SRO at Jones Beach

Jones Beach turned them away Sunday (11), for the second time this season, with parking lots so jammed that State troopers had to block the causeways to the beach and send motorists on to places farther out on Long Island. Attendance was 120,000, just 10,000 under that of July 4, a record day.

Long Beach and adjoining Atlantic Beach are continuing to boom, with biggest attendances since prior to the war. Long Beach counted 80,000 Sunday (11), Atlantic Beach 75,000.

South Beach, Staten Island, which is making a strong play for business this season, turns in a claim of a 125,000 turnout Sunday (11), which probably will result in the Coney Island and Rockaway Beach nose-counters tilting their tabulating machines so as not to be outdistanced. Anyway, it's a relief to get something besides sob stories from the figure-happy boys in the press departments of the resorts in this area.

Elitch's Biz To Date Up Over Year Ago

Good Weather Early Helps

DENVER, July 17.—Attendance and business so far this year at Elitch's Gardens has shown a definite increase over 1947, which gives a good indication as to what the entire season might be, according to John M. Gurtler.

"The Gardens opened May 20 this year and for three successive nights we had the best opening weather we've enjoyed in many years. Naturally this caused business to greatly increase over 1947. The ideal weather held until about the end of the second week in June, and until the last week in June we went thru daily rainstorms and a considerable amount of hail. To date the attendance is showing an increase over 1947 and is most encouraging for the '48 season," Gurtler said.

Kiddieland New

One of the innovations at Elitch's this year is Kiddieland, which is located near the playground and one of the larger picnic pavilions. Attendance in this area has been very satisfactory, according to Gurtler, and is increasing daily.

"This operation was entirely a new one insofar as the Gardens is concerned. Consequently we very modestly made our beginning in a Kiddieland which now consists of four rides. It originally called for five rides, but due to various complications, the Traver Buggy Ride has not been delivered. The area now consists of a Roto Whip, auto ride, boat ride and jet planes. All go for 5 cents per ride. It has been interesting to note that the greatest attraction has been first to the boat and then to the auto ride," Gurtler said.

Clown Is Used

A clown is used to entertain the kiddies on their midway and the area (See *ELITCH'S BIZ* on page 94)

Animals Saved in 3G Million \$ Pier Fire

ATLANTIC CITY, July 17.—Three lions and numerous other animals escaped death on June 30 when a spectacular fire blanketed the end of Hamid's Million-Dollar Pier. The animals, belonging to Ed Widman, whose animal circus was being featured on the pier, all escaped serious injury.

The fire was discovered by two policemen who sounded the alarm at 4:30 a.m. Altogether, it was estimated by Battalion Chief Joseph O'Neil that about \$3,000 worth of equipment was lost, including the \$1,000 performing platform. Cause of the fire could not be determined immediately.

For a time the fire endangered valuable commercial exhibits being featured on the front of the pier by the International Industrial Exposition which premed June 26.

All of the resort's available policemen were sent to the pier. With guns in hand they accompanied firemen onto the pier where the roar of frightened animals could be heard. The animals became subdued as the first streams of water, carried thru 1,600 feet of hose, were played on the fire. Attendants walked an elephant to safety at the Boardwalk end of the pier.

The pier is operated by George A. Hamid, who also has the Steel Pier.

Riverview Up On Auto Draw

Park execs weigh plans for series of 'em in '49 when 26,000 brave heat

CHICAGO, July 17.—The automobile giveaway Sunday (11) at Riverview Park here yielded such success that park execs now are weighing plans to stage a car giveaway each Sunday during next year's dog days, beginning with the first Sunday following Decoration Day and continuing thru mid-August. The amusement center customarily offers carnival days as its lure during this period.

Some 26,000 persons thronged to Riverview Sunday. The turnout was particularly gratifying, inasmuch as the temperature that day hit 92 degrees in this city. Normally, under such conditions and for a comparable day a gate of 15,000 to 17,000 would have been likely, George Schmidt, the park's president-general manager, pointed out.

Hiked Gate in Advance

Of itself, the turnout did not tell the entire story of the giveaway's success. There were many other factors which entered into its success, according to Schmidt, who indicated that attendance leading up to the actual day of the giveaway had been hiked.

"The person who won the car—Matilda Bonfield, of Fremont Street, Chicago—had visited the park four times before the day of the drawing. Each time she had received a stub entitling her to a chance on the Mercury. No doubt she attended partly because each time she received a stub. And each time she must have left some money at the park," Schmidt suggested.

One of the by-products of the giveaway was to build a reservoir of good names and addresses for the park's invaluable mailing list.

"While we have not started to make an actual count of the giveaway tickets distributed, we estimate that between 250,000 and 300,000 were given out. Each bears the name and address of its recipient, and, this winter, we will work the names over and probably 25 per cent of them will be good additions to our mailing list," Schmidt said.

Park officials were particularly (See *Auto Draw* Click on page 94)

Free Act Attracts Biz for Dreamland

ROCHESTER, N. Y., July 17. — Dreamland Park here recorded excellent business this week, with heavy crowds turning out daily to see a lion free act in the park's amphitheater, reports M. F. Kaufman, publicity director. The best night resulted in attendance of nearly 10,000 people who saw Dreamland's owner, George W. Long, present an ocelot to Fred J. Strassle, director of the local zoo. The presentation ceremony resulted in considerable press and radio publicity for the park.

Excellent business was done over the July 4 week-end. Favored by ideal weather, 38,000 people turned out and spent freely.

July 4 Big at Fla. Boardwalk
DAYTONA BEACH, Fla., July 17.—Rides and concessions did heavy business at the Boardwalk here over the July 4 week-end, reports Doc M. B. Rutherford. Featured Sunday (4) was a public wedding in the band shell, which drew 8,000 spectators. A Miss Dixie beauty contest, along with fireworks, was the Monday attraction.

Jantzen Ballys Post-Flood Safety

PORTLAND, Ore., July 17.—Jantzen Beach Park, recently overrun by the Columbia River during the Pacific Northwest's disastrous floods, ran large display ads July 11 in both of Portland's dailies, *The Oregonian* and *The Oregon Journal*, pledging the safety of the park.

Urging parents to bring their children to the park, the ads stated that swim pools as well as the rest of the recreation center bore the operational approval of both the Multnomah County and Oregon State boards of health and that all of the parks' attractions are operating flawlessly on clean, dry land.

Events Boosting Philly Attendance

PHILADELPHIA, July 17.—Special events are boosting attendance for the amusement parks in this area. Woodside Park got a real shot in the arm last Saturday (10) when thousands of members of the Loyal Orange Institution, comprising more than 40 lodges, marked their annual Orangemen's celebration with an all-day outing at the park.

Willow Grove Park is making it Astor Coffee and Tea Weeks for the July 12-23 period in a commercial promotion that has thousands of grocery stores in the territory giving their customers free and part-paid amusement ride tickets. Riverview Beach Park, on the New Jersey side, set up kiddies' day for Mondays and Fridays, designating all amusements at half price for the moppets on those days for the rest of season.

Free Act Policy Revived At Rocky Point Funspot

WARWICK, R. I., July 17.—Rocky Point Park, which reopened this year after a lapse, has revived its free act policy, missing since the war.

Opening act was the Lambertis, high wire.

Coney Island, New York

By UNO

Ops and concessionaires differ in the matter of the business done over this and last year's Independence Day week-end. Most of them claim less for 1949. One big ride owner reports fully 35 per cent off in receipts, placing the blame directly to the publicity given to water pollution, scarcity of money spending and lowering of prices on most of the rides. Where in 1947 prices were upped for the holiday span, this year it was the opposite, with one Scooter, Gordon's on Surf, going as low as 6 cents. Others receded to 14. Last summer quite a few of the rides increased from 20 and 25 to 35 and 50 cents.

Most active in the Bonraz Holding Company, the group concerned with the recent purchase of the Luna-Surf Avenue front, are the Raziano brothers, Joe, Sam and Mike, of Stauch's Baths and a Pokerino on the Boardwalk. The new property acquisition, which will be tenanted, according to present plans, by two rides and a series of stores, measures 182 wide by 62½ feet deep in one section and 40 feet deep in another, for one plot, and, 62½ feet wide by 40 feet deep in the second area.

Staff on Motor Boat

Johnny D'Errico, ride pioneer, prizes the receipt of a letter from Joe Coliman, who was his associate 30 years ago in Luna Park in the Treat-Em-Rough ride and who is now and has been for the last 19 years man-

125G Damage as Fire Hits Carroll's Riverside Resort

AGAWAM, Mass., July 17.—An early-morning fire at Edward J. Carroll's Riverside Park here Wednesday morning (14) resulted in damage amounting to approximately \$125,000. Flames were confined to a limited area. Strenuous work on the part of Carroll and his staff permitted the park to continue operation and to run off all scheduled events.

Jesse Hutchinson, popcorn concessionaire, discovered the fire which started in the Roll-a-Line building.

Rain Saves Day

In addition to fire-fighting equipment from Agawam, trucks and fire-fighters from nearby towns assisted in bringing the fire under control. Only the fact that the fire was discovered promptly and that heavy rainfall had soaked structures prevented the fire from destroying the bulk of the park.

While Harry Storin, head of Carroll's publicity department, at first estimated the loss at \$100,000, he later said the figure would have to be revised upward to \$125,000. Principal damage was inflicted on the Roll-a-Line building, Penny Arcade, administration building and Flying Scooter. The Roll-a-Line building was a recently built two-story structure housing auxiliary administration offices and an employee club-room. Many valuable records and blueprints were destroyed. The park's payroll was in a safe in one of the gutted buildings. Also destroyed was a Quonset hut used for storage of maintenance supplies.

Others Escape

Facades of the Roller Coaster, Laff-in-the-Dark and Dodgem structures were scorched, but repairs were made, enabling them to continue operation.

Vernon Trigger, purchasing agent of the park, flew in from Utica, N. Y., where he was on vacation, and took charge of cleaning-up operations. Bulldozers and other heavy equipment were brought in, and the debris was speedily cleared away. An engineer from the Bisch-Rocco plant in

Chicago also arrived by plane to arrange for reconstruction of the Flying Scooters.

Storin stressed the fact that not only personnel of the park co-operated in getting the park back to normal, but that local banks offered ready cash and supply houses queried as to what they could do to help.

Carroll, in addition to his usual ads in dailies, ran display ads in Wednesday's sheets announcing the park was open as usual, and the result was one of the biggest week-day turnouts in the park's history Wednesday night (14).

All events scheduled for the week have been run off, including wind-up of the run of the J-Bar-S Rodeo and a fireworks display Wednesday night (14), midget auto racing Thursday night (15) and motorcycle races Friday night (16). Free circus acts appearing were the Aerial Ortons, high thrill act, and Sylvia and Her Pals, pooch act. Jimmie Lynch and His Death Dodgers, featuring Helen Howe, and Harry Pollak, cannon act, are the attraction Sunday (18).

The first Ford (giveaway) night skedded for Tuesday (20) was postponed. The Ford was saved from the flames. However, the giveaway has been postponed because many of the tickets were destroyed.

Riverside Park had recently been modernized, with addition of a stadium for midget auto races, an open-air dance pavilion and other buildings, including those destroyed by fire.

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NATIONAL AMUSEMENT DEVICE CO. DAYTON 7, OHIO

CALGARY SMASHES ALL MARKS

Pulls 376,983 In 6-Day Run

Eclipses previous record by 37,000 — grandstand, Royal Am. hit new highs

CALGARY, Alta., July 17.—Practically all existing attendance records for the Calgary Stampede and Exhibition were booted out of the books here during its six-day run which ended Saturday (10).

Front gate admissions, by turnstile count, were 376,983. This was an increase of more than 37,000 over the previous peak of 339,749, set in 1946, and an increase of more than 42,000 over last year's 334,464.

Here's the day-by-day comparison with last year's gate:

	1948	1947
Monday	64,854	63,911
Tuesday	49,612	43,672
Wednesday	63,575	53,958
Thursday	51,502	42,047
Friday	78,426	71,954
Saturday	69,014	58,922

376,983 334,464

All existing records also were shattered for the grandstand attendance and for midway gross. On the midway, the Royal American topped last year's take by a wide margin.

As a matter of fact, thru Friday (9), after five days of the six-day run, the Royal American Shows had piled up a take slightly in excess of the gross for the entire run of the fair last year. Saturday's midway receipts were so much velvet for Carl Sedlmayr's Royal American Shows. And that day's gross was plenty large, with 69,014 registered thru the turnstiles.

Pacing the RAS gross was Sally Rand's Girl Show, which drew a record attendance for a Girl Show at the spot.

Pontiac, Mich., To Hold Annual

PONTIAC, Mich., July 17. — For the first time in 35 years, Pontiac will stage a fair, to be known as the Greater Pontiac Fair. It will be held August 17-22.

The Cetlin & Wilson Shows will be on the midway. R. C. McCarter, general agent, recently closed contracts for that show. Faustin Dobski is president of the fair. Other officers include Dobe Harmon, secretary, and Harry Kincaid, treasurer.

Fair execs announced that \$10,000 in premiums and prizes will be awarded. Exhibits will be housed in tents. The sum of \$2,500 has been budgeted for advertising.

Record Single Day Mark

Set at Moose Jaw Annual

MOOSE JAW, Sask., July 17.—A record attendance of 6,113 admissions at the gate and 5,438 to the grandstand was chalked up on the fourth and final day of Moose Jaw's 13th annual exhibition. The four-day total was reported to be a little lower than that for 1947, with the last day ticket sale said to be the highest on record for a single day. Wallace Bros.' Shows were on the midway and Lucky Lott's Hell Drivers and Gus Sun Attractions in front of the grandstand.

2,000 Horses Set For San Joaquin

STOCKTON, Calif., July 17.—Nearly 2,000 horses will participate in all forms of competition at the Joaquin County Fair and Horse Show, scheduled here August 21-29, according to E. G. Vollman, secretary-manager.

Approximately 700 thoroughbreds and standard breeds will take part in the seven days of running and sulky races. Nearly 700 Palominos, pintos, Morgans, quarter horses and Arabians will be entered in the all-day Western horse show.

There will be six performances of the combined horse show and rodeo in which bucking stock from the Christenson ranches of Oregon will appear on the same program with hackneys, gaited and hunters and jumpers. With the roping horses, the total of equines for the horse show rodeo will exceed 500.

Terre Haute Annual Set for Stadium; New Dates Are Set

TERRE HAUTE, Ind., July 17.—Dates for the Vigo County Fair, originally scheduled for August 24-29, have been changed to August 22-25 following a recent meeting of the fair board and department superintendents.

The decision followed negotiations which will free Memorial Stadium as the site of the fair. Originally, it had been planned to hold the event at a new 138-acre site, but when it was found that the plant could not be readied in time, efforts were made to obtain the stadium. Previously used as the fair site, the stadium had been leased to the Terre Haute Phillies, but recently concluded negotiations made it available for this year's event.

As a result of not moving this year to its new site, the fair's program will not be as large as originally planned. Already contracted are the Rogers Greater Shows for the midway, Jimmy Lynch's Death Dodgers, Art Linkletter and his touring radio show, *People Are Funny*, and a horse pulling contest.

Eastern Lynch Unit Wins at Youngstown

YOUNGSTOWN, O., July 17.—The eastern unit of Jimmy Lynch's Death Dodgers caught on at the box office over the July 4 week-end, both at near-by Canfield track and at Rochester, Pa. The SRO sign was hung out for both evening performances at the Canfield track Monday (5), and it was the same story at the New Valley Downs Speedway in Rochester Sunday (4).

Aut Swenson handled both promotions, and has moved to Hartford, Conn., where he has started the build-up for the Death Dodgers' tour of New England.

WCSI Skeds 5 Airers Daily From Bartholomew Annual

COLUMBUS, Ind., July 17.—WCSI, the Midwest's most powerful FM station, is planning to broadcast extensively from the Bartholomew County Fair. It will air five shows a day from the fair, originating them from

Push Rehabilitation Work At Springfield, Ill., Plant

SPRINGFIELD, Ill., July 17.—An intensive rehabilitation and modernization campaign is under way at the Illinois State Fair here. Approximately \$3,000,000 has been earmarked for spending before the 1948 annual opens its 10-day run Saturday, August 13, but officials doubt

that all of the planned projects will be completed in time.

Chief among the improvements assured for the opening is the construction of 10 brick cattle barns at a cost of \$381,840. These will replace old wooden structures. A modern horse stable already has been built out of the former beef cattle barn.

Ten new comfort stations to cost \$240,000 are scheduled for construction but officials said they believe only two of these will be ready for use at the fair's opening. The old floricultural building is being transformed into a radio building, complete with an auditorium and several broadcasting booths, and this project is assured of completion for this year's annual.

Pave Streets, Walks

The grounds are receiving a thorough face-lifting; streets are being paved; sidewalks are being widened and paved; much grading and landscaping is being done and a complete new sewer system is being installed.

Concession space on Judy Avenue is undergoing a complete change, with the revamping to provide more space. Grandstand bleachers are being overhauled and reset.

Practically every building will have received substantial repairs before the fair's opening. Many new roofs already have been installed, and many interiors are to be renovated.

Add Day of Racing

Much of the needed work was delayed during the war when the army air corps had control of the grounds, Conrad F. Becker, business administrator, pointed out. "Even with all the expenditures now being made, all of the buildings cannot be put into the condition they should be in and it will probably be several years before the entire plant is in first-class shape," Becker said.

This year the fair's attraction program will be bolstered by an added day of harness racing. Skedded for opening day afternoon, heretofore a dead afternoon in front of the grandstand, these events will be closed to Illinois horses. Grand Circuit races, as in the past, will be held Monday thru Friday of the fair's run.

City Refuses 5G To Chattanooga For Fair Prizes

CHATTANOOGA, July 17.—The city commission this week declared the city will not okay the requested \$5,000 appropriation for prizes at the Chattanooga-Hamilton County Interstate Fair Association here. Moreover, the city commission issued a no-gambling edict to Joe Engel, fair president.

The commission's attitude was given in a letter to Engel signed by Mayor Wasson, stating that the commission is not at all pleased with the fair's failure to pay the city \$10,000 promised from last year's profits.

The letter further stated that bingo, baseball, ring and coin-tossing games will not be permitted to operate at the fair.

Previously, Engel had appeared before the commission to request \$5,000 for prize money at the 1948 fair. At that time, he said the county already had given him \$5,000. He also said that, if the city would give him \$5,000, the fair association would pay the city \$10,000 out of this year's profits for use in improving Warner Park.

The mayor in his letter said: "The commission expects you to appear before it at an early date to indicate on what financial basis you expect to use the facilities for holding the fair this year."

Propose Refinancing For Eastern States

SPRINGFIELD, Mass., July 17.—A plan to refinance the Eastern States Exposition by exchanging outstanding debenture bonds for new first mortgage bonds paying 4 per cent interest was submitted recently to the approximately 2,600 exhibition debenture bondholders, Howard W. Selby, president, announced.

The proposal, which calls for the discharge of the \$135,000 balance due on a \$150,000 first mortgage from funds now on hand will be abandoned unless it is approved by a satisfactory number of bondholders. Selby said the plan, if adopted, should result in the exhibition being out of debt in 25 years, barring the repetition of hurricanes or floods.

The first mortgage would cover all of the real property owned by the exhibition with the exception of a tract of 56,832 square feet on which it is hoped Rhode Island will erect a State building. The mortgage would also be subject to a lease on the coliseum held by the Springfield Hockey Association, Inc., whose successive terms end April 20, 1953.

the WCSI radio booth on the grounds. The shows are two newscasts, *Farm News*, an interview program and the *Music Makers Club*.

Last Word in Trailer Camps Set for Cook County Annual

CHICAGO, July 17.—The first trailer camp ever sponsored by the Trailer Coach Manufacturers' Association will be one of the features of the Cook County Fair at Soldier Field August 27-September 6.

The camp, illustrating the ultimate in trailer establishments, will contain an up-to-date utility building, a Laundrette, a service station and numerous other facilities. Russ Hackleman, TCMA consultant, will be on hand to answer questions.

Napa County Horse Show, Cele Attracts 15,000 Fans

CALISTOGA, Calif., July 17. — The 13th annual Napa County Fair and Horse Show closed here Monday (5) with an estimated attendance of 15,000.

The Silverado parade Sunday (4), which drew the largest crowd in the city's history, and a fireworks display were features the final days.

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For particulars, communicate with:
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CARNIVAL WANTED

At Knoxville, Tenn., for East Tennessee Colored Fair at Leslie Street Park, Sept. 6, 1948. Can use large Carnival as it will be the first one in Knoxville this year.
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Shows, Games, Eat House, Etc.
August 5-6-7-8, 1948.

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Week August 30

MID-STATE FAIR
COLUMBIA, TENN.

Around the Grounds:

Typical Farm Family Contest To Be Revived at Ohio State

The Ohio State Fair, Columbus, this year for the first time since 1941 will have a Typical Farm Family Contest. Arrangements completed this week call for *The Columbus Dispatch* to sponsor the event. Winning family is to receive a Ford tractor and two-gang plow. When last held at Columbus, the contest produced entries from all 88 of the State's counties, Ed Bath, fair manager, said.

The Manufacturer's Building this year will be used for an exhibit which will demonstrate the functions of the various Ohio State agencies, showing what the taxpayers receive in return for their tax dollars. Heretofore, this building was used for the display of household appliances. Again this year, Bath pointed out, the Columbus building will offer household appliance exhibits.

New agricultural features skedded for the Columbus event include a grass-fed cattle show and a certified seed show.

Leo Overland, Midwest representative of the Jimmie Lynch Death Dodgers, was a recent visitor at the Chicago office of *The Billboard*. He reported that the early North Dakota fair dates of Lynch's Western unit yielded better grosses than last year. He cited increased business at both Cando and Jamestown, N. D.; Bottineau and Crosby, N. D., and the fiesta at Montevideo, Minn.

A new portable grandstand is being erected by the Lorain County Fair, Wellington, O., to replace the 80-year-old structure recently removed. New stand has seating capacity of 2,400. It is 255 feet long, has 15 tiers of seats, and is 30 feet deep. An awning protects all sections from rain and sun. Dates are August 24-28.

E. P. (Ned) Green, secretary-manager of the California State Fair, Sacramento, has announced that Ernest J. Armer, Los Angeles, a leader in California's apparel industry, has

Calif. Cele Names Staff, Committees

SACRAMENTO, July 17.—Administrative staff and committees named for this year's California State Fair, to open here September 2, have been announced by Fred H. Bixby, fair board president.

Staff: E. P. (Ned) Green, secretary-manager; Theodore Rosequist, assistant manager; Kenneth B. Fry, chief, Bureau of Exhibits; Ed L. Paine, exhibit supervisor; Grant Duggins, exhibit supervisor; D. K. Fouché, administrative assistant; Joseph W. Olgard, concessions supervisor; John A. Patterson, accounting officer, Warren Wilson, personnel clerk; Dave P. Lester, building and grounds supervisor; Ralph Bell, public information officer.

Committee appointments include agriculture and floriculture, E. E. Freeman, chairman; Harold J. McCurry, W. S. Hillis, Arts. State, home economics, Daniel W. Beatie, chairman; Dr. James E. McConnell, Attractions, concessions, commercial exhibits, Hal G. Hotchkiss, chairman; Beatie, W. C. Wright, H. O. Davis, Buildings and grounds, Interim activities, Wright, chairman; T. P. Tupman, Beatie, Centennials, Dr. McConnell, chairman; Harold J. McCurry, Finance, legislation, W. S. Hillis, chairman; Hotchkiss, Wright, Horse show, Ward G. Walkup, chairman; E. S. Pillsbury, Joseph T. Grace, Livestock, poultry, junior division, Pillsbury, chairman; Freeman, Tupman, Press, radio, McCurry, chairman, Dr. McConnell, Racing, Grace, chairman; Walkup, Davis.

Livestock judges will be J. Charles Yule, Carstairs, Alta., Can.; Prof. Earl Weaver, Michigan State College; Clair I. Miller, Medina, O.; Prof. William G. Mammlade, University of Illinois; Prof. J. S. Coffey, Ohio State University; Prof. L. S. Weaver, University of Missouri; Peter Hillesland, Portland, Ore.; Prof. E. H. Hughes and Prof. R. F. Miller, University of California, Davis.

been named chairman of the fashion industry's advisory committee for the fair this year.

Charles Fleischman, San Francisco, was appointed co-chairman.

Public Works Director C. H. Purcell has awarded a \$34,032 contract to the Tyson & Watters Company, Sacramento, for grading and road work on the 27th District fairgrounds in Anderson, Calif.

Ray Lee, secretary of the Minnesota State Fair, and Mrs. Lee were in attendance at the recent Calgary Stampede and Exhibition.

Kais, European novelty act billed as the Electric Phenomenon, has been signed up for a string of Canadian fair dates by Paul Duaner Renaud, Montreal producer. Kais starts his tour at St. Stanislas, Que., on August 31, and will play Louisville, Montreal and Trois Rivieres.

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No Games. Limited Concessions now open—2 Custards, 2 Jewelry, 4 Novelties, 3 Pop Corn and Peanuts, 4 Ice Cream, 1 Root Beer, 1 Snow Cone, 2 Candy Floss, 1 Cut Out, 1 Portrait, 1 Photo, 2 Candy Apples, some Gadgets and others.

H. W. ATKIN, Mgr.

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HARRY B. TANNER, Secretary

Quincy Gives Dailey Pair Of Full Ones

Little Eva Clicks in Missouri

QUINCY, Ill., July 17.—Dailey Bros.' Circus, coming in from a trek across Missouri, edged into Illinois here Wednesday (14) and received a hearty welcome. Capacity houses were racked up at both afternoon and night.

This is the home town of Rosemary Stock, niece of Eva Davenport, who, with her husband, Ben, own the show. Gay Billings, father of Mrs. Davenport and himself a one-time circus owner, and Mrs. Billings live at nearby Marblehead, Ill. These facts were not lost in the advance publicity. The Billings viewed both performances here.

Mrs. Davenport had rejoined the show the previous day at Kirksville, Mo., following her release from a Buffalo hospital. Accompanied by a nurse, she now makes the moves by automobile.

The show railed into Kirksville, Mo., in the wake of a succession of carnivals, air shows, horse shows, minstrels, thrill shows, rodeos and other outdoor events.

The much-publicized elephant, Little Eva, crashed the prints in Columbia, Mo., where the show played July 10. The pachyderm was officially welcomed into town by the Young Democrats of Boone County who shoved out a donkey for the occasion. No little publicity for the circus resulted. The top was filled at night and the matinee drew a fair house.

At Moberly, Mo., Little Eva also came in for much publicity, tied in with her recent appearance at the GOP national convention. And the show played to a full night house and a good matinee.

Bailey Turnstiles Spin in 2-Day Stay At Council Bluffs

COUNCIL BLUFFS, Ia., July 17.—A two-day stand here, Saturday and Sunday (10-11), netted Bailey Bros.' Circus a pair of near-capacity crowds despite excessive heat and humidity and light rains.

The Saturday matinee, played in a light rain, attracted a scant house and the night show drew a near-capacity in spite of 90 degree temperature. The Sunday matinee lured a slightly better crowd than Saturday, and the big top was nearly full that night.

Rain cut attendance at the afternoon show in Denison, Ia., but the org played to a full one in the evening.

Dunkirk and Erie Give Full Houses To Mills Bros.

DUNKIRK, N. Y., July 17.—Showing here under ideal weather conditions and auspices of the Kiwanis, Mills Bros.' Circus played to a full house Wednesday night (14) and a near-capacity at the matinee. The org put on a special show for 30 children from the Salvation Army and orphans from the St. Joseph's and St. Mary's farms.

This stand was preceded by a pair of full ones at Erie, Pa., the previous day. The org drew a near-capacity throng at Meadville, Pa., despite rain.

At McConnelsville, the show's last stand in Ohio, an all-day rain cut crowds at both performances.

Ruth Nelson, Cole Trap Act Falls 50 Ft., Saved by Husband

ELGIN, Ill., July 17.—Ruth Nelson, Cole Bros. single trap performer, fell 50 feet during the circus engagement at Aurora, Ill., Wednesday night (14). But she escaped injury when her husband, Paul, an animal trainer, broke her fall.

He, however, sustained a broken nose and was knocked unconscious. Ruth was out of the show here Thursday (15) and will continue out for several days.

Working its way thru Illinois, the show this week encountered big business. Stand here produced a half matinee and a capacity night crowd.

When Weather's OK, King Clicks In Mass., Conn.

DANBURY, Conn., July 17.—Biz was excellent whenever the weather was decent for King Bros.' Circus on its swing thru Massachusetts and Connecticut.

Good weather and a full house welcomed the org here Wednesday night (14) after a near-capacity at the matinee. It rained the previous day in Derby, Conn., and there was barely a half-house on hand at each performance.

The weather was fine in Putnam, Conn., and a capacity crowd watched the evening show, following a disappointing attendance in the afternoon.

Playing at Stage Fort Park in Gloucester, Mass., the show performed before full houses at both performances under ideal weather conditions.

Aurora's night turnout filled the top and the afternoon crowd yielded a three-quarter house.

Ottawa, Ill., Tuesday (13) accounted for a near-capacity matinee and a straw night turnout, with the overflow estimated at 1,000. Mayor T. Bert Lamey, of Ottawa, gave an address of welcome to start the night performance.

Joliet, Ill., despite rain in the afternoon, came thru with a capacity matinee Monday (12) and that night it also provided a full house. Michigan City, Ind., played Saturday (10), produced a capacity night and a three-quarter matinee.

L. A. Best in Six Years for Polack

LOS ANGELES, July 17.—First performances of Polack Bros.' Western Unit at Shrine Auditorium here have resulted in a total attendance of nearly 80,000. Show is a sellout for the remainder of the date, according to show officials, who said it was the best Los Angeles showing in six years.

Show opened here Friday (9) matinee with a near-capacity house and the 7,000-seat auditorium has been jammed at every performance, with advance sales going like hot cakes, it is reported. Org has had excellent radio, newspaper and television cooperation.

Swank touch was added when the show hit Los Angeles. James (Slivers) Madison is now working the Frank Whitbeck motion picture elephants wearing white tie and tails.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Prairie, Neb.,
July 17, 1948.

Dear Editor:

At 9 a.m. last Tuesday, while en route here, the show train came to a sudden halt at a place we will here-and-after refer to as a red-lighted switch or the third rail counting from the right. However, we were in Nebraska without a town or country store in sight.

We knew that the show was making a 300-mile jump and, as usual, it stalled on such short moves to give the privilege car a break. When Wednesday morning arrived the car was out of food and the showfolks out of money, we then sensed that something was wrong. That night a gandy dancer arrived on a handcar to again light the red lamp. The crimson glare of the lamp put the fear of the inevitable in our hearts.

Thursday arrived and still no engine was hooked onto our five cars. We were hungry, thirsty and were afraid to leave the cars to hunt for food thru fear that the train would move while we were away. Finally the braver members of the show took a chance by walking six miles to a farm where, thru the lure of long and short passes, they promoted enough vegetables for a meal. They returned just as the gandy dancer was again lighting the red lamp, so we put the meal down as the last supper. By then the light plant had run out of fuel oil, leaving us in the dark except for the blinking of the red light outside. We rolled and tossed in our berths until a canvasman kicked the light out.

As no one knew why the train was isolated, it was rumored that our all-women train crew had tied it up, demanding either money or actors for husbands as the bosses had promised them. (The male crew that we had before the female crew left the show six weeks ago because they promised marriages to gal performers.) On Friday night General Agent Les Bouroughs arrived with the gandy dancer and his handcar loaded with meats and groceries, which automatically released 10 chickens and a hog that had strayed into our stock car two hours before.

Saturday morning the women declared it a wash day and hung their clothes on telegraph wires that were strung along the tracks. Nevertheless, every time a freight train passed we lost a man. Again that night we tried to sleep, but the gandy dancer had repaired the red light and it was again blinking, owls were hooting, coyotes were howling and the showfolks were moaning, when suddenly an engine coupled onto the train.

There was confusion everywhere. Mothers grabbed their kids, men called their dogs, the weekly washing was hauled in and stew cans near the red light were kicked over. A few minutes later the engineer whistled the high ball and the train was on its way. It was then that Manager Upp made public his reason for causing the long delay. He had promised one of the gals a solid silver swinging ladder at the next stand and was waiting for word from his 24-hour man that Tiffany's had made the delivery.

K.-M. Org Hits Two Red Ones In S. Minnesota

ST. JAMES, Minn., July 17.—It's a succession of red ones for the Al G. Kelly-Miller Bros.' Circus on its swing thru Southern Minnesota.

The org put 'em on the straw here Saturday night (10) after a near-capacity matinee.

They were on the straw at New Ulm the previous night, despite temperatures which found the thermometer hitting 98 degrees. A blazing sun, which sent temperatures over 100 degrees, cut the afternoon crowd somewhat. It was the first circus to play here since June, 1945.

A full house was on hand for the evening show at St. Peter; Minn., after excessive heat again had pared the matinee house. Milton Herriot, who was with this circus in 1945, watched the show here and was happy to note several horses trained by him are still with the org.

Fairmont Is Good To Clyde Beatty Org Despite Heavy Rain

FAIRMONT, Minn., July 17.—A downpour of 1.69 inches between 4:15 p.m. Tuesday (13) and midnight failed to dampen the enthusiasm of circus fans here and the Clyde Beatty org played to a near-capacity house that night following a strong house at the matinee.

Pipestone, Minn., turned out in near-capacity numbers the previous night after a scant crowd had watched the afternoon show.

The org became the first circus ever to play Willmar, Minn., on a Sunday (11), and there was a near-capacity throng on hand for both performances.

Warm weather brought out strong houses at both the matinee and evening shows in Brainerd, Minn.

Circus Clown Club Clicking in Europe

CROYDON, England, July 17.—Stan Bult, European representative of the Circus Clown Club of America, reports the membership drive in England and on the Continent is progressing successfully. He lists the following new members:

Wimmy Walker and Mrs. Madeline Vitan Milanes, London; Nino Fabri, Arnault, France; William Batley, Derby, England; Reg. Etheridge, Yorkshire; Roy Barnesley, Stafford; Mollie Cook, Enfield, England; Sydney Albert Spaggon, Belmont, England; Joe Crasston and A. Nash, London; Leon Niki, Blackpool; Lulu Albertino, English star currently in America; Henry Koko, Salvona, Scotland; E. T. Bale, London; George Alex Sayer, Blackpool; Rudolf Milanes and Albert Edward Bayne, London, and Raymond Higginson, Northampton.

Correspondence has been received from Phil Kallail, Jack Vinnick, Bill Treadwell, Dr. C. S. Karland and Willard T. Northrup.

Stevens Draws Big At Columbus, N. D.

COLUMBUS, N. D., July 17.—Stevens Bros.' Circus drew a full house here after attracting a near-capacity crowd at Portal, N. D., and a pair of scant houses at Wildrose, N. D.

High winds at Portal ripped up the Side Show tent and it was unavailable for use the next night at Columbus.

N. Y. Is Good, Ohio Under It For Ringling

Detroit Stand Looms Big

DETROIT, July 17.—Heat, humidity and the threat of a storm here Friday (16) failed to keep the folks away from the Ringling Bros., and Barnum & Bailey Circus. The top was almost filled for the first night performance of the show's three-day stand. The matinee pulled half a house.

Indications given by the strong advance ticket sale were that the remaining performances here would be sellouts. This is the first three-day engagement for the show since it left Washington on a cross country swing that will take it to Spokane, then southward along the Pacific Coast.

Rochester Tops 'Em

On its move thru New York State, the circus registered good business. Rochester proved the topper, yielding a capacity matinee and a turnaway at night. Tonawanda, hurt by a recent hike in bus fare from near-by Buffalo, nevertheless provided a near-capacity night crowd and a half-house matinee.

Erie, lone Pennsylvania stand, played Saturday (10), produced a brace of capacity houses. Engagements in Ohio which followed did not hold up the pace set in New York and at Erie. Youngstown was the best of the Ohio stands. It gave with a four-fifths matinee and a night turnaway. Cleveland averaged 60 per cent capacity for two days. Toledo was better, with turnouts averaging 80 per cent of capacity for two days.

Two Rail Delays

In the last 10 days the show encountered two rail delays, one at Toledo which put back the opening by a half hour and the other at Youngstown, which also shoved opening. Despite these two delays, moving schedules are best in the last six years, circus execs point out.

John Brice, chief of police, rejoined the show at Erie after illness of three weeks which kept him confined to his home in Ironton, O. Brice this year marks his 40th year with the circus.

Murray Burt, of the ticket department, has been named assistant to Bill Antes, radio director, to succeed Norman Carroll, who left at Cleveland to return to his home in Los Angeles.

Dick Miller has been placed in charge of the show's intercommunications system, shifting over from his previous job as timekeeper.

WANT

BOSS CANVASMAN FOR SIDE SHOW.

Wire:

MILT ROBBINS

DAILEY BROS.' CIRCUS

Red Oak, Iowa, July 23; Hamburg, Iowa, 24; St. Joseph, Mo., 25.

Ray Walter, wire me. Also 2 Reserve Seat Ticket Sellers who can work kids.

Wire:

B. E. DAVENPORT

ATTENTION

CIRCUS COMPANIES

Lot at the edge of City Limits on two Highways. Write:

R. T. WALKER

1001 S. Second, Dodge City, Kan.

UNDER THE MARQUEE

Tommy Hanneford recently was a guest in the act of the Flying Romas.

Jim Brown cards that he has joined the Pan-American Wild Animal Circus on lecturing staff.

The Tommy Janediases, trampoline performers, joined the Cole Bros.' Circus at Ottawa, Ill.

Old-timer C. E. Doble, recently in a hospital at Jeffersonville, Ind., is still on the ailing list.

Man may be master of his home, but not for the circus fan who decided to spend his vacation on a circus and learns that his wife and mother-in-law are going along.

Clarence Auskings says that he closed as general agent of Bible Bros.' Circus at Pikeville, Tenn., July 10.

Edward H. Hodgini will open fair season with his new act, Buckin' Lizzie, at the Delco Show in Dayton, O., July 24.

Mabel C. Buckingham, of the Circus Fans Association, has returned to her home in Gales Ferry, Conn., after an extended stay in Pasadena, Calif.

Bill Bailey, tramp clown, writes that he and Cecil Eddington produced the clown numbers on the James M. Cole show when Collins left for another date.

Promotion from canvasman to pusher is good news, but the canvasmen that did his work while he yelled at them, before his promotion, are responsible for his success.

Jean Allen, one-time performer with Cole Bros. and more recently a concession operator with Dailey Bros., recently was hospitalized in Moberly, Mo., with a case of summer flu.

Catherine Blanton, of the Parroff Trio, high aerial act, who was injured in a fall at Edgewater Park, Detroit, several weeks ago, is reported in fair condition at Redford Receiving Hospital, Detroit.

J. D. McNelly recently visited his old friend and former boss, Clint W. Finney, at Aurora, Ill. With him were Fred Barker, C. Johnson and Harry Bailey.

Rudest shock circuses have had in years is the discovery that even the grosses are higher the profits are very much lower.

Hunt Bros. plays Long Branch, N. J., auspices Atlantic Fire Company, July 19-20, and King Bros. is due there July 26. Both have plenty of paper on the boards.

Circus Fans Bonnie and Les Ulrich, together with Miss Pat Whellan, all of Sheffield, Mass., caught James M. Cole Circus at Hudson, N. Y. Show arrived late, due to long haul from Westfield, Mass. Mr. and Mrs. Les Ulrich attended King Bros. at Torrington, Conn., reporting good biz. Ulrich states that Jim Stutz, of the World-Wide Animal Exhibit, reports biz is holding up thru West Virginia and Kentucky.

Old-timer advised that during the early days monkeys were considered the best for crumbing a shirt.

• Frank R. Murphy pens that he has resigned as superintendent of reserved seats and tax man on James M. Cole Circus and is working at Shrine Circus, Providence, week of July 19.

Earl Chaplin May, of New York, author of several books, including *The Circus—Rome to Ringling*, and

Dr. Roswell T. Pettit, former circus physician, who now lives in Ottawa, Ill., caught the Cole Bros.' show when it played there recently.

Intervening to keep peace between opposition billing brigades is sometimes a pretty gesture in favor of the losing side.

Slim Collins, producing clown with the James M. Cole Circus since the closing of the Hamid-Morton Circus, was permitted to fill a previous engagement with the Hippodrome Thrill Circus, sponsored by the Lions' Club, Greenville, S. C., week of July 5.

Charlie Doble writes from Jeffersonville, Ind., that circuses are passing up a good bet by not playing his town. "No circus has been here since 1945," Doble writes. "The last show to play here was Dailey Bros. in September, 1945, and it drew a good crowd."

Seldom is an objection voiced to chairy pie, and never by the beginner who thinks it is something with two crusts and cherries.

New Bedford (Mass.) Sunday Standard-Times carried a full page of Ringling circus pix in its July 11 rotogravure section. Pix featured clowns Emmett Kelly, Prince Paul, Paul Jung, Paul Wentzel and Clayton Clease.

"We must understand children's fantasies," advised a spec producer, who forgets that we also have to understand those of adults.

E. H. (Deacon) Albright, Evansville, Ind., and E. W. Adams, Atlanta, two old-timers, are off the road due to poor health. Both trouped together on Gentry Bros. years ago. The former was on King Bros. early in the season, playing callopie. Latter was on the Ringling Side Show ticket box until June 12, when he left for a much-needed rest.

George A. Bodo, formerly of the Krick & Bodo Trio, trampoline, is at home in Fitchburg, Mass., breaking in an act to be known as the Bouncing Bodos. Bodo formerly was with Cole Bros. and Clyde Beatty shows and in the Mickey Rooney stage unit. They recently saw the Big One and James M. Cole show.

Skeptic says he'll accept the merchants' theory that circuses take all of the money out of towns if they'll tell him when it will begin.

Vernon L. McReavey, promoter of the Hamid-Morton Circus, writes from his summer home on Leech Lake in Minnesota that he and Mrs. McReavey plan to remain there until after Labor Day. He reports he recently caught the Clyde Beatty Circus at Brainerd, Minn., and that he plans to catch the Big One when it plays Minneapolis.

Happy Kelly, hobo clown, who left Springfield, Ill., 47 years ago to join a circus, played his last show under the big top with Dailey Bros. in that Illinois town, Wednesday (7). Kelly, who clowned with the Big One and other circuses during his career, says he intends to settle down in Springfield and obtain employment there.

Dave Murphy, press agent for the Clyde Beatty Circus, was the subject of a page 1 feature yarn in *The Fairmont Daily Sentinel* when the show played that Minnesota town recently. He had, it seems, obtained the ear of the city editor for an ex- (See *Under the Marquee* on page 95)

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General Agent of proven ability; must have car and know Middle West, especially Texas. Oscar Wiley and Jack Collins, answer. Want Brigade Agent, with or without car. Want Banner Man. Want Dancers for Side Show. Ted Millijen, contact. Want Boss Canvasman and Working Men for Big Top.

Route: Morton, 20; Littlefield, 21; Lockney, 22; Matador, 23; Paducah, 24; all Texas.

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REBEL MARCHETTE

KING BROS.' CIRCUS

Greenport, July 21; Patchogue, 22; Hempstead, 23; Hicksville, 24; all Long Island. Long Branch, N. J. 26; then jumping to Virginia.

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MILT ROBBINS—Dailey Bros.' Circus

Red Oak, Iowa, July 23; Hamburg, Iowa, July 24; St. Joseph, Mo., July 25.

P.S.: Also 2 Reserved Seat Ticket Sellers who can work kids. Wire:

B. C. DAVENPORT**Dressing Room Gossip****Polack Bros. Eastern**

The 750-mile jump from Scotts-bluff, Neb., to Austin, Minn., was rough, especially with the July 4 traffic and the heat, which ranged between 100 and 105 degrees. Our second stand for the week was an overnight move from Austin to Eau Claire, Wis. We made this in record time and gave a matinee as scheduled despite some 30-odd hours without sleep for the entire personnel. One of the biggest Saturday night turnaways of the season was recorded in Eau Claire.

To celebrate the installation of new officers and also the birthdays of Nate Lewis, Karl Erikson and Al Hyman, the GAT Club gathered in Austin the second night at a food spread prepared by Connie Wilson, the Lewises and the Boyds. Connie labored all day with a 25-pound baked ham. The Borza and Lopez families gifted Nate with a watch that left him speechless, and Conchita watched husband Karl unwrap a long-desired movie projector she had given him. Hans, not to be outdone, came up with the screen. There were many presents before and after the party. The most amusing incident came when elegantly wrapped gifts, piled high upon a table, proved to be gag presents when opened.

Fragments: Wanda Malikova's terrific birthday party. She received countless gifts and the party was a big hit with the show's small fry. . . . When the elephant top blew down, Mary Gardner, single-handedly had to fight 26 tons of temperament. . . . Mrs. Eugene Randow is back on the show with her son. . . . The GAT Club membership cards, embellished with elephants, bears and acrobats, finally have been received. Glen Tracy designed the card. . . . The aerial ballet certainly has had its portion of trouble—Hedy May, due to a bad stage, fell during the bike act, wrenching her arm so she couldn't work, and Josephine Ivanov, on a blistering matinee, slipped on the web, sustaining burns that laid her up for several days. . . . In the end, Conchita was making her entrance with two members of the younger generation, Wanda Malikova and Nita Borza. Nita pitched in like a real trouper and everyone was proud of her. Roland Erikson, back from Sweden, again is working in the balancing act. . . . When one of the baby elephants swatted I. J. Polack after he'd been feeding it, he turned and blared, "I'll sell you tomorrow!"

Harriet Harrison, wife of Clyde Harrison, promoter for Austin, was presented with a sleek blue satin dressing gown during a club meeting. A new addition to the Harrison family is expected in two weeks.—BILLY BARTON.

Clyde Beatty

The rains came in Fairmont, Minn., flooding the lot but cooling off the atmosphere. After the recent heat the coolness was appreciated.

Dan Cupid has been at it again and the latest couple to fall under his spell are Christine Johnson and Henry (Hank) Monzello. They hunted up the parson while we were playing Duluth. During the concert before the show that evening Mules serenaded the couple with his Tangley console. He played *Here Comes the Bride, Who's Sorry Now?, Someday Stole My Gal* and wound up with *My Blue Heaven*.

Bob Drake, Side Show talker, is now known as 220 Drake, having plugged the p.-a. system into the wrong circuit. Dorothy Herbert is springing new wardrobes daily in the pony act. Connie Conrey is back from the hospital, completely recovered from her recent fall. Connie also is springing a lot of new wardrobe, styled by Miss Herbert.

Charlie Hilderra is busy with the paint brush and turning out some nice signs. Al Lindemann spent last Sunday visiting his daughter, Dorothy Brown, and her husband, Harry. I was pleasantly surprised in Willmar, Minn., when Mr. and Mrs. Louie Clark and daughter, Shirley, and Mr. and Mrs. John Zroker and daughter, Beverly, drove from Minneapolis to spend the day.

CFA Frank Kindler was a lot of help in St. Cloud. True to their by-laws of helping the circus, he mailed our canvas superintendent a diagram of the lot. Charlie Cox received a broken thumb and a bad cut on his index finger when the speakers fell on his hand. The DeWayne troupe was chagrined when upon returning from the flying act they found their dressing top had collapsed when the stakes pulled out during a rain.

I forgot to mention last week that, following the old tradition of turning over in the dressing room on Fourth of July, Oscar Lowande, 72 years young, did a forward flip. Not to be outdone, Shorty Sylvester and Bobbie Kay followed suit. The rest reneged. Russ Marty sprained his foot when he fell from the wire, but is carrying on.

Recent visitors: Willard Gehrenbeck, circus model builder; Dr. and Mrs. T. W. Nelson, Frank Kindler, CFA; E. J. Floyd, Vernon McReavy, Buck Reger, Doug and Jr. Riggs, Obert Miller, Dory Miller, August Kanerva and Mulie Marshman.—LAURENCE CROSS.

Bailey Bros.

Due to unforeseen circumstances, we are sorry to lose Rusty Bader, who is returning to his home in Springfield, O. From now on, I will try to carry on in his absence. Good luck to a grand person and an excellent cornetist. Don Schneider, who recently left the Big One, is replacing him as cornetist.

Surprise business of the week was in Watertown, S. D., which yielded two very good houses July 5. Al Dean's new trailer is the talk of the midway. Kid workers are a big help in getting it up and down.

Betty Hodgins' immediate family visited for two days on their way to Wisconsin. The Crags are back with us after playing the July 4 celebration at Hope, Ark. They are sporting a new station wagon. Thanks to Skinny Goe and his band and the assistance of Ben Thomas for honoring clown alley with the *Woodpecker* song.

Honorable mention of the week goes to Jean Evans, Manuel Barragan and Ernie Stewart for their aerial performances. Miss Evans also is working the elephant act under the

Dailey Bros.

Holiday dinner in the cookhouse was the highlight of the week. Head-waiter Tommy Timkins said he starved them when Bertha Drane brought her family in to eat.

Milt Carl hired a rugged lad of football build to put up the center pole and Milt Robbins wanted to make a Side Show giant of him but no sleeping quarters could be found to fit him. So the idea was abandoned. Jack Knight Jr. is the champion fly caster and fisherman, with a 15-inch bass to his credit.

Bow Jordan and Josie Silvers, Kansas City, Mo., joined Johnnie Williams's Syncopaters. Johnnie, incidentally, played his birthplace, Columbia, Mo., for the first time in his long circus career. The Jack Turners celebrated their 24th wedding anniversary. Ira T. Carter, old-time showman, entertained with a series of anecdotes. L. H. Risser, president of the Milford Corn Canning Company, presented the cookhouse with 18 gallons of his product. Another visitor was Gene La Hote, who is 87 years young.

Little Eva, the baby elephant, is back home from the Republican convention. Gene Graf, first president of the CMBA, presented Ben Davenport with a replica of a polar bear den parade wagon. Arthur Larsen motored 110 miles to take pictures of this show. He was accompanied by his wife, Mr. and Mrs. Ray Larsen and their daughter, Margaret. Margaret presented Bertha Drane and the writer with hand-made sequin brooches.

Roy Feltus, formerly of Shipp & Feltus South American Circus, visited Si and Nellie Kitchie. May Stevens drove in from Gonzales to visit husband Johnnie.

Recent visitors have been Mr. and Mrs. Leaper, Harry Atwell, Pete Lindemann, King Baile, Ralph Woodard, Bob Lancaster, Gertrude Scott and daughter, E. B. Staley, Terrell Jacobs, Doctor and Mrs. Daugherty and son, Daisy Swift, Mrs. Elsie Cass, Mrs. Gladys Finkbinder, Mrs. John Drane and daughters, Mrs. Carl Harvey and daughter, Mrs. Frank Daugherty and son, Helen Burton, Mrs. Annie Ogden, The Flying La Forms, Mrs. Emma Marchino, Mrs. Fred Rohner and daughter, Grace O'Rourke, Mrs. Harold O'Rourke and family, Arlynn Waller, Jerry McDivott, Golda Grady and son, Bill and Ruby Orr, Harry Delvine, Bertie Hodgini, Bert and Agnes Doss and daughter, the Riding Duttons, Mr. and Mrs. Clark, of Clark's Bears; Glenn Greenwood, Willett Bishop, Mr. and Mrs. John Osborne and W. R. King.—HAZEL KING.

guidance of George Myers, equestrian director.

The Cardenas Bros., ladder act, goes into the program at Fremont, Neb. The new tractor under the Blue Goose is welcome. Pay particular attention to the new name that is to be printed on it by Cecil Jolly, our drummer.

Recent visitors included Bob Atterbury, en route to Montreal to play Tom Packs's date; Mr. and Mrs. Stephen, Mr. and Mrs. Roma Green, T. P. Lewis, Harry Villeponteaux, Glen Phillips and Pop Stables.—ALBERT WHITE.

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Tom Packs

Evansville, Ind., under auspices of the police department, was a big stand for this org. Altho hampered by rain and threatening weather, the crowds still showed up. Saturday night the show was stopped for about 15 minutes, but after a light shower it continued. About the only ones who suffered were Frank Cervone and his band.

Bosse Field, the site of the show, is always a favorite spot for the performers. Trailers and trucks are parked outside in a beautiful shady park. There's a swim pool across the street and do the kids go swimming.

Among visitors were Kitty Clark, Clem Hartmann, Happy Kellems (on crutches), the Mills brothers and Corry McGee, the Notre Dame backfield star; also Bill Lester, baseball scout for the Boston Braves. Note to clowns: If the Braves win the National League pennant they may hire some clowns to entertain the crowds at the World Series games.

Always a booster for circuses and giving out with a circussy cartoon in *The Evansville Courier* is Karl Kae Knecht. Some of the classy juveniles in show business are the Marcus kids, jugglers. Mom and dad Marcus have a great act, with their offsprings, Sonya, Lila and Ralph. Their older cousins on the opposite stage, the Willys, are artists themselves.

New arrivals: Bozo Lamont, joining clown alley, and Rose Behee; departure, Peacock the clown. En route to Montreal many stopped off at Cleveland to visit the Big One. Thanks to Tuffy and Gracie Genders, Art Cooks, Felix Adler, Amelia Spence, Pat Valdo, Merle Evans, Bones Brown, Bob Reynolds, Fannie and Frank McClosky, Buddy Richards, Al Powell, Lou Jacobs, Emmett Kelly, Henry Bedow, Frankie Saluto, Red Larkin, Johnny Tripp, Homer Goddard and Kay Burslem for courtesies extended.

Hot off the griddle—Jimmy Davison says he will take in no more soap opera radio programs. Last one he attended he won a parachute, two years' free ambulance service, one coffin, cemetery lot with roadside view and headstone. As Jimmie says, this is too much to carry around in one jeep in addition to Cabbage DeKoe, Bozo Lamont and all the big props. An orchid to Bob White, our announcer. Bob is on the job, building up all the acts, and, like the Bob White of birdlore, he can whistle and sing, too. When Eggle and Duina Zacchini don their Superman masks they look like gals from Mars, but, brother, when they jump out of that net and take off the masks for their bow they are pretty enough to make many a present-day movie star hide out. A new club is in the making—the Ten Per Cent Club. More details later. Dick Anderson sported a black eye and a puffed lip the other day, but he didn't bump into a door. It was just Clayton Behee's knee.—DICK LEWIS.

Dales Bros.

Recent visitors have included the parents of Kenny Ikert, Rusty the clown, Clark Queer, Don Hayden, Eleva (Gabby) Gabrich, Mickey Doles's sister, Betty, and Betty Boardman's family.

The hot weather has brought out several crew haircuts. Hope McClenen makes an interesting sight, covered with mosquito netting and her feet in a bucket of water. Another hot weather item found Mrs. Cuthbert dashing madly into the big top with an ice pack for Charley's neck. Francis Pierce has pepped up the acrobatic act with his contortion routine. Della Ryan's rolling globe act continues to click. Tommy Bentley made his debut in the menage. His foot slide still is the org's finale.

Keller Pressley and his crew are doing a swell job of getting it up and down.—FRANK CLARK.

Polack Bros.' Western

The Shrine Auditorium, Los Angeles, base of operations, boasts a stage comparable in size to that of New York City's famed Radio City Music Hall and with a greater seating capacity. Despite the 100-foot opening, more difficulty was encountered in setting the show here than on several previous occasions with 30-foot stages. Promoter Sam Ward, with co-operation from the Al Malaikah Shrine Temple, promises one of the stellar dates of the season.

Concentrating mainly on radio, Justus Edwards also arranged five television shows—three of the performances at the auditorium; one a "circus production" at a television studio with Arthur Konyot's horses, Massimiliano Truzzi, Para and Nino, Chester Barnett, Harry Dann, Ed Raymond and Wally Newbury participating, and a solo spot of the writer. Several large network and audience participation shows were aired and Ed Raymond, in make-up, proved his worth by stealing the show at a very swank radio show for children of the elite, no less.

All apparatus was painted and cleaned and much new wardrobe, including new aerial ballet costumes to match the clown suits of the web sitters, arrived for this date. The Ward-Bells set a new style in flying act costumes with black embroidered tights minus leotards for the men and black-fitted bodices, bustles and black shoulder-length gloves for the girls. Against a light background, this "taboo" color makes a striking appearance. Mayme Ward, mother of Harold, is the designer.

Chai and Somay Huang, Slivers and Jo Madison, Gus and Betty Bell, Ernie and Frieda Wiswell, Harold Ward, Mildred Keathy, Mr. and Mrs. George Emerson, Mr. Learmont (Jingling Bros.' Animal Circus), Charles Montclair and the Barnes family were entertained at the home of Mr. and Mrs. Eddie Allen, former circus elephant boss. Ernestine Clarke and husband, Parley Baer, entertained Arthur and Dorita Konyot, Charley Webb and the Barneses, with Joan Vohs, movie starlet; Shirley (Mrs. Norman) Carroll, and Marion Hargrove, author of *See Here, Private Hargrove*, as special guests. Gus and Betty Bell have been busy entertaining all week, as have the Madisons.

Mrs. Roland Tiebor and younger son, John, joined the two elder Rolands during the school vacation and Mr. and Mrs. Dann, parents of Harry, dropped in from St. Louis. The parents of Slivers and Jo Madison and brother, Pinky Madison, also are visiting during the engagement.

Other visitors seen backstage were Mr. and Mrs. Dale Turney, former managers of Tom Mix Circus; Elizabeth Clarke, mother of Ernestine; Mr. and Mrs. Parley Baer, Mr. and Mrs. Benny Pete and family, Mike Cahill, Rubin Castang, Mr. and Mrs. Eddie Allen; Louis, Ralph and Eleanor Velarde; Slat Beeson, Bob Porter, Jack Harris, Spike Jones, Mr. and Mrs. Merritt Belew, Albert Ostermeier, Homer Hobson Sr., Harry Quillen, Everett Hart, Carlos and Etta Carreon, Mr. and Mrs. Danny Polier, Esther Escalante, Mr. and Mrs. George Perez, Dorothy (Morales) Pina, Rubin Olevera, Shirley Van, Frank Phillips, Cliff McDougal, Mr. and Mrs. George Cortello, Don Kidder, Joe C. Webb, Charley Arley and Irma Ward.—HAROLD BARNES.

The Snell brothers, clowns, who played the July 4 date in Soldier Field, Chicago, and Dyche Stadium in Evanston, Ill., July 5, for Barnes-Carruthers Theatrical Agency, Chicago, will begin fair dates for the B-C office the week of July 21 in Tuscola, Ill., and move to Macon, Mo., week of July 25.

Cole Bros.

The Fourth has come and gone. We had it at Jackson, Mich., under ideal conditions—a grassy lot and perfect weather. George Davis served his usual grand Fourth of July dinner—from soup to nuts.

Mystery of the week: Which English girl of the ballet gave Happy Belisle those cute swimming trunks? Our all-English ballet celebrated the Fourth with a party in their tent and an American flag waving from the center pole.

Balin, Vickie, Antonette, Tina, Bonnie and Reo, all children of the Cristiani family, are on the show for a short vacation. Mary Castle and daughter, Jan, also are here for a visit with Hubert Castle. I thought I had seen everything until I saw Jackson Kyes, our bass drummer, with a fan rigged to his bass drum. Speaking of drummers, I wish *Esquire* had seen the ensemble in which Happy Belisle, our snare drummer, walked onto the lot.

Hubert Castle and Harold Voise sure are going in for comfort—Voise with his folding bed chair and Castle with that portable hammock. Nobody but a lazy man invented those two contraptions. It looks like Bogonghi is losing his technique in the free rolling department in the persons of Henry Kyes and Otto. A big day in Gary, Ind., for Roy Allen, one of our clowns. It is his home town, and what a time he had with all his folks.

Five little girls who have made good in a big way since leaving the ballet for the Big Show are Pat Scott, Rita Taliaferro, Jinx Adams, Bobby Donovan and Mary Lyons.

Visitors have included Windy Phillips, custodian of the Elks at Benton Harbor, Mich.; Mrs. Fred Seymour; Mr. and Mrs. Russ Warner, parents of Alberta Voise; Art Michell, Mary Castle and daughter, Johnny Walker, Tom Greenleaf, Mr. and Mrs. George Mundes; Mrs. Meyers, grandmother of Kitty Clark; Roy Barrett, Mr. and Mrs. Ray Perez, Mrs. Manuel Perez, Fred Wolf, W. S. Jackson, Walter C. Scholl, Mr. and Mrs. Glen Townsend, Don F. Smith, Walter Pietschman, H. Head, Ralph Pelham, Mrs. Tom Gregory and daughters, Mr. and Mrs. C. W. Chapman, George May and Mrs. Ruth Cristensen.

Henry Kyes had so many visitors in Elkhart, Ind., home of the Conn Instrument Company, I couldn't keep up with them. Harold Voise had a birthday. George Voise is on the sick list.—FREDDIE FREEMAN.

Stevens Bros.

Biz continues good despite chilly night and hot days. The Dolly Jacobs elephants will arrive soon. Ruth Johnson, aerialist, is in La Crosse, Kan., having undergone an operation for a tumor. George Kilpatrick is suffering from a fractured leg, caused when a heavy box fell on it, and Harry Miller has an injured hand. New pit show is being built on a four-wheel trailer. Edward Shearer continues to do well with the stands. Tom McLaughlin was a recent visitor.

King Truck Towed to Lot

HARTFORD, Conn., July 17.—A King Bros.' Circus truck, with a cargo of wild animals en route to the show lot in Meriden, Conn., Sunday (11), broke a drive shaft on East Main Street of that town. The truck and its contents drew a big crowd while waiting for a tow car to haul it to the lot. Show played Meriden Monday (12).

Behee Injured in Fall

EVANSVILLE, Ind., July 17.—Clayton Behee, of the Flying Behees, sustained injuries to his back in a fall while appearing with the Tom Packs Circus, auspices of the police, here July 11, necessitating from six to eight weeks of rest.

Ringling-Barnum

Recent visitors have included Mrs. Millette and daughter, Florence Grandis and son; Betty Brasno's son, Bill Ward; Ann Simpson's family, the parents of Kathryn Kramer and Joan Sharkey, Mrs. Buddy Friel, Mrs. Joe Bainbridge; Mr. Phillips and family, of the Johnny J. Jones Exposition; Loyal-Repinsky family; Omer J. Kenyon, of Hamid-Morton Circus; Medinin, Mr. and Mrs. Henshaw and Johnnie May Snyder, all of Mills Bros.' Circus; J. J. Hennessey, Sam Vicarel, Bill and Jack and Mr. Meinhardt, Mrs. Mel Hamlin and granddaughters; Lawson's sister, Catherine, and family; Dorita and Ronna Durbin, Mrs. Ritchie Mader and son, Mrs. Coddie Uniot and son, Rita O'Connor, Mr. and Mrs. Charles Jones and son, Harry Dube, CFA Ted Deppish, Bobby May, Carl Wallenda, Joe and Wally Beach, Charles Davitt, Carl Milvo, Claude Ruude; Griffin, the shoe man from Rochester; Marty Lynch, Buffalo Pete, Mr. and Mrs. S. J. Dunn and daughter, Mr. and Mrs. Pete Daniels, George Lux, Ernie Storch and family, Edward Tomezak and son, Norman Bullinger, Bill Day and Jim Hoyer.

Marian Seifert Bull and Aileen Darnay Hartman closed the season to await the stork. Debbie Perez also closed because of illness. Rose Gould, Dick Miller and Martha Henderson celebrated their birthdays. Murray Burt is now in the radio department. We worked our first Sunday on the road in Youngstown, O.

Word has been received from "Straight Ahead" Willie Downing that he is doing fine. He is at the Eastlawn Sanatorium, Northville, Mich. The 100 Per Cent Club had their mid-summer meeting with an attendance of 100 per cent. Members are Bones Brown, China Durbin, Willie Krause, Eddie Kohl, Al Powell, Jimmie Crocker, Danny Gordon, Bob Nelson, Ira Millette and Willie Robins. Curtis Genders was elected mascot. He is dressing in same dressing room which now is officially named 100 Per Cent Room. Letter from Gus Bell, 1947 member, was read. Plans for the annual dinner this fall were made.

Backyard scenes: Everywhere Bobbie Peck goes you see her carrying her new puppy in a basket. Milk fund donated by the ushers and ticket sellers for the puppy is doing okay. George Wong likes spec so well that he even sings the music in his sleep. When you hear someone say, "There goes Freddie," it's only Freddie Wolthing shooting his repeater in the Indian gag. Usherettes are now known as tuckerettes. Bobby Hason, Side Show ticket seller, surprised everyone on the show in Youngstown when he got on one of the show's tractors and helped spot the Side Show banner line wagons with the ease of a seasoned veteran, which proves, you can't tell a book by its cover. Vic Pratt, of the cotton candy stand, grinding his ware to the tune of the song hit *Manana*. His parody is something to hear.—MARY JANE MILLER.

AL G. KELLY & MILLER BROS.' CIRCUS WANTS AT ONCE

Boss Canvas Man, Seat Man, Circus Cook, Grooms, Trumpet for Big Show, Acts for Big Show, Dancing Girls for Side Show, Clowns and Working Men.

Sauk Center, Minn., July 20; Browerville, 21; Staples, 22; Park Rapids, 23; Walker, 24.

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OMAHA MIDWEST AIR FAIR

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Address: c/o Hill Hotel Omaha, Nebr.

Conklins Speed Make-Ready For Canadian Nat'l Midway

TORONTO, July 17.—Revamping of the permanent, independent midway for the Canadian National Exhibition moved into high gear this week when J. W. (Patty) Conklin moved in Monday (12) from his Brantford, Ont., winter quarters to the CNE grounds.

Malcolm R. (Neil) Webb, secretary of the Conklin interests, opened the CNE office July 1. Joe Drambour took charge again that day as superintendent of construction, with Grant Sinclair as electrical superintendent.

Having had an opportunity to work the "bugs" out of the set-up in the inaugural test last fall, Conklin has started many improvements which should not only be pleasing to the eye, but should facilitate the handling of the midway business on the big days.

Erect New Warehouse

There will be no change in the concession policy, according to Patty. All games with the exception of bingo, will be limited to flashers, strictly for stock. To speed up the handling of merchandise, a new 65 by 120 warehouse is being erected at the south end of the concession line.

Illinois, Iowa Spots Net World of Today Good Biz; Dixon Big

SAVANNAH, Ill., July 17.—The World of Today Shows, co-owned by L. C. Reynolds and H. Wells, have been doing better than okay thru Illinois and Iowa.

Most surprising business was registered at Dixon, Ill., played June 29-July 5. It produced the best still date play of the season. The engagement opened to a fair turnout, increased nightly and was capped by large crowds the last three days.

The shows' powerful searchlights were credited in part with luring a big attendance July 4. They pulled many of the people in attendance at a holiday celebration at City Park. Excellent support by the sponsoring AMVETS also helped.

Burlington, Ia., week of June 15-19, also provided excellent patronage. In that spot, Bill Starr, then only recently released from the hospital, returned and racked up a big week on the front end. Mrs. Fay Ayers' *American Cuties* paced the shows, with Pee Wee Parker running a close second with the Minstrel unit.

Spotted on the Burlington fairgrounds, which offered much parking space, the areas were packed with cars almost every night. The bus company also co-operated strongly. This, too, served to hike the turnouts. The radio build-up was particularly strong.

At South Beloit, Ill., June 21-26, concession row enjoyed brisk business, while the shows and rides recorded fair patronage.

Crittenden, Moyer Buy Barkoot Shows

MIDLAND, Mich., July 17.—C. N. Crittenden and Kenneth L. Moyer, who recently formed a partnership and leased the rides and equipment of the K. G. Barkoot Shows, have since purchased all interests in the Barkoot organization.

Org is now operating in Central and Northern Michigan and is billed as the Merryland Shows, with permanent address here. Moyer is general manager; Crittenden, general representative.

up. The front of the new building will house concessions, which will add 65 feet to the present line-up.

Patty explained that, altho all stores were completely stocked each night, there were times last fall when stocks ran low and it was almost impossible to push hand trucks thru the dense throngs. The new building, adjacent to concession row, will eliminate this delay. He also said that Jack Ray, who designed all fronts for him, will revamp the front of concession row for added flash.

Prep for Water Show

Alphie Phillips, who again will handle the Water Show, will be pleased with a new permanent dressing room set-up which is in the finishing stages. The new building is part of the stage set-up at the rear of the tank, and will enable the swimmers and divers to step from their rooms directly to the wings. Concrete walks have been built from the entrances and additional 350 seats provided, which will give Phillips a capacity of 1,300. Underwater lighting was used last year but this will be improved by the use of neon, a feature which proved popular with one of the large touring ice shows last winter.

Adds to Rides' Capacity

Conklin reported that 10 cars will be added to the Auto Scooter and three to the Laff in the Dark. Both rides played to capacity business during most of the exhibition last year.

Ray Marsh Brydon, Chicago, was a visitor here Tuesday (13) to complete details for the presentation of his Side Show and Motordrome. Conklin said that the policy of holding the midway down to six major shows will be continued and he will not announce the other bookings until all details are worked out.

Frank R. Conklin recently returned from a trip to Quebec, where he laid out plans for renovating the permanent midways at Quebec City and Three Rivers. He also checked the Conklin interests at Belmont Park in Montreal. Frank will spend considerable time in Toronto the next two weeks as there may be some change in the midway layout here.

Slow Start But Fast Ending Becoming Pattern for C&W

MORGANTOWN, W. Va., July 17.—Due to a cloudburst having put the lot here into such bad shape, Cetlin & Wilson's World on Parade Shows did not open here Friday (9) as originally planned but extended their run at Clarksburg, W. Va., over the week-end and then made the jump.

A bad beginning with a terrific ending is becoming the pattern for Cetlin & Wilson and Clarksburg was no exception. Rain drenched the midway opening night, Tuesday (29), and it poured again Friday (2) night. Saturday (3) night the deluge came—this time thru the front gate.

Raynelle wished for rubber sidewalls on her Girl Show top—a buck a throw, three straight shows, and right down the line—Al Tomaini's Freak Show, Ray Purtle's Wall of Death, Singer's Midgets, *Harlem Hit Parade*, Earl Chamber's Monkey Circus, the gorilla zoo, Raynelle's enlarged posing show, and grab joints operated by the Dorso-Goodman combo—they all did it. Show was sponsored by the Fraternal Order of Police, with bluecoats for ticket-takers thruout the midway. West Virginians from a 30-mile area kept 'em going. A parade of teddy bears, bingo prizes and plaster moved out the front gate

Too Fast, He Says; Merry-Go-Round Out for Omaha Kids

OMAHA, July 17.—Long accustomed to expecting anything from 70-year-old welfare inspector Tom Knapp, Omahans nevertheless blinked at his latest.

He ruled that no children under 12 could ride on the 20th Century Shows' Merry-Go-Round. The org was here under South Omaha American Legion sponsorship. He said the ride goes too fast for the younger kids. And he posted a sign bearing his ruling.

Apparently, flesh shows are not off limits for the youngsters. A purity campaigner, Knapp found the side shows "clean enough for anybody."

JJJ Mincees Moves, Slashes Rail Nut

EAST LIVERPOOL, O., July 17.—The Johnny J. Jones Exposition, in here this week, holds something of a record this season for its rail moves.

Over the past 10 weeks it has averaged a move of only about 90 miles each week and, during seven of those weeks when it concentrated its playing in Western New York and Western Pennsylvania, the moves averaged only 48 miles.

This has enabled the show to keep its railroad nut down and also has given it a near-perfect average of getting up on schedule.

Midway thru its stand here this week the org had registered a good take. The previous stand, a 10-day engagement at Buffalo which closed Saturday (10), had yielded fair business.

Ralph Lockett, the org's general agent, is in Chicago, where he will headquarter until the show's opening there at the Cook County Fair. Jimmy Rose, press agent, is speeding up his schedule so that he can arrive in Chicago August 1.

W. H. Brownell has joined as advertising agent.

From here the org moves to Hamilton, O., after which it will jump to Salem, Ill., for the annual Soldiers' and Sailors' Reunion.

Toledo Ends Big, Lansing Weather Off for Wagner

LANSING, Mich., July 17.—Fresh from a highly successful engagement at Toledo, O., Al Wagner's Cavalcade of Amusements railed in here this week to be greeted by a downtown rain, which skirted the show lot but kept the folks at home. The rain Monday (12) fell between 6 and 7 p.m.

Weather and business rallied Tuesday but the following day cold brought out topcoats and few patrons. Despite the take for the first three days, the stand holds promise of closing as a good average still date, providing the weatherman doesn't spoil it.

A big matinee loomed for today. Lure for the kids is a bike giveaway. Show has been getting good press and radio support here. *The State Journal* came thru with four pictures in five days.

The Toledo engagement, which closed Saturday night (10), finished on a strong note, the final night providing a particularly big turnout. Whitey Weiss and his aides had their biggest play of the season at the Toledo stand.

Visitors at Toledo included Bennie Weiss, local sportsman and business exec; Earl Sutton, Bill Fotopolis; Jack Bigelow and Floyd LaLonde, of the Bigelow Music Shoppe, and Mr. Wasavister, of Bowling Green, O. Bandmaster Lionel Hampton and members of his band were guests of Charles A. Taylor in Toledo. Here, Taylor's *Little Harlem* show Tuesday (13) gave a 15-minute radio show over Station WILS.

Titusville Vets Get Mayor's OK

TITUSVILLE, Pa., July 17.—Mayor C. C. Hampton has temporarily relaxed the ban on carnivals, which was put into effect here by his predecessor, ex-Mayor Peter J. Hoenig.

Hampton has issued a permit to the local Veterans of Foreign Wars (VFW) post to put on a carnival the latter part of August, but warns this does not necessarily indicate the ban against carnivals is being discarded. The VFW has been given the responsibility of policing the carnival.

Concessionaire H. C. Madden Dies of Heart Attack at 46

HARTFORD, Conn., July 17.—H. C. (Cliff) Madden, 46, operator of a concession with the Granite State Shows, succumbed to a heart attack June 25 while working with the show at Pawtucket, R. I.

Madden was a native of Nashua, N. H., but became a resident of Hartford and was active in behalf of organized labor in Connecticut, where he was appointed to the State board of labor.

He was associated with the carnival business for the past 15 years and operated concessions on the Pine Tree State Shows, Sheesley Greater Shows and, for the past two years, on the Granite State Shows.

Funeral services were held at the Madden home in Hartford June 28, with interment in Rocky Hill Cemetery. He is survived by his widow, Sylvia; a brother, Lester, of Nashua, N. H., and a sister, Mrs. Grace Temple, of East Hartford, Conn.

Utica, N. Y., Closed

UTICA, N. Y., July 17.—This city has been closed to carnivals. An ordinance to that effect was passed here Friday (9) on the recommendation of Safety Commissioner Sullivan.

HAVE A LOOK! GET WITH A WINNER!

Gooding Amusement Company, Inc.

93

FAIRS AND CELEBRATIONS
IN 1948

93

OHIO

OHIO STATE FAIR — COLUMBUS

Van Wert Fair
Xenia Fair
Greenville Fair
Fremont Fair
Warren Fair
Urbana Fair
Dayton Fair
Canton Fair
Berea Fair
Hamilton Fair
Lancaster Fair
Springfield Fair
Delphos Fair
Troy Fair

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Ashland Fair
Dover Fair
Celina Fair
Carthage Fair
London Fair
Sidney Fair
Norwalk Fair
Wilmington Fair
Wellington Fair
Napoleon Fair
Painesville Fair
Lebanon Fair

Washington C. H. Fair
Montpelier Fair
Delaware Fair
Plain City Fair
Proctorville Fair
Zainesville Fair
Kenton Fair
Georgetown Fair
Tiffin Fair
Loudonville Free Street
Fair
Carrollton Fair
Cadiz Fair
Burton Fair

Mt. Vernon Fair
Bellville Fair
Fort Recovery Jubilee
Circleville Pumpkin
Show
Utica Homecoming
Garfield Heights Fair
Rocky River Celebration
Grove City Celebration
Columbiana Celebration
Chillicothe Community
Celebration
Hillsboro Fall Festival
Jackson Apple Show

MICHIGAN

MICHIGAN STATE FAIR — DETROIT

Saginaw Fair
Jackson Fair
Hillsdale Fair

Centerville Fair
Adrian Fair
Hartford Fair

Charlotte Fair
Hart Fair
Marne Fair

Monroe Fair
Belding Labor Day
Celebration

INDIANA

Connersville Fair
Bluffton Street Fair
Kendalville Fair
Osgood Fair
Columbus Fair
Rushville Fair

North Vernon Fair
Franklin Fair
Huntington Street Fair
Frankfort Fair
Decatur Street Fair
Rockville Fair

Alexandria Fair
Brownstown
Homecoming
Columbia City Old
Settlers' Celebration
Kokomo Industrial
Exposition

Mitchell Persimmon
Festival
Mooresville Old
Settlers' Picnic
Montezuma Festival
Evansville Fall Festival

ARKANSAS

ARKANSAS STATE FAIR — LITTLE ROCK

Blytheville Northeast District Fair

Stuttgart Rice Festival

OTHER OUTSTANDING DATES

Memphis, Tenn., Mid-South Fair
Keokuk, Ia., Chamber of Commerce Fall Celebration
Punxsutawney, Pa., Firemen's Old

Hannibal, Missouri, Merchants' Fall Celebration
Rocky Grove, Pa., Fair
Home Week Celebration

THE LARGEST AND MOST SELECT DATES EVER ASSEMBLED BY ANY AMUSEMENT ORGANIZATION

WANTED—FOLLOWING RIDES

Hi-Ball, C-Cruise, Spitfire, Auto Scooters, Kiddie Boat Ride, Stream-lined Caterpillar

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Grove City, Ohio, Homecoming—August 20-21—Main Sts. Everything open including bingo, except popcorn, apples and floss.

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CAN USE A FEW MORE LEGITIMATE CONCESSIONS

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High-class Entertaining Shows. Nothing but the best will be considered. Have space available at OHIO STATE FAIR for 2 Outstanding Shows. Particularly interested in Midget and Animal Show. All rides and shows must have their own equipment and transportation.

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LEGITIMATE CONCESSIONS OF ALL KINDS. For this date address inquiries. Neil Carlin, Supt. of Concessions, c/o Gooding Amusement Co., Inc., 1300 Norton Ave., Columbus, Ohio.

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QUITE A FEW CONCESSIONS OPEN

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MIDWAY CONFAB

Lazy man is one who won't sit up straight in his chair for a 10G jackpot in a hotel lobby.

William Tubba Heiman has joined Fred Miller's cookhouse on W. G. Wade Shows.

William (Diamond Tooth) Arnte is a patient in Columbia Hospital, Columbia, S. C., where he recently underwent an operation.

Prof. J. Bozo Mansfield and wife, Princess Ruby, have joined F. F. Barcroft's Side Show on the A. M. P. Shows for the season.

Many a prominent showman has a reputation of being a money-getter because his talker is a powerful opener.

Vernon Hoff opened July 12 at the Garden of Allah, Seattle, as singer and stripper.

Patsy Coy, daughter of Robbie Coy, Girl Show operator, is recovering from a recent operation at 93 Broadway, Kansas City, Mo.

Mrs. W. A. Venable, Piedmont, Ala., writes that Bill Venable's father is seriously ill there. Showfolks are asked to bring this to his attention.

Cherise LaVerne writes from New York that she has left Howard Specter's Side Show and has gone back to night clubs.

Home cooking on a fairground is anything that is fried on a griddle in the same grease that fish was fried in.

Stash Grey, with Playtime Amusements, is doing okay with new cookhouse. Red E. C. Hart has the griddle and Dave Finemann is headwaiter.

Renee Rochelle and Bobby Maxwell recently motored from Peoria, Ill., to Henry, Ill., to visit Pinky Pepper and Bobby Fransee on the L. B. Lamb Shows.

Roscoe Wade, owner of the Joyland Midway Attractions, is hospitalized in Detroit. Mrs. Mamie Wade and Artie Frayne are running the shows in his absence.

Rae-Terrill, who opened his theatrical costume studio in San Francisco two months ago, has five operators. He recently finished a set of costumes for a revue at Clover Club, Santa Cruz, Calif.

Hiller's Shows, which have been playing around Philly to good biz, made a few Jersey spots and then went to New England. Quincy, Mass., was a good one for the org; also Cape Cod.

C. E. McGinnis, of Mobile, Ala., who has been with Cavalcade of Amusements, is a patient in Veterans' Administration Hospital, Ward 24, Wood, Milwaukee, and expects to be there for some time.

W. H. Meade letters from Newburg, N. Y., that he has retired from



ELIZABETH STRATES, daughter of Mr. and Mrs. James E. Strates, was graduated from Vassar College July 1 with a bachelor of arts degree. She attended her first two years of college at the University of Rochester. Attending graduation exercises at Poughkeepsie, N. Y., besides her parents, were her brother, James E., and sisters Theodora and Mrs. H. W. Jones and her daughter, Gloria, and Mr. and Mrs. Peter Stamos and their daughter.

CONTRACTING NOW CHARLES H. HODGES

Affiliated with Associated Independent Midway Operators

Wants for the CANADIAN NATIONAL EXPOSITION

Toronto, Can., and 5 More of the Nation's Outstanding Fairs

ANY FREAK ACTS

MAGIC MAN that lectures with small attractive wife for Upright Blade Box

TRUCK DRIVERS AND CANVAS HELP for beautiful new 50x150-foot Top

Wonderful opening for a fast-stepping MENTAL ACT

Must come equipped and prepared to do business

TICKET SELLERS, TALKERS AND GRINDERS—contact immediately

State all in first letter and keep it within reason.

CHARLES H. HODGES
Eastwood Park, East Detroit, Mich., until Aug. 15, then Toronto, Canada.

NEW RIDES NO GATE—NO GRIFT

Want for Decatur, Ia., 50th Annual Homecoming, July 22-23-24; New Virginia Lions' Club Annual Celebration, July 28, 29, 30; Appanoose County Fair Celebrations through August and September—Cotton Country Later

String, Bumper, Fish Pond, Scales, Snow Cone, Cook House, Hi-Striker, Lead Gallery, 10¢ Diggers, Darts, Clothespin Pitch, Ex on Photo Machine. Will book any non-conflicting Legitimate Concession and Shows of all kinds. Want experienced Rat Game Agent and P.C. Dealers.

George W. Nelson Shows

WANTED

Bingo Counter Men and Stock Wheel Agents. Contact

DAVID FINEMAN
Care W. C. KAUS SHOWS
Red Lion, Pa., this week; Plymouth, Pa., next week.

MITT READER

I for World of Mirth Show
I for Endy Bros.' Show
Answer
MARGARET LUX
ENDY BROS., Plainfield, N. J., this week, or per route

WANTED

Bingo Caller, Counterman, Concession Help. Kerver, contact me. Could place experienced fast Custard Dipper to join immediately. Address

DANNY DORSO
CONTINENTAL SHOWS
Tupper Lake, N. Y.

W. S. MALARKEY

CAN PLACE SHOWS AND CONCESSIONS
For Roscoe, N. Y., July 26-31
Whitney Point, N. Y., Fair, Aug. 1-7
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5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.

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.

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BRAND NEW MILLS ICE CREAM FREEZERS AND HARDENING CABINETS AT A SACRIFICE!

4 2 1/2 gal., latest model super-automatic freezers.....@ \$1,059.00
5 60 gal. hardening cabinets, latest model.....@ 486.00
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Write or phone R. B. BOX
216 N. Martin St. Elizabeth City, N. C. Telephone 165

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Bazaars, Carnivals and numbered Laydown Charts; Milk Bottles; Cats; Hoopla Blocks and Rings; Horse Race; Dice Cages; Bingo Cages; Cards and Markers; Penny Pitch Charts; Darts and many others. Catalog on request.

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WANTED

Octopus Foreman and Second Man. Must drive semis. No drunks. That is reason for this ad. Also want Agents for Hit-and-Miss, Buckets and Balloon Darts.

Address
LOUIS CUTLER
Care Gulf Coast Shows, Booneville, Mo.

AMERICAN EAGLE SHOWS WANT

Spitfire Foreman, Second Man on Ferris Wheel. Concessions of all kinds. Also Rides and Shows.

For Soldiers and Sailors' Reunion
July 21-24, Cuba, Ill.
4 other good Street Celebrations to follow. Address
CUBA, ILL., THIS WEEK

WANT

For Long Beach, Long Island
Experienced Candy Floss Agent, also Experienced Man to take charge Popcorn, Candy Apple Concession. Good proposition.

BILLIE CLARK
EDWARDS BLVD. BOARDWALK
Care KIDDIELAND PARK

AGENTS WANTED

For Grind Stores, Bowling Alley, Pin Store
All answer
E. H. BROOME or HOWARD PIERCY
Care PEPPERS ALL STATES SHOWS
Winchester, Ky., this week

WANTED

FOR BEN FICKLIN PARK
Concessions and Rides, especially Kiddie Auto Ride and Long Range Lead Gallery. NO JUNK. Open thru Labor Day week. Approximately 50,000 soldiers stationed here at Goodfellow Field. Write or wire:

H. F. MOLLENKOPF
1307 Tyler St., San Angelo, Texas

WANT AGENTS

For Pin Store, Man and Wife for Fish Pond. Can use several good sober Agents, all kinds. Claude Groves, call me at once. Everybody wire

JOE GOODWIN
MAGIC EMPIRE SHOWS
Rushville, Ind.

WANT

Concession Help of all kind; man and wife to take over Cook House on trailer; sleeping quarters in rear, doing nice business. All my old people, answer this ad. Slim and Ann Hall, Mary and Kelly Lockhart, come on. All replies:

BOBBIE HENDRIX
LINCOLN BEACH, NEW ORLEANS, LA.
Telephone: Crescent 9232
P.S.: Will turn my Rides and Concessions in Park over to reliable party, fifty-fifty proposition. Will guarantee \$70.00 a week. No ups or downs. This Park stays open all winter. Doing nice business. I am going on road. May and Whitie Robinson, answer this ad.

WANTED

Colored Musicians and Performers, Trumpet Player, three Chorus Girls, Dancing Team to strengthen show for fairs. Contact

KID DRIFTY
Care Harrison Greater Shows, Petersburg, W. Va.

FOR SALE

\$350.00 will buy used Smith & Smith 24-seater Chair-o-Plane in fair condition.
BISCH-ROCCO AMUSEMENT CO.
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RIDE HELP WANTED

For Ferris Wheel, Tilt-a-Whirl and Merry-Go-Round
DELGARIAN AMUSEMENT CO.
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WANT

FOR JEFFERSON COUNTY FAIR

Watertown, N. Y., August 16-21

6 Big Days and Nights

Fair billed 100 miles radius—Big Grandstand Show, Auto Races, Thrill Show, Special Attractions every day. We hold fence to fence contract.

CONCESSIONS of all kinds. Grab outfits, Cookhouse, Waffles, Candy Apple, Popcorn; any straight sale, no exclusives. Will sell X on Custard, any Merchandising Concession or Game that can work on a New York fair. No flats or racket—Mitt Camps or percentage. Pitchmen and demonstrators—should be paradise here—virgin spot for same.

SHOWS—Side Show, Wild Life or any Grind Show, No Girl Shows or Sex Shows.

RIDES—Rolloplane, Octopus, Tilt and one Kiddie Ride. Good as any ride spot in the State. Want Porters to take care of toilets or will sell privilege. We have 4 fairs and 2 big celebrations following Watertown.

Want for Western N. Y. Firemen's Convention, held at Warsaw, N. Y., July 26-31, all kinds of Concessions and Shows.

For space at Watertown or Warsaw or future dates get in touch with FERRIS RIDES & SHOWS at Medina, N. Y., July 19 to 24; Warsaw, July 26 to 31 or MARTY SMITH, Concession Manager, at Genesee County Fair, Batavia, N. Y., any time after July 24.

WALLACE BROS.' SHOWS

"America's Most Spectacular Midway"

FAIRS	LIMITED SPACE AVAILABLE FOR THE GREAT FALMOUTH FAIR, FALMOUTH, KY. THOSE JOINING NOW GIVEN PREFERENCE	FAIRS
LEBANON, KY. Aug. 16-21	FALMOUTH, KY. Aug. 23-28	HOPKINS CO. FAIR Aug. 29-Sept. 4
GREAT ILL. FAIR Sept. 6-11		
SO. EAST MO. DIST. FAIR Sept. 13-20	JACKSON, TENN. FAIR Sept. 21-25	CORINTH, CLARKSDALE, CLEVELAND, BROOKHAVEN, BELZONI, DREW, YAZOO CITY, GREENWOOD, JACKSON; ALL MISSISSIPPI

SHOWS—Wildlife, Fat, Mechanical City, Motordrome.

CONCESSIONS—Bowling Alley, Blower, String, Darts, Fish Pond, High Striker, Penny Pitch, Age Scales, Jewelry, Jingle Board, Buckets, Swinger, Photos, Coke Bottles, Ball Game, Basket Ball, Lead Gallery. All Stock Concessions. Place Over and Under, Pea Pool, Pan Game, Percentage.

EATS—Grab, Popcorn, French Fries, Cotton Candy, Candy Apples, Snow Balls, Shake-Up, Root Beer.

HELP—Foreman for Merry-Go-Round, Second Man, also Second Men for Tilt and Spitfire. Curly Cutsinger wants Act and Talker for 10-in-1. All replies:

E. E. FARROW Cynthiana, Ky., July 19-24; Georgetown next

PEERLESS CELEBRATION

Amusements

Clean—Dependable—Progressive

Hontzdale, Pa., July 19-24; Duncanville, Pa., July 26-31

Good opening for neat Grab, Photos, Lead and Cork Gallery, Guess Age or Weight, Custard, French Fries, Grind Stores and some percentage is open. Percentage and Stock Store Agents contact.

Book Rolloplane, Tilt or Octopus, or any flat ride. Want Merry-Go-Round Foreman and Second Men for Wheel who drive. You must keep sober.

Want Shows with own equipment; we have tops. Transportation for reliable Show People. Have a few open weeks in September and October for fairs and celebrations in Virginia, West Virginia, North and South Carolina. All wire or address

WM. J. MESPelt or DAVID A. WISE
Hontzdale, Pa., this week or as per route.

JACK J. PERRY SHOWS

"The Show That Tops All Shows"

WANT SHOWS: Must be well organized with own transportation. Side Show, Posing or Girl Show, Fun House, Mechanical, Motor Drome.

CONCESSIONS: A few 10c Concessions open. Jewelry, Photo, Guess Your Weight, Novelties, French Fries, Penny Arcade.

RIDE HELP: Foreman for Merry-Go-Round, Second Man for Ferris Wheel. Will book Caterpillar, Tilt or any other Ride not conflicting.

WANT ELECTRICIAN: Must understand G.M.C. plants thoroughly. New G.M.C. Twin Motor job.

FOR SALE: Custard and Arcade Machines. 75 machines for sale. Used 6 months. Stored in Asheboro, N. C. Can be inspected and no reasonable offer refused. Will book on Show if wanted. CUSTARD: New in '46. Electro Freeze mounted on new '46 150-h.p. Ford. Body built by Goldberg. Will book on Show for remainder of season. Reasonably priced. Investigate. Contact:

JACK PERRY
GENERAL MANAGER, GETTYSBURG, PA., this week.

I. T. SHOWS, INC.

WANTS FOR MINEOLA FAIR

SEPT. 14-18 INCLUSIVE

First-class Girl Show. Must have own equipment.

Concessions Wanted: All Legitimate Grind Stores. All others, save postage and telegrams.

PHIL ISSER

1539 E. 29TH ST. BROOKLYN, N. Y.

WANTED AT ONCE

Capable Scale Man for Celoron Park and balance of our season. Can also place Fish Pond Agent. If you drink, don't answer—that is the reason for this ad. Our route of State Fairs starts in September. This is a Bush-Laube Gaming Unit. Will accept calls or wires if I know you.

BOBBY COHN, Mgr.

BUSH-LAUBE CONCESSION CO.

Celoron Park Jamestown, New York

BEE'S Old Reliable Shows

CLEAN AMUSEMENTS INC.

you won't get stung!

WANTS	WANTS	WANTS
FOR MERCER CO. FAIR AND HORSE SHOW, HARRODSBURG, KY., JULY 26-31	and Balance of Season	

CONCESSIONS—Want Stock Concessions of all kinds. Especially want Jewelry, Custard, Hoop-La, Photos.

RIDES—Will book any Ride not conflicting. Especially want Roll-o-Plane, Spitfire, Kiddie Rides; Glen Wyble, contact. Also want Wheel Foreman.

SHOWS—Will book any Show not conflicting with own transportation and equipment; 20% to office.

CAN PLACE BINGO

JULY 28 TO AUG. 7 AT THE HEMPSTEAD ELKS' CARNIVAL, HEMPSTEAD, L. I., N. Y.

Want two Kiddie Rides for this location.

Have contracted Ivan the Great, shooting over two Ferris Wheels for this celebration.

Can place Shows and Grind Stores.

BILLY GIROUD

50 SALISBURY AVE. PHONE: Floral Pk. 4-6344 STEWART MANOR, L. I., N. Y.

RIDES

HAPPY ATTRACTIONS

SHOWS CONCESSIONS

WANT	WANT
For Celebrations—COOKHOUSE, CONCESSIONS of all kinds. No grift. Parson Ave. Merchants Celebration, Columbus, Ohio, July 26-31	Byesville Homecoming, August 3-7
	Woodsfield Fair, August 3-6

HAPPY ATTRACTIONS

Wellston, Ohio, this week

WANT SIDE SHOW PEOPLE for WORLD OF MIRTH SHOWS

To enlarge both my Side Shows for the best fairs in the East I can place several more useful people. Pincushion, Fire Act, Fat Girl, Juggler or Musical Act, also good Annex Attraction (not half and half). Interested in any worth-while Acts and Freaks. Top salaries every week. Our fairs start soon so don't delay. Address

GLENN PORTER
WORLD OF MIRTH SHOWS, Portland, Maine

WANTS AGENTS—for Guess-Weight and Guess-Age Also Counter Boys for BINGO.

For very good Fall Fairs commencing Aug. 3rd. Good proposition to right operators. Those who worked for me before, contact me. Write or wire:

MAX GOODMAN
Care of L. Greenspan, 1620 Ocean Ave., Brooklyn, N. Y.

FOR SALE

1947 Bisch-Rocco Flying Scooter and Streamlined Caterpillar. Best offer takes them. Have special built trailers and transportation for same. Flying Scooter can be seen in operation at Meyers Lake, Canton, Ohio, from now until Labor Day.

Contact—**BILL MITCHELL**

Caterpillar can be seen in operation at Logansport, Ind., Fair, week of July 25, and then per route.

Contact—**MACK STANKO**
c/o ROYAL CROWN SHOWS. Reason for selling: Owner has other interests.

Flying Scooter Ride For Sale

May be seen in operation at Revere Beach, Mass. Reason for selling: unable to extend lease on present location. Paid \$12,000.00 for Ride new last year. Will sell for \$9,000.00. A real bargain.

JOHN COMFORT
7 HOWE ROAD, NAHANT, MASS.

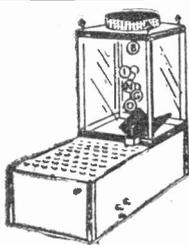
NOW DELIVERING

NEW 1948

Apex 4 Star CARNIVAL WHEELS

Heavy Duty
Mounted
BINGO
CARDS

In Various Colors



Apex 5 Star
BINGO
BLOWERS



Complete Bingo Supplies.
Also Amplifiers.
SEND FOR FREE CATALOG

MORRIS MANDELL, INC.

131 West 14th St. (Dept. B), New York 11, N. Y.
CHelsea 2-3064

NEW LOW PRICE

NOW EFFECTIVE

ONE BAG OR A CARLOAD

RB

HYBRID POPCORN

Regular stock of famous RB Hybrid popcorn—the quality popcorn for all-round satisfaction... more pop—less waste. Also carry full line of supplies at competitive prices.

CONSOLIDATED POPCORN COMPANY

PRODUCERS AND DISTRIBUTORS

2401-05 South Ervay Street Dallas 1, Texas

FOR SALE

FERRIS WHEEL—40-ft. wheel, 12 seats, cable driven, one of the best clutches and brake system for starting and stopping wheel. Can be torn down and loaded in an hour and 40 min. Weighs around 4 tons. I can truthfully say it's one of the nicest wheels ever built. The foundation of this wheel is one of the best. Our locks and crossbars on seats are best, made out of brass. We invite anybody to see this wheel in operation. Easier to put up than any wheel of this kind. Now this wheel is up and running here. We will deliver it and put it up. Would like for the buyer to see it in operation here before buying. Has an Allis-Chalmers motor. Fastest tearing down tiers that can be made. If you want a wheel for the Fairs, this is the wheel; brand new from top to bottom, and it's for sale. Bank reference: Hancock Bank, Bay St. Louis, Miss.

JAY WARNER

BOX 181

PHONE: 9121

BAY ST. LOUIS, MISS.

WANT CAPABLE OPERATOR FOR NEW PRETZEL DARK RIDE

Must be dependable and sober, and also able to get ride up and down. Good proposition to a responsible operator.

Leo Hally, wire me at once

Address

AL WAGNER

Care CAVALCADE OF AMUSEMENTS, Battle Creek, Mich., this week.

VICTORY UNITED SHOWS

WANT

WANT

FOR A LONG SEASON, TWO SPOTS A WEEK, CLOSING IN ARIZONA IN NOVEMBER.

RIDES—Foreman on Chairplane, Second Men for Merry-Go-Round and Ferris Wheel; top salaries. CONCESSIONS—Agents on Clothes Pin, Bumper, Watch-La, Balloon Darts, Penny Pitch. Curly Smith will place two Slum Skillo Agents; must have your own transportation.

PLAYING ALL CELEBRATIONS AND FAIRS. WRITE OR WIRE AS PER ROUTE:
Presho, S. D., July 22 to 24; Armour, S. D., July 26 to 28; Plankinton, S. D., July 29 to 31;
Platte, S. D., Aug. 2 to 4; Lake Andes, S. D., Aug. 5 to 8. Eight Western Nebraska Fairs to follow.

PERCY M. JONES, Manager

COOK HOUSE FOR SALE

Now booked with one of larger Railroad Shows with six hundred employees, established route of fourteen outstanding Fairs. Cook House to remain with Show and can be booked for next season. Cook House is equipped with all modern restaurant appliances, including electric refrigeration, Butane gas stoves, etc., and seats sixty-eight people. Also has two Tops, one only two weeks old. Must sell on account of pressing demands from other business.

BOX D-374, BILLBOARD, CINCINNATI 22, O.

COMPLETE CARNIVAL FOR SALE

An established carnival playing the same territory for the past 18 years will be offered for sale now or at close of season. Show is complete and includes Rides, Shows, Concessions and transportation. Owner selling because other interests will not permit sufficient time with show. This is an excellent buy. Full details will be sent interested parties who can furnish financial reference and are able to invest \$50,000. No answers to curiosity seekers. Write only

BOX D-1, care The Billboard, Cincinnati 22, Ohio.

the carnival business after 28 years, following his recent marriage in that city. During his years on the road Meade was a ride operator with Endy Bros., John H. Marks, Crescent Amusement, Zeidman and Polly, and Rubin & Cherry shows.

First of May's enjoy concessionaires' stories of big seasons more than do the old-timers, because it's the first time they heard them.

En route thru Clarksburg, W. Va., Ed Hiler, with Cole Bros., stopped over to visit the Cetlin & Wilson Shows at Norwood Park, and reports a swell midway. He speaks highly of Raynelle's Girl Show.

Jean Nadja, of the Pioneer Shows, has returned to the shows after going to Philly to have more costumes made for the two girl shows. New panel fronts, with neon and spotlights, have been added with revolving bally platforms.

T. A. (Red) Marks, *The Billboard* agent on the John Marks Shows for many years, was given a birthday party Sunday (11) by personnel of the org. He was presented with a luggage set, and delivered a speech of appreciation.

Most absent-minded general agent is one who has to tie a string around his finger to remind him that his show needs a town.

Kay Ollis cards from Ambridge, Pa., that she is enjoying good business with her Girl Revue on the Dumont Shows. The unit features Irene Daiker, Terry Drake, Nanette and Sheila Grey. She adds that she was recently gifted with a new Oldsmobile by her husband, Paul.

Nate Tash's crew on the Johnny J. Jones Exposition includes Clyde Mitchell, manager; Dave Soules, novelties; Blackie Saunders, age; Jack Dafoe Dailey, scale; A. G. Baugh, darts and balloons; Charles Wayne, candy pitch in Girl Show; Charles Lipsic, candy pitch in Minstrel Show; Shorty Higgins, stockman and on trucks.

Whitey Newell recently promoted a tie-up with the B. F. Goodrich Rubber Company in Mansfield, O., to sponsor a kids' matinee on the World of Pleasure Shows lot in that city. Bubble gum contest, milk-drinking contest, Wheatie - eating contest, penny flour scramble and bicycle giveaway were featured. Promotion was strong, but rain hurt the event.

Things have come to a pretty pass when legal adjusters haven't enough influence in a town to square their own parking tickets.

Ken Liddell, columnist for *The Regina Leader-Post*, traveled to Moose Jaw to write about Jimmy Sullivan, owner of Wallace Bros.' Shows of Canada. Sullivan was too busy to talk so Liddell devoted his column to the hard work entailed in transporting a carnival over the Western Canada Class B Circuit.

Glenn L. and Freda Hyder joined Harry Craig's Heart of Texas Shows two weeks ago. Hyder is now in charge of the office in the capacity of secretary-treasurer. Albert (Blackie) Goldstone, of the Heart of Texas Shows, was host to his brother and sister-in-law, Mr. and Mrs. Roy Goldstone, of Hot Springs. It was their first reunion in 15 years.

Some showmen, who made good during the boom, would be unhappy if they knew how few people and committees will remember their titles five years from now.

During Twin Cities Shows' stand at Albany, Mo., Mrs. Virginia Barnes and son, Jimmie, drove to Council Bluffs, Ia., to visit Jewell and Adis Cannon and Jimmie and Grace Byers, who have rides and conces-

Stool Pigeon!

DULUTH, Minn., July 17.—In rebuttal to publicity he has received in Midway Confab in recent weeks, Bill Bloom comments as follows:

"It is with deep regret that I announce my resignation from Cavalcade of Amusements due to the fact that the multiple duties and responsibilities that have been saddled on me in the past several weeks have proved themselves too weighty for one person to shoulder.

"I find that hustling for that estimable gentleman, Oriental Jackson, along with performing in the annex of the Side Show for Dick Best, coupled with portering on Mrs. Wagner's train and in odd moments acting as chief entrepreneur of the Posing Show and keeper of Pandora's Box require a person possessed of far greater versatility and mental stamina than that with which I am so sparsely endowed.

"In order to recover from the terrific mental strain to which I have been subjected, I have decided to take a short vacation, during which time I may be found on Stool No. 3 in Lefty's Chicago Saloon."

sions at a park there. They also visited Mrs. Hazel Steck and son, Dwayne, of Silver States Shows, en route.

During Cetlin & Wilson's stand in Clarksburg, W. Va., a trailer shower was held for Mr. and Mrs. George Harms Jr. Attending were Ruby Wildon, Laney Crabtree, Raynell, Fritz Hatzman, Larry Manos, Carrie Campbell, Tommy Crabtree, Nan Peacock, Lida Hemphill, Jean Errigo, Mrs. K. Smith, Garnett Whitaker, Anna Mae, Ann Johnson, Dorie Velez, Mrs. Lile Gorman, Laura Manoz, Dorothy Hewett, Jennie Baker, Virginia Landrum, Keith Bresk and J. B. Bresk.

Recent visitors at the Ingham Animal Farm at Ruffin, N. C., included Capt. Bill Gaudlin, St. Louis, who, with W. B. Jones and R. L. (Rabbit) Dodson, is framing an Animal Show; Mrs. D. B. Shores, agent for the I. W. Boden Burro Ball Game; Tex Watts, former Rhoda Royal bull man, and the latter's brother-in-law, Richard McNeeley, formerly with carnivals, who, with Watts, is with the Industrial Training Institute, Chicago.

Bonnie Campbell, age 8, recently joined her parents Don and Rose Campbell, concessionaires on the Playland United Midway for a few weeks visit. Al Davis joined the Playland org as scenic artist, doing a redecorating job on the midway. Frank Huff and Bill Hollingsworth repaired the Ferris Wheel for Jack Gallagher in two days when the truck carrying it overturned near Pontiac, Mich., demolishing the trailer and the motor of the ride, which had to be replaced.

Show and ride ticket sellers, who take powders with the ticket-box money should be punished, and something should be done about bosses who give honest ones the hard-eye.

Mrs. Betty Lou Custer and Mrs. Louella Mooney, of Victory Exposition Shows, were given surprise stork showers July 9 in the Penny Arcade at Pana, Ill. Gifts were numerous. Refreshments were served by Lena Panther, Lucy McDonald, Madeline Chambers and Mildred Vandike. About 35 were in attendance. Michael McDonald, son of Mr. and Mrs. J. A. McDonald, Arcade and digger operators with the org, celebrated his seventh birthday anniversary with a party and received many gifts.

WANTED

ALL TYPES OF
ICE CREAM • CANDY • FOOD • CUSTARD
POPCORN

MACHINES

WITH OWN POWER PLANT

INTERNATIONAL AIR EXPOSITION

GOLDEN JUBILEE

JULY 31-AUGUST 1-2-3-4-5-6-7-8

NEW YORK INTERNATIONAL AIRPORT (IDLEWILD)

Call **LOU KLEIN**

Slocum 6-2318 — Slocum 6-5206

1644 PRESIDENT ST.

BROOKLYN, N. Y.

Endy Bros. Shows

12—BIG FAIRS—12

Opening

GREAT HARRINGTON, DELAWARE, FAIR

FULL WEEK, JULY 26

Open—All Eating and Drinking Stands, Legitimate Concessions, come on. Can Place—Monkey Show, Fat People, Pony Ride, Blackout Taxi, Glass House. Need Side Show Ticket Sellers, second opener; Second Men on all Rides, also Cookhouse Help.

For Sale—Cookhouse, floor, new Blue Canvas. Ready to operate. Make offer.

Address PLAINFIELD, N. J., this week

BULLOCK AMUSEMENT CO.

Clean entertainment for the whole family

Wants two capable Ride Men that can drive truck. Must be sober and reliable. If you drink, don't answer. We play all still spots. Good treatment, sure salary, best equipped Show of its size on the road.

Chris Jernigan wants Assistant in Pan Game; must be capable and stand to make money. If you drink, don't answer.

No Shows, Rides or Concessions wanted at present.

Will sell Custard, Novelties, Scales and one large Cook House that can serve meals for LILLY REUNION, AUG. 12, 13, 14, 15.

J. S. BULLOCK, Mgr.
SOPHIA, WEST VIRGINIA, this week.

GIRLS WANTED GIRLS

RAILROAD SHOW — TOP SALARIES

For **GIRL REVUE SHOW:**

Specialty Dancers, including Rhumba, Exotic, Fan, Strip, etc., etc.

For **HAWAIIAN SHOW:**

Have opening for several experienced Hula Dancers.

For **POSING SHOW:**

Girls with or without Posing experience.

Include Photographs when answering. Pullman accommodations available.

CAN ALSO PLACE SEVERAL EXPERIENCED CANVASMEN AND CANDY PITCHMEN FOR HAWAIIAN SHOW

All reply to:

EDDIE LLOYD

c/o IMPERIAL EXPOSITION, Decatur, Ill., this week; Beardstown, Ill., next week.

BIG ANNUAL FIREMEN'S CELEBRATION

CUBA, N. Y., WEEK OF JULY 26

Parades, Bands and Ground Prizes. No Gate.

WANT—Independent Shows of all kinds; nothing too large or too small.
WANT CONCESSIONS—Custard, Snow Ice, French Fries, Ice Cream, Pitch-Till-You-Win, Fish Pond, Bowling Alley, String Game, Penny and Cigarette Pitch, Guess Your Age and Weight, Cane Rack, High Striker, Spot the Spot, Cork Gallery, Stuff Toy Wheel, Ball Games.

WANT—Second Men on Wheel and Chairplane; other Ride Help, contact.
SHOW STARTING SOUTH FROM CUBA; LONG WINTER SEASON IN FLORIDA

Write, wire or phone:

I. K. WALLACE, Hornell, N. Y.

BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

HUNTINGTON, IND., CENTENNIAL CELEBRATION, AUG. 23-28, on the Downtown Streets We hold contract for all Rides, Shows and Concessions for the above event, which should be one of the largest celebrations of the 1948 season. All civic and other organizations are co-operating and plans are being made for 75,000 visitors.

WANT: ALL KINDS OF LEGITIMATE MERCHANDISE AND CATERING CONCESSIONS. NO EXCLUSIVES. POSITIVELY NO TRIFT, MONEY GAMES OR GYPSIES. HAVE OPENING FOR FIRST-CLASS PHOTO, JEWELRY, OR ANY SALES CONCESSIONS. CAN PLACE DEMONSTRATORS, GADGETS, SCOPES OR ART. SPACE IS LIMITED BUT PRICE WILL BE IN KEEPING WITH PRESENT CONDITIONS. STATE ALL IN LETTER OR WIRE.

SHOWS: Have two lots available for use of clean Legitimate Shows or can use Shows that can set on street. Particularly want Fun House, Glass House, Motor Drome or any Show not conflicting with Midget or Monkey Show. Positively no Girl Shows.

RIDES: Can place one or two Major Rides not conflicting with Wheel, Merry-Go-Round, Tilt, Octopus or Roll-o-Plane. Can use Live Pony Ride. All Rides, Shows and Concessions can set up Sunday. Address all communications to:

TOM L. BAKER, Baker United Shows

Peru, Ind., this week; Noblesville, July 26-31; Fowler, Aug. 2-7; Delphi, Aug. 9-14; Winimac, Aug. 16-21.

P.S.: Can use Concessions and Shows for above spots.

Silver Slipper Shows

RIDES SHOWS CONCESSIONS FREE ACTS

WANT WANT WANT

FOREMAN FOR FERRIS WHEEL AND MERRY-GO-ROUND

Will pay top salaries for sober and reliable Foreman for #12 Eli Wheel and Parke Merry-Go-Round.

CONCESSIONS—Will book Fish Pond, Bumper, String Game, Jewelry, Novelties, Shooting Gallery.

HELP—Want experienced Snake Show Operator. Arthur Carroll wants Agents for all types of Concessions. All wires and replies to:

WILLIAM O. HAMMONTREE, General Manager
Carlisle, Ky., this week; Owingsville next week.

McBRIDE BROS.' SHOWS

WANT CONCESSIONS Fish Pond, High Striker, Ball Game, Glass Pitch, Balloon Dart, any Stock Store, Snow Ball, Pop Corn, Custard.

WANT SHOWS Snake Show, Side Show, or any Grind Show, Fun House.

WANT AGENTS For P.C. and Stock Store Agents.

WOODY McBRIDE, Mgr.

Honaker, Va., July 19-24. Fairs start first week in August: Rockingham County Fair, Aug. 2 thru 7, Leaksville, N. C.

WANTED CONCESSIONS

FOR BIGGEST CELEBRATION IN PHILADELPHIA, PA., JULY 26 TO 31. LOCATION—FRONT AND SPENCER STREETS UNDER AUSPICES OF ONLY AMVETS POST. AUTOMOBILES GIVEN AWAY FREE, ALSO TELEVISION SETS. FIREWORKS AND FREE ACTS, ALSO FREE GATE.

Can place Legitimate Grind Concessions of all kinds. No Exclusives. Concessionaires, don't miss this spot. Will be bigger than circus week. No flat rate, 1/3 of net profits. No Wheels. Want one more high sensational Free Act.

Wire **MAX GRUBERG**

WORLD FAMOUS SHOWS

Showing this week 6th and Clearfield St., Philadelphia, Pa.

Address P.O. BOX 101, PHILADELPHIA 5, PA.

PAGE BROS.' SHOWS

Want Tilt Foreman; must know the Ride. No drunk wanted. Can place a few more Stock Concessions: Scales, Bumper, Hoop-La, Pitch-To-Win, or any Slum Concession. Chas. Baldwin, contact immediately.

We start our Fairs at Murfreesboro White Fair, Aug. 23.

WAVERLY, TENN., this week.

P.S.: Have 10 Fairs, none pending.

JOHN F. REID PRESENTS

Happyland Shows
 THE BEST IN OUTDOOR AMUSEMENTS

CAN PLACE MOTORDROME, TRAINED ANIMAL SHOW, FAT SHOW. Excellent Show Territory.

THIS SHOW HAS 11 RIDES AND STRICTLY LEGITIMATE CONCESSIONS.

Eddie Miller wants Attractive Girls for his Girl Revue. Youth is essential.

Joe Hilton can place Useful People and Outstanding Attractions for his Combined Side Shows.

All Address

HAPPYLAND SHOWS

Alma, Mich., July 19 to 24; Owosso, Mich., July 26 to 31. Then the red ones.

WAYNE HOMECOMING

WAYNE, MICH., AUG. 3 TO 8. Free Gate and always a big one. 6 Big Nights.

ISABELLA COUNTY YOUTH AND FARM FAIR

Mount Pleasant, Mich., Aug. 10 to 14.

NORTHERN MICHIGAN FAIR

Cheboygan, Mich., Aug. 16 to 21.

TUSCOLA COUNTY FAIR

Caro, Mich., Aug. 23 to 28.

NORTHWESTERN MICHIGAN FAIR

Traverse City, Mich., Aug. 31 to Sept. 4.

NORTHERN DISTRICT FAIR

Cadillac, Mich., Sept. 6 to 10.

ALLEGAN COUNTY FAIR

Allegan, Mich., Sept. 13 to 18.

PENN PREMIER SHOWS
 worlds * cleanest * midway

14 FAIRS LAST CALL—LAST CALL—LAST CALL—LAST CALL 14 FAIRS
 14 Our First Fair Opens Batavia, N. Y., August 2 14

CONCESSIONS Can place Fish Ponds, Ball Games, Cat Rack, Basket Ball, Balloon Dart, Short Range Gallery, Jewelry, American Palmistry only. Also any other Legitimate Concessions.

SHOWS Can place Man with Girls to manage Girl Show. Must have 4 or more Girls and present a high class Show. We will furnish a 100-ft. Wagon Front, everything else except sound. Remember, we are booked solid with Fairs and the right party should have a bang-up season. **WANT**—For Side Show: Talker, Ticket Sellers, Strong Act to feature, Buddha, Mental, Tattoo Artist or other Pit Attractions. Can also place good Man to make openings on Lion Circus. We have a well equipped Circus with beautiful new Front that can gross big money with the proper Talker. All above help mentioned must be sober and reliable. We will positively not stand for any drunkards.

WANTED Can place good, reliable Ride Help in all departments that drive Semis. Come on. Address all mail and wires to:
 LLOYD D. SERFASS, Gen. Mgr., Corry, Pa., this week.

**WANTED FOR THE GREAT
 NORTHEAST ARKANSAS DISTRICT FAIR**

BLYTHEVILLE, ARKANSAS, SEPTEMBER 21 TO 26 INCLUSIVE

Eating and Drinking Concessions, Popcorn, Peanuts, Snow, Candy Floss, Ice Cream, Novelties and any other Confections or Food Concession. Also Bingo, Photo Gallery, Merchandise Wheels and Legitimate Stock Concessions of all kinds. No flat stores or racket.

GOODING RIDES BOOKED

Address

NEAL CARLIN

Box 97, Buckeye Lake, Ohio.

P.S.: Wanted to Buy—Portable Long Range Gallery.

FROM THE LOTS

Pacific Coast

MILL CITY, Ore., July 17.—The org moved in here after a stand in Cottage Grove, Ore., which turned out far above expectations, considering it was the week following July 4. The lot was situated in the heart of the city, near the S. P. depot. Rough-house Davis topped the midway with his Athletic Show.

General Agent E. Pickard spent a couple of days in Salem on business. Manager James Barber motored to Springfield and returned with his repaired trailer. Tex Hudspeth, Woodland, Calif., was a visitor for three days. Gladys Wells celebrated her birthday by planing into Portland. Alton Schwab and Wanda Davis eloped to Gold Beach, Ore., where they were married by a justice of the peace. They are back on the show.

Bill Fielding arrived from the Redwood Empire Shows to join Grover Wright's concessions. Walter (Red) Katz is back from a four-day visit to Gold Beach. Blanch Pickard's ball game is being operated by Ray Peterson. All ride boys have blossomed out in white uniforms and caps. Jim Davisson is clicking with his two concessions. Harry and Marge Freeman left for Oakland, Ore., where they plan to enter the farming business. Harry Baker, electrician on the West Coast Shows, visited en route to Eugene.

Billie and Kenny Kirkbride have been doing okay with the penny pitch since their father purchased that concession. Ray Albertson took over the bally on the Mickey Mouse Show. Joan Dougan, daughter of Dorothea Bowman, left to visit her aunt in Nebraska. Riley (The Greek) Dayton is operating a scales concession. Richard Pederson is running a concession for Grover Wright. The seating space of Ed Freeman's cookhouse is 102 feet, and it rarely is empty.—WALTON DE PELLATON.

Virginia Greater

ANNAPOLIS, Md., July 17.—Virginia Greater Shows are playing here after a slack week at Culpeper, Va., where attendance was light, and a windstorm hit the midway Tuesday night (6). Business over the July 4 holiday was hampered by the Legion horse show.

A heavy wind and rainstorm hit the lot Tuesday (6) and tore down Augustino's big tent, which was damaged considerably. All animals had been evacuated from the tent before it collapsed and none was injured.

The Cotton Club Minstrel Revue has been revamped, and the new set-up has hypoed business. The new line-up has Curly Thornton and Archie Majors, comics; Archie Collins, hooper and emcee; Dot Thornton, Roberta Barnes, Johnnie Mae Franklin and Stella Anderson, chorus line. Members of the band are Sleepy Timmons, trumpet; Lester Anderson, alto sax, and Johnny Riddick, tenor sax. Curly Thornton and Johnny Riddick are co-manager and producers of the show.

Bingo Popular

Bob Coleman's bingo is proving popular. Quentin Anderson joined at Culpeper with popcorn and apples. Bob Milligan, master mechanic, is busy keeping the show's trucks in good shape. Earl (Fly-by-Night) McDonner is no longer with the shows.

Visitors on the lot at Culpeper were Mrs. Fletcher Gibson, wife of show's Merry-Go-Round foreman, and their son, James Gibson and wife. Arthur Gibson, electrician, was host to his son, William Gibson, and his wife and baby. James Gibson, former ride man on the org, is spending his furlough from the navy with the shows. Arthur Raleigh and Fletcher Gibson spent a day at their home in near-by Charlottesville, Va.

L. B. Lamb

PRINCETON, Ill., July 17.—Org tore down Sunday (4) night in Henry, Ill., and was up and ready to go here Monday (5) at 1 p.m., even tho the lot was wet and slippery. The skies cleared at about 4 p.m. and the shows enjoyed good business from that point on. Business the next few days was above expectations.

Bob La Rue and the Knights joined here with their short-range gallery and dart joint, both of which have a lot of flash and are going great guns. Tuesday (6) was the birthday of Bernice Jackson and she received many gifts. The writer and Mrs. Murray Thursday (8) celebrated their 26th wedding anniversary and received many presents.

The stand at Henry was good. Business Sunday (4) was excellent. Twisto McCormack's Side Show topped all shows, and all rides did well. Mr. and Mrs. Eddie Rutledge joined on at Henry with their mug joint, as did the Spillmans with their pitch-till-you-win and duck pond. Pinkie Peppers' show has surpassed expectations, with Bobbie Fransee doing a notable job on the front.—ERNIE MURRAY.

KIDDIE ROCKET RIDE

NEW—FOR SALE.

Also

KIDDIE FERRIS WHEEL

KIDDIE LAND AMUSEMENT PARK

Cor. Colorado and Henderson Dr.
 Lorain, Ohio

WILSON FAMOUS SHOWS

WANT

Foreman and Second Men on Merry-Go-Round, Second Man on #5 Wheel, Help on all Rides to join at once. Want Agents for office-owned Concessions. Will book Legitimate Concessions and Cook House. We have the best string of fairs and celebrations in the State. Ride Help, come on; don't wire; we will place you.

This week Schuyler Co. Fair, Rushville, Ill.

WANT PARTNER

That knows the Free Act business to manage same on the road. Must be well recommended. All year job.

DON CARVER

P. O. Box 126, Beaumont, Texas

PAUL OLLIS WANTS

Agents for Razzle; only Count Store on Show. Dick Anderson, come on. This Show draws people anywhere. Have Wilno Free Attraction.

C/O DUMONT SHOWS

CUMBERLAND, MD., this week.

WANT KIDDIE RIDES

For city-owned ultra-modern swimming pool, permanent location, attracting thousands daily, seven days weekly. Solid booking thru Labor Day or longer. Rides must be new or A-1 condition. Attractive proposition. Address:

J. C. SMITH

Dempsey Hotel

Macon, Georgia

SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries. EST. 1927. WRITE FOR CIRCULAR.

H. W. TERPENING

137-139 Marine St. OCEAN PARK, CALIF.

NORTHERN ILLINOIS FAIR ASSN.

WANTS
FOR BELVIDERE, ILL., FAIR, AUG. 6, 7 and 8
Concessions that work for stock. Also Bingo.
Legitimate Shows of all kinds.

Contact: DOC WOLF, Sec.
Northern Illinois Fair Assn.
Belvidere, Ill.

WANTED

For long Fair season, Novelty Salesmen
and Jewelry Workers.

Fairs start Aug. 2, at Presque Isle, Maine.

Write or wire:

LARRY R. BURNS

Care WORLD OF MIRTH SHOWS

Portland, Maine, this week;
Lewiston, Maine, next week.

FOR SALE

Mechanical Miniature Show, mounted on a 28-ft. Trailer, 18 ft. for the Show, 10 ft. Living Quarters; fully equipped with Butane, etc. It has Tandem jumbo wheels and 8-ply tires. Really an opportunity for a couple. This Show is booked solid for the balance of season with Forsythe & Davis Famous Rides; all Fairs and Celebrations, including Cheyenne Frontier Days, Colorado State Fair, and wind up at Lubbock, Tex. First \$2,000.00 takes it. Reason for selling: Other interest.

R. ROMMEL

121 Riverside Ft. Collins, Colo.

\$4,250.00

8-Tub Octopus in good shape, all complete and operating in Park. Also Octopus Trailer, \$750.00.

A. O. TAYLOR

BOX 94 ARNOLDS PARK, IOWA

COMPLETE BINGO

AVAILABLE

for
HOMEcomings—CARNIVALS AND FAIRS
Played all season with Gooding Shows.

Contact:

M. OTTERBACKER
VALLEY CITY, OHIO

FOR SALE

1 20-FT. POPCORN TRAILER

All Windows and Twin Creators Poppers, Carmel Corn, Kettle on Dri Gas Stand; Stainless Steel Counters and Fluorescent and Neon Lighting. Awnings on the sides.

Complete, \$1,200.00.
Canvas, 10x12-ft., \$75.00. Dolly, \$75.00.
1 Star Popper, Small, all Electric, \$25.00.

PAUL ROTHER

2157 N. 57th St., Milwaukee 8, Wis.
(Phone: KH. 4 8410M)

CONCESSION TRAILER

Tandem wheels, all metal and plate glass, low counters, plenty lights inside and out, neon signs, Creators popper, carmel corn, candy apples, circus style new Candy Floss machine, bottle gas under all units. Arranged for capacity business, flashiest, most practical outfit on road today. Big money maker. Other business, reason for selling. First \$2,700.00 takes it. Two good spots will pay for same. See at address below from July 18 to 31.

AL HATCH

c/o FAIRGROUNDS MT. VERNON, OHIO

NOTICE!

I would like to have information as to present address or whereabouts of
ROCKY NEUMANN

former Ride Man with John Francis Shows. Anyone having this information, please communicate with

H. F. MARTIN

TINY "2" GUN CLUB
1002 Columbia Ave., Ft. Wayne, Indiana

CONCESSIONS WANTED

Ball Games, Cigarette Shooting and Long Range Gallery, Duck and Fish Pond, Bowling Alley, Palmistry, Photo Gallery.

MIKE ZIEGLER

Milner Hotel, Philadelphia, Pa.

Johnny J. Jones Expo.

BUFFALO, July 17.—Rene and Leo Benoitin, Montreal, are spending their summer vacation on the show with their aunt, Mrs. Bertha (Gyp) McDaniels, of the Penny Arcade and the Rocky Road to Dublin. Freddie Jones visited his parents, Mr. and Mrs. George Reinhart, cookhouse operators, over the July 4 week-end.

Gloria Wilson, daughter of Mr. and Mrs. Harvey Wilson, is spending her summer vacation with her parents on the show. C. E. Frazier, son of Art Frazier, concession manager, is also on for the summer vacation. Mrs. Milton Morris entertained her sister-in-law, Hortense Morris, Washington, while the show played Niagara Falls, N. Y., and Erie, Pa. Mrs. Helen Stock, Miami, is spending her summer vacation with Mrs. Morris on the show.

Tommy Tompkins, *The Billboard* agent, entertained her grandson during the stand here. Ralph Brownell, who had suffered a broken leg in an accident, is up and about again after spending several days in a Buffalo hospital.

Cecil McConnell, Clemson, S. C., is spending his summer vacation with his parents, Mr. and Mrs. Red McConnell, caterers for Reinhart's cookhouse. Mr. and Mrs. Frank (Humpy) Self are on the show this season. They were married April 24 in Jeffersonville, Ky. Mrs. Self is the former Agnes M. Kreiger.

Mrs. P. J. Mundy was a guest, July 4, of Mrs. Boots Paddock and Mrs. Hody Jones. Brendan McMullen, Brooklyn, is spending his summer vacation on the show with his aunt and uncle, Mr. and Mrs. Jack Yazvac. —MRS. JOHN YAZVAC.

O. C. Buck

CLAREMONT, N. H., July 17.—Org moved in here from Keene, N. H., where it tore down Monday night (5) in a downpour. Lot was very muddy and trucks had to be hauled off with winches.

Visitors at Keene included Mr. and Mrs. Dave Endy and daughter, Joan, of the Endy Bros.' Shows; Mr. and Mrs. L. (Stretch) Rice, Harry Kahn, Mrs. Eleanor Mansour, William Fren and Mr. and Mrs. Lloyd Gravelle.

A birthday party was given for James Burch. Children on the show who attended were Catherine Sutton, Wilma Sutton, Carol Canfield, Sylvius Mitchel, Sandra Mitchel, Mobby Jones, Chuck Sarch, Bruce Knell, Billy Hagan, and Harry and Joseph Reynolds.

Jack Kearns has reorganized his *Dream Hour* revue and has a number of new gals in the show. Featured in the black light dancing is Tanya Powers as a butterfly. Peaches O'Brien is the featured dancer.

Org opened its four-day stand here Wednesday (7) to good business. *The Claremont Eagle* newsboys were the guests of the shows. —ROY F. PEUGH.

W. C. Kaus

SPENCER, W. Va., July 17.—This was our July 4 spot and a dandy. Walter (Dustball) Lewis, manager of *Swingland Revue*, has following staff: Bertha Lewis, musical director; Albertina Parker, stage manager; Sarah Sheely, chorus director; W. W. Christian, publicity agent; Bertha Lewis, tenor-sax; Bartell Sheely, trumpet; Fats Scott, trumpet; W. W. Christian, trombone; George Garden, drums; Sarah Sheely, Dottie Mitchell, Mildred Robinson, Rebecca Christian, Sadie Blue, Doris Hogan, Sally Gorman, chorus; Lloyd Thomas, Hubert Fuller, comedians; Albertina Parker, W. W. Christian, Mama Adas, Walter Lewis, specialties. Strings Cohon, Dave Capacough, and Harry Poole recently joined Fred Zschillies' staff. Slim Dunlap was in an auto accident on move from Spencer to Fairmount, suffering minor injuries. Fred Wright is still in hospital. —GEORGE F. WHITEHEAD.

WANT WANT WANT MAGIC EMPIRE SHOWS

For 17 Bona Fide Fairs and Celebrations. Save this list for future reference.
Compare it. You can't beat it.

Fortville, Ind., American Legion Free Street Fair July 26-31	Centerville, Ind., Wayne County Free Fair Aug. 2-7	Union City, Ind.-Ohio Firemen's Fair and Celebration, Aug. 9-14
Elwood, Ind., 12th Annual Tomato Festival Parades, Exhibits Aug. 16-21	Great Glasgow Fair Glasgow, Ky. Aug. 24-28	Hodgenville, LaRue County Fair Aug. 30-Sept. 4 Hodgenville, Ky.
Franklin, Tenn., Williamson County Fair Sept. 6-11	Macon, Miss Noxubee County Fair Sept. 13-18	Week of Sept. 20-25 Pending
Newton 11-County Dairy and Stock Show Sept. 27-Oct. 2	Bolivar, Tenn., Bolivar County Fair Oct. 4-9	The Great Haywood County Colored Fair Brownsville, Tenn. Oct. 11-16
Pearl River Cou. Fair Picayune, Miss. Oct. 18-23	Lincoln County Fair Brookhaven, Miss. Oct. 25-30	Forrest County Fair to be held on Stock Show Grounds, Hattiesburg, Miss. Nov. 1-6
The Great Gulfport Fair Stock Show Nov. 8-13	Pascagoula Veterans' Fair Pascagoula, Miss. Nov. 15-20	

Can place for Fortville and all season, Legitimate Concessions of all kinds: Basket Ball, Cork Gallery, Photos, Lead Gallery, Darts, Hoop-La, Noveltyies, Grab, and every kind of Stock Concession, including Grocery Wheel, Fruit Wheel, Sugar and Coffee Wheel, Blanket Wheel, Bear and Doll Wheel.

WANT—Shows for this route starting at Centerville, Ind., Free Wayne County Fair. SPECIAL DEAL TO SIDE SHOW WITH OWN EQUIPMENT AND TRANSPORTATION; CUBAN MACK, MRS. GOLDEN, JOE HILTON and others, answer. MOTOR DROME WITH OWN EQUIPMENT AND TRANSPORTATION, MONKEY SHOW, SNAKE SHOW, GIRL SHOW, any worthwhile Show with own transportation and equipment. WANT FUN HOUSE with own transportation; also Kiddie Rides: TRAIN, ROTO WHIP, PONY.

WANT—MUSICIANS AND PERFORMERS for office-owned Minstrel. Want Ride Help for new Caterpillar, Tilt, Merry-Go-Round, Wheel, Chairplane, Jeep, Octopus, Roll-o-Plane; Semi Drivers preferred. Other Useful Carnival Help, including Stock Concession Agents.

All Address

A. SPHEERIS, Mgr.

Rushville, Ind., this week then as per route.

PIONEER SHOWS

high class midway attractions

BENTON, PA., JULY 26 TO 31, BENTON FARMERS' PICNIC AND FAIR Day and Night, 30,000 last year. New Car Given Away, Free Gate, Grandstand Show, Plenty of Money Here.

WANT CONCESSIONS

OF ALL KIND—Grab Cookhouse, Popcorn, Apples, French Fries, Waffles, Root Beer, Candy Floss (no Ex on above), Slum Stores, Photos, Jewelry.

SHOWS

ALL OPEN. Several more Fairs, Celebrations to follow. Get your season's bank roll at these outstanding dates.

WANT RIDE HELP, BINGO HELP.

MICKEY PERCELL

CORNING, N. Y.

W. R. GEREN Presents

MIGHTY HOOSIER STATE Shows

FEATURING HUGO ZACCHINI CANNON ACT

WANT SHOWS Stock Concessions. Also booking Cookhouses for Germantown, Ky., Fair, Aug. 9-14. Camden, Ohio, Homecoming to follow.

Not conflicting with Side Show: Snake, Monkey, Life, Girl and Fun House. Committee money only, plus tax.

If you are a beginner, drunk or agitator, don't answer this ad. We are only interested in Show Folks who wish to make money and mind their own business and have something to offer the public.

All replies to:

W. R. GEREN, Owner

MIGHTY HOOSIER STATE SHOWS

Bedford, Ind., this week; Madison, Ind., to follow.

CONTINENTAL SHOWS, INC.

THE SHOW OF HIGH STANDARDS

BARTON, VERMONT, FAIR

AUGUST 18-19-20-21

TWO DAYS OF THRILL SHOWS

TWO DAYS OF FIREWORKS

BOXING MATCHES — HARNESS RACING

TWO DAYS' HORSE SHOW

POSITIVELY NO EXCLUSIVES EXCEPT BINGO AND NOVELTIES

ALL CONCESSIONS OPEN

WANT

CUSTARD, FLOSS, POPCORN, BALL GAMES, PITCHES,
DIGGERS

All Percentage Games Open.

FRENCH FRIES — GRAB OUTFITS — COOK HOUSES

PLAYING BARRE, VERMONT, AUGUST 9-14

Wire or write this week at Tupper Lake, N. Y.

ROLAND CHAMPAGNE, CONTINENTAL SHOWS

Johnny T. Tinsley Shows

"America's Most Modern Midway"

WANT WANT WANT WANT

For the best locations in and around Atlanta, Ga., followed by a route of real Fairs.

SHOWS—We offer a splendid route for high class Shows catering to ladies and gentlemen: Side Show, Midgets, Big Snake, Mechanical, Illusion, organized Minstrel or anything new and novel.

CONCESSIONS—Can place Legitimate Merchandise Concessions of all kinds: Guess Your Age, Scales, Lead Galleries, Photos, Novelties, Jewelry, Candy Floss, Glass Pitch, Cork Gallery and Hanky Panks of all kinds.

FREE ACT—At the present time we have the Five Flying Fishers. Their contract expires July 31, and they leave for previously booked dates. We want high class Aerial Act to join August 2 for the balance of the season; must be sensational with a flashy rigging. Nothing too big. We want the best.

All Address

JOHNNY T. TINSLEY SHOWS
ATLANTA, GA.

WORLD OF TODAY SHOWS

TWO SHOWS COMBINED IN ONE

WE ARE INCREASING OUR RIDE CREWS FOR OUR FAIR ROUTE AND WOULD LIKE TO HEAR FROM GOOD SECOND AND THIRD MEN FOR MERRY-CO-ROUND, RIDEE-O, LOOP, ROLL-O-PLANE, FERRIS WHEELS AND SPITFIRE Truck Drivers preferred. Wire, write or come on. Top wages and good treatment.

PEE WEE PARKER WANTS TWO MORE GIRLS FOR CHORUS LINE IN MINSTREL SHOW, ALSO MUSICIANS AND ONE COMIC.

WALTER PEARL WANTS TWO AGENTS FOR CLOTHES PINS.

CAN PLACE MUG OUTFIT, PENNY PITCH AND A FEW SLUM STORES.

L. C. REYNOLDS - - - H. WELLS

DUBUQUE, IOWA, this week; WATERLOO, IOWA, next week.

STANDARD AMUSEMENT COMPANY

Can place a few more Stock Concessions. Good proposition for Swinger.
Can place Girl Show with own outfit. Wire:

ALBERT ANDRE or TEX ROLLINS

Celina, Tenn., this week; Lafayette, Tenn., next week. Downtown locations.

FROM THE LOTS

Johnny T. Tinsley

ATLANTA, July 17.—This org has returned to Georgia after five weeks tour of the two Carolinas. At this writing we are on the Popular Boulevard and Irvin lot here. Incidentally, this will be the last time any one will play this lot, as a school building is to be erected upon it and the contractors held up program one week in order to allow the show to fill its contract. Despite threatening weather Monday and Tuesday (12-13), record crowds greeted the shows' return.

Our two Fourth of July celebrations failed to break any records. Hendersonville, N. C., for the week ended July 3, gave the show an average week's business. Concession row received the lions share of the business, many concessionaires declaring it their best week of the season.

At Forest City, N. C., for week ended July 10, Monday afternoon's business was only fair due to the intense heat. However, the night business was satisfactory and biz held up well thruout the week until Saturday when the rain continued thruout the day and night. Despite the rain, a sizable crowd came out Saturday night.

The move in here was 253 miles. But with the exception of the Fly-o-Plane wagon, everything was in by noon and Sunday night found practically everything ready to go. Only one accident marred the move. Ride superintendent Gordon Crandall lost his house trailer going over a railroad crossing and banged it up quite a bit.

Many new faces are to be found on the midway since the last report. Willie Hewitt and brother Lloyd have returned with their string of concessions. John Scott also has returned after a two-week vacation and has three new stores on concession row. Bud Turner and his riders have replaced Curtiss Prosser on the Motordrome. Prosser and his wife have returned to San Francisco to fulfill a previous contract. The Motordrome has done a remarkable business under management of Curtiss and Fay Prosser.

Charles Fisher, of the Five Flying Fishers free act, talking about his plans for the winter while the thermometer registers 108 in the shade. D. M. Simmons recently arrived with his midway diner, also Eddie Golden with frozen custard. E. H. Smith is expected soon to take over his duties as lot man and superintendent of concessions. Kate Thompson and Myra Ann, wife and daughter of H. S. (Tommy) Thompson, have returned from a visit to Anderson, S. C. Ralph Crandall, son of Mr. and Mrs. Gordon Crandall, joined from New Brunswick, N. J., for the school holidays.

Recent visitors included Lee Cresson, owner Lee Amusement Company; Fred Baxter, Newberry, S. C.; H. H. Scott, Georgia Amusement Company; Mr. and Mrs. Bernie Shapiro, Southern Poster Company; R. F. McLendon, former carnival executive; Jim McCall, owner of the McCall Shows, accompanied by his agent, William Reese.—H. SAWYER.

Merryland

REED CITY Mich., July 17.—Stand here last week drew hefty crowds. Ken Ries joined as assistant superintendent. Org entertained city and American Legion officials during the date. Jimmy Freitas's bingo has been playing to capacity.

Shows also drew heavily in Sand Lake, Mich., the week before this date. While there Mrs. Crittenden and Mrs. Moyer acted as judges for a parade.

Two new Chevrolet tractors were purchased recently. Mr. Wright has joined with his Funhouse and Mr. Murdock with his Wild Animal Circus.—GEORGE WOOD.

Lee United

GRAYLING, Mich., July 17.—There were plenty of people during the stand here but spending was light. The American Legion Drum and Bugle Corps co-operated splendidly under the direction of Leo Jorgenson and William Johnson. Kiddie matinee Saturday was good, due largely to merchant ticket hook-up.

Mrs. Charles Lee is back after a two-week vacation. Whitey Nolte suffered an eye injury. Robert L. Lewis sprained an ankle. Ride Superintendent Buck Bowen had the rides ready Monday night but concession row was not ready in time to pick up the extra day. Personnel of the org had a midnight look-see at Nightmare Alley.

The Hook and Sinker Club had plenty of trout fishing the past week. Minnie Eaton and Louise Towner returned to Elmira, N. Y., after visiting the Glenn Prestons. Little Billie (Bingo) Preston came on from Kansas City to spend his vacation with his parents. Tommy Paddles has rebuilt his long range gallery. Thomas Reisner ran into a telegraph pole with his car. The writer closed with this org to join the Royal Crown Shows.—WALTER A. SCHAFFER.

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.

CHICAGO, ILLINOIS

SHOW PRINTING

New Designs • Latest Styles Type
• Pictorial • Cards • Posters for
Every Occasion • See our samples
first. Prompt Service. Union Printer

METROPOLITAN PRINTING CO.
1326-34 VINE STREET • PHILA • PA



SHRUNKEN HEADS
As the natives of the jungle prepare them. White native and others. Female heads with long hair, prepaid \$8.00; Male heads, prepaid \$6.00. Many other manufactured attractions: Wolf Boy, Fish Girl, Ape Boy, Cannibal Heads and Bodies, Shrunk Bodies, life-size Mummies and Bodies. Attractions made to order. Write for Prices and Photos.
TATE'S CURIOSITY SHOP
5240 EAST VAN BUREN
PHOENIX, ARIZONA

FOR SALE

Mail Order Business. No competition, nothing like it in the world. Well established. Many years advertising in Billboard. Manufacturer of Strange and Curious Attractions. Can be moved anywhere. Will teach you the business. Learn from the man who has made more Curious Things than any other person. Read True Magazine for July, Page 54, for story of this business. Poor Eyesight cause for selling. Write:

TATE'S CURIOSITY SHOP

5240 E. Vanburen Phoenix, Arizona

HUBERT'S MUSEUM

228 W. 42nd St., New York, N. Y.

Open all year round

Want Freaks and Novelty Acts.

State salary and all particulars in first letter.

PRODUCING AMERICA'S BEST

BANNERS

SNAP WYATT STUDIOS

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Phone: M-63562

**WANTED
SECOND AGENT**

Must be sober and reliable.

J. C. McCaffery
155 N. Clark St., Chicago 1, Ill.

**800,000,000 CANDLE POWER
SEARCHLIGHT
RENTALS**

Complete with generators and operator. Can place with your attraction for a limited engagement or finish the season.

YOU CAN BE SURE OF A CROWD

**R. E. WELCH THEATRICAL EQUIPMENT
AND SOUND SERVICE**
2140 N. Meridian St. Indianapolis, Ind.

**RIDE HELP WANTED
FOR PRETZEL AND OTHER NEW DARK RIDES**

Come on, will place you. If sober and reliable you have a chance to work all winter in the islands. No collect wires accepted.

Address
CHAS. T. GOSS
Care HENNIES BROS.' SHOWS
Racine, Wis., this week; Milwaukee, Wis., next week.

**JOE ROSEN
WANTS AGENTS**

Men to work on Bird Wheel and also Agents for Count Store. Good treatment for those that are worth it. Contact

JOE ROSEN
Care ALAMO EXPOSITION SHOWS
McAlester, Okla., July 19-24; Cassville, Mo., July 26-31.

**WANTED
FOR BELLEVILLE BIG FREE FAIR**

7 Days, Starting July 25—Belleville, Ill. Concession—Shows

Want to book Ride for Southern fairs. Want Ferris Wheel Man and Merry-Go-Round Foreman.

MOUND CITY SHOWS
1417 Crattan St. ST. LOUIS 4, MO.

1946 Super Roll-o-Plane

Used 2 seasons in this park. Motors, single phase. This ride in A-1 condition; cars all aluminum; operated and maintained by owner. Transportation for same, 1941 C.M.C. 2-ton tractor, 24 ft. semi trailer; motor overhauled, tires in good shape. This ride now in operation. Reason for selling, have interest in Florida.

EARL C. BERGERON
SEASIDE HEIGHTS, N. J.

**LOOP-O-PLANE
FOR SALE**

Due to poor health, I offer my completely rebuilt Loop for only \$800.00 cash. Includes Fence and Ticket Booth. Hurry, as I must go to hospital.

ANDREW F. MITCHELL
227 PONTIAC DAYTON 8, OHIO

**WANTED FOR CASH
WHEELS**

One large Chuck, one large Horse Race, one small Chuck, one small Horse Race. New or used, but in good condition. Give full particulars, price, etc.

BOX-D-370
Care The Billboard, Cincinnati 22, O.

FOR SALE OR TRADE

16x32 Bingo Outfit, good canvas, complete with stock and transportation, 18-foot semi, '41 Ford with '46 motor. Will sell or trade on Ferris Wheel.

STIPE'S SHOWS
PHILLIPS, WIS., this week; then per route.

Midway of Mirth

RANKIN, Ill., July 17.—Weather since the July 4 week-end has been hot, with plenty of rain. Biz over the holidays was not exceptionally big but good enough, so there's not much complaining around the lot. The ride crew and list of others in official capacities remains the same as of the org's debut in March. We start our fair season next week.

Mr. and Mrs. A. B. Clemmens and son joined with their concessions. Dad Waters, 79 years young, is operating the baby ride again, having returned from a visit with his daughter. Carl Pope is on a combined business and pleasure trip which will take him to his home and to Cincinnati. Lillian Campbell is in charge of his bingo and other interests on the show during his absence. Lelah Graber expects to return soon from a visit home.

Mr. and Mrs. Hal Graham, retired ride operators, visited Esther Speroni. They trouped with the Speronis 30 years ago. Mr. and Mrs. George Phillips visited the past week.

Mrs. Eva Rogers is having a good season with her mitt camp. The Spitfire has been leading the rides, and Shorty Bradshaw has been doing okay with the swinging ball.

De Luxe

WILSON, Conn., July 17.—We are playing three miles outside of Hartford, Conn., this week, auspices of firemen. Manager Joe Bury has bought a new ride. Rides are under supervision of Ben Meek. Free act is the Alcido troupe.—EDNA MEEK.

Drago Amusements

BOSWELL, Ind., July 17.—The org had fair biz here, it being the best of the five weeks it has been on tour. Mr. Robinson, who has the Kiddie Airplane, has three pony colts, born recently.—ROSIE PRATT.

Scott's Amusement Co.

WOODLAND, Ga., July 17.—Opened here at 8 a.m. July 5, and ran thru the day and until 2:20 a.m. the next day, with remainder of the week being very good. This was our third red one this season.—MRS. B. SCOTT.

**"GO INTO BUSINESS"
FOR SALE**

1947 Tractor, cab-over-engine, air brakes, saddle tanks and all new features; 32 ft. super Cargo Trailer, like new, elegant rubber; large Bingo complete with plenty of stock; 4 P.C. tables, 2 large center outfits and a few other Concessions.

ALL BOOKED ON A GOOD SHOW

Season just really starting. Buyer can probably make more profit for balance of season than total purchase price. \$5,500.00 takes all. Illness is the reason for selling. Immediate action if interested.

Wire or Airmail
PAT DOWNEY
390 ARCADE BLDG. ST. LOUIS, MO.

FOR SALE . . . FOR SALE

1 20x40 Bingo—complete, including all blue canvas, 1 Mandell blower, 1 Masco amplifier, microphone, stringer. Ready to operate . . . \$ 750.00

1 Smith & Smith Airplane Ride, Like New . . . 1,250.00

1 Smith & Smith Chairplane, seating 24—A-1 condition.

1 Big Six, used 5 weeks . . . 135.00

1 1940 Ford Truck, cheap—1 1940 Chevrolet Tractor (just paid \$350 for air brake unit). Will take \$750 with trailer.

1/3 Deposit, Balance C. O. D.
FAY
452 BEACH ST. SAVIN ROCK, CONN.

WANTED

MAN TO HELP WORK MUG OUTFIT. Go south after Labor Day. 50-50 proposition.

GERALDINE MASON
Gen. Del., Providence, R. I.

WILLIAM T.
COLLINS SHOWS
"Pride of the Northwest"

ATTENTION—RIDE AND SHOWMEN—ATTENTION

WANT FOR THE OUTSTANDING FAIRS IN THE MIDDLE NORTHWEST:

Rochester, Minn., Aug. 3-8; Owatonna, Minn., Aug. 16-22; and North Iowa Fair, Mason City, Iowa, Sept. 3-7.

Will book Rides, such as Ridee-O, Caterpillar, C-Cruise, Pretzel or any Ride that does not conflict with what we have.

Shows—Freak Animal, Crime, Mickey Mouse or any Show that is in keeping with the standard of the Show.

Can use a few Hanky Panks, String Game, Hoop-La, Cork Gallery, etc.

Ride Help—Merry-Go-Round Foreman for a Parker Baby Q, Second and Third Men that can drive Semis, come on. Address:

WM. T. COLLINS, Mgr.
HAMILTON, N. D., JULY 22-24; WADENA, MINN., JULY 26-29; or as per route.

UP GOES THE PRINT ORDER

Increased demand for The Billboard requires longer press runs, and in order to maintain present train schedules and the earliest possible delivery, we must close the last form earlier.

**Final closing time for late show ads is
SUNDAY NOON** (Eastern Standard Time)

If you mail any ads after Wednesday be sure to send them

**Special Delivery Direct to
THE BILLBOARD PUBLISHING CO.**
2160 PATTERSON ST. CINCINNATI 22, OHIO

BERRYVILLE FAIR & HORSE SHOW
JULY 26TH TO 31ST

Want All 10c Concessions

FOR SALE—No. 5 Eli Wheel, good as new, new motor last year. New wooden Stringer and Star. Must be seen to be appreciated. Reason for selling: Have new Wheel. Price, \$4,500.00 cash.

Falls Church, Va., week of July 19; then Berryville, Va.; Hyattsville, Md.; then Winchester, Va.

WINCHESTER AMUSEMENT CO.
P.S.: Have 30-Ft. Fruehauf Trailer for sale.

**WART
WHITE
SHOW**

Want Concessions, all kind, low privilege for Sykesville, Reynoldsville, E. Butler. Want Cook House, French Fries, and will give X on Floss and Candy Apples. Pop Sanda, please notice.

WANT—Foreman for Wheel or Merry-Go-Round. Need Semi Drivers. Good Show for Fun House, flat price or attractive percentage. Have 20x30 Top for any small Show set-up. Like to hear from The Lippincots, Magic, for we are going South after Labor Day.

Address: SYKESVILLE, PA., July 19-24; then route.

ART WHITE

ORANGE STATE SHOWS

WANT For Elks' Celebration, Asbury Park, N. J. Week of July 26 and other spots to follow.

WANT—One or two more Rides. Will book small Merry-Go-Round, Kiddie Auto or any Ride that will not conflict.

SHOWS—With own outfits. What have you?

CONCESSIONS—Cook House, Pop Corn, Scales, Grind Stores, Mitt Camps, or any kind of Legitimate Concessions.

CAN USE—High Free Act for the entire season. This Show stays out all winter in Florida.

Wire or write:
LEO M. BISTANY, MGR.
SHEARTON HOTEL NEWARK, N. J.

Fidlers United Shows

WANT

Foremen and Second Men that drive Semis for 12 major Rides for #1 and #2 Units. Concessions that work for stock. Legitimate Shows of all kinds.

Address: MADISON, WIS., OR FOND DU LAC, WIS., THIS WEEK

don FRANKLIN shows

WANT WANT WANT

Foreman for 1947 Tilt-a-Whirl, Foreman for Addison Train, Second Men who drive for all rides, Night Watchman, Searchlight Operator, first-class Sign Painter, Operator for office-owned Sit-Down Grab. (Prefer Couple with own car.) Bob Goldsberry, wire

SHOWS—Have complete Frame-Up for Minstrel or Hillbilly. (Panel front, 30x50 top, also one smaller top.) 10-in-1 Mechanical, Snake or any Grind Show. J. J. McClung, wire. Excellent route for Monkey, Circus and Animal Show.

Have both the Junction and Boerne fairs, week of August 9; Fredericksburg Fair the following week, then all fairs in Texas.

RIDES—Will place Rides not conflicting for balance of season.

CONCESSIONS—Legitimate Concessions of all kinds, also Agents, Will sell "X" on Age and Scales, Novelties, Jewelry, No grift wanted.

All address

DON FRANKLIN, Mgr.

Stamford, Tex., this week; Winters and San Angelo to follow, then the fairs.

FAIRS CELEBRATIONS FAIRS

CAPELL BROS. SHOWS

America's Cleanest Midway

WANT WANT

For Yale, Okla., Annual Legion Celebration, week of August 2 to 7, in city park and for balance of season. This is positively the biggest Annual Homecoming Celebration in the State.

Want clean Stock Concessions of all kinds, Fish Pond, Darts, Add-a-Ball, Clothespin, Lead Gallery, Country Store, Basket Ball, Hi-Striker, Ball Games, or What Have You? Want Man for Sit-Down Grab (no drunks). Want Man and Wife for nicely framed Snake Show. Talker for Gorilla Show. Want outstanding Freaks and Working Acts for big Side Show. Want sober Working Men for ten rides. Capable Show People, come on or wire. Out until November 12. Yes, we have Henryetta, Okla., Labor Day Celebration, Sept. 1 to 6. Address

H. N. "DOC" CAPELL

Holdenville, Okla., this week; then per route.

TURNER BROS. Shows

WANT

Concessions of all kinds, no exclusive, for Champaign-Urbana Fair. Opens Sunday, July 25.

ILLINOIS' FIRST LARGEST FAIR OF THE SEASON

Followed by Charleston, Lincoln, Greenup and Du Quoin State Fair (all in Illinois). Can place Talker for Girl Show. Want Spitfire Foreman.

Wire KANKAKEE, ILL., July 17 to 22; then Champaign-Urbana Fair, Urbana, Ill.

Harris United Shows Want

American Legion Fall Festival, Shawnee, Okla., Week July 26. Downtown. First Show in 5 Years With Free Gate and No Grift. Then 2 Weeks Oklahoma City and Fairs Start Aug. 16.

Can place Cookhouse or Grab, Novelties, Hi-Striker, Diggers, Floss. Will book first-class Bingo, Long Short Range Gallery, Custard or Ice Cream, Blower, Bumper, Fish, Duck Pond, any clean Concession that works for stock. Some PC tables open for those with Slum Stores. Will place capable PC Agents on Pan Game.

Shows with own equipment that don't conflict, 20%. Party take charge DeLuxe Fun and Glass House, must drive semi.

Ride Help and Semi Drivers for 7 Modern Rides. For sale: 1947 Super Rolloplane with or without transportation. Terms to reliable showmen. Have 30x50 top complete, poles and stakes; 10 Jig show banners, 10x10 as new; 12x24 Bingo top frame and seats, used three weeks. Address

A. C. HARRIS

Watonga, Okla., this week; Shawnee, Okla., next.

WANT—BORUP'S UNITED SHOWS—WANT

MISSISSIPPI FAIRS AND CELEBRATIONS STARTING NOW

Want Legitimate Stock Concessions of all kinds. Want fully capable Couple for Pan Store. Want Percentage Dealers who are reliable and can stay sober. Want Agents for Cork Gallery, Fish Pond, Hi-Striker and Bumper Store. Can place few more Ride Boys who can drive semi trailers. Yes, we make our jump out of the Kentucky coal fields to our Mississippi fairs and celebrations beginning July 22 to 31 inclusive, 10 big days at Iuka, Miss. Address all mail and wires as per route.

CECIL C. RICE, General Manager

KUNTZ BROS.' SHOWS

WANT FOR 3 BIG STILL DATES

July 21 to 31—11 Days and 11 Nights—Vacation Land—Greenwood Lake, N. Y., August 2 to 7; Greenport, L. I., August 9 to 14; Goshen, N. Y., Week of Hamiltonian Fair Races—60,000 People To Draw From

CONCESSIONS—Ball Games, French Fries, Frozen Custard, Snow Cones, Hi-Striker, Long and Short Range Gallery, Penny Pitches, Hoop-la, Add-Em-Up-Stores, Coke Bottles, Blower, Bowling Alley, Glass or Cane Pitch, String Game, Photos, Age, Scales, Basket Pitch and Wheels that work for stock only, and any 10¢ Grind Store not conflicting.

SHOWS—Any Show with own equipment and transportation. All replies to

ALBERT KUNTZ JR.

By telegram only as per route.

THOMAS JOYLAND SHOWS

WANT WANT WANT

SHOWS—Side Show, Dog and Pony Circus, Penny Arcade and any Shows not conflicting. HELP—Capable Ride Men on all rides. Agents for Hanky Panks and Slum Stores. Relief Caller on Bingo.

Have for Sale: Streamlined 18-Car Caterpillar. Immediate Delivery.

All address

L. I. THOMAS, Mgr.

Richmond, Ind., this week.

FROM THE LOTS

John H. Marks

PORTLAND, Me., July 17.—The org had the best opening day of its season here Monday (12), after closing strong at Waterville, Me., Saturday (10).

Mrs. John Marks and daughter, Jean, arrived from Richmond, Va., for a two-week visit. Owner Marks presented Mrs. Marks with a new, custom-built Packard.

The org obtained excellent co-operation from the press and radio here. The show received a strong plug over the CBS outlet here on a tie-in with the Children's Talent Hour. Prizes of free tickets to the various rides were awarded the winning youngsters.

General Agent Harry A. Parker is back from a swing thru the South, on which he completed the season's booking for the show. Business Manager E. B. Breaden and Concessionaire Sam Palitz are sporting new Packard sedans. Peter Del Morris, formerly press agent for Jimmy Strates and Hamid's Million Dollar Pier, has joined in a similar capacity.

Mighty Page

EVARTS, Ky., July 17.—Made the jump here okay, except for tractor and semi owned by Roy Price. Brakes locked and driver lost control; went over a bank, a drop of 30 feet. Equipment was badly damaged but no one was hurt. Org had a good week here. Mrs. Page is visiting from farm in North Carolina. Joe Cary is getting along without crutches. Mrs. Price is back after a vacation. Ray presented her with a new Vagabond trailer. Mrs. Betty Hendrix, wife of the electrician, is back from hospital and doing okay after an appendectomy.

Return engagement was played at Neon, Ky., week of June 28 and biz was fair. Members of Denton Shows visited recently. Mr. Page recently presented his daughter, Mrs. Langley, with a dinner ring. Frank Zorda is packing them in the Side Show. High Pockets Lindsay is on the advance.

Twin City

ALBANY, Mo., July 17.—Season has been spotty but org had red ones at Green City, Mo., July 3, and Leon, Ia., July 5. It now goes into fairs and celebrations. Freddie Wells, of diggers, has returned from Richland, Calif., where he was married June 22. Leonard Crable, son of co-owners Mr. and Mrs. George Crable, has recovered from measles. Mr. and Mrs. Sam Wells have received a new 28-foot trailer; Mr. and Mrs. Freddie Wells have bought a new trailer, and Mr. and Mrs. Jack Barnes a new Studebaker.

Ed Porterfield, who has two kiddie rides, has been on the sick list. Jack and Virginia Barnes were tendered a party at Bethany, Mo., in honor of their sixth wedding anniversary.—VIRGINIA BARNES.

T. J. Tidwell

PLAINVIEW, Tex., July 17.—Colorado City, Tex., July 5-10, under auspices of the fire department, was a winner, altho Monday (5) was lost to heavy rains.

Mrs. Tidwell presented her husband with a pair of Shrine cuff links on his birthday. Mr. and Mrs. Barney Allen and daughter, Randy, spent the week-end in Vernon, Tex., visiting Allen's sister. Paul Osbourne's son, Guy, is vacationing on the show. Mrs. Anna Burger and Red and Dorothy Johnson and son are ride operators. Jessie Johnson is a concessionaire.—SOPHIA OSBOURNE.

Garden State

NEWBURGH, N. Y., July 17.—Moved here from Port Jervis, N. Y., where biz was fair. Org was sponsored by firemen. Ferris Wheel topped rides, and Monkey Drome, recently purchased by Owner R. H. Miner, topped the shows. Billy Kuntz is doing okay with French fries, and Mrs. Rice, with popcorn. R. H. Miner Jr. has received a new trailer. Kenneth Whitehead had rear end of his trailer smashed in collision with the cookhouse. Equipment is being painted for the fairs.—HIP ROBERTS.

GIRLS . . . GIRLS

For Girl Show and Posing Shows, top salary. Also want Girl to feature. Can place Ticket Seller and Grinder; must help up and down. Wire:

F. W. MILLER

c/o WADE SHOWS

Monroe, Mich., week July 19;
Ithaca, Mich. (Fair), week July 26.

WANTED

A-1 WAITERS

TOP WAGES.

C. F. MELLEN

c/o WORLD OF PLEASURE SHOWS
Massillon, Ohio, July 19-24

BILLPOSTER

Wanted for

JOHNNY J. JONES EXPO

Must Drive

Address

Ralph G. Lockett

LaSalle Hotel CHICAGO, ILL.

FOR SALE

One 1942 Chev twenty passenger bus, jig or girl show transportation, \$800.00. Four 1938 Chev Tractors with rack body, semi trailer, \$1,000.00 each unit. Two 1942 Chev Tractors with rack body, semi trailers, \$1,400.00 each unit. One complete 10-in-1 front with banners, \$150.00. All tractors and trailers mechanically and rubber good. P.S.—Burgess Lawrence, write, phone, wire. Important.

L. ED ROTH

1284 Hart Rd., Columbus, O.

SPACE AVAILABLE

For portable Ferris Wheel, Merry-Go-Round, Whip. No amusement park between Atlantic City and Ocean City, N. J. Lease ground on percentage basis. Great opportunity for future development to right party.

JOHN M. STROTBECK

122 N. Rumson Ave., Margate City, N. J.

SECOND-HAND SHOW PROPERTY FOR SALE

\$28.50 Wax Head Mask George Washington.
\$27.50 Wax Head Fighting Arab. Natural Color.
\$12.50 Black Velvet Drop, 12x16 ft. Slightly used.
\$45.00 Ubangi! Big lip and ears. Glass case.
\$25.00 Wax Head. Man horn growing from forehead.
WEIL'S CURIOSITY SHOP
20 So. 2nd St. Philadelphia 6, Pa.

WANTED

NOVELTY AGENTS

For International Air Exposition at Idlewild Airport,
N. Y. C.
July 31-Aug. 8

A. HYMES

455 Schoenectady Ave. BROOKLYN, N. Y.

RIDE HELP WANTED

Can use Ride Help on all rides if you drive semis and are sober. All winter's work in Florida if you can produce. Long Range, Custard, Short Range, High Striker, Penny Arcade open. This week, Brentwood, Md.; next week, Bladensburg, Md.

Contact

Royal Exposition Shows

WANT TO RENT

80 OR 90 FT. ROUND TOP TENT
WITH TWO 40-FT. MIDDLES.
MONTH OF AUGUST.

Contact:

ARCHIE GAYER

Administration Bldg.

STATE FAIR PARK WEST ALLIS, WIS.

WANT

Man to take charge of Glass House. Also want man for Fun House. Both must drive Semi Trailers. Want experienced Caterpillar Help. Hanky Pank Concessions open. All replies to:

L. J. HETH SHOWS

FRANKFORT, KY.

WANTED

For

MICKEY SABOKIES CONCESSIONS

Bucket, Slum Skillo and Wheel Agents.

All wires care

HARRISON GREATER SHOWS,
Petersburg, W. Va.

Model Shows of Canada

MONTREAL, July 17.—Shows are playing their last two weeks here and doing excellent business. Jack Phillips has left to do advance on our first fall fair at Sudbury, Ont. All equipment has been repainted.

Ozzie and Issie Cairns have made many improvements in their chocolate-dip trailer, which is an asset to the main entrance with its good appearance. George Ross, Merry-Go-Round foreman, has finished putting on the new top and ride wall. Paul Lavelle, Tilt-a-Whirl foreman, bought sweaters for his men, making the ride crew the neatest on the grounds. The cookhouse is under the new management of Mike Nickel and Frank Satalo and their new crew. Dorothy Jutt, niece of Mrs. Rome, is a visitor from Springfield, Mass.—MRS. F. W. ROME.

Midwest

MALAD CITY, Idaho, July 17.—Shows played to large crowds at the rodeo here July 8-10. Mr. and Mrs. Ed Lundgren have lined up a string of fairs and rodeos. Captain Giberson joined with his Freak and Wild Animal Show. Hinton's Follies was top money winner here. Johnny Ritter has joined with his new Octopus and kiddie rides.—HARVEY HINTON.

American United

BUTTE, Mont., July 17.—Org had a good Fourth in Kalispell, Mont., all shows and rides doing well. A birthday party for Baby Sandra, 7, was held in the cookhouse. She is with Tommy Scott's Hillbilly Revue. First two nights in Butte were very good. This is a four-day rodeo.—CATHERINE M. MASON.

Northern Bazaar

SACKETTS HARBOR, N. Y., July 17.—Org, owned and managed by Ellis Craig, played to big crowds here last week. Shows are routed by Craig's brother, Merton. Rides, concessions and bingo are owned and operated by Craig.

LAWRENCE GREATER SHOWS
AMUSEMENTS OF TODAY PLUS A BIT OF TOMORROW

WANT NOW FOR THE FOLLOWING FAIRS

Washington, Penna.
August 23 to 28

Charleston, W. Va.
September 3 to 12

Salisbury, N. C.
September 14 to 18

Lexington, N. C.
September 20 to 25

Statesville, N. C.
September 27 to October 2

Union, S. C.
October 4 to 9

Winston-Salem, N. C.
Colored Fair
October 11 to 16

Manning, S. C.
October 18 to 23

TWO other GOOD FAIRS TO FOLLOW

SHOWS—Organized Hillbilly, Hawaiian, Rhumba, Motordrome with own outfit and transportation; Mechanical City or any new and novel show that can get money.

CONCESSIONS ALL OPEN with exception of Cook House, Corn Game and Pop Corn. Particularly want Arcade, Photos, Guess Your Age, Gaming Concessions, contact Tommy Carson. Sam Levy wants Men to take care of Coupon Store, also Agents for same.

RIDES—Will book or buy Tilt-a-Whirl and No. 5 Ferris Wheel and transportation for same.

HELP—A-1 Lot Superintendent who knows and can handle the duties of a 33 Truck Show. Also Ride Help all rides who can drive trucks and have operators license. Can also place Canvasmen, Talkers and useful show people all departments.

ELMIRA, N. Y., NOW—BRADFORD, PENNA., NEXT WEEK

IMPERIAL EXPOSITION

WILL BOOK FOR

BEARDSTOWN, ILL., ANNUAL FISH FRY
JULY 26 TO 31

and

NORTHERN WISCONSIN DISTRICT FAIR
CHIPPEWA FALLS, WIS., AUGUST 2 TO 8
LEGITIMATE STOCK CONCESSIONS

JOE J. SCHOLIBO

Care Park Hotel, Beardstown, Commencing July 21, and Care Fair Grounds, Chippewa Falls, Commencing July 28

LOOK **INTERNATIONAL SHOWS** LOOK

INTERNATIONAL SHOWS

WANT WANT WANT

SHOWS—Fun House, Glass House, Athletic Show. Capable Man to take over Side Show. (Must have acts and annex attraction.) Maurice, the Stone Man, and Little George Townsend, come on! Attractive Girls for Girl Show. (Straight salaries.)

RIDES—Roll-o-Plane and any Ride not conflicting.

CONCESSIONS—Scales, Popcorn, Snow Cone, also Hanky Panks, Ball Games, Jewelry, all open for balance of season. Want Slum Store Agents.

HELP—Ferris Wheel Foreman (top salary), Second Men on all Rides (must drive semis). First-class Truck Mechanic. Bill Hartman, wire us immediately. We do not need any assistant managers or agitators.

Following is our stellar route of fairs and celebrations: Perham, Minn., Fair; Watertown, S. D.; Zumbrota, Minn., Fair; LeCenter, Minn., Fair; Parker, S. D., Fair; Tripp, S. D., Fair; Franklin, Neb., Fair; Labor Day Week Shrine Celebration, Junction City, Kan.; Chandler, Okla., Fair; Shawnee, Okla., Fair and three other Oklahoma fairs pending.

All address: Crookston, Minn., this week; then per route.

LOOK **CONCESSION AGENTS WANTED** LOOK

CONCESSION AGENTS WANTED

Grind Store Agents for Blocks, Roll Downs, Blower, Six Cats, also capable Wheel Man. Want capable Slum Skillo Agent with crew to take charge of 18-foot Slum Skillo. The reason for this ad: We start our fairs August 9, then all winter's work in Florida. Grind Store Agents contact Max Sharp, Eddie Gamble, Al (Hardy) Lytton or myself.

This week, Gettysburg, Pa.; then as per route. Wire, don't write.

DUTCH RADCLIFFE or A. R. WHITESIDE

Care JACK J. PERRY SHOWS

P.S.—Dukie Geffen, get in touch with Al Lytton.

GOLDEN RULE SHOWS

SAXTON, PA., JULY 26-31—Sponsored by Lions' Club and Firemen Combined Celebration

Want French Fries, Stock Concessions, Guess Your Age and Weight. Shows with own equipment. Second Man on Wheel, Chair-o-Plane Foreman, Help for other rides, Sound Truck. Muchler, with sound and concessions, please contact. This week Cairnbrook, Pa.

W.G. WADE Shows

GRATIOT COUNTY FREE FAIR

Ithaca, Mich., July 27-31

Can place for this, our opening fair, with a long and good solid fair route to follow
FLYING SCOOTER—DARK RIDE—SEA CRUISE

All Legitimate Merchandise Concession Privileges Open

Make your reservations early! Contact now:

W. G. WADE SHOWS

Monroe, Mich., this week; Barry Co. Free Fair, Hastings, Mich. (Aug. 3-7), follows Ithaca.

DROME RIDERS

Can use one Boy and two Girl Riders (straight or trick riders) for best equipped combination drome on the road to strengthen show for long season or major fairs. Will pay top salary in accordance to ability and wardrobe. Will not tolerate drinking. Write or wire per route below.

L. HARVEY CANN

Care WORLD OF MIRTH SHOWS, INC.

Portland, Me., July 19-24
Lewiston, Me., July 26-31
Presque Isle, Me., Fair, Aug. 2-7
Bangor, Me., Fair, Aug. 9-14
Skowhegan, Me., Fair, Aug. 16-21
Canadian Exhibition, Ottawa, Ont., Aug. 23-28
And Ten More Southern Fairs

WANTED
DANCERS
for
"CHARM HOUR REVIEW"
and
GIRLS
for
POSING SHOW

Top salaries. Enlarging both shows for fairs. Kay Sturgis and Jeanne Elam, contact.

Wire, don't write
JACK NORMAN
HENNIES BROS.' SHOWS
Racine, Wis., this week.

LINDA LOPEZ

WANTS FEMALE IMPERSONATOR

As attractive girl for single number in show. Good percentage deal. Raynell from Ring Cafe, Dayton, contact. All replies to me.

Care L. B. LAMB SHOWS,
Kewanee, Ill., this week.

Cudney Border State Show

WANTS

For Weatherford Golden Anniversary Celebration, week Aug. 2 to 7
Bingo, Coke Bottles, Scales, Fish Pond.
Want Ferris Wheel for this celebration and 5 fairs. Canton, Okla., week July 19.

WANTED

3 First-Class Bingo Counter Men
Top salaries. Join immediately.
Address

EDDIE COE
LIPSKY & PADDOCK CONCESSIONS
JOHNNY J. JONES EXPOSITION
Hamilton, O., this week.

CAN PLACE
MANAGER-OPERATOR

FOR FIRST-CLASS MOTORDROME
To join immediately.

SAM GOLDSTEIN
MAJESTIC GREATER SHOWS
FAIR HOPE, PA.
(Post Office: Monessen, Pa.), this week.

CELEBRATIONS & FAIRS

The Best in Oklahoma

Will buy or book Merry-Go-Round, Bingo, Cook House. Can use help on other Rides, Agents, Electrician, Sober Mechanic. Need one more Side Show with own outfit. Few Stock Stores open: String, Coke Bottle, Clothes Pin, Novelties and others. Wire what you have. Agitators, drunks, chasers, save your time. Watch the spots we play.

ADMIRATION SHOWS
WEWOKA, OKLA.

SPECKS HOLBROOK

WANTS AGENTS

For Ball Games, Duck Pond and Cork Gallery.

Heth Expo Shows
Sycamore, Ill., July 19 thru 24.

2 PHONEMEN

Advertising Tickets
American Legion
Ready now. 6 months' work. Hon. Dis. Vets.
Write

P. O. Box 3142
Rincon Post Office, San Francisco

WANTED
RIDES OR CARNIVAL

For Sept. 5-6
American Legion Post #12
LONG PRAIRIE, MINN.
Contact Dr. C. B. Anderson

CAVALCADE OF
The Nations Largest and Finest Midway
AMUSEMENTS

WANT FOREMEN FOR SKOOTER AND CATERPILLAR RIDES

Must be capable of handling help and get rides up and down. Salary no object if you are capable of handling rides. Jack Allamon and Eddie Johnson, wire me if you are at liberty.

HAVE NEATLY FRAMED CHIMPANZEE SHOW FOR CAPABLE OPERATOR

Will buy some Monkeys for capable operator who knows how to handle the chimpanzees. No drunks wanted.

CAN PLACE A FEW WORKINGMEN ON CANVAS

MRS. WAGNER CAN PLACE COOKHOUSE HELP AND WAITERS, ALSO MAN FOR GRAB JOINT

OUR FAIRS START IN THREE WEEKS

HAVE FOR SALE—Iron Lung. In good condition. If interested wire Archie Wagner.
Address **AL WAGNER, Mgr. Battle Creek, Mich., this week.**

VICTORY
EXPOSITION SHOWS

CAN PLACE FOR THE FOLLOWING FAIRS:

Shelby County Fair, Shelby, Mo., August 3-7; Des Moines County Fair, Burlington, Ia., Aug. 8-13; Mississippi Valley Fair, Davenport, Ia., Aug. 17-22, and fairs and celebrations until November

SHOWS—Side Show, Illusion or any worth-while Shows. RIDES—Caterpillar, Pretzel and any Rides not conflicting. Address Quincy, Ill., this week, then per route.

EDDIE WHEELER SHOWS

Can place for Etowah, Tenn., and Copper Hill, Tenn., Merchandise Concessions of all kinds. Will sell "X" on Bingo, Cookhouse and 2 Mitt Camps. Good opening for Glass Pitch, Bowling Alley, Hoopla and Watchla. SHOWS—Any worth-while Show with own transportation. Can furnish new tops to worth-while Shows. RIDES—Can place Merry-Go-Round, Tilt-a-Whirl and Octopus. Can place Concession Agents on all types of Stock Concessions. All replies to

EDDIE WHEELER
Etowah, Tenn., this week.

SLIM KELLEY'S SIDE SHOW

CAN PLACE

Talkers, Inside Lecturer who does an act, Bally Acts, Girls for Illusions.
Enlarging Show for Our Choice Eastern Fairs
Address

T. W. KELLEY, c/o John H. Marks Shows
New Bedford, Mass., this week; Pawtucket, R. I., next week

WANT

For Luray, Va., week of July 26; Harrisonburg, Va., to follow, first Show this year.
Can place Dart Store, Balloon Dart, Age and Weight, Rotaries, French Fries.
Can place one or two clean Shows only. All replies to:

J. & B. SHOWS

All mail to Nokesville, Va.; all wires to Manassas, Va.

WANT TO BUY OR BOOK

Man with Levitation, Guillotine, Sawing in Half, Brown Illusion or any other good Illusion.

DICK BEST

Care CAVALCADE OF AMUSEMENTS
Battle Creek, Mich., this week, then per route.

JOHNNY GREEN

WANTS - - - WANTS

Capable Agents for 1 Rollover and 1 Razzle Dazzle. Only Count Stores on show. Also want to book Custard, Jewelry or any 10¢ Stock Concessions for Harrodsburg Fair and balance of season. R. H. Born and Herman Watts, contact immediately.

Care **BEE'S OLD RELIABLE SHOWS**
Danville, Ky., this week; Harrodsburg, Ky., to follow.

CLARENCE N. AYOTTE SHOWS

Can place the following Legitimate Concessions: Pop Corn, Ice Cream, Floss and Candy Apples, Grab, Photos, High Striker, Short Range Gallery, String Game, Basket Ball, French Fries, Hoop-la. Splendid opportunity for two more Shows.

For Sale—Bouquet of Life Show, money getter, A-1 condition, make offer.

Beulah, July 20 to 24; Hart, July 27 to Aug. 1; Springport Street Fair follows; all Michigan.

LEROY C. CRANDELL, Asst. Mgr.

LEE UNITED SHOWS

"Michigan's Show Beautiful"

CAN PLACE

A few more clean Concessions that operate for Stock. Monkey Show, Glass, Pit attractions that can work in streets. Must have own transportation. Long list of outstanding street celebrations and fairs. Elsie, July 20-21; Ubyly, July 23-24; Unionville, July 27-28; Otisville, July 30-31. East Tawas, Aug 2, 3, 4; all Michigan.

CHAS H. LEE, Owner

LONE STAR SHOWS

WANT

Ride Help, Rolloplane Foreman, Octopus Foreman, First and Second Man on Merry-Go-Round, Ferris Wheel and Tilt-a-Whirl.

Street Fair, La Porte, Ind., July 24-Aug. 1.

Concessions wanted for Street Fair, New Carlisle, Ind., Aug. 3-7. Everything open for New Carlisle.

J. R. McSPADDEN
LA PORTE, IND.

WANTED
TO JOIN IMMEDIATELY FOR
"FOLLIES OF 1948"

PIANO and
HAMMOND ORGAN PLAYER
Also DRUMMER

Johnny J. Jones Exposition

Hamilton, Ohio, this week

D. D. HALE
WANTS AGENTS

For Rollovers, Razzles, Tip-Ups, Buckets and Skillos, Clifford Farmer, come on. Jimmy Mitchell, contact me at once. We work every week. Six more weeks around smokestacks then to Alabama for 12 big ones. No drunks, chasers or agitators wanted. All replies to

D. D. HALE
Care Western Union, Portsmouth, O.

CAN PLACE FOR
MICHIGAN FAIRS

Starting COOPERSVILLE, AUG. 5
Eating and Drinking Stands and any
10¢ Concession.

SAM GOLDSTEIN
MAJESTIC GREATER SHOWS

FAIR HOPE, PA.
(Post Office, Monessen, Pa.), this week.

DICK DAVIS

Can Place Side Show Acts

Michael, the Great; Andy Walker, Montana Jack Cortell, Annex Attractions and Ticket Sellers, contact:

SAM GOLDSTEIN
MAJESTIC GREATER SHOWS

Fair Hope, Pa. (Post Office, Monessen, Pa.), this week; McKeesport, Pa., next week.

CLOTHESPIN AGENT

WANTED

Contact

WHITEY HARPER

GEM CITY SHOWS
63rd and Kilbourn, Chicago, Ill.

WANT
CAPABLE COUNT STORE AGENT

Fairs start next week

Wire

CHARLIE SMITH KRISTENSEN
Care IMPERIAL EXPOSITION
Decatur, Ill., this week.

For Sale—Penny Arcade

Best of condition. Blue top 20x40, new last season. 70 machines. Transportation for the same. Can be seen on Lee United Shows Midway. Can book with this show with a sure-fire route of outstanding celebrations and fairs. Elsie, July 20-21; Ubyly, July 23-24; Unionville, July 27-28; Otisville, July 30-31; all Michigan.

CHAS H. LEE, Owner

A. J. BUDD

WANTS FOR CRAFTS EXPOSITION SHOWS

ANNEX ATTRACTION

Long season, winter work.

Colored Runts for Bally.

HAL COMPTON, CRAFTS SHOWS
RED BLUFF, CALIF.

FOR SALE

New Candy Floss Machine

27 inch pan, \$150.00 cash. Wire

SAM MERONEY

Great Falls, Mont.

FOR SALE

Frozen Custard Outfit, Taylor Freezer, holding cabinet mounted in King Trailer, 6-ply tires; new Freezer, used 8 weeks; fluorescent lighting; with or without transportation, '37 Buick 4-Door Sedan. Can be seen with Central States Shows, Linn, Kan., July 22-24. Priced to sell.

IVAN ALLEN, Central States Shows

D. S. DUDLEY SHOWS

WANT

Foreman for Eli Number 5 Ferris Wheel, Octopus, Kid Airplanes, Second Men for Nine Rides. Burkburnett, Texas, July 19 to 24 Seymour, Texas, July 26 to 31

DORSO AND GOODMAN

WANT IMMEDIATELY

First-class Griddle Man and good Short Order Cook. Can always use good Waiters. Preference given to those who can play Soft Ball. If you lish or chase, don't answer. Wire, or come on.

Cetlin and Wilson Shows
WHEELING, W. VA., this week.

SNAKE SHOW GRINDER

WANTED

Top proposition. Long list of fairs. Hoppy, answer too.

ZEKE SHUMWAY

Care Imperial Exposition, Decatur, Ill.

WANTED

Chairplane Foreman, \$45.00 per week plus bonus, 2% and \$10.00 per move. Handy Man to erect 14 stands; each move with plenty of help; open and close awnings each night, handy around canvas. Above to drive semi, must be sober. Want Man to operate sound car and handy at odd jobs. Can place Legitimate Concessions.

D. VAN BILLARD

Crisfield, Md., July 19-24; Snow Hill, Mich., July 26-31; St. Michaels, Md., Aug. 2-7.

RIDE HELP WANTED

Ferris Wheel, Octopus, Chairplane, \$40.00 per week and board. Bonus end of September.

EMSHOFF SHOWS

Williams Bay, Wis., July 22-25; Delavan, Wis., July 31-Aug. 1; Round Lake, Ill., Aug. 5-8.

WANTED - - WANTED

COLORED MUSICIANS AND PERFORMERS
A-1 Trumpet-Drummer. Can use two more Chorus Girls, as I'm enlarging show for fairs. Pullman bus accommodations. State salary. Write or wire

JIMMIE SIMPSON

Care MARKS SHOWS
New Bedford, Mass., week July 19; following week Pawtucket, R. I. You pay your wires. I'll pay mine.

IMPERIAL SHOWS

Want Octopus Foreman and Second Men on Twin Wheels and all Major Rides. Good treatment. Must be sober and Drive Semis.

Address:

BILL GULLETTE, Mgr.

Princeville, Ill., Celebration, July 21-24; Macomb, Ill., Fair, July 27-30.

FOR SALE

MOON ROCKET

Excellent condition, newly painted. Now operating in good Park. Lots of extras. \$7,500.00

JAMES E. CHAPMAN

Buckeye Lake, Ohio

WANT FOR DROME

Good Talker, 10 per cent; Ticket Sellers.

Join Stoughton, Wis.

SAM CALDWELL

ROBERTSON BROS.' SHOWS

Unit #2

Want for Harlan, Ky., this week

Then a Long List of Fairs. Starting August 3 at Shelbyville, Ky.

CONCESSIONS—Will sell "X" on Photos, Lead Gallery, Custard, Jewelry, Novelties. Wonderful opportunity for Ball Games, Fish Pond, Cat Rack or any Stock Concessions. Will book Sit Down Grab or small Cookhouse, PC Concessions to those who have Stock Concessions.

SHOWS—Good opening for Motordrome or Side Show. Will book any Show with own equipment. Have tops. Johnny Reed, contact at once.

Address

BOB ROBERTSON

Robertson Bros.' Shows, Harlan, Ky., this week.

PIONEER SHOWS
high class midway attractions

WANT

Electrician, Ferris Wheel Foreman to join on wire. Week July 19-24, Corning, N. Y.; then Benton, Pa., Farmers' Fair and Picnic.

MICKEY PERCELL

BOHN & SONS UNITED SHOWS

WANT—HANNIBAL, MO.—WANT

Will book Cookhouse, Jingle Board, Hoop-la or Hanky Panks of all kinds. Will book Girl Show, Athletic Show, Snake Show or any Shows of merit not conflicting. Want Fun House. Will book one Flat Ride, Pony Ride. Some percentage open. Want Agents for Rolldown, Skillo, Hit and Miss, Ball Game. Will book Diggers. Get with the show playing two spots a week.

J. A. GENTSCH SHOWS

Want for Mississippi's biggest and best fairs and celebrations, starting August 9 with the Famous Neshobia County Fair (70th Annual Fair) at Philadelphia, Miss., followed by a string of the best fairs in Mississippi through the last week in November, and Mississippi has the best crops in 40 years

WANT TO BOOK Roll-o-Plane, Octopus, Spitfire and Pretzel. **WANT TO BOOK** some Concessions. Will sell X on Mug Joint: Book one Penny Pitch and any 10¢ Stock Concessions. Mr. Waters and Frank Ashby, wire me. Good proposition for Motordrome, Mechanical City and Illusion. Need Piano and Sax Player for Minstrel Show. Wire W. S. Gaskin. Can use capable Man and Wife for Frozen Custard or will book Custard. Can use a Griddle Man. All wires to

J. A. GENTSCH SHOWS

Fulton, Ky., this week; Hernando, Miss., next.

FAIRS ★ CELEBRATIONS ★ HOMECOMINGS ★ FAIRS

LARRY NOLAN SHOWS

Want Second Men on two-abreast Merry-Go-Round, Ferris Wheel, Octopus and Roll-o-Plane. Top salaries, best treatment and long season. Can't use any more Rides or Shows, but have opening for a few well-framed Hanky Panks. (Carry only one of a kind. Wire what you have.) Gary Hern needs one neat Girl for Office Girl Show. John Duggan can use Agents for Nail Store, Blower, Skillo, Count Stores and a few neat Outside Men for Wheel. Wire, don't phone.

LARRY NOLAN, Mgr., Hays, Kan., this week.
P.S.—We hold contracts for fairs from now on until Nov. 13.

P.S.—Pop Sorenson: Miller's Joints gone. Wire and come home.

FLORIDA AMUSEMENT COMPANY

WANTS

For following dates with others following, including Florida for the winter: Hanky Panks, Slum Concessions only. One more Flat Ride, prefer Spitfire. Want Pony Ride, also two sober P.C. Dealers. Bad Axe, Mich., this week; Northville follows, then Marion, Ind., AFL Celebration. Marshall, Ill., County Fair follows, with new race track this year. Butler, Ind., Street Fair follows, then Garrett Street Fair, Monroeville Street Fair, then a big Labor Day spot. Shows of all kinds for these dates. All apply

HOWARD INGRAM

WANT MERRY-GO-ROUND FOREMAN

For 2-abreast Little Beauty, loads on 32-ft. Van trailer. Must be experienced and know your business and keep ride in condition. Must drive semi and have driver's license. Positively no drunks and chasers. Top salary and all winter's work in Florida. All replies to

E. L. YOUNG, Mgr. Royal Crown Shows

Springfield, O., until July 21, then Logansport, Ind.

COOKHOUSE HELP

First and Second Cook, Waiters and Waitresses. Top salaries. Excellent working conditions and long season South. Drunks or chasers, save our time as that is the reason for this ad. No time to write or wire. Come on and join immediately as per route; we will place you.

PORTER HATCHER, Steward

DINING DEPARTMENT
WORLD OF MIRTH SHOWS, INC.

Portland, Maine, July 19-24;
Lewiston, Maine, July 26-31.

FOR SALE

FLYOPLANE

Good condition, with or without transportation. Priced to sell. Terms to reliable parties.

B. H. BRITT

Logansport Fairgrounds until July 31.
Mail Gen. Del., Logansport, Ind.

DICK'S Greater Shows

WANTED

Sensational Free Act

FOR BALANCE OF SEASON

Dick's Greater Shows
Lambertville, New Jersey

WANT BINGO CALLER

Fred Clevenger, Art Feinke, contact at once. Can also place reliable P.C. Agent.

NARROWS, VA., this week;
followed by **ALDERSON, W. VA.**

MIKE BOSCO

A M P SHOWS

DRAGO AMUSEMENTS

BURLINGTON, IND., OLD SETTLERS,
this week.

Wanted for balance of season, all Legitimate Concessions.
Price reasonable.

Contact:

PAUL DRAGO

E. P. AND BEN GLOSSER

WANT AGENTS

For Six Cats, String Game, Basketball. Whitey Murray, Joe De Gorio, Olson, get in touch with me.

Thomas Joyland Shows

Richmond, Ind., this week; Lawrenceburg, Ind., Fair next week.

BEST STICK ROUTE ON EARTH

The Hoosiers have the money. Smart guys are short. Depue, Ill., Lake Front, this week; Galva, Ill., Legion Street Fling-Ding, next; then Marengo, Iowa, City Park Celebration; Manchester, Iowa, Free Fair follows.

WANT—Motor or Silo Drome, Freak or Big Reptile Show, Fun House, Freak, Animal or Monkey Show. Agents for P.C. and Straight Wheels, Mug and Hanky Panks, Stores, contact Drunks, stay away.

DYER'S GREATER SHOWS

RUPE'S MIDWAY FOR FUN

WILL BOOK

Bingo, any other Concessions not conflicting.
EGGS MELTON or BEE RUPE
La Crosse, Kan.

HELLER'S ACME SHOWS WANT

For Marcus Hook, Pa., Ten Days, July 28 to August 7—School Grounds, Center of City

Want Concessions, Ride Help and Foreman. Long season South. Pocomoke City, Md., Aug. 9 to 14; then the big one, Tasley Fair, Aug. 16 to 21. No exclusive at this fair. FOR SALE—Kiddy Auto Ride, Rocket and Terraplane, Mangels eight-car Whip, priced to sell. For unit No. 2—Haverstraw, N. Y., auspices Elks on Elks' grounds. Want one major Ride. All Concessions open week Aug. 2 to 7. Pop Corn, Candy Apples, Diggers, Rotarys, Ball Games, Pitch Games, Penny Pitches, Hoop-la, Merchandise Wheels, Candy Floss, French Fries. No grift. This week Roseto, Pa.; Marcus Hook, Pa., 10 big days and nights, July 28 to Aug. 7; Haverstraw, N. Y., Aug. 2 to 7. Awards every night. De luxe Plymouth car awarded Saturday night. All address

HARRY HELLER, General Manager

Roseto, Pa., this week, then as per route.

JONES GREATER SHOWS

WANT

Cookhouse, must be clean and cater to show people. Twelve weeks of Fairs and Celebrations starting Monday. Place Hanky Panks that don't conflict. All address

JONES GREATER SHOWS, St. Marys, W. Va., this week.

HARRISON GREATER SHOWS

PRESENTING "THE SHOWS OF SHOWS"

Want for Winchester, Va., the only Show to play this town this year. Second engagement. This is a red one. Concessions of all kind open. A few choice Concessions open. Big Six, come on back; everything OK. Our Fairs start 10th of August thru last of November. Want Foreman for following Rides: Ferris Wheel, Octopus and Smith & Smith Chairplane. Good opening for Roll-o-Plane and Spitfire for balance of season. Tom Joseph, get in touch. Good proposition for Business Manager. Want Colored Musicians for Minstrel Show, Trumpet preferred. Salary paid out of office. Useful Show People in all departments, contact. Blackie Edwards, get in touch at once. All wires to:

FRANK HARRISON, Petersburg, W. Va., this week; then as per route.

WANTED RIDES, SHOWS, CONCESSIONS
FOR YEAR AROUND OPERATION

BEAUTIFUL IDLE HOUR PARK

Skooter or Dodgem, Octopus, Rolloplane, Flyoplane, Caterpillar, Whip, Tilt or any major or Kiddle Ride not conflicting. Will play straight P.C. We furnish all lights and power. No deposit or privilege to pay. Five minutes from Columbus, Ga., and world's largest military camp, Fort Benning. City bus direct to park. Seven day week. Free acts daily. Can place Novelties, Guess Weight and Age, Glass House, 10-in-1, Monkey Show or any high-class Show. Contact

J. L. MARLOWE, General Manager

P.O. BOX 348, Phenix City, Alabama, Telephone, 47-34

ANDERSON'S GREATER SHOWS

The Grand Old Show With the Fine Old Name

All Concessions open. Will sell X on Bingo, Popcorn, Mug, Pan, Blocks, Over-Under and Hi-Striker. No special color canvas needed. In fact, if you have \$21.00 you don't have to have canvas. Playing first in virgin coal fields spots. Have 20x30 top and banner line for Snakes or Geek. Two choice Concessions open. All address

Mr. Fred Webster, Mgr.

ANDERSON'S GREATER SHOWS, Arjay, Ky., this week.

Notice—Mr. H. Kermit Sumner and E. A. "Hoppy" Chapman, closed in Barboursville.

Crystal EXPOSITION SHOWS

WORLD'S GREATEST MIDWAY

Want Slum Concessions of all kinds that work for stock. Guess Your Weight and Age, Jewelry, Short Range Gallery open. Can place Stock Store Agent. Can place capable Ride Men who can drive and stay sober. Want Snake Show, Illusion Show or any Grind Show. This Show positively does not carry any racket. Our fairs start in Fincastle, Va., the 23rd of August, followed by a complete route of bona fide Fairs thru the 15th of November. All replies to **W. E. BUNTS, Marion, Va., this week.**

PIKE AMUSEMENT SHOWS WANT

Concessions of all kinds. Want Photos and Cookhouse that caters to show people. Prefer people who like to make money and appreciate good treatment. Want Ride Help for Octopus, Wheel and Merry-Go-Round. Good proposition to shows with own outfits, especially Girl Show that has Girls and is reliable. This show positively plays fairs and celebrations till Nov. 13. Deep in the South till Christmas. Louisburg, Mo., Annual Home-Coming this week; Seymour, Mo., Fair, July 26-31; Humansville, Mo., Annual Reunion, Aug. 2-7; then the best county fair in Missouri, Calloway County Fair, Fulton, Mo., Aug. 9-14.

WATCH OUR ROUTE

WM. PIKE, MANAGER

STOP! LOOK! LISTEN!

Have you started getting your Winter B. R. yet? If not, now is the time as it is peach picking time down South. Will book a few choice Concessions, such as Heart Pitch, Duck Pond, Glass Pitch, Bowling Alley, Hit and Miss, String Game, Short Range Gallery, Balloon Dart, Basket Ball, Bingo, Grab, P.C., Pan Game, Color Game, Kelly Pool.

SHOWS—Snake, Fat or 5-in-1.
RIDES—Flying Jenny and Train, or any Flat Ride. Yes, one more week in the peach section, then the Golden Leaf Tobacco Markets. We have no gate, no racket. Following people, come on: Lola Tinsley, James Robinson, Orr, Duke Pitman, Jack Jones. Also want Foreman for Smith & Smith Chairplane; prefer one who has wife who can work Concession. All replies to:

MGR. SCOTT'S AMUSEMENT CO.
TALBOTTON, GA., JULY 19 THRU 24.

GOLD MODEL SHOWS

Want for Smithville, Tenn., Potato Festival

Stock Concessions that work for 10c only. Eating and drinking stands open. No Flats wanted and no gypsies. Want any Show or Ride not conflicting and Girls for Girl Show.

Address Manager, Gold Model Shows, Smithville, Tennessee

Utah Exposition Shows

Can place Bingo, Short Range Gallery and Hanky Panks for Midsummer Festival, Grand Junction, Colorado, week of July 26-31; Spanish Trail Feista, Durango, Colo., August 2-7 and for balance of long season

Good opportunity for small Grind Show. Can also place capable Help for all departments.

H. L. SIEFER, Mgr.

UTAH EXPOSITION SHOWS

Spanish Fork, Utah, this week, and then as per route.

A.M.P. SHOWS

Concessions—Good opening for a few more Concessions, Photos, Age and Scales, Novelties, Long or Short Range Lead Galleries, Fish Pond, String Game, Cane Rack, Bumper, Cigarette Pitch and any other not conflicting. Will book any worth-while Show with own equipment not conflicting. Snake, Monkey, Fat or Wild Life. Will book or buy No. 5 Bli Ferris Wheel for No. 2 unit. Must be in good condition.

A. M. PODSOBINSKI

This week, Narrows, Va.; next week, Alderson, W. Va.

WANT—LEE BECHT SHOWS—WANT

Small Bingo, Photos, Cork Gallery, Fish Pond, Duck Pond, Hoop-La, High Striker, Jewelry, Penny Pitch, Scales, Bumper, String Game, or any Legitimate Concessions that throw stock. Only one of a kind booked. NOTICE—We hold exclusive on West Union, Ohio, Fair, Aug. 24 thru Aug. 27; those booking now give preference.

Notice to Committees or Secretaries: Have one week in August and one in September open. If you want a clean, small, Four-Ride Show, I have it. All replies to:

Englewood, Ohio, July 19-24.

Permanent address: P. O. BOX 92, MT. HEALTHY, OHIO

WANTED

For 11 Weeks of Celebrations and Fairs in Nebraska, Iowa, Kansas

Manager for Girl Show. WANTED—Country Store, Hi-Striker, Hoopla, Agents for Ball Game, Penny Pitches, Bumper, City Gal, Balloon Dart, Ride Help on all Rides. Come on in.

FREAR'S UNITED SHOWS

ROY FREAR, Owner, Onawa, Iowa

WANT . . . WANT . . . WANT

For balance of season—CONCESSIONS: Especially Cookhouse, French Fries, also String Game, Bowling Alley, Mitt Camp, Age and Scales, Duck and Fish Ponds, others working for stock. SHOWS: Will place Five-in-One or Mechanical with own equipment. This show carries five Rides, 2 to 3 Shows, 25 Concessions. No gate or flatties. All replies to

W. R. "WES" PRICE, Gen. Mgr. Jollytime Shows

Pringle (Kingston), Pa., this week. (Working through Sunday, July 25.)

WANTED—C. A. STEPHENS SHOWS

CONCESSIONS—Floss, Snow, Diggers, Custard, Fish Pond, String Game, Novelties, High Striker, Cat, Buckets, Agents for Hankys, Dish Washer, Waiters.

RIDES—Any Flat Ride.

SHOWS—Ticket Sellers and Grind Shows.

C. A. STEPHENS SHOWS, Belfry, Ky., this week.

FIRST CLASS LEGITIMATE PENNY ARCADE WANTED

COMPLETE CIRCUIT OF GOOD FAIRS.

Warren Murphy, contact us at once. Address inquiries:

GOODING AMUSEMENT COMPANY

1300 NORTON AVE., COLUMBUS, OHIO

WANTED AGENTS FOR HANKY PANKS

Mary and Lee Hurst, wire. Ball Game Agents wanted. SHOWS not conflicting. ALL CELEBRATIONS AND FAIRS, TWO EACH WEEK. BEST ROUTE IN MIDDLE WEST. Wire, as per route.

J. R. LEERIGHT SHOWS

HEART OF TEXAS SHOWS

WANT

Man to operate Girl Show, Sound Car Man, Half and Half, Second Men on all rides, semi drivers given preference.

All address

HARRY CRAIG, Mgr.

Nowata, Okla., this week; Blackwell, Okla., next week.

BEAM'S ATTRACTIONS

Want Assistant Manager for show who can look after office-owned concessions. Salary and percentage to experienced man. Sober, experienced Wheel Foreman. Top salary plus bonus. Second Man for Jenny. Concession Agents. Jobs for capable Carnival People always open. Write or wire **M. A. BEAM, Apollo, Pa., this week; Avonmore Old Home Week follows.**

CAN PLACE

Octopus, Spitfire or Flying Scooter for the following street celebrations plus four Iowa and four Mississippi fairs. Tipton, Iowa, July 19-22; Williamsburg, Iowa, July 23-24; Belleplaine, Iowa, July 26-28; Toledo, Iowa, July 29-31. All day and nite play on the streets.

Jack Holston wants Fishpond and Clothespin. Leo Allen wants Percentage Dealers, Agents. Eddie Patterson wants Slum Store Agents.

GET WITH THE SHOW THAT KNOWS IT'S GOING PLACES

Contact

F. M. SUTTON JR.

GREAT SUTTON SHOWS

As per above route

MAJESTIC

GREATER SHOWS

CAN PLACE FOR

CHOICE STILL DATES, CELEBRATIONS AND FAIRS

WAVERLY COUNTY FAIR WAVERLY, VA., SEPT. 6-11	CHESTER COUNTY WHITE FAIR CHESTER, S. C., OCT. 4-9
SUFFOLK COUNTY WHITE FAIR SUFFOLK, VA., SEPT. 13-18	OCT. 11-16 TO BE ANNOUNCED LATER
MONTGOMERY COUNTY FAIR TROY, N. C., SEPT. 20-25	ATHENS COUNTY COL. FAIR ATHENS, GA., OCT. 18-23
PICKENS COUNTY WHITE FAIR PICKENS, S. C., SEPT. 27-OCT. 2	ANDERSON COLORED FAIR ANDERSON, S. C., OCT. 25-30
ELBERTON, GA., COLORED FAIR, NOVEMBER 1-6 A BIG ARMISTICE WEEK CELEBRATION, NOVEMBER 8-13 AND A WINTER'S WORK IN SUNNY FLORIDA	

RIDES—Merry-Go-Round, Chairplane, Octopus, Spitfire, other Major Rides not conflicting

SHOWS—Grind Shows with own equipment, Funhouse, Arcade

CONCESSIONS OF ALL KINDS—Preference to those joining now

Address SAM GOLDSTEIN, (Post Office, Monessen, Pa.), this week

B&C'S EXPO SHOWS

PLAYLAND ON PARADE

Playing all Firemen's Old Home Weeks and Celebrations. Fairs start early in August, out until October 1. Write for space for Vernon, N. Y., Fair, and Rochester, N. Y., Fair, now. Watch The Billboard for listing of 10 Fairs.

RIDES: Will book or buy one more Kiddie Ride, with or without transportation.

SHOWS: Grind Shows, Working World, Motordrome, Fun House and any not conflicting.

CONCESSIONS: Photos, French Fries, Waffles, String, Scales, Cane Rack, Basket Ball, Darts, American Mitt Camp, or any not conflicting.

Duke Dougherty needs Swinger and P.C. Agents and Cookhouse Help. John Horvath, contact Duke.

KEESVILLE, N. Y., this week; then as per route.

DICK'S Greater Shows

WANT WANT WANT

NOW BOOKING FOR PAULSBORO FAIR
WEEK AUGUST SECOND

WANT SHOWS: Wild Life, Motordrome, Manager for Snake Show. Have complete outfit, all new and ready to work.

CONCESSIONS: Grind Stores of all description that work for ten cents. Wheels all sold. Fish Pond, Grab, Photos, Penny Arcade, Candy Floss. Will sell Novelties exclusive.

RIDE HELP: Semi Drivers preferred, top salaries.

Prince Mondhi wants Half and Half, Magician that can pitch or lecture inside. Girls for Illusion, Freaks and Novelty Acts for Side Show. Wire Mondhi.

R. E. GILSDORF

LAMBERTVILLE, N. J., this week.

SHAN BROS. SHOWS

WORLD'S CLEANEST MIDWAY

Pikeville, Ky., This Week
TWELVE FAIRS, STARTING AUGUST 9

Want experienced Dancing Girls for revue. No manager. Want Shows with own outfits. Place legitimate Concessions. No phone calls, please. Address SHAN BROS.' SHOWS

LOROW BROS.' WANT For Hennies Bros.' Side Show

Working Men, Ticket Sellers that make second openings. Will consider one more good Talker. All must be sober and reliable. Good pay to the right people. All who have worked for us before, answer. Want Bally Girls. Can always use good Freaks and Working Acts.

All answer to NAT LOROW, HENNIES BROS.' SHOWS

Racine, Wis., this week; Milwaukee, Wis., next week; then Madison, Wis.; then Springfield, Ill.

P.S.: Buttons Grantham wants good man for Big Snake Show, one who can take complete charge; good proposition to right man.

Answer to Buttons Grantham, Hennies Bros.' Shows, route above.

GEORGE CLYDE SMITH SHOWS

WANT

Ball Games, Pitch-Till-U-Win, Cigarette Shooting Gallery, Hoop-La, Scales, Penny Pitch, Duck Pond, Novelties, Cane Rack, Penny Arcade. Wanted—Side Show, Crime Show, Midget Show. Wanted—To buy or Book Tilt and Spitfire. Wanted—Truck Drivers and general Ride Help. All replies to

GEORGE CLYDE SMITH SHOWS

Madera, Pa., this week; Mt. Pleasant, Pa., next week.

HOWARD BROS.' SHOWS

WANT

For Lucasville, O., Fair, week Aug. 2, Shows, Motordrome. For Commercial Point, O., Festival, Aug. 5-6-7, clean Concessions, Bingo, small Show. For Cambridge, O., Centennial, on the streets, week Aug. 30-Sept. 4, small Shows that can set on the street, clean Concessions, small Bingo, Want Second Man on all rides.

HOWARD BROS.' SHOWS

Week July 19, Bedford, O.; July 27 to Aug. 7, Lucasville, O.

EXPOSITION at HOME SHOWS

High Class Attractions for Fairs and Celebrations

CAN PLACE AT ONCE

Bingo, Custard, Scales, Novelties, Hanky Panks, Photos, French Fries. SHOWS—Want complete Side Show with or without outfit, Wild Life, Monkey, Unborn, any Show not conflicting. RIDE HELP in all departments; Foreman and Second Men; Show Electrician, good salaries. Come on. General Agent at once; sound truck. High Free Act for season. Mr. Pease and Bill Martin, contact at once. This is a big one. Cape May, N. J., opened good. Stay here as long as business is good.

ROX GATTO, Mgr.

CAPE MAY, NEW JERSEY

SIEBRAND BROS.' CIRCUS AND CARNIVAL

WANTS

Circus Acts, Dog Acts, Pony Drill, and other Animal Acts. Also Stage and Aerial.

Want Monkey Show or Wild Life and Pony Ride. Few Concessions open.

Wire or write MINOT, N. D., JULY 24 TO 31.

Morris Hannum Shows

One of the Great Eastern Shows

WANT FOR AMERICAN LEGION GALA WEEK

WESTVILLE, N. J., JULY 21-26

WANT SHOWS—Side Show managers with people, read this ad carefully. We have beautiful equipment and a terrific route. This opening still exists only because we are waiting for someone reliable. Unborn, Snake, Monkey, Mechanical City, Penny Arcade. Gypsy Rogers' Gaze wants girls. Those already contacted, please wire.

WANT RIDES—Will book a No. 5 Wheel with own transportation.

CONCESSIONS—Legitimate Concessions of all kinds.

RIDE HELP—Foreman for Wheel and Octopus, any capable, experienced Ride Help. Don't write, come on. Top wages, long season. Flourtown and Kutztown fairs follow this date. All replies to

MORRIS HANNUM

CUMBERLAND HOTEL, BRIDGETON, N. J.

CARNIVAL WANTED

SEPTEMBER 21-25 INCLUSIVE

WEST TEXAS EXPOSITION & RACE MEET

SAN ANGELO, TEXAS

ESTIMATED ATTENDANCE 75,000-100,000

CARNIVAL WANTED

About 8 Rides, 5 Shows, 25 to 30 Concessions. Must be good, clean show. Absolutely no gambling. Most wheels barred. City of 12,000 plus 3,000 summer vacationers. City has been closed last 11 years to carnivals. People hungry for good, clean entertainment. Prefer Sept. 2, 3, 4, 5, 6; these days and nights can't be beat. Will also consider last week in August. Ideal spot, City Lake View Park. Full co-op from committee. Contact in person.

ANDY SUNDBERG

414 Detroit Ave. or Lake View Park, Conneaut, Ohio

THE JOLLY SHOWS

WANT

WANT

Want Foreman for Parker Merry-Go-Round, Second Men for other Rides. Will book Rides not conflicting. Agents for Stock Stores. Man to help up and down Concessions. Also Electrician's Helper. If you drink, stay where you are.

DEWEY BEACH, DELAWARE, 1 MILE SOUTH OF REHOBOTH BEACH

Permanent address: 2235 First St., N.W., Washington 1, D. C.

CAPABLE AGENTS WANTED

FOR MONTANA FAIRS, LOUISVILLE, KY., AND SOLID ROUTE OF FAIRS UNTIL THANKSGIVING.

Clothes Pin Agents, contact Harry Dennis. Bowling Alley Agents, contact

CECIL BROWN

c/o JOHN R. WARD SHOWS, MILES CITY, MONTANA

Sponsored Events

Fireworks in L. A. Draw 60,000 Crowd

LOS ANGELES, July 17.—The July 4 fireworks celebration held at Memorial Coliseum here under auspices of the American Legion was attended by more than 60,000 persons, according to officials of the event.

The stirring days of World War II were recalled by re-enactment of the Battle of Midway, turning point in the war. This and other set pieces took over the entire east end of the huge amphitheater.

Movie star Virginia Mayo, actress Barbara Bates and Mayor Fletcher Bowron lighted fuses which touched off the first display.

The fireworks display was followed by a circus which featured aerialists, clowns, trained horses and Jack Bareti, who performed atop a 100-foot swaying pole.

Todd's Rodeo Draws 5,200; Signed for Dearborn Event

DETROIT, July 17.—Buster Todd's Tri-State Rodeo played to 5,200 people in three days at nearby Rochester, Mich. The event was under joint auspices of 19 local organizations. The Todd show currently is laying over in Dearborn, before opening next week at Marshall, Mich. Contract was signed Tuesday for the annual Junior Chamber of Commerce Rodeo at Dearborn, using the circus lot located on the Detroit city limits at Wyoming and Ford Roads. The event will run nine days beginning August 14, according to Lawrence Steiber, president of the rodeo company.

Bazaar for Stamford, Conn.

HARTFORD, Conn., July 17.—The West Side Independent Club of near-by Stamford, Conn., will present its second annual bazaar in that town, September 10 thru 18. A four-door Buick Roadmaster will be given away during the affair.

F. O. (Tarzan) Banks, who operates his Snake Show at Ocean View Park, Norfolk, plans to hit the road this fall and work short shows after Christmas.

WANTED

Capable party to take over well-framed Cookhouse. Fairs start next week. Fat Stewart, wire us.

INTERNATIONAL SHOWS

Crookston, Minn., this week.

Wanted Wheel Foreman

Experienced only. Must know how to put up and tear down. \$65.00 per week every Monday. Wife can run a joint. Positively no lush hound. Wire or write

KAY AMUSEMENT COMPANY
2756 N. 46th St. Philadelphia, Pa.

Omar's Greater Amusements

WANT

Cookhouse, Mug Joint, Ride Help, Stock Store Agents, Girl Show. Have for sale: 100 kw. transformer, with or without transportation; Bowling Alley, Show Tops. Versailles, Mo.

SALE—'39 TILT, 7 TUB—SELL

"A-1" perfect, as good as new condition. All brand new bull plates, intermediates, cat walks, fence, railing and ticket box. Track is perfect, all iron is in very good shape. Center, clutch and motor are in perfect condition. Up and operating. Wire or write:

A. P. STICKEL, #3, Box 392, Tampa, Fla.

DICK BEST WANTS SIDE SHOW PEOPLE

Novelty Acts of all kinds, Side Show Attractions, Talkers, Lecturers and general Side Show Help. Address

DICK BEST

Care CAVALCADE OF AMUSEMENTS
Battle Creek, Mich., this week, then per route.

WANT BILLPOSTER

That can swing brush and lay out lot. Must be sober and reliable. Can use Girls for Girl Show. Contact:

Peppers All State Shows

Winchester, Ky., this week;
Elizabethtown, Ky., next.
P.S.: Bill Jacks, can place you at your own proposition.

MIAMI VALLEY SHOWS WANT

Small Grab Joint and Mug Joint, String Game, Hoopla, Penny Pitch, Basket Ball and Glass Pitch.

South Webster, Ohio, July 20-24

JERRY O'BRIEN

CONTACT ME IMMEDIATELY

Also Young Attractive Girls for POSING SHOW.

JOHNNY ORNEALLAS

Care MARKS' SHOWS
NEW BEDFORD, MASS.

WANTED

FOR BIG CAMP DOUGHBOY AMERICAN LEGION CELEBRATION

AUGUST 10TH TO 14TH, INCLUSIVE
Big Rodeo. We have new arena, corrals and chutes. Big Free Attraction, Big Carnival, Big Crowds and Plenty Money. Contact:

ROY DOUGLASS

DeWITT, ARKANSAS

AGENTS WANTED

For Coca-Cola, Glass Pitch, High Striker, Clothes Pin, Six Cat. Use man and wife on two. Agents, come on.

BILL SHAFFER

CRYSTAL EXPOSITION SHOWS
Marion, Va., this week; then as per route.

WANTED

Children's Rides for Richfield Springs Community Club, August 5-6-7.

Harold W. Congdon, Pres.

RICHFIELD SPRINGS, N. Y.

CARNIVAL WANTED

FOUR DAYS

DATES: AUG. 18-19-20-21, 1948.

TRI-COUNTY FAIR ASSN.

TIPTON, MO.

JOHN LEMPART Showmen's Supplies

Manufacturers of
FLUORESCENT LIGHTING

BRASS COTTER PINS

1329 N. Artesian Ave. Chicago, Ill.
HUMBOLDT 8197

AGENTS WANTED

For Skillos. Also Outside Help that can work. Jimmie Burns and Russell Horrell, get in touch with me.

TOMMIE ENGEL

c/o GRACELAND GREATER SHOWS
Marietta, Ohio, this week.

WANTED

Rides for Hillsville Baseball Team, week starting August 9 thru 14. Good location, between four limestone quarries and a money town. Write or wire:

CHARLES GALACIA, Bus. Mgr.
BOX 116, HILLSVILLE, PA.

CAPITAL CITY SHOWS

CAPITAL CITY SHOWS WANT

CONCESSIONS—Age, Scales, Short Range, Coke Bottle, Jewelry, Bumper, String Game, High Striker, Long Range or any clean Stock Concession.

SHOWS—Can place any Show except Snake, Motordrome, Side Show and Girl Revue. Want Acts for Side Show.

RIDES—Roll-o-Plane, Spitfire or Tilt. No Ride Help needed.

WE HAVE 14 FAIRS, STARTING AUG. 16.
5 IN KENTUCKY, 1 IN TENNESSEE, 8 IN GEORGIA.

All replies:

J. L. KEEF
OLIVE HILL, KY.

BRIGHT LIGHTS EXPOSITION SHOWS

World's Brightest Midway

WANT . . . WANT . . . WANT

For Junction Park, Rochester, Pa., first show in Junction Park in 7 years, week July 26, followed by Farrell, Pa., V.F.W. Celebration in heart of town week August 2; then Central Pennsylvania Firemen's Convention, Tyrone, Pa., in heart of town week August 9; then all fairs. Place rides not conflicting; good opening for Flat Ride. Place shows not conflicting; have some tops. Good opening for Penny Arcade, Motordrome. Concessions not conflicting. Place Ride Help, must be sober and reliable, also drive Semi. Write or wire:

JOHN GECOMA of L. C. HECK, Bridgeville, Pa., this week; then per route.

B & W SHOWS

WANT FOR OWEGO, N. Y., FAIR JULY 25 TO AUGUST 1

SIX MORE TO FOLLOW

Want Grind Stores, Penny Arcade, Kiddie Train, Fun House.
Have Sidè Show for right people.

HALLSTEAD, PA., JULY 19-24.

ALAMO EXPOSITION SHOWS

WANTED FOR SPRINGFIELD, MO., FAIR, AUG. 14-20

Wild Life Exhibit, Iron Lung, Mickey Mouse Show. Also booking Rides that do not conflict. Will book Mug Outfit, High Striker, Novelties and all Hanky Pank Merchandise Concessions. Bill Williams wants Help for Monkey Show. Frank Allen wants Acts for Side Show. Jake Rankin wants Talker for Geek Show. Happy Lowder, come on. Joe Murphy wants Girls for Hawaiian Show. Can place Concession Agents for Coupon Stores. Have Pin Store for reliable party. Our Celebrations start at Cassville, Mo., 64th Annual Reunion, July 26-31; then Cherryville, Kan., Aug. 2-7; Sailors and Soldiers' Reunion, Parsons, Kan., Aug. 9-12; then Springfield, Mo. All contact:

JACK RUBACK, MGR., Alamo Exposition Shows, McAlester, Okla., July 19-24; then per route.

MID-WESTERN EXPOSITION

CAN PLACE for our Fairs and Celebrations thru Iowa, Missouri, Arkansas, Mississippi, Louisiana and Texas. Watch the next issue, Summer Special, for this BIG ROUTE. All bona fide. Featuring Free Acts and Free Gate.

WANT **WANT** **WANT**

RIDES—Tilt, Octopus, Roll-o-Plane, Kiddie Autos and Kiddie Planes.
SHOWS—Drome, Fun House, Wild Life, Side Show. Have complete equipment for Girl and Athletic Shows. Place Penny Arcade or any Grind Show.
CONCESSIONS—Diggers, Floss, Snow, Palmistry, Photos, Cookhouse or Grab, Custard, Jewelry, Short or Long Range Gallery, Fish or Duck Ponds, Striker.
HELP—Agents for Penny and Glass Pitches, Ball Games, Jingle Board, Percentage, Roll Down and Skillos, Age and Weight, Color and One Dice. Office owned and operated. Good treatment and long season South. Get well here. Foreman for new Mix-Up, also Truck Drivers. Top salaries. All wires and correspondence to:

OCTAVIO PEDRERO JULY 19 TO 24—DOWNTOWN **TED WOODWARD**
General Agent **OSKALOOSA, IOWA** Owner and General Mgr.

THOMAS AMUSEMENT ENTERPRISES

Want for String of Fairs and Street Celebrations

First-class Cook House; must be equipped to handle real spots. All Concessions that work for stock. Positively no flats or gypsies. No X, except Bingo. **RIDE HELP**—Foreman for Octopus, First and Second Men on all Rides. If you can stand good treatment and a pay day every week, top wages, come on. Otis Coleman, wire. Red Albert, Martin Zorn.

Otterbein, Ind., this week; Cicero, Ind., Street Fair, July 26-31; Greencastle, Ind.; Spencer, Ind. Fairs and Celebrations solid next 10 weeks.

THOMAS AMUSEMENT ENTERPRISES
CLIFF THOMAS, Owner **T. J. SMITH, Mgr.**

ORANGE BLOSSOM SHOWS

WANTED FOR

Dunkirk, O., Fair, Aug. 4-7, on the streets; Ridgeway, O., Fair, Aug. 11-14, on the streets; Fairview, Ind., Fair, Aug. 18-21.

WANT—Concessions of all kind: Ball Games, Pitch-Till-U-Win, Basket Ball, Huckley Buck, Novelties or any Stock Concession. **RIDES**—Merry-Go-Round or Octopus. **SHOWS**—Any Grind Show with own outfit. Lincoln Heights, Cincinnati, this week; then as per route. Ohio and Indiana till Labor Day; then South for the winter. All replies to:

A. P. HINNANT or W. H. MYERS

STRATES SHOWS

A MIDWAY UNSURPASSED

WANT

Fat Family Show or any outstanding attractions of merit. Can also place Pony Ride with neat frame-up.

WANT

Can place Boss Canvasman capable of handling big tops and getting it up and down.

Can use legitimate merchandise concessions at any time. Sober, experienced ride help of all kinds.

Aug. 2-7 County Fair Clearfield, Pa.,	Aug. 9-14 Buffalo, N. Y., Celebration	Aug. 16-21 Erie Co. Fair Hamburg, N. Y.
Aug. 30-Sept. 4 County Fair Cortland, N. Y.	Sept. 6-11 Steuben Co. Fair Bath, N. Y.	Sept. 21-25 Cleveland Co. Fair Shelby, N. C.
Sept. 27-Oct. 2 Great Danville Fair Danville, Va.	Oct. 4-9 Southern States Expo. Charlotte, N. C.	Oct. 19-23 North Carolina State Fair Raleigh, N. C.
Oct. 25-30 Orange County Fair Orangeburg, S. C.	Nov. 1-6 Charleston Agri. Fair Charleston, S. C.	Nov. 15-20 N. E. Florida State Fair Jacksonville, Fla.

ONE MORE OUTSTANDING FAIR DATE STILL PENDING

FAIR SECRETARIES

We are now presenting one of the largest and most beautiful Midways in the country. We cordially invite you to pay us a visit. See for yourself the last word in creative and spectacular entertainment. Added Thrill Rides and Big Name Features mean larger grosses for your Fair. Again we invite you to visit the Super-Midway of '48 as our guest.

ROLLOPLANE FOREMAN NEEDED. WIRE IMMEDIATELY SYRACUSE, N. Y.

WIRE Syracuse, N. Y., this week; Rochester, N. Y., July 26-31; THEN AS PER ROUTE **WRITE**

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

WANT FOR

Cambridge, Md., Military Order of Coolie and VFW Post
JULY 26TH TO AUGUST 4TH

Big Parade Night

WANT Frozen Custard, Mug Outfit, Ball Games, Basketball, Hoopla, and Penny Pitches.

WANT Girl Show Manager; Jack Ross Chickarella, come on.
This Week Edgewood, Md.

WM. C. MURRAY

JOHNNY'S UNITED SHOWS

LAWRENCE, IND., THIS WEEK; DUNKIRK, IND., ON THE STREETS, NEXT, FIRST SHOW FOR 10 YEARS; OSSIAN, IND., FOLLOWS.

WANT—Custard, Jewelry, Watch-La, Photo, Hoop-La, Coke Bottles, Fish Pond, Add-'Em Darts, Ball Games, String Games, Taffy, French Fries.

RIDES—Want Octopus or Tilt.

PLACE SHOWS—Monkey Show, Fat and Snake.

WANT—Wheel Foreman and Electrician. Prefer Electrician with Concessions.

All replies to:

JOHN PORTEMONTE, Lawrence, Ind.

WANT

Two Nail Agents, Swinger and Blower Agents. Outside Help for Wheel. Van Meter, get in touch; important. Work every day here. Married men OK, but leave your trouble home

Wire, don't phone

J. H. DUGGAN
HAYS, KAN., this week.

Warning! Termites at Work On Box-Office Foundations

By Perry B. Rawson

Rawson Skating Laboratory, Asbury Park, N. J.

NOT SO many years ago roller skating stood far down on the list of indoor participant sports. In 1937 we set out to do something about it. We did plenty! In previous slumps the bicycle and automobile got the blame. Today there are more bicycles and automobiles than ever before, yet roller skating sits in the top spot. What a screwy set-up for a depression! What is the alibi going to be this time? What is to take the place of the bike and auto as an alibi? Can it be gremlins? Yes, could be. New-born gremlins? No, the same old standby gremlins that should have been tossed out long ago.

They were with us in the previous slumps. They were with us when the easy-money period was upon us just recently. They have been tolerated for a long time. Slowness on the trigger in hunting them down, lack of study of their insidious methods, and a general do-nothing policy against these termites of the box office lulled many, many people into falling asleep at the switch. Now when there is a gorgeous No. 1 spot to be maintained (or lost) there seems to be a mad scramble to plug the leaks with those sandbags we wrote of a year ago.

We read of two-for-one nights, cut-price nights, hockey matches, broom ball, television and a host of other gimmicks, many of which have nothing to do with skating. Every idea seems to be getting a trial but movies, bingo, real skating and the tossing out of the gremlins. Movies probably would flop. Bingo might fill the spot. Real skating might fill the spot if given a chance. It's getting a trial in a few progressive spots and is not doing so badly for itself in those spots. It won't cost much to try it against the other gimmicks.

No Time To Worry

There is a lot of worry around. This is not the time to worry. This is the time for action; the time to go to work. The time for worry is past. The worry spot was back in 1944 when the easy money was rolling in. Just like the stock market, the time to worry is at the top and not at the bottom. When the market hits bottom it is like a floored prize fighter. His next move has to be up.

Plenty of warnings were flashed. If interested in warnings, which are too late now but which are worthy of study, go back over *The Billboard* columns of 1944, '45 and '46. The course of action then was to prepare

for the slump. The course of action now is to prepare for the end of the slump. Prepare to cash in on the resumption of the upward move, that upward move that is going to cinch that No. 1 spot and give it a big lead.

The Rawson mass - production scheme for 20,000,000 new skaters is getting set up. It is already moving in slow gear. There is much work ahead and few volunteers to do the work. It will be another year before the drive can be moved into second gear. There are 46 points in the master plan. With all hands pitching in and working together in throwing out those gremlins, one year in second gear would suffice and the mass drive could safely be moved into high gear by 1950.

When moved into high gear the slump will be licked. This may sound like crystal gazing on my part, but I am confident. Anyway, I am sitting pretty because never before has it been tried, hence it has no past record of failure. Never having failed, it has, at worst, a chance of success. It was very easy to predict failure for scooting. It is much easier to predict success for skating. I make my solid prediction of success without reservation because of the terrific laboratory testimonials sent into *The Billboard* during recent months and which all of you have read. It is no longer a one-man show, a one-man drive. Help is coming. Others are taking hold. Soon it will snowball. Whether you who are reading this have acted doesn't matter. You will act sooner or later, for there is nothing else left to try.

Tale of the Jackpot

Those spontaneous expressions came from amateur, professional, manager, rink operator, owner, exhibitionist and skate manufacturer. I suggest they be cut out and preserved. They tell a story that is worth a fortune to every box office, and I mean fortune.

William H. Carpenter tells exactly how it is done at the lab; how the gremlins are licked in record time. Grant Fuller tells you that the skate has to have the proper instruction tied to it—and that is a mouthful worth preserving. Every other writer gave you plenty.

There is no need for any operator to spend a lot of good money flopping around in a whirlpool of theories, bunk and guesses when at practically no cost at all he can find out for himself—for sure—in a matter of hours. Wasting good money is not helping to cure the slump.

Requests come in asking what gremlins get priority at the lab; which skating gremlins face the firing squad first, and what home work can be done before going to the lab. These are good questions and answers for all to listen in on. We will have to condense a bit on some of these gremlins in order to save space for the music gremlin, a large hunk of gremlin that cannot be licked at the lab but which all of you have to

Wildwood Building Leased for Rollery

WILDWOOD, N. J., July 17.—The resort's Convention Hall, long void of any major amusement activity, opened this week as a roller rink. The city-owned auditorium is on lease to the William C. Hunt Amusement Enterprises. Until now, it has been open only on Saturday nights for wrestling matches promoted by Turk Duncan.

The roller rink, operating as a skating club, with membership cards to skaters, will be in operation every evening excepting Saturday nights when wrestling will continue. In addition to the evenings, the rink will have three matinee sessions each week on Mondays, Wednesdays and Fridays.

shoot at. You can start target practice on it right now—during the slump—because we need to have this gremlin licked before we get the rush from the 20,000,000.

Naturally, the first and foremost gremlin is balance. Balance isn't good when it comes to us; in fact it is lousy. We have to fix it pronto before we can even start. How we fix it is too long a story for *The Billboard* columns and on this one I shall have to refer you to the chapter on balance, Page 12, *Skate Dance Shortcuts*, which is followed implicitly at the lab. Also, as 95 per cent of the visitors are walkers on skates (and walking is the No. 2 gremlin), the 20-page booklet, *Art of Plain Skating*, is required because *The Billboard* can not spare us that much space.

Non-Profit Books

Here you have a plug for two of the Rawson books. In reality it is not a plug but a reference library recommendation. The books are printed and distributed on a non-profit basis by the Rawson Associates, of which I am not a member because an amateur skater like myself can not get into the selling game on anything pertaining to skating. Let's get this record straight, for I shall have to refer to the textbooks occasionally to save space and repetition. As I can not sell anything, all I can do is give it away. I gave the Associates the copyrights and they, being a non-profit group, are not interested in sales profitwise. Mass-distribution is their only aim. That's one of your jobs. You can start peddling today.

The No. 2 gremlin, as stated above, is walking, which is stepping out ahead of one's self instead of stepping alongside the other foot. This gremlin can not be killed at the lab, but can be trapped and tied and taken home for slow murder, a matter of two to four weeks with constant thumbing of that 20-page booklet mentioned. We can give the principles and a fine start against this gremlin at the lab, that is all. This will be one of your jobs, too. Start learning it.

A funny little gremlin connected with bad balance is the height of shoe heels. All the ladies come with shoe heels about 1¼ inches high. This is a good minimum (see *Shortcuts*, Pages 9 and 19), but how come that 70 per cent of the men arrive with low heels of the 1-inch variety? One-inch heels may be okay for speed and hockey but are useless on the balance required for plain and dance. These low heels have to be raised to 1¼ or 1½ inches. We use ¼-inch rubber heel cushions and this is one of the jobs you should all do at home before starting out for the lab. You can get them at the dime store, or you can have the shoemaker raise the heels. We buy them wholesale by the gross and give them away. (See Warning! on opposite page)

RSROA Enrolls 8 New Members

DETROIT, July 17.—Addition of eight new members was reported by the Roller Skating Rink Operators' Association of the United States as the national competitions got under way at Cleveland this week. The new members, according to Secretary-Treasurer Fred A. Martin, are:

Bertram L. Canoll and Ralph M. Scott, Skatmore Rink, Oakland, Calif.; Helen A. and Henry Scherer, Marin Skateland, St. Rafael, Calif.; Victor and Dorothy Caille, Prinz Rollaway Rink, Holly Oaks, Del.; Don Wilson, Skateland, West Palm Beach, Fla.; Charles H. Treadwell, Ludendi Rollerdom, Shreveport, La.; Ruth English, Winter Garden Rink, St. Louis; Victor W. Bacon, Center Roller Rink, Gresham, Ore., and A. L. Runk, Capital Roller Rink, Harrisburg, Pa.

Sell the Pleasure Of Skating--Brown

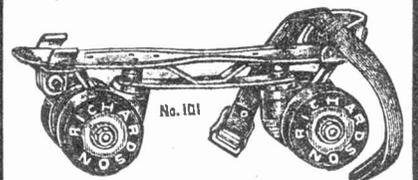
CINCINNATI, July 17. — In a message from William T. Brown, Seattle, president of the Roller Skating Rink Operators' Association of the United States, published in the official program of that body's national championships which completed a six-day run today at Cleveland Roller-arcade, the point is brought out that the primary purpose of rink operation is to afford a place in which the public can relax and enjoy the pleasures of skating. This, Brown indicates, is the primary function of a roller rink.

Titled *Let There Be Fun*, the article read, in part: "As thousands of skaters and friends join the membership of the RSROA at Cleveland this year in another great convention and championships, the thought comes to mind that all work and no play makes Jack a dull boy."

"We have to remember that in roller skating it is the same as in other walks of life and that too much emphasis upon teaching, too much pressure upon the casual skater or 'for pleasure' skater will give him the idea that this exciting sport of ours is dull. In our efforts to improve, many of us have become overzealous. Some can almost be called 'skating bugs' with all sincerity. We must bear in mind at all times that first and always—fun must be the whole and the prime objective in skating. When the sport ceases to be fun the skaters will turn to other pastimes for their fun."

"Our great program of dances and figures and speed skating are based upon the fun of competition. The (See *Sell Pleasure on opposite page*)

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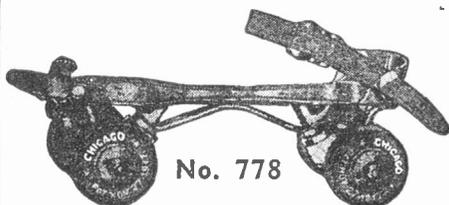
Roller Skating Rink complete, skates, floor, tent, \$3,500.00. Write:

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Arab, Ala.

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Manufacturers of All Kinds of Roller Skates

SKATES REPAIRS NON-SLIP POWDER

CHICAGO ROLLER SKATE CO.

4427 W. Lake St. CHICAGO, ILL.

Warning! Termites at Work On Box-Office Foundations

(Continued from opposite page)

It's all in the books about height of heels, and this gremlin should not be sent to the lab but killed at home.

Now, what is the skeletal difference between male and female that a skate can recognize? This is one of the funniest gremlins of them all. How did he get in? We have preached equal height of heels for both sexes for 10 years for our work. This low-heel business is no good for dance. It bumps the partners' knees together because they have to use too much bent knee to get over the skate. It is no good for plain skating for it puts the customer way back on the heel balance, the most dangerous spot of all. Anyway, we kill him off quickly, in 10 minutes. The resulting improvement is tremendous. But this, too, is one of your jobs, not mine.

Is Fatigue Part of Slump?

Another gremlin gets in the wheels and bearings, which you-all should go to work on. Some wheels spin; others will not spin. We free them all so they will spin. Main reason: fatigue. Are you selling fatigue? Maybe fatigue is part of the slump. Could be. Size of wheels is important. Jumbos are out for our work—too big, too clumsy; they give too much trouble on side lean. For the 20,000,000 mass drive a 1 by 2-inch wheel (the present dance wheel) should be maximum.

Another gremlin is too much shoe—too much skate. Too big, too heavy, too uncomfortable outfits for the job. This gremlin will have to be licked by evolution as we go along. It can't be done in a day. For our work the pointed toe shoes are out. The rounded toe styled for comfort will have to come in. The skate will be

small, narrow, close to the floor and of light weight.

Looking down at the floor is another bad gremlin. We get the eyes high off the floor as quickly as possible. This aids in knocking out the balance gremlin. It also kills off another gremlin, the bent belly, which is a bad actor in skating as it destroys that perfect balance by buckling the body and producing maldistribution of weight. I don't think you can drive your customers into killing off this simple gremlin, but you might coax them into doing it. Mirrors will do it for you. Have you got mirrors? Read up on the dope on mirrors. It's very box office.

Another costly gremlin is the ingrained habit of skating on flats on top of the skate instead of skating on edges on the side of the skate, like rounding a curve on horse or bicycle. This is a box office gremlin of magnitude. When I tell you confidently that the box office bank roll lies in shifting the vast American skating public from the top of the skate to the side of the skate, you can get an idea of the enormity of the job ahead of us and why there is no time to lose in getting started at this job—another one of your jobs—and why there is no time to waste in worrying about a slump. This job is so big and will be so profitable that all hands should get to work now. The sooner you can switch them over to the side of the skate the sooner the slump will be licked.

"Mr. Wobble" Your Friend

A helpful, friendly "Mr. Wobble" will give you a big lift on this massive switching job. He wobbles the skate when they get on flats. Plimpton made barrels of money inventing the first roller skate that would skate curves (edges) and switching the customers from flats and straight lines onto edges and curved lines. Read up on it. Read about booms instead of slumps. Read an uplifting anti-slump historical masterpiece, Morris Traub's *Roller Skating Through the Years*.

The Rawson mechanical gadgets at the lab uncover other gremlins which we will not detail here. The gadgets lick all of them rapidly. A fast working assistant is the large mirror. I mentioned mirrors previously. I am a strong advocate of mirrors. Almost everyone can see a bad anti-skate body position in the mirror when it is pointed out to him. They instantly spot its correction and in the mirror they strive to keep it corrected. Besides feeling the corrected positions, they see them. Yes, mirrors are all to the box-office good.

(Editor's note: Mr. Rawson's article will be continued in a succeeding issue. In the second installment he will discuss the music problem—its power over the skate and its peculiar influence over the individual.)

Amarillo Palace Party Host

AMARILLO, Tex., July 17.—More than 100 youngsters attended a free skating party given for members of an Amarillo organization, Kids, Inc. at the Roller Palace Friday, June 28. The party was given as an indorsement of the youth program by employees of a local bakery. C. L. Duniven, operator of the Roller Palace, was host at the party. It was the second such party given kids this year. Each youngster had to either wear his Kids, Inc., jersey or present his club registration card to gain admittance.

Sell the Pleasure Of Skating--Brown

(Continued from opposite page) skaters here have enjoyed winning. Even those who lost—in most cases have enjoyed the sport and have lost gracefully—and have even enjoyed losing! If they didn't, do you think they would return year after year to competition with the knowledge that they are pretty sure of losing?"

Capacity at Centralia Show

CENTRALIA, Wash., July 17.—Capacity crowds attended the Centralia Rollerdrome's *Roller Festival of 1948* June 20-22, a two and one-half-hour show taken part in by 68 skaters, reports Mrs. Walter Anderson, wife of the Rollerdrome operator. It was produced by Mr. and Mrs. Anderson and directed by Bob Viafora, Rollerdrome pro. In addition to junior and senior skaters of the rink, the show also featured the Centralia High School septet and skaters from Seattle and Aberdeen, Wash. Don Van Doran, Centralia, was emcee.

Russell New Amarillo Pro

AMARILLO, Tex., July 17.—Art Russell, of Fresno, Calif., has been named skating instructor at Amarillo Roller Rink. Russell won the United States novice figure skating title of the Roller Skating Rink Operators' Association of the United States in Detroit in 1943. In 1944 he won the senior figure championship. He is starting a series of classes to be held once a week at the rink.

Palmetto Club Organized

COLUMBIA, S. C., July 17.—Palmetto Roller Skating Club has been organized by the Carolina Roller Rink here to boost interest in skating. Competition in figure and speed skating between 15 rinks in the State is planned. Club night is Friday, with special rates for members. Rink Manager Bill Riser also plans classes for beginners and advanced skaters.

Roller Rumbblings

A crowd of 550 passed thru the turnstiles of Idyllwild Roller Rink, Corning, Calif., to witness the June 22 marriage on skates of Robert Stryker, Idyllwild employee, and Georgia Mae Thomas. A skating revue was presented following the ceremony.

Visitors at the recent New York State championships of the United States Amateur Roller Skating Association at Earl Van Horn's Mineola (L. I.) Roller Rink were Mr. and Mrs. Don Victor, Washington, D. C., and Mr. and Mrs. Frank Ferrara, Everett, Wash.

Richardson Ball Bearing Skate Company closed June 29 for a vacation period. The firm resumed operation July 12.

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A Large List of Second-Hand Coin Machine Bargains will be found on page 96 of this issue.

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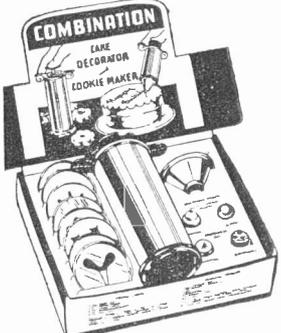
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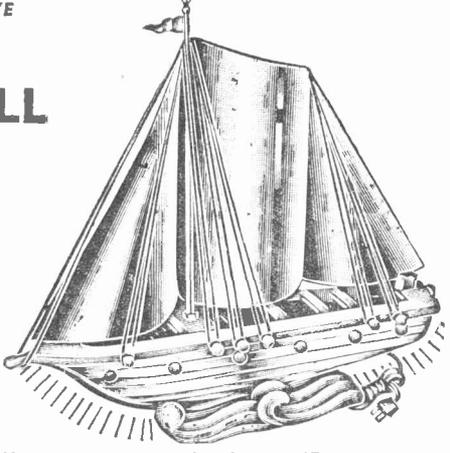
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SCENERY AND BANNERS

BEST CARNIVAL AND CIRCUS BANNERS— Positively no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. Canal 2544. jy31

SIDE SHOW BANNERS—8x10 FEET, \$38.50. Good cloth, leather straps and rings. Also small and large banners and fronts made. Quick service. W. Courtney, Barboursville, W. Va. au14

TATTOOING SUPPLIES

TATTOOING OUTFITS AND SUPPLIES—IL-lustrated literature free. Diamond-equipped Engraving Outfits for jewelry concessionaires. Zeis Studio, 728 Leslie, Rockford, Ill. au14

TATTOOING MACHINES, DESIGNS, COLORS, Needles, Outfits. Free catalog. Fast service. Owen Jensen, 120 W. 83rd St., Los Angeles 3. se4

WANTED TO BUY

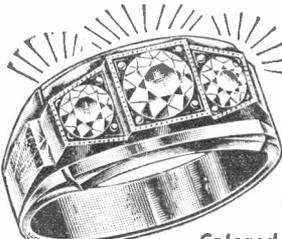
A-1 CIGARETTE AND CANDY VENDING MACHINES, all other coin equipment. Mac Postel, 6416 N. Newgard Ave., Chicago. au14

CIGARETTE, CANDY, NUT MACHINES wanted. Highest prices paid! Cameo Vending, 432 W. 42d St., New York. np jy31

WANTED—PORTABLE RINK TO BE USED AS dance floor approximately 50 ft. x 100 ft. Also Tent, 50 ft. x 100 ft. Must be priced right. Good condition. Possession not later than October 31. Write Atomic Ballroom, 5715 Germantown Ave., Philadelphia 44, Pa.

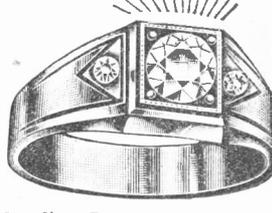
MAKE MORE MONEY WITH OUR RINGS!

Quality, Style and Price
All Extra Heavy Mountings



#B404 \$22.50

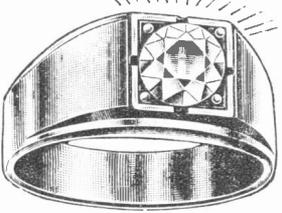
PER DOZEN 12 K. GOLD FILLED
Large White Stone Center
Two Ruby Colored Side Stones



#B402 12 K. GOLD FILLED \$19.50

PER DOZEN

White Center Stone Set on Sterling Top—With Ruby Colored Stone Each Side



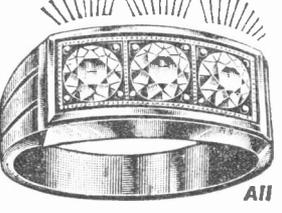
#B410 12 K. GOLD FILLED \$18.75

PER DOZEN
Extra Large White Center Stone



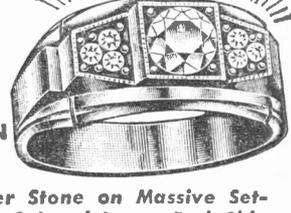
#B632 12 K. GOLD FILLED \$23.25

PER DOZEN
White Stone Center—6 Ruby Colored Side Stones



#B408 12 K. GOLD FILLED \$21.00

PER DOZEN
Fine Tailored Mounting—All White Stones



#B406 12 K. GOLD FILLED \$20.25

PER DOZEN
Real Flash White Center Stone on Massive Setting—3 Ruby Colored Stones Each Side



WEDDING SET 12 K. Gold Filled

ENGAGEMENT RING #B528—Large Center Stone with two Side Stones.

WEDDING RING #B524 — Set with Seven Stones.

ENGAGEMENT RING \$9.75 Doz. | WEDDING RING \$6.00 Doz.

SAMPLES—Dozen or Half Dozen Your Choice—Regular Price.

Order the Sizes You Need—All Orders Shipped Same Day.

TERMS: C.O.D., Money Order or Check. Deposit on all C.O.D. orders unless reliability is established.

DES MOINES RING CO.
1155 26th St. DES MOINES, IOWA

RED-HOT SELLERS

- JOBBERS
- DEALERS
- CONCESSION-AIRES
- PUNCHBOARD OPERATORS

BUY DIRECT FROM MFR.



Now you can make huge profits on small turnover investment with the fastest selling merchandise to hit the country today.

Our billfolds have been on display in almost every type of retail establishment from expensive specialty shops to confectionery and drug counters with our merchandising plan . . . and have met with terrific success everywhere.

The display card is 20"x14" on a glossy faced front. The wallets displayed come in three different styles with all-way round zippers; Embossed Pictures, Alligator Grain, and the sensational Hubba-Hubba with glossy patent leather finish. Each billfold has four windows (eight views), a long pocket for bills, an identification pocket and insert, coin holder and attached beaded key chain. Special for the men—an extra pocket instead of coin holder.

Complete selection and display card

\$7.20 per doz. In gross lots to jobbers **\$72.00 per gr.** (\$6.00 per doz.)

(Also enclosed with shipment, information on separate prices for separate styles on quantity purchase.) Send 20% with order, balance C.O.D. Delivery within 5 days. If not thoroughly delighted on receipt of goods we GUARANTEE complete refund of your money immediately.

CONCORD Distributors, Inc.

246 5TH AVENUE Nat'l Mfrs. and Distributors NEW YORK 1, N. Y.

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . . No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 LEAD TRUMPET, ALSO TENOR SAX doubling Violin for commercial band. Trumpet must have consistent high C experience on shows. Give permanent address, previous bands. Box 189, Billboard, Chicago. j24

ACCOMMODATION TEACHER-SALESMAN—YOUNG, reliable; salary, commission; ideal location. Karlberg's, Albert Lea, Minn. j24

ACCORDION PLAYER FOR HILLBILLY WESTERN band at once. Wire or call Tex Ferguson, Radio Station WKNX, Saginaw, Mich. j24

EITHER 2ND TRUMPET OR 2ND TROMBONE to sing ballads, baritone. Travel. Voice D-flat top. Commercial name band. Salary, \$100. Box 190, Billboard, Chicago. j24

MALE HELP WANTED—TO CALL ON GARAGES, filling stations with \$24.50 quality wheel balancer. Competing models, \$300 to \$2,000. Virgin market. Five minute demonstration means sale. \$10 cash commission. Twenty sales per day possible. Exclusive territory. Write A. L. Brown, B. & B. Mfg. Co., Box 8-810, Sioux City Iowa. j24

MUSICIANS — FOR FINE DANCE ORCHESTRAS, work steady, guaranteed salaries. Write complete details. VSA, 848 Insurance Bldg., Omaha, Neb. au28

MUSICIANS FOR REPLACEMENT. FUNNY Hat Men for mickey show band. Bill Grassick, Heidelberg Hotel, Jackson, Miss. j24

NEED TENOR MAN—OTHERS WRITE FOR openings. Ralph Victor Orchl., Box 84, Glencoe, Minn. j24

NOVELTY ACTS—IMMEDIATE WORK. Contracts. One of New York's most famous clubs seeking Girl Ventriloquist, Girl Juggler, Girl Puppeteer, Exotic Dancers, Midgets, Acrobats, Dog Acts, Skaters, other circus-type acts. Phone George C. Maurer, Hotel Capitol, Circle 6-3700, extension 1023, after 6 p.m. Top talent only. j24

PIANO MAN FOR COMMERCIAL COMBO — Playing best locations. Top salary. Characters need not apply. Wire Leader, Fayetteville, N. C. j24

PIANO, ACCOMPANIST—EXPERIENCE UNNECESSARY. Travel, steady work, short hours. State all first letter. Send picture. Billboard, Box C-82, Cincinnati, Ohio. j24

PIANO MAN OR GIRL FOR COMBO—EXPERIENCED. Read and fake, know standards. Send description of self. Photo if possible. Mention if double. Must be sober and reliable. Salary, \$85. Box C-80, Billboard, Cincinnati, Ohio. j24

TENOR SAX—NO DRUNKARD. FOR TRIO. Read and fake. Give description of self and experience. Mention if double. Salary \$75. Box C-81, Billboard, Cincinnati, Ohio. j24

TENOR SAX, BASS—THOSE DOUBLING PREFERRED. Also Trombone. Other musicians write. Guaranteed weekly salary. Fats Carlson, Box 593, Sioux Falls, S. D. j31

WANTED—MAN, WOMEN, MACHINE EMBROIDERY Operator. Letters, designs etc. Must be expert. Write Kissner Uniform Co., Ft. Smith, Ark. j24

WANTED—MUSICIANS FOR MIDWEST BAND. Road and location; steady work, guaranteed salary. Write, giving phone number. Jack Cole, 807 4th St., Savannah, Ill. j31

WANTED — MEDICINE PITCHMEN FOR fairs and tobacco markets, also Store and Window Demonstrators. Liberal drawing account against commission. We furnish p.a. sets, new station wagon, stock, license on a liberal percentage basis. May-Houck, 107 Pacific St., Knoxville, Tenn. j24

WANTED—MEDICINE PITCHMEN FOR LONG string of stock sales. We furnish stock, p.a. set, new station wagon, get license. Year around work. May-Houck, 107 Pacific St., Knoxville, Tenn. j24

THE HOUSE BUILT ON BINGO MARKERS

BINGO MARKERS

Transparent Plastic, 3/4" round, 3/4" round and square. Vesco Plastic, 3/4" round. Rubber, 3/4" and 1/2" round. 1M or 1# to 10 million or 1 ton.

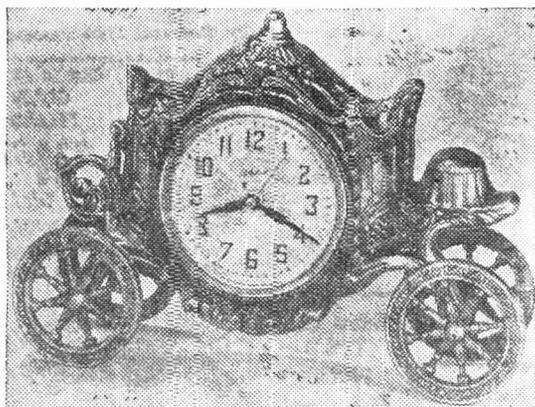
WRITE FOR SAMPLES AND PRICES

V. E. SUPPLY CO.

292 W. Market St. AKRON 3, OHIO
Phone: BBlackstone 2169

MAGIC TRICKS! FAST SELLERS!

- Sucker Card Trick, Doz. \$.75
 - Against Gravity, Doz. 1.20
 - Multiplying Rabbits, Doz. 1.50
 - Magic Frame, Doz. 1.80
 - Cups and Balls (Plastic), Doz. 3.00
 - Sure Shot Dice Box, Doz. 6.00
 - Svengali Magic Deck, Doz. 6.00
 - Wizard Stripper Deck, Doz. 7.80
 - Magic Light Bulb, Doz. 7.80
- 1/2 Doz., Bal. C.O.D. Ask for Wholesale Catalog
D. ROBBINS & CO. 152-B. W. 42nd St. New York City 18



COACH CLOCK

Westinghouse Licensed Self-Starting Movement. 13" Wide, 9" High.

All metal electric clock in rich looking two-tone bronze finish. Looks like expensive antique. An eye catcher and sure-fire attraction built for sales appeal!

\$5.35 ea. in doz. lots Sample, \$6.00 25% Deposit, bal. C. O. D.

CUTTLE & COMPANY, INC.

928 Broadway...New York 10, N. Y. Telephone: ORegon 3-6330

FOR A LIMITED TIME ONLY



Butterfly Harmonica. Key of "C" only. It has 10 single holes, 20 reeds, highly polished nickel-plated covers, brassed plates. Measures 4" in length. Furnished in an attractive hinged pasteboard box.

No. BBN7 - - - - - \$6.00 per doz. Plus 10% Fed. Tax

N. SHURE COMPANY

200 W. Adams St. Chicago 6, Illinois

SLUM BALLOONS

Bingo & Premium Merchandise

WRITE FOR OUR 1948 PRICE LIST

M. A. SINGER CO.

2125 COMMERCE STREET

DALLAS 1, TEXAS

SENSATIONAL VALUES!!!

240 28" RAYON PLUSH BEAR \$27.00 Per Doz. Assorted Colors

CARTON OF 2 DOZ. ONLY \$50.00!

252 30" Real Fur Grizzly Bear, \$42.00 Per Doz. Assorted Colors.

Special Set-Up for Jobbers. SALESMEN: Choice Territories Still Open! Write Now!

- Send for latest folder "B" and price list listing over 100 outstanding numbers in fur and plush.
- Special: Plush Scotty Dog, 11"x9", assorted colors, \$7.20 Per Dz. in 6 Dz. lots.

Mention Billboard to get these special low prices!

ACE TOY MFG. CO. 122 WEST 27 STREET NEW YORK 1, N. Y.



#252

25% Dep., Bal. C.O.D. If Not Rated.

SLUM • GLASS • BINGO

ITEMS

GRIND STORE • NOVELTY STAND

Write for New Catalogue • Address Inquiries to BILL CARSKY

CASEY CONCESSION CO.

1132 S. Wabash Ave. Chicago, Illinois

BINGO SPECIAL

60-oz. Decorated Pitcher and 6 Matching Footed Tumblers 75c Set
4-Piece Colored Mixing Bowl Sets (each boxed) (minimum order, 12 sets of each) 76c Set

Send for our complete illustrated catalog

STANLEY TOY & NOVELTY COMPANY

110 W. Broad St.

Richmond 20, Va.

NOTICE

JOBBERS—WHOLESALEERS

WANT HATS SUITABLE FOR SEWING MACHINE OPERATORS, AND ANY OTHER ITEM FOR SAME PURPOSE.

J. BARTHOLOMEW MANA BOARDWALK, SANTA CRUZ, CALIF.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column . . .

No charge accounts.

Forms Close Thursday for the Following Week's Issue

CIRCUS AND CARNIVAL

AT LIBERTY—SOBER, RELIABLE ELEPHANT Man. Will take scenery elephants in park or on the road. Contact Maurice Flanagan, P. O. Box 801, Lewistown, Mont. j31

CIRCUS CORNETIST AT LIBERTY—SOBER, competent. State all. Address: Tommy Osborne, Gen. Del. Sparks, Nev.

MANAGERS! YOUNG MAN, COLLEGE GRADUATE, concession owner, excellent trampoline worker and gymnast, available in September to work South. I will correspond. Bill Holzappel, Central Y.M.C.A., Cleveland, O.

SHOOT TWO RIFLES SIMULTANEOUSLY many ways. Desires work with circus. J. C. Pierce, Clarksburg, N. C. au14

MAGICIANS

AVAILABLE NOW—FROM 45 MINUTE TO 2 1/2 hours International Mystery Show. 3 girls with world's famous foreign magician. The Mighty Kara-Kum will perform everywhere, outdoor or indoor. Any lady from audience will float in mid-air. Produce any drink called for: Rum, gin, whiskey, Coca-Cola, etc., from pure water. j31

LA-MAR—MAGICIAN, MENTALIST, ILLU- sions, Spooks, Lady Assistant. Two-hour show. Auditoriums, theaters, entertainments. Booker wanted. La-Mar the Magician, Cambridge, O. j31

MISCELLANEOUS

AVAILABLE—HARVEY THOMAS, VAUDE- ville Show, Singers, Dancers, Comedians, Musicians, Clowns, Jugglers, Ventriloquists, Punch-Judy, 162 N. State Dearborn 2734, Chicago, Ill. np

EXPERIENCED MECHANIC—SLOTS, VIC- trols and pin games. Desires employment. Sober, reliable. Will move to job anywhere in West. George H. Danbury, 3648 S. 7th St., Phoenix, Ariz. au14

VERNON HOFF—FEMALE IMPERSONATOR, "Successful exponent of singing and dancing!" Vernon Hoff, Blue Turban, 844 W. Anaheim, Long Beach, Calif.

YOUNG MAN FOR ASSISTANT TO MAGICIAN. Handy with tools. Travel anywhere. Edward McGough, 229 E. 63rd St., New York 21, N. Y.

MUSICIANS

A-1 RINK ORGANIST—EAST ONLY. AVAIL- able shortly or contract for position opening August or September. Organist, Box C-67, Billboard, Cincinnati 22, O. j24

ALTO SAX, TENOR SAX, CLARINET—AVAIL- able immediately. State salary, chairs. No combos, transposing, or jazz chairs. Single, sincere and sober. Bob Reid, Gen. Del., Mahitoy Beach, Mich.

AT LIBERTY, TRUMPET PLAYER—EXPERI- enced trouper. Have upright bass. Write or wire Paul C. Brake, 418 S. 9th St., Laramie, Wyo.

HARITONE—DOUBLING TENOR, ALTO, CLAR- inet. Novelty songs. Age 40. Prefer combo. No juveniles. Answer all offers. Write, don't wire. Bill Curtis, Box No. 435, Columbus, Neb. j24

BASS MAN—SEMI-NAME EXPERIENCE. Nothing less than \$70 per week. Will travel. Box C-78, Billboard, Cincinnati 22, O. j31

DRUMMER—MEMBER LOCAL 10, AGE 23, available immediately. New equipment, good appearance and dependable. Read well, play shows, Latin, society and jazz. Photograph on request. Minimum, \$75. Location only. Dick Glerum, 704 S. Maple St., Oak Park, Ill. Telephone: Village 2355.

DRUMMER—YOUNG, WHITE, SOBER, READS. New marine pearl set. Eight years' experience. Will travel. Local 802 musician. Joseph Barnwell, 1200 Brookwood, Burlington, N. C. j31

FEATURED MALE VOCALIST AND STRING bass man. Semi-name experience. Will travel, but prefer location. Bob Fischer, 1318 Second St., La Porte, Ind. j24

GIRL SPRING BASS—MALE OR GAL COMBO. No one nighters. Union. Musician, 2935 N. Farwell, Milwaukee, Wis.

GIRL TROMBONE—UNION, BEST EXPERI- ence. Prefer small combo. Location only. Read, fake, take-off. Some vocals. Box C-83, care Billboard, Cincinnati, Ohio.

GIRLS' TRIO—VIOLIN, CELLO, PIANO. available August 8 to September 8. Specializing in dinner-type music. Catherine Farley, 19 E. Armour, Kansas City, Mo.

GUITARIST—GOOD RHYTHM READER AND solo work. Small or large outfit desired. Mill-billy work considered. Wire Paul Van Dyne, Jamestown, O. j31

HAMMOND ORGANIST—RADIO ARTIST ON best stations, available for first class cocktail lounge August 16. Up to minute library. Stylized music of unusual quality. Dependable in all respects. Recordings and further references on request. Box C-79, Billboard, Cincinnati, Ohio.

LEAD TROMBONE—SEMI-NAME EXPERI- ence. Local 47, sing ballads, arrange. Prefer location. Available on two weeks' notice. State minimum salary. Contact Musician, Box C-76, c/o Billboard, Cincinnati 22, O. j31

MALE—POPULAR, EXPERIENCED, PREFER connection with a band or club near Chicago or vicinity. John Bailen, 2706 W. Garfield, Milwaukee, Wis. HO 4-4412-W.

ORGANIST, FEMALE—AVAILABLE FOR VA- cation work or permanent rink job. Eastern location desired. Box C-56, c/o Billboard, Cincinnati, O. j24

ORGANIST AND PIANIST OPEN FOR BOOK- ings after July 20. I just completed an 18 month booking in a Class A leading restaurant in Minneapolis. I am a solo attraction on both instruments. Write Organist, 2321 Colfax So., Minneapolis, Minn. j24

PIANIST—SOCIETY, LEGITIMATE, CAN fake. No jazz. Experienced. John Strauss, 457 W. 57th St., New York 19, N. Y.

STRING BASS—EXPERIENCED TO LARGE, small bands. Can leave immediately. Write or wire Rudy Pandey, 3700 Franklin Blvd., Cleveland, Ohio.

TENOR, ALTO, CLARINET, NOVELTY VO- cals, available immediately. Commercial or society type band. Thoroughly experienced, dependable, union, veteran, will travel. Musician, Gen. Del., Orange, Tex.

TENOR SAX, CLARINET—FAST READER, any chair, young, sober, extensive experience with commercial bands. Fred Robson, 777 Lexington Ave., New York City.

TENOR SAX, CLARINET—NEAT APPEAR- ance semi-name experience, band combo. Need ticket if far. Lee Ulbrich, 1324 Hubbard, Jacksonville, Fla.

TENOR, SINGER, COMEDIAN, HARMONICA Player, Kid Imitator. Imitator of banjo, violin, saxophone, trombone and Spanish guitar. Female Impersonator. Ticket? Yes, join quick. Richard Doolin, 412 S. Ferguson St., Shenandoah, Pa.

TENOR, TROMBONE, CLARINET DOUBLES—HO- tel or club locations only. Commercial tenor and clarinet. Trombone, sweet and swing. Sober, married, union, arrange, age 27. Ed Bolick, Lake Rd., Ironwood, Mich. Phone 935-J-3.

TROMBONIST AND DRUMMER—READ, FAKE, take off, want job together. Modern combo or large band, bop preferred. Seventy per week minimum. Plenty of experience. Contact Roger W. Brown, Box 230, Eureka Springs, Ark.

TRUMPET—READ, FAKE, UNION, SOBER. Will travel. Plenty experience. Consider all offers. Can join immediately. Write: Russ Dalbey, Alvin, Ill.

PARKS AND FAIRS

ATTENTION, SECRETARIES—FIVE BIG CIR- cus acts, clowns, high trapeze, table rock, acrobatic act, contortion, revolving ladder. Spectacular lighting. State fair attraction. Schad's Movie Acrobats, R. 3, Box 63, 4909 Townsen, Ft. Smith, Ark. j31

BALLOON ASCENSIONS—PARACHUTE Jumping. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shafer, 1041 S. Demmon, Indianapolis 21, Ind. au14

BINK'S CIRCUS ATTRACTIONS—SLACK WIRE Act, Comedy Clown, Juggling, Novelty Trapeze and Comedy Acrobatic. Four acts. R. I. Cudaby, Wis. se11

OUTSTANDING PLATFORM TRAPEZE ACT— Available for celebrations, fairs, etc. Flashy act. For literature, particulars, address: Charles La Croix, 1304 South Anthony, Port Wayne 4, Indiana.

PALMIST AND TEA LEAF READER—TRAVEL anywhere, 30 years old, look Gypsy like, very beautiful. Can do half and half. Rose Davis, Avella, Pa. Phone Avella 6953.

SADISTIC SURGERY—HEAD OF ANY VOLUN- teer will be cut off and thrown to the audience. Satisfaction guaranteed. Have own window cards, posters, mats, screen trailers, etc. Will play on percentage or salary everywhere in the U. S. Can use reliable agent on percentage only, no advance money. Wire or write to Kara-Kum, care Lowell Blanchard, Station WNOX, Knoxville, Tenn. j31

SENSATIONAL HIGH FIRE DIVE INTO FLAM- ing tank of shallow water. An old established standard attraction. Never fails to please. Capt. Earl MacDonald, 456 Lamplier Place, Warren, Ohio. au11

THE LEHMBECKS—4 PEOPLE, 3 GIRLS, 1 man. Family act. Beautiful display of acrobats and balancers. Gorgeous paraphernalia. Literature, bond, 2015 Oliver St., Port Wayne 5, Ind.

VAUDEVILLE ARTISTS

BOY AND GIRL TEAM—FOR WESTERN UNIT. Experienced radio, stage, dance work. Girl doubles on bass, guitar, vocalist. Boy, hot fiddle and champion trick fiddler. Union, beautiful wardrobe, young and reliable. Will travel anywhere. State salary, full details in first letter. Wire or phone 4144. Iris Seidel, Millville, Pa. Columbia County. au7

VOCALISTS

VOCALIST (POPULAR)—AMERICAN IN- dian, female, AGVA. Desires dates beginning August 10, in or near Los Angeles, Calif. Club, stage, screen, radio agents, write: Princess Fair Cloud, Box 103, Billboard, New York City.

Fair and Carnival Specials

BALL GAME GOODS

- Aluminum Milk Bottles, not loaded, Ea. \$1.10
- Wood Milk Bottles, loaded, 1/2 lb. Ea. .65
- Wood Milk Bottles, loaded, 1 lb. Ea. .80
- Wood Milk Bottles, loaded, 2 lbs. Ea. 1.10
- "Worth" Baseballs, Dz. 2.25
- Plaster Doll, Ass't., 13 1/2 to 15 1/2 in. Dz. 3.00
- Swaggers, Full Size, Gr. 9.00
- Plastic Crook Handle Canes, 100 for 15.00
- Batons, Tinsel Head, Gr. 13.50
- Tinsel Batons, with Bells, Gr. 15.75
- Composition Monkey on Stick, Gr. 28.00
- Fur Jumping Monkey without Stick, Dz. 2.00
- Celluloid "Kewpie" Doll w/feather Dress, 7 in. tall, Dz. 2.75
- Celluloid "Kewpie" Doll, w/feather Dress, 9 in. tall, Dz. 3.75
- 8" Cat Tails, w/Com Card, 100 for 5.50
- 20" Jumbo Fox Tails, Dz. 4.50
- Beacon Mingo or Magnet Bkts. Ea. 3.25
- Beacon Toba or Midway Bkts. Ea. 2.60
- Case Lots of 30—10¢ Less per Blanket

NOVELTY GOODS

- Dice Lamp, Electric, Dz. \$18.75
- Yellow Flying Birds (whistler), Gr. 9.60
- Metallic Flying Birds (whistler), Gr. 12.00
- Jap (Inside Whistler) Bird, 3 dz. in box 3.75
- Radio Snakes, Gr. 8.50
- Chinese Paper Snakes, Gr. 9.00
- Metallic Foil Pinwheel, Gr. 9.00
- White Sailor "Gob" Hat, Gr. 24.00
- Miniature Cowboy Hat, Gr. 14.25
- Miniature Spanish Hat, Gr. 21.00
- Robin Hood Hat, Gr. 11.50
- Comic Hood Hat, Gr. 16.50
- Mexican "Cholo" Hat, Gr. 24.00
- Full Size Spanish Hat, Gr. 30.00
- Full Size Cowboy Hat, Gr. 39.75
- Coolie Straw Hat, Dz. 2.75
- Miniature Mexican Straw Hats, Gr. 8.75
- Miniature Straw Hats, Box of 3 Dz. 3.75
- Beanie Propeller Hats (2 Blades), Dz. 2.35
- Cardboard "Pop Gun", Gr. 4.25
- 2-Way Mirror, 100 for 4.50
- 1 1/2 In "Comeback" Balls, Gr. 4.50

GLASSWARE

- Miniature Beer Mugs, Gr. \$3.50
- 9-Oz. Glass Tumblers, Gr. 3.95
- Glass Teacups, Green Tint, Gr. 5.00
- Glass Saucers, to Match Cups, Gr. 5.00
- Glass Candle Holders, Gr. 4.80
- Glass Ashtrays, Gr. 3.50
- Glass Custard Cups, "Fire-King", Gr. 4.50
- Glass Desert Dishes, Gr. 4.50

FREE!! WHEN REQUESTED, CHANGE APRON INCLUDED WITH EACH ORDER SHIPPED

LEVIN BROTHERS

Established 1886 TERRE HAUTE, INDIANA

BACK AGAIN

NEW LOW-PRICED RINGS for BIG PROMOTIONS!!!

OVER 1001 DIFFERENT RING NUMBERS IN STOCK

1R106 White 1R107 Yellow \$24.00 Gross 2.10 Doz.	1R104 White 1R105 Yellow \$24.00 Gross 2.10 Doz.	1R100 White 1R101 Yellow \$36.00 Gross 3.25 Doz.	1R102 White 1R103 Yellow \$36.00 Gross 3.25 Doz.
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JUST OFF THE PRESS!
NEW ENGRAVING JEWELRY CATALOG
FEATURING THE MOST COMPLETE
LINE OF FAST-MOVING JEWELRY

No. 2X1
\$22.50 Per Gross

No. 4X14—COLD FINISH . . . \$2.65 DOZ. | NO. 4X15—WHITE FINISH . . . \$2.65 DOZ.

No. 1X7
\$12.00 Per Gross

WRITE FOR CATALOG 103—STATE YOUR BUSINESS
BIELER-LEVINE, 5 N. Wabash Ave., Chicago 2, Ill.

DELUXE PLASTER

ONE CARTON OR A CARLOAD

No. 53 No. 57 No. 58

No. 66 No. 67

These are all made up as banks. Size 8 in. to 14 in. high. Write for free catalog—listing hundreds of items. Please state business to avoid delay in receiving new catalog.

WISCONSIN DELUXE COMPANY 1902 NO. THIRD STREET MILWAUKEE 12, WISCONSIN

"FAST SELLING POCKET NOVELTIES"

Brussels Boy Bottle Opener Key Chain. The Latest Pocket Novelty. Doz. \$1.50. Gro. \$16.50.
Novelty Rubber Shimmie Dancers. Doz. 70¢. Hundred \$5.00.
"Novelty Rubber Man in Barrel." Doz. \$2.50. Hundred \$18.75.
Kilroy Plastic Statuettes. Doz. \$1.20. Hundred \$9.00.
Half Cash With All C. O. D. Orders. Certified Check or Money Order. No SAMPLES.
NEW CATALOG NO. 747 SOON
Write for your copy now.

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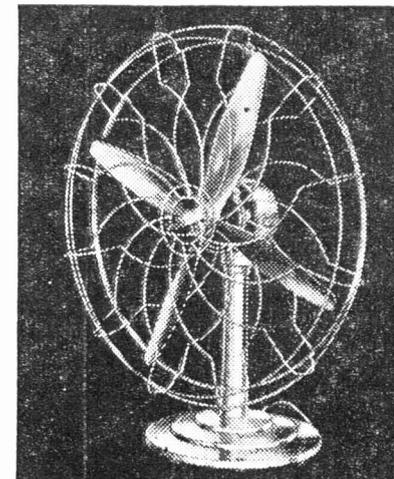
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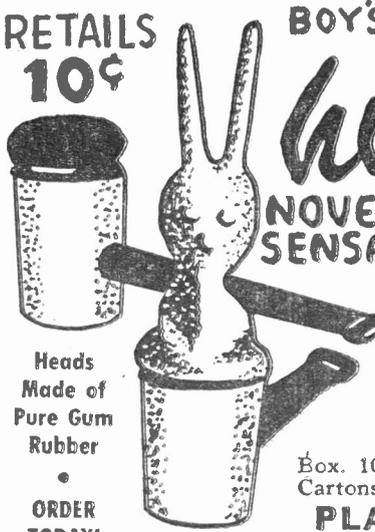
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By Bill Baker

BILL LABEAU . . . is working shops in Detroit to good takes with X-rays, miniature illusion.

WINIFRED YASSENOFF . . . letters from her Louisville home, where she went recently after working a Cincinnati 5-and-10, that her next stop will be Pontiac, Mich., with Reo Wax Polish, opening July 19.

HENRY H. VARNER . . . still roaming around, cards from Kennywood, Pa., that he visited Margaret Morrison, on Eddie's Exposition, at Irwin, Pa.

AL LENZ . . . pipes from Galveston: "Still working my med opera in the Lone Star State. However, I'm heading north for the fair season. Med in Texas is good, but the heat is terrific. Picked up a trailer here which I have hitched to the back of my truck. No more hotels for me. Have seen only one pitchman here and he was working paddles. Would like to read more pipes on the med boys. What has happened to Mighty Atom?"

OTHER MILWAUKEE . . . inhabitants are Ed Walker, who is managing a film laboratory; Al Stefaniak, with a card layout in the Plankinton Arcade, and Louis Lobarsky, who hits the main streets daily with balloons and novelties.

HAZEL AND GEORGE BYERS . . . write from Saratoga, Wyo.: "En route from the West Coast after closing our jewelry counters in the stores for the summer. Doing a little fishing before starting on the State fairs. Haven't seen any workers along the way. We are looking for a good season."

FREEDOM TRAIN'S . . . stops in Burnham Park, Chicago, was a bloomer for everyone, according to

reports drifting in. Seems a concession company had the X on everything, with a 50 per cent cut of the gross as their end of the boodle if a spot was to be had.

"THANKS . . . for the pipe on Frank Lagar, and as I promised I would start the fund off with a tenner, here it is," writes a Chicago pitchman who prefers to remain anonymous. "If you will let the boys know how the pool is progressing thru the Pipes column, it won't be long until we can get Frank set up so that he can make a living in this world of high prices." That's a generous and splendid gesture on the donor's part, but the Pipes Department will have to bow out of the picture as far as operating as the collector of funds for Frank. The only other thing we can suggest is that t'is Chicago pitchman who started the ball rolling with his 10 spot, send Lagar's address to the Pipes desk. We'll run that in the column as soon as possible, and the boys and gals can take it from there. Thanks, Chicago, and please send your address along with Lagar's.

C. A. GRAHAM . . . letters from Grand Junction, Colo., that the only thing he has found hot this season is the weather. "Met Bill Hough and Sam Pappas in Caspar, Wyo., recently, where they were working sheet; Bruce Condon, in Salt Lake City, with coils, and P. A. Murphy and the Velvet Kid in Ogden, Utah, pitching paste in Woolworth's." Graham adds that he is heading south for the New Mexico and Arizona fairs.

GENE SMITH . . . writes that he has had the opportunity to visit several carnivals while working sheet in the Illinois territory and has renewed acquaintances with several old-timers.

"BACK IN HARNESS . . . again after 10 days off," says Henry H. Varner, of Akron. "While working in Cleveland I visited Jan and Elizabeth Morgan in their new home. Jan sang in Chicago and Wheeling, W. Va., for many seasons. Weather is still hot here. Business is better. Also visited Margaret Morrison on Eddie's Exposition in Irwin, Pa., recently. Glassport, Pa., is experiencing a business boom, with construction work and mills going full blast."

THE COLUMN . . . didn't hear a word from anyone who may have worked the Golden Anniversary Jubilee Celebration in New York last month. That was always a red one. Who made it?

FRENCHY THIBAUT . . . took time out from his herb pitch on a downtown Cincinnati parking lot to visit the Pipes desk July 16. Frenchy says he will start on his string of Wisconsin fair dates August 1. He asked about James E. Miller, Tom Kennedy and Paul Miller.

IN REPLY . . . to inquiries on Doc William E. Boyce, Harry Greenfield and Eddie Salem,

RED HOT VALUE!!!

THE IMPROVED MIRACLE LIGHT BULB
Immediate Delivery

The sensation of the nation! Lights in your hand. No skill required. Intriguing and mystifying.

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No. D99. One of the most pleasant surprises will be your first taste of big money in the easy-selling "Star Song Parade." You'll hardly believe it possible for a merchandise display to be so appealing. It's designed for year 'round selling. You'll forget the weather, you'll forget everything except the prizes bring in \$8.00.

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#10 ASSORTED COLORS \$1.00 PER GROSS
A Medium Size Balloon

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Inflates as Large as a Watermelon

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Orders less than case lots add 50c per gross. Terms: Cash with order only. We pay postage.

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Special: 3 Zircons approximate total weight 3 kts. \$6.00 We can supply Zircons in all sizes and mountings of all types. Send order or write for details today.

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CHOCOLATE FRUIT & NUT FUDGE SQUARES. Large, attractive 1-lb. boxes. 24 to case. Sample, \$1. 1/2 cash on C. O. D.'s.

BARBARA FRITCHIE CHOCOLATES
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Low priced Identification Bracelets, Men's Cameo Rings, 15 styles Signet Rings, cheap priced White-stone Rings, also Sterling and Gold-Filled White-stone Rings, Watch Bracelets. All our articles are priced very low. Send \$2.00 for samples. If you are looking for low-priced Engraving Merchandise, we have it. **MILWAUKEE NOV. CO., 224 Metropolitan Bldg., Milwaukee 3, Wisc.**

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LEE COUNTER CARDS!
LEE RAZOR BLADES

Lee Carded Merchandise. For immediate delivery, huge selection from fine Razor Blades to Sun Glasses. Beautiful display cards of fast-selling staples, notions and specialties. High quality, attractive prices. Large profits for you. Write for FREE Catalog and Price List.

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Ever-popular 5-Stone Engagement Ring and Wedding Band.

In Sterling Silver—
\$8.50 per doz. sets (24 rings)
Sold separately at
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Same Style—Gold Filled—
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GOLD FILLED OR STERLING
\$18 per doz.

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Send for free catalog. More than 100 styles of men's and ladies' rings, \$1.00 per dozen and up. Sample ring assortment sent for \$10.

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WESTERN SADDLE HORSES

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This is no ordinary leg-weary flea-bag; make no mistake about that.

He's a handsomely built bronze beauty, polished to the queen's taste, and carrying a detachable saddle and saddle blanket.

25% Deposit. Balance C. O. D.

Three Sizes:
B-1—10 1/2" Tall, 12" Long, \$4.00 ea. in doz. lots. Samples, postpaid, \$5.00 ea.
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Novelty Pottery now from 10¢ to 20¢ each while they last Dogs, Swans, Elephants, Ducks, Rabbits, Pigs, Baby Shoes, Dutch Shoes, Girls, etc. Average 5 1/2 inches. Send \$7.50 for sample assortment. No catalogue.

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GENE AUTRY WATCH

With autograph engraved on back.



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The Demand Is
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Get in now
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Gross \$42.00

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**WOW!
SLUM
JEWELRY**

100 Lbs.
\$50.00

Rush Order or Write for Details.

B. LOWE

Holland Bldg. St. Louis, Mo.

the last we knew of them Doc was in Miami making and selling marine photographs; Harry was around New York a few weeks ago, and Eddie also was in Miami, where he was framing a new demonstration.

SYD CARTER . . .
according to the grapevine, has joined the Curly Bartok Med Show as general manager and publicity chief.

GEORGE MARTZ . . .
and Eddie Fields are said to have done plenty good with horoscopes and readings at the Newberry store in East St. Louis, Ill. The boys used magic and mental work as a bally.

LEONARD HUNT . . .
would like to know where he can obtain a copy of Ben (Hobo) Benson's article, *Chicago Skidrow*, which appeared in recent issue of *The Bowery News*.

THOMAS C. ELROD . . .
known in the biz as Klondike, visited the Cincinnati offices of *The Billboard* July 16. Klondike, who hails from Hollywood, was in the city marking time on the Johnny J. Jones Exposition, which he says he is set to join as Side Show talker at Hamilton, O., this week. He adds that he tried to pitch pens in Covington, Ky., but the bite was too much for him.

DOC CHARLES HARDING . . .
according to Thomas C. (Klondike) Elrod, is still pitching scopes in Hollywood, where he maintains an office.

Gloria Michaelson introduced Hi-Stepper stilts on the parking lot opposite Jefferson Beach Park, Detroit, doing excellent business with the park crowds.

FLAMEPROOFING RULES

(Continued from page 46)

planation dealing with phases of the flameproofing regulations which have been a source of confusion to many outdoor show operators.

The explanation, in the form of a letter signed by Joe R. Yockers, California State Fire Marshal, and Thomas Fisher, special enforcement officer, is herewith presented in the interests of showmen who are unfamiliar with the State requirements:

Need Approved Chemicals

"This office has been asked by various members of the professions, especially owners of carnival and concession tents, if they may treat their own canvas with flame retardant chemicals so as to comply with the law requiring that these tents be so treated. An owner may treat his own canvas if he uses a chemical approved and registered by the State fire marshal of California.

"The restriction to the use of chemicals so approved and registered is a statutory requirement primarily intended for the protection of the owner, since certain chemicals which would render the fabric flame retardant would cause it to rot in a very short time due to exposure to the elements.

"There has been some confusion among concessionaires arising out of the fact that the State fire marshal also approves and registers those concerns whose business is the application of these flame retardant chemicals and who issue a certificate of flame resistance to cover tents or other fabric so treated by them. They provide labels and stencil a record of their work upon the canvas. An owner applying a State approved chemical to his own canvas will not have a certificate of flame resistance nor will he be able to certify to flame resistance since he has not been approved as an application concern by the State fire marshal. Therefore, while his canvas may meet the standard fire resistance test, inspecting fire officials will be confronted continually with the necessity for making this determination. They will cut the required 2 1/2" x 12 1/2" standard test specimen from each section of canvas. This procedure will be repeated in each new fire jurisdiction as the show moves from town to town.

Details Procedure

"When the work is done by a registered flame retardant application concern, this test specimen is taken at the time the chemical is applied and forwarded to the State laboratory for testing. The application concern treating it would be required to re-treat the canvas if the test failed, and in many cases, having certified to the fire resistant quality of the canvas, is held responsible under the law for the fact. The owner of one concession may not treat canvas belonging to another person.

"In any case, the application of a State-approved chemical is no cure-all since tech-

nical skills are required and specific knowledge is necessary in order that the application of chemical to fabric shall result in a flame resistant material. Too light application will not meet the fire resistant test; too heavy application may result in injury to the fabric and application of a new chemical to canvas previously treated with another flame retardant chemical or a water repellent may prove ineffectual or injurious to the canvas.

"Tent rental concerns in California, such as Downie Bros., Inc., and United Tent & Supply Company, of Los Angeles, and J. L. Stuart & Company, of San Francisco, furnish a copy of the original certificate of flame resistance with each section of every tent rented or sold by them.

Gives All Information

These certificates are carried on the section in special waterproof pockets and, in combination with the stencilled record, provide fire inspecting authorities with required information. The stencil marks the tent with the name and registration number of the concern which applied the chemical, as well as the name of the chemical and the date when the work was done.

"The copy of the certificate is provided with a record outlined on its reverse side showing the date when last tested, the name of the officer and his organization, as well as the results obtained. This form also gives critical information duplicating that stencilled on the section or tent, in addition to the date of manufacture, name of the owner, and the address and the type and weight of canvas.

Recommends Approved Firms

"The law is not unilateral and it is a function of this office to protect the concessionaire as well as the public whom he serves. We, therefore, recommend that the concessionaire or other owner of canvas and fabrics required to be treated by Sections 13115 and 13119 of the Health and Safety Code of California employ an approved, registered application concern for this work. This procedure will avoid much of the delay and confusion indicated above.

"If all certificates covering concessions with a carnival or a circus are kept in the box office, inspecting fire authorities will appreciate this added evidence of the intention to comply with the law and facilitate their inspection. We have increasing evidence of a strong desire on the part of show people to protect their own investment and the lives of the public thru compliance with this and other safety laws which will prevent repetition of the Hartford disaster."

The fire marshal concludes his statement with the invitation to all interested showmen to visit the State laboratories and consult with the technical staff on flameproofing problems.

Concession Merchandise

AT NEW LOW PRICES
Also large variety of Slum Novelties.
Send for price list.

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From \$1.85 Ea. Many Styles. Inquire Now!

State requirements.
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Everybody has \$1 for your spot cash commission! New, improved Solid Brass Name Plates for front doors. Genuine engraved, brilliant black lettering. New process . . . keeps bright without polishing. Easy \$2.98 sale gives you \$1 at once. We deliver. Make \$50 extra next week. Write now for free sample.

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Assorted Colors

LEATHERETTE . . . 6 doz., \$11.00; Gr., \$21.00
FELT 6 doz., 12.00; Gr., 23.00
25% Dep., Bal. C. O. D. Orders filled same day.

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WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. LOW PRICES - RAPID SERVICE! (Products Liability Insurance Carried). We are MANUFACTURING PHARMACEUTISTS established 1934.
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Designed to produce Immediate Results

The Billboard Publishing Co.

2160 Patterson St.

Cincinnati 22, Ohio

Phone DUnbar 6450

CONEY ISLAND, N. Y.

(Continued from page 57)

its basketball concessions. The new one, which opened July 3, is on Surf Avenue on Bonraz property with Leo Prostakov in charge. Brother Harry watches over the one on West 16th Street near where his sister, Beatrice, and her husband, Martin Davis, have a guess-your-age. The third basketball spot is in Feltman's where Becky, mother of the flock, is constantly on the alert for prospective players.

Photo Studio on George Kister's Surf Avenue property is operated by the Gaskowitz family, including Benjamin Sr., Melvin and Herbert and a daughter-in-law, Roslyn Nettie Silverman. . . . Milk bottle and pan games on Kister's Surf Avenue property are both manipulated by Andy Melillo. . . . Jack Silverman's Novelty Gift Shop, also on a Kister area abutting the Bonraz purchase, has for assists his wife, Bessie, and a son, Abie; all are pinochle experts and members of the Showmen's League, Manhattan org. . . . Jack, formerly, was game concessionaire with the late Max Linderman's and other carnivals. This was seven years before his Coney invasion. . . . Frank Russo's milk bottle game on Klarinet's Surf Avenue property has Vernon Blackwell as bottle placer.

Jeannie Gordon and her sister Mazie, who takes care of the books and the cash, and sister Jeannie, are the big chiefs at the Scooter Speedway, Surf, near West Eighth Street. Here the ride is priced at 6 cents. It caters principally to youngsters, who are fed generously by Mazie with lollypops. Jeannie, an Islander since her school days, handles the mechanical work as well as any other post

necessary to the operating of the Scooter. Ticket sellers are Michael Gentele, Nicholas Peluchia and Chap-pie Polett.

Arthur Fishbein's large four-unit frozen custard emporium on Surf, near Stillwell, is managed by Sol Fariello, in his second season. Frank Simone is star scooper; Carmine Fariello, second scooper and Bert Becker and Roslyn Latino, cashiers. Latter is the daughter of Happy Jenny, fat girl at Rosen's Palace of Wonders. Fishbein also has a donkey game in Feltman's in partnership with Eddie Kallens, who is a dress manufacturer on the side. Manager here is Pete Parascondola.

Herz in Feltman's

Benno Herz, formerly chief engineer of research for the International Mutoscope Corporation of Long Island City, is a new Island business man, a partner of Herbert Weaver in the big Arcade in Feltman's Park, near the Surf Avenue front, an exec of Amuse-U, Inc. . . . Dick Hogchi is a new dark room man at Murray Kaufman's Bowery photo studio. . . . Tom Ward, for a long time a Steeple-chaser, is now producing and writing comedy scripts for WOR video programs. . . . Sol Taub, department manager of the Modern Industrial Bank of Manhattan, was a visitor to his friend of boyhood days, Stanley Gersh of Play the Races. . . . Betty Rose, from the Raynelle girlie troupe with the Cetlin & Wilson carnies, is a new dancer at Tirza's Wine Bath. . . . Frankie Blake, dancer at the Rex nitery in Boston, is spending her vacation working for Joe Boston in his girlie show, where Ralph Savarese is inside manager and announcer. . . . Charlie Lipp, operating the Whirlpool at Steeplechase, is celebrating his 50th season's connection with the park. . . . Sixty counterfeit \$10 bills found their way into Island business spots over the Independence Day week-end. Rocco Onerato, head cashier at Steeplechase, stuck for two, was the first one to flash the news and so was instrumental in saving many an Islander from heavier sawbuck losses. Some of the others hit were the Clam Bar eatery, Howard Johnson stores, Rifkin's Poker Game, Harry Richmond's custard stands and numerous corn and watermelon emporiums.

Elitch's Biz Ahead of 1947

(Continued from page 56)

is well illuminated. "The new and spectacular lighting effect was created here in Denver and the effect is made up of kiddie blocks of plexi-glass, which has been sand-blasted and alphabetically lettered," Gurtler reports. "The effect at night is more amazing, as we have indirectly lighted these blocks at the base, and because of the nature of plexi-glass when sand-blasted, it gives a most unusual light coverage to the top block. There are four sets of blocks in the Kiddieland. Also, spotted within the area, are plexi-glass cylinder lights striped like candy sticks. They, too, are indirectly lighted."

Small Fry Remembered

Elitch officials have not forgotten the real small fry in the Kiddieland. Four sandboxes with bucket and shovels, surrounded by numerous park benches for mother and dad, are spotted in the area. Also situated in the area is the kiddies' own commissary and confectionery stand, built to model a doll house.

"We also have a new train, purchased from the Miniature Train & Railroad Company," Gurtler said. He reported all the other rides, games and attractions in the park are strongly holding their own and showing increases.

Dance Biz Up

In the Trocadero, the park's ballroom, Elitch's opened with Barclay Allen, followed with Wayne Gregg. Currently featured is Eddy Howard's ork, which will be followed by Orrin Tucker. Business in the Trocadero is up over a year ago.

The Tuesday night pop concerts again are under way and are doing normal business, according to Gurtler. The concerts are played by the Denver Pops Orchestra, under the direction of Saul Caston, conductor.

Auto Draw Click At Chi Riverview

(Continued from page 57)

pleased with the way the drawing worked out. The winning ticket proved to be the first one drawn. Announcement was made at 11 p.m. from the stage, where six judges sat, and broadcast over the park's p.a. system. This last avoided the necessity of patrons cramming in one hour and also permitted almost unbroken activity thruout the park leading up to the actual drawing.

Attendance Holds Up

Schmidt said that if time were not an important factor another giveaway would be presented this year. "It takes four or five weeks to secure good distribution," Schmidt explained. The giveaway tickets, he said, had been distributed over a period of weeks by girls stationed inside the park gates who gave them to incoming patrons.

Schmidt this week disclosed that the park's attendance for the two-week period ending with the long July 4 week-end was on a par with corresponding periods in '47 and '46. He pointed out that no accurate comparison of holiday business alone could be made, inasmuch as the actual holiday each of those years fell on different days of the week.

SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT

Holes	Name	Def.	Profit	Price
400	5c Dollar Bd., X.Tk	Def. \$	7.00	\$.59
1000	25c Charley	Def.	50.00	.79
1440	5c Cigarette Barrel	Def.	22.00	.99
1440	5c Barrel, X.Tk.	Def.	18.00	1.15
1440	10c Barrel, X.Tk.	Def.	36.00	1.39
1800	5c Lulu Bd., X.Th.	Def.	18.00	1.49
1000	25c J.P. Charley, Tk.	Avr.	\$52.08	\$.94
1200	25c Tex. Charley, Seal	Avr.	102.28	1.69
1200	25c Tex. Charley, Seal	Avr.	102.28	1.69
600	25c Jumbo Q.T., X.Tk.	Avr.	65.30	1.59
1000	5c J.P. Asst. Bds.	Avr.	27.00	2.49
1050	5c J.P. Asst. Bds.	Avr.	31.00	2.69

NEW! 6 Tickets Per Hole Boards

200	25c 6-in-1	Max.	\$39.50	\$1.59
200	25c Kwik Fin.	Max.	39.50	2.45
200	\$1.00 Charley	Def.	50.00	2.45
2170	5c Red-Wh.-Bl. Tkts.	Def.	\$36.50	\$1.29
2170	R.W.B. 5 Fold			1.30
120	Tip Ticket Bks., gross	\$18.75;	doz.	1.89
120	Baseball Tip Bks. Nat., Amer.		doz.	1.85

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WRITE FOR CATALOGUE

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PUSH CARDS

Straight numbers 10 to 200—Holes Girl Names. Also 1-29 to 1-99 in 12 to 66—Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.

FREE Order Guide. Write
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CHIPPEWA FALLS, WISC.

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Full or part time
Complete line of Ticket Deals
Address
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Care The Billboard, 2160 Patterson, Cincinnati, O.

SALESBOARD SIDELIGHTS

Gardner & Company, Chicago, is continuing to keep its full line of boards in active production, thus offering the trade one of the greatest varieties of punch items to be produced under one roof, officials report. Firm's John E. Rife and Maurie Kaye, assistant sales manager, are currently on the road. John is covering Montana and Utah, while Maurie is currently in Nebraska, after having visited Wyoming and Colorado. The two shifts turning out boards here are being kept steadily busy, as the hum of production activity in the plant testifies.

For the entertainment of production employees, Gardner has installed an FM and record playing mechanism, which dispenses music thru 33 speakers spotted about the factory. About two full hours of music are provided daily, at intervals, according to Miss S. Zinder, assistant to sales manager Charles Leedy. "Helps the workers' morale," she says. Another employee benefit is the plant cafeteria; here workers eat their noon and evening (second shift) meals.

Bee-Jay Products, Inc., Chicago, is another salesboard maker to boast a fine plant. The four-story Bee-Jay edifice is in tiptop production form

these days, with General Manager Reuben Berkowitz traversing the four floors on various output and shipping hypo errands. Reuben says business is still in their punching (appropriate) with local ups and downs as always, but generally holding up on over-all good level.

Sam Feldman, of Harlich Manufacturing Company, broke the news of a new board this week, number to be released within a few days. Called Tens and Twenties, and pegged at 25-cent play, the board is being heralded by Harlich as a top order and play-getters. Firm's Manny Gutterman returned from his Western tour Friday (9) and left for the East Monday (12) on a 10-day jaunt. The Black Gold and Gold Gusher boards are still the same dime and quarter play boards introduced at the salesboard show in Chicago earlier this year, not five and ten as mistakenly reported last week.

Consolidated Manufacturing Company's (Chicago) general sales manager, Irving Sax, left Tuesday (13) on what may turn out to be a seven or eight-week tour of the Northwest. ... Irwin Secore, Secore & Secore, is still on the Northwest area journey he began the first part of this month. He is expected back sometime next week.

UNDER THE MARQUEE

(Continued from page 61)

tensive interview in which he explained the admission policies of the org. He also completed arrangements for a tie-in permitting *Sentinel* newscarriers to see the show at reduced prices.

Real marvel of the age is the way circuses move, set up and tear down without the aid of full crews.

Jack and Ruby Landrus, midget clowns, who played the Greenville, S. C., Lions' Club Circus, July 5-10, have signed contracts thru Barnes-Carruthers for the Houston and Fort Worth Shrine circuses in November. They recently bought a new Silver Moon house trailer.

Frank Whitbeck, owner of the Whitbeck elephants now appearing with Polack Bros. Shrine Circus, Western unit, is recuperating from a recent operation at Hollywood Presbyterian Hospital, Hollywood. He expects to soon be released from the hospital and rest for a time at his home in the San Fernando Valley.

Harry Miller, novelty man, and George (Carolina) Kilpatrick, with Stevens Bros., had a narrow escape when a truck driven by the latter sideswiped a car and turned over. They were not seriously hurt but truck was damaged.

Progress means that yesterday's one-horse town has grown to such an extent that its hitching lot is no longer available as a showground.

Owing to the new no-Sunday-show law in North Dakota, Stevens Bros. was canceled at Powers Lake July 4 and org moved into Portal, N. D., most of the personnel spending the day at Estevan and North Portal, Sask. Heat wave in that section has hurt biz.

Mr. and Mrs. Frank Littlefield, Gloucester, Mass., visited Leon Bennett, of the James M. Cole Circus, when it played that city recently. He reports the org played to a full house at night after a near-capacity at the matinee. They also visited with friends on King Bros.' and Hunt Bros.'

shows when those orgs played Gloucester.

Hughie Fox and a crew of billers did a good job for the S.M.S. Rodeo and Thrill Show which played Candlelight Stadium, Bridgeport, Conn., July 6-8. Fox also handled billing

for Ward Beam's Daredevils at the same spot July 16.

Remember those years when the Railroad Car Owners' Association was formed to fight high rates? In those days you could get a railroad told, but even then the railroad didn't listen.

Paul Roberge reports that he caught King Bros. when it played his home town of Biddeford, Me., and enjoyed a visit with Jack Bell, show's bandmaster, as well as with other personnel. It was the first circus to play Biddeford since 1937, according to Roberge.

Ned Becker, representative for the International Billposters Union and business manager of Local No. 35, Yonkers, N. Y., is traveling thru Southern Connecticut organizing the billers. Becker also has been helping Hughie Fox billing around Bridgeport and the Naugatuck Valley towns.

Leo Francis, whiteface clown and blackface comedian, while playing Carson's Show Palace, Bunker Hill, Ind., met his old friends, Mr. and Mrs. Bill Ketrow. Leo first trouped with the Ketrows in 1904 with A. H. Reed's wagon circus and later with Ketrow's *Cowboy Swede* Company. Leo's dad, Peggy Long, was with the outfit. Francis is booked at fairs until November.

With the passing of her husband, Uncle Si Stratton, former clown with the Barnum & Bailey and other shows, Mrs. George B. Stratton (Aunt Samantha) says that she is lonely and would like to hear from friends to help pass the time. Her address is General Delivery, Hamlet, N. C.

A Winner...

SURPRISE MONEY WHEEL

BEAUTIFUL DIE CUT WITH OPEN BACK FOR BOTH COINS OR SLUGS WITH SURPRISE AWARDS UNDERNEATH

1000 R.M. Holes
25c PLAY—SP. THICK
FORM NO. 11950

Takes In \$250.00
Def. Payout \$170.00
DEF. PROFIT ... \$ 80.00

HARLICH MFG. CO.
1200 NORTH HOMAN AVENUE
CHICAGO 51 ILLINOIS

G. O. P. vs. DEMS.

Your favorite EMBLEM on a Form-Fitting Metal Cigarette Case. Attractive Colors. Lightweight. Holds 20 Cigarettes.

IT'S A NATURAL FOR FAST SALES NOW*

DEAL consists of 15 CIGARETTE CASES with EMBLEM in an ATTRACTIVE DISPLAY. 1200-Hole 5c Board—Takes in \$60.00 and pays out \$8.00 in trade. NET PROFIT to dealer, \$52.00. YOUR COST, \$22.50.

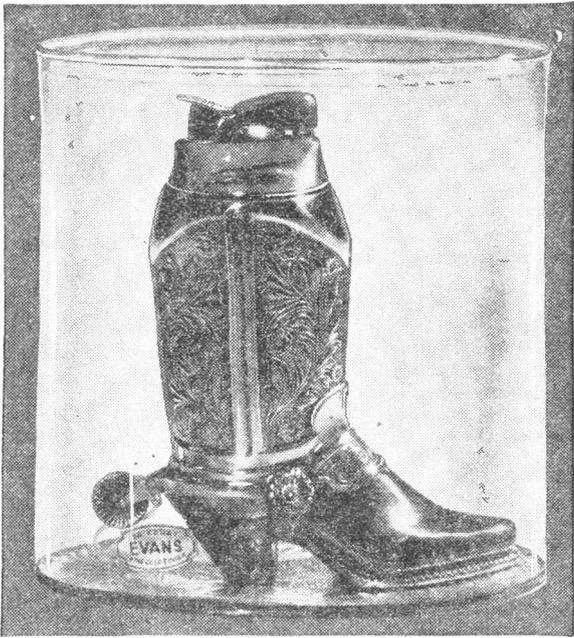
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JOBBERS AND OPERATORS, WRITE OR WIRE FOR ATTRACTIVE PRICES

J. M. L. MDSE. COMPANY
523 CLEVELAND AVENUE, N. W. CANTON 2, OHIO

THE PRIZE COME-ON FOR SALESBOARDS

NEW FLASHY NOVEL
TABLE LIGHTER



LIGHTER BY EVANS BOOT BY CHAMPION

Transparent plastic display box, packed in beautiful gift package. A quality board item designed with lots of flash and value. Cast metal, jeweler's finish in silver and 24 karat gold plate.

YOUR WHOLESALE PRICE:

- L-1-S . . . SILVER PLATED \$5.00 NET
 - L-1-G . . . 24 KARAT GOLD PLATE 6.25 NET
- Shipping weight: 1 1/2 lb. per unit, approx.
Unrated orders, 1/3 down, balance C. O. D.

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Music • Vending • Amusement • Bells • Counter
Only advertisements of Used Machines accepted for publication in this column.

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Remittance in full must accompany all ads for publication in this column . . .
No charge accounts.

Forms Close Thursday for the Following Week's Issue

AAAAA-1—THOUSANDS OF COIN MACHINE Parts and Supplies in stock. Relays, Steppers, Switches, built to specifications. Coin Machines designed, developed, built. Send for catalog. Joe Munives, 615 Tenth Ave., New York 19, N. Y.

A-1 BARGAINS—CIGARETTE AND CANDY Vending Machines. All makes, models, lowest prices. What have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. au14

A-1 BUYS! CANDY, CIGARETTE, GUM, PEANUT, Popcorn, Sanitary, Scales, Stamp Machines. Folders. U. S. P., 100 Grand, Waterbury 5, Conn.

AA-1 BARGAINS—50 ASCO 5c TOP NET Machines, reconditioned, \$15 each. 50 reconditioned 5c Silver Kings, \$8.95 each. Large Pistachio Nuts, 74c lb. in 60-lb. cartons. Bubble Ball Gum, 25c lb. in 25-lb. ctn. Send for complete price list. Asco, 55 Branford St., Newark 5, N. J.

A.B.T. RIFLE RANGE AND AUTOMATIC Electric Machine Gun. Write McKee Sales Co., 213 S. Main, Los Angeles 12, Calif.

BEAUTIFUL CHROME FORD BALL GUM Machine and 3,500 Balls Gum for \$20. 5 deals, \$98. 10 deals, \$195. Machines only, \$475 for all 40. Brackets, 60c extra. Paul Powers, RR 2, Claypool, Ind. au7

BUY NOW—CIGARETTE MACHINES, EQUIPMENT thoroughly reconditioned and refinished. Low prices; we buy equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 14, Pa. EYgreen 6-4214.

CLEANED AND THOROUGHLY CHECKED THE following: Any pre-war game, \$10; United Conversions, \$12.50; Dynamite, Rio, Spellbound, Super Score, Surf Queen, Suspense, at \$19.50. Terms, Deposit 1/3, balance C.O.D. Amusement Center, 2427 Kensington Ave., Philadelphia, Pa.

CLOSE-OUT SALE OF FLOOR DEMONSTRATOR Machines. 4 Sun Maid Popcorn Vendors, with stands, \$70 each. 2 Naval Postmasters, \$60 each. Three 1c Cash-Trays for \$20. One Cash-Trio, \$25. One Statler Biscuit Machine, \$65. Markepp Sales Co., 4310 Carnegie Ave., Cleveland, O.

EXHIBIT MERCHANTMEN DIGGERS, MUTOscope Roll Chutes, Fan Fruits, Exhibit Iron Claw, Diggers, Rotary Merchandisers. National, 4243 Sansom, Philadelphia, Pa.

FOR QUICK SALE WE HAVE 50 "POP CORN Sez" Vending Machines left. Like new. Guaranteed, \$100 each F.O.B. Syracuse, New York. N & N Amusement Co., 526 Butternut St., Syracuse, New York. jy31

FOR SALE OR TRADE—75 SEEBURG RAY Guns with Mother-In-Law and Shoot the Bartender conversions. In first class shape, \$70 each, or will trade for Total Rolls, Target Machine Company, 2312 Irving Park Rd., Chicago, Ill.

FOR SALE — BLACK CHERRY REBUILTS, like new, \$135. 5-10-25c Mills Club Bells, lot of three, \$300. One Packard Highway, used very little, like new, \$185. All types of coin operated equipment. List sent on request. Coleman, Novelty Co., Rockford, Ill.

LIKE NEW BALL GUM MACHINES AND 3500 highest grade Tot Brand 5c Ball Gum, \$15.50. State make machine preferred. T. O. Thomas, Paducah, Ky. jy31

LIKE NEW—PENNY STAR PEANUT Machine filled with Peanuts, \$5. Perfectly reconditioned, \$4. Limited quantity. Cash with order. T. O. Thomas Co., 1572 Jeff., Paducah, Ky. au14

NEW IMP WITH 3,500 BALLS GUM, \$25— T. O. Thomas Co., Paducah, Ky. jy24

REBUILT POPCORN MACHINES FOR SALE— Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. au28

VICTORY DUPLEX POSTAGE STAMP Machines, first-class condition, \$7.50; Match Vendors, \$4. Ideal. Northside Sales Co., Indianola, Iowa. au21

10 BANG-A-FIFTY BOWLING GAMES—WITH or without face ball feature, 1947 model, good looking, mechanically perfect, \$225 each. C/o Billboard, Box C-77, Cincinnati 22, O.

104 SLIGHTLY USED "POP CORN SEZ" Vending Machines. Latest models, guaranteed first-class condition, \$100 F.O.B. Oklahoma City, Okla. B & F Merchandisers, 5100 Belle Isle, Oklahoma City, Okla.

SALESBOARDS
JAR-O-DO TICKETS
WHOLESALE PRICES TO ALL

BEE JAY SALESBOARDS
JAR DEALS -- BOX DEALS
BINGO TICKETS - RED WHITE BLUE
LUCKY 7 - SPINDLES - REFILLS

We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.

WRITE FOR CIRCULAR
CAROL SALES COMPANY
312 E. Market St. Elmira, N. Y.

PUSH CARD DEAL
It's Red Hot!!

IF YOU WANT QUICK, EASY PROFITS WRITE FOR OUR CIRCULAR GIVING FULL DETAILS

THE STEINBERG-WILLS CO.
105 W. 9th St. Kansas City 6, Mo.

SALESBOARDS AND TICKETS ALL ORDERS SHIPPED SAME DAY RECEIVED

2170—5¢ R. W. B. singles	def. 3650	\$1.10
2170—5 fold	def. 3650	1.35

Holes	Play	Description	Profit	Price
400	5¢	Dollar Game, Ex. Thick	Def. \$ 9.00	\$.60
1000	25¢	J.P. Charlie, Thick	Def. 51.95	.95
1000	25¢	J.P. Charlie, Thin	Avg. 51.95	.80
1000	25¢	Charlie, Thick	Def. 50.00	.85
1000	1¢	Cigarette Boards, 30 P.O.	Def. 4.60	.65
1200	25¢	Texas Charlie, Thick	Avg. 102.98	1.85
600	3¢	Cigarette Bd., 15 Nos. to Tkt.	Def. 8.00	.65
600	5¢	Silver-Mt. Coin Bds.	Def. 14.50	1.15
1000	25¢	P A D Ticket Deals	Avg. 23.50	1.25
600	25¢	Little-Big-Shot, Thick	Avg. 29.70	1.25
840	25¢	Players-Dream, Thick	Avg. 91.93	2.95
2400	5¢	or 10¢ Easy Picking	Avg. 48.60	2.50
1200	25¢	Cheerful Charlie	Avg. 76.98	1.85

1000-1300 Girlie Boards, Jack-Pot and Def. From \$27 to \$25 \$2.20

GIANT-HOLES
15 Asst. Nos.
6 FOR 25¢
and
3 FOR 10¢
SPECIAL
\$2.50 each

U. S. MERCHANDISE CO. 25% WITH ORDER; BALANCE C. O. D.
10216 Superior Ave., Cleveland, Ohio

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Profit	Price
400	5¢	Lucky Bucks, Thick	Def. \$ 7.00	\$.85
1000	25¢	J.P. Charley, Thick	Avg. 51.95	1.25
1200	25¢	Texas Charley, Thick	Avg. 102.98	1.60
960	5¢	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
980	5¢	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Board	Avg. 26.60	2.75
1000	5¢	Glovely Lady, Thick, Girl Board	Avg. 28.60	2.75
1200	5¢	Pick a Cherry, Thick, Seal Board	Avg. 30.04	2.65
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25¢	Kwick Fin, Giant Holes, 6 for 25¢	Avg. 28.75	2.50

JAR TICKETS
RED, WHITE AND BLUE
LUCKY SEVEN
BINGO TICKETS
on Sticks—Sizes 1000-1200-1260

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock Plain, Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

Brand New! SLOT MACHINE DICE
(Exactly like a slot machine)
Something definitely new in the amusement world. Sparkling white plastic dice, each side on each with colored symbols and same winning combinations of an expensive slot machine. Odds remain unchanged regardless of price per snake. 75% average payout. Be first! Get yours today! Four-color payout card included with each set of three dice.

Per Set **\$3.95** Postpaid

DISTRIBUTORS AND JOBBERS: WRITE FOR QUANTITY PRICES.
A-P DISTRIBUTING COMPANY 2823 LOCUST ST. ST. LOUIS 3, MO.

Gardner's DIE-CUT SEAL BOARDS

360 POSITIVE SAWBUCKS DEFINITE PROFIT
ALL 36 SEALS GO
EXTRA THICK—6 NOS. ON A TICKET

TAKES IN: \$90.00
PAYS OUT: \$53.00
DEFINITE PROFIT: **\$37.00**

360 GOLD SEAL SPECIAL 10¢ PLAY
6 NOS. ON A TICKET

TAKES IN: \$36.00
PAYS OUT: \$17.84
AVERAGE PROFIT: **\$18.16**
MAXIMUM PROFIT: **\$26.00**

WRITE FOR CIRCULARS ON NEW DIE-CUT SEAL BOARDS

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

Ops Fire Final Gun in \$ Survey

Minn. Pin Ops Set Mid-Year Meet: Aug. 10

To Hold Event in Brainerd

ST. PAUL, July 17.—The Minnesota Amusement Games Association will hold its mid-year meeting at Club La Goyal near Brainerd, Minn., starting at 2 p.m., August 10, Don F. Ehmann, association secretary-treasurer, announced this week.

Ehmann predicted an unusually heavy attendance at this year's event, particularly in view of the good time had by the huge turnout last year at the same location. Several important Northwest coinmen have been lined up as speakers at the top summer event of the association.

Included on the committee for the meet are Stanley Woznak, association vice-president from Little Falls; Roy Kuehmichel, board member, Brainerd; Carl Schumacher, board member, St. Cloud; Greg Mraz, Brainerd, and Robert Marshman, Walker.

Ehmann pointed out that it is the custom of association members attending this event to take a few days' vacation at this time of the year near Brainerd, thus combining important business with pleasure. A letter to either Woznak or Kuehmichel addressed care of their home towns will aid operators in making cottage or hotel reservations.

Student Shows What Skill Means to Pin Player at Hearing

GREENVILLE, S. C., July 17.—In a recently argued case before a special three-man Federal Circuit Court involving an order sought by T. B. Holliday, prominent Southern coinman, to restrain South Carolina law enforcement officers from destroying his amusement games, the stellar witness proved to be an honor student at the University of South Carolina.

The student, Lucius Boatman, attempted to prove to the three-man bench that a pinball game was a game of skill. Boatman said that he had been playing pin games for the past six or seven years, had never gambled on the outcome of a game and thought the amusement machines offered inexpensive diversion to young and old alike in all parts of the country.

During his testimony Boatman ran up a high score for the benefit of the jurists. Requiring but a few minutes to play a couple of games, the college student gave the court a prime lesson in pinball jockey technique, including body English. Upon completion of his exhibition, Boatman told the court that skill had earned him his high score.

Judges John J. Parker, Sterling Hutcheson and C. C. Wyche, who presided over the case, obviously impressed by Boatman's skill, took the case under advisement.

Atlanta Locations All Mixed Up Over Mixed Drink Mess

ATLANTA, July 17.—While officials of this Southern metropolis debate among themselves whether it is legal to sell mixed drinks in taverns, night clubs and hotels, there is a chance that locations of this type will close in protest and with the closing, coin machines on locations in these spots will also be at a standstill.

Meanwhile, Atlanta's leading mixed drink dispensaries were not permitting any mixed drinks pending the outcome of the no mixed drink controversy. John I. Kelley, solicitor of Fulton Criminal Court, and Atlanta City Attorney Jack C. Savage stated that the sale of mixed drinks in the city is illegal. Kelley pointed out, however, that he will start no drives on mixed drink spots because the law specifically prohibits him from drawing an accusation. He explained that accusations regarding mixed drink sales can be made by "any citizen or police exclusive of the court officer charged with the prosecution," which in this case would be Kelley.

Kelley further interpreted the law to read that the only way liquor can be sold in Fulton County (Atlanta) is in an unbroken package. "We don't care how much water they put in it. It's still illegal if they put liquor in it."

Joe Crocy, president of the Atlanta Hotel Men's Association, released a statement in behalf of Atlanta's hotel operators. They protested the no

mixed drink interpretation and were considering closing their night clubs completely.

The entire statement issued by hotel men follows:

"For some time a number of hotels have sold what commonly are called mixed drinks. They believed sale was legal under a ruling of a former revenue commissioner. They were sold in our night clubs, which have operated a long time at a loss due to changing business conditions, the 20 per cent cabaret tax and the high cost (See Atlanta Locations on page 112)

No Action Yet On Boston Pin Game Ordinance

BOSTON, July 17.—Action on the pinball ordinance seems to have bogged down with no announcement forthcoming as yet regarding the effective date and the list of locations where pins may be installed. Charles H. McGlue, supervisor of licenses, said that he had expected to get the situation ironed out this month.

In the meantime, the city council amended the pinball ordinance to permit minors to drop coins in juke (See No Action on page 112)

What Are Current Coin Mch. Conditions in England? Vet Distributor Gives Cold Facts

Biz in Doldrums, But Ops Carry On

By Morris Shefras, President

Morris Shefras Company, East Molesey, Surrey, England

SURREY, England, July 17.—It is good to learn that the American coin machine industry is interested in what is going on over here. In the same way we over here are interested in all the latest developments in your country and try to keep abreast of them thru our old contacts and the trade publications, altho that is all we can do at the present time.

Before the war I was associated with an organization that represented two of your largest manufacturers as their exclusive distributors in England. At the outbreak of war, with the embargo on the manufacture and importation of machines, this business ceased to function. On my return to civilian life early in 1946, after nearly five years in the army, I re-started in business as a distributor. Because of the various restrictions, my business is limited to selling reconditioned machines and the repairing and reconditioning of operators' machines.

There is quite a business these days making old machines work and look like new. You would be surprised

to see what is done with machines, some of them 40-50 years old.

Now I will try and give you some idea of the coin machine business in (See Current Conditions on page 112)

Calvert Co., Md., Legalizes Bells

PRINCE FREDERICK, Md., July 17.—Bell machines were voted legal in Calvert County recently when voters favored the legalization by two to one in a special referendum authorized by the Legislature.

Referendum was held after the Legislature had passed a bill permitting Calvert and two other Maryland counties to conduct such a poll. Calvert County will now impose a \$150 license fee on each operator and a \$1,000 license fee on each distributor.

County commissioners declared that the tax revenue would be used for a new county hospital.

State Mfrs. Could Aid by Slicing Costs

Offer Workable Solutions

By Norman Weiser

CHICAGO, July 17.—In this, the third of a series of studies on the question, "How Can the Operator Increase His Income?" *The Billboard* has again gone directly to the man in the know—the operator of music equipment in the large city, the average American home town and the smaller suburban area. As has been the case thruout this survey, operators have been asked to let their hair down—to pass along any ideas they may have tried and found true—or to voice their feelings on the problems within the industry that might possibly be responsible for the current economic squeeze.

As a result of the response to the first two articles in this series (*The Billboard*, July 10-17), there can be no doubt that the operator himself is the only person who knows the true extent of the slump the industry is passing thru. Varied reasons have been advanced for this condition, but the great majority have expressed themselves strongly on the matter of equipment prices, and the fact that for the first time in the history of the automatic phonograph business—locations are practically exhausted. In regard to the latter, operators feel that instead of searching for ways to expand their activities, the time has come to thoroly study their routes and to start pruning the dead limbs erators a free hand in making their observations and, for the first time, operators have unburdened themselves, pulling no punches and letting the rest of the industry benefit from their past and present experiences in the continuing fight to hypo the coin-box gross.

Clifford B. Witham Sr., Glens Falls, N. Y., operator of music machines and (See Ops Fire on page 104)

First of Series

How is the coin machine business faring in England—the land that was the biggest pre-war importer of American coin machines?

To get the answers from the men that know them best, *The Billboard* has contacted the leading operators and distributors in all parts of the British Isles. First of these reports appears in the adjoining columns this week written by Morris Shefras, a veteran of many years in this business. It reveals how by sheer courage and ingenuity English coinmen are keeping their industry going despite seemingly unsurmountable handicaps.

This is the first of a series probing all facets of the coin machine business in England. Watch for the second in next week's issue.

SIRUP EXECS DISCUSS VENDERS

Seek Closer Ties To Pool Vender Info

New Association Formed

CHICAGO, July 17.—Soft drink bottle and cup venders, their operation, placement and type were prime points of discussion during the three-day meeting at the Palmer House here this week (12-14) when 19 parent bottlers met to form a new association called National Brands Soft Drink Institute (NBSDI).

Recognition of the importance of the drink vender to the sirup manufacturer was evident early in the meet, altho it was admitted that the majority of parent companies had "a lot to learn" about the automatic merchandising end of selling their products. To remedy this situation, it was resolved that the new organization would seek to work with other soft drink and related associations to determine the best usage of such machines. Discussion also centered on advisability of going direct to vender manufacturers to secure cooperation in the designing of machines "of lower price and top-notch dependability." Stress was placed on the need for the selective type of bottle or cup vender, in preference to the single flavor machine.

Indicative of the venders' importance to the soft drink industry was the fact that G. R. Schreiber, editor of *Vend* and coin machine editor of *The Billboard*, was invited to speak at the meeting. Schreiber spoke on *The Soft Drink Industry and the Vending Machine*.

Charter Members

At termination of the meet 15 parent companies had signed as charter members of the NBSDI, which had tentatively been named the Soft Drink Association of America prior to the actual meeting. They were Mission Dry Corp., Los Angeles; the Grapette Company, Inc., Camden, Ark.; Bireley's Division, General Foods Corp.; Lucky Club Co., St. Louis; B-1 Beverage Co., St. Louis; Dad's Root Beer Co., Chicago; James Vernor Co., Detroit; O-So Grape Co., Chicago; Perkins Products Co., Chicago (maker of Koolaid, a powder mix); Clicquot Club Co., Millis, Mass.; Cow Boy Co., Winnetka, Ill.; A. J. Lehman Co., Cincinnati; Vess Beverage Co.; The Sun Spot Company of (See *SIRUP EXECS* on page 102)

Believe It or Not

PHILADELPHIA, July 17.—Honesty must still be the basic policy among patrons of the Aldine Theater taking advantage of the candy vending machines in the theater lobby. The machines are slotted for only a nickel and while the price of the candy is 6 cents, the machines have not been readjusted to take the extra penny. As a result, the management installed a cardboard box beside the machine with a sign: "Please place penny here." And the management is happy to report that the pennies have kept steady pace with the nickels.

Can and Citrus Industries Watch Vending Progress

NEW YORK, July 17.—Recent introduction by the vending industry of automatic equipment dispensing individual-size cans of juice was cited by the Can Manufacturers' Institute this week as a strong factor behind the upswing in production of cans with a capacity of 8½ ounces or less. Altho the institute released no industry-wide figures on the increase in output, it was reported that the increase is sizable. One of the largest manufacturers has recently doubled production.

Citrus Industry Intrigued

At the same time, close observers of the citrus industry, who have become concerned over the growing disparity between citrus fruit production and demand, are watching with interest the progress of automatic merchandising of pre-packaged juices to see its effect on total citrus consumption. Growers, who placed many new areas in cultivation during the war, are now faced with overproduction unless the vending machine industry and other merchandising media can provide them a larger consuming market.

If canned juice venders are successfully operated on a large scale they seem certain to increase the over-all demand for fruit juices in excess of the quantities they actually

dispense. Experienced merchandisers point out that they will, in effect, provide the citrus industry with an intensive mass sampling of their products. Many consumers who are first introduced to fruit juices thru on-the-spot location consumption will add juices to their home diet, purchasing larger and more economical size cans for this purpose.

Telecoin's Tele-Juice machine, which vends six-ounce cans of pure fruit juice and other natural drink mixtures, was first placed on location several months ago and is now being demonstrated to prospective operators in a series of showings in principal cities thruout the country. The present run of the Tele-Juice machine calls for an output of 6,000 units, with a production schedule of an additional 50,000 venders now in the planning stages.

Coin Laundry Goes Over Big In Australia

SYDNEY, July 17.—B. Schultz, American ex-soldier, and his Aussie wife have opened the first coin-operated self-service laundry store to appear in this continent. An immediate success, his small installation is doing a capacity business on equipment built in Britain.

Altho Schultz provides his customers with chairs and reading matter to while away the time until their laundry is done, most patrons are fascinated by the automatic washers and spend their time watching them operate.

With standard commercial laundries closing down all over Australia, due to the shortage of labor, Schultz maintains there is a great opportunity here for self-service laundries. But because of dollar restrictions, equipment must be purchased in the United Kingdom. Acquiring suitable premises presents another problem but he has hopes of extending his operation to other areas soon.

Wilbur-Suchard Appoints Baehr Sales Manager

LITITZ, Pa., July 17.—Wilbur-Suchard Chocolate Company, Inc., announced both the appointment this week of Fred Baehr as confectionery sales manager and that of four brokerage organizations to cover the Southern States.

Baehr, who as a special representative of the firm for several years has been responsible for vending and theater sales, is also a director of the National Automatic Merchandising Assn. (See *Wilbur-Suchard* on page 100)

Establish 18-Cent Minimum Retail Price on Cigs in N. J.

TRENTON, N. J., July 17.—The New Jersey Tax Bureau this week established a basic minimum price of 18 cents for a pack of standard brand cigarettes regardless of the volume purchased at retail stores. A price list having the force of law was mailed out to 35,000 wholesalers, dealers and vending machine operators. The bureau said its agents would begin immediately to enforce the recently enacted unfair cigarette sales law, companion to the State's new 3-cent-a-pack tax which became effective July 1.

The bureau's list bars discounts in retail stores for buying by the carton unless the retailer can prove his cost of doing business is lower than the 8 per cent allowed by the law designed to ban "loss leader" sales. An involved formula in the act sets a

mark-up of 8 per cent for the retailer over invoice price for cigarettes charged him by the wholesaler. It results in a carton scale of 1.79¼. The week previous, bureau officials said they thought the carton price would be \$1.79, lopping off the one-quarter cent. But the list promulgated this week makes \$1.80 the bottom legal price at which stores may sell. The list, however, is subject to amendment.

In addition to the 18 cents for the standard brand packs, legal minimum prices made public ranged from 16 cents for Marvels and Dominoes to 32 cents for Melachrinos and Murads. The fair trade law was designed primarily to prohibit sale or advertising of cigarettes below cost. Any person injured by below-cost sales may (See *Establish Minimum* on page 101)

Crown Bows Big Four Selective Bottle Vender

CHICAGO, July 17.—The new four-selection bottle vender designed by Crown Implement Corporation here was introduced to the trade this week (12-16) at a special showing held in the Bismarck Hotel, with deliveries promised for October 15 and an estimated price of \$745.

A. J. Novak, president, stated that production of the first 100 venders would be completed by the end of January, with a 5,000 unit goal scheduled for 1949. Details of merchandising plans for the machine were not yet completed, with the decision to make direct-to-operator sales or use a national distributor set-up still to be reached.

New vender, called the Big Four, is entirely automatic in operation, utilizing separate motors for each of its four dispensing racks. Each rack, installed in a horizontal position in the cabinet, may be replaced independently of the others should the need arise. Employing a screw-type principle, each vending bank, holding 24 bottles or cartons, moves the units by spiral or worm action toward the delivery chute where the bottle or carton drops into a hinged, counter-balanced receptacle which opens with the weight of the vended item. Coins deposited while the delivery door is open are automatically returned. Machine can handle any size or shape bottle or carton up to 12 ounces in each rack.

Altho not present on the pilot model displayed, Novak said production units would include a National coin changer and "empty" lights to (See *Crown Bows Big* on page 101)

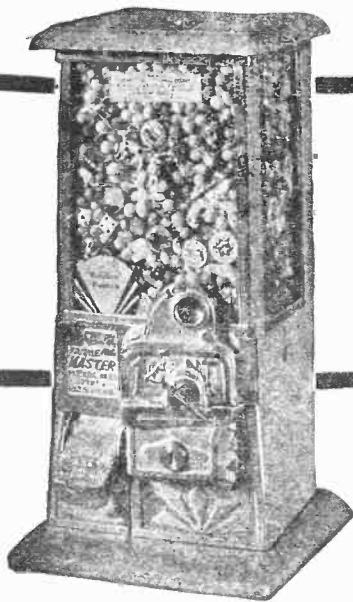
Mass. Tax Director Explains Cig Price Decision to Ops

BOSTON, July 17.—Ralph Caspole, director of cigarette tax for Massachusetts, explained Tuesday (13) to members of the cigarette Merchandisers' Association of Massachusetts at their meeting in the Hotel Kenmore here the ramifications of the recent Supreme Court decision (*The Billboard*, July 10) against Tax Commissioner Henry T. Long when it decided that a retailer (in this case Ryan Drug Company, of Springfield) could sell cigarettes at any price he chose as long as it was above the wholesale price he paid for them. It also rapped the commissioner's knuckles in holding that tho the cigarette excise tax law aimed at eliminating cut-throat competition in the sale of cigarettes, it did not bestow upon the commissioner the right to fix prices.

Caspole emphasized that the decision did not affect the constitutionality of the act or the law requiring a minimum of a 6 per cent mark-up for retailers. The case he said was based on the retailer's right to prove that 12.4 per cent mark-up, prescribed for retailers by Commissioner Long was illegal. The 12.4 per cent mark-up was prescribed as the result of a survey by Commissioner Long.

The high court found that "the cost below which cigarettes may not be sold is the actual cost to the particular retailer and not the usual cost in the trade or the cost as determined" (See *MASS. TAX* on page 101)

100
SLIGHTLY USED
1c
MASTERS



\$7.95 Ea.

IN LOTS OF 10
SAMPLE \$8.95

Excellent condition. Clean. Ready for location. Vends Peanuts, Candy, Marbles, Pistachio Nuts or Ball Gum.

RUSH YOUR ORDERS.
1/3 Dep., Bal. C. O. D.

ASCO VENDING MACHINE EXCHANGE
55-57-59 BRANFORD STREET, NEWARK 5, N. J.
BIGELOW 3-7744-5

Telecoin Juice Mch. Draws Good Crowd At Chicago Showing

CHICAGO, July 17.—Three-day showing of the Telecoin Corporation canned juice vender at the firm's headquarters here this week (12-14) drew over 150 visitors, according to George Bailey, Chicago sales manager. About 30 per cent of the visitors were coin machine men and the remainder had no acquaintance with the industry but were attracted to the showing by the display ads the firm ran in *The Chicago Tribune* last week, urging prospective investors to inspect the machine at this showing with a view to operating a route of their own.

Two Tele-Juice venders on display were essentially the same machines shown during the NAMA convention here last December. Only two minor changes were noted: Solenoids for each of the six dispensing columns are now more accessible for servicemen, being moved to a slightly higher position at the base of each column, and the former method of retaining eight cans of juice at the top of each column, for pre-cooling when restocking the vender, was changed to permit the retention of five cans at the base of each column. Thus, a column with six cans of juice remaining would vend one can and hold five so that when the machine is reloaded, the first five cans would be properly cooled.

E. C. Hill, Telecoin vice-president, who hosted visitors with the firm's Bernard Denmark, assistant to the president, and Bailey said 30-day delivery was being promised, and that operators were assured of a continuous supply of various flavors of canned juices.

Starting Monday (19) thru Wednesday (21) Telecoin has scheduled two simultaneous showings of the Tele-Juice vender in New Orleans and St. Louis, the New Orleans showing to take place in the Roosevelt Hotel, attended by New York representatives Edward Heath, Sam Zeoli and Grant Hansen, and the St. Louis display in the Lenox Hotel, attended by Hill; Leslie Schaffer, St. Louis sales manager; Robert Thompson, Indiana and Kentucky sales manager, and Delbert Roebuck.

A showing was also held this week in Atlanta, running Monday (12) thru Friday (16) at the Henry Grady Hotel, during which the new Telecoin gas-operated tumble dryer was also shown.

Nat'l Servitors Sets Date for Ice Cream Bar Vender Debut

LITTLE FALLS, N. J., July 17.—National Servitors, Inc., here has announced that production on its six-flavor ice cream bar vender, Choice Master, will start in September, when 50 units will be produced. Firm expects to boost output to 100 machines per month by November. Vender was developed by K. W. Lauricella, firm's president.

Vender is priced at \$725 with standard coin chute; coin changer optional. Each of the six columns holds 20 bars, giving the machine a total capacity of 120 bars. Display windows feature each of the six flavors and are lighted by fluorescent tubes. Individual empty and sold-out indicators are built in. Interior of the vender is of aluminum, including the dispensing mechanism.

Firm's sales plans, altho not fully formulated, are to franchise operators outside metropolitan areas, according to Victor Morin, sales manager. In cities the venders will either be operated by the manufacturer or a limited number of operators.

ENJOY THE "LUSH" PROFITS.
TAKE THE BEST LOCATIONS
WITH NEW 1949 MODEL.

"POP 'N' HOT"

COIN OPERATED
POPCORN VENDOR
HOLDS 18 GALLONS
OF PRE-POPPED CORN



Vends 120 10c bags of corn from each filling. New positive delivery feature for equal portions every time. Heat elements thermostatically controlled to keep corn hot and at even temperature all the time. Drop style A.B.T. slug proof coin chute. All metal cabinet. Rich gold hammerloid finish (baked on). Size 70 in. high, 20 in. wide, 16 in. deep. Weighs 100 pounds.

\$139.50 F. O. B. CHICAGO

ORDER FROM YOUR
NEAREST DISTRIBUTOR

IT'S THE SWEETEST OPERATING DEAL IN THE BUSINESS

"POP 'N' HOT" has separate key for the corn compartment. Leave a supply of corn with the merchant and let him service your machine for you. You have separate key for cash box. All you do is collect.

JACK NELSON & CO.

2320 MILWAUKEE AVE. TEL.: DICKENS 3020 CHICAGO 47, ILL.

**VENDING MACHINES
COUNTER GAMES
SALESBOARDS
SUPPLIES and
ACCESSORIES**

FOR THE MOST COMPLETE LINE INCLUDING
SCALES AND SLOT MACHINES
Send for Your

FREE
Copy of
**RAKE'S
NEW
1948
CATALOG
TODAY!**



A guide to efficient and economical operation of coin operated machines and salesboards.

Rake
609 SPRING GARDEN ST.
PHILA. 23, PA.
LOMBARD 3-2676

COIN MACHINE EXCHANGE



Distributors of Coin-Operated
Machines and Salesboards

THE "CHALLENGER"

THREE MACHINES IN ONE

\$10.00 to **\$50.00** Weekly on Location!

TROPICAL TRADING CO.
716 W. Madison St. Chicago 6, Illinois

CIGARETTE MACHINES

- Rowe Royal, 10 Cols., 400 Pack Cap. \$ 95.00
- Rowe Royal, 8 Cols., 320 Pack Cap. 85.00
- Rowe Imperial, 6 Cols., 180 Pack Cap. 60.00
- Jneeda Model 500, 9 Cols., 350 Pack Cap. ... 115.00
- Uneeda Model E, 9 Cols., 270 Pack Cap. 59.50
- DuGrenier, 6 Cols., 150 Pack Cap. 32.50
- DuGrenier, 4 Cols., 100 Pack Cap. 25.00
- 8 Columns 35.00
- NEW Uneeda, 8 Cols., 510 Pack Cap. 159.50
- NEW Uneeda, 6 Cols., 380 Pack Cap. 149.50
- NEW DuGrenier Challenger, 7 Cols. 100.00
- NEW C-8 Electric 222.50

CRACKER MACHINES

- 9 Cols., 200 Cap. \$ 85.00

CANDY MACHINES

- National, 9 Cols. \$100.00
- National, 6 Cols. 85.00
- Rowe, 8 Cols. 90.00
- Uneeda Candy, 5 Cols. 75.00
- DuGrenier Candyman 65.00
- U-Select-It 35.00
- Advance Candy Machine 27.50

SPECIAL, \$47.50
DuGrenier Model S, 7 Cols., 210 Pack Capacity.



SPECIAL, \$65.00

DuGrenier Champion, 9 Cols., 420 Pack Capacity.

DuGrenier Champion, 7 Cols., 325 Pack Capacity, \$60.00.

10c CIGAR MACHINES

Single Column, Capacity 50,
\$22.50—1 Machine; 10 or More, \$15.00 Ea.

1/2 Stick or Tab Gum Machines, 500 Cap. \$17.95

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.

Parts and Mirrors available, including the 25¢ vending changeover parts for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK

SELLING OUT

16 REVCO CUP ICE CREAM VENDING MACHINES—\$275.00 EA. FOR ENTIRE LOT
Some new — Some used approx. 30 days.

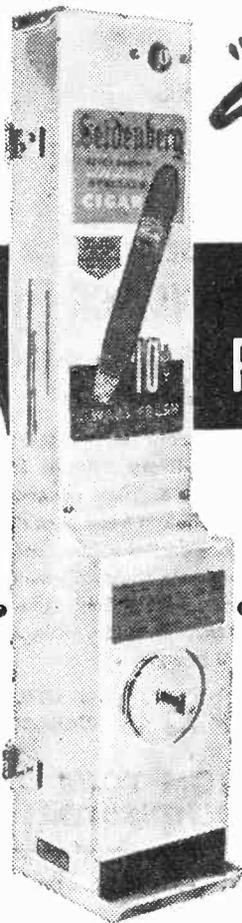
SAVE \$800.00 ON THIS EQUIPMENT

Canal 6525
Canal 6454

ROBINSON DIST. CO.

745 Baronne St.
New Orleans, La.

The Cigar Machine That SELLS Cigars



"Automatically Yours"

with the NEW PUSH BUTTON DELIVERY

Many other features including a specially designed lock for added protection and Humidor for ever Fresh Cigars make "Automatically Yours" the perfect cigar vendor. It sells cigars quickly . . . makes money . . . and is really trouble free.

But more than that . . . WE INSURE YOUR PROFITS WITH

CIGARS AT DIRECT FACTORY PRICES

Leading Brands including: R. C. Dunn, Muriels, Seidenberg, Flor-De-Melba, Royalist, Amenda, Ibolds, El Verso, Chicago Motor Club, Student Prince, Yankees and Natural Blooms. Packed in Special Vending Cartons That Fit Right into the Machine.

IMMEDIATE DELIVERY — ORDER TODAY! TIME PAYMENT PLAN

1/3 Down, Balance in 12 Monthly Installments AT NO INTEREST.

Approved by U. S. Internal Revenue Dept.

STANGE-SHARENOW

Distributors

MILITARY PARK BLDG., 60 PARK PLACE NEWARK, N. J. MARKET 2-2460

2 MODELS
10¢ Straight or 2 for 25¢
\$34.50 F. O. B. Newark, N. J.
\$2.00 Discount for Cash
Floor Stand Available (1 sq. ft. space)
Brackets—\$1.00 per set

Wilbur-Suchard Appoints Baehr

(Continued from page 98)

sociation (NAMA). While assuming charge of Wilbur-Suchard's field selling organization, he will continue as vice-president and sales manager of the Gum Vending Corporation.

Addition of the four brokerage firms will mean national distribution for Wilbur-Suchard products this fall, C. S. Grube, vice-president and general sales manager, stated. The new brokers are R. S. Barclay Company, Atlanta, covering Tennessee and Georgia (now handling the Sweets Company and Peter Paul line); Riley R. Adams, New Orleans, covering Mississippi, Louisiana and Alabama (now handling Bunte line); Nat Lobell, Greensboro, N. C., for North and South Carolina (also for Sweets Company), and E. R. Goldsmith, Tampa, for Florida (now handling Peter Paul).

Grube said that all four organizations would be represented at the Southern Wholesalers' Confectioners' Association (SWCA) in Louisville, at which Wilbur-Suchard will exhibit.

Reprimand Ky. City on Tax

FRANKFORT, Ky., July 17.—City of Lawrenceburg, Ky., cannot levy higher license fees on coin machines than those set by the State, Assistant Attorney General Walter C. Herdman ruled recently. Law requiring State licenses on coin-operated devices became effective July 1.

BRAND NEW Penny or Nickel Cigarette or Fruit Reel

IMP

with 1,500 balls gum, \$17.50
Two IMPs with 3,500 balls gum \$35.00



Address mail to Dept. B

T. O. THOMAS CO.

1572 Jefferson Paducah, Ky. Phone 2131

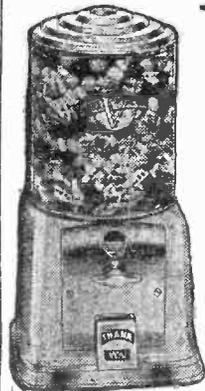
5c GUM AND 5c HARD CANDY AND MINT VENDORS



for Charms, Lifesavers, Gum and similar sized products.

ALKUNO & CO.

408 Concord Ave., New York 54, N.Y. MEIrose 5-7757
Mechanical Manufacturing Laboratories



VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MISC. . . . Charms, Panuts, Candy and Ball Gum. No additional parts necessary. Write us NOW for detailed information and prices.

A Product of VICTOR VENDING CORP. 5701-13 Grand Ave. Chicago 39

\$79.50

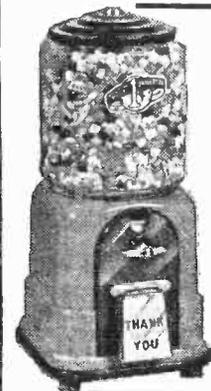
F. O. B. Springfield, Mass. 25% Cash Balance C. O. D.

New England Distributors of Marion Scale

INTERSTATE COIN MACHINE COMPANY, INC.

1883 Columbus Avenue Springfield, Massachusetts

Tel. 3-9088—4-0958



Victor's Sensational New Custom-Built UNIVERSAL Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy The Best! Write for Complete Details and Prices. Manufactured by VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Ill.

GET INTO THE POPCORN BUSINESS

With only a small investment!

Popcorn will sell FASTER through a hot dispenser than any other type on the market today. Your local community or town is an ideal, profitable spot for this type of business.

The "Little Giant" is a proven money-maker that is small in size but a "giant" in action! 8-gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes. It is more profitable to operate dispensers without a coin chute.

Write for free literature and profit table compiled by a popcorn man for popcorn operators.

\$57.50* each

F. O. B. Chicago

Manufactured by **ABC POPCORN CO.** 3441 West North Ave. Chicago 47 • DICKens 3375

COMPLETE LINE OF

- Raw Corn
- Seasoning
- Boxes
- Bags
- Pre-Popped Corn (No. 10 Cans)



"Little Giant"

HOT POPCORN DISPENSER

Pre-Popped POPCORN

Packed in moisture-proof bushel bags \$1.12
In handy moisture-proof 2 1/2 pk. bags . . . 70¢
Shipped anywhere in the U.S.A., F.O.B. Chicago (Special discount to Popcorn Machine Distributors)

Also cheese corn, smoked corn for immediate shipment.

JULY CLEARANCE!

- 15 1¢ ABT Challengers (Late '47 Model), Ea. . . \$ 27.50
- 100 1¢-5¢ Northwestern De Luxe Nut, Ea. 20.00
- 5 10¢ Aristocrat Pop Corn Vendors, Ea. 150.00
- 25 5¢ Silver King Hot Nut Vendors (used 2 weeks), Ea. 20.00
- 1 Flip Skill Counter Game, Ea. 20.00

Also Cigarette Vending Machines. Write for Prices 1/2 Dep. With Order, Bal. C.O.D.

CAMEO VENDING SERVICE 432 West 42d St., New York 19, N. Y. LONgacre 3-1334



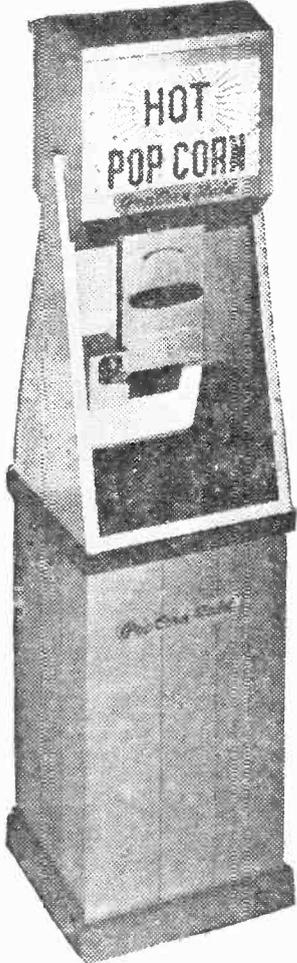
IN STOCK!

Less than 25 \$27.00
Less than 100 26.75
100 or more 26.25

Write for prices on Models 40, 33, 39 and 33 Ball Gum.

EMPIRE COIN MACHINE EXCHANGE 1012 MILWAUKEE AVE. CHICAGO 22

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS. . . . Write now for lowest prices and samples of our METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC. **BECKER VENDING SERVICE - BRILLIANT - WISCONSIN**



POPCORN MAID

AMERICA'S TROUBLE FREE VENDOR
COIN OPERATED

HOT POP CORN VENDOR
\$87.50 COMPLETE WITH
EA. STEEL STAND

LESS 5% IF FULL REMITTANCE
5c or 10c Models optional.

1 Carton Ruffette Via. Popcorn Free with
Each Vendor—Returns \$6.50.

CAPACITY

35-10c or 70-5c portions.
3 Heat Elements keep corn hot.
7 1/2% Profit on each 10c sale.
Machine pays for itself in few weeks.

COUNTER MODEL

Same as above, without stand **\$77.50**

DISTRIBUTORS WRITE
LIMITED NUMBER AVAILABLE.
WIRE YOUR ORDER COLLECT.

P. K. SALES CO.

507-509 Wheeling Ave. Cambridge, Ohio
Tel.: 3-2941

Mass. Tax Director Explains Cig Price Decision to Ops

(Continued from page 98)
terminated by any survey or by any public officer.

Caspole pointed out that he had surveyed the State following the Supreme Court decision and found that the 20-cent retail price was being maintained except in Springfield, where to meet Ryan, cigarette price is generally 19 cents at retail level.

Caspole indicated to CMAM that a price of 19 cents or below with matches could be stopped. In Springfield, Ryan drug sells cigarettes at 19 cents, but no matches.

No Price War

There has been no move, so far, on the part of retailers in other areas in the State to cut prices, Caspole told CMAM and members need not fear an outbreak of a cigarette price war in the State.

In determining the price of cigarettes, Tax Commissioner Long held that retailers should add a percentage mark-up of 12.4 per cent to the wholesale price to cover the cost of doing business. The Ryan company claimed it cost them only 2.6 per cent to do business which accounted in part for the reduction in price. The company said it was doing \$1,000 business a week.

The decision of the Supreme Court does not deny the right of the tax commissioner to peg retail minimum prices above actual cost, but the court said, actual cost is "actual cost" and may vary from retailer to retailer.

CROWN BOWS BIG

(Continued from page 98)
indicate when a vending bank was out of merchandise. Four-way coin mechanism, coin box, coin changer, coin chutes are contained as a single unit in a center column on the front, center of the machine. This column may be swung open on hinges when the top of the vender is raised, thus permitting easy access to the mechanism at the same time the vender is being restocked.

Weighing 580 pounds when empty, the Big Four vender measures 42 inches high, 30 inches deep and 52 1/4 inches long. Total capacity is 96 bottles, or cartons, in the racks with an additional 4 case pre-cooler capacity.

ESTABLISH MINIMUM

(Continued from page 98)
bring suit under the act, and the State may also suspend or revoke licenses to sell cigarettes. The burden of proof will be on the violator to show that he can profitably sell cigarettes below the legal minimum and that his cost of doing business is less than the average used in the State's pricing formula.

METAL PLATED CHARMS

In bright gold and silver finish

Per M
Metal Plated Charms, Series #1 \$6.00
Metal Plated Charms, Series #2 7.50
Plastic Charms, Famous Series #1 3.50
Plastic Charms, Big Series #2 4.50
Plastic Skulls 5.25

SAMUEL EPPY & CO., INC.

WORLD'S LARGEST
CHARM MANUFACTURER

113-08 101st Ave.
RICHMOND HILL 19, L. I., N. Y.

WHY NOT Get the BEST?



SLUG PROOF
TAMPER PROOF
EFFICIENT
ATTRACTIVE
NO CAST PARTS

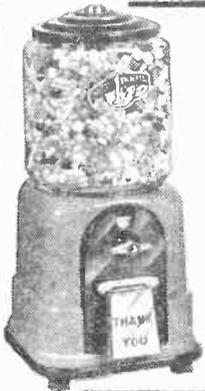
THE
ADVANCE BALL GUM VENDOR

2 thru 11 — \$11.90 each
12 thru 49 — 11.40 each
50 and up — 11.00 each
1/3 deposit, C.O.D. for balance
Address mail to Dept. B

T. O. THOMAS CO.

1572 Jefferson Paducah, Ky.

GIVE TO THE RUNYON CANCER FUND



Victor's Sensational New Custom-Built UNIVERSAL

Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy The Best! Write for Complete Details and Prices. Manufactured by

VICTOR VENDING CORP.
5701-13
W. Grand Ave.
Chicago 39, Ill.

FOR SALE

20 POP CORN SEZ POPCORN MACHINES
10 NIKS COOKIE VENDORS
20 NAB DINER COOKIE VENDORS
20 REVO ICE CREAM MACHINES
All Machines in First Class Condition, Ready for Location.

Box D-369

c/o BILLBOARD
2160 Patterson St., Cincinnati 22, Ohio

First Choice OF SUCCESSFUL OPERATORS

INTERNATIONALLY FAMOUS FRANTZ MIR-O AND ARIST-O SCALES

Check These Features!

- ✓ Authentic height and weight chart on both models.
- ✓ Attractive, eye-catching, weather-resistant Hammerloid finish in Orchid, Blue, Green, Silver.
- ✓ Mir-O model 62" high, Arist-O 48" high.
- ✓ These scales have the greatest earning power of any scale on the market.
- ✓ Fully guaranteed against material imperfections and faulty workmanship
- ✓ Immediate Delivery
- ✓ Also available in Kilo metric system. Foreign inquiries invited.

BUY ON OUR EZ PAYMENT PLAN COME IN OR WRITE FOR FULL DETAILS

We are Exclusive National Sales Agents for
J. F. Frantz Mfg. Co., Chicago, Ill.

J. ROSENFELD CO.
SCALE DIVISION
3218 OLIVE STREET, ST. LOUIS 3, MO.

ARIST-O MODEL, List \$115.00
OPERATORS PRICE \$67.50
MIR-O MODEL, List \$125.00
OPERATORS PRICE \$67.50
25% deposit with order,
Balance Sight Draft

1948 IMPS

1c or 5c
Cigarette or Fruit
\$12.95
Lots of 12

VICTORY DUPLEX POSTAGE MACHINE BRAND NEW!

Vends 1c, 3c postage stamps, with wall installation. Compact, fool-proof. Immediate delivery. Original price \$38.75. Limited stock on hand. While supply lasts
\$14.95
Lots of 5 \$16.95 single.

STAMP FOLDERS
For Shipman, Schermack, Victory.
10,000 ... \$ 5.75
25,000 ... 13.95

Distributors interested in selling our advertised machines, write for details.

1/3 Deposit on All Orders. Write for Catalog on Bulk Venders. Games, etc.

PARKWAY MACHINE CORPORATION
623 W. NORTH AVE. DEPT B • MADISON 1447 • BALTIMORE, 17 MD.

5c BANTAM TRAY VENDOR IMMEDIATE DELIVERY

Atlas Mfg. & Sales Corp.
12220 TRISKETT RD. • CLEVELAND 11, OHIO
ESTABLISHED 1928

Atlas
VENDS ALMONDS, NUTS, CANDY, PISTACHIOS
Write for Circular. Jobber Inquiries Invited.

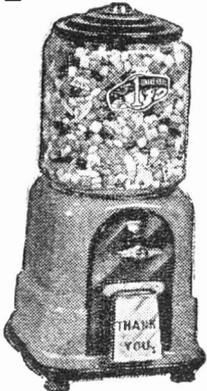
"NOT TO PAN MY COMPETITORS, BUT MY NEW PAN CANDIES

HAVE 'EM ALL BEAT!"
Developed exclusively for vending machine trade. Lowest prices. Write, wire, phone your requirements.

LEON "Hi-Ho" SILVER, INC.
760 HAYES ST. • SAN FRANCISCO, CALIF.

BUTTERSCOTCH BUTTONS
COFFEE BUTTONS
LEMONETTES
FRUIT DROPS
BOSTON BAKED BEANS
AFTER DINNER MINTS, Etc.

PIONEER OFFERS ALL PURPOSE



VICTOR UNIVERSAL

5 Universals, plus 60 lbs. Spanish Peanuts, plus 1,000 Plastic Charms, all for

\$84.50

5 Universals, plus 50 lbs. of Reg. Ball Bubble Gum, plus 1,000 Plastic Charms

\$84.00

PLASTIC CHARMS\$3.25 Per M

- Virginia Peanuts, 30-lb. ctns. 28¢ lb.
- Spanish Peanuts, 30-lb. ctns. 22¢ lb.
- Licorice Lozenges, 37 lb. ctns. 28¢ lb.
- Pee Wee Rainbow Peanuts, 33 lb. ctns. 28¢ lb.
- Rainbow Peanuts, 33 lb. ctns. 25¢ lb.
- Pee Wee Boston Baked Beans, 33 lb. ctns. 28¢ lb.
- Boston Baked Beans, 33 lb. ctns. 25¢ lb.
- LARGE PISTACHIOS, 25 lb. Ctn. \$18.50
- SMALL PISTACHIOS, 25 lb. Ctn. 14.50

5/8-140 Ct. Colored Bubble Ball Gum

(Makes Colored Bubbles)

25 Lb. Ctns. 28¢ Lb.

100 Lb. 27¢ Lb.

REG. 5/8 BUBBLE BALL GUM

25 Lb. Ctns. 28¢ Lb.

100 Lb. Ctns. 25¢ Lb.

(Freight Prepaid on 100 Lbs. or More)

FULL CASH WITH ORDER

1/8 Deposit, F. O. B. Brooklyn, N. Y.; Balance C. O. D.

Orders Under \$10.00, Money In Full.

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y. 461 BACMAN ST., BROOKLYN 12, N. Y.

Phone: DIokens 2-7892

Sirup Execs Talk Venders; Seek To Pool Information

(Continued from page 98)

America, Baltimore; the Squirt Co., Beverly Hills, Calif.

Remaining four parent firms represented at the meet were the Double-Cola Co., Chattanooga; Va-Dare Extract Co., Brooklyn; C. O. & W. D. Sethness Co., Chicago, and Orange-Crush Co., Chicago.

Officers and directors elected (all officers are also on the nine-man board of directors) were Edward W. Mehren, president (president of The Squirt Co.); R. A. Conover, first vice-president (president O-So Grape Co.); B. Berns, second vice-president (vice-president Dad's Root Beer Co.); L. W. Bower, secretary (secretary-treasurer the Grapette Co.); J. Willard Pipes, treasurer (president Mission Dry Corp.), and remaining four directors: Darrell Ingalls, general manager Bireley's; Philip P. Smith, president and treasurer of Lucky Club Co.; James E. Darst, B-1 Beverage Co., and James Vernor, president James Vernor Co.

Purpose of Org

First action of the board of directors, after election, was to prepare a statement to the soft drink industry on the purpose of the new organization. Essentially, this stated that "NBSDI has been formed in order to improve the consumer availability of national brand soft drinks manufactured by its membership and their bottler-distributors."

Another resolution that may have direct bearings on independent bottle vender operators, was the board's recommendation to revise the bottle and case deposit price upward. It stated: "... this organization will immediately initiate a program to secure the favoring of all parent companies of an industry-wide movement to rearrange the bottle and case deposit structure to the ultimate end that deposits bear a direct relation to their (bottlers) capital investment."

Membership in the institute is open only to firms manufacturing or distributing soft drink beverage extract, sirup or flavored concentrate and having five or more licensed operations to produce and distribute soft drinks manufactured from such extracts. Bottlers and supply firms are not eligible. It was estimated, however, that 2,021 bottlers were represented by those parent firms attending the meeting.

The first six-month period for the new association was pegged as a "planning" period, during which an intensive membership drive would also be conducted. Organization's first annual general meeting was scheduled for November, this year, in Atlantic City.

Vender Data

Concrete information and comment on the inter-relationship of the soft drink industry and venders was detailed in the talk delivered by Vend's editor, G. R. Schreiber. Opening his address, he stated: "No other phase of the automatic merchandising industry lends itself so well to wishful

thinking as the vending of bottled soft drinks. Nor has any other phase of this constantly expanding industry been the subject of so much conversation and so little solid thinking. Right now, the average bottler is certain of only one thing: There is a plus market in automatic merchandising in which he wants to share. But don't ask him how he intends to capture his share of that plus market... he really doesn't know the answer.

"Only one national bottling company has thus far successfully started and successfully maintained a bottled drink vending program. That singular success belongs to the Coca-Cola Bottling Company. But because of Coca-Cola's success, most other bottlers, from parent firms to the smallest franchise holder, have rosy ideas about duplicating Coca-Cola's progress."

Continuing, Schreiber said that other parent bottlers have been unwilling, or unable, to spend the necessary millions of dollars needed to duplicate Coca-Cola's vender program. Citing grass-root facts, he then gave statistics gathered by Vend's surveys in major cities and figures available from makers of soft drink vending equipment to present the current soft drink vending picture. This picture showed that as of January 1 this year, 225,000 bottle-drink venders were on locations over the country; each machine averaged sales of 180 bottles per week, which average means that bottle-type drink venders do an approximate weekly volume of 1,687,500 cases, or 87,750,000 cases each year.

Cup Machines

Discussing cup venders, Schreiber said that there are between 11,000 and 12,500 of this type vender on location, which average minimum weekly sales of 850 drinks per unit, or a national total volume of 555,100,000 drinks per year. Within a period of 10 years, according to various estimates, it is felt that there will be from 500,000 to 700,000 soft drink machines, cup and bottle, on location.

"It can be seen from these few statistics that bottle drink vending is already a big business, and that there is every reason to believe that it will become even bigger business," Schreiber said. "Vending, as a method of retailing, is not a novelty. It is a tested and proved method of distribution and it is here to stay. It is true that there are some bottlers who would like to see automatic merchandising of bottled beverages crippled if not destroyed completely. Last spring, in New Orleans, I spent a morning with a well-established franchise bottler, a man who has been in the bottling industry since its infancy. He said he was thinking about going to Baton Rouge to lobby for a \$200 per machine tax on all bottled drink venders, even tho he owned a number of these machines himself.

"This is certainly an unreasonable approach to the problem, but I understand it is not an isolated incident. This bottler, and others like him, are inclined to cut off their nose to spite their face. The same phrase applies to those who hurl charges of monopoly when they talk about vending bottle soft drinks.

Can't Ignore Selectivity

"Current method of bottler operation of bottle soft drink venders,"

FOR SALE

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On TIME PAYMENT PLAN (1/3 down, 13 weekly payments on balance). Three-unit Hot Nut Vender and Victor Custom Built Vender. This Hot Nut Vender will net the operator \$1.00 each day per machine. Write for details.

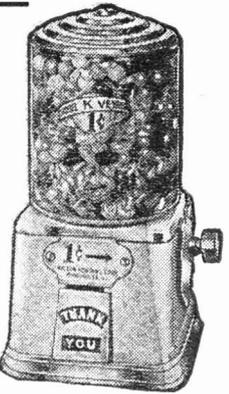
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recommended and sold on **TORR TIME PAYMENT PLAN** Pay for same in 16 weekly payments **WRITE FOR DETAILS**

RAIN-BLO BUBBLE BALL GUM

Packed 25 Lb. to Carton
140 Count 5/8th 28¢ Lb.
170 Count 1/2" 29¢ Lb.
210 Count 3/8th 29¢ Lb.
Freight paid on 100 lbs. or over

- Pistachios, Large Red, 60 Lb. Ctn. 75¢ Lb.
- Pistachios, Small Red, 60 Lb. Ctn. 60¢ Lb.
- Virginia Peanuts, 30 Lb. Ctn. 27¢ Lb.
- Spanish Peanuts, 30 Lb. Ctn. 21¢ Lb.
- Licorice Gems, 775 Ct., 37 Lb. Ctn. 26¢ Lb.
- Jawbreakers, 575 Ct., 34 Lb. Ctn. 22¢ Lb.
- Chocolate Confetti, 450 Ct., 34 Lb. Ctn. 36¢ Lb.
- Pee Wee Rainbow Peanuts, 33 Lb. Ctn. 25¢ Lb.
- Pee Wee Boston Baked Beans, 33 Lb. Ctn. 24 1/2¢ Lb.

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VICTOR'S SPECIAL FINISH MODEL V-K

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1 to 23 12.95

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SPECIAL!

FINEST GRADE TOT BRAND Ball Gum ANY QUANTITY 35¢ pound of 140 balls, 25# Case **\$8.75**

100# - - \$33.00

(5% Discount for remittance in full with order.) Address mail to Dept. B.

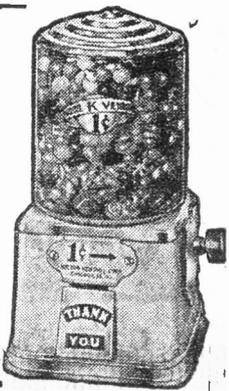
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ORDER NOW 6 COLORS TO CHOOSE

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BRAND NEW MILLS ICE CREAM FREEZERS AND HARDENING CABINETS AT A SACRIFICE!

- 4 2 1/2 gal., latest model super-automatic freezers @ \$1,059.00
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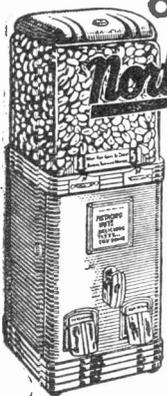
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WORLD'S BEST BULK VENDERS

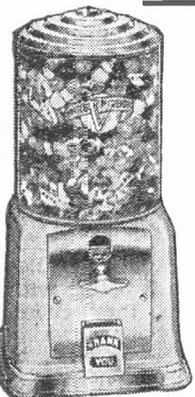
Designed and built to meet the demands of experienced operators, Northwestern bulk venders are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment

insist upon Northwestern. Write for the name of your nearest distributor.

THE NORTHWESTERN CORPORATION
85 EAST ARMSTRONG ST.—MORRIS, ILLINOIS

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Full Line on Hand. Immediate Delivery!

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VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. . . . Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.

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- BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons. Per Lb.35

1/3 Deposit, Balance C. O. D. Fast Delivery.

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CASH Rolls in DAY AND NIGHT

SILVER KING

The operators' choice for ball gum bulk goods. \$12.50

In lots of ten. Sample, \$13.95. Let us send our DOLLARS FROM PENNIES FREE.

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1572 Jefferson Paducah, Ky.

Schreiber stated, "ignores selectivity and embraces a program that places extra expense and hardship upon himself. Usually, he recommends one or more types of venders that, until very recent weeks, have been single-flavor bottle machines. Then he usually blankets both large and small volume stops, making each an exclusive outlet for his particular brand. Thus he becomes an operator of bottle venders with the major portion of the financial risk on his own shoulders."

"Ignoring the principle of selectivity is costly, as the vending industry has discovered. However, during the last month the Dr. Pepper Company has announced that it would encourage its bottlers to use selective vending equipment, altho as yet there is no evidence of an early mass movement in this direction."

"The number of available locations, alone, for soft drink venders argues against the use of single-flavor machines. The simple physical limitations of any one location make it impossible for a large number of single-flavor drink venders to be placed in any one spot. Thus the nation's 99,985 industrial plants (which employ more than 20 people), the 38,862 plants employing over 100 workers, the 18,000 theaters, 250,000 filling stations and 8,000 bowling alleys, become bottlenecks for the soft drink industry if only the single-flavor unit is used. This means then that the bottle vending machine business, if it is going to be built on exclusive brand merchandising units, will naturally fall to the leader brand . . . the brand with the greatest sales volume and the largest advertising budget."

Bottler's Problem

"Every bottler will naturally compare the investment required in vending (a minimum of \$55,000 to get started with a 100-machine route) with the investment he already has in his bottling plant," Schreiber continued. "This figure will often mean tying up more capital than he has in his plant. But even after solving the question of capital, the bottler's bigger problem arises: Can he efficiently and profitably operate automatic merchandising equipment?"

"The double operation of two distinctly different businesses (bottling and vender operation) is a large order for the average bottler. It explains, in part, why many have taken a pessimistic view of their future in automatic merchandising. But there is an alternative," Schreiber declared.

The Alternative

"An independent company, specializing in the selective vending of bottled soft drinks, seems the best answer. The cup drink vending field is already composed of such independent firms. These firms use selective equipment, offering customers two or three brands. It is reasonable to assume that similar companies might prove a practical, profitable solution for bottlers."

Bearing out the new association's recommendation of selective type venders, Schreiber concluded his talk with the statement that the average bottler would become increasingly aware that an independent operating company, specializing in multiple brand venders, is the better sales booster, for the industry in general, than that of bottler operation of a single flavor machine. He declared, "The bottler who is working with an independent vending machine company as an answer to his vending problem will have to recognize that the (vender) company is not a competitor: It is just another arm of his (bottler's) marketing program. Bottlers in a given territory may find that they can establish, on a co-operative basis, such an independent vending company since the independent company would be an enterprise apart and separate from any one bottling plant, with independent management, the natural conflicts likely to arise between competitors would be lessened."

Canteen Vs. FTC Case Continued

WASHINGTON, July 17.—Hearing examiner Charles Bayly Thursday (15) gave Automatic Canteen Company of America an extension until August 9 to file exceptions to certain rulings made by him during the course of the Federal Trade Commission (FTC) case.

Louis Gravelle, counsel for Canteen, said he will file numerous exceptions to rulings by the examiner which permitted letters from confectionary manufacturers to go into the record over Gravelle's objections. Many of these letters, according to FTC trial examiner Austin Forkner, purport to show that Canteen was receiving preferential prices.

After exceptions have been made by Canteen, the company will then be able to appeal a possible unfavorable ruling on the exceptions to the full commission. If made, such an appeal would be the last legal step in the procedure before a final FTC decision on the case.

Stamp Machine Patent Granted

WASHINGTON, July 17.—A patent bearing the serial number 2,444,747 was issued last week to Fred Niewoehner, Bergenfield, N. J., for a postage stamp vending machine with the assignor to the Postage Stamp Machine Company, New York. According to a diagram of the vender appearing in the current issue of the U. S. Patent Office publication, *Official Gazette*, the stamp machine apparently vends stamps in packet form with delivery from bottom to top.

Niewoehner originally filed application for the vender's patent January 17, 1945. Nine claims were granted with the patent.

Famed Boardwalk Sprouts Venders

ATLANTIC CITY, July 17. — The Boardwalk here has become, this year for the first time, the location for an almost continuous battery of venders, which are spotted in most of the stores lining the beachwalk. Many of the venders are cup soft drink units, with numerous popcorn, peanut and gum machines rounding out the installations.

Operators are co-operating with Boardwalk inspectors by placing waste receptacles for the paper cups and also seeing to it that units are placed inside individual property lines, thus preventing a walking hazard along the beachfront.

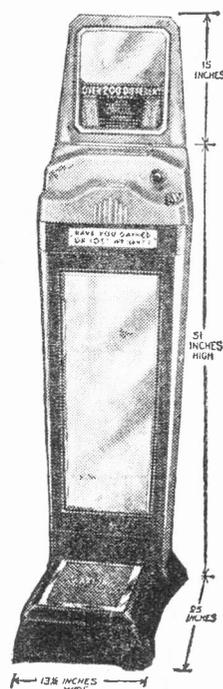
G. & P. Engineering Into New Quarters

DALLAS, July 17.—G. & P. Engineering Company, Inc., completed its move to new headquarters this week at 2910 McKinney Avenue, this city, President Q. R. Martin announced. New location is now being readied for early production on the Pre-Mix cup vender, which will go to Dr. Pepper bottlers and the general market.

Firm has just concluded its reorganization program and has increased capitalization, Martin stated.

Truman's City Taxes Cigs

INDEPENDENCE, Mo., July 17.—A 2-cent-per-pack tax on cigarettes went into effect here recently. City, birthplace of President Truman, inaugurated the tax with the arrival of the new fiscal year, July 1.



\$25 BRINGS THIS SCALE TO YOU BALANCE MONTHLY 200 FORTUNE TELLING NO SPRINGS SCALE

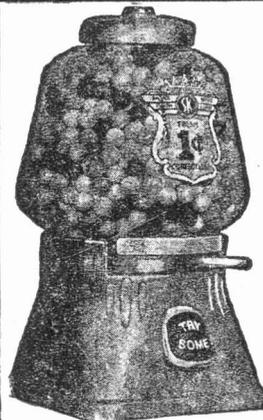
Height, 51 In. Width, 13 In. without sign
Depth, 25 In. Sign, 15 In.
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Silver-King's New 2 for 1c BALL GUM VENDOR



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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.

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LOS ANGELES AREA
16 Coca-Cola Cup Dispensing Machines, like new and on location. Big earnings. Unlimited opportunities for expansion. Sacrifice because of illness. Phone between 5 and 7 p.m. HOLLYWOOD 4454.
Write—BOX A-70
6000 Sunset, Hollywood 28

Ops Fire Final Gun in \$ Survey

State Mfrs. Could Aid by Slicing Costs

Offer Workable Solutions

(Continued from page 97)

amusement games, is one of those who hits hard. Witham says:

"What the music industry needs is a code of ethics.

"There are none (ethical operators) unless you want (to take) the man who is making money and acts 'right' because he wants to be considered ethical.

"The average distributor, factory owners and some operators smell to high heaven.

"Let's forget the ballyhoo and let the public know nationally that music is a business and not a paying business unless percentages are changed, records shortened and prices of the records and the machines lowered.

"The music operator, unless he is (See OPERATORS FIRE, page 106)

No Action Is Seen on Scott Bill in 1948

Congress Too Busy This Year

WASHINGTON, July 17.—Juke box operators have no cause to worry in 1948 over the Scott bill, even tho this week's action by President Harry S. Truman in calling a special session of Congress technically revives the measure to end the juke exemption under the Copyright Act.

Committee aids explained that the House Judiciary Committee, which has charge of the measure, has no plans to consider it during the session. Congress, it was stated, has too much emergency legislation ahead of it to pay much attention to bills affecting only a minor segment of the population.

The Filbens

Filben Manufacturing Company, Inc., of St. Paul. Formed after the death of William Filben. Assigned the entire right, title and interest in the license agreement by Berneice Filben in consideration of 51 per cent of the corporation. Leonard E. Baskfield, president. The defendant in the Rock-Ola suit.

Filben Corporation of Chicago. A manufacturing firm producing the Filben phonographs and equipment under an agreement with the Filben Manufacturing Company, Inc., of St. Paul. Not a party to the Rock-Ola suit. William W. Rabin, president.

National Filben Corporation of Chicago. A selling agency handling the sales of the Filben phonograph and equipment under an agreement with the Filben Manufacturing Company, Inc., of St. Paul. Not a party to the Rock-Ola suit. Sam A. Drucker, vice-president.

Editorial

Operators Have Spoken

In the adjoining columns will be found the third and final installment of a series in which, for the first time, the operator himself has been given the opportunity to air his views on the reasons behind the current economic conditions, and secondly, to offer to his fellow operators any workable ideas he may have had to boost the coin box gross.

The response to this opportunity to sound off was more than gratifying. Most operators contacted welcomed the opportunity, and when assured that their views would be presented fairly, actually took the bull by the horns. Basically, the majority of the operators felt the reasons for the current conditions fell into the following categories:

1. Equipment, supply and labor costs too high.
2. General economic conditions off as compared to the peak war years.
3. Encouragement of newcomers to the field with glowing promises for a rosy future that could never exist—hence the increased, and in many cases, unfair competition that resulted.
4. Poorer grade of materials and workmanship going into equipment and records.

A few of the ideas, tested and found to be worthy by operators, which were advanced to the entire industry for consideration, included:

1. Six plays for a quarter.
2. On-location promotions. Including location staff members to push juke box play, posters, etc.
3. Two plays for a dime, five plays for a quarter. Elimination of the nickel chute entirely.
4. Record charge. Taking the cost of new records out of the coin box before the commission is calculated.
5. Nickel play. Most operators were agreed that 5-cent play will continue to be the rule, rather than the exception, and that 10-cent play, except in specialized cases, is out.

And, of course, there were many more ideas, offered in all good faith by operators in an effort to boost the juke box income nationally—for the wise operator knows a healthy business thruout the country means all operators are making money.

There is no doubt that the road ahead is a rocky one, filled with many headaches that no sedative will help. But, as can be seen from this survey, one factor overshadows all others—the operators are beginning to do something to cure the ills of these unnatural times.

This action is a sign of improved health. Everyone hopes the cure will be completed in the shortest possible time.

Rock-Ola Vs. Filben Court Case Reversed; Production Of Maestro Not Affected

Seeking Clarification of Court's Opinion

CHICAGO, July 17.—With the United States Circuit Court of Appeals in St. Louis handing down a reversal in favor of the Rock-Ola Manufacturing Company in its suit based on a cross-licensing arrangement with Filben on July 6, it was learned this week that the reversal of a decision handed down last September in Minneapolis, in no way interferes with the rights of the heirs of William W.

Filben to manufacture and sell the Filben phonograph and equipment.

The appeal, which was heard before Circuit Judges Gardner, Woodbrough and Collet was based on the decision handed down in September, 1947, by U. S. District Judge Robert C. Bell in the U. S. District Court in Minneapolis, wherein the rights of Filben's heirs, including Berneice M. Filben, Patricia A. Filben, Rosemary H. Filben and Dolores C. Filben, to transfer rights on their license agreement was upheld. Rock-Ola contended that according to its agreement with Filben, who died May 1, 1940, the "license herein granted to Filben shall be non-transferable, except to a corporation organized and controlled by Filben or except to Filben's heirs."

At the time of the initial suit in Minnesota, the Filben Manufacturing Company, Inc., of St. Paul, had contracted with the Batavia Metal Products, Inc., to manufacture the Filben juke box for the Filben Manufacturing Company, and had also entered into an agreement with the U. S. Challenge Company whereby that concern contracted to purchase all the phonographs produced by or for the Filben Company. Neither of these (See ROCK-OLA on page 107)

Coin-Operated Radios Exempt From Chi Taxes

CHICAGO, July 17.—Coin-operated radios are no longer subject to Chicago's \$25 automatic amusement machines tax, according to a recent ruling handed down by the city corporation counsel's office after Bradley Associates, Inc., local Tradio distributor and operator, had questioned the legality of the tax on the coin-operated radios.

Corporation counsel Foss, in his report on the subject, stated that the (See COIN-OPERATED on page 107)

Tele Novelty Wearing Off, Hub Ops Find

Food Spots Prefer Jukes

BOSTON, July 17.—Juke box ops are breathing easier now that the impact of television has flattened itself out. Expecting a 40 per cent cut in biz because of video for 60 days, ops thought they were too optimistic after first showing of ball games. Now that the novelty has worn off, ops size up the situation this way:

Installation of video sets beyond the top spots which were already set when video started, hasn't spread out too much. Best estimates of the number of sets in commercial locations put the number between 800-900. Initial broadcast of video found an estimated 700-800 sets already installed.

Many spots have decided against video. These are mostly restaurants and other places specializing in food. These location owners point out that it is still the food that draws and not video. They say that they prefer jukes over tele anyway because it has a softer effect and mixes better with good food. With tele, they claim, their patrons are too busy gawking over each others shoulders, etc., to enjoy the food, and location owners of these spots also claim tele interferes with patron's conversations, while juke boxes don't.

Consensus seems to be that tele is fine for bars, taverns and cafes, which cater mostly to the men, but not so hot for intimate spots, cocktail lounges and those places specializing in good food. Tele pulls on ball games and fights and such timely offerings as political conventions, etc., but fare offered beyond that doesn't intrigue the location patrons.

Judge Will Rule On Final Aireon Reorg Sept. 8

KANSAS CITY, July 17.—Federal Judge Arthur J. Mellott will rule on the final reorganization plan of the Aireon Manufacturing Corporation September 8 after the Securities and Exchange Commission (SEC) has studied the plan which was submitted to the court late last week and early this week, it was announced Tuesday (13).

Judge Mellott, following a hearing of creditors in the Federal District Court in Kansas City, said that the plan as submitted by Harry Miller Jr. and Harold Pearson, trustees, was "worthy of consideration."

The Reconstruction Finance Corporation (RFC), which is the principal creditor, and all participating banks that were represented at the hearing, offered no objection to the plan. The SEC, however, would prefer to have the reorganization delayed for a while to allow further study and to grant sufficient time to executives running Aireon to become familiar with the business, it was understood.

The reorganization plan would create a new corporation, drastically (See JUDGE WILL RULE, page 107)

Aireon Appoints 2 New Distributors

KANSAS CITY, Kan., July 17.—Confirmation of the appointment of two new distributors by the Aireon Manufacturing Company was made this week by Bernard D. Craig, general sales manager. New reps will cover Indianapolis, eastern Kansas and western Missouri.

The Trout Music Distributing Company will act as Aireon distributor in the Indianapolis area. Firm head is Wayne Trout, and the appointment as distributor becomes effective immediately.

The Western Specialty Company, Kansas City, Kan., headed by Wolf Riman, has been appointed Aireon distributor for eastern Kansas and western Missouri. Riman has just completed remodeling his headquarters here and has added a parts and service department for the Aireon products.

Ops in Manchester Get Vet Backing in Juke Box Tax Fight

MANCHESTER, N. H., July 17.—Two veterans' organizations and three local operating concerns here this week filed bills in equity in Superior Court to enjoin the city from enforcing an ordinance regulating and licensing juke boxes. Papers were served on Mayor J. T. Benoit, City Clerk M. J. Quinn and Acting Police Chief G. E. Welch, all named as defendants in the action.

The plaintiffs are the Marine Corps League, the Thornton Association of Naval Veterans, Travelers Lunch Company, Lazar Music Company and the Manchester Music Company.

The petitioners questioned the constitutionality of the ordinance, claiming that it violated the "due process of law" articles of the State and federal constitutions. They further contend that the ordinance is invalid because it is not, and does not, purport to be regulatory, but is "an unlawful attempt to raise revenue by said city."

City Clerk Quinn this week said that a total of \$1,157 had thus far been collected in license fees, including \$740 for 74 juke boxes and \$417 for 417 coin boxes governing a centralized recording machine (hide-away).

In asking the court for a declaratory judgment, the plaintiffs requested that the defendants be enjoined from enforcing the ordinance (covering the tax) pending a decision on its constitutionality.

Packard Now Using Lumite Grille Front

NEW YORK, July 17.—The Lumite division of the Chicopee Manufacturing Corporation has announced that it is increasing the industrial uses for its Lumite woven plastic screen material, and that the material is now installed as a cabinet grille cloth by the Packard Manufacturing Company in the latter's automatic phonographs.

Made of saran, a vinylidene chloride product, Lumite colors cannot fade as the color pigments are blended directly into the basic plastic monofilaments. The Lumite is used to cover the speakers on the Packard units, and it has been treated for less sound absorption which results in truer sound reproduction and tone transmission. It can be cleaned with soap and water and is easily cut and installed.

Detroit Music Ops Take Issue With Inaccurate News Reports

DETROIT, July 17.—Intra-industry trouble and location-jumping are at the lowest ebb in years, according to Roy Clason, business manager of the Michigan Automatic Phonograph Owners' Association (MAPOA), who made the report in answer to a series of recent local newspaper stories which were detrimental to the music machine industry as a whole, and based on disturbances in a few locations. Contacts with numerous operators confirm Clason's stand that the average operator in recent months has enjoyed a more peaceful frame of mind than had been the case in the industry for some time.

Public officials, however, issued a warning that any public violence, attributable to juke boxes, might result in the closing down of the business. A State Liquor Commission statement issued about a year ago was cited, indicating the commission's intention to stop juke operation in any spot where violence occurred, but even more sweeping shutdown of the business was threatened in some quotations this time.

Some actual change in licensing practice in the city may come as a result of the present flare-up. One of these is likely to be the switch of license payment from the juke box owner to the location owner. This fee of \$7.50 per year is supposed to be paid by the location, but in nearly every case the juke box operator pays the fee here. This was accepted as an economic necessity to hold the location in the early days after the ordinance was adopted several years ago, but operators now would have a solid gain if the location owner were forced to pay the fee which the law says is his. Recently it was indicated by Police Superintendent Edwin Morgan, at a meeting with MAPOA leaders and other operators, that this change would be recommended, because he felt that payment by the operator was not in accord with the terms of the law.

Another proposal was made by the MAPOA to form a three-way committee, representing the police de-

partment, the association itself and the Service Drivers and Helpers' Division of the Teamsters' Union, who have jurisdiction over juke boxes here, to pass on any proposed transfers of juke box ownership in the city. A continuing police record of all machines would be kept as an aid in determining responsibility in the event of any trouble.

The MAPOA board of directors at a meeting Monday (12) voted to cooperate to the fullest extent with all law-enforcing agencies, and pointed out that the available evidence does not show that their own members were involved in any way in any recent difficulties.

Where's the Body?

DETROIT, July 17.—Folks in the juke box business in this territory are taking the prevailing squawk about "business is dead" a bit literally. A few weeks ago *The Billboard* reported on a new record distributing firm that is specializing in music for funeral chapels.

Now the Michigan Automatic Phonograph Owners' Association has picked Judge George Murphy as honorary chairman of its new Hit of the Month Committee, which starts public operation tomorrow at Eastwood Park. He's a judge of probate court, which has primary jurisdiction over the affairs of deceased Detroiters.

Jersey Town Passes Curfew on Jukes

EGG HARBOR CITY, N. J., July 17.—City council in special session this week passed an ordinance regulating the playing of juke boxes in taprooms in this town near Atlantic City. The ordinance was the result of complaints made of the noises in public places all hours of the night. The ordinance limits the playing of music machines until midnight during weekdays and until 2 a.m. on Sundays. A fine up to \$100 can be assessed for violation of the ordinance.

At the near-by Wildwood, N. J., resort, operators of taprooms and night clubs, in pledging themselves to a self-policing code, agreed to curb the playing of juke boxes in early hours of the morning.

Correction

NEW YORK, July 17.—Modern Music Sales Company's territory for the sale of Target Master, the coin-operated ray pistol manufactured by Automatic Devices, was incorrectly reported in a recent story (*The Billboard*, July 10). Modern will serve as outlet for the device only in New York, New Jersey and Connecticut. It is understood the manufacturer may appoint additional distributors to handle other areas.

MAPOA Tees-Off Hit Promotion At Gala Party

DETROIT, July 17.—The Detroit Hit-of-the-Month program will be launched tomorrow (18) at Eastwood Gardens, with Woody Herman's orchestra to provide the music. Event is under the direct sponsorship of the Michigan Automatic Phonograph Owners' Association (MAPOA), which is handling all arrangements, and underwriting the cost for the ballroom and band.

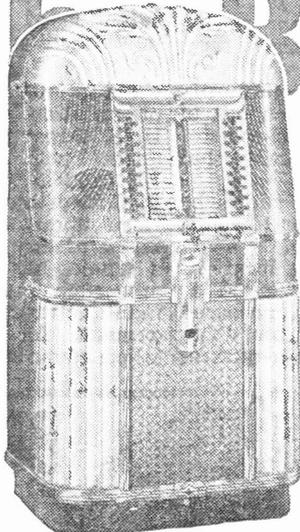
Program will feature the appearance of three disk jockeys, who will be alternated each month. At this first session the jockeys are John Slagle, WXYZ; Bob Seymour, WKMH, Dearborn, and Beverly Norberry, only local female jockey, of WJJW, Wyandotte. For August the jockeys will be Warren Kelly and Fran Pettay, WJR, and Russ Mulholland, WXYZ.

Each jockey will present four selected new releases, and the audience will vote on them. The number selected will then be named the Hit-of-the-Month, and placed in the No. 1 position on the more than 5,000 juke boxes belonging to association members for August. In order to get the program under way the association committee itself made the first selection of a tune for July, *You Were Only Fooling*, by Blue Barron, which is now being placed in the No. 1 slot.

Probate Judge George Murphy has been named honorary chairman of the committee in charge of the monthly public programs.

B the Best!

Be the Best!



B the Best!

Be the Best!

B the Best!

AMI NEW 40 SELECTION PHONOGRAPH

AMI Incorporated

127 NORTH DEARBORN, CHICAGO 2, ILLINOIS

Operators Fire Final Gun; Seek Price Cuts by Mfrs.

(Continued from page 104)
partially supported otherwise, is one of the biggest suckers on earth."

5-Cent Play

Al Schlesinger, of the Square Amusement Company, Poughkeepsie, N. Y., is a veteran of 29 years in the operating end of the music machine business. He had the following to pass along:

"What the country needs today is a continuation of the 5-cent play. It hardly seems feasible that with the terrific inroads of television that 10-cent play is the answer to the music merchant's problem. It is my opinion that 10-cent play would bring about the conditions that relegated the buggy whip at the turn of the century. Basing my observations on 29 years of operating, I feel the present situation can be handled successfully by doing the following:

"1. Manufacturers must, and eventually will have to curtail their production.

"2. Distributors must cease creating new operators who have become a thorn in the side of every operator today. Ninety per cent of the operators created in the past year have fallen by the wayside and the distributors have sold and resold these routes to the detriment of the music merchant who at least has the basic foundations and the necessary knowledge to carry him thru these trying times.

"3. Operators should curtail their purchases, cut their operating costs to the bone, trim off the poor locations and, if the above conditions can be met, the operator will be in a position to sell his music to the location on a profitable basis, whether it be front money or an equitable percentage basis.

"If television improves with age, the handwriting is practically on the wall. The above conditions will definitely take care of themselves for, as in the laws of nature, it will be a question of the survival of the fittest."

Cut Nickel Chute

R. B. Conger, Mapleton, Ia., offers an idea to hypo the play of the operator whose route covers a farm area.

"I live in a farming community where 10-cent play would be out of the question. The six-for-a-quarter play would not make the money that 10-cent play would.

"The only change that could be made would be two plays for 10 cents, and five plays for a quarter.

"I have found from some locations that the coin box has increased as much as 25 per cent, others increased as little as 10 per cent after using the two-for-a-dime, five-for-a-quarter

idea. I have heard no complaints from the customers.

"I have some locations that would not complain about a 10-cent play, but those (locations) are few, and besides, it would conflict with the two-for-a-dime, five-for-a-quarter play.

Short and Sweet

C. W. Titus, Red Bluff, Calif., operator, in a very few words, expressed himself on the reasons for the present economic situation in the music business.

Titus stated:

"The high price of equipment plus the poor workmanship which runs service costs much above the pre-war equipment, is the reason for the current trouble."

Thoro Study

E. Walter Harvey, of Kilmarnock, Va., has gone into the problem thoroly, and comes up with the following:

"Admittedly, the music business today is in bad shape. It is no secret that about half of the operators are broke, an unusual number of routes are for sale, new machines are not being bought from distributors, and a large number of operators are way behind in their payments. The question is not what caused all this, as anyone who can count up to 10 knows that you cannot pay \$1,000 for a machine and still sell its product, i.e., music, at the same price of a nickel. And it is unfortunate that due to present conditions, this price cannot be increased as the public has been educated to a 5-cent play.

"I am speaking from experience, as I have tried 10-cent play, and also six-for-a-quarter, and the plain fact is that they laid an egg for me. I formerly paid around \$250 (pre-war) for better machines than I am now paying over \$800 for; but as I said before, I am still getting the same nickel, and as a matter of strict fact, I am getting less of them now than I did last year. Anyone who can read English and can read the figures in his bank book, knows that the only salvation of the operating picture is new machines sensibly priced.

Increased Prices

"It is true we are now in a period of inflation. But according to the U. S. Department of Commerce, the general price structure has risen from 100 in 1939 to 169 today. In contrast to this, prices of new machines have risen about 350 per cent. Do you know of any other industry that, as a whole, has advanced its prices in any such outrageous fashion? The manufacturers, knowing the pent-up demand for their products, have taken advantage of the operators, and

Poll Winner

CLEVELAND, July 17.—Cleveland's Top Ten, a radio show heard here over WJMO Sundays from 4:05 to 5 p.m., and presented in conjunction with the Cleveland Phonograph Merchants' Association (CPMA), was named the second most popular week-end program heard during the daytime in the annual poll conducted by *The Cleveland Press*.

The radio program features the 10 most popular records in Cleveland in each week and the CPMA Hit Tune of the Month. It is comparatively new, having been on the air only a few months, and is heard on the newest radio outlet in the city.

the plain fact is they have just about milked them dry. I operate about 200 music boxes and since the war I have replaced about a third of them with post-war machines, but I started this year determined not to buy a single new machine until a realistic price was put on them, and I expect to continue this plan until the factories do wake up.

"In plain English, I am not going to bankrupt myself to furnish tremendous profits for others. I honestly believe I can go along for at least two more years without buying any new equipment, and that is exactly what I am going to do. So, therefore, I repeat, I think this problem must be attacked from the source—mainly the manufacturers.

"I am merely trying to hold my own, because when the bubble does burst, and I don't think that will be too far in the future, I will be able to pick up the pieces at a reasonable price—one that I can make a living profit from.

Ops Decreasing

"In this territory, at least, the number of operators is steadily decreasing due to the fact that many of the newcomers are now learning the truth about the music business. I know of five men in the last two months who had to drop out of the business due to the pressure, and the position today of many more is precarious. The older and more established operators are having a tough time also, but because of a backlog of locations and money, are in a better position to stand the pressure. But if conditions continue like they are for a couple of more years, there just won't be any of them left.

"I have been in this business 20 years. It is a fascinating business and I love it, but most assuredly, I am not going to work for others. As I said before, I am going to go along with what I have and not buy another machine from anybody until the factories wake up to present-day conditions and problems.

"I hate to see the goose that laid the golden egg killed, but that is exactly what is happening."

Op Co-Operation

M. A. Rosenstein, of Marco Music Company, has only one solution to offer as a remedy to present conditions.

"The only solution I can now see is to have the operators get together and cut percentages. Out here it's mostly 50-50, because if they (the locations) don't get 50 per cent from me, they'll get it from others."

Disgusted

An operator in Harrisville, N. Y., who preferred to be known only as "Disgusted," was also outspoken on the manufacturer-operator relationship.

"I am a small hick-town operator, therefore my thoughts are probably useless as far as the national picture is concerned. Nevertheless, perhaps I can give *The Billboard* a viewpoint that might be worth the reading time.

"1. Business is not bad.

"2. But operators are going broke.

"3. The big operator who was established before the late war had a chance to make money. During the war years he couldn't spend it purchasing a product that wasn't being manufactured.

"4. Manufacturers have the audacity to charge \$1,000 for a phonograph, but do not tell the operator how to use it, i.e., percentages, etc. Consequently, the fight starts the moment the phonograph or game is sold. Individuals who fight cannot be strong.

"5. Operators lack the courage to tell the manufacturers their position and to refuse to buy. Can you show me an average location that will amortize itself, to the tune of \$1,000, plus records, plus service, plus operator profit, plus location profit in 12 to 18 months?

"Why charge the public 10 cents for a tune that you or I know is only worth 5 cents? Operators—don't pass the buck, turn it back where it belongs, to the manufacturer, who will stand on his head before he gets \$1,000 out of me for a juke box that lives and must live on the lowly nickel.

"Incidentally, I don't see any of the big operators going broke, but I know plenty of small boys with their backs to the wall."

Chattanooga Choo Choo

T. R. Gayton, a Chattanooga operator, delves into mathematics to arrive at some conclusions. He says:

"Six-for-a-quarter play is all right. The dime play is out—so is six-cent soft drinks and chewing gum.

"The answer is cheaper and longer-running trouble-free juke boxes, better quality records and a feather-light tone arm.

"The salvation of the juke box industry is in the hands of the manufacturer of the music machines and records. A machine selling for \$495 should sell for \$295, while a \$1,000 unit should sell for \$400.

"A machine, bought with one-half down and the rest financed, has to take in about \$1,100 (to pay for the unit), plus operating costs of about \$300, plus the depreciation, about \$200, or a total of \$1,600 before a profit can be realized.

"The profit on a \$400 juke box starts at \$1,200, or 24,000 plays, while the profit on a \$1,000 juke box starts at \$3,000 or 60,000 plays.

"Since 75,000 plays is the life of a juke box, you can see what I mean.

"A profit can be made on a juke box (costing) from \$300 to \$500, but not \$1,000, since a juke box has to take in about \$2.50 to cover each \$1 invested."

War Is Over

An operator with 15 years' experience in the music machine and game field, who preferred to remain anonymous, had the following to report:

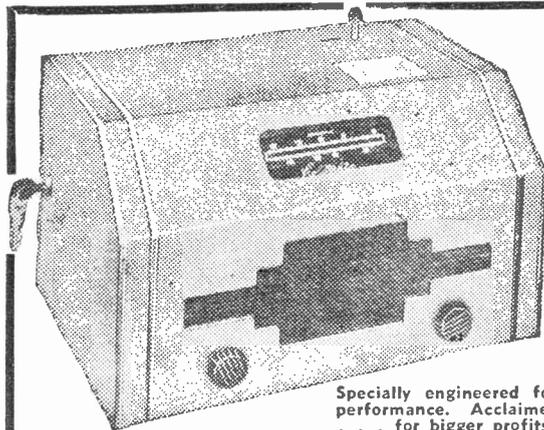
"The juke box business is nothing more than a 5-cent business. I have been an operator of music and games for 15 years. When you could buy pin games at \$85 to \$100 and juke boxes for \$495 you could make at least a little money. The trouble with the business now is, too high-priced equipment, too fast depreciation on equipment, too much increase in labor and supplies, and an over-all increase of everything that is required to run an operation.

"The collections were as good (then) when you could buy your equipment at the above prices. The war is over, and the big take and overtime for the wage earner is also over."

Three for a Dime

Noel E. Naughton, who runs his own music company, is an advocate of the three-plays-for-a-dime play booster. He says:

"Three for a dime. Several of my machines were fixed so that they would play an extra record and others were fixed to play one for a nickel and three for a dime. Most of my machines were in Negro locations and the machines that played three for a dime (See OPS FIRE on page 113)



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Specially Engineered for

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- BARS
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- RESTAURANTS
- BOOTHS, Etc.

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ADVANCE RECORD RELEASES

POPULAR

(Continued from page 32)

- There's Something About Midnight
M. Whiting (Look For) Capitol 15146
- Then I'll Be Happy
C. Foster Ork (Paddlin' Madelin') Mercury 5162
- Too Much-a-Manana
K. Kyser (Ring, Telephone) Columbia 38262
- What Has Happened To Joe
C. Haines (Ah, But) Signature 15187
- Where Flamingoes Fly
M. Tilton (On the) Capitol 15149
- Will You Be My Darlin'
J. Owens (Don't Take) Tower 1288
- Win or Lose
G. MacRae Ork (At Your) Capitol 15154
- Woody Woodpecker
D. Kaye-Andrews Sisters (Put 'Em) Decca 24462
- You Call Everybody Darling
J. Smith-The Clark Sisters (Cuckoo Waltz) Capitol 15155
- You Call Everybody Darling
J. Wayne (Cuckoo Waltz) Columbia 38286
- Your Debt To Love
C. Lewis Trio (Flippety Flop) Apollo 1119

CHILDREN'S RECORDS

- Chicken Lickin'—The Ginger Bread Boy Album (1-10")
F. Luther-M. Herth . . . Decca CU-110
Chicken Lickin' . . . Decca 88009
The Ginger Bread Boy . . . Decca 88009
- King Cole For Kids Album (3-10")
King Cole Trio . . . Capitol DC 89
Ke Mo Ki Mo . . . Capitol 25009
My Sleepy Head . . . Capitol 25010
Nursery Rhymes . . . Capitol 25010
Old MacDonald Had a Farm . . . Capitol 25009
The Three Trees . . . Capitol 25011
There's a Train Out For Dreamland . . . Capitol 25011
- Hymns of Comfort and Joy Album (5-10")
The National Vespers Quartet . . . Bibeltone J
A Mighty Fortress Is Our God
Be Still My Soul
Blest Be the Tie That Blinds
Come Ye Disconsolate
Dear Lord and Father of Mankind
God of Our Fathers
Immortal Love, Forever Full
O Beautiful for Spacious Skies
O Love That Will Not Let Me Go
The Lord Is My Shepherd
- I Can't Spell Schenectady
A. Trace (Kicking Up) Bullet 1041
- Kicking Up Dust in the Nursery
A. Trace (I Can't) Bullet 1041
- Bozo Sings Album (2-10")
Pinto Colvig . . . Capitol DBS-84
Bozo's Song . . . Capitol 25005
Filbert the Frog . . . Capitol 25005
Honkety Hank . . . Capitol 25006
My Mule Charlie . . . Capitol 25006
- 2. Let's Dance to the A-B-C; 2. The Counting Song
J. Clay (Three Men) Dana 5001
- Nursery Rhymes Album (2-10")
K. Carson-BI May . . . Capitol DBS-90
Lazy Mary Will You Get Up; Good Morning Merry Sunshine; Merrily We Roll Along; Little Robin Redbreast; Here We Go 'Round the Mulberry Bush; Rain Rain Go Away; Diddle Diddle Dumpling . . . Capitol 25007
- Mary Had a Little Lamb; John Brown Had a Little Indian; Billy Boy; Polly Put the Kettle On; Farmer in the Dell . . . Capitol 25007
- Hickory Dickory Dock; Three Blind Mice; Three Little Kittens; Little Bo Peep; Pop Goes the Weasel; Ride a Cock Horse . . . Capitol 25008
- Hey Diddle Diddle; Twinkle Twinkle Little Star; Sing a Song of Sixpence; Yankee Doodle . . . Capitol 25008
- The Boy Who Cried Wolf
J. Clay (Tom, Tom) Dana 5002
- The Little Tune That Ran Away Folder (1-12")
P. Lind Hayes . . . Decca C. U. 108
- Three Men in a Tub
J. Clay (1. Let's Dance) Dana 5001
- Tom, Tom, the Piper's Son
J. Clay (The Boy) Dana 5002

CLASSIC & SEMI-CLASSICAL

- Coates: Knightsbridge March (12")
E. Coates, Dir., London Symphony Ork . . . Columbia 72597
- Coates: London Bridge March (12")
E. Coates, Dir., London Symphony Ork . . . Columbia 72597
- Debussy Album (3-12") . . . Columbia MM-761
De Fleurs (1 Part) . . . B. Sayao-M. Charnely.
- La Dama de Elue (5 Parts) . . . The Philadelphia Ork, E. Ormandy, Dir.-B. Sayao-R. Nadell-The Women's Chorus of the University of Pennsylvania-R. Elmore, Dir.
- Eberhart-Cadman: At Dawning, Op. 29 No. 1
C. Kullman-J. Burger, Dir. (O'Reilly-Geehl) Columbia 4529-M
- O'Reilly-Geehl: For You Alone
C. Kullman-J. Burger, Dir. (Eberhart-Cadman) Columbia 4529-M

HOT JAZZ

- Beale Street Blues
Miff Mole Nicksieland Band (I Must) Commodore 620
- Blues for Stu
G. Wettling Rhythm Kings (Heebie Jeebies) Commodore 619
- Cool Breeze
D. Gillespie (Manteca) Victor 20-3023
- Foxy
E. Davis (Sheila) Apollo 779
- Heebie Jeebies
G. Wettling Rhythm Kings (Blues for) Commodore 619
- I Must Have That Man
B. Hackett-Miff Mole Nicksieland Band (Beale Street) Commodore 620
- L'Ana
Chubby Jackson Ork (The Happy) MGM 10228
- East of Suz
C. Ventura (I'll Never) National 9048
- Hank's Pranks
H. D'Amico (Juke Box) National 9047
- If I Should Lose You
M. Hinton Ork (If You) Staff 606
- If You Believed in Me
M. Hinton Ork (If I) Staff 606
- I'll Never Be the Same
C. Ventura (East of) National 9048
- Juke Box Judy
H. D'Amico (Hank's Pranks) National 9047
- Mad Hype
H. McGhee & His Boppers (Rummage Bounce) Modern 20-608
- Manteca
D. Gillespie (Cool Breeze) Victor 20-3023
- Muskrat Rumble
"Wild Bill" Davidson Commodores (Riverboat Shuffle) Commodore 618
- Riverboat Shuffle
"Wild Bill" Davison Commodores (Muskrat Rumble) Commodore 618
- Rummage Bounce
H. McGhee & His Boppers (Mad Hype) Modern 20-608
- Sheila
E. Davis (Foxy) Apollo 779
- Sweet Georgia Bop
W. Gray-V. Musso (Sweet Georgia) Modern 20-611
- Sweet Georgia Brown
W. Gray-V. Musso (Sweet Georgia) Modern 20-611
- The Happy Monster
Chubby Jackson Ork (L'Ana) MGM 10228

LATIN-AMERICAN

- Cuchi Cuchi Cuchi
E. Gomez (Me Dijiste) Victor 23-0859
- Dale Pepe
A. Sacasas Ork (A-E-I-O-U) Victor 23-0855
- Elena La Cumbanchera
Habanero Septeto (Mi Fui) Victor 23-0856
- En Tampa
M. Valdes (Loca Pasion) Musicraft 583
- A. Tappinara
L. Martini (The Telephone) Bandwagon 507
- He Like It! She Like It!
T. Guizar (I'll Never) Mercury 5006
- I'll Never Love Again (La Borrachita)
T. Guizar (He Like) Mercury 5006
- Inutil es Fingir
E. Landin (Palabra de) Victor 23-0862
- La Cinco Novias
Kubavana Conjunto (Que Mala) Victor 23-0859
- Loca Pasion
M. Valdes (En Tampa) Musicraft 583
- Me Dijiste
E. Gomez (Cuchi Cuchi) Victor 23-0859
- Mi Fui Con Ella
Banero Septeto (Elena La) Victor 23-0856
- Palabra de Honor
E. Landin (Inutil es) Victor 23-0862
- Que Mala Suerte
Kubavana Conjunto (La Cinco) Victor 23-0857
- Rumba Jamboree
R. Caspito Ork (Samba Jamboree) Victor 26-9037
- Samba Jamboree
Hector Ork (Rumba Jamboree) Victor 26-9037
- Si No Me Puedes Querer
S. Alvarez (Alma Jarocha) Victor 20-0863
- The Telephone No Ring
L. Martini (La Tappinara) Bandwagon 507
- The Peanut Vendor
D. Azpiazu Ork (True Love) Victor 26-9038
- True Love
D. Azpiazu Ork (The Peanut) Victor 26-9038
- Yo Mate a Juan Charrasqueado
P. Infante (El Charro) Peerless 2742

INTERNATIONAL

- Arriba, Parts I & II
The Barton Brothers . . . Apollo 169
- Basic Yiddish Lesson (Business Administration)
S. Levenson (Basic Yiddish) Apollo 172
- Basic Yiddish Lesson (Family Life)
S. Levenson (Basic Yiddish) Apollo 173
- Basic Yiddish Lesson (Kloles)
S. Levenson (Basic Yiddish) Apollo 172
- Basic Yiddish Lesson (Kosher Kalories)
S. Levenson (Basic Yiddish) Apollo 172
- Sit Sit Sit, Parts I & II
S. Smith . . . Apollo 171

Rock-Ola Vs. Filben Ct. Case Reversed

(Continued from page 104)
agreements are now in force.

Baskfield Report

Leonard E. Baskfield, president of the Filben Manufacturing Company, Inc., of St. Paul (the majority of the stock which is owned and controlled by the Filben heirs), this week told *The Billboard* that a petition for a rehearing of the matter has been filed seeking a clarification of the court's opinion preliminary to filing an appeal to the United States Supreme Court.

"The decision in no way disturbs the right of the Filben heirs to manufacture and sell the Filben phonograph and equipment," said Baskfield. He added that neither the National Filben Corporation of Chicago nor the Filben Corporation of Chicago is a party to the suit.

With full production now under way, Sam A. Drucker, vice-president of the National Filben Corporation of Chicago, reported that showings will be held by the Mayport Distributing Company Tuesday and Wednesday (20-21) at the Washington Hotel, Seattle; the Fort Des Moines Hotel, Monday and Tuesday (19-20), during a State-wide meeting of music machine operators; the Adams Hotel, Phoenix, Tuesday and Wednesday (20-21), and a factory showing at the Adolphus Hotel in Dallas, July 29-30. Rabin, in announcing the Dallas showing, stated that the distributors and sub-distributors for the entire State would be announced after the showing had been completed.

COIN-OPERATED

(Continued from page 104)

coin-operated radio are "instrumentalities of inter-State commerce, and therefore, not subject to the city tax.

The Chicago case was the second in which a city counsel had offered the opinion that the coin-operated radios were not taxable under a city automatic amusement machine levy, the city attorney of Oakland, Calif., having previously given the same opinion. The United States Department of Revenue, in a ruling some time ago concerning the same subject, said that the coin radios were not subject to the \$10 federal amusement tax.

Meanwhile a recent proposal to levy a \$5 license tax on coin-operated radios in Mobile, Ala., met with so much resistance that the proposal was reduced to \$1.

Two States, Kentucky and South Carolina, exempt coin radios from their State coin-operated machine taxes.

JUDGE WILL RULE

(Continued from page 104)

scale down the debt and eliminate all stockholders of the present company.

Meanwhile it was learned that Aireon is continuing in full production on its automatic phonographs, including the Coronet 400, which lists at \$495.

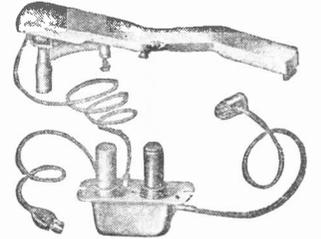
Aireon Names New Distributor

SYRACUSE, July 17.—Dial Distributing Company, 400 Lodi Street, has been appointed to handle Aireon juke boxes and accessories in 12 Central New York counties, it was announced this week by Ben Palastrant, Aireon Eastern regional sales manager. Robert Conahan, veteran coinman, is the outlet's general sales manager.

Dial soon will hold a complete showing of the Aireon line.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records



Nothing to change
Just plug it in

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Coronet
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495

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ONLY 10¢ EACH

(Packed 100 to a box)

These records are carefully inspected and well packed. Will stand any shipping distance. Send 1/2 deposit with order, balance C. O. D. Can ship any size order same day received. Also new records, all labels—write for prices.

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Excellent condition. Like new . . . \$425.00
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Phone: Jackson 7775



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COINMEN YOU KNOW

Chicago:

General feeling among the trade that Herb Jones (Bally) and Herb Oettinger (United Manufacturing) will do a first-rate job as committee heads for CMI's 1949 convention at the Hotel Sherman here. Both Herbs are known for their efficient handling of all assignments, regardless of the proportions involved. . . . Lee Fisher, head of the Cine Case Company, and his wife are the proud parents of six-pound boy born Passavant Hospital last week. Since the bundle from heaven arrived Lee has been a faithful commuter between Cine's South Michigan Avenue headquarters and the hospital.

O. D. Jennings line staffers ended group vacations July 17. During the absence of the line workers, firm heads got a chance to look into other phases of the business. Among the visitors dropping into Jennings last week were Art Puetz, Garfield Novelty, Columbus, O.; Charley Rosen, Ohio Specialty, Louisville; A. C. Childers, Fort Madison, Ia., and O. R. Messner, Elkhart, Ind. John Neise, sales manager, spent the first week of this month doing a little fishing and getting better acquainted with his four-month-old son.

Nate and Sol Gottlieb held the fort last week at the D. Gottlieb plant while brother Dave took a few days of well-earned rest up in Eagle River, Wis. Gottlieb production line is humming on Ali Baba after a vacation the week before. While the plant was closed the production line area was given a paint job.

News from United Manufacturing is that Lyn Durant, Billy DeSelm and Ray Riehl are happily surprised over the orders on their new five-ball, Major League Baseball. Built around the great national pastime, the game has an animated scoreboard and playfield showing baserunners advancing. Durant's dream is coming true, the new United plant will probably be ready about the end of summer. When firm makes its move, United production will not be interrupted as firm plans to move one department at a time.

John Haddock, AMI president, and his wife were Winnetka, Ill., house guests last week-end. Prior to making the suburban trip John took care of business details both here and in Grand Rapids, Mich. Chet Ozinga, of AMI Grand Rapids quarters, dropped down to Nashville and Knoxville last week to help Kenneth Brake hold showings in those cities. Brake heads (See Chicago on opposite page)

Cincinnati:

The Automatic Phonograph Owners' Association held its regular board of directors meeting Tuesday (13) in the association offices. Those in attendance at the session included Sam Chester, president; Charles Kanter, secretary-treasurer; Harry Hester, Bill Harris, Bill Strout and John Nicholas. The membership meeting, which had been scheduled for the same evening, was postponed due to the heat.

Milton Cole, who operates the Ohio Specialty Company, has left for Hazelhurst, Wis., with his family for a vacation. Milton is due back about August 1. . . . William Fitzpatrick, who has been confined to his home with lumbago, is feeling better and is back at work covering his route. . . . John Schmidt, Sentinel Amusement Company, is recuperating at his home from an appendectomy. . . . Elmer Meyer and his wife are spending a two-week vacation at their cottage at Indian Lake, a spot that is very popular with the local coinmen and their families.

Detroit:

Dale Sauve, of A. P. Sauve & Son, returned Thursday from a week's business trip to New York, reports general business outlook slow for the balance of the summer. . . . Gebhart (Pat) Patton, owner of Pat's Music, who has been west for his health for sometime, is due back in town the end of this month, according to Edward Helbig, who has been managing the business for him. . . . Fred James, vice-president in charge of manufacturing at the Hayes-Sloan Products Company, reports demand has pyramided away ahead of present production capacity for their unique coin-operated bowling ball washing machines.

Robert P. Schmidt, for many years in the beverage business, has introduced the new Hires root beer venders to the Motor City area, with the organization of the Dispensit Company. He may

Louisville:

Walter Waldman, manager of the S. L. Stiebel Company, Seeburg distributor, is relaxing now that his siege of floor pacing is over. Walter became the father of a seven-pound son recently. The new Waldman is named Jay Lawrence. Mrs. Waldman and baby are doing first-rate.

later add other types of beverage venders, and favors a simpler (non-selective) type for the average location. . . . Maurice Goldman, president of the Michigan Automatic Phonograph Owners' Association, has returned from the Mayo Clinic at Rochester, Minn., after a general health check-up. . . . Ben Okum, acting president, was in Chicago on a trip to buy furniture for a new home. . . . Roy Clason, association business manager, reports a steady increase in juke box collections in the metropolitan area.

New York:

Nash Gordon, formerly office manager of the recently dissolved Amusement Game Operators' Association, took on a new job last week as business manager of the Automatic Operators' Association. As he assumed the duties of his new post, he was hampered by the absence of two able assistants, Ruth Nussbaum and Dorothy Wolk. Ruth was injured this week in a fall, while Dorothy is on vacation.

Al Blendow and Ted Seidel, of Blendow & Meyers, promise a well-stocked buffet table at their showing of the new and standard coin-operated equipment next Thursday and Friday (22-23). Hungry and thirsty operators are invited to partake of the refreshments and try out some new games that will be shown for the first time.

John Corral, manager of Spacarb, Long Island, receiving congratulations on the birth of a son, John Jr. . . . Jack Pero, Spacarb sales and advertising manager, reports that Art Reese, who has cup venders on location in Lima, O., has also just become a father. His baby girl is named Colanda. . . . Pero and Ike Houston, Spacarb prexy, left for Charlotte, N. C., yesterday on biz.

Lew Jaffa, sales manager of C-Eight Laboratories, off last week for a quick trip to Chicago, after returning to the city from a visit to Greenwich, Conn. . . . Jack McCarthy, office manager of the Juke Box Servicemen's Union, Local 786, International Brotherhood of Electrical Workers, has set his marriage to Dorothy Costa for August 21.

Dick Steinberg, executive director of the Music Guild of America (MGA), reports that the association sent out its first batch of free title strips to MGA members this week. The service, designed to partially eliminate hand-written title strips and improve the appearance of title panels, provides printed strips of leading tunes that appear on *The Billboard's* Honor Roll of Hits each week. (See New York on page 111)

Twin Cities:

Archie LaBeau, of LaBeau Novelty Company, Rock-Ola distributors here, is taking his family to Mason City, Ia., Sunday for a horse show there. Archie will show six horses, ridden by his children, George, 21; LaRaine, 19; Virginia, 18; Connie, 16, and Robert, 10. Archie will drive a harness race himself. Son, Robert, incidentally, has won 21 blue ribbons this year with his pony, Oak Hill Chief Jr., starting the long line at the National Stallion Show, pony class, at Waterloo, Ia. Archie and Ramsey County District Judge Roy Dane were badly shaken when LaBeau's Cadillac, in which they were traveling, overturned Monday (12) near Brainerd, Minn.

Matt Engel and Walter Johnson, of Mayflower Distributing Company, St. Paul, are back from a week-end at Cross Lake where they caught a fish—a good-size Northern pike. . . . Lou Nordeen, 53-year-old St. Paul operator, was the victim of the recent Minnesota heat wave, dying Friday (9). His wife will continue the business. . . . Manny Karon, salesman for Hy-G Music Company, Seeburg distributors here, is in South Dakota and reporting back that business is brisk.

Herman Paster, head of Mayflower Distributing Company, flew to Chicago last week to call on factories there. . . . Emil Zellmer, electronics (See Twin Cities on page 111)

Turning Back the Clock

10 Years Ago This Week

July 16, 1938.—J. W. Coan, president of the Coan-Sletteland Company, Inc., Madison, Wis., in a letter to the coin machine editor of *The Billboard* this week, stated: ". . . Some day there will be a show (by the coin machine industry) that will deal entirely with mechanical machines built for the sale of merchandise. It is my belief that the coin machine show will have to divorce merchandising machines from amusement machines. . . . or that a new organization will be set up for merchandise machines."

A new ice cream vender, of the thermos bottle type, which uses dry ice for cooling, is being developed by Mechanical Merchandisers, Inc., Detroit, firm's general manager, A. M. Williams, announced this week. Machine is to sell for \$100; it is to be 16½ inches in diameter and 44 inches high. Capacity, 200 "pieces." Vender is scheduled to be ready for the market in about 12 months. . . . Jim Buckley, general sales manager of Bally Manufacturing Company, announced the new Grandstand multiple one-shot game this week. "It's the first payout game with the Bally Reserve accumulative award," Jim said. The game features some new mechanical refinements, including a roller-bearing payout slide.

Roy Collard, Washington music machine operator, returned last week on the French Line's Normandie from a two-month vacation in Europe. He reports that music machines are non-existent in Italy, France and Switzerland, with only a few in England. . . . O. D. Jennings & Company is offering new Sky Chief bells for \$79.50; \$1.50 extra if equipped with register to count nickels. . . . Leon Taksen, New York, advertised used 1936 Rock-Ola juke for \$59.50; prices included crating.

Great States Manufacturing Company, Kansas City, Mo., plans early introduction of its variety vender, Selmor, according to firm head A. E. Sandhaus. New machine will vend "anything from bottles of perfume to boxes of cookies," he stated. Machine will dispense nickel merchandise only. . . . Music Operators' Association, Inc. (MOA), Houston, reduced both initiation fees and regular monthly dues by 50 per cent at a recent meeting. New schedule sets initiation fee at \$10 minimum, \$25 maximum, depending on number of machines owned, and monthly dues of 12½ cents per machine on location, with a \$2.50 minimum on latter.

15 Years Ago This Week

July 15, 1933.—Automatic Jobbers' Association, Inc. (AJA), the first jobber organization in the trade, at a meeting July 13 unanimously voted to dissolve. Attending the final meeting in the Hotel Imperial, New York, and affixing their signatures to the dissolution statement, were John Fitzgibbons, vice-president, Budin's Specialties, Inc.; Nat Cohn, president, Modern Vending Co.; David Robbins, president, D. Robbins & Co.; M. Greenbaum, Amusement Coin Machine Co.; William Blatt, Supreme Vending Co.; Charles Richmond, president, New York Vending Co.; Ed Blumenthal, Irving Bromberg Co.; B. Kaufman, Irving Manufacturing & Vending Co., and William Rabkin, International Mutoscope Reel Co. Only member not attending was A. A. Berger, of Empire Coin Machine Corp.

Chicago Coin Machine Exchange is putting on a special sale of used machines, ranging from an automatic piano to an old Majestic sandwich vender. Sale is the beginning of a new policy by the firm, which is changing its name to Chicago Coin Machine Company, at the same time discontinuing the used machine business. . . . E. C. Bignell, Paris representative of O. D. Jennings & Company, is spending a few weeks at the Chicago headquarters of the firm. Bignell developed the Little Duke machine in Paris, where it was used about six months before Jennings decided to place it on the American market. To date, about 10,000 of the games have been sold here, the manufacturers report.

Homer E. Capehart was appointed as director of sales of the Rudolph Wurlitzer Manufacturing Company. Capehart will be remembered by the coin machine trade as the president of the Capehart Corporation of Fort Wayne, Ind. Capehart entered the phonograph field as a salesman with Holcomb & Hoke Manufacturing Company over 10 years ago. Also announced this week was the purchase by Wurlitzer of the Simplex phonograph rights, and that these machines will now be made in the North Tonawanda, N. Y., Wurlitzer plant.

J. Frank Meyer, president of Exhibit Supply Company, Chicago, announced this week that Claude R. Kirk would handle the firm's wholesale dealings. . . . Plans for the vending of refrigerated products thru vending machines by Icy-Kold Vending Devices, Inc., Detroit, has been indefinitely postponed.

Bargains!

ROLLDOWN GAMES

WOOD BALL

BING-A-ROLLS.....\$225.00
AUTO ROLLS..... WRITE
ADVANCE ROLLS..... 89.50
CHICAGO COIN ROLLDOWN... 49.50
BIG CITY..... 50.00

STEEL BALL

SEA ISLE.....\$59.50
BUBBLES..... 59.50

Crating Extra
 Reconditioned by Expert Factory Mechanics
 Ready for Location
 1/3 deposit with order, balance
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Superliner	49.50
Play Ball	34.50
ABC Bowler	24.50
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Marines At Play	15.00
Boomtown	19.50
Lineup	24.50
Surf Queen (with Flippers)	39.50
Arizona	39.50
Streamliner	34.50
Fleet	19.50
Surf Queen	34.50

MISCELLANEOUS

Galloping Domino	\$195.00
Rock-Ola Counter Model, refinished walnut, with stand	75.00
Wurlitzer 616, Light-Up	90.00
Rock-Ola 16, Light-Up, Marble-Glo	69.50
Wurlitzer P12	39.50
Rock-Ola Imperial 20, refinished walnut	75.00
Wurlitzer 412, walnut refinished	55.50
5¢ Select-A-Vue	22.50
4 Columbus Peanut Venders, Each	6.50

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WANTED

Up to 50 Skee Balls. Made by Phila. Highest Prices.
 Toboggan Co. Will Pay Collect
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Chicago:
 (Continued from opposite page)
 the Rock City distributing, Nashville. Jack Mitnick, Beacon Coin Machine, Inc., Boston, was an AMI Loop sales office visitor.

Local reaction to the job Joe Hanna, Utica, N. Y., coinman, is trying to do, is that given early support by Empire State operators the association idea is a natural. Joe is another in the industry who is noted for successfully completing tough jobs. . . . Lou Wolcher, Advance Automatic, San Francisco, was a coin row visitor last week and made United Mfg. his headquarters.

Jimmy Johnson, Globe Distributing, reports his Lightning Changer is going over with operators. . . . Jack Nelson is currently lining up some additional distributors for the Pop 'n' Hot popcorn vender, which he handles nationally. His showrooms are becoming the meeting place of venders, music and service machine operators these days, as they come in to view the Filben juke, Hume-Hagenson popcorn venders, Victor bulk venders and All-American shoeshiners.

Berco Company, Henry Hildebrand's firm, which is turning out the Hilco ice cream bar vender, will name some new distributors soon, when its director of sales, Frank Q. Doyle, returns from his State-hopping trip during which he is contracting such firms.

Victor Comfote, general manager of Distributing Corporation of Illinois, reports several of firm's big show windows were recent casualties in the window-breaking campaign that hit many Chicago stores. "Be nice to have a pliable glass that would sling the pane-breaking missels back to their throwers," he mused. . . . Mike Spagnola, Automatic Phonograph Distributing Company, has this true tale to tell of "how not" to conduct a profitable music operation. When a used juke was brought in last week, fresh off location, for a trade-in on a new AMI, its selection panel smote the discerning Mike right between the eyes! Above a legend boasting the machine's presentation of "the hits of the day" were included these timely tunes (timely two, three or more years ago!): *Rumors Are Flying, Five Minutes More* and other "popular" numbers of like vintage. No nickel attraction in that set-up, Mike said.

Murray Rosenthal, Coinex Corporation, says the ray gun business is continuing to hit the sales bull's-eye. New and reconditioned units of this type are in demand by all types of amusement centers, and with summer vacation spots now humming, the ray guns are finding even more play than was expected.

Arctic Vend-o-Mat, Inc., using the redesigned Vendi Freeze ice cream bar vender, opened an advertising program in Chicago Sunday newspapers last week, inviting inquiries from would-be operators to visit the plant and "get the details" of price, operation, etc., of the new machine. A. A. Dubin, sales manager, stayed in the plant office Sunday (11) to talk it over with interested parties.

Bel E. Hall, Holli-Ware Manufacturing Company general manager, reports firm's just-introduced bulk venders (Kandy King, Nut Bowl Jr. and Sweet-ette) are the subject of pleased comments from bulk operators who have viewed the machines. . . . Ray Culliffe, Brown Music Company, is finding plenty of work to keep him busy as he pilots his juke operation, retail record store and furniture outlet on the far South Side. Since refusing another term as Illinois Phonograph Owners' president last election, Ray has been devoting more and more time to his businesses while still keeping an interested eye on IPO activity. . . . Another music operator who is hitting the ball on sound operating principles is Tom Viviano, of Forest Music, who

also has his hand on the pulse of the disk buying public via his modern record shop in River Forest.

Gene Camp is traveling thru down-State Illinois for Empire Coin Machine Exchange, according to a report from Howie Freer. Camp has made a strong showing on several games handled by Empire and has also sold many flipper kits and the Wilco Whirlwind Bumper Kit. He is expected to return to his office next week. . . . Charlie Kagels and Norwood Veatch, Central Distributing, St. Louis, were in town last week and made their headquarters at United Manufacturing. After looking over the latter's new Major League Baseball Machine, Kagels and Veatch took in the furniture show before returning home.

William W. Rabin, Filben Manufacturing Company president, is working at his desk in shirtsleeves as the Chicago heat and humidity mount. Bill is scheduled for several trips in the near future, but is busy catching up with the work which piled up during his recent trips to the East and West Coasts. Sam A. Drucker, National Filben veepee, will be in Des Moines Monday and Tuesday (19-20) along with Jack Karter, the firm's Minneapolis distributor, to visit with operators attending a State meeting.

John Haddock, president of AMI, and his wife were in from Grand Rapids, Mich., recently on a business-pleasure week-end. They stayed with friends who live in suburban Winnetka. Chet Ozinga was on hand the other week to assist Kenneth Brake's showings in Nashville and Knoxville. Brake heads the Rock City Distributing firm, Nashville. Jack Mitnick, Beacon Coin Machines, Inc., Boston, called on Lindy Force recently to discuss New England distributor incidents. Monty West, AMI's sales engineer, has been in the South for the firm.

Harry Williams, head of Williams Manufacturing, is in Los Angeles for an extended stay. Fulton Moore, firm sales manager, came back from his vacation Monday (12). Moore, an accomplished pilot and owner of a four-passenger job, spent the greater part of the sojourn logging hours and seeing the country. Sam Stern, Williams vice-president, left for an Eastern trip. Williams's five-ball, Yanks, featuring a baseball theme, continues in heavy demand, Stern says.

O. D. Jennings & Company observed group vacations in early July, with but a skeleton force on hand to handle emergency requests. Among those present to handle details were Charlie Schlicht, director of sales research. Schlicht just completed a trip thru down-State Illinois and Iowa. John Neise spent his vacation getting better acquainted with his 9-month-old son.

News from United Manufacturing is that Lyn Durant, Billy De Selm and Ray Riehl are happily surprised by the consistent reorders on Major League Baseball, United's five-ball game. Lou Wolcher, Advance Automatic, San Francisco, made his headquarters at United while in Chicago. . . . Wally Fink, World Wide Distributing, is back from a trip thru his Midwest territory and is already planning another. He says that the business is there but has to be contacted on a consistent basis or ops just don't get around to reordering.

Nate Gottlieb held the fort at the D. Gottlieb plant while other firm officials were vacationing. Nate says that Ali Baba is going along well with ops and players alike. Nate also reports that his nephew, Ritchie, is developing quite a following for his news and sportscast programs. Son of Morrie Gottlieb, Dallas, Ritchie was graduated from college last year with honors and now is with a Hous- (See Chicago on page 110)

TRADIO-ETTE

Here's the KEY to more profits every day!



Here's one of the finest business opportunities in years. You can cash in on the fact that people like radio with their meals. That's why Tradio-ette—a small, compact coin-operated radio designed for restaurant and tavern booths—has become so nationally popular. Plays 15 minutes for 10c.

Small Investment Thousands of high-yield locations are available if you get in on the ground floor. Only a small investment needed to operate this lucrative full or part time business. Tradio is the nation's leading manufacturer of coin-operated radios.

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NEW COIN OPERATED DELUXE "VIEWING SHOW"

10c or 5c



Gorgeous girls so realistic they almost move! Full color 35-mm. film in lifelike third dimensional color photography! Customer sees six poses for his coin. Only one person at a time can watch through viewer. Three different shows, so customer spends three coins. Each show takes half minute, so that earning capacity of machine on 10c play is \$12.00 an hour; 5c play \$6.00 an hour. And practically 100% profit. Purchase complete new film from us occasionally at only \$3.50. Fits any stand or counter. 100% automatic. Plug in any wall outlet. Ruggedly made to be service-free, 20 in. high, 11 in. wide, 8 1/2 in. deep. Send \$10.00 deposit, balance Express C. O. D. Immediate delivery. Specify 5c or 10c play \$69.50

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 6 SOUTH KEDZIE AVENUE - CHICAGO 12, ILLINOIS

Palisades Can Make Immediate Delivery of

BALLY'S CARNIVAL

BALLY GOLD CUP, JOCKEY SPECIALS, VICTORY SPECIALS, SPECIAL ENTRIES, VICTORY DERBIES AND DRAW BELLS, EVANS WINTER BOOKS, FREE RACES, BANGTAILS AND DOMINOES. ALL PRE-WAR BALLY ONE BALLS IN PERFECT RUNNING ORDER.

A COMPLETE LIST OF NEW AND USED POST-WAR FIVE BALL PIN GAMES, MILLS AND JENNINGS SLOTS, EVANS TEN STRIKES, TALLY ROLLS, SUPREME SKEE BALLS, AND VARIETY OF STEEL BALL ROLL DOWNS.

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 Only One Mile South of George Washington Bridge on 9W, Jersey Side.

WANT TO BUY USED COIN OPERATED

TELESCOPES and BINOCULARS

Send full description and price, include photograph if possible.
 BOX D-375
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Look To The **GENERAL** For LEADERSHIP

RECONDITIONED 5-BALLS

AMBER	\$ 39.50	MIDGET RACER	\$ 29.50
BAFFLE CARD	39.50	MISS AMERICA	45.00
BERMUDA	139.50	PLAYBOY	49.50
BIG HIT	29.50	RANGER	79.50
BIG LEAGUE	29.50	ROCKET	49.50
BOWLING LEAGUE	79.50	SEA ISLE	129.50
BRONCHO	69.50	SILVER STREAK	69.50
CINDERELLA	169.50	SINGAPORE	129.50
DOUBLE BARREL	29.50	SMARTY	39.50
FAST BALL	39.50	SPELLBOUND	39.50
FIESTA	49.50	STAGE DOOR CANTEEN	29.50
FLAMINGO	89.50	STATE FAIR	39.50
HUMPTY DUMPTY	139.50	STEP-UP	29.50
KILROY	45.00	SUPERLINER	39.50
LADY ROBIN HOOD	149.50	SUPER SCORE	29.50
LUCKY STAR	75.00	TORNADO	49.50
MAISIE	69.50	VANITIES	69.50
MARJORIE	79.50		

SLOT MACHINES

Reconditioned Bells

6¢ BLUE FRONT	\$109.50
6¢ BROWN FRONT	114.50
10¢ ORIG. CHROME	124.50
MILLS CLUB CONSOLE	250.00
10¢ BLACK CHERRY	129.50
6¢ Q.T.	59.50
VEST POCKET	39.50
6¢ GOLD CHROME	125.00
10¢ GOLD CHROME	130.00
25¢ GOLD CHROME	135.00
JENNINGS TRIPLEX	89.50
JENNINGS SILVER MOON CLUB	
CHIEF, 25¢	114.50
5¢ BRONZE CHIEF	110.00

SLOT SAFES, STANDS

CHICAGO METAL DELUXE	
REVOLVING SAFES	
Single, \$125.00	Double, \$175.00
UNIVERSAL BOX STANDS	\$27.50

Terms — 1/3 cash with order, balance C. O. D. Write for our monthly bulletins.



Reconditioned PHONOGRAPHS

AIREON Super Deluxe, fully reconditioned, late mechanism, guardian accumulator	\$249.50
ROCK-OLA 1422	350.00
ROCK-OLA COMMANDO	79.50
ROCK-OLA DELUXE	109.50
ROCK-OLA MASTER	119.50
ROCK-OLA SUPER	139.50
SEEBURG CASINO	139.50
SEEBURG CROWN	99.50
SEEBURG MAJOR	139.50
SEEBURG CADET	139.50
SEEBURG ENVOY, RC.	249.50
WURLITZER 71 Counter, with stand	139.50
WURLITZER 780	239.50
WURLITZER 800	209.50
MILLS EMPRESS	69.50
MILLS THRONE	69.50

PFSANSTIEHL NEEDLES

39¢ each; \$37.00 per 100; \$350.00 per 1,000
Ballpoint pen and key chain free with each 20 needles purchased—regular or special—while stock of pens lasts!

COINMEN YOU KNOW

Chicago:

(Continued from page 109)
ton radio station. Wrigley Field drink vendors have been doing a heavy business.

Lee Fisher, head of the Cine Case Company, and his wife, Aline, are the proud parents of a baby born at Passavant Hospital recently. Firm makes carrying cases for juke operators. Since the big event, Lee has been a faithful commuter between Cine's South Michigan Avenue quarters and the hospital. . . . One of the local papers carried a resume on the recent New York game situation. Paper pointed out that games were not approved, the general feeling was that games were an interesting diversion for millions. . . . Consensus among coinmen is that Herb Jones, Bally, and Herb Oettinger, United, will do a bang-up job in heading show committees for CMI's 1949 convention.

Fulton Moore, Williams Manufacturing sales manager, is back from a week's trip thru the East. Piloting his own plane on the journey, Moore managed to cover an unusual amount of territory in a short time. Harry Williams, firm head, is still in Los Angeles, while Sam Stern made an Eastern trip last week. Yanks, Williams five-ball baseball game, is still pulling strongly with operators, Moore reports.

Bill and Helen Beaudot, ABC Popcorn, are sojourning in Boulder Dam's recreation area. They claim that Lake Mead, which is near St. George, Utah, is really yielding those big black bass that they hoped to catch. . . . Joe Peskin, recently appointed Southern California distributor for AML, left Wednesday (14) for Los Angeles. His territory also includes part of Nevada and Arizona. While he is setting up his distributor organization, his two brothers-in-law will handle the Universal Music Company. Peskin will be back in mid-August. . . . Mrs. Ryden, secretary to Adolph Raymond, A & M Music head, in the trade a relatively short time, is considered a good business aid by the firm's ace juke servicemen.

Local drink vender ops were keeping an eye on the Palmer House to see if the proposed bottlers' association becomes a reality. Most of the bottlers involved have an unusually healthy respect for vendors as the coming outlet. . . . Self-Service Laundries' head, Walter Graham, reports that the firm-owned grocery store in Northwest Chicago is making steady progress. Store opens into Self-Service's coin laundry in the same building. Store was opened at the suggestion of housing authority officials and also houses drink vendors.

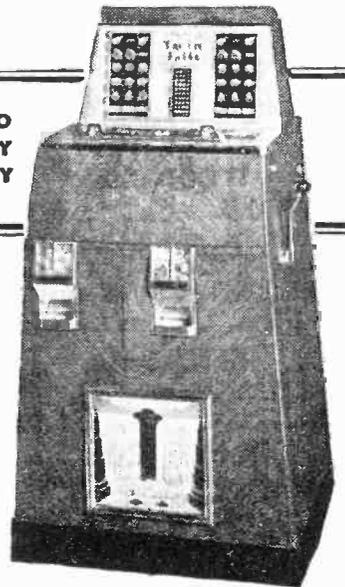
Philadelphia:

Charley Josephs, who recently sold his interests in the Westbury Grille in the Westbury Hotel, has entered the music machine field. He bought an established route in North Philadelphia. . . . Sales of popcorn in vending machines at the neighborhood movie houses has become a good barometer of whether the film appeals to men or women. Movie managers claim that if the coins click high, it's a man's picture, and if the sales are only so-so, they can be sure the majority of patrons in the audience are women.

Dave Yaffe, head of Y & Y Popcorn, was in New York recently on business. Eleanore Sable, Y & Y Popcorn secretary, has been on vacation. . . . Harold R. Miller, Cletus Y. DeLong and Tom Rickenback have opened a Dispense-o-Mat on North Broad Street.

COLUMBIA TWIN FALLS

TWO WAY PLAY



NEW GROETCHEN CONSOLE

Here's the latest and greatest low priced mechanical and electrical console ever developed. Two players can play at one time, nickels, dimes, quarters, and halves. Light-up console in beautifully styled walnut cabinet. Colorful action features. Built for years of service.

WRITE FOR PRICES

GROETCHEN TOOL & MFG. CO.
126 N. Union Ave. Chicago 6, Ill.

SURPLUS

1 Exhibit Rotary Pusher	\$259.50
1 Bally Alley	35.00
1 Gott. Skeeball	47.50
1 Keeney Air Ralder	79.50
1 Keeney Anti-Aircraft	35.00
1 1946 Ten Strike Free Play	95.00
1 Waiting Lo-Boy Horoscope Scale	165.00

Prices include crating, 1/3 deposit, balance C.O.D. Write for price list on Pin Balls, Arcade Machines, Counter Games.

WESTERN MICHIGAN ALONG LAKE MICHIGAN

5 1947 Dol. Photomatics, Hawkeye Popcorn Vendors, all this equipment on location. A good deal for some small operator, or some person that wants to start in business. Write for details or call at office.

PLAYLAND AMUSEMENT CO.

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RECORD DISCS FOR AUTOMATIC MACHINES

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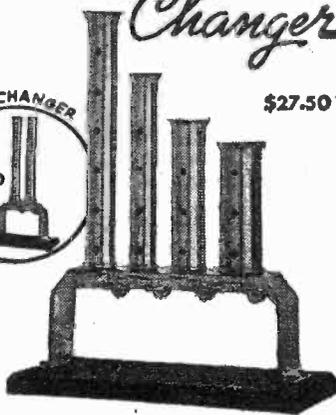
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Twin Cities:

(Continued from page 108)

engineer, spent a week fishing and vacationing at Lake Mille Lacs in Northern Minnesota. . . . Dolores Sastner, secretary at LaBeau Novelty Company, is vacationing for two weeks at Ashland, Wis., while Irene Bissell, bookkeeper, is back from her vacation.

Among recent visitors to the local market in the past few days were Don Hazelwood, of Aitkin, Minn.; Harry Nold, Cambridge, Minn.; Hank Krueger, Fairfax, Minn.; Harry Gallep, Menominee, Wis.; M. A. Hanson, Cambridge, Minn. . . . Others here also included Jack Barabash, factory representative for Rock-Ola, visiting La Beau Novelty, and Mrs. Jack Harrison, whose husband is an operator at Crosby, Minn. . . . Milt Casebeer, of Mankato, Minn., was in buying records; Earl Hanzon, St. Peter, looking at pin games, and Frank Phillips, of Winona, Minn., interested in new phonographs.

Merriam Park Post, American Legion junior baseball team, sponsored by LaBeau Novelty Sales Company, with Archie LaBeau Jr. as manager, won its league title and next week starts its district play-offs. . . . Matt Engel, of Mayflower Distributing Company, reports that his company's record department business is very good and that five-balls are now getting terrific play from coinmen. . . . Carl Cavallero, mechanic turned into salesman, is beating the bushes in Western Wisconsin, while Ray Sellman is calling on trade in Northern Minnesota for LaBeau Novelty Sales, Rock-Ola jobbers.

His family back from a two-week visit with his in-laws in Sheboygan, Wis., Jack Karter, head of Midwest Coin Company, Flben jobbers here, is putting the finishing touches to repairs on his White Bear, Conn., summer cottage. He expects the job will be done next week at which time Mrs. Karter and their two sons, Joey and Stanley, will take over for the summer months. . . . Personnel at Hy-G Music Company, Seeburg distributors here, are singing high praise to Hy Greenstein, the boss, because of the air-conditioning installation in the company's new building.

A recent addition to the coin machine business is Lester Bruning, of St. Paul, who recently purchased the 10-stop music route owned by Richard Johnson. . . . Harry Noels, of Cambridge, Minn., has acquired part of the music and pin game route operated by Harry Hanson, also of Cambridge. . . . Mrs. Rose Meltzer, office manager at Midwest Coin, who spent a week in the hospital, is back half days at her job until her doctor says she is strong enough to take on her full duties again.

Pete Adams, of St. Paul, a State electrical inspector, has entered the coin machine business with a few locations "just for a sideline." . . . Barrett Kragtrop, of Tracy, was in the Twin Cities recently adding equipment to his expanding music route. . . . Oscar Schaffer, Midwest Coin sales manager, whose wife is expecting their third child, bought a new home in St. Paul last week to have enough room for his family.

Floyd Fields, of St. Cloud, was in the Twin Cities last week buying five-balls. . . . George Brick, of Chippewa Falls, Wis., was another shopper in the cities. . . . Joyce Jensen, secretary to Jack Karter, of Midwest Coin, was married July 5 to Mickey Lindahl, professional singer. After a short honeymoon she was back at work by the end of the week. . . . Mary Bigelow, formerly with Superior Products, is the new bookkeeper at Midwest Coin. . . . Paul Hayes, of Rochester, was in St. Paul looking at new equipment. . . . Favorite game among Twin Cities coinmen is to determine the real name of Jits, well-known Chisholm,

Minn., operator. He's known thruout the industry by that name and coinmen have great difficulty finding out his full name.

New representative in this area for American Tobacco Company is Ray Vashro, succeeding H. N. Oppgaard who entered another line of business. . . . Sachs Nut & Shelling Company is marketing a new laminated foil packing of salted-in-the-shell peanuts. . . . Paul H. Lambert is the recently installed new president of Minnesota Candy & Tobacco Company. His is with McFadden-Lambert Wholesale Company, St. Paul. Other officers are Bernard Slater, head of Standard Cigar & Tobacco Company, Minneapolis, vice-president, and Boyd Houser, of Houser Candy & Tobacco Company, treasurer. Roy E. Linderman was re-named executive secretary. . . . Hy Kohn, for many years in charge of the city desk at Standard Cigar & Tobacco Company, has resigned and moved to California because of ill health.

New York:

(Continued from page 108)

American Exporter, a publication serving the export trade field, will shortly publish an article on coin machines. . . . Mac Pollay, of United Phonograph Service, went on his rounds in bedroom slippers last week. It wasn't an affectation, says Mac, but a necessity. He received second degree burns on his feet from too much exposure to the sun during a Fourth of July week-end outing.

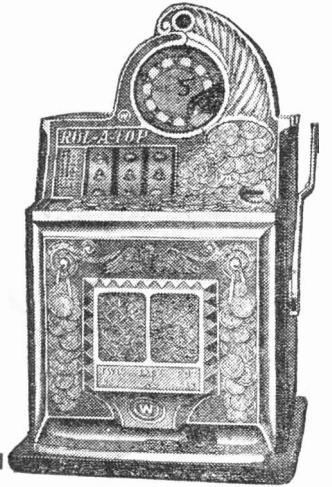
Harry Berger, of West Side Distributors, says he is chartering a special plane to fly a rush shipment of used juke boxes to a customer in Latin America. . . . Nat Cohn, of Modern Music Sales, is taking three-day week-ends away from his office during the summer months. . . . Jay Kramer, music operator from Mount Vernon, looked in at avenue distribs this week.

Indianapolis:

The Westside Open-Door Canteen, which recently purchased a new Rock-Ola phonograph, after using an ancient model donated to the group, will celebrate the installation of the new machine with a fish fry at the canteen headquarters soon. Elaborate plans for the occasion are in the making. . . . Abe Fleig, local operator, and president of the Indianapolis Music Operators' Association, reports the birth of his first grandchild, a girl, Linda, born July 9 in Washington. The father is Sgt. Harold Robert Fleig of the air corps.

Robert Erskin, of the James Music Company, is spending his vacation in Arizona, taking in the points of interest. . . . William Bolles, advertising manager of Packard Manufacturing Company, and Mrs. Bolles attended the opening of the United Distributing Company, operated by Charles Trau, Cincinnati distributor for the Manhattan phonograph. . . . Homer Capehart is spending most of his time at the Packard plant. . . . Robert (Bob) Anderson, Anderson Distributing Company, Louisville, distributor for the Rock-Ola phonograph, was a business visitor at the Indiana Automatic Sales Company during the week.

The Rock-Ola phonograph played an important role at the Indiana Theater during the showing of the *Emperor Waltz*, playing tunes from the show in the lobby of the theater. . . . The five top tunes on local juke boxes at present are *Woody Woodpecker, My Happiness; You Can't Be True, Dear; Tea Leaves and Little White Lies*. Distributors report a scarcity of the five, too. . . . Mrs. Blanche Janes, of the Janes Music Company, is busy buying all colored film available to be used on her vacation trip. She is one of the noted amateur photographers here and has a library of films from all parts of the country in technicolor.



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Vet Distrib Gives Lowdown On British C. M. Conditions

(Continued from page 97)
this country in this great day and age, but you must understand that these are my own personal opinions and viewpoints.

The business here is in the dollars and to my mind for the very good reason that a novelty business without novelties cannot be in any other state. We are not allowed to manufacture machines for use in England and we are not allowed importations. We have to make do with

what we have.

The type of location most popular for machines is amusement arcades at summer coastal resorts. These provide the main outlet for machine sales, but, as stated above, they have to make do with reconditioned or revamped machines to replace their own old machines which are too far gone to rebuild. These locations have to have a variety of machines and therefore have to use types of machines which you say are obsolete in

your country. Believe me, under normal conditions they would be over here, too.

The locations such as cafes, pubs, etc., which used to have large numbers of machines of the pintable type, have become very limited. Mainly because there are no new types to offer, and what little play there is, is from the younger generation to whom these machines are new.

You may notice ads in our trade paper quoting £20 (\$80) each for machines of the odd ball type, but it doesn't necessarily follow that anybody buys them, or that there is any play on them when installed in locations. What demand there is for pintables is for the types imported just before the outbreak of war, of which there are only limited numbers, and they would therefore be new to many locations. Furthermore the cost of £20 would be for reconditioned machines, which should mean that it has been rewired, repainted and fitted with a new rectifier and transformer, etc. In fact, most times the cost of rebuilding machines is much higher than the original value of the machine.

Venders and Jukes

The sale of cigarettes thru vending machines is non-existent and has been since the war. In any case this has never been an operators' business in this country. Machines were owned and serviced by the tobaccoist. Machines are not being used owing to the high cost of cigarettes and the shortage of the popular brands. Candy must not be sold thru machines as it is a rationed commodity and has to be sold over the counter and coupons handed in. The present ration per person for four weeks is 12 ounces.

Juke boxes never have been operated in this country to earn money. They have been installed in locations as a "flash" to attract customers. When installed in pubs, etc., the location owner in most cases has to pay a rental to the operator which bears no relation to the earning power of the machine, for if operated in the normal way it would show a loss. Juke boxes are mainly owned and operated by amusement arcade proprietors in their own arcades. To my mind the only future that there is for juke boxes when they can be imported is to replace the worn-out and obsolete models now in use. That is if the price will permit it.

Basic Economics

Then there is the economic angle. Altho overheads have jumped by leaps and bounds, i.e., rentals, wages, merchandise for prizes, lighting, etc., the cost of machines doubled and trebled, yet the usual coin played into machines is still the English penny. So you can imagine that the operator has to get a lot more play to cover his overheads and show a profit.

There is a peculiar thing happening. Many of the most popular types of machines in 1939 such as cranes, pintables are not now getting any play, yet machines which were dead in 1939, and in fact were popular prior to the 1914-'18 war and soon after that war, are now the machines which take the money.

The above must give a very gloomy picture of conditions over here, but the experienced operator is getting by. Many of them have installed snack bars and ice cream counters in their arcades. There is always something they can do to help things along until conditions become normal.

As far as my business is concerned, altho I had to start from scratch in 1946, it has progressively increased, and I am pleased to say that today I am getting more than my share of any business that is going. I am, however, hoping for the day—I am afraid it will be a long time coming—when I shall be able to handle new machines from the States and of our own manufacture.

Crazy Ball New Five-Ball Game By Chicago Coin

CHICAGO, July 17.—Crazy Ball, a new five-ball game featuring a white rubber spinning bumper, is now in full production by Chicago Coin Machine Company, Sam Wolberg and Sam Gensburg, firm heads, announced this week. Game has a baseball background on its scoreboard.

Scoring highlights of the new Chicago Coin product include sequence and mystery scoring, kick-out and roll-over action and a special use of flippers which permits players to keep the ball going for extra action.

Chicago Coin officials stress the fact that its new "never wear" white rubber spinning bumper does not chip, has faster action and will not mar the appearance of the playfield.

To gain the main scoring avenues of Crazy Ball, the player must in order first make five lettered bumpers each bearing a part of the word C-R-A-Z-Y. Once this is accomplished the player can add many bonus points by going thru feather switches, contacting roll-over buttons and dropping in the game's kick-out pockets.

Chicago Coin's spinning bumper whirls at high speed. Thru the use of skill, a player can catch the ball on one of the game's relocated powered flippers and hurl it up on the spinning bumper. Ball will then bound against scoring bumpers and add many points. All the game's bumpers and other scoring features have been placed on the playfield in a manner designed to give players, thru skillful application of flippers, an opportunity to hurl the ball high on the playfield and thus stimulate added field action.

Player can tally over 900,000 points during one game, including as much as 200,000 points on mystery score. On the mystery play, ball drops in kick-out and scores 50,000 to 200,000, depending on what stage the mystery kicker is in when contacted.

ATLANTA LOCATIONS

(Continued from page 97)
of orchestras. We continued their operation for the benefit of visitors to Atlanta who would have had little entertainment otherwise.

"We felt, and believe now, that closing them entirely, saving the loss, is sure to mean increased drinking from bottles in hotel rooms, disreputable speakeasies that do not police themselves, and the increased number of mattress fires that bottle drinking in rooms will bring.

"While the sale of mixed drinks was practiced there was a marked decline in drunkenness in hotel rooms, in mattress fires and actually in crime, including juvenile delinquency, the latter as reported by the May-June grand jury.

NO ACTION

(Continued from page 97)
boxes and other music devices, but referred to its ordinance committee an order to permit minors over 17 to use all coin devices including pins. It also rejected a suggestion than laundrettes be licensed.

It is now legally okay for minors over 17 to drop coins in juke boxes, etc.

The revision, sponsored by council president Thomas J. Hannon, was referred to the ordinance committee for study. The ordinance, governing the use of pins and other automatic devices, was aimed at preventing minors from using the machines.

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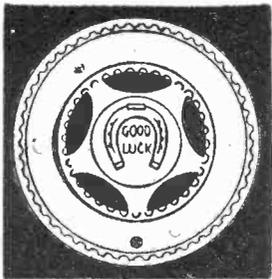
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Blendow & Meyers To Debut Low Cost Skee Ball at Show

NEW YORK, July 17.—Two new Skee Ball machines priced at less than \$200, and the redesigned Strikes 'n' Spares will be among the highlights of a two-day showing scheduled to begin next Thursday (22) at the 10th Avenue showrooms of Blendow & Meyers, Inc., local game and vending machine distributor. Also to be shown are the new Hilco ice cream machine and the complete Filben music line. The latter thru an arrangement with Bill Goetz, of Capitol Music, Filben distributor in this area.

Considerable advance interest in the showing has been aroused among local operators since Skee Ball games have been mentioned as a type which soon may be licensed by the city and help take up the slack caused by the outlawing of novelty games. Blendow & Meyers have recently been appointed exclusive distributor of the Hilco vander in Northern New Jersey, Connecticut and metropolitan New York. The firm will handle Strikes 'n' Spares in New York State.

The firm's showing, first since it was formed several months ago, will also display a large variety of arcade equipment. Visiting operators are promised plenty of refreshments, said Al Blendow, president, and Ted (Champ) Seidel, general manager.

Ops Fire Final Gun in \$ Survey

(Continued from page 106)

dime increased at least 25 per cent in the total collections. The pick-ups were changed to a lightweight type to save on records so I would not have the wear on the records (due to the increased play). I am going to change all of my machines to three plays for a dime."

Another View

The final report is from Louis C. Sand, of Springfield, Mo., who had the following observation to make and ideas to advance:

"My opinion or theory is that in giving three plays for a dime or six plays for a quarter the operator is not finding the proper solution to his problem. These extra plays are free and naturally use up profits on wear on needles, tubes, records, etc. Also, the machine is playing (for free) and keeping another patron from dropping in a coin as so many times customers only drop a coin after the machine has stopped playing.

"My experience has been to change the percentages to my locations as follows: 25-75 per cent split on locations under \$20 a week; 60-40 per cent from \$20 to \$30 a week, and 50-50 on locations doing more than \$30 per week. That allows the operator a margin to use new and good records and gives the location a goal to work to (a higher percentage bracket) if they are under \$30 a week.

"In locations where the machines are used for dancing and in clubs, I set them so no nickels will return and give one play for 10 cents—three plays for a quarter. I have had an increase in grosses and this type location is well pleased.

"I only check my machines at 10-day intervals, which means one-quarter less per month worth of work and records. But I base my collections on a daily scale to classify the location according to the percentage bracket.

"I realize different places over the country will vary with personal contact and the expansion of the above-mentioned methods with the locations. Here in Springfield, the locations have co-operated and it is working very good for me."

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Draw Bells, Regular ... \$229.50	Sky Fighter ... 119.50	Rock-Ola DeLuxe, '39 ... 149.50
Draw Bells, Red Buttons ... 259.50	Air Raider ... 79.50	Rock-Ola Master, '40 ... 169.50
5¢ Bonus Super Bells ... 295.00	Tommy Gun, Late ... 79.50	Rock-Ola Super ... 179.50
5¢-25¢ Twin Bonus Supers ... 595.00	Panorams ... 259.50	Seeburg Hideaway, RC ... 249.50
5¢-5¢ Twin Bonus Supers ... 575.00	Undersea Raiders ... 149.50	Singing Towers ... 89.50
5¢-10¢-25¢ Keeney Triples ... 795.00	Lite Leagues ... 149.50	Aireon, Like New ... 235.00
5¢-5¢-25¢ Bally Triple ... 545.00	Voice Recorder ... 69.50	AMI Highboy, 40 Selections ... 295.00
5¢ Bally Club Bell ... 89.50	9-Ft. Skee Roll ... 79.50	Wurlitzer 600-R ... 99.50
5¢ Paces Reels, Comb. ... 49.50	Scientific Baseball ... 69.50	Wurlitzer 500, Victory Cabinet ... 145.00
5¢ Paces Reels, C.P. ... 49.50	Jack Rabbit, New ... 300.00	8 Wurl. #125 Wall Boxes, Ea. ... 15.00
5¢ Bally Big Tops, C.P. ... 79.50	Buckley Diggers ... 99.50	8 Seeburg Bar Boxes, RC ... 35.00
5¢ Evans Gal. Dominos, '47 ... 415.00	2 Exhibit Rotary Diggers ... 195.00	616 Wurlitzers ... 89.50
	Champ Basketball, New ... 49.50	
	Pokerino, Scientific ... 199.50	
	Goalee, New ... 225.00	
	Wurl. Skee Rolls, 14-Ft. ... 165.00	
	10 1/2-Ft. Premier Skee Rolls ... WRITE	

CONSOLES	NEW SLOTS
NEW	5¢
5¢-25¢ Bonus Super Bells ... \$800.00	Mills Black Cherry ... \$248.50
5¢-25¢ Gold Nuggets ... 800.00	Mills Jewel Bells ... 248.00
5¢ Bally Wild Lemons ... 542.50	Mills Golden Falls ... 248.50
5¢ Bally Double Ups ... 542.50	Mills Vest Pockets ... 74.50
	Jennings Std. Chief ... 269.50
	Jennings Club Chief ... 324.00
	Groetchen Columbia ... 175.00
	Watling Rotatop ... 245.00
	Face DeLuxe Chrome ... 255.00
	\$1.00 Pace DeLuxe ... 550.00

PIN BALLS, \$19.50 EACH	USED AND FACTORY REBUILT SLOTS
Air Circus, Bolaway, Bosco, Defense, Victory, Hollywood, Invasion, G.I. Joe, Amer. Beauty, 5-10-20, ABC Bowler, Jungle, Legionnaire, Ten Spot, Zig Zag, Star Attraction.	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

NEW PIN BALLS	COUNTER GAMES
EXHIBIT—SAMBA	1¢ Sparks, Check P.O. ... \$12.50
UNITED—MONTERREY	1¢ Daval Marvels ... 19.50
UNITED—WISCONSIN	5¢ Gushers, New ... 29.50
UNITED—RONDEVOO	5¢ Davals, Free Play ... 39.50
UNITED—MANHATTAN	1¢ Marvel Pop Up, New ... 25.00
GENCO—MARDI GRAS	1¢ Target Skills ... 22.50
CHI COIN—SHANGHAI	1¢ Gottlieb Grip Scales ... 32.50
CHI COIN—TRINIDAD	1¢ Daval Buddy-Cigarette ... 27.50
WILLIAMS—YANKS	5¢ Jennings Grandstands ... 12.50

1/3 DEPOSIT WITH ORDERS

CENTRAL OHIO COIN MACHINE EXCHANGE

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Columbus 15, Ohio

New Telephone Number: Adams 7254

No Waiting — New Games for Prompt Delivery

Gottlieb ALL BABA Genco MERRY WIDOW Marvel HIT PARADE
 United MAJOR LEAGUE Bally CARNIVAL Mills BELLS

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\$10.00 Each

MUST BE COMPLETE AS TO PARTS, NOT NECESSARILY WORKING
Ship C.O.D.—Advise Quantities

B & B NOVELTY CO.

715-17 WEST MAIN ST. LOUISVILLE, KY.

Record Reviews

(Continued from page 30)

RATINGS
(100 Point
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

RACE

GRACE SMITH BAND
(National 9046)
Baby, You're Just My Speed
Vocal done knowingly with race-phrased tricks, but has no sincerity. Instrumental solos o.k., but unison work is uneven.
Competition Blues
Coldly competent piping of an unimaginative formal blues.

LEON EASON
(Red Lincoln's Madcaps)
(Whirlaway 75-3)
Beverly
Vocal and trumpet solo in emulation of Louis Armstrong's lyrical style.
Hot Dog
Jump novelty is ragged.

BUDDY TATE
(Supreme 1504)
"Good Morning Judge" Blues
Draggy tempo bogs this side down which features blues shouting by C. Q. Price and tenoring by Buddy Tate, both sidemen out of Count Basie's ork.
"Blowin' For Snake"
Small group does a typically Basie instrumental with Tate blowing good tenor and Emmett Berry tooting driving trumpet.

66	65	65	68
61	60	60	63
63	65	60	65
60	60	59	62
60	60	60	60
64	66	64	62
57	55	55	60
62	64	60	62
75	78	70	78
82	82	80	84
59	60	58	58
65	65	64	63
84	80	84	88
80	82	78	80

RACE

KING ODOM QUARTET
(Musicraft 579)
I Found a Twinkle
Male quartet warble a pop novelty capably if unspectacularly. Thin cleffing here doesn't exploit their capacity for full harmonies.
Pickin' a Chicken
Innocuous double entendre ditty gets more interesting, livelier performance than flip.

MINDY CARSON
(Glenn Osser Ork)
(Musicraft 578)
I Can't Believe That You're in Love With Me
Unexcitingly straight piping of standard ballad.
Every Day I Love You (Just a Little Bit More)
Thrush does the plug tune with adequate technique but little warmth.

57	56	56	60
64	63	63	66
60	60	60	60
74	77	72	72

FOLK

CHARLIE MONROE
(And His Kentucky Pardners)
(Victor 20-2961)
When the Angels Carry Me Home
Spiritual type hillbilly tune waxed at up-tempo clip. Fair nasal duet.
If We'd Ever Meet Again
Duet shows up better here in slower mode on lyric similar in idea to reverse.

HANK "THE SINGING RANGER" (And His Rainbow Ranch Boys)
(Victor 20-2962)
Brand On My Heart
The Ranger - soulfully pipes folk ballad over so-so backing.
I'll Not Forget My Mother's Prayer
Mother-love, tear jerk song receives undistinguished warbling here. Orking again weak.

61	62	60	60
61	63	60	61
67	69	65	68
57	60	61	54

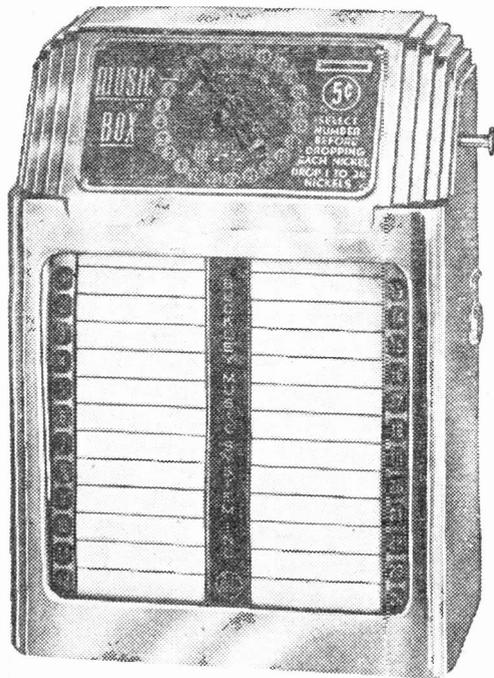
CHESTER ODOM
(And His Western Rhythm Boys)
(Blue Bonnet 144)
These Lonely Nights
The Odom tonsils seem to strain in rendering bouncy ballad. Guitar work here, good.
That's All
Odom and gang romp thru pert novelty in competent fashion.

62	63	60	63
72	71	70	74

ARTHUR (Guitar Boogie) SMITH AND HIS CRACKER-JACKS
(MGM 10229)
Banjo Boogie
Ear-catching banjo strumming at fast clip and on a boogie kick.
Have a Little Fun
(Roy Lear-Cracker-Jack Trio)
Hillbilly novelty ditty replete with square dance chorus, and some more boogie.

77	78	75	79
72	72	70	74

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Selection

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\$29.00
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Reconditioned PHONOGRAPHS
Money-Back Guarantee!
1946 Alreon, New Coin Accumulator . . . \$175
Rock-Ola DeLuxe . . . 125
Rock-Ola Standard . . . 100
Rock-Ola Master . . . 140
Rock-Ola Super . . . 135
Wurlitzer 780 Colonial 250
Wurlitzer 1015 with Cobra Tune Arm . . . 575
Seeburg 9800 Lo-Tone, RC . . . 200
Seeburg Major . . . 150
Mills Throne . . . 100

W * W
CONSOLES
New
Keeney Wild Bell, 5¢, 25¢ . . . \$800
Keeney Twin Bonus, 5¢, 25¢ . . . 800
Bally Double-Up . . . 445

Reconditioned
Bally Double-Up . . . \$390
Bally Triple Bell, 5¢, 5¢, 5¢ . . . 550
Bally Triple Bell, 5¢, 10¢, 25¢ . . . 595
Mills Jumbo Parade, Cash P.O. . . . 85
Mills Jumbo Parade, F.P. . . . 60
Mills Jumbo Parade, Comb. F.P. and P.O. . . . 85

TERMS:
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ROLL DOWNS
Total Rolls . . . \$59.50
Advance Rolls . . . 69.50

W * W
Keeney's TWIN BONUS SUPER BELL
The all-time favorite. Five coin multiple. Brand new. Original Crates . . . Write

W * W
Keeney's WILD BELL
Twin model with any two coin chutes—for single coin play. You'll go wild over it! Brand new . . . \$800

W * W
Now Delivering NEW FIVE BALLS
Williams Yanks
Genco Merry Widow
United Major League
Chicago Coin Crazy Ball
Exhibit Jamboree
Bally Carnival
Marvel Hit Parade

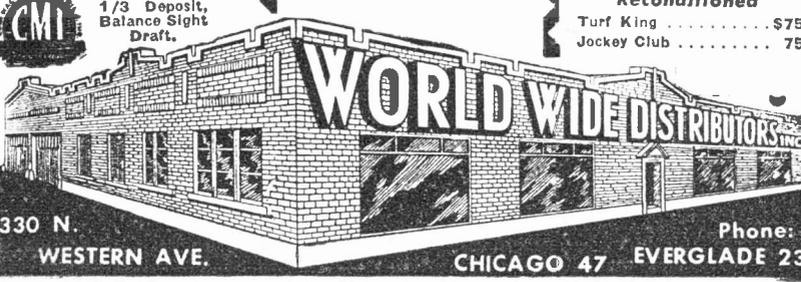
SLOTS
Completely Reconditioned and Guaranteed

MILLS
Blue Front, 5¢ . . . \$100
10¢, \$110; 25¢ . . . 115
Brown Front, 5¢ . . . 100
10¢, \$110; 25¢ . . . 115
Extra Bell, 5¢ . . . 125
Melon Bell, 5¢ . . . 95
Black Cherry, Orig., 5¢ 125
Golf Ball Vendor, 25¢ 195

JENNINGS
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Cigarola, 5¢ . . . 75

W * W
NEW SLOTS
Mills and Jennings Slots of all types. Write for prices. Also available — new safe stands.

W * W
ONE BALLS
New
Bally Gold Cup . . . \$645
Bally Trophy . . . 645
Keeney Favorite, comb. F.P. and P.O. . . . 475
Reconditioned
Turf King . . . \$75
Jockey Club . . . 75



RATINGS
(100 Point
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

FOLK

HANK WILLIAMS AND HIS DRIFTING COWBOYS (MGM 10226) <i>I Don't Care (If Tomorrow Never Comes)</i> Williams sobs way thru lament in usual nasal tones.	74	75	71	75
Pan American Cowboy hops aboard another train ditty and the boys travel along first-class.	76	75	74	79
FRED ROSE (Columbia 20436) <i>No One Will Ever Know</i> Rose croons, band cavorts thru ordinary folk ditty in acceptable fashion.	67	70	65	66
<i>Don't Feel Sorry For Me</i> Format here similar to flip, tho material slightly stronger	68	71	66	67

RELIGIOUS

DECCA SALON ORK (Harry Horlick, Dir.) (Decca 25396) <i>Eili-Eili (My Lord, My Lord)</i> Unusual version of the Hebrew melody features a fine oboe solo by Bruno Labate instead of a vocal.	65	64	66	NS
Hatikvah Decca's trying to capitalize on current interest in Palestine with second version of Jewish national anthem within a month. This one is all-instrumental with a simple cleffing and quiet, unspectacular rendition.	70	68	72	NS
THE McNEIL CHOIR (Black & White 4006) <i>Lord I Can't Stay Away</i> Resonant baritone voice carries strong lead on this spiritual, with mixed choir humming harmony behind him.	66	66	66	NS
Lord I Tried Flip features soprano lead with warm, blue-like quality. Recording has echo effect which enhances rather than detracts from sacerdotal atmosphere.	62	62	62	NS
ST. PAUL CHOIR (Black & White 4008) <i>Somebody Is Knocking</i> Full, rich choir gets fine revival meeting effect with rhythmic chanting and hand clapping. Organ backing.	74	74	74	NS
Amen Side starts with a brief sermon on racial amity, then choir sings variations on "Amen" refrain.	70	70	70	NS

LATIN-AMERICAN

PEDRO VARGAS (“El Patio” Conjunto Del Chamaco Dominguez) (Victor 23-0915) <i>El Abandonado</i> Organ-featured orking sets pretty scene behind the full romantic Vargas warbling.	69	70	69	69
<i>Ya No Me Quieres</i> Studied bolero rhythm ably supplied by ork behind the usual strong Vargas chanting.	69	70	69	69

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

LATIN-AMERICAN

FERNANDO FERNANDEZ (Mariano Merceron Ork) (Victor 23-0917) <i>Perdida</i> Uninspired ork work behind good Fernandez vocal effort; stronger midway thru disk.	64	67	65	61
<i>Anhelo</i> Brighter bolero tempo here with Merceron crew turning in competent job. Fernandez piping again shines.	71	72	70	70
AVELINA LANDIN (Hermonas Rigual) (Victor 23-0862) <i>Palabra De Honor</i> Landin gal chirps well enough but vocal group lends timid assistance.	64	66	63	64
<i>Inutil Es Fingir</i> Fine bolero beat sets mood behind gal's slow, plaintive chanting. Vocal group shows up stronger.	69	69	69	69

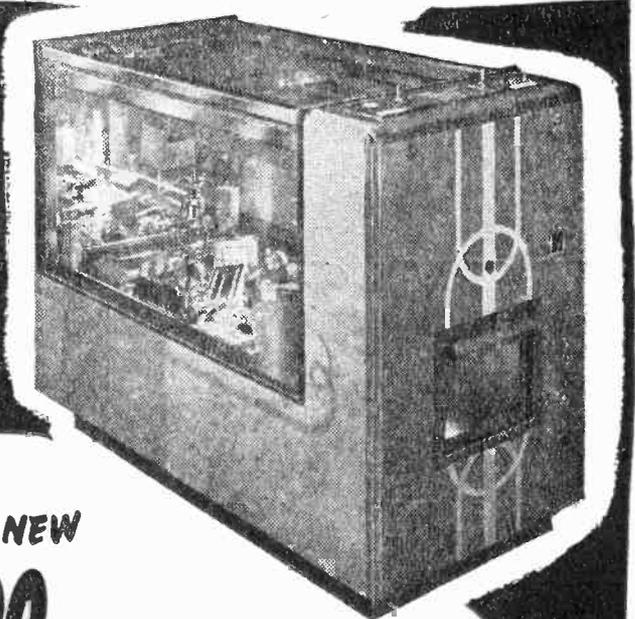
INTERNATIONAL

VIOLA TURPEINEN'S SCANDINAVIAN ENSEMBLE (Standard F-5027) <i>New Year's Hambo</i> Instrumental treatment of a pretty Scandinavian folk melody. Becomes rather repetitious as the small accordion combo does the same chorus over and over.	57	60	60	52
<i>Shake Your Fingers</i> Lively polka instrumental featuring deft accordion work.	62	64	64	61
JOE LAZARZ ORK (Standard F-3044) <i>Popyrtana Polka (Crazy Polka)</i> Nolzy, exuberant polka with shouts and screams punctuating the lines all thru. Tune segues startlingly from original melody into "Hall, Hall, the Gang's All Here."	66	67	67	65
<i>Jak Nigdy Predtem (Like Never Before)</i> Routine Polish folk piece—instrumental.	57	58	58	55
HENRI RENE MUSETTE ORK (The Continental Capers) (Victor 25-1123) <i>Tunnel of Love</i> Rene and the Capers romp joyously thru pert polka novelty, mixing in effective comedy instrumental effects behind chorus chanting.	81	81	79	83
<i>Portrait of a Toy Soldier</i> Flip here another cute ditty dressed up in martial manner plus usual Musette musical tricks.	72	73	70	72

HOT JAZZ

"WILD BILL" DAVIDSON AND HIS COMMODORES (Commodore 618) <i>Riverboat Shuffle</i> Bill's Bixian lead chorus highlights a nicely integrated Nicksieland job of Hoagy Carmichael's jazz classic. Brunis' trombone and Wetling's steady beat help out in the drive department.	66	72	72	55
<i>Muskat Ramble</i> Boys do the Ory tune lightly, with Brunis stealing the show with a humorous Ory-like siphorn bit. Otherwise nothing here to challenge a half-dozen strong platters on the tune.	60	65	65	50

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- Easy Access for Dressing Field
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- Cheat-Proof Construction



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WILL MAKE GOOD TERRITORIES TERRIFIC!
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NEW GAMES
CHICOIN'S SPINBALL
EXHIBIT'S JAMBOREE
GENCO'S MERRY WIDOW
UNITED'S MAJOR LEAGUE BASEBALL

USED GAMES		
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Stage Door Canteen \$17.50	Superliner 24.50	Hi-Ride \$ 79.50
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Tally-Ho 59.50	Flying Trapeze 59.50	Humpty Dumpty . . . 114.50
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		Monterrey 149.50
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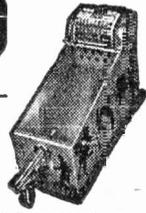
Reason for selling—Am going to West Coast. Will ALSO SELL beautifully Furnished Home in finest residential district in Philadelphia.

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6 POST-WAR MODELS, SCIENTIFIC POKERINOS, LIKE NEW, \$225.00 Ea.



A.B.T. MODEL F
\$49.50
In lots of 5 or more, \$47.50

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5 Keeney Twin Super Bonus Bells	\$485.00
Brand New Keeney Twin Super Bonus Bells	Writes
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1 F.S. Evans Races, F.P., P.O.	695.00
3 Bally Draw Bells	250.00
2 Bally DeLuxe Draw Bells	285.00
3 Bally Triple Bells	575.00
10 Jennings Cigarollas	150.00
3 Keeney 5¢ Super Bells, Comb.	95.00
2 Keeney 25¢ Super Bells, Comb.	125.00
5 Bally Club Bells, 4 Nickel Comb.	75.00
6 Pacos Reels or Saratogas	95.00
1 Bally Royal Flush, P.O.	85.00
15 Silver Moons, F.P.	85.00
5 Bakers Pacors with D.D., P.O.	175.00
2 Big Top, F.P.	75.00
2 Mills 4 Bells	195.00

NEW COUNTER GAMES

Penny Target	\$ 39.50
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Acme Electric Shocker	19.50
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Smiley	15.00

USED COUNTER GAMES

Pop Up	\$ 14.00
Post Card Vendors	15.00
Smiley	10.00
Bat-A-Ball Jr.	19.50
Blue Bonnet	15.00
Whiz	20.00
Kicker & Catcher	18.00
Bingo	12.00
Home Run Gun	12.00
Whirlwind	12.00
Wind Mill	8.00
Penny Pistol Shot	12.50
3 Way Grippers	15.00
Penny 3 Jax	30.00
Line-A-Basket	20.00

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4 15-Col. U-500 U-Need-A-Pak Cigarette Vendors	\$ 95.00
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2 10-Col. Rowe Presidents	95.00
25 Pop Sez Pop Corn Vendors	135.00
25 Ace Nut and Gum Vendors	8.50
10 N. W. DeLux 1¢-5¢ Vendors	17.50

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50 Like New Silver King Ball Gum Vendors	\$8.00
50 Like New Silver King 5¢ Vendors	8.00
50 Northwestern #33 Ball Gum, Perc. Finish, All with plastic globes, Ea.	8.00

NEW VENDORS

Atlas Bantam 5¢ Almond Vendor	\$12.50	
Marlon Scale	97.50	
Victor Model K	12.95	
Victor Model V-K, 24 or more	13.75	
Victor C. B. Universal	19.95	
Advance 25¢ Model	21F Vendor	28.50
Master 1¢-5¢ Comb.	15.95	

1 MILLS 25c GOLF BALL VENDOR
like new \$275.00

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Williams All Stars	\$275.00
2 Rapid Fires	110.00
1 Pitchem & Katchem	85.00
1 Scientific Baseball	85.00
Jafco 9-Ft. Barrel Roll	125.00
10 Ten Strikes	89.50
2 Batting Practices	95.00
3 Chicken Sarns	95.00
3 Keeney Air Raiders	110.00
3 New Bowl-a-Scors	125.00
Keeney Submarine	95.00
2 Western Baseballs	95.00
2 Goales	150.00
8 Boomerangs	35.00
10 Wurlitzer Skee Balls	185.00
4 Wurlitzer High Score Skee Balls	185.00
Jack Rabbit	150.00
Hoot Man Golf	75.00
Panorams	135.00
1 Genco Play Ball	85.00
2 Strikes & Spares	395.00
Premier Skee Barrel Roll	185.00
30 Exhibit Merchantmen Diggers	85.00
1 Under Sea Raider	185.00
3 Photomats, Inside Lites	350.00
3 Bally Heavy Hitters	75.00
1 Super Bomber	175.00
1 Chicago Coin Basket Ball	285.00
2 Claw Type Rotary	225.00
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NEW ARCADE EQUIPMENT

Mutoscope Silver Gloves	\$425.00
Scientific Pitch 'em & Bat 'Em	499.50
Evans' Bat-A-Score	345.00

300 BANK A BALLS
Bowling Alleys, 9 Ft., 12 Ft. and 14 ft.—some new and some almost new—but all in excellent shape—write or phone us for special prices.

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The last word in Electric Cigarette Vendors, now delivering in Ohio, Kentucky and West Virginia.

TERMS: 1/2 DEPOSIT, BALANCE C. O. D.

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Prospect 6316 • 6317



M. G. GIBBER, Sales Mgr.

State Tax Calendar

Alabama
August 10.—Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.
August 20.—Sales tax report and payment due.

Arizona
August 15.—Gross income report and payment due.

Arkansas
August 20.—Gross receipts tax report and payment due.

Colorado
August 14.—Sales tax report and payment due.
August 15.—Denver sales tax report and payment due.

Florida
August 10.—Agents' and wholesalers' cigarette tax report due.

Idaho
August 15.—Cigarette wholesalers' drop shipment report due.

Illinois
August 15.—Cigarette tax return due. Sales tax report and payment due.

Indiana
August 10.—Cigarette distributors' interstate business report due.
August 15.—Cigarette distributors' drop shipment report due.

Kansas
August 20.—Sales tax report and payment due.

Kentucky
August 20.—Cigarette wholesalers' report due.

Louisiana
August 1.—Soft drinks tax report due. Tobacco tax report due.
August 15.—Soft drinks tax report due. Tobacco tax report due.
August 20.—Sales and use tax report and payment due. New Orleans sales and use tax report and payment.

Maine
August 1.—Cigarette distributors' license fee due.

Maryland
August 15.—Sales and use tax report and payment due.

Massachusetts
August 20.—Cigarette tax report and payment due.

Michigan
August 15.—Sales tax report and payment due.
August 20.—Cigarette report and tax due.

Minnesota
August 20.—Cigarette tax report and payment due.

Mississippi
August 15.—Manufacturers, distributors and wholesalers of tobacco report due. Sales tax report and payment due.

Missouri
August 31.—Soft drinks manufacturers' report and payment due.

Nebraska
August 10.—Cigarette distributors' report due.

New Jersey
August 20.—Cigarette distributors' tax report and payment due.

New Mexico
August 15.—Occupational gross income tax report and payment due.

North Carolina
August 15.—Sales tax report and payment due. Use tax report and payment due.

North Dakota
August 10.—Cigarette distributors' report due.

Ohio
August 10.—Cigarette wholesalers' report due.
August 15.—Cigarette use tax and report due.

Oklahoma
August 10.—Cigarette wholesalers', retailers' and vending machine owners' report due.
August 15.—Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's report due.

Pennsylvania
August 10.—Soft drinks tax report due.

Rhode Island
August 20.—Sales and use tax return and payment due.

Tennessee
August 1.—Soft drink bottlers' report and payment due.
August 20.—Sales and use tax report and payment due.

Virginia
August 10.—Warehousemen's tobacco tax due.

Washington
August 15.—Wholesalers' cigarette drop shipment report due.
Wholesalers' cigarette drop shipment report due.

West Virginia
August 15.—Cigarette use tax report and payment due. Sales tax report and payment due.

Wisconsin
August 10.—Cigarette wholesalers' and manufacturers' report due.

Wyoming
August 15.—Sales tax report and payment due.
Sales tax report and payment due.

AIREON DISTRIBUTORS
for
Maryland, Delaware and Wash., D. C.
Guaranteed! Reconditioned!

CONSOLES

Keeney Bonus Bells, 5c	\$295.00
Bally DeLuxe Draw Bell	295.00

ONE BALLS

Special Entry (F.P.)	\$310.00
Victory Derby (C.P.)	129.50
Victory Special (Aut. Shuffle, A-B-C-D)	159.50
Longacres, Thorobreds (Aut. Shuffle, A-B-C-D)	69.50

FIVE BALLS

Tropicana	\$119.50
Playboy	59.50
Mexico	79.50
Bermuda (Flippers)	159.50
Stormy (Flippers)	134.50
Robin Hood (Flippers)	149.50

ARCADE

Voicegraph (DeLuxe Floor Model)	
Williams All Stars	\$295.00
Atomic Bomber (F.S.)	149.50
Strikes 'n' Spares (New)	450.00
Strikes 'n' Spares (Used)	325.00

SLOTS

Black Cherry Bells (Original) Used	
5c, \$125.00; 10c, \$130.00; 25c...	\$135.00

USED MUSIC

Rock-Ola Model 1422	\$350.00
Wurlitzer 850	225.00

1/3 deposit with order—Bal. C. O. D.

HUB ENTERPRISES, INC.
32 S. CHARLES ST. BALTIMORE 1, MD.
Tel.: Lex. 6446 - 6447

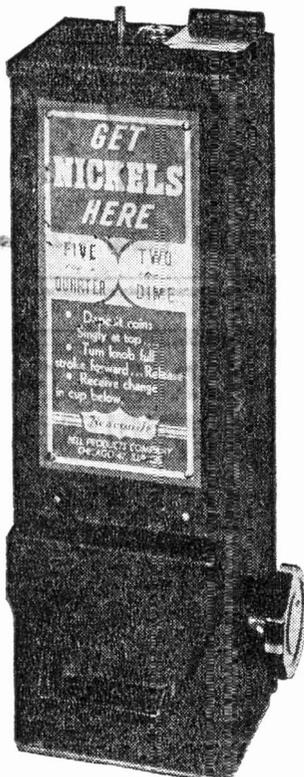
Pays For Itself
BEACON Jr.

- Increases Collections
- Builds Good Will
- Gets New Locations
- Holds Good Locations

Four good reasons why you should install a Beacon Coin Changer—Changes dimes into two nickels—Quarters into five nickels—Slugproof, Cheatproof, and Foolproof. Can easily be mounted to a game, wall, counter or to a stand. Holds \$20.00 in nickels, weighs 20 lbs., and is sturdily built.

IMMEDIATE DELIVERY \$49.50 F. O. B. CHICAGO

BELL PRODUCTS CO.
2000 N. Oakley, Chicago, Ill.



TRADIO-ETTE

Here's the **KEY** to more profits every day!

Here's one of the finest business opportunities in years. You can cash in on the fact that people like radio with their meals. That's why Tradio-ette—a small, compact coin-operated radio designed for restaurant and tavern booths—has become so nationally popular. Plays 15 minutes for 10c.

Small Investment Thousands of high-yield locations are available if you get in on the ground floor. Only a small investment needed to operate this lucrative full or part time business. Tradio is the nation's leading manufacturer of coin-operated radios.

For Complete Details . . .
Contact Us Today
Write, Wire or Phone

TRADIO, Inc. ASBURY PARK NEW JERSEY

MUST HAVE SPACE FOR NEW GAME!

EVERYTHING MUST BE CLEARED AWAY QUICK!

Still have some NEW KICKER TYPE TOM TOMS

at a LOW PRICE!
CONTACT US AT ONCE

P&S MACHINE CO.

3017 N. Sheffield Ave., Chicago, Ill.

ATTENTION REAL BARGAINS!

1946 ROCK-OLA	\$275.00
AMI MODEL A	795.00
WURL. 500K	85.00
WURL. 600R	75.00
WURL. 616	39.50
ROCK-OLA SUPER	89.50
MILLS THRONES	39.50

TOTAL ROLLS	\$ 75.00
ADVANCE ROLLS	85.00
ESSO STARS	40.00
WESTERN BASEBALL	39.50
9-FT. SKEE BALLS	65.00
ROLA SCORES, R. D.	65.00
TALLY ROLL	39.50
GOALEES	95.00

WE SHIP ALL OVER THE WORLD!
OLSHEIN DISTRIBUTING CO.

1100-02 Broadway Albany 4, N. Y.

JAR TICKETS—SALESBOARDS NEW AND USED SLOTS

Always at Lowest Prices

E. R. THOMAS & Associates
Manufacturers' Agents

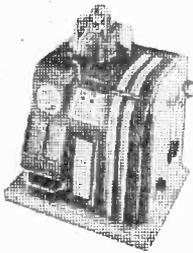
515 17th St. ROCK ISLAND, ILL.

WESTERN ROUTE

55 Units—Music, Pinballs, Pay-Outs, 14 years old, valuable locations. Ideal climate year around; pay off 18 months.
BOX D-367
Care The Billboard Cincinnati 22, O.

COLUMBIA DOUBLE JACKPOT BELL SPECIAL

Factory re-conditioned like new. **\$75.00 EA.**
Changeable flight on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 3/4" high, 14 1/2" wide, 12" deep, 50 lbs. wt.
For NEW COLUMBIAS WRITE FOR PRICES



1/3 DEPOSIT, BAL. C.O.D., F.O.B. CHICAGO.

WRITE FOR FREE NEW CATALOG!

WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!
Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

Government Tax Free NON-COIN COUNTER GAMES AMERICAN EAGLE AND MARVEL

Free Play Token Payout

Cigarette Token Payout



No coin chute, no cash box! Attendant permits play by unlocking handle with special key. Total plays easily seen on visible register.

Factory Reconditioned

\$27.50 Ea.

1¢ or 5¢ Am.

Eagles or

Marvels

\$20.50 Ea.



NEW 1948 IMPS

Specify 1¢ or 5¢ Play, Cigarette or Fruit Reels.

\$11.95 ea.

Write for Quantity.

King of counter games **Abco Novelty Co.** King of counter games
823 W. RANDOLPH ST. PHONE TAYLOR 1203 CHICAGO 7, ILLINOIS

AUTOMATIC HOSTESS

UNIT OF 20 LIKE NEW

Original Price \$14,800.00

WILL ACCEPT BEST OFFER

DAVID ROSEN, INC.

Exclusive AMI Distributor

855 N. Broad St., Philadelphia 23, Pa.

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WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

NEW PIN GAMES

- CHICOIN CRAZY BALL
- EXH. SHORT STOP
- UN. MAJOR LEAGUE
- GENCO MERRY WIDOW
- UNITED RONDEEVUO
- GOTT. ALI BABA
- CHICOIN SPINBALL
- EXH. JAMBOREE
- BALLY CARNIVAL
- WMS. YANKS
- MARV. HIT PARADE

NEW ONE BALLS

- BALLY GOLD CUP, F.P. \$845
- BALLY TROPHY, P.O. 645

NEW COIN COUNTERS

- Downey-Johnson \$198.50
- Coin Sorter, Electric 280.00
- Hand Operated 225.00
- Master Changer 27.95
- Junior Changer 17.95

NEW SKILL GAMES

- EVANS BAT-A-SCORE \$365.00
- SCIENTIFIC PITCH 'EM & BAT 'EM 499.50

NEW COUNTER GAMES

- MARVEL POP-UP \$ 29.50
- ABT MODEL F 52.50
- ABT CHALLENGER 49.50
- SHIPMAN ART SHOW 49.50
- GRIP-VUE 49.50
- KICKER & CATCHER 34.50
- GOTT. GRIP SCALE 29.50
- NON-COIN MARVEL 34.50
- DAVAL'S ACE OR CUB 14.50
- BAT-A-BALL JR. & STAND, Originally \$79.50, Now \$21.50
- ACME SHOCKER \$ 24.50
- STEEPLE CHASE 49.60
- SKILL THRILL 24.50
- DAVAL BUDDY 14.50
- 1¢ AMER. EAGLE 37.50
- GROET. CAMERA CH. 19.95
- IMP, 1¢ or 5¢ 14.50
- DAVAL'S MARVEL, 1¢ 27.50

NEW SLOTS

- JENNINGS LITE-UP CHIEF
- JENNINGS STANDARD CHIEF
- MILLS JEWEL BELL
- MILLS BLACK GOLD, H.L.
- MILLS MELON BELL
- MILLS BONUS BELL
- COLUMBIA, J.P. \$139.50
- VEST POCKETS 65.00
- DE L. COLUMBIA \$169.50
- MILLS Q.T. 115.00

WRITE!

SLOT SAFES, STANDS, ETC.

- CHICAGO METAL REVOLVING SAFES — DE LUXE
- Single \$119.50 Double \$174.25 Triple \$262.00
- UNIVERSAL—Single Safe \$79.50 Double Safe 116.75
- FLIPPER BUMPER KIT \$5.85 NICKEL NUDGER 3.95
- BOX STANDS \$27.50 FOLDING STANDS 12.50
- EXH. ROLL TILT 2.75
- WICO'S WHIRLWIND SPINNER 11.95

NORTHWESTERN BULK VENDORS

- DE LUXE \$ 27.00
- MODEL 33 12.60
- MODEL 39 14.40
- MODEL 40 11.00
- 33 BALL GUM 11.55

WANT TO BUY! TOP PRICES PAID—SEND LIST NOW!
TOTAL ROLLS — ALL POST-WAR BALLY ONE-BALLS — EUREKA — DRAWBELLS — ALL MILLS SLOTS
COLUMBIAS — ALL LATE FLIPPER PINS

RECONDITIONED 5 BALLS

WISCONSIN	\$169.50	RIO (Motor)	\$ 64.50
CINDERELLA	169.50	VANITIES	64.50
CATALINA	149.50	BALLYHOOD	64.50
ROBIN HOOD	149.50	PLAY BOY	64.50
BERMUDA	149.50	KILROY	59.50
HUMPTY-D	139.50	FIESTA	69.50
MELODY	129.50	SUPER SCORE	64.50
NEVADA	119.50	SPELLBOUND	49.50
BOWL LEAG.	109.50	MISS AMER.	39.50
MEXICO	89.50	DYNAMITE	39.50
HAWAII	89.50	SMARTY	39.50
FLAMINGO	74.50	SHOW GIRL	89.50
GOLD BALL	74.50	BAFFLE CARD	39.50
MARJORIE	74.50	STEP UP	39.50
LUCKY STAR	74.50	STATE FAIR	39.50
CROSSFIRE	74.50	HOLLYWOOD	39.50
HAVANA, with Motor Unit	74.50	SUPERLINER	39.50
HONEY	74.50	FAST BALL	39.50
MAISIE	74.50	SEA BREEZE	39.50
MYSTERY	74.50	SUSPENSE	39.50
CYCLONE	64.50	MID. RACER	39.50
TORNADO	64.50	LIGHTNING	39.50
ROCKET	64.50	CANTEN	39.50
		SURF QUEEN	39.50
		BIG LEAGUE	39.50
		BIG HIT	39.50
		LITE-O-CARD	29.50

SLOTS

- 50¢ MILLS GOLD CHROME \$209.50
- MILLS Q.T., Slightly Used 85.00
- MILLS BLACK CHERRY, Orig. 5¢, \$144.50; 10¢, \$149.50; 25¢, 154.50
- 5¢ MILLS BLUE FRONT, ORIG. 89.50
- 5¢ MILLS BONUS BELL 119.50
- 5¢ MILLS ORIG. CHROME, 2-5 109.50
- 10¢ BROWN FRONTS 109.50
- JENN. SILVER CHIEF, 5¢ 79.50
- JENN. CIGAROLA XV 99.50
- GROET. COLUMBIA, J.P. 69.50
- 5¢ MILLS VEST POCKET 44.50
- WATL. ROL-A-TOP, 5¢, 10¢ or 25¢ 60.00

ARCADE

- P. D. Q. CAMERA & BOOTH \$500.00
- CHI. COIN BASKETBALL CHAMP 359.50
- WMS. ALL-STARS 279.50
- DRIVEMOBILE 159.50
- FOOTBALL IDEAL 159.50
- GENCO ADVANCE ROLL 175.00
- MUTO. PUNCHING BAG 150.00
- CHI. COIN GOALEE 149.50
- ROLL-A-BARREL, 10 Ft. 149.50
- SUPER BOMBER 129.50
- UNDERSEA RAIDER 119.50
- SUPER TORPEDO 109.50
- MAJOR LEAGUE BASEBALL 109.50
- BALLY HEAVY HITTER 79.50
- BATTING PRACTICE 79.50
- WEST. DE LUXE BASEBALL 89.50
- HOCKEY, CHICOIN 89.50
- LIBERATOR OR PERISCOPE 79.50
- ROCKET BUSTER 79.50
- TEN STRIKE 69.50
- AIR RAIDER 69.50
- A.B.T. CHALLENGER, Plastic Top 34.50

ONE BALLS

- SPECIAL ENTRY, F.P. \$349.50
- VICTORY SPECIAL, F.P. 229.50
- VICTORY DERRY, P.O. 209.50
- LONGACRE, F.P. 89.50
- TURF KING, P.O. 79.50
- PIMLICO, F.P. 79.50
- '41 DERBY 79.50
- CLUB TROPHY, F.P. 74.50
- JOCKEY CLUB, P.O. 69.50
- KENTUCKY, P.O. 62.50
- BLUE GRASS, F.P. 69.67
- RECORD TIME, F.P. 69.50
- LONGSHOT, P.O. 69.50
- SPORT KING, P.O. 59.50

CONSOLES

- 5-25 TWO-WAY BONUS SUPER \$565.00
- BALLY TRIPLE BELL 565.00
- 5¢ KEEN. BONUS SUPER BELL 345.00
- DE LUXE DRAW BELL 285.00
- DRAW BELL, Regular 235.00
- 4-WAY SUPER BELL, 5-5-5-25¢ 169.50
- MILLS 3-BELLS 159.50
- 2-WAY SUPER BELL, 5-5¢ 125.00
- GALLOPING DOMINOS, J.P. 119.50
- EVANS LUCKY STAR 108.50
- HI HAND, COMB. 99.50
- MILLS 4-BELLS, 5-5-5-5 99.50
- BALLY CLUB BELL 89.50
- WATLING BIG GAME, P.O. or F.P. 69.50
- 5¢ PACE SARATOGA SR., P.O. 69.50
- BALLY BIG TOP, P.O. or F.P. 69.50
- MILLS JUMBO. LATE HEAD 69.50
- PAGE REELS-CHR. RAIL 69.50
- JENN. FAST TIME, P.O. 59.50

Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • Phone EVERGLADE 2600 • CHICAGO 22, ILL.
Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

SPECIAL!

JENNINGS CHALLENGER, 5c-25c \$375.00
 EVANS RACES, 5c 635.00
 EVANS RACES, 25c 695.00

Above machines very slightly used—can barely be told from new!

TWIN BONUS SUPER BELL 5c-25c \$575.00	TRIPLE BONUS SUPER BELL 5-3-25c \$795.00
--	---

EVANS LUCKY STAR 5c \$109.50	JENNINGS BLACK HAWK 25c \$139.50
--	--

Williams YANKS WRITE

TERMS: 1/3 Deposit, Balance Sight Draft. Write for New List. All Types of Equipment.



"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN
 CINCINNATI · DAYTON · FT. WAYNE
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624 S. Third St., Louisville 2, Ky. 228 W. 7th St., Cincinnati 2, Ohio
 242 Jefferson St., Lexington 2, Ky. 603 Linden Ave., Dayton 3, Ohio
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NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

Rotation Plan Seen as Sales Hypo for Bulk Mch. Operator

SAN DIEGO, July 17.—A rotation plan for bulk candy vender operators is the theme advanced for hypoped sales by San Diego Nut Supply, firm handling vending machine supplies and equipment.

Stressing the fact that an operator is certain to find high patronage on his machines when they are first installed in a new location, because the unit is something new, the company goes on to state that this "something new" effect should be maintained in every way possible. One way is the merchandise rotation method.

As a suggestion, firm has worked up the following means by which to achieve constantly changing mer-

chandise in individual machines: Route must first be divided into four groups, to enable the operator to rotate his merchandise and have four, eight or more changes before he drops back to the first assortment in a given machine, or group.

Effective rotation can be realized by removing Boston beans from machines in Group One, replace with Fourth of July beans; merchandise removed is saved to use in Group Three. In Group Two, remove Boston beans (save to use in Group Four) and replace with butter-scotch buttons. For Group Three, remove Boston beans, mix 30/70 with candy corn and Boston beans from Group One. Group Four, remove Boston beans, mix 50-50 with red cinnamon hearts and Boston beans from Groups Two and Three. This method of rotation is carried out in subsequent calls, thus presenting a constantly changing variety of candies to the patrons who frequent any one location.

Montana Awaits Supreme Court Ruling on Bells

HELENA, Mont., July 17.—All Montana is awaiting a State Supreme Court decision as to whether or not bell machines, now legalized for social clubs, fraternities and charitable institutions, will be defined as lotteries and thereby rendered illegal because of a clause in the State constitution which states that the Legislature must not authorize lotteries and that it must "pass laws to prohibit the sale of lottery or gift enterprise tickets."

The Supreme Court received the case when Berkner McPherson, of Great Falls, appealed from a decision of District Judge Guy C. Derry, who held that altho bells involve no tickets and their distribution of prizes is wholly mechanical and a matter of chance, they are lotteries. District Judge George W. Padbury Jr., of Helena, previously held the reverse in a similar case from West Yellowstone, Mont.

Plenty Friends

When the Supreme Court sets the hearing on the McPherson case, a deluge of applications for permission to appear as "friends of the court" is anticipated. Montana legal procedure allows individuals to appear as friends of the court when they seem to be in a position to help guide the court to a proper decision. In practice, these friends are always attorneys representing persons or groups who are not involved in the case at bar but are vitally interested in its outcome.

Several "friends of the court" appeared recently when John Chovanak, of Great Falls, brought a case to the Supreme Court, naming the State board of equalization defendant and testing the constitutionality of the law confining bells to clubs, fraternities and charitable organizations. The Supreme Court held that Chovanak was not a proper person to bring such a suit, having no interest further than that of any other private citizen.

The McPherson case is different, however, since Judge Derry's court convicted McPherson.

Illustrating follow-up rotation procedure, the supplier firm states: On second round, change Group One to straight fruit dibs, then change merchandise from Group One to Two; Two to Three; Three to Four. Save contents of Group Four for Group One on the third round. When small quantities of various candies have accumulated, operator should mix them together for a "candy mix" which can be used in odd machines.

Fla. Cig, Alcoholic Tax Collections Rise

TALLAHASSEE, Fla., July 17.—Florida alcoholic beverage and cigarette tax revenue hit a record high of \$33,757,161 for the fiscal year ended June 30, beverage director James Vocelle reported this week. Cigarette taxes totaled \$12,326,769, while combined beer, wine and whisky collections amounted to \$21,430,381.

Total collections were 2.18 per cent above the previous record of \$33,037,288 reached during the 1945-'46 fiscal year and 2.73 per cent above last year.

Beverage tax receipts were \$8,032 over the figure for the 1946-'47 period, but were \$1,361,269 below the 1945-'46 collections. Cigarette tax returns, 7.8 per cent above the \$11,436,294 collected during 1946-'47, accounted for the new record. Both cigarette and beverage tax revenue for June were above those for the same month in 1947; cigarette by 17.97 per cent and beverages by 4.53 per cent.

No Wonder Ops Like Ind.

INDIANAPOLIS, July 17.—Hoosier smokers purchased 432,941,214 packages of cigarettes and the State 3-cent per pack cigarette tax netted \$12,998,236 during the fiscal year of 1947-48, as reported by the State Alcoholic Beverage Commission in its report of revenue collections.

Beverage commission figures that 1948 cigarette tax collections will top 1947's, since almost \$1,000,000 worth of cigarettes were in stock when the tax went into effect last year.

IN NEW ENGLAND IT'S TRIMOUNT

We Want To Buy!!!

ANY QUANTITY OF NEW 5 BALLS AT Close Out PRICES

ALSO BALLY JOCKEY SPECIALS—used
 BALLY DRAW BELLS—used
 KEENEY SINGLE BONUS SUPER BELLS—used
 POSTWAR MILLS SLOTS—used

SEND LIST WITH LOWEST PRICES

TRIMOUNT

COIN MACHINE CO.

40 WALTHAM ST. BOSTON 14, MASS. PHONE: LIB. 9480

ENGLAND IT'S TRIMOUNT

McCALL NOVELTY CO.

ALL A-1 RECONDITIONED—READY FOR LOCATIONS

5 BALL FREE PLAY PIN GAMES

Arizona . . . \$20.00	Four Aces . . . \$20.00	Sea Breeze . . . \$40.00
Big League . . . 41.00	Four Roses . . . 20.00	Spellbound . . . 40.00
Big Parade . . . 25.00	Keep 'Em Flying . . . 20.00	South Seas . . . 30.00
Brazil . . . 20.00	Kilroy . . . 30.00	Surf Queen . . . 35.00
Canteen . . . 25.00	Laura . . . 30.00	United Trade . . . 20.00
Cover Girl . . . 30.00	Liberty . . . 20.00	Winds . . . 20.00
Defense . . . 45.00	Oklahoma . . . 25.00	Wagon Wheels . . . 20.00
Double Barrel . . . 45.00	Riviera . . . 25.00	

1 BALL FREE PLAY GAMES

'41 Derby . . . \$72.50	Club Trophy . . . \$74.50	Mills 1-2-3 . . . \$29.50
Blue Grass . . . 45.00	Long Acres . . . 89.50	Sport Event . . . 51.50

AUTOMATIC PHONOGRAPHS

Wurlitzer 950 . . . \$209.50	Wurlitzer 780 Colonial . . . \$214.50
Wurlitzer 500 . . . 114.50	Wurlitzer 24 Victory Model . . . 79.50

Terms: One-Third Deposit With Orders, Balance C. O. D.

3147 LOCUST ST. ST. LOUIS, MO.

BEST BY TEST

CORADIO

COIN OPERATED RADIO

212 Broadway New York 7, N. Y.
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WANTED

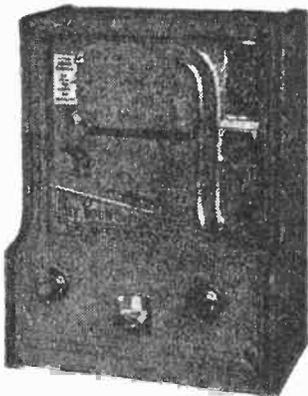
Up to 50 Skee Balls. Made by Phila. Toboggan Co. Will Pay Highest Prices. Wire or Phone Collect

627 10th Ave. SIMON SALES, INC. New York 19
 PLaza 7-5660

**NOW DELIVERING
THE NEW 1948
MODEL**

KICKER and CATCHER

**NEW FLASH — NEW BEAUTY
NEW SCORING ARRANGEMENT**



100 PER CENT SKILL!

TAKES IN MORE MONEY PER DOLLAR
INVESTED THAN ANY GAME MADE!

5 Balls **\$37.50** F. O. B.
For One Cent CHICAGO

5 BALLS FOR 5 CENTS, \$41.25

ORDER TODAY! Try for 10 days. Money
Back If Not Satisfied. . . You Keep Receipt!

BAKER NOVELTY CO.

Headquarters for Slot Machines
and Bakers Pacera
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

Kidding Customers Pays Off for This Arcade Operator

WILDWOOD, N. J., July 17.—Ap-
pealing to patron's sense of humor is
paying fancy dividends for the Casino
Penny Arcade owned by S. B. Rama-
gosi on the Boardwalk here. As the
arcade fronts directly on the Board-
walk, problem of attracting passers-
by attention has been solved by using
colorful, hand-painted signs on the
walls of the arcade.

Typical signs are "Here you spend
a little and see a lot"; "Have more fun
here than a one-arm paper hanger
with the hives." To encourage play,
one sign atop penny machines says:
"Woolworth built a skyscraper on
dimes and nickels—on pennies we
can't even build a little house behind
the big house."

Since much of the equipment is
new, other signs tell the players that
"Some of these machines came over
on the Ark—please handle them with
care!" And still another: "Should any
machine fail to work—write your
Congressman!"

To discourage use of slugs a large
sign is a special "note to slugger
uppers," with a winning "We will
gladly exchange pennies and nickels
for your slugs—if you're broke!"

Globe To Distribute Coin Auditing Line

CHICAGO, July 17.—Globe Dis-
tributing Company announced this
week the recent addition of coin
auditing equipment manufactured by
Sattley Company, Detroit, to its line
of coin sorting, counting, wrapping
and change-making units. Jimmy
Johnson, firm head, states Globe will
cover the Middle West and Western
territory for Sattley.

A combination assorting, counting
and bagging device, the Sattley unit
handles coins from pennies to 50-cent
pieces, and features a double set of
registers. One column registers indi-
vidual dollars and cents totals for
each denomination handled, while
the second column registers coins
handled by unit count; latter may be
reset at the conclusion of a business
day, and former may be reset per
denomination after each counting.
Various models are available from
low price hand-operated units to
elaborate, mobile electric models
priced at \$1,100.

Joins Exhibit



CHARLES J. PIERI appointed fac-
tory representative by Exhibit Supply
Company last week.

PROFIT WITH HIT PARADE

PLAYERS LIKE TO PLAY HIT PARADE
OPERATORS LIKE TO OPERATE HIT PARADE
EVERYBODY LIKES HIT PARADE

BECAUSE

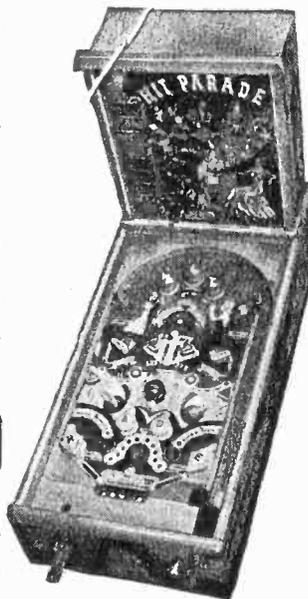
- ✓ IT HAS FEATURES THAT ARE NOT AVAILABLE IN OTHER GAMES!
- ✓ IT HAS EVERYTHING ALL OTHER PIN GAMES NOW HAVE!
- ✓ HIT PARADE IS FAR AHEAD MECHANICALLY!
- ✓ IT'S T-E-R-R-I-F-I-C FOR LOOKS! ACTION! PLAYER APPEAL! AND PLAYING THRILLS!

Order From Your Distributor

**DISTRIBUTORS WRITE
Territory Still Available**

MARVEL Mfg. Co.

2847 Fullerton Ave. Chicago 47, Ill.
Dickens 2424



Golf Ball Slot Machines

25c PLAY

Reconditioned to
look like new.

\$260.00

1/3 deposit
with order.

Herman Kramm

244 S. Millvale
Ave.
Pittsburgh, Pa.



MONARCH COIN MACHINE CO.

1545 W. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

BRAND NEW 5-BALL GAMES—CLOSEOUTS! CALL OR WRITE FOR PRICES

Thoroughly Reconditioned Equipment Ready for Location

Panorama \$295.00	Keeney Single Bonus \$325.00
Periscope-Liberator 88.50	Keeney Triple Bonus 795.00
Chiclin Hockey 88.50	Silvermoon, FP 88.50
1947 Ten Strike 129.50	Bally Club Bell 88.50
Groetch, Tyler, 10¢ 289.50	Jumbo, FP & PO Comb. 88.50

BRAND NEW
TUMBLERS AND
BOOMERANGS
\$129.50
SHOOTING STARS
5-Ball Pin Game, \$50.00

SPECIAL: 50c JEWEL BELLS

JEWEL BELLS New and Reconditioned

WRITE

MILLS
GOLDEN FALLS, H. L.—Orig.
5¢-10¢-25¢ 2/5 or 3/5 PO
\$155.00 EA.

MILLS
BLACK CHERRYS—Orig.
5¢-10¢-25¢ 2/5 or 3/5 PO
\$150.00 EA.

MILLS
BROWN FRONTS—Orig.
5¢-10¢-25¢ 2/5 or 3/5 PO
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FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information.
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2 Alleys and complete Bowling Equipment; 4
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6 Evans Bang Tails, 1946 Series 250.00 ea.
30 F.P. 1 Balls, Thoroughbreds to Record
Times, the lot at \$25, plus crating.
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Completely reconditioned and
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\$124.50

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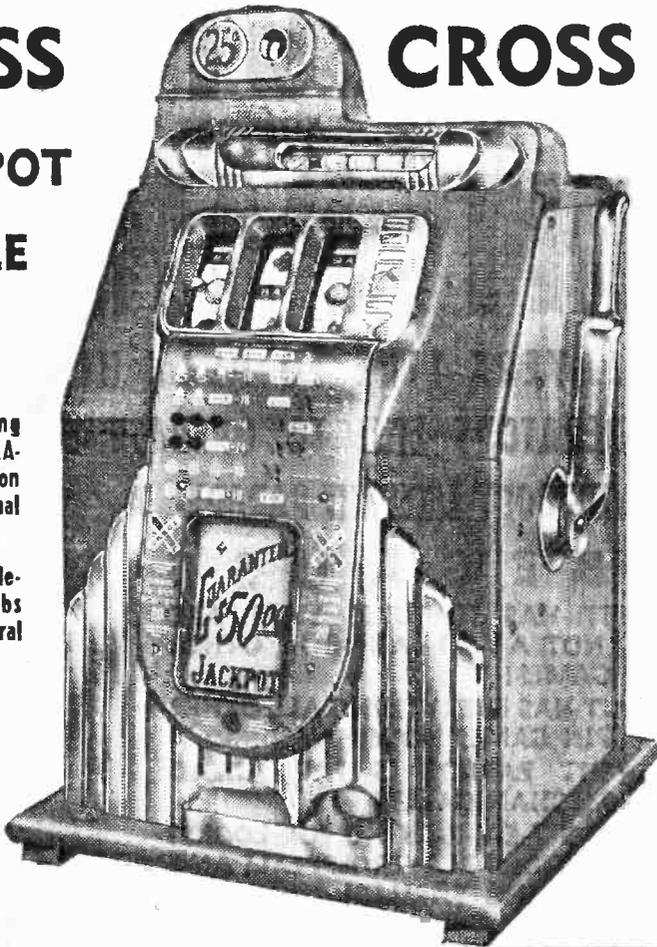
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X X X

This outstanding bell features EXTRA-AWARDS in addition to the conventional payouts.

CRISS CROSS is designed for clubs preferring liberal payout machines.

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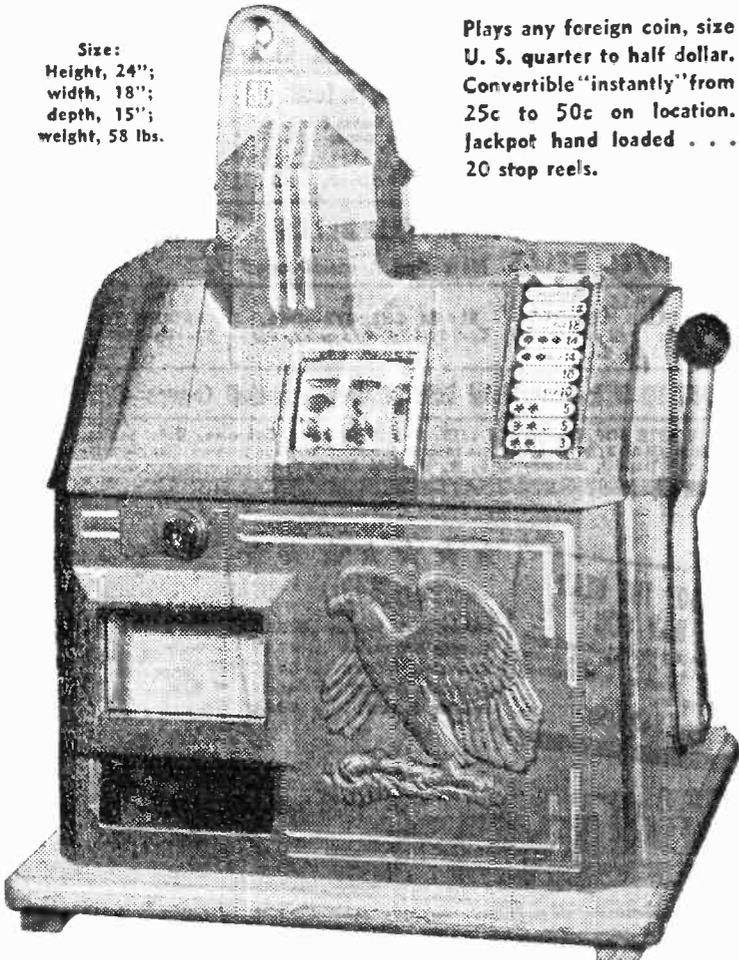
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Size:
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width, 18";
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Plays any foreign coin, size U. S. quarter to half dollar. Convertible "instantly" from 25c to 50c on location. Jackpot hand loaded . . . 20 stop reels.



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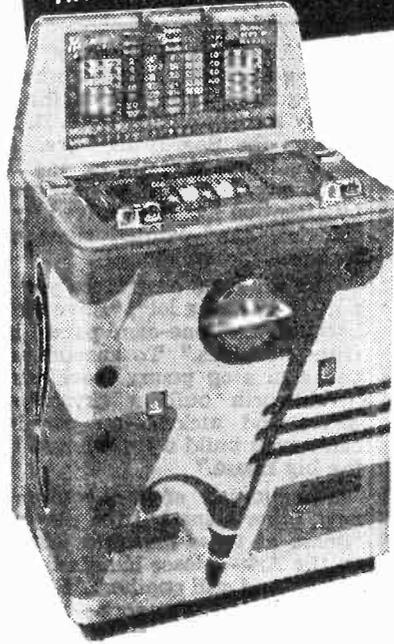
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Install one 2-Way Keeney Bonus Super Bell. Compare collections you make with a complete route of other equipment. Be assured — your Keeney 2-Way Bonus Super Bell will out-earn a group of competitive machines by a wide margin. A test will prove it!

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Popular Demand!
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- BLACK GOLD HANDLOAD
- MELON BELL

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2/5 or 3/5, \$129.50
5¢-10¢ or 25¢

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2/5 or 3/5,
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JENNINGS DELUXE LITE-UP
(Post-War) \$149.50
5¢, 10¢ or 25¢

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NEW METAL BOX STANDS FOR SLOTS \$22.50

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Each unit completely reconditioned and refinished. All worn parts replaced.

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\$265.00

SPECIAL! Brand New SHOOTING STARS
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\$50.00

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*With Tic-Tac-Toe Reels, Same Prices.

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- Triple Action
- Bermuda
- Banjo
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- Cinderella
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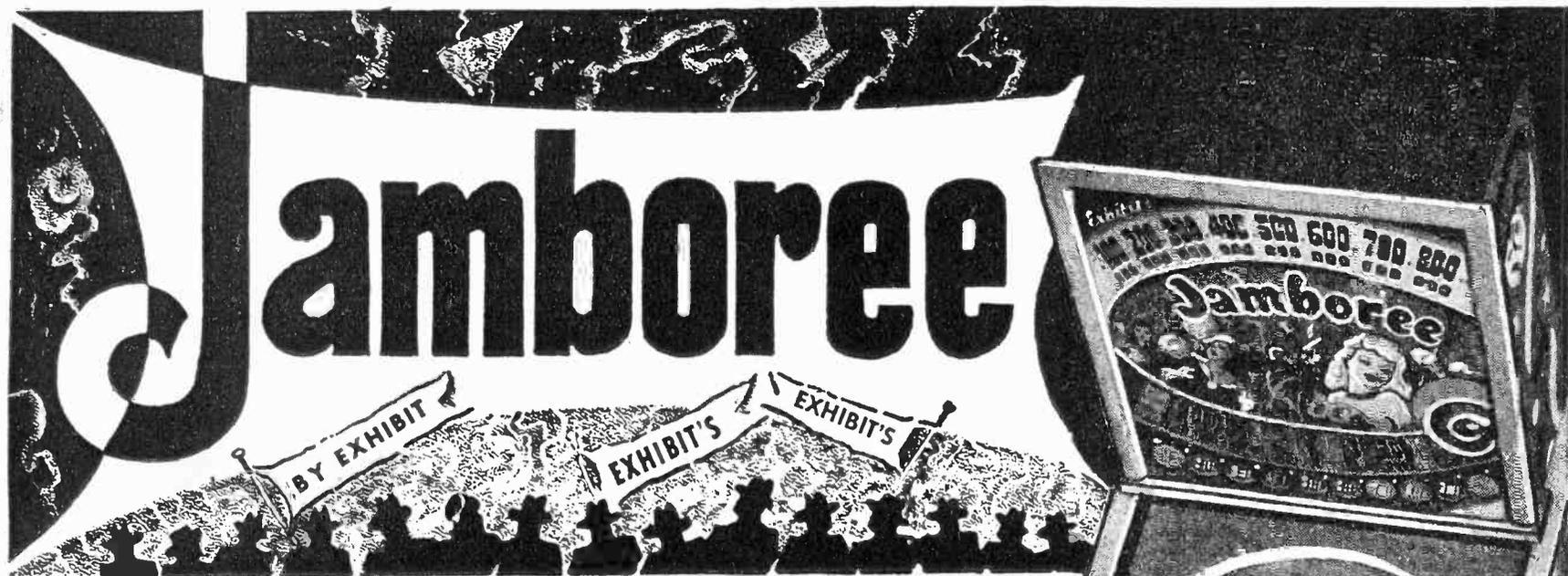
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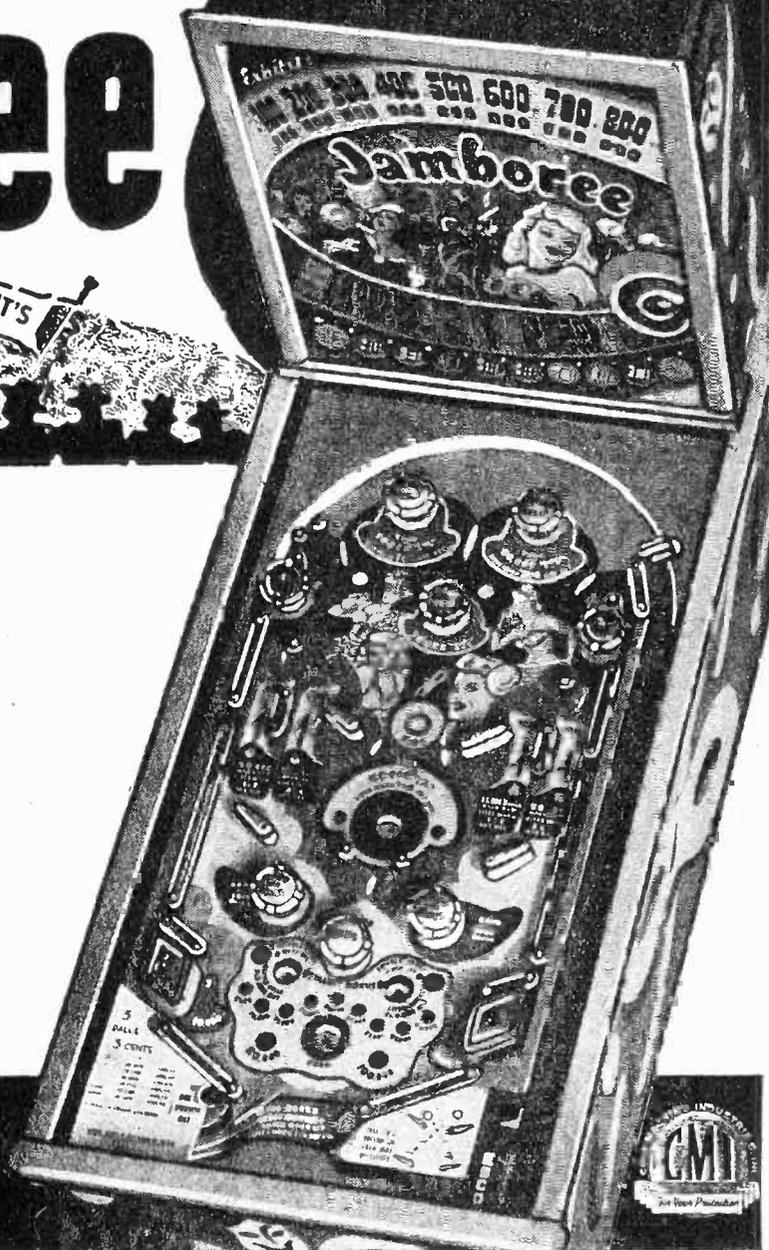
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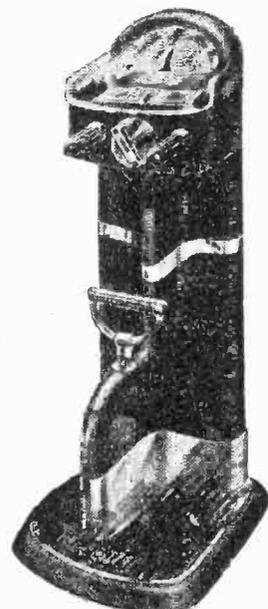
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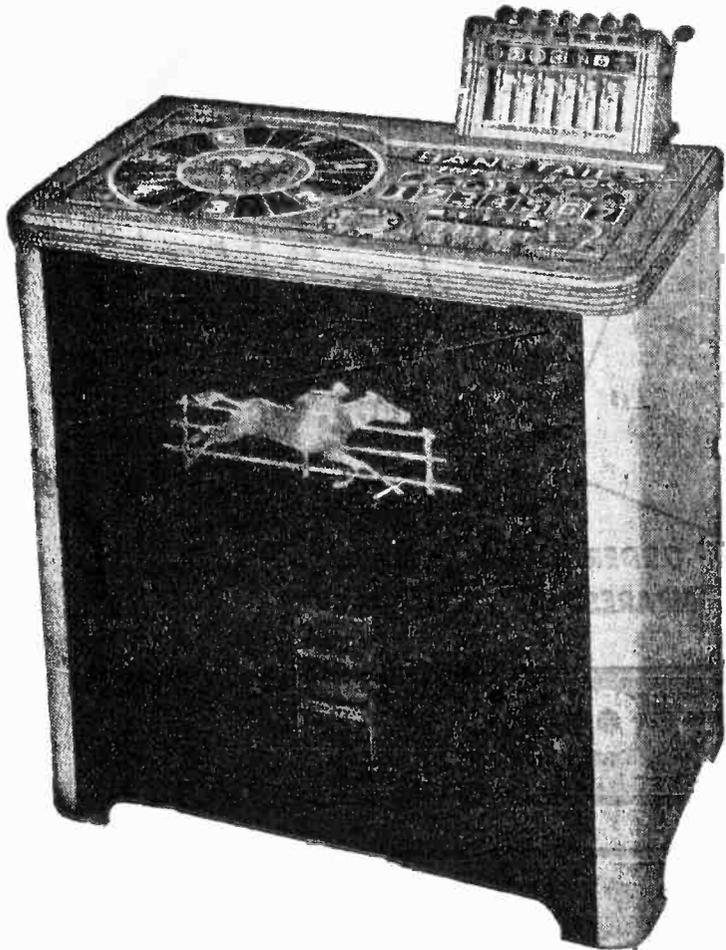
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Odds range from 10 for 1 up to 500 for 1 with only a SINGLE COIN PLAYED! NO BUILD UP NECESSARY!

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Ask the Man Who Operates One!

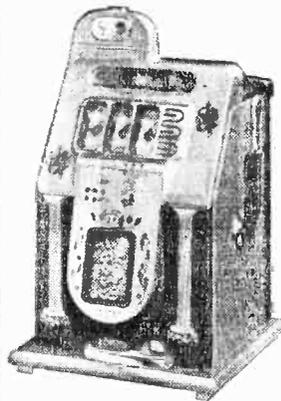
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H. C. EVANS & CO.

1528 W. ADAMS STREET

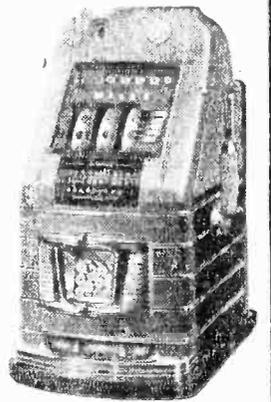
CHICAGO 7, ILLINOIS

MILLS LATEST MACHINES



◆ **GOLDEN FALLS**

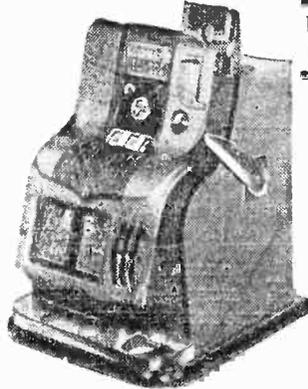
You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on the unusual Bell. Immediate delivery in 5c, 10c, 25c and 50c 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 5c, 10c and 25c play. **WRITE FOR PRICES**

IMMEDIATE DELIVERY



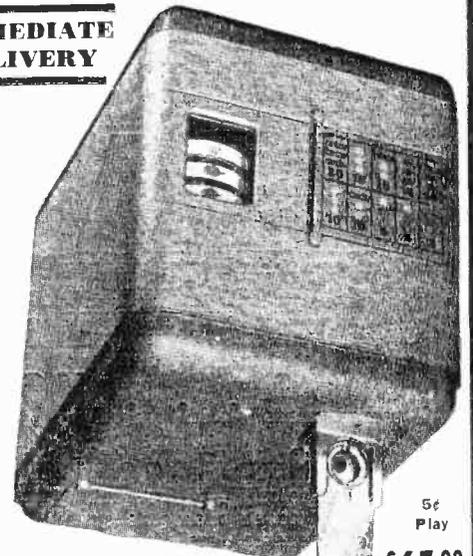
MILLS QT

A "Pony-Size" Bell. Weighs only 35 lbs.

The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

\$115.00 1/3 Deposit

New Box Stands, Single, Double and Triple Safes



NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payroll cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. **BLUE & SILVER or GOLD & SILVER.**

5c Play
\$65.00
1/3 Deposit

SICKING, INC. Established 1401 CENTRAL PARKWAY
1895 CINCINNATI 14, OHIO
Associated with Sicking Dist. Co., 2833 W. Pico Blvd., Los Angeles, Cal.

SHAFFER SPECIALS IN USED EQUIPMENT

Prices on all merchandise listed below have been drastically reduced for immediate sale

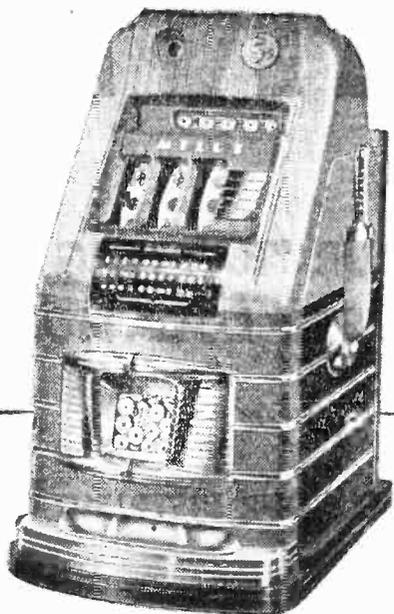
STORMY	\$139.50	STEP UP	\$29.50
SINGAPORE	89.50	STAGE DOOR CANTEEN	29.50
MAISIE	59.50	CAROUSEL	29.50
BONANZA	59.50	STATE FAIR	24.50
GOLD BALL	59.50	SUPERLINER	24.50
SMOKEY	54.50	SURF QUEEN	24.50
HONEY	49.50	SPELLBOUND	24.50
PLAY BOY	44.50	STREAMLINER	19.50
NUDGY	39.50	OPPORTUNITY	19.50
MISS AMERICA	39.50	BIG LEAGUE	19.50
BAFFLE CARD	39.50	FRISCO	19.50
SUPER SCORE	34.50	OKLAHOMA	19.50
SMARTY	32.50	MIDGET RACER	19.50
DYNAMITE	29.50	BIG HIT	19.50
SHOW GIRL	29.50	FOUR ACES	12.50
FAST BALL	29.50	FOUR ROSES	12.50
ROCKET	29.50	BOSCO	12.50
KILROY	29.50		

TERMS: 50% CERTIFIED DEPOSIT; BALANCE C. O. D.

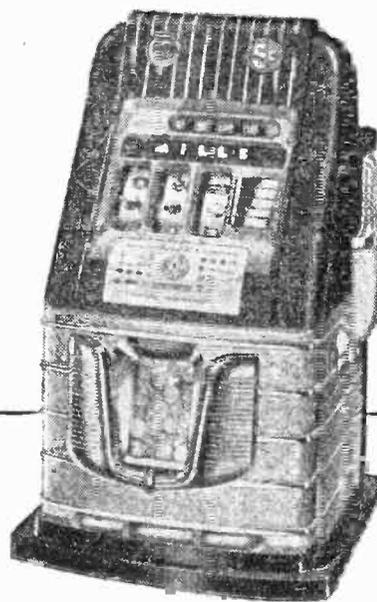
SHAFFER MUSIC CO.

606 S. HIGH ST., COLUMBUS 15, OHIO

All 4 bring profits galore!



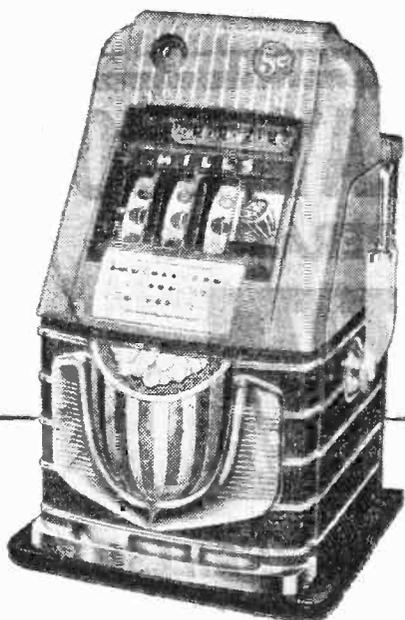
The operator's standard Bell!



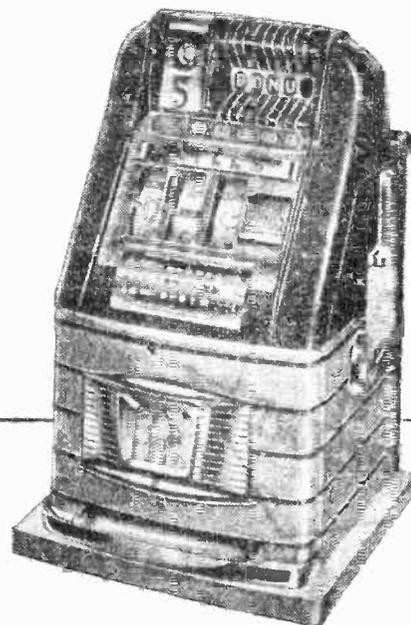
The hand load with dominant Jackpot!

THE JEWEL

THE BLACK GOLD



It kicks out a Jackpot Token!



It's not only a Bell—it's a game!

THE MELON

THE BONUS

Bell-O-Matic Corporation

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

All 4 bring profits galore!



Williams

YANKS

BUILDS UP YOUR "BATTING AVERAGE"
ON EVERY LOCATION!

ORDER FROM YOUR DISTRIBUTOR NOW!

Williams
MANUFACTURING
COMPANY

161 W. HURON STREET

CHICAGO 10, ILL.

WICO'S "WHIRLWIND" PLAY BOOSTER

PROVES "GOLD MINE" FOR OPERATORS

TESTED and
APPROVED
by
OPERATORS!

**SENSATIONAL
NEW PROFIT-MAKER**

Continuous
Action!
Constant
Eye Appeal!
Easy to Install!

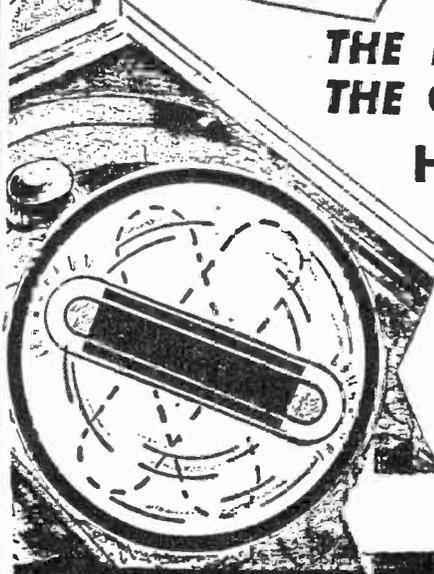
THE PLAYER'S CHOICE FOR ACTION! THRILLS! FUN!
THE OPERATOR'S CHOICE FOR PLAY AND PROFITS!

HOLDS LOCATIONS! ADDS NEW ONES!

FITS ALL MANUFACTURERS' GAMES

SIMPLE TO INSTALL!

TROUBLE FREE!



Colorfully
Illuminated
While It Spins

PRICE
\$11.95
COMPLETE WITH
INSTRUCTIONS
AND DIAGRAMS

YOUR
MONEY
BACK
IN 10 DAYS
IF NOT SATISFIED

• • and NOW Wico's WHIRLWIND PLAY BOOSTER is made in another desirable size . . . 4 inches from end to end. When ordering specify size you desire . . . 4 inches or 5 inches.

WICO CORP. 2913 No. PULASKI RD. CHICAGO 41,
Phone: MULBERRY 3000 ILLINOIS

A NEW GAME

WITH FEATURES THAT APPEAL TO THE **SKILL AND ACTION** OF ALL PLAYERS

50,000 TO 200,000 EXTRA SPECIAL KICKOUT POCKET

5,000 ROLLOVER BUTTONS

RELOCATED SUPER POWER FLIPPERS

BOTTOM OF PLAY FIELD POSITION GIVES GREATER ACTION TO TOP OF BOARD



CHICAGO COIN'S CRAZY BALL

Look What's New!



Featuring "NEVER WEAR" THE NEW WHITE RUBBER TROUBLE FREE - NON CHIPPING FASTER ACTION - NON SOILING "Spinning Bumper"

FOR ADDED SKILL AND ACTION

SEQUENCE SCORING! PLAYERS MUST HIT C-R-A-Z-Y BUMPERS IN SEQUENCE TO SCORE FROM 50,000 TO 200,000

50,000 TO 200,000 SCORING LANE

ORDER *Crazy Ball* FROM YOUR DISTRIBUTOR TODAY

CHICAGO COIN MACHINE COMPANY
1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

UNITED'S MAJOR LEAGUE BASEBALL



- ⚾ **LIVE ANIMATION . . .**
"Base-Running" Unit on Playfield
- ⚾ **"CAPTIVE" SCORING LANES**
- ⚾ **ANIMATED BACK-GLASS**
- ⚾ **FAST "BASEBALL" ACTION**

**FIVE-BALL
NOVELTY
REPLAY.**

**SEE YOUR
DISTRIBUTOR**

KICKER
CONTROL
BUTTON
EACH SIDE

REPLAY BUTTON



UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

SOMETHING REALLY **BIG** IN OPERATING



SUPER-SENSITIVE CONTROL BUTTONS ON BOTH SIDES



AN ARRAY OF GOTTLIEB PROFITABLE PLAY FEATURES

Including
PROGRESSIVE BUILD-UP BUMPERS!

As important to your earnings as our history-making *Original Flipper Bumpers!*

HOLD-OVER BONUS

Proven Play Incentive!

ORDER FROM YOUR DISTRIBUTOR NOW!

GAUGED PRODUCTION AND CONTROLLED DISTRIBUTION

Protect Your Investment!

"THERE IS NO SUBSTITUTE FOR QUALITY"

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS



IT'S BALLY RESERVE AGAIN!

**FAMOUS BUILD-UP BONUS.. AND "ALL-12" SKILL FEATURE
PLUS HIGH-SCORE COMPETITIVE PLAY APPEAL**



NOW BUILT INTO *Bally*
CARNIVAL

Here's the "shot-in-the-arm" 5-Ball game you've been waiting for . . . your big opportunity to "get well" in a hurry! CARNIVAL is a modern pepped-up version of the famous BALLY RESERVE of 1938 . . . with original BALLY RESERVE BUILD-UP BONUS that steps up, up, up and keeps players glued to the game, fascinated by the simple, easy-to-understand score-system (hit all 12 bumpers) and the powerful appeal of the EVER-INCREASING BONUS. Bally's new CARNIVAL is BALLY RESERVE plus HIGH-SCORE competitive play appeal . . . plus new fast action . . . plus KICKER-BUMPERS . . . plus new modern flash . . . plus new 1948 trouble-free mechanisms. Earnings on test locations are double and triple usual 5-ball average. Get your share. Try CARNIVAL on your slowest spot and you'll agree . . . IT'S BALLY RESERVE AGAIN!

**KICKER-BUMPER
BUTTON
ON BOTH SIDES
OF CABINET**

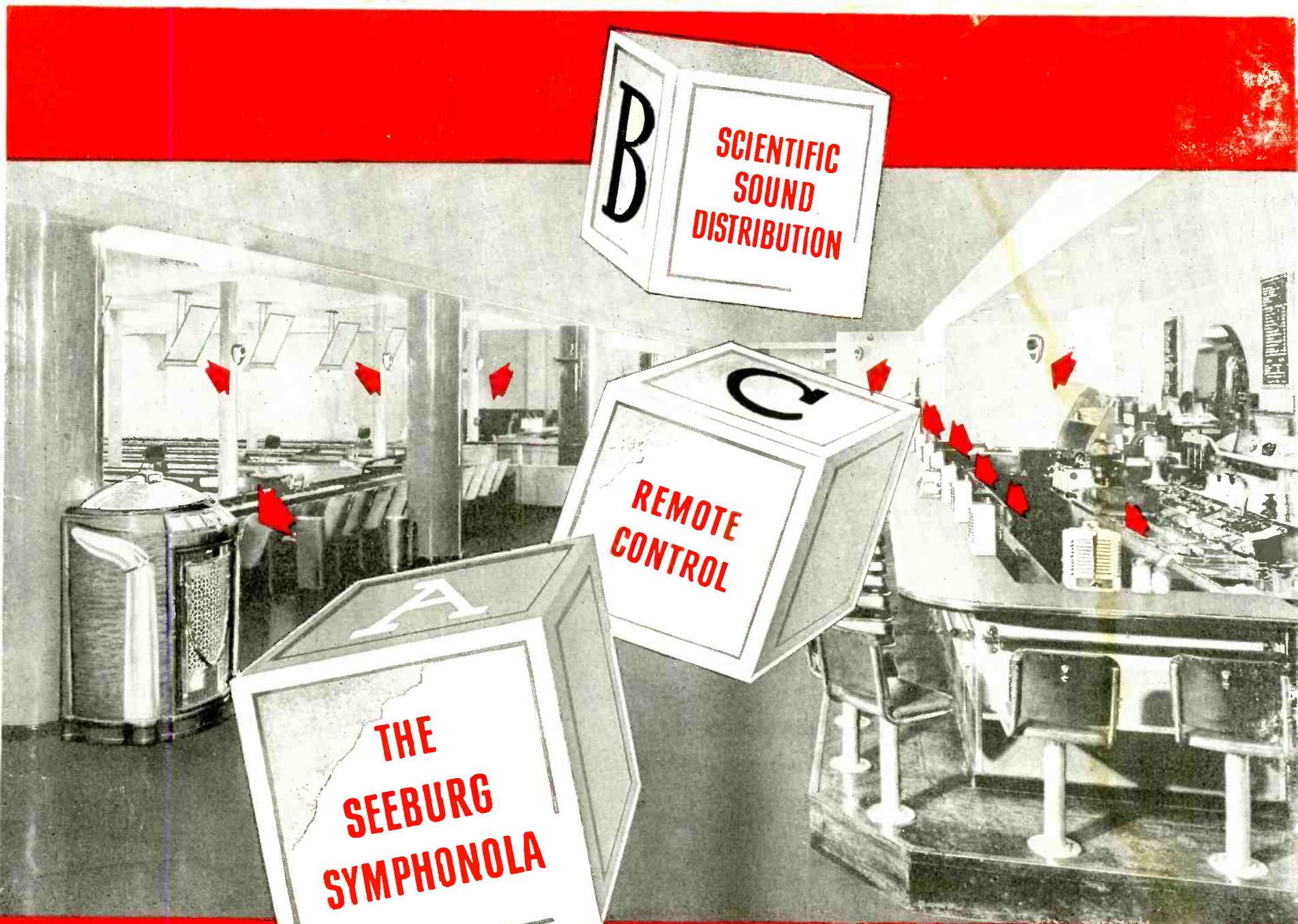
A BALLY GAME FOR EVERY SPOT

**GOLD CUP • TROPHY • TRIPLE BELL
WILD LEMON • DOUBLE-UP • HI-BOY
BIG INNING • HY-ROLL • DELUXE BOWLER**



Bally **MANUFACTURING COMPANY**

DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



DOWNTOWN BOWL, SAN FRANCISCO, CALIF.

**THE ABC'S OF
MUSIC MERCHANDISING
ARE DEMONSTRATED
IN THIS PICTURE**

When the music is properly played—when the music is easy to buy—that's modern music merchandising. You can derive maximum revenue from your locations by practicing the ABC's of music merchandising.



The Seeburg Symphonola. Here is the heart of the music system . . . a skillfully engineered instrument that permits "tailoring" the music to the requirements of the particular location—without adapters or converters.



Seeburg Scientific Sound Distribution. Remote speakers—skillfully installed—reproduce music at just the right level for all to hear. No blare near the phonograph—no fade-away in far corners.



Seeburg Remote Control. Wireless and 3-wire Wallomatics—silent salesmen—bring the music of the public's choice within easy reach.

In addition to the Symphonola, Speakers and Wallomatics, Seeburg provides everything necessary for the complete music system including the Dual Remote Volume Control, public address equipment and auxiliary amplifiers.

Your Seeburg distributor will demonstrate how modern music merchandising can benefit you.

Seeburg
1902 · DEPENDABLE MUSIC SYSTEMS · 1948
J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22

3 REASONS WHY

"QUICK-AS-A-FLASH" REPLACEMENT UNITS Amazing Savings in Service Time



All important electrical and mechanical parts in the Wurlitzer 1100 can be removed and replaced from two to a hundred times faster than ever before. Important savings in service time—more money for Wurlitzer Music Merchants.



ZENITH

COBRA TONE ARM

**Tone that stimulates extra play...
sensational savings in record wear**



The contribution of the Zenith Cobra Tone Arm to Wurlitzer 1100 tone means music so realistic that it stimulates continuous extra play and profits. At the same time it provides 95% record fidelity after 2000 plays—sensational savings in record and needle wear—more money for Wurlitzer Music Merchants.

WURLITZER 1100s

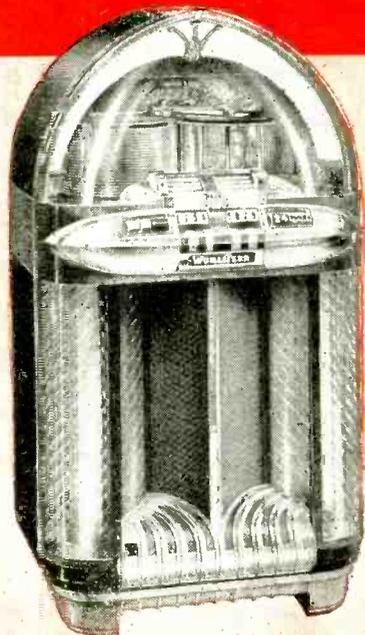
OPERATORS REPORT SAVINGS UPWARDS OF \$175 A YEAR Equivalent to \$700 off the original purchase price in four years



Operators report that the savings in records and operating costs on the Wurlitzer 1100 will run as much as \$175 a year. That amounts to \$700 in four years—equivalent to a substantial reduction in the purchase price. It makes the 1100 the greatest phonograph value ever offered operators. *In addition to these savings* in records, needles and service, because of its tremendous public appeal, the Wurlitzer 1100 pays Wurlitzer Music Merchants a precedent-shattering high return. *Again* more money for Wurlitzer Music Merchants.

SEE YOUR WURLITZER DISTRIBUTOR NOW!

OUT-EARN ALL OTHER PHONOGRAPHS



WURLITZER PHONOGRAPH DISTRIBUTORS

Alfred Sales, Inc.
881 Main St., Buffalo 3, N. Y.

Brandt Distributing Co., Inc.
1809-11 Olive St., St. Louis 3, Mo.

Bush Distributing Company
286 N. W. 29th Street, Miami 37, Fla.

Central Music Distributing Co., Inc.
1523 Grand Ave., Kansas City 8, Mo.
2562-64 Harney St., Omaha 2, Neb.

Clark Distributing
415 Brannon St., San Francisco 7, Calif.
1854 S. Western Ave., Los Angeles 7, Calif.
906 Elliott Ave., W., Seattle 99, Wash.

Commercial Music Co., Inc.
726 N. Ervay St., Dallas 1, Texas
806 W. Main St., Oklahoma City, Okla.
901 E. Houston St., San Antonio, Texas

Cruze Distributing Co., Inc.
105 Virginia St., W., Charleston, West Va.
2824 Woodbine Ave., Knoxville, Tenn.

Eaton Distributing Co., Inc.
615 Tenth St., Des Moines 14, Iowa

F. A. B. Distributing Co., Inc.
1019 Baronne St., New Orleans 13, La.
304 Ivy St., N. E., Atlanta 3, Ga.
1628 Laurel St., Columbia, S. C.

G. & S. Distributing Co., Inc.
415 Fourth Ave., S., Nashville 4, Tenn.

Harvey Distributing Co., Inc.
823 W. Broad St., Richmond 20, Va.
620 W. Morehead St., Charlotte, N. C.

The Arthur Hermann Co., Inc.
282 Central Ave., Albany, N. Y.

Illinois Simplex Distrib. Co.
831 S. Wabash Ave., Chicago 5, Ill.

Indiana Simplex Distributing, Inc.
2451 N. Meridian St., Indianapolis 8, Ind.

Lieberman Music Company
1124 Hennepin Ave., Minneapolis, Minn.

Paster Distributing Co., Inc.
2606 W. Fond du Lac Ave., Milwaukee 6, Wis.

Porter Distributing Company
167 E. Jefferson St., Detroit, Mich.

Redd Distributing Co.
130 Lincoln St., Aiston 34, Mass.

Siegel Distributing Co., Ltd.
477 Yonge St., Toronto, Ont., Can.
40 Powell St., Vancouver, B. C., Can.
853 Notre Dame St., W., Montreal, Que.

Smith & Fields Distributing Co.
136 N. Fifth St., Philadelphia 6, Penna.
420 N. Craig St., Pittsburgh 13, Penna.

Steele Distributing Co.
3300 Louisiana St., Houston, Texas

Sterling Service
Rocky Glen Park, Moosic, Penna.

Williams Distributing Co., Inc.
1082 Union Ave., Memphis 3, Tenn.

Winters Distributing Company
521 St. Paul Place, Baltimore 2, Md.

Wolf Sales Company
1932-4 Broadway, Denver 2, Colo.
626 W. Washington, Phoenix, Arizona
2401-5 E. Alameda, El Paso, Texas
276 W. First S., Salt Lake City, Utah

Young Distributing Co., Inc.
1257 W. Broad St., Columbus 8, Ohio
707-11 Sycamore St., Cincinnati 2, Ohio
2445 St. Clair Ave., Cleveland, Ohio

Young Distributing, Inc.
525 W. 43rd St., New York 18, N. Y.