

# The Billboard

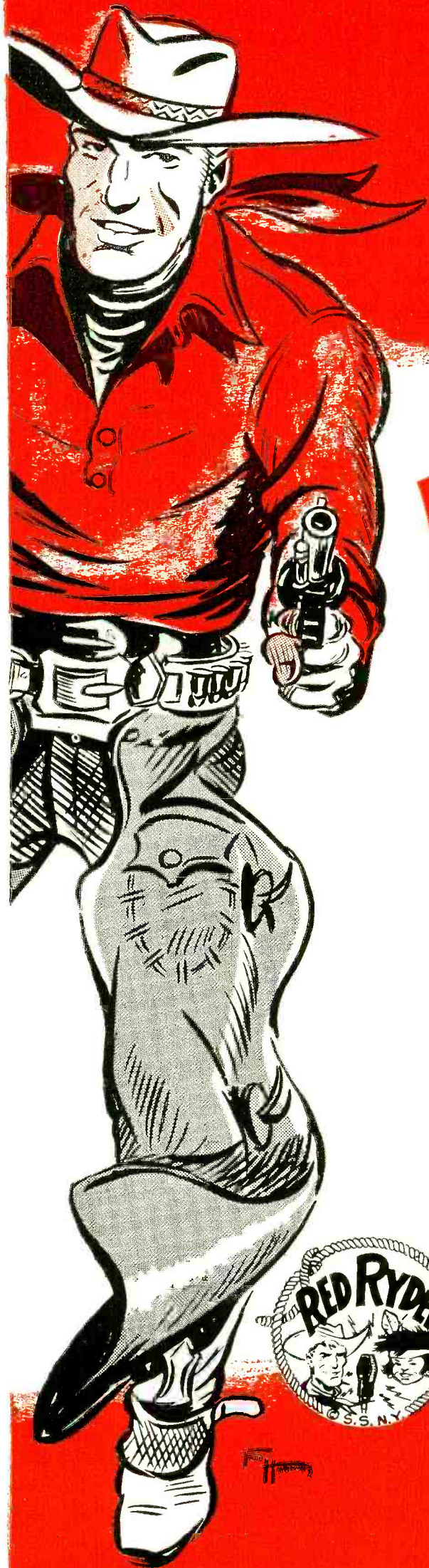
THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

AUGUST 23, 1947



Frankie Laine looks more than happy as he passes out copies of his newest Mercury platter, "Kiss Me Again" paired with "By the Light of the Stars," to a representative group of the nation's disk jockeys (l. to r., Laine, Paul Whiteman, Al Jarvis, Gene Norman, Bill Anson and Peter Potter) who voted the rapidly rising warbler their most promising male singer choice in The Billboard's First Annual Disk Jockey Poll. The spinners also voted Laine's disking of "That's My Desire" as one of their fave platters and elected him to a spot in the all-round male vocalist contest. Laine grabbed off other honors in The Billboard's College Poll, in which he rated as one of the campus kids' fave vocalists and in which his "Desire" waxing was one of their disk choices. Currently at Los Angeles's Million Dollar Theater, after finishing nine record-breaking months in Hollywood's Club Morocco, Laine will move east for the first time via Chicago's College Inn (opening September 19) and Oriental Theater. From there he goes to New York. Laine accomplished all of the above in a brief but hectic nine months under the personal management of Gabbe, Lutz & Heller and the direction of GAC.





# Reach for the Sky!

**YOU'LL REACH MORE LISTENERS PER DOLLAR  
THAN YOU EVER PULLED OUT OF ANY SKY WITH**

## **RED RYDER ON TRANSCRIPTION**

**People like to buy from salesmen they know, and everybody knows "Red Ryder."**

"Red Ryder" is more than a radio show—he's an American institution!

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"Red Ryder" is the most promotable program ever! And we've got everything ready for you: radio's greatest fan club, self-liquidating premiums, giveaways, tie-ups galore.

After five sensational years of live broadcasting and successful selling for Langendorf Bakeries, "Red Ryder" is now available for the first time on transcription.

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**NOW AND FROM NOW ON THE BEST IN TRANSCRIBED SHOWS**

### **LOUIS G. COWAN, INC.**

NEW YORK

CHICAGO

HOLLYWOOD



The World's Foremost Amusement Weekly

## DONALDSON AWARD WINNERS

### British Tax on Pix May Hypo U. S. Vaude

#### Stage Show Revival Due

By Bill Smith

NEW YORK, Aug. 16.—That the return of stage shows to flicker houses has been brought closer by the British tax bite is the opinion of the largest rep for theater attractions in the U. S.

Johnny Dugan, theater head of Music Corporation of America (MCA), believes that the stage show comeback is only a question of time. The fact that the British have now made big picture productions a questionable venture will force names to turn to other sources for an extra buck.

The big problem has always been the theaters' inability of getting any heavy attractions. As conditions stand, there are about 10 solid names who can bring them in. Whether or not they do a good job on stage is important, but not as important as (See *Signs of Pic-Flesher* on page 44)

### GAC Pacts Jack Robinson, Bklyn. First Baseman

NEW YORK, Aug. 16.—General Artists Corporation late this week signed Brooklyn Dodgers' first baseman, Jackie Robinson, to a term management pact. Pact covers Robinson for movies, personal appearances, radio and records, but will in no way influence the ball player's professional status with the Dodgers' front office.

Agency has Robinson skedded to make a movie on juvenile delinquency immediately following the close of the baseball season.

### D. C. Law Vs. Moppet Guzzling Needs Prop

WASHINGTON, Aug. 16.—A strong move to change the capital's liquor laws is developing among several citizen and "dry" groups in the wake of this week's ruling by the corporation counsel that children can drink in Washington bars and night clubs if the liquor is sold first to an adult. The ruling upsets the 13-year-old District policy of holding niteries responsible if a minor consumes alcohol on the premises.

The ruling was issued at the request of the D. C. Alcoholic Beverages Control Board after lawyers for the Mayflower Lounge asked dismissal of a "sale-to-minors" case. The board is now contemplating a recommendation to the D. C. Commissioners that the liquor law be strengthened.

### Cuffo Sitter

HOLLYWOOD, Aug. 16.—Station KIEV, Glendale, has a new twist on giveaway programs. Each Tuesday, Wednesday and Saturday morning, staff announcer Dick Whittinghill presents a traffic problem over the air. The first family man or woman to respond with the correct answer gets Whittinghill as a baby sitter on Saturday night. Sponsors of the show also give the winner flowers for two, dinner and theater tickets for four persons and a week's diaper and laundry service.

### Sports Jocks Want More \$\$ For TV Rights

#### Players Pitch for Piece

NEW YORK, Aug. 16.—Indications that the television industry is going to have to pass thru the same bargaining stage with sports promoters that hampered radio broadcasters 15 years ago are growing daily. Promoters have sharpened their sights since the days when radio stations first started lining up sports coverage. The promoters now are definitely out to hike the ante on telecasts to a point paralleling or exceeding current radio rights. This, despite tele's limited audience.

The upcoming World Series is the latest case in point. Mutual Broadcasting System (MBS) this year wrote (See *MBS Has World Series*, page 14)

### AFL Turns Song Plugger for Lawrence's Taft-Hartley Bill

NEW YORK, Aug. 16.—Jack (rapidly becoming known as never-a-dull-moment) Lawrence is again creating an Alley stir with his latest venture, a music publishing company of his own called Whale Music. Whale's catalog, to date, consists of one number, called *Have a Heart, Taft-Hartley, Have a Heart*. And Lawrence (whose credit list includes *Linda, Symphony, All or Nothing at All*, etc., and who more than once has been a thorn in the side of the American Society of Composers, Authors and Publishers—ASCAP), is publishing the tune on the advice of practically every major publisher along Tin Pan Lane. Practically all the boys gave one listen, said it was fine, but they thought Jack ought to put it out under his own imprint.

As the tune's title rather unsubtly suggests, it is a ditty directed against the labor-management law which Senators Taft and Hartley sponsored and brought into being, and which is looked upon with disfavor in labor circles. Lawrence's experiences in

### Gold Keys to "Sons," "Exit," "Finian's"; Thesp Toppers Are Olivier and Bergman

#### Ewell, Phillips, Dauphin, Neal Cop Additional Acting Honors

By Robert Francis

NEW YORK, Aug. 16.—For the fourth successive year, the theater spoke its mind tonight as to the legit season's "bests." The winners of the Fourth Annual Donaldson Awards, sponsored by *The Billboard*, were announced on a coast-to-coast broadcast over the American Broadcasting Company (ABC) network from 7:30 to 8 p.m. (Eastern Daylight Saving Time). Ralph Bellamy, representing the actors on the 1946-'47 Donaldson Awards Committee, emceed the program and gave out the scrolls and gold keys emblematic of the season's best in drama and musical achievements in 27 categories.

In the straight play division Arthur Miller received the top accolade as author of the season's best play, *All My Sons*, which won hands down over 26 competitors. In the best "first" play by an author to reach Broadway (new category added last year), Jean-Paul Sartre's *No Exit* took top billing from the voters. Elia Kazan gathered staging honors for himself and *Sons* thru being tabbed drama's best director for his staging of it. Laurence Olivier's smash portrait of the tortured *Oedipus* drew him the laurels from his co-workers in the theater as the year's outstand-

ing performance. Ingrid Bergman scored similarly on the fem side for her creation of *Joan of Lorraine*.

#### Ewell-Phillips Top Supporters

In the supporting performance category, Tom Ewell far outstripped his nearest competitor for his comedy stint in *John Loves Mary*. Closer in the balloting was Margaret Phillips' win over a field of 95 in the fem supporting performance sector. Miss Phillips' contribution to *Another* (See *LEGIT PICKS* on page 48)

### Vet Hospital Program Tees Off Next Week

#### Showbiz Going All Out

NEW YORK, Aug. 16.—Showbiz will tee off its plans to expand its entertainment contribution to the hospital circuit on August 24 with Jack Benny Day at Waukegan, Ill., Benny's home town. The 40,000 inhabitants of the town have pledged \$1 apiece for the recently-formed Hospitalized Veterans Foundation, which Benny brain-waved and founded and which plans to send theatrical units touring among nearly 200 government hospitals and veterans' homes. The Waukeganites will get a show featuring Benny, and, it's hoped, Fred Allen, Carmen Miranda, Tallulah Bankhead, Ann Crowley of *Carousel* and the show from the Chicago Latin Quarter.

After this first money-raising attempt, a national drive to get funds will open November 3, with network radio shows being enlisted to plug the cause. The drive will be handled on a basis similar to that of the American Red Cross.

#### Small Units To Be Used

Altho the first funds will be used to buy radios for the hospitalized vets, future plans are to provide live entertainment in the form of small units—four or five acts, including singers, dancers, emsees, magicians, etc. An attempt also will be made to get names for these units in order to hypo them. The names will be asked to appear for free, but the other acts will be paid, the amount as yet undetermined. Also unset yet are the bookers who will handle the units.

Among the founders of the Foundation are such showbiz names as Eddie Cantor, Perry Como, Herbert Marshall, Joseph Cotten, Art Linkletter, (See *Showbiz All Out* on page 4)





# GM Industrial Shows Near 500,000 Goal; May Expand

DETROIT, Aug. 16.—*Previews of Progress*, elaborate industrial show sponsored by General Motors, which is invading show business itself this season on a large scale (*The Billboard*, July 5), may add another unit to the several now operating in different parts of the country, to play the 4-H show circuit, exclusively. The show played to 15 4-H summer camps during June and July, and turned down a large number of requests because of the travel distances involved.

Earlier apprehensions of GM personnel handling *Previews* that the summer would be a poor time for bookings proved groundless, and the show, in its continually re-edited versions, is expected to keep right on rolling, year 'round.

### 500,000 Audience Goal

Figures just compiled by John Reedy, director of the *Preview* operations, show that the four units played to 211,818 people since they went on the road April 12 formally, while 178,100 saw the shows in the earlier period before April 1. Present goal is a total audience of 500,000 by September 1.

The showcase unit, playing for the summer at the Steel Pier in Atlantic City, is drawing a steady attendance, as high as 1,500 daily. Unusual is the fact that the industry-sponsored show holds the crowd thru a performance, rather than having an in-and-out attendance. The unit is booked for the Pier thru Labor Day.

Other units are playing camps, factories, schools and fairs principally during the summer months. Typically, the West Coast unit played the San Diego County Fair for 10 days, drawing 21,580 people to three and four shows a day in a 700-capacity tent, drawing capacity at 16 out of 32 shows.

### Promotion Experiment

A new experiment in advance promotion was worked out on a trip just

completed in Northern Michigan by the Detroit unit, which went out with the local GM dealer in each town doing all the publicity and radio shots. At Sault Ste. Marie, with no personal advancing by a public relations representative, the *Previews* drew 700 people, while at Alpena, where it played two nights, the entire show was rebroadcast over WATZ.

## Stem and Stars To Give Legion Warm Welcome

NEW YORK, Aug. 16.—Show business is planning a big turnout to entertain the American Legion, which convenes here August 28-31. High spot in the entertainment being set up for the Legionnaires is the celebrity night shindig scheduled for Saturday (30) at Madison Square Garden. According to Alan Corelli, of Theater Authority, who is lining up the talent, among the names to appear that night will be Eddie Cantor, Milton Berle, Patsy Kelly, Ben Blue, Lena Horne, Lou Holtz, Diosa Costello and Mel Torme.

In addition, the Legionnaires will get cut-rate tickets for such Broadway legit shows as *The Voice of the Turtle* and *A Young Man's Fancy*, for the *Aquashow* and for tours of the National Broadcasting Company (NBC) radio-television studios. The various webs are allotting blocks of tickets to radio shows for the visitors and Coney Island will have an American Legion Day, with a \$25,000 fireworks display. The brewers of metropolitan New York and New Jersey will provide tickets to the Brooklyn Dodgers-Chicago Cubs game at Ebbets Field August 28 and the Gillette Safety Razor Company will supply ducats for a boxing show at Madison Square Garden August 29.

## Philly Taverns Fight Tele License Fees

HARRISBURG, Pa., Aug. 16.—Philadelphia tavern owners are contesting the recent ruling of the Dauphin County Court that television devices are motion pictures within the meaning of the term "motion picture exhibition" of the State liquor control act and therefore require amusement permits for operation in Pennsylvania taprooms. An amusement permit costs one-fifth of the liquor license fee. In Philly, where most of the sets in the State are located, the cost would be \$125 a year.

The action was taken by Thomas D. Caldwell, counsel for the Philadelphia Liquor Dealers' Association, who declared that the court was wrong in ruling the liquor board has authority to control the operation of tele sets. Pending outcome of the litigation, the authority has announced that it will not enforce the regulation requiring the permits for tele devices.

## 800 Opera Tyros Answer Salmaggi

NEW YORK, Aug. 16.—Last week, Alfred Salmaggi, director of the Popular Price Grand Opera Company, issued a call for young singers to fill secondary and chorus roles this fall. To date, more than 800 requests for auditions have come in from all

## Climax Capped

NEW YORK, Aug. 16.—Al Capp has a penchant for sly ribs of Broadway characters and scenes which he uses in his comic strip, *Li'l Abner*. His latest character is a great brain named Finian J. Brigadoon, from the musicals of the same names.

## Showbiz All Out For Vet Hospitals

(Continued from page 3)

Sophie Tucker, Larry Adler, Walter Pidgeon, Rudy Vallee, Louis Bromfield and Sammy Kaye. William S. Paley, Columbia Broadcasting System (CBS) board chairman, and Niles Trammell, National Broadcasting Company (NBC) president, are on the board of directors of the Foundation.

### VHP Has Two Units Ready

The Veterans Hospital Programs (VHP), a Protestant organization which obtains its funds by collections made in churches, will send two units on tour this fall. One unit, comprising A. E. Withrow and the Larkin Sisters Quartet, will tour Pennsylvania, starting next month. The second unit will start August 31 at the Indiana State Fair, Indianapolis, and will include Richard Maxwell, who has an air show for Serutan-Nutrex over Mutual and is chairman of the VHP national radio committee, and other radio entertainers. The VHP units will appear in vet hospitals and will distribute 20 radios in each institution.

The VHP national advisory board includes James Buckley of Philco, Howard S. Meighan, CBS v.-p., Clarence Menser and Fred Thrower Jr., American Broadcasting Company v.-p. The organization's national radio committee includes Jane Froman, James McClain (Dr. I.Q.), Don McNeill, Lanny Ross, Lowell Thomas and Jane Wilson.

### USO Loss Offset

The activities of these two orgs will offset somewhat the loss of the USO-Camp Show theatrical units which along with the entire USO operation are scheduled to wind up at the end of the year. The USO has 22 theatrical units, carrying some 300 people, touring the hospital cirk now. Nineteen of these units are variety companies, made of seven or eight vaude acts. Some carry six or eight-girl lines. USO also has sent out three shows, *Girl Crazy*, now working its way across the Gulf States; *Panama Hattie*, working the Middle West, and *The Patsy*, now in Kansas.

*Patsy* carries only nine in the cast plus a manager, *Girl Crazy* 21 plus a manager. The variety units average 15-18 people. USO also has Lucy Monroe on tour as a single.

### 184 August Dates for USO

During July, USO units played 197 hospitals. This month, the score will be 184, broken down as follows: 123, Veterans' Administration, 31 army and 20 navy hospitals. The VA institutions will get 45 play dates, the army 137 and the navy 45.

Since the USO cirk was set up in March, 1944, about 500 performers in about 200 acts have ridden it. The org tries to assure each hospital a new live unit show at least twice a month.

over the United States. According to Salmaggi, this is the greatest outpouring of hopefuls in his 35 years as an impresario.

Salmaggi opens his 1947-'48 Saturday night opera series at the Brooklyn Academy of Music September 6 with *Aida*. The producer has cut his prices to \$1 and \$2 for the season in order to stimulate attendance.

## Tele, Radio, Legit All on One Stage At D. C. Belasco?

WASHINGTON, Aug. 16.—Amid the latest flare-up over the Jim Crow policy at the National Theater, the capital's sole legit showhouse, efforts were being stepped up this week-end by a non-profit group here, headed by local bigwigs, to set up not only a new legit theater in the old Belasco on an open-door racial policy but also to broaden the scope of the project to include televised and radio broadcast programs from the projected new legit stage.

Donald C. Adkins, public relations consultant for the new group, which filed incorporation papers this week under title of the Washington Arts Center Association, told *The Billboard* that the new project would be in operation late this year if the federal government gave an early green light for reconversion of the old Belasco Auditorium from its present Treasury Department warehouse use to a legit show house. Adkins said that, on the basis of talks he had had with a number of New York producers, he is convinced that the season could be booked solid with first-run productions interspersed with local talent-supplied stock, music, ballet and art.

With the National Theater sticking to its guns on continuing a Jim Crow policy and threatening to withdraw to movies on completion of its next season, the move to revive the old Belasco has now developed into the last hope for preventing the capital from going playless except for the sporadic productions at Catholic University Theater and the near-by silo circuit summer theaters.

## Barter's Seat Scale Corrected

In the story about the Barter Theater in the August 2 issue of *The Billboard* we sold their seats for them at a cheaper price than they are asking. The fact is that pews for the road tour will be \$2.40 and \$1.20 instead of \$1.36 and 83 cents. Latter ducat prices apply at the home base in Abingdon, Va.

# The Billboard

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# NAB ON SPOT IF LEA POPS OFF

## Joan Crawford's E. T. Show May Fill Out ABC Wed. Night

NEW YORK, Aug. 16.—With its Wednesday night sked virtually sold out, American Broadcasting Company (ABC) this week turned loose its sales and programing staffs on an intensive drive to hypo its Thursday night line-up. Acquisition Thursday (14) by Foote, Cone & Belding (FC&B) Agency of first refusal rights to the 8:30-9 p.m. Wednesday seg, last available 30-minute period on ABC's Wednesday docket, permitted the web to turn its big guns on another night. Best bet for the Wednesday slot is Toni Home Wave Company, which is interested in bankrolling a transcribed Joan Crawford dramatic series. FC&B has other clients, notably Frigidair, interested in the same show and time if Toni should ultimately nix the deal. Other agencies and sponsors also are bidding for the seg.

Close-out on the Wednesday sked came about shortly after ABC decided to set its new Abbott and Costello co-op show into the 9 p.m. time. This left two openings: The half-hour between Noxema's *Mayor of the Town* and Abbott and Costello, and also the period between the slapstick duo and the 10 p.m. Bing Crosby show. The latter was grabbed up by FC&B for American Tobacco Company, which will move in its Jack Paar program on October 1.

### Thursday Campaign

The web's sales department immediately set up a Thursday campaign similar to that which sewed up Wednesday. Prospective sponsors are being shown a projected schedule and asked to sign agreements to buy in, contingent upon all the other shows on the list coming in, too. Top prospect is Old Gold's new variety

show, featuring Don Ameche, Frances Langford and Frank Morgan, which strove to get into the Wednesday line-up. Already set is Dr. Pepper's *Darts for Dough*, in the 9:30 period starting October 2, when it will switch from its current Sunday time.

Trade reports indicate concern by competing webs about ABC's latest gains. National Broadcasting Company (NBC) is reported to be considering doubling its promotion allocation for its Wednesday and Thursday schedules to meet the challenge.

Another Thursday prospect is Toni, should that firm decide against Joan Crawford. Toni currently also is eyeing the Dashiell Hammett *Mr. Dash*, whodunit package, and another more expensive package. Sunday also may be due for an early ABC going over. First step was spotting this week of *Adventures of Bill Lance*, mystery replacement for *Gangbusters*, into the 5 p.m. time just preceding *Counter-spy*.

## WTAG Raises Jasen, Fuller, Margaret Cox

WORCESTER, Mass., Aug. 16.—The members of the staff of WTAG, Worcester, received promotions this week. Philip R. Jasen, formerly publicity and promotion director, was named the station's first director of sports broadcasts. Andrew C. Fuller, of the script department, was upped to Jasen's old post. Margaret Cox, former director of public service, was appointed the station's radio club adviser.

### Deadline

NEW YORK, Aug. 16.—American Broadcasting Company's sale of 9:30 p.m., Wednesday time to American Tobacco, was rather dramatic. Old Gold cigarettes had an option on the spot, expiring at 5 p.m. the day of the sale, but approval of the time and network by Metro-Goldwyn-Mayer was necessary, since the picture firm controls Frank Morgan, one of the Old Gold stars. Despite every effort by Lennen & Mitchell, O.G. Agency, the MGM approval wouldn't be obtained in time—and as the clock ticked past 5, the time was sold American.

## New Pubserv Series Set by WBBM, Chi

CHICAGO, Aug. 16.—Prompted by success of *Report Uncensored*, its series on juvenile delinquency, WBBM, CBS o.-and-o. station here, is planning to air a year-round public service series, it became known this week. Starting Sunday (17), *Report* is being moved from the 8:30 to 9 p.m. Monday period to Sunday night 9:30-10 slot, and it is this period the station is planning to use for its future public service airings after the juvenile delinquency show ends on October 5.

Subsequent public service shows will be produced by Ben Park, writer-producer of the *Report* series, and will deal with subjects such as divorce, crime, housing, disease and vice. General attempt of the series will be to present facts about society. Accent will be on case history presentation, utilizing tape recordings and other forms of factual documentary technique.

## Anti - Petrillo Blast Skedded For Convensh

### May Involve Broadcasters

WASHINGTON, Aug. 16.—The National Association of Broadcasters (NAB) will find itself in a red-hot row over Prexy James C. Petrillo, of the American Federation of Musicians (AFM) if Rep. Clarence F. Lea (D., Calif.) goes thru with his present intention to put Petrillo on the griddle in a major speech at the NAB convention in Atlantic City September 16, it became known today. Lea, co-author of the Lea-Vandenberg Act, is reported determined to urge NAB to push a "be-tough" policy against Petrillo, even tho a small but vociferous FM group in NAB is seeking peace with Petrillo, who is expected to issue a pre-convention edict lifting the ban on duplication of music on AM-FM.

Lea, whose acceptance of a bid to be a major speaker was announced by NAB yesterday, is known to be adamant in his hostility to Petrillo. With Lea scheduled to wind up his long career on Capitol Hill at the end of this 80th Congress, he is presumably aware that he can hit as hard as he pleases without fear of political reprisal. He is expected to deliver a vigorous plea for "freedom of expression" on the air and may blast some of the tougher sections of the pigeon-holed White radio bill. Lea is a long-time friend of NAB Prexy Justin Miller.

### Petrillo To Speak

Petrillo himself is expected to be a major speaker at the FM Association (FMA) convention in New York the week before NAB's gathering, according to AFM sources in Chicago, and NAB strategists consequently would find themselves in an embarrassing position if a noisy row on the Petrillo question flared up at their convention in the wake of an FMA harmony fest on the issue.

Lea will share the spotlight September 16 with Emilio Azcarraga, owner of Station XEW in Mexico City and a director of Inter-American Broadcasters.

Charles Denny Jr., chairman of the Federal Communications Commission (FCC), will speak at the NAB luncheon Wednesday, September 17. Denny's talk is expected to be a harmonious one with some mild warnings, nevertheless, about the need for toning down commercial excesses. It is seen likely that Denny will have a good word for several major provisions of the new NAB code if the latter meets approval of NAB's board without major changes from its present form.

### 1,000 Lined Up for NAB

With a record high of more than 1,000 pre-registrations a month in advance of the conclave, NAB is anticipating total attendance of over 3,000 at the convention, including more than 2,000 official registrants. The conclave will be spared deliberating on new by-laws as a result of final tallying this week (14) of referendum ballots of all new provisions. The ballots, as anticipated, overwhelmingly approved all the new by- (See ANTI-PETRILLO on page 16)

# Co-Ops Hit the Big Dough

## Joan Davis Joins List Via CBS Spot

### 2,000 Co-Op Sponsors

NEW YORK, Aug. 16.—The growing economic importance of co-operative programs in radio was demonstrated dramatically this week in numerous developments. Among them were:

Signing by Columbia (CBS) of the Joan Davis show for a Saturday night co-op spot, acquisition by Mutual (MBS) of *Information Please* and *Meet Me at Parky's* as co-ops; sale by American (ABC) of a half hour to American Tobacco as a direct result of ABC's co-op deal with Abbott and Costello, previously announced.

### Petrillo May Yield

Should James C. Petrillo, the music union president, relax his ban (See CO-OPS CRASH on page 16)

## G. E. Show Choice Off to Sept. 15

NEW YORK, Aug. 16.—Decision on a show for General Electric's appliance division pends until September 15, at which time GE will act on its budget for radio. Thus far, *House Party*, the Columbia Broadcasting System (CBS) show is the leading contender for the account. Young & Rubicam is the agency.

## Indiana FM Station To Begin Operation

COLUMBUS, Ind., Aug. 16.—Newest FM station in Indiana, WCSI-FM, has completed construction of its 334-foot broadcasting tower and will start operations shortly upon conclusion of the usual equipment and program tests. The station will operate eight hours daily on 92.7 megacycles, with a power of 31,000 watts. It is owned and operated by Syndicated Theaters, with main offices in Franklin, Ind. Staff personnel of the new station

## Fadiman Set On Talent Hunt

NEW YORK, Aug. 16.—This week Clifton Fadiman was set for the host job on the tentatively-titled *This Is Show Business*, half-hour talent serial program produced for the Columbia Broadcasting System (CBS) by Irving Mansfield. Papers are not yet signed, but Ed Fadiman, who manages Clifton's radio business, and CBS have arrived at a deal.

Fadiman's contract with Dan Golen-paul, owner of *Information Please*, permits the literateur to do an outside show provided it is not a quiz. Fadiman, of course, will continue as emcee on *Information Please*, presented as a co-op by the Mutual Broadcasting System.

Mansfield produced the CBS package, *Arthur Godfrey's Talent Scouts*, bankrolled by Lipton's Tea.

include K. O. McLone, commercial manager; Harold M. Arthurs, news editor; Russ Newman, chief engineer; Graeme Zimmer, promotion director; and Ray Dougherty, chief of the artist bureau.



# WMCA'S NAME JOCK SPLURGE

## Adds Ellington To Dorsey, James Roster

### Commercial-Pubserv Tie-Up

NEW YORK, Aug. 16.—WMCA, New York indie, is not only continuing to expand disk jockey-wise and personality-wise, but is planning a very close correlation between the commercial and public service aspects of the station's programing. In addition to the Andre Baruch-Bea Wain, Tommy Dorsey and Harry James platter shows, another is in the works—with Duke Ellington as the personality. Late this week, Herman Bess, station exec, indicated the Ellington stanza was practically certain for 12-1 a.m. across the board. It was also learned that Bess and Nathan Straus, station's owner, have mapped out a plan whereby a very sizable portion of the income accruing from the wax stanzas will be poured back into public service programing. For this purpose Straus has set aside 8-10 p.m. across the board.

Straus, queried this week, stated that the station has deliberately gone into the block programing of personalities with the idea of using a large amount of the revenue accruing (See *Ellington Added on page 16*)

## Q. & A.'s Still Summer Tops; Drama, Popular Music Second

NEW YORK, Aug. 16.—Quiz programs, as a whole, are delivering larger audiences than any other type of program now on the air. This is the key factor in a special study, based on comparisons of Hooperatings for July, 1946, and July, 1947, prepared by C. E. Hooper, Inc., as a special feature of *The Billboard's* Continuing Program Studies (CPS). Whether this factor will remain true during the regular radio season cannot, obviously, be said now, especially since the air's top names will then be working. However, a similar study for the normal season is being planned.

Compared with last year at the same time, when quiz programs also were delivering the highest ratings, the q. and a. sessions have shown an average rating increase of .8, being one of but two categories to show improvement over 1946. The other is concert music which went from an average 4.9 last year to 5.7 in '47. Generally, the lower ratings which have been characteristic of this summer's Hooper reports are shown in the average ratings, which are down, on a program type basis, anywhere from .3 to .8.

Dramatic and popular music shows are tied for second, each de-

livering average ratings of 5.3 for '47, and each, oddly enough, down the same .4 from last year's average. Variety type programs are third, with a 4.2 figure, down .8; news and commentary programs are fourth, (See *Quizzes Faves Now on page 10*)

## Hughes' ET-KBS Deal May Bring Him 100G a Year

NEW YORK, Aug. 16.—Rush Hughes, disk jockey, has set a deal with Keystone Broadcasting System (KBS), national small market transcription network, which may net him between \$100,000 and \$250,000 annually. Hughes, who on his own has been syndicating his record shows thruout the Middle West, now will have his shows aired on the 280 KBS stations.

One of the principal pitches to be made to advertisers on the Hughes-KBS deal is that it will afford a network type of platter show, in that the same voice and the same commercials will be made available. On present disk jockey shows, a different spieler is heard in each town.

Deal calls for Hughes to produce the programs, which will be done as he now does his syndicated series, that is to cut Hughes' announcements in New York and ship them to the individual stations, whence the records required will be aired. Hughes gets one rate per station, plus extra fees for doing commercials.

## WNBC Sets Monthly Salutes to Cities

NEW YORK, Aug. 16.—WNBC, which scored an outstanding promotional success with its salutes to cities during the past year, is lining up salutes for the new season. Already set are Tarrytown, N. Y., September 18, and Montclair, N. J., October 16. Likely areas next on the list are the Bronx and Staten Island.

The promotional set-up will be the same, with Murry Harris doing field exploitation, and Bob Davis, the station's press agent, working from New York. Jim Gaines, station manager who conceived the idea last year, expects to do one salute each month. Last year the salutes were run on about three-week intervals, and it's figured the longer time lapse will permit the job to be done with less strain.

## Simon Mulling Off To Buffalo Shuffle

NEW YORK, Aug. 16.—General Manager Arthur Simon, of WLIB, New York Post-owned indie, was reported mulling an offer this week to take over a like post with a leading Buffalo outlet, believed to be 50,000-watter WKBW.

Mrs. Dorothy Thackrey, who heads both *The Post* and WLIB, said she had no knowledge of any intended move by Simon, who earlier this year signed a two-year contract with her. Simon currently is in Chicago.

## Bergen 1-Niter Tour May Point Way for Others

HOLLYWOOD, Aug. 16.—Radio stars may be working harder this fall if air toppers follow the lead of Edgar Bergen, who plans to take to the road for a series of one one-nighters some time in September. Bergen intends to package a vaude unit composed of his air show cast to play theaters, high school auditoriums and town halls in the Southern California area. Plan will afford the comedian a chance to try out new routines, experiment with programing ideas, as well as give the radio headliner an opportunity to work before more live audiences.

Bergen plans to do two or three one-nighters each week, returning to Hollywood in time for his Sunday airshow. Should the idea work out financially and program-wise, the tour would be extended to provide for a rotating series of broadcasts from major Coast cities.

Troupe set to begin one-nighters will include Ray Noble, thrush Anita Gordon, Eddie Mayhoff and Pat Patrick. Others will be added from time to time, using vaude stints as try-outs for possible additions to the air show cast. Bergen will use the same format and script for the entire tour, plus injection of gimmicks from time to time on a test basis. Cost of the package has not yet been determined, nor has a booking outfit been named. Tour will be handled either by Music Corporation of America (MCA) or by a concert booking agency specializing in small-town dates.

Bergen feels his plan answers a long-standing cry of radio comics who complain of inability to try out new material and keep in top form with frequent personal appearances. Only outlet for many, aside from once-a-week airshots, has been the raft of benefits gagsters play simply to keep working. Should Bergen's plan prove workable, it is likely that other top air comics will quickly follow suit, since tours would not only mean money in the bank but afford the now-under-worked jokesters with an opportunity to keep active. For most radio comics, including Red Skelton, Eddie Cantor, Jack Benny, Abbott and Costello, Burns and Allen and Jimmy Durante, vaude was the starting point of their careers, hence a return to theater dates would be a natural and possibly welcome diversion.

## Cudahy Buys MBS Web for "Carter"

CHICAGO, Aug. 16.—Again indicating the plans for increased use of radio by meat packers of this country, plans which have seen purchase of many net shows by Swift (*The Billboard*, August 16) and other packers, the Cudahy Packing Company this week increased its budget for radio by renewing its Nick Carter program on the Mutual Broadcasting System and this time buying the entire web of over 400 stations, whereas in the past it has used about 270 stations.

Contract renewal was handled by Mutual's Chicago office thru the Grant Agency here. Renewal of the show, which is aired Sundays at 5:30 p.m. (CDT), becomes effective September 14, and is for 52 weeks.

## THE NATION'S STATION

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CROSLY BROADCASTING CORPORATION



# AFRA MAPS EXPANSION PLANS

## Convention Votes Major Push for '48

### Parallels AM, FM Growth

NEW YORK, Aug. 18.—Annual convention of the American Federation of Radio Artists (AFRA) drew to a close Sunday (17) after a three-day session which included deliberations on television scales, a decision to negotiate for minimums for phonograph recording artists, mapping of strategy to combat the Taft-Hartley law, election of officers and other business. Convention leaders made it clear, however, that next to fighting T-H, chief AFRA business for the coming year will be expansion of AFRA's influence thruout the country. Union execs state this is necessitated because of the fact that the Federal Communications Commission (FCC) has pursued a generous licensing policy resulting in the construction of many new stations. In addition, the constant growth of FM requires AFRA expansion.

National union execs stated that the organization push would involve: (1) Financial aid to locals by the national office; (2) the creation of new locals and (3) the addition of more field personnel. All in all, it will be a very expensive operation, and will entail further experimentation with such plans as the district council idea, currently in operation in the Boston area. Plan has the locals within a radius of 100 miles of

## TV To Be Proving Ground For One Union -- Heller

NEW YORK, Aug. 16.—Stating that the coming year will be the "testing ground" for AFRA's ability to withstand the Taft-Hartley Bill onslaught against labor, George Heller, national executive secretary of the radio union, speaking before the annual convention of the American Federation of Radio Artists at the Hotel Astor Thursday (14) warned that, "if we wish to continue to function effectively as a labor union there is no question that we are going to have to throw all our forces into the AFL, to try to get the T-H law expunged from the books." Heller further reported to the membership that: (1) The outlook for merging sister-unions of the Associated Actors and Artists of America into one union is more optimistic, and may be accomplished if the branches of the performer-international prove they can work well together in the television field; (2) AFRA will receive \$2,500 weekly as a result of the *Show of the Year* program, which sum would be used "as a foundation for offering insurance benefits"; (3) union's membership is now 27,000; (4) during the past year AFRA, despite increased resistance by employers, was able to renew 153 contracts in more than 38 cities.

Keynoting his speech with the threat now facing labor thruout the country, Heller stated that the necessity to fight the Taft-Hartley law would necessitate "a change in our thinking." He added that no longer could the union concern itself solely with wages and working conditions, but that "AFRA is now going to have to become interested in political matters. . . . There is no longer any hard

(See *TV Proving Ground*, page 103)

the Hub banding together for greater strength and co-ordinating their general activities.

## AFRA Demands Pay for Guests On Jock Shows

NEW YORK, Aug. 18.—Question of payment for AFRA members appearing as guests on interview programs—primarily disk jockey shows—was a highly controversial issue at the AFRA convention here this week-end. Ultimate decision taken by the delegates was to rule that minimum scale fees are to be paid such guesters on network programs, while local regulations are to be decided upon by the various AFRA locals.

The issue essentially involved disk jock programs, which, on an increasing scale, are using name AFRA singers and similar performers as guests. Their principal convention spokesman was Rush Hughes, who argued that such interviews actually benefited the stars by boosting sales of their records. However, the convention's mood was that such shots

(See *AFRA Demands* on page 103)

## AFRA Board Gets Okay On Video

### Move Toward One Union

NEW YORK, Aug. 18.—A major step toward eventual amalgamation of all actor unions into one vertical craft organization was taken at the AFRA convention here this week-end when the delegates approved the report on television submitted by the committee representing AFRA, Equity and the Screen Actors' Guild (SAG). In referring the report to the AFRA national board, the delegates also empowered the board to take such steps as it deems necessary to open negotiations with U. S. telecasters.

The television report, made under the aegis of the Associated Actors and Artistes of America (4 A's), establishes wage schedules at about the same level as the AFRA network radio code, except that rehearsal pay, because of tele's requirements, is much lower. It also contains an escalator clause, so that as television set distribution increases, wages will rise proportionately. Present wages are based on 45,000 U. S. tele sets.

The big step, tho, was empowering the AFRA board to take over, and negotiate nationally, rather than locally, as AFRA now operates. It is believed both Equity and SAG, each of which operates primarily in one city, New York and Hollywood respectively, will give AFRA's board the same go-ahead, especially in view of AFRA's experience in negotiating with broadcasters. The same firms which will dominate television AFRA's exploratory contacts with NBC, CBS and DuMont on tele problems have been amicable and it is believed the Taft-Hartley bill will not impose too many obstacles in further negotiations.

While it is admitted that tele in all likelihood will eventually lead to one actors' union, it is also admitted that

(See *Board Gets Okay* on page 103)

# AFRA To Seek Air Phono Ban

## Fair Trade Act To Be Invoked Via Congress

### Will By-Pass Copyright

NEW YORK, Aug. 18.—American Federation of Radio Artists (AFRA) during the coming year will attempt to secure legislation banning radio stations' use of phonograph records. This ban, if successful, is likely to be preparatory to licensing the use of such records by broadcasters. Strategy to be pursued by the radio union will be new, and will be based on the conception that radio's use of records at the present time constitutes an unfair trade practice. Heretofore, such attempts have been based on copyright laws.

This is strictly a new tangent to the entire problem. Union feels that legalistic history, as evidenced by the Fred Waring case involving WDAS, Philadelphia, and the subsequent Paul Whiteman case, has shown that tackling the matter from the standpoint of the performers' rights is a lost cause. In the Waring-WDAS

(See *AFRA Seeks* on page 103)

## Ken Carpenter Is Re-Elected AFRA President

NEW YORK, Aug. 18.—At the best attended convention in its history, with 307 out of a total of 324 delegates present, the American Federation of Radio Artists (AFRA) re-elected Ken Carpenter, of Los Angeles, its prexy for another year.

The five vice-presidents chosen were Clayton Collyer, Margaret Speaks and Ned Wever, of New York; Bill Gavin, of San Francisco, and Knox Manning, of Los Angeles.

New recording secretary is Norman Field, of Los Angeles. Alan Bunce, of New York, was elected treasurer.

Delegates also chose Boston as the site of AFRA's 1948 convention.

## More News

Deadlines precluded inclusion in this week's issue of *The Billboard* details as to resolutions passed by the AFRA convention Sunday (17). More news of the convention will be published next week.

## Radio Actors Vote To Fight Taft - Hartley

NEW YORK, Aug. 18.—No. 1 item on the AFRA convention agenda this week-end was the Taft-Hartley Law, with the convention taking two steps to fight what it and other unions consider an oppressive measure. One action consisted of approving measures whereby AFRA will join with other American Federation of Labor (AFL) unions in their campaign to obtain repeal. The other was approval of a request to the National Labor Relations Board (NLRB) to declare the radio industry one unit and thus simplify bargaining procedures.

AFRA claims a precedent showing that it has dealt with individual companies on an industry-wide basis. Thus, the recent four network negotiations provided scales for New York, Chicago and Hollywood.

Convention heard a lengthy report on the Taft-Hartley problems, made by Henry Jaffe, the union's counsel.

AFL campaign against T-H will parallel the measures taken before it was enacted, relying extensively on showmanship via air programs, in-person bally by top performers and newspaper space.

## AFRA Moves To Set Wage Scale for Phono Records

NEW YORK, Aug. 18.—AFRA convention here this week voted approval of a report calling for organization of the phonograph recording industry. Convention called for opening of negotiation for wage scales for AFRA members making platters and it is believed such negotiations will begin within a month. Talent covered will include actors, narrators and singers. No jurisdictional conflict is expected.

Question of payment procedures will be left to the AFRA negotiators. One possibility is to call for flat fees, on a very high basis. Another is for minimum fees, plus royalties in accordance with record sales.

AFRA for some time has been anxious to establish phono platters scales but had been unable to act previously because of pressing network code negotiations. Increasing air use of records also spurred the action.



## RWG, Networks To Renew Pact Talks Sept. 3

NEW YORK, Aug. 16.—The Radio Writers' Guild (RWG) is resuming negotiations with the networks September 3 to iron out the remaining points of the minimum basic agreement recently signed by the webs. Discussions will be held on minimum fees, licensing and warranty. Warranty is the new term for the releases formerly signed by scripters. Under this arrangement, the writer gives the buyer a warrant that the material he has written is original and agrees to accept the legal responsibility.

Pact signed with the four webs August 1 gives the RWG exclusive bargaining rights and Guild shop for free-lance scripters. From now on a writer must join the RWG after four of his scripts are broadcasts although the nets are allowed one non-union scripter each to thwart possible complaints that free speech is being threatened. If the contract had not been signed prior to August 22, the Taft-Hartley Law deadline, it would have been necessary for RWG to hold an NLRB election.

## Fishel Out; Becker Takes Mutual Post

NEW YORK, Aug. 16.—H. L. (Bud) Fishel, Mutual's script editor, left the web this week.

Max Wylie, who was slated to replace him, yesterday decided not to take the post, which will go to Don Becker, of the web's program department.

## Feen-a-Mint Loosens Up With Quarter Million, 3 New Shows

NEW YORK, Aug. 16. — When Pharmaco, Inc., of Newark, recently signed to bankroll three new programs over Mutual Broadcasting System (MBS), it virtually doubled its radio appropriations for the coming year. Its expenditures in radio for the fiscal year ended in June of this year were slightly over \$600,000. The coming fiscal year, which will see the firm celebrate its 25th anniversary, will find the radio budget hovering around the \$250,000 mark, as Pharmaco goes into high gear to plug its two products, Feen-a-Mint and Chooz.

The three new shows mark the eighth, ninth and 10th web programs bankrolled by the firm since its entry into radio in 1931. In what is becoming an increasingly common web practice, MBS last week had all three shows already on the air, on a sustaining basis, in their regular time slots, warming up and building audiences toward the time Pharmaco sponsorship begins next month. The programs are Jim Backus, comic, with a disk accompaniment, to air from 9:30 to 10 p.m. Sundays starting September 7; *Charlie Chan*, airing Mondays from 8:30 to 9 p.m. starting September 9, and *Song of the Stranger*, 15-minute daytime musical moppet show starring Bret Morrison, which will broadcast across the board starting September 29.

### Conceived by R&R

Ruthrauff & Ryan (R&R), the agency handling Pharmaco, conceived and built the Backus show and *Song of the Stranger*; *Charlie Chan* is a re-

vival of the package R&R aired four years ago for Lever Brothers as a summer replacement. While gross time charges for the three shows comes to about \$1,200,000, discounts reduce that figure considerably. Talent costs, however, bring the total expenditure to just about the same amount. This three-ply attack on the consumer market replaces the *Double or Nothing* show which Pharmaco aired on MBS over six years until last June.

Reason for the expanded operations is the firm's desire to hypo sales for Chooz, its antacid chewing gum. The product, only about six years old, was side-tracked during the war when the sugar supply was sufficient to permit manufacture only of Feen-a-Mint, the laxative gum. Now, however, with ample sugar available, Pharmaco hopes to build Chooz sales beyond those of its big brother, and believes it can do it with a smaller allotment of plugs. *Charlie Chan* will boost Chooz, but the other two shows will pitch for Feen-a-Mint, with hitch-hikers coming thru for Chooz.

Other reasons contributed to the switch. Owner of the *Double or Nothing* package, at last contract negotiations, raised the ante on its cost to a figure deemed unreasonable by the sponsor. Besides, Pharmaco believed the show had run its course and was reaching the same listeners every outing. Thus it decided upon its multiple program as a means of entering new time periods with new shows to reach new audiences.

The three new entries thus take their place with a varied group of earlier shows to air under the Pharmaco banner. These included Paul de Kriuf's *Danger Fighters*, aired 1931-1932 over National Broadcasting Company (NBC); tri-weekly comic drama *Potash and Perlmutter*, broadcast over NBC in 1933 and 1934; *Bar-X Days and Nights*, on the same web during the same years; the George Gershwin show, with the late composer-pianist leading an orchestra, also on NBC in 1933-'34; Ray Perkins' *National Amateur Night*, heard from 1934 thru 1939, first over Columbia Broadcasting System (CBS) til 1935, then over MBS; Bobby Hookey, moppet comic-singer, aired over MBS from 1943 thru 1945, and *Double or Nothing*, longest of the Pharmaco series, run from 1940 to 1947 over MBS.

## NBC Must Produce Books on Goddard

NEW YORK, Aug. 16.—Books and records pertinent to the employment of newscaster Don Goddard by National Broadcasting Company (NBC) must be produced by the web, Federal Judge John Bright, ruled this week. Goddard is suing NBC for \$78,000, which he alleges is the full balance due him on five contracts from which the web fired him. The contracts had about a year to run when NBC dropped Goddard on charges of making defamatory remarks about Rep. John Rankin, of Mississippi.

The court also denied NBC's motion to modify and vacate in part the subpoena to Frances McCall, its manager for operations, news and special events, whereby he must produce Goddard's contracts and Hooperatings, etc. The court upheld Goddard's attorney, Albert S. Julian, who said in the examination prior to actual suit that this material is pertinent. NBC held the contracts were a private matter. No date has yet been set for the trial.

## If Jolson Can Do It, Why Can't Buddy Rogers?

HOLLYWOOD, Aug. 16.—Hottest air prospect in Hollywood at the week's end was Charles (Buddy) Rogers, one-time matinee idol turned film producer, who was reported dickering for at least three different airshows this fall. New interest was a direct result of a series of guest airshots to exploit the new Rogers film, *Sleep My Love*. Best prospect is said to be a bid from Procter & Gamble to emcee a new show for Camay Soap. Karl Schullinger, Coast topper for Pedlar & Ryan Agency, is currently in New York to discuss the Rogers deal with P. & G. and agency execs.

Rogers has also been mentioned for the top spot on *First Nighter*, dramatic seg which returns this fall of CBS for Campana. In addition, Rogers will meet early next week with Jack Runyon, Biow's Coast head, to hash out details for an unnamed show. Topping it all, Rogers is working on a packaged deal with scripter Ray Buffum, using a variety-talent hunt format similar to Arthur Godfrey's *Talent Scouts*.

Mal Boyd, free-lance radio exploiter of film properties, has been named to represent Rogers on all radio deals.

## 20-Pound Remote FM Wire Recorder

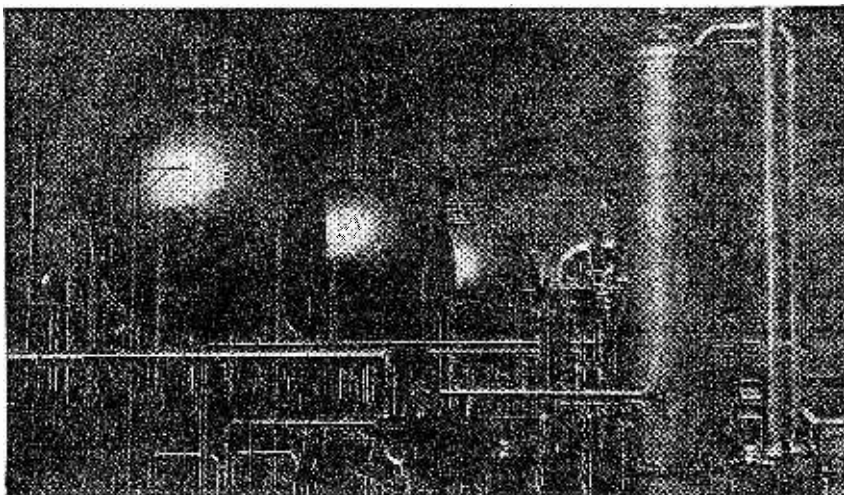
CHICAGO, Aug. 16.—FM stations thruout the country soon will be able to buy a remote wire recorder unit which will give them frequency response quality demanded of FM broadcasting but will still be light enough for in-the-field remote shows on special events which require highly mobile equipment. An FM wire recorder, to weigh about 20 pounds, is being developed by the Magnecord Company here, and according to its president, R. J. Tinkham, will be ready for delivery in about three months. This unit, which will have good reproductive quality, will sell for about \$700 to \$800.

Tinkham will not speculate as to the exact frequency response of his new unit, but promises it will be just a little less than his present FM station recorder, which can reproduce from 50 to 12,000 cycles. His present model is used for studio purposes by many FM stations thruout the country, but because of its weight (about 75 pounds) it is too heavy for mobile remote FM shows. Heavier wire recorder model was demonstrated at the Public Service Institute in Madison, Wis., recently, and at that time Tinkham claimed it had a greater range of frequency response than practically all other commercial wire recorders on the market.

## Fiedler To Conduct Hub Concerts Again

BOSTON, Aug. 16.—Arthur Fiedler signed this week to conduct the *Sunday at 4:30* series of radio concerts this fall over WBZ and WBZA, for the fourth straight season. The concerts will start October 5 and continue for 30 weeks under sponsorship of the First National Bank of Boston.

This year's series will be aired from WBZ studios instead of the Boston Opera House. Streeter Stuart will handle the commentary. Batten, Barton, Durstine & Osborn's Boston office set the deal.



## Panola County "Belongs" . . .

Yes, Panola County, Texas, situated atop one of the world's greatest natural gas reservoirs, is an important member of the Ark-La-Tex family. The Panola countryside is dotted with derricks, fractionation towers and, incidentally, some 36,000 head of high-quality cattle. Panola radios are tuned to KWKH.\* Last year 22,000 Panolians spent nearly \$4,000,000 on retail goods . . . goods they heard about over KWKH. You can reach Panola best with KWKH . . . heard by most, preferred by most. in the \$1,000,000,000 forty-seven county Ark-La-Tex.

\*BMB Study No. 1—1946

KWKH . . . 94%  
Station "B" . . . 78%  
Station "C" . . . 55%



# PROGRAM AVAILABILITIES

A weekly advertising service, listing pertinent details concerning outstanding programs available for sponsorship. Agencies and advertisers inter-

ested in any one or more of these programs are requested to communicate with station representative or production organizations listed.

For information concerning rates for program listings in this section, write Program Availabilities, The Billboard, 1564 Broadway, New York 19, N. Y.

## Networks

### NAT'L BROADCASTING CO. Colonel Humphrey Flack

8-8:30 p.m., Thursdays  
Rep.: NBC Program Sales

COLONEL HUMPHREY FLACK existed before he went on the air thru his creation in pages of The Saturday Evening Post. This program dramatizes adventures of this Robin Hood among confidence men, who never fails to outwit those who would fleece him. His plots and counter-plots seem to be devised in a manner to bring maximum amount of pain to his perpetually skeptical companion and fellow opportunist, Garvey.

## Television

### Pennsylvania

#### WFIL-TV, Philadelphia

Chester County Horse Show  
Telecasting Sept. 18, 19 and 20, 1947.  
Rep.: Katz Agency

Philadelphia's newest television station makes available for sponsorship the first telecasts of Temple and Villanova home football games. Nine top-notch collegiate contests packing tremendous interest for Philadelphians—an opportunity seldom paralleled for building sales and prestige. The Schedule: Sept. 20, Villanova-Kings Point; Sept. 26, Temple-N.Y.U.; Oct. 3, Villanova-Miami; Oct. 17, Temple-Muhlenberg; Oct. 19, Villanova-Detroit; Nov. 1, Temple-Oklahoma; Nov. 8, Temple-Penn State; Nov. 14, Villanova-Georgetown; Nov. 15, Temple-Mich. State. Write or wire WFIL-TV or the Katz Agency.

## Radio Stations

### Maryland

#### WFBR, Baltimore Children's Theater

10-10:15 a.m., Saturday  
(Also Transcribed for Syndication)  
Rep.: John Blair & Co.

The "Children's Theater" represents top juvenile dramatic effort and is a program of special interest to youngsters and parents. Program consists of original dramatizations and adaptations from Children's stories and fairy tales. Entire cast of talented boys and girls under direction of Eleanor Bowling Kane. The "Children's Theatre" is transcribed with "open ends" for your commercial message. Here is an approach that leads straight into heart of the home.

### Massachusetts

#### WSPR, Springfield

Sports Highlights  
6:15-6:30 p.m., EDT, 5 times wkly.  
Rep.: Geo. P. Hollingbery Co.

"Sports-In Season!" And they're reported on by a young man "seasoned" in the art of play-by-play broadcasting; interested in all manner of sports himself; and capable of projecting his own interest into colorful, accurate, and complete coverage of sports news. The sponsor who signs up Bob Jones, sports editor of WSPR, in his nightly "Sports Highlights" will share in bringing to sports fans a daily dinner-time service they've come to appreciate.

### Michigan

#### WJR, Detroit

Accent on Youth  
Saturday, 7-7:30 p.m.  
Rep.: Edw. Petry & Co., Inc.

Biggest teen-age show on the air—chorus of seventy trained voices—dramatic cast—18 piece WJR Orchestra—teen-age emcee. Great variety of musical entertainment featuring boys' glee club, girls' quintet, trios, quartets, star soloists. Every high school in Detroit represented in cast. Unlimited opportunity to do public relations job with young people of nation's fourth city. Perfect for visual audience—personal appearances in behalf of sponsor. Cost will surprise you.

### New York

#### WCBS, N.Y.C., Key Station of CBS

Margaret Arlen  
8:30-9 a.m., Monday thru Saturday

New York's highest-rated woman commentator, Margaret Arlen has achieved record-breaking results both audience and sales-wise. Though especially designed for housewife listening, wide variety of topics discussed makes program appealing to everyone. Each day a notable person, outstanding in his or her vocation, is interviewed by Miss Arlene. Billboard calls her "No. 1 among Metropolitan girls who talk for a living on the air." Program accommodates 6 participating sponsors per broadcast. Call WCBS, or nearest Radio Sales Offices.

### Washington, D. C.

#### WRC

David Brinkley News  
Mon. thru Sat., 12:05-12:15 p.m.  
Rep.: NBC Spot Sales

David Brinkley's presentation of news and comment about local Washington is just different enough to make him one of the most popular figures in Capitol City radio. Brinkley leaves the high-powered international affairs to the other commentators, and concentrates on local topics that interest the "little man" around town. His recent Hoopers show his popularity. Ask NBC Spot Sales for full information about David Brinkley. You'll do well with audience Brinkley commands.

WWDC and WWDC-FM  
Hockey, Basketball, Play by Play  
Nightly, 10-10:45 p.m.  
Rep.: Forjoe & Co.

Exclusive play-by-play broadcasts of all home games, Washington Capitols, professional basketball team, and Washington Lions, professional hockey team, from Uline Arena. Broadcasts begin at 10:00 p.m. and carry game to conclusion. Average broadcast, 45 minutes. Ray Morgan, who currently is co-announcer of Washington Senators' baseball games, will handle play-by-play. Schedule begins October 14, concludes in April. Minimum guarantee, 55 games. This franchise gives one advertiser exclusive rights all important Washington winter sports, subject to prior sale. Write, wire or phone WWDC or Forjoe & Company.

## Transcribed Services

FREDERIC W. ZIV CO.  
1529 Madison Rd., Cin. 6, O.

Easy Aces  
Fifteen-minute transcribed comedy series starring America's funniest husband and wife, Jane and Goodman Ace, nationally famous comedy team who have kept radio audiences laughing for fifteen years on the networks. Series is now transcribed and available "open end" for local and regional sponsorship. Radio's most promotable transcribed show earning top-the-competition ratings in market after market—Youngstown, 11.7; Chicago, 6.7; Chattanooga, 7.6; Zanesville, 17.4. 1040 quarter-hour programs. Write, wire or phone.

CAPITOL TRANSCRIPTIONS  
Sunset and Vine

1/4 hour; 5 times wkly.  
This delightful program presents interesting novelty units by such famous names as Peggy Lee, the Dinning Sisters, the King Cole Trio, Del Porter, Yvonne King, and Buddy Cole's Four of a Kind. With a special theme by Four of a Kind and the Dinning Sisters, this program is designed for late afternoon scheduling, although it can be appropriately used at any time. Available now. Write Capitol.

HARRY S. GOODMAN  
19 E. 53d St., N. Y. 22, N. Y.  
Linda's First Love

A radio program that completes 10 years in the air is something, but one that retains its original sponsor through those years is SOMETHING! Such is the history of "Linda's First Love," now going into its 11th year for the Kroger Grocery and Baking Company of Cincinnati. 1,000 fifteen-minute episodes available outside of Kroger territory on a three to five time a week basis. A tested program with highest daytime Hoopers for local and regional sponsors.

HOPKINS SYNDICATE, INC.  
11 S. LaSalle St., Chicago 3, Ill.  
Dr. George W. Crane, M.D., Ph.D.

Here's the opinion wired to another station by Virgil C. Schmidt, WCHS, Charleston, W. Va. "Sponsor (Department Store) desires to renew Dr. Crane's contract for another year. Listener comment very favorable. Scores of unsolicited pieces of mail received by sponsor and our station. Believe Dr. Crane conducts one of the most popular programs on this station. Feel he would attract many new listeners and potential customers anywhere." Over 200 open end 15-minute programs now ready; more in preparation. Contact John R. Kneebone, Andover 2833, for sample transcriptions.

GIRARD PRODUCTIONS  
221 E. 71st St., New York 21, N. Y.  
Musical Mysteries

An open-end series of the fast moving, hard hitting five minute mystery dramas with delayed solutions. Double barreled appeal to entire family—in the ever popular desire to "name that tune" plus the challenge to solve a mystery. Makes every listener feel like a super-sleuth. Solution to mystery on separate cut; can follow commercial or be delayed for prizes. A mystery that's thrilling! A program that's entertaining! A game that's a lot of fun! A price that's right. Write or wire for details and audition disk.

GORDON M. DAY ADV. SERVICE  
145 E. 53d St., New York 22  
Verdict

Not a whodunit, but a 30-minute dramatization of poignant stories, packed with suspense, feat and passion in crimes that made the law. The verdicts passed in these "first of their kind" cases have set precedent in criminal law and are still being cited in court decisions today. Originated and processed by Dr. Sheldon Guex, Professor of Criminal Law at Harvard Law School, with scripts by Len Finger, well-known dramatic writer. Orchestral bridges. Only authentic show of its type, VERDICT is both a prestige program and audience-builder.

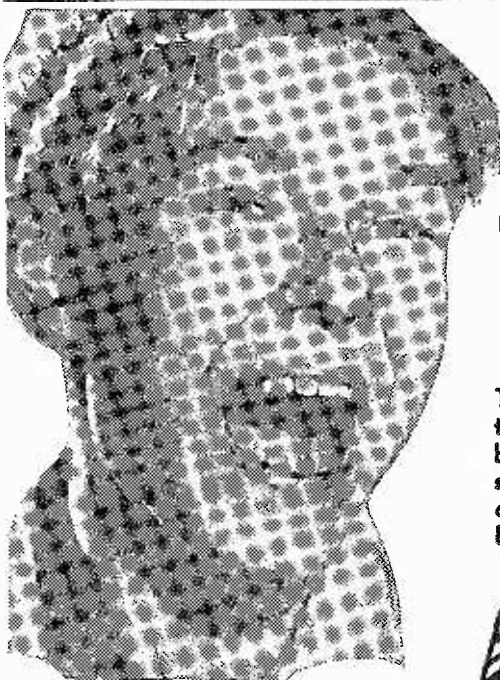
GORDON M. DAY ADV. SERVICE  
145 E. 53d St., New York 22  
Easy Street

Ken Mason is a young man of unbounded energy, exalted vision, and a million-dollar line—but an overdrawn bank account! A gay, sparkling comedy liberally sprinkled with gags. EASY STREET relates the progress of the breezy promoter who doesn't live on Easy Street but is always making plans to move there—next week or the week after. Orchestral bridges and middle musical number. Scripts by Carroll Moore, Jr., well-known comedy writer. 30 minutes, one evening a week. Remarkably moderate budget for such a good buy.

GORDON M. DAY ADV. SERVICE  
145 E. 53d St., New York 22  
The Sandman

A leisurely-paced 15-minute (1-3 times weekly) program of music, narration, and drama, designed for the goodnight hour, following 11 p.m. news. Each program in series is created around specific theme, such as rain, dreams, parting, etc., with the most beautiful words ever written upon the subject, music sympathetic to the theme, and the gentle, heart-warming philosophy of The Sandman weaving in and out in a graceful easy delineation. Features Clement Fuller, well-known English broadcaster and writer.

# "KEEPING UP WITH THE WIGGLESWORTHS"

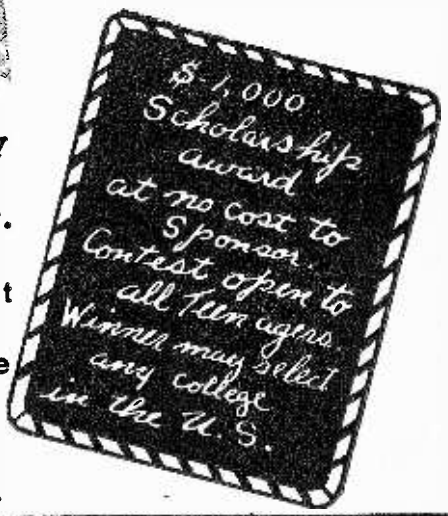


78  
15 MINUTE  
TRANSCRIBED  
PROGRAMS

This program, designed for teen-agers or any old-agers, boils down big ideas into simple, human terms, points out the advantage of FREE ENTERPRISE.

LAUGH as Snuffy learns the hard way. Snuffy is the busiest 14 year old with the BIGGEST IDEAS.

Write, Wire or Phone.



Harry S. Goodman  
19 EAST 53rd STREET at Madison Avenue NEW YORK CITY



Part I



AVERAGE HOOPERS BY PROGRAM TYPES

Figures show comparison between July '46 and '47 ratings, based on July 15 and July 30 combined ratings for each year.



DISTRIBUTION OF SPONSORED NETWORK TIME

EVENING JULY, 1946, VS. JULY, 1947 PERCENTAGES			
Type	July, 1946	July, 1947	Change
Quiz	9.4%	5.3%	4.1% Loss
Dramatic	36.5%	40.9%	4.5% Gain
Popular Music	17.9%	14.4%	3.5% Loss
Variety	9.8%	11.5%	1.7% Gain
News and Commentators	11.6%	17.3%	5.7% Gain
Concert Music	7.2%	3.8%	3.4% Loss
Miscellaneous	7.6%	6.8%	.8% Loss

DAYTIME JULY, 1946, VS. JULY, 1947			
Type	July, 1946	July, 1947	Change
Daytime Serial Drama	60.2%	53.2%	7% Loss
Miscellaneous	39.8%	46.8%	7% Gain

AVERAGE RATING BY TYPE

EVENING JULY, 1946, VS. JULY, 1947 AVERAGE RATING			
Type	July, 1946	July, 1947	Change
Quiz	6.1	6.9	.8 Gain
Dramatic	5.7	5.3	.4 Loss
Popular Music	5.7	5.3	.4 Loss
Variety	5.0	4.2	.8 Loss
News and Commentators	4.9	4.1	.8 Loss
Concert Music	4.9	5.7	.8 Gain
Miscellaneous	3.5	3.2	.3 Loss

DAYTIME JULY, 1946, VS. JULY, 1947			
Type	July, 1946	July, 1947	Change
Daytime Serial Drama	3.7	3.8	.1 Gain
Miscellaneous	3.2	2.7	.5 Loss

PROGRAMS FOR 1946 AND 1947 ON WHICH ABOVE COMPILATIONS WERE BASED, ACCORDING TO JULY 15 AND JULY 30, 1946 AND 1947 HOOPER REPORTS

DRAMATICS

1946	1947
Suspense	Bulldog Drummond
Big Town	Adventures of the Falcon
Crime Doctor	Philip Marlowe
Mystery Is My Hobby	Sam Spade
Special Investigator	Big Story
Gregory Hood	Big Town
The Falcon	Blondie
Rogue's Gallery	Call the Police
Life of Riley	Crime Doctor
Mayor of the Town	Crime Photographer
Real Stories From Real Life	Curtain Time
Freedom of Opportunity	Dashiell Hammett's Fat Man
Screen Guild Players	Date With Judy
Mystery Theater	Dr. Christian
Mr. and Mrs. North	Exploring the Unknown
Man Called X	Famous Jury Trials
Mr. District Attorney	Gabriel Heatter
Mr. Keen	Grand Marquee
Policewoman	Greatest Story Ever Told
Sam Spade	Green Hornet
The Sheriff	Inner Sanctum
Lone Ranger	Lawyer Tucker
Hour of Mystery (10-10:30)	Life of Riley
Ellery Queen	Lone Ranger
Encore Theater	Meet Corliss Archer
Dr. Christian	Mr. and Mrs. North
Vic and Sade	Mr. District Attorney
Those Websters	Murder and Mr. Malone
Bulldog Drummond	Mystery in the Air
Curtain Time	Mystery of the Week
Date With Judy	Mystery Theater
Frank Morgan	Sherlock Holmes
McGarry and His Mouse	Nick Carter
Hollywood Star Time	Reader's Digest—Radio Edition
This Is Your F. B. I.	Rogue's Gallery
Academy Award Theater	Screen Guild Players
Aldrich Family	The Sheriff
Blondie	Silver Theater
Forever Ernest	Suspense
Meet Corliss Archer	This Is Your F. B. I.
Mercury Summer Theater	Those Websters
Silver Theater	Warden Lawes' Crime Cases
Theater of Romance	

VARIETY

1946	1947
Sunday Evening Party	Arthur's Place
Tony Martin Show	Ford Showroom-Meredith Wilson
James Melton	Jack Paar
Tommy Riggs and Betty Lou	Milton Berle
Sad Sack	Music Hall
National Barn Dance	Rhapsody in Rhythm
Hildegard	Sealtest Village Store
Music Hall	Summerfeld Bandstand
Philip Morris Frolics	Tex and Jinx
Jack Haley With Eve Arden	Tony Martin Show
Benny Goodman Orchestra	Vaughn Monroe Show
	We, the People

NEWS

1946	1947
Ed Sullivan's Pipelines	Drew Pearson
New Louella Parson Show	Eric Sevareid
Jimmie Fidler	Fulton Lewis
Drew Pearson	Gabriel Heatter
Walter Winchell	Inside of Sports
Jergens Summer Edition	Jimmie Fidler
Inside of Sports	Monday Morning Headlines
Earl Godwin	Monitor Views the News
Edward Maher	New Louella Parson Show
Spotlight on America	News of the World
Fulton Lewis	Robert Trout
Gabriel Heatter (Wed.)	Three Views of the News
Gabriel Heatter (TT)	Walter Winchell
Gabriel Heatter (Mon.)	
News of the World	

QUIZ

1946	1947
Detect and Collect	Break the Bank
Break the Bank	Dr. I. Q.
Bob Hawk Show	It Pays To Be Ignorant
Truth or Consequences	Take It or Leave It
Take It or Leave It	Truth or Consequences
Double or Nothing	Twenty Questions
Ask Me Another	
People Are Funny	
Kay Kyser (10-10:30)	
Quiz Kids	
It Pays To Be Ignorant	

CONCERT MUSIC

1946	1947
Festival of American Music	American Melody Hour
Berkshire Festival	Contented Program
American Melody Hour	Telephone Hour
Voice of Firestone	Voice of Firestone
Telephone Hour	
Contented Hour	

MISCELLANEOUS

1946	1947
Fishing & Hunting Club	Boxing Bout
Lum and Abner	Burl Ives
Boxing Bout	Can You Top This?
Gene Autry Show	Doctors Talk it Over
Hobby Lobby	Gene Autry Show
Henry J. Taylor	Henry J. Taylor
Can You Top This?	Lum and Abner
Fight of the Week	

POPULAR MUSIC

1946	1947
Woody Herman	Alex Templeton
Spotlight Bands	American Album
Bob Crosby	Club 15
Dick Haymes	Frances Langford-Carmen Dragon
Wayne King	Fred Waring
Highways in Melody	Highway in Melody
Meredith Willson Orchestra	Jack Smith Show
Tommy Dorsey	Manhattan Merry-Go-Round
Waltz Time	Saturday Night Serenade
Vaughn Monroe Orchestra	Supper Club
Supper Club	Waltz Time
Manhattan Merry-Go-Round	Your Hit Parade
Hour of Charm	
Alex Templeton	
American Album	
Fred Waring	
Your Hit Parade	
Saturday Night Serenade	

(Continued on opposite page)

Quizzes Faves Now, But How About Fall?

Hooperatings Up Over '46

(Continued from page 6)

with an average of 4.1, also down .8; concert music is fifth, with a 5.7 and an .8 gain over last year, and miscellaneous programs are last, averaging 3.2, down .3. Averages for each program category, as well as a complete list of the '46 and '47 programs used in the compilations, are listed in adjoining column.

Distribution of sponsored air time—i.e., the number of hours being used for the various program types—varies considerably between the two years. Thus, there is a 4.1 per cent decrease in quiz shows this year, but—and this is rather surprising—a 6.3 per cent gain in news and commentary stanzas. Dramatic programs also show a gain—4.5 per cent—due mainly to the increased use of low-priced mystery programs this year. Musical programs, both popular and longhair, have less commercial airtime this summer than last. Pop music is off 3.5 per cent; concert music is down 3.4 per cent.

Comparisons program-wise between the two years also are shown in adjoining columns.

Breen, of Fort Dodge, Heads Iowa's Indies

SPENCER, Ia., Aug. 16.—Ed Breen, owner of the radio Station KVFD at Fort Dodge, Ia., has been elected president of the Iowa Tall Corn Network, which comprises 12 independent Iowa radio stations.

Others elected are Morgan Sexton, of KROS, Clinton; Ben Sanders, of KICD, Spencer, and Ken Gordon, of Dubuque, all vice-presidents; George Volger, of KWPC, Muscatine, secretary-treasurer, and George Webber, of Des Moines, sales manager.

Schaefer's Will B. R. N. Y. Hockey Games

NEW YORK, Aug. 16.—Schaefer's Beer will sponsor the hockey games of the New York Rangers and New York Rovers over WHN in the fall. Deal set by the station calls for the broadcast of 44 games in all, 30 Rangers and 14 Rovers.

Schedule of games, to be played at Madison Square Garden, is expected to start about November 1 and carry thru to March, 1948.





# WNBC Anniv. Special: Peek Into Housing

## Pubserv Series Planned

NEW YORK, Aug. 16.—On the occasion of its forthcoming 25th anniversary, WNBC, owned and operated key station of the National Broadcasting Company (NBC), will eschew the usual chest-thumping and instead embark on an outstanding public service venture. This will be a series of four or five half-hour programs, tentatively slated to start the second week in September, exploring the housing crisis in the station's listening area. Programs will be aired in prime time and get preparation comparable to the care heretofore lavished only on network documentaries. In line with this, the station for the past few months has been quietly holding conferences with and collecting facts from all groups having to do with housing. These include labor unions, government agencies, landlords, real estate groups, suppliers of home appliances, etc.

Practically all WNBC staffers are working on the show in some capacity, but in addition outside talent is being taken on. For instance, Agnes Eckhard, who did the *Cavalcade* series last year, will do the script job on this series. Thomas B. McFadden, assistant to Jim Gaines, WNBC manager, will be over-all supervisor. Clay Daniels will direct, and Fred Heywood, director of news and special events, will be in charge of remote interviews to be integrated into the show. Much of the flack work will be handled by the network's press department, so that Bob Davis, station's press chief, can devote himself to various aspects of the series.

Execs connected with housing have thus far shown great willingness to air their side of the story, explain housing bottlenecks, etc., and plans at this point include bringing such execs to the mike to present their points of view. This will be part and parcel of the program format, which will be a combination of narration, dramatization and documentation.

Promising much from both the public service and station promotion points of view is the final plan in connection with the series. That is to take all the findings to Albany and Washington, and seek legislation aiming at ameliorating housing conditions.

## Bill Stern on WNBC For Harvester Cigar

NEW YORK, Aug. 16.—Consolidated Cigar Company (Harvester Cigars) has bought Bill Stern, Monday thru Friday, 6:15-20 p.m., over WNBC, starting September 1. Erwin Wasey is the agency.

THERE'S PLENTY OF BUSINESS IN DAYTON, OHIO

Get Your Share By Using...

**WING** The Dayton Station

WEED & CO. National Representatives

Part II

**Billboard** CONTINUING PROGRAM STUDIES

# URBAN Circulation Index

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

Billboard TRADE SERVICE FEATURE

## Moppets Nix Soap Operas For Thrillers

### Kids' Tastes Unlike Adults'

NEW YORK, Aug. 16.—Moppet listeners have distinct tastes of their own in daytime listening fare, as compared with radio listeners as a whole, it is revealed by study of the latest Urban Circulation Index, based upon June 15 daytime Hooperatings. Major share of urban youngsters' listening time was spent, as expected, with whoop-and-holler thrillers and cliffhanger serials, with the soap operas and other standard daytime shows trailing. The accompanying chart reveals that of the five top Hooperated daytime shows, only one, *Grand Central Station*, made the top five shows heard by children in cities of 25,000 or more.

First in ability to reach the junior listeners was *Theater of Today*, which placed sixth on the Hooperating list for daytime programs. *Tom Mix*, *Superman* and *Captain Midnight*, which ranked second, third and fifth, respectively, in total urban children listeners, stood 15th, 16th and 17th on the Hooperating list.

#### The Formula

Key to the relative standings of the shows in juvenile popularity

### FIRST 15 DAYTIME AUDIENCES WITH GREATEST CHILD AUDIENCES, BASED ON JUNE 15 DAYTIME HOOPERATINGS

Program	Hooperating	Children Listeners Per Hooperating Set	Hooperating Multiplied by Listeners Per Set	No. of Urban Child Listeners*
THEATER OF TODAY	5.9	0.81	4.8	699,879
TOM MIX	3.3	1.05	3.5	507,445
SUPERMAN	2.6	1.19	3.1	453,113
GRAND CENTRAL STATION	6.3	0.45	2.8	415,182
CAPTAIN MIDNIGHT	2.4	1.09	2.6	383,110
WHEN A GIRL MARRIES	5.8	0.32	1.9	**
BREAKFAST CLUB (Kay Dumit)	3.7	0.44	1.6	238,419
JUST PLAIN BILL	4.7	0.34	1.6	**
YOUNG WIDDER BROWN	6.2	0.25	1.6	226,996
BREAKFAST CLUB (9:30 Swift)	4.8	0.32	1.5	224,945
PORTIA FACES LIFE	6.1	0.25	1.5	**
BREAKFAST CLUB (9:15 Swift)	4.1	0.37	1.5	222,163
BACKSTAGE WIFE	5.2	0.28	1.5	213,229
AUNT JENNY	6.0	0.23	1.4	**
PEPPER YOUNG'S FAMILY	4.6	0.30	1.4	202,099
OUR GAL, SUNDAY	6.8	0.20	1.4	**
LORENZO JONES	5.4	0.25	1.4	197,708

\*Based on figure of 14,644,878.

\*\*No "number of urban listeners" figure reported on programs broadcast in less than 100 cities.

is the figure obtained by multiplying the program's Hooperating by the number of children listeners per receiver. The resultant figure, in turn, was multiplied by 14,644,878, which is the total number of radio homes in cities of 25,000 or more, with the final result giving the number of urban juvenile listeners per program. Top three shows in ability to lure young audiences around available receivers were *Superman*, with 1.19 hearers per set; *Captain Midnight*, with 1.09 per set, and *Tom Mix*, with 1.05 per set.

That some of the daytime shows which find considerable favor with older listeners lag behind with the younger set can be seen from

their relative position in urban youth listenership. *Our Gal, Sunday*, tops in the Hooperatings, placed in a tie for 14th in ability to reach juvenile audiences. Also tied at 14th were *Aunt Jenny*, fifth in Hooperatings; *Lorenzo Jones*, eighth in Hooperatings, and *Pepper Young's Family*, 12th in Hooperatings.

*Our Gal, Sunday*, first in Hooper standings, was last in number of children it could attract per receiver. Only just above it in this category was *Aunt Jenny*, fifth in Hooperatings. *Aunt Jenny* preceded by *Young Widder Brown*, *Portia Faces Life* and *Lorenzo Jones*, which were third, fourth and eighth, respectively, in the Hooper standings.

## PROGRAMS FOR 1946 AND 1947 ON WHICH ABOVE COMPILATIONS WERE BASED, ACCORDING TO JULY 15 AND JULY 30, 1946 AND 1947 HOOPER REPORTS

(Continued from opposite page)

### DAYTIME MISCELLANEOUS

1946	1947
Masquerade	Arthur Godfrey
Queen for a Day (P&G)	Breakfast Club
Queen for a Day (Miles)	Breakfast in Hollywood
Take it Easy Time	Bride and Groom
Galen Drake	Checkerboard Jamboree
Breakfast Club (9:15-9:30)	Double or Nothing
Breakfast Club (9:30-9:45)	Fred Waring Show
Breakfast Club (9:45-10)	Galen Drake
Breakfast in Hollywood (11:15-11:30)	Grand Slam
Breakfast in Hollywood (11-11:15)	Hearts Desire
Home Edition	Hint Hunt
Hymns of All Churches	Hymns of All Churches
Ted Malone	Jack Berch
Listening Post	Kate Smith Speaks
Victor H. Lindlahr	Ladies Be Seated
Fred Waring	Paul Whiteman
Glamour Manor	Queen for a Day
Jack Berch	Ted Malone
Baukhage	Listening Post
Bride and Groom	Victor H. Lindlahr
Ladies Be Seated	Welcome Travelers
G. E. House Party	
Kate Smith Speaks	
Surprise Party	
John J. Anthony	
Cedric Foster	
Coke Club with Morton Downey	

### DAYTIME SERIAL DRAMA

1946	1947
Bachelor's Children	Aunt Jenny
Light of the World	Backstage Wife
Rosemary	Big Sister
Romance of Evelyn Winters	David Harum
Tena and Tim	Front Page Farrell
Vallant Lady	Guiding Light
My True Story	Joyce Jordan, M. D.
Terry and Pirates	Just Plain Bill
Barry Cameron	Life Can Be Beautiful
David Harum	Light of the World
Joyce Jordan, M. D.	Lone Journey
Lone Journey	Lora Lawton
Lora Lawton	Lorenzo Jones
Road of Life	Ma Perkins (CBS)
Aunt Jenny	Ma Perkins (NBC)
Big Sister	Masquerade
Ma Perkins (CBS)	My True Story
Our Gal, Sunday	Our Gal, Sunday
Perry Mason	Pepper Young's Family
Road of Life	Perry Mason
Romance of Helen Trent	Portia Faces Life
Second Mrs. Burton	Right to Happiness
Young Dr. Malone	Romance of Helen Trent
Supernan	Rosemary
Tom Mix	Rose of My Dreams
Front Page Farrell	Second Mrs. Burton
Backstage Wife	Stella Dallas
Guiding Light	Romance of Evelyn Winters
Just Plain Bill	Today's Children
Life Can Be Beautiful	Tom Mix
Lorenzo Jones	Wendy Warren
Ma Perkins (NBC)	When a Girl Marries
Pepper Young's Family	Woman in White
Portia Faces Life	Young Dr. Malone
Right to Happiness	Young Widder Brown
Stella Dallas	
Today's Children	
When a Girl Marries	
Woman in White	
Young Dr. Malone	
Young Widder Brown	



Part III

The Billboard



NETWORK PROGRAM Reviews & Analyses

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



We Went Back

Reviewed August 14, 1947

Sustaining Via CBS

August 14, 1947, only.

Supervisor of research, Jerry Mason; supervisor of production, Robert P. Heller; director, Guy Della Cioppa; music arranger-director, Harry Salter; narrator, Robert Montgomery; cast, Bill Downs, James Hurlbut, Bill Costello.

Current Hooperating of show preceding ("Crime Photographer")..... 5.2  
Current Hooperating of show following (Not Available)..... None

**CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS**  
ABC and MBS: Sustaining..... None  
NBC: "Mystery in the Air" (10-10:30 p.m.)..... 5.7  
"Blue Ribbon Music Time" (10:30-11 p.m.)..... 3.6

Columbia Broadcasting System (CBS), scored a resounding knockout with its latest documentary effort, *We Went Back*, presented on the second anniversary of V-J Day. A series of potent body blows, alternating between the heart and the gut, plus some resounding jolts to the brain, added up to an hour of championship caliber.

With Robert Montgomery drawing the many strings together as narrator, the show consisted of a series of wire recordings made in virtually every theater of military operations by three teams of CBS correspondents headed by Bill Downs, James Hurlbut and Bill Costello. Locale of the recording shifted rapidly, jumped from one continent to another and back again at the rate of almost one per minute. Still, despite the swiftness of the pacing, the switch in mood from nostalgia of the past to grimness of the present to fear of the future, the show's basic premise was present thruout. This was the challenge represented by a Russian soldier's inscription on the wall of the bunker where Hitler spent his last hours: "Long live the peace!"

Smiles Not Lacking

It's difficult to say just which mood was most successfully evoked by the program. Comparison between former days and present conditions in long-remembered spots, where G.I.'s lived or fought or sweated out the war, was good for a number of smiles. Interviews with peoples of other lands, their feelings about politics or the American soldier, or how tough it is just to keep alive were hard-hitting and, save for a few bland inserts, hit the very core. But possibly hardest to top were those sections in which the fears of a new war were voiced in several ways.

The mayor of Bastogne, Belgium, was one of the first to ring in this ominous note. Crippled by the Nazis, striving to overcome obstacles to rebuild his shattered city, he nevertheless indicated he believed a new war was imminent because the United States is too soft with the Germans and is permitting them to rebuild. The feeling was heightened in an interview with a German border guard at Aachen—a 20-year-old product of the Hitler Youth. Boldly, the young Nazi spoke into the CBS mike his willingness to join any military or political group which would take up arms to drive

Charlie Chan

Reviewed August 11, 1947

Sustaining Via MBS

Mondays, 8:30-9 p.m.

Estimated Talent Cost: \$1,750. Producer, Charlie Vincent; director, John G. Cole; writer, Alfred Bester; music director, Gene Perazzo. Cast, Ed Begley (Charlie Chan), Leon Janney (No. 1 son).

Average Hooperating of shows of this type (Mystery Drama)..... 5.9  
Current Hooperating of preceding show (Sustaining)..... None  
Current Hooperating of show following (Gabriel Heatter)..... 5.1

**CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS**  
ABC: Sustaining..... None  
CBS: Sustaining (8:30-8:55)..... None  
"Johns-Manville News" (MTWTF, 8:55-9)..... 3.8  
NBC: "Voice of Firestone"..... 5.0

Pharmaco picks up the tab on *Charlie Chan* in September. It's likely that the drug company won't regret the purchase, for the legendary Chinese detective, created by the novelist, Earl Derr Biggers, came to the Mutual air Monday with a sufficiently intriguing plot to merit a comfortable share of the listening audience.

Production and direction of the opus by Chuck Vincent and John G. Cole, respectively, is good, and the cast competent. Ed Begley in the lead gives the Chan character an interpretation which corresponds rather well to the American public's idea of what constitutes an Oriental sleuth, and Leon Janney, as the No. 1 son, lends a happy contrast to the Confucious-quoting Chan.

Debut piece had to do with hot money, manufactured and passed by a bevy of rough and interesting characters in the slum section of San Francisco. There's nothing new about this theme, of course, but the script developed it well, supplying moments of suspense and drama to an otherwise old story. There's plenty of action and, of course, a murder—but nothing so gruesome that it might adversely affect the more tender listener.

All in all a well done whodunit.  
Paul Ackerman.

the Russian Occupation Army off German soil. As Bill Downs said, episodes make you begin to wonder what's been going on.

Pattern Fills Out

Other fragments made up part of the same pattern. The Japanese, rebuilding Hiroshima, debated what type of materials to use, saying it all depended upon whether the Russians and Americans would use ordinary or atom bombs. The German girl in Berlin recounted how a test flight of U. S. planes over the city recently started the rumor that the war actually had begun, and how the Germans believed it inevitable. In contrast was the brief recording at Dachau, where 238,000 met death, and where the newly whitewashed walls already were stained red with blood soaked thru the bricks.

Everywhere you go, the CBS men reported, people are rebuilding, yet expect war; the pieces just don't fit (We WENT BACK on page 16)

Torme Time

Reviewed August 9, 1947

TONI, INC.

Harold Bloomquist, Advg. Mgr.

Thru Foote, Cone & Belding (Chicago)  
Leo H. Rosenberg, Acct. Exec.

Via NBC (161 Stations)

Saturdays, 5:30-5:45 p.m.

Estimated Time and Talent Cost: \$6,000; producer-director, Robert Moss; announcer, John Reed King; singing star, Mel Torme; music, Walter Gross (piano), Bob Haggart (bass), Verlye Mills (harp), John Fulton (flute), Tony Mottola (guitar).

Current Hooperating for the program (Started August 2)..... None  
Average Hooperating for shows of this type (Miscellaneous)..... 2.7  
Current Hooperating of show preceding (Sustaining)..... None  
Current Hooperating of show following ("King Cole Trio")..... 1.8  
No Hooperatings on shows on opposition networks: All sustaining.

ABOUT THE ADVERTISER

A fast comer among web advertisers, Toni Home Permanent Wave Company at the beginning of this year had no web radio shows, having just completed its national distribution set-up. "Torme Time" marks the firm's third national web show since then, in addition to one regional network show and considerable local and co-op sponsorship (The Billboard, July 19). From expenditures of \$49,000 in radio last year, the 1947 budget hit \$1,720,000 annually with the onset of "Torme Time." Since then, Toni has bought the first 15 minutes across the board of ABC's "Breakfast Club," and now is considering sponsorship of a top nighttime show (see story elsewhere in this issue.) Its other current major programs include "Meet the Missus," "Ladies, Be Seated" and "Give and Take," all daytime shows.

That howling in your ears on Saturday afternoons is more likely the result of a hep sales promotion policy than any aural deficiency. The aggressive Toni Home Wave Company is hitting directly at the huge feminine teen and twenties market with its *Torme Time* show, featuring the newest glamor groaner, Mel Torme. One of the key policies seems to be the offer of a haven for the somewhat bedraggled bobbysox crew, whose prime prophet, Frank Sinatra, has decided their motley presence no longer is essential for his future broadcasts. Perhaps a few of the whinnying set were absent at last week's *Torme* show, but those in the studio were vigorous and stentorian with their mouthings, and easily equalled the mewling record set at Frankie's shows.

As for Torme, dubbed the Velvet Fog, probably the worst of all crooner nomenclature, he is young man who sings in a husky tenor, when he can be heard above the uproar. The singing, which apparently comes from a spot somewhat lower in Torme's anatomy than his clavicle, sent out undeniably sexy vibrations, a sort of hormone radar emission. Four numbers made up Mel's program on the show caught, starting with *You Ought to Be in Pictures*, and followed by *Almost Like Being in Love*, *Wonder Who's*

Bob Reid Sings

Reviewed August 10, 1947

Sustaining Via CBS

Sundays, 2:30-2:45 p.m.

Estimated Cost on a commercial basis, \$3,000. Writer-director, Ace Ochs; music, Howard Smith's orchestra; singing star, Bob Reid.

Current Hooperating for the program (Started August 10)..... None  
Average Hooperating for shows of this type (Popular Music)..... 5.3  
Current Hooperating of show preceding (Sustaining)..... None  
Current Hooperating of show following (Sustaining)..... None

**CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS**  
ABC and MBS: Sustaining..... None  
NBC: "Harvest of Stars" (2:30-3)..... 3.8

Bob Reid, who recently warbled over WHAS, Columbia Broadcasting System (CBS) affiliate in Louisville, is one of the newer hopefuls now airing on the web. His style is casual, and his rendering of four tunes on his debut show Sunday (10) marked him as a good commercial possibility.

Reid's tunes were of various types, including the ballad, standard, novelty and Western categories. Preem program showed him at his best on such items as *I Wonder Who's Kissing Her Now* and the Western, *Rogue River Valley*.

Production-wise, CBS handled the program tastefully and adequately. The script by Ace Ochs, for instance, was very informal and in keeping with Reid's microphone personality. Musically, the show is supported by Howard Smith and a sizable ork. Smith's arrangements are carefully patterned to the different tunes. For instance, on *Rogue River Valley* he just used a small combination with a rhythm section, whereas on other numbers entire outfit of 19 pieces backed up the warbling.

Reid, incidentally, was a fairly recent winner on the Arthur Godfrey *Talent Scouts* program. This was not the determining factor in his getting a web sustainer, however, for the CBS program department had been considering him quite awhile. Paul Ackerman.

*Kissing Her Now* and *Old Black Magic*. Choice could have had more variation of mood, tho Torme admittedly is strongest on the sentimental ballads, next to the scat and be-bop singing which he eschewed on this show.

Wise Choice

On the basis of the studio audience's reaction, Toni made no mistake when it chose Torme as its prong to pry open the youthful female market. If the gals in the studio audience didn't swoon, they at least simulated mass hysteria. Whether this will lead to an upswing on the sales charts remains to be seen. Probably the wisest facet of Toni's policy for the *Torme* show was spotting it directly before *King Cole Trio Time*, which Wildroot has built up as its key to young male listeners.

A small combo headed by Walter Gross supplied more than adequate backing for Torme. Commercials were delivered after the first and third numbers. Initial pitch stressed the ease and economy of home waving. Second commercial had Torme lead off by warbling *I'm Looking for a Toni Girl With a Lovely, Lovely Curl* to a rather pedestrian melody. This was followed by announcer John Reed King interviewing the Toni Girl of the Week, a lass from the studio audience; some of the lines in which the gal got around to endorsing the product (See *TORME TIME* on page 16)



# Pepper Plans New Push for Congresscasts

### Inspired by Hughes Circus

WASHINGTON, Aug. 16.—Radio recording of the Senate War Investigating Committee's hearings on Howard Hughes were so dramatic that Sen. Claude Pepper (D., Fla.), a member of the committee and sometimes critic of Chairman Owen Brewster (R., Me.), is planning to reintroduce a bill next session to authorize broadcasts of congressional proceedings. Pepper said that interest in Hughes broadcasts proves that the public will listen to Congress on the air. His bill, scrapped at the recent session of Congress, calls for creation of two shortwave stations, one on each coast, to broadcast daily proceedings.

### D. C. Airers Field Day

Circus atmosphere that prevailed when the Hughes hearings were suddenly postponed Monday (11) gave Washington radio stations a field day. When cameramen and newspaper reporters converged on Hughes for a final press conference in the emptying Senate caucus room, excitement reached such a peak that nobody noticed an intrepid WOL staffer sticking a mike under Hughes's nose while the moviemanager gave out with his side of the now celebrated Hughes-Brewster controversy. A WOL engineer, irate because he wasn't getting a clear recording, shouted to his associate holding the mike: "Holly Nellie, hold that mike closer to him." The associate responded, sticking the mike practically into the trim mustache of Hughes who in the excitement paid not the slightest notice.

# WQQW Sale Nears; \$125,000 Bid Made

WASHINGTON, Aug. 16.—Stockholders of WQQW, who convene Monday night (18) to weigh the problem of selling the station, will find several bids averaging \$125,000, it was learned today. The station up to now represents an investment of \$181,000, according to informed sources. WQQW's 570-kc. frequency in the capital area is recognized as a heavy asset, and the stockholders may yet find themselves in an improved position when final sales terms are arranged. Rumors persist that newsmen Drew Pearson and Bob Allen, contenders for WBAL in Baltimore, are among the bidders.

# 'Big Break' Smacks Into Bad One as AFM Bars Talent

CHICAGO, Aug. 16.—Plans for Adam Hats' *Big Break* show, to hold auditions here for talent to be used on its September 7 airing, hit a snag this week when Local 10 of the American Federation of Musicians (AFM), after two preliminary rulings, prohibited appearances of union members for auditions for this show, in any circumstances. The program, aired Sunday nights over National Broadcasting Company (NBC), has been saluting talent of a different big city each week and conducts talent auditions in each city a few weeks before the actual airing.

When the Biow Agency, handling the show, prepared to audition local musicians, with the winners to travel to New York for the program, Local 10 ruled that non-union members must not appear. This was followed by a request for a fee to be paid the local for each member to appear. One fee, involving a small unit, was \$300. Charging of the fee was interpreted in some trade quarters as a substitute for the stand-by fees which ordinarily would be charged in cases like this, but which now are illegal under the Taft-Hartley Law.

The *Big Break* dispute comes on the heels of a Local 10 ruling on the Dave Garroway show, aired over NBC from Chicago. The union called upon Garroway to use Local 10 members only, instead of out-of-town jazz artists. Retorting that there weren't enough top jazzmen in Local 10 ranks, Garroway shelved this part of the show and substituted for it legit actors doing a turn with unusual dramatic material.

# James Dawson Joins NAB's Info Staff

WASHINGTON, Aug. 16.—National Association of Broadcasters (NAB) this week appointed James Dawson, former newspaper and radio news editor, to the post of assistant director of information. Dawson will take over his post September 2, replacing Ben Miller, who has been made assistant director of NAB's new program department.

Since his release from active naval duty, Dawson has been news editor and director of public service programming of WFBC, Greenville, S. C.

# Only 4% Decline in 10 Years In Italian Tuners Forecast By Survey for WOV, N. P.

### Pulse Study Finds Listeners Prefer Music, Serials

NEW YORK, Aug. 16.—As a result of an extensive survey made for it by Pulse, Inc., WOV, New York, has decided to maintain its foreign language programming indefinitely. The survey, dealing exclusively with the Italian and Italian-American audience in the New York metropolitan area, estimates that in the next 10 years there will be only a 4 per cent decrease in the Italian air audience; that in the next 20 years there will be only a 17 per cent decrease, and that 30 years hence the potential audience will be down 32 per cent. However, the survey estimates that 30 years from now the potential Italian audience will still be 303,300 families, or about 1,250,000 listeners (median number of persons in Italian family is 4.11, according to the study).

The survey results are at marked variance with the long-voiced radio tenet that the foreign language audience is diminishing rapidly. This theory is based on the belief that there are no listeners to take the place of the foreign-born older generation because the younger generations supposedly listen primarily to English programs. In view of this opinion, WOV was faced with the problem, since the war's end, of determining its future program policy.

### 322 Housewives Queried

The Pulse survey was made of 322 housewives, located in Manhattan, the Bronx, Queens, Brooklyn, Yonkers, White Plains, New Rochelle, Jersey City and Newark, who were interviewed in their homes after 6 p.m. The period studied was 6 a.m.-midnight, Monday-Friday, February 24-28, 1947. Each housewife was shown a program roster and required to identify the program and stations heard during the preceding periods. A home was accepted as Italian if some member of the family understood the language, thus making the home a potential listener to Italian programs.

The study found that in 38.1 per cent of the Italian homes both English and Italian language programs are listened to between 6 a.m. and midnight. In addition, 15 per cent of the Italian homes listen to Italian

programs only, 38.6 per cent listen to English shows only and 8.3 per cent do not tune in at all.

It is significant, however, that the study found listening to Italian stations is directly proportional to the age of the tuner-in; that is, there is little listening in the younger groups and much in the older groups. The Italian dialer of Italian-language programs, besides being one who understands the language, most often is a member of a first generation family and is over 30 years of age.

### Music the Fave

The survey found the following program preferences: Music, 29 per cent; continued stories, 19.9 per cent; variety-comedy, 16.5 per cent; news, 14.5 per cent; dramatic, 13.9 per cent, and talk, 6.2 per cent.

Altho 67.9 per cent of the Italian families preferred commercials in Italian, a noticeable difference was found in the preferences of first-generation and second-generation families. While 74.5 per cent of the first-generation preferred the plugs in Italian, only 31.7 of the second-generation wanted them in that language (55.8 per cent wanted them in English, the balance had no preference).

The study revealed that radio-listening to Italian programs had increased since the war years. WOV's share of the audience in early 1945 was 25 per cent, compared with 36 per cent now. The increase is attributed largely to elimination of the fear that listening to Italian programming would cause an Italian's loyalty to this country to be suspected.

Average quarter-hour sets-in-use for Italian homes was 27.9 per cent, while for total metropolitan homes it was only 26.4 per cent. From 9 to 11 a.m. and 2:30 to 6 p.m. (during which times WOV broadcasts in Italian), listening is higher in Italian homes than in all Metropolitan area homes, while the reverse is true from 7 to 8 a.m. and 11 p.m. midnight.

# 3 New Film Spots For DuMont's WABD

NEW YORK, Aug. 16.—Three new film spots, for RCA Victor television sets, Bendix washers and ironers and Packard automobiles, have been placed with DuMont's video outlet, WABD. The RCA and Bendix films are being spotted thru the Monday night fight schedule from Jamaica Arena. The Packard film, introduced Thursday (12), featured the new 1948 convertible model.

All the spots were produced by Gamble & Haussler Productions, Inc., of New York.

# Converters as Giveaways At Theaters May Boom FM

WASHINGTON, Aug. 16.—FM converters will be given away as premium gifts at theater box offices if current backstage ideas in the FM Association (FMA) materialize, it was learned today. The move would be expected to provide a boost to distribution of FM sets and thereby hasten the day of the mass FM audience.

The idea as now being discussed would be for theaters to issue coupons with each ticket sold, just as was done with giveaway chinaware premiums. A dozen or so coupons would entitle the theatergoer to an FM converter all ready to be attached to the patron's AM set. Free service for attaching the converter would be supplied.

### Theater Chain Tie-Ups

The scheme is still just in the embryonic idea stage, but FMA publicity director William Barlow told

*The Billboard* that conversations might soon take place between the FMA and distributors of FM sets to determine just what could be done. A tie-up with major theater chains and independents presumably would be sought.

Expectations are that the idea will come in for discussion at the FMA convention in New York, September 12-13. FM-ers are putting heavy emphasis on production of low-cost converters as an effective way to build audiences fast. With the FM converter known as Pilotuner now being produced at a rate of 2,000 a day, the FMA announced this week (14) that another converter had been designed and that deliveries in large volume were scheduled for September. The new converter, designed by John Meck Industries, Inc., will sell for \$19.95, against Pilotuner's \$29.95.

# 20% MORE BILLBOARDS ON NEWSSTANDS

Effective with this issue 20% MORE copies of *The Billboard* are available on newsstands.

More people read *The Billboard* today than ever. More copies will be printed as quickly as more paper is available.

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### GLOSSY PHOTOS AT 5c EACH

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500 8"X10" .....\$27.50  
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Photo Post Cards in quantity at 2 1/2¢ each  
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Send Negative or Glossy Photo. Send 1/3 deposit with order; balance, plus postage, C. O. D.

### QUALITY PHOTO SERVICE

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# MBS Has World Series Tele Rights; Players Want Slice

(Continued from page 3)

a new contract with baseball, as represented by Commissioner Happy Chandler's office, whereby network broadcast rights to the World Series will cost \$125,000 for 1947 and 1948, \$150,000 in 1949, \$175,000 in 1950, and back to \$150,000 in 1951. MBS also controls the television rights, it has been learned, paying a reported \$100,000 for each of the next two years, with increases later on.

## The Reason

Reason advanced for the top-heavy tele price was that altho the number of sets in cities where television is active is limited, many of the sets are in public locations—hence the audience far exceeds the number of sets. MBS is not concerned, however, because it will farm out tele rights if the series is played in a city that has tele. If New York figures in the play-offs, as seems probable, DuMont will take over, while the plans now call for St. Louis tele coverage to be offered by KSD-TV, a National Broadcasting Company (NBC) affiliate.

Baseball coverage by television during the 1947 season has found the club owners raising their asking price, and now, with the season going into the home stretch, the rumors are around that Brooklyn and the two New York clubs will both cancel tele for '48. This is in line with the tactics employed by the sports owners and promoters back in the early '30s when broadcasters were attempting to put wires into the parks. In some cities owners (St. Louis and the New York Giants) held out almost 10 years, while in others, like Chicago, the broadcasters were able to start daily broadcasts almost immediately by paying then unheard-of fees.

## Yankees' Price Steep

During this season, the New York Yankees, who have been at odds with broadcasters off and on for years, placed a price tag of \$50,000 on sustaining rights to their home games and an \$80,000 tag under sponsorship. DuMont took up the games, but could not snare a bankroller.

The Brooklyn Dodgers and the Giant home games have been telecast this year, with CBS and NBC, respectively, each paying about \$500 a game for the tele rights, about one-half the Yankees' asking price.

Broadcast rights to the three clubs' games, heard locally over WHN, WMCA and WINS, are reported to cost only slightly more than the prices quoted by the Yankees for tele rights.

## The Fight Picture

Further indication of the promoters' plans regarding increased take for tele rights was seen in the report that

Madison Square Garden's Friday night fights would no longer be televised after termination of the current contract next May 31 (*The Billboard*, August 16). Madison Square Garden officials have since reported that plans for future telecasts are unsettled.

Telecasters claim that the promoters, realizing that where radio had many other types of entertainment to turn to in the early days, tele's main source of programing today lies in their domain, are withholding the sports events which they used to give to radio free of charge and are putting them on the block to the highest bidder in tele. Events such as the track and field meets at Randalls Island, the Forest Hills tennis championships, the Roosevelt trotting races and the Aquashow now cost about \$100 each to televise. Where the event is more popular, such as the Ned Irish-promoted basketball games in the Garden, the hockey games, professional football and wrestling, competitive bidding by the telecasters has hiked the price considerably. One evening of basketball is reported to cost about \$2,500.

## Athletes' Bite

Another factor that has recently crept into the picture is the television clause in some athlete's contracts. While this feature has been included in boxers' contracts for a championship fight, it is now cropping up in the case of ball players. A New York Yankee star has requested that his 1948 contract grant him 2 per cent of the tele take. Based on an \$80,000 fee, this would give the player an additional \$1,600.

Complaints that box-office figures have dropped since tele took hold are discounted by actual count. All three major league baseball clubs in New York are on their way to new all-time highs in attendance, while such events as the Roosevelt trotting races have hiked their b.o. to new records since telecasts of the Monday cards began.

# Fave Legiters To Get Airing Via WBKB Tele

CHICAGO, Aug. 16. — Chicago video viewers will have a chance to see some top dramatic fare starting this fall when WBKB plans to begin airing a series of well-known Broadway plays to which the station has secured rights. It is planned to present these shows with a cast of Chicago stage and radio actors every Sunday evening for about two to two and a half hours. Starting date is not yet set.

Beulah Zachary, WBKB, was in New York recently trying to round up telecast rights to well-known plays and came back with permission to televise full-length versions of *Stage Door*, *Pride and Prejudice*, *Jane Eyre*, *June Moon* and *There's Always Juliet*.

At the present time plans to telecast the shows are just about set, but what could stop their airings would be insufficient budget authorization by Paramount in New York. For the past few weeks the station has been resetting its budget for an expected period of expansion to be embarked upon in fall and winter, and the stage show plan could suffer if enough money were not forthcoming.

## Video Workmen—No. 10 in a Series

# DuMont Topper Sees Video As Youth, Radio as Elderly; Says TV Needs Young Ideas

By John McNeil

General Manager, Station WABD-DuMont

I HAD NOT been in television 48 hours before I realized that anyone who looks at television with radio eyes is a fool. In my opinion, the difference between television and radio is the difference between youth and old age. Television is fresh, young and bold. Radio precedents have not changed in years. Radio people are wracking their brains to find ideas that are new.

John McNeil made his entry into radio nearly a dozen years ago when he joined the sales staff of the National Broadcasting Company (NBC). In 1940, after the Blue Network had been organized, McNeil switched to the new web's sales department under Ed Kobak, now president of Mutual Broadcasting System. Upon separation of the Blue from NBC in 1942, McNeil was named manager of WJZ, key station of the new American Broadcasting Company, and organized the autonomous WJZ sales staff. He held the top WJZ job until his resignation in January of this year, and he joined DuMont Television in March.

Radio was not always tired. These days in television are reminiscent of the early, exciting, pioneering days of radio, when each new sponsor and each new show was a great adventure for all concerned.

In television, there are no precedents. Everything is new. There is an enthusiastic, creative approach—not alone in the programing departments of television, but among the executives, the engineering staff, the press—in fact, everyone in the medium.

That is its great strength. Television ideas spring into being, it would seem, by spontaneous combustion, from any desk in the organization. Hardly a day or an hour passes that does not bring some fruitful new method of programing or selling, or some new engineering trick, sometimes from the least expected source.

In the course of a single hour last week, while I was sitting at my desk, all the following things occurred. A young time-salesman came in with a new sales approach worth trying. A memorandum from our publicity department changed the course of certain program activities. The invention of a new type of television lens, in its first public trial, wholly altered the method of camera coverage of major sporting events.

Because the members of my staff know that the door is open to all, an atmosphere of happy, healthy competition and creative activity dominates the television station.

The question of budgets is ever-present. I know all the old arguments: That television is far more expensive than radio, and who will pay for it? That production costs alone are staggering when judged by radio standards, etc. It seems to me that all that is needed is a clear revision in our thinking. Certainly television is going to cost more, but it will also pay off in larger coin. The budgets will be higher, certainly, who disputes it. No money to defray expenses Nonsense. Every new day the television sponsor realizes that his return exceeds by many times what he has been accustomed to receive from the most productive radio advertising.

So let us stop thinking in cents, and start thinking in dollars. It is only

a question of moving the economy to another part of the financial spectrum.

In the immediate cost of operation, there is a vast difference. Where a radio station can be erected for some \$50,000 no television station can begin operation without a minimum expenditure of anywhere from \$250,000 to \$2,000,000. Again, while a cast of five actors (with voice-doubling), a director and a good script may add up to adequate radio, good television cannot be done on a small budget. Settings, stagehands, costumes, and an all-round tripled personnel will make fine television programing outstrip the cost of a comparable radio show. In television one has to think in larger terms right from the start. *The rewards will be proportionately greater.*

This, too, is well worth considering: As against 16 presently operating radio stations in New York City the television spectrum can accommodate only seven channels in any given area. Accordingly, competition for video time will be extremely keen, and shows will have to be of higher and higher caliber in order to maintain time franchises. Time rates will be increased; WABD has announced rate increases beginning September 1. *The greater impact of fine television programing and the constantly increasing number of sets will more than justify these larger expenditures.*

The defenders of radio, when confronted with this kind of video thinking, protest that video, too, can go thru a cycle of creative endeavor followed by a golden age of fine programing, only to reach an ultimate decline and fall. My answer is that the creative minds which will make television into the finest form of entertainment the world has yet seen are minds whose whole training and emphasis are on the visual aspect of show production. The theater has never died. It has lived thru centuries of change, but it has always survived. Television is largely an offshoot of the theater.

Radio has done a major job both for the public and for the advertiser. It has been a most tremendous factor in our lives during the past two decades. But television combines radio with another even greater force—visual presentation. The combination of these two great forces creates a third force, many times stronger than either of its two components. Its powerful advertising impact has already been demonstrated to the amazement of seasoned advertising men.

Because of the much greater scope of the visible, television never will become jaded for long. It need never get into a rut.

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8 x 10	\$6.75	\$30.00	5 1/2¢ ea.	5 1/2¢ ea.
Post Cards	\$5.00	\$13.00	\$21.00	\$18.50 M

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# PIX DEAL FOR VIDEO LOOMS

## Exclusive TV Channel Plan Goes Smoothly

### FCC Anticipates No Trouble

WASHINGTON, Aug. 16.—Federal Communications Commission (FCC) officials expect little or no protest on its proposed reshuffling (announced Friday (15) of video channels to abolish the sharing of television channels with other broadcast services. Spokesmen told *The Billboard* that FCC anticipates no necessity for slating oral argument on the plan, which calls for allotting Channel 1 exclusively to fixed and mobile radio services.

According to FCC officials, no video station is operating on this channel, and only one construction permit has been issued for the frequency. Broadcasting Corporation of America, Riverside, Calif., had originally been granted Channel 1 but spokesmen said no building has been done. Under the proposed change, the California grantee will be shifted to Channel 6.

FCC's action was a result of protests lodged by telecasters at the video conference held in June. It was complained that prohibitive interference from the other services was being encountered because of the "sharing" arrangement. Following the confab, FCC engineers conducted a study of the matter and decided that no sharing arrangement is feasible. Problems raised by interference caused by harmonic radiation still remained to be worked out.

Sixteen cities are affected by the proposed shift of frequencies, with Chicago and Cleveland the two largest. It is expected that the proposed changes will be made permanent within the next three months. In another video action this week, FCC granted the request of Paramount Pictures for a 60-day extension of the time when Paramount must present details of its holdings in DuMont Laboratories. The company was originally to present the data August 15.

## L. A. Steps Up Use of Radio To Tell Its Story to Pee-pul

LOS ANGELES, Aug. 16.—Use of radio by county and city governments here is booming, with civic execs feeling that radio is the most effective means of telling the government's story to the people. Los Angeles County, which already has shows over KFAC, KFOX, KWKW, KZLA and KGFA, intends to add three outlets this month: KMPC, KFI and KGER. The county's heightened interest in radio is also evidenced by its recent snaring of Joe McCiche, formerly radio co-ordinator for the mayor's office. The county's new office of radio co-ordinator has McCiche in charge, and already funds have been voted to equip a radio room so that interviews can be fed to local outlets.

The city of Los Angeles has given civil exams to fill the post vacated by McCiche, and in the meantime its nine programs a week continue on local outlets. These airers include a 15-minute sig by the mayor on city problems, over KMPC Sunday and KFI Thursday; *Crime Does Not Pay*, quarter-hour police department program Saturday over KHJ; five-minute daily seg, *Criminals Wanted*, beamed via KFI; health department weekly series Wednesday over KXLA; Recreation and Park Department's *Heroes of American History*, Saturday over KHJ and plugging recreational facilities of the city; library series boosting municipal library system, Saturday over KFI, and lastly the city attorney's office has its say on Monday over KFOX, treating legal angles of city administration. This show is the latest addition to the city's string of airers.

### Mayor's View

Mayor Fletcher Bowron told *The Billboard*: "We would be shortsighted indeed if in Los Angeles, the home of the majority of national programs, we fail to utilize this valuable medium in telling our citizens the story of local government. I am deeply

appreciative of the co-operation we have received from our local radio industry. Nearly every city department has been given the opportunity to tell its story on the air. . . . We shall continue to enlist the support of this vital medium in the interest of good government based on an informed public."

In addition to radio, city departments have made extensive use of video, with Paramount's KTLA turning over time. The station last year was awarded the Television Broadcasters' Association's public service citation for its series, *Your Town*, covering aspects of city government.

## Gen. Foods Has Execs on Tele Intro Products

NEW YORK, Aug. 16.—General Foods, which purchased the 8-9 p.m. Thursday time over WNBT a few months ago, is in the process of building a novel institutional type of program on the second half-hour, titled *Friend of the Family*. The sponsor intends to bring to the video camera a succession of General Foods execs who will explain new products in the laboratory (but not yet on the market), plans of the company, etc. This institutional pitch will be devoid of actual selling, of course. Additionally the sponsor figures that its execs will be able to gain a knowledge of the medium by this program.

First of the execs, Charles Kaufman, director of research and development for General Foods, already has appeared on the show. Next week it will be Charles Mortimer, director of marketing.

Young & Rubicam is the agency.

## WMAL 'Revolutionary' Tele Antenna Set for Sept. Debut

WASHINGTON, Aug. 16.—Television commercial programming in the nation's capital is expected to be stepped up to an unprecedented pace in September, when WMAL (American Broadcasting Company (ABC)-*Washington Evening Star*) starts operation of its commercial video station with what has been disclosed as one of the world's largest tv receiving devices and antenna. The new device, which operates non-directionally, is described by WMAL engineers as "a revolutionary one" which will make it possible for the station to telecast programs "on the spot" anywhere from mobile units, without necessity of aiming the signals on the "line of sight."

The new device, resembling a

chicken hatchery, is being shipped from General Electric Company, Schenectady, and is described as the first of its kind, specially designed by WMAL and G. E. engineers. According to these engineers, it is approximately 16 times more sensitive than the simple vertical antenna, and in addition it has the advantage of being capable of receiving signals for transmission on any angle. In revealing shipment of the device, a WMAL spokesman pointed out that WMAL's video programming would emphasize special events, spots and remotes "in order to take fullest advantage of the new electronic equipment." The antenna will be installed on a 320-foot tower on the American University campus. The device consists of three aluminum sections, weighing 100 pounds and including two conical-shaped sections with apexes facing each other. The funnel-shaped horn allows for the reception of television signals from any angle from the mobile units.

WMAL's new FM station will go on the air for the first time along with television.

## Booking Org About Set by ATAS, IMPPA

### To Distribute 16mm. Flicks

HOLLYWOOD, Aug. 16.—Plans for a national booking organization to handle television distribution of 16mm. pix now appear near realization, following preliminary groundwork completed by joint committees of the Coast's Academy of Television Arts and Sciences (ATAS) and the Independent Motion Picture Producers' Association (IMPPA).

Joint groups have agreed in principle to create a booking org which would be jointly supervised by film producers, broadcasters and ad agencies. Booking office would furnish all tele producers with a complete catalog of available films plus rates. Working on a non-profit basis, the central office would handle details of billing, distribution and payment to producers. Reportedly, the IMPPA head, I. E. Chadwick, has received tacit approval from the American Federation of Musicians (AFM) chieftain Petrillo to go ahead with the plan, although actual payment to the union for tele rights has not yet been determined. Film producers, meanwhile, have succeeded in getting the Screen Actors' Guild and other pix unions to recognize television productions as a separate bargain category, and have promised pic makers lower wage scales for films made exclusively for video purposes. Tele production scales will be contained in a special 18-month clause to be written into new contracts. Pic men are currently attempting to find a workable scale for (1) token payments to various crafts, including the AFM, and (2) a yardstick for rental charges for various types of filmfare. Upon determination of royalty and rental rate, ATAS and IMPPA execs will file corporate papers for the booking set-up and name personnel to handle the new service.

Central booking office idea was advanced to the tele academy by Charles Brown, KFI tele chieftain, and was followed up by Edgar Bergen, Academy prexy, who met with film producers and appointed a committee from ATAS membership. Committee for the Academy includes Russell Furse, of Centennial Pictures; Dr. Forenz Fodor, president of Audio pix; Don McNamara, television director for Telefilm, Inc., and Charles Brown, KFI television director. Representing pic producers are Edward Finney, Zenith Pictures; Fred Steele, Monogram; Ray Young, Eagle-Lion-PRC Pictures; Karl Hittleman, Screen Guild Pictures, and Dr. Fodor.

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## Robinson Will Study CBS Coast Programs

NEW YORK, Aug. 16.—Hubbell Robinson, Columbia Broadcasting System (CBS) vice president in charge of programing, goes to the Coast September 26 to study the web's programing operation. He will remain there briefly, then return to New York for program talks with William S. Paley, chairman of the board.

Robinson stated this week that he would not recommend any programing "surgery" until he had made a complete examination of the web's shows.

### TORME TIME

(Continued from page 12)

were too obviously contrived to seem natural. But the kids in the studio audience loved it. They ululated just as enthusiastically for the commercials as for Torme's singing. Sam Chase.

## MBS Plans Three-Shot Juvenile Delinquency Show

NEW YORK, Aug. 16.—The Mutual Broadcasting System (MBS) plans to put on a three-show documentary series this fall, with the over-all title *Today's Children*, which will focus attention on the problems facing kids according to Elsie Dick, MBS director of children's and religious activities. The first show is to be called *War Babies* and will air the end of next month. Dates haven't yet been set for the second show, *Wanted—A Baby*, dealing with adoption and the black market in kids, and the third, *Children of Divorce*.

Mitchell Grayson will direct and produce. There probably will be a different writer for each show, but the scripters aren't set yet.

## Co-Ops Crash The Big Dough

(Continued from page 5)

on live music for co-ops, added impetus will be given the field, with steps to bring the removal of the ban now said to be in the works. Otherwise, either recorded or choral music will be used on the new web co-ops.

There are now almost 2,000 advertisers, mostly local, who are bankrolling co-operative shows on three of the four major networks, ABC, CBS and Mutual. Mutual, which has an edge in this type of programing, has 1,000 such sponsors alone, on such shows as Kate Smith (295 sponsors); Fulton Lewis Jr. (288); Henry LaCossit, Bill Cunningham, *Meet the Press*, and others.

What this means to Mutual is an income for its stations as well as itself (the Kate Smith show is especially profitable for the web because of the percentage split involved); better program names than it could afford sustaining, and the development of smaller advertisers into bigger ones. To other webs, especially ABC, it means income, especially thru owned and operated stations, as well as name caliber shows.

It is becoming increasingly apparent that co-ops will gain importance in radio. CBS's entry into the name co-op show field, via Joan Davis, demonstrates that amply. The co-op show serves as a haven for high budgeted shows that can't be sold elsewhere. It also means that with a limited number of national advertisers available—80 per cent of NBC's total gross comes from a mere 12 advertisers—the networks have found a device to bolster both the take and the schedule.

The increasing network competition for co-ops is being reflected in the prices the talent is getting. Harry Einstein (Parkyakarkus) is drawing an \$8,000 guarantee from Mutual; Abbott and Costello, \$10,000 from ABC, with percentages enabling a \$17,000 take all told; *Information Please* is reported getting a \$9,500 guarantee. CBS, ABC and Mutual are planning more co-ops, as well, and economic pressure may hike prices even more.

### ANTI-PETRILLO

(Continued from page 5)

laws and changes as recommended by NAB's board.

The changes now give FM, television and facsimile broadcasting stations eligibility for direct representation on the board, and enlarge the board to provide for four new directors-at-large, one each for FM stations Class A, FM stations in Class B, video stations and facsimile stations. Other changes include: Nomination and election of directors by referendum by members in the category which the directors represent; nomination of district directors by mail in advance of district meetings instead of at district meetings; revision of dues categories, and clarification and broadening of duties of NAB's president and executive vice-president.

### WE WENT BACK

(Continued from page 12)

together. Composing a faithful record of the praise showered upon us by former enemies, and our distrust of former allies, the entire show represented a provocative illustration of the thesis voiced at its conclusion: We are not celebrating the second anniversary of peace, for peace will not have come until its security in the future is certain. Like the rest of the show, Harry Salter's musical backgrounds were effective. CBS will have a tough job in the future trying to top this documentary.

## CIO Commentator On Midwest Air

DES MOINES, Aug. 16.—An ambitious labor radio series has been signed by the United Packinghouse Workers of America, an affiliate of the Congress of Industrial Organizations (CIO). It is a series of tri-weekly broadcasts to be heard in Iowa, Nebraska and Colorado.

The Rev. John Harley Telfer, of Ottumwa, will be the commentator on the programs, which will be aired over seven Iowa Tall-Corn Network stations and at Denver for the Colorado outlet and at Council Bluffs, Ia., for the Nebraska audience.

A. T. Stephens, district director for the union, said the new program represented the most ambitious use of radio time yet made by any labor organization. On his first broadcasts the commentator plans to discuss flood control, long-range farm programs, non-discrimination in industry and full employment.

## Ellington Added To WMCA Roster

(Continued from page 6)

therefrom for public service. Straus added that several new program series in this category are planned, and that a budget for this purpose will be worked out shortly. The 8-10 p.m. slot will be unalterably reserved for this type of programing, according to the Straus plan. "This is a definite policy and we'll stick to it."

### Paying Off Billings Already

Bess, who worked out the block personality programing-public service anschluss with Strauss, figures it is already paying off in billings and ratings. Eighty per cent of the 12 hours weekly on the Tommy Dorsey stanza is already sold, with sponsors including Warner Bros., Crawford Clothes, TWA, Mission Bell Wine, Camel Cigarettes, Piel's Beer, Oldsmobile and others. These advertisers, who all tee off September 8, bought the show without having heard it, according to Bess. The Baruch-Wain stanza is also doing very well, with advertisers including Robert Hall Clothes, Mission Bell Wine, Canadian Fur Company, National Shoe Company, and Community Opticians.

Pay-off for the personalities involved in the block programing scheme, including Andre Baruch-Bea Wain, Tommy Dorsey, Harry James and Duke Ellington, is reported as hitting a minimum aggregate figure of \$250,000 yearly. If all the time is sold, this figure can rise to about \$500,000.

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# '47 TOPS '46 DISK SALES

## Coast AFM Discloses Mil-\$ Fund

### Revealed in House Probe

HOLLYWOOD, Aug. 16.—For first time in recent years, the financial status of Local 47, American Federation of Musicians (AFM), was made public during the recent congressional hearings on AFM practices. Testifying before a subcommittee of the House Committee on Labor and Education, Financial Secretary Al C. Meyer disclosed that Local 47 had nearly \$1,000,000 in the treasury, half of which was earmarked for the death benefit fund, while the remaining portion was in the general fund. Salary of J. K. (Spike) Wallace, local proxy, was pegged at \$200 a week plus expenses.

Meyer further told the committee that the local had a total of 13,287 members at this time, including 479 life members. Employment estimate was broken down as follows: 880 in film studios, including "sideline" musicians, arrangers and copyists; 500 in radio, 1,653 in nighteries, 70 employed on Catalina Island and 300 part-time sidemen, for a total of 6,103 working members.

Income for the year 1946 was listed at \$429,368, as against expenses of \$321,000. Of the funds in the local's general fund, over \$450,000 has been earmarked for construction of a new union building, work on which has been shelved because of building costs.

## Stock Issued By Musicraft

NEW YORK, Aug. 16.—Musicraft Records has registered with the Securities Exchange Commission 317,259 shares of \$1 par capital stock, of which 100,000 shares will be sold to the public at \$2.50 a share. The remainder will be issued if certain stock purchase warrants are exercised and if "certain loans" are converted into stock.

These loans apparently are those which recently were negotiated to complete the diskery's refinancing plan, currently in operation, which was created several months ago.

## Waxery Checks Set for Mail

NEW YORK, Aug. 16.—Record company statements and checks for the second quarter of 1947 were expected to be put in the mail to publishers over the week-end. While no figures were available at press time, it was believed that the checks, in most cases, would either equal or surpass those issued for the first quarter of the current year.

Payments for that period proved to be one of the biggest harvests gathered by publishers in recent years, and with diskeries reporting increased grosses for the first half of 1947, the second quarter payments figure to hold close to the first quarter figures.

### Editorial

## Pressuring the Publishers

Music publishers, their professional managers and contact men are, generally speaking, a pretty amenable, easy-going group of characters. And the manner in which they lean over backward to please a potential plug often ranks them among showbiz's top contortionists. Bandleaders and their managers, for the most part, as eager as they are to have successful openings, won't go beyond reasonable limits in pressuring publishers to show up for those openings. (To repeat, the publishers need little urging.)

All of which is a preface to a comment we want to register regarding the pressure tactics of a couple of ork leaders and their handlers in connection with a few recent openings. One manager, whose band was opening an outlying New York roadside spot, phoned music men and told them to come out with large groups or don't bother coming at all. "We don't want any ones or twos," said this velvet glove kid.

It so happened that the night of the opening found the temperature up in the 90's and the humidity hitting a new high. So one publisher who had obediently lined up a large party for the opening got phone calls from six of his intended guests saying they just didn't feel like going, it was too hot. This publisher hustled around trying to get fill-ins for the six and finally wound up taking a group of department store buyers to the opening with him.

Forcing the publishers to go to such lengths is a little on the rough side, even for the music business. We submit that in the long run it will do bandleaders and their managers no good to resort to such extreme pressure methods. The music boys are pretty docile when it comes to taking a pushing around from certain bandleaders, but in their own inimitable manner those same music boys can do a lot to help or hinder a bandleader they like or dislike. And giving out ultimata about the size of groups which MUST attend openings is no way to win friends and influence music men.

## Jock Promotion Doesn't Pay Columbia; Cuffo List Axed

HOLLYWOOD, Aug. 16.—Without prior notice, Columbia Records has quietly begun to curtail free record distribution to disk jockeys in the Southern California area, cutting its record handouts by more than 50 per cent. Move is dictated partly for economy reasons and also because the plattery feels disk jockey promotion hasn't paid off.

Columbia, thru its local distributor, Ray Thomas, will henceforth supply only station librarians and a few select groups of jocks with platters. Move is understood to have been ordered by top Columbia brass and will be adopted nationally. Locally, Thomas will cut his free distribution list from 54 to 24 platter spinners and librarians.

Columbia is reported to have spent \$150,000 on disk jockey promotion last year, and is particularly sensitive about so-called "lack of co-operation" by jockeys. Waxery especially resents cracks attributed to several local jockeys who were said to have bluntly attacked Columbia disks on the air, panning record quality, artists or choice of tunes. Feeling is that since the plattery had been servicing jockeys, the platter pilots should say nothing, rather than publicly condemn the products.

Spokesman for the Thomas firm said that all station librarians will continue to get releases, but that disk jockeys will no longer receive disks for their own collections. Should the station need more than one set of disks, Columbia will come thru, but mailings to disk spinners themselves are out. It was pointed out that some stations have been getting as many as five different sets of disks to satisfy all platter spinners. New policy may create some hardship in programing, the Thomas spokesman declared, in which case, Columbia will make concessions. Some jockeys, he admitted, had already been dropped from the roster, but refused to divulge any names.

A survey of other major waxeries revealed that neither Victor nor Capitol had any intentions of following in Columbia's pattern. A spokesman for the Victor distributor, Leo J. Meyerberg, said the firm was servicing 75 stations and jockeys in Southern California and was well satisfied with results. Capitol, which services over 1,400 platter spinners and librarians nationally, also saw no curtailment in sight. Decca, it will be remembered, has been cold to platter spinners until recently, and is currently feeding platters to 17 leading jockeys in Southern California, which the firm thinks is adequate at this time.

## Selvin Going; Majestic Due For Shake-Up

NEW YORK, Aug. 16.—Ben Selvin, artist and rep chief of Majestic Records, will definitely exit from the diskery at the end of August. As originally reported in *The Billboard* several months ago, the diskery's artist and rep department will be juggled considerably as a result of Selvin's final decision to leave his 35G-per-year post. Dave Shelly, currently in the firm's New York office under Selvin, will go to the West Coast to handle artist and rep there, while current Coast topper and firm veepee, Paul Baron, may come East to assume Selvin's duties here. Lee Savin will remain in New York to work under Baron, should he come East.

Selvin had not decided at press time which of several propositions he would accept after his departure from the diskery. He said he should know within 10 days.

## Figures Show First Half Year Ahead of Last

### Crying Towel Guys Wrong

NEW YORK, Aug. 16.—While records continued to sell at the fastest clip in the history of the biz, and grosses, according to the audits which are now filtering out for the first six months of '47, are continuing to climb, the net takes, with some exceptions, including Columbia Records, are falling off because of increased production costs, labor difficulties and as yet unsolved distribution problems. Continuous slowdowns at plants where labor negotiations have been dragging out (Victor and MGM, for instance, have been hampered in this respect for weeks), plus inability of manufacturers to get disks to distributors or branches swiftly, all show up in the net financial result. (See Capitol stoppage story this issue.)

Decca, in a stockholders' report covering the first six months of the current year, revealed a consolidated net profit totaling \$889,149 (unaudited) after provision of \$592,766 for all estimated income taxes. This figure equalled \$1.14 per share on 776,650 shares of capitol stock outstanding on June 30, 1947. The figure compared with a net profit of \$967,534, or \$1.24 per share, for the same period of last year.

### Overhead Cuts Profits

Decca execs, in referring to the above figures, pointed out that actual sales volume had been greater during the first six months of the current year but, as is the case with most companies, higher overhead has reduced the net.

Columbia, which reported unprecedented sales for the first three or four (See '47 Disk Sales on page 21)

## Arcadia Sets High Mark Despite Heat

NEW YORK, Aug. 16.—Arcadia Ballroom here had its biggest August week in 24 years last week, grossing over \$10,000. The record was set with Ray Anthony holding down the bandstand Monday, Tuesday and Wednesday, and George Paxton playing Thursday, Friday, Saturday and Sunday.

The other major Broadway terpery, Roseland Ballroom, has set its fall band line-up, with Jose Curbelo and Sonny Dunham opening September 16 and Chris Cross coming back October 14 and playing thru November and possibly December.

## Fain and Yellen Form Own Pubbery

NEW YORK, Aug. 16.—Songwriters Sammy Fain and Jack Yellen last week went into the pubbing biz with their own firm, Yellen and Fain Publishing Company. Tunesmiths decided to form their own firm to pub their new song, *The Wildest Gal in Town*, which has created some stir among diskers, who had received lead sheets prior to formation of the pubbery.

Fain and Yellen are now looking for office space. Meanwhile headquarters for the new pubbery is the new Lindy's.



# NAT'L DANCE WEEK GIMMICK

## GAC's Sinnott Offers Hypo For Fall Biz

### Morris, MCA Interested

NEW YORK, Aug. 16.—Rudiments of one of the most ambitious music industry institutional promotions ever attempted were being discussed among bookers, terper operators, diskers and other tradesmen this week. Fundamentally the idea is to create a national dance week to coincide with the late September or early October opening of the autumn one-nighter and general music biz season.

The idea, which was inspired by a letter sent to General Artists Corporation's (GAC) one-night booker, Howard Sinnott, by Akron (O.) ballroom op Lew Platt, is being passed around the industry by Sinnott and the GAC flack, Jay Michaels. Sinnott reports that bookers in two rival agencies, William Morris and Music Corporation of America (MCA), have expressed approval of the idea, but those agencies' toppers will have to put an official okay on the deal before merging to push the plan. Should the three agree to work out the plan together, it would make a most unusual biz situation.

It was pointed out that the purpose of dance week would be to serve as a fall impetus for every phase of music biz—the one-night operator, pubber, disker, booker, artist, dancing schools, etc. Last fall's biz fell down badly, and the hope is that this co-operative promotion venture would hypo biz this season.

Ops who have been contacted have been most enthusiastic about the plan, with most of them ready to chip in financially and physically to promote the idea. One, Steve Tassia, who runs the Valencia Ballroom, York, Pa., suggested that the week plan be supplemented with the establishment of a full-year institutional promotion campaign centered around dancing and music biz. Tassia felt that he and other ops could readily afford a few hundred dollars' annual investment in such a campaign.

Keynote of the various suggested plans and the dance week gimmick would be (as in the case of Florida fruit growers, national meat packers and other institutional campaigns) that dancing is an inexpensive source of entertainment. Music would be stressed as a top form of relaxation, both for the listener and the performer, and ballrooms as ideal economic social meeting places. Offspring of these basic keynote highlights will follow once the plan develops, if it develops.

Sinnott will continue to carry the promotional ball on the scheme thru next week. He intends to contact diskers, pubbers and more ops on the idea. The booker points out that he has contacted such ops as Lou Brecker, of Roseland Ballroom here, and has wired many others thruout the country. Ray Hartenstein, veteran Pottstown, Pa., terpery op, voiced his okay of the plan via telephone, along with several other Eastern promoters. By the end of next week, Sinnott hopes to have rounded up enough support to get the national dance week scheme rolling in time to garner the advance publicity necessary to coincide with the opening of the fall season.

## British Name Orks To Get 5-8 Weeks a Year in Sticks

LONDON, Aug. 16.—A new trend in the ork and agency biz has developed here recently with the decision of several provincial suburban ballrooms to use name British orks five to eight weeks annually. Previously it was unusual for any but the largest dance halls outside London to sign name orks, with the name orks playing few if any one-nighters. But conditions are changing, with some top-flight combos going for as long as three weeks without a London booking.

Dance halls in the suburban areas of Manchester, Leeds and other cotton country sections have been profiting because of these post-war conditions. Now these operators are bidding on the London booking market, offering prices that approach figures paid by leading London locations.

### Manchester Example

One typical example is Manchester's Astoria Ballroom, which in the past has had a low rating among

## Jacobs' New Waxery To Plug Own Disks In Own Juke Boxes

NEW YORK, Aug. 16.—Formation of a new diskery, to be known as Melben Records, has been set by Bob Jacobs, Long Island juke box operator. Jacobs will place his own disks on his own juke boxes, and has arranged with the Automatic Music Operators' Association (AMOA) for other operators to receive free disks for their machines, thus assuring complete coverage of the Greater New York area via the music machines.

Plans call for the waxing of original songs on the Melben label, with the tunes and all rights, including recordings, to be turned over to a publisher if songs mean anything. Initial disk pairs *It's Always a Woman* with *I Lost a Million Tears Over You*. Disks were cut by the Empire Recording Company. Only additional distribution of the platters will be to disk jockeys thruout the country, with some 1,000 disks set aside for this promotion.

## Sept. 25 Release Date Averts Squabble Over 'Allegro' Disks

NEW YORK, Aug. 16.—Another pubber-diskier harangue over the Rodgers and Hammerstein *Allegro* was averted late this week when the pubber, Williamson Music, a Chappell subsidiary and pubber for Rodgers and Hammerstein, clamped a performance release date, September 25, on music from the show, which will not be displayed on Broadway boards until early October. Registered letters relaying the release date info were sent to diskers Friday (15) morning.

The situation was brought about when it was learned that Victor was about to release a Perry Como record featuring two of the *Allegro* songs. Other diskers, headed by Manie Sacks, Columbia artist and rep topper, and including Capitol's Jim

amusement spots. This location has arranged with Norman Payne's London agency for a 12-week season of one-week appearances of the country's top orks, including those fronted by Teddy Foster and Carl Barriteau. If the venture proves successful, the location will continue to book its bands directly from the West End of London.

Another reason advanced for the new trend is the new policy of the British Broadcasting Corporation (BBC), to carry top ork entertainment at the best listening hours on Thursdays and Saturdays. These programs, picked up from industrial centers by the BBC, feature, in addition to the orks, local talent which performs with the names.

### New Vistas Open Up

As a result of these broadcasts, name orks are finding new bookings in these areas. Vic Lewis is one of the orksters who has taken a particular interest in this previously unexploited field and whose bookings during the next few months will cover those areas that until now were not considered paying propositions for name aggregations.

## Young's Duet Gag Works in Harmony

NEW YORK, Aug. 16.—Marshall Young has introduced a new gimmick at the Post Lodge, calling it *Let's Do a Duet*, with Young inviting a fem from the audience to sing along with him, and ork's chirp, Terri Stevens, doing a ditto with a male customer. Idea has caught on fast with the crowd.

Meanwhile, plans for Young to vacate the Post Lodge for two weeks, starting Labor Day, with Hal McIntyre filling in, have been completed. Move is being made to bring a name in for the last two weeks of the Glen Island Casino season in order to combat the draw of the new Shep Fields ork which will be at the Casino thru its closing. Young returns to the Post Lodge in mid-September.

Conkling and MGM's Harry Meyer-son, fumed at the Chappell firm, charging that it had shown discrimination in delivering the show score to Victor's Eli Oberstein first and then had denied lead sheets to the other diskers at the same time Victor was cutting the Como disk.

Sacks was satisfied that the September 25 release date was set for the score. Other diskers were similarly content with the restriction, since it would prevent the show's songs from being heard and thereby nullify the Victor jump in waxing of the tunes, both of which, *So Far* and *A Fellow Needs a Girl*, are initial plugs from the show score.

Victor's Eli Oberstein was on vacation this week and unavailable for comment.

## Capitol Plant On Coast Hit By Stoppage

HOLLYWOOD, Aug. 16.—Capitol's month-long contract renewal talks with the Local 1421, United Electrical Workers (UEW), a CIO affiliate, covering plant employees at the diskery's San Fernando factory, ended yesterday in a sudden flare-up, with a UEW picket circling Cap's Sunset and Vine offices and valley plant. In a signed statement by Glenn E. Wallich, Capitol said that "continuation of negotiations ceased as a result of action taken by the union in calling out a small number of employees at the San Fernando road plant, in violation of the contract which was then in effect."

According to Capitol, on Wednesday (13) during working hours, Carl Brant, union local prexy, entered the plant without authorization and instructed certain members to leave their work.

According to Capitol, of approximately 80 employees at the plant, fewer than 30 walked out. These vacancies are being filled and operations have not been hampered, the firm says.

In explaining the reason for the work stoppage, Wallich stated: "Wages are not a factor in the current dispute. The union has requested a 15-cent hourly increase, but the request had not been reached in the course of discussions." Instead, the dispute was promoted, according to Wallich, by union requests which, "if granted would be contrary to federal law."

"The company," he said, "is not in a position to sign agreements contrary to federal law and asked that any contract with the union be in accordance with the law." ("Federal law" refers to the new Taft-Hartley Act.)

UEW's Carl Brant lashed back with an absolute denial on all points stated by Capitol. Brant blamed the failure of negotiations on the alleged unwillingness of either Wallich or Cap Prexy Johnny Mercer to sit in during the talks. Instead, Brant said, Capitol has hired the services of H. De Voe Rea, of the Biddle Trades Bureau, industrial relations consultants, to act as the negotiator for the waxery.

Brant also stated that the plant had 43 employees, all but five of whom left their work. He said the employees did not strike, but were fired while attending a meeting of their negotiating committee. "The main issue is wages," he said, "but the only reason it still remains undiscussed on the agenda is Capitol's refusal to talk about pay boosts. The company wants to reduce vacation, overtime and call-in pay benefits provided for in last year's contract." Brant said the union has not asked (See *Stoppage Hits Cap* on page 21)

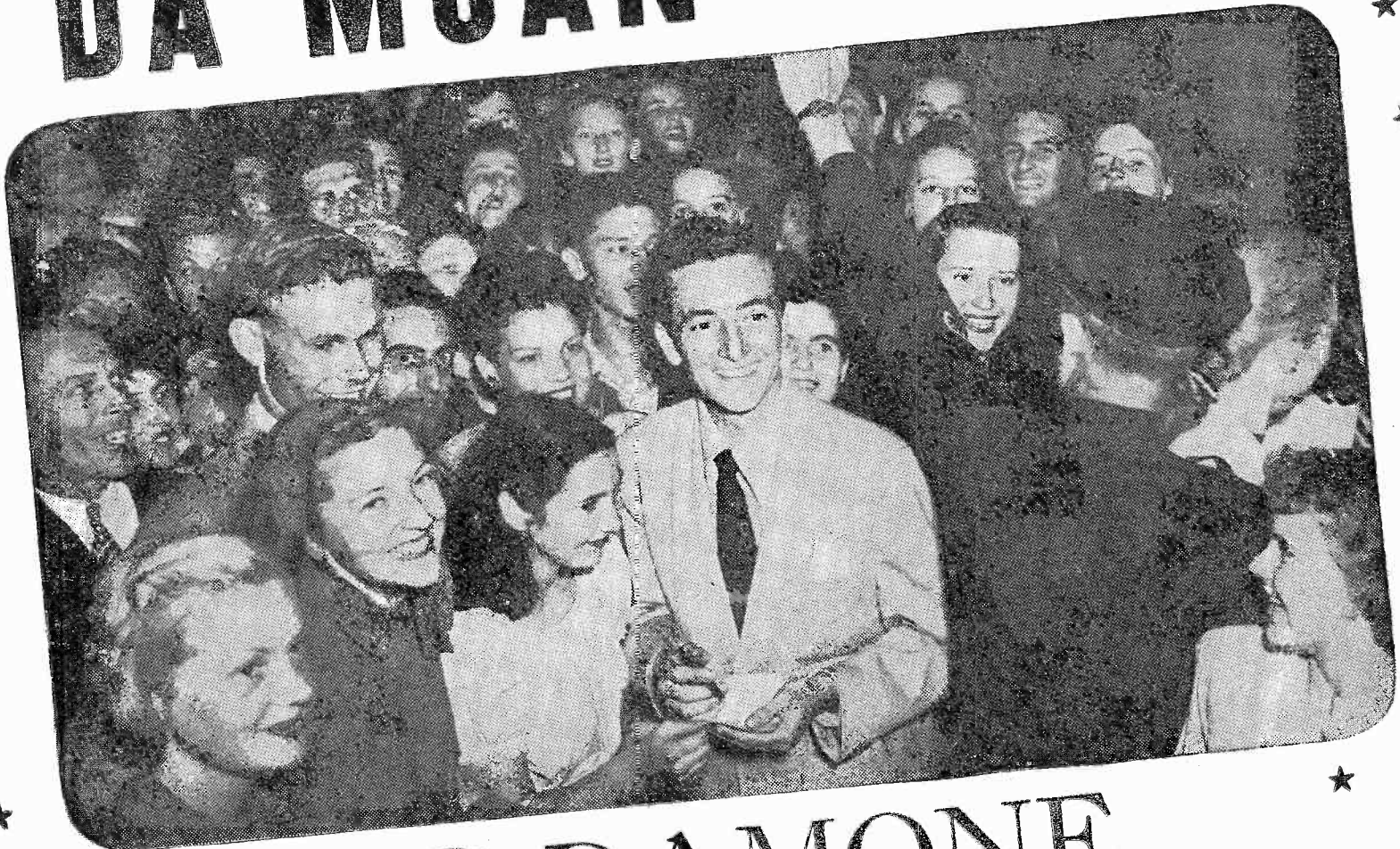
## Lawrence Gets Mo. At Hwd. Palladium

NEW YORK, Aug. 16.—Elliot Lawrence's ork this week landed a four-week engagement at Hollywood's Palladium Ballroom beginning November 19.

Lawrence, who will be playing his first West Coast engagement at the terpery, won the date over a number of other orks submitted for the spot, including Hal McIntyre's crew.

# "DA MOAN

MELTS THE LIPSTICK OFF  
A TEEN AGER"—Time Magazine



# VIC DAMONE

Never before has a newcomer to show business captured the hearts of America as this 18-year-old singing star of the Pet Milk Radio Show. Voted fourth in the recent disc jockey poll conducted by Billboard for promising new vocalists . . . and with just one record released! Look to 1948 as the year Damone hits the TOP. He can't MISS!

- "I turn my speaker up when I play Damone records on my Make Believe Ballroom."  
—Al Jarvis, KLAC, Hollywood
- "The top crooners are dropping down in the alphabet from C's to the D's—Damone that is."  
—Eddie Hubbard, WIND, Chicago
- "We at WHN are very proud of the KID."  
—Ted Husing, WHN, New York
- "The boy is great now, should be a national heart-throb in a year. This is a rave about the boy."  
—Earl Wilson, New York Post.
- "Vic Damone is sensational."  
—Lee Mortimer, Daily Mirror, New York
- "The town's newest singing find."  
—Danton Walker, Daily News, New York
- "Vic Damone is a real up and coming young star."  
—Bea Wain and Andre Baruch, WMCA, New York
- "Hearts are beating faster since Damone is moaning."  
—Morey Cliffer, KMPC, Hollywood

- "Greatest new vocal find of the year—man or woman."  
—Bill Leyden, KMPC, Hollywood
- "Of the newer crop of singers, Damone shows great promise."  
—Martin Block, WNEW, New York
- "My number one plug—Damone."  
—Jim Hamilton, WIND, Chicago
- "I think Vic Damone is terrific."  
—John McCormack, WBBM, Chicago
- "Damone, brightest talent in many a moon."  
—Hugh Douglas, WCFL, Chicago
- "Damone, definitely coming up."  
—Ernie Simon, WJJD, Chicago
- "The best I've heard of the younger singers."  
—Will Davidson, Chicago Tribune
- "Most promising in many a semester."  
—Peter Potter, WFWB, Hollywood
- "He can't miss."  
—Bill Anson, KFWB, Hollywood
- "Dynamic Damone—Distinctive Delivery."  
—Rosemary Wayne, WJJD, Chicago

"Vic Damone is the latest and greatest refutation of the unfounded charge that talented unknowns can't get a break. In hardly a year his soft, compelling singing style, the warm custom-made treatment he lends to every tune has brought him from the amateurs to radio and recording stardom. This Pops says he's tops."  
—Paul Whiteman

A low bow to Roland Martini, Gardner Agency • Lou Capone, Vic's guiding light.

Exclusively . . . .

# MERCURY RECORDS





# Disk Jocks Set Up Nat'l Assn.

## Better Shows, More Respect, Are the Aims

### Barry Gray Is Chairman

CHICAGO, Aug. 16. — Approximately 50 disk jockeys, the bulk of whom were from the Midwest, set up the basic structure here Friday (15) for a national association of disk jockeys, designed to "promote more respect for the profession, improve standards and promote finer disk shows." The jocks were brought together as part of a one-day promotion, sponsored by Universal-International, which is currently plugging a Deanna Durbin flicker in which the singing star plays a fem disk spieler.

In the first step of the confab, Irv Victor, WJJD, Chicago, urged Hugh Douglas, WCFL, who acted as temporary chairman, to state definitely that the convention would in no way carry a U-I promotion stigma, explaining that resentment against the convention had been aroused when initial reports of the doings carried too much Deanna Durbin publicity and too little about the jocks. Douglas stated definitely that U-I was washing its hands of the affair, as far as business meetings went, but that the jocks would be invited to see a screening of the new pic.

After passing a motion which provided for formation of the group, the assembled NADJ delegates elected the following officers: Barry Gray, WOR, New York, chairman; Douglas, vice-chairman, and Bill Leyden, KMPC, Los Angeles, secretary. It was agreed to have delegates head membership drives in their own localities.

Gray suggested that the group fuse itself thru the publication of a bi-weekly newsletter, which he said he and Lou Levy, publisher of Leeds Music, had been contemplating for some time. As the group had been formed, Gray said he had just spoken to Levy, who suggested that the NADJ take a third of the projected publication, while Levy and Arnold Shaw, Leeds' flack, who will act as editor, will take the remainder. Gray asserted that Levy considers the publication merely as an investment and not as a promotion medium for any of his ventures. If the projected newsletter proves a success, chances are that Levy will turn it over completely to the NADJ, he added. Title will be *The Inside Groove*, containing articles by and for disk jockeys. The publication will market for a tentative \$18 per year.

Delegates to the meet later elected a board of directors, including June Merrill, WENR, Chicago; Bill Baldwin, KSO, Des Moines; Brook Taylor, WJW, Cleveland, and Fred Robbins, WOR, New York. Problems which the board of directors will consider soon include membership requirements, the definition of a disk jockey, and a code of ethics. A vote of the membership set \$10 per year as dues for the org, which money would be separate from the \$18 annual letter subscription. The money collected will be banked by the board, with Douglas and Miss Merrill making out the checks to cover expenses from Chicago.

During the meetings, several remarks were made about the tenure of office of those elected, with several delegates talking about another convention soon, while Gray said he thought the present slate might re-

### Editorial

## Spin Easy, Fellows

ANY aggressive group of business men in any industry trying to band together for the best interests of the group as a whole is faced with organizational problems. But the nation's disk jockeys seem to be plagued with more than a normal quota of such problems. The reason, to us, seems quite obvious. Jockeys spurred to the fore as an important factor in the radio, music and record industries so rapidly and spectacularly that alert show business organizations and individuals in many fields decided to hop on the spinner bandwagon. Which, of course, is not only perfectly legitimate, but commendable.

Universal-International Pictures, in an effort to enlist jockey support for a Deanna Durbin film devised a promotion stunt built around a "national convention" of disk jockeys. After the trade press (and we must blushing add, including *The Billboard*) had pointed up in original newstories the excessive U-I promotion aspects, and the not-quite-adequate-national-jockey-association nature of the stunt, readjustments were made and 50 jockeys were drawn together and given a fine opportunity to lay the groundwork for what could conceivably develop into a lusty, healthy trade group. For this, then, the jockeys do owe U-I a vote of thanks. And, thanks to their own alertness (with a slight assist from the trade press), they jumped hurdle one.

### A Questionable Start

But at the very first meeting additional hurdles seemed to crop up. (See stories in this department.) We won't go into the choice of Barry Gray as the group's chairman, because every guy deserves a full and unhampered opportunity to do a job, and maybe Gray can do a good one as chairman of a national jockey association. We hope so and are willing to lend every support. However, we think Gray got off to a poor start when he suggested that Lou Levy, of the Leeds, Duchess, Peter Maurice music firms and personal manager of the Andrews Sisters, take an interest in the jockey organization's projected bi-weekly newsletter. We don't question Levy's motives. We know him well and know that he is one publisher who constantly thinks about and is willing to make substantial contributions to the progress of the music industry as a whole. There can be no question, however, that if Levy has an interest in a disk jockey association publication, and particularly if that publication is edited (as Gray proposed) by Arnold Shaw, Leeds' advertising and publicity director, that any plug or mention of a record of a Leeds, Duchess or Peter Maurice tune or any mention of an Andrews Sisters disk will be open to criticism.

### No Loopholes

If a jockey association is to be a sound enterprise, if it is to accomplish its potential as a body interested in the welfare of jockeys and the business of platter spinning (not to mention the broader phases of the radio, record and music industries), there can be no loophole of commercial favoritism. The association cannot afford to put itself in the position of possibly favoring one publisher against another, one artist against the next, one record company against a competitor. For that reason, neither Leeds nor any other publisher, no record company, no bandleader should be permitted to take active part in a project of the jockey association. Sure the group will need assistance in its formative stage, but such assistance must come (if it is to come from non-jockey persons or firms) with no strings attached, or no attachments which the trade may consider to be strings.

We're for a jockey association if it's going to be a good, sound organization, set up so that it has an even chance of accomplishing the objectives the boys in Chicago set for themselves: "... to promote more respect for the profession, improve standards and promote finer disk shows..." But it appears the road to such an organization is somewhat rock-strewn. And we don't want to see the jockeys trip over one of those rocks and wind up with an association that's an industry joke. Spin easy, fellows.

main in office for a year. The delegates continually pointed out that jocks today represent one of the biggest audience-per-dollar mediums in the country and that an organization was needed to protect their facet of show business from certain inroads. Several illusions were made to James C. Petrillo, prexy of the American Federation of Musicians, but discussion was limited to short remarks. Thruout the meetings, names like Paul Whiteman, Ted Husing and Andre Baruch, recent disciples from other segs of show biz in the disk jock ranks, were made, with delegates asking whether such jiggies could be considered in the same classification with the journeymen disk jockeys who came up thru the ranks from 250-watters.

Gray, at one point, asserted that something must be done to improve the picture of the platter pilots' industry, as painted by some members of the press. "Newspapermen feel we are making our way into their field of criticism because we talk about movies, night clubs and musi-

cals over our shows," he said. "We'd like them to move over because it (their position) looks cushy."

Representation, from a national standpoint, was spotty, with four jocks showing from Cleveland; five from New York, including Robbins Morgan, moppet jock over WOR; Ed Newman, WOR, and Paul Brenner, WAAT; 28 from the Midwest, with Bill Evans, only name from the Chi area, attending only the morning meeting; Leyden, the only rep from west of Denver, and Jim Lansbury, Louisville, the only delegate from the South and Southwest.

### Rex Stewart Forming Ork

NEW YORK, Aug. 16.—Trumpeter Rex Stewart will take the first Yank band ever to play Iceland to that country's capital, Reykjavik, for a two-week engagement late in September. Stewart, who was hired by Jazzinklubinn (Jazz Club of Iceland), will lead a six-piece unit with a girl singer. They'll leave by boat September 15.

## Hit the Road, Says Okun to West Coast Platter Pluggers

NEW YORK, Aug. 16.—Promotion men here were apparently upset by Bobby Weiss' letter (*The Billboard*, August 16) in derense of West Coast exploitation guys for their poor showing in *The Billboard's* First Annual Disk Jockey Poll. Topping the phone calls and verbal gripes that Weiss was flipping his wig was a missive from veteran promotion man, Henry Okun, gist of which appears below. Okun stresses that promotion is a national proposition and not a matter of doing a job in a single territory. Consequently he decries Weiss's suggested sectional polling in future BB studies of promotion men's efforts.

To the Editor:

I just don't get Bobby Weiss's gripe in your last issue. *The Billboard* is a national magazine, and is sold on both coasts, and Mr. Weiss beefs that it was unfair to the Western men. He tears down all the winners—so to speak—so on behalf of the winners (I was in third place, you big man Okun, you big man) and unknown to them let me give the Eastern side of the story.

Jim McCarthy won with 900 votes—all for the East? Jim gets out 1,500 releases every two weeks on his clients—only in the East? Jim gets replies and has contact with jockeys all over the country. When Jim's clients take to the road, and if it requires that Jim go out ahead of them, he doesn't just sit home and exploit from a swivel chair. He hits the highways and "pitches."

No. 2 winner—Gene Howard. The man must be terrific. Last year a band vocalist, this year No. 2 record exploiter in the country. What difference does it make if he made a nationwide trip—even in a kiddie car—he got enough votes to garner second place.

We now are in fourth place. George Evans. George admits he only contacts by mail and phone, but he keeps punching East and West all the time—by mail, phone, or even carrier pigeon. Evans, I believe, should be able to keep his head above water with the few "smallies" he handles. Such as Sinatra, Ellington and others—it should happen to me.

No. 5—Paul Brown. Paul is doing one of the best spinner jobs with Charlie Spivak. Paul writes to them in the East—when he is in the West—and vice versa. I wonder if Mr. Weiss ever got a load of Paul's book, *The Trumpet Blows*. He should. He might find a few tips on how to exploit.

Now for the No. 3 winner (save that applause until I appear on *We, the People* to tell my story). I don't confine my activities to just New Jersey, New York, and Philadelphia, smarty. I just came in off the road contacting jockeys as far west as Milwaukee on behalf of Blue Barron's *Chi, Baba Chi, Baba*. Get that, I did not go ahead of a band—just a record and I nailed third place, Mr. Weiss. If I went ahead of a package of phonograph needles I might have won first place. I just finished with Barron (that's a story in itself) and he finished in second place in the artist co-op poll. I get out on the road, that's the answer—I get there by train, bus, car and even trolley car, and further west than Philadelphia—Mr. Weiss.

So you see, that poll was okay, and Mr. Weiss just did not drive hard enough. If I can be of any help to Mr. Weiss, let him send a self-addressed stamped envelope, and I will answer all the questions he might want to know on the proper way to exploit a band via records—with a few pointers.

Sincerely yours,  
Henry Okun.

## '47 Disk Sales Top Last Year

(Continued from page 17)

months of 1947 (*The Billboard*, August 16) was one of the few companies to show an increased net profit for the first half of 1947 over the same period of '46, when the company shattered all previous sales marks. The 1947 net reached \$983,246, as compared with \$819,033 during the same period last year.

Capitol, which was hit by labor difficulties, culminating in a stoppage this week, does not compile its financial reports in six-month periods. However, execs report, according to figures now available, that sales for the first six months of '47 are running approximately 25 per cent ahead of corresponding sales in the similar period last year. However, the execs point out that profits are proportionately lower due to increased labor, material and operations costs.

### Out of Red

Running in the red a year ago, Majestic has not only come along fast, but current reports show the diskery as running on the profitable side of the ledger. While six-month totals were not as yet available, the firm for a period ending August 7, was \$20,000 ahead of the same period last year. Here, too, the answer for the rapid rise of the firm can be attributed, in part, to hit disks from artists like Eddy Howard and Ray McKinley.

Another firm with no bi-annual available figures, Apollo, basing its report on the over-all available figures, stated that the firm was running 27 per cent ahead of the sales figures chalked up during the first half of 1946.

RCA Victor figures were not available at press time. The parent corporation does not break down its figures to segregate the record division.

## Stoppage Hits Cap West Coast Plant

(Continued from page 18)

Capitol to break the federal law, any more than it asked RCA Victor to do so in its now concluded agreement with the Camden waxery.

In the meantime, work is said to be continuing unhampered at Capitol's Scranton plant, which according to Capitol, is not under any union's jurisdiction.

## Beneke-Miller Ork's \$9,318 New Mark at Cincy's Coney

CINCINNATI, Aug. 16.—Tex Beneke-Glenn Miller band shattered all existing records for Coney Island's Moonlite Gardens here Friday (1) when it attracted 4,659 paid admissions at \$2 per head, chalking up a gross count of \$9,318. Until the Beneke one-nighter, Tommy Dorsey ork held the record with a 4,496 paid-admission total.

Beneke's NBC Chesterfield show, aired from the Gardens, and to which patrons were admitted free, attracted an additional 1,500.

However, the results should be most impressive, with the firm's tremendous classical catalog and pop issues reportedly topping 1946 figures. In the case of Victor, labor slowdowns have been reported in the firm's various pressing plants, with the trouble running thru most of the first six months of the current year.

While most diskeries are looking for continued high grosses for the remainder of the year, the current summer slump, similar to those of pre-war years, may put a dent in the overall '47 figures, possibly pulling them below the record-breaking record companies' 1946 haul.

## AFL Turns Song Plugger For Lawrence's T-H Bill

(Continued from page 3)

rence might make out pretty well with it despite such resistance.

In Chicago George Meany, veepee of the American Federation of Labor (AFL), went to work with Mercury Records promotion topper, Art Talmadge, to start a central union headquarters drive to push the platter. Meany said that all AFL nationals are being instructed to promote the disk and pass the work on to every one of their locals to do likewise. Union journals and newspapers will carry stories on the tune. Posters, urging the membership to buy the record, will be prominently displayed in all locals, and the union is going to exert pressure to get disk played on radio stations with which the AFL has some influence. Meany also says that he has a deal with Lawrence, whereby the union will buy sheet copies of the tune, on which the name of the local union will be imprinted.

### CIO Reported Interest

Also interested in the number is Jack Kroll, topper of the Congress of Industrial Organizations (CIO) Political Action Committee (PAC). There is a distinct possibility that PAC will plug the song and disk in much the same manner as the AFL. And the pay-off tie-up, should it develop, is that which finds Gael Sullivan, executive director of the Democratic National Committee in Washington, planning to use the song at a Young Democrats rally in Detroit in the

near future. Lawrence maintains there is a good chance that the Dems will adopt the song as their campaign theme in the '48 elections, particularly in the event Taft gets the Republican nomination.

Song will get its big kick-off on Labor Day when it will be introduced at some 20 (and possibly more) labor rallies all around the country. Among the biggest of these is one scheduled for Soldier's Field in Chicago, where the Prairie Ramblers will do the number. Trade observers are watching the song with keen interest from several standpoints. Some believe that (under the most propitious circumstances) it is possible that the tune may have a strong bearing on ultimate revisions in the Taft-Hartley Bill itself, and others are more interested in seeing how (if at all) Lawrence's socio-political activities will affect his standing and progress as a commercial Alley writer.

## Eckstine Scraps Ork Plan; To Reopen Apollo as Single

NEW YORK, Aug. 16.—Billy Eckstine, who originally was due to go out with an ork late this month, scrapped plans for reorganizing his band as a result of his recent successes as a single. The singer, who was to go into the Apollo Theater in Harlem with his ork for the spot's fall reopening show, instead will come into the house as a single, sharing the spotlight with the newly organized late Jimmie Lunceford's ork as directed by Ed Wilcox, long-time Lunceford sideman, arranger and friend.

# TED STRAETER

his piano—and his orchestra

Featuring KITTY CRAWFORD

— NOW IN **6th WEEK**  
**CAPITOL** New York

"Straeter, in his first Stem theatre date, does a fine job. His outfit (19), including five strings, looked good, sounded good and played a nice show. Later in the proceedings Straeter did a St. Louis Blues piano solo for a good hand. As a stage personality, Straeter registered well . . . he handled his intro chores with an easy grace." —Bill Smith, *The Billboard*.

"Ted Straeter and his competent orchestra provide an ex-

cellent musical background for the revue, with Straeter offering an expert rendition of his piano solo, a jazz concert arrangement of 'St. Louis Blues'." —J. S. B., Jr., *New York Herald Tribune*.

"Ted Straeter's fine band did a beautiful accompanying job and the maestro STOPPED THE SHOW himself with his piano version of 'St. Louis Blues'." —Jack Thompson, *New York Mirror*.

Personal Management, JACK BERTELL, Plaza Hotel, New York  
BOOKED BY M.C.A.



OPENING—

**STATLER, Washington**

SEPTEMBER 15TH

4th Return Engagement

★ SONORA RECORDS



GREAT SONGS  
*Make*  
 GREAT RECORDS

Bing Crosby's  
**WELCOME STRANGER**

Songs by JOHNNY BURKE AND JAMES VAN HEUSEN

AS LONG AS I'M  
 DREAMING

MY HEART IS A HOBO

SMILE RIGHT BACK  
 AT THE SUN

COUNTRY STYLE

Hoagy Carmichael's  
**"IVY"**

RECORDS AVAILABLE  
 BY ALL TOP ARTISTS

BURKE AND VAN HEUSEN, Inc.  
 NEW YORK • CHICAGO • CINCINNATI • HOLLYWOOD

Billboard

MUSIC POPULARITY CHARTS

PART  
 I

## The Nation's Top Tunes

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

Week Ending  
 August 16

Billboard  
 TRADE  
 SERVICE  
 FEATURE

## HONOR ROLL OF HITS

(TRADEMARK)

This Week

Last Week

### 1. PEG O' MY HEART

By Alfred Bryan and Fred Fisher  
 Published by Robbins (ASCAP)

1

Records available: Buddy Clark, Columbia 37392; Glenn Davis, Skating Rhythms SR-235; Clark Dennis, Capitol 346; the Harmonicats, Vitacoustic 1 & 2; Dolph Hewitt, Dixie 115; Eddie Heywood Ork, Decca 23960; Art Lund, MGM 10037; Ted Martin, DeLuxe 1080; Red McKenzie, National 9027; Glenn Miller Ork, Decca 25075; Miff Mille Nickstelland Band, Commodore C-1518; Danny O'Neil, Majestic 7238; Phil Regan, Decca 25076; Floyd Sherman-the Chickering Four, Signature 15119; The Three Suns, Victor 20-2272; Ted Weems, Mercury 5052. Electrical transcription libraries: The Ambassadors, Lang-Worth; The Novatime Trio, NBC Thesaurus; Allen Roth, NBC Thesaurus; Eddie Skrivanek Ork, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Paul Martin, Standard; Lawrence Welk, Standard; Russ Morgan, World.

### 2. THAT'S MY DESIRE

By Carroll Loveday and Helmy Gresa  
 Published by Mills (ASCAP)

2

Records available: Ray Anthony Ork, Sonora 2019; Hadda Brooks, Modern Music 147; The Cats and the Fiddle, Manor 1064; Ella Fitzgerald, Decca 23866; Golden Arrow Quartet, Continental C-6048; Woody Herman, Columbia 37329; Sammy Kaye, Victor 20-2251; Frankie Laine, Mercury 5007; Curtis Lewis, Apollo 1056; Art Mooney Ork, MGM 10020; The Scamps, Modern Music 20-516; Martha Tilton, Capitol 395; Glenn Davis, Skating Rhythms, SR-235; Phil Reed, Dance-Tone 118. Electrical transcription libraries: Barclay Allen, MacGregor; Lenny Herman, Lang-Worth; Art Mooney Ork, Associated; The Music of Manhattan Ork, NBC Thesaurus; Charlie Spivak, World; Leighton Noble, Standard.

### 3. I WONDER, I WONDER, I WONDER

By Darryl Hutchins  
 Published by Robbins (ASCAP)

3

Records available: Louis Armstrong, Victor 20-2228; Jack Carroll, National 9032; Eddy Howard, Majestic 1124; Van Johnson, MGM 10018; Guy Lombardo, Decca 23865; Ted Martin-Air Lane Trio, De Luxe 1075 and De Luxe 1070; Tony Pastor, Columbia 37353; The Scamps, Modern Music 20-516; Ted Straeter Ork, Sonora 2024; Martha Tilton, Capitol 395; The Vagabonds, Trilon 114; The Four Aces, Trilon 143; Glenn Davis, Skating Rhythms, SR-236. Electrical transcription libraries: Art Mooney, Associated; Charlie Spivak, World; Leighton Noble, Standard.

### 4. I WONDER WHO'S KISSING HER NOW

By W. M. Hough, F. R. Adams and  
 J. E. Howard  
 Published by E. B. Marks (BMI)

4

From the 20th Century film "I Wonder Who's Kissing Her Now."  
 Records available: Perry Como, Victor 20-2315; Jerry Cooper, Diamond 2082; D'Artega Ork, Sonora 2012; The Dinning Sisters, Capitol 433; Bobby Doyle, Signature 15057; The Hollywood Rhythm-aires, Hollywood Rhythms 1552; Jack McLean Ork, Coast 8002; Ray Noble, Columbia 37544; The Four Vagabonds, Apollo 1055; Ted Weems-Perry Como, Decca 25078; Foy Willing, Majestic 6013; Marshall Young, Rainbow 10002; Glenn Davis, Skating Rhythms, SR-239; Frank Froeba, Decca 23602; Joe Howard, DeLuxe 1036; Joseph Littau Ork, Phlo-tone 5132; Ben Yost Singers, Sonora 1084; Danny Kaye, Decca 24110; Larry Vincent, Pearl 15; Phil Reed, Dance-Tone 119. Electrical transcription libraries: Chuck Foster, Lang-Worth; Ozlie Waters, MacGregor; Randy Brooks, Lang-Worth; Billy Butterfield, Capitol; Frank Froeba, World; Hollywood Serenaders, Capitol; Music Hall Varieties, NBC Thesaurus; Merle Pitt, Lang-Worth and World; Claude Sweeten, Standard; George Towne, Associated; Al Trace, Lang-Worth; Artie Wayne, MacGregor.

### 5. CHI-BABA, CHI-BABA

By Mack David, Al Hoffman and Jerry  
 Livingston; published by Oxford (ASCAP)

5

Records available: Blue Barron, MGM 10027; Connie Boswell, Apollo 1064; The Charlottees, Columbia 37384; Perry Como, Victor 20-2259; Sherman Hayes Ork, Aristocrat 1001; Peggy Lee, Capitol 419; Ted Martin, De Luxe 1080; Louis Prima, Majestic 1133; Henry Rene Musette Ork, Victor 25-1085; George Towne Ork, Sonora 2023; Lawrence Welk, Decca 23878; Glenn Davis, Skating Rhythms, SR-238. Electrical transcription libraries: George Towne Ork, Associated; Blue Barron, Lang-Worth; Nat Brandwynne Ork; Jumpin' Jacks-Patti Dugan, NBC Thesaurus; Ernie Filice Quartet, MacGregor; the Four Knights, Lang-Worth; Lawrence Welk, Standard.

### 6. TALLAHASSEE

By Frank Loesser  
 Published by Famous (ASCAP)

8

From the Paramount film "Variety Girl."  
 Records available: Bing Crosby-Andrews Sisters, Decca 23885; Ray Dorey, Majestic 7239; Johnny Mercer-the Pied Pipers, Capitol 422; Vaughn Monroe, Victor 20-2294; Dinah Shore-Woody Herman, Columbia 37387; Kate Smith, MGM 10028. Electrical transcription libraries: Art Mooney, Associated; Russ Morgan, World; Louise Carlyle, Music of Manhattan, NBC Thesaurus.

### 7. ASK ANYONE WHO KNOWS

By Eddie Seiler, Sol Marcus and Al Kaufman; published by Witmark (ASCAP)

7

Records available: Joe Dosh, Continental C-11001; Larry Douglas, Signature 15123; Anita Ellis, Mercury 3059; Eddy Howard, Majestic 1124; Ink Spots, Decca 23900; Sammy Kaye, Victor 20-2239; Dinah Shore, Columbia 37344; Kate Smith, MGM 10028; Four Vagabonds, Apollo 1060; the Velvetones, Sonora 2014; Margaret Whiting, Capitol 410; Phil Reed, Dance-Tone 110. Electrical transcription libraries: Les Brown, World; Louise Carlyle, Music of Manhattan, NBC Thesaurus.

### 8. FEUDIN' AND FIGHTIN'

By Al Dubin and Burton Lane  
 Published by Chappell (ASCAP)

Records available: Tex Beneke, Victor 20-2313; Dorothy Shay, Columbia 37189 (also in Dorothy Shay Sings Album, Columbia C-119); Rex Allen, Mercury 6049; Bing Crosby, Decca 23975; Georgia Gibbs, Majestic 12011; Kate Smith, MGM 10041; Jo Stafford, Capitol B449.

### 9. THE LADY FROM 29 PALMS

By Allie Wrubel  
 Published by Martin (ASCAP)

Records available: Andrews Sisters, Decca 23976; Henry Busse, Vitacoustic 6; Victor Lombardo Ork, Majestic 7250; Freddy Martin, Victor 20-2347; Curt Massey, Coast 8011; Tony Pastor, Columbia 37562. Electrical transcription libraries: Vic Damone, Associated Program Service; Sweetwood Serenaders, NBC Thesaurus.

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

By Frank Loesser  
 Published by Paramount (ASCAP)

9

From the Paramount film, "Perils of Pauline."  
 Records available: Helen Forrest, MGM 10040; Dick Haymes, Decca 23977; Dinah Shore, Columbia 37506; Dick Farney, Majestic 7225; Betty Hutton, Capitol 409; Vaughn Monroe, Victor 20-2294.



RCA VICTOR'S  
**SPIKE JONES!**

and his City Slickers

**Our Hour**

(The Puppy Love Song)

It's all about dogs, with George Rock doing more of his baby-talk singing. Spike comes up with a hatful of new stunts. It's one of his best yet!

**The Pop Corn Sack**

Spike aims this tricky number at movie pests who crunch pop corn. Real coin corn that will be eaten in the jukes.

RCA Victor 20-2375

RCA VICTOR'S  
**DENNIS DAY!**

with Charles Dant and his Orchestra

**Ya Shure You Betcha**

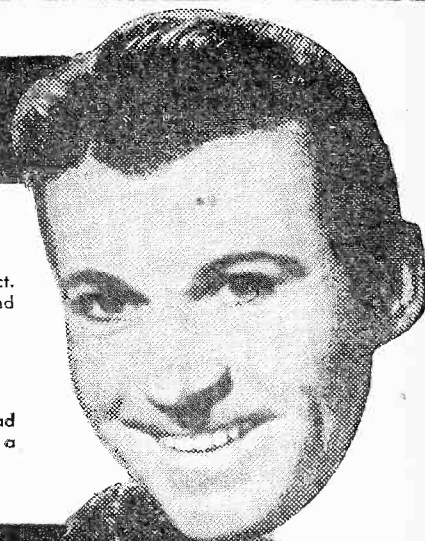
Dennis does a Swedish love song sung in dialect. First waxing of his swell radio comedy stuff . . . and a sure nickel-tickler!

**Christmas Dreaming**

(A Little Early This Year)

Wistful Christmas dreaming set to slow ballad tempo. Dennis puts beautiful expression into a beautiful new number.

RCA Victor 20-2377



RCA VICTOR'S  
**LESLIE SCOTT!**

with Billy Moore, Jr., and his Orchestra

**The Man I Love**

(The Girl I Love)

Hailed as the greatest blues singer since Billy Eckstine! Here's his version of a familiar classic, backed by one of Billy Moore's ace arrangements.

**It's a Long Story-Blues**

Scott, now on tour with Louis Armstrong, chants in the traditional blues manner with Charlie Shaver's trumpet, and Carl Lynch's guitar rounding out the beat.

RCA Victor 20-2381



DUKE  
**ELLINGTON!**

Eight new sides of superlative music, climaxing 25 years of jazz development. The Duke and Billy Strayhorn improvise spontaneously at one piano. Instruments display the very finest in new Ellington scoring. Voices of Kay Davis, Marion Cox and Al Hibbler contribute brand-new atmosphere and tonal variations to the familiar titles.

**"Duke Ellington Plays The Blues"**

RCA Victor Musical Smart Set P-182

**Royal Garden Blues AND Frankie and Johnnie**

RCA Victor 20-2324

**Memphis Blues AND Pretty Woman**

RCA Victor 20-2325

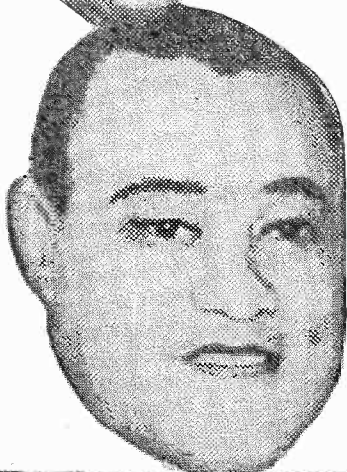
**Beale Street Blues AND Translucency**

(A Blue Fog That You Can Almost See Through)

RCA Victor 20-2326

**St. Louis Blues AND Drawing Room Blues**

RCA Victor 20-2327



RCA VICTOR'S  
**LONZO**

AND

**OSCAR!**

with their Winston County Pea Pickers

**My Adobe Hacienda**

Cash in on the demand for Hillbilled pop hits with this as-never-heard-before version!

**Cornbread, 'Lasses and Sassafras Tea**

One of their biggest request numbers on "Grand Ole Opry." A money-making riot.

RCA Victor 20-2378



RCA VICTOR'S  
**BUCHANAN BROTHERS!**

and The Georgia Catamounts

(When You See) **Those Flying Saucers AND The Silver Meteor**

The Buchanan Brothers clear up the big mystery with their spiritual explanation. It's as timely as their "Atomic Power," and certain to be as popular. Flip: the boys give out some snappy patter while waiting for the famous streamliner to pull in. The coins will come aboard for a long ride.

RCA Victor 20-2385

RCA VICTOR'S  
**ROOSEVELT SYKES!**

and his Original Honey Drippers

Roosevelt Sykes, vocal and piano; Ernest Crawford, string bass; William Casimir, tenor sax; Samuel Casimir, guitar; Ott Mallard, alto sax; Armond Jackson, drums; Johnny Morton, trumpet.

**Flames of Jive**

Plenty of kicks in moderate jump tempo. Sykes and The Honey Drippers alternate for some excellent ad lib work.

**Bop de Bip**

Fast and hectic! A platter of blues so sizzling the nickels will line up to burn.

RCA Victor 20-2382

THE STARS WHO MAKE THE HITS ARE ON



**RCA VICTOR RECORDS**





**Billboard's First Annual  
Disk Jockey Poll  
Part I**

**BEST-LIKED  
VOCALISTS**

**SINGING GROUPS**

THE PIED PIPERS first by almost twice as many votes! With THE DINNING SISTERS in 5th place, followed by THE KING COLE TRIO, 7th (They're in on everything!)

**ALL-ROUND POPULAR FEMALE**

Capitol places with 3 out of four—JO STAFFORD, PEGGY LEE, MARGARET WHITING.

**FEM BAND VOCALIST**

JUNE CHRISTY, first by twice as many as 2nd place!

**BEST-LIKED  
BANDS**

**SWING**

STAN KENTON, first . . . with BENNY GOODMAN 2nd, leading 3rd place by double!

**CORN**

RED INGLE, a new band with only one record out (Watta record!) runs second, beating out many oldsters.

**BEST-LIKED  
RECORDS**

**POPULAR ALBUMS**

"Artistry In Rhythm," Kenton's Capitol classic, way out front.

**KIDDIE ALBUMS**

Capitol gets top four . . . TALES OF UNCLE REMUS; BOZO AT THE CIRCUS; RUSTY IN ORCHESTRAVILLE; MARGARET O'BRIEN, STORIES FOR CHILDREN.

**FOLK RECORDS**

"TIM-TAYSHUN," of course — TOPS! . . . with Johnny Mercer's "A Little Too Fer" and Merle Travis' "So Round, So Firm, So Fully Packed" up in the running.

**HOT JAZZ**

KENTON FIRST AGAIN . . . with "Artistry Jumps." BOBBY SHERWOOD in there strong with two hits — "Sherwood's Forest" and "Elks Parade."

**GREATEST ALL-AROUND**

Capitol was the only record company to win three out of top ten! "For Sentimental Reasons" (King Cole Trio) — "I Never Knew" (Sam Donahue) — "Artistry Jumps" (Kenton, of course).

**POPULAR**

The KING COLE TRIO's "For Sentimental Reasons" . . . close to the top.

**RACE**

Yes — it's "For Sentimental Reasons" (King Cole Trio) again, well in the running, followed by Jesse Price's "I Ain't Mad At You" and Julia Lee's "Gotta Gimme What You Got."

with disc-jockeys . . .

the men who make a career of knowing records

CAPITOL rates TOPS . . . . .

for SERVICE! QUALITY!

**Billboard's First Annual Disk Jockey Poll  
Part II — Trade Aspects**

(For the Year of June, 1946, to June, 1947)

**BEST-LIKED SERVICE**

**RECORD COMPANY WITH BEST ALL-AROUND SERVICE**

Capitol	3,324	Other Record Companies	241
Other Record Companies	2,587		192
	1,404		139
	1,065		72
	528		72
	303		

**BEST RECORD COMPANY  
INFORMATION SERVICE**

Capitol	3,932
Other Record Companies	2,568
	2,047
	1,239
	204
	191
	183
	129
	107
	88

**BEST RECORD COMPANY  
DISTRIBUTOR CO-OPERATION**

Capitol	2,268
Other Record Companies	1,307
	977
	878
	423
	336
	195
	144
	97
	61

**BEST-LIKED RECORDS  
MECHANICALLY**

**BEST ALL-AROUND RECORDS  
MECHANICALLY**

Capitol	3,004
Other Record Companies	2,291
	2,195
	1,383
	439
	217
	155
	132
	106
	79

**LABEL WITH BEST SERVICE**

Capitol	2,724
Other Record Companies	2,146
	1,881
	1,663
	396
	211
	182
	133
	108
	87

**LABEL WHOSE RECORD WEARS BEST  
(Gives Greatest Number of Plays)**

Capitol	2,520
Other Record Companies	2,227
	1,992
	1,323
	312
	145
	121
	97
	76
	46
	46

**LABEL WITH BEST TONE AND  
REPRODUCTION**

Capitol	2,916
Other Record Companies	2,166
	1,941
	1,212
	383
	168
	159
	107
	84
	75

# IDEAS! ARTISTS! ALBUMS! RECORDS!

## Billboard's First Annual Disk Jockey Poll Part II—Trade Aspects

(For the Year of June, 1946, to June, 1947)

### BEST PROMOTION EFFORTS

#### ARTISTS MOST HELPFUL IN PROMOTION OF THEIR OWN DISKS

Stan Kenton	732
Blue Barron	617
Sam Donahue	396
Spike Jones	301
Tommy Tucker	287
Count Basie	273
Charlie Spivak	216
Jo Stafford	169
Woody Herman	169
Elliot Lawrence	144

#### RECORD COMPANY DISTRIBS MOST CO-OPERATIVE IN ARRANGING ARTISTS' PERSONAL APPEARANCES

Capitol	912
	691
	348
	193
Other Record Companies	168
	126
	87
	87

#### PRESS AGENT OR MANAGER MOST HELPFUL IN PROMOTION OF THEIR CLIENTS' DISKS

Jim McCarthy	960
Gene Howard	447
Henry Okun	372
George Evans	345
Paul Brown	169

#### MOST CO-OPERATIVE PRESS AGENTS IN ARRANGING PERSONAL APPEARANCES

Jim McCarthy	609
Gene Howard	155
Paul Brown	147
George Evans	121
Milton Karle	98

#### ARTISTS MOST CO-OPERATIVE IN ARRANGING PERSONAL APPEARANCES

Stan Kenton	672
Sam Donahue	303
Elliot Lawrence	216
Ray McKinley	209
Hal McIntyre	192
Charlie Spivak	185
Johnny Long	156
Tex Beneke	156
Count Basie	143
Andy Russell	137
Johnny Bothwell	137

#### MOST CO-OPERATIVE BOOKING OFFICES IN ARRANGING PERSONAL APPEARANCES

MCA	267
GAC	267
Pacific Coast Amusement	71
Al Sheehan Artists Bureau	39
Stu Fuer Agency	39
GMC	39
Harry Altman	39
Bob Snyder	39

#### BEST ALL-AROUND PRESS JOB (Record Company or Individual)

Capitol	1,627
	665
	456
	431
	259
Other Record Companies	154
	135
	127

It was a clean sweep for Capitol — that much is amply evident by a quick reference to the tabulations reproduced here, from Billboard of August 2nd and 9th.

But the important thing is the significance of this poll to dealers, operators, ultimate record buyers....

Just what do terms like "Service," "Ideas," "Artists" mean to them?

Briefly, these results indicate clearly that anyone planning to buy records for resale or for personal use is assured of getting the **OUTSTANDING ARTISTS** and the **LATEST SONGS** on records of **TOP QUALITY** and **LONG LIFE...FROM CAPITOL.**

Such a high position once won must be held. It will take even more effort, greater vision, harder work.

Capitol promises just that for the future.

**Capitol**  
REC. U.S. PAT. OFF.  
**RECORDS**  
FIRST WITH THE HITS FROM HOLLYWOOD





**KING RECORDS**

**EXCLUSIVELY ON KING RECORDS**

Acclaimed by jazz critics as one of the top three alto sax men. Runnerup in the last Esquire Magazine popularity poll, Earl Bostic is considered by musicians and fans alike as a master of his instrument. You'll be thrilled by his beautiful tone quality and sensational arrangements. He is not a "Re-Bop" man, but is 100% commercial — something all the other great sax men lack. A new release of an Earl Bostic record is a MUST for both operators and dealers!

**First Release**  
**AUG. 21st**

**THAT'S THE GROOVY THING**  
(PART 1 & PART 2)  
**KING 4174**

**Second Release**  
**SEPT. 1st**

**CUTTIN' OUT**  
BACKED BY  
**HERE GOES**  
**KING 4175**

**Third Release**  
**SEPT. 11th**

**MY SPECIAL DREAM**  
BACKED BY  
**I'M THE GUY THAT LOVES YA**  
**KING 4176**

**GET YOUR ORDERS IN EARLY!**

Write - Wire - Phone

**KING RECORD DIST. CO.**  
1540 Brewster Ave., Cincinnati 7, Ohio  
843 Grandview St., Los Angeles 6, California  
911 Camp St., Dallas 2, Texas  
1317 N. Broadway, Oklahoma City 3, Oklahoma

**Billboard MUSIC POPULARITY CHARTS**  
**Sheet Music**  
**PART II**  
Week Ending August 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 Last Week / This Week		Publisher
13	1	1. PEG O' MY HEART (R)	Robbins
5	2	2. I WONDER WHO'S KISSING HER NOW (F) (R)	E. B. Marks
15	3	3. THAT'S MY DESIRE (R)	Mills
14	4	4. I WONDER, I WONDER, I WONDER (R)	Robbins
12	5	5. CHI-BABA, CHI-BABA (R)	Oxford
12	6	6. ACROSS THE ALLEY FROM THE ALAMO (R)	Capitol Songs
6	7	7. WHEN YOU WERE SWEET SIXTEEN (R)	Shapiro-Bernstein
7	8	8. ASK ANYONE WHO KNOWS (R)	Witmark
7	9	9. IVY (F) (R)	Burke-Van Heusen
2	11	10. I WISH I DIDN'T LOVE YOU SO (F) (R)	Paramount
2	10	11. AN APPLE BLOSSOM WEDDING (R)	Shapiro-Bernstein
2	12	12. FEUDIN' AND FIGHTIN' (R)	Chappell
4	11	13. ALMOST LIKE BEING IN LOVE (M) (R)	Sam Fox
4	13	14. TALLAHASSEE (F) (R)	Famous
24	15	15. LINDA (R)	E. H. Morris

**ENGLAND'S TOP TWENTY**

Weeks to date	POSITION Last Week / This Week		American	English
3	1	1. NOW IS THE HOUR	Keith Prowse	*
11	6	2. COME BACK TO SORRENTO	Ricordi	Public Domain
13	4	3. PEOPLE WILL SAY WE'RE IN LOVE	Chappell	Williamson
15	3	4. A GAL IN CALICO	Feldman	Remick
16	2	5. AMONG MY SOUVENIRS	Lawrence-Wright	T. B. Harms
6	8	6. ON THE OLD SPANISH TRAIL	Peter Maurice	Peter Maurice
5	5	7. MAM'SELLE	Francis Day	Feist
8	7	8. I GOT THE SUN IN THE MORNING	Chappell	Berlin
18	10	9. TELL ME, MARIANNE	Southern	*
7	10	10. THEY SAY IT'S WONDERFUL	Chappell	Berlin
1	—	11. I BELIEVE	Edwin H. Morris	Sinatra Songs
9	13	12. HEARTACHES	Campbell-Connelly	Leeds
10	—	13. OH, WHAT A BEAUTIFUL MORNING	Chappell	Williamson
2	11	14. GALWAY BAY	Box and Cox	*
16	12	15. TRY A LITTLE TENDERNESS	Campbell-Connelly	Robbins
9	19	16. DEAR OLD DONEGAL	Leeds	Leeds
31	16	17. ANNIVERSARY SONG	Campbell-Connelly	Mood
10	14	18. TIME AFTER TIME	Edwin H. Morris	Sinatra Songs
2	15	19. LITTLE DUTCH MILL	Irwin Dash	*
24	17	20. HOW LUCKY YOU ARE	Kassner	Peter Maurice

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

**PLAY STATUS OF FILMS WITH LEADING SONGS**

Tunes listed alphabetically are in films currently showing or to be shown soon. Only tunes which have won a position in one or more of the other features of the

Chart are listed, since many film-featured tunes never reach any degree of popularity, and many others are never even published.

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

I BELIEVE (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date—April, 1947.

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

I WONDER WHO'S KISSING HER NOW (E. B. Marks), in 20th Century-Fox's "I

Wonder Who's Kissing Her Now?" National release date not set.

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

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

TIME AFTER TIME (Sinatra Songs), sung by Frank Sinatra in MGM's "It Happened in Brooklyn." National release date—April, 1947.



*Dear Record Spinners:*

*I'm Deeply Grateful For  
Having Been Voted 1st Place  
In Your Annual Record Poll.*

*Warm Regards,*

*Dinah Shore*



# "When I Write My Song"

BY

## Ted Mossman

AND

## Bill Anson

RECORDED BY

## Herb Jeffries

with BUDDY BAKER'S ORCHESTRA

**Exclusive**

## John Laurenz

**Mercury**

## Xavier Cugat

with BUDDY CLARK

(TO BE RELEASED SOON)

## Columbia

# Leon Rene

PUBLICATIONS

6047 Hollywood Blvd.

Hollywood, California

# The Billboard MUSIC POPULARITY CHARTS

## Radio Popularity

PART III

Week Ending August 16



### SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, August 8, 8 a.m., and ending Friday, August 15, 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 A.C.I. by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive. (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance, the licensing agency controlling performance rights on the tune is indicated.  
The feature is copyrighted 1947 by the office of Research, Inc., 3470 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcasts utilizing this information may be aired. Infringements will be prosecuted.

#### The Top 30 Tunes (plus ties)

Title	Publishers	Lic. By
Across the Alley From the Alamo (R)	Capitol Songs	ASCAP
Ain'tcha Ever Coming Back? (R)	Sinatra Songs	ASCAP
Almost Like Being In Love (M) (R)	Sam Fox	ASCAP
An Apple Blossom Wedding (R)	Shapiro-Bernstein	ASCAP
As Long As I'm Dreaming (F) (R)	Burke-Van Heusen	ASCAP
As Years Go By (R)	Miller	ASCAP
Ask Anyone Who Knows (R)	Witmark	ASCAP
Cecilia (R)	ABC	ASCAP
Chi-Baba, Chi-Baba (R)	Oxford	ASCAP
Come to the Mardi Gras (R)	Peer	BMI
Count Me Out (R)	Martin Block	ASCAP
Don't Tell Me (R)	Robbins	ASCAP
Every So Often (R)	Harry Warren	ASCAP
Feudin' and Fightin' (R)	Chappell	ASCAP
I Wish I Didn't Love You So (F) (R)	Paramount	ASCAP
I Wonder, I Wonder, I Wonder (R)	Robbins	ASCAP
I Wonder Who's Kissing Her Now (F) (R)	E. B. Marks	BMI
Ivy (F) (R)	Burke-Van Heusen	ASCAP
Je Vous Aime (R)	Crawford	ASCAP
Just an Old Love of Mine (R)	Campbell-Porgie	BMI
Love and the Weather (R)	Berlin	ASCAP
Midnight Masquerade (R)	Shapiro-Bernstein	ASCAP
Oh, My Achin' Heart (R)	Mood	ASCAP
Passing By (R)	Chappell	ASCAP
Peg o' My Heart (R)	Robbins	ASCAP
Stella By Starlight (R)	Beverly	ASCAP
Tallahassee (F) (R)	Famous	ASCAP
That's My Desire (R)	Mills	ASCAP
The Echo Said "No" (R)	Lombardo	ASCAP
The Lady From 29 Palms (R)	Martin	ASCAP
When You Were Sweet Sixteen (R)	Shapiro-Bernstein	ASCAP

#### The Remaining 23 Songs of the Week

All of Me (R)	Bourne	ASCAP
All My Love (R)	Remick	ASCAP
Deep Down in Your Heart (R)	Triangle	ASCAP
Deep Valley (R)	Remick	ASCAP
For Once in Your Life (R)	Dreyer	ASCAP
I Believe (F) (R)	Sinatra Songs	ASCAP
I Had a Wonderful Time in Columbus	Hudson	ASCAP
I Have But One Heart (R)	Barton	ASCAP
I'm So Right Tonight (R)	Leeds	ASCAP
Kate (R)	Berlin	ASCAP
Lazy Mood (R)	Capitol Songs	ASCAP
Lolita Lopez (R)	Encore	BMI
My Adobe Hacienda (R)	Peer	BMI
Old Devil Moon (M) (R)	Crawford	ASCAP
On the Avenue (R)	Leeds	ASCAP
Red Silk Stockings and Green Perfume (R)	E. H. Morris	ASCAP
Tennessee (R)	Stevens	BMI
There's That Lonely Feeling Again (R)	Mellin	BMI
Time After Time (F) (R)	Sinatra Songs	ASCAP
Tomorrow (R)	E. H. Morris	ASCAP
When Tonight Is Just a Memory (R)	Oxford	ASCAP
You Do (R)	Bregman, Vocco, Conn	ASCAP
You're Not So Easy to Forget (R)	Feist	ASCAP

### RECORDS MOST-PLAYED ON THE AIR

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

Weeks to date	Last Week	This Week	POSITION		Title	Lic. By
			10	5		
10	5	1.	1.	PEG O' MY HEART	Three Suns	Victor 20-2272—ASCAP
8	1	2.	2.	SMOKE! SMOKE! (That Cigarette)	Tex Williams Western Caravan (Tex Williams-Trio)	Capitol Americana 40001—BMI
3	7	3.	3.	NEAR YOU	Francis Craig	Bullet 1001—ASCAP
9	2	4.	4.	PEG O' MY HEART	Buddy Clark	Columbia 37392—ASCAP
16	9	5.	5.	I NEVER KNEW	Sam Donahue (Bill Lockwood)	Capitol 405—ASCAP
13	3	6.	6.	PEG O' MY HEART	The Harmonicats	Vitacoustic 1—ASCAP
17	8	7.	7.	THAT'S MY DESIRE	Frankie Laine	Mercury 5007—ASCAP
11	4	7.	7.	TIMTAYSHUN	Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle)	Capitol 412—ASCAP
7	9	8.	8.	THAT'S MY DESIRE	Sammy Kaye (Don Cornell-The Kaydets)	Victor 20-2251—ASCAP
5	10	9.	9.	FEUDIN' AND FIGHTIN'	Dorothy Shay (Mischa Russell Ork)	Columbia 37189—ASCAP
12	6	10.	10.	I WONDER, I WONDER	Eddy Howard	Majestic 1124—ASCAP
1	—	10.	10.	THE LADY FROM 29 PALMS	Tony Pastor (Tony Pastor)	Columbia 37562—ASCAP

(Continued on page 132)

# Results!

with

# THE BINKY AND THE GLENN MILLER ORCHESTRA



in the Billboard  
DISK JOCKEY  
AND  
COLLEGE  
POLLS

## CHESTERFIELD SUPPER CLUB

MON.-WED.-FRI.—NBC COAST TO COAST

**WINNER IN COLLEGE POLL**

## RCA VICTOR'S COLLEGE ALBUM

JUST  
RELEASED

# "Prom Date"

**VOTED #1**  
Top Sweet Orchestra  
**VOTED #2**  
Favorite Orchestra  
(ALL STYLES)

### RECENT RECORD-BREAKING PERSONAL APPEARANCES

Eastwood Gardens, Detroit,  
Week ending July 31  
GROSSED—\$18,925.80

Aug. 3—Capitol Theater, Wheeling,  
W. Va.

GROSSED—\$4,283.95 (One  
Day)

ONE NIGHTERS:

Aug. 1—Moonlite Gardens, Cincinnati  
GROSSED—\$9,440.00

Aug. 8—Casino, Hampton Beach,  
N. H.

GROSSED—\$5,629.50

Aug. 2—Russells Point, Ohio  
GROSSED—\$7,855.00

**IN THE DISK JOCKEY POLL**

**VOTED #2**  
Best Liked Sweet Band

PERSONAL MANAGEMENT — DON W. HAYNES

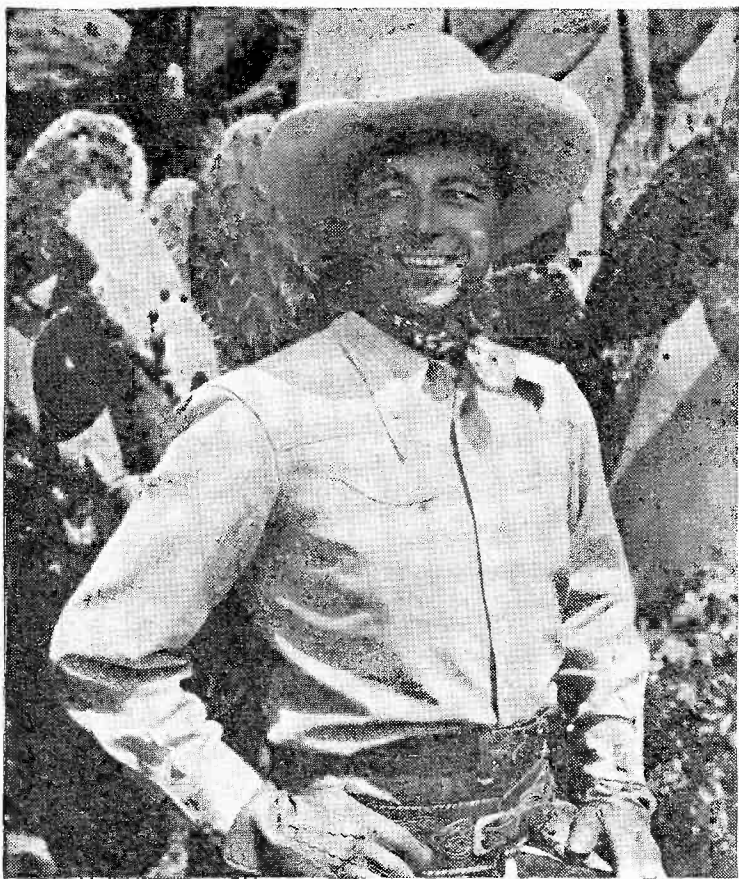
DIRECTION:



GENERAL ARTISTS CORPORATION



# 3 FOR THE MONEY!



## EDDIE DEAN

Exclusive Majestic Recording Artist

"SPRING HAS COME TO OLD MISSOURI"

and

"TOODLE-OO MY DARLIN"

MAJESTIC RECORD #11018

"LET'S GO SPARKIN'"

and

"On the Banks of the Sunny San Juan"

MAJESTIC RECORD #11019

**EXPECTING**

**A**

!!! BLESSED EVENT!!!

"IT'S A BOY"

Sept. 17, 1947 (release)

and

"I'm a Kansas Man"

MAJESTIC RECORD #11020

# The Billboard MUSIC POPULARITY CHARTS

PART IV

## Retail Record Sales

Week Ending August 16



### BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	Position Last Week	Position This Week	Record Title	Artist	Label
5	1	1	SMOKE! SMOKE! SMOKE! (That Cigarette)	Tex Williams Western Caravan (Tex Williams-Trio)	Capitol 40001
7	3	2	TIMTAYSHUN (I Love You) For Seventy Mental Reasons	Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle)	Capitol 412
14	2	3	PEG O' MY HEART (Fantasy Impromptu)	The Harmonicats-Sid Fisher	Vitacoustic 1
9	5	4	PEG O' MY HEART (Across the Alley from the Alamo)	Three Suns	Victor 20-2272
10	4	5	THAT'S MY DESIRE (The Red Silk Stockings and Green Perfume)	Sammy Kaye (Don Cornell-The Kaydets)	Victor 20-2251
12	6	6	CHI-BABA, CHI-BABA (When You Were Sweet Sixteen)	Perry Como (The Satisfiers-Lloyd Shaffer Ork)	Victor 20-2259
12	7	7	I WONDER, I WONDER, I WONDER (Ask Anyone Who Knows)	Eddy Howard	Majestic 1124
9	8	8	PEG O' MY HEART (On the Spanish Trail)	Art Lund (Johnny Thompson Ork)	MGM 10037
1	—	9	SMOKE! SMOKE! SMOKE! (That Cigarette)	Phil Harris (Phil Harris-The Sportsmen)	Victor 20-2370
5	—	10	WHEN YOU WERE SWEET (Chi-Baba, Chi-Baba)	Perry Como (The Satisfiers-Lloyd Shaffer Ork)	Victor 20-2259

### 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	Album Title	Artist	Label
2	1	1	Al Jolson Album	Al Jolson	Decca A-575
18	2	2	Dorothy Shay (The Park Avenue Hillbilly) Sings Album	Dorothy Shay (Mischa Russell Ork)	Columbia C-119
31	3	3	Al Jolson Album	Al Jolson	Decca 469
77	5	4	Glenn Miller	Glenn Miller and Orchestra	Victor P-148
9	4	5	Carle Comes Calling	Frankie Carle	Columbia C-129

### 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	Artist	Label
98	2	1	Clair de Lune	Jose Iturbi	Victor 11-8851
71	3	2	Jalousie	The Boston Pops; Arthur Fiedler, conductor	Victor 12160
113	1	3	Chopin's Polonaise	Jose Iturbi	Victor 11-8848
14	4	4	The Whiffenpoof Song	Robert Merrill	Victor 10-1313
87	5	5	Warsaw Concerto	The Boston Pops Ork; Arthur Fiedler, conductor; Leo Litwin, pianist	Victor 11-8863

### BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

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

Weeks to date	Position Last Week	Position This Week	Album Title	Artist	Label
104	2	1	Rhapsody in Blue	Oscar Levant, Philadelphia Ork, Eugene Ormandy, conductor	Columbia X-251
5	4	2	The Student Prince	Al Goodman Ork (Earl Wrightson, Mary Martha Briney, Donald Dame, Francis Greer and the Guild Choristers)	Victor P-180
49	1	3	Rachmaninoff Concerto No. 2 in C Minor	Artur Rubinstein, pianist, NBC Ork; Vladimir Golschmann, conductor	Victor 1075
17	3	4	Rhapsody in Blue	Paul Whiteman	Signature GP-1
6	5	5	Khactaturian; Gayne-Ballet Suite	New York Symphony Ork; Efen Kurtz, conductor	Columbia MM-664
2	—	5	Scheherazade	Artur Rodzinski, conductor; Cleveland Symphony Ork.	Columbia MM-398

# Billboard, HOW RIGHT YOU WERE!!!

Back in June, The Billboard listed The Three Suns' RCA Victor recording of PEG O' MY HEART as a RECORD POSSIBILITY—one which, in the opinion of The Billboard, would be a best-seller. Here's what they said:

"... done up in smart nickel-attracting instrumental fashion by the Suns... this organ-accordion-guitar version stands up strong enough to insure itself a heavy share of juke and retail coin..."



MORTY NEVINS  
Accordion

ARTIE DUNN  
Organ and Vocals

AL NEVINS  
Guitar

## MEMO

TO: Juke Box Ops  
FROM: THE THREE SUNS

Our sincere thanks for making our recording of PEG O' MY HEART the number one record in music machines across the nation. We're grateful to you and we're mighty happy that this record has kep the nickels flowing into your juke boxes.

*Morty Nevins  
Al Nevins  
Artie Dunn*

## MEMO

TO: Record Retailers  
FROM: THE THREE SUNS

Every now and then a record really clicks over the retail counters. Our PEG O' MY HEART did, but it never could have without your solid cooperation. We're glad it brought the cash into your coffers and we look forward to serving you with many more money-makers.

*Morty Nevins  
Al Nevins  
Artie Dunn*

## MEMO

TO: Disk Jockeys  
FROM: THE THREE SUNS

No little of the credit for the popularity of our PEG O' MY HEART RCA Victor recording is due to you. We're delighted that you thought well enough of it to feature it on so many of your shows. We sincerely hope to continue to bring you the RCA Victor records you'll want to play and play and keep on playing.

*Morty Nevins  
Al Nevins  
Artie Dunn*

### MOST-PLAYED JUKE BOX RECORDS

Going Strong

This Week	Last Week	Title	Artist	Label
1		PEG O' MY HEART	Three Suns	Victor 20-2272
2		WONDER, I WONDER, I	Eddy Howard	Majestic 1124
3		PEG O' MY HEART	The Farmucosta-Sid Fisher	Vitacoustic

### BEST-SELLING POPULAR RETAIL RECORDS

This Week	Last Week	Title	Artist	Label
1		CHI-SABA, CHI-SABA	Perry Como (The Sentinels)	Columbia 37382-ABCAP
2		PEG O' MY HEART	Three Suns	Victor 20-2272
3		PEG O' MY HEART	The Harmonikate-Sid Fisher	Vitacoustic

### RECORDS MOST-PLAYED ON THE AIR

Going Strong

This Week	Last Week	Title	Artist	Label
1		PEG O' MY HEART	Bobby Clark	Columbia 37382-ABCAP
2		WONDER, I WONDER, I	Eddy Howard	Majestic 1124-ABCAP
3		TINY TINKLE	Red Foote and the National Tenors-In-Lord	Columbia 37382-ABCAP
4		PEG O' MY HEART	Three Suns	Victor 20-2272-ABCAP

# The THREE SUNS

MORTY NEVINS - ARTIE DUNN - AL NEVINS

Personal Management: HERB KESSLER

Direction: MUSIC CORPORATION OF AMERICA



# ROPIE IN THE CUSTOMERS



**Ted Daffan**

and his Texans

"ARE YOU SATISFIED NOW"  
"MY FALLEN STAR"  
Columbia 37501



**Texas Ruby** WITH **Curly Fox**

and his Fox Hunters

"AIN'T YOU SORRY THAT YOU LIED"  
"NOBODY ELSE BUT YOU"  
Columbia 37385



**Bob Atcher**

"LONG GONE, BABY"

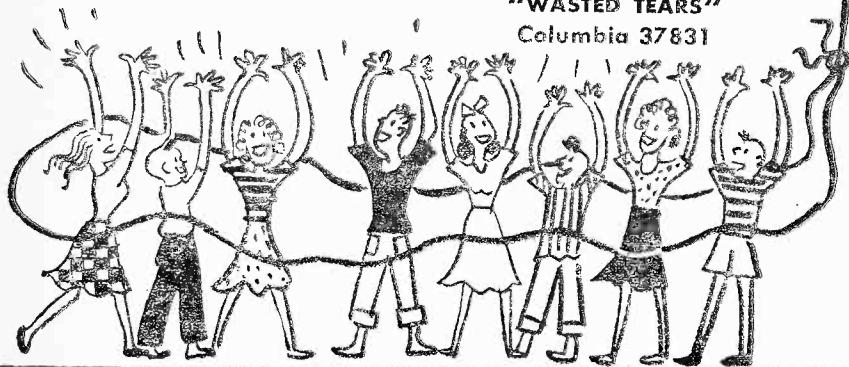
"ONE LITTLE TEARDROP TOO LATE"  
Columbia 37173



**Johnny Bond**

and his Red River Valley Boys

"SMOKE! SMOKE! SMOKE!"  
(That Cigarette)  
"WASTED TEARS"  
Columbia 37831



HEAR THE GREAT ARTISTS AT THEIR BEST ON

# Columbia Records

Trade-marks, Columbia, and ® Reg. U. S. Pat. Off.



## The Billboard MUSIC POPULARITY CHARTS

### Juke Box Record Plays

PART V

Week Ending August 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.

POSITION		RECORDS
Weeks to date	Last Week	
17	4	1. PEG O' MY HEART ..... The Harmonicats-Sid Fisher ... Vitacoustic 1
6	6	2. SMOKE! SMOKE! SMOKE! (That Cigarette) ..... Tex Williams Western Caravan (Tex Williams-Trio) ..... Capitol Americana 40001 (Phil Harris (Phil Harris) (The Sportsmen), Victor 20-2370; Deuce Spriggins Band (Deuce Spriggins), Coast 263; Lawrence Welk, Decca 24113)
9	1	3. PEG O' MY HEART ..... Three Suns ..... Victor 20-2272
13	5	4. THAT'S MY DESIRE ..... Sammy Kaye (Don Cornell-The Kaydets) ..... Victor 20-2251
13	2	5. I WONDER, I WONDER, I WONDER ..... Eddy Howard ..... Majestic 1124
13	3	6. I WONDER, I WONDER, I WONDER ..... Guy Lombardo ..... Decca 23865
8	7	7. TIMTAYSHUN ..... Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle) ..... Capitol 412 (Jerry Brent Ork, Modern Music 20-510; Henry Busse Ork, Four Star 1139; Bing Crosby (John Scott Trotter Ork), Decca 23754; Noro Morales Ork, Majestic 1130; Juan Rolando, Cocktail Hour CGE 116)
2	9	8. I WONDER WHO'S KISSING HER NOW (F) ..... Ted Weems-Perry Como ..... Decca 25078
7	10	9. WHEN YOU WERE SWEET ..... Perry Como (The Satisfiers-SIXTEEN) ..... Lloyd Shaffer Ork) ..... Victor 20-2259 (Mills Brothers, Decca 23627)
12	8	10. CHI-BABA, CHI-BABA ..... Perry Como (The Satisfiers-Lloyd Shaffer Ork) ..... Victor 20-2259
16	12	11. THAT'S MY DESIRE ..... Frankie Laine ..... Mercury 5007
8	11	12. PEG O' MY HEART ..... Art Lund (Johnny Thompson Ork) ..... MGM 40037
1	—	13. FEUDIN' AND FIGHTIN' ... Dorothy Shay (Mischa Russell Ork) ..... Columbia 37189
6	15	14. TALLAHASSEE ..... Bing Crosby-Andrews Sisters (Vic Schoen Ork) ..... Decca 23885
6	—	15. PEG O' MY HEART ..... Clark Dennis ..... Capitol 346

### Coming Up

RACTIME COWBOY JOE ..... Eddy Howard ..... Majestic 1155

### MOST-PLAYED JUKE BOX FOLK RECORDS

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

POSITION		RECORDS
Weeks to date	Last Week	
9	1	1. SMOKE! SMOKE! SMOKE! (That Cigarette) ..... Tex Williams Western Caravan (Tex Williams-Trio) ..... Capitol Americana 40001
10	2	2. TIMTAYSHUN ..... Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle) ..... Capitol 412
13	3	3. IT'S A SIN ..... Eddy Arnold and His Tennessee Plowboys ..... Victor 20-2241
2	5	4. FEUDIN' AND FIGHTIN' ... Dorothy Shay (Mischa Russell Ork) ..... Columbia 37189
2	4	5. DAUGHTER OF JOLE BLON. Johnny Bond and His Red River Valley Boys ..... Columbia 37566
1	—	5. I'LL HOLD YOU IN MY HEART (Till I Can Hold You In My Arms) ..... Eddy Arnold and His Tennessee Plowboys ..... Victor 20-2332

### MOST-PLAYED JUKE BOX RACE RECORDS

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

POSITION		RECORDS
Weeks to date	Last Week	
11	1	1. JACK, YOU'RE DEAD ..... Louis Jordan ..... Decca 23901
10	3	2. ACROSS THE ALLEY FROM THE ALAMO ..... Mills Bros. .... Decca 23863
8	4	3. I WANT TO BE LOVED (But Only By You) ..... Lionel Hampton and His Hamptonians ..... Decca 23879
8	3	4. NEW ORLEANS BLUES ..... Johnny Moore's Three Blazers (Charles Brown), Exclusive 240
21	2	5. I WANT TO BE LOVED (But Only By You) ..... Savannah Churchill ..... Manor 1046

**NEW!  
DIFFERENT!  
and  
MUCH BETTER!**

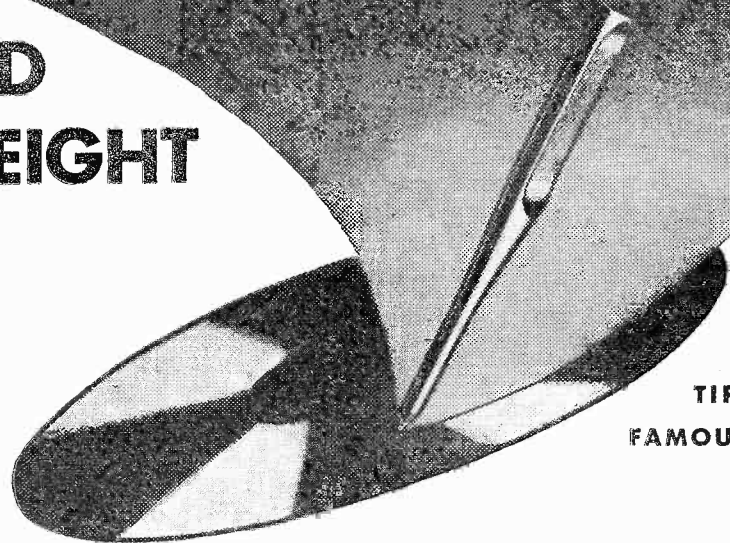
# The PFANSTIEHL Special COIN MACHINE NEEDLE

(Made under U. S. Patent 2,169,966)

## SPECIALLY DESIGNED FOR USE IN LIGHTWEIGHT CRYSTAL PICKUPS

(Weighing 1½ ounces or less)

- NEW METAL SHAFT . . . made of Phosphor-Bronze . . . solid spring metal for greater flexibility. Now yours for . . .  
**LONGER RECORD LIFE!**
- NEW NEEDLE DESIGN . . . slender, gently tapered . . . Now yours for . . .  
**BETTER MUSIC.**
- NEW LIGHTER WEIGHT . . . without sacrificing strength . . . to give you "feather touch" record playing. Now yours for . . .  
**FEWER SERVICE CALLS!**
- NEW BETTER PERFORMANCE . . . Only Pfanstiehl gives you the famous patented M47B tip of precious metal on coin machine needles. Only the Pfanstiehl Special gives you the M47B tip on the new, different and improved Phosphor-Bronze shaft. Now yours for . . .  
**ALL 'ROUND SATISFACTION!**



**TIPPED WITH  
FAMOUS M47B ALLOY**

\* Mail the coupon today. You will receive one Pfanstiehl *Special* Coin Machine Needle absolutely FREE. Pick your best location. Let it prove itself to you!

Your own ear and your own pocketbook will tell you why operators *save* money and *make* money with Pfanstiehl coin machine needles.

Try the *Special* . . . and you, too, will switch to Pfanstiehl. Mail the coupon today! \*(This offer will expire Jan. 1, 1948)

**TRIAL NEEDLE FREE**



**PFANSTIEHL CHEMICAL COMPANY**  
(Metallurgical Division)  
104 Lake View Avenue  
Waukegan, Illinois

Without obligation, please send me FREE one Pfanstiehl SPECIAL Coin Machine Needle for light-weight, crystal pickups.

Name:.....

Firm name:.....

Address:.....

City/Town:.....State.....

I operate ..... Coin Machine Phonographs.

# PFANSTIEHL CHEMICAL CO.

Metallurgical Division  
WAUKEGAN, ILLINOIS, U.S.A



# THE CASH BOX

Week of August 11, 1947

## HOT in Harlem

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

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

**'OL' MAN RIVER'**  
by The Ravens,  
Jumps to the  
**No. 1 Spot!**  
It's 'HOT IN  
HARLEM' and  
spreading  
like a  
prairie fire  
Across  
the  
Nation!

Order from your nearest NATIONAL distributor  
of **NATIONAL DISC SALES**  
1841 BROADWAY, NEW YORK 23, N. Y.

**NATIONAL Records**

# MIRACLE RECORDS

CREATES A SENSATION WITH THE HOTTEST SELLING RECORD OF THE YEAR . . .

## "FOOL THAT I AM"

With Vocals by That Terrific Discovery  
**GLADYS PALMER**  
Accompanied by FLOYD HUNT Orchestra  
Backed up with

## "HARLEM BREAKDOWN"

that should be an "A" side  
By Floyd Hunt and His Orchestra  
RECORD NO. 104

AVAILABLE AT YOUR DISTRIBUTOR  
**DISTRIBUTORS**

Blue Bonnet Music Co. 3235 Ross Ave. Dallas, Texas	W. E. Harvey Co. 12649 Linwood Ave. Detroit, Mich.
Chord Distributors 2406 S. La Salle St. Chicago, Ill.	Monarch Sales Co. 210 N. 22nd St. Birmingham, Ala.
Commercial Music Co. 510 N. Sarah St. St. Louis, Mo.	Music Sales Co. 680 Union Ave. Memphis, Tenn.
Commercial Music Co. 827 E. 12th St. Kansas City, Mo.	Nola Record Distributors 509 Iberbill New Orleans, La.
Crowe-Martin Distributors 1619 La Branch St. Houston, Texas	David Rosen 855 N. Broad St. Philadelphia, Pa.
Crowe-Martin Distributors 1228 E. Commerce San Antonio, Texas	Trilon Record Distributors 3724 Grove St. Oakland, Calif.
Griffin Record Co. 241 N. Parish St. Jackson, Miss.	Ebony Music Distributors 307 Lenox Ave. New York City, N. Y.
W. E. Harvey Co. 1312 Ontario St. Cleveland, Ohio	

**MIRACLE RECORD COMPANY**  
500 E. 63rd St., Chicago 37, Illinois

# Billboard MUSIC POPULARITY CHARTS

PART VI

## Record Reviews and Possibilities

Week Ending August 16

### RECORD POSSIBILITIES

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

**THAT'S WHAT I LIKE ABOUT THE WEST** . . . . . Tex Williams . . . . . Capitol 40031

Out-Harrising Phil Harris, Tex Williams makes with as ear-catching a set of lyrics as have come along in a long while. With the Western Caravan providing the musical background, complete with a harp run in the closing bars, this platter should climb to the top, but fast. Flip is another Harris special, "Darktown Poker Club," with Williams again carrying the load on the lyric-jammed tune. While both sides are nickel snatchers, it's "The West" that will get the heavy play.

**OH, YOU BEAUTIFUL DOLL** . . . . . Claude Thornhill with Gene Williams  
Vocal . . . . . Columbia 37593

A real oldie dressed up in sharp, modern dress on this dinking. It shows Thornhill off at his humorous best with his tongue-in-cheek, tavern piano intro and ending. In between there's a relaxed Gene Williams vocal followed by a Mickey Folus tenor chorus. Should be fine material for jukes and jockeys. Flip is a pretty new tune, "Early Autumn," featuring the lyrical beauty of the Thornhill piano for a chorus and finishes with a vocal chorus by Fran Warren, who delivers the words in fine voice and excellent taste. Tune is one of those that are too pretty to be a hit.

**THE WILDEST GAL IN TOWN** . . . . . Billy Eckstine with Hugo Winterhalter Ork. . . . . MGM 10069

New Sammy Fain-Jack Yellen song that is both pretty and intelligent. It's a ballad with a clever switch performed in top-notch style by Negro balladeer Billy Eckstine, who sings minus a good deal of his famed vibrato, lending greater effectiveness to his delivery. Hugo Winterhalter's ork backing is polished and clean. Flip is another new and pretty tune, "Boulevard of Memories," given more vibrato-less Eckstine vocal and fine Winterhalter scoring and conducting. "Wildest Gal" should do well first in race locations, but with other waxings due soon, it should start moving into the all-around hit class in time.

### RECORD REVIEWS

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

**VAUGHN MONROE** (Victor 20-2361 and 20-2394)

*Kokomo, Indiana*—FT; VC.  
*You Do*—FT; VC.  
*My, How the Time Goes By*—FT; VC.  
*I'm Still Sitting Under the Apple Tree*—FT; VC.

Contrasting ballads with the rhythm ditties, and for each in good voice as well as providing the danceable rhythms, Vaughn Monroe spins true to the favored form for these four sides. Moreover, there is the added advantage of song material that holds rich meaning for popularity pull. Assisted at each turn by the soft harmonies of the Moon Maids, sustaining harmonies in the background and taking turns with the lyrical frame, Monroe sets a fetching bounce beat for the folksie "Kokomo, Indiana" ditty from the "Mother Wore Tights" movie. And from the same screen score, spins it smoothly for the "You Do" ballad, which rings in the trombone choir to space the singing. It's another likeable rhythm ditty in the "Apple Tree" sequel song, with the maestro turning on his vocal romantics for "My, How the Time Goes By," an easy-flowing ballad from the "If I Knew Susie" movie.

With top tune material, the Monroe fans, and they must be legion, will rally 'round the machines for all of these sides.

**GUY LOMBARDO** (Decca 23989)

*All My Love*—W; VC.  
*Kate*—FT; VC.

In the typical Lombardo manner, and a manner that is tops for the sweeter side of the dancing rhythms, maestro Guy has it easy spinning for both sides. Saxes set the stage for the "All My Love" waltz lovely with Kenny Gardner's sugar-coated chanting effectively framed by the fitting background figures picked out by the mandolin. For Irving Berlin's "Kate," it's a lively toe-tapping beat with Don Rodney and the Lombardo Trio making it tasty for the wordage while the twin pianos add color to the instrumental stanza.

Lombardo fans will favor both sides.

**HARRY JAMES** (Columbia 37588)

*Love and the Weather*—FT; VC.  
*Forgiving You*—FT; VC.

Drawing a parallel between love and the uncertainty of the weather, tunesmith Irving Berlin has a rhythmic nicety in "Love and the Weather." And with the James trumpet, plus Marion Morgan's full orchestra in full rhythmic force, major attention is brought to the song in the spin. Moreover, James makes it just as meaningful for the tuneful "Forgiving You" ballad, spinning at a slow tempo with Buddy Di Vito giving full romantic meaning to the wordage and the maestro's

open horn phrasing the melodic theme thoughtfully.

"Love and the Weather" should keep the phonos lit with the slow ballad side to show as much phono strength if the song picks up the strength.

**PHIL HARRIS** (Victor 20-2370)

*Smoke, Smoke, Smoke*—FT; VC.  
*Crawdad Song*—FT; VC.

Phil Harris is entirely in his characteristic chanting element for both of these songs, both tailor made for his effective song-story telling while the band boys lay down a fast-spinning rhythmic carpet. It's Harris at his best both for the catchy hillbilly novelty in the "Smoke, Smoke, Smoke" cigarette song, and for his Dixielandish selling of the traditional "Crawdad Song." The Sportsmen Quartet add their voices to the moralizing "Smoke" song.

"Smoke, Smoke, Smoke" should provide plenty of coin smoke for the music boxes.

**JACK LEONARD** (Majestic 7261 and 7267)

*Naughty Angeline*—FT; V.  
*S'posin'*—FT; V.  
*A-n-g-e-l Spells Mary*—FT; V.  
*Tea for Two*—FT; V.

Jack Leonard barys it intimately with instrumental and vocal quartets in assist, and most effectively for the smooth and simple patterns, particularly for the attractive "Angel" ballad. Projects the romantic expressions in easy fashion for a moderately-paced "Naughty Angeline" and a slow ballad setting for the oldie "S'posin'," but without attracting any undue attention to his song. Is entirely out of his element for a rhythmic and word-jumbled version of "Tea for Two."

Song popularity if the song proves it will help bring any measure of coin attention to "A-n-g-e-l Spells Mary."

**KAY KYSER** (Columbia 37561)

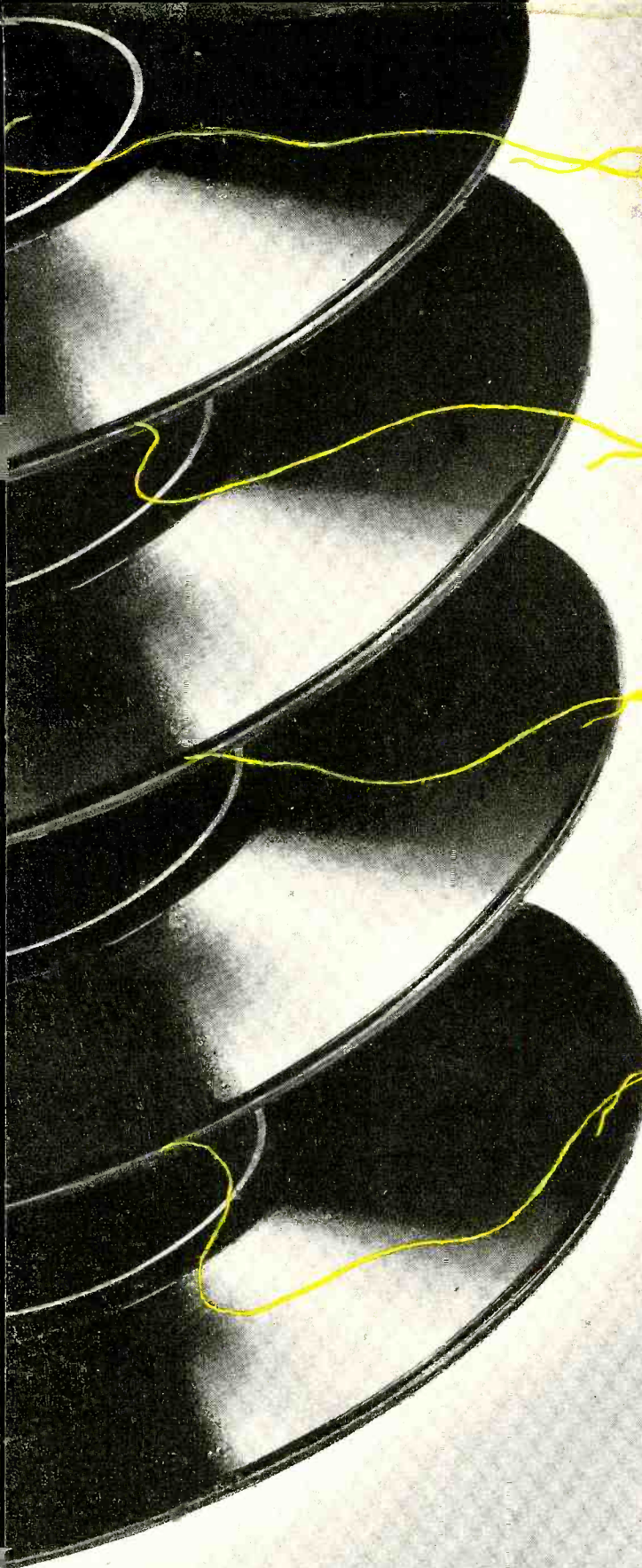
*Naughty Angeline*—FT; VC.  
*It's Kind of Lonesome Out Tonight*—FT; VC.

With strong lyrical force in the dreamy ditty of Harry Babbitt, framed in fetching fashion by the soothing fem harmony figures of the Campus Kids, Kay Kyser gets a favorable nod for this needling. Packing plenty of body and polish in the band ensemble and paving the way with a smooth and pronounced dance beat, Kyser cuts it with a full measure of buoyancy for "Naughty Angeline," and for the flip, slows down to the ballad pace for an attractive torch in "Lonesome Out Tonight."

"Naughty Angeline" will nick the machines with nickels.

(Continued on page 132)





50¢

75¢

\$1<sup>00</sup>

\$2<sup>00</sup>

It  
takes  
all  
kinds

TO MAKE A  
PROFIT!

### Check with Decca for Every Record Need

It takes all kinds of records — at all kinds of prices — to meet your customers' demands. Decca *has* this variety. There is something for everybody in Decca's "planned-for-profit" catalogue. Just one more reason why — It Pays to Check with Decca First.





# New BLUE LABEL

Decca Blue Label brings back favorite stylists! These well-remembered performances are an important part of the record business. Operators will welcome them back for their unique coin-machine appeal. Operators and dealers will profit as well from the *new* records to be released in this series.



**BOB CROSBY**  
and his orchestra  
Cecilia  
You Forgot About Me  
*Blue Label*



# ALWAYS POPULAR BLACK LABEL

## PERSONALITY SERIES • COLLECTORS' SERIES

The cream of the crop! Here are the hits the way the public likes 'em best—recorded the Decca way—with big-name artists lending personality plus to every selection. These are the discs that lead the industry in sales. In this series are the famous Decca doubles . . . and members of the Decca million-record club.



**BING CROSBY—  
FRED WARING AND  
THE GLEE CLUB**  
Whiffenpoof Song  
Kentucky Babe  
#23990

**INK SPOTS**  
Ask Anyone Who  
Knows  
Can You Look Me in  
The Eyes  
(And Say We're  
Thru) #23900

**DANNY KAYE**  
Bloop Bleep  
I Got a Song #23950  
I Wonder Who's  
Kissing Her Now  
What's the Use  
of Dreaming #24110



**FRED WARING  
AND HIS  
PENNSYLVANIANS**  
Dry Bones  
Ole Moses Put  
Pharaoh in his Place  
#23948



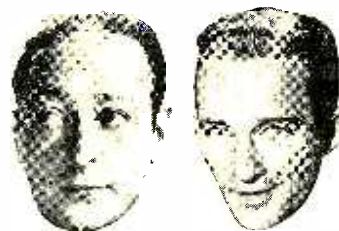
**AL JOLSON**  
All My Love  
Keep Smiling At Trouble  
(Trouble's A Bubble)  
#23953



# RED LABEL

## SPECIALTY SERIES

This series includes artists and couplings seldom heard on records. Nothing like them had ever been available in the record business until Decca pioneered these super values. Never before such high-priced records that moved so fast!



*It Pays to check*



ME  
I-Tones  
t Fall  
To My Last Dream  
Blue Label # 7



**THE JESTERS**  
I Had A Hat (When I Came In)  
Sure An' It's The Luck of The Irish  
Blue Label # 10



**DICK ROBERTSON**  
and his orchestra  
You Sang My Love Song To Somebody Else  
They Took The Stars Out of Heaven  
Blue Label # 9



**DICK KUHN**  
and orchestra  
George M. Cohan Medley.  
Part 1 (Mary's A Grand Old  
Name; So Long, Mary)  
Part 2 (Give My Regards to  
Broadway; Forty-five Min-  
utes From Broadway)  
Blue Label #4



**THE THREE SUNS**  
Beyond the Blue Horizon  
Crazy Rhythm Blue Label #6



**LOUIS JORDAN**  
**AND HIS TYMPANY**  
**FIVE**  
I Know What You're  
Puttin' Down  
Jack, You're Dead  
#23901



**GUY LOMBARDO**  
**AND HIS**  
**ROYAL CANADIANS**  
It Takes Time  
I Wonder, I Wonder,  
I Wonder #23865



**HAYMES AND**  
**N JENKINS**  
orchestra

an't  
e Me #23877



**ELLA FITZGERALD**  
Oh, Lady Be Good!  
Flying Home #23956



**MILLS BROTHERS**  
Dream, Dream,  
Dream  
Across The Alley  
From The Alamo  
#23863



**BING CROSBY—ANDREWS SISTERS**  
Go West, Young Man  
Tallahassee #23885



**EVELYN KNIGHT**  
Passing By  
As Years Go By  
#23955



**CARMICHAEL**  
a Cricket  
Could Be A  
ul Thing  
#23978

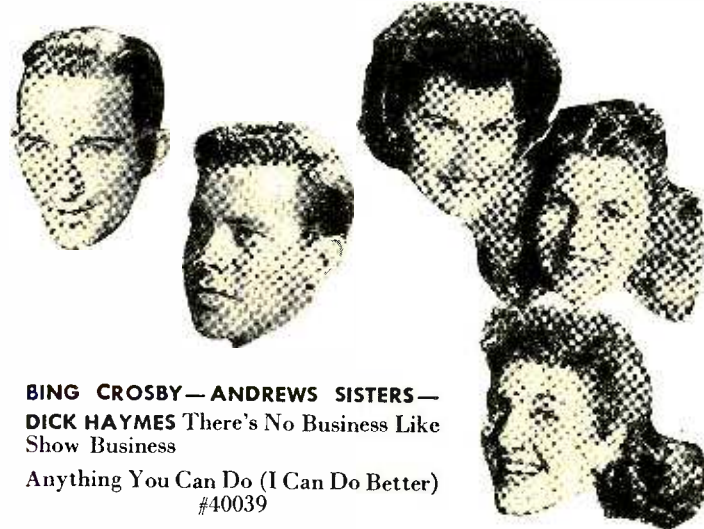


**CARMEN CAVALLARO**  
and his orchestra  
Love Will Keep Us Young  
Brahms Hungarian  
Dance #4 in F minor  
#24103



**BING CROSBY—**  
**AL JOLSON**  
ander's Ragtime

Spaniard that  
ted My Life  
#40038



**WALTER HUSTON**  
September Song  
Lost in the Stars #40001



**BING CROSBY—**  
**SCHA HEIFETZ**  
aby (from "Joce-  
)  
re My Caravan  
Rested #40012

**BING CROSBY—ANDREWS SISTERS—**  
**DICK HAYMES** There's No Business Like  
Show Business  
Anything You Can Do (I Can Do Better)  
#40039

**BING CROSBY—BOB HOPE**  
Put It There, Pal  
Road to Morocco #40000





**\$2.00**

# CHILDRENS UNBREAKABLE

Each of these 12-inch records is a delight. They are made of unbreakable material and come in colorful individual envelopes. Parents have discovered that their children learn while they listen. Look for continued and expanding demand for these from mothers and fathers building record "libraries" for their children.



**MOTHER GOOSE SONGS.**  
Children's favorites with Frank Luther and full orchestra.  
C.U. 100

**NURSERY RHYMES.**  
Delightfully sung by Frank Luther with full orchestra.  
C.U. 101

**GENIE THE MAGIC RECORD.**  
Peter Lind Hayes with music and sound effects  
C.U. 102

**CHURKENDOOSE.**  
Ray Bolger with full cast, music and sound effects.  
C.U. 103

**BABAR.**  
Song stories told and sung by Frank Luther. Full orchestra.  
C.U. 104

**MANNERS CAN BE FUN.**  
Frank Luther sings and tells rhymes for good behavior.  
C.U. 105

## PLUS THESE IMPORTANT LABELS



**DECCA OF LONDON.** Finest quality classical records ever produced. Among albums currently available are Brandenburg Concerto #2 in F Major (EDA-27); Firebird Suite (EDA-30); Daphnis and Chloe (EDA-29); Petrouchka (EDA-2).

**COMMODORE.** Jazz classics released exclusively through Decca. Commodore has promoted such stars as Billie Holiday, Eddie Heywood, Eddie Condon. Current release is Mel Powell's "Program Album." 4 sides. 12 in. #CR-6. \$3.85

**BRUNSWICK.** Records available nowhere else are yours through Decca's distributorship of Brunswick. Sell your customers early Bing Crosby, Duke Ellington, Red Nichols and many others who have made record history.

## AND AT \$10.00 DECCA ALBUMS SUCH AS THESE

**OUR COMMON HERITAGE.** Recitals of historic poems by Bing Crosby, Brian Donlevy, Walter Huston, Fredric March, Agnes Moorehead, and Pat O'Brien. 16 sides. 10 inch. No. A-536.



**COWBOY DANCES.** Called by Lloyd Shaw and played by the "Duel in the Sun" Square Dance orchestra. With sing-along book. 8 sides. 12 inch. No. A-524.



THE Billboard MUSIC POPULARITY CHARTS

PART VII

Advance Information

Week Ending August 16



ADVANCE RECORD RELEASES

Records listed are generally approx- mately 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

- ALMOST LIKE BEING IN LOVE... Mary Martin-Guy Lombardo (COME TO) Decca 24156
AND MIMI... Ray Dorey (Jack Matthias Ork) (THE FREEDOM) Majestic 7262
ANYTHING YOU CAN DO... Frankie Masters Ork (Frankie Masters-Phyllis Myles) (LET THE) MGM 10062
ARMY AIR CORPS... Phil Reed (BLAZE OF) Dance-Tone 114
AS YEARS GO BY... Bob Houston (Hugo Winterhalter Ork) (EVERY SO) MGM 10063
ASK ANYONE WHO KNOWS... Phil Reed (THAT'S MY) Dance-Tone 110
BLAZE OF GLORY... Phil Reed (ARMY AIR) Dance-Tone 114
CHOO CHOO... The Four Vagabonds (LAZY COUNTRY) Apollo 1075
COME CLOSER TO ME... Phil Reed (I WANT) Dance-Tone 115
COME TO THE MARDI GRAS (Nao Tenho Lagrimas) Mary Martin-Guy Lombardo (ALMOST LIKE) Decca 24156
DEEP DOWN IN YOUR HEART... Phil Reed (MY PRETTY) Dance-Tone 118
DEEP VALLEY... Tommy Dorsey (Stuart Foster-The Town Criers) (TROMBONOLOGY) Victor 20-2419
DO A LITTLE BUSINESS ON THE SIDE... Dinah Shore (Sonny Burke Ork) (IT TAKES) Columbia 37840
DON'T YOU THINK I OUGHT TO KNOW... Ella Fitzgerald (YOU'RE BREAKING) Decca 24157
DOWN IN CHIHUAHUA... Stan Kenton (The Pastels) (MINOR RIFF) Capitol B-449
EVERY SO OFTEN... Bob Houston (Hugo Winterhalter Ork) (AS YEARS) MGM 10063
HAPPY BOY POLKA... Phil Reed (NEPHEW POLKA) Dance-Tone 116
HEART OF MY HEART... Jimmy Atkins (ON THE) Continental C-11002
HOW LUCKY YOU ARE... Elliot Lawrence (Jack Hunter) (NEAR YOU) Columbia 37838
I THINK I'M GONNA CRY AGAIN... Jimmy Atkins (I'M FOREVER) Continental C-11003
I WANT TO THANK YOUR FOLKS... Phil Reed (COME CLOSER) Dance-Tone 115
I WONDER WHO'S KISSING HER NOW... Phil Reed (PLAY ME) Dance-Tone 119
IF I HAD MY LIFE TO LIVE OVER... Phil Reed (TWO SILHOUETTES) Dance-Tone 112
IF YOU KNEW SUSIE (Like I Know Susie) Eddie Cantor (Jerry Joyce Ork) (MARGIE) Columbia 2
I'M FOREVER BLOWING BUBBLES... Jimmy Atkins (I THINK) Continental C-11003
IT TAKES A LONG, LONG TRAIN WITH A RED CABOOSE (To Carry My Blues Away) Dinah Shore (Sonny Burke Ork) (DO A) Columbia 37840
IT'S WITCHERY... Charlie Spivak (Tommy Mercer) (STARDREAMS) Victor 20-2373
JUST ONE MORE CHANCE... Phil Reed (MIDNIGHT MASQUERADE) Dance-Tone 111
LAMPLIGHT... Randy Brooks (TENDERLY) Decca 24161
LAZY COUNTRYSIDE... The Four Vagabonds (CHOO CHOO) Apollo 1075
LET THE REST OF THE WORLD GO BY... Frankie Masters Ork (Swing Masters) (ANYTHING YOU) MGM 10062
MARGIE... Eddie Cantor (Jerry Joyce Ork) (IF YOU) Columbia 2
MIDNIGHT MASQUERADE... Phil Reed (JUST ONE) Dance-Tone 111
MINOR RIFF... Stan Kenton (DOWN IN) Capitol B-449
MY HEART REMEMBERS... Phil Reed (SOFTLY, AS) Dance-Tone 113
MY O'DARLIN', MY O'LOVELY, MY O'BRIEN... Tony Pastor (Rose Mary Clooney) (TIRA-LIRA-LI) Columbia 37839
MY PRETTY GIRL... Phil Reed (DEEP DOWN) Dance-Tone 117
NEAR YOU... Elliot Lawrence (Rosalind Patton) (HOW LUCKY) Columbia 37838
NEAR YOU... Alvino Rey (Jimmy Joyce) (OH, PETER) Capitol B-452
NEAR YOU... Larry Green Ork (PIC-A-NIC-IN') Victor 20-2421
NEPHEW POLKA... Phil Reed (HAPPY BOY) Dance-Tone 116
OH, PETER (You're So Nice)... Alvino Rey (The Blue Reys) (NEAR YOU) Capitol B-452
ON THE OLD SPANISH TRAIL... Jimmy Atkins (HEART OF) Continental C-11002
OUR HOUR... Blue Barron (TENNESSEE) MGM 10058
PIC-A-NIC-IN' (In the Park)... Larry Green Ork (NEAR YOU) Victor 20-2421
PLAY ME AN OLD-FASHIONED WALTZ... Phil Reed (I WONDER) Dance-Tone 119
SOFTLY, AS IN A MORNING'S SUNRISE... Phil Reed (MY HEART) Dance-Tone 113
SONG OF INDIANS... Red Ingle and the Natural Seven (Minnie Haw) (Haw-Chief Red Eagle) (THEM DURN) Capitol B-451
SONGS OF HARRY WARREN ALBUM... Russ Morgan Decca A-566
Absence Makes the Heart Grow Fonder (For Somebody Else) Decca 23994
By the River Sainte Marie Decca 23992
Cheerful Little Earful Decca 23993
Have a Little Faith in Me Decca 23994
September in the Rain Decca 23991
Shadow Waltz Decca 23991
Would You Like to Take a Walk (Sump'n Good'll Come From That) Decca 23993
You're My Everything Decca 23992
SORRENTO... Phil Reed (TANGO DES) Dance-Tone 118
STARDREAMS... Charlie Spivak (IT'S WITCHERY) Victor 20-2373
SUGAR BLUES... Johnny Mercer (Paul Weston Ork) (WHY SHOULD) Capitol B-448
TANGO DES ROSES... Phil Reed (SORRENTO) Dance-Tone 118
TENDERLY... Randy Brooks (LAMPLIGHT) Decca 24161
TENNESSEE... Blue Barron (OUR HOUR) MGM 10058
THAT'S MY DESIRE... Phil Reed (ASK ANYONE) Dance-Tone 110
THE FREEDOM TRAIN... Ray Dorey (Jack Matthias Ork) (AND MIMI) Majestic 7262
THE UNFINISHED DANCE ALBUM... Danny Thomas-Walter Pidgeon-Herbert Stothart, Dir.-MGM Studio Ork. MGM 4
THEM DURN FOOL THINGS... Red Ingle and the Natural Seven (Mrs. James F. Paisley-Red Ingle) (SONG OF) Capitol B-451

(Continued on page 124)

WHAT THE BILLBOARD SAYS ABOUT LARRY VINCENT ON PEARL RECORDS

LARRY VINCENT (Pearl 14-15) When the Sun Says Goodnight to the Mountain—FT; VC. Little Small Town Girl—FT; VC. Sweetheart Polka—FT; VC. I Wonder Who's Kissing Her Now—FT; VC.

The entire focal point of these four sides is vocalist Larry Vincent, one of the few singers on record today who can put over the old vaudeville "tear in the voice" style. Guy packs a poignant note in all his vocalizing and he's chosen a quartet of tear-jerking tunes for these two platters. First two tunes are unknown ditties but after a Vincent treatment will certainly get more hearing. Sweetheart Polka is at a faster tempo and will click not only for listening but dancing as well. I Wonder Who's Kissing Her Now, by Vincent, is bucking major competition, but for those who like their lyric delivery filled with pathos this version's a winner. Locations catering to older folk should take to these sides.

From The Billboard "Record Reviews" column, August 9, 1947.

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## Beanstock and Spina Quit Mutual Music

NEW YORK, Aug. 16.—Shifting of contact men during the week found the Mutual music staff cut from four to two in a matter of hours. Freddie Beanstock left to replace Paul Case at T. B. Harms, and Jack Spina resigned to join Leeds. Case, who quit T. B. Harms earlier in the week, has not announced his new affiliation.

## Russians Take to Yank Tunes; Hits Here Hits There in 6 Mos.

NEW YORK, Aug. 16.—The Russians are picking up American tunes, and numbers that are hits here become favorites within six months in the Soviet Union, according to a recently returned government official. Fave Yank tunes in Russia, however, remain the standards, with *Tea for Two*, *Night and Day*, and *Body and Soul* frequently heard via American

waxings which are played on sound trucks and over the local radio.

While there are no juke boxes (Soviet officials consider juke luxuries), and radio sets are few, the new tunes which reach Russians only thru waxings spread swiftly. The most recent favorite is *Peg o' My Heart*, which has just started to catch on.

### Audiences Limited

Noting that the majority of radios now in working condition in Russia are pre-war, the returned traveler reported seeing no new radios and guessed that one of every 150 families had access to receivers, many of which were used only to pick up official broadcasts. Music broadcast to Russia by the U. S. State Department, he said, therefore has a negligible audience.

Major form of promotion for the songs is the sound trucks. These are used to entertain workers who are clearing the major cities of debris, and workers engaged in outdoor activities. Most of the music is Russian folk, but every truck carries several American waxings which are scattered thru the program.

## J. D.'s Booking Agency Hush-Hush; May Be Mus-Art

CHICAGO, Aug. 16.—Future band booking agency affiliation for Jimmy Dorsey's ork was veiled in secrecy here this week. Howard Christiansen, p.m. of the elder Dorsey, admitted that the sax-playing frater would end his booking pact with General Artists' Corporation, come September 29, and that no dates were being booked after October 5, the last date GAC has on the band. While it's still conjecture, rumor is strong that the Dorsey crew will come under the Mus-Art banner. Christiansen previously shifted another of his chattels, the Clyde McCoy band, from MCA to GAC, eventually inking a pact with the new agency.

Dorsey, Christiansen said, is also looking for a blond chirp to replace Dee Parker. New boy vocalist with the band is Bill Lawrence.

## Kisley Ork and Lanny Ross Open Bowman Room Sept. 16

NEW YORK, Aug. 16.—The Biltmore reopens its Bowman Room September 16 with Steve Kisley's ork and singer Lanny Ross. Kisley is now at the Hotel Carlton, Washington.

Booking of Ross follows the trend of setting name singers and orks into former band locations.

## Morris Inks Valdes

NEW YORK, Aug. 16.—Miguelito Valdes this week signed a William Morris Agency management contract. Valdes, who has been alternating between doing a single and fronting an ork since he left his vocal post with Xavier Cugat a few years ago, inked an orkster pact with the agency, becoming WM's initial "name" Latin crew. Valdes records for Musicraft.

## Kaye, Bridgeport, \$4,050

BRIDGEPORT, Conn., Aug. 16.—Sammy Kaye demonstrated his drawing power with local terpers last Sunday night (10), when he attracted 2,250 persons to Pleasure Beach Ballroom here, grossing a sweet \$4,050. Admission scale was boosted to \$1.80.

## N.Y. Edison Plans To Open Dining Room With Eberle's Band

NEW YORK, Aug. 16.—Plans to reopen the large dining room at the Hotel Edison, with Ray Eberle's ork on the stand, and to rename it the Green Room, are all worked out, but will have to await the outcome of a court case to clear up the Max Kramer will.

Should Milton Kramer, stepson of Mrs. Maria Kramer, the widow, who formerly ran the Edison as well as the Lincoln, succeed in gaining the operation of the hotel, reconversion of the present Green Room into a cocktail lounge with a trio featured, and the reopening of the larger dining room, probably would start immediately. Mrs. Kramer is expected to retain control of the Lincoln.

## Heat Melts Grosses Of K. C. 1-Nighters

KANSAS CITY, Mo., Aug. 16.—The continuing heat wave, with temperatures hitting 106 in the daytime and the high 90s even in the evening, has put a severe crimp in band grosses here.

Glen Gray and his Casa Lomans racked only \$2,400, a near-low for the season, on a one-nighter (9) at the Pla-Mor Ballroom, Manager Will H. Wittig reported. The day of Gray's visit saw the thermometer register 106, while the previous Saturday (2), with the mercury at 103, Claude Thornhill grossed only \$2,700. Wittig said Gray hit top figures on previous engagements.

Charlie Fisk's ork opened Wednesday (13) for a two-week stanza as location band, with Dick Jurgens skedded in for a Wednesday one-nighter (20) and Randy Brooks on Saturday (25). Mal Dunn, territory ork, follows Fisk for one week, then Don Ragon's crew moves in for two weeks beginning September 2. Bernie Cummins will be on the stand for Labor Day.

## King Consolidates King, Queen Labels

CINCINNATI, Aug. 16.—King Record Distributing Company here this week announced consolidation of its two labels, King and Queen, with President Sidney Nathan revealing that the King blue label will supplant the former Queen line, which consisted of spirituals, kiddie and novelty sets and polkas. Firm's maroon label will continue to be devoted exclusively to hillbilly disks.

First in under the blue label will be Earl Bostic, Negro saxist, who has been pacted to cut Parts 1 and 2 of *That's the Groovy Thing*. Subsequent issues will include *Cuttin' Out*, backed by *There Goes Skedded* for a September 1 release, and *My Special Dream*, with *I'm the Guy That Loves Ya* on the flipover for release September 11.

## Buhl Sons Co. Named Columbia Distrib

DETROIT, Aug. 16.—C. H. Buhl, president of Buhl Sons Company, announced the appointment of his firm as exclusive distributor for Columbia Records in Eastern Michigan and northern counties of Ohio.

Under the guidance of Jack Hein, sales manager of Columbia Records, Buhl Sons are installing modern, up-to-date methods and equipment to expedite delivery of Columbia products to dealers. A. R. Morey, manager of the major appliance division, has supervised hiring of personnel necessary to carry thru the disk distrib system.

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# Pact Violation Basis of Coast House-AFM Suit

HOLLYWOOD, Aug. 16. — Harry Popkin and Arthur Ringer, operators of Los Angeles' Burbank burly theater, filed a Superior Court action last week against Local 47, American Federation of Musicians (AFM), seeking an injunction and \$25,000 damages from the musicker org. Theater ops charged that AFM violated its current contract by forcing wage increases on ops on threats of strike and boycott.

Popkin and Ringer stated that when the current contract was pacted November 23, 1945, the union claimed that a similar deal had been made with the competing Follies Theater. Burbank ops hence agreed to pay \$60 minimum per sideman. When the Follies contract was made known, however, it called for a \$74 scale, and the Burbank management was forced to up the scale to \$74 or face a boycott. Burbank met the \$74 demand until March 10 when Local 47 demanded another pay hike despite the existing contract. Theatermen contend they met new demands but appealed to Petrillo for relief. AFM's national board turned down the appeal last July.

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# ON THE STAND

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

## Lionel Hampton

(Reviewed at Meadowbrook, Culver City, Calif., August 15. Booked thru Associated Booking Agency. Personal manager, George Hart. Publicity, Vince Markee.)

TRUMPETS: Wendell Culley, James Nottingham, Kenny Dornham, Leo Shepherd and Duke Barrett.

TROMBONES: Britt Woodman, James Workmack, Andrew Penn and Sonny Graven.

SAXES: Bobby Plater, Jack Kelson, Ben Kynard, John Sparrow, Morris Lane and Charles Fowlkes.

RHYTHM: Milton Buckner, piano; Carl Walker, drum; Charley Harris and Joe Comfort, basses, and Bill Mackett, guitar.

VOCALISTS: Winnie Brown and Roland Burton.

ARRANGERS: Milt Buckner and Bob Plater.

So swing is dead, eh? Well, then, there has been a sudden change in taste since Lionel Hampton took over the Meadowbrook stand. Spot is jam-packed with kids who, despite the sweltering weather, crowd the dance floor and jump to their hearts' content.

There's nothing sweet and mellow about the Hampton brand of music making, but the customers eat it up and yell for more. Aggregation lays down a good strong beat that packs more rhythmic contagion than has been experienced in these parts in a long time. Upon this solid foundation, Hamp builds with steaming jamnistics that give both the toolsters and terpsters a terrific workout.

Band packs a terrific wallop from the minute it mounts the stand. There's more to it than exciting music. Secret lies in Hamp's showmanship plus. When the band performs it does more than keep the music in mind, it's out to put on a show. Customers are electrified by the combination of sales savvy and house-rocking rhythms.

In a manner that's reminiscent of the old Jimmy Lunceford band, the Hamp crew marches down onto the dance floor as it opens all stops on *Flying Home*. House reaches the hysteria stage when this is pulled. Other items that win cheers include *Gone Again* and a terrific version of *Air Mail Special*. *Lee Zhitto.*

## Bill McCune

(Reviewed at Pelham Heath Inn, New York, August 7. Personal manager, Pete Rienzi. Booked by Mus-Art Booking Corporation.)

TRUMPETS: Bill Purcell, Buddy Karboski and Pete Rienzi.

TROMBONE: Ralph Coogan.

SAXES: Kenny Marshall, Bill Kalstein and Lenny Clansky.

RHYTHM: Ted Husted, piano and solovox; Dom Pantaleo, bass; John Porterfield, drums.

Vocalists: Bette Buckner and Kenny Marshall.

ARRANGER: Ted Husted.

LEADER AND SAX: Bill McCune.

Originally set into Pelham Heath Inn for one month, the McCune ork will spend about five months at the spot before vacating, since the combo is ideally suited to this type of a location with its almost exclusively sweet book. The spot, which has been drawing heavily from the hinterlands as a result of some 14 network remotes weekly, offers a good showcase for McCune's crew, which proved especially effective when it swerved into an occasional novelty such as *Where Is Sam?* and also met with a heavy response to its beguines.

The ork, which was formed around a few key sidemen prior to this booking, has pianist Ted Husted doubling on the solovox, with the instrument used sparingly, but effectively. Dom Pantaleo switches from bass to tuba, while the three saxes also double on the clarinet, flute and oboe.

## Bette Buckner Chirps

McCune, who is popular with the payees, steps into the background during most of the sets, turning over

## Frankie Carle

(Reviewed at Hollywood Palladium, Hollywood, August 7. Personal manager, Warren Pearl. Booked thru General Artists' Corporation.)

TRUMPETS: Ralph Muzzulo, Casey Bork and Bob Jensen.

TROMBONES: Mitchell Zarembo, Bill Wallace and Eddy Lucas.

SAXES: Tony Johnson, Gus Benvenetti, Ray Hoptner, Irving Tresman and Percy Booth.

RHYTHM: Piano, Hughie Hughes; bass, Lou Chester; guitar, Sid Margolis, and drum, Eddy Vale.

ARRANGER: Al Avola and Bob Jensen.

VOCALISTS: Marjorie Hughes and Gregg Lawrence.

PIANO AND LEADER: Frankie Carle.

Ask the management why dancery biz is on the upsurge and they'll point to Frankie Carle. The Steinway-riding maestro has designed a commercially sound pattern of tune presentation that continues to keep the b.o. cash register ringing.

Carle's book is filled with top current pop items, balanced by a careful selection of yesteryear faves and sure-fire plug tunes still on the song-horizon. These are given simple and light arrangements by Al Avola and Bob Jensen in which full emphasis goes to the melody line and a tempting beat.

Scoring is then taken over by the Carle crew which performs cleanly and with precision. As in the case with numerous leader-instrumentalist aggregations, the ork performs capably but beyond that it must look to the batoner for the necessary spark.

It's Carle at the keyboard that the customers come to see and hear and they get their buck's worth. When the maestro wraps himself around the Steinway, the ork comes to life, pouring out a highly danceable and thoroughly enjoyable brand of music. Maestro's keyboarding is executed in a crisp and well-phased manner that has the ear wishing for more. There is particular commercial value in the Carle medleys which have been worked into a highly essential segment of the evening's offerings. Performed solely by the rhythm section with the maestro holding down the piano bench, the foursome turns out a highly palatable dance dish composed of oldies and current numbers with an occasional Carle original for spice sake.

Band as a whole has no standouts with the rare exception of the spotlight falling on a brass tootler. Hughie Hughes is taking over more of the piano chores, with his ivory style closely mirroring that of the maestro (his father-in-law). Marjorie (Carle) Hughes proves herself vocally capable in shaping such items as *Just an Old Love of Mine*. Gregg Lawrence smoothly holds down the male side of the vocal department, slurring the ballad lyrics with ease.

One of the cleverest of Carle's new crop of keyboard creations is a synco adaption of Chopin's *C Sharp Minor Waltz* tagged *Carle Meets Chopin*. This is one of four borrowings from the classics to be featured in his forthcoming Columbia album, *Carle Meets the Composers*. *Lee Zhitto.*

the spotlight to Bette Buckner, a cute chick who has been warbling with the ork for two years and getting better all the time. Kenny Marshall, a former fronter himself, also handles vocals.

In sum: McCune seems to have the right combo this time, and should do a good job wherever he goes with his danceable arrangements.

*Norman Weiser.*

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## Music---As Written

### NEW YORK:

Dick Simpson this week ankled his post as Randy Brooks's ork road manager. Brooks currently is on a one-nighter junket. . . . Victor Lombardo is set for a Strand Theater engagement here beginning either September 5 or 26 for three weeks. . . . Vaughn Monroe's ork is reported to have set the season high for Asbury Park's Convention Hall last week, averaging 1,500-1,600 during the week and pulling in some 5,000 Saturday evening. Monroe topped Harry James and Tex Beneke marks.

Clef diskery will carry on the *Jazz at the Philharmonic* disk series, with Norman Granz's label due to bring out Volume 6 in the group next week. Package features six sides of the JATP blues, with improvisations of Coleman Hawkins, Lester Young, Charlie Parker, Willie Smith, Buck Clayton, Irving Ashby, Buddy Rich, Billy Hadnott and Kenny Kersey. . . . John Blackburn and Lawrence Berk in New York to set up an Eastern branch for the Exclusive Record Distributors, Inc. . . . Borrah Minnevitich's Harmonica Rascals last week signed a waxing paper with Deluxe diskery.

Vox diskery last week inked a piano team, Appleton and Field, to its list of artists. . . . Singer Chucho Martinez left for South America last week for an eight-week stay in a Buenos Aires nitery and will follow that with a date at Rio de Janeiro's Copacabana. . . . Josh White cut a disk dedicated to the late President Roosevelt, tabbed *The Man Who Couldn't Walk Around*. . . . Lena Horne Homecoming Day will be celebrated in Brooklyn August 21, with presentation of boro's key and other ceremonies.

Erskine Hawkins's ork flies to the Coast Thursday (21) for a series of one-nighters. While in California, Hawkins will make several musical shorts featuring his new one-armed pianist, Dan Michaels. . . . Raven Malone, who represents New York City at the Miss America contest, temporarily is singing with Bill McCune's ork to get some experience working in front of an audience. . . . Steve Gibson and the Red Caps booked into the Paramount next month. . . . Ted Straeter set at Hotel Statler, Washington, starting September 15. . . . Glen Garr vacates the Rustic Cabin August 26, with Dick Styles in for four weeks. Garr ork is skedded for the Village Barn.

Jack Johnson heads for the Coast shortly to resume with Tommy Dorsey. Woodbury reported interested in the new Shep Fields ork, plus the six vocalists, as a package for a new air show. . . . Jack Lazar, WNYC disk jockey, featured *That's My Desire* as disked by the various platteries, for a full half-hour seg. . . . The Song Spinners are waxing with Bob Eberly and Carl Ravazza at Decca this week. . . . Walter Scheff, former waxer for Victor, inked a pact with the new Republic label. . . . Al Postal's ork celebrating its fourth anniversary at the Hi Ho Casino, Brooklyn.

Les Elgart goes into the Rustic Cabin for two weeks, starting August 26. . . . Oscar Brand, folksinger, has signed to write a series of 12 platters for Young People's Records.

### LONDON:

The Blue Rockets ork is to inaugurate a big band policy at the Winter Gardens Ballroom of the Palace Hotel in the South End; London's RDS Productions is booking the spot and has Jiver Hutchinson's ork set to follow the Rockets. . . . Seaside resort, Great Yarmouth's popular Britannia Pier Ballroom, started a long-run ork booking policy with a six-week stand by Oscar Rabin's ork, led

by Rabin's partner, Harry Davis, set to kick it off. . . . Nat Allen's ork set for three months at London's swank Ciro's. . . . Allen's vocalist, Alan Kane, will wax for His Master's Voice (HMV) while on the Ciro's location.

Billy Ternent, regular BBC ork fronter, will take an eight-piece ork into the Dorchester Hotel to replace the house ork during its vacation. . . . Birmingham's biggest terperery, West End Ballroom, will reopen in October. Owned by Gaumont-British pix, the spot will be operated by G-B musical director, Felton Rapley.

### HOLLYWOOD:

Duke Ellington set for a series of week-end dates at Culver City's Meadowbrook starting September 19. . . . Judy Garland's kid sister, Jimmie, joined Merry Maes in their two-week stint at Lake Tahoe, replacing Imogene Lynn. . . . All royalties on Empire Song's ditty, *In San Francisco*, have been signed over to the Damon Runyon cancer fund. . . . Campbell Soup Company is eyeing a tune tagged *Chicken Noodle Soup*, clefled by Jack Hoffman and Bert Pellish and published by Reknown Music. Soup maker may use the ditty for a radio theme.

Ken Clarke drew another holdover at the Haig. . . . King Cole Trio going into Salt Lake City's Rainbow Rendezvous September 1, to be followed September 19 by Frankie Laine. . . . Page Cavanaugh Trio landed its first theater date with deal set to headline vaude show at Million-Dollar Theater, Los Angeles, September 16. . . . Hadda Brooks will go on first theater tour beginning August 20. Songstress will play dates in Oakland, Calif., Washington, Baltimore and New York, with others still to be set.

## Suns, Touring After 8 Years at Piccadilly, At Orsatti's Casino

NEW YORK, Aug. 16.—The Three Suns, now on tour after eight years at the Piccadilly Hotel here, opened yesterday at Orsatti's Casino, Summer's Point, N. J. The Herman Chittison Trio replaced the Suns at the Piccadilly.

The Suns will stay at Orsatti's thru August 21, then play Bill Green's Casino, Willock, Pa., August 25 to September 6; Town Casino, Buffalo, September 8 to 21, and then open September 24 at the Ansley Hotel, Atlanta. There they follow Glen Gray, who is set at the Ansley for September 3 to 23.

Music Corporation of America (MCA), which is booking the Ansley, also has lined up Al Donahue for two weeks there starting October 1; then Hildegard with some ork, as yet unset, will take over October 5. The winter line-up includes Eddy Howard, Charlie Barnet, Dick Jurgens and Blue Barron, with Carmen Cavallaro for spring.

## New Disk Label Established By D. A. Grimes in Philly

PHILADELPHIA, Aug. 16.—D. A. Grimes, head of Grimes Music Publishers, local BMI firm, announces the setting up of an ASCAP affiliate with a record label to help promote the new catalog, making about a dozen independent disk labels established largely by local music publishers. Grimes's new music firm will be called Clef Publications with the record subsidiary under a Clef label. First waxing will include Clef's first songs—*Ev'rything's a Racket Now-a-Days* and *The Show Must Go On*.

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# Fall Cocktailery Outlook Hazy

## Trios Likely Faves; Music Combos Wane

### 1,000 Outlets in Prospect

NEW YORK, Aug. 16.—With Labor Day and summer's end looming closer, a survey of the talent reps this week to determine the fall cocktail lounge prospects disclosed some forecasts ranging from a healthy season to a belt-tightener. It is a fair consensus that trios will be most in demand, with the piano-singing single next. The straight music combo is on the wane, as ops tend to curtail the dancing and display more comedy and voice.

When the spots which were shuttered or fleshed-out for the hot months, plus those that carried on at reduced budgets, get back into stride, it is estimated that there will be 1,000 outlets. Of these, 350 are in the Midwest, 250 in the East, and the rest scattered throught the country. It is also calculated that there will be 2,000 cocktail units looking for work once the summer hotels and resorts black out. This ratio on a strict mathematical basis means there will be 20 weeks of work and nine 20-week lay-offs in the 40-week season.

#### Bloom Optimistic

An optimistic view comes from the new Musical Entertainment Agency (MEA). This outfit's Walter Bloom, while believing that the average "crummo" (his language) who got a good price during the lush war years will have to settle for much less, holds that the general outlook is good. Bloom, who was cocktail head at Frederick Bros. before joining MEA, has contacted ops in three classes: Those who want names and will not settle for less, those who want and will pay for a strong singing and entertaining unit, and those who want a playing-singing single during the week and additional strength on week-ends. Bloom thinks most of his contacts want the \$350-\$500 trios, with accent on the comedy and singing. He puts about 70 per cent of the lounges in the no-dance category.

Almost as cheerful is word from General Artist Corporation's (GAC) cocktail department, which was bailed out of the summer slump by long term contracts. The agency feels the prevailing decline in larger cities has reached the low level and is definitely on the way up. Activity among buyers for modern entertainment, with novelties, singing parodies and comedy evidences marked enthusiasm. This talent office finds that because many of the spots which had five and six-piece combos now want threes and fours of the stronger and more versatile variety, the demand for good trios will be greater than the supply. It says they can't get enough names and semi-names. A breakdown finds 45 per cent of the owners looking for healthy trios, 30 per cent wanting names and the other 25 per cent going for singles. This percentage outfit, which does very little split-week selling, claims it has yet to feel the effect of the television.

#### MCA's Views

On the other end of this season's pre-view is Music Corporation of (See Fall Cocktailery on page 53)

## IN SHORT

### New York:

Dell Oherl opens at the Village Barn, August 29. . . . Dorothy Deering doing a turn at Casa Seville on Long Island. . . . Martin and Lewis go into Bill Miller's Riviera October 4, then to London for some English dates. . . . Ray Heatherton, Biltmore maestro, signed by Joe Hilton and Joe Pincers for 20th Century-Fox. . . . Harry Ranch returns to Village Barn September 26 for four months. . . . Honey Tones quintet and the Kirby Stone ork current at the Enduro, Brooklyn.

Mile Ingalls touring the Middle West. . . . Gloria Moreno doing week-end dates at Sea Isle Club, managed by Kenneth MacSarin. . . . Pancho and Diane, after six weeks at the Havana Madrid, will play the Statler chain. . . . Skitch Henderson, current at the Pennsylvania, and Dick Himber, opening at the Essex House, are in the market for vocalists. . . . Edith Fellows, wife of indie agent Freddie Fields, will be in Best Foot Forward at East Hampton, August 24.

Stan Fisher follows his Ortwaite, Saratoga, date with a September booking at the Roxy on the Milton Berle bill. . . . Maxine Barrett and Philip Dennis followed Jerry Cooper at the Sea Isle Club, Atlantic Beach, after a week at Lake Tarleton Club in New Hampshire. . . . Dorothy Hogue current at the Atlantis. . . . The Merrytones open at McClusty's on Long Island August 26. . . . Dante and the Organ Trio held over at Boggozi's, Syracuse. . . . The Interludes in for the rest of the season at the Commander Hotel, Saratoga. . . . The Keithly Trio current at the Midwood, Brooklyn.

Herbert Jacoby, Blue Angel op, is back from France and says that the pickings were lean. He signed only two acts. . . . The Three Flames move from the Village Vanguard to the Blue Angel September 6.

Phil Brito has bought his contract back from Irving Romm for about \$15,000. . . . Ray Bolger goes back into cafes, opening at the Carnival next October. . . . George Jessel may do an outdoor show in Ebbets Field in September. . . . Eddie Elkhorts, she's the former Lillian Cavell, he's with Music Corporation of America, will become parents any day.

Morey Amsterdam opening a steak house on 57th Street. . . . The booking of a gypsy band into La Martinique, according to the Lindy mob, is Dario's way of taking care of his unemployed relatives.

Cloth and Diamond are doing special material for Jan Murray (who goes legit in Music in My Heart, opening September 15 in Philly), Phil Foster and Eddie Schaefer. Schaefer plays the Town Casino, Buffalo, September 6.

### Hollywood:

The Top Notchers move into Florentine Gardens September 6. . . . Vito Musso disbanded his Kenton All-Stars combo and returned here to rejoin the Kenton crew. . . . Mell Torme returns to New York in October for a stint at the Paramount Theater. . . . Kay Starr follows Frankie Laine into Club Morocco. . . . Jane Harvey and Derry Falligan set for Billingsley's Bocage September 2.

Les and Poppy drew a holdover at San Jose's Hawaiian Gardens after playing a one-nighter with Red Skel-

ton. . . . Stop, Look and Laff unit, with Marty Kramer, Joyce Carlton, Don Murrell and Ruth Reynolds, goes to Buster's Club, Orange, Tex. . . . The Liphams booked into Oregon State Fair September 1.

Colette Lyons going to the Jamboreo, Reno, end of month. . . . Bob Burns will play a series of fair dates, opening at Michigan State Fair, Detroit, August 29. . . . Martha Raye set for series of nitery dates in Detroit, Cincy and Boston, beginning late in August. . . . Eleanor Powell begins theater-club tour beginning August 29 at Las Vegas's Last Frontier Hotel.

### San Francisco:

Frances Faye set to follow Ann Triola August 26 at House of Harris. . . . Lion's Den will resume floor shows and dancing in September after a straight food policy for past year. . . . Lombards has started first venture with flesh, using Maurice Auger Trio as opener. . . . Helen Toy, thrush, has joined the Kubla Khan revue. . . . Vernon Alley Trio signed for six weeks at Chi-Chi Club. . . . Meade Lux Lewis set for two weeks at Harold Blackshear's Supper Club.

### St. Louis:

Art Lund current at Chase Club on same bill with Harvey Stone, Greb and Lober and Buddy Moreno's orchestra. . . . Tune Town, closed for August, will reopen September 2 on six-night-a-week basis. . . . Blue Barron's band will open fall season at Casa-Loma Ballroom. . . . Ace Goodrich has moved from Merry-Go-Round of Park Plaza to Zodiac Lounge of Chase Hotel. . . . Joe Schirmer Trio and Billy Shepard continue in the Merry-Go-Round. . . . Rose Murphy replaces the Mary Osborne Trio in the Circus Snack Bar Tuesday (26). . . . Herman Drake ork is at Forest Park Highlands.

The Steamer Admiral is doing capacity business with the bands of Johnny Polzin and Freddy Clemens. . . . Jean Mattice and her all-girl ork are opening at Mack Barnholtz's Top O' the Town Club. . . . Ted Smith, with Peanuts Butler at the piano, is starting an indefinite engagement at the Main Line Cocktail Lounge. . . . Ann Richardson and Chester Lane currently at the Barrel. . . . Norman Mason band now playing at Club Wind-Up. . . . Ross Russo entertaining nightly at Ruggeri's. . . . Jack Allen's ork at Sauter's. . . . Alberto Aranda, veteran employee of the Koplar Hotel chain here, is rounding out his 17th year as maitre of the Zodiac Cocktail Lounge.

### Here and There:

Earl Warren opens at the Savoy, Boston, August 31. . . . Ben and Kay Standish being held over at Otto's, Detroit. . . . Belle Tones into Doc's, Baltimore, September 9. . . . Hal Thornton will finish out the season at the Cactus Room, Asbury Park, N. J., and is contracted for all of next summer starting June 14. . . . Sally Stewart plays a date at Mi-Joe, Troy, N. Y., September 15. . . . Corky Williams opens at the Half-Way House, Troy, August 26, following Shirley Allen. . . . Cassie Cassano opens the Windsor Room, Washington, September 15.

Mike Dunn current at Blue Mirror, Washington. . . . Jimmy Downes berthed at Doc's, Baltimore, for a hold-over. . . . Marcya and Rene Gunsett continuing on after eight weeks at the El Paso, Santa Barbara, Calif.

## Sni-a-Bar Gardens In K. C. To Reopen; Name Orks and Acts

KANSAS CITY, Mo., Aug. 16.—John Antonello, partner in A. & N. Presentations, local legit and music impresario team, has acquired Sni-a-Bar Gardens, Kansas City's first rural nitery, and plans to reopen it by September 15 under a policy of booking name bands and headline acts.

The club, which has been closed since 1939, has been used as an office and warehouse by an engineering company. James G. Hoover, an official of the engineering firm, was reportedly retaining a fee interest in the property.

With equipment and refurbishing of the spot, Antonello's total investment is expected to reach \$60,000 for the English-style clubhouse, which will accommodate nearly 1,000 persons in its main ballroom. Six acres of ground, including an outdoor pavilion and parking space, goes with the spot, situated east of the city.

Altho cover charges have been discarded in most K. C. spots, Antonello said he plans to levy one in his new club. He plans to install a full kitchen. Old gaming rooms will be converted to private dining room. He also has options on several acres of ground around the main property, on which he plans to place cottages for visiting bands and acts.

Jimmy Nixon, partner of Antonello in A. & N. Presentations, is also manager of Mary's Club, and he books name outfits on occasion.

## Hub 100% MCA for Week, With Lewis, Shay, Carroll

NEW YORK, Aug. 16.—The week of November 2 will see Boston all tied up as a Music Corporation of America (MCA) town.

The office has Ted Lewis at the Boston Latin Quarter, opening the beginning of that month. Statler Hotel has Dorothy Shay set for that period. Copley Plaza will have Jimmy Carroll, and the Bradford Roof will have other MCA acts. Bradford is an MCA exclusive.

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# SIGNS OF PIC-FLESHER REVIVAL

## British Tax on U. S. Films May Force Screen Players To More P.A.'s for Extra \$\$

**Question: How Many Names Are Solid Draws?**

(Continued from page 3)

their ability to add heft to a marquee.

### Not So Hard To Get Now

In the past few years more and more of the flicker biggies have turned to independent production for a one-or-more pic deal. In practically all cases the original investment came back from the American market; the profit came from England and other countries. With the profit cut off, or at least reduced to strictly a gamble, actor-producers will bow out of the production field. This move, according to Dugan, will make these actors listen to theater bids, where up to now they weren't interested. As an example, Dugan cited a couple of names who up to now have played hard to get, but today are beginning to show interest in personal appearances.

Other trade sources also saw in this tax situation a possibility of the major companies forming units around some of their semi-name contract properties and sending them out to hypo biz with their studios' films. MCA admits that it is already sounding out Coast interests in getting this plan under way.

### Morris Not So Hopeful

But if MCA is bullish on the prospect, the Morris office doesn't share its optimism. Nat Kalcheim, head of the Morris theater department, thinks that with revenue reduced by loss of the British market, pic companies will try to get as much for their properties in the U. S. without adding to operating costs thru the addition of stage shows. Kalcheim, however, believes that pictures playing the presentation houses will stay longer than before in order to draw out as much dough as possible. In that case, he figures that shows in with the pictures will get longer runs, but hardly more than that.

There is rather a widespread opinion in the trade that the British hiking of the tax of American pix would be rescinded soon, but this is not shared by Wall Street sources queried. These sources say the tax not only was indicated by England's falling dollar balances, but may even hit other branches of American showbiz before the whole thing is settled.

### Vaude Acts May Suffer

One Wall Streeter who is a director of a flicker outfit and has angled several legiters, said that the American actors who have recently started going over and have been permitted to take virtually their entire salary out of England in dollars are in for a rude awakening when the full impact of the British law becomes evident. If the purpose of the regulation is to conserve dollars, said the Wall Streeter, then the same action which affects American film producers will almost certainly hit American actors playing English theaters. To this extent it is believed unlikely that American vaude will increase in London unless actors agree to payments in pounds with some sort of blocked agreements.

The American stage show picture,

according to theater men, bookers and agents, is also waiting on the application of the Taft-Hartley Act, which becomes operative August 22. That the Shuberts, Skouras and Brandts were contemplating reopening some of their houses has been reported here in the past and is no longer a secret. In fact, the Academy of Music was all set to bring back acts in mid-September, first with Eddie (Rochester) Anderson and then with Louis Prima, when the union problems stopped everything dead.

Theater men are hopeful that when the Taft-Hartley Law takes effect many of their backstage and pit problems will be taken care of. But no op will make the first move, fearing possible reprisals. They're all waiting for the other guy to make it.

Summing up: The desire of some theater men to bring back flesh, plus the reasonable chance that more attractions soon will be available, plus the fact that the Taft-Hartley Act will remove many of the backstage obstacles, makes the picture for a return to live shows brighter than ever. "This fall will tell the story," is the consensus of the trade.

## Comes Fall, Agents Go Wild Shooting for Fat Exclusives

NEW YORK, Aug. 16.—The opening of the fall season has the agents running around looking for a throat to cut and a spot to book exclusive. Getting a joint exclusive has always been an objective for every rep, big or small, for obvious reasons.

A few weeks ago the Clover Club, Miami, was rumored in the market for an exclusive booker. General Artists Corporation (GAC), with Harry Kilby doing the servicing, had been handling the Florida spot. A couple of independents hopped a plane south to tie up the Clover. Then the op came north. But up to this writing the spot is still wide open.

Last week Sam Schanker, op of the Cairo, Washington, hit town looking for two things: (1) Capital, (2) attractions. Practically all the reps contacted had ways of getting the extra moo, provided Schanker gave them the exclusive. Result was that at least three agents talked around that they had the in. End result was that Schanker didn't give the nod to anybody, but came up with Ben Blue for September 17, to be followed by Ted Lewis, Martha Raye and Eleanor Powell. All but Lewis are William Morris properties, but the office hasn't the exclusive, according to Schanker.

But if the Morris office hasn't come up with the Cairo it is making a strong pitch for Las Vegas. Music Corporation of America (MCA) and the other offices, including a batch of independent firms, are also in there trying to get the town. Main

## Leon and Eddie's Plans Luncheons

NEW YORK, Aug. 16.—Leon and Eddie's will start luncheon sessions in October with its rehiring of John Minoletti, who has a rep of being a pretty hot chef.

With the midway feeds, the club will start gimmicks calling for various models to give beauty contests on various days, in the belief that enough customers will come in either to watch the proceedings or to bring gals who'd like a whack at working for Conover, Powers or Thornton.

Biggest reason behind the noon opening is the fact that the new Rockefeller Building going up across the street will start operating in October. They'll have to eat somewhere, reasons Eddie Davis, so why not his club?

## 400 Club, St. Louis, Will Book Name Acts

ST. LOUIS, Aug. 16.—Mack Barnholtz, owner of the Top o' the Town here, has taken a lease on the 400 Club and will operate it this fall as a supper club. The spot was a set-up club until the State outlawed such places.

Barnholtz, who plans on bringing in name attractions, will go to Chicago next week to line up a show. There will be no admission charge, but a \$2.50 minimum. Charles Wells will handle the publicity. Joe Keagan will be manager and booker of entertainment.

## French-Yank Act Pay Pact Ready To Ink

### Dollar-Franc Swap Fixed

NEW YORK, Aug. 16.—The long negotiated deal between American actors and French performers, with the French Treasury and the American Guild of Variety Artists (AGVA) doing the dickering, is about at the signing stage.

Plans are based on the desire of the French to get their hands on as many American dollars as possible, so details will be as follows. All American actors working in France will be paid in dollars and francs as heretofore, but the contract terms will be in terms of dollars and not in francs, so a fluctuating franc rate will not affect the amount of dough originally agreed upon. Up to now, American acts offered French dates could seldom agree on the money because of the foreign exchange swing.

### AGVA Will Police

French acts coming to this country will come under the policing of AGVA, with the union to collect a portion of their salary to be deposited in a French-designated American bank. This will work as follows: The Frenchman will be permitted about \$20 daily for living expenses while in this country (exact sum yet to be determined). The remainder will be collected by AGVA, deposited in a bank which will then send the (See French-Yank Pay on page 53)

## June Darling Exits Chi Frederick Staff

CHICAGO, Aug. 16.—June Darling, veteran act booker, who left her own agency to join Frederick Bros.' Chicago office as head of its act department, this week resigned to join Morris Silver, ex-exec of the Chi William Morris office, who recently sold his interest in that firm to go out on his own. Succeeding Miss Darling will be Victor Rickey, ex-Wisconsin independent booker, who will double in band booking.

Silver said he expects to open his new office sometime in September. His activities will include p. m. of talent, operation of several movie houses locally in which he has major interests, and the construction of a major night club, expected to start within the next nine months, to be located on Chicago's South Shore.

## Harem and L. Q. Ink AGVA Pacts in N. Y.

NEW YORK, Aug. 16.—The Harem and Lou Walters's Latin Quarter just signed a new basic agreement with American Guild of Variety Artists (AGVA) and put up a \$7,500 bond to cover both spots. Deal calls for \$70 for the line and a sked of 15 shows a week. Any shows over the 15 will call for a pro-rata pay of the weekly scale for the line as well as any principals receiving the minimum (\$100) wage.

Scale for chorus at Monte Proser's Copa is \$75. The difference of five dollars, according to AGVA, is because the Copa runs three shows nightly.

## Georgie Price Next At Riviera, Aug. 21

NEW YORK, Aug. 16.—Next show at Bill Miller's Riviera will have Georgie Price on top, with Kay Vernon and Miriam Lavelle in the featured spot. Acts, due to bow August 21, are in for two weeks and options.

First plan was to have Ben Blue come in on that date, but the long-faced comic, who was set to open August 14 in the belief that the Andrews Sisters would close after three weeks, discovered that the sisters would stay on for a full four weeks. Rather than lay off the extra week, Blue took the Chi Latin Quarter.

**Loew's State, New York**

(Thursday, August 14)

Capacity, 3,500. Prices, 50 cents to \$1.10. Four shows daily, five Saturdays. House booker, Sid Piermont. Show played by Louis Basil's house ork.

There was fun at the State. Henry Youngman came on and went off with each performer and lingered at the mike between acts with his gag-packed chatter. When he was on the laughs came in what appeared to be one continuous stream of yocks, so closely bunched were the punch lines. Opening with "the Saratoga hotels this year are providing slot machines instead of beds"—because he had two machines against the wall he had to pay for a double room—Youngman set the pace for the standard acts on a swiftly moving, entertaining bill.

"The next act is a young man," emcee Youngman, who then went into a 10-minute pitch which had the rafters vibrating. When he got back to the intro the comic wowed them "he's an old man by now." Youngman's material, most of which was new, was brainstormed by gag-writer Danny Shapiro.

**Allen Ork's Hot Jazz**

Henry (Red) Allen, fronting a six-piece combo, closed the show, setting a sizzling pace with his hot jazz gymnastics. Group featured solos by tramist J. C. Higginbotham, vet jazz dispenser whom Allen labeled "the world's greatest trombonist," and alto saxist Don Stovall, both of whom displayed commendable and exciting hot techniques and were well received by the payees. Allen's throaty singing and trumpetfooting aided considerably in bringing down the curtain on a well-rounded variety bill.

Eugenie Baird, in a white form-showing gown, filled the singing spot with some powerful-lunged standard pop tunes for an over-long mitt. Her encore of *Feudin', Fightin' and Fuss-in'* was capably warbled and showed her versatility.

Allen and Kent opened with their standard tap routine, contrasting the current and by-gone steps. Highlight of the act was the couple doing a modern dance to the wings where they picked up Emma Francis. The latter, in the dignified 60's, gray-haired and buxom, portrayed the old-fashioned slow dance styles, then gradually increased her pace until she wound up doing somersaults across the stage for a spontaneous outburst. The act went off big.

Lucienne and Ashour did their standard Apache and lifting routine, in which the lass gets tossed all over the boards by the lad for the first part of the act. In the second half they switched, with the fem giving her partner a healthy kicking around to the huge delight of the distaffers out front. They scored handily.

Neil Stanley's impersonations were solid, with the movie stars being portrayed in bits out of character. His Jimmy Stewart doing a Walter Winchell broadcast went over best. Jack Tell.

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**VAUDEVILLE REVIEWS**

**Oriental, Chicago**

(Thursday, August 14)

Capacity, 3,200. Price: 95 cents straight. Number of shows: Five per day, six on week-ends. House booker, Charley Hogan. Shows played by Carl Sand's house ork.

Current show loses plenty of its wallop thru failure of one of its co-headliners, Marie (The Body) McDonald, to pack much stage savvy. Gal falls short of visual expectations, coming on with her hair dyed brunette for a new flicker part, instead of as a blonde bombshell, and wears a dress that does little to display the much-publicized torso properly. The starlet, who's equipped with a so-so voice, further hurt her stint by forgetting the lyrics of her opening number and, instead of trying to hum or whistle thru it, made the blunder more obvious by referring to it during her number and after she had finished. Her selection of tunes was bad, forgetting to include a current pop, while her arrangements often utilized only the rhythm section, while a full band would have enhanced her shaky presentation. A couple of dates before bringing her into an important showing place for her flesh opener would have been prudent.

Remainder of the show is above average. Mac and Desmond are one of the most potent opening acts to work the house in some time. Besides the variety of action that takes place (male does eccentric hoofing, plays good showmanly piano and cleats with fem, the duo works to snappy music and swing pew-sitters to attention for the remainder of the show. Clark Dennis, doubling from the College Inn of the Sherman Hotel, does his same program, reviewed recently at his hostelry stand. Guy has relaxed during the past two weeks and his offerings were better received. Could insert a pop or standard in place of *My Heart's Desire* to win better attention.

Biggest mitt on the show went to the Acromaniacs, bobby-sox male acro and tumbling trio, who subbed first two shows for the Three Swifts. Enthusiastic young threesome won gasps, laughs and every other kind of good audience reaction, including a terrific mitt at closing, for their animated presentation.

Carl Sands's new house ork, now in its third week, put on a polished opening, consisting of three types of Latin music, spotlighting the handsome fronter's keyboarding. House stage has been beautified plenty with a \$12,000 investment in lights and curtains, which were well utilized this show by stage director Will Harris. Johnny Sippel.

**Million Dollar, Los Angeles**

(Wednesday, August 13)

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

Caught in the midst of a booking hassle, Million Dollar management threw in John Calvert's magic show at the last minute, with not enough time to iron out production wrinkles. Lack of polish and smoothness was apparent, altho the magic maker worked hard to please and generally delivered the goods. With music cues jumbled and lights fouled, Calvert was working under obvious tension. All things considered, he deserved plenty of credit for a workmanlike job.

Calvert's general approach to his trade is good. The handsome mystifier combines the usual magic hokum with subtle gags, many of which seem over the heads of the audience. He intrees new tricks with a bit of poetry or reference to fakirs and East Indian witch doctors, all of which (See *Million Dollar* on page 47)

**Chicago, Chicago**

(Friday, August 15)

Capacity, 3,900. Price, 95 cents straight. Five shows daily, six over week-ends. House booker, Nate Platt. Shows played by Lloyd Shaffer and the house ork.

There's little similarity between the shy, nervous crooner who was just getting his start as a single four years ago when he first worked here, and the Perry Como who's killing them this week. The amazing part of this transformation into a super-polished stage personality is his complete ease, as evidenced by his opening. When the spotlight failed to pick him up as he came on he did a stealthy come-on like a hood, getting big yock. Como's unconcerned hands-in-pockets stance and his homcy chatter between numbers do just as much to sell the Victor record warbler as does his distinctive piping. Como worked to the pew-sitters always, with his piping getting excited screeches often from the first 15 rows, solid with bobby-soxers. Every song he did, and his selections were prudent, got a hand equal to the biggest accorded top singer here in the past year.

Lloyd Shaffer, Como's musical conductor on the *Chesterfield Supper Club*, opened the show appropriately with his own *Smoke Dreams* theme for the NBC airer.

The Evans Family (mom, pop, daughter and son) did their standard cavalcade of dance to keen interest and a salvo at the bow-off.

Eddie Bartell, once of the Radio Rogues, clicked in his first Chicago job as a single. In addition to being a top voice impressionist, he pays a lot of attention to good animation, using his face and also his mitts to (See *Chicago, Chicago*, on page 47)

**RKO Albee, Cincinnati**

(Thursday Afternoon, August 14)

Capacity, 3,200 seats. Prices, 50, 65 and 85 cents. Four shows daily, five on week-ends. House booker, Dan Friendly.

Latest offering on house's intermittent flesher fare represents a talent menu of seven acts, all of whom lend sparkling contributions to a beautifully paced show. Trimmed to the bone, it still runs over an hour long with solid showmanship the keynote.

Tapping the entertainment barrel are the comely Nelson Sisters, whose striking synchronized trapeze turn combines a variety of aerial nifties which won first-rate response. Top-pers are difficult arm and leg catches and full and half somersaults, perfectly co-ordinated, and a head-to-head swivel, spiked with pull-ups and one-arm balances.

A prime fave here, Hal LeRoy, had payees on his side immediately with his brilliant toe and heel cleating. Displays the same mastery over four counter rhythms with drum sticks and feet beating in his familiar chair dance as he exhibited on numerous other local appearances. Encored with nimble-footed and rubber-legged tapping of his concoction to *I've Got It to go away*; a huge winner.

Joe Besser, with Jimmy Little in support, brought belly chuckles with his stylized buffonery. Turn is replete with newness since his last time around and Little proves a perfect foil for Besser's zanyisms. Left pew sitters wanting more and closed in a neat curtainer.

The Chadwicks, good-looking ballroomers, garnered potent palm-whacking with their skillful exhibition of rare spins, butterflies and lifts. A sophisticated prance, speedily executed, scored additional palms.

Bonnie Baker, pert blonde, clicked with her stylized canarying of *Everybody and His Brother Knows*, Billy (See *RKO ALBEE* on page 47)

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## Versailles, New York

(Wednesday, August 13)

Capacity, 300. Prices \$3.50-\$4.50 minimum. Shows at 9:30 and 12:30. Operators, Nick Prounis and Arnold Rossfield. Booking policy, non-exclusive; publicity, John O'Malley. Estimated budget this show \$2,250. Previous show estimated, \$1,200.

It isn't easy for a standard theater act to go into a cafe and sell its routine with any skill. The obstacles are apparent. In a cafe a performer works close to an audience which is sometimes more interested in the bottom of a glass than what is going on on the floor. The fact that Dean Murphy got attention in big doses is in itself a commendable feat.

As a performer Murphy showed a smooth style, plus a sharp delivery, that had the sparse house paying off with healthy laughs. Material was mostly hep stuff with tinges of indigo that the customers caught as fast as he pitched.

Comic opened with a hello song and went into chatter bits built around situations, seguing into his familiar take-offs of flicker names. His windup was the FDR take-off, but its use in a club is open to question. The bit is good, but the addition of a somber note, particularly for a walk-off, isn't cafe showmanship. Murphy took the edge off the bit by coming back for a fast *Hell and Damn* routine, getting off to additional giggles and solid hands.

Bob Grant's ork backed the moon-faced comic with skill. Panchito did the rumba sessions. *Bill Smith.*

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## NIGHT CLUB REVIEWS

## The Biltmore Bowl, Biltmore Hotel, Los Angeles

(Monday, August 4)

Capacity, 850. Price policy, \$1 cover week days, \$1.50 Saturdays. Owner-operator, Biltmore Hotel. Manager, Joseph Faber. Booking policy, non-exclusive. Publicity, Maury Foladare. Estimated budget this show, \$1,500. Estimated budget last show, \$1,200.

Headliners of the current Bowl package are two astonishing puppeteers, Walton and O'Rourke, who score solidly with an act that's tops in originality and appeal. By their skillful manipulations and effective voice characterizations, the lads bring a raft of fresh routines to the art of puppetry. Their roster includes rumba-dancing skeletons, a "lazybones" who smokes cigarettes and gets violently ill, a rich dowager who goes on a binge in a nitery and really pulls the stops out, a blues singer-hot pianist twosome, and a hula dancer who wiggles with near-human adeptness. In all their routines, the boys sparkle with good dialogue and clever mechanical tricks. It all adds up to standout entertainment.

The compact show also spotlights dance satirists Mata and Hari, who blend skillful terpsery and biting satire for solid effect. The dancers are garbed in black, skin-tight costumes, set off by white trimmings, which can be rearranged to fit each number. The couple offer a pseudo-Oriental routine, followed by a rib-tickling take-off on long-haired musickers with dance steps symbolizing various instrumentation. Their work proves smart, well-timed, and good for laughs.

## Tommy Dix Warbles

The rest of the bill is so-so. Baritone Tommy Dix, possessor of a better-than-average voice and good salesmanship, spoils an otherwise good act by poor choice of tunes. Of four ditties crooned, three were fast-tempoed numbers, any one of which would have sufficed. The fourth was *Danny Boy*. The lad should include pops and ballads to round out the fare. Tapster Elsa Rhea completes the show and does okay in the opening slot. The lass has talent and charm, but spotlighting only once during show gives her little chance to shine.

Russ Morgan's ork cuts the show. Morgan, as usual, is a friendly and competent emcee.—*Alan Fischer.*

## St. L. 400 Club To Reopen

NEW YORK, Aug. 16.—The 400 Club, St. Louis, which has been shuttered for months, will reopen about mid-September with an all-General Artists Corporation (GAC) show. Bill will have Connee Boswell, Cy Reeves and a line of girls. Spot is now operating on about a \$5,000 budget.

## Leon and Eddie's, New York

(Tuesday, August 12)

Capacity, 380. Price, \$3.50 minimum. Operator, Eddie Davis. Shows at 8:30, 12:30 and 2:30. Booking, non-exclusive. Publicity, Dorothy Guiman. Estimated budget current show, \$1,000. Previous show estimate, \$850.

As a commercial show full of eye and ear appeal calculated to keep the visiting firemen interested, present package has all the makings. The individual acts do a good to a sock job and in the productions the Frank Shepherd Girls (6) display enough epidermis to make the customers sit up and take notice.

On top is the ebullient Eddie Davis with his special material. This time he has a couple of newies, a rib aimed at competitive nitery ops and a Gilbert and Sullivan parody with some pretty tough lyrics. He also did a ballad, announced as written by Art Waner, ork leader here, and Ed Weiner, press agent. The song, *Those Little Things*, is a catchy little weeper but seems better suited for a gal. As an emcee, Davis works with all the skill of an old-timer. His corn-ball pitch to celebrating customers (anniversaries, birthdays, etc.) gets yocks and helps sell drinks. The finale had Davis out front leading customers in community bellows. Sure, the gimmick has whiskers on it. Sure, it's corny. But it still pays off. Customers sit around and sing and the longer they sit the more they buy.

## Catron Brothers

In the supporting department three acts, the Catron Brothers, Patsy Abbott and Mara and Maurice, did standout jobs.

The Catron lads, who did straight hoofing as Short and Shorty before the war got them, have added comedy, knockabout and some quickies and have come up with a routine that has all the makings of a sock theater act once the rough spots have been knocked off. Routine is a kind of tutti-frutti with everything thrown in. Chatter is glib, take-offs satirical rather than authentic, and delivery skillful. The younger lad of the two has a tendency to overact, but all in all, it sells and is yock-loaded. The kids' walk-off brought them back into their hoofing routine, in which they were thoroly at home.

Patsy Abbott, a heftyish lass with a big pair of pipes, almost stopped the show. The gal, a short, broad kid, works somewhat like Ella Logan and Betty Hutton. Material is mostly pops, but she sells well enough to get comedy values out of them. She showed a tendency to mouth her words, particularly in *Feudin' and Fightin'*. An addition of a special number should help her.

## Mara and Maurice

Mara and Maurice, sight act, showed plenty of flash. Novelty terps were highlighted by some sensational lifts and spins that got terrific returns. Team looked exceptionally smart and worked beautifully. It should do very well in a class hotel room.

Yvonne DeSalvo, who opened the bill, showed a nice costume but little else. Gal, a pretty brunette, did a series of ballet taps, some of which looked like comedy take-offs. The work apparently was serious and intended to be taken that way. If the terper could add comedy bits, she'd have an act. As it is, it means little.

Art Waner's band cut the show acceptably. *Bill Smith.*

## Aussies Revive Vaude

SYDNEY, Aug. 16.—Now that the war boom in attendances at pic theaters is on the wane, showmanship is forcing proprietors to look for added attractions to boost the box office, and vaude turns are becoming more and more popular in all States. The

## Bal Tabarin, New York

(Tuesday, August 12)

Capacity, 200. Policy, no cover, no minimum. Shows at 7:45, 11:30 and 1:30. Operators, Johnny and Laurent Hourcie. Publicity, Hecht O'Rourke. Booking, non-exclusive. Estimated budget this show \$850; previous show same.

The mid-summer show put together by producer Jack Lewis was 35 minutes of enjoyable entertainment, showing a good selection of acts and the Monte Martre Girls (6) in three well-rehearsed routines to round out a pleasant production.

The Dale Sisters, from Canada, were two good looking chirps who did three numbers in harmony. Their opener, *Coax Me a Little Bit*, was warmly received, as were the slightly outdated *Chi-Baba, Chi-Baba* and the standard *Misirlou*. Their *Sunday in the Park* in the finale production helped send the show off to a sustained mitt.

## Flashy Hoofing

Ballerina Florence Aymes and eccentric tap dancer Jimmy Kirby held down the hoofing assignment in flashy single numbers. Miss Aymes did her Latin *Granada* number from *Follow the Girls* and Kirby did his stiff, acro dance from *One Touch of Venus*. Individually they wound up big, but they stole the show with a brief, strawhat number when they worked in the production to close the performance.

Bobby Sargent provided the necessary yocks with his clever imitations. The youngster introed with a bashful, hesitant delivery which gave the impression he was at a loss for words, but each time he pulled himself out with a punch line. His impressions of a honky-tonk emcee and a high-brow showgirl had the payees with him all the way. His Ukrainian routine seemed lengthy and the Charles Laughton bit lent a somber note to the gaiety, tho both were intelligently delivered and commendable.

The cancan number was the most eye-catching of the line routines with the low-down *Blues* stint and the *Park* offering close runners-up. The costuming was efficient.

Lou Harold ork (5) backed up the show and played for dancing. Carlos Valencia (4) handled the rumba relief. *Jack Tell.*

## Segal-AGVA Board Quits; New Hearings Are Skedded

NEW YORK, Aug. 16.—The hearing which was considering charges that Jack Segal booked spots which AGVA had declared unfair during the recent borsht belt mix-up ran aground this week when the four-man board—two from the American Guild of Variety Artists and two from the Associated Agents of America, Inc., (AAA)—resigned in protest after Segal's attorney, I. Robert Broder, questioned their impartiality. Another hearing is scheduled for Tuesday (19) before a new board composed of Marty Barrett and Jerry Baker, for AGVA; two reps of the Three A's and an impartial umpire to be picked Monday.

If the decision goes against Segal, the maximum penalty can be the lifting of his franchise by the Three A's. General expectation, however, leans to a 30 or 60-day suspension.

When the Segal hearing is over, AGVA undoubtedly will hold other hearings for the acts which Segal booked into the spots declared unfair. It is known that AGVA has been urged to hand out stiff fines to such acts if they are found guilty.

Prince Edward, one of the top movie houses in Sydney, has been running a juggling show which was so successful that it has been booked for a second season. The same show proved a splendid b.o. draw at suburban pic theaters and many other houses are now on the hunt for suitable turns.

New York:

# 5-House Stem Tops 6-House Week; MH, 151G; Para, 110G

NEW YORK, Aug. 16.—Despite the darkened Strand stage, the all-over gross of \$460,500 for five Stem vaudepic houses bettered the previous week's six-theater take by \$2,000. Main eyebrow-lifters were the \$1,500 third stanza Music Hall increase over the first two \$150,000 periods and the \$21,218 Paramount opening-day record admissions (850 over the old mark), to set the pace for the aggregate \$110,000 all-high summer take.

Paramount (3,654 seats; average \$85,000) with its tremendous \$110,000 chalked up the biggest non-holiday week this year. Carmen Cavallaro and ork, Paul and Eva Reyes, Nelson and *Welcome Stranger* get the credit for the juicy biz the first seven days.

### Haakon at Music Hall

Radio City Music Hall (6,200 seats; average \$100,000) topped the August-boom sales of the two previous stanzas by collecting \$151,500 for the third period and totaling \$451,500 for the three weeks. The flesher had Paul Haakon, Marjorie Williamson, Earl Covert, Ken Davidson and Frank Paris. Pic, *The Bachelor and the Bobby-Soxer*.

Roxy (6,000 seats; average \$85,000) remained in the upper strata with a healthy \$103,000 after a bulging \$124,000 opener, followed by a handy \$105,000 middle week. The three-week gross was \$432,000 for Abbott and Costello, Joe Howard, Maurice Rocco, Hermanos Williams and Au-

## Hub L. Q. May Bow With Eleanor Powell

BOSTON, Aug. 16.—There are signs of activity in Boston night life after the dull summer in six years. The Latin Quarter has announced it will open August 28. Owner Michael Redstone, in New York signing up shows, hopes to bring in a winner for the opening—Eleanor Powell.

Set for September (probable the second week) is Jean Sablon at the Copley Plaza's Oval Room. Also due for an early September opening is the Bradford Roof, altho no acts have been definitely inked for the spot. The policy will continue to be a moderate budget show.

Starting date and headliners haven't been set for the Statler Terrace Room, but the usual mid-September bow is probable.

drey Young. Screen fare was *I Wonder Who's Kissing Her Now*. Smith and Dale replace Abbott and Costello, with remainder of bill holding over.

Loew's State (3,500 seats; average \$25,000) rang the bell to the tune of \$30,000 for George M. Cohan Jr., Jean Carroll, John and Rene Arnaut; Andre, Andree and Bonnie; Lathrop and Lee, Carlton Emmy and the pic, *Dishonored Lady*. New bill (reviewed this issue) has Henny Youngman, Eugenie Baird, Henry (Red) Allen and ork, Lucienne and Ashour, Neal Stanley, Allen and Kent with Emma Francis and *Dear Ruth*.

Capitol (4,627 seats; average \$72,000) slumped to a fourth week's take of \$66,000 after a boom opener of \$114,000 followed by a good \$93,000 and a par \$72,000 for a total of \$345,000. Tony and Sally Demarco, Ted Straeter's ork, Paul Winchell and Charles Trenet were in the stage offering, with *The Hucksters* on the screen.

## U. S. Clamping Down On Providence Spots To Collect Taxes

PROVIDENCE, Aug. 16.—The U. S. Collector of Internal Revenue moved in on another local club, the Cabana, last week with the filing of a lien for \$4,351.75 of unpaid taxes, dating from December, 1946, to July 18, 1947. The revenuers also padlocked the Mardi Gras Room of the Crown Hotel in a drive against nitery ops who are delinquent in paying the 20 per cent cabaret tax. Since the Mardi Gras padlocking, according to Collector Farrell D. Coyle, "a number of club operators have settled their accounts." Others, he added, will face legal action unless their taxes are paid.

The Cabana Club, Inc., which operates the nitery, faces sale of assets unless the dough is paid. The club is shuttered for the summer but slated for fall reopening.

The Mardi Gras furnishings have been inventoried for public sale to settle a \$2,439.09 tax lien against the spot. Date of the sale will be advertised shortly, Farrell said, but the operator will have until the actual sale date to pay the taxes and stop the action.

### Village Vanguard Starting

7-Day-a-Week Sked Sept. 5  
NEW YORK, Aug. 16.—Village Vanguard will switch to a seven-day-a-week operation starting September 5. The club also will start its music at 8:30 p.m. instead of 9. Under AGVA rules, the acts will have to be paid an additional day's pay for the seventh day.

Max Gordon has lined up Bertha (Chippie) Hill, Evvy Shaw and hold-over Jay Marshall for the first show under the new policy. Miss Hill, one of the few surviving singers of the blues school, will be coming out of a 17-year retirement and making her New York nitery preem.

## Cheery Guy

NEW YORK, Aug. 16.—A local independent bought a band for a club date. Band was out on location and offered to fly to make it. The agent refused. "If something happens to the band where will I get a replacement on such short notice?" he argued.

## RKO ALBEE

(Continued from page 45)  
and *You'd Be Surprised*. Breezes thru her *Oh, Johnnie* to sustained applause and a newie, *I'm a Good Little Bad Little Lady* elicited a sock bow-off mitt.

Topping the applause meter was Wally Brown's hilarious monologs, headed up with his double talk she-nannigans projected in staccato fashion. A dandy is his nonsensical bobsled tour, accomplished with deft timing and distorted gestures. Interlarded with a plethora of incomplete sentences and even words, turr leaves the house in an uproar. Sports a top-notch set of pipes with *There's No Business Like Show Business*.

The Milt Herth Trio wraps it up with some brilliant piano, drums, organ and vibe work. Standout offers the trio in a slick jump keyboarding of *Shine*. Grabbed all-out palms on their *St. Louis Blues*, with Herth dishing up his intricate footwork on the organ's bass, while Larry Gilmore gets good results with his fast and furious skin beating. Flavor it with their familiar *Dark Eyes*, wherein Herth manages an amazing violin impression on the organ. Begged off. Deke Moffitt's house ork comes up with its usual hep show job.  
Pic, *The Corpse Came COD*.  
Bob Doepker.

## MILLION DOLLAR

(Continued from page 45)  
helps set the mood. For window dressing, there are seven good-looking gals to help with the props and generally look pretty.

Bag of tricks is average, and offers little new. There are the usual fish bowl and pigeon tricks, endless cigarettes coming from thin air, floating spheres, levitation trick (particularly effective) and a good version of sawing a man in half. Latter trick, which Calvert reserves for the prime slot, is overdone with too much of a build-up and much unnecessary motion.

Best on the bill is Calvert's stunts with audience volunteers which prove to be rib-tickling. Working with several obvious plants and a group of innocents, the magician gets stooges to perform silly stunts and generally act foolish. By some unexplained gimmick, he literally glues stooges to the stage, putting them in silly position from which they are unable to release themselves. Effect is spontaneous and funny from start to finish.

Pics, *Brute Force* and *Copacabana*; biz fair.  
Alan Fischler.

## CHICAGO, CHICAGO

(Continued from page 45)  
put over his characters. Ran the gamut of usual aped personalities, with a newie, an impression of *The Whistler*, the radio show character, getting top results. Bit was staged well, with lights going out for a second and flashing on again, revealing Bartell doing a *Hunchback of Notre Dame* character under a sinister green spot. He proceeded to run thru some extra-zany satire on the show's script that had 'em howling.

Chirp Marion Hutton is making less like her film star sister, Betty, and getting better results than before. Gal did several pops and novelties, with *Please Take Me Home*, a piece of special material with a good punch line, getting a big laugh and swell mitt at closing.  
Johnny Sippel.

McConnel and Moore, after September fair dates in Northern California and a vacation in Los Angeles, will leave for Australia December 9.

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# LEGIT PICKS ITS TOPPERS

## Fourth Donaldson Awards

### Double "Oscars" For 3 Winners

NEW YORK, Aug. 16.—When David Wayne takes the stage tonight at the Vanderbilt Theater on the American Broadcasting Company (ABC) coast-to-coast hook-up, he will achieve the distinction of receiving the gold key and scroll for both top-flight acting honors in a musical. Wayne was voted the best actor in a 1946-'47 musical for his leprechaun stint in *Finian's Rainbow*. Likewise, he was tabbed by his co-workers in the theater as the best supporting actor for the same chore.

Two other winners will also receive double citations. Cecil Beaton carries off awards for both sets and costumes for his *Lady Windermere's Fan* designs. Irving Berlin is accoladed for both score and lyrics for *Annie, Get Your Gun*.

## Donaldson Awards

### How and Why The Donaldson Awards Began

NEW YORK, Aug. 16.—It may be that a recapitulation of exactly what the Donaldson Awards stand for is a timely subject. Back four years ago, *The Billboard* decided that individual attainments in the legitimate theater deserved individual recognition. These honors must stem not from any small critical or fan group, but from a democratic vote by those who ought to know best about such matters—the workers in the theater itself. *The Billboard* decided to sponsor and set up the voting machinery for accomplishing such season accolades and named them for its founder, the late W. H. (Bill) Donaldson, a lifelong friend of show folks.

A committee was formed, comprising top-ranking representatives of all theatrical trades, members of *The Billboard* staff serving in an advisory capacity. The plan called for a set-up whereby actors, stagehands, producers, managers, treasurers, designers, stage managers, press agents, critics—in short, everyone who had to do with the making of a legit season—could have the opportunity to pick the best of the year's individual achievements. To insure impartiality, the ballots were secret, self-sealing and addressed directly to a firm of national tabulators. Only the final tally was received from them by *The Billboard*.

#### Eligibility Rules

Any new play, or actor or technician taking part therein during the season was declared eligible for an award in one or another of the categories. (See HOW AND WHY on page 53)

### No Awards Ads

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

## 'Oedipus,' 'Lorraine,' 'John,' 'Forest' and 'Windermere' Win Staging, Acting Nods

Ewell, Phillips, Dauphin, Neal Cop Additional Acting Honors

(Continued from page 3)

Part of the *Forest* won her the nod. *Forest* production also included the best fem debut performance of the year via the work of Patricia Neal, and Stem visitor Claude Dauphin was voted similar honors for his efforts in *No Exit*.

The 1946-'47 season packed plenty of top-flight efforts by set and costume designers. Sixty-six of them came in for a share in the voting. When the chips were down, however, Cecil Beaton was an outstanding winner in both straight play categories for his backgrounds and body-drapings for *Lady Windermere's Fan*.

#### "Rainbow's" Pot of Honors

In the musical division, *Finian's Rainbow* led the field in no uncertain balloting terms as the season's best song-and-dancer. In addition, it carried off five additional honors via participants. David Wayne covered himself with voters' glory by winning not only the award for best musical performance, but also best supporting musical performance for his creation of the leprechaun, a double win unique in Donaldson Awards history. Albert Sharpe's *Finian* debut was considered tops and Anita Alvarez's terping the best fem dancing of the year. Likewise, E. Y. Harburg and Fed Saidy were tabbed for the best book for the same show. *Brigadoon* and *Annie, Get Your Gun* divided most of the remaining musical laurels. *Brigadoon's* Marion Bell walked away with top-slot debut honors. James Mitchell's highland stepping took the majority of the voters' eyes. Agnes De Mille's dance patterns for the Scottish fantasy were judged the best as were Oliver Smith's imaginative sets and David Ffolkes' colorful costumes. Ethel Merman was voted the best song-and-dance actress of the season via her *Annie* chore. Joshua Logan's direction of the show was year's best in opinion of the voters and Irving Berlin's score and lyrics likewise were in the top slot. Polyna Stoska's

chanting in *Street Scene* won her the award for best supporting actress.

#### Chalmers-Forsythe in "Sons"

Appearing on the broadcast tonight were Thomas Chalmers and John Forsythe in a scene from prize-winning *All My Sons*, and Tom Ewell and Nina Foch in another from *John Loves Mary*. Virginia Oswald, currently substituting for Marion Bell, who is out of the cast due to illness, sang *Almost Like Being in Love* from *Brigadoon*. David Wayne contributed *When I'm Not Near the Girl I Love* from *Finian* and Polyna Stoska added a number from *Street Scene*. Margaret Phillips, Anita Alvarez and James Phillips were on hand to receive their scrolls personally and a telegram of appreciation from Irving Berlin preceded a medley of *Annie* hit tunes. Other winners, unable to attend, received their award in absentia. The program was directed by Martin Andrews and scripted by Lillian Schoen. Joseph Stopak conducted the orchestra.

### Gross Wins \$6,350 Suit Against Jelin

NEW YORK, Aug. 16.—A summary judgment for \$6,350 was granted Alexander Gross in his suit against Max Jelin and Jelin Productions Wednesday (13) by Justice J. Edward Lumbard in Supreme Court. Jelin alleged that the loan was made to him as an individual, not to the corporation, and that it was usurious and therefore not collectible.

The court found that the notes were executed by the head of the corporation on its behalf, and that in those circumstances the allegation of usury are without substance. If Jelin refuses to pay, his next move will be to appeal to the appellate division.

## Donaldson Awards Committee

1946-1947

BROCK PEMBERTON  
For the Producers  
RALPH BELLAMY  
For the Actors  
CLARENCE DERWENT  
For Actors' Equity  
EDDIE DIMOND  
For the Dancers  
MICHAEL KIDD  
For the Dancers  
JOHN McDOWELL  
For the Stagehands  
WOODMAN THOMPSON  
For the Scenic Designers

ROBERT COLEMAN  
For the Critics  
JUDY HOLLIDAY  
For the Actresses  
RUTH RICHMOND  
For Chorus Equity  
OLIVER SAYLOR  
For the Press Agents  
and Managers  
ANITA ALVAREZ  
For the Dancers  
MORRIE SEAMON  
For the Treasurers  
ROBERT BYRNE  
For the Costume Designers

FOR THE BILLBOARD

JOSEPH CSIDA  
Editor-in-Chief

ROBERT FRANCIS  
Drama Editor

## The Three Toppers

Best Play  
*All My Sons*  
Best "First" Play  
*No Exit*  
Best Musical  
*Finian's Rainbow*

## Donaldson Awards

### Statistical Record Of the Season

NEW YORK, Aug. 16.—Voters in the Fourth Annual Donaldson Awards had an opportunity to make their selection from 87 productions. The list contained 17 musicals and 27 revivals. Fifteen authors premed "first" plays on the Stem.

The 1946-'47 season's entrants lighted 24 theaters. Century Theater topped in quantity of unveilings, with 13 shows on view. However, it must be pointed out that both the Old Vic and Wolfit reps comprise a hefty segment of the count.

#### Novels Flop

Half a dozen novels were rescripted for stage showings, but only the *Alice in Wonderland* revival managed to ring any bells. Jules Verne's *Around the World in 80 Days* became a short-lived Orson Welles pop-up under the title of *Around the World*. A shoddy murder mystery by Agatha Christie, *Murder on the Nile*, turned up as the fast-shuttering *Hidden Horizon*. Edward Paramore's stage adaptation of the Charles Givens novel, *Mr. Peebles and Mr. Hooker*, fared no better, and *The Haven*, which Dennis Hoey based on Anthony Gilbert's book, stopped off for four performances. It was more or less of an open season on adaptations.

The classics came in for a good play, with seven Shakespearean offerings and two from Oscar Wilde. In addition, Ben Jonson, Sophocles, Sheridan, Chekhov, Rostand, Webster, Aristophanes, Synge, Ibsen, Barrie, O'Casey, Shaw and Congreve got a revival apiece.

#### Maney on Top

Top-ranking press agent for the year was Dick Maney, with 11 drum-beating chores to his credit. The William Fields-Walter Alford combo was runner-up with 10.

Craftsmen concerned with season's productions numbered 53 producers and 103 playwrights, some obviously in collaboration. Twenty-four composer-scripted scores and 18 lyricists wrote the words. Sixty-four directors put actors thru their paces, and 15 dance directors made up the stepping patterns. Forty-seven scenic designers dreamed up the backgrounds and 41 costume designers were responsible for clothes confections. Eight shows employed production supervisors.

## SRO at "Common Glory"

WILLIAMSBURG, Va., Aug. 16.—The "standing room only" sign was hung out again the night of August 8, for the 15th performance of Paul Green's *The Common Glory*. More than 150 persons were turned away from the amphitheater on the banks of Lake Matoaka as scores of others lined the walls and sat on the hillside to see the symphonic drama of old Virginia. License plates checked showed that visitors from 30 states were present.

# FOR FOURTH YEAR IN A ROW

NEW YORK, Aug. 16.—Scrolls and gold keys go only to Donaldson Award winners, but in frequent instances the voting is close and there is considerable solace for the nearly-made-its and also-rans. This year, *All My Sons* was a way-out-in-front winner in the play division. But *Joan of Lorraine*, *Another Part of the Forest*, *The Iceman Cometh* and *The Importance of Being Earnest* racked up substantial follow-up tallies, in that order.

Of this year's "first" plays, none survived for any protracted run. *No Exit* must be considered an artistic rather than a commercial success. *Temper the Wind* was its nearest competitor in the voting. *On Whitman Avenue*, *Around the World* and *Little A* also each received substantial ballots.

### Meggerys Bunched

Contenders for directional honors were bunched close behind Elia Kazan's substantial lead:

2. John Geilgud.....*Importance of Being Earnest*
3. Joshua Logan...*John Loves Mary*
4. Marge Jones...*Joan of Lorraine*
5. Lillian Helman.....*Another Part of the Forest*

Much the same situation was obtained in the best actor category, with Laurence Olivier (*Oedipus*) out in front and the succeeding four tightly placed:

2. Jose Ferrer...*Cyrano de Bergerac*
3. Arthur Kennedy.....*All My Sons*
4. Frederic March.....*Years Ago*
5. John Geilgud.....*Importance of Being Earnest*

Voters seemed to have a tough time deciding on the best fem performances, altho a hefty majority were Ingrid (*Joan of Lorraine*) Bergman-conscious. All four follow-ups had solid support:

2. Helen Hayes.....*Happy Birthday*
3. Ina Claire.....*Fatal Weakness*
4. Pamela Brown.....*Importance of Being Earnest*
5. Eva La Gallienne.....*Henry VIII*

### Tom Ewell a Second

In the actor's supporting performance category, Tom Ewell (*John Loves Mary*) pulled double the vote of his runner-up, Sam Wanamaker (*Joan of Lorraine*). Karl Malden and Arthur Kennedy, both of *All My Sons*, and Robert Fleming (*Earnest*) were next, in that order.

Balloting was extremely close in the supporting actress sector. Margaret Phillips finished only a pace or two ahead of Mildred Dunnock, also of *Another Part of the Forest*. Next three were right on the leader's heels:

3. Pamela Brown.....*Importance of Being Earnest*
4. Joyce Rednan.....*Henry IV*
5. Patricia Neal.....*Another Part of the Forest*

Actors' debuts this year also drew a close vote. Claude Dauphin (*No Exit*) scored a clean win, but follow-ups were solid:

2. Peter Cookson.....*Message for Margaret*
3. Helmut Dantine.....*Eagle Has Two Heads*
4. Leo Coleman.....*The Medium*
5. Miles Maleson.....*Henry IV*

Patricia Neal (*Another Part of the Forest*) scored a sock win for a debut by an actress, altho Pamela Brown (*Importance of Being Earnest*) chalked up a hefty second-place vote. The next ones:

3. Jean Parker.....*Loco*
4. Margaret Rutherford.....*Importance of Being Earnest*
5. Eithne Dunne.....*Playboy of the Western World*

Among the set designers the best four follow-uppers to Cecil Beaton's *Lady Windermere* win were:

2. Joe Mielziner.....*Another Part of the Forest*

## Solace for Ballot Also-Rans; Voting Close, With "Joan" 2d To "Son," Geilgud to Kazan

### Tally of Runners-Up Shows Stiff Competish

3. Donald Oenslager.....*Eagle Has Two Heads*
4. Robert Paddock.....*Alice in Wonderland*
5. David Ffolkes.....*Henry VIII*
2. Noel Taylor...*Alice in Wonderland*
3. David Ffolkes.....*Henry VIII*
4. Lucinda Ballard.....*Another Part of the Forest*
5. Lemuel Ayers.....*Cyrano de Bergerac*

### Music Division

Musical division voting showed up another close race, with *Finian's Rainbow* well out in front and with *Annie, Get Your Gun* and *Brigadoon* fighting it out for second and third. *The Medium* and *Street Scene* were bunched somewhat behind them.

In the musical staging field the winner, Joshua Logan (*Annie, Get Your Gun*), hit the tape almost neck

and neck with Brette Windust (*Finian's Rainbow*):

3. Robert Lewis.....*Brigadoon*
4. Gian-Carlo Menotti...*The Medium*
5. Charles Friedman...*Street Scene*
2. Bobby Clarke.....*Sweethearts*
3. Ray Middleton.....*Annie, Get Your Gun*
4. Albert Sharpe...*Finian's Rainbow*
5. David Brooks.....*Brigadoon*

### Marie Powers Second

Ethel Merman (*Annie, Get Your Gun*) was another sock, way-out-in-front winner for best performance by an actress. However, the succeeding four polled tidy returns:

2. Marie Powers.....*The Medium*
3. Ella Logan...*Finian's Rainbow*
4. Marion Bell.....*Brigadoon*
5. Ploya Stoska.....*Street Scene*

In the supporting actor category David Wayne practically repeated his previous tally as year's best mu-

sical actor. Next:

2. George Keane.....*Brigadoon*
3. Ray Middleton.....*Annie, Get Your Gun*
4. James Mitchell.....*Brigadoon*
5. William Hansen.....*Brigadoon*

Supporting actresses had another close race, with Pamela Britton (*Brigadoon*) practically breathing down Polyna Stoska's (*Street Scene*) neck for second choice. The next three:

3. Billie Lou Watt.....*Barefoot Boy With Cheek*
4. Evelyn Keller.....*The Medium*
5. Hope Emerson.....*Street Scene*

In the musical debut class for actors, Albert Sharpe (*Finian's Rainbow*) racked up a substantial win over:

2. Leo Coleman.....*The Medium*
3. Norman Cordon...*Street Scene*
4. Keith Andes...*The Chocolate Soldier*
5. Benjamin Miller.....*Barefoot Boy With Cheek*

Marie Powers (*The Medium*) scored second to Marion Bell's (*Brigadoon*) best actress's debut win. The next three:

3. Anne Jeffryes.....*Street Scene*
4. Evelyn Keller.....*The Medium*
5. Bernice Parks...*Beggar's Holiday*

Male terping category gave James Mitchell a tremendous lead as year's best dancer. The next four:

2. Daniel Negrin.....*Annie, Get Your Gun*
3. Danny Daniels.....*Street Scene*
4. Avon Long...*Beggar's Holiday*
5. Leo Coleman.....*The Medium*

In the fem terp department Anita Alvarez (*Finian's Rainbow*) better than duplicated Mitchell's vote-getting. The next four:

2. Sheila Bond.....*Street Scene*
3. Lidija Franklin.....*Brigadoon*
4. Virginia Bosler.....*Brigadoon*
5. Lubov Roudenko.....*Annie, Get Your Gun*

### Author Runners-Up

Author runners-up to win of Harburg-Saidy combo for best musical book (*Finian's Rainbow*) were:

2. Alan Jay Lerner.....*Brigadoon*
3. Herbert and Dorothy Fields...*Annie, Get Your Gun*
4. Elmer Rice.....*Street Scene*
5. Gian Carlo Menotti...*The Medium*

With season's composers, Burton Lane (*Finian's Rainbow*) ran a close second to Irving Berlin's tally for his score for *Annie*. The next three:

3. Kurt Weil.....*Street Scene*
4. Frederick Loewe...*Brigadoon*
5. Gian-Carlo Menotti...*The Medium*

Lyric category voting was also close, with E. Y. Harburg (*Finian's Rainbow*) an eyelash behind Irving Berlin's total for *Annie*. The next three:

3. Alan Jay Lerner.....*Brigadoon*
4. Langston Hughes...*Street Scene*
5. Gian Carlo Menotti...*The Medium*

In the dance direction field Michael Kidd's dance patterns for *Finian's Rainbow* put him close behind winner Agnes De Mille (*Brigadoon*). The next three:

3. Helen Tamiris.....*Annie, Get Your Gun*
4. Anna Sokolow.....*Street Scene*
5. Valerie Bettis...*Beggar's Holiday*

Oliver Smith's win for *Brigadoon* sets was substantial, with next four in line strung out behind him:

2. Joe Mielziner.....*Annie, Get Your Gun*
3. Horace Armstead...*The Medium*
4. Robert Davison...*Around the World*
5. Edward Gilbert...*If the Shoe Fits*

Musical costume-wise, David Ffolkes' clothes designs for *Brigadoon* put him well out in front. Lucinda Ballard has a good second-place score with her designs for *Annie*. The next three:

3. Eleanor Goldsmith.....*Finian's Rainbow*
4. Walter Florell...*Beggar's Holiday*
5. Alvin Colt.....*Barefoot Boy With Cheek*

## Winners

### The Fourth Annual Donaldson Awards 1946-1947

#### Straight Play Division

- Best Play.....*All My Sons*
- Best "First" Play.....*No Exit*
- Best Direction—ELIA KAZAN.....*All My Sons*
- Best Performance (Actor)—LAWRENCE OLIVIER.....*Oedipus*
- Best Performance (Actress)—INGRID BERGMAN...*Joan of Lorraine*
- Best Supporting Performance (Actor)—TOM EWELL.....*John Loves Mary*
- Best Supporting Performance (Actress)—MARGARET PHILLIPS.....*Another Part of the Forest*
- Best Debut Performance (Actor)—CLAUDE DAUPHIN...*No Exit*
- Best Debut Performance (Actress)—PATRICIA NEAL.....*Another Part of the Forest*
- Best Scenic Design—CECIL BEATON.....*Lady Windermere's Fan*
- Best Costume Designs—CECIL BEATON...*Lady Windermere's Fan*

#### Musical Division

- Best Musical.....*Finian's Rainbow*
- Best Direction—JOSHUA LOGAN.....*Annie, Get Your Gun*
- Best Performance (Actor)—DAVID WAYNE.....*Finian's Rainbow*
- Best Performance (Actress)—ETHEL MERMAN.....*Annie, Get Your Gun*
- Best Supporting Performance (Actor)—DAVID WAYNE.....*Finian's Rainbow*
- Best Supporting Performance (Actress)—POLYNA STOSKA...*Street Scene*
- Best Debut Performance (Actor)—ALBERT SHARPE.....*Finian's Rainbow*
- Best Debut Performance (Actress)—MARION BELL...*Brigadoon*
- Best Dancer—JAMES MITCHELL.....*Brigadoon*
- Best Danceuse—ANITA ALVAREZ.....*Finian's Rainbow*
- Best Book—E. Y. HARBURG AND FRED SAIDY...*Finian's Rainbow*
- Best Score—IRVING BERLIN.....*Annie, Get Your Gun*
- Best Lyrics—IRVING BERLIN.....*Annie, Get Your Gun*
- Best Dance Direction—AGNES DE MILLE...*Brigadoon*
- Best Scenic Design—OLIVER SMITH.....*Brigadoon*
- Best Costume Designs—DAVID FFOLKES.....*Brigadoon*



## Out-of-Town Opening

### PROFILE

#### CAPE PLAYHOUSE, DENNIS, MASS.

(Opened Monday, August 11, 1947)  
Comedy by Charles and Michael Robinson. Staged by Arthur Sircom. Setting by Eugene Fitch. Morton Gottlieb, general manager. Jeffrey Potter, stage manager. Michael Mindlin Jr., press representative. Presented by Richard Aldrich.

Fannie Clarke.....Cora Witherspoon  
Stephanie Ames.....Faye Emerson  
Daniel Cobb.....Edmon Ryan  
Gregor Olenko.....Herbert Berghof  
Charlie Pierce.....Morton L. Stevens  
Robert.....William Crane  
Ellen.....Hazel Jones  
Ben Bratford.....Ronald Telfer

Profile, the neo-comedy which had its preem here, is a Connecticut *George Washington Slept Here* with a fillip of international significance: America and Russia will get along better if they will only love one another.

This mighty issue is settled with the aid of a week-end in Connecticut, considerable liquor and the usual assortment of week-end guests. However, there are a couple of pretty good switches, and if the play were half as well written as it is stocked with situations, there would be a modest future in view.

To the country home of decorator Stephanie Ames come her tosspot lover, a writer of magazine profiles; a Russian correspondent, whom he's trying to "profile"; an acidulous and elderly female hat designer, and a silly character who writes comic strips. The tussle first is between the two writers, the Russian knowing what is up and giving with absolutely nothing. The emphasis shifts to the Russian and the girl, but by good old American custom she goes back to her lover.

#### Slow Start

There are some good lines in the course of this charade, and more than one situation upon which plausibly good drawing room comedy can be built. But the first act takes an unconscionable time getting into motion; the second contains more dramatic cliches and conventions than all the Kaufman-Hart comedies combined, and the third only rarely flares up. What's more, the characters are pasteboard outlines. However, possibilities are there, if they are gone over by a doctor who knows the right prescriptions.

No doubt the play will have gained greatly in effectiveness when it is trimmed and the cast has fallen into the groove. Were it not for Miss Emerson's charm and sense of direction it would have fallen to pieces. Still, when the other players get the hang of it, they may have something. Cora Witherspoon as the sharp-tongued one, Edmon Ryan as the writer, and Herbert Berghof as the Russian, are on the right track. They just need time.

Miss Emerson really knows what she is about and she bears watching. She plays her role with good pace and lightness. *Bill Riley.*

## Wilmington Season Will Open Sept. 4

WILMINGTON, Del., Aug. 16.—The Playhouse, owned and operated by E. I. Du Pont De Nemours & Company, Inc., will open its 34th season September 4 with the preem of *I Gotta Get Out*, a comedy about a habitual race track gambler, written by Joseph Fields and Ben Sher and produced by Herbert H. Harris.

*Lady Windermere's Fan* is in for three days for four performances starting September 11, with Cornelia Otis Skinner. *Rose Marie* and *The Merry Widow* are set for September 25. The New York Civic Opera will be here for *Romeo and Juliet*, Sep- (See *Wilmington Season* on page 53)

## Equity's New Contract Hits At Jim Crow

NEW YORK, Aug. 16.—Actors' Equity and the League of New York Theaters Friday (15) came to an agreement on a contract for next season. Everything has been agreed to but the wording of the pact, which will be worked out and signed Monday (18).

There were no substantial contract changes, with Equity going easy on demands because of the Taft-Hartley law. Altho no details of the new contract were divulged, informed sources say Equity remained with its present minimum—\$60 per week—and Chorus Equity had its minimum hiked to around that figure.

Three of the minor concessions won by Equity are that pay begins the first day of rehearsal, actors get a 12-hour break between rehearsals to get more rest and that maintenance fee on an out-of-town tryout is to be hiked from \$5 to \$7 per day.

#### Jim Crow Outlawed

Final agreement on the pact came one day after the League, in a stormy session, agreed to accept a clause stating that actors would not be required to work in the National Theater, Washington, after August 1, 1948, unless the house changed its policy of Negro segregation in the audience. At the producers' session, 29 voted in favor of the Equity contractual demand, seven against, and 10 abstained. The quorum is 42.

Marcus Heiman, lessee of the Washington theater, declared even after the contract clause put pressure on him he would not change his policy unless (1) the town's general discriminatory policy were changed by law, and (2) racial restrictions were revoked by other business and civic groups.

#### League Opinion Split

Discussion at the League meeting Thursday revealed a distinct cleavage within the org. Brock Pemberton, Arthur Hopkins and Henry Adrian led the opposition to the resolution, with Oscar Hammerstein, Max Gordon and Lawrence Langner fighting for it.

*The Washington Star*, in an editorial Thursday, criticized the Equity action against Jim Crowism, declaring that if Equity "proceeds on the course it has begun in Washington and goes from city to city imposing the same threats that it has been imposing in Washington, it may succeed in closing more theaters and hardening, rather than softening more hearts against changes that in time will come, but will come best of their own accord."

## Scenic Artists Wait Producers' Reply

NEW YORK, Aug. 16.—The Scenic Artists' Union has had its first negotiation with the League of New York Theaters and is now awaiting a counter-proposal from the producers, with a meeting skedded soon. Probability is that set designers will compromise on their demands and accept a figure nearer \$750, rather than the \$1,000 demanded. Compromises will also be in order for costumers, who want \$25 instead of the \$10 now prevailing.

The union has already relinquished a demand for 50 per cent of the original set price when legit shows are sold to foreign buyers. Money was expected to go for drawings and blueprints of the show. The League's refusal was based on the fact that it would be acting as an agent for the designer. However, it did agree to recommend to the foreign purchaser that he use the American set designs in his production.



## BROADWAY SHOWLOG

Performances Thru August 16, 1947

Dramas	Opened	Perfs.
A Young Man's Fancy... (Plymouth)	4-29, '47	127
All My Sons..... (Coronet)	1-29, '47	230
Born Yesterday..... (Lyceum)	2- 4, '46	648
Happy Birthday..... (Broadhurst)	10-32, '46	328
Harvey..... (18th Street)	11- 1, '44	1,182
John Loves Mary..... (Music Box)	2- 4, '47	223
State of the Union..... (Hudson)	11-15, '45	733
Voice of the Turtle, The..... (Morosco)	12- 3, '43	1,399
<b>DRAMA REVIVALS</b>		
Burlesque..... (Belasco)	12-25, '46	270
<b>Musicals</b>		
Annie, Get Your Gun... (Imperial)	5-16, '46	524
Brigadoon..... (Ziegfeld)	3-13, '47	180
Call Me Mister..... (National)	4-18, '46	559
Finian's Rainbow..... (46th Street Theater)	1-10, '47	251
Oklahoma..... (St. James)	3-31, '43	1,876
The Telephone and The Medium..... (Barrymore)	8- 2, '47	123
<b>MUSICAL REVIVALS</b>		
Sweethearts..... (Shubert)	1-21, '47	240
<b>ICE SHOWS</b>		
Icetime of 1948..... (Center)	5-23, '47	105

## Stem Flacks Fight Managers' Doubling

NEW YORK, Aug. 16.—The next meeting of the governing board of the Association of Theatrical Press Agents and Managers (ATPAM) on Monday (18) will consider a complaint by a segment of its membership that general managers ought not to double by acting as press agents or company managers. Many members feel the issue is a tempest in a teapot, especially since general managers are not covered by the ATPAM's contract with the League of New York Theaters and do not come under the jurisdiction of the union.

However, it does reflect an uneasiness on the part of many ATPAM dues payers, and a general membership meeting will be held soon to clarify the issue. Last year the road flacks came up with a gripe that local press agents were allowed to hold too many jobs at the same time. This, they felt, took away from their employment. Road agents wanted to limit the number of shows a flack could drumbeat to about three instead of the six now permissible. Nothing came of that. The union's constitution allows for complete transferability for membership from one section of the trade to another within the labor outfit's jurisdiction. Thus a press agent may become a company manager if he can get a job.

## Gay Van Hollywood-Bound

HARTFORD, Conn., Aug. 16.—Marion Van Buren, Hartford dancer, leaves shortly for Hollywood to continue dancing professionally and for further study. Known professionally as Gay Van, Miss Van Buren is the niece of A. H. Van Buren, known in Hartford some years ago as leading man for the Poli Palace Stock Company, and more recently with the New York company of *Life With Father*.

## London Equity Seans Fuel Lack Problem; Resists Pay Slashes

LONDON, Aug. 16.—Actors' Equity Council met last week to devise a compromise formula with which it will be possible to save London managers from undue losses from plays that may be canceled this winter because of the fuel situation. The Council seeks to avoid the suggestion of the managers that salary cuts be permitted.

When theaters here last winter were forced to close because of the fuel crisis, the first difficulty that arose was with British Equity. The managers suggested that all actors earning more than 10 pounds a week should agree to a 25 per cent salary cut so that others earning less than 10 pounds could be paid in full. Equity vetoed the proposal on the grounds that it infringed all contractual obligations entered into by the managers.

#### Test Case

Later a test case was brought to court and it was ruled that managers were not entitled to make reductions if at least one performance a day were given. This situation has existed since.

For the coming season—which is likely to bring equally stringent fuel cuts—some managers have tried to protect themselves against more losses. One firm of managers has inserted into its contracts a clause providing that salaries shall be reduced by one-eighth for each performance canceled if it proves impossible to give six evening shows and two mats. Equity reacted quickly to this and last week notified all its members to refuse to sign any contract containing such a clause. The attitude of top men on the London stage is for accepting only token payment for canceled shows, while the rank-and-file of the profession, it is felt, is likely to insist on full wages whatever happens.

## Shuberts May Get D. C. Belasco, Bar Race Segregation

WASHINGTON, Aug. 16.—There is a strong possibility that the Shuberts will institute a non-segregation policy if they succeed in leasing the Belasco Theater here, according to informed sources. The house is being used as a storehouse by the Treasury Department, which seems favorably disposed to the idea of converting the theater back to a legit.

Another group, the Washington Arts Center, is also in the running for leasing the house. This outfit would operate in collaboration with the American Theater and National Academy (ATNA), which would sponsor the deal. ATNA has one of its members, Blevins Davis, confabbing with reps from the dough-collecting branch of the government. Of course, ATNA would also practice non-segregation.

Altho an unofficial estimate of 50G has been set for remodeling the theater, ATNA seems convinced that the job can be done much cheaper. However, the Shuberts may be able to outbid ATNA for the house.

### ROUTES

**Dramatic and Musical**

Anna Lucasta (Shubert-Lafayette) Detroit.  
Born Yesterday (Erlanger) Chicago.  
Elackstone (Erlanger) Buffalo 21-23.  
Carousel (Shubert) Chicago.  
Call Me Mister (Blackstone) Chicago.  
I Remember Mama (Gearty) San Francisco.  
Joan of Lorraine (Forrest) Philadelphia.  
Oklahoma (Cass) Detroit.  
Private Lives (Harris) Chicago.  
Red Mill (National) Washington.

**Magic**

By Bill Sachs

**GENE PRONK**, of Gloversville, N. Y., has purchased from John Calvert the title to the latter's mid-night show, Dr. London's *Inner-Sanctum Hour*. In the deal, which was closed for \$1,000, Pronk gained the full title, all exploitation material and the good will. As Dr. London, Pronk opens for Fox West Coast Theaters for August 19 week, and then opens in California as Dr. Ogre Banshee with the *Chasm of Spasms* show. Pronk holds a year's contract with Kroger Babb Productions to present *Chasm of Spasms* with the firm's picture, *Blood and Thunder*. As *Chasm* will work only midnights, Jimmie Mason, Pronk's agent, will continue to book him under his other titles in schools and near-by theaters, utilizing chiefly the Dr. London label. Writing from Los Angeles under recent date, Pronk says: "I noted with interest in your column recently where a magician from Long Beach, Calif., condemned Calvert on his showmanship. I have only one thing to say—Calvert made over \$200,000 last year in the bigger theaters, and to do it Calvert never slit another performer in the back. I doubt if the magician from Long Beach can show a record of making one-tenth that amount, yet he criticizes a man who has played Loew's State, New York, three times within 14 months. And, may I add, without an abundance of showmanship, one cannot play Loew's State, New York." . . . Jack Gwynne and his popular magic family cracked the magazine section of a recent issue of *The Chicago Sunday Tribune* with a corking story by Edward Barry and a series of six photos showing Jack and Anne Gwynne, Bud and Helen Gwynne, and Peggy Gwynne and her hubby, Frank Cole, in assorted magical activity at the new Gwynne residence and workshop in Chicago. . . . DeLage and Shirley, after two weeks at the Chanticleer, swank Baltimore ritery, have resumed with more theater dates. . . . Janet Heath is working Boston territory, with Henry M. Cogert handling the bookings.

**DOREEN PALMER**, of Jay Palmer and Doreen, is recuperating in a Tokyo hospital from a recent operation for the removal of a tumor. In the meantime, Jay continues as a single with USO Camp Show No. 951, now in Northern Japan. Unit's next stop will be the Philippines. . . . Joe Haaley has just concluded two weeks at Club Royale, Syracuse. . . . W. S. Berger, of Covington, Ky., well known in magic circles and a prominent vent collector, is in St. Joseph Hospital, Lexington, Ky., merding from a major operation. . . . Milbourne Christopher, during his recent engagement at the Hippodrome, Baltimore, enjoyed visits from Al Delage and Shirley, the Mysterious Arnolds, the Jack Handys, Phil Thomas, Hen Fetsch, Cyril Keller, Ray-Monde, Herb Davis, and Dantini. . . . Dell O'Dell posts from Buffalo that she and Charles Carrer will make Percy Abbott's forthcoming annual magic clambake at Colon, Mich. . . . Mandrake the Magician (Leon Mandrake), of San Francisco, and his first assistant, Velvet Salerno, Chicago, were married recently in Kansas City, Mo., after what Mandrake described as "a whirlwind decision." The Mandrake unit is playing its sixth week in the Drum Room of Hotel President, Kansas City. Mrs. Mandrake, who joined the act seven months ago, was formerly in *Dear Ruth* and *Maid of the Ozarks*. The marriage was featured in *The Kansas City Star* with a double-column cut of the bride and groom. . . . Magician Herb Schroeder is now in Milwaukee where he has entered commercial lines. However, he keeps limbered up on his magic routines for his own amusement and that of his friends.

**Night Spots Blooming In Buenos Aires**

**Good Field for U. S. Artists**

**BUENOS AIRES, Aug. 16.**—In the last five years, night life here has shown a considerable growth. There were no night clubs to speak of in the Buenos Aires of 10 years ago. In the rough and tumble days, the city ran wide open, but was shut down when a revolution swept the country in 1930. Bars and cabarets were forced to close at an early hour. Gradually, some semblance of night life returned, particularly in the port districts which catered to sailors, but such spots lacked glamour and could not appeal to the class trade.

In 1942, however, prosperity hit Argentina. Exports boomed, the country waded in money, and the middle classes began to look around for entertainment, which heretofore had been considered the privilege of the rich. Today there are about 30 night clubs, ballrooms and bars in the city, about half of them catering to the family trade. Among them are the small spots with a tiny band, one or two singers and sometimes an imitation Spanish dancer. Some places specialize in Spanish dancers, guitarists and what is called the *ambiente* of Spain; that is, they give a fairly good idea of the Spain that lives in the memories of the old-timers.

There are two or three night clubs, at best, which are similar to those in North America. The Tabaris, seating 700, calls itself the place "where you eat as well as at home." The Novelty is somewhat smaller, and the Goyescas, a 600-seater, permits no dancing. These spots have no (See **NIGHT SPOTS** on page 53)

**Top European Talent at Fete In Edinburgh**

**EDINBURGH, Scotland, Aug. 16.**—International Festival of Music and Arts which premed here this week in conjunction with Enterprise Scotland 1947, industrial and handicraft exhibit, has lined up some of the finest talent in Europe for appearances during the nearly four weeks it will run. Among the names who will appear are the Vienna Opera, the Vienna Philharmonic, the Ballet Russe de Monte Carlo, conductors Bruno Walter and Charles Munch, top singers from the Hamberg and Berlin operas, a group from the Comedie Francaise in Paris, the Sadler Wells Ballet, the famed News Theater group from London under Sir Lawrence Olivier, and a score of continental orks and soloists.

The festival is the first attempt in the Scottish capital to establish a tradition of annual high-class international performances, somewhat on the plan of the famous Salzburg festivals. Three Edinburgh theaters, one newly completed, will be used for performances. Weather permitting, Shakespearean plays will be presented in the courtyard of the ancient Edinburgh castle.

Attendance prospects for the festival, however, do not seem bright. At least one third of all events must be booked by visitors to the festival, and prices are fairly high. To attend only a third of all plays, operas, ballets and concerts would cost 10 pounds (about \$40). In addition, it is doubtful if the event will draw tourists from England and the continent. (See **Top Talent** on page 53)

**Burlesque**

By UNO

**EVELYN TAYLOR** is the current feature at the Globe, Atlantic City. . . . Herbie Barris and Joe Cowan usher in the season at the Gayety, Columbus, O. (Midwest Circuit), August 29. Before leaving his home in St. Albans, L. I., Herbie threw a double birthday party for his daughter, Beebee, four, and son, David, three, on August 17. . . . Rubie Goldie, formerly in vaude, is now doubling between operating elevators at the Hotel Edison, Manhattan, and writing rhymed verses under the label, "The Broadway Poet." . . . Pauline (Lucky Mahar) Loveless, who became the mother of Pamela Irene last week in Omaha, will return to burly in Kansas City next month, according to Rene Keating. . . . Jim Bennett has been appointed manager of the National, Detroit, a burly house for a third of a century, now under new ownership. . . . Mandy Kay opens at the Empire, Newark (Hirst Circuit), August 22. . . . Winsome Wynette replaces Nancy Hart at the Terris Club, Milwaukee, where another addition will be Dottie Wahl. . . . Gladys Bijou, former principal on the old Columbia Circuit with the late Sliding Billy Watson show, is now Mrs. Charles Messenger, retired and living in Coney Island, N. Y., with daughter, Mrs. Vicki Nasti.

**MICKEY OWENS** has Georgia Sothern at the Cat and Fiddle, Cincinnati, for three weeks, and Lois DeFee at the Melody Club, Union City, N. Y., for another three. Latter opened August 21. Owens also has two sets of Muriel Asche girls, six each, the Fleurettes and the Top Hatters, set for the Embassy, Rochester, N. J., and Grand, Youngstown, O. Another group will be for the Rio Cabana, New Bedford, Mass. . . . Al Dow is recovering from an operation. . . . Jules Arliss, of the Troc, Philadelphia, succeeded Bernie Ferber in the management of the Globe, Atlantic City, to allow Ferber to return to Washington as manager of the Gayety. . . . Time of principal contracts for season 1947-'48 includes 11 weeks on the Hirst and 12 on the Midwest circuits. . . . Pat Robins, stripper at the Empress, Milwaukee, makes her own costumes between acts backstage. . . . Sammy Price opens at the Gayety, Columbus, O. (Midwest Circuit), August 22. . . . Two houses on the Hirst wheel, Howard, Boston, and Gayety, Washington, started the season August 15. Empire, Newark, N. J.; Gayety, Baltimore, and Grand, St. Louis, begin August 22, and Troc, Philadelphia, and Hudson, Union City, N. J., August 24. . . . Mickey Taylor is now general supervisor of Mickey Owens' booking and producing suite in Manhattan. . . . Verne Leeds, Princess Nyoka and Lynn Leslie, with Harry Spear, emcee, are listed for Freddie Fulton's revue to be presented at the Commodore Hotel, Manhattan, on August 30 for the ladies' auxiliary banquet of the American Legion Honor Post.

**LIBERTY FOLLIES BURLESQUE**

San Francisco  
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FOR SALE OR WILL BOOK AN ORGANIZED COMPANY

Write  
**HARRY A. FARROS**

**ACTS WANTED**

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and other CHICAGO Clubs.

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Get quick relief with Dent's Tooth Gum or Dent's Tooth Drops! Be prepared! Buy a package from your druggist today. Keep it handy. Follow directions. **25¢**

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**Advance Man Wanted**

Salary and percentage. To contact school authorities. Elaborate new type show that will sell. Automobile essential. State all in first.

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**ELASTIC OPERA HOSE**

Black or suntan, \$4.95 pr. Elastic net tights, \$7.50. Strip or chorus pants, \$1.35. Bras, 75¢. Theatrical eyelashes, \$1.35. Opera hose belts, \$2.00. Rhinestones, Spangles, etc. Free folder.

**EVELYN ROWE**

P. O. BOX 233, Radio City Sta., New York 19, N. Y.

**ADVANCE REP.—GIRLS**

Agent on percentage. Can earn \$300 week; girl assistants, \$50-\$100 on this new big magic road-show.

**HORACE E. ROSE, Mgr.**

SHOW OF 101 WONDERS  
412 Reservoir Ave., Meriden, Conn.

**CHORUS GIRLS WANTED**

Salary—\$45 per week. 6 days—no nite rehearsal. Prefer experienced girls.

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Opening September 4  
Chaps Amusement Park, Decatur, Ill.  
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Eddie Leonard, Eddie Bagley, Stan West, Blackie Lattessa, Johnny Hughes, Whitey Helm, Jimmy Passo, Forrest Bailey, Jerry Green. Air mail only  
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WANTED IMMEDIATELY

Work with audience volunteers only. Present one-hour performance if necessary.

**CONTINUOUS WORK GUARANTEED**

Substantial Earnings — Extensive Traveling  
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## IN LOVING MEMORY OF



## SAM LAWRENCE

Who Passed Away on August 18, 1945

SHIRLEY LAWRENCE LEVY

## IN MEMORY OF OUR BOSS AND FRIEND

## SAM LAWRENCE

Who Died August 18, 1945

Personnel of the LAWRENCE GREATER SHOWS

GONE BUT NEVER FORGOTTEN

STERN FAMILY

LOUIS GUETH

MR. AND MRS. HIRAM BEALE

MR. AND MRS. JAMES CYRS

P. SIDNEY MILLER

SCOTTY JOHNSTONE

BILL WOODALL

MR. AND MRS. ROY McGOVERN

MR. AND MRS. ROBERT YOUNG

MR. AND MRS. J. F. McDEVITT

SIMON KRAUSE

MR. AND MRS. LOUIS ROSENBERG

PATSY JONES

MR. AND MRS. BOB BUFFINGTON

## THE FINAL CURTAIN

BALTIMORE—Abraham, 78, pioneer movie exhibitor and vice-president of the Moving Picture Theater Managers' Institute, Inc. (MPTMI), Elmira, N. Y., July 29 in Elmira. He opened his first theater, the Lyric, in New Castle, Pa., in 1908 and operated it until 1914. From 1914 to 1923 he operated the Strand in New Castle and from 1923 to 1925 the State. In 1927 he became vice-president of MPTMI. Survived by a son, David, president of MPTMI, and two grandchildren, Joyce and Shirley, both engaged in film business.

BARBER—Dr. S. Leroy, 68, father of Samuel Barber, composer, August 12 in West Chester, Pa. He also leaves his wife and a sister, Mrs. Samuel Fulton Beatty.

BARNES—Nelson, 57, concessionaire, for the past two years with Fay's Silver Derby Shows, August 3 in Mt. Carroll, Ill., of a heart attack. Survived by his widow, Ann, and three children. Burial in Mt. Carroll Cemetery.

BENOITON—Etienne, father of Bertha (Gyp) McDaniels, of the Johnny J. Jones Exposition, August 7 at St. Joseph Hospital, Kenora, Ont., after a short illness. He was born in Nantes, France, 78 years ago. Funeral services August 9 at Notre Dame Church, with Requiem High Mass. Burial in Roman Catholic Cemetery in the family plot. Also survived by son, Benoit, of Montreal, and two grandchildren, Rene and Leo.

BROCKAWAY—Chance, formerly with Al G. Field Minstrels and a member of the dance team, Chick and Chance, August 9 at his home in Newark, O. Burial in Glen Rest Cemetery, Columbus, O., August 11.

BRODIE—Henry Kell, 65, of Dailley Bros.' Circus, in Hickory, N. C., recently. Burial in Oakwood Cemetery, Hickory.

CARROLL—Charles A., 79, former billposter and stagehand, recently at his home in Indianapolis. As a stagehand Carroll had worked at the Lyric, English and Indiana theaters in Indianapolis and had traveled with the Ringling circus as a billposter. Survived by two stepsons, Earl F. and Otto A. Ziegler. Burial in Washington Park Cemetery, Indianapolis, August 12.

COCHRANE—Ernest, 67, veteran stage electrician, August 12 in Detroit of a heart attack. He had been with the Avenue Theater, Detroit Opera House, and on the road with the Satan Sanderson show. He worked at the Cass and old Garrick Theater in Detroit for 30 years. He was a member of Stage Employees, Local 38, IATSE.

GRAMLICH—Charles J., 71, talker with the J. J. Kirkwood Shows, Au-

gust 7 in Newport News, Va., in an auto crash. More than 50 years in show business, he was at one time owner of the Charles Gramlich Feature Plays Corporation, of Miami, silent-era movie studio, which was destroyed in a hurricane in 1926. He had also been an actor in dramatic roadshows. He made his home in Jacksonville, Fla. Survived by a son, Richard, Jacksonville.

GRAY—Owen M., 39, son of Otto Gray, retired leader of the radio hillbilly unit, Otto Gray and His Oklahoma Cowboys, in Stillwater, Okla., August 12. His parents survive. Burial in Stillwater August 16, with American Legion graveside services.

HAMMER—Mrs. Rolf, Norwegian-born actress, August 10 in Kent, Conn. She was the widow of Rolf Hammer, Wagnerian tenor.



## ABNER K. KLINE

August 8, 1942

In Loving Remembrance

VIRGINIA KLINE

HARBARGER—Melvin, 45, Logan, O., violinist, formerly with the Columbus (O.) Symphony Orchestra, August 13 in Cincinnati of a heart attack. He was a graduate of the Cincinnati College of Music.

KELLY—Charles, talker on Glenn Porter's Side Show on World of Mirth Shows recently in Bath, Me. Survived by his widow, Barbara, bally girl on the side show. Burial in Fall River, Mass.

KENNEDY—Emily E., 46, assistant treasurer of the B. F. Keith Theater, Portland, Me., August 8 in that city. She was the cousin of Jack Wyatt, Scottish comedian, and appeared

## IN MEMORY OF OUR DEPARTED BROTHER

## SAM LAWRENCE

Died August 18, 1945

MICHIGAN SHOWMEN'S ASSOCIATION

## IN LOVING MEMORY OF

Our Dear Brother and Comrade

## JOEY MOSS

Killed in Action August 27, 1944

MICHIGAN SHOWMEN'S ASSOCIATION

and

JOEY MOSS AMERICAN LEGION POST

locally in her own vaude sketches. Her brother and sister survive.

**KRIENDLER**—Jack, 48, founder of New York's Club 21 and host to showbiz celebrities, August 14 in New York. He and Charles A. Berns established Jack and Charlie's, a Greenwich Village restaurant, in 1922, but after the move to 21 West 52d Street, the club was renamed Club 21. He leaves his wife, Luisa; three brothers, H. Peter, Maxwell and I. Robert, and four sisters, Mrs. Augusta Axelrod, Mrs. Anna Tannenbaum, Mrs. Eunice K. Sercus and Mrs. Beatrice Sideman. Burial in Mount Lebanon Cemetery.

IN MEMORY OF OUR DEARLY BELOVED

LIEUTENANT

BILLEE L. HAMILTON

(BILLEE GARNEAU)

Who was killed in action in Sicily August 23, 1943

WIFE, NANCY

BROTHER, TOMMY

MOTHER, MIMI GARNEAU

He either fears his fate too much or his desserts are small, who dare not put it to the touch to win, or lose it all.

**MILLER**—Marvin (Shorty), Lansdale, Pa., midget auto driver, August 13 in Depaul Hospital, Norfolk, Va., of injuries sustained in a crash at Princess Anne Speedway, Norfolk, the day before.

**MUNRO**—George, 90, singer, August 3 in Chicago. His widow survives.

**PEMBERTON**—J. W., 63, London theater manager, recently in that city. During the past four years he presented *Sweet and Low*, *Sweeter and Lower* and *Sweetest and Lowest*. The three editions, of 1,800 performances, represent London's record run.

**RIEKER**—Carl L., vice-president in charge of personnel for N. W. Ayer & Sons, Inc., August 14 in Philadelphia. He had been with the advertising agency since 1900 and vee-pee since 1936. Surviving are his widow, Ida, and a daughter, Mrs. George E. Schwartz Jr.

**THIEL**—Wesley, owner of the Gem Theater, Pigeon, Mich., August 13 after a lingering illness. Survived by his widow.

**THOMPSON**—James G., Bennettsville, S. C. (tentatively identified) in Barborton, O., August 11. Authorities said he had been employed by a carnival at one time.

**TROOP**—Charles, with Wallace Bros.' Shows for several years, August 1 in Baptist Hospital, Jackson, Miss. He suffered a stroke last September. Survived by two sisters in Lewiston, Utah. Burial in Logan, Utah.

**VESSEY**—Joseph, 69, secretary of Kenyon & Eckhart, ad agency, August 11 in New York. His widow and daughter survive.

**WEST**—John L., 63, member of the original vaude team of Marie Corelli & Company, August 9 at his home in Melvindale, Mich. The past few years he had operated candy concessions at fairs in Michigan and Ohio. Survived by his widow, Marie, and son, Aubrey. Burial in Windsor, Ont.

**WHITING**—James, 72, legit and vaude stage mechanic for 50 years, recently in Omaha.

**WIDEM**—George Lee, 18, singer, drowned while swimming in Lake Michigan, off Chicago, July 31. He was the brother of Allen M. Widem, Hartford, Conn., area correspondent of *The Billboard*.

**WOOTEN**—S. D., 80, Southern radio pioneer, August 7 in Hernando, Miss. He was a former announcer on Station WREC, now owned and operated by his sons, Hoyt, Hollis, Roy and S. D. Jr.

Marriages

**BARRETT-MAYER**—Henry Barrett, advance promotion for Polack's Bros.' Circus, and Claire Mayer, Louisville, in Yankton, S. D., August 2.

**BISCHOF-LANOVA** — John D. Bischof Jr., trombonist in the Ballet Russe de Monte Carlo theatrical group, and Merriem Lanova, ballerina, in Los Angeles August 3.

**BOWE-CHAPONIS**—George Bowe, production manager at Station WTIC, Hartford, Conn., and Mary Elizabeth Chaponis, of station's technical staff, recently.

**BRADLEY-BOYIA**—Pearce Bradley, operator of the Avenue Theater, Detroit, and Bonnie Boyia, former burly feature, August 15 in Detroit.

**GEORGE - STUART** — Edward George, and Randy Stuart, film starlet, at Santa Barbara, Calif., August 4.

**HAYES-WOODS**—Sam Hayes, radio news commentator, and Sally Woods, writer, at Las Vegas, Nev., August 9.

**LEE-PRICE**—Allan Lee, producer-manager of the New Yorkers, Tiverton, R. I., summer theater group, and Loretta Price, actress, at St. Christopher's Church, Tiverton, August 2.

**LEERIGHT-WARD**—J. R. Leeright, owner of the shows bearing his name, and Mrs. Greta Ward, of Clyde, Kan., August 6 in Grand Island, Neb.

**MARSHALL-MALLORY**—Herbert Marshall, film star, and Boots Mallory, former actress, in Santa Barbara, Calif., August 3.

**O'NEILL-ACEVEDO**—James Warren O'Neill and Beatrice (Betty) Acevedo, performer with the Mills Bros.' Circus, in Sioux City, Ia., August 9.

**RANSOM-HAINES**—J. B. Ransom Jr., and Sally Haines, film actress, in Mexico recently.

**ROBERTS-MOORE**—Roy Roberts, film actor, and Lillian Moore, writer, at Mission Inn, Riverside, Calif., August 11.

**TURNBULL - JOHNSON** — John Turnbull (Scotty MacLean), National Broadcasting Company recording artist, and Elizabeth Johnson, July 28 in Atlantic City.

Births

A son, Paul Irwin, to Mr. and Mrs. Gene Shefrin at Polyclinic Hospital, New York, August 8. Father is on David O. Alber's staff.

A son, Jerry, to Mr. and Mrs. Jack Bennis August 15 in Butler, Pa. Father has the candy concession on the Endy Bros.' Shows.

A son, Daniel Arthur, to Mr. and Mrs. Lloyd Schemel. Parents are with B. Ward Beam's Attractions.

A daughter, Phyllis Ann, to Mr. and Mrs. Morris Wurtzel recently in New York. Father is with the C & S Music Company.

A daughter, Gail Linda, to Mr. and Mrs. Keith Lester August 7 in Plainfield, N. J. Father is a pianist and grandfather is a magician, known as the Great Noel Lester.

A daughter, Barbara Lee, to Mr. and Mrs. G. P. Roberts in St. Mary's Hospital, Cincinnati, August 6. Mother is Georgia White Roberts, formerly with the 20th Century and M. A. Srader shows.

A son, Steven Guy, to Jack and Jean Blair in Oskaloosa, Ia., July 14. Father is an animal and girl show operator.

A son, Gerald, to Mr. and Mrs. George Dailey recently in Bremen, Ind. Father operates the diggers with the Mighty Hoosier State Shows.

Divorces

Olive Del Ruth, nonpro, from Roy Del Ruth, film director, in Los Angeles August 6.

Stefani Ormandy, former symphony

harpist, from Eugene Ormandy, conductor of the Philadelphia Symphony Orchestra, in Reno, Nev., August 5.

Magda Gabor Rankin, sister of actress Eva Gabor, from William Rankin, film writer, in Los Angeles August 11.

FRENCH-YANK PAY

(Continued from page 44)

funds to France to be held there for the French act until he calls for it.

In this way France hopes to accumulate a sufficient American dollar reserve on which the country will permit American performers to draw when they work in France.

French consular quarters admit that such a deal is in negotiation and while they hesitated to specify the number of French performers now in America or expected, they thought that an interchange of stage personalities would help "cement friendly relations" between the countries.

AGVA said that as soon as the deal is signed it expected the importation of a large number of French novelty acts, many of which would work circuses and fairs. The union also thinks it will have to set up a new three-person department to handle the details when the plan becomes operative.

Clifford Fisher, largely instrumental in setting the deal, is now working on a plan to open shows in Paris and bring Parisian acts here. French personalities now in this country include Maurice Chevalier, Charles Trenet and Lucienne Boyer.

HOW AND WHY

(Continued from page 48)

gories. With his ballot each voter received a booklet containing the casts and credits of these plays from which to make his selections.

The idea took hold from the start and received the enthusiastic support of all branches of show business. It has grown steadily the past four years. *The Billboard* this year distributed approximately 9,000 ballots, of which some 3,000 were returned. Since many ballots undoubtedly went astray or arrived too late due to local show shutterings and changes in summer addresses, the count is a good one and represents a fine cross-section of theater opinion.

*The Billboard* wishes to thank the Fourth Annual Donaldson Awards Committee for its co-operation and also both Equity and Chorus Equity for their assistance in reaching out-of-town members. A particular bow goes to Eddie Dimond, representing the stage managers on the committee, for lining up the assistance of his brother curtain-raisers to get out the vote from the casts of their individual shows.

WILMINGTON SEASON

(Continued from page 50)

tember 29 and 30. Blakestone, the magician, is billed for October, *Madame Butterfly* in November, and the Ballet Russe in the winter.

Francis E. Cavanaugh will manage the Playhouse for his second season.

TOP TALENT

(Continued from page 51)

Traveling is still difficult and it will take more than the mention of names to convince continentals that anything outstanding in art and drama is being done in far-way Scotland. In any event, it looks as tho only about 6,000 visitors will come here specifically for the festival and another 3,000 will drop in to have a look. Very few visitors so far have come to England specially to see the event.

A great deal of preparation and expense has gone into both shows. The Scottish section of the British Amusement Caterers' Council helped set up three "typically Scottish" amusement fairs in the vicinity of Edinburgh and a large number of side shows as well as cigarette vendors (both still a novelty in post-war Europe).

Fall Cocktailery Outlook Is Hazy

(Continued from page 43)

America's (MCA) small unit reps, who feel there are two schools of thought on the prospects. First, and by no means the prevailing opinion is that cocktail units are a product of the hypoed war years and will gradually fade. Also pessimistically speaking along these lines are spots which attempted television and jukes for the summer and now are trying to get thru with the same for the fall. The other way the office contemplates the future is that any activity after Labor Day will be an improvement over the summer, which was at a standstill. Spots which hired two trios heretofore will cut to one, and those that had trios will go for singles and doubles. Like Bloom and GAC, MCA is of the opinion that the trend is toward entertaining groups rather than straight music. The quartet, MCA went on, is practically out except for piker joints. MCA also agrees that because of economic conditions, an entertaining trio is the most practical unit for the immediate future. Spots playing singles thru the week are showing signs of adding groups for the week-ends.

Funk, of Frederick Bros., summed up the general plight of next season's cocktail units in two words: "Less money."

Night Spots Bloom In Buenos Aires

(Continued from page 51)

admission fee but charge a minimum of \$1-\$2 for drinks.

The Tabaris, in the amusement quarter of Calle Corrientes, has a midnight show and a line of seven girls puts on another show at 2 a.m. The Novelty, around the corner, puts on a show about 8:30 p.m., called *Vermouth*, and an evening show after the midnight show at the Tabaris ends. Artists generally appear in both places.

The present Argentine government has no objection to people taking money out of the country and artists pay only a 5 per cent income tax. Negro entertainers no longer are permitted to enter and all others must deposit a bond of 1,000 pesos (about \$230), which is returned when leaving the country.

American artists, except for singers and classic dancers, are very popular with the public here, but the high salaries demanded and the plane fare are holding up bookings. It has been suggested that the steamship companies, which again are offering regular service, should offer artists a small fee in addition to passage in return for entertaining the passengers in order to increase bookings.

Among the American entertainers who have been brought here recently by Guillermo F. Capdevila, of Radiotour, are Daro and Corda, the Frederic Hall and the De La Motte quartets, June Marlowe and Dolores and Don. Capdevila also managed English ork leader Harry Roy here.

Aside from Buenos Aires, prospects are gloomy. Possibilities in Brazil are nil at present, while Uruguayan night life is not important enough for regular visits by first-class artists. There is a very good spot in Rosario (Argentina) called Boite La Marina, which may occasionally feature an American artist on his way to Chile. The same is true for the internationally famous La Cabana in Lima, Peru. Economic conditions in Chile, however, have become very poor, and the dollar rate in Peru has more than doubled in the last 10 months.



# WATER HYPO FOR UTAH CENT.

## Follies Build From Opening

**Promise shot-in-arm for expo — attendance nears half million in 11th month**

SALT LAKE CITY, Aug. 16.—Scheduled for three weeks, an exceptionally long stand under local conditions, Sam Snyder's *Water Follies of 1947* opened Monday (11) at the Utah Centennial as it went into its 11th week.

The *Water Follies* promised a shot-in-the-arm for the declining days of the expo. It opened to near capacity, altho the house was heavily papered, and has built steadily since the opening. Average house has been approximately 3,000 paid admissions and it is expected to reach 5,000 for the week-ends.

The expo entered its 11th week Thursday (14) with attendance of 470,000 to that point. This is far under initial expectations, but over the total indicated by the average gate during the early part of the run. General admission recently has averaged about 7,000 per day.

Advance sale for the August 23 pro football game between the Brooklyn Dodgers and the Chicago Rockets, another Centennial feature, is so heavy that a sell-out of 30,000 seats now looms.

## Set Top Prices For N. Y. Rodeo

NEW YORK, Aug. 16.—Top prices, ranging from \$1.50 to \$6, tax included, which resulted in a record estimated gross of \$1,300,000 last year, will be in effect for the 22d annual World's Championship Rodeo which opens in Madison Square Garden Wednesday, September 24, for a 53-performance run. Show again will feature Gene Autry and his horse, Champion.

Matinees are skedded Wednesdays, Fridays, Saturdays, Sundays and Columbus Day. Cow pokes will vie for \$138,330 in prize money, plus entry fees, an increase of \$9,200 over last year.

Sponsor girls are Eva Wake, El Centro, Calif.; Geraldine Farrar, Brawley, Calif.; Thressa Dean Smith, Ada, Okla.; Helen Ruth Almy, Fort Worth; Bette Smith, Abilene, Tex., and Martha Ann Graham, Pinedale, Wyo.

## Anderson's Greater Hit By Kentucky Windstorm

WHITLEY CITY, Ky., Aug. 16.—A heavy windstorm hit Anderson's Greater Shows here Saturday (2) in mid-afternoon, and several of the shows' personnel were injured saving their property.

Fifteen concessions were blown over and three flag poles were razed. Prompt work had the organization back in action again at 6 p.m.

Kermit Sumner, assistant manager, was the most seriously injured and had to be taken to a near-by hospital.

### They've Been A-Feudin'

## It Looks Like Sally and Harry Have Reached the W. K. Impasse

By Pat Purcell

SPRINGFIELD, Ill., Aug. 16.—While Gov. Dwight Green, Senator C. Wayland (Curly) Brooks and other assorted political characters were exploring the national economical situation brought about by lengthy Democratic party regimes in Washington, and telling what will be done when the Republicans succeed in smuggling someone back into the White House, Harry W. Hennies and Sally Rand were carrying on a feud that was raising some sort of hell with the gross receipts of Hennies Bros.' Shows on the midway of this Illinois State Fair.

The attractive front that has housed Miss Rand's 1947 interpretations of her celebrated fan dance at various whistle stops along the still-date route was quite dark—very dark—Wednesday and Thursday (13-14) and when the midway ceased functioning late the latter night indications were that it might remain dark for all time to come as far as Harry and Sally are concerned.

Various and sundry excuses were offered for the edification of the readers of the public prints as to why Miss Rand was not waving her fans—but it seems that the true fact is that Harry and Sally have been feuding for some time, even tho Sally and her personal manager, a Mr. Finkelstein, didn't know a feud existed.

### Who Said What?

"I took enough guff off her thru the still-date season to last me a lifetime, but when she fired the boss canvasman, that was the straw that flattened the dromedary's back," Harry is alleged to have said. But in some quarters, there are some who are of the opinion that his statement was couched in unprintable language.

Shaking down the denizens of Hennies' brightly lighted, well equipped midway, the consensus was that Harry was having ear trouble from continued doses of Sally's beefs and when she fired the boss canvasman, that was it! There was some screaming and Sally went to her hotel. She also went to a doctor for X-rays, but there was considerable eye-wagging when the physically incapacitated business was brought in as an excuse for the failure to open.

Regardless of the failure of la Rand to flip her magnetic personality at the suckers, as the residents of Illinois have been known officially in the annals of State lore for many, many years, Hennies reported that his gross take thru Wednesday was only 6 per cent short of the record shattering gross accumulated last year. Sally's show might have made up that difference, but Harry apparently wasn't perturbed, as a 6 per cent drop amounted to a lot of folding money but still was surprisingly small.

Thursday, with Republicans cavorting all over the premises, it rained hard about 4 p.m., and knocked a big hole in the day's receipts, but there was hope that the rain would make it possible for a lot of farmers to tuck away their ploughs and get with it for the remainder of the run

thru Sunday (17) night.

With Miss Rand not around to hold down the pleasure seekers while she demonstrated her art, the other midway shows and all rides apparently were doing right well. Concessionaires reported the nickels, dimes and quarters were in abundance, even tho the gross in this department could not hope to attain the viscosity of last year.

By the time this essay reaches the public for avid consumption, Harry and Sally may have settled their differences—and Sally may have announced that once again she is in good health—but as this piece is being composed, they stood at the parting of the ways, and it seemed that neither cared to holler "ta hell with it," as they are bound by a contract that was written by a gentleman who knows quite a bit about contracts.

And, until the Hennies Bros.' Shows open Wednesday (20) at the Iowa State Fair in Des Moines, a lot of folks connected with this Hennies org will be busy, indeed, wrapping up their winnings at the Illinois State Fair.

## Tampa's Gasparilla Event Opens Feb. 9

TAMPA, Aug. 16.—Tampa's 1948 Gasparilla Pirate Carnival will open February 9 and run a week. Features will include the invasion and parade, Monday, February 9; Coronation Ball February 10; Masked Pirate Rebels and Parade in Tampa's Latin Quarter, Ybor City, February 12; Children's Pirate Parade, February 14, and the outward bound night voyage of the pirate ship, plus fireworks, February 14.

The 1948 event will make the first time more than one parade has been held. The Coronation Ball will employ, as usual, a name band and a list of headline entertainers.

## AC Men's Group Protests Three-Cent Tax on Ducats

ATLANTIC CITY, Aug. 16.—A second protest against collection of three cents tax on theater and amusement pier tickets was registered with the city officials this week by the Atlantic City Amusement Men's Association. Edward J. O'Keefe, spokesman and secretary of the association, pointed out that the amusement industry is paying more than the 3 per cent stipulated in the resort luxury sales tax which went into effect June 15. Amusement men seek reduction of the tax on cheaper admission tickets so the city would be collecting 3 per cent instead of three cents.

Richard Endicott, representing Steel Pier, contended the three cents on any ticket in the 50-cent range collected by the city actually represents a tax closer to 6 per cent than the 3 per cent fixed in the luxury tax law. City officials, not inclined to change the revenue-bringing tax measure, pointed out that altho the

## English Spot Expands With New Directors

LONDON, Aug. 16.—A deal under way for several months thru which W. E. Butlin and Ian Anderson, prominent British outdoor showmen, became directors of Belle Vue (Manchester) Ltd., was closed July 25 at an extraordinary meeting of shareholders of the big Manchester amusement center.

Belle Vue, a combination sports arena, amusement park and circus, is located in the manufacturing city of Manchester, where it occupies a site covering 70 acres of ground, only about one-half of which has been fully developed. Belle Vue's activities continue the year round with most widely known feature being an annual end-of-the-year season of circus with top-notch circus acts playing from four to six weeks.

Capital of Belle Vue, thru the deal, has been increased to 487,500 pounds (\$1,959,750) by the sale of 250,000 new shares of a par value of one shilling, a total value of 12,500 pounds (\$50,250), to W. E. Butlin, Butlin's Ltd., and Ian Anderson at four shillings per share or a total of 50,000 pounds (\$201,000). Butlin and Anderson were elected directors at the meeting, and are expected to take an active part in its future development. Butlin and his firm operate a large number of vacation camps and amusement parks thruout the British Isles.

## Boston Garden Nets 71G Profit

BOSTON, Aug. 16.—A net profit of \$71,665 was earned for the year ended May 31 by the Boston Garden-Arena Corporation, operators of the Boston Garden, despite a decrease in gross operating income which dropped from the \$897,199 recorded last year to \$763,541. Loss was attributed to the falling off of patronage at sports events.

This year's profit is equal to \$6.49 a share on 11,026 shares of common stock. Last year a profit of \$85,877, or \$7.69 a share, was earned. An initial dividend of \$3 a share was declared out of last year's earnings.

The Boston Bruins Hockey Team paid \$214,978 in rentals, and ice carnivals contributed \$263,771 to the ice rink department. Basketball was staged at a loss of \$38,909. Garden is rented from the Boston and Maine Railroad under a lease running to June 1, 1953.

## 15,500 at Medicine Hat

MEDICINE HAT, Alta., Aug. 16.—Two-day stampede and exhibition here drew 15,500. First day attendance was 6,500. The last stampede was held here in 1927.

law provides for a 3 per cent tax on even dollar purchases, the luxury tax is not a 3 per cent tax when based on smaller purchases or admissions which are payable according to fixed tax schedules.

# JACK RUBACK IS THINKING

## Priest Celebrates Communion Mass For Playtime Org

CONIMICUT, R. I., Aug. 16.—A communion mass for personnel of the Playtime Amusements, playing the St. William's Chapel lot here last week, was celebrated in the St. William's Chapel. Following the mass a communion breakfast was held in Sam Yoyos' cookhouse with Father Joseph M. Walsh, pastor of the church, and Father Louis W. Dunn as guests of honor. Father Walsh presented each member of the shows with a rosary.

Org made the 80-mile jump here in record time and everything was up and ready by noon Monday (4). Matinees were light but night business was very good and spending was free. The committee, under direction of Rev. William E. Lawlee, was very co-operative.

## Shows "Flood" Canadian Spots

ST. JOHN, N. B., Aug. 16.—Maritime Provinces are seeing more carnivals this year than at any time in history. Playing thru the Atlantic Provinces are the Bill Lynch Shows, based at Halifax, N. S.; Model Shows of Canada, Toronto; Ted's Broadway Shows, Montreal; the Libbey Shows, Fredericton, N. B., and the All-Maritime Shows, St. John.

Some kind of a carnival record is being set in St. John. Recently one show closed on Saturday night after a week's stand and another show opened the following Monday for a week. All told, the All-Maritime and Ted's Broadway have played one week each here, followed by the Model Shows for two weeks and the Bill Lynch Shows are contracted for two weeks. So far, three different lots have been used under three different auspices.

The Canadian Legion Posts have auspiced the Lynch org in a number of spots, including St. John. A new sponsor, the Catholic Community Club, St. John, lined up with Ted's Broadway shows here.

## Irvine, Ky., Proves Good Stand for Silver Slipper

IRVINE Ky., Aug. 16.—Silver Slipper Shows chalked up a successful week's engagement here under the auspices of the American Legion.

Billy Mayfield continued to get excellent business with the wild animal circus. The Merry-Go-Round, purchased from the Johnny J. Denton Shows by Owner-Manager William O. Hammontree, is scoring.

Johnny Butler purchased three concessions from the L. J. Heth Shows.

## Silver Slipper Gets 2 Fairs

CYNTHIANA, Ky., Aug. 16.—William O. Hammontree, owner of the Silver Slipper Shows, announced July 17 the signing of a contract with B. B. Smith, secretary of East Tennessee Colored Fair, Knoxville, to furnish the midway for the 1947 annual, September 1-6. Hammontree also signed to provide his attractions at the August 19-23 Falmouth (Ky.) Fair, managed by F. C. McCarty.

## Slow Openers Give Wagner Heebie-Jeebs

### Fast Finish Saves Ionia

LA PORTE, Ind., Aug. 16.—"It isn't how these fairs finish that drives a fellow nuts—it's the way they start," Al Wagner, owner of Cavalcade of Amusements declared here Wednesday night (13) while giving himself and listeners a resume of what has taken place around this org the past 10 days.

"We didn't get enough here Monday (11) to feed the kitty, but Tuesday was some better, and the fair boss tells me we turned in four and a half times more money that night than did the show which played here last year for the same length of time," he continued.

"But still it wasn't enough to make anyone carrying a nut like this very happy, and that's what makes carnival managers go batty. Take Ionia, Mich., last week, for instance. Thru Wednesday night we were playing a bloomer, and we were whistling to keep up our courage. Then the weather cooled Thursday and the rest of the week was jam-up. In fact, last Saturday at Ionia was the biggest day's business I've done since I've been in carnival business, and I believe we were only about 15 per cent off the record of last year despite (See SLOW OPENERS on page 57)

## Food City To Play 3-Day Labor Day Cele At Jonesville, Mich.

BATTLE CREEK, Mich., Aug. 16.—Harry Allen, owner of the Food City Shows playing here last week, announced he had signed for the midway attractions at the big three-day Labor Day celebration in Jonesville, Mich. Shows at present have 5 rides and 16 concessions. Org, playing various Michigan celebrations, plans to stay out until the first week in October.

Carroll B. Allen, son of the owner, has opened a taxi business in Marshall, Mich., and his family will move there shortly.

C. Vane joined with a new grab and Betty Mae Allen has taken over the root beer stand. Henry O. Wilber joined with his Spitfire and Paul Norlan came on with a new popcorn wagon. Mrs. Harry Curkee, wife of the Loop foreman, is in Community Hospital for an operation.

Org made the jump from Dundee, Mich., to Toledo for a two-day stand on the same lot with the Ringling Bros. and Barnum & Bailey Circus and it proved a big two days. For this stand the Food City Shows combined with Walter Anderson's Northwestern Shows. From Toledo the Food City org moved to Maumee, O., for a three-day street fair, which proved a red one. J. C. Weir stayed with the show for the run at Maumee.

From Maumee, shows moved to Burlington, Mich., resuming its regular route. Burlington was a four-day stand and all hands got money. The committee, headed by Clair Hill, co-operated in every way to make it a bang-up celebration.

## Stepin Fetchit Set For Hollinger Show

CHICAGO, Aug. 16.—Stepin Fetchit will headline the colored revue to be presented by Eddie Hollinger at the Canadian National Exhibition, and at other fair dates later in the season, it was announced here today by Hollinger.

The producer announced that he is negotiating with Stepin Fetchit for a personal management contract.

Hollinger's CNE show will include 12 line girls, a 10-piece band, a dance team, a soubrette, two comedians and a dancer.

## Victory Expo Has Strength At Ozark Fair

SPRINGFIELD, Mo., Aug. 16.—Victory Exposition Shows furnished all midway attractions at the Ozark Empire Fair here, having 14 rides, 12 shows and 65 concessions. Show has a beautiful spread and featured two riding devices, the Fly-o-Plane and the special built Spitfire, the first time these particular rides ever appeared on these grounds.

All rides were in splendid shape, with elaborate fronts for the shows presenting a real flash. Operators Alvin and Lowell Vandike are firm believers in lights and decorations and their midway is actually a blaze of lights. Neon and strong lights are found on every ride and front and eight Downey Teleskopik light towers blazed the midway.

The shows have a big earning capacity, but due to the excessive heat for the first four days gross business was about 8 per cent off from the corresponding days of 1946.

Executive staff includes Alvin and Lowell Vandike, co-owners and operators; Don Brashear, business manager; Ray Alexander, general agent; Russell Benefield, billposter; Harry Lamon, legal adjuster; B. R. (Blue) Rozzell, chief electrician; Mrs. Alvin Vandike, secretary; William (Pop) and Bill Gamblin, scenic artists, and Roscoe Boyd, mailman and the Billboard agent.

Wednesday (13) an attachment on the Victory Exposition in connection with a \$50,000 damage suit, was dissolved by Circuit Judge McLaughlin. The attachment had been placed on the shows after a damage suit was filed by Harry L. Baker, one of the men injured in the truck-underpass accident August 3.

The shows tore down Friday (15) night and moved to Abilene, Kan., to play the home town fair of General Ike Eisenhower, who will be the guest of honor at that annual next week.

## Giant Balloon Parade Will Open Lubbock, Tex., Annual

LUBBOCK, Tex., Aug. 16.—A record-breaking crowd of 70,000 people is expected to throng the streets of this city of a little more than 50,000 population September 29 when Jean Gros, Inc., brings its gigantic rubber balloon parade to open the 30th annual Panhandle South Plains Fair.

The inflated rubber figures will be on display on the grounds the entire six days of the annual. Other entertainment features are a nightly rodeo and afternoon midget auto races, and the Bill Hames Shows on the Midway.

## To Iowa, or Not to Iowa

Maybe he'll like Texas all the better, but Davenport has earmarks for a winner

By a Staff Correspondent

DAVENPORT, Ia., Aug. 16.—In operation since 1924, Jack Ruback's Alamo Exposition Shows had not invaded Iowa until last week, and Tuesday night (12) here at the opening of the Mississippi Valley Fair affable Jack was still uncertain as to whether he should have brought the shows into the Hawkeye State or whether in the future he should return to his beaten paths in the South at those fairs which feature the midway, have little or nothing in opposition on the grounds and which usually ride with a free gate.

The first stand in Oskaloosa, Ia., the previous week, hadn't provided the answer to Jack's way of thinking. The fair came in the midst of a torrid spell, and what's more, the surrounding area had been hit by floods, so that the attendance was off—and with it the carnival patronage.

Davenport Looks Okay

In here this week, the spot should prove a good test, according to Jack. Here his shows supplant a railroad show which held the contract last year, when the annual was beset by poor weather and by disappointments from some of the grandstand attractions. The annual this year looks good, offers diversity in attractions, is well balanced and well advertised. What's more, business in the territory is good, and hot weather should (See Davenport Looks on page 60)

## I. T. Org Has 2 Units on Road

RIVERHEAD, L. I., Aug. 16.—The I. T. Shows have two units out this year, one known as the I. T. Shows and the other under the banner of Carnival Shows, Inc.

Carnival Shows were organized in June this year and opened at Mastic Beach, N. Y., July 7, under management of Phil Isser, with Al Crane, assistant manager, and Blanche M. Henderson handling the office. Show is playing Long Island spots.

The equipment, practically all new this season, includes six rides, including trucks for each, and a new office truck, frozen custard, stock and canvas trucks. The rides are Merry-Go-Round, Ferris Wheel, Chairplane, Octopus, Rolloplane and Kiddie Ride. The frozen custard is managed by Kay Isser and concessions are operated by Mimi Sussman, Morris Brown, Charles Davenport, Mary Crane, Otto Protska, Jeanne Grey, Harry Baum, Larry Hettrick, the Jace family, Chick Brown, Murry De Guarda, Jimmy Davenport, Louie Candy and Lucille Baum. Big Al is the superintendent.

In addition to Mastic Beach and Riverhead, org has played Greenport, Patchogue and Sag Harbor to satisfactory business.

The combined rides of I. T. Shows and Carnival Shows, Inc., will play the Mineola (N. Y.) Fair in September.



# JAS. M. RAFTERY'S SHOWS

MOREHEAD CITY, N. C., ANNUAL COASTAL FESTIVAL AND REGATTA, AUGUST 25 TO 30

LA GRANGE, N. C., FAIR, SEPTEMBER 1 TO 6

WHITEVILLE, N. C., FAIR, SEPTEMBER 8 TO 13—FIRST SHOW IN 10 YEARS.

WANT—Bingo to join at once.

WANT—Custard, Novelties, American Palmistry or any legitimate Concession.

CAN PLACE Merry-Go-Round Foreman and Ride Help on all Rides, Truck and Semi Drivers.

CAN PLACE Girls for Girl and Posing Shows.

WANT—P. C. Dealers and Bucket Agent.

WANT—Two outstanding Free Acts for balance of season, also Acts for Grand Stand Attractions, Wilmington, N. C., Fair.

Week October 20 to 25, Brunswick County Fair; October 27 to November 1, and Warsaw, N. C., Armistice Celebration.

Address

**JAS. M. RAFTERY**  
EDENTON, N. C., THIS WEEK

# ANDERSON'S GREATER SHOWS

WANT FOR THE FOLLOWING FAIRS AND CELEBRATIONS:

Sumner County Fair,  
Gallatin, Tenn.

Cordova Fair & Horse Show,  
Cordova, Ala.

Wilson County Fair,  
Lebanon, Tenn.

East Sumner Fair,  
Westmoreland, Tenn.

Franklin Fair,  
Franklin, Ky.

Henderson County Fair,  
Lexington, Tenn.

Gibson County Fair,  
Trenton, Tenn.

Guin Agrl. Fair,  
Guin, Ala.

Alabama Cotton Belt until November

Will book one Flat Ride, prefer Octopus or Tilt, 25%. Will book Fun House or Snake Show, 25%. All Hanky Panks for above fairs, \$25.00. Come on. Will place you. Due to illness-can place Bingo. Want two Count Stores and Swinger Agents. Want Legal Adjuster who can produce. Prefer one with joint. Shows with own outfit, 25%. Want A-1 Electrician. Wire, do not phone.  
**ANDERSON'S GREATER SHOWS, Gallatin, Tenn., this week.**

# NOLAN AMUSEMENT CO.

MOXAHALA PARK RIDES

STREET CELEBRATIONS — ALL OHIO

WANT — Concessions: Ball Games, Darts, Lead and Cig Galleries, Snow, Apples, Floss, Grab, Popcorn, Novelty, Duck and Fish Ponds, Photos, Pan, Blanket Wheel, Diggers; also Agents for Beat the Dealer and Percentage.  
RIDE HELP — Wheel, Octopus, Loop, Chairplane, Kid Rides.

TIM NOLAN

Moxahala Park (Write-Wire-Phone 5053-R) South Zanesville, Ohio

# NOTICE—FIRST AND LAST CALL WANT FOR DENISON DIAMOND JUBILEE

On the main street, September 1 thru September 6. Positively the largest celebration in Texas. Sponsored by the Katy Railroad, Chamber of Commerce and other leading organizations. Katy Railroad running special train from all parts of Texas and Oklahoma at half fare. Also big rodeo and pageant and large tribe of Indians.

Want to book for here and celebrations to follow: Shows: Rides such as Octopus, Snitfire, Tilt, Fly-o-Plane, Wheel, Flying Scooter and Baby Rides of all kinds; in fact any ride that doesn't conflict. Will book any Legitimate Concession, Hanky Panks of all kinds. Also Peanut, Popcorn, Candy Apples, Hot Dogs, Cold Drinks, Ice Cream and Custard Machine. This is going to be the largest celebration in the country, so everybody write, wire or call Joe Galbreth, Post Office Box 732. Telephone: 1371-J, Sherman, Tex. It's getting late, so communicate at once. Have Exclusive contract on everything. This is the spot for everybody to get his winter bankroll.

# GEORGE CLYDE SMITH

WANT

Ball Games, High Striker, Duck Pond, Cigarette Shooting Gallery, Hoopla, Slum Spindle, Penny Arcade, Penny Pitch. Want Side Show, Girl Show, Half and Half, Monkey Show, Jig Show. Want Foreman for No. 12 Wheel. All replies Currenville, Pa., this week; Brockway, Pa., next week.

# PINE STATE SHOWS

WANT FOR CHATSWORTH, GA., CELEBRATION

This week—City Park, all fairs and celebrations to follow in Georgia, Alabama and Florida. Concessions that work for Stock come on. Sell Exclusive Bingo, Custard, Cookhouse, Candy Floss, Fish Pond, Scales, a few choice games open. Shows—Fat Show, Iron Lung, 10-in-1 or any Show of merit not conflicting. Want for balance of season Tilt and Roll-o-Plane. Can place Coupons and Skillo Agents.  
JOHN J. CARUSO

WANT

French Fry, Cotton Candy, High Striker, Long and Short Shooting Gallery, Cigarette Cork, American Palmistry or any Stock Stores working for 10 cents. Can place Help Merry-Go-Round, Ferris Wheel, Chairplane. No. 1 Show, Lima, Pa.; No. 2 Show, Point Pleasant, N. J. All apply

**SAM TASSELL SHOWS**  
5839 Walnut St., Philadelphia, Pa.

# Buckeye Lake Concessions Hit by Fire

Damage Estimated at 100G

BUCKEYE LAKE, O., Aug. 16.—A frame building, housing eight concessions on the midway at Buckeye Lake Park here was destroyed by fire shortly after midnight Wednesday (13).

Destroyed by the blaze, which threatened a large section of the amusement park and an addition containing 32 cottages, was an old building between the Roller Coaster and the Pink Elephant Cafe. It housed the All-In-One Restaurant, an art jewelry shop, a bingo game, Penny Arcade, a doll baby rack, a penny pitch, a skee ball game and a shooting gallery.

A. M. Brown, park manager, estimated loss at \$100,000, mostly to equipment. He said it was not decided whether to rebuild the structure since government restrictions prevent construction of such amusement buildings.

The fire apparently started in the bingo game. Homer Poorman, manager of the game, said he saw the flames coming from a vent connected to a ventilating fan in the rear of the building at 12:08 a.m. Frank King, operator of the Penny Arcade, said he was standing in the rear of his establishment when he saw smoke coming from the bingo game. He said he ran to the front of the building and yelled into the public address system: "Bingo's on fire."

His voice brought a crowd, and Louis Hessinger, manager of the All-In-One Restaurant, summoned the Buckeye Lake Volunteer Fire Department. One of the firemen reported the battery was dead on the apparatus and they experienced difficulty in moving it from the fire station. In the meantime, they had called for the Newark Fire Department, but the telephone switchboard at Hebron was swamped with calls seeking information about the fire and there was some delay in getting the call thru. Fire departments from Millersport, Hebron and Kirkersville also responded.

Thirty-seven persons were injured fighting the fire, including two volunteer firemen who were overcome by fumes and taken to a Newark hospital. The other injured suffered cuts, bruises and burns and were given first-aid treatment at the emergency aid station established in the park office.

## FOR SALE

- 1—8 TUB OCTOPUS
- 1—ELI NO. 5 FERRIS WHEEL
- 1—5 CAR PRESZEL RIDE
- 1—3-ABREAST ALLAN HERSHELL MERRY-GO-ROUND
- 1—SUPER ROLL-O-PLANE
- 1—12 CAR RIDE-O
- 1—MINIATURE TRAIN
- 10 DODGEM CARS
- 20 CONCESSION GAMES

Also Numerous Other Items for the Making of a Park.  
These Rides are all in good shape and have been operating and still are in a park and have not been banged up on the road with a Carnival. Rides are in operation now in a park in the Midwest and we can deliver them after Sept. 7. Address:  
**Box 100**  
c/o THE BILLBOARD  
390 Arcade Bldg., St. Louis 1, Mo.

## WANT GIRL AGENTS

For Cat Rack, Milk Bottles, Pan Game, Penny Pitch, Dart Game and Pea Pool. All ex and all winter's work. No gate, gyms, grift or passes. Business good. Will book or buy Eli Wheel. Replies

**MRS. JOE REDD**  
American Legion Beach Park  
631 West Beach, Biloxi, Miss.

## FREE ACT WANTED PREFER HIGH POLE Must be Sensational for Balance of Season 12 Weeks' Work WIRE, NO TIME TO WRITE Peppers All-States Shows Keystone, W. Va., this week

## WANTED OCTOPUS FOREMAN AND SECOND MEN

Must know the ride and drive semis. Top salaries. Kenneth LaMungar, wire me at once. Also Agents for Ball Games, Hit-and-Miss and other Concessions. Address  
**LOUIS CUTLER**  
Highland, Ill., this week.

## Magnolia Exposition Shows WANT

Will sell X on Corn Game, Pop Corn, Snowballs, Guess Your Age or Weight; all other Concessions open. Can use Agent of all kinds for office owned outfits. Have complete Girl Show for party for two or more girls. All replies  
**C. W. HENDRIX or HENRY HARVEY**  
Leitchfield, Ky., this week, August 18 to 23. Wire or telephone or come on. P. S.—Johnny Thompson, contact Mike.

## C. F. ZEIGER UNITED SHOWS NOW PLAYING FAIRS UNTIL NOV. 8

Special inducement to small Cook House, Ride Help on all Rides. Good pay, long season. Want Posing and Dancing Girls, Athletic Show Talent. Will furnish outfits for money getting Shows. Useful Carnival People, come on. A few Concessions open. Now playing very good show territory. Lusk, Wyo., this week; Wheatland, Wyo., Aug. 26 to 29.  
**C. F. ZEIGER**

## WILL BOOK

Roll-o-Plane, Glass and Fun House. Excellent condition for Perryton, Tex., Aug. 19-23; Stockton, Kan., Fair, Aug. 25-31; Clay Center, Kan., Fair, Sept. 2-6; Blackwell, Okla., Fair, Sept. 8-12; Kansas State Fair at Hutchinson, Sept. 13-21. Competent Ride Help wanted.  
**BRODBECK & SCHRADER**

## CAPABLE SECRETARY

Must understand all forms taxation. Year round position.  
Hal Eifort, wire me.  
**AL WAGNER**  
Sedalia, Missouri, this week.

# World of Mirth Gets Gravy At Bangor; Outlook Bright

BANGOR, Me., Aug. 16.—With the aid of hot, clear weather, smart promotion and favorable publicity, the World of Mirth Shows tucked in another red one at the Bangor State Fair. Altho the gross was slightly under last year's record take, the org closed here Saturday (9) with the personnel, headed by Frank Bergen, general manager, optimistically viewing the remaining fair dates. Officials were considerably worried as the annual got under way Sunday (3) because of the mixing of Jack Kochman's Thrill Show by State and local police, because of blue laws. The press rose to the defense and, thru editorial comment, took the curse off the failure of the fair to deliver an advertised feature with the result that the public reacted amiably.

Opening day, Monday (4), drew a record paid gate of 10,000. Tuesday (5), Children's Day, was the biggest in history with an estimated 15,000 taxed admissions. Children under 12 were admitted to the grounds tax free. Giveaway of two bicycles, a boy's and girl's, stimulated attendance. Rides, as expected, got the cream. Wednesday and Thursday (6-7) crowds were late in coming and grosses were short. Friday and Saturday (8-9) crowds appeared at noon and, tho near record breaking, spent about 10 per cent less than a year ago. Saturday night closing saw a spurt in show and ride spending but the front end fell off.

Newspaper support of the annual and its features was excellent. The Bangor Daily News and The Bangor Commercial featured photos on front pages of each edition. The Portland Press-Herald in its State-wide Sunday edition ran a full-page story on the fair, over half of which was devoted to the World of Mirth. Local radio stations broadcast from the grounds, with nearly all programs sponsored by local merchants. Freeze's department store, largest in

## World of Pleasure Okay At Cheboygan Annual

CHEBOYGAN, Mich., Aug. 16.—World of Pleasure Shows got their share of business last week at the Cheboygan Fair, a new annual. The fair, operating without a grandstand or race track, drew good crowds.

World of Pleasure rides, getting from 20 to 30 cents, did especially well, as did shows. Concessions too were getting their share.

## Barney Tassell To Play Seat Pleasant, Md., Event

SEAT PLEASANT, Md., Aug. 16.—Barney Tassell Shows will furnish the midway at the Loyalty Lodge, IOOF Celebration in Maryland Park here opening Monday (18).

Shows are the first to play here since 1941 when Bell Bros.' Circus showed locally.

the city, devoted a complete window to an exhibit of photographs of individuals, shows and rides on the World of Mirth.

# Slow Openers Give Wagner Heebie - Jeebs; Ionia Good

(Continued from page 55)

the almost blank three first days," Wagner declared.

That is why Wagner asked why it couldn't be arranged to have the good days early in the week, and that would eliminate the worry. He's got something there—but how can it be done?

### Ionia Well Satisfied

Rose Sarlow, secretary of the Ionia annual, contracted by long distance telephone from Chicago, confirmed Wagner's statement about the terrific finish and reported herself and the fair board as "entirely satisfied with the midway business, and the manner in which the midway business was conducted."

Over here at La Porte the Cavalcade is set up as probably the length-

iest midway in or out of captivity. The narrow space between the track and outside fences makes it imperative to single-file shows and rides, most of the way, backing concessions against track fences. This makes it a little difficult for agents, as they are working into horns of bally speakers—but they were working, so they shouldn't complain.


It was unofficially reported that shows and rides had picked up more than \$16,000 here the first three days, with the fair hardly well underway. This indicates the Cavalcade has a chance to kick over the all-time record for this spot. La Porte is hardly large enough to call for a major railroad show, but it sure beats a still date at this time of the year—or any time of the year, for that matter.

### Little Harlem Leads

Charley Taylor's Little Harlem led the gross parade at Ionia, and seemed en route for the top spot here. However, Jack Norman ran into an unusual situation with his Charm Hour Wednesday night. The folks gave his bally something of a chill at the regular 60-cent price so he started banging away with 90-cent rambles immediately after the grandstand broke—and the customers flocked in.

Mrs. Ike Rose's midget revue was well received in Ionia, and the start here indicated it had a chance to give the Taylor and Norman enterprises a run for the money before it is over. Lew Hamilton, who doubles in press whenever necessary, is handling the front for Mrs. Rose.

Whitey Weiss, who seldom does much whispering in the wrong ears, reported his concession business at Ionia was amazing the last three days—and Wagner verified this by declaring the stores turned in just \$258 less than the huge bundle baled last year.



**WANT WANT WANT**

**GAMES AND SKILL CONCESSIONS THAT WORK FOR STOCK.**


**RIDE HELP AND OTHER HELP THAT DRIVE SEMI TRAILERS.**

**FOR FOLLOWING FAIRS AND CONCESSIONS:**

Kasson, Minn., August 18-21; Preston, Minn., 22-24; Plymouth, Wis., August 26-September 1; Mount Horeb, Wis. (Free Street Fair and Carnival on the Streets), September 4-8; then 8 weeks South. All address:

**JOHN FRANCIS, Mgr.**

As per route above.



**LAWRENCE GREATER SHOWS**

AMUSEMENTS OF TODAY PLUS A BIT OF TOMORROW

THIS SHOW CARRIES ELEVEN OFFICE OWNED RIDES

Want Now for LEBANON, PA., With ANNAPOLIS, MD., to Follow, With a Long Fall Tour South, Mostly Fairs.

Will book Shows not conflicting with Minstrel, Posing, Side Show, Girl Show and Snake Show. Will also book PONY RIDE AND TRAIN.

CONCESSIONS ALL OPEN excepting Cookhouse, Custard and Bingo. Contact us for TERMS and ROUTE or come on. RIDE FOREMEN for Caterpillar, Whip, Roll-o-Plane and Chair-o-Plane. MECHANIC to take care of 26 International Trucks. Free Act from September 8th for balance of season.

LAWRENCE GREATER SHOWS, Lebanon, Pa., now; Annapolis, Md., next week.



**WANTED WANTED WANTED**

COOKHOUSE, FIRST CLASS, JOIN AT ONCE, NO GRAB. Concessions, Floss, Hi-Striker, Clothes Pin Pitch, Candy Apples, French Fries, Short Range, Hoop-La, Custard, Watch-La, Jewelry, Ball Games.

SHOWS—Monkey, Funhouse, Five or Ten in One. Ride Help for all rides that can drive semis. Join the Show that gives you a long season, all winter in Florida. Wire

**E. J. FAY, Mgr.**

MINONK, ILL., A. L. CELEBRATION ON STREETS, 20 TO 23

**NOTICE TO CONCESSIONAIRES**

**HOME COMING AND FALL FESTIVAL**

On the Main Streets of

**SEYMOUR, INDIANA — SEPTEMBER 23-28**

WANT CONCESSIONS — LEGITIMATE ONLY

This Is One of Indiana's Largest Street Fairs

**FREE ACTS — BANDS — PARADES**

W. R. Geren's Rides booked. All replies to

**MR. WALTER BRINKMAN**

Mgr. of Concessions, Seymour, Indiana

**COPPER STATE SHOWS WANT**

two more major Rides. What have you? Shows—Girls, Pit, Wild Life, any show that doesn't conflict. Twenty per cent. All Concessions open, but no more than two of a kind. My spots are all fairs until October 1. Bob Haushels, wire this show. Will be out all winter and will play Southern Texas. Sober Ride Help, come on. Burlington, Colo., Fair, Aug. 18 to 20; Yuma, Colo., Fair, 21 to 23, then as per route.

**BILL FRANKS Wants**

For Franks' Playland, for four more weeks on highly profitable Macon lots. Then a string of steady South Georgia winners, until November 15. Can place Peanuts, Popcorn, Snow, Candy Apples, Photos. Agents for Short Range Gallery. Want man and wife to take over new and modern Cookhouse. Now in 19th consecutive winning week—12 more to go!

All Wire: **BILL FRANKS**, Macon, Ga.

Mail Address: Box 443

**RIPLEY FALL FESTIVAL**

OCTOBER 23-24-25, 1947

Concessions Wanted. Contact **W. C. Richey** or **E. L. Campbell**.

Free Acts Wanted. Contact **J. M. LIGGETT** or **FLOYD BROOKBANK**

Ripley, Ohio.

**FAULKNER COUNTY FAIR**

Conway, Arkansas

FOUR BIG DAYS

October the 1st, 2d, 3d and 4th

**KELSEY W. PARKER**, General Chairman

Ernest Halter, Treasurer

Guy H. Jones, Secretary



# BRADY & LEEDY Shows

## WANT FOR FAIRS

Legitimate concessions of all kinds, including String Game, Clothes Pins, etc.

Want Talker, Ticket Sellers, one Good Act, and Half and Half for side show.

Collins, Miracle Man, Charley Hunter and Al DiSilvestro, contact Bobby and Frank, or come on.

Need sober ride help that will get it up and down.

Need shows with own outfits. Will book Pony Ride, Kiddy Auto Ride or any major rides not conflicting.

This week Sutton, West Virginia, Braxton County Fair; next week Clay County Fair at Clay, West Virginia.

# Harry Craig's HEART of TEXAS Shows

## WANT

Carnival Secretary and General Ride Help of all kinds. Now playing at El Reno, Okla.; Stillwater Fair, next week; then Big Harvest Festival at Walters, Okla.

## C. A. STEPHENS SHOWS

Want for CLINTWOOD, VA., FAIR, Starting Sept. 1, and All Fairs To Follow

CONCESSIONS—Ball Games, Duck Pond, Bumper, Jewelry, High Striker, Cigarette Gallery, all joints that work for stock. Want Agent for Swinger. Will book Buckets and Six Cat, Long and Short Range Gallery. RIDES—Good proposition for Flat Rides. Sailor Jack Allen and Bill Boran, contact. SHOWS—Acts for Side Show, Talker-Manager, Half and Half to feature or any Show not conflicting with Snake, Animal, Glass House or Girl Show. FOR SALE—75 K.W. Transformer in perfect shape, mounted on Ford Truck. Now being used on show. Reason for selling, bought light plant. P. S.—Louis Cutler, wire. Important. Address Sophia, W. Va., week of Aug. 18; Justice, W. Va., week Aug. 25. Clintwood Fair starts Sept. 1, Labor Day.

## REGENT SHOWS WANT

NORTH BRANCH, MICH., FAIR—MICHIGAN'S LARGEST COUNTY FAIR—AUG. 27-SEPT. 2  
RACING FREE ACTS CONCERTS

WANT CONCESSIONS—Cookhouse, Floss, Popcorn, Bumpers, Diggers, Fish Pond, Huckley Bucks, French Fries, Custard, Coke Bottle and Ice Cone, or any Concession working for stock.  
RIDES—Not conflicting with Chairplane, Loop, Wheel, Merry-Go-Round or small Eli. Prefer Tilt or Octopus and one more Kiddie Ride. Want Second Men on all Rides.  
SHOWS—Girl Show, 10-in-1, Geek or Funhouse. All address HARRY ALKON, Decatur, Ind., this week.

## WANT TO BOOK

for Newton, Oblong, Senath and Searcy Fair and four more pending, Caterpillar, Spitfire or any Rides not conflicting with what we have. Wire

## MOORE'S MODERN SHOWS

Carmi, Ill., this week; Newton next.

## MIGHTY MONARCH SHOW WANTS

Will buy, book or lease Ferris Wheel. Want Flat Rides and Legitimate Concessions of all kinds, Also place Shows for fairs and celebrations and all winter in Miami. Have number of Georgia fairs this fall, so join now as we don't close all winter. Address

### N. P. ROLAND

Pearson, Ga., Unit or Ware Hotel, Waycross, Ga.

## SOUTHERN STATES SHOWS WANT

For Balance of Season Which lasts Until December

Few more Stock Concessions, good opening for Photos, Hoopla, Scales, Age, Fish Pond, or any other Stock Concessions that do not conflict, as we carry only one of a kind. Can place useful Ride Help if you can and will stay sober and can drive a truck, also want Man to handle double Loop; must know your business or you won't last. Would like to hear from sensational Free Act, also first class Mechanic. Fair secretaries in South Georgia and Florida, we have a few open dates. It might be well to contact us. All answers to

### JOHN B. DAVIS, General Manager

LAKE CITY, FLA., THIS WEEK.

## Labor Day Celebrations

### Colorado

Ouray—Range & Ranch Show.

### Illinois

Colchester—C. R. Crabb, Box 44, Macomb. Crete—Aug. 30-Sept. 1. Fire Dept., Don East-terday. East Moline—Veterans of Foreign Wars. Don Sweet. Fairfield—Aug. 31-Sept. 2. T. W. Pappas, Veterans of Foreign Wars. Grayville—American Legion.

### Indiana

Highland—Industrial Union Council. Russell S. Graves. Muncie—C. I. O., 416 S. Walnut St. Princeton—United Mine Workers. Aug. 31-Sept. 1. Joe Batey.

### Iowa

Toronto—Firemen, Edward J. Cavey.

### Kansas

Holsington—Chamber of Commerce. J. O. Ragan. Natoma—Free Barbecue, I. F. Slocum.

### Kentucky

Central City—Lions Club. F. E. Massey. Paducah—Central Labor Union, J. E. Lovvo.

### Michigan

Belding—Chamber of Commerce, Earl S. Eidt. Farwell—Merchants Assn. Louis Gee.

### Minnesota

Tracy—Box Car Day. V. J. Keul.

### Nebraska

Gothenburg—Harvest Festival. Sept. 1-2. Chester Hugo.

### Ohio

Peebles—Adams Co. Reunion. C. C. Fenre.

### Pennsylvania

Harrisburg—Water Carnival. R. C. Leitner. Lilly—James Rodgers.

### South Dakota

Buffalo—Commercial Club. Lead—Parkston—Sept. 1-2. Commercial Club. Wagner—Chamber of Commerce. Ann Reinhart. White Lake—Commercial Club. Winner—Chamber of Commerce. Harold Balle.

### Utah

Wellsville—Founders Day. Sept. 1-2.

### West Virginia

Parkersburg—Industrial Union Council.

### Wisconsin

Beaver Dam—Central Labor Union. Mrs. Alice Tetzlaff. Cornell—Aug. 31—Sept. 1. Charles E. Stickler. Gratiot—Gratiot Memorial Center. Madison—Aug. 31-Sept. 1. Federation of Labor. Waunakee—American Legion. Aug. 3-Sept. 1. Ted J. Thompson. Wisconsin Rapids—Central Labor Body. Irving Hogschild, Port Edwards.



## Frontier Contests

### Arkansas

Pine Bluff—S. E. Arkansas Livestock Show Rodeo. Sept. 12-16. T. R. Green.

### California

Barstow—Barstow Rodeo. Sept. 27-28. Clyde O'Hara. Fontana—Rodeo-Fiesta. Sept. 1-2. Legion, VFW and Lions Club. Merced—Rodeo. Sept. 13-14. W. C. Woxberg, Box 1352.

### Colorado

Rocky Ford—Fair Rodeo. Sept. 2-4. Carl D. Holder. Sterling—Overland Trail Round-Up. Aug. 18-20. H. E. McKenzie. Trinidad—Trinidad Round-Up. Sept. 7-8. H. B. Doveton.

### Idaho

Burley—Fair Rodeo. Aug. 20-23. Saul Clark. Jerome—North Side Rodeo. Sept. 11-13. W. B. Churchman. Lewiston—Lewiston Round-Up. Sept. 5-7. Joe M. Skok. Sun Valley—Rodeo. Aug. 31-Sept. 1. D. L. Spackman, Box 921, Ketchum, Idaho.

### Iowa

Sidney—Iowa's Champ. Rodeo. Aug. 19-23. Royce H. Driskell.

### Kansas

Dodge City—Southwest Fair Rodeo. Sept. 5-7. Joseph A. Berkeley.

### Michigan

Dearborn—Dearborn Rodeo. Aug. 24-Sept. 2. Jack Olin, 7237 Reuter St.

### Minnesota

St. Paul—Rodeo in Auditorium. Sept. 13-21. Leo J. Cremer.

### Missouri

Brookfield—Hoof and Horn Club Rodeo. Aug. 31-Sept. 1. George F. Breen.

St. Joseph—Pony Express Rodeo, Chamber of Commerce. Sept. 19-21. Jack Lacy.

### Montana

Dillon—Beaverhead Rodeo. Aug. 31-Sept. 1. L. A. Schultz.

### Nebraska

Gordon—Fair Rodeo. Sept. 4-7. George E. Comer.

### Nevada

Winnemucca—Nevada Rodeo. Aug. 31-Sept. 2. Mildred Robin, Box 326.

### New Mexico

Tucumcari—Tucumcari Round-Up. Aug. 22-24. W. C. Jackson.

### New York

New York—World's Championship Rodeo at Madison Square Garden. Sept. 24-Oct. 26. Frank Moore.

### Oklahoma

Chickasha—Chickasha Rodeo. Aug. 26-29. Dr. W. S. Flagler. Elk City—Ackley Park Rodeo. Aug. 30-31. George W. Peeler. Pawhuska—Rodeo. Aug. 30-Sept. 1. John G. Dirickson. Vinita—Will Rogers Memorial Rodeo. Aug. 29-31. H. B. Moore.

### Oregon

Heppner—Heppner Rodeo. Sept. 5-7. Jack Lloyd. Pendleton—Pendleton Round-Up. Sept. 10-13. Oren G. Allison.

### South Dakota

McLaughlin—McLaughlin Rodeo. Aug. 30-Sept. 1. Wilmer A. Krause. Sturgis—Key City Rodeo. Aug. 30-Sept. 1. Richard B. Williams.

### Texas

Dublin—Dublin Rodeo. Sept. 11-14. Everett Colborn. Marfa—Highland Rodeo and Colt Show. Sept. 12-14. Billy Crews, Crews Hotel.

### Washington

Ellensburg—Ellensburg Rodeo. Aug. 30-Sept. 1. R. L. Bayne.

### Wyoming

Evanston—Cowboy Days. Aug. 31-Sept. 1. Bob Rowley. Riverton—Riverton Rodeo. Aug. 23-24. G. F. Deckert. Thermopolis—Thermopolis Rodeo. Aug. 31-Sept. 1. George E. Fogelsonger.

## Shaunavon, Sask., Pulls

SHAUNAVON, Sask., Aug. 16.—Sixth annual county fair, sponsored by the Shawnee Club, attracted 1,800 paid admissions on its first day and 3,500 on the second and final day. Harness and running races and sports competitions were featured.

## AGENTS WANTED

For Bowling Alley and Razzle-Dazzle. Jack Williams, contact. Answer

### EARL DIXON

Care Florida Amusement Co. Madison, Florida, this week.

## WANTED CONCESSIONS

### TOMATO FESTIVAL

Reed Springs, Mo., August 28-29-30  
X on Mug outfit sold. No X on Stock Concessions.

## THOMAS FUNLAND SHOWS

## RIDE HELP WANTED

Can place First and Second Men on Little Beauty and Second Man for Tilt, Octopus, Roll-o-Plane, also other useful Ride Help. Must drive sensibly. Strictly top salary and sure if sober, reliable and able to cut it. Wire or come on.

## BAKER UNITED SHOWS

Converse, Indiana, this week, then Monticello.

## FIREMEN'S FALL FESTIVAL

Lena, Ill., September 4-5-6-1947

### WANTED

Eat Stands, Lead Gallery and other Concessions. Must be clean Concessions. H. V. Wales, Secretary, Lena, Ill.

## WANT TRICK RIDER

For large Silodrome, A-1 man only. Salary, \$100 a week. Also can place another straight rider. Want Man to grind on front. Wire

### ROBERT PERRY

John Ward Shows, West Frankfort, Ill.

**Crescent Amusement Co.**

VFW HOMECOMING, Asheville, N. C.,  
Week August 25

Senator Bob Reynolds and Hon. Mayor Lyle Richmond, Senath, Mo., will speak on Midway Monday night. (Lyle doesn't disappoint.)

Greeneville, Tenn., this week;  
Asheville, N. C., next.

**BROWNIE AMUSEMENT**

WANTS FOR 8 WEEKS OF FAIRS

CONCESSIONS—All Merchandise Concessions that work for stock. Coke Bottles, Candy, High Striker, Clothes Pins, Hoopla, Glass Pitch, Basket Ball. What have you? RIDES—Want Merry-Go-Round Foreman, Mix-Up Foreman, Second Men on all rides. Salary no object. Have opening for Man and Wife for Corn Game. Don't write—come on. No Lushes—that is the cause for this ad. Address **BROWNIE AMUSEMENT**, Minden, Neb., this week.

**MAJESTIC GREATER SHOWS**

Can place for Marne, Mich.; Newaygo, Mich., fairs and eight Southern fairs. Grind Shows with own equipment, Working Acts for Side Show. Lola Conklin, contact immediately. Want for Michigan fairs, 10¢ Concessions of all kinds. Address

**SAM GOLDSTEIN**  
BIG RAPIDS, MICH., THIS WEEK

**WHEEL FOREMAN AND SECOND MAN WANTED**

Must join at once. Long season South. Can use Ride Men that drive.

**L. B. LAMB SHOWS**  
HUMBOLDT, IOWA

**TWIN COUNTY FAIR**

NORTHAMPTON, PA., SEPT. 3-4-5

Want Independent Shows and legitimate Concessions. Replies to

**TED BARKER**  
P. O. Box 1, Northampton, Pa.

**Midway of Mirth Shows**

WANT

Spitfire Foreman, Second Men on all rides. Top salaries. Address: Roseville, Ill. (Fair), this week; Georgetown, Ill. (Fair), next week.

**WANT SKILLO AGENTS**

for Grand Island, Neb., and balance of season. Wire

**LOUIE STEIN**

Care World of Today Shows, Sioux Falls, S. D., this week; Grand Island, Neb., next week.

**GOLDEN GATE SHOWS WANT**

Mug Joint, Pop Corn, Fish Pond, Cig. Gallery, Ball Games, Mitt Camp, Glass Pitch, Penny Pitch, Bumper, any Stock Joints. Want Concession Agents, Ride Help. Going South soon. Snow Ball open.

**FRANK OWENS**  
MGR., GOLDEN GATE SHOWS  
Cloverport, Ky.; then Lewisport, Ky.

**NINE CAR TILT-A-WHIRL** for sale cheap. New platforms, catwalk and tubs. In good shape. Can be had week of Aug. 25. This Ride must be seen to be appreciated. No junk, in A-1 shape. Can be seen as per route.

**J. VOMBERG**

Badger State Shows, Windom, Minn., Aug. 19-20-21; Slaxton, Minn., 22-23-24.

**WANT**

25 or 30 minute Concert Acts that can work on stage. Prefer Monkey or Dogs, on account of Mrs. Mason's Monkey Circus leaving to fill dates.

**WM. KETROW**

RENFRO VALLEY SHOWS  
Frederick, Md., Thursday and Friday; Leesburg, Va., Saturday; Culpeper, Va., Monday, 25.

**BULLDOCK AMUSEMENT CO.**  
*Learn entertainment for the whole family.*

**WANTS LEGITIMATE CONCESSIONS**

Ball Games, Pitch-Till-You-Win, Bowling Alley, Fish Pond, Short Range Gallery, Hoop-La or any other legitimate concession.

Want experienced Ride Help that can drive truck and trailer. Will book one more Grind Show. No Girl Show.

Rhodell, W. Va., this week; Ansted, W. Va., week of August 25; Mt. Hope, W. Va., week September 1. Then South until the snow flies. Playing through the tobacco belt of North and South Carolina.

**THE MIGHTY VAN DYKE SHOWS**

WANT

Shows that do not conflict. Snake Show, Hillbilly, any Walk-Over or Pit Show. Have new and complete Side Show. Need Manager. Long season. Rides—Book Caterpillar or Tilt. Ride Men in all departments. Second Men for Octopus. Merry-Go-Round. Concessions—A few open; legitimate only.

**JACK PERRY, Mgr.** **LEO BISTANY, Asst. Mgr.**  
Richmond, Va., this week.

**BRIGHT LIGHTS EXPOSITION**  
SHOWS  
*World's Brightest Midway*

Charles Town, Jefferson County, W. Va., Firemen's Convention on Streets, Week August 25; Page County Fair, Luray, Va., Week September 1.

All Fairs until last week in November. Place Concessions of all kinds, no flats. Spitfire Foreman. Minstrel Show. Write or wire

**JOHN GECOMA or L. C. HECK**  
Tyrone, Pa., this week.

**WANTED WANTED WANTED**

FOR ILLINOIS LARGEST AND BEST . . . Aug. 24-Sept. 1

**DU QUOIN STATE FAIR**

RIDES—Can place Ridee-O, Looper, Caterpillar, Rocket or any Ride that does not conflict. SHOWS—Girl Revue, Monkey, Midget, Mechanical, Snake or any Show of merit with own transportation and equipment. Will make exceptional proposition for this spot.

CONCESSIONS—Everything open except Bingo. No Percentage. Must work for 10c and stock.

9 BIG DAYS AND NIGHTS—INCLUDING LABOR DAY

**TURNER BROS.' SHOWS**

This week Greenup, Ill., Fairgrounds.

**JOYLAND SHOWS**

WANT FOR 2 WEEKS ON CHICAGO LOTS, STARTING AUGUST 25, AND FOR 7 MORE FAIRS IN INDIANA, KENTUCKY AND WEST VIRGINIA

SHOWS—Side Show, Monkey Show, Motordrome, Penny Arcade and Girl Show. (Gallupo, wire.)

CONCESSIONS—A few Stores open for this spot and the fairs. Want Popcorn, Candy Apples, Candy Floss, Photos, High Striker, Guess Your Age, Scales and Cookhouse.

Can place Agents for Ball Games, Pitch Games, Slum Stores and Six Cats. Want 2 Free Acts, Ride Help and Help in all departments. All address

**L. I. THOMAS, Mgr.**

Crown Point, Ind. (Fair), this week; then Chicago.

**MERIT SHOWS WANT**

Girl Shows and Any Clean Shows for Following  
Maine Fairs:

Windsor, Me., August 26-September 1; South Paris, Me., September 8-13; Farmington, Me., September 16-20; Cumberland Fair, September 22-27; Fryeburg, September 29-October 4; Topsham, October 14-15.

**ATTENTION!**

**DETROIT ACTS**

Want for Michigan State Fair and nine more weeks: Lecturer, Bally Acts, Freaks or any useful Side Show people. No time to dicker. Meet me on grounds Tuesday, August 26.

**CHAS. H. HODGES**

c/o Gooding Shows  
Painesville, Ohio, this week.

**WANT**

**CATERPILLAR FOREMAN**

Good proposition for capable and reliable party.

Call or wire

**MORRIS LIPSKY**

c/o Baltimore Hotel, St. Louis, Mo., until September 1.

**DOC HAMILTON**

or

**CARL J. BAKER**

Operating an Iron Lung Unit known as "Mobile Health Unit," on the streets or at fairs, or anyone knowing the whereabouts. Wire me collect at once.

**DANNY ELLIS**

429 N. W. 4th St. MIAMI, FLA.

**JOHNNY P. CIABURRI**

WANTS

Agents for Duck Pond, Watch-La, Pitch, Balloon Darts, Ball Games. John Marks Shows, West Virginia State Fair this week. Lewisburg, W. Va. Follows with Charleston, W. Va., Free Fair.

**BILL CHALKIANS**

WANTS SIDE SHOW ACTS

Good Freaks to feature, Annex Attraction that can stand prosperity, Sword Swallower, Knife Thrower, Ticket Sellers. Good salary. Wire **BILL CHALKIANS**, care Tivoli Shows, Eldon, Ia., this week; Cresco, Ia., next week. Seven big fairs to follow.

**WANT**

Ride Help on all rides, Agents and useful people. Want Lead Gallery, other Concessions. Coalgate, then Apache, Okla., fairs. Contact by wire.

**DICKSON UNITED SHOWS**

Coalgate, Okla., this week.

**Majestic Greater Shows**

Can place immediately Manager and Talker, also Riders for Silodrome. Address

**SAM GOLDSTEIN**

BIG RAPIDS, MICH., THIS WEEK



# CAPITAL CITY SHOWS

WANT legitimate Stock Concessions of all kinds.

SHOWS—good opening for Ten-in-One, Snake or Monkey Show. Harry Moore wants Man and Wife to take charge of neatly framed Crab.

## WANT SENSATIONAL HIGH ACT AT ONCE

All address J. L. KEEF, Capital City Shows, Larue County Fair, Hodgenville, Ky., this week; Allen County Fair, Scottsville, Ky., Aug. 25-30.

# BRIGHT LIGHTS EXPOSITION

World's Brightest Midway

## CHARLES TOWN, JEFFERSON COUNTY, W. VA., FIREMEN'S CONVENTION

On Streets, week August 25; Page County Fair, Luray, Va., week September 1; all Fairs. Will be out until last week in November. Place Concessions of all kinds; no flats. Spitfire Foreman. Minstrel Show.

Write or wire  
**JOHN GECOMA or L. C. HECK**  
Tyrone, Pa., this week.

# JONES GREATER SHOWS

## Want for PENNSBORO, W. VA., FAIR, Week August 25

With the Biggest Labor Day Celebration in the State to Follow  
SHOWS—Want Motordrome, Fun House and other Grind Shows that don't conflict. CONCESSIONS—Penny Arcade, Custard and Stock Concession of all kinds. HELP—Want Talker and Working Acts for Side Show. Blakely wants Counter Man for Cook House. Can place experienced Help on all Rides. Want Free Act for balance of season. Address

JONES GREATER SHOWS, Parkersburg, W. Va.



# The Billboard

MAILED ANYWHERE

25c

On Subscription, One Year \$10 in U. S. A.

Special Dispatch Services Available.

VIA AIR MAIL 5 cents an ounce (about 80c a copy).

SPECIAL DELIVERY 17c a copy additional.

SPECIAL HANDLING 10c a copy additional.

Air Mail insures Tuesday delivery in most cities. Special Handling provides same service as first class mail. Special Delivery INCLUDES Special Handling PLUS immediate delivery upon arrival.

The Billboard 823

2160 Patterson St.  
Cincinnati 22, Ohio.

Please enter my subscription to The Billboard for one year for which I inclose \$10.00.

Name.....

Address.....

City.....Zone.....State.....

Occupation.....

# Davenport Looks Like Win For Ruback; Iowa Invasion?

(Continued from page 55)

stimulate, not hurt, night carnival play.

The stand here will close the org's two-week invasion of the Hawkeye State, as it will go from here to Atchison, Kan. The season, started March 22 in Austin, Tex., where the shows winter, will be a long one, according to Jack, who says he will keep it out until November 22.

No little pride in his org is shown by the shows' owner, who delights in giving the backgrounds of some of the units and the personnel. Here, Jack beamed because Bill Tank, a veteran with the org, was back in his native town for the first time in 33 years. Bill, incidentally, was visited by his nephew, Harry Weinbrandt, a deputy sheriff in Rock Island, whom he had not seen in many years.

The Miller Duo, free act, is spotted on the midway as the shows' free act. It will continue with the shows thru the fair dates. Act consists of Fred Miller and his daughter, Eileen. Jack Ruback points out that Fred at one time had a brother act on the Ringling circus.

### New Concessionaires

Concessionaires who joined recently include Bud Levine, cat rack; Charlie Levine, teddy bear wheel, and Irving Barker, with one. Benny Stone added his jam auction three weeks ago, and has been doing okay.

Benny Hyman, lot superintendent, spotted his corn game on the independent midway here, and it figured to get a big play. His wife handles *The Billboard* and the mail.

Ruback takes particular pride in the combination Glass and Funhouse, originated and built by Eddie Boothman, who operates it. The unit combines the flash of a Glass House with potential for repeaters because of the dark walkaround. Originated three years ago, the unit is plenty eye-catching. Boothman this year added pilasters and attractive fences, and this further enhanced its appearance.

The Monkey Circus, operated by Bill and Bertha Williams, was snarling strong attention on the opening. The show has plenty on the inside and turns them out more than satis-

fied. It has been running as the top money-getter among the shows.

The personal charm of Albert R. (Al) Wright, legal adjuster, lends strength to the shows' executive staff. A recent addition, Sam Sapson, now is handling general duties and publicity and is credited with a good performance.

## D. V. A. CELEBRATION

Zanesville, O., On Streets

August 15-16-17-18-19

Parades—Bands—\$1,500.00 in Prizes

### WANT

Concessions of all kinds. Ball Games, Bingo, Pop Corn, Crab, Percentage, Diggers, Novelties, Legit Wheels, Lead and Cig. Galleries, all kind Stock Stores. Want Shows—25%.

## MOXAHALA PARK

Rides Booked

For Space

**TIM NOLAN**

Phone: 5053R

## BILLPOSTER WANTED

Must be sober and reliable. Will furnish excellent transportation. JOIN ON WIRE.

## Peppers All-States Shows

Keystone, W. Va., this week.

## WANTED TO BUY SIXTEEN TUB OCTOPUS

**ALBERT MERRYMAN**  
1957 North Collington Ave., Baltimore, Md.

### W. R. GEREN Presents

# MIGHTY HOOSIER STATE Shows

### Want Concessions for Following Spots:

Corydon, Harrison County Fair, August 18-23

Wheatland V. F. W. Street Fair, August 25-30

Austin V. F. W. Celebration, September 1-6

Madison Fall Festival, September 8-13

Bedford Fall Festival, September 15-20

Seymour Street Fair, September 23-27

### ALL INDIANA

Want Ride Help, Foreman for Tilt, Second Men for other rides. After Corydon I am sending 5 Rides into Indianapolis to the State Fair. Wheatland and Austin will be played with No. 2 Unit. Will combine the whole show together again at Madison. Finish the season with a show that will put you on the streets and where you will win each week. Show out until last week in October. All replies to

**W. R. GEREN, Owner**

Mighty Hoosier State Shows, per route.


# BARNIEY TASSIELL

# UNIT SHOWS

## CAN PLACE FOR ORANGE, VIRGINIA

Right in the heart of town, week of August 25

Kiddy Train Ride and Shows of merit; week of September 1, Labor Day week celebration, Culpeper, Va., then down to my annual tobacco festivals. Can place Darts, Mug outfit, Clothes Pin Pitch, Hoopla, Jewelry and other Concessions not conflicting. Must be for strictly Stock only. This Show carries seven major Rides, no gate admission and sensational Free Act. Write, wire. This week Riverdale, Md.



**CARAVELLA AMUSEMENTS**

**WANT WANT WANT**

**CONCESSIONS**—Cook House that caters to showfolk. Legitimate Concessions not conflicting.

**WANT**—Ride Superintendent.

**RIDE HELP**—First and Second Men—Ferris Wheel, Chairplane, Merry-Go-Round. Highest wages. First Men, \$75.00 per week; no lusers or agitators.

**SHOWS**—Monkey, Iron Lung, Mechanical City. Good opportunity for Organized Girl Revue. Have new tops, flashy wagon fronts and plenty P. A. Sets. Any good show of merit.

**WANT**—Freaks and Acts for Side Show, office paid.

**ALL EATING, DRINKING STANDS OPEN FOR OUR SOUTHERN FAIRS.**

**ALL CONCESSIONS OPEN—BOOK NOW FOR SPACE.**

**WILL BOOK ANY RIDES NOT CONFLICTING.**

*All wire*  
**CARAVELLA AMUSEMENTS, FRANKLIN, PA., THIS WEEK.**

**HARRISON**

**GREATER SHOWS**

*a clean modern midway*

**WANT FOR SOUTH NORFOLK, VA., AUG. 25-30**

Slum Concessions of all kind. A few choice Concessions open. Good opening for Frozen Custard and Candy Floss. Have complete outfit for Girl Show with two or more girls to join in South Norfolk. Will book Roll-o-Plane and Spitfire for balance of season with or without transportation. Richie Keefer and H. D. Kennedy, get in touch with George Keefer at once, important. Want Skillo Agents for office owned concessions. Want capable Lot Man. All mail and wires to Frank Harrison, owner; Reid McDonald, business manager, Tazley, Va., this week, then as per route.

**LAWRENCE CARR SHOWS WANT**

For **STATE FIREMEN'S CONVENTION, Naugatuck, Conn., Aug. 26-30**

Featuring Parades, Fireworks, Band Concerts, Firemen's Muster, Etc.

Want Girl Show Operator with Girls, Frozen Custard, Pop Corn, Candy Apples, Floss, Pitch-Till-U-Win, Ball Games, Concessions of all kinds. Playing bona fide fairs and celebrations for balance of season. Lawrence Carr, State Line Fair, North Bennington, Vt., August 21-24; Naugatuck, Conn., August 25-30.

**EDDIE L. WHEELER SHOWS WANT**

For Douglasville, Ga., downtown location, and other choice spots in Peanut Belt to follow. Long season South

Merchandise Concessions of all kinds, \$20.00 week. Can place Grind Shows with own transportation. Will furnish new top to reliable party. Following people contact Fred Alamany—Luther, will place your Hanky Panks, good proposition; Frances and Ruby, will give you show. Jack, Henry and Gladys, Walter Hood, contact immediately. All replies to

**EDDIE L. WHEELER** Douglasville, Ga.

**MAD CODY FLEMING**

**SOME BIGGER • NONE BETTER**

**WANT FOR 10 FAIRS STARTING BLUE RIDGE, GA., SEPTEMBER 1**

Small Bingo that will work for 10 cents. No jackpots. Custard, Cookhouse that will feed the show folks. Penny Pitch Agent that will bring in something except excuses. See next week's ad.

**MAD CODY FLEMING**  
 JEFFERSON, GA.

**HAPPY HOLIDAY SHOWS**

Want to book Cookhouse and legitimate Concessions that work for Stock. Edmore, Mich., Homecoming, this week; Manton, Mich., Labor Day, followed by Hudsonville Fair.

**WANTED**

Cookhouse, Stock Stores, Guess Age and Weight, Photos, Mitt Camp. SHOWS—Will furnish outfit. No Percentage or Crift. August 18 to 23, Luttrell, Tenn.

**STANDARD AMUSEMENTS**

Executive Office, 1421 Hamilton Bank Bldg. KNOXVILLE, TENN.

**WANT IMMEDIATELY BINGO HELP WANT IMMEDIATELY**

**3 CALLERS AND 4 AISLE MEN**

Call or wire  
**MORRIS LIPSKY**  
 Care BALTIMORE HOTEL, ST. LOUIS, MO., UNTIL SEPT. 1.

**Morris Hannum Shows**

*tradition at Veterans' Conventions*

**FLEMINGTON AGRICULTURAL FAIR, FLEMINGTON, N. J.**

Eighty thousand people last year on Labor Day. Want Shows—Snake, Illusion, Unborn, Penny Arcade. Want Rides—One more No. 5 Ferris Wheel. Want Concessions. Limited space still available. Want Help, experienced Ride Men. Opening for a capable Electrician and man to handle towers. Kutztown, Pa., Fair, now; Flemington, N. Y., Fair, August 25 to September 1.

**MORRIS HANNUM, 232 East Union St., Bethlehem, Pa.**

**Silver STATES SHOWS**

**WANT FOR MITCHELL**

*Nebraska's Biggest Fair*

Six Days—Six Nights—Starting Labor Day—45,000 Attendance

Need three more Cookhouses or Sit-Down Grabs that can handle crowds fast. Will book two more major Rides and Shows with own outfits. Some good Concession Space still available. Need Arcade, Floss, Ice Cream, Custard, Juice, Snow, French Fries. All Hanky Panks open. What have you? We have fence to fence contract. Need Foreman and Second for Parker Two-Abreast, Second Man for Wheel, Octopus, Mixup and Kid Rides. First and Second for Front and Towers and other Ride Men that drive.

Top wages and bonus for producers.

Shelton, Neb., Celebration 'till August 20; Valentine Fair, August 22 to 24; North Platte Fair, August 26 to 30, then Mitchell. All top fairs and celebrations to follow and long season South.

Write, Wire or Call  
**JAMES B. CARPENTER**  
 SILVER STATES SHOWS, per route above.

**WANTED FOR FOLLOWING FAIRS**

**LEHIGHTON, PA. YORK, PA. ALLENTOWN, PA.**

LABOR DAY SEPT. 9-13 SEPT. 15-20

Have small amount of choice space for legitimate Concessions. NO RACKET OF ANY KIND. Have three choice center locations at York Fair. Will consider Bear Hoopla, also Glass Stand. Wire Fair Grounds

**CARL H. BARLOW** Kutztown, Pa.

**BEE'S Old Reliable Shows**

**CLEAN AMUSEMENTS INC.**

*you won't get stung!*

**WANTS WANTS WANTS**

Want for ten more bona fide fairs in Kentucky, Tennessee and Georgia—others pending Concessions—Want Stock Concessions of all kinds. Can place a few more reliable Agents for office owned Concessions. Shows—Want Shows with own transportation and equipment that don't conflict with what we have. Will book 20% to office. Rides—Can place two more Rides for our Georgia fairs. Also need Second Man for Wheel and other all round Ride Men. Route—Lebanon, Ky. (Fair), August 18-23; Glasgow, Ky. (Fair), August 25-30.

**FRED'S AMUSEMENTS**

**WANT WANT WANT**

Have opening for Stock Concessions of all kinds. All Hanky Panks privilege \$17.50. Will book or buy any Rides not conflicting with what we have. Especially want Kid Rides. Want Shows of all kinds. Address **DALEVILLE, IND.**

**BINGO FOR SALE**

20x40, 72 stools, complete with bug lamps, background, plenty of stock, P. A. set, etc. Also '40 Chevrolet Tractor and '41 Springfield Trailer with built-in bins to haul same. Will sell together or separate. No reasonable offer refused. Can be seen on Omar's Greater Shows, Frederick, Okla., this week; Mountain View, Okla., Aug. 25-30.

**A. J. (DOC) ROUND**



# Carnival Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Atchison, Kan.  
All-American Am. Co.: Havensville, Kan., 18-20; Sparks 21-24; Oswego 26-30.  
American United: Burley, Idaho; Boise 25-30.  
A. M. P.: Peterstown, W. Va.; (Fair) Galax, Va., 25-30.  
Anderson's Greater: (Fair) Gallatin, Tenn.  
Badger State: Windom, Minn., 19-21; Slayton 22-24.  
Baker United: Converse, Ind.  
Barkort Bros.: Portland, Mich.  
Bay State Am. Co.: Chelsea, Mass.  
B. & C. Expo.: Syracuse, N. Y.; (Fair) Rochester 25-Sept. 2.  
Beam's Attrs.: Mercer, Pa.; Indiana 25-30.  
Bee's Old Reliable: (Fair) Lebanon, Ky.; (Fair) Glasgow 25-30.  
Bell & Vinson: (Fair) Princeton, Ill.; (Fair) Mezon 29-Sept. 1.  
Bernard & Barry: Sarnia, Ont., Can.  
B. & H.: Minturn, S. C.  
Blue Grass State: (Fair) Brownstown, Ind.; Orleans 25-30.  
Blue Ribbon: Sullivan, Ill.  
Boone Valley: Hartley, Ia., 18-20; Titonka 21-23; Manson 28-30.  
Borderland: Beeville, Texas.  
Brewer's United: Kaufman, Tex.  
Bright Lights Expo.: Tyrone, Pa.; Charles Town, W. Va., 25-30.  
Brodbeck: Ashland, Kan., 18-21.  
Brodbeck & Schrader: Perryton, Tex.; Stockton, Kan., 25-30.  
Brownie Am. Co.: Minden, Neb.  
Buck, O. C.: (Fair) alone, N. Y.  
Buffalo Shows: Clayton, N. Y.; Dolgeville 25-29.  
Bullock Am. Co.: Rhodell, W. Va.; Ansted 25-30.  
Burke, Harry: Lake Arthur, La.  
Burns Rides: Dowell, Ill.  
B. & V.: (Fair) Ithaca, N. Y.; (Fair) Greenwich 25-29.  
Cable Am.: Dover, Ark.  
California: Madera, Calif.

Capell Bros.: (Fair) Fairview, Okla.  
Capital City: (Fair) Hodgenville, Ky.; (Fair) Scottsville 25-30.  
Caravella Am. Co.: Franklin, Pa.  
Carr, Lawrence: Bennington, Vt., 21-24; Naugatuck, Conn., 25-30.  
Casey, E. J., No. 1: Lockport, Man., Can., 18-20; (Fair) Kenora, Ont., 21-23; (Fair) Emo 25-27; (Fair) Rainy River 28-30.  
Casey, E. J., No. 2: Lockport, Man., Can., 18-21; (Fair) St. Vital 22-23.  
Casey, E. J., No. 3: Haileybury, Ont., Can., 20-21; (Fair) Elmira 29-Sept. 1.  
Cavalcade of Amusements: (Fair) Sedalla, Mo.  
Central States, No. 1: (Fair) Weeping Water, Neb., 19-22; Hanover, Kan., 25-27; Lincoln 28-30.  
Central States, No. 2: Oberlin, Kan., 19-22; Concordia 25-30.  
Cetlin & Wilson: Lima, O.; (State Fair) Indianapolis, Ind., 28-Sept. 5.  
Cherokee Am. Co.: Effingham, Kan.  
Coastal Plain: Red Springs, N. C.  
Coleman Bros.: Ballston Spa, N. Y.  
Collins, William T.: (Fair) Worthington, Minn., 18-20; (Fair) St. James 22-24; (Fair) Mason City, Ia., 28-Sept. 1.  
Continental: (Fair) Lyndonville, Vt., 21-23; (Fair) Westport, N. Y., 26-29.  
Copper State: Burlington, Colo., 18-20; Yuma 21-23.  
County Fair: Stapleton, Neb., 22-24; (Fair) Aurora 25-28.  
Craft Expo.: Napa, Calif.  
Crafts 20 Big: San Jose, Calif.  
Craig's Heart of Texas: El Reno, Okla.; (Fair) Stillwater, Okla., 25-30.  
Crandell's Midway: Mortons Gap, Ky.  
Crescent Am. Co.: Greenville, Tenn.; Asheville, N. C., 25-30.  
Crescent Canadian: Prince George, E. C., Can., 21-23; Prince Rupert 25-Sept. 1.  
Crystal Expo.: Salem, Va.  
Cumberland Valley: (Fair) Winchester, Tenn.; (Fair) Sparta 25-30.  
Curl, W. S.: Hicksville, Ohio.  
De Luxe: Branford, Conn.; Orange, Mass., 26-Sept. 1.  
Dennis Bros.: Gage, Okla.  
Denton, Johnny J.: Barboursville, Ky.  
Dickson United: Coalgate, Okla.; Apache 25-30.  
Dobson's United, No. 1: Spooner, Wis., 18-20; Hayward 21-24.  
Dobson's United, No. 2: Webster, Wis., 18-20; Grantsburg 21-24; Baraboo 26-29.  
Douglas Greater: Lebanon, Ore.  
Down River Am. Co.: Manitou Beach, Mich.  
D. & P.: Throop, Pa.  
Dudley, D. S.: Spur, Tex.  
Dumont: Trenton, N. J.  
Dupree, Jimmie: Fort Sumner, N. M., 19-24.  
Dyer's Greater: (Fair) Nashua, Ia., 18-22; (Fair) National 25-28.  
Eddie's Expo.: Knox, Pa.  
Elliott, L. W., Am. Co.: Ravenna, Mich., 22-23.  
Ellman United: Menomonee, Wis., 18-20; Sturgeon Bay 21-24; Elkhorn 29-Sept. 1.  
Eddy Bros.: Washington, D. C.  
Evans United: Greenfield, Ia., 18-21.  
Fay's Silver Derby: Minonk, Ill., 20-24.  
Ferris Rides & Shows: Syracuse, N. Y.  
Fidler's United: Sidney, Ia.  
Fleming, Mad Cody: Jefferson, Ga.  
Florida Am.: Madison, Fla.  
Francis, John: Kasson, Minn.; Preston 22-24.  
Franklin, Don: (Fair) Fredericksburg, Tex., 19-24; (Fair) Boerne 26-30.  
Fred's Am.: Daleville, Ind.  
Freer's United: Sidney, Ia.  
Garden State: Coplay, Pa.; (Fair) Hatfield 25-Sept. 1.  
Gem Carnival: Highland, Ill.  
Gem City: (Fair) Escanaba, Mich.  
Gentsch, J. A.: Canton, Miss.  
Georgia Am. Co.: Watkinsville, Ga.  
Gielow, Art, Rides: Black Creek, Wis., 19-24; (Fair) Galesville 27-Sept. 1.  
Gold Medal: (Fair) Albert Lea, Minn.; (Fair) Aledo, Ill., 25-30.  
Golden Gate: Cloverport, Ky.; Lewisport 25-30.  
Golden West: (Fair) Hayfork, Calif., 22-24; (Fair) McArthur 29-Sept. 1.  
Gooding Am. Co., No. 1: (Fair) Greenville, O.  
Gooding Am. Co., No. 2: (Fair) London, O.  
Gooding Am. Co., No. 3: Painesville, O.  
Gooding Am. Co., No. 4: (Fair) Dover, O.  
Gooding Am. Co., No. 5: (Fair) Tiffin, O.  
Gooding American Expo.: (Fair) Delphos, O.  
Gooding Greater: (Fair) Frankfort, Ind.  
Gooding Park Attrs.: (Fair) Wellington, O.  
Granite State: Littleton, N. H.  
Great Sutton: Christopher, Ill.  
Greater Rainbow: (Fair) Osceola, Neb., 19-21; (Fair) Firth 22-23; (Fair) Seward 25-27.  
Greater United: Stephenville, Tex.  
Groves Greater: Franklin, Ia.  
Gulf Coast: Mammoth Spring, Ark.  
H. M. G.: Spencer, Ind.  
Hames, Bill: Sherman, Texas.  
Happy Attrs.: Newark, O.; Perrysville 27-30.  
Happyland: Caro, Mich.  
Hannum, Morris: (Fair) Kutztown, Pa.; Flemington, N. J., 25-Sept. 1.  
Harrison Greater: (Fair) Tasley, Va.; South Norfolk 25-30.  
Hartsock Bros.: (Fair) Corydon, Ia., 19-22; Shelbyville, Mo., 28-30.  
Hennies Bros.: (State Fair) Des Moines, Ia., 18-30.  
Heth Expo.: (Fair) Mendon, Ill., 19-22.  
Heth, L. J.: (Fair) Lebanon, Tenn.

Hill's Greater: Sterling, Colo.  
Home State: Detroit Lakes, Minn.  
Hottle, Buff: (Fair) Anna, Ill.  
Howard Bros.: (Fair) Marion, O., 18-22.  
Imperial Expo.: Vancouver, B. C., Can., 18-Sept. 1.  
Imperial Shows: Fairbury, Ill.  
International: Appleton, Minn., 21-24; Parker, S. D., 25-27.  
Jackson Am. Co.: Bladenboro, N. C.  
Jaillet & Grant Am. Co.: Farrell, Pa.  
Jayhawk Am. Co.: Glasco, Kan., 18-20; Delphos 21-23.  
Johnny's United: (Fair) Elnora, Ind.  
Jolly: Bethesda, Md.; W. Lanhams Hills 25-30.  
Jones Greater: Parkersburg, W. Va.; Pennsylvania 25-30.  
Jones, Johnny J. Expo.: (Fair) Jefferson Barracks Park, St. Louis, Mo., 22-Sept. 1.  
Joyland: Crown Point, Ind.; Chicago, Ill., 25-30.  
Joyland Midway Attrs.: (Fair) Pontiac, Mich.; (Fair) Sandusky 26-29.  
Kaus, W. C.: Greenville, N. O.  
Ken-Penn Am. Co.: (Fair) Dayton, Pa.; Leechburg 25-30.  
Keystone Expo.: Aulander, N. C.  
Kilgore: Glen Rose, Tex.; (Fair) Richardson 25-30.  
Kirkwood, Joseph J.: Lynchburg, Va.; Danville 25-30.  
La Cross Am.: Peterborough, N. H.  
Lamb, L. B.: Humboldt, Ia.  
Lawrence Greater: Lebanon, Pa.; Annapolis, Md., 25-30.  
Leeright, J. R.: (Fair) Ogallala, Neb., 18-20; (Fair) Grant 21-23.  
Lewis, Ted: Pearl River, N. Y.  
Lloyd's Rides: Wheatfield, Ind.  
Long's United: Springfield, Ore., 18-24.  
Lottridge, Harry: Princeton, W. Va.; Hinton 25-30.  
Madison Bros.: Cayuga, Ind.  
Mighty Van Dyke: Richmond, Va.  
Magic City: Lamont, Okla.  
Magic Empire: Marion, Ky.  
Magic Valley Am. Co.: Crowley, Colo.  
Magnolia Expo.: Leitchfield, Ky.  
Maine Am.: (Fair) Dover, Me., 23.  
Majestic Greater: (Fair) Big Rapids, Mich.  
Manning, Ross: Milo, Me.  
Marion Greater: Lake City, S. C.  
Marks, John H.: (Fair) Lewisburg, W. Va.; (Fair) Charleston 25-30.  
McBride Bros.: Floyd, Va.  
McCall, Jim: Baxley, Ga.  
McKee, John: Marion, Ind.  
Meeker's: Missoula, Mont., 19-24; Ellensburg, Wash., 27-Sept. 1.  
Merit: (Fair) Union, Me.; (Fair) Windsor 26-Sept. 1.  
Merrigan & Robinson: (Fair) Algona, Ia., 20-22; Britt 25-26; Greene 27-28; (Fair) Postville 29-Sept. 1.  
Merry Midway Attrs.: Ridge Farm, Ill.  
Mid-State: Nacogdoches, Tex.  
Midway of Mirth: Roseville, Ill.; Georgetown 25-30.  
Midwest: (Fair) Powell, Wyo., 20-23.  
Midwestern Expo.: (Fair) Central City, Neb.; (Fair) Columbus 25-29.  
Mighty Hoosier State: (Fair) Corydon, Ind.; Wheatland 25-30.  
Mighty Monarch: Pearson, Ga.  
Mighty Page: Wytheville, Va.  
Model Shows, Inc.: (Fair) West Union, Ia.  
Model Shows of Canada: St. Stephen, N. B., Can.  
Modernistic: Princess Anne, Md.  
Moore's Modern: (Fair) Carmi, Ill., 18-22; Newton 25-30.  
Mound City: Elsberry, Mo.; Jackson 25-30.  
Mountain State: Sutton, W. Va.  
Northern Expo.: Williston, N. D., 23.  
Ohio Valley: Knox, Ind.  
Omar's Greater: Frederick, Okla.; Mountain View 25-30.  
Olson: Washburn, N. D.  
Page Bros.: Murfreesboro, Tenn.  
Page, J. J.: London, Ky.  
Parade: Howard, Kan.; Garnett 25-30.  
Paramount Expo.: Hollidaysburg, Pa.; (Fair) Huntington 25-30.  
Paul's Am. Co.: Buffalo, Mo.  
Pearl City Rides: Port Byron, Ill.  
Peerless Celebration Am.: Hooversville, Pa.; Roaring Springs 25-30.  
Penn Premier: (Fair) Norwich, N. Y.; (Fair) Washington, N. J., 25-30.  
Peppers All-State: Keystone, W. Va.  
Pike Am.: (Fair) Steelville, Mo.  
Pine State: Chatsworth, Ga.  
Pioneer: Troy, Pa.  
Playland United: Monroe, Mich.  
Playtime: (Fair) Marshfield, Mass.  
Powelson Greater: Quaker City, O.; Newcomerstown 27-30.  
Prel's Broadway: (Fair) Carlisle, Pa.; Altoona 25-30.  
Priddy: Port Lavaca, Tex., 18-31.  
Queen City Am. Co.: Coalton, O.; Lynchburg 25-30.  
Rafferty, James: Edenton, N. C.; Morehead City 25-30.  
Raines Am. Co.: Clarksville, Ark.  
Red's United: Randolph, Neb., 21-23; Concord 27-29; Spencer 31-Sept. 1.  
Regal: Victoria, Va.  
Reid, King: (Fair) Sandy Creek, N. Y.; (Fair) Rhinebeck 25-30.  
Riley, Matthew J.: (Fair) Orelahd, Pa.  
Rockwell: Burden, Kan., 20-22; Winfield 26-29.  
Rogers Bros.: Pine River, Minn., 18-20; Princeton 21-23; Proctor 24-26; Two Harbors 27-30.  
Rogers & Powell: Ackerman, Miss.  
Roof Garden: Jennerstown, Pa.  
Royal American: (State Fair) St. Paul, Minn., 18-Sept. 1.  
Royal Crown: Richmond, Ind., 18-26.  
Rupe's Midway for Fun: Greensburg, Kan.  
Sam's Funland: Elizabethtown, N. C.  
Schafer's Just for Fun: Coleman, Tex.  
Scioto Valley: Knightstown, Ind.  
Shan Bros.: (Fair) Tazewell, Va.  
Siebrand Bros.: (Fair) Casper, Wyo.  
Silver Slipper: (Fair) Falmouth, Ky.  
Silver States: (Fair) Shelton, Neb., 18-20; Valentine 22-24.  
Smith Am. Co.: (Fair) Osage City, Kan.; (Fair) Seneca 25-27.  
Smith, Casey: Weatherford, Okla.  
Smith, George Clyde: Curwensville, Pa.; Brockway 25-30.  
Snap Greater: De Pere, Wis., 20-24.  
Southern Am. Co.: Eldorado, Tex.  
Southern States: Lake City, Fla.  
Southern Valley: Brinkley, Ark.  
Stafford's United: Francisville, Ind.; Covington 25-30.  
(See Carnival Routes on page 103)

# Circus Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

Bealy Bros.: Fort Scott, Kan., 21.  
Beatty Clyde: McAlester, Okla., 19; Durant 20; Sherman, Tex., 21; Paris 22; Greenville 23; Tyler 25; Shreveport, La., 26-27; Monroe 28; Camden, Ark., 29; Hot Springs 30.  
Cole Bros.: Oklahoma City, Okla., 18-19; Clinton 20; Altus 21; Lawton 22; Chickasha 23; Shawnee 25; McAlester 26; Denton, Tex., 27; Paris 28; Texarkana 29; Natchitoches, La., 30.  
Cole, James M.: Athens, Tenn., 19; Maryville 20; Morristown 21; Bristol 22; Pulaski Va., 23.  
DeWayne Bros.: Coquille, Ore., 20; Bandon 21; Crescent City, Calif., 23-24; Eureka 25-26; Port Bragg 28; Willits 29; Ukiah 30.  
Dorman Bros.: Petoskey, Mich., 22-23.  
Gainesville Community: Ardmore, Okla., 21-22; Olney 29; (Fair) Gainesville, Tex., Sept. 1-2.  
Gould, Jay: Viola, Ill., 19; Jacksonville 20-21; Lincoln 22-23; Mansfield 25-26; Pekin 27-28; Chillicothe 29-30.  
Gran Circo Americano: Pasto, Colombia, 19-28; Ipiales 29-Sept. 1; Quito, Ecuador, 2-20.  
Harlacker, J. C.: Suffolk Downs Race Track, Boston, Mass., 18-23.  
Hunt Bros.: Atlantic City, N. J., 21.  
Jones, Al, Rodeo & Circus: (Fair) Burton, O., 29-Sept. 1.  
Kelly, Al G., & Miller Bros.: Arcadia, Wis., 19; Durant 20; Ellsworth 21; New Richmond 22; St. Croix Falls 23.  
King Bros.: Spartanburg, S. C., 19; Greenville 20; Anderson 21; Greenwood 22; Augusta, Ga., 23; Columbia, S. C., 25; Camden 26; Florence 27; Sumter 28; Orangeburg 29; Charleston 30.  
Mills Bros.: Beatrice, Neb., 19; Marysville, Kan., 20; Manhattan 21; Lawrence 22; Leavenworth 23; Topeka 25-26; Atchison 27; St. Joseph, Mo., 28; Kansas City, Kan. 29-30.  
Montgomery, C. R.: Salina, Kan., 21.  
Polack Bros. (Eastern): (Bail Park) Alliance, Neb., 21-23.  
Polack Bros. (Western): (Arena) New Westminster, B. C., Can., 21-23; (Arena) Nanaimo 25-26; (Ice Arena) Seattle, Wash., 29-Sept. 7.  
Ringling Bros. and Barnum & Bailey: Bloomington, Ill., 19; Champaign 20; Danville 21; Decatur 22; Springfield 23; Kansas City, Mo., 25-26; Manhattan, Kan., 27; Hutchinson 28; Great Bend 29; Dodge City 30.  
Roger Bros.: Rock Springs, Wyo., 19; Rawlins 20; Saratoga 21; Walden, Colo., 22; Kremmling 23; Idaho Springs 25.  
Sparks: Medicine Hat, Alta., Can., 21; Lethbridge 22; Calgary 23; Revelstoke, B. C., 25; Kelowna 26; Vernon 27; Kamloops 28; Chilliwack 29; Vancouver 30; Bellingham, Wash., 31-Sept. 1.  
Stevens Bros.: Clarksville, Ia., 21; Sheffield 22.  
Van Bros.: Denton, Md., 19; St. Michaels 20; Hurlock 21.

# Misc. Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

Bansee, Dr. Ogre, Chasm of Spasms Show (Orange) Orange, Calif., 25; (Glendora) Glendora 26; (Paramount) Casa Grande, Ariz., Sept. 1.  
Dwyer & Kopf Stage Show: Ossining, N. Y., 17-21; Troy 22; Bennington, Vt., 23; Wells, Me., 24; Old Orchard 25; Camden 26; Waterville 27-29.  
London, Dr., Inner-Sanctum Hour Show: (Fox) Fullerton, Calif., 21; (Golden Gate) E. Los Angeles 22; (California) Huntington Park 23.  
Miller's, Irvin C., Brown-Skin Models (Town Club) Virginia Beach, Va., 18-21; (Plantation Club) Danville 22-23.  
Plunkett's Stage Show: Hayes Center, Neb., 18-20; Wallace 21-23; Madrid 25-27; Grant 28-30.  
Renfro Valley Folks: Gettysburg, Pa., 20; Frederick, Md., 21-22; Leesburg, Va., 23.  
Sadler, Harley, Show: Lubbock, Tex., 18-23.  
Siout Players Tent Show: Gibson City, Ill., 18-23; Monticello 25-30.  
Speagle's, Jim, Trained Animal Show: Ivanhoe, N. C., 20-21; White Oak 22-23.  
Woods Famous Show: Lexington, Tex., 18-20; Carmine 21-23.  
World-Wide Animal Exhibit: Denton, Ia., 18-20; Carroll 21-22; Jefferson 23-24; Boone 25-26.

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# Strates Gets It in Buffalo And Rochester

BUFFALO, Aug. 16.—The James E. Strates Shows, playing here last week, found the new lot here to their liking, business being very good. While final official figures were not announced, officials said this year's attendance figure would top last year's.

Weather during the stand here was good, altho several days found the temperature on the hot side. There was no rain, however, and the high temperatures didn't keep the customers away.

At Rochester the week before, the show had a highly successful stand. The day before the opening a terrific rain hit. Show officials brought in more than 50 loads of cinders and by Monday noon the lot was in good shape. The radio was used extensively to advertise the fact the show would open and that lot had been covered with cinders. Result was that a huge crowd turned out for the opening and business kept up the rest of the week.

Manuel, the decorator, joined in Rochester and is doing the art work on the new front for the *Hep Cat Revue*. He also will do work on other fronts. Delivered in Rochester was a new Pretzel ride.

Visitors have included H. William Jones, Myron Colegrove, B. & C. Exposition; M. L. Sprague, manager of the Holman rides; K. H. Leeworthy, of the Worthy Shows; Wallace Schafer, of the W. G. Wade Shows; Elwood Kurtz, animal oddities; Tom Hochtter, former ride owner, and Max Cohen, American Carnival Association.

### Fleming Finds New Lot

Thru the erection of several buildings, the famed Broadway and Bailey lot in Buffalo passed into the oblivion as a showgrounds, which forced circuses to pass up their annual appearances there. As Buffalo is considered the plum still date of the East, the shows' trail blazer, General Agent William C. Fleming, scoured the city for a lot large enough to hold a major league carnival and finally located an abandoned rock quarry at Fillmore and Delavan Streets, which was a mass of broken rock and deep holes and looked like anything but a location.

Pioneering a location and building a lot are two different things, and to be sure that the spot could be converted into a suitable midway grounds, Fleming summoned Manager Dick O'Brien to the scene. For five days O'Brien superintended the moving of huge stones into holes by four bulldozers and the covering of the rock with dirt by dump trucks, winding up with a smooth piece of real estate large enough to hold all attractions and leave parking space for 1,000 cars.

Thru the co-operation of the shows' auspices, the Kiwanis Club of Buffalo, billing was heavy in almost every store in the heart of the shopping district. Thru members in key positions with the press and radio, newspaper and over-the-air advertising was unlimited.

One of the heaviest grossing shows on the lot, George Murry's Lion Drome went over the top with filled platforms at all shows. Nate Eagle's *Hollywood Midget Movie Stars* kept up its top-money pace with the little folks a decided hit. Arch McAskill's Illusion Show and Claude Bentley's Side Show reported their best week of the season.

Elmer Hale joined to take up his duties as assistant to Red Holdridge in the utility wagon.

## Dolly Young Emits A Mild Complaint

CHICAGO, Aug. 16.—The following telegram was received in *The Billboard* office from Dolly Young, legal adjuster on the Royal Crown Shows.

"Notice an item that Cetlin & Wilson Shows are the first in two years to show Dayton, O. We showed it in June to very good business under auspices of the Amvets, and it was two years since anyone showed there at that time.

"Richmond, Ind., opened very good Monday (11) and we are having increased attendance each night. Shows are doing better than rides with the *Vanities* getting top money."

## Little Ferry, N. J., Okay for Dumont, Lou Riley Reports

LITTLE FERRY, N. J., Aug. 16.—Dumont Shows played here the past week, marking the shows' first appearance in Northern New Jersey in several years. Shows opened to good attendance and brisk business Monday night (11), and business continued satisfactory most of the week.

Lou Riley, owner-manager, reports business at this stand okay but light attendance and little business at preceding spots played this month, even when weather was favorable.

Shows carry 6 major rides, a Funhouse, 6 shows and about 30 concessions. Rides, show fronts and show equipment have been painted and provide a flashy midway, with the back lot carrying an unusually large number of banners in front of shows.

## Thomas A. Jones Returns in 1948

TORONTO, Aug. 16.—The Thomas A. Jones Shows, which withdrew from the road in 1942 because of the war, will return next year, Thomas A. Jones, general manager, announced. Winter quarters and an office will be set up at 914 Ossington Avenue here, where the equipment will be readied and business details handled.

Tentative plans call for the org to carry 5 rides, 4 shows and about 45 concessions.

## Philadelphia, Miss., Fair Big for Gentseh

PHILADELPHIA, Miss., Aug. 16.—The fair held its reputation here as far as the J. A. Gentsch Shows were concerned. This spot always has been a big one and this year was no exception, despite some very hot weather.

Attendance was big and the midway, especially the rides and concessions, got its share. The grandstand line-up was strong, with Minnie Pearl and Scotty and the rest of the barn dance gang being featured.

Midway location was ideal and the Mitchell snowball and Crane custard garnered plenty of business, being on a direct line with the grandstand, and both stands got them coming and going.

The rides topped the midway, with the shows and concessions not far behind. Four new minstrel performers joined here and Mr. and Mrs. Leight joined with three concessions.

# Business at Cedar Rapids Makes Oscar Bloom Bloom

By a Staff Correspondent

CEDAR RAPIDS, Ia., Aug. 16.—Oscar Bloom, proprietor of the Gold Medal Shows, long has been known for an engaging calmness with which he accepts the good with the bad—or vice versa. But, sipping on a coke in the midway cookhouse of the All-Iowa State Fair here Wednesday (13), Oscar waxed enthusiastic—for him, that is—in discussing the shows' business at the fair which opened Sunday (10), with a record-breaking crowd and then nightly thereafter had continued to pull record turnouts. "Why, this is really a fair!" Oscar declared, recalling how the date last year had been almost a blank for him. "They've really got the folks coming. They've given them good attractions, and they've mixed them up. And, what's more, they've done a strong publicity and promotion job."

Glowing slightly—Oscar, it must be remembered, is not given to hand-springs—the show owner allowed as how the date appeared on its way to be the best fair date of the year for his unit.

"If business continues thru the balance of the run as it was thru the first half, then it should prove our best fair," was the way he put it.

### More Earning Power

Not only did the folks turn out in record-breaking numbers during the first half of the week, but they spent much time—and no little money—on the midway. And Oscar's unit this year presents more earning power than it did last year, three rides, one show and a substantial number of concessions having been added. The midway, as a result, offers a far more impressive and flashy appearance than it did in '46, and it was being felt in the grosses.

The scorching weather here was proving a big boon to the midway biz. While it didn't help the afternoon play, it sent night play soaring. At

the break of the night grandstand shows, which showed higher attendance than in previous years, the folks thronged to the midway and they stayed 'til midnight, giving rides, shows and concessions a big play. All of which was gratifying to Oscar, who last year had taken something of a financial belting in the spot but had taken it quite in stride.

His unit this year has been doing better since July 4 than it did during the corresponding period last year, Oscar reports. He ascribed this to the fact that the unit this year entered its fair dates early and that this year's July 4 at Centralia, Ill., proved a red one, whereas the holiday stand played in '46 had been a blank.

Some of the fairs have showed a slight drop, he pointed out, but the sum total of business since July 4 topped last year's. The fair at Urbana, Ill., netted gross of only \$3 less than last year, while the fair at Lincoln, Ill., was off about 10 per cent. He accounted for the fact that his show's grosses had held up in the face of generally lighter '47 spending because it packs greater earning power than it did in '46.



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No. 142 Wigwam Indian Bound Edge Size 72x84	3.75	3.85
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**MIDWAY CONFAB**

Wonder how many midwayites would exchange their titles for higher salaries?

James D. (Whitie) Carden is a patient at Indianapolis City Hospital as the result of a heart attack.

Mae Joe Arnold has joined Hutchen's Museum on Snapp's Greater Shows as annex attraction.

Extreme worrier is one who worries about the weather, because he has a bet on it.

Mr. and Mrs. C. H. Krug, with Wallace Bros.' Shows, took delivery on a new house trailer in Covington, Ky.

Dorsey Frye, ride operator, is in Ward No. 2 Halsted, John Hopkins Hospital, Baltimore, following a major operation.

Nowadays, nobody laughs at a lowly geek show, because it has a 50-cent admission sign on its ticket box.

Curly Clark, after completing an engagement with Toney Martone on Kansas City lots, has booked his bingo with the Twin City Shows.

Mr. and Mrs. Barnett Abel, of the Harrison Greater Shows, had as their guests Mrs. Abel's sisters, Reta and Frances Brophy, of Ottawa.

Predictions that midway biz will soon return to its old standards is met with, "Yes, yes, but when?"

C. W. Bodine writes from Pittsfield, Ill., that he has been on the sick list the past five weeks but is up and around again.

Lydia Snook reports she has been released from the hospital and is con-

valescing at her home, 1342 N. Sixth Street, Reading, Pa.

Clever general agent is one who knows when it's best to buy only a one-way ticket when leaving to book a spot the boss wants.

R. L. (Red) Bishop is now a proud grandfather, a son having been born July 26 to Mr. and Mrs. R. T. Bishop at San Fernando, Calif.

Mrs. Lew DuFour has returned to her home in the Logan Hotel, Omaha, after receiving treatment at Rochester, Minn.

Well, we are progressing. Remember 30 years ago when they brought grandpa's picture to the fair to have it crayonized?

Mrs. T. G. Murphy, wife of the advance agent for the Home State Shows, is in the hospital in Grand Rapids, Minn., with a broken leg, suffered in a mishap at Calumet, Minn.

Mr. and Mrs. A. Ray, cookhouse operators on the Tip Top Shows, and M. Larkee, manager, took delivery on a new Walco trailer when the org played Two Rivers, Wis.

Often a floating gas balloon that slipped out of a kid's hand will attract more attention than the bally.

Bob Morris, of the Detroit Art Industries, plaster manufacturers, reports his company is back in full scale production following the disastrous fire several weeks ago.

Tom and Billie Shingledecker report they are doing okay with their novelty stand on the Bright Lights Exposition. Billie handles the con-

**1947 WINNERS**  
**35TH ANNUAL BIG ELI FOURTH OF JULY CONTEST**

Rank	Owner	State	Wheel	Receipts
1	Browning's	Oregon	No. 5	\$885.25
2	E. J. Casey	Canada	No. 5	789.10
3	H. S. Shows	Minn.	No. 5	783.75
4	H. Klein	S. Dak.	No. 5	706.50
5	Ellman's	Wis.	No. 5	690.00
6	C. Park	W. Va.	No. 5	686.25
<b>TOTAL</b>				<b>\$4,540.85</b>

Average per wheel for the day... 756.80

All prize winners are No. 5 BIG ELI WHEELS

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 SALT, 24/2-lb. pkgs. .... 1.95  
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**MOTORDROME FUNHOUSE**

Due to an accident, have for sale Motordrome, fully equipped with Rollers, Motorecles, Sound Equipment, new Canvas; booked on Show with long line of Fairs, and with two Semis for transportation. Price, \$3,500.00. Also one Funhouse, built on Fruehauf Trailer. Good paint job, good Sound Equipment, including 1940 Model Ford Tractor in good condition. Price, \$2,000.00.

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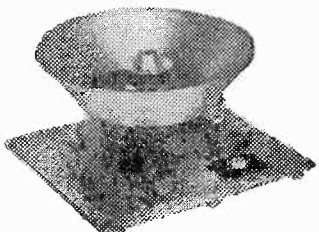
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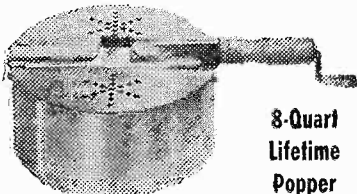
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8-Quart  
Lifetime  
Popper

A new Aluminum Popper for making delicious French Fried Popcorn! The only geared 8-quart popper on market. Closed gear housing. Gears guaranteed not to jam. Easy to clean. Built to last a lifetime. Also 12-Qt. Saratoga Kettle—\$20.00; 35-Qt.—\$37.50. 6x6 Tops with frames—\$150.00.

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cession while Tom is foreman of the Chairplane.

By the looks of things midwayites will never know who caused heat in towns unless the culprits come forward and confess. Oh! yeah.

Ran-Ran-Dalle, former annex attraction on the new Regal Shows, visited with Jackie Dale and Bud Wheeler on the James M. Raftery Shows at Henderson, N. C. Jackie has the annex on the Raftery org and Bud is ticket seller.

"The future looks promising," opined a ride boy, who goes all-out for crap games. "Several shows have already advertised. We stay out all winter."

Tomi-Dean, of the girl revue on the B & V Shows, was guest of honor at a birthday party given by Lani Jean Ferrerii in Owego, N. Y. Guests included Mr. and Mrs. Ed Ferrerii, Slim Skillet, Kitty Birt, Red O'Brien and Darlene Deveroux.

What does the guy, listed as traffic manager on a truck show, do—chalk telephone poles?

Robert K. (Bob) Parker and Roy Thomas left Chicago by plane Thursday morning (14) for San Francisco. They will spend several days on the Pacific Coast visiting shows and handling business details in connection with the operation of Bartlett Diggers.

What some geek show managers can't understand is why fair managers resent an educational exhibition of snake or gump glomming.

Willow Bunch, in Southern Saskatchewan, was the basis of a feature story in *The Regina Leader-Post* recently and writer Ken Liddell played up the fact that Edouard Beaupre, a giant, was born there in 1881. Beaupre, who stood 7 feet, 10 inches, died at the St. Louis Exposition in 1904.

Some of the early-day carnival captains received their commissions from their

humble colored help thru, "Yas suh, Cap'n. I'se yo' boy, Cap'n."

Mr. and Mrs. Barney Tate joined the Shipley Amusement Company, currently playing celebrations and picnics in Arkansas. The Tates rejoined the show after a three-year absence and Barney has the seeing-eye dog, Marcha, with him. Business thru Arkansas continues good with the show, according to C. W. Shipley, manager.

Concessionaire said: "I'm in the biz for two reasons, because I like it and because I can make money in it. If I didn't make money in it—I wouldn't like it."

Current Fox Movietone Newsreel being screened in the New York metropolitan area contains action shots of Ethel and Earl Purtle's lion motordrome in performances at Pali-sades (N. J.) Park. Purtle, who also has a Looper and a Rolloplane at the park, and a Flying Scooter with the Cetlin & Wilson Shows, is contemplating putting all units back on tour. Park location was the result of wartime restrictions.

When Ol' Souse read, "Want capable general agent that knows territory and has good fair connections. Must be able to post, tack, lithograph and lay out lots. Drinking men save stamps," he mumbled. (See Midway Confab on page 71)

## PRIDDY SHOWS

Need Concession; no Grift. Can use one that does not conflict. No Bingo, Fish Pond, Spindles, Sets, Hamburger, Snow, Popcorn or Ball Games and no Mitt Camp. What have you? Can use Penny Pitch after Port Lavaca, Port Lavaca, Tex., Aug. 18-31; Gonzales, Tex., Sept. 2-7; Seguin, Tex., Sept. 8-21 celebration. Will be out all winter.

F. M. PRIDDY, Mgr.

## Available

New Photo in trailer, 12' front awning. Will book with show going south for part of or all winter.

**WALTER NELSON**  
10727 Superior Ave., Cleveland 6, Ohio

Get ALL Your Needs From ONE Source of Supply!

**COCOANUT OIL**  
White or Colored  
Finest Quality

AVAILABLE FOR  
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**POPCORN BOXES**  
2 OZ. 1 3/4 OZ.  
5c SIZE  
High Grade Board

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**PEANUT OIL**  
Orders shipped  
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Also  
Salt Seasoning  
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**S. A. YELLOW  
HYBRID POPCORN**  
Best Quality Corn  
Guaranteed  
FOR POPPING  
VOLUME

LARGE QUANTITY  
PRICES SENT ON  
REQUEST

★ All Prices  
★ F. O. B. Chicago  
★ Subject to Change

**POPPERS BOY PRODUCTS CO.** 60 E. 13TH ST. CHICAGO 5

## BOOMERANG

Unlimited Capacity — Repeater — Thriller  
Write for Catalogue

**U. S. RIDING DEVICES CORP.**

298 Junius Street

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## POPCORN CARTONS

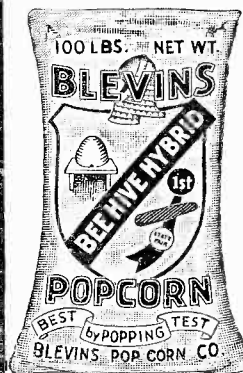
We have a complete stock of the most popular concession sizes, Large 10¢ Medium 10¢ and Small 10¢ size. All you want, no limit. Stock up now and be all set for the Fair season.

**GOLD MEDAL PRODUCTS CO.**

318 E. Third Street

Cincinnati 2, Ohio

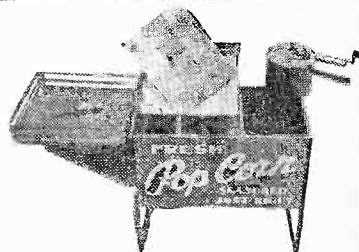
# POPCORN and CONCESSION HQ



★ "100 Plus" Purdue Hybrid. (net) \$7.97

★ BEE HIVE Premium Hybrid. Best by Any Test. (net) \$9.85

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"KING BEE" Portable Machine  
Will earn up to \$100 a day!  
Complete for only \$135.  
Other Machines From \$79.50

## POPCORN SEASONING

### SPECIAL!

**POPS-RITE COCOANUT OIL**  
Per 5-Gallon Tin—\$10.35  
**POPS-RITE PURE LIQUID VEGETABLE OIL**  
Per 5-Gallon Tin—\$13.50

## FOR THE CONCESSION



**ECHOLS ICE BALL MACHINE**  
WITH MOTOR  
4 Qts. Blevins Finest Flavor Concentrates, 2 Qts. Fruit Acid, Plastic Pour-Outs, Dipper, Pick. ALL for only \$65.

## "SNOW-MAN" Flavor Concentrates

Manufactured in the Blevins laboratory especially for the snow cone concessionaire. Four ounces make one gallon syrup. Available in Orange, Cherry, Grape, Lemon, Strawberry, Raspberry, Nectar and Root Beer. Per Quart, \$1.75 Free Fruit Acid



## "SNOW-MAN" Snow Cone Syrups

Companions in quality to "Snow-Man" flavors. Carefully prepared of simple syrup, flavor concentrates and citric acid, and ready to use on snow cones, snow balls and fountain drinks. Guaranteed to contain 7 lbs. sugar per gallon. Available in above flavors.

PER GALLON, \$1.50

**BLEVINS POPCORN CO.**  
3098 CHARLOTTE AVE  
NASHVILLE TENN.

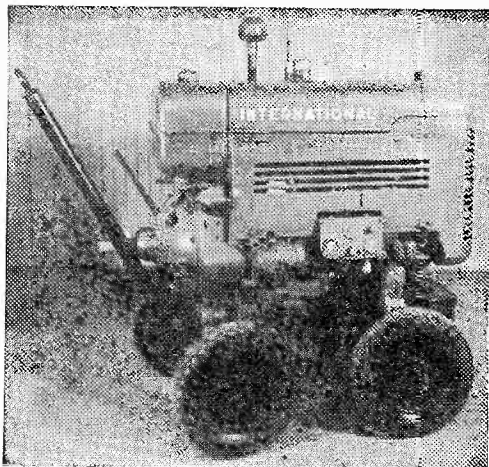


**POWER UNITS FOR ALL TYPES OF RIDES**

**INTERNATIONAL LE ROI JEEP SPECIAL WISCONSIN**

FOR:  
Merry-Go-Round  
Ferris Wheels  
Chair-o-Plane  
Tilt-a-Whirl  
Silver Streak  
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Etc.

**IMMEDIATE DELIVERY**



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**QUEEN OF THE FLYING RIDES**

**FLYING SCOOTERS**

**BISCH-ROCCO AMUSEMENT CO.**

5441 COTTAGE GROVE CHICAGO, ILL.

**FOR PROFIT AND FLASH THE SPITFIRE**

IS "SUREFIRE"  
WORLD'S MOST BEAUTIFUL RIDE

FRANK HRUBETZ & CO. SALEM, ORE.



**GIVE-AWAY CANDY**

Attractive Design Box, 6 1/2"x2 1/4"x1", containing 6 wrapped kisses and a toy for girl or boy

144 to a box  
**5 1/2c each**

Write for complete price list.

25% Deposit required, balance C. O. D. F. O. B. Chicago.

WARREN SPECIALTY CO. 1933 S. Halsted St., Chicago 8, Illinois

**FOR IMMEDIATE SALE**

On account of other business, 75 machine arcade complete. Sky Fighter, Air Raider, Rock-Ola World Series, Harvard Metal Stamper, two Mills Bags, Foot Ease, Kiss-o-Meter, 16mm. Girlie Show, 11 Diggers, 616 Wurlitzer and others, Counter Machines, Exhibit Love Meters, Kicker & Catcher, Flip Skill, Mutoscopes, Drop Pictures, Card Venders, Strength Machines, Lift & Grips, also about 20 machines that need some minor and major repairs, spare parts, some new, some used. Beautiful 35 ft. neon front complete, Counter Boards, Jacks, Bally-Cloth, Light Strainers, Pennants, everything ready to work. Sell as whole, only \$3,500.00. Also 32x70 blue top 9 ft. wall complete in excellent condition, all seams re-sewed at factory, \$500.00. If you want an arcade ready to go, grab this quick.

**D. J. FRANCIS, Cavalcade of Amusements, Sedalia, Mo.**

**COOK HOUSE FOR SALE, COMPLETE**

Top 20x50, with frame all new. Burners, Griddles, Coffee Urn, Dishes and Silverware; everything ready to go.

**BUCK RAY**

1017 1/2 Broadway Kansas City 6, Mo.

**WHEELS**

Bazaars, Carnivals and numbered Laydown Charts, Milk Bottles, Cats, Hoopla Blocks and Rings, Horse Race, Dice Cages, Bingo Cages, Cards and Markers, Penny Pitch Charts, Darts and many others. Catalog on request.

**WILLIAM ROTT, Inc., Manufacturers**  
42 W. 24th Street New York 11, N. Y.

**From the Lots**

**World of Mirth**

SKOWHEGAN, Me., Aug. 16.—During the engagement in Augusta, Me., while watching stakes being driven, Roy Varnier suffered an eye injury. He was rushed to the hospital and is still under treatment. In Bath, Me. Charles Kelly, talker on Glenn Porter's Side Show, died. His wife, Barbara, bally girl, accompanied the body to Fall River, Mass., for burial.

Mrs. Vera Hauck gave a housewarming in her new trailer. There was a buffet luncheon and many gifts. Also in Bath, personnel added their good wishes and help to a tea party and dance given in the Palatol House which the Hyde heirs gave for the Crippled Children's Society of Maine.

Dick Taylor is a busy man since his co-worker was injured. Mr. Morehouse was compelled to leave for his home in Richmond, Va., because of the ill health of his wife. Beulah Mona, our mail lady, is helping out in the office.

Many of the folks enjoyed a visit with Mr. and Mrs. Jack Sampson. Tommy Clark does a great job as caretaker for the animals and birds in the Wild Life Show, owned by Blondie Mack. Glenn Porter is a busy man. In addition to being boss canvassman of his side show, he does almost everything else, including standing in line at the office to check his many rolls of tickets. Johnnie Wright (Sonya Raye) is the annex attraction.

The trip from Bath to Presque Isle was a long and tiresome one. We no more than "landed" when the rains came. It was necessary to bring in plenty of sand, shavings, etc., and the midway was in good shape. Opening was delayed one night.

Another girl show, the *Star Dust Revue*, has been added. Show has a beautiful front. Jack Synrex, artist, is doing a great job. Frank Smith, treasurer, suffered several broken bones in his foot. Altho he has the (See *World of Mirth* on page 89)

**All Maritime**

WOODSTOCK, N. B., Aug. 16.—Midsummer race meet at Island Park, former Woodstock Exhibition grounds, proved a winner. Friday (8) and closing Saturday (9) were particularly good. Org, in its first season, includes many former members of other Canadian units.

Birthday of Kid Dryden, co-owner, was celebrated Friday (8) with a party at Jim and Rita Mott's cook-house. Refreshments included a three-layer cake, baked by Rita, and steaks for everyone. Dot and Jimmy Mott Jr. gifted the celebrant with an engraved lighter.

Many members of the shows visited World of Mirth Shows at the Presque Isle (Me.) Fair August 6.—HAROLD GREEN.

**J. A. Gentsch**

OKOLONA, Miss., Aug. 16.—Move in here from Philadelphia, Miss., and two days of rest which were welcomed by everyone. Lot was located in Wilson Park, six blocks from the heart of town. It was election week here and most of the natives were too taken up with the various contests to spend time on the show. Final two days things picked up, however.—FAY N. CURTIS.

**3000 BINGO**

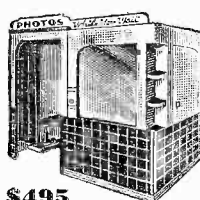
No. 1 Cards, heavy white 5 7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11.00; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2,700 cards, \$5.00 per 100 for cards only—arkans or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card, 6c.

**3000 KENO**

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—out in 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  
Replacement Numbered Balls, Ea. .58  
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25  
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00  
3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5. M 1.50  
3,000 Featherweight Bingo Sheets, large size, 5 1/2 x 3; 5 colors; loose, no pads. M 1.75  
Adv. Display Posters, Size 24x36, Each .10  
Cardboard Strip Markers, 10 M for .75  
Nickel Wire Cage, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 15.00  
Thin Transp. Plastic Markers, Bwn., 3/4 M 1.00  
Red or Green Plastic Markers, scalloped edges, transparent, size 3/4 inch, M 2.50  
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

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**PHOTO MACHINES**

Shipped in 2 days! Big profits. Exclusive features—easy to operate. Hands not in chemicals. KD or 1 piece. 5-year warranty. Cameras only or complete. 10 sizes—single, double or triple. Write—phone—wire:

\$495

**Federal Identification Co.**

Dept. 48, 1012 N.W. 17, Oklahoma City, Okla.

c/o J. L. Hanson Shows  
Pelzer, South Carolina  
May 21, 1947

Sunshine Mfg. Co.  
Tampa, Fla.

Dear Mr. Holman:  
I bought one of your Sunshine Choo Choo Trains from Cecil Rice. It has lived up to all expectations so far. All children are wild over it. It has a lot of flash and has been dependable so far, and we are very well pleased with it, and we are sure it will have a good season.

Sincerely,  
JACK M. CHAPMAN.

**SUNSHINE MFG. CO.**

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Sunshine Mfg. Co. makes delivery like the Sun . . . On Time. Order Now.

(Send \$1.00 for large Photo and complete description)

**SHOOTING GALLERY HELP WANTED**

Starting falls about Sept. 1. \$75.00 per week plus percentage. Must be reliable—no drunks. Will consider man and wife. Write particulars.

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**20% MORE BILLBOARDS ON NEWSSTANDS**

Effective with this issue 20% MORE copies of The Billboard are available on newsstands.

More people read The Billboard today than ever. More copies will be printed as quickly as more paper is available.

So, "Keep Asking" at the newsstands for The Billboard, please. If you can't buy The Billboard at your newsdealer or if The Billboard goes on sale too late, write

Circulation Department  
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**RIDE HELP WANTED**

Experienced Men on Tilt, Loooper, Fly-o-Plane, 16 wheel, Merry-Go-Round, Caterpillar, Middle aged men preferred. No moving, year round work.

**GRIFFEN AMUSEMENT COMPANY**  
JACKSONVILLE BEACH, FLA.

**TURTLES CHAMELEONS**  
BOXES — FOOD — FINS and CHAINS  
Write for Prices.  
**TROPICAL TURTLE CO.**  
HOUMA, LOUISIANA

<p><b>STOCK TICKETS</b></p> <p>One Roll . . . \$ 1.00 Five Rolls . . . 4.00 Ten Rolls . . . 6.00 Fifty Rolls . . . 20.00 100 Rolls . . . 38.00</p> <p><b>ROLLS 2,000 EACH.</b> Double Coupons. Double Prices.</p> <p>No C. O. D. Orders. Size: Single Tkt. 1x2".</p>	<p>"It is Better To Live Rich Than To Die Rich."</p> <p><b>TICKETS</b> AND <b>BAGGAGE ROOM CHECKS</b> MFD. and SOLD BY US. <b>THE TOLEDO TICKET COMPANY</b> 114-116 Erie St., Toledo (Ticket City) 2, O.</p>	<p><b>SPECIAL PRINTED</b> Cash With Order. Prices:</p> <p>2,000 . . . \$ 6.60 4,000 . . . 7.45 6,000 . . . 8.30 8,000 . . . 9.15 10,000 . . . 10.00 30,000 . . . 14.00 50,000 . . . 18.00 100,000 . . . 28.00 500,000 . . . 108.00 1,000,000 . . . 208.00</p> <p>Roll or Machine</p> <p>Double coupons, Double Prices.</p>
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**WANTED**

Paper Men for Wildlife Exhibit at Rhode Island State Fair, Kingston, Rhode Island, August 27 to September 1. A long string of fairs to follow. Apply

**BILL DuBOIS**

Kingston, R. I., State Fair or write to 204 E. Jefferson St., Rm. 404, Syracuse, N. Y.

**WANT TO BUY**

KIDDIE AIRPLANE RIDE  
and  
KIDDIE AUTO RIDE

With or without transportation.  
OR WILL BOOK SAME.

A FEW CHOICE CONCESSIONS STILL OPEN. Will make good proposition on Penny Arcade. Will book Girl Show with own outfit. This show stays out until Christmas.

**AMERICAN EAGLE SHOWS**

**DANNY ARNETT, Mgr.**

c/o The Billboard, 390 Arcade Bldg. St. Louis 1, Mo.

**MANSFIELD, PA., FAIR**

AUGUST 27-30, 1947  
DAY AND NITE

Can place legitimate games, including P. C. at \$4.00 per foot frontage. Merchandise Wheels will work. Also shows 25%, including a clean Girl Show. Don't write, but come on. Fair opens Aug. 27, plenty of attractions.

**W. S. MALARKEY**

2 CLIFFORD ST. BINGHAMTON, N. Y.

**WANTED**

Rides and Concessions, 1948 season. New Permanent Park. See in operation now.

**M. TOTMAN, Northside Amusement Park**  
Sylvan Beach, N. Y.

**Heart of Texas**

ANADARKO, Okla., Aug. 16.—Org provided the midway at the American Indian celebration here.

At Lawton, Okla., the week previous all reported a good week. Stand was under auspices of the Lawton Rangers and the week marked the 46th birthday of Lawton. Shows were celebrating their fifth anniversary so it was a double fete. Manager Craig saw to it that the shows were represented in the three-night parade Tuesday (5). Minstrel Show band and the sound car were in the lineup.

Among visitors entertained by the Craigs in Lawton were Brownie and Lucille Grace, Ollie Francis and E. H. Sommerville, of the Wichita Falls (Tex.) Tent & Awning Company.

At Ponca City, Okla., Dutch Roberts had the fleet in here in plenty of time and with able assistance from Milton Groethe, had everything ready to go for the opening. Ponca City proved okay. Many visits were enjoyed with former members of the original 101 Ranch.

With the current blistering heat, the writer begs off for this time with the statement, "The old swimming hole is the mecca for all the folks."  
—MRS. LILLIAN JOHNSON.

**Wolfe Amusement**

GREENVILLE, S. C., Aug. 16.—Opening here Monday (11) was big and final figures may show this to be the best spot of the season so far. Owner-Manager Ben Wolfe is on a trip to fill in the three weeks that are open between now and November 15.

Everybody talks about the weather but nobody does anything about it. In Travelers Rest, S. C., the writer entered General Hospital for a check-up and was given a free bill of health.  
—ERNEST SYLVESTER.

**Turner Bros.**

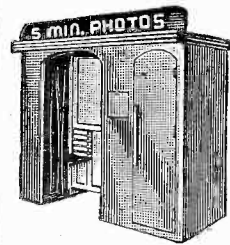
SHELBYVILLE, Ill., Aug. 16.—Taylorville (Christian County) Fair opened slow Sunday (10) but picked up as the week went on and altho the date was below last year the difference was so small that it was hardly noticeable.

Jack Price, agent, was host to the Queens Monday night and the winners of the majorette contest Thursday and the appearance of these girls on the midway helped to stimulate business.

The move to Paris, Ill., for the Edgar County Fair was uneventful but the personnel didn't feel so good as they had to leave Mrs. Sammy Beavers and Mrs. Bob Posey in the hospital, both for major operations. Both are back on the show recuperating.

Altho Paris was fair, it was off from last year. On the move from Paris to Brown County Fair at Mount Sterling, the horse van for the Merry-Go-Round was turned over at Taylorville but thanks to quick thinking of R. V. Collins, mechanic, the van was unloaded, the equipment put on other trucks and sent ahead and nothing was damaged. The ride was up and open on time. All reports to the contrary, the wheel truck was not turned over.

Mount Sterling closed Friday night and a circus move was made into Peoria for the K. of C. Barbeque opening Saturday night. This was the red one of the season, playing to better than 55,000 people on the two days.



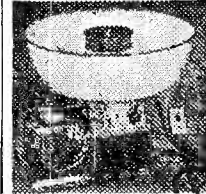
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**Original**

AmSCO means more profits. Fastest delivery. Plenty supplies. New—Used. Beautiful, durable, portable.

Simplified so anyone learns in hour. Sign below for literature. American Stamp & Novelty Mfg. Co., Dept. 823, 1132 W.N. 2, Oklahoma City 4, Okla.

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Address .....

**MAKE \$100.00 A DAY ON CANDY FLOSS**



This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW.

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Concessionaires and Gift and Novelty Shops  
Make 100% profit. Buy direct from established manufacturer beautiful exclusive line of Fishscale and Shell Costume Jewelry and Novelties. \$2.00 brings 3 samples, returnable. Free illustrated folder on request.

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P. O. Box 709-B St. Petersburg, Fla.

**WANTED FOR**

**SPRINGPORT FALL FESTIVAL**

September 25, 26 and 27  
RIDES AND CONCESSIONS  
V. F. W. Sponsored

Free Ox Roast—Auto Raffle—Games—Homecoming. Write, wire or telephone.  
**W. K. GIBBS Telephone: 150 Springport, Michigan**

**OPERATORS!**

*Here's Your Chance To Make*

**LARGE PROFITS with a SMALL INVESTMENT**

Never before have these vendors and commercial model poppers been offered at so low a price. The Kunkel hot popcorn vendor is the most beautiful, practical machine on the market today. It is easy to service and clean, and is 99 1/2% slug-proof. The new model 43 Commercial popper on stand comes complete with two trays. It will easily supply 10 vendors with all the fresh popcorn needed. Pops approximately 50 pounds of raw corn per hour. Only 1/3 down payment necessary . . . balance payable in 12 months.

**LOOK!!**

Each operation should gross \$30.00 weekly at a minimum.  
10 operations . . . \$300.00  
Cost of supplies . . . 58.15

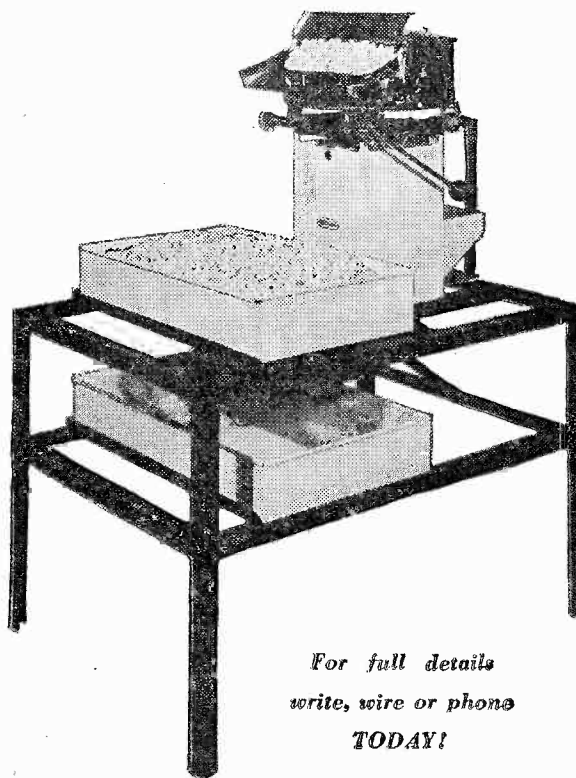
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20% to vendor . . . 60.00

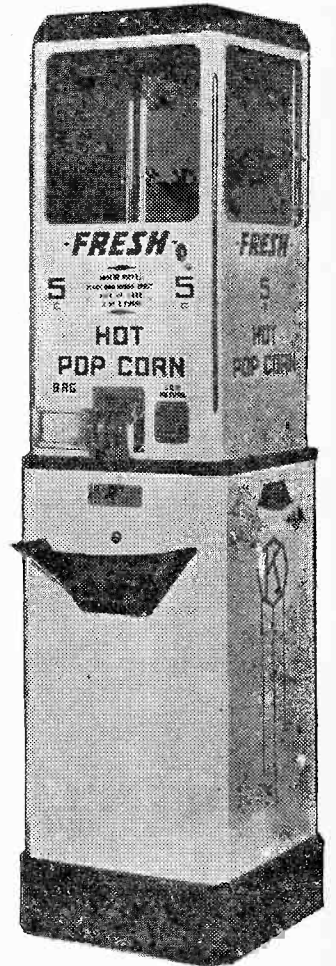
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**NET PROFIT PER WEEK . . . \$181.85**

- Kunkel Popcorn Vendor . . . \$189.50
- Model 43 Commercial Popper . . . 348.50



For full details write, wire or phone TODAY!



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60 East 13th Street  
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**HERE IT IS  
PHENIX CITY, ALABAMA**  
in  
**BEAUTIFUL IDLE HOUR PARK**  
August 24 Thru September 6 — Two Saturdays, Two Sundays  
SPONSORED BY THE CENTRAL LABOR UNION

The largest Labor Day Celebration in the South. (This is an annual event not a promotion.) Free Acts, Band Concerts, Fireworks, Athletic Events, Barbecue. Principal speakers, Governor Thompson of Georgia and Governor Folkston of Alabama.

**JOHNNY T. TINSLEY SHOWS ON THE MIDWAY**

<b>CONCESSIONS</b> Legitimate Concessions of all kinds, including Percentage. (Positively no Flat Joints, no Gypsies. (Tuck Archer wants Grind Store Agents)	<b>CAN PLACE</b>	<b>CONCESSIONS</b>
<b>SHOWS</b> For this date and the balance of the season real high class money getting shows—Side Show, Midgets, Mechanical City, Big Snake, Animal, Illusion, etc.	<b>SHOWS</b>	<b>SHOWS</b>
<b>NOTICE</b> Can place reliable Ride Help on all rides. Joe Peet, answer. Address	<b>RIIDE HELP</b>	<b>RIIDE HELP</b>

**JOHNNY T. TINSLEY SHOWS**  
Griffin, Ga., this week

**INTERNATIONAL SHOWS**

**WANT** **WANT**

Man to take over completely framed Athletic Show. Ride Help of all kinds, must drive semis. Grind Store Agents for Clothes Pins, Razzle Dazzle, Roll Down. Agent for Bear Wheel. Man to take over complete Monkey and Snake Show. Want Slum Store Agents. Will book Slum Concessions of all kinds. Want Agents for Scales, Novelties and Darts. Address: Appleton, Minn., Aug. 21-24; Parker, S. D., Aug. 25-27; then the Big Labor Day Week Fair at Coffeyville, Kan., Sept. 1-6, with a strong route of Southern fairs in Oklahoma and Arkansas.

**WOODSTOCK, VIRGINIA, FAIR, August 26 to 30**

Can place 10c Stands of all descriptions, Grab and Juice, Novelties, Age and Scales. Want Shows with own equipment. Captain Shaw, good proposition for you. Want Wheel Foreman to join on wire.

**SOL NUGER**  
Week of August 18, Hyattsville, Md.

**BELL-VINSON SHOWS**

**WANT** **WANT**

**RIIDE HELP — GET SET FOR LONG SEASON SOUTH.  
ALSO BINGO HELP.**

**CAN PLACE A FEW MORE CLEAN CONCESSIONS.**

Address: PRINCETON, ILL., this week; then per route.

**TWIN CITY SHOWS**

**WANT**

**CONCESSIONS**—Lead Gallery, Bumper, Show Cone, Hoop-La, Glass Pitch, Frozen Oustard, Basket Ball and other Ball Games, Slum Spindle, High Striker, Guess Age and Weight.  
**SHOWS**—Any Show with own outfit, work for committee per cent.  
**RIIDE HELP**—Merry-Go-Round Foreman and Second man who drive Trucks. Also Electrician. Wire or come on. Avoca, Ia., Aug. 18-21; California, Mo., 25-30; Versailles, Mo., Sept. 1-6; Cole Camp, Mo., 11-12-13. **NOTICE COMMITTEES:** We have open dates in September and October for Missouri.

**GEO. CRABLE**  
as per route.

**QUALITY TRAILERCOACHES**



Leading makes—all sizes and prices. Shop work—repairs and remodeling and accessories. We do our own financing and handle the insurance. After looking—see us before buying.

**Rogers Trailer Ranch**  
Phone 393 Rantoul, Illinois

**WE WILL OFFER FENCE TO FENCE CONTRACT**

To a 7 to 10 Ride Show for September 10-11-12-13. Rush replies to

**JOHN W. ELLIS, Secretary**  
MANISTEE FAIR BOARD, Onckama, Mich.

<b>FOR SALE</b> LOST OUR LEASE	<b>ELI #10 WHEEL</b> <b>\$4,000</b>	<b>FOR SALE</b> AVAILABLE SEPT. 2
<b>MULTIPRISES</b>	P. O. Box 1125	<b>WATERBURY, CONN.</b>

*From the Lots*

**Siebrand Bros.**

BILLINGS, Mont., Aug. 16.—Org moved in here from Great Falls (Mont.) Fair where business was very good and the weather kept pace. The Henrys are busy with their new semi-bus trailer. Cliff has completed tiling the bathroom and the bathtub has been installed.

It appears the housing shortage has hit the dog world. The once dog room that housed the Madison and Henry dog act will be turned into living quarters in the semi-bus. The dogs will have new quarters on the cab of the truck. Esrah Patrick traded Jenny, the mule, for a Shetland pony.

At Great Falls we were all kept busy. The fair really was big. Acts from the Barnes-Carruthers show visited. We had some strong winds and it kept Cliff Henry and Ed Wideman busy taking down and raising the awnings.

The circus was enlarged for the big crowds and it was quite a run from the back door to the front for Ma and Pa Quackenbush when they did their paper bag gag. The midway was busy every day from 10 a.m. to midnight. A new kiddie train ride was added and was on the go all the time. Bill Siebrand, foreman of the Scooter, almost gave up the idea of eating and sleeping during the stand. The Spitfire kept John Siebrand and Chew Tobacco Charlie busy.

Ruby Freeman's sister and children visited.—TONI MADISON.

**Virginia Greater**

CRISFIELD, Md., Aug. 16.—Show closes its stand here tonight after coming from Salisbury, Md., where it played under VFW auspices. Clyde Truitt was chairman and was very active. Business was satisfactory, considering the fact a league ball game was in progress every night during the stand.

New concessions joining in Salisbury were Steve Bench, French fries, Earl Swicegood, dart balloons; Kid Bagby, long range lead gallery; Anthony Bartholomew, grab, and Charles Haas, mouse game.

Kay Augustino returned from her home in Wytheville, Va., where she was under a doctor's care. Mr. and Mrs. Phil Minelli, Orange, N. J., spent a few days' vacation on the show with Mrs. Minelli's uncle and aunt, Mr. and Mrs. Rocco Masucci.

We day and dated the Harrison Greater Shows and many visits were exchanged. Among the visitors were Mr. and Mrs. Frank Harrison, Mr. and Mrs. Reed McDonald and Red Harmon, the latter chairman of the Legion committee at Pocomoke, Md.

Manager Masucci has all the crews repainting and fixing all rides, ticket boxes and show panel fronts. The parts for the Roll-o-Plane arrived from the Oregon factory. The Roll-o-Plane was damaged a few weeks ago while being loaded on a ferry boat. Oliver Jones, novelties, purchased a bus to transport his wares.—H. W. (HAPPY) ARNOLD.

**★ OUTDOOR COMMITTEES, NOTICE ★**

Engage CHARLES LA CROIX, original Outstanding Platform Trapeze Act. Available now for outdoor celebrations, fairs, etc.; also indoor events. Attractive equipment, wardrobe, and a real act. Big drawing card. Can furnish references galore. (A Platform is required for outdoor events.) For full particulars, price and literature address:

**CHARLES LA CROIX**  
1304 South Anthony Blvd.  
Fort Wayne 4, Indiana

**WANTED**

For celebrations ahead, Kiddie Rides or any mayor Ride except Wheel, also Legitimate Concessions that do not conflict. Call or wire

**ALLEN A. MITCHELL**  
P. O. BOX 371, CAPITOLA, CALIF.  
Phone: Santa Cruz 3137 R

**FOR SALE**

Shooting Gallery, Muller mfd., mounted on Trailer, elec. brakes, complete in every detail. Includes 4 Remington Auto. Rifles, loading tubes and 3 cases of Gallery Shells. Never used. Will sell for cost, \$2,500.00. (Sickness.)

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**COMPLETE PHOTO STUDIO FOR SALE**

For Dime Store, Road or Park. Includes all accessories for operating. Write

**BETTY SIMMONS**  
1032 Ave. A, Flint 1, Mich.

**IS YOUR VOLTAGE LOW?**

I have some voltage boosters operating on 115 volt. 20 circuit, with 10% or 20% boost. Will handle 1500-watt load. For special application, please write. \$15.00 each.

**W. R. DORSETT**  
Route 6, Macon, Ga.

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Cheap, 24 Cars, good condition, up and operating.

**GRIFFEN AMUSEMENT COMPANY**  
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**SINGLE LOOP-O-PLANE**

Good condition, or will trade for Kiddie Ride

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3526 S. Halsted St. Chicago 9, Ill.  
Phone: YARds 7664

**CAN USE**

Stock Concessions and Shows for following Rodeos: Timber Lake, S. D., Aug. 21-23; Faith, S. D., Aug. 25-27; McLaughlin, S. D., Aug. 30-Sept. 1, 2; more to follow. No drunks or gypsies. Some Help needed.

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CONCESSION EQUIPMENT: 1 12'x12' Color Block Game, complete with 4-way awning, will top any Pan Game; 1 12'x10', 3 1/2' sidewall, Concession Tent, frame and shelves; 1 12'x8', 3 1/2' sidewall, Concession Tent, frame and shelves; 1 complete Duck Pond, all new; 2 Chicago Set Spindles, same as new; 1 double set Add-Up Ball Game; 1 Pea Pool, complete with fly; 1 Bucket, Baker type; several good Trunks and Stock. All the above equipment is in first-class condition and priced for quick sale. Will not ship.

WANT TO BUY: Any Kiddie Ride not conflicting with Train and Airplane Swings. Must be priced right for cash. Will come and get within radius of 50 miles. D. E. GHEEN, c/o Kiddie Rides, Buckeye Lake, Ohio

**UP-TO-DATE RIDEE-O**

**FOR SALE**

\$4,500.00 or swap for 2 30' Semi Trucks. The Ridee-O is now in operation. Come and see it.

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**C. A. WOODIN SHOWS**

**FLAMEPROOFED TENTS  
IN STOCK — ALL NEW**

60'x120'	40'x100'	40'x80'
30'x90'	30'x60'	20'x60'
20'x50'	20'x40'	20'x30'
20'x20'	14'x21'	14'x14'

Prompt Delivery Any Type Tents to Order. Bright Flameproofed. Royal Blue, Forest Green, Olive Green, White, Blue & Khaki Dyed Hooplers Flameproofing Compound.

Write Today

**UNITED STATES  
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2315 21<sup>st</sup> W. Chicago, Ill. CHICAGO 12  
Chicago's Big Tent House Since 1870

**SIDEWALL  
NEW WATERPROOF  
FLAMEPROOF**

Following finished sizes, complete with Grommets. Made of double filled duck or twill.  
8'x100' ... \$54.56 9'x100' ... \$80.00  
7'x100' ... 63.04 10'x100' ... \$9.48  
8'x100' ... \$71.52  
Made in any length at the above rate per running foot.  
Satisfaction Guaranteed—Prompt Delivery.  
"If It's Made of Canvas, We Make It"  
25% deposit—balance O. O. D.

**MICHIGAN SALVAGE**

417 W. Jefferson Ave., Detroit 26, Mich.

**Blue Grass State**

SALEM, Ind., Aug. 16.—This org finished five weeks of spots in Illinois, two still spots and three fairs. Still spots were poor while two of the three fairs were very good. Harrisburg, Ill., proved a red one with shows, rides and concessions getting plenty of money, considering that things are not like they were a year ago.

We lost a number of our concession folks at the finish of the Harrisburg Fair as they had other fairs booked. We moved out of Harrisburg into Poseyville, Ind., a small spot, sponsored by the chamber of commerce, and it turned out very good as the committee boosters had their Summer Festival very well advertised and our agent assisted in putting out plenty of paper. Saturday night an auto giveaway drew between seven and eight thousand people, and we wondered where they all came from.

We have had three parties in the past few weeks after working hours. The first was a surprise party on Frank Hamill by his wife. Then Mrs. John Russell did the same thing by going away out for a surprise for her hubby. Last week in Poseyville Mrs. John Russell had a birthday and her husband gave the folks of the show the top party of the summer.

During our stay in Poseyville, Specks Groscurth and his wife and the writer, with Homer Acuff as driver, paid a visit to the Rogers Shows in Boonville and ran into the worst storm of the summer on the way home.

An early move out of Poseyville for the Huntingburg Fair and had everything in good shape for the opening Monday night. Tuesday we pulled a special free matinee for kiddies and had all shows and rides at 9 cents, running up a good gross before the fair really got under way Wednesday. By closing Friday night all shows, rides and concessions showed a good count for this engagement. Specks booked this spot again for next summer which will mean the third visit of this org to this fairgrounds.

The move from Huntingburg into Salem was made in good time. The fair opened Wednesday (13) with races, added attractions and fireworks. We were rained out here last summer.

Our next spot is Brownstown, Ind. Ida Groner with her *Girl Revue* has been with the org for the past six weeks and has been doing a good business. At Harrisburg and Huntingburg this show topped the midway, with Ezra's Farm and Willander's Monkey Show close behind. —HARVEY (DOC) ARLINGTON.

**Mighty Hoosier State**

BICKNELL, Ind., Aug. 16.—At long last, business has taken a rise. Bremen, Ind., doubled last year's take, and North Judson was three times better than last year. At Bremen July 29 a parade was held for the kiddies. Over 1,000 children participated, and it netted over \$500. The Flying LaVals, free act, lured good night crowds at both Bremen and North Judson.

More than 45 concessions include Art Bardonner's ice cream, Tom Davies' skee shoot, Ray Loman's cotton candy and ball game, MicInnis' short range and Tankersley's French fries.

Rides have been getting an excellent play in recent weeks. Ride personnel follows: Tilt-a-Whirl, William H. Seawell; Merry-Go-Round, Curtis Lundy; Wheel, Elmer Robinson; Spitfire, Bruce Duttlinger; Roll-o-Plane, Jim Dvoracek; Flying Scooter, Millard Smith; Octopus, Raymond Kirby, with Bob Strayer's two kiddie rides.

B. (Doc) Warner has the side show and D. W. Denton the Monkey Show. A son, Gerald, was born to Mr. and Mrs. George Dailey in Bremen, Ind. Dailey operates the diggers.—BETTY MEAD.

**FOR SALE**

**RIDES — RIDES — RIDES  
8 CAR AUTO SPEEDWAY — HEY DEY  
AERIAL ROCKET**

and

**KIDDIE SWINGS and KIDDIE WHIP**

And several other Riding Devices, all in first-class condition. Can be seen in operation at Canadian National Exhibition, Toronto, Canada, August 24th to September 6th.

Apply

**J. W. CONKLIN**

Midway Office, CNE, Toronto

**WANT FOR TWO BIG FALL CELEBRATIONS**

**Batesville, Ind., Chamber of Commerce Fall Festival  
ON STREETS — SEPTEMBER 17-20**

**North Vernon, Ind., V. F. W. Fall Festival  
DOWNTOWN ON MAIN STREETS — SEPTEMBER 23-27**

These will be big affairs. Batesville is the Annual Chamber of Commerce Celebration, day and night, with Free Acts, Bands, Parades, Contests, Free Cash Prizes, etc. North Vernon, first time on streets in years. Backed by Matt Hester Post VFW of Jennings County. Now booking Concessions and Shows for both spots. No X but space limited. Hurry! Can use Hanky Panks, Bingo, P. C., American Palmistry, Jewelry, Popcorn, etc. No Flats or Gypsies. All replies to

**D. FLEMING**

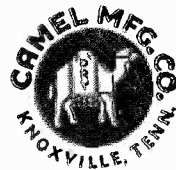
Corydon, Ind., Fairgrounds, this week; then 43 N. Jefferson St., Indianapolis, Ind., till September 14.

**CAMEL TENTS**

**NEW LOW PRICES**

QUICK DELIVERY

ALL STYLES—Beautiful Colors



**TENTS**

All Sizes—NEW AND USED—All Styles.  
BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.  
SEND FOR USED TENT CATALOG  
**E. G. CAMPBELL TENT & AWNING CO.**  
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TENTS—Concession, Gypsy, Camping, Flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops.  
ANYTHING IN CANVAS  
QUICK DELIVERY—WIRE, WRITE OR PHONE  
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BINGO — CONCESSIONS — SHOW — MERRY-GO-ROUND — CIRCUS  
khaki, blue, olive, baker bold stripe  
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**ROLL TICKETS** 100,000  
PRINTED TO YOUR ORDER \$25.00  
DEPT. B  
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Send Cash with Order. Stock Tickets, \$20.00 per 100,000.  
10,000 ..... \$ 8.50  
20,000 ..... 10.25  
50,000 ..... 15.75

**SHOW  
CIRCUS  
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Concession, Khaki, Immediate Delivery.  
8x10, 8x12, 10x12, 10x14. Also Four-Way  
Joins, 8x8, 10x10, 10x12. Roped Tents,  
20x30 to 40x70. Orange, Green or Blue to  
order. Change Aprons and Sidewall. Order Now.  
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**TENTS — SIDEWALL**

New and Slightly Used Tarps and Ground  
Cloths for rent and for sale. Quick delivery.  
**INDIANAPOLIS TENT & AWNING CO.**  
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**PAUL BEJANO  
WANTS**

SEVERAL OUTSTANDING ACTS FOR SIDE  
SHOW. ALSO TALKER. (Harris and Rube.  
Get in touch with me.) Address:  
c/o INTERNATIONAL SHOWS  
Appleton, Minn., Aug. 21-24; Parker, S. D.,  
Aug. 25-27; then Big Labor Day Week Fair,  
Coffeyville, Kans., Sept. 1-6; followed by strong  
route of fairs in Oklahoma and Arkansas.

**CHARLIE ELDER  
WANTS**

FOR HIS INTERNATIONAL SHOWS  
CONCESSIONS

AGENTS FOR PENNY PITCH, BASKET  
BALL, SLUM CORK GALLERY and POP-  
CORN. Couples preferred. Will not tolerate  
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pleton, Minn., Aug. 21-24; Parker, S. D., Aug.  
25-27; then Big Labor Day Week Fair at  
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**RIDES AND CONCESSIONS WANTED  
FOR ANNUAL HOMECOMING PICNIC**

Sept. 19, 20 and 21, Wood River, Ill.  
Auspices V. F. W. Contact:  
**KENNETH PECK**  
528 Wood River Ave., Wood River, Ill.  
Phone: 4-2476



## BUFFALO SHOWS

### WANT

TO JOIN NEXT WEEK IN DOLGEVILLE, N. Y., FOR BIG FIREMEN'S CELEBRATION WITH THREE COUNTY PARADE WEDNESDAY NIGHT

Photos, Huckley Buck, Jewelry, Novelties, Fish Pond, Duck Pond, Bowling Alley, Big Toys, Coke Bottles, Long Range, Glass Pitch, Cigarette Pitch, String Game, Guess Age, Guess Weight. You can also play our mammoth Labor Day and all week celebration, Sept. 1-6. This is an old Home Week in a large industrial center. Held down town in the streets and the first carnival inside the city since 1937, 10 years ago. Firemen's Parade at 3:30 p.m. Labor Day, with Veterans' Parade, floats and contests all week. Better than any fair. For this event can use any thrill Ride capable of handling large crowds.

Week Sept. 8th—Another Firemen's Celebration, with parades and special events all week, ending our season in the North, Saturday night, Sept. 13th.

### GOING SOUTH?

Yes, if we get the right pilot. A five Ride Show available in the South week of Sept. 22d. Will go to the Carolinas, Alabama, Mississippi, Louisiana or down along the border. Want a General Agent who can book a show of this size and not misrepresent. To date this show has had a very big year and can easily go into winter quarters rather than tie up with a poor Agent. Will not deal with promoters. Want to hear from recognized C. A.'s or business managers only. If you are tapped out, stay where you are.

If we don't get a good representative, will consider placing the following on an organized Show with fairs: Your choice of either No. 5 Big Eli Wheel or Chairplane. We have high speed transportation and can go anywhere. If we book, the following will have to go with the above Ride, viz.: Doodle Bug Ride, Grab Stand, High Striker, Pitch-Till-Win, Pan Store and small Snake Show. The following are optional, take them or we will store them, viz.: Kiddy Rides and other Concessions.

### SEASON OF 1948

This show will be enlarged and go out under the title of

## BUFFALO SHOWS' MIGHTY MIDWAY

Legitimate stores make money with us. Applications for space in 1948 should be made early in October this year. Next year will be the eleventh under the same title and same management. Always reliable and a great show to be with.

BUFFALO SHOWS, Clayton, N. Y., this week, care Western Union or Special Delivery; next week, Dolgeville, N. Y.

## Independent Showmen

# KANSAS STATE FAIR

## HUTCHINSON, KANSAS

September 13-19, Inclusive

Will book outstanding Shows for Independent Midway (no organized carnival on the grounds). Also open: Motordrome, Fun House, Glass House. Nothing but the very best will be considered. Send pictures and full description in first letter. Can also use: Scooter, Moon Rocket, Silver Streak, Looper or any NEW RIDE.

All other Rides and Concessions contracted.

Attendance 1946—315,000

Address All Correspondence to

S. M. MITCHELL, Secretary  
HUTCHINSON, KANSAS

## BARGAIN

Wild Life Exhibit for sale, consisting of 30x60 ft. top, 10 ft. side poles, complete wiring, Cages, finest selection of animals to fill same. Ready to take to fairs. \$1,200 for above.

Have two African Cub Lions, one year old, male-female, fine specimens, both for \$150.00. Also Mountain Lion, finest, \$100.00; one large Anibus Baboon, finest, \$125.00. Above animals and exhibit can be seen at Lincoln Highway Zoo, 27 miles west of Pittsburgh, Pa., on Route 30, or phone Greensburg, Pa., 9391-M, or mail at Box 745, Greensburg, Pa. Real Bargain.

### MARY STOFFEL

PS.: If phoning call Greensburg, Pa., 9391-M, Saturday, Aug. 23, or Sunday, Aug. 24, after 1 p.m., or contact for information WALTER STOFFEL, Care Marks Shows, Lewisburg, W. Va., Aug. 18-23; Charleston, W. Va., Labor Day Week.

## From the Lots

### Majestic Greater

MILFORD, Mich., Aug. 16.—Altho winding up on the right side of the books, the Milford Fair, which closed Saturday (9), was way off from last year. A greatly enlarged midway added up to too much show for this spot. Attendance dropped.

Mr. and Mrs. Lloyd Soules (he is the mechanic and she *The Billboard* saleslady) entertained at a housewarming in their new trailer. Ray Long, popular head waiter in Thomas' cookhouse, is doing a fine job. For the first time the writer saw a cookhouse get a 98-plus from health authorities in Michigan. Many of the personnel visited Mrs. Sam Goldstein and Mrs. Joe Martin, both patients in the Herman Keiffer Hospital, Detroit. They are showing improvement. W. A. (Bob) Hallock is recovering from injuries received when a car approaching on the wrong side of the road hit his vehicle and turned it over. Mrs. Charles (Babe) Harbaugh has had a severe attack of kidney trouble. Her condition is reported not too good. Howard Hughes is doing a nice job as billposter and special agent.

Bernhard Robbins, of the Michigan Showmen's Association, and Mrs. Goldstein, mother of the owner, visited. Lloyd and Reva: Sorry I forgot you last week.

Folks on the shows who have birthdays should let me know if they want them published. Same goes for any item thought to have news value. Information should be placed in an envelope addressed to the writer and deposited in the mailbox at the cookhouse.—HARRY E. WILSON.

### Endy Bros.

Butler, Pa., Aug. 11.—Endy Bros.' Shows played their first fair this season at Bedford, Pa., week of August 4, to excellent biz, Saturday being the big day. Had swell co-operation from General and Buddy Brice. A new Tilt-a-Whirl was delivered there to Del Crouch and it did real well. Motordrome, Bobbie Barrow's Posing Show and Virginia Lee Scandals were tied for top money honors among the shows. Jack Gilbert had 37 concessions. Endy gross this year was ahead of last year. Visitors included Oscar Hampton, George A. Hamid, Sam Nunis, J. E. Thompson, Frank Alden, Jack Hallahan and Frank Cervone.—COL. HOWARD STAHLER.

### Beam's Attractions

EMLENTON, Pa., Aug. 16.—Show is getting the final touches of paint and last-minute repairs so that everything will be ready for the fairs starting next week.

Celebration here got off to a slow start because of the heat, but with the parades and special events, business increased during the latter part of the week.

Mr. and Mrs. Lloyd Schemel are the parents of a son, Daniel Arthur. In honor of the event the Schemels were hosts at a chicken dinner prepared by Dorothy Little, and the infant received many gifts.

Col. G. E. Baisden is now manager of the Snake Show. Leon Griner is the new Merry-Go-Round foreman. Mr. and Mrs. Thomas Smith joined, Tom as mechanic and Mary to handle the ball game. Lony Wells has taken on the duties of assistant concession manager.

Eddie (Step-and-a-Half) McCurdy and Slim Dom did a great job getting the transportation ready for inspection. Donald Peterson, concessionaire, suffered an appendicitis attack and was rushed to the hospital in Butler, Pa. Mort Messias, concession manager, is sporting a new Frazer Manhattan car. Bert Larson and Ernie Slavin are building a mouse circus. Carl W. Lundquist added another concession to his string. His brother, Gus, is the agent.

Recent visitors included Lou Heck and Joe Rea, of the Bright Lights Exposition Shows; Ben Braunstein, Paramount Shows, and Lew Persch, of the Mercer, Pa., Fair.

## WANTED—FREE ACTS

FOR FALL CELEBRATION ON STREETS

Week of September 29 to October 4 inclusive. Write

HANNIBAL CHAMBER OF COMMERCE  
HANNIBAL, MO.

## CATERPILLAR

FOR SALE

Can be seen in operation through Labor Day. \$5,000.00

STATE FAIR AMUSEMENT PARK  
Milwaukee 14, Wis.

## WANT WANT WANT

I. K. WALLACE ATTRACTIONS

Grottoes, Va., week of Aug. 25th, auspices Ball Club

Can place Shows not conflicting with own outfits. Concessions, High Striker, Penny Pitches, String Games, Ball Games, Pitch-Till-Win, Duck Pond and Wheels that work for stock. Want experienced Ride Help for Chairplane and Kiddie Ride. Write or wire I. K. WALLACE, McConnellsburg, Pa.

## • ICE CREAM MIX •

Just Add Water for a 12% Butterfat Ice Cream  
Vanilla and Chocolate Flavors

Manufactured by

THE DAIRYMEN'S LEAGUE COOPERATIVE  
ASSOCIATION, INC.

One of the Nation's Largest Dairies

Packed 250-lb. barrels at 35c a pound F. O. B. plant. By adding 4¼ quarts water to 4¼ pounds mix it will make 2½ gallons of finished 12% butterfat ice cream costing you less than 60c per gallon.

SEND YOUR CHECK FOR \$87.50 FOR ONE TRIAL BARREL TO MAKE  
ABOUT 147 GALLONS

## HOMIX PRODUCTS

165 BROADWAY

NEW YORK 6, N. Y.

Prell's Broadway

PHILADELPHIA Aug. 16.—Playing a South Philadelphia lot, at Elmwood Avenue and 76th Street, this week, after which show will begin its fair dates at Carlisle, Pa.

After the record-breaking week in Hammonton, N. J., July 14-19, our next stop, Bridgeton, N. J., proved a mild one altho it came up to the 1946 gross, which proved an enjoyable surprise. The show made the move from Hammonton to Bridgeton very easily, a jump of less than 30 miles.

Crowds were big and spending on a par with that grossed there last year. While the show was in Bridgeton, a jamboree was held and a sizable chunk realized for the NSA fund. We were favored by the attendance of a member of The Billboard staff during the shindig and many a jackpot was cut up on the lot with Walter K. Sibley, executive secretary of NSA.

After Bridgeton the show moved into Pleasantville, N. J. where the same conditions prevailed as in Bridgeton, namely that the 1947 gross just about equaled that of 1946. Visitors included George A. Hamid.

The 140-mile jump to York was a fairly long one despite which the show was in and up by mid-afternoon Monday, July 28, thanks to the efficient handling by Abe Prell and Whitey Hewitt. Much of the credit for the way the trucks have been getting thru goes to Joe Hollander and crew. While in York a transformer was added by show's electrician, Mack Klein, giving the show a total of over 400 kw.

The fair season is just around the corner and all the boys are painting and readying rides and shows.

The average this year has stood up for us but old Jupe Pluvius has hit the show pretty hard, just as he has hit the rest of the outdoor shows this year.—ALLAN A. TRAVERS.

B. & C. Exposition

WATERLOO, N. Y., Aug. 16.—This was our first fair after a long tour of still dates. Line-up and personnel remain the same, with Myron and Ray Colegrove and Roy Barnes, owners; James E. Kelleher, general agent; Fred Brown, special agent; C. S. Scott, electrician; Herman Hoctor, lot superintendent; Miles Finch, canvas; Jack Lowe, assisted by Ed Pedent, manager of Al Boxhall's bingo; Harry Johnson, cookhouse and all refreshments; Duke Daugherty, percentage; Earl Weber, side show; Ned Bevins, Parisian Nites; L. L. Jefferies, Monster Show; Curley Mickelson, Hawaiian Show; Max Bailey, kiddie rides; Forrest Simmons, Merry-Go-Round; Roy Judd, Ferris Wheel, Elmer Ferguson, Whip; George Taylor, Rocket; Bill Beagle, Chairplane.

Concessionaires include Hazel Barnes, Hilda and Marion Colegrove, each 3; Bill Bowman, Meyer Atherson and Joes Lineman, each 2; Steve Marks, camps and age, and Bettie Scott, gallery, mail and The Billboard agent.—JOHN HOWARD.

Brady & Leedy

MARLENTON, W. Va., Aug. 16.—After a hard week's work of painting and repairing, shows played the first date of the fair season, the Pocahontas County Fair (11-16). Business was good, with Tuesday and Saturday tops of the week. Lucky Lott and His Hell Drivers were the grandstand attraction.

Org now has 8 rides, 4 shows and 35 concessions, with several new joints coming on this week. Mr. and Mrs. Leedy purchased a new pan game.

Shows had a satisfactory stand last week at Elkins, W. Va., playing under VFW auspices. Melvin Novack, high act, joined there.

Next move is to Sutton, W. Va., for the Sutton County Fair.—MELVIN BENNETT.

Midway Confab

(Continued from page 65) "Jee-e-z! You'd have to stay drunk to handle that job."

William C. (Bill) Fleming, general agent for the James E. Strates Shows, spent several days in the Midwest last week visiting fairs and shows, and "handling other business details for the show," as he put it. Sunday (10) he visited the Illinois State Fair and Hennies Bros. at Springfield, and Wednesday (13) he was at La Porte, Ind., for the fair and a get-together with Al and Hattie Wagner and others on the Cavalcade of Amusements.

Two sailors and two civilians gave Whitey Lehrter quite a going over recently near his home on Chicago's near-Northside, and as they were hiking away, Whitey heard one of them say: "Isn't that too bad . . . It was the wrong fellow!"

Jimmy Young, son of Jack Young, foreman of the Penny Arcade on the Royal American Shows, celebrated his first birthday on the lot at Fort William, Ont., with a party for all children on the show. Guests included C. J. Sedlmayr III, Gee-Gee Golden, Barbara Sue McCarty, Virginia Lee Sutrain, Robert Grines, Donna McGimpsey, Linda Stutes, Dewayne DeMay, James H. Mitchell, Charles Hall, Billy Turkwall, Betty Jo Norwood, Sammy Zimmerman and Marilyn Murray.

Paul Klider, the man with the suitcase at Regina, Sask., was on Whitey Weiss's line-up on the Cavalcade of Amusements at La Porte, Ind., all week and spent all his non-playing time telling each and everyone that the suitcase story was as true as any story ever written—and Whitey verified it with the crack that "Paul sure showed up here without excess baggage."

Mr. and Mrs. William (Bill) Starr visited Mrs. Starr's brother, Harry Reynolds, who is operating the diggers on the Victory Exposition Shows) at Springfield, Mo., last week. Bill is recuperating from a recent operation and is now on the road to recovery.

Mr. and Mrs. Brownie Miller, of Corpus Christi, Tex., formerly carnival concessionaires, journeyed to Springfield, Mo., to spend the week visiting with their many friends on the Victory Exposition Shows . . . Mrs. Eddie (Clark) Meisterman, who was injured in a swim pool in Columbus, Kan., while the Victory Exposition was playing the fair in that city, underwent an operation in Mt. Carmel Hospital in Pittsburg, Kan., and is now on the road to recovery. She plans to join her husband, Eddie, in Abilene, Kan., this week.

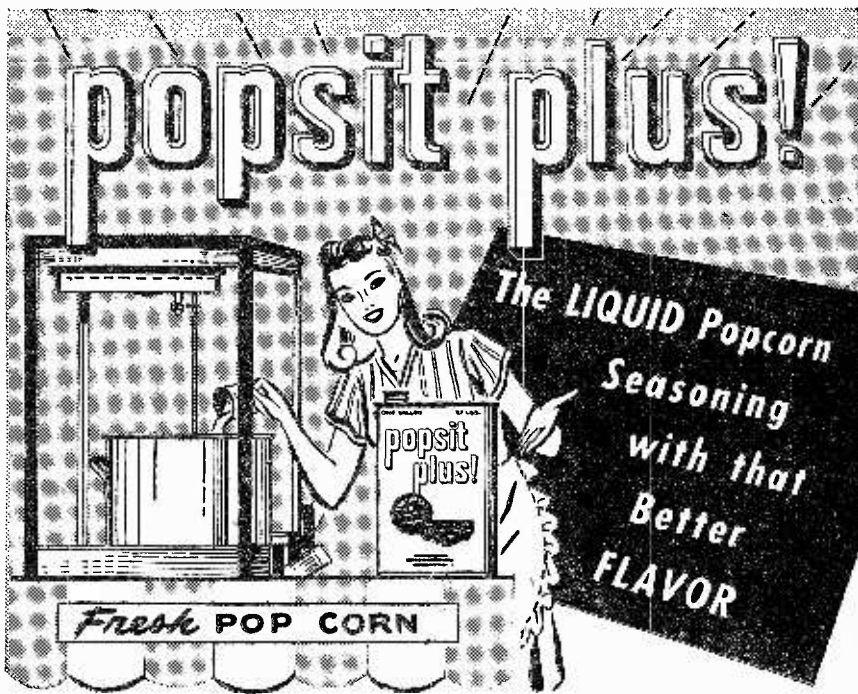
Billy Logsdon, who is framing a Monster Show for the Southern fairs has ordered some pythons to add to his big boas. Show will have an all-chrome modernistic front. Logsdon recently visited Bubbles Renee and Linda Lopez on the Wonder Shows at Sparta, Ill.

Paul R. LaCross, owner of the shows bearing his name, took delivery on a new Frazier car in Randolph, Vt. Mrs. LaCross recently spent a week on the show.

It's a Gift!

W. A. Davis writes from Fairview, Kan.:

"After six weeks and seven spots on International Shows in Minnesota, I closed and gave it back to Governor Youngdahl. I opened with the Brownie Amusements at Scandia, Kan., after a 713-mile jump."



STILL the most economical because . . .

- . . . it is always liquid and requires no melting.
. . . there is no waste. Every drop pours with ease from the handy gallon can.
. . . it gives you bigger profits by popping more bags of corn per batch.
. . . its delicious flavor brings repeat customers.
. . . there are 70 years of "know how" behind the refining of this modern seasoning.

Warehouses in principal cities—coast to coast

C. F. Simonin's Sons, Inc. Refiners

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SEASONING SPECIALISTS TO THE NATION

CENTRAL STATES SHOWS

Have space for Slum Outfits on No. 2 Unit at McCook, Neb., Fair, week Aug. 25. Oberlin, Kan., this week; Concordia, Kan., Labor Day. No. 1 Unit wants Slum Outfits that don't conflict for Hanover, Kan., '49-er Celebration, Aug. 25, 26, 27; Lincoln, Kan., Fall Festival, Aug. 28, 29, 30; Chapman, Kan., Labor Day; Beloit, Kan., Fair, Sept. 2-5; Pawhuska, Okla., Fair, Sept. 8-12; North Texas State Fair, Sept. 17-20. Others to follow. WANT useful People in all departments. Wire per Route. Weeping Water, Neb., this week.

WANT WANT WANT

Callers and Counter Men for Bingo. Wire WHITEY WEISS CAVALCADE OF AMUSEMENTS Fair Grounds, Sedalia, Missouri

LABOR DAY CELEBRATION

FARMINGTON, MICH., AUGUST 28 TO SEPTEMBER 1

Want Concessions that work for dime. Want Bingo for balance of season, Photos, Long Range Gallery, Second Man for Merry-Go-Round. Wire or phone

C. J. BENNETT PLAYLAND UNITED SHOWS THIS WEEK MONROE, MICH., FAIR

"MID-WESTERN EXPOSITION"

WANTS WANTS WANTS For the following list of outstanding fairs and celebrations thru Nebraska, Oklahoma, Texas and Louisiana. 14 still to be played, such as Columbus, Neb.; Neligh; Clay Center; Pawhuska, Okla.; Leonard, Tex.; Benton, La.; Minden, Bastrop, Plaquemine, Denham Springs, Morgan City, Patterson, St. Martinville, Franklinton. Weather permitting will extend tour to include Mississippi and Florida. Possibly out all winter. Booked solid now until Nov. 29. No lay-offs. Operate every night. RIDES—Tilt, Octopus, Rollo-Plane, Pony Track, Fun House. Will pay cash for single or double Loop and Mix-Up. Must be A-1 shape. No junk. Also trucks for same. SHOWS—Side Show, Animal, Wild Life, Monkey, Mechanical, Midget or any Grind Show. CONCESSIONS—Bingo, Diggers, Photos, Palmistry, Jewelry, String Game, High Striker, Cook House or Sit Down Grab, Fish or Duck Ponds, Shooting Galleries, Scales, etc. Midway open for Grind Stores, Skillos, Wheels, Bowling Alley, Blower, Buckets. Showmen always welcome. Compare this route with yours. One owner and manager. This week, Merrick County Fair, Central City, Neb., then Nebraska's finest, Columbus. Write, wire, or come on. TED WOODWARD, Owner and General Manager.



THIS IS IT  
**JASPER COUNTY FAIR**

RENSELAER, IND., AUGUST 26-29

One of Indiana's outstanding fairs. Complete fair program with county agencies participating. Mammoth day and night shows. Gigantic machinery and home exhibits. Can place Concessions of every type except Corn Game and Custard. Fine opportunity for Penny Arcade, Mechanical City and Fun House.

RESERVE SPACE NOW — WIRE !!!

**W. G. Wade Shows**  
UNIT NUMBER TWO

Wabash, Ind., this week; Livingston County Fair (Fowlerville, Mich.) follows Rensselaer.

**WANTS—JACKSON AMUSEMENT CO.—WANTS**

For FAIRMONT, N. C., One of the Largest Tobacco Markets, Week of August 25, and Nine More Real Spots To Follow.

Merry-Go-Round or any Kid Ride. Can use one Flat Ride.

CONCESSIONS—Bingo or any Stock Outfit. Will back Pan Game if owner has Stock Concessions.

Alice Davis, Charlie Roth and Charles Gaffe, get in touch with Herb Mace at once.

Address all wires and mail to

**MURRAY JACKSON**

Bladenboro, N. C.

**WANTED**

**COLORED MUSICIANS AND PERFORMERS**

Specialty Performers and Musicians. Write or wire, state your instrument or what you can do. Can place several nice looking Chorus Girls. Air Mail photo if we don't know you. Top salary; berth and board free. Address

**LEON CLAXTON'S**

**HARLEM IN HAVANA CO.**

Care ROYAL AMERICAN SHOWS, August 18 to September 1, Minneapolis, Minn.; September 2 to 12, Topeka, Kan.

**CAVALCADE OF AMUSEMENTS**  
*The Nation's Largest and Finest Midway*

**WANT MAN FOR OFFICE**

No bookkeeping—must understand all forms of taxation. Can place capable Talker for Ape Show. Want Neon Man—salary \$100.00 per week. All address

**AL WAGNER, Mgr.**

Sedalia, Mo., this week; then per route.

**WANTED**

Agents for Swinging Ball at Jefferson County Fair, held on State Fair Grounds, Louisville, Ky., August 21-24 incl. Celebrations and Oldham County Fair to follow. For Sale—Two 14x20 Cookhouses complete, one with own transportation. Two 20x30 Show Tops with banner line. Address

**VIRGINIA ROSE MIDWAY ATTRACTIONS**

1244 South Third St.

Phone: Magnolia 1918

LOUISVILLE, KY.

**WANT FOREMAN FOR MERRY-GO-ROUND**

Second Men on other rides; top wages. Marshall, Michigan (Fair).

**WORLD OF PLEASURE SHOWS**

Escanaba, Mich., this week.

**CLUB ACTIVITIES**

**Showmen's League of America**

400 So. State St., Chicago

CHICAGO, Aug. 16. — The board of governors, at a special meeting Wednesday (13), authorized a Chevrolet award for the 1947 cemetery fund drive. Matter has been referred to the board of trustees for approval.

Pat Purcell, outdoor editor of *The Billboard*; Bernie Mendelson; William C. Fleming, general agent for the James E. Strates Shows, who is in town for a visit, and Secretary Joe Streibich attended the fair at La Porte, Ind., and visited with personnel on Al Wagner's Cavalcade of Amusements. Secretary Streibich also visited Jack Ruback's Alamo Exposition Shows at Davenport, Ia., visiting with owner Ruback, Albert White and Ben Hyman. Ben turned in the membership applications of Albert White and Sammy Sapson. Bill Tank is with the shows this year, Streibich reports.

Marshall Green will undergo another operation. Ben Kaplan still is a patient in Wesley Memorial Hospital. Howard Gloss is still on the sick list. There are no late reports on W. C. Deneke and H. D. Wilson.

Flash Williams, Jack Hawthorne and Eddie Hollinger left for Toronto. Whitey Lehrter, who is on vacation, is a regular caller at the rooms. Others have been Paul Kleider, Nieman Eisman, C. W. Finney and Orval Harris. Earl Maddox flew to Superior for a visit with Mrs. Maddox.

**Ladies' Auxiliary**

Correspondence was received from President Viola Fairly, with the World of Today Shows, and Norma Lang, who vacationed in Wappapello, Mo.

Members were grieved to learn of the death of Claire Sopenar's mother, Mrs. Spunt, who died in Chicago recently after a lingering illness.

Mrs. Rose Page, treasurer, leaves soon for a visit with her brother in Los Angeles. Mr. and Mrs. Tom Henderson and daughters, Juanita and Hedda, are in Spokane. Maude Geiler, third vice-president, is visiting in New York.

Forward all mail to Elsie Miller, Secretary, 4215 West Fifth Avenue, Chicago 24, Ill. Dues for 1948 are payable September 1.

**Show Folks of America**

San Francisco

SAN FRANCISCO, Aug. 23. — President Harry Seber presided at the Monday (4) meeting. Ralph Deering, Dr. Mannheim, Eddie Harris, Eddie Burke and Joe Franks were invited to the rostrum.

Joseph H. Queen and Robert D. Kistner were elected to membership. Letters were read from Jack Christensen, who enclosed a check for dues of 24 members of the West Coast Shows, and from Red Kearns.

Steve Murphy reported calling on Thomas (Doc) Jones, but said that he was unable to see him. Murphy said he will call on Robert Novak, who now is a patient at the San Francisco Hospital. Treasurer Milt Williams was reported ill.

Called on to speak were Harry Low, in town from Guerneville; Eddie Burke, who planned to be on the road for the next 10 weeks; Harry Leslie, who reported the death of an old trouper, Karyl Norman, in Florida; Eddie Harris, Joe Franks, Kelly McShay, George Botto and Mrs. Pearl Grant. Joseph Queen entertained with magic.

Chuck Haegler was the winner of the pot of gold.

**Caravans, Inc.**

400 South State St., Chicago

CHICAGO, Aug. 16. — Members were grieved to hear of the death of Claire Sopenar's mother, Mrs. Becky Spunt, who had been ill for many months. She made her home with Claire. It also is reported that Joicey Williams Gray lost her brother, Zachariah Pulliam. May Oakes recently was discharged from Berwyn Hospital following an operation.

Madaline Ragan expects to open a new show this season, a European educational exhibit. Irene Flexer is spending her vacation in her recently-built log cabin at Duck Lake, Mich. President Edna O'Shea Stenson has extended her vacation at Delavan Lake, Wis., for another week.

Lucille Hirsch visited the Wonder Shows of America at Hammond, Ind. Lillian Lawrence spent a day at the La Porte, Ind., Fair visiting the Cavalcade of Amusements.

Irene Coffey, corresponding secretary for Caravans, has taken a temporary job at the Fort Dearborn Hotel, Chicago. Cuba Simons is operating a mug joint.

Membership cards for 1948 are now ready. Evelyn Levin is chairman of the membership committee.

**Show Folks of America**

1839 W. Monroe St., Chicago

CHICAGO, Aug. 16. — Org received a check for \$4,000 from the estate of the late George David Kitzinger, former newspaperman and Atlanta correspondent for *The Billboard*. He also was an amateur magician.

Rose Page, manager of the Anne Lynch Home for Show Folks in Chicago, leaves for a vacation in Los Angeles Wednesday (20). She may be contacted at 117½ South Bronson, Los Angeles, for those desiring to establish a Show Folk's chapter in L. A. Later she will visit her brother, George Dorf, at Covina, Calif.

Mr. and Mrs. Morton Schaeffer celebrated their 20th wedding anniversary Thursday (14). Schaeffer is a former president of Show Folks. May Adams Stoker, president, has moved to 12 West Delaware Place. Her new phone number is Delaware 3969. Mr. and Mrs. Jack Lamey leave for a vacation Tuesday (26), first going to Cincinnati for the wedding of Jack's niece, Kay McHale, daughter of Loretta McHale, radio actress. Isaac and Coral Chapple returned from a trip South.

**Regular Associated Troupers**

106 E. Washington, Los Angeles

LOS ANGELES, Aug. 16. — The regular meeting was held Thursday (7), with Past President Lucille Dolman presiding.

New members are Emily and Charles Blair and William Goering.

Charles Blair, Joe Steinberg and Stanley Hinkel each donated \$5 to the club. Get-well cards were sent to Mary Ludington and Grace De Garro by Chairman Inez Allton. Lucille Perper, who has been a hospital patient, is now at her home. Cecile Bowen sent best wishes thru Jennie Reigel and Tillie Palmateer brought greetings from Spot Ragland.

Called on for short talks were John Lorman, Larry Nathan, George Rosen, Joe Horwitz, Grace DeGarro and Emily and Charles Blair. Guests were Sam Harris and Mrs. Joe Horwitz.

Communications have been received from President Jimmy Lynch, Bee Stein; Show Folks of America, San Francisco; Vera Downie, Lillabelle Williams, Mr. and Mrs. Mike Herman, Joe Mead, Joe Steinberg and Peggy Blondin.

Harold Robideaux won the drawing and Marie Bailey won the compact donated by Bee Stein.

**National Showmen's Association**  
1564 Broadway, New York

NEW YORK, Aug. 16.—Walter K. Sibley visited Palisades (N. J.) Park Thursday (7), where he met Jack Rosenthal, past president; Joe McKee, vice-president, and Anna Halpin, president of the Ladies' Auxiliary. Jack and Irving Rosenthal and McKee each contributed \$100 to the monument fund. Dues were received from August Bernie, Philip B. Mazzochi, Thomas Coffey, Edward McEvoy, Francis McDonald, Hyman Nirenstein, John Pretorius, Irving Rosenthal, Joseph Rinaldi, Joseph Salerno, Max Tubis, William A. Wood, Raymond A. Young and Felix Zucchi.

Later he visited the Penn Premier Shows, owned by Lloyd D. Serfass and Dick Gilsdorf, at Binghamton, N. Y. Chatted with Patsy Rosano, Bernie Karno, Helen Hassan, Al Boxall and Jackie Owen.

Friday (8) Sibley visited the B. & V. Shows at the Caledonia (N. Y.) Fair. He was hosted by Owner Justin Van Vliet and his daughter, show secretary. Half of the show was playing the Whitney Point (N. Y.) Fair under the direction of Mrs. Van Vliet and Justin Jr. Van Vliet contributed to the monument fund and promised to stage a jamboree for the club at a later date. Also seen were Tommie Ely, James Thompson, Eddie Ferrari, Slim Skellet, Joe Pendick and Mr. and Mrs. Levy.

At Gouverneur, N. Y., he visited Oscar Buck, owner of the shows bearing his name, and past president of the association. Fair secretary and member, Bligh Dodds, gave Sibley a royal welcome. Buck, Dick Tolman and Jimmy Quinn made him explain past absences, after which dues came rolling in. Quinn, who is working for a gold card, turned in applications for Richard C. Murray and Paul A. Erickson. Dues were paid by Tolman, Bill Culeton, Barney Dember, Jack Burke, E. C. Evans, Bernard Kelley, Harry Schwartz, Clinton Sinclair and Sidney Goodwalt, who also contributed to the monument fund. At Buck's insistence Sibley journeyed thru Troy to visit the showman's home where his wife and new son are. Present were Buck's sister, brother-in-law and niece.

He visited Ferncliff Cemetery to check on the progress of the monument. Excavating for the base was nearly completed. Designer Stuart

**Pacific Coast Showmen's Association**  
1106 S. Broadway, Los Angeles 15

LOS ANGELES, Aug. 16.—Past President Harry Hargrave conducted the Monday (11) session with Secretary Ed Mann assisting.

A message was read from President Bill Hobday who is away on business. He will attend both the San Joaquin County Fair at Stockton and the State fair at Sacramento.

Louis Bacigalupi Sr., 76-year-old organ and calliope builder who recently was the subject of a feature article in *This Week* magazine, was present. He gave a short talk. Louis Jr. is the club's tiler.

Ben Beno, who was taken ill in the clubrooms with ptomaine poisoning, is recovering at his home.

Letters were read from Jimmy Thomas and Eddie Tait. Thomas is now in San Francisco visiting Whitey Clare before starting on his trip back to Honolulu. Tait, with the Ziegler Shows in Washington, reports business is fair.

Drawing was won by Harry Taylor.

Constable calculated that approximately 90 tons of concrete will be used in the foundation alone. Mr. Medovich, cemetery superintendent, said that the entire plot will be re-landscaped following the erection of the monument. The Roman Bronze Company has been instructed to remove the lion statue from storage for refurbishing. The Smith Monument Works said that work on the giant die of Barre granite is progressing, as is work on the Chamford granite which will be used to pave the ground surrounding the base.

Tuesday (12) he visited the Dumont Show. He was received by Owner and Mrs. Lou Riley and met Barney Williams, Mr. and Mrs. Floyd Salmon, Bert and Ruth Syman, Tony Lane; Ray McCabe and son, Bob; Raymond and Zetter Williams and children, Sunny and Ella Allen, Larry and Peanuts Horn, Red and Doris Jarmon, George and Edith O'Leary, Harry Myers and Al Burt. Visiting the Rileys were Mr. and Mrs. John Wenzel, Rev. and Mrs. Masters, Lew Infuso, Victor McNamara and Jacqueline, Mrs. Christiana McIntyre and Mary Irene Mulligan.

Jerry Gottlieb is convalescing at Monmouth Memorial Hospital, Long Beach, Calif. Jack Carr's condition is about even. Eugene Gutman is getting along favorably at Saranac, N. Y. Earl H. Feek, True Perkins, Herman J. Moscovitz and Rudy Udowitz are improving. Nate Weinberg, out of Lenox Hill Hospital, is rapidly improving.

Dominick Vivona, 14-year-old member of the Vivona Shows family, recently lost an eye as the result of a flying sliver of steel from a tent stake that was being driven.

Samuel J. Golden died at Municipal Hospital, Tampa Monday (11). Funeral services were held at Ferncliff Cemetery Chapel, Hartsdale, N. Y.

**A.M.P. SHOWS**  
*Juggy*

COME ON, IF YOU'RE GOING!

**GALAX, VA. FAIR**

AUGUST 25 TO 30

POSITIVELY BIGGEST YET

FREE ACTS

Premiums

Exhibits

Races

Rodeo

CONCESSIONS—All open except Bingo and Cook House.

SHOWS—Want Jig Show. Have 77' panel front and inside equipment for same. Also transportation. Want Wild Life, Unborn, Fun or Glass House, Pit Shows and others not conflicting.

RIDES—Will book Spitfire, Rocket Scooter and Fly-o-Plane.

ALL REPLIES TO

A. M. PODSOBINSKI, General Manager

M. C. "CURLY" GRAHAM, Business Manager

Peterstown, W. Va., this week; Galax, Va., Fair, August 25 to 30.

**MARKS SHOWS**

MILE LONG PLEASURE TRAIL

WANT FOR THE FOLLOWING FAIRS

WEST VIRGINIA FREE FAIR, CHARLESTON, W. VA.—TEN DAYS—TWO SATURDAYS AND TWO SUNDAYS; LARGEST FAIR IN THE VIRGINIAS. THEN OUR CIRCUIT OF CLASS "A" FAIRS IN NORTH AND SOUTH CAROLINA.

RIDES—Can place one more Ride for balance of season. Spitfire or any other Novelty Ride.

SHOWS—Good opening for Monkey Show or any other good money-getting Grind Show.

CONCESSIONS—All legitimate Merchandise Concessions open.

WANT—Penny Arcade.

Address

JOHN H. MARKS

Lewisburg, W. Va., this week; Charleston, W. Va., next two weeks; then as per route.

**MAKE THIS YOUR WINTER ADDRESS**

SALES—REPAIRING—SUPPLIES—PARKING

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**SAM'S FUNLAND SHOWS**

WANT FOR BALANCE OF SEASON

Have Four More Free Fairs

CONCESSIONS—Duck Pond, Bowling Alley, Photos, Bingo that works for stock, Ball Games, High Strikers, Hoopla and other ten cent stores. SHOWS—Grind Shows with own outfit RIDES—Book, buy or lease Kiddie Auto Ride. HELP—Agents for Ball Game and Fish Pond, also Pea Pool Dealer. Grind Store Agents, come on. Foreman for Smith & Smith Chairplane, also couple Second Men. Show out until Xmas. This week, Free Fair, Elizabethtown, N. C.

**ALL FAIRS**

Nashua, Ia., this week; national follows, Mineral Pt., Wis.; Lancaster, then South. Want Helpers on rides; loafers, drunks, stay away. Custard and 10¢ Hanky Panks open. Fun House, Fat Show or any good Freak Show (no fifth). Remember we are the best on Bicycles.

**DYER'S GREATER SHOWS**

P. S.: For Sale—1937 Model LeRoi, \$100.00.

**WANT RIDES**

**Annual Harvest Festival**

OCT. 10-11

Contact

MELROSE CHAMBER OF COMMERCE

M. J. Shay, Sec. MELROSE, MINN.

**FAIRS**

**FAIRS**

**MIGHTY PAGE SHOWS**

NOW BOOKING

For Martinsville, Va., Colored Fair, Aug. 30-Sept. 6—Two Saturdays and Labor Day

This is a proven date, with eight more fairs in the tobacco country to follow. Conditions are good in this territory, tobacco prices higher than ever before. If you want good territory we positively have it.

Can place for this date and balance of season any worth-while Show that does not conflict with the six we have. Especially want Funhouse, Glass House and Motordrome. Want No. 5 Ferris Wheel to make twin wheels, also Rolloplane, Spitfire or any Ride that does not conflict with the seven we have.

Can place Eating and Drinking Stands. Especially want Photos, Bumper, Basket Ball, Coke Bottle, String, Diggers, Lead Gallery, Short or Long Range. Good proposition to Penny Arcade. Sell Ex on Novelties, Custard and Floss. Can place one or two nice framed Ball Games.

Want Workingmen who drive semis in all departments. All replies to

**BILL PAGE, Mgr.**

MIGHTY PAGE SHOWS, WYTHEVILLE, VA.



## Cavalcade Raises One Grand for MSA

IONIA, Mich., Aug. 16.—Al Wagner's Cavalcade of Amusements performers staged a midnight jamboree here during the Ionia Fair, entitled *Arabian Nights*, and raised approximately \$1,000 for the Michigan Showmen's Association.

Starting at 1:30 a.m. Friday (8), the show lasted until 5:30 a.m. Mrs. Al Wagner, president of the MSA Ladies' Auxiliary; Eddie Bennett and Whitey Weiss were the chief ticket sellers, Weiss being in charge of the carnival midway and Bennett in charge of the independent midway. Red Marcus, Scotty Monroe and Joe Pearl were the barkers.

Much credit for the staging of the revue goes to Dr. John LaMarr, staff physician on the Cavalcade. Taking part were Jack Norman, emcee; Mrs. Rose's Midgets, Vic Hyde, Bill Dailey, Marian Gerritt and Charmette, Scotty Monroe, members of the Hawaiian Show; Charlie Taylor and his *Little Harlem Revue*, featuring Punch Miller's band; Marion (Million Mouth) Smith, Limber Legs Williams and Tiny Hill.

## What a Target!

GETTYSBURG, S. D., Aug. 16.—During a celebration here recently a half-grown skunk walked down the midway of the Klein Amusement Company.

It finally perched itself in the cat rack. He stopped the play and remained there several minutes until one brave visitor stepped up and carried him away.

The organ on Klein's new Merry-Go-Round was playing *Pretty Baby* while Mr. Skunk took his stroll.

## Billie C. Martin Adds Six Fairs to '46 List

LA HARPE, Ill., Aug. 16.—The following fairs have been added to the Billie C. Martin Shows' list after the Alumni Benefit Fair, White Hall, Ill., played last week: Herrick, Ill., Street Fair, August 11-16; Madison County Fair, Highland, Ill., August 18-23; North Central, Mo., State Fair, Trenton, Mo., August 24-30; Henderson County Fair, Stronghurst, Ill., September 3-5, and the Huntsville, Mo., County Fair, September 11-13.

## West Coast Annual Picnic Big Success

ROSEBURG, Ore., Aug. 16.—West Coast Shows gave their annual picnic to the entire personnel here Thursday (6). Isabell Meyers, wife of Manager Harry Meyers, acted as hostess.

A table was loaded down with eight of the finest Roseburg turkeys, barbecued lamb, beef and pork. Johnny Miller, cookhouse manager, had charge of the carving assisted by Dutch Schue and Jack Beams. Mrs. Meyers was assisted in the serving by Edith Walpert, Betty G. Coe, Lillian Schue and Margaret Farmer.

The concession boys beat the ride boys 14 to 13 in a game of soft ball. The line-up for the ride boys: Virgil Latiker, manager; L. C. Corey, pitcher; Bill Crane, catcher; Bill Richardson, first base; Glen Beers, second base; Hoden Pool, shortstop; Clyde Rogers, right field; Ora Frank, left field; Lonnie Pool, center field, and Charles Auker, Bill Stathos, Scarberry and Bill Cushman, utility. John Deduccis and Nick Krekos, scorekeepers. For the concession boys: Al Rhoden, pitcher; Tom Schyster, catcher; Eddie Barnett, first base; Charles Walker, second base; Harry Martin, third base; Dick Cameron, shortstop; Teddy Texieva, right field; Sol Grant, left field; Stanley Swanson, center field; Louis Goldman, coach, and Pop Delayre, Whitey Pault, Frank Patton, Lee Hahn and John Ristick, utility; Lee Taylor, manager, and Harry Meyers, stakeholder.

After losing the first game the ladies challenged the ride boys and won 39 to 1. The line-up for the ladies: Mary Phelps, catcher; Dora Lee Percy, pitcher; Grace Scarberry, first base; Robin Lagernes, second base; Evelyn Dixon, third base; Loretta Ristick, shortstop; Rose Ristick, left field; Delores Beams, right field; Rose Mary Pool, center field; and Jean Brown, Isabell Meyers, Betty G. Coe, Margaret Farmer and Edith Walker, utility. Umpires were Johnny Miller and Tommy Schyster. The concession boys donated the cash prize won in the first game to the ladies' auxiliary of the Pacific Coast Showmen's Association.

Business in Roseburg was good altho off from last year, probably accounted for by the new location about two miles from the city. A new school is being built on the old lot. Local friends of the show attending the picnic were Mr. and Mrs. Roy Bellows, old circus fans; Bud Carter, sheriff, and George Trapalis, chairman of the American Legion committee.

General Agent and Mrs. E. W. George Coe were entertained by Mr. and Mrs. Bellows.

The shows move from here to Corvallis and then to the Multnomah County Fair at Gresham.

A cablegram from Mike Krekos, general manager, who has been visiting Constantinople, stated he will depart by plane from Athens, Greece, August 24.

## Royal Canadian Picks Up Heavy Week in Vancouver

VANCOUVER, B. C., Aug. 16.—Baddeley and Crawshaw's Royal Canadian Shows, under auspices of West End Branch of the Canadian Legion, No. 187, went to town to a good six days' business on a lot on English Bay Beach.

Daily band concerts, a bathing beauty contest sponsored by the Rose Marie Reid bathing suit manufacturers, flying exhibitions by the Vancouver Auxiliary Flying Squadron, and a one-ring circus added pep to the proceedings.

## Puttin' on the Dog

CORPUS CHRISTI, Tex., Aug. 16.—Albert Wright, of Alamo Exposition, vouches for this one:

Seems Judge Marshall P. Graham and his child were standing near the cookhouse on Shoreline Drive here. The cook, who had just about all he could stand of Buccaneer Days, told the judge: "I've been inspected by everyone in this city except the dog catcher." Said the judge, "The dog catcher also is the assistant chief of police and parole officer and makes recommendations to the Court. And I am the Court."

This was the last straw for the cook who immediately laid the trowel on the griddle and walked off. Nobody has seen him since.

## Brewers United To Play Jubilee in Denison, Tex.

DENISON, Tex., Aug. 16.—Brewer's United Shows have been inked to supply the midway for the Katy Railroad's Diamond Jubilee here.

Mr. Materson, Katy public relations head, reports he will have an 1876 model six-car train here and a band from every State thru which the Katy runs.

## Southern Amusement Co.

Eldorado, Tex., Aug. 19-23

Place experienced men on Mix-Up and Merry-Go-Round who drive. Will book Fish Pond, Darts, Cigarette Gallery, Hit and Miss, Mitt Camp, Swingers, Lead Gallery, Bumper, Coke Bottles and Grab. Need Agents for Bottles and Penny Pitch. Address

**AL VOGT, Mgr.**

Fun House Built on Semi Trailer for Sale  
Walk-Thru Fun House built on 32 foot factory built semi, complete with new Rauland-Webster sound system, Jensen Hy-Pex speakers, extra mikes, new Curtis air compressor, in fact now operating and ready to go. Has 1942 cab over engine G.M.C. low mileage tractor and trailer. All controls operated from ticket box. Sets up ready to operate in thirty minutes by two persons. Plenty of neon on sixty foot front which folds into trailer. Front of trailer is partitioned for sleeping quarters for two people complete with day bed, etc. Entire unit in first class condition, built of oil tempered masonite, less than two years old. Unit complete with tractor, sound system, etc. Delivery Saturday, \$3500.00. J. "BILL" CARNEER, White Co. Fairgrounds, Carmi, Ill.

## FOR SALE

Brand new four-way Cable End Concession Tent with filled in corners and frame. Length 12 ft., depth 10 ft., awning extension 5' 6"; 8 cork pump guns, 1 doz. balls with table and pin. Price \$261.00.

**FRANK GALLI**

621 N. Ridgeway CHICAGO, ILL.

## FOR SALE

1 new 12-seat Chairrolane, 16 ft. tower, Wisconsin Motor, \$1250.00, also one used Eastain Blessing 25-gallon Ice Cream Cabinet, good condition, \$25.00, and three 2-place Kiddie Electric Merry-Go-Rounds, \$50.00 each.

**EARL HOWE**

1904 N. Gettysburg Ave. DAYTON, O.

## WANTED

FIRST CLASS CARNIVAL FOR  
**MEADE COUNTY FAIR**

Sept. 26 and 27, Brandenburg, Ky. Can open Tuesday, Sept. 23, and play through fair. For particulars write KATHERINE KAELIN, Secy., Brandenburg, Ky.

## FORREST C. SWISHER

**WANTS AGENTS**

for Percentage Outfits, Bingo and Ball Games, also Slum Stores. Howard, Kan., Aug. 18-23; Garnett, 23-30; Paola, Kan., Sept. 1-6; 5 fairs to follow. Still with Karan Shows

# ROYAL AMERICAN SHOWS

WORLD'S LARGEST  
(AND MOST BRILLIANTLY)  
ILLUMINATED MIDWAY

## WANT

Two A-1 Ferris Wheel Operators and help on all rides. Train Polers and Train Help. Other openings for capable workers.

Long season. Show closes November 11, with Florida Fairs in winter to follow. Finest working conditions.

Join at Minnesota State Fairgrounds, Minneapolis, August 18 to September 1; then Kansas Free Fair at Topeka, Kan., September 6 to 12.

**ROYAL AMERICAN SHOWS**  
**CARL J. SEDLMAYR, General Manager**

## \*\*\* HATFIELD EXPOSITION AND FAIR \*\*\*

HATFIELD, PA., MONTGOMERY COUNTY, AUG. 27 TO SEPT. 1, INCLUDING SUNDAY

Rodeo, Roy Acuff in person; Grand Old Opry, exhibits, acts. We have fence to fence. WANT Wheels, Hanky Panks, French Fries, Eats, Drinks, Pan, One Dice, Color Game, Mouse, Rotarics and Diggers, Ball Games, Concessions of all kinds. No Exclusives. Will place Shows of all kinds. Liberal P.C. WANT Arcade, Iron Lung, Wild Life, Pitchmen, Salesmen, Auctions, etc. Can place Rides not conflicting with those we have. What have you? We have Sunset and the Great McClure Homecoming following. All address

**R. H. MINER JR., Garden State Shows**

COPLAY, PA., THIS WEEK

## FOR SALE

Loop-o-Plane—in A-1 condition—motor just completely overhauled—can be seen working at Sparks, Kansas, Aug. 21 to 24; Oswego, Kan., Aug. 26 to Aug. 30; Louisburg, Kan., Sept. 1 and 2; Lebanon, Mo., Sept. 8 to 13. Attention, committees in Southern Missouri and Kansas and Oklahoma—have open dates in Sept. and Oct. Contact us at once.

**ALL AMERICAN AMUSEMENT CO.**

AS PER ABOVE ROUTE

## BRAZIL, INDIANA, LABOR DAY CELEBRATION

Will book Octopus, Spitfire. Concessions open—Bumper, String Game, Grab, Ice Cream, Scales, Age, Clothes Pin Pitch, Devil's Bowling Alley, Balloon Dart, Hoopla, Huckley Buck, Coke Bottle, Custard, Candy Apples, French Fries, Long Range Gallery, Short Range and Snow Balls. Shows open—Fat, Monkey, Girl, 10-in-1 or any Show of merit. Can place useful Ride Help in all departments that can drive. All replies to

**JOHN PORTEMONT, Mgr. Johnny's United Shows**  
ELNORA, IND., THIS WEEK

## FLASHY PLASTER LOWEST PRICES

LARGE (Asst.), \$18.50 PER 100; MEDIUM (Asst.), \$10.00 PER 100.  
PIN-UP GIRLS (Asst.), \$15.00 PER 100.

25% Cash With Orders, Balance C. O. D.

Write or **BOTTO NOVELTY PLASTER CO.** ACT  
Wire 3032 WALTON PLACE ST. LOUIS 15, MO. NOW!

# GETTIN' and WILSON SHOWS

WORLD ON PARADE

## INDIANA STATE FAIR

INDIANAPOLIS, IND.

AUGUST 28 TO SEPTEMBER 5 INCLUSIVE

We will start locating the grounds there Sunday, August 24

CAN PLACE any worth while Grind Show with own equipment that doesn't conflict with what we have. What have you to offer?

CAN PLACE two Second Men for Ferris Wheel, Tilt-a-Whirl Foreman.

CAN PLACE one #5 Wheel for this engagement and for the balance of the season.

All experienced Train Help address Larry Bidwell. All Mule Drivers address McDonald.

WANT Carnival Working Men in all departments.

WANT young, attractive Girls for Posing Show. Join immediately at Canton, Ohio, this week.

JIMMY EDWARDS can place Performers and Musicians for Harlem Hit Parade. All winter's work in New York City if you are a good performer.

THIS SHOW CLOSES THE LATTER PART OF NOVEMBER

ALL FAIRS AFTER INDIANAPOLIS

All Address This Week: LIMA, OHIO; then Indianapolis Fairgrounds.

NOTICE: — CODY & CODY, contact us immediately.

# THE NEW MT. AIRY FAIR

6 - DAYS - 6 SEPT. 1 TO 6 6 - NIGHTS - 6

NEW \$100,000.00 FAIR GROUNDS

### GRANDSTAND ATTRACTIONS

Buck Owens Circus — Buck Owens in Person

5 Flying Fishers—Brown "The Clown"—Fireworks Nightly

Can Place Two Platform Acts for This Date

WEEK AUG. 25TH—ASHEVILLE, N. C., CENTRAL LABOR UNION MID-SUMMER FESTIVAL. PARADES, BANDS, FORMER U. S. SENATOR "BOB" REYNOLDS WILL SPEAK ON MIDWAY OPENING NIGHT. POSITIVELY BIGGEST DATE IN WESTERN NORTH CAROLINA.

WEEK SEPT. 8TH—TOE RIVER DIST. FAIR, SPRUCE PINE, N. C.

WEEK SEPT. 15TH—RUTHERFORD COUNTY FAIR, RUTHERFORDTON, N. C.

WEEK SEPT. 22ND—DAVIDSON COUNTY FAIR, LEXINGTON, N. C.

WEEK SEPT. 29TH—UNION COUNTY FAIR, UNION, S. C.

WEEK OCT. 6TH—IREDELL COUNTY FAIR, STATESVILLE, N. C.

WEEK OCT. 13TH—WESTERN CAROLINA COLORED FAIR, WINSTON-SALEM, N. C.

WEEK OCT. 20TH—ROWAN COUNTY FAIR, SALISBURY, N. C.

WEEK OCT. 27TH—GEORGETOWN EXPOSITION, GEORGETOWN, S. C.

WEEK NOV. 3RD—COLLETON COUNTY FAIR, WALTERSBORO, S. C.

THEN THE BIGGEST ARMISTICE DAY CELEBRATION IN FLORIDA

WANT Concessions that work for stock, no exclusive except Bingo, Custard. Place two capable P. C. Dealers; Jim Kelly, "Lefty," wire, you know what Asheville will be. Place High Striker, Basket Ball, String Game, three straight Wheels, Groceries, Aluminum, Toys, American Palmistry, Photos. Capable Griddle Man take charge office Grab. Will book large Cookhouse and Eating Stand for Mt. Airy Fair. RIDE MAN, Carnival Help, Clutch Men for two No. 2 Wheels, Foreman for Merry-Go-Round, Operator for Roll-o-Plane, Second Men for Octopus, Fly-o-Plane that can drive semi trailers. Place wives on tickets or concessions. Concession Agents for Slum outfits. We guarantee best route fairs any motorized show in the business. Address

## CRESCENT AMUSEMENT CO.

L. C. McHENRY, Mgr.

GREENVILLE, TENN., this week

### 13 MORE BIG FAIRS—13

WEEK AUGUST 25-30

TREMENDOUS VETERANS' CELEBRATION

ALTOONA, PA. A CITY-WIDE CELEBRATION

# PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR" THE BIGGEST LABOR DAY DATE OF THE EAST SEPTEMBER 1-6

CAMBRIA COUNTY MAMMOTH FAIR

EBENSBURG, PA.

Tremendous in 1946—Bigger and Better in 1947

THIS IS THE ONE

WANTED—Eating Stands, Grab Outfits, Custards, Candy Floss, Pop Corn, Potato Chips—any kind of Eating Stands.

WANTED—Novelties, Scales, Guess Your Age, all types Merchandise Concessions. All other Concessions wire, wire, wire.

WANTED—Looper, Tilt, Octopus, Fly-o-Plane or any Ride that will not conflict.

WANTED—Fat Show, Hill Billy Show, or what have you?

WANTED—All types Cook House Help, come on.

WANTED—Ride Help of all types; those driving semis preferred.

Wire—Wire—Wire

SAM E. PRELL, Prell's Broadway Shows

Carlisle, Pa., week August 18-23; then per route.

# PIONEER SHOWS

high class midway attractions

CORNING, N. Y., AUGUST 25 TO 30, SIX BIG NIGHTS.

American Legion Fair, Home of Corning Glass Industries. Plenty of Money Here.

Can place legitimate Concessions and Shows. Biggest Labor Day following, Firemen from all over New York and Pennsylvania. Answer, Troy, Pennsylvania, August 18 to 23.

MICKEY PERCELL

## SCOOTER FOR SALE

PORTABLE — 15 CARS

Excellent shape. Can be had after September 1. Now in operation.

ART LEWIS or JACK GREENSPOON

SEASIDE PARK, VIRGINIA BEACH, VA.

## AT LIBERTY

# 1947 NO. 5 BIG ELI FERRIS WHEEL

Available after Labor Day. Want book on good clean Show for balance of season.

WANT FOREMAN.

Have Popcorn Concession for sale, 24-Seat Chairplane, 28-Ft. Van Trailer.

JOSEPH S. ROXY

279 PROSPECT AVE.

EAST AURORA, N. Y.

# Central Amusement Company

"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

WANTS FOR AHOSKIE, N. C., TOBACCO FESTIVAL, August 25 to 30

AND FOURTEEN FAIRS TO FOLLOW

Want Stock and P. C. Concessions, Bingo, Arcade. No racket, no gypsies.

WANT SHOWS—Minstrel, Girl, Wild Life. Have new flame-proof tent

and one top, twelve new banners. Good proposition for right party.

Or any Show worth while. Want Free Act. Will book one more Flat Ride.

FOR SALE—Set twelve Diggers; will book here on show. Want first class

Lot Man. All contact

SHERMAN HUSTED, Mgr.

Ahoskie, N. C., this week and next; then as per route.

## LIFE SAVING BABY INCUBATOR

AN OPPORTUNITY! START SEPTEMBER 15, OCTOBER 15 OR NOVEMBER 15

FUND RAISERS . . . EXCLUSIVE TERRITORIES AVAILABLE IF YOU CAN QUALIFY

Unusual clean cut proposition, placing the latest scientifically developed hospital equipment through local civic and fraternal organizations.

Only clean cut, high class men need apply.

W. J. MULLIKIN COMPANY

1010 Vermont Avenue

Washington, D. C.

Telephone: Executive 3200

## WASON AMUSEMENTS

Want Foreman for new Ferris Wheel, one who can stay sober. Salary, \$50.00 plus bonus. Also want Second Man for Wheel and new Spitfire. Percentage Dealers and Bingo Help for office owned concessions. Few more Legitimate Concessions and all Grind Shows with own transportation open for committee percentage. This show does not carry Grift or Gate. Remington, Va., this week; then Culpeper, followed by proven spots, including Amelia Free Fair. Working tobacco and cotton territory until Armistice Day.

MITCHELL J. WASON, Manager

P. S.: For sale—\$200.00 Candy Floss, top and frame with new panels, good condition. Can be booked on show.

## WANTED

For Best Framed Posing Show on the Road  
FIRST CLASS TALKER — GIRLS — MAN FOR CANDY PITCH  
Top salaries

JACK NORMAN

CAVALCADE OF AMUSEMENTS

Sedalia, Mo., week of August 18; or as per route

## WANTED



# HARRY LOTTRIDGE SHOWS

"America's Best Amusement Equipment"

**RIDES WANT WILL BOOK**

All are Show owned and are NEW, either this year or last year. Can always use good, sober RIDE HELP. Semi Drivers preferred. Top salaries. If married, can use wife as Ticket Seller or Concession Agent.

Monkey Show—D. Rex Barnes, write. Fun House—Floyd Smith, write. Midget Show, Fat Show, Snake Show, Five-in-One, Mechanical City, or any worth while attraction.

Penny Arcade, Diggers, Frozn Custard, Guess Your Weight and Age, Basket Ball, Coca-Cola, Huckley Buck, French Fries, Candy Apples, Bumper, Jewelry, Novelties, Knife Rack, Short Range Gallery. Candy Floss Agent, get in touch with Orville Miller.

GEORGE HANSON and MELVIN BENNETT, Telegraph Company advises that my wires sent to you to Covington and Wheeling were not picked up. Please wire me, collect, where I may contact you.

**ATTENTION, SOUTHERN FAIR SECRETARIES**

Am interested in booking a real good route of worth while Fairs (no promotions), commencing Sept. 15. If you want the best in a medium-sized Carnival, come and see for yourself. You will surely be satisfied and book us, as we do operate a CLEAN MIDWAY.

—All replies to—

**HARRY LOTTRIDGE, Manager**

Princeton, W. Va., this week; Hinton, W. Va., next week; THEN TWO GOOD FAIRS: Pearisburg, Va., Sept. 1 thru 6; Bland, Va., Sept. 8 thru 13.

# JAMES E. STRATES SHOWS

A Midway Unsurpassed

CAN PLACE AT ONCE

A-1 Scenic Painter, year round job if sober and reliable. Also Second Men and experienced Ride Help on all major Rides. Al Mercy can place experienced Chorus Girls for Charm Hour Revue. Salary paid by office. Have opening for a couple of more money-getting Shows. Thirteen weeks of Fairs. Write or wire

**JAMES E. STRATES**  
HAMBURG, N. Y.

## WANT TO JOIN AT ONCE

Bally Acts, have exceptionally good proposition for Colored Unit, Talker capable of making second openings, Ticket Seller, Assistant Inside Lecturer, good Pin Cushion, Sword Swallower and Novelty Acts of all types. Buck Worthy, come on. Will pay Alligator Man or Woman one hundred dollars (\$100.00) per week for balance of season. Same proposition to any other Freak strong enough to feature. Am enlarging Show and can use a variety of Acts. Good salaries to all. No time to dicker with shoppers. Write or wire at once to

**AL TOMAINI**

c/o CETLIN & WILSON SHOWS

Lima, Ohio, this week; then Indianapolis, Ind.

# WILLIAM T. COLLINS SHOWS

Pride of the Northwest

**WANT WANT WANT**  
For the NORTH IOWA DISTRICT FAIR, Mason City, Ia., August 28 to September 1

Any Shows that do not conflict with what we have. Also Cook House and two Grab Outfits. Ride Help for Tilt, Fly-o-Plane, Roll-o-Plane and Octopus. Electrician that can wire 10 Rides, 10 Shows and 40 Concessions. All replies St. James, Minn., August 22-24; Mason City, Iowa, August 28-September 1, or Per Route in The Billboard.

**V. F. W. ANNUAL FALL FESTIVAL AND FREE STATE FAIR**  
ON THE MAIN STREETS OF ORLEANS, INDIANA  
Entire Week — AUGUST 25 — Day and Nite

FOLLOWED BY  
**PRINCETON, IND., 2 DAY CELEBRATION**  
Sunday, August 31st and Labor Day

Can place Stock and Stum Concessions of all kinds. Have opening for Custard, Long Range Shooting Gallery, Jewelry on exclusive basis for balance of season. Place High Striker, Balloon Darts, Cane Rack, Ball Games, Devil's Bowling Alley or any Hanky Panky. All wire C. C. GROSCURTH, Gen. Mgr.

**BLUE GRASS STATE SHOWS**

Brownstown, Ind., until Saturday, Aug. 23; then ORLEANS, IND., week of Aug. 25.

## INDIANA COUNTY, PA., FAIR

AUG. 25-30, DAY AND NIGHT

Want Independent Shows, especially 10-in-1 and Monkey Show. Limited amount space still available for Legitimate Concessions, Eating and Juice Stands. Fair program biggest in history. Wire

**M. A. BEAM, BEAM'S ATTRACTIONS**

MERCER, PA.

## American Carnivals Association, Inc.

—By Max Cohen—

ROCHESTER, N. Y., Aug. 16.—During the latter part of last week we visited James E. Strates Shows nightly during the Rochester engagement ended August 2. In addition to the visitors during the week reported in the last column there were also Elwood Kurtz, of the Ketrow Animal Show; H. K. Leeworthy, of Worthy Shows; William Jones, concession operator; Ralph Flannigan, Paramount Exposition Shows, and Walter Schaefer, of W. G. Wade Shows.

Saturday (2) we visited the Buffalo Shows exhibiting at Fairport, N. Y., and received many courtesies from Marty Smith and wife. Five personnel memberships were issued. We opened our fair season visitations with a call on B & V Shows at Caledonia, N. Y., where Justin Van Vliet showed the writer many courtesies and assisted in signing up 43 personnel memberships. Thursday (7) at Albion, N. Y., we called on Roxy Rides, which organization became No. 218 on the membership roll.

Standings in the personnel membership race are James E. Strates, 250; W. G. Wade, 101; J. J. Kirkwood, 75; World of Pleasure, 69; B. & C. Exposition, 47. The second division includes B. & V., 43; Lee United, 26; H. William Jones Concessions, 25, with a tie for fourth place between Hyalite Midway and Holman's Rides at 15 each.

Visitations scheduled for the coming week include Pioneer Shows at Fairport, N. Y.; Holman's Rides at East Rochester, N. Y.; Penn Premier and B. & C. Shows at Batavia, N. Y., Fair, and toward the end of the week we plan to call on Gooding Greater Shows at Columbus, O., and such other organizations as may be exhibiting in that vicinity.

Attention is called to the fact that excise tax returns for July must be filed no later than the end of August. The latest United States Commerce Department release indicates that the production of electrical supplies will shortly reach the demand and signs of competition are developing with a potential price drop in sight. Lumber supplies are now plentiful and declining prices have set in for lower grades.

The War Assets Administration advises that it has available for sale

gasoline and Diesel engine driven generators and spare parts, electrical equipment of various sorts and various general purpose machine tools, as well as power distribution type transformers.

The economic and tax experts have started writing at length on the tax outlook for 1948 and most of them are of the opinion that tax reduction will come early in 1948 provided business conditions continue as at present and a reduced federal budget can be adopted. Pressure is also being exerted to get the United States to proceed with the federal highway program with a system of super-highways previously planned and apparently in the blueprint stage.

## FOR SALE

565 YARDS NO. 8 DUCK

Natural color (equivalent 18 oz.) sq. yd. 72" width. Ideal for making tents, wind-breakers or many other purposes around shows. The mill price, \$1.70 per lineal yard.

**KIMBELL TEXTILES**  
DALTON, GEORGIA

## LYLE (DUTCH) SCHILLING WANTS

10 cent Stock Store Agents. Must be well dressed in keeping with the other agents and be able to produce. No booze pounds, they don't last here. Wilson and wife, can place you. Our 10 fairs start Sept. 1st at Blue Ridge, Ga. Address **DUTCH SCHILLING**, Mad Cody Fleming Shows, Jefferson, Ga., this week.

## WANTED IMMEDIATELY

One or more Carnivals, adequate space provided with single phase electricity. Any type (reasonable). Goes per cent or flat rate. Address correspondence to **John G. Lonsdale Jr., Mayor** LONSDALE, ARK., near Hot Springs Beer, movies, roller skating, dancing, food on location at present.

## SECOND-HAND SHOW PROPERTY FOR SALE

\$40.00 Elect. Seeburg Piano with motor and drums. Needs some repairs. Cost \$1,400.00 when new. \$25.00 Wax female head with horn growing from forehead in glass case. Good for sideshow. \$5.00 Perfume machine. Dime slot on stand. Bargain. **WEIL'S CURIOSITY SHOP** Philadelphia 6, Pa. 12 Strawberry St.

## TENT SALE

TOP ONLY  
New 20x52, \$95.00. New Sidewall, 10 ounce flameproof, waterproof, olive drab, 7x100, \$56.00; 8x100, \$64.00. 1/3 deposit required. **MAIN AWNING & TENT CO.** CINCINNATI, O. 230 MAIN ST.

## ANNOUNCING ROARING SPRINGS, PA., ANNUAL FIREMEN'S CELEBRATION

In SHAWNEE PARK; followed by MOUNT UNION, PA., LABOR DAY WEEK, ANNUAL CELEBRATION. Why worry about FAIRS? These are FREE GATE CELEBRATIONS with Parades and draw plenty Can place Concessions that work for Stock. Photos and neat Cookhouse or grab. Want Bingo Caller. RIDE HELP and Drivers wanted. A long season. CONTACT. No drunks or chasers tolerated. Will place any Grind Show of merit and a good Girl Show. Also Rides not conflicting. Heading south after Labor Day Week.

All mail or wires to WM. J. MESPELT or FRED HEDRICK. **PEERLESS CELEBRATION AMUSEMENTS** Hooversville, Penna., this week.

# VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

## KELLER FAIR, Week of August 25 to 30

Six Big Days and Nites — 93,000 Attendance Last Year  
Want Candy Floss, all kinds of Grind Stores (I don't mean smart money stores). English Camps open. Unlimited space open. Contact

**W. C. MURRAY**  
This week, Pocomoke, Md.

### WANT AMERICAN LEGION FALL FESTIVAL

Canal Winchester, O., Sept. 17-18-19-20  
Have openings for a few more Concessions. Those wanting real results address  
**MRS. CHAS. BENNER**  
Canal Winchester, O.

### WANTED CARNIVAL for ANNUAL LIVESTOCK SHOW AND FAIR

September 8-13. No carnival has shown here since March. Contact **GEORGE E. LUSK, JR., Secy., Livestock Show Assn., Booneville, Arkansas.**

### Tioga Volunteer Fire Co. Tioga, Penna.

Open for full Carnival or Concessions one week beginning Sept. 15.  
Contact  
**J. E. WEAVER, Secretary**

### WANT A GOOD CARNIVAL

for the week of Sept. 8-13 in connection with Homecoming Celebration, Sept. 12-13. Sponsored by American Legion.  
**R. E. Spaulding, Com.**  
RALSTON, OKLA.

### WANT GOOD RODEO

Any time during the month of September, 1947. Celebration sponsored by Lions Club. Write full details to  
**J. A. CONN, Sec.**  
TIPTON, MO.

### The Dates of Minier, Ill., Homecoming

have been changed from August 22-23 to August 29-30

### WANTED

Merry-Co-Round, Chairplane, Ferris Wheel For Labor Day Celebration at the Lucasville Fair Grounds. Contact

### PORTSMOUTH CIO COUNCIL

835-37 Gallia St. Portsmouth, Ohio  
Phone: 491

### WANTED

Good clean Shows, Concessions and Free Acts for

### Denver Fall Festival

Sept. 16-20  
**ELVIN R. LONG, Denver, Ind.**

### WANT

Ride Help for Wheel, Tilt, Fly-o-Plane, Roll-o-Plane and Octopus. Electrician that can wire 10 Rides, 10 Shows and 40 Concessions. Address

### William T. Collins Shows

St. James, Minn., Aug. 22-24; Mason City, Ia., Aug. 28-Sept. 1, or per route in The Billboard.

### WANT AT ONCE TRICK RIDER

For Silo Drome. \$100.00 per week. Out until last of November. Address

### SAM CALDWELL

Care Gold Medal Shows, Albert Lea, Minn., this week.

### CLOSING OUT! 16mm. & 35mm. SOUND PROJECTORS

Dozens of standard makes: ROA, Bellowsell, Ampro, Victor, Simplex, Holmes, DeVry, \$39.50 up. Send for price lists. PA Systems with mikes, \$44.75 up.  
**S. O. S. CINEMA SUPPLY CO. P.**  
449 W. 42nd St. New York 18.

## SPONSORED EVENTS

Veteran, Lodge and Other Organization Festivities

### Ligonier, Ind., Cele Scheduled Sept. 23-27

LIGONIER, Ind., Aug. 16.—A war casualty, the Ligonier Fall Festival and Street Fair will be resumed this year, it was decided at a meeting here.

Event, sponsored by the American Legion and the merchants of the city, will be held September 23-27.

### Little Rock Cele Set

LITTLE ROCK, Aug. 16.—Elmer Brown will promote an outdoor show for the Little Rock Police Department here Labor Day in the city's ball park. Event will have the full cooperation of city officials.

### Renew Batesville Cele

BATESVILLE, Ind., Aug. 16.—Junior Chamber of Commerce will resume sponsorship of the annual Fall Festival this year. Event was discontinued during the war.

### 14,000 at Weyburn Rodeo

WEYBURN, Sask., Aug. 16. — A two-day rodeo here, sponsored by the Weyburn Junior Chamber of Commerce, drew 14,000.

### Rodeo Winners

#### Calgary, Alta.

North American all-round championship, Bill Linderman, Red Lodge, Mont. Canadian all-round championship, Frank Duce, Cardston, Alta. N. A. Saddle Bronk, Jim Like, Kim, Colo.; Casey Tibbs, Pierre, S. D.; John Tubbs, Spokane, and Bill Linderman, Red Lodge, Mont. Bareback Bronk, Jimmy Schumacher, Phoenix, Ariz.; Wag Blessing, Newhall, Calif.; George Spence, New Westminster, B. C., and Gerald Roberts, Strong City, Kan. N. A. Calf Roping, George Leask, Madden, Alta.; Pat Burton, Nanton, Alta.; Bert Cochlan, Stavely, Alta., and George Pambrun, Browning, Mont. N. A. Wild Steer Decorating, Scotty Bagnell, Arlee, Mont.; Rod McDonald, Claresholm, Alta.; Bill Linderman, Red Lodge, Mont., and Jim Robinson, Pincher Creek, Alta. Novice Championship Saddle Bronk, Bob Lauder, Elnora, Alta.; Dale Fleet, Youngstown, Alta.; Jim Turner, Rock Creek, B. C., and Harry Dence, Youngstown, Alta. Men's Wild Steer Riding, Ralph Thomson, Black Diamond, Alta.; and three tied for second, Jack Cook, Cochrane, Alta.; Muff Doan, Halkirk, Alta., and Gerald Roberts, Strong City, Kan. Boys' Steer Riding, Bob McKay, Black Diamond, Alta., and Reggie Munro, Calgary, Alta. Wild Cow Milking, Alex Watson, Midnapore, Alta.; Cliff Vandergriit, Turner Valley, Alta.; Donald Edgem, Cochrane, and George Noiseworthy, Espanola, N. M.

#### High River, Alta.

Saddle Bronk, Jim Like, Cam Lonsdale, Cecil Bedford and George Aldoss. Steer Decorating, Tom Duce, Frank Macdonald, Orville Speers and Roger Bearspaw. Chuck Wagon, L. Boyd, Charlie Lundseth and Slim Fenton. Bareback Bronk, Cecil Bedford, Cam Lonsdale, Johnny Tubbs and Jim Like. Steer Riding, Ralph Thompson, Jack Cook and Wally Lindstrom. Calf Roping, Von Lewis, Jim Cochlan and George Richmond.

#### Cardston, Alta.

Saddle Bronk, Carl Olson, George Aldoff and Charlie Chick. Steer Decorating, Dick Andrews, George Richmond and Pat Woolf. Bareback Bronk, Frank Duce, Ralph Stanton and Charlie Chick. Wild Cow Milking, Tom Duce, C. Beavens and George Richmond.

#### Lethbridge, Alta.

Bareback Bronk, Charlie Chick, Cam Lansdell, Lee Haynes and Bill Lafferty. Saddle Bronk, Don Dewar, Rex French, George Aldoff and Gordon Hall. Steer Riding, Gordon Hall, Merlin Sorenson, Fred Marchand and Wilf Gerlitz. Steer Decorating, Dick Andrews, Frank Goodstricker, Tom Duce and Jimmy Robinson. Calf Roping, Bert Cochlan, Padgett Berry, Jim Aikens and George Norsworth.

#### Nanton, Alta.

Saddle Bronk Riding, Joe Keeler, John Tubbs and Rex French, tied for first. Calf Roping, Eddie Ivens, F. C. Stover, George Richmond and Sandy Connell. Steer Riding, Jim White, Wally Lindstrom, John Tubbs and Ralph Thompson. Bareback Bronk, Charlie Chick, Jim White, Cecil Bedford and Jim Like.

#### Foremost, Alta.

Calf Roping, Butch Gorham, Cam Kyte, Pete Thachyk and Elwood Tolton. Wild Cow Milking, Art Lund, Bill Lafferty and Waldo Ross. Saddle Bronk, Herb Deonz, Waldo Ross, Gor-

don Hall and Art Lund. Bareback Bronk, Lee Haynes, Bill Ramby, Fred Manderville and Bert Orcutt. Steer Riding, Gordon Hall, Fred Manderville, Elwood Tolton and Waldo Ross, and best all-round cowboy, Lee Haynes.

#### Leader, Sask.

Saddle Bronk, Don Dewar, Roy Thompson, F. R. Warrington and Bill Pryor. Calf Roping, Alfred Lave, Stewart Millie, Neil Clary, Frank Eppie and Don Leask. Bareback Bronk, Larry Reany, F. R. Warrington, F. W. Cole and Dave Guenther. Steer Riding, Ted Galzier, Stewart Millie, Bill Lave, Allen Pennington and P. W. Cole. Wild Cow Milking, Bill Pryor, Bill Lave and Don Leask. Wild Horse Riding, Arnold Wright, Frank Eppie and Albert Lave.

#### Swift Current, Sask.

Bareback Bronk, Ted Glazier, Don Dewar, Ralph Stanton and Gordon Aitkens. Calf Roping, Padgett Berry, Ben Jahneke. Pete Jahneke and Floyd Peters. Saddle Bronk, Don Dewar, Bob Fisher, Ernie Mutch and Ernest Emory. Steer Decorating, Ken Brower, Don Dewar, Everett Vold and Jerry Myers. Steer Riding, Ernie Mutch, Ted Glazier, Ken Thompson, Jack Noyes and Gene Gunderson. Cow Milking, Pete Perrin, Slim Gates and Robert Francis.

#### Davenport, Ia.

Bull Riding, Jim Shoulders, Jonas Dunson, Curley Brown and Carl Williams. Calf Roping, Clem McSpadden, Harold Emery, Henry Snively and Vic Blackstone. Bulldogging, Vick Blackstone, Curley Hatchell, Sam Darnell and Wayne Dunnington. Saddle Bronk, Jack Tolbert, Red Wilmer, Wayne Dunnington, Ken Hargis and Jim Shoulders. Bareback Bronk, Jim Gibson, Red Wilmer, Wayne Dunnington and Jim Shoulders.

#### Wymore, Neb.

Calf Roping, Mickey Contreras, Mark McCordwell, Jonas Dunson and Verne Whittaker. Cow Milking, Verne Whittaker, Jimmy Barr, Buck Edmiston and Walt Plugge. Bulldogging, Bud Kessler, Ox McBeen, Melvin Bell and Verne Whittaker. Buffalo Riding, Mickey Contreras, Ralph Whitmer, Marvin Nichols and Joe Cavanaugh. Saddle Bronk, Jack Buschbom, Bud Kessler, Mickey Contreras and Darel Wilkinson. Steer Riding, Darel Wilkinson, Joe Cavanaugh, Dale Markussen and Ralph Whitmer.

#### Assiniboia, Sask.

Floyd Peters, Browning, Mont., broke the world's steer decorating record by a full second at the two-day rodeo here. Time 1 minute, 3-5 seconds.

#### Regina, Sask.

Wild cow milking, Bill Prior, Fred Manderville, Tom Duce and George Sheline; saddle bronk, Cliff Anderson, Johnny Sinclair, Carl Olson and Jerry Ambler; calf roping, Deimar Asay, F. C. Stover, D. Lewis and George Sheline; steer riding, Bob Duce, Cliff Anderson and Roy Thompson; bareback bronk, Frank Duce, Everette Vold, Allan Brown and H. Mandeville; wild horse race, Frank Eppie, Bill Prior, Stan Walker and Pat Swain; wild steer decorating, Tom Duce, Barney Willis, Larry Reaney and Padgett Berry, and chuck wagon races, Johnnie Phelan outfit. Bar Nothing outfit and Ben Dorval outfit

### SCOOTER and PRETZEL RIDES FOR SALE

#### SCOOTER

15 Car Lusse Auto Scooter, building 45x55, all Neon Crestings, new top last year, 12-1939 cars, 3-1946 cars. Newly upholstered this year. Over \$1,000.00 worth of extra parts, including 10 extra Motors, all in good shape. This Ride is in the very best of condition. Two D. S. 35 International Trucks, Springfield Trailers, One Chevrolet C. O. E. with Carter Trailer for transportation. Trucks all have less than 25,000 miles, 1940 models. Price—best offer over \$15,000.00.

#### PRETZEL

One new Pretzel Car Ride, new July 4 this year. Has beautiful double panel front, new 30 ft. Gram Van Trailer. Price—best offer over \$12,000.00. Pictures can be mailed on request. Terms if you have bank reference. Rides can be seen in operation, Sandusky, Mich., Aug. 17-23; Detroit State Fair, Detroit, Mich., Aug. 25 to Sept. 6. Possession at or after the Detroit Fair. Rides are booked with W. G. Wade No. 1 Show until Oct. 1. After Detroit for three of Michigan's best county fairs—Coldwater, Ludington and Kalamazoo. Reason for selling—got my sack full; not going to quit, just slow up some.

Address: **HARRY BEACH**, care W. G. Wade No. 1 Show, Sandusky, Mich., Aug. 17-23; Detroit State Fair, Detroit, Mich., Aug. 25 to Sept. 6.

### FOR SALE

1947 SPITFIRE... new in February... complete with 1947 cab over engine Ford 2 ton truck, with 28 foot factory built trailer for ride. Ride now in operation on Gold Medal Shows and can stay till season ends. Ride and Truck in first class condition. Also a set of 8 Skyfighter Guns on trailer, a beautiful job, now stored at William Hite garage in Mattoon, Ill. Ten foot Truck Pond complete with good top and plenty of stock, now on Gold Medal Shows. Also a fine Toledo Floss Candy Machine with double head, used just three months, has a 6x6 push pole top with panel sides and awnings. Have two many interests, must sell.

#### CHARLIE HOWE

Gold Medal Shows, Albert Lea, Minn., this week, or as per route.

### WANTED

COOKHOUSE WAITERS GRAB HELP

### JACK BAILLIE CAVALCADE OF AMUSEMENTS

Report

Missouri State Fair, Sedalia, or Kentucky State Fair, Louisville

### 1947 CATERPILLAR FOR SALE

Ride new in May. Will sell complete with special built trailers to haul same. Available Sept. 7. Write or wire Box D-96, care The Billboard, Cincinnati 22, O.

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Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

<b>STOCK TICKETS</b>	<b>ROLL TICKETS</b>
1 ROLL.....\$1.00	5 ROLLS.....@.....75c
5 ROLLS.....@.....75c	10 ROLLS.....@.....60c

**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

### HILLSBORO FALL FESTIVAL

Hillsboro, Ohio, October 7-8-9-10-11

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Now booking legitimate Concessions, high class Free Acts, clean Shows.

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**C. H. STEVENSON, Hillsboro, Ohio**

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For Solid Fair Route Including

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BAD AXE, MICH., AUGUST 25-30

Midway Space available for legitimate Stock and Catering Concessions. CAN PLACE: Fun House or Glass House for reasonable percentage.

# W.G. WADE

Shows

Sandusky, Mich., This Week;  
Alpena County Free Fair (Alpena, Mich.) Follows Box Axe.



# CEDAR RAPIDS OVER THE TOP

## Shatter All Crowd Marks

Well balanced, diversified show, hefty flack, top local co-operation bring success

By Herb Dotten

CEDAR RAPIDS, Ia., Aug. 16.—Sparked by a concerted drive by civic and business leaders here to lift the stature of the event, the All-Iowa Fair this week justified the belief that it could be a really good fair. It is all of that, and the folks of the area, heeding an effective build-up, thronged out in record-breaking numbers as the annual was proving to be the most successful in its history.

From every standpoint, the current fair tops all those which predated it. The attraction bill is powerful. It's also amply diversified, a guarantee of repeat business. The exhibits, ranging from livestock to commercial exhibits, are superior to those of prior years. And the plant itself is more attractive than in recent years as the result of a wholesale application of white paint.

### Terrific Selling Job

Just as important, however, is the fact that the fair did a thoro, effective publicity job and had the whole-hearted co-operation of various mediums. *The Cedar Rapids Gazette*, for instance, went all-out in advance and was giving superb coverage during the fair's run, and in this the paper had ample justification from the program and arrangements drafted by the fair. Radio Station WMT co-operated strongly—and, it proved, to its own handsome benefit, as well, putting across a powerful promotion job, a one-night grandstand show that had folks in the area talking and which, on its own, pulled more than 7,000 patrons into the stand.

It was apparent before the event (See *Cedar Rapids Shatters*, page 82)

## Elmira Fair; 10,000 a Day

ELMIRA, N. Y., Aug. 16.—With a paid attendance in excess of 40,000 thru Wednesday (13), fourth day of a scheduled 8-day run, the 105th annual Chemung County Fair seemed destined to list final attendance and gross figures in the upper brackets.

Kiddie's Day; Friday (15), offered free admission to all youngsters under 16, and uncounted hordes turned out to help swell the midway take of the James E. Strates Shows.

A horse-pulling contest was to be featured this afternoon with a wind-up performance of *The Follies of 1947* in front of the grandstand tonight. Night show has been drawing hefty crowds.

Fair concludes tomorrow with an afternoon performance by B. Ward Beam's Congress of Daredevils and the WWVA Jamboree Radio Show at night.

Radio Station WELM aired several of its programs, including three news broadcasts each day, from studios on the grounds.

Harness racing was presented each afternoon thru Friday.

### Around the Grounds:

## Milwaukee Spots Jack Carson; Des Moines Shaves Gate Admish

Jack Carson, radio and screen comic, will be guest of honor August 21-22 at the Wisconsin State Fair in his native Milwaukee, where he'll judge such things as ice-cream eating contests and select a dairy queen. All of which will help the fair, his forthcoming NBC radio show, *Village Store*, for Sealtest, and the dairy industry.

Iowa State Fair, Des Moines, has decided definitely to go with a 50-cent front gate, as against 60 cents, tax included, last year. Grandstand prices will be tilted to offset loss at the front gate.

Charley Swoyer has been secretary of the Reading (Pa.) Fair for 33 years, but never before has he experienced such a strong demand for commercial and concession space. All indoor commercial space in the two largest buildings has been reserved and 75 per cent of the outdoor concession space has been sold. The Reading Fair Company, which operates the annual, recently voted to dissolve and form a new company to comply with laws governing premium payments. Capital stock of \$20,000 in 20,000 shares of \$10 per each, will remain as at present, with the new stock to be issued on a share-for-share basis.

The Flying Allens, balloonists, will appear at Delphos (O.) Fair August 19-23; Sterling, Ill., Labor Day; Burlington (Ia.) Air Show, September 6, and the American Legion carnival, Marysville, Tenn., September 11-13.

Boyle Woolfolk, of Chicago, will present *Summer Sensations* as the nightly stage attraction during the Sioux Empire Fair, Sioux Falls, S. D., opening Tuesday (19). Al Halverson, f.i.r secretary, engineered an advance grandstand seat sale at 65 cents. For those not buying these tickets gate admission will be 30 cents and reserved seats will cost \$1.25 and \$1.50.

Major E. B. Allen, now serving his 37th year as secretary of the Flemington, N. J., Fair, maintains more interest is being shown in the New Jersey annual than he has known in his long tenure. He continues as "top dog" in the management of the event, handling all the details with the efficient help he long has had.

Big top of the Gainesville, Tex., Community Circus, together with the

main, entrance marquee will be shipped to Waco, Tex., where it will be used October 21-26 for exhibit purposes during the Waco Longhorn Club's Heart of Texas Free Fair and Exposition. The top is 260 by 110 feet. A maintenance crew from the circus quarters will accompany the tent and see to its erection and to its tearing down.

Two bids for erecting a livestock shed at the Placerville, Calif., fairgrounds were rejected recently by the county's board of supervisors and it was ordered that the building be erected by day labor instead. The board had estimated the structure's cost would not exceed \$5,000 and both bids were in excess of that figure, the highest being \$8,886.

Roscoe Armstrong comedy car, under direction of Earl Armstrong, opened its fair season at Harrisburg, Ill., July 24. Other fairs it will play include Manchester and Tipton, both in Iowa. Troupe consists of Donald (Curly) Cox, Eddie Siders and Earl Armstrong, with Roscoe Armstrong advising.

Advance sale of tickets for the Coliseum appearance of Olsen and Johnson and company at the Canadian National Exhibition, Toronto, is under way. All seats are reserved, scaled from \$1 to \$3. The Olsen and Johnson troupe will make eight night appearances opening Friday (22).

Cy Taillon, emcee, and Gene Payne, rodeo announcer, have been renamed to handle their respective chores at Western Washington Fair, Puyallup, Manager J. H. McMurray infos.

Dairy products exhibitors at Ohio State Fair who fail to win at least \$5 in premiums will be paid for their produce at prevailing market prices, Manager Ed Bath announced.

Milton Danziger, for many years associated with Eastern States Exposition, Springfield, Mass., has been named business manager of the new Bay State Raceway at Foxboro, Mass. Plant will have a 30-day trotting meet starting September 1. Paul Bowser, New England wrestling promoter, is general manager.

Tarred drives will be one of the notable improvements of this year's (See *Around the Grounds*, page 101)

## Chippewa Falls Closes With All-Time Day, Night Records

CHIPPEWA FALLS, Wis., Aug. 16.—The Northern Wisconsin District Fair, which closed its six-day run here Sunday (10), established new all-time attendance records for both day and night.

Max Goodman's Wonder Shows of America set a new midway record, Archie Putnam, fair secretary, announced. He placed the increase at \$3,000, adding that the midway take was up 15 per cent over last year.

*Cavalcade of Stars*, grandstand revue booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, and featuring Lottie Mayer's disappearing water ballet, built up after Wednesday (6) to play to packed stands each night. The night show was capped by fireworks presented by Thearle-Duffield Fireworks, Chicago.

Jimmie Lynch's Death Dodgers pulled capacity stands both Saturday and Sunday (9-10).

## La Porte Gives Solid Fare to Annual-Goers

### Not Fancy, But Good

By a Staff Correspondent

LA PORTE, Ind., Aug. 16.—If you came over to this little Northern Indiana town for the annual County Fair this week looking for something new and amazing, you came to the wrong place, but if you were looking for a good solid county fair with all the trimmings, you landed into the right port.

This is a reasonable conclusion, indeed, after traversing thru the exhibit buildings, the cattle barns, the huge Cavalcade of Amusements' midway, and parked the carcass for two hours in the grandstand at night. There was plenty of variety around for one and all, old and young, and it was dished out at prices well within the means of the average wage earner's family.

Herb Link, who succeeded the late Uncle Jim Terry as secretary, and his host of assistants did an excellent job of putting the annual together. True, the grounds are nothing to boast about as there is a decided lack of space to flash a midway, and the dust was so plentiful that even careless grab joint workers had a tendency to be disappointed.

### Business Is Okay

When your correspondent, in company with Joe Streibich, William C. Fleming, Bernie Mendelson and Ida E. Cohen, visited here Wednesday (13) the annual was just well underway, and Mr. Link volunteered the information that "business is all right."

The Cavalcade of Amusements (more about this in the Carnival Section) opened for business Monday night, whereas the annual really didn't officially open until Tuesday night. Naturally, pickings were slim for the midwayites while the exhibitors were setting their wares, but Al Wagner's turn-in Tuesday night and the grandstand business thru Wednesday night was gratifying, to say the least. It was considerably more than showed up a (See *La Porte Fair* on page 82)

## Heat Wave, Poor Crops Cut Centerville, Ia., Business

CENTERVILLE, Ia., Aug. 16.—Intense heat and a poor crop year were believed to be main reasons for drop in attendance at the Appanoose County Fair this year. Total attendance for four-day event, August 5-8, was 13,879 as compared with 15,276 a year ago.

Fair officials credited the heat wave and burning corn crops as the principal reason for the drop, but were looking the situation over to determine whether the gate admission charge also had any effect.

## Auburn Premiums Approved

AUBURN, Calif., Aug. 16.—Premium list for the sixth annual 20th District Agricultural Fair, October 3-5, has been approved by the board of directors, Manager L. F. Morgan stating a total of \$37,561 in cash will be offered.

# DAVENPORT COMES TO LIFE

## Ozark Empire on Beam With Well-Balanced Attractions

By Frank B. Joerling

SPRINGFIELD, Mo., Aug. 16.—Actual gate count for the first four days of the Ozark Empire Fair, which opened Saturday (9), showed the paid attendance only 2,472 less than the corresponding first four days of the 1946 event. The slight attendance decrease was unquestionably caused by the terrific heat the first three days, hitting the day attendance. Temperature reading Saturday in Springfield was slightly over 101 while Sunday the thermometer hit a trifle over 100. With slightly cooler weather predicted for the last three days, officials were hopeful that the final count will be equal or slightly more than last year.

The Ozark Empire Fair was far superior this year to any of the previous 10 events held, this being the 11th successive one. The exhibit buildings were jammed, with every available inch of space used and additional tents erected to accommodate the overflow. From the exhibit standpoint in all departments, it was by far the greatest ever. Fair boasted of the largest machinery show in history, and sale of concession footage bested by quite a few thousand additional dollars that of any previous year.

They doled out concession space on the independent midway by single feet and in addition to an extra independent midway, concessions were strung along on all parts of the grounds and in every nook and cranny. Most of the concession boys were well satisfied with business.

### Diversified Program

The fair management this year made various grandstand program changes, which boosted the receipts considerably over those of last year. John A. Sloan presented automobile races Sunday afternoon (10), and he broke all grandstand attendance records with over 6,700 paid admissions. Over 1,000 were accommodated on the infield and stood in the terrific heat during the afternoon to witness the races, when Jimmie Wilburn won convincing victories in three races and walked off with most of the honors.

Friday afternoon Sloan presented automobile races for the second time (See Ozark Empire on page 100)

## Superior Rolls Back Into Big Draw Bracket

SUPERIOR, Wis., Aug. 16.—Rocked last year by the polio scare, the Tri-State Fair here this week made a strong comeback and thru Thursday (14), after three days of its scheduled six-day run, attendance and midway grosses had topped the figures for the entire run of the '46 fair.

An all-time single day's attendance record was set Thursday (14). Kids' Day and traditionally the biggest of the fair, when some 18,000 persons thronged thru the gates to shatter the previous record of 16,000 established in 1945, when the gate was hyped by V-J celebrants.

Rain held down attendance the first two days, Tuesday and Wednesday (12-13), and forced a cancellation of the big car races (John A. Sloan's) skedded for those afternoons. It was clear both those nights, however, and the crowds were good.

Summer Sensations, revue booked thru the Boyle Woolfolk Agency, Chicago, is the night grandstand attraction, being set for appearances every night, excepting the final night,

## Cancer Fund Offer Gets Winchell Nod For St. Louis Fair

ST. LOUIS, Aug. 16.—Walter Winchell, nationally known columnist, has indorsed the St. Louis County Fair, August 23-September 1, and thanked local officials for their offer to contribute to the Damon Runyon Cancer Memorial Fund, Vernon M. Huff, secretary-manager of the fair, announced.

Huff, in a letter to Winchell, said it "has been observed that you have no organization in this part of the country giving you organized aid in this drive.

He added he has agreed to contribute 10 per cent of the program sales of the annual to the fund in addition to another 10 per cent of advertising revenue from the program. Huff estimated that the contribution would be several thousand dollars.

A total prize list of \$32,000 will be made to various winners and participants, in addition to \$3,335 allocated to stakes for the three-day horse show.

Plans have also been completed for several of the leading entertainment acts to be sent to convalescent and bed-confined patients at the Veterans' Hospital, Marine Hospital, Shriners' Hospital for Crippled Children and the St. Louis County Hospital.

Officials have arranged Children's Day for August 30 and a Ladies' Day the next day, with no admission to be charged. More than 6,000 youngsters from 15 St. Louis area orphanages will be accommodated and entertained at several sessions.

## Oregon Ups Booty From Mutuel Take

PORTLAND, Ore., Aug. 16.—Fears expressed by fair managements over the State boosting its rate of return on pari-mutuel racing seem not borne out in first reports on the State's share of 1947 racing commission receipts. For the period January 1 to August 8, apportionments to county fairs total \$260,000 compared with \$137,400 for the 1946 period.

The State's share for the period was \$465,470 as against \$263,393 for a similar period a year ago, according to Secretary of State Robert S. Farrell. This increase, officials said, was due largely to the 1947 legislative act boosting the State's rate of return from racing.

Of the total received by the State \$100,470 was credited to the general fund with \$364,900 being apportioned among the county fairs on the basis of \$7,225 to each of the 36 counties and to other shows.

Apportionments to the other shows were:

Eastern Oregon Livestock Show, \$7,500 against \$5,000 in 1946; Mid-Columbia Livestock Show, \$5,300; Klamath Basin Round-Up, \$5,000; Northwestern Turkey Show, \$2,400 against \$1,200 in 1946; Oregon State Fair, \$35,000; Oregon State Corn Show, \$2,500; Pacific International Livestock Exposition, \$35,000; Pacific Coast Turkey Exhibit, \$2,400; Pendleton Round-Up, \$7,500 against \$5,000 in 1946; Spring Lamb and Dairy Show, \$2,400.

Joie Chitwood and his Hell Drivers will be featured at the Hopkinton, N. H., Fair September 2 in afternoon and evening performances.

## Pushes Ahead Of '46 Annual

Night midget races provide flying start — sulky races only disappointing feature

By a Staff Correspondent

DAVENPORT, Ia., Aug. 16.—The Mississippi Valley Fair, cuffed by weather and boffed by attraction disappointments in '46, got away to a flying start here Tuesday (12), with an excellent turnout featured by a crowd of more than 7,000 night grandstand patrons for midget auto races staged by Johnny Gerber, a former driver turned promoter.

The Doodle-Bugs, presented under lights at the fair for the first time, the light plant having been installed this spring, demonstrated their potent pulling power in the tri-city area by the turnout. What's more, skedded for a repeat Sunday (24), they are rated a cinch to pull another good through, the advance sale of re- (See Davenport Ahead on page 82)

## Memphis Colored Annual Sets Dates for October 2-4

MEMPHIS, Aug. 16.—Dates for the Colored Tri-State Fair here have been set for October 2-4, following the September 22-27 run of the annual Mid-South Fair.

Negro county agents in 10 counties already have pledged agricultural and livestock exhibits and more are expected to do so, according to J. L. Campbell, Negro Baptist minister and fair president, and Ed C. Jones, principal of Carnes Negro School and fair secretary.

## 50G Prizes at Orland, Calif.

ORLAND, Calif., Aug. 16.—Premiums totaling \$50,000 will be paid exhibitors at Glenn County Fair opening here Sunday (17) for a four-day run.

**WANTED**  
For Week Sept. 8-13 Inclusive

Thrill Show and other afternoon entertainment for Grand Stand on percentage basis.

**WESTERN**  
**NORTH CAROLINA FAIR**

H. B. KELLY, Secy.  
Hendersonville, N. C.

## Forest Park Free Fair

Hanover, Pa., Sept. 1 to 7, incl.  
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**WANTED**  
CARNIVAL, RIDES, CONCESSIONS, FOR  
**LITTLE RIVER COUNTY FAIR**  
September 17, 18, 19 and 20, at Ashdown, Arkansas.  
JAMES D. SHAVER JR., Secretary, Little River  
County Fair Association, Ashdown, Arkansas.

## Crowds Large, Spending Off, At Skowhegan

SKOWHEGAN, Me., Aug. 16.—A record heat wave lasting thru most of the engagement failed to affect attendance noticeably at the Skowhegan Fair, which ends its six-day run tonight. However, it is likely that final tabulations will show spending to be off from last year's record gross, unless money is spent more freely today.

Pari-mutuel betting on daily harness racing was considerably off. Tuesday (12) about 5,000 racing fans bet \$45,125, about \$9,000 more than opening day, Monday (11), but still about \$19,000 less than the corresponding day a year ago. Attendance for the day was estimated at 20,000 by Prexy Francis H. Friend. Wednesday (13) an estimated 6,000 fans wagered \$55,924, about \$11,000 less than last year's top figure of \$67,227.

### Grandstand Show Okay

Attendance at the night grandstand show, featuring George A. Hamid's *Grandstand Follies of 1947* and fireworks, was near capacity. World of Mirth Shows, which has the midway, was likely to approximate the record gross it chalked up here last year.

The fair gathered some lucrative publicity when notables attending the world preem of the pic *Life With Father* at near-by Lakewood were hosted by the management on the fairgrounds and participated in a cavalcade on the track. Present were Gov. Horace A. Hildreth, Sen. Owen Brewster; Mrs. Clarence Day, wife of the author of the original story; Russel Crouse, co-author of the play with Howard Lindsay; Alan Serlin, the play's producer, and Alan Hale, movie star.

Officers of the fair association gave a Maine shore dinner Tuesday (12) to officials of the World of Mirth Shows and George A. Hamid, Inc. The Roxettes also attended.

Competition among the fair's exhibitors was especially keen. A new flower show was presented.

Sunday (17), when B. Ward Beam's International Congress of Dardevils will be presented. The *Summer Sensations* also gave a matinee Friday (15) and Beam's thrill show unit is skedded for a matinee Sunday.

*Western Ranch Round-Up* was the grandstand attraction Thursday (14) afternoon. Station KSTP's show is billed for this afternoon. Royal American Shows are on the midway.

An unusual heavy attendance is expected for the closing day. Secretary M. H. Lavine figures that the cancellation of the two days of big car auto races will skyrocket Sunday's attendance for the two thrill show performances.



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SEPTEMBER 11-12-13

Quote Price.

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COUNTY FAIR**

Clarksville, Tenn.  
LOUISE BOOTH, Secretary

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RIDES AND CONCESSIONS

For Three Day Fair, Sept. 3-4-5, 1947

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**THAYER HOME COMING PICNIC & FAIR**  
H. M. Minnich, Secy.-Treas., Thayer, Kan.

**WMT, Cedar Rapids, Cashes In  
While Selling All-Iowa Event**

By a Staff Correspondent

CEDAR RAPIDS, Aug. 16.—Station WMT joined in a community-wide campaign to put the All-Iowa Fair here this week over in a big way, and it reaped a big harvest, promotion-wise, with a talent show Tuesday night (12) presented in front of the grandstand before a crowd of more than 7,000 paying customers who paid at both the front gate and grandstand to see a socko performance in which the Harmonicats carried away the laurels.

The turnout eclipsed all records for night grandstand attendance at the 11-year-old-annual here, and the folks yielded either \$1 or \$1.25 at the grandstand to see the show. The show itself, the attendance it pulled and the publicity-promotion it netted combined to give WMT one of its most successful promotions in the history of the station, which this year celebrates its 25th anniversary.

Designed principally to assist in putting across the fair, which last year lacked strong appeal and received weak publicity, the WMT show was tied in with the station's 25th anniversary. The outlet pulled out all the stops. The fact that the *WLS Barn Dance* was booked into the fair also served indirectly to further push WMT's efforts.

Folks who saw the WMT performance went away beating their gums.

It was rated one of the best ever to be presented outdoors in these parts. The Harmonicats gave out with four numbers, were pulled back for four encores and gave out twice with *Peg o' My Heart*.

The Harmonicats were also in on the promotion harvest. The station pulled juke box operators in Eastern Iowa into the promotion picture, and they, too, should benefit. Juke box operators, in advance of the date, loaded up with the Harmonicats' *Peg o' My Heart*, and the station printed up 3 by 6-inch labels, calling attention to the appearance of the Harmonicats at the fair, and these the operators plastered on their boxes.

Music and record shops in Eastern Iowa also were worked. They pasted labels ballyhooing the Harmonicats' appearance on all record envelopes sold prior to the fair.

WMT also distributed 24 by 30-inch posters on the show thruout its primary area, and on the air went heavy with spots plugging the show. It also sprung with large newspaper ads.

Besides the Harmonicats, WMT offered Tom Owen's Cowboys, Uncle Elmer and Dempsey Jones, all WMT talent; Gloria Van, CBS's Cinderella, of Cinderella and Her Fellows; Leo Gasca, high-wire act; Large and Morgner, two one-legged acrobats (booked into the fair by the fair itself thru the Ernie Young Agency, Chicago); and local talent, including a comedy hillbilly number, and Czech dancers who did the besada. A fireworks set piece, reading "WMT's 25th birthday," followed by a salute of bombs, capped the show.

**New York State "Firsts"  
To Be Shown at Annuals**

ALBANY, N. Y., Aug. 16.—Two exhibits, showing "firsts" that have made New York State famous, are making county fairs in this State this year. The trailer exhibit is designed to emphasize the strides made by the State in various fields of endeavor.

A huge double book, the pages of which unfold, shows a series of illustrated facts on the State's progress in agriculture, industry, invention, transportation, education etc.

The second exhibit has an illuminated cutout map of the State showing the location of regional offices of the Department of Commerce thru which local business interests are served.

The trailer exhibit will show fairs at Rhinebeck, August 26-30; Schaghticoke, September 1-4; Mineola, September 9-13; Cobleskill, September 15-19, and Trumansburg, October 1-4. The portable exhibit will visit Ithaca, August 18-23; Cortland, August 25-30, and Palmyra, September 3-6.

**North Carolina Premiums  
Upped to 25¢ This Year**

RALEIGH, N. C., Aug. 16.—Premiums at the North Carolina State Fair, scheduled October 14-18, have been raised approximately \$6,000 and will total \$25,000 this year, Dr. J. S. Dorton, fair manager, announced. Dr. Dorton also said premiums will be limited exclusively to Tar Heel exhibitors.

Premium money will be increased from 15 to 25 per cent in every department, Dr. Dorton said, with the larger increases going to the livestock and home demonstration departments.

The World of Mirth Shows have been inked for the midway and George A. Hamid will supply grandstand attractions.

**Attendance Off  
At Genesee**

BATAVIA, N. Y., Aug. 16.—Attendance at the 108th showing of Genesee County Fair, which winds up a six-day engagement tonight, is far below last year, according to the scant total of 13,000 paid announced thru Thursday (14). Management held the hope that the annual would yet be a winner because Joie Chitwood's Hell Drivers' presentation was scheduled for Friday (15). A similar offering a year ago drew 10,998 paid. Running horse races, another sure attendance booster, is scheduled for today's closing.

Opener Monday (11) was light, with only 1,561 paid. Figure does not include children who were admitted free to witness the parade of giant balloon figures of fairy tale and comic strip characters. George A. Hamid's *Fantasies of 1947*, featured grandstand presentation, drew only 766 opening night.

**2,725 at Auto Races**

Midget auto races Sunday (10) drew 2,725. Tuesday (12) 3,953 paid. Wednesday (13), 5,140 adults attended Children's Day, along with thousands of uncounted youngsters. The night show drew 2,831.

The Flying Allens, balloonists, made night ascensions from in front of the grandstand. Acts in the grandstand show were Don Francisco, swaying pole; Vespers, acrobats; the Mad Russian and His Dogs; the Four Cantons, acrobats, and Claire and Hudson, pantomime. Trotting races were also presented.

General admission was 50 cents for adults and 25 cents, plus tax, for children. Lloyd Serfass's Penn Premier Shows were on the midway.

**Orange County  
Fair Hits Peak**

MIDDLETOWN, N. Y., Aug. 16.—Despite excessive heat, record peacetime crowds jammed the 107th showing of Orange County Fair thru Friday (15). Given good weather, the big car auto races scheduled for today should draw one of the best crowds at the annual, which ends a six-day run tonight.

Attendance jumped from 6,500 paid Tuesday (12) to more than 12,000 Wednesday (13). This was one of the best mid-week crowds ever recorded at the fair and was probably surpassed only by the V-J Day attendance of more than 30,000 two years ago.

Blackmon's Diamond B Rodeo, supplemented by acts, was featured in front of the grandstand. Talent was booked thru George A. Hamid. About 1,500 attended the Wednesday afternoon show. The rodeo drew an announced 5,000 at night. Harness racing was included in afternoon programs. Attendance was stimulated Tuesday when a boy and girl in the grandstand each won a bicycle.

Coleman Bros.' Shows were on the midway.

**Weyburn, Sask., Pleases**

WEYBURN, Sask., Aug. 16.—Directors of the Weyburn Agricultural Society reported themselves pleased with the success of their July fair, altho aggregate attendance figures were down from last year.

**WANTED  
SHOWS AND CONCESSIONS  
for  
KINGMAN FREE FAIR**  
Kingman, Indiana  
September 8-13

**HERE'S  
YOUR KEY**

to  
**BETTER FAIR  
MANAGEMENT**

**A 23 Booklet Volume by Specialists  
SEE LAST WEEK'S BILLBOARD  
for list of TITLES  
SEND \$2 FOR THE SET  
917 Seventh St., Sacramento, Calif.**

**BETTER FAIRS  
WESTERN  
FAIRS  
ASSOCIATION  
BETTER LIVING**

**INTRODUCING THE  
"AERIAL SENSATIONS"  
GRACIE ORTON\***

**THE ORIGINAL GIRL THAT DOES THAT  
BREATH-TAKING HANDSTAND CRISS-  
CROSS SWAY ON THOSE DOUBLE POLES**

**ADDRESS — BILLBOARD  
CHICAGO**

\*Not to be confused with any other act working under name Orton.

**5 DAYS NORTH CENTRAL MISSOURI FAIR 5 NITES**  
AUG. 26-30, TRENTON, MO.

**WANT**  
Hanky Panks, Crind Stores, Palmistry, Eats. No Exclusive. Limited space. Also Rides and Shows. Need Jenny this week.

**LOU WALLACE, Director**  
Highland, Ill., this week. Will be on fair grounds August 25th.

Fair Dates



A list of fairs, with dates two weeks in advance and arranged according to dates, States and cities, will appear in each issue.

The complete List of Fair Dates was published in the issue dated August 16.

August 24-30

ALABAMA

Anniston-Tri-Co. Fair. Week of Aug. 25. Billy Morgan.

CALIFORNIA

Eureka-Ninth Dist. Fair. Aug. 27-31. Ralph H. Barnes, Bay Side.
Lakeport-49th Dist. Agrl. Assn. Aug. 30-Sept. 1 (tent). William R. McNair.

COLORADO

Pueblo-Colorado State Fair. Aug. 25-30. Frank H. Means.
Greeley-Garfield Co. Fair & Rodeo. Aug. 30-Sept. 1. James W. Hybarger.

CONNECTICUT

Durham-Middlesex Co. 4-H Fair. Aug. 29-30. Elenore Jackson, Portland.
Farmington-Hartford Co. 4-H Fair. Aug. 29-30. Eleanor Peckman, R. D. 5, Newington.

IDAHO

Boise-Western Idaho State Fair. Aug. 26-30. W. L. Hendrix.
Montpelier-Montpelier Fair. Aug. 28-30. Chamber of Commerce.

ILLINOIS

Aledo-Mercer Co. Agrl. Soc. Aug. 26-29. John McHard.
Bridgeport-Lawrence Co. Fair Assn. Aug. 25-29. G. C. Gross.
Carthage-Hancock Co. Junior Fair Assn. Aug. 26-29. Glenn R. Kilgore.

INDIANA

Indianapolis-Indiana State Fair. Aug. 29-Sept. 5. Orval C. Pratt.
Lyons-Lyons Community Club Fair. Aug. 27-30. Arthur Foster.

IOWA

Cresco-Howard Co. Fair. Aug. 25-29. C. C. Nichols.
Des Moines-Iowa State Fair. Aug. 20-29. L. B. Cunningham.

KANSAS

Belleville-North Central Kan. Free Fair. Aug. 25-29. Homer Alkire.
Big Springs-Douglas Co. Fair Assn. Aug. 28-29. Pete Bahnmaler.

Stockton-Rooks Co. Free Fair. Aug. 27-31. Ray Marshall.
Sublette-Haskell Co. Fair Assn. Aug. 28-30. Frank McCoy.

KENTUCKY

Alexandria-Alexandria Fair. Aug. 30-Sept. 1. J. W. Shaw, Newport, Ky.
Glasgow-Barron Co. Legion Fair. Aug. 27-30. William H. Jones Jr.

MAINE

Windsor-Windsor Fair. Aug. 26-Sept. 1. E. R. Hayes.

MARYLAND

Bel Air-Harford Co. Fair Assn. Aug. 27-29. A. G. Ensor.
Cumberland-Cumberland Fair Assn. Aug. 26-29. Carl F. Schmutz.

MASSACHUSETTS

Heath-Heath Agrl. Soc. Aug. 27. Mrs. Arthur Crowningshield, Charlemont, Mass.
Middlefield-Highland Agrl. Soc. Aug. 29-30. Willard A. Pease, Chester.

MICHIGAN

Bad Axe-Huron Co. Fair. Aug. 26-30. Glenn Wakefield, Kinde.
Charlottesville-Eaton Co. 4-H Agrl. Soc. Aug. 26-30. Hans E. Kardel.

MINNESOTA

Caledonia-Houston Co. Agrl. Soc. Aug. 27-30. Ed Zimmerhaki.
Fergus Falls-Otter Tail Co. Agrl. Soc. Aug. 27-30. Knute Hanson.

MISSISSIPPI

Maud-Mutual Assn. Colored Fair. Aug. 28-30. Laura E. Young, Union City, Tenn.

MISSOURI

Albany-Centry Co. Fair. Aug. 28-30. Kenneth Grace.
Appleton City-Appleton City Fair. Aug. 27-29. George Ellis.
California-Moniteau Co. Fair. Aug. 27-30. Harold Kinde.

MONTANA

Forsyth-Rosebud Co. Fair Assn. Aug. 25-27. Everett Redeen.
Miles City-Eastern Mont. Fair. Aug. 28-30. J. H. Bohling.

NEBRASKA

Arlington-Washington Co. Agrl. Soc. Aug. 26-29. H. C. McClellan.
Aurora-Hamilton Co. Fair. Aug. 25-28. H. E. Toof.
Columbus-Platte Co. Mid-Neb. 4-H Fair. Aug. 26-29. W. L. Boettcher.

Syracuse-Otoe Co. Fair Assn. Aug. 26-28. J. P. Sorrell.
Walshill-Thurston Co. Agrl. Soc. Aug. 27-30. Alfred D. Raun.

NEVADA

Fallon-Nevada State Fair. Aug. 30-Sept. 1. Don S. Chapman.
Winnemucca-Humboldt Co. Fair Assn. Aug. 30-Sept. 1. Mildred R. Tobin.

NEW HAMPSHIRE

Canaan-Mascoma Valley Fair Assn. Aug. 26-28. William A. Shepard.
Lancaster-Lancaster Fair Assn. Aug. 29-Sept. 1. Carroll Stoughton.

NEW JERSEY

Flemington-Flemington Fair. Aug. 26-Sept. 1. Major E. B. Allen.

NEW YORK

Altamont-Albany, Schenectady & Greene Co. Fair. Aug. 25-30. W. S. Mason, Latham.
Angelica-Allegany Co. Agrl. Soc. Aug. 27-30. L. L. Stillwell.

NORTH DAKOTA

Fargo-Red River Valley Fair Assn. Aug. 25-30. A. D. Scott.

OHIO

Caldwell-Noble Co. Agrl. Soc. Aug. 27-29. J. K. Walkenshaw.
Canfield-Mahoning Co. Agrl. Soc. Aug. 28-Sept. 1. E. R. Zieger, Youngstown.

OKLAHOMA

Apache-Apache District Fair Assn. Aug. 27-30. O. H. Goff.

OREGON

Albany-Linn Co. Fair. Aug. 27-29. O. E. Mikessell.
Canby-Clackamas Co. Fair. Aug. 27-30. John P. Telford, Oregon City.

PENNSYLVANIA

Gilbert-West End Fair Assn. Aug. 27. James P. Shiffer, Brodheadsville.
Huntingdon-Huntingdon Co. Fair. Aug. 25-30. J. Elmer Young, Petersburg.

RHODE ISLAND

Kingston-Kingston Free Fair. Aug. 27-Sept. 1. Albert Tucker, Wickford.

SOUTH DAKOTA

Gettysburg-Potter Co. Fair. Aug. 28-30 (tent). Charley Miller.
Kimball-Brule Co. Fair. Aug. 28-30. Parker-Turner Co. Fair. Aug. 24-27. J. C. Jensen.

TENNESSEE

Columbia-Mid-State Fair. Week of Aug. 24. George L. Buchnau.
Dickson-Dickson Co. Fair Assn. Aug. 27-30. T. I. Hickerson.

TEXAS

Arlington-North Texas Fair Assn. Aug. 25-Sept. 1. Julian H. Blackwell.
Richardson-Richardson Community Fair. Aug. 28-30. Mrs. Jack Huffines.

UTAH

Coalville-Summit Co. Fair. Aug. 28-30. Ralph Rees.
Manti-Sanpete Co. Fair. Aug. 28-30. Rudolph Hope.

Murray-Salt Lake Co. Fair. Aug. 26-30. F. O. Brothers, R. D. 1, Sandy.

VERMONT

Essex Junction-Champlain Valley Expo. Aug. 24-30. Harris K. Drury.

VIRGINIA

Fincastle-Botetourt Co. Fair Assn. Aug. 26-30. Agnes Berzl.
Galax-Galax Fair. Aug. 25-30. G. P. Carr.
Keller-Eastern Shore Agrl. Fair. Aug. 26-30. J. Milton Mason.

WASHINGTON

Battle Ground-Clark Co. Fair. Aug. 25-27. Arthur Kulih, Vancouver, Wash.
Mount Vernon-Skagit Co. and 4-H Fair. Aug. 27-30. Mrs. Julia Tewart.
Olympia-Thurston Co. 4-H Fair. Aug. 26-28. Mrs. Rena Longmire.

WEST VIRGINIA

Charleston-Kanawha State Park Assn. Aug. 30-Sept. 7. T. H. McGovern.
Clay-Glenn Co. Fair. Aug. 25-30. R. L. Taubert.
Pensboro-Ritchie Co. Fair Assn. Aug. 27-30. J. B. Murphy.

WISCONSIN

Athens-Athens Adv. & Agrl. Assn. Aug. 26-28. R. Neunschwander.
Baraboo-Sauk Co. Agrl. Soc. Aug. 26-29. George W. Davies, North Freedom.
Chilton-Calumet Co. Agrl. Soc. Aug. 29-Sept. 1. Herbert Harder.

WYOMING

Buffalo-Johnson Co. Fair. Aug. 27-29. William B. Long.
Gillette-Campbell Co. Fair. Aug. 28-30. Pine Bluffs-Laramie Co. Fair Assn. Aug. 28-30. Charles W. Stephens.

CANADA

Invermere, B. C.-Windermere Agrl. Assn. Aug. 29-30. N. M. Marples.
Smithers, B. C.-Smithers Agrl. Assn. Aug. 29-30.
Vancouver, B. C.-Pacific National Exhn. Aug. 25-Sept. 1. V. Ben Williams.

WANT CARNIVAL for County Fair and Livestock Show October 2, 3 and 4 List Concessions as local group will want drinks, etc. JOHN W. BELL, Sec. Perryville, Ark.

ACTS WANTED Can use two Animal Acts, 1 Three-People Flying Return Act, also other Acts for September Fair booking. J. C. MICHAELS ATTRACTIONS 213-15 Reliance Bldg., Kansas City, Mo.

ACTS WANTED 4 DAYS, 2 SHOWS DAILY. State lowest, if you do more than one Act. OCT. 15-18. FRANKLIN PARISH MEMORIAL FAIR WINNSBORO, LOUISIANA Write: ELMER BROWN, c/o The Billboard, 390 Arcade Bldg., St. Louis 1, Mo.



## Davenport Ahead Of 1946 Annual

(Continued from page 79)

serve ducats for the closing program matching that for the opening night show.

### Early Money Getter

Scaled at 75 cents, \$1 and \$1.50, the grandstand and bleachers opening night netted a goodly sum, and this, together with the outside gate tariff for the day, gave the annual a good opening day's money take. The carnival play following the break of the midget auto races was also good, auguring well for the week.

The fair opened its gates with more income assured from commercial exhibits and concessions, there being more of both sold this year. Commercial exhibits are up substantially over last year, all indoor space being sold out, and the outdoor exhibits, topped by a large and impressive display of farm machinery, far surpasses that of last year.

### Harness Fields Short

The only attraction disappointment encountered by Frank Harris, veteran fair exec, who is serving his

second year in the saddle here and credited with doing an excellent job of bringing back the annual, was in the harness horse races. Set for Thursday and Friday afternoon (14-15) along with runners, the sulky races failed to fill. In this respect, however, the fair had an experience common to other Iowa annuals this year, as not a few of them have failed to fill out their sulky events. To overcome this Harris added additional running races to the program.

Other attractions skedded for the week were WLS Barn Dance, afternoon and night Wednesday (13); acts by Barnes-Carruthers, four nights, Thursday thru Sunday (13-17); Frank Winkley's Thrill Show today and midget auto races tomorrow. Last year the fair relied heavily on big car races only to run into disappointments.

### Educational Forum

A feature, new to the annual and claimed to be the first of its kind presented at any fair, is the educational tent, in which open-forum discussions, demonstrations and motion pictures were scheduled for presentation beginning the second day of the fair. Subjects skedded included demonstration of poultry production, for which glassed-in coolers were to be used; soil erosion, cattle and swine.

Fair this year is well-balanced. Livestock exhibits are away up. The attraction program is more diversified, advance promotion is stronger. Papers of the area gave all-out cooperation. Harris, with a year of experience behind him in the spot, had the annual well organized, and the weather man, at the outset, at least, promised to co-operate, too.

## Cedar Rapids Shatters Marks

(Continued from page 78)

opened that, given weather, it would be a big winner. Not only did *The Cedar Rapids Gazette* and Station WMT give yeoman support, but the city itself was dressed up for the occasion, a sharp contrast, indeed, with last year. In addition to numerous outdoor and window signs, leading department stores broke out with attractive window displays—plugging—and plugging well—the features at the fair. And some of the shops closed down one afternoon to give their employees a chance to take it in.

### Record Opening Day

Opening day, Sunday (10), brought out a crowd announced at 22,000, an all-time single day's attendance, and packed the grandstand for the big car automobile races presented by National Speedways (Al Sweeney and Gaylord White). Gate attendance topped last year's opening day turnout by some 7,500.

The night grandstand crowd hit 7,000 for a rodeo, which was presented by Clyde Miller, and featured the participation of Bob Crosby, and fair acts booked thru the Ernie Young Agency, Chicago. The combined afternoon and night grandstand crowd gave the fair its largest single day's grandstand take in its history.

Monday netted another record-breaking crowd, with a turnout of 8,000, double the previous record, set in 1941, for that day. The afternoon feature was Jimmie Lynch's Death Dodgers and the night feature was the rodeo with acts.

### Top Night Attendance

Tuesday night netted the largest night grandstand crowd in the history of the fair, more than 7,000 being pulled into the stands to see the show sponsored by Station WMT and starring the Harmonicats. The huge night turnout enabled the fair to roll up its third straight record-breaking attendance. The show proved a big hit, emphasizing the change in the fair over prior years and served to indicate that the last half of the fair, traditionally stronger than the first half, will hit new highs in attendance.

Skedded to close today, the fair offered Frank Winkley's Thrill Show Wednesday (13); motorcycle races, also staged by Winkley, Thursday (14); big car automobile races (National Speedways), Friday (15), with midget auto races, to be staged by Johnny Gerber, billed for today.

The rodeo was set to close its engagement Wednesday (13), with the WLS Barn Dance Thursday night and a horse show Friday (15) and again tonight.

### Nod to Early Planning

W. J. (Bill) Campbell, first vice-president of the Iowa State Fair, Des Moines, managed the fair here for the three weeks prior to the opening and also during the fair's run. He took over when illness struck Charley Moore, veteran manager, who died less than a week before the opening.

Campbell was given credit for doing a superb job of "picking up the loose ends" when hurriedly summoned to take over. He ascribed the success of the fair to the preliminary planning, and also to the wholehearted co-operation he received, particularly from the group which sparked the revitalization of the fair. He also credited Carl King, local newspaperman, who handled the publicity, with doing an excellent job.

### Craik, Sask., Draws 2,500

CRAIK, Sask., Aug. 16.—One-day agricultural fair here attracted 2,500. A new feature was competitions for junior poultry, swine, grain and calf clubs.

## La Porte Fare Not Fancy, But Good

(Continued from page 78)

year ago, and the advance sale for the remaining grandstand performances indicated everything was going to be okay barring bad weather at the finish.

The afternoon grandstand sessions Wednesday, Thursday, Friday and today were featured by harness racing, with A. Gordon Taylor in charge of this end as well as the night revue. Free acts also were offered between the heats.

### Night Show Gets 'Em

A *Trip to Wonderland*, the night grandstand revue, produced and presented by Gertrude and Randolph Avery, and booked thru the Barnes-Carruthers Theatrical Agency, of Chicago, made a decided hit with the capacity audiences which turned out from law.

The opening production number had a military theme with a sock finish, and was followed by the Martells, Rollo-Rollo, the Flying Zaccinis, and the Donna Parker Singers (4). Of this group, the Zaccinis garnered the solidest applause, the work of the attractive duenna being outstanding.

Walt Disney's *Snow White and the Seven Dwarfs* was the basis for the second production number, and it was vociferously received. Charles Newman, harmonica expert, and the Gallagher family of tumbling tots, were well spotted here, and they also were well received. Newman's work might have been a little over the heads of this type of audience, but it was mighty good.

*Ballet of the Flowers* was the novel and ingeniously costumed third production number, featuring the acrobatic dancing of Blair and Barnett. Strob-lite was used effectively. Johnson and Owens, neat bar performers, and Georgie Hanneford's family of riders made the interlude a real pleasure. *Carnival Capers* was a lively finale, featuring the ballroom terping of Blair and Barnett. The Donna Parker Singers supplied background vocals for all production numbers.

Randolph Avery led the band and served as emcee. Miss Avery's staff included Bob Evans, carpenter; John Merrell, props; Mrs. Mary Seager, wardrobe, and Margie Edrington, line captain.

## WANTED

One or two Midway Shows for  
**AUGLAIZE COUNTY FAIR**

At Wapakoneta, Ohio

August, 24-29

100,000 People

Reasonable Percentage

Wire

**HARRY KAHN, Sec.**

WAPAKONETA, OHIO

## WANTED

Legitimate Rides and Concessions for  
**Hickory County Free Fair**

Sept. 11-12-13, 1947

HICKORY CO. FAIR ASSN.

**Raymond Meadors, Secy.**

HERMITAGE, MO.

## WANTED

For

**TRI-COUNTY FAIR AND STOCK SHOW**

for week of Sept. 15. Independent Shows and light Concessions, Eats, Drinks, Novelties, Stock Shows, etc. Have 12 major Rides and Rodeo booked. This is one of the biggest fairs in Southwest for your full bankroll. Especially want clean Shows. Come to the fair, I will book you. Address all mail and wires to **W. D. RAYMOND**, care County Agent's Office, Hot Springs, Ark.

## FAIR GROUND PLANS

Master Plans for New and Old Fairs

**R. J. Pearse, Consultant**

Twenty Years' Experience.  
RALEIGH, NORTH CAROLINA

FOR A  
**SUCCESSFUL  
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★ *Swing & Sway the "Orton Way"* ★  
★ featuring

The **SENSATIONAL  
ORTON**

"The Man on the High Swaying Pole"

120 Ft. High - - - 35 Ft. Sway - - - Juggling In Strobolite  
- - - Fireworks Finish Display - - -

AL MARTIN AGENCY, Hotel Bradford, Boston

## GRANGERS (FAIR) PICNIC

AUGUST 25 TO SEPTEMBER 1, INCLUSIVE

"75th YEAR"

Can Place Concessions and Shows — No Flats or "G" Wheels

Write, Phone or Wire

ROY RICHWINE, Williams Grove Park, Mechanicsburg, Pa.

## JASPER COUNTY FAIR

RENSSELAER, IND.

One of Indiana's Old Established Fairs

AUGUST 26-29

Midway space available for clean Concessions. Good opportunity for Midway Shows at reasonable percentage.

**WILLIAM H. BAHLER**

Superintendent of Concessions, Rensselaer, Ind.

## WANTED!

For **NORTH BRANCH FAIR**

AUGUST 27 TO SEPTEMBER 1, NORTH BRANCH, MICHIGAN  
CONCESSIONS OF ALL KINDS! Rates reasonable! North Branch has the largest Fair in the Thumb of Michigan. We guarantee 10,000 to 15,000 people a day at this Fair. Write  
**R. L. AKERS, BOX 8, ROYAL OAK, MICHIGAN.**  
BETTER HURRY, IF INTERESTED!

# MAY REVIVE BARNES TITLE

## Berlin Still Remains Good Circus Town

### 3 Big Tops Doing Biz

BERLIN, Aug. 16.—Berlin always was billed as a good circus town, but never before last summer have three shows played here at the same time. There again are three playing here this summer and, despite the shortage of acts and the competition, they aren't having too bad a time of it.

The reason the circuses are hugging the city is the usual one in the country. Traveling is costly and difficult, so the shows stay under their white tops here and forget about the road.

The shows offer a mixture of variety acts, ballet diversifications and some real circus acts such as trained animals and horses. Real circus performers are rare, so this queer mixture is inevitable and a makeshift until present difficult conditions are ended.

### Circus Barley Seats 3,000

Circus Barley, billed as "the biggest circus of Berlin," plays in the Soviet sector of the city. The show is owned and managed by Harry Barley, a former bar performer and clever operator. His tent holds about 3,000 spectators and he still owns a fine stable of horses, elephants and other animals.

The Busch Circus and Gnidley Circus play in the British sector. The Busch show operates in a tent on the zoological garden grounds and is owned by Mrs. Paula Busch, daughter of the late Paul Busch, founder of the famous old-time Busch Circus in this city. The show is billed as "the oldest circus of Berlin" and carries on a fierce advertising campaign and competition with the others via ads and billposting.

Altho a rather small organization, the present Busch Circus offers a clean, real circus show mixed with variety acts and ballet. The show does a brisk business.

### Busch Circus Revived

The original Busch Circus had a rather hectic time in the last 10 years. By order of the Nazis, the (See Berlin Still on page 85)

## King Org Bows To Va. Mayor, Stages Parade

LURAY, Va., Aug. 16.—King Bros. gave a "command" parade here and it hyped business. It was the first circus parade here in 30 years. While the population of Luray is only 3,000, police estimated some 8,000 saw the parade and the matinee was big and the night an overflow.

The parade came about at the request of Mayor Harnsberger, who promised to wave the reader if there was a parade. Circus officials assembled the spec, prepared floats, had lead stock, two bands and Deacon Albright at the calliope.

Three other spots in Virginia, Wytheville, Radford and Harrisonburg also proved good for King.

## Heat, Rain Force Bailey Org To Blow Bardstown Date

BARDSTOWN, Ky., Aug. 16.—Old man weather conspired against Bailey Bros. here and as a result the circus was forced to blow the date. Extreme heat made it necessary to call off the matinee and then, shortly before the night show was to get under way, a terrific rain started and the show was canceled.

In Bowling Green, Ky., the weather behaved, altho it was hot, and the show had a three-quarter matinee and a full one at night.

Blistering heat held the matinee crowd to about a half house at Glasgow, Ky., but a three-quarter house was on hand at night.

## K-M Biz Proves Tops in Three Wisconsin Spots

LADYSMITH, Wis., Aug. 16.—This town kept pace with Spooner and Ashland, from a business standpoint, for the Al G. Kelly-Miller Bros.' Circus, overflow crowds attending both shows.

In Spooner, with the weather on the warm side, org drew full houses at both shows, despite opposition from a water show in the county seat, six miles out of Spooner.

Ashland gave with a full house at the matinee and a straw at night. At Ironwood, Mich., a three-day heat wave was broken by rain in the early morning hours and the show had a strong matinee and a full house at night.

At Mondon, Wis., business was okay, matinee being on the light side but night show drawing a strong house.

## Norfolk, Neb., Blank For Mills; Rodeo OK

NORFOLK, Neb., Aug. 16.—Mills Bros. ran into steaming weather—the thermometer registered 94—and competition from the Norfolk Saddle Club's second annual rodeo, which drew 4,200 persons here Wednesday (6), and played a blank.

Hot, sultry weather, combined with poor advance flack, didn't help at West Point, Neb., Tuesday (5), crowds at both shows being on the slim side.

Wayne, Neb., proved better with a fair matinee and a strong night house.

## Denmark's Mische Under Canvas With Good Bill

COPENHAGEN, Denmark, Aug. 16.—Circus Mische is out under canvas with a good bill featuring the riding of Arthur Reinsch and the big illusion act of the French magician, Teddy Strik.

Other acts are the Skating Ryles, Danish roller skaters; Robinis Trio, Moroccan tumblers; Thyra and Cosmy, high-school horses; H. Kolzer, Liberty horses; Thyra's Dogs; Max Gotsch, Liberty horses; three Johnnys, Swedish clowns; Wasta, Swiss comedian; Two Rolás, Dutch hand-to-hand, and Two Georgis, Belgian aerialists.



Imagine the astonishment of George Willie (Westinghouse) Westerman, promotional director of Polack Bros. Circus, when the chairman of the Santa Barbara, Calif., Sciots Circus committee proved to be Murray Marcus, formerly business manager of the Billy Watson Burlesque Enterprises at Paterson, N. J. Westerman and Marcus, both identified with burlesque "way back yonder," had not met in 30 years. Marcus is retired, having recently sold his extensive retail liquor interests. Westerman is the one with the hat.

## Report Edgar Set To Spring

Sparks moving West—eye on Whittier Park for winter home and fresh '48 start

CHICAGO, Aug. 16.—The rumor factory, builder of many fabulous ideas, has been working three shifts daily for the past two weeks around here, and the shakedown indicates that James Edgar, owner of Sparks Circus, is planning a drastic change in program for 1948.

Outstanding, and quite logical, among the rumors is that when the flowers bloom next spring the Al G. Barnes Circus title will take the road once again and his fine equipment aboard.

At the present time Edgar and his Sparks Circus are moving rapidly across Western Canada, timed to reach Vancouver far enough after the Pacific Northwest Exhibition so the folks will be ready for circus type of entertainment again before putting on the red flannels for the winter.

Edgar will then turn down the Pacific Coast, winding up his 1947 tour at Whittier Park, Calif., the rumors indicate.

Then when the spring comes the wagons will all be repainted and it will take the road as the Al G. Barnes Circus.

All this seems logical enough, as Edgar's agents are heading West, and when they get to the Far West it would be too late to swing the show back down thru the Midwest to Florida for the winter.

Also, Edgar owed James A. Haley a sum of money, but this he is reliably reported to have laid on the barrel head when the Ringling Bros. and Barnum & Bailey Circus was playing Detroit three weeks ago.

Also, the Ringling-Barnum firm still owns the Al G. Barnes title, as it does the Sparks title, so there is no reason to believe that this title too might not be leased.

It all adds up—as the Atwell table luncheoners say.

## Freehold, N. J., Only Fair for Dailey Bros.

FREEHOLD, N. J., Aug. 16.—Too much opposition was the story here for Dailey Bros. Saturday (9), getting only a fair night house after a small matinee. Show had opposition from the races at an adjacent park, and followed in Hunt Bros. which showed here Friday (8) and drew two fair houses.

Visitors in Freehold included Charles Hunt Sr., owner of Hunt Bros.; Elmer Kemp, Trenton circus enthusiast; Mr. and Mrs. Arthur Hoffman, and Wendell Goodwin of The Trentonian.

At Port Jervis, N. Y., Dailey day and dated the Lawrence Greater Shows Thursday (7). The lots were within a stone's throw of one another. Despite the opposition, Dailey drew a full night crowd after a fair matinee. It was the first time in history two shows have played Port Jervis on the same day.

Ideal weather aided in Newburgh, N. Y. A strong matinee crowd was on hand with a full house at night.

## Garden City Proves Garden Spot for Cole

### Draws 8,500 at One Show

GARDEN CITY, Kan., Aug. 16.—This proved a garden spot for Cole Bros. and the only complaint officials had to offer was that they didn't schedule a night show.

Garden City was scheduled only as a dinner and water stop but Chamber of Commerce heads talked the show into giving a matinee performance. Despite temperatures over the 100 mark, approximately 8,500 persons caught the show.

All in all, the Cole tour of Kansas and Colorado is proving okay. At Hutchinson, Kan., despite plenty of wait paper, org drew a strong matinee and capacity night. At McPherson, Kan., the show was delayed in its getaway because of a severe electrical storm which broke during the night show. Business at McPherson was good, drawing near capacity at night after a fair matinee. Hot weather hurt attendance at Pratt, Kan., but similar weather at Dodge City didn't hurt, with a strong matinee and capacity at night.

At Colorado Springs, two overflows turned out. Attendance was so heavy the spec had to be rerouted because many people were sitting on the track. Pueblo and La Junta, Colo., gave with okay biz, Pueblo being the better of the two with a three-quarter matinee and a full one at night.

## Hartnol Joins Clyde Bros. Advance; Morris Act Signs

QUINCY, Ill., Aug. 16.—Speed Hartnol, Canadian newspaper man and press agent, has joined the advance staff of Clyde Bros. Circus, according to Howard W. Suesz, owner.

Suesz, who visited the Ringling-Barnum show in Chicago last week with his agent, Jack Hagen, reports that Don Morris, of the Morris Troupe, has signed for Clyde Bros. winter season.



## Kelly-Miller

This show continues to enjoy the beautiful scenery and weather of Wisconsin. At this rate it will take snow to drive us out.

Whitey Thorne, head mechanic, lost two fingers off his right hand while working on the light plant motor. At present Whitey is taking it easy around his trailer.

Show was sponsored by the VFV at Ashland, Wis. John B. Chapple, managing editor of *The Ashland Daily Press*, gave the show plenty of space. He played the calliope. Noel Digby, summer city ed of the same paper and University of Notre Dame student, was around picking up items for his column.

Another birthday in the Miller family, this time it being Isla Miller.

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## DRESSING ROOM GOSSIP

Mr. and Mrs. Frank Francois joined. He is the new steward.

During the showing at Hayward, Wis., the Rev. Gilbert caught both performances. At present on vacation, Rev. Gilbert is pastor of the Congregational Church in East St. Louis.

Pony Frank says there's only one date on the route card that interests him and that's Tomah, Wis. Seems Frank has a bit of bonus money waiting there.—DANA STEVENS.

### Cole Bros.

Those were three restful days in Denver. What a spot it turned out to be! We did three shows the second day and it was the biggest "third" show this writer ever has seen. Denver is the home town of Charles and Katie Lucky and on Sunday night they had as their guests Mr. and Mrs. Noyelles Burkhart, Florence Tennyson, Lorne Russell, Mr. and Mrs. D. D. Monarch, Mr. and Mrs. Harry McFarlan, Col. and Mrs. Harry Thomas and Mr. and Mrs. Freddie Freeman. Charley brought out all his pictures of show folks.

New additions to the web number are Mary Lyons and Ann Russell and they are doing a nice job. The new Carmen Miranda costumes Mayme Ward made for spec are surely the last word. I saw my wife in one and could hardly believe my eyes. I thought it was someone else!

Louis Cristiani was out for two days with an infected foot. Billy Griffin also was on the sick list.

Visitors: Richard and Bobbie Frey, who came over from Canon City, Colo., with Dick having a great time clowning with Huffy Hoffman; George Converse and his son, Landree, who clowning with Otto Griebing; Mrs. Jack Biggers, Mr. Curtis, Vergi Campbell and Miss Helen Bonfils and her party.

Note to Andy Kelly, of Andy 'n Min: I notice the heat and change of altitude got a few of our folks on the Sunday off in Denver.

Fred Donovan, our chief of police, is back after a business trip to his home. Mr. and Mrs. McFarlan enjoyed those three restful days as house guests of Mr. and Mrs. Lucky. We'll never be able to hold Mac now after that Southern hospitality.

All personnel attended the memorial service for our former trainmaster, Jack Biggars, on the second morning of our engagement in Denver. Arrangements were made by Whitey Warren, who was Jack's first assistant for years and succeeded Jack when the latter had to leave us to enter the hospital in Denver. Eddie Woekener and the circus band provided the music and Col. Harry Thomas gave the eulogy. Mrs. Biggars, her relatives and friends attended the service.—FREDDIE FREEMAN.

### Bailey Bros.

Ben Thomas, our 24-hour man, celebrated his birthday. The dining room was decorated for the occasion and ice cream and cake, plus cigars for the men, served. Another birthday celebrated was Hughland (Baldy) Hoffman of the elephant department, who celebrated his in Morehead, Ky.

Mrs. Ellis Goe, wife of our band master, and friends visited in Winchester, Ky., after which the entire band, Mr. and Mrs. DeLanz and the writer journeyed to Lexington, Ky., home of Skinny Goe, and a great feast was enjoyed by all.

Jack Wright joined as utility man and will double on the second ticket box. Johnny Wall and Gladys Gillum left the show. Paul Zump, assistant to Frank Ellis, had his house car damaged to the tune of several hundred dollars. Fred Meek, calliope player in the big show band, left to undergo an operation on his

### Dailey Bros.

No fun looking out a car window on long runs. Industrial cities make sordid scenery. One of the dog performers left the lot recently and was located by the police in a tavern. A real trouser, eh?

Everyone sorry to see Chuck Sateja leave. His health no longer permitted trouping. The mahouts decorated the baby elephants Indian style, with flowers and foliage chalked and painted on limbs and head.

Adele Nelson Reid took Jean Williams, Madge Snyder and Hazel King to visit her home in Chatham, N. Y. Newburgh, N. Y., is the home of Mr. and Mrs. Pat Sullivan, who for years exhibited an Australian bushman.

Rose Washington left for a week's visit with her mother and sister. Mrs. B. C. Davenport returned from a trip to New York City. Birthdays: Munci O'Brien, now one year old. Mrs. O'Brien staged a party for the kiddies between shows, and Johnnie Williams' Side Show band played *Happy Birthday*. Evelyn Turner also marked her birthday but she didn't give her age.

Bette Keller is spending her two-week vacation on the show. Other visitors included Charles Hunt, Edward and Diane Hunt, Marvin Case, William Oughton Sr. and Jr., Hazel Oughton, Jimmy and Chicky O'Donnell and son; Josie Simpson and niece; Joe Kelly, Wally and Joe Beach, Paul Conaway, Mr. and Mrs. Hiram Bell, Mr. and Mrs. W. H. Judd, Mr. and Mrs. W. H. Day, Charles Davitt, Art Gunther, Stuart Hill, Stan Woodward, Bill Donahue, John Snider, Charlie (Sunburst) Lockier, Jack Kidd, Alfonso Joseavy, Mr. and Mrs. Bert Cole, Miss Howe, Mr. and Mrs. Lloyd, Jose and Violet Rulio, Calvin Lindsay, R. L. (Dick) McConnell, Leo J. Kenny, Kenneth and Edris Hull and Wesley Hale, who presented the writer with a picture of his one-quarter inch scale circus. J. V. Leonard sent a number of pictures he took in Ithaca, N. Y.

Greetings and thanks to one Pennsylvania Railroad engineer in the Freehold, N. Y., yards who moved our coaches like a real passenger train. Now we know it can be done!—HAZEL KING.

### King Bros.

Trouping thru the Shenandoah Valley of Virginia in the shadow of the towering Blue Ridge Mountains was a treat for the tourist colony of the show. At Buchanan, Va., we passed within a few feet of the birthplace of Gil Robinson, who was born while the Robinson show was exhibiting there.

At Lexington, Va., we exhibited on the grounds of the Virginia Military Institute. At the night show, shortly after 8 p.m., an electrical storm hit. The big top was nearly filled with water. However, the tent, under care of Enoch Brafford and his staff, rode out the storm.

Mrs. Eva Hinckley left for a visit to her home in Cleveland, Okla. Chita and Coseta Cristiani are enjoying a visit from their parents and sister, Corky, from Cole Bros. Several semi-trailers have been added. Mrs. Fannie Carter, wife of our treasurer, was called to her home in Baltimore by the death of her brother, Ab Borrows. Mary Rogers, of Charlotte, N. C., is visiting her husband, Walter. Mickey and Bessie Dale are flashing a new trailer.

At Kingsport, Tenn., we day and dated Jake Shapiro's Triangle Shows. Jake was on the lot early and reports his season has been surprisingly good.—VICKI KERNAN.

Manuel Barrangar added a new finish to his balancing act, now closing with a shoulder still walk around the ring.—GEORGE L. MEYERS.

### Ringling-Barnum

Old Sol has been giving us plenty of heat the last few weeks. The marriage of Florence Fletcher and Dick Begien was one of the big events in Chicago. The reception was held at the Avalon Club. Straight Ahead Willie gave away the bride. Ira Millette and Buzzie Potts celebrated birthdays.

In Madison, Wis., the Nio Naitto and Wallenda tents turned out en masse. The Nio Naitto Tent gave a party in the home of Edwin Barlowe. Attending were Nio and Alex Nueberger, Vander Barbette and the Goetschis and Lola. Mr. and Mrs. Sverre O. Braathen gave a party at their cottage. Guests included Mr. and Mrs. George E. Finnegan, Mr. and Mrs. Dean Thomas, Mr. and Mrs. W. L. Jackman, Kathryn Wells, Mr. and Mrs. Dick Miller, Mr. and Mrs. Al Powell, Jimmy and Ira Millette, Kathryn Kramer, Donna Cameron, Mars Bennett, Vicki Bakken, Jackie Le Clair, Rose and Clayton Behee, Reggie Bogart and Virginia Tompkins.

Recent visitors: Mrs. Jack Le Clair, Mr. and Mrs. Alex Konyot, Connie and Lolly Clausen, Mrs. Riffenach, Mrs. Ray Floyd, Mr. and Mrs. Bill Hoffman, Gene Pitts, Bill Carskey, Shakey Legs Murphy, Mr. and Mrs. Arthur Konyot, Dr. and Mrs. Conley and daughter, Judy; Omer Kenyon, Al and Bill Lindemann, Dorothy and Harry Brown, John Kreis, Mabel Kline, Jack Karoli, Lillian Leitzel's mother, the Pelican family, Dr. and Mrs. Francois, Dr. Hicks, Edwin Barlowe, Mr. and Mrs. Ed Fuhrman and Marion; Mrs. Strickley and Ruth and Elsa; Kenneth Halberson, Diana Bartle, Mr. and Mrs. Ralph Mueller, Harry Dutton, Dick Burns and Henry Reynolds.

Around the lot: Battle Creek closed the season in Chicago. . . . The Free Roll Club held its shindig in the Pabst Brewery in Milwaukee. All members were out in their best bibs and tuckers. Tex Rowan provided the music for dancing by presiding at the baby grand. Art Springer acted as host. . . . Blackstone, the magician, visited and gave Charles Rourke, side show magician, a few pointers. . . . With the new route card out, plenty of one-day stands are on tap and so it's back to the old routine.—DICK MILLER.

### Sparks

Francisco Reynoso fell from his rigging in Sturgeon Falls, Ont., and fractured his arm and pelvis. He is in the Sudbury, Ont., Hospital.

The long-awaited 845-mile jump finally came off and we landed in Kenora early on a Sunday afternoon, after missing performances on Saturday. After almost two days on the train, most of the troupers were glad to stretch out on the beaches. Some took the excursion boat around the Lake of the Woods, which has more islands than the big top has seats. The local band concerts also drew plenty of the showfolks.

We fed and watered at Fort William and Ray Scheetz, Charlie Webb, Jo Rittley and the writer made a hurried visit to the Royal American Shows.

New faces include Bob Herndon and John Hernandez, on the bandstand, and E. C. Patey, bannerman.—DAVE MURPHY.

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Phonemen or Phonewoman for V. F. W. deal. Tickets, Banners, Yearbook. No collect wires or calls.

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**HARRY HAAG**

Greenville, O., Fair, Aug. 17, 18, 19 and 20; Columbus, O., Fair, Aug. 21-28.

**Stevens Bros.**

Mark Sunday (3) down as the hottest day of the season for this opera. In Benson, Ill., the mercury hit 118 in the big top. Tuesday (5) in Minnong, Ill., it was almost as hot.

Dolly Jacobs and her elephants joined. Raymond Duke, general agent, spent a day with the show in Benson. Nola and Shela Grady left for a visit with relatives in Wagoner, Okla., before returning to Hugo, Okla., for school.

The working boys were easy to keep around in Benson because there was a swimming hole on the edge of the lot. Mrs. Laura Stevens returned from a trip to Galesburg, Ill. She brought back a portable typewriter for Bob Stevens.

Sam Russell, our chef, is on the sick list. Roy Frietsch, Kay Elliott and Ila Yocum, all of Peoria, Ill., caught our show recently. Capt. Roy Simms, high act, stopped on his way from Madison, Wis., to Springfield, Mo. William R. Johnson, CFA, of Peoria, was a visitor.

The Side Show has a good line-up of animals, including three elephants, a camel, horses, ponies, a lion, a bear, a jaguar, a panther and two cages of monkeys.

Dolly Jacobs purchased a new 24-foot living trailer to replace the one damaged in Canada recently. George Zurline made a trip to the Dwight Army Hospital for a check-up.

Visitors: Mr. and Mrs. Homer Green and daughter, Mary Jane; Willie Rawls, of the C. R. Montgomery Circus; J. Lester Haberkorn, of the team of Habb and Denton, and Mr. and Mrs. Thomas King, of the Dawson Players—JOHN GRADY.

**Polack Eastern**

It looks like the hot spell has broken. We have been in temperatures ranging from 100 to 110 for the last few weeks. This cooler weather certainly is a relief.

At Wateloo, Ia., Lions auspices, we showed in the Hippodrome at the fairgrounds. The heat outside was bad enough but it was much worse in the building and that cut attendance.

Yankton was our first stand in South Dakota. We played in the College Stadium—under the Elks. Jo Madison set up a kitchen in the stadium and everyone enjoyed the meals.

Slivers Madison and his assistant, Frenchie, hold the world's championship booby prize. They went fishing four successive days in Waterloo and never got as much as a bite. Massimiliano Truizzi's son, Marcello, arrived from New York for a visit and will remain until school opens.

In Yankton, the Elks entertained some 400 children at their clubrooms before the opening of the circus. Each child received a free ticket to the show, plus a chance on a bicycle.

Henry Barrett, who promoted Yankton, and Claire Mayer, Louisville, were married August 2 in Yankton. In Omaha, the Elks gave a party for the show personnel with plenty of food, liquid refreshments and dancing.

A number of our folks caught the C. R. Montgomery Circus when it played at Hartington, Neb. The writer visited with Bert Rickman, equestrian director; Charles Forrest, whom he hadn't seen for 20 years, and Mr. and Mrs. Carlos Carreon.—CHARLES E. POST.

**Berlin Still Good  
Circus Town; 3 Big  
Tops Are Doing Biz**

(Continued from page 83)

building housing it was dismantled. Paula Busch later took over the fine Strassburger Circus, known for its splendid horses, and revived the Busch name. She went on the road touring all over Germany and playing a successful season in Paris when France was occupied by German troops.

Mrs. Busch owned circus buildings in Hamburg and Breslau, but lost them during the war. Altho she escaped from Breslau—where the circus played a season when the Russian army was marching to Silesia and came close to the city—with all the horses and equipment, most of the animals were stolen or lost on the way to Central Germany. Nevertheless she started again and has built up her present show.

**Gnidley Circus Newest**

The Gnidley Circus, billed as "the neatest circus of Berlin," is the newest and is managed by the Gnidley sisters, who made a lot of money with their midget shows. The show is modern and neat and plays near the Kurfuestendamm, once Berlin's Fifth Avenue. Its shows do not vary much from the others, but last month the Gnidleys switched policies and presented an operetta by Rudolf Nelson. The shortage of new and good acts is blamed for the policy shift and the circus doubtless will return to the regulation show soon.

If anyone thinks it odd that a circus should put on an operetta, here is a queerer incident that happened several weeks ago at the Barley Circus. One night the watchman, assisted by stable boys, cut the tails of 30 horses, most of them trained for a very fine Liberty act. Next morning the tails had disappeared. They were found later in a brushmaker's shop. Horsehair, as everything else in Germany, is rare and brings high prices on the black market.

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**1947 CIRCUS PHOTOS 1947**

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**JOHNNY VOGELSONG, 713 Oak, Niles, Mich.**

**UNDER THE MARQUEE**

Welcome words from a rustic: "Are you hiring any tent stretchers?"

Mrs. Al Marriott and girls, Marie and Julianna, of the Los Arros, airplane act, are playing Catholic celebrations in Chicago for the Charles Zemater office.

R. P. (Doc) Seyfer, former outdoor showman and an active member of the Circus Fans Association, recently was discharged from St. Edward's Hospital, Fort Smith, Ark., following an operation. He is now recuperating in his home, 529 North 41st Street, Fort Smith.

Then there was the bandsman who called the circus berth cars "the strait jackets."

Faith Ryan, who has been off the road for the last six years, writes she is now residing in the Worten Building, Apartment 202, Pawhuska, Okla.

Mitzie La Form, of the Flying La Forms, garnered a neat bit of publicity in *The Waterloo* (Ia.) *Daily Courier* August 6 during Polack Bros.' stand there. Paper ran a three-column picture of Mitzie, dressed in a bathing suit, sitting on a cake of ice and eating an ice cream cone. It was a good hot weather pic, temperature being 93 in Waterloo that day.

Buck Owens, recently with Rogers Bros.' Circus, is enjoying great business playing fairs and parks with his circus unit, Cliff Chapman writes. Owens opened at Fairyland Park, Kansas City, Mo., for a week's stand and was held over another week. He also was held over a week at Lake Contrary Amusement Park, St. Joseph, Mo.

Paul M. Conaway, Macon (Ga.) attorney and former circus press agent, is back home after a 2,000-mile Eastern vacation tramping trip. Accompanied by Jacob E. Jones, of Bridgeton, N. J., Conaway

spent a day on King Bros. at Cambridge, Md., and then joined Dailey Bros. for a week in New York and New Jersey. Jones, member of CFA, entertained many of the Dailey personnel when the show played his home town.

Pinky and Mabel Barnes and their horses are playing fairs in Nebraska, Kansas and Colorado for the J. C. Michael's Attractions. They will be with Mr. and Mrs. Jack Hoxie's stage act this winter.

When members of advance staffs turn in their expense accounts they can't understand treasurer's coolness toward them.

When Hunt Bros.' Circus played Katonah, N. Y., some 50 of the show's personnel were guests of Mr. and Mrs. Harold Park at a buffet supper. Mrs. Park, better known as Madeleine Park, animal sculptor and circus fan, has been with the Hunt org several weeks modeling one of Toppe's resinbacks, a colt, one of Hunt's bears and a group of llamas.

Mrs. W. E. DeBarrie, who with her husband was with the Yankee-Patterson Circus earlier this year and now with the DeWayne Bros., is hospitalized in Monterey, Calif., Hospital with a knee injury.

Side show manager worships his two-wheeled stakepuller because it's the only thing he has that resembles transportation.

The first circus in Jacksonville, Ill., this summer will be September 15, when Dailey Bros. shows there. The show will be the first big railroad circus to play this college town of 22,000 since Al G. Barnes, under Ringling management, hit the city in 1936. Austin Bros., a nine-car show, played there two years ago. Buck Owens and Bailey Bros. were in last year.

Times have changed since the day when circus press agents liked to write, "Lions escape."

**Wanted for Sparks Circus**

Help in all departments to join at Bellingham, Wash., Sunday, August 31, and Monday, September 1.

Want Canvasmen, Seat Men, Riggers, Property Men, Train Help, Ticket Sellers, Ushers, Elephant Men, Ring Stock Groom. Also Concession Help, Candy Butchers.

Contact as per route,  
**JAMES EDGAR, Mgr.**  
or come on to Bellingham. Medicine Hat, Alberta, Canada, August 21; Lethbridge, 22; Calgary, 23; Revelstoke, B. C., 25; Kelowna, 26; Vernon, 27; Kamloops, 28; Chilliwack, 29; Vancouver, 30.

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**Wanted for Sparks Circus**

Billposters and Lithographers to join at Bellingham, Washington. Contact **THOMAS BRYDEN, Car Mgr.**

Care Western Union, Kamloops, B. C., Canada, Aug. 20; Chilliwack, 21; Vancouver, 22 and 23; Bellingham, Washington, 24 and 25.



## Meyers Lake, Rebuilt Since 1941, Draws Big Local Play

CANTON, O., Aug. 16.—The amusement park at Meyers Lake at last has come into its own as the place for residents of this area to seek relaxation. Completely rebuilt since 1941, the spot is really prospering this year on local trade without any of the large out-of-town picnics that it formerly relied on, Manager Carl Sinclair reports. High attendance this year was recorded Wednesday (13) when Massillon, a city eight miles to the west, turned the keys on all businesses and many factories and 20,000 of the town's 30,000 made a day of it at the lake. Chief attraction is the new \$100,000 Roller Coaster placed in operation this year. This 3,400-foot ride over 10 major dips, the first of which drops 83 feet to within three feet of the ground, has hauled as many as 10,000 persons in a single day at 25 cents each.

An Auto Scooter and a Cuddle-Up have been added this year, boosting the cost of additions and improvements to more than \$150,000, Sinclair said.

### Landscaping Pays Off

Since 1941, practically all rides have been replaced with new devices and practically all concessions built new. The midway and all walks are of macadam and a landscaping program which has accompanied it is paying off dividends with thousands of blooms.

Moonlight Gardens for outdoor dancing is especially popular, drawing up to 2,500 for name bands on Sunday nights, with local bands playing to as high as 1,800 on Tuesdays and Saturday nights. In case of inclement weather, dancing is transferred to Moonlight Ballroom, the winter dance spot.

### Food Sales Increase

Harry Reeder, for 30 years one of Canton's leading restaurateurs and caterers, is in charge of food concessions. Instituting a specialty of 15-cent helpings of French fries, he has built this branch up from 300 pounds a day to as high as 1,100 pounds on good days. A high quality frozen custard also has become a leader, one machine putting out 260 gallons in 10-cent cones on one day. A second machine has been added.

In addition to the park, boating and fishing on the 142-acre lake is getting a big play.

Sinclair keeps a maintenance and clean-up corps of 16 on the job, including several landscape specialists.

## Heat Fills N. Y. Parks and Pools

NEW YORK, Aug. 16.—Unbroken heat wave of the past week, with the mercury climbing above 90 almost every day and humidity also hitting the stratosphere, has kept beaches, pools and parks of the New York area jammed with heat dodgers. Drum beaters of the resorts have apparently succumbed to the heat, because the only one to come up with a story is the pen pusher of Jones Beach, swank Long Island swim spot, who announced that the week-day attendance record of the spot was broken Wednesday (13), with more than 49,000 visitors.

It can safely be said that Coney Island, Rockaway Beach and all resorts within commuting distance of New York have been jammed until late at night every day the past week except Sunday (10), which was marred by threatening skies.

Steeplechase Park, Coney Island, with its big swim pool and spacious grounds, played to big attendances, as did Rockaway's Playland and Seaside Park, at Rockaway Beach. Over on the New Jersey side of the Hudson, Palisades Park, Cliffside and Olympic Park, Irvington, also were jammed daily, with their big swim pools doing capacity business.

## Chi Riverview Has Mardi Gras

CHICAGO, Aug. 16. — The Mardi Gras was scheduled to come back to Chicago's Riverview tonight after a wartime absence and George Schmidt, president and general manager of the funspot, predicts the fete, which runs nightly now until the end of the season, will hypo attendance from between 60,000 to 120,000.

Band contests feature the Mardi Gras but there will be plenty of other entertainment, including floats, rubber carnival figures, confetti, and various bands from the American Federation of Musicians.

Bands set for the opening tonight are the South Haven, Mich., High School Band; the Bensenville, Ill., Municipal Band, and the Norwood Park Junior Drum and Bugle Corps, Chicago.

Band winners, judged on music, marching, timing, etc., will be selected in the various classes each night and will be eligible for the finals.

## Venice Pier's Doom Sure as Pilings Go

VENICE, Calif., Aug. 16.—Doom of historic Venice Pier, amusement zone landmark here, was assured this week when workmen prepared to remove pilings supporting the structure. As soon as this work is completed a sand fill to widen the beach will be made, according to instructions issued by the board of public works.

Much of the pier has already been removed, but the Roller Coaster, Dragon Slide, pilings and loose timbers remain. A section 360 feet long must be removed in the razing of nearby Sunset Pier, also a former amusement area. The stone breakwater beyond the end of Venice Pier will be left in place to protect the new sand fill.

## Cincy Coney Hosts Press and Radio

CINCINNATI, Aug. 16. — Coney Island here, with Edward L. Schott, president and general manager, directing activities, played host to a large number of guests, representing the local radio stations, newspapers and trade papers, at a press-radio party in the resort's new Moonlite Gardens, August 5.

Guests were given access to park's rides for the evening and later were treated to dancing and refreshments and a buffet supper. Park's Sunlite Pool was the scene of the National Junior AAU and Ohio State Senior AAU swimming and diving championship contests, Thursday (14).

## Sitting 'Round the Table

(Editor's Note: The pros and cons of "Do you favor a free gate or a pay gate?" continue. Have you sent in your views on the subject? If not, do so at once and mail them to the Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1, Ill., and they will be printed in this column. Here are three more men's views.)

### Doc Shean Likes Pay Gate

Being that our enterprise is situated on the ocean front, we do not have a pay gate and must operate from the main thoroughfare to the ocean with several avenues joining the boardwalk and main stem. Therefore, it is almost impossible for us to even think of a pay gate under our physical set-up.

I vote for a pay gate and the reason is quite obvious, inasmuch as when we were on the road and I was with Johnny J. Jones Exposition, we were one of the first to install the pay gate system. In parks, I feel it is essential for a good park operator to have a pay gate, even tho the price may be as low as five cents. It keeps the visitor reminded that he has paid to come into the amusement enterprise and is enjoying whatever may be free within the operation.

It has a great deal to do with the conduct of the patron and certainly if a person has not the price of admission to anything at any time, especially where thousands of dollars are used to build such attractions of a usement, then that person is not a potential customer at any time.—FRANK D. SHEAN, Operator and Manager, Casino Park, Virginia Beach, Va.

### Word From Heintzemann

I do have a very definite view on your subject. We charge 35 cents admission for adults and 20 cents for children. As you are aware, six cents must be paid to the government for every adult admission and three cents for each child's admission.

I have consulted with several park owners in Baltimore and thruout the country on my numerous trips and

a large number—in fact, practically all of them—agree that by allowing people to come in free they were under the impression these people would buy at their soda fountains, bars (for those parks that sell beer, etc.) and other merchandise. They find that is not the case. I, too, find that notwithstanding the 35-cent charge or the 29 cents net I receive they do the same as the people who come in free; they bring their soft drinks, etc. We do not allow any beer or intoxicating liquors at Cottage Grove Beach; we do not sell it and we do not allow anyone to bring it into the park. We do find, however, that a large majority of these people bring their soft drinks and they spend practically nothing at our soda fountain. So I am 100 per cent in favor of charging admission at the gate.

The above is one reason. The other is it keeps out a lot of objectionable people who prefer the city waterfront or other parks maintained by the city. And they are welcome to them.—CHARLES H. HEINTZEMAN, Cottage Grove Beach, Baltimore.

### Another Yes Vote

A pay gate for control, revenue and a more appreciate crowd . . . a free gate if you have enough amusements and other means of getting the equivalent, in money, of the pay gate plan.

In most cases I would say put a nominal gate charge on and use parts of the proceeds for free shows, etc.—WESTON J. BETTS, Redondo Beach Park, Washington.

Recent Chicago visitor was Charles Paige, Coaster builder at National Amusement Device Company.

## Coney Island Reschedules Annual Fete

### Mardi Gras Set Sept. 8-14

NEW YORK, Aug. 16.—Coney Island showmen and concessionaires reversed their recently announced decision to call off the wind-up Mardi Gras festivities this year and are now promising to finish up the summer with a carnivalesque celebration, September 8 thru 14, that will top all previous celebrations on the Island.

Coney Island Carnival Company, headed by C. J. Hilbert, sponsors the affair, with the Coney Island Chamber of Commerce co-operating in the promotion and handling of the festivities. As usual, the celebration will feature nightly parades along Surf Avenue, from Ocean Parkway to West 19th Street. Each parade will be made up of civic or fraternal groups, such as the firemen and veterans organizations, augmented by a large number of ornate floats provided by the Chamber of Commerce and Coney Island showmen.

Climax of the Mardi Gras week will be the grand baby parade Saturday afternoon with numerous prizes offered for winners in the numerous categories listed.

## Geist Plans Heavy Campaign To Build Late Season Play

NEW YORK, Aug. 16.—Rockaway's Playland is making a strong bid for patronage with Owner A. Joseph Geist promoting a series of special events which will be climaxed by a two-week carnival celebration as a wind-up of the season.

Carnival celebration will get under way immediately after Labor Day with special fireworks programs, a clown contest and square dancing. During the week starting Monday, September 8, fireworks, which have been drawing more than 350,000 to the boardwalk each Wednesday this season, will be presented on Wednesday and Saturday, while square dancing, under Pepsi-Cola sponsorship, will be the attraction Friday night. Final feature of the closing week will be a masquerade party Saturday night.

Owner Geist and park's publicity staff, under Dave Stein, will splurge to put over the park's extended season and have ear-marked an important sum to provide prizes for the various contests. To add to the carnival atmosphere strings of colored lights will decorate the park's midway and surrounding streets.

## Palisades Is Sued As Jim Crow Pool

NEWARK, N. J., Aug. 16.—Palisades Amusement Park, at Cliffside, N. J., the Rosecliff Realty Company, and Police Chief Fred Stengel, of Fort Lee, N. J., are defendants in suits for damages, totaling \$270,000, brought by a group of nine Negroes and one white man in Federal Court Friday (15). Plaintiffs, alleging race discrimination, charge they were refused admission to the swimming pool at Palisades Amusement Park on several occasions and one of the plaintiffs charges that on July 13 she was ejected from the pool by police at the direction of Chief Stengel.

Strolling Thru the Park:

Singhiser, Ackley Get Bows For Fontaine Ferry's Swing

Park men who have seen the rocket-type tower for the Airplane Swing in Fontaine Ferry Park, Louisville, say the biggest orchid grown should be presented to John F. Singhiser and Harry Ackley, of Ackley, Bradley & Day, for the design and construction job. Singhiser says that while they couldn't find enough customers at a dime to keep the old Airplane Swing in lubricating oil, now that they have done the rebuilding job they have to fight off the customers at 25 cents a throw. He adds that while the structure cost around \$25,000 he has little doubt but what it will soon pay for itself.

Charles W. Simpson, who has the rides at Warner Park, Chattanooga, has opened a new golf driving range and says it is operating at capacity. Simpson also is planning to relocate his Miniature Train so it will run thru the zoo in the park, which will give more than double its present length of trackage.

Charlie Rose, operator of Fair Park, Milwaukee, and Edgewater, Detroit, is making a trip to England to study the amusement business there.

The California Queens, aerial thrillers, and Reggie Childs' ork played Palisades Park, Cliffside, N. J., recently.

T. A. Fuzzell, of Fair Park, Little Rock, reports business at his spot this year is ahead of last year. And he

adds he has no complaints on the weather.

Recent visitor in Detroit was Lou Hoffman, formerly of Salt Lake City and now operator of the park in Kalamazoo, Mich.

Fred Pearce, owner of Walled Lake Park, Detroit, is back at his home base after visiting his Excelsior Park in Minneapolis.

Walter D. Newcomb Jr., owner-operator of Santa Monica (Calif.) Pier, has installed a new Merry-Go-Round. Made by the Philadelphia Toboggan Company, it has two automatic organs. Cost was about \$25,000. It is 50 feet in diameter with horses three abreast, two rows of which are jumpers. There also are two chariots. Machine is lighted by 1,100 light globes. New ride will be managed by Robert M. Newcomb.

New England park meeting notes: Henry Bowen, president of Whalom Park, Fitchburg, Mass., and head of the Fitchburg and Leominster Street Railway Company, transported the largest delegation to the meeting in a new bus, equipped with a bar, which will be used for charter purposes. Vehicle contains hot and cold running water and has storage space for ample ice. Bowen's Whalom group gave the bus and its accommodations high praise following the test run.

Manager John Collins, of Lincoln Park, proved his versatility as a host by securing a baby sitter for Bill de L'horbe, of the National Amusement Company, and so made it possible for Mrs. de L'horbe to accompany her husband to dinner. . . . Lincoln Park's Roland Gamache and Paul Haney supervised the serving of the elaborate shore dinner which included the equivalent of family rations for each person. The park's outing service was amply demonstrated, as a church group of 800 was (Strolling Thru the Park, page 90)

Coney Island Magistrate Court Does Top Business

NEW YORK, Aug. 16.—Coney Island's Magistrate Court, with five months to go, already has heard more cases, and is assured by virtue of fines, of a gross far in excess of last year's record \$36,000 take. Fine schedule ranges for \$1 for sitting on newspapers to \$10 for undressing on the beach. To date 12,601 cases have been heard, as against last year's 12,000.

Court's activity is largely due to a campaign inaugurated at the beginning of the season by Capt. Richard J. Brereton, who detailed 12 men in plain clothes to enforce park department regulations.

4,000 Orphans Guests At Long Beach, L. I.

LONG BEACH, L. I., N. Y., Aug. 16.—This resort hosted 4,000 orphans representing 33 Protestant, Jewish and Catholic homes Tuesday (12). Program for the 17th annual outing in addition to food, included swimming, free rides in the Long Beach Kiddie Park and personal appearances by Eddie Stanky, of the Brooklyn Dodgers, and boxers Rocky Graziano and Abe Simon. Joe Bumstead, clown, mingled with the kids while Charles Feldman emceed. American Federation of Musicians furnished a 16-piece band.

Coney Bedecked for Aug. 28 Legion Convention in N. Y.

NEW YORK, Aug. 16.—Coney Island beat the gun in breaking out decorations for the coming American Legion convention, August 28-31, with numerous bistros, eateries and showfronts along Surf Avenue decked out in bunting, banners and Legion insignia.

Apparently plans for any special events at resorts and amusement parks during the Legion convention have not yet crystallized. So far as can be ascertained, the only events definitely set are a concert by a marine band at Palisades Park Thursday (28) and a special display of fireworks at Rockaway Beach Friday night (29).

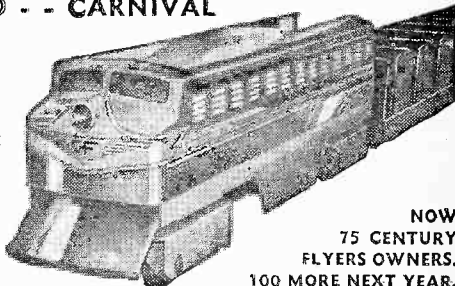
Highlights of the convention will

be the 40 and 8 parade, along Eighth Avenue, Thursday night (29) and the big parade up Fifth Avenue, Saturday (30). While Times Square will undoubtedly be the hot spot of the convention, Coney Island, the Rockaways and near-by amusement parks such as Rockaway's Playland, Palisades Park, Olympic Park and Playland, at Rye, N. Y., will be visited by Legionnaires and their families and friends.

Jefferson Beach Park, near Detroit, was host July 15 to its own suburb, when the chamber of commerce, in Saint Clair Shores, where the park is located, held an all-day outing.

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## Reading Rollers Prep Race Meet

READING, Pa., Aug. 16.—Reading Roller Racing Club has received sanction from the United States Amateur Roller Skating Association to conduct an amateur open speed skating meet of seven events August 30 in Carsonia Park Rollerdrome here, it has been announced by George (Doc) Yodel Jr., manager of the Carsonia rink.

Events will include a Class A one-mile men's open, Class B one-mile men's open, women's 880-yard open, qualifying heats for a five-mile consolation race open to all male contestants who fail to finish in heats or non-winners in Class A and Class B events, women's one-mile open, and a men's five-mile open. Trophies will be awarded first, second and third-place winners.

Entry fee of 50 cents covers admission to the rink for afternoon and evening sessions and permits participation of any USARSA skater having a uniform. Association officials will conduct the meet. Added scheduled attraction is a bus tour of the city for skaters and operators attending.

ELIZABETH, N. J., Aug. 16.—America-On-Wheels skaters continue their heavy program of racing, having scheduled contests with the Reading (Pa.) Roller Racing Club for every Saturday during August at Carsonia Park Rollerdrome, Reading, reports Jack Edwards, AOW director of speed, from his headquarters here.

Ozzie Nelson, secretary of the United States Amateur Roller Skating Association, en route to Pittsburgh, was expected to stop off at Reading today to officiate evening contests between Hackensack (N. J.) Arena and Reading.

August 2 contests between Mount Vernon (N. Y.) Arena and Reading resulted in the New Yorkers taking two of five events, Larry Bissinger winning the one-miler and John Gregory taking the 880-yard race. Twin City skaters meet Reading August 23.

## Fire Razes Summer Rollery In Virginia; Damage Heavy

RICHMOND, Va., Aug. 16.—River Rink, summer resort spot located at near-by Urbana, was destroyed August 3 by an early morning fire which swept thru the dance hall, skating rink, bowling alley and restaurant 60 minutes after a crowd of visitors had left. About 10 people were routed from their living quarters on the second floor of the frame building.

Damage was estimated by the owners, Fred Connor and M. E., R. W. and E. D. Brooks, at between \$50,000 and \$100,000. The building, partially covered by insurance, burned to the ground in two hours.

River Rink, built on the water's edge, was a popular rendezvous of vacationers and was probably the most important business establishment in Urbana.

## Rawson System Good Medicine For Those Box-Office Blues

By a Massachusetts Disciple

HELLO, BILLBOARD! Mass public calling from Massachusetts! One of the feminine cash customers speaking, an amateur skater who is not interested in competition—only in the fun of skating. I am classified by the experts as a meal ticket. "Doc" Rawson is forever writing about the meal tickets. He says that what is sold us isn't skating.

Two years ago I went to his research laboratory to find out about it. I found out! So will the rink operators if they accept his invitation (*The Billboard*, August 9 and 16). Within one hour on skates you, Mr. Operator, will know absolutely that what passes for skating in your money sessions is nothing but a dangerous make-believe. You cannot help but get the picture of a multitude of slaves chained to the skate. The joker is that the slaves pay money to be slaves to the skate. You can see them tonight, tomorrow night, every night, struggling in the public sessions.

### Refugee From Chain Gang

My own visit was a "before and after" experience. Before going I was a slave to the make-believe. So were all my friends. After going I got freedom. I felt like a refugee from a chain gang. Altho my skating has been changed over into the joy class, I am still a member of the meal ticket gang, socially. I skate with the gang. I now speak for the gang.

We have to be versatile, we who pay the bills. I say to you rink operators that once you know your plain skating textbook you will know it is impossible to skate with walkers or walk with skaters. You do not provide us with many skaters. Think that one ever. What we cash customers do for you!

After taking the cure I wrote the Doc a testimonial letter. It was quite full of the word "wonderful." To me it still is wonderful. I hope lots of you operators go. To you, also, it will be wonderful. You, too, will be writing testimonials. If to you it is wonderful, then we meal tickets will get our place in the sun. Long time no see sun.

### Can the Bosses Take It?

If you go to the lab can you take it? Sure, you can take it. Anybody can take it. If nervous, cheer up!

Your cash customer is telling you it isn't bad. It isn't like what you hand to us, your customers. Doc Rawson's skate medicine is something else! If you are dreading that it may be tough you are way off the beam. There is nothing to dread. On the contrary, everything is made easy and safe, even for raw beginners. I can tip you off that you won't fall—unless you are so weak you can't hang on to a mechanical gadget. And it is fascinating. If you are one of those slaves to the skate, the shackles will be knocked off quickly when you reach the lab. In no time at all you will have some of the principles of how to become master of the skate. You will learn how easy it is and soon you may have a vision of slavery being tossed out the window at your rink. I had that grand vision, too, but no rink operators I talked to broke their necks rushing to open a window for the toss-out. The competition skaters were still your darlings—they got everything. We, the cash-paying majority, had to be patient; had to await our turn. Maybe the slump *The Billboard* tells of will bring us our turn. It is not that the public begrudges the competitive skaters what they are being handed, but overlong membership in the chain gang becomes wearisome.

### Come and Get It

So Doc Rawson is wise in stipulating that the operators have to come and get it; they cannot send substitutes to take the medicine. It is stipulated that the professional may be brought along, but he should not be sent alone. Bang goes the lid of the escape hatch. No more stalling. The modern technique has to be seen and felt if it is to be believed. If not believed in it cannot be sold to the masses. Words cannot convey the technique. The professional is relieved from having to carry home a seemingly radical fairy tale.

Rawson has put his finger on the missing link. He has said to the operators, "Get your skates on and come and get it." Those operators I have met are grand men and women, all of them. They will do the right thing by the public non-competitive skaters, I feel sure. It is only that up to now they have not known what is the right thing to do. The great majority of them do not know that kind of skating.

Will we go for that kind of skating? You, Mr. Operator, are going to get that answer for yourself at the lab, so why should we answer it? We can answer loudly, "Yes, and how," but you might not believe us. So, inasmuch as you will be handed the answer at the lab, don't forget to bring a pair of skates. Otherwise, you won't get any of the answers.

### Millions In It

On the matter of getting a fairy tale from your professional, I'll say that we, your cash customers, can tell you a taller tale than could your professional. The title would be, *There's Millions in It*. You can understand dollars and cents because you have a box office to nourish. We are that box office, or at least we are 90 per cent of it. We pour in the nourishment that keeps it going. Give us the right stuff and watch it pour in. There are millions of Americans who would pay millions of dollars just for that one balance of the Rawson system. More millions are waiting for side push instead of the fatiguing and unsafe rear push the gang is buying now. There are millions of dollars more in rolling versus pitching. If you can sell the meal tickets skating versus walking, they will swamp the nourishment tube on (*See Rawson System on opp. page*)

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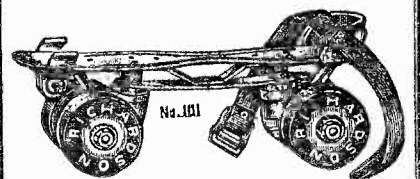
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200 @ 35c each. All different. Will ship C. O. D.

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suitable for roller skating, with or without equipment or will consider good winter location for portable rink in South. Write Box D-95, The Billboard, Cincinnati 22, Ohio.

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#### BEAUTIFUL NEW 40X100 PORTABLE RINK

Flameproof tent, maple floor. Fully equipped with Chicago skates, music, counters, etc. New location, business excellent, priced right. Don't fail to see this one.

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UVALDE, TEXAS

### CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write  
**PERRY B. GILES, Pres.**  
Curvecrest, Inc. Muskegon, Mich.  
Originator and Sole Distributor.

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Portable Roller Rink, A-1 condition; all equipment is now set up in a permanent building, low rent, in college town. Price, \$7,000.00.

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First Grade Hard Northern Maple Flooring, 33/32" thick, \$300.00 per 1,000, F. O. B. Sikeston, Mo.

### CLYDE CRAWFORD

Roller Rink, Ruth St., Sikeston, Mo.

### FOR SALE

100 new Roller Skates and a new Public Address System.

### JAMES B. FARRIS

Box 85, Yancey, Ky.

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8700 Feet of Select Northern Hard Maple Flooring, 33/32" x 1 1/2", End Matched, \$300.00 per thousand, F. O. B. Write or wire

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Married. Experienced mass classwork. Dance, Figures, Rink promotion, management. Write, call, wire immediately. Spruce 9885. 2415 Alameda, DENVER, COLO.

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Less than two months old, half price, \$3,200.00.

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20,000' 33/32x2 1/2" Good Grade; 15,000' 33/32 x 1 1/2" Third Grade; 15,000' 3/4x1 1/2" Good Grade. Also good used Maple 33/32x1 1/2", about 3,000' Mixed Grade. Prices on request, depending on quantity and grade.

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40x90 floor, factory built 5x8 sections interlocking, 150 Chicago skates, amplifier, flameproof tent, two months old, 40x80, in operation, in doing good business. Complete outfit, \$3,500.00. 13 ft. House Trailer available to buyer of rink at \$700.00.

RAY SANBORN

New Straitsville, O.

## Turn Hartford Spot Over to Teen-Agers For Meeting Center

HARTFORD, Conn., Aug. 16.—Plans have been announced for the opening of a teen-age recreation center at Friendly Roller Rink here for use of the Challengers, local boys' and girls' club.

Mom Bazinet, leader of the group, said that use of the rink had been offered by Manager George Carbonelli.

Building will be used by the club on week-days from 2 to 7 p.m., for ping-pong, table pool, checkers and chess, and dances once a week are contemplated. Basketball courts will be open on the rink floor at stated periods.

## Rawson System Good For Box-Office Ills

(Continued from opposite page) that one alone. In one shoulder control and all the other Rawson propaganda in his text books, such as the short leg-long leg principle, the simplicity of making edges, the use of higher heels, flexible skates, etc., there are millions more of dollar nourishment. And you can keep the millions coming in, for you have dancing to which you can introduce the customers.

### A Fairy Tale?

This fairy tale beats anything you would get by sending your professional alone to the laboratory, for his story would not be along lines of dollars and cents. We are those dollars and I'm pretty certain of what we will buy. Perhaps it is not a fairy tale after all. Rawson calls it a gold mine. Those of us who have been to the Laboratory agree.

## Cedar Falls Spot Opens

CEDAR FALLS, Ia., Aug. 16.—Fred Wilfang's Roller Rink, on Highway 58 near here, has opened for business. Rink occupies a 50 by 100-foot building of tile construction.

## WORLD OF MIRTH

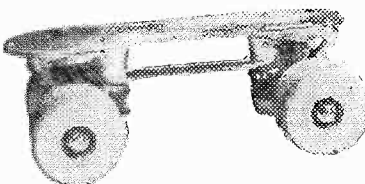
(Continued from page 66)

foot in a cast, he is still on the job.

Freddie Carlton, whose home is in Bangor, Me., was on the lot early and stayed late, visiting friends. He was host at a barbecue on the lawn of his home. Mrs. Dick Mack and daughters, Claudena and Mary, left for Florida where Claudena will enter school. Doc and Mrs. Carm are busy with concessions, shows and office duties.

Neil Leary, our genial newspaper "boy," is busy in each town working with committees, arranging displays of pictures in local store windows, etc. Mrs. May McAskill arrived to take over the Iron Lung, which she and her husband recently purchased. McAskill will remain with the Cetlin & Wilson Shows where he has charge of the Illusion Show.—MRS. VICTOR LEE.

## THE NEW DICCHA SKATE



Low Priced — High Quality — Strong — Durable — All Purpose — Light Weight.

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## Wheelmen Observe 50th Anniversary Of Flath Cycling

CHICAGO, Aug. 16.—Al Flath, veteran rink man and former long-distance bicycle racer, was the subject of a feature article in *The Chicago Tribune* of August 4, in which it was announced that he would be honored by member clubs of the American Wheelmen Sunday (10), the anniversary of his record breaking bicycle ride in 1897.

The article read: "Al Flath, a 97-pound bike rider, pedaled the 100-mile Elgin-Aurora course in five hours and 43 minutes on the morning of August 9, 1897. Al started from the corner of Halsted Street and Washington Boulevard at 3:27 and returned at 9:10 to break the record held by Edward Kohl, of the Englewood Wheelmen.

"Flath, now one of the nation's leading amateur sports officials, will be honored next Sunday by member clubs of the American Wheelmen on the 50th anniversary of his record ride. A caravan of approximately 200 riders will retrace Flath's route. Flath will make the journey, too, altho this time he will ride in a station wagon.

"The group will assemble in Union Park, then move to the Kelly House in Elgin, where Flath registered his time of arrival in 1897. Flath also will re-enact the registering ceremony at the second stop, the Bishop Hotel in Aurora, then the group will return to Chicago.

"There were no paved roads when Flath rode in the '90's and Al was forced to pedal thru fields during a portion of his record journey. He was paced all the way by relays of teammates from the Columbia Cycling and Athletic Club.

"Flath is still active in cycling. He will officiate at the national amateur bicycle meet at Philadelphia, August 15-17."

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Roller skaters have accepted Liberty as unquestionably the finest skate ever constructed. No other skate is used by so many present-day champions!



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## ARROW SKATES

ARROW PRODUCTS MFG. CO.  
HOLLAND, BUCKS COUNTY, PA.



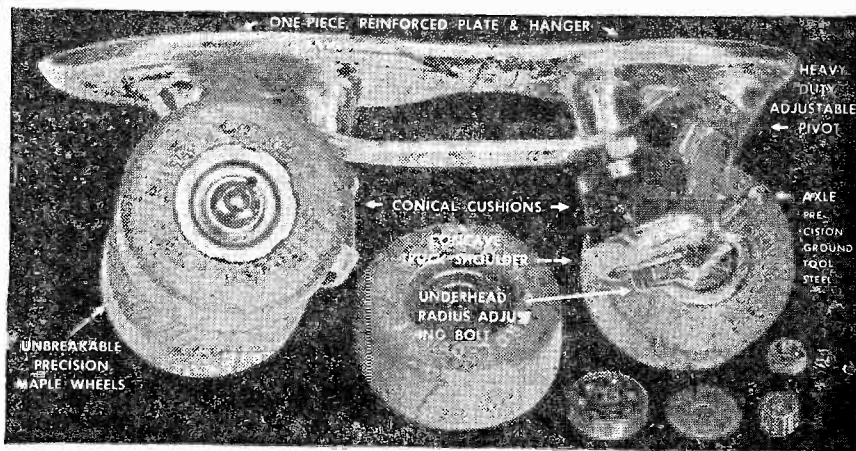
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Maple Floor, 46 by 106 feet; 200 pair Chicago Roller Skates, Skate Grinder, Record Changer, P. A. System, Tent and Sidewalls complete. Rink now in operation.

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—NEW "MODEL B" DANCE SKATE—A 1948 SKATE AT 1940 PRICES!

It dances with a slick smoothness befitting its streamlined neatness and beauty.

It has rugged strength for the boys, but dainty enough in appearance to be irresistible to our girl skaters.

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PRECISION FIGURE & DANCE SKATES  
PARTS & BEARINGS—Regular & Precision  
SKATE CASES—LACES—ACCESSORIES  
"CHICAGO" —New and Used Clamp Skates—available at all times.

FACTORY DISTRIBUTORS

**JOHNNY JONES JR.**  
51 CHATHAM ST. PITTSBURGH 19, PA.



## Rabbit Foot Finally Opens; Surmounts Weather, Strikes

NATCHEZ, Miss., Aug. 16.—Opening one month late because of labor disputes throught the South, F. S. Wolcott's Rabbit Foot Show finally made its initial 1947 performance here at Perrault and Lumber streets lot, night of August 4. Hot weather and with three strikes in progress, did not keep the people away. The 80 with three 30-foot middles top was packed. Running an hour and 45 minutes the show is resplendent with new costumes and stage settings. Costumes were designed by Mrs. Wolcott, her daughter, Hilda, and Mary Godard Dean. Org rolls in 12 pieces of rolling stock, all in perfect condition and painted in white with red and silver lettering. Show operates its own light plant.

No candy pitch is made during the performance but the usual concert is presented. Tickets go for 75 and 40 cents plus tax at the door, with reserves at 25 cents. The concert sold for 25 cents and about 95 per cent of the house stayed for it.

The staff remains the same as it has for many years, with F. S. Wolcott, owner and manager; Mrs. Wolcott, treasurer, and holding down the ticket boxes with Uncle Billy Campbell, who also serves as boss of canvas; Mary Godard Dean, ticket taker, and Hilda in charge of the reserves. M. L. Frisbee is general superintendent of flack; Elmer Yancy advance, and Ed Gentry in charge of seats.

Myrtle Chaplin again produced the show and is featured dancer with a

seven-gal line of "hi-browns" that do a creditable job. Sonny Fox is still featured as emcee and dancer, also does his vocal act. The Streamliners, boy and girl dance team, received a good hand. Cornelius Connell, trumpet man, is making his canvas debut as a band leader. Ten pieces cut the show. No parade is made.

Featured comics are Freddie (Booty Jim) Jones, Rastus Williams, William Cooper and Tiny Riddle, a gal blackface comic. Another old-time Rabbit-Footer, Lassie Brown, is expected back any day now and is possibly a member of the cast by now. Star of the concert is an old member, Fat Heard, juggler. New this year are Emma Louise McDonald, rumba dancer, and Georgia Dickson, blues singer.

The show expects to stay out until Thanksgiving. Org left Natchez for Woodville, Miss., a jump of 35 miles, which will be the average daily haul. The tent will cover Mississippi for about 30 days, then go into Arkansas. Org is in its 35th season.—NORMAN LAWRENCE.

## Brownie Gets Good Takes in W. Va.

JUNIOR, W. Va., Aug. 16.—Brownie's Dixiana Vaude-Film Tent Show, formerly the Brownie Comedians, is in its 25th week, playing the coal fields in this State to good biz despite cold and rainy weather, according to Paul Brown. The org is in its 16th year. Show opened and closes in Southern Georgia.

Paul and Selma Brown are the owners-managers, and roster includes James and Ann Myers, singing and dance specialties and concessions; Harry DeCleo, magic and escape; Tommy and Eddie Lee Myers, juve entertainers; Russell Feathers, canvasman. Company moves on three trucks.

## Balfour Moves to WEBC

DULUTH, Minn., Aug. 16. — Val Balfour's Radio Players, show and dance unit, which have been an Arrowhead Network feature for several years, are playing out of Station WEBC here. A return to the Arrowhead's station at Eau Claire, Wis., is scheduled for early fall. Cast includes Val Balfour; Charles Potter, who is featured as "Cousin Elmer"; Jerry Bruce, Don Henderson, Ann Balfour, Marjorie Potter and Vivian Jackson. A hillbilly band with Jay Peterson, Gloria Glapa, Dell Angelo, Don Henderson and Red Nordstrum, is featured.

## Tents and Halls

By E. F. Hannan

A. N. (ANDY) GATES, of the Gates Family Show, has soured on tents and gone to halls. Listen to Andy: "I have had my fill of carting a top thru the country and now I am playing in halls where I should have been the last three years. To get anyone to even hand you a tent stake these days, you've got to offer him a turkey dinner, and I sized it up that all I was doing is working for the guy that didn't even sport a suitcase.

No more fooling around with light systems, muddy lots, or out of screw seats, and my little show is better off. Wherever I can get biz, it will come inside halls as well as it would a tent."

You can see that Andy has been having troubles, and he isn't the only one this summer.

## Rep Ripples

JOHN G. MORLEY has a 16mm. J show in the Lebanon, Pa., area. . . . L. L. Bishop has closed his tent show operating in Hooker County, Oklahoma, and is playing halls. Org has short-cast bills and films. . . . Bob and Ernest Brady will have 16mm. pix in the Portland, Me., area shortly. They bought a new outfit, including films, from A. H. Tobey, who has had pictures in the East several years. . . . Gilmette Trio will present short-cast bills and 16mm. pix under auspices around Manchester, N. H., this fall. . . . Carlton Players, four people, are readying E. F. Hannan's *On Vacation*, for sponsored dates in New England. . . . Fox & White are with Ray Zarlinton's Show. . . . Beach Family Show will close under canvas this month and go to Portland, Ore., where they will play sponsored dates during the fall and winter. Will use short-cast four-people bills and make schools and halls. . . . Leonard Resse, old-time minstrel musician and performer, will promote amateur minstrel shows in the Newark, N. J., area the coming season. . . . Henri Lavine will close his summer show last of August and present E. F. Hannan's *I'll See You Again* in schools and for sponsored dates in Southern Vermont and Eastern New York. He will have 16mm. pix and four performers. . . . Bird's Show had fair biz around Sedalia, Mo. . . . Ray Devine will have a semi-pro flesh trick in the Portland, Ore., sector.

CHARLES G. HANLEY, who bought a 16mm. projector and film, will operate in the Pawtucket, R. I., area after middle of September. He is booking sponsored dates. . . . Leon L. Boss, who has had various tent and hall tricks in Idaho and Washington, will be back in the business this fall with pix and short-cast bills in Eastern Washington. He will carry four people and has film for two weeks' showing. . . . Haley and Roberts will have a colorful minstrel org of 10 people in the New Orleans sector for the fall and winter season, and play colored auspices. . . . Randall Cox, Elmira, N. Y., will promote minstrel shows around Utica, N. Y. . . . Gregg's Players and Pic Show is in Central Oregon. . . . O. S. Wendell will have 16mm. pix around Mount Dora, Fla., opening middle of September. . . . Fiske Players, four-people colored org, will be around Gulfport, Miss., after middle of September, playing sponsored dates. . . . Flye's Show, four in cast, is playing halls, having stored the tent due to labor difficulties. Org is moving toward State of Washington. . . . Moliere Players, five people, having finished three weeks in resort sectors of New York and Vermont, moved into the Keystone State. Will play sponsored dates around Philadelphia later, their third season. . . . Dorman's Pic Show is in the Clarksburg, W. Va., area. . . . Leyland Players, cast of four, will work out of Fort Wayne, Ind., the coming season, playing sponsored dates.

## Speagle's New Big Top Is Torn Beyond Repair

WILLARD, N. C., Aug. 16. — Diamond Jim Speagle, owner of the variety show bearing his name, recently purchased a larger top for his show. New top went up for the first time July 30. The next night Diamond Jim, with his new top, experienced his first blowdown. The big top was torn beyond repair.

Outside of that bit of tough luck, Speagle reports North Carolina has proved good territory, despite quite a bit of rain. Org is continuing its two-night stand policy.

## Renfro Biz Fair; Org Moves South

MANSFIELD, Pa., Aug. 16.—Currently in its 13th week, the Renfro Valley Show No. 1, playing under Bill Ketrow's six-pole circus top, is headed south. Ketrow reports that business on the jaunt has been fair. Show recently day and dated the Beers-Barnes Circus.

Gene Cobb is in his fifth season as business manager of the John Lair org. Harry and Marie are clicking in the concert with monkeys, baboons and birds. Gene Christen is doing the billing.

## While Strolling Thru the Park

(Continued from page 87)

served a similar meal about an hour after 150 parkmen had been fed. . . . Penny Millette, member of the well-known circus family, was the free act. She does a single on high rigging, using an aerial perch, trapeze and rings. . . . Boston booker, Al Martin, said that parkmen are again becoming acutely price conscious in buying free acts. While attraction prices have not been lowered, it is his opinion that there will be adjustments next year.

Chris Holly was chosen Miss Modern Venus at Steeplechase Park, Coney Island, July 15, in the 27th annual contest. Judges were Alan Prescott, known in radio as the wife saver; Helen Fraser, fashion expert, and last year's winner, Evelyn Peterson. Besides a cash prize of \$200 the winner will be screen tested by Universal-International.

F. O. (Tarzan) Banks, operating his Hell's Half-Acre Snake Show on the Boardwalk at Ocean View Park, Norfolk, Va., was host at a rattlesnake meat banquet recently in the park's Picadilly Restaurant for 75 showmen and members of the press. The dinner was prepared by Lee Johnes.

The August issue of *Physical Culture* magazine carries a story on Sam Howard, diving star. Article is authored by H. Hayden, Miami.

James Bennett, concession manager of the Dickstein concessions at Edgewater Park, Detroit, will become manager of the National Theater this fall.

## BARGAINS

### In Used Equipment

Ampro Century—10	..... \$200.00
Ampro Century—10 (like new)	... 385.00
Natco Model 3015 (used for display only)	... 400.00
Ampro Premier—20 (like new)	... 450.00

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1000 newly painted Red Hardwood Chairs, fold flat, \$135 per 100; 25 sections, 6 high blues, \$25 per section; 50x150 Khaki Push Pole 4 section Tent, 35x60 Khaki Tent, Marquee, etc. Cash with order. McEWEN TENT CO., McEwen, Tenn.

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Complete new 35MM. Sound and Projection  
Equipment for Drive-Ins, \$2974.00; for Theatres,  
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 CHelsea 2-3064

**ICE BREAKERS**

Bean Shooters, asst. plastic . . . . . \$3.50 Cr.  
 Yellow Birds, top quality . . . . . 9.00 Cr.  
 Metallic Birds, best made . . . . . 12.00 Cr.  
 Pinwheels, asst. metallic . . . . . 7.00 Cr.  
 Airplanes, heavy metallic . . . . . 15.00 Cr.  
 Tri-Motor Planes, none better . . . . . 21.00 Cr.  
 Helicopters, very flashy . . . . . 21.00 Cr.  
 Also Party Hats and Noise Makers in Season.

Deposit with order, balance C. O. D.  
 Write for list.

**NOVELTY & NOTION EXCHANGE**  
 125 W. FIFTH STREET, DAYTON, OHIO

**DEALERS! ARRANGE NOW FOR FIREWORKS FOR THE HOLIDAY TRADE!**

We are distributors for every kind of fireworks; catering to jobbers and retail outlets. **WHOLESALE ONLY.**

**ACME SALES CO., Inc.**  
 Dept. 2, 781 Marietta St.  
 ATLANTA, GA.

**CORRECTION NOTICE!**

The following portion of NATION-WIDE MERCHANDISE ad in the August 16 issue of Billboard, page 137, was incorrect. The dimensions should have been:

**OVERALL HEIGHT 14" — OVERALL WIDTH CIRCUMFERENCE 25"**

The retail price should have been **\$3.25**

**JUMBO, "The Lucky Elephant" Bank!**

Overall height, 14". Overall width circumference 25". Takes up to 50-cent pieces. Cork opening in base. Holds \$1,000 in coin and folding money.

Made of non-metal materials with hi-gloss simulated porcelain finish. Hand-painted floral decorations.

Retails	Your Cost	Samples
\$3.25 ea.	\$19.50 Per Doz.	\$2.50

Money Slot in Mouth. Colors — Pink, Blue, Ivory, Red.

1/3 Deposit — Balance C.O.D., F.O.B. Chicago.

All Samples — Cash with order.

STILL the Country's Greatest Seller!

**"THE CHAMP"**  
 Giant Piggy Bank, Hand Decorated. Colors: Blue, Pink, Ivory, Red. Large as Watermelon.  
 Still Only **\$24.00** Dozen!  
**IMMEDIATE DELIVERY!**

**NATION-WIDE MERCHANDISE CO.**  
 Dept. 64 W. Randolph St.  
 B-16 Chicago 7, Illinois

**ATTENTION! GOLD WIRE ARTISTS**

• Square and round rolled gold plate wire, all gauges and qualities. • Stone-set and plain bangles as follows: • hearts • stars • clovers • crescents • beaded hearts • wagon wheels • crosses, etc. • Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls. • 3-stone ring top of rolled gold. • Beaded band wire. • Plastic findings, such as crosses • anchors • beak-out pins • with rings • jumpings • salvers • chains • plain and twisted hoops • earwires • ear-rings, etc. • Hoop earrings • earrings for pierced and unpierced ears. • Handmade adjustable bangle bracelets. • Wire knot rings of rolled gold plate. • Pearl plates of small shell. • Cameos, etc.

Write for \$5 sample order with price list. Deposit, \$2, bal. C. O. D.

**EMROW JEWELRY CO.**  
 Box 93, North Station, Providence 8, R. I.  
 Buy Direct From Manufacturer and Save

**FOLDING CHAIRS**  
 PROMPT DELIVERY  
 IN STEEL OR WOOD

WRITE FOR CATALOG

**J. P. REDINGTON & CO.**  
 DEPT. 28 SCRANTON 2, PENNA.

**DELICIOUS SUMMER BOX CANDY**  
 Regular Price 35c  
**NOW CUT TO 23c EACH**

Great big extension edge boxes 10 in. long, 7 in. wide, with glamorous cover girl picture tops. Filled with half pound individually wrapped delicious caramels and English toffees. Looks like a dollar retailer. Packed 24 boxes to case. \$8.28 per case, 5 case lots \$8.00 case. 3 sample boxes postpaid \$1.00. Terms: Cash with order or 1/3 dep., bal. C. O. D.

Write for prices on our full line of Candy Bars, Penny Candies and Bubble Gum.

**CASTERLINE BROS.**  
 2030 Sunnyside  
 Dept. T, CHICAGO

**Barbecue Fireplace**  
 7 1/2" Long, 3" Wide, 5 1/2" Tall.  
 Made of unbreakable material, authentic Kentucky Tavern Creation. FREE, 35-Hole Push-card, takes in \$12.35.  
 Sample, \$3.00 Cash with order. Dozen, \$24.00.  
 25% Deposit, bal. C. O. D.

**ASHTRAY MARION CO.,**  
 Box 1586, Wichita, Kansas

**BINGO**

SPECIALS ★ CARDS  
 TRANSPARENT MARKERS  
 Write for Bulletin

AMUSEMENT INDUSTRIES, Box 2, DAYTON 1, OHIO



TAKE A TIP FROM THESE TOP MEN

BE SURE TO WATCH THIS SPACE NEXT WEEK!



THE BALLOON PEOPLE

LEE-TEX RUBBER PRODUCTS CORP.

Factories in Chicago and Los Angeles

## FUZZY WUZZY

**The BEAR for Profits**

All odorless skins. Made of selected Furs.

SPECIAL SIZE ..... \$39.00 Doz.  
Sample \$3.50 Each

GIANT SIZE ..... \$87.00 Doz.  
Sample \$8.00 Each

20% deposit, balance C. O. D.  
F. O. B. New York  
IMMEDIATE DELIVERY

**WE HAVE**

- Plush Toys
- Fur Animals
- Dolls
- Boudoir Dolls, Aluminum Ware, Bingo Items, Clocks, and what do you want!

**JOE END & CO., Inc.**

Catering to Concession Trades

**MIKE TISSER, Gen. Mgr.**  
435 West Broadway, N. Y. 12, N. Y.      Cor. Prince St. Walker 5-8280

**Merchandise You Have Been Looking For**

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster, Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready - Write for Copy Today**

**IMPORTANT** To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME

PREMIUM SUPPLY CORP.

1111 South 12th. St. Louis 4, Mo.

## AUGUST SPECIAL

ASSORTED ALL PLUSH ANIMALS

Regular \$16.00 per doz.      Min. Order, 1 Doz.  
AUGUST SPECIAL—\$1.00 EACH      Send for our complete carnival price list.

**STANLEY TOY & NOVELTY COMPANY**

110 W. Broad St.      Richmond, Va.

### ANIMALS, BIRDS, PETS

ABSOLUTE GUARANTEE LIVE DELIVERY, quick service. Now on hand, harmless Snakes for den of any size; hot or fixed Rattlesnakes, Cottonmouth Moccasins, South America Boas, \$5.00 to \$65.00. Mexican Boas, \$1.50 per foot; giant black Iguanas, beaded Lizards, baby Crocodiles, large Alligators, tame Red Fox, \$10.00; Wildcat, \$35.00. Ross Allen, Silver Springs, Florida, au30

A COMPLETE STOCK OF SNAKES, ANIMALS and Birds. Azoutis, Capabarys, Squirrels, Monkeys, assorted Snakes. Forty years of reliable service. Snake King, Box 126, Brownsville, Texas. sc13

AFRICAN EAGLE, BABOONS, JAVA PORCUPINES, Chimpanzees, Fumas, Civets, Guanacos, Peacocks, Zebras, Curassows, Giant Jungle Cats, Oryx, Opossums, with young in pouch, Iguanas, Racoons, Foxes, baby Coati Mundis. Chase Wild Animal Farm, Egypt, Mass. au23

AFRICAN ANIMALS, BIRDS, REPTILES — World largest direct importations. Also regular direct shipments from Central and South America, India, Siam, Philippines, Europe, etc. Our collectors cover the globe. Get our free wholesale price lists issued several times yearly. Meems Bros. & Ward, P. O. Box B, Oceanside, N. Y.

ALLIGATORS — FINE FOR BALLY, GOOD feeders. Special, Two to 2 1/2 feet, three for \$10.00. Five Babics, \$10.00. Immediate shipment. Don Compton, Box 93, Mt. Vernon, Ill.

CHIMPANZEES, BABOONS, JAVA MONKEYS, Dianas, Stumptails, Pitails, Bonnet Monkeys; Zebras, Antelopes, Deer, Vicuñas, Bears, Pythons, Monitor Lizards, Flamingoes, Cranes, Rheas, Swans, Geese, Ducks, etc. All for immediate shipment. Louis Rube, Inc., 853 Broadway, New York 3, N. Y. se6

FOR SALE—FOUR RHESUS MONKEYS; ONE Black Cub Bear, very tame; Sloth, two Dragons, Azoutis, Raccoon, Albino Opossum, Silver Badger, pair Pantail Piglets. All good condition and excellent feeders. H. W. Steck, Plainview, Minn.

FOR SALE—PERFORMING DOGS. STATE your needs. Prof. Hart's Academy, Newark, Ark.

MEXICAN CLAY NOVELTIES—TURTLES, Armadillos and Alligators, moving the head and tail, \$8.00 gross, assorted. Mexican small Curio Horse Saddles, \$6.00 doz. Mexican Palm Shopping Bags, \$6.00 doz. Mexican Desert Reurrection Plants, \$15.00 thousand. General Mercantile Co., Laredo, Texas.

MEXICAN YOUNG TAME DONKEYS (BURROS) for to ride on, \$40.00 each. Mexican Chipmunks, Whistling Squirrels, \$7.00 pair. General Mercantile Co., Laredo, Texas.

WANT TO HEAR FROM DEALERS AND ranchers of all large animals of the Cat family. Write; give prices. Elmer Jackson, 719 S. E. Grand Ave., Portland, Oregon.

WANTED — ORGAN GRINDER MONKEY. Must be broken to work with organ—none other. E. A. Bergman, 14820 Troester Ave., Detroit 5, Michigan. Prospect 3927. au30

5 CENTS DAY STARTS YOU \$1,000.00—Chinchilla raising; complete booklet, \$1.00. Montana Fur Farm, Billings, Montana.

### BUSINESS OPPORTUNITIES

ANY ADVERTISEMENT WRITTEN EXPRESSLY for you. Fifty words or less, \$1.00. Experienced, prompt, confidential. Service, Dept. B8, Box 1113, Columbia, S. C.

DRIVE-IN THEATER—WICHITA FALLS, TEXAS. Highly profitable. Five acres included. \$12,000 down. Leak, Theatres Exclusively, 3422 Kinmore, Dallas, Tex. au23

FOR SALE—PHOTO AND RADIO SHOP, A GOING business, ideal for two ex-G.I.'s. Booming town, nearly 20,000 population. Good reason for selling. Write Martin Gord, Ottawa, Illinois.

FOR SALE—ROUTE PHONOGRAPHS AND Pin Balls, small but can be expanded. Write Box 340, Brainerd, Minn. au30

GET 300 MONEY MAKING TIPS, PLANS, Ideas, Formulas, Schemes, Trade Secrets, Methods, Folio free. Formico-Mil, Box 572, Dayton, Ohio. au30

ROLLER RINK LEASE FOR SALE—FULLY equipped, H. B. Sanford, The Gables, South Deerfield, Mass. se6

SPECIAL—INCH DISPLAY ADVERTISEMENT in "The Mail Order World," year, \$24.00. Wood's Popular Advertising Service, Atlantic City, N. J. au23

24-FT. BUS, EQUIPPED FOR POPCORN AND Hot Dogs. Good Motor and Tires. Business and Living Quarters. 5843 Dixie Hwy, Box 156, Waterford, Mich.

\$25.00 TO \$76.00 WEEKLY—SPARE TIME, addressing envelopes. Full instructions, 50c. Cy Bibbs, 2233 Eastern Ave., Indianapolis, Ind.

\$2,000 CASH TAKES ALL—GOLDEN OPPORTUNITY for good showman and wife. Astrology Business; 10 years in Dallas. Tells the untold, sees the unseen, tells names, answers questions without customer saying a word. All done by electrical magnets and Yogi Philosophy. Outfit in grand shape; working every day. Also special House Trailer, 2 sound proof reading rooms, furnished living quarters for two, city sewer, gas, lights, water. We will teach you the business. Send stamp and birth data. Will answer all letters. Astrologer, 7166 E. Grand Ave., Dallas 10, Texas. au30

\$50,000.00 BUSINESS OPPORTUNITY—EXCELLENT location, good college town, Indiana University. Large two story brick building, consisting of Restaurant fully equipped, Pool Room fully equipped with show cases; 7 pool tables new in operation; also 8 Bowling Alleys of the very best material; the floors are 2 3/4" thick, just completely refinished at a cost of \$1,000.00 dollars. Also Electric Sander that cost \$250.00 dollars; all pins and balls; show cases complete; ready to do business Sept. 1st. See Jimmie Hall or Charles Proffittson, at Harry Stephens Realty Co., phone 6337, Bloomington, Indiana.

## SHIP LAMP

All Chrome, 13 Inches High, 12 Inches Long. Complete With Bulb Which Illuminates Cabin and Creates Colorful Reflections. Shipped Set Up. Ready for Use.

\$3.50

**SYLVAN CO.**

154 E. ERIE ST.      CHICAGO

### CARNIVAL FAVORITES

**BACK SCRATCHERS**

\$27 per gross

**PAPER SNAKES** \$18 per gross

Attention Jobbers: Special discounts for jobbers and wholesalers!

**NANKING COMPANY**  
423 Second Ave. N.Y. 10, N.Y.

### COMIC Greeting Cards

**CHRISTMAS & EVERYDAY**

Like They've Never Seen Before! Snappy, Colorful, entirely Different! Boxed ass'ts. of 25 diff. cards. \$1 or more profit on every box. Terrific sellers. Write for FREE samples.

**NOVO PRODUCTS, Dept. 108**  
922 Diversey, Chicago, Ill.

### IMPORTED SWISS WATCHES

New Watches - - - Latest Designs

 <b>GENT'S</b> 8 3/4 Ligne, 10K Rolled Gold 7 Jewel S/B \$13.00	 Ladies' 6-8 S/B, 10K Rolled Gold Raised Rock Crystal 17 Jewel S/B \$15.50	 Simulated Diamond Dials add \$2.00 7 Jewel \$13.50 17 Jewel \$16.00
---	---	--

Wholesale only. Single Samples, add \$1.00 to above Prices. All Watches Guaranteed. 25% With order, balance C. O. D.

**MERIT SALES CO., Wholesale Jewelers**  
307 S. Hill St.      Los Angeles 13, Calif.

New! P. D. Q.

AUTOMATIC PHOTO MACHINE

Today's Big Money Maker!

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN 1 MINUTE.

NO EXPERIENCE REQUIRED

NO FILMS—NO DARK ROOM. Direct Positive Photos, size 2 1/2 by 3 1/2 inches. NOT TIN TYPES. Big attraction. Watch photos develop in daylight in one minute. Easy to operate. Simple instructions show you how. P. D. Q. Photos are guaranteed NOT TO FADE. In this interesting, BIG MONEY business—anywhere—Indoors or outdoors, you will make BIG MONEY with the P. D. Q. . . . A real "Portable Photo Studio." Write or wire

**PDQ CAMERA CO., Dept. B**  
1161 N. CLEVELAND AVE. CHICAGO 10, ILL.

**GREATEST BALL PEN EVER MADE**

**First Time Shown! New ROLLIT Retractable Point BALL PEN**

**NEVER STOPS WRITING**

Reloads in 2 seconds

**A NEW EXCLUSIVE IMPROVEMENT**

*It's amazing—Squeeze, clip cartridge drops out—slip in new cartridge, squeeze clip and locks in position automatically.*

- Push-pull for instant action
- No Cap or ink worries
- No stains on fingers or clothes
- Plastic barrel, gold or silver finished jacket, clip of anodized aluminum
- Cartridges come with red, blue or green ink
- Unconditionally Guaranteed against mechanical defects

**\$7.20 Doz. Refills \$3 Doz.**

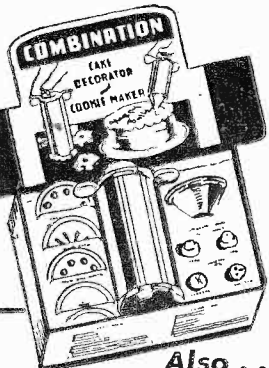
Sample \$1.00

25% With Order—Balance C. O. D.

Write for literature on other fast-selling merchandise.

**MUTUAL Distributing Co.**

801-3 Milwaukee Ave., Chicago 22, Ill.



**ALL-METAL COOKIE PRESS and CAKE DECORATOR SET**

14 pieces, boxed

**\$1.00** Retail

Also . . .

**COMBINATION CAN AND BOTTLE OPENER**

Retail, 35¢—Special, \$12 a Gross

**BRUSH**—made in Mexico—for vegetables, plate scraper, scrub, cake test straws—give-away item, \$3.00 a gross. Write for catalog—samples half price.

Zachman & Co., 5004 Wilson Ave., Chicago 30

**BINGO SUPPLIES AND EQUIPMENT**

**IMMEDIATE DELIVERY!**

- ELECTRIC FLASH BOARDS
  - RUBBERIZED and WIRE CAGES
- WIRE OR WRITE FOR CATALOG

**John A. Roberts**

235 HALSEY ST • NEWARK 2 • N • J

**Plastic Novelty Plaque**

11" in length, assorted colors, 4 samples, \$1.00 postpaid. Price, \$15.00 per hundred. Best ball game and scale item on the market today.

**10 GR. SLUM—\$9.00**

25% deposit must accompany all orders. Merchandise shipped same day order is received.

**HARRY FRIEDMAN**

1065 Mission Street, San Francisco, Calif.

**COSTUMES, UNIFORMS, WARDROBES**

**ALL BRAIDED CELLOPHANE WAISTBAND**—Hula Skirts, with leis, \$7.50. Oriental and Strip Costumes, \$12.50. Net Chorus or Strip Pants, \$1.35. Bras, 75c. Rhinestoned G-Strings, \$7.50; Bras, \$2.00. Rhinestone Patches, \$4.50. Rhinestones with Settings, \$1.85 gross. Folder? Yes! C. Guyette, 346 W. 45th, New York 19. Tel. 6-4137.

**ASSORTED BUNDLES OF CHORUS COSTUMES, Gowns, Trimmings, etc., \$5.00.** Other Costumes and Gowns, from \$3.00 up. Bally Capes, \$7.50. C. Conley, 308 W. 47th St., New York.

**CREATIVE PAPIER MACHE DECORATIONS**—Plaster, Displays, Masks made to order. No catalog. John Praetorius, 603 W. 45th St., N. Y. City. CI-rele 6-7672. sc6

**SINCE 1869—COSTUME BARGAINS, CHORUS,** dollar up; Principals, three up. No catalogue. State wants. Guttenberg, 9 W. 18th, New York 11, N. Y.

**FOR SALE SECOND-HAND GOODS**

**ABOUT ALL MAKES POPPERS AVAILABLE**—50 complete Candy Corn Machines and Cookers, \$225.00, complete set. 50 all-electric, from \$155.00. Krispy Korn, 120 S. Halsted, Chicago, Illinois. oc18

**ALL-ELECTRIC POPPING UNITS—GEARED** Aluminum Kettles, Peanut Roasters, Copper Carmel Candy Kettles, Display Cases. Northside Co., Indianola, Iowa. au23

**COLEMAN HANDY GAS PLANTS, BURNERS,** Tanks, Tubing, 20% discount. Bottled Gas Burners, Regulators. Northside Sales Co., Indianola, Iowa. oc4

**FOR SALE—5 BOXBALL BOWLING ALLEYS.** Want to buy small Steam Engine from Cretors Popcorn Wagon. R. Every, Clarklake, Mich. au23

**FOR SALE—MY COLLECTION OF HOBBY** material, consisting of: Cylinder Phonographs and Records, Horns, Cranes and Catalogs; Stereoscopic Pictures; Marbles; two coin operated Electric Pianos, Music Rolls; one-ten selections on 1 roll Piano or Organ, hand crank operated; Post Cards; Carbon Arc Movie Projector 1914; Vending Slot and Blowing Machines; Concession Tent, unused, slightly soiled; most items 40 yrs. or older. Details for stamp; subject to prior sale. K. T. Hall, Colony, Va.

**POPCORN TRAILER—TEN AVAILABLE, NEW** Krispy Korn, 120 S. Halsted, Chicago. au30

**110 PAIR CHICAGO NO. 778-S SKATES FOR** sale. Some new, others fair condition. Assorted sizes. \$400.00 for all. C. R. Mussetter, Box 251, Hopedale, Ohio.

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**DRIVE-IN THEATER PROJECTION EQUIP-**ment, 35mm., complete, \$2974.00. Theater equipment, \$2280.00. All new. Also 16mm. Projectors, Films. Ace Camera, 116 N. Dargan, Florence, S. C. sc13

**FOR SALE—SMALL CONSOLE BIRCH POP-**corn Machine, A-1 condition; priced to sell. Write Garland Troxel, Vandalia, Ill.

**FOR SALE—MORE-MADE HISTRIKER, COM-**plete, \$35.00. J. E. Davis, c/o Gen. Del., Jensen Beach, Fla.

**FOR SALE—A MINIATURE STEAM ENGINE** in good condition; gauge 16; 3 coaches, price \$175.00. Box C-284, Billboard, Cincinnati 22, Ohio.

**FOR SALE—LONG EAKIN CARMEL CRISP** Outfit; 14 gal. aluminum kettle. Mrs. J. W. Canada, 837 N. West St., Winchester, Ind.

**FOR SALE—40,000 .22 SHELLS, GALLERY,** special at \$5.00 per thousand; 3 Sleeve Type Shooting Galleries at \$50.00 ea. F. O. B. Neosho, Mo. S. H. Wolfenburger. au30

**FOR SALE—NEW SMITH DOUBLE DECK** Fun House. Also extra 20 Metallic Comic or Laughing Mirrors. Can be seen in operation if desired. Royal Exchange, Gen. Del. or W. U., Escanaba, Mich.

**FOR SALE—COMPLETE A-1 30x50 MOVIE** Tent Show on location and all set to go, with 2 1/2 ton GMC Truck, 18 stake body; 154 folding chairs, 16mm. Projector, Trailer projector Booth, automatic Record Player. All A-1. Priced, \$2,200.00. Drive-in Theater, Pollockville, N. C.

**GALLERY AMMUNITION—22 SHORTS, \$45.00** a case; 10 cases, \$42.50 each. Send 1/3 deposit. Philip Behm, Howard, So. Dakota.

**GOVERNMENT SURPLUS THEATER SOUND** Projectors, Arcs, Rectifiers, Chains, Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp., 449 W. 42d St., New York 18. au30

**KIDDIE AUTO RIDE, \$850.00; LOOP-O-**Plane, \$600.00; Steam Engine and Two Cars, \$950.00. J. B. Aley, 5951 Branch Ave., Southeast, Washington, D. C.

**MOVING—MUST SACRIFICE 24-PASSENGER** small, major Fiat Thrill Ride. Six Stage Coaches, 25-Foot Circle, Two 18" Peaks; portable Ford Motor outside of circle; erected and running. See and make offer. A. Brill, 228 North University, Peoria, Ill.

**ONE 2 1/2 GAL. TAYLOR ICE CREAM FREEZER**—Complete with compressor; in A-1 condition. G. H. Artman, 119 E. Markland Ave., Kokomo, Ind.

**SIX STEEL FRAME BOATS FOR KIDDIE** Ride, Battleship Replicas, 6 1/2 feet long on casters; used 3 seasons, complete with Ride Plans, \$90.00. A. Brill, 228 North University, Peoria, Illinois.

**VOICE RECORDER—PRESTO MODEL G.** Complete, ready to work; cost over \$400.00; first \$150.00. Large flashy Mitt Camp Top, \$25.00. Penny Pitch, 4x4 Jack Pot, \$15.00. Small Chuck Wheel and Lay Down, \$10.00. Ed Roach, Rella, Mo.

**16MM. SOUND FEATURES AND SHORTS—**Rental and Sales. Also wish to purchase film in good condition. Oakley Films, Nelsonville, Ohio.

**16MM. TENT SHOW—COMPLETE; TENT,** Seats, six Features, Projector, Lite Plant, Nabors Trailer, Station Wagon, \$2,000.00 or sell separate. Tent Show, 1394 Easy, Beaumont, Texas.

**"SHURE" Sales Getters!! A New Horn Type Musical Toy**

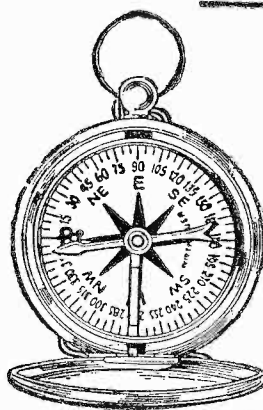


**HUM-IT HOW THE KIDS LOVE IT! FOR GROWNUPS TOO!!**

**ANYONE CAN PLAY IT—JUST HUM INTO IT**

Shiny Black Plastic Tube With Red Trim **NO. BB77N110 PER GROSS \$24.00** Overall Length 13 Inches

Packed 6 Dozen to Carton. No Less Sold.



**U. S. ARMY APPROVED COMPASS** Wittnauer Compass by Longines-Wittnauer Company

Hunting watch type case, nickel finish. Metal dial with black markings on a silver background. Compass needle is mounted on a jewel and locks automatically when case is closed. A high grade quality article throughout. Excellent for Boy and Girl Scouts and a practical gift for hunters, fishermen, autoists, etc.

**NO. BB200J398 NOW ONLY 65c**

**TOMIC TOMMY**

**The Original Drinking Bird! Continuous Motion! Individually Boxed.**

Packed 12 Dozen to Carton.

**NOW ONLY \$7.20 PER DOZEN** No. BB 38N625



**N. SHURE CO. 200 W. ADAMS ST. CHICAGO 6, ILL.**

**LEAD WITH "ACE" STUFFED TOYS!**

**DOWN GO OUR PRICES!**

**No. 252X—GRIZZLY BEAR**

Beautiful animal in long-hair fur, 30" tall. Assorted colors. Packed 1 dozen to the carton.

**ONLY \$42 DOZEN**

No. 240—Same Grizzly Bear in Rayon Plush, Ass'd. colors.

**SPECIAL \$27 DOZEN**

**No. 10—PLUSH SCOMBY** Size 12"x10". Ass't. colors. **\$8.00** SPECIAL Doz.

**No. 99X—SITTING DOLL** 16"x8" PRESSED MASK **\$9.00** FACE, RAYON PLUSH. Doz.

25% deposit with orders, balance C. O. D. (if not rated)

**CHOICE TERRITORIES OPEN FOR REPRESENTATION**

STATE DEPT. "B"

**ACE TOY MANUFACTURING CO.**

Manufacturers of Fur Stuffed Toys

122 WEST 27TH STREET NEW YORK 1, NEW YORK

Send for 16 page Catalog listing 37 other numbers.



**10,000 GOVERNMENT SURPLUS BULOVA Wrist Watches**



**16 JEWELS**

**Immediate Delivery**

- Waterproof
- Shockproof
- Shock resistant
- Sweep second hand
- Genuine leather strap
- Stainless Steel Back

**1/2 DOZ. LOTS \$13.95 Each**

**SINGLE SAMPLES—\$14.75 EACH**

**ALL WATCHES GUARANTEED**

10% Tax for Non-Retail Purpose.  
25% With Order, Balance C. O. D.  
WRITE FOR NEW 1947 CATALOG.

**LOUIS PERLOFF**  
737 Walnut St., Dept. C  
PHILADELPHIA 6, PA.

**Get in on the "BEST SELLER" of 1947**



**New "CIRCLINE" Fluorescent OVERHEAD FIXTURE**

Comes in:  
• ALL WHITE BAKED ENAMEL  
• TRIPLE-PLATED CHROME

The newest, fastest selling Overhead Fixture in America today.

The new G. E. 32-watt "CIRCLINE" lamp gives the SAME AMOUNT of light as the ordinary 100-watt Incandescent Bulb.

For Kitchens, Basements, Halls, Workshops, etc. Write for Descriptive Circular.

**Interstate Radio & Parts Co.**  
Utility Home Products Dept.  
6357 S. ASHLAND AVE., CHICAGO 36, ILL.  
Distributors of Homecraft Electronic Products

**STEEL & HARD WOOD**

**FOLDING CHAIRS**

- STRONG!
- FLAT-FOLDING!
- IMMEDIATE DELIVERY!
- MANY OTHER STYLES

**U. S. SEATING CO.**  
450 7th Ave. (34th St.), N. Y. 1, N. Y.  
Longacre 5-0028

**COMPOSITION NUGGET JEWELRY**

**LOOKS LIKE GOLD!**

Watch Chains and Charms, Dust Containers, Scarf Pins, unmounted Nuggets, etc. Free Catalog. Address:

**J. P. EDGAR**  
P. O. Box 424 RED BLUFF, CALIF.

**ON FLASHY COUNTER CARDS**

**"HI-WAY" PINS**

**33 DIFFERENT KINDS**

**6.75 per GROSS**  
RETAIL 10.00 EACH

**Send 2.00 FOR 2 SAMPLE CARDS - 24 PINS ON EACH CARD**

**CHAS. DEMEE**  
116-E. WALNUT ST. - MILWAUKEE 2, WIS.

**HELP WANTED**

**BASS MAN—10 PIECE TERRITORY BAND:** salary. Must read, no drunkard. Wen Schuh Orchestra, Grand Forks, N. Dakota.

**DRUMMER—FIRST WEEK IN SEPTEMBER.** Permanent location, six nites week, four hours nite. Must read, good beat. No drunks. Small dance combo. Nite club work; vocalist preferred, but not essential. State all in first. Send photo if possible. Moss, 709 So. Branson, Marion, Indiana. au30

**MALE DANCER FOR EXHIBITION BALL-**room work as a partner. One with experience preferred. Dorothy Palmer, 56 East 59th Str., N. Y. City.

**MEDICINE SHOW PERFORMERS OF ALL** kinds. Write, stating all you do and salary wanted. Year around work, join now. Palace Sales, Eighteen West Main St., Chattanooga 8, Tenn. Phone 6-9117.

**MUSICIANS WANTED FOR MIDWEST ESTAB-**lished band—Six nights weekly. Guaranteed salary \$50.00 to \$60.00 weekly for fifty weeks. Only dependable, sober, single men considered. Must have good tone and be good reader. Box C-287, o/o Billboard, Cincinnati 22, Ohio.

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**WANT TENOR AND ALTO SAX FOR COM-**mercial band, all others write. No characters or drunks. Collins Booking Service, Grand Island, Nebraska. au30

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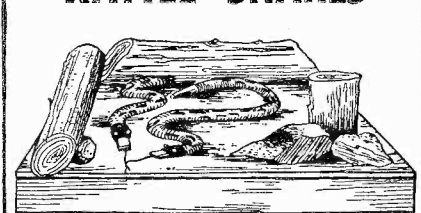
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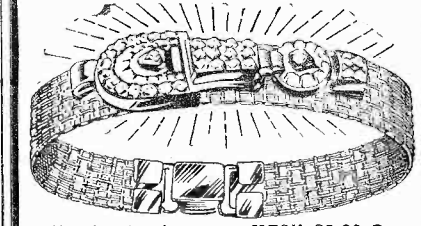
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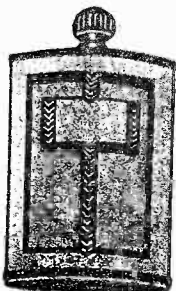
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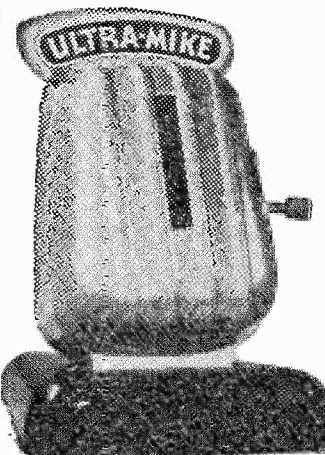
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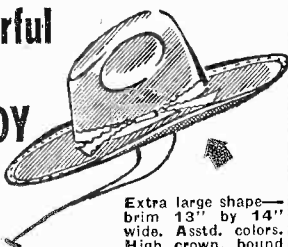
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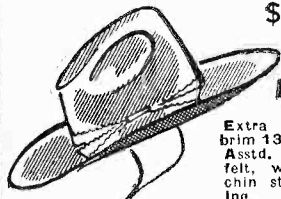
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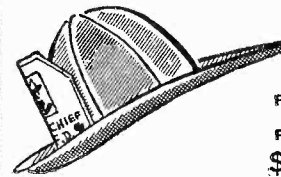
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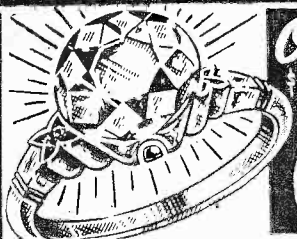
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LETTER LIST

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- Dantini (Cierkes Vincent)
- Davis, Frank James
- Dawn, Don
- Donahue, Alice
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- Dyer, Blackie
- Dyer, (Dare Devil)
- Floria, George
- Goley, L. B.
- Greagea, Walter N.
- Gregory, Joseph
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- Hall, Percy A.
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- Lee, Martin B.
- Lewis, Edgar Lee
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- Smitzen, Olga
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- Sunbrook, Larry
- Thain, Daisy Wilds
- Titus, Frank R.
- Trunfelt, Mrs. B.
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- Weaver, Jerry

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- Crows, J. R.
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- Learied, Ray
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- Murphy, Art
- Murphy, R. F.
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**BALLOON**  
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Here's something to make every date a red one. Face printed in 3 colors on assorted color balloons.

**"HAPPY HOP"**

Same style balloon, with protruding nose, and popular tramp face in 2-color print.

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**The OAK RUBBER CO**

216 S. SYCAMORE ST. RAVENNA, OHIO  
SELLING THROUGH JOBBERS ONLY

**Pipes For Pitchmen**

By Bill Baker

**HARRY MAIERS** . . . veteran of the pitch profession, is vacationing in Frederick, Md.

The most satisfying results come from satisfied customers.

Maximum returns result only from maximum effort.

**JOE GALE** . . . well known in pitch circles, and currently a reporter on *The Newark Evening News*, will augment his writing chores and earning power too by presiding over a class in journalism. Joe's mother and sister, of Chicago, were his house guests over a recent week-end and are proud of the fact that Jo is making good via his facile pen.

Your word doesn't mean a thing if you don't intend to keep it after giving it to someone.

Worry won't cure a lagging bank roll. Hard work is its panacea.

**SHADES OF** . . . Old Home Week permeated the grounds at the Illinois State Fair, Springfield, which proved a red one for the following old grads of the pitch fraternity: Harry Coffey, Billy Rose, Roy Graham, Whitey Thompson, Eddie Case, John Bradley, Pop Ewing, Doc Roberts, Red Abelson, Sam Berman, George Jacobson, Hy Kooky, Cotton Williams, Jack Clements, Fred Seymour, Mike Sweeney, Paul Kramer, Sam Wilerman, and Harry Ross. Ross says the fair as a whole was a huge success, with attendance and spending hitting new highs.

You either go up or down on the pitch stairway. Take your choice.

Tripod Terry Says: "About the only thing a pitchman can't do is make his own weather."

**BIG AL WILSON** . . . blasts the following from Miami: "Still here with a few other pitchfolk. Weather has been good and the thermometer has been keeping a steady 86 degrees. Plan to make the fairs this year in a new trailer, with a new item. Worked a six-day doings in Cuba last spring and met Bill Smith there with working the mouse. We had cards and registered the best days with them that I have ever experienced. Will open in a drugstore (See PIPES on page 100)

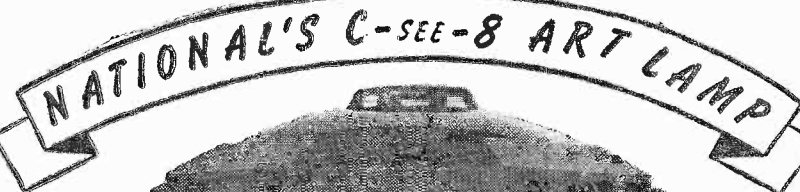
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THRILLING FULL COLOR TRANSPARENCIES OF HOLLYWOOD'S MOST EXCITING MODELS!

EACH LAMP SENSATIONALLY DIFFERENT! 200 GORGEOUS POSES!

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THERE IS NO SUBSTITUTE FOR QUALITY.  
WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are MANUFACTURING PHARMACISTS established 1934.  
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Folding, non-folding  
Many Styles  
Steel, Wood,  
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State requirements.  
Minimum order — two dozen.

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"Big Hot Weather Number"  
Attractive Pound Boxes of Nut-Fruit  
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Small blocks, each piece in bon bon cup. \$3.84 Doz. Freight prepaid. 3 doz. to case.  
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Write today for prices on our Laxative, Tonics, Herbs, Liniments, Salves, Corn Medicine, Tablets, Soaps, etc. 1-day service. (Products Liability Insurance Carried). Manufactured by a Registered Pharmacist. (Best of Service).  
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\$4.50 EA.

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- Highly polished, solid brass
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- 6 ft. ULA cord with insulated plastic plug

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WE HAVE MOVED TO LARGER QUARTERS TO GIVE YOU BETTER SERVICE



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**TODAY'S RAGE!**

BARR Raggedy Ann, Raggedy Andy and Dolls of Nations Balloons are the top flight, fast turnover items of the year.

The red, white and blue box with the famous BARR Shield is your positive assurance of quality, value, sales appeal—and gratifying profits.

**SEE YOUR JOBBER**

# Ozark Empire on Beam With Well-Balanced Attractions

(Continued from page 79)

but Wilburn did not participate. Opening afternoon Frank Winkley presented motorcycle races with about 3,500 on hand. There were two crack-ups during the motorcycle races in which Fuzzy Weichman of Wichita, Kan., suffered a broken leg, and Carey Stiner, of Okmulgee, Okla., received minor injuries. Last Sunday night the All-American Thrill Drivers, under the direction of Frank Winkley, performed before a full grandstand, when over 5,000 paid. Jimmie James and Dick Jones were the featured daredevils. Jack Jansene was injured during one of the leaps on this program.

### Feature Running Races

Monday thru Thursday afternoons were given over to running races, with a larger number of runners entered than at any previous fair. Six races were held daily in addition to a mule race. Purses averaged between \$1,200 and \$1,500 daily.

Boyle Woolfolk's *Summer Follies Revue* was the grandstand attraction Monday, Tuesday and Wednesday nights, while the attraction Thursday and Friday nights was the Ozark Empire Society Horse Show. Entries for the horse show were far more numerous than previously and the fair board had erected two new horse barns, to accommodate 40 more horses in box stalls.

Fifteen high school bands and drum corps from various cities in the State competed for State honors and did their stuff in front of the grandstand in the afternoons between races. A mammoth fireworks display was presented nightly Monday thru Friday, supplied and fired by the Thearle-Duffield Fireworks Company of Chicago.

### Assured of Profit

Since the Ozark Empire Fair is always the first to be held in the Middle West fair circuit it is usually a sort of barometer for the other annuals in this circuit. From an attendance standpoint the 1947 annual here will probably equal that of last year when the auditors complete their final count; from a profit standpoint the directors are assured of an increase over last year; and from an exhibit and generally better fair all around, this year's annual excels all previous events.

For 11 years now, H. Frank Fellows has been president, while Dr. W. A. Delzell and Tom Watkins have been vice-president and treasurer respectively thru all the years since organization. Several other organizers of the Ozark Empire District are still serving on the board of directors. Glen B. Boyd took over the office as secretary-manager here eight years ago and a world of credit is due him for bringing this annual to the fore, so that it is now considered one of the most successful in the Midwest annually. Boyd is a dyed-in-the-wool fairman who served his apprenticeship at the Missouri State Fair for several years before he took over the reigns at Springfield.

Harmony and hard work is the keynote in Boyd's office and year after year finds many of the same loyal and faithful workers in the various departments of the Ozark Empire Fair. Dorothy Dickman is currently serving her eighth year as chief clerk. This year Boyd recruited many ex G. I.'s from various institutions in the State to act as ticket sellers and this proved very successful.

### Grounds Insect-Free

A noticeable feature this year by the thousands upon thousands of visitors was the complete absence of flies and insects from any and all

parts of the grounds, buildings, tents, stables, etc. For three days before the annual opened every available inch of space was thoroly sprayed with DDT and this really did the job, so that the fair was absolutely "fly-less" and sans insects.

The board this year increased its advertising budget 20 per cent, increasing all forms of advertising, using 41 newspapers, 7 radio stations billboards, tack and window cars, etc.

A day at the Ozark Empire Fair will be the title of a colored film, for which hundreds of pictures were taken and which will be presented in the months to come at organizations, schools, etc., in the Ozark country of Missouri. Dave Fithian, chief photographer of Pegasus Pictures Company, was on hand for three days directing the taking of hundreds of scenes.

One of the most interesting exhibits was the Missouri Farmer's Association for Artificial Breeding of Cattle. The M.F.A. serviced 33,000 cows with 38 trained inseminators during the past year, and for the first time 29 calves, the result of artificial insemination, were exhibited and also a special MFA artificial breeding exhibit was shown. The Missouri State Engineering Department this year had a mobile laboratory on the grounds and all food-stuffs at eating stands underwent examination by the group.

### Grandstand Line-Up

The Boyle Woolfolk Agency of Chicago booked the grandstand revue which George Flint was on hand to direct, and it was pronounced by officials probably the finest show ever presented here. Frank Fellows was quoted as saying, "It's the best revue ever shown at my fair."

*Summer Follies of 1947* is elaborate and finished in all details. The scenery is the last word and the costuming thruout is of the best. There are 16 girls in line, with Tom Brennan, tenor, and Virginia Cooper, soprano, the featured singers. The line girls are billed as the Margo Koche Dancers. Tom O'Neil is emcee. The revue is snappy thruout with no acts conflicting. Stage is set flat on the ground with steps in the rear for effect and certain numbers.

Program as presented: Opening ensemble number, with solos by Tom Brennan and Virginia Cooper, then some harmony singing by the two. Jerry Cole, in an accordion specialty and a specialty dance with his accordion; Gypsy number in which Jerry Cole and his tamborine are featured; Krick and Bobo, a comedy trampoline; parade number by the Margo Koche Dancers, featuring the dancing of Mignon King, in her muscle control acrobatic dance specialty; Kanashawa Trio, Risley act, three men; Jack Gordon, juggling unicyclist who works on a small pedestal. Gordon landed in New York from France July 22 and this was his first American appearance; powerhouse number by the entire group of girls and the singers; Helen Reynolds Skating Sextette; grand finale by the entire ensemble.

Vince Borrelli is musical director. The Woolfolk revue carries its own band of 10 pieces. Other acts booked by Flint thru the Woolfolk Agency and who performed during the afternoons were Les Rosettes, ladder and acrobatic; Smitty's dizzle lizzie, and Captain Roy Sims, high pole and walking upside down. The latter act was presented afternoons and nights on the carnival midway.

Walter Matthis Ozark Fair Band furnished the music in the grandstand afternoons and night thruout the week.

## Pipes

(Continued from page 99)

here after the fairs wind up. Let's see some pipes in the column from Red Gunn, Glen Hosburg, Tyler Ward, Bob Roach and Duke Wilson."

*Fancy Freddie Says: "But for the fools, there are few of us who could succeed."*

A snappy, sales-packed talk is inherent with most pitchmen. The successful worker perfects it, that's all.

FRED M. VOGEL . . . who is managing Morrow's Nut Shop in Chicago, says he recently enjoyed a lengthy visit from Al Rinehart and numerous jackpots were cut up.

*The pitchman is ever a student, always learning from everyone he meets.*

Despite all the beefing being done about the hot weather affecting the pitch business, the smart demonstrator always finds new ways of getting patrons interested in his pitch.

HERB SCHROEDER . . . former pitchman turned ace magicker, is making his home in Milwaukee.

*If you don't have a capacity for hard work, forget any desires you have of becoming an outstanding pitcher.*

## "AMERICA'S BEST" WHITESTONE RINGS AT NEW LOW PRICES



STERLING OR GOLD FILLED EVERY STYLE EVERY SIZE

**LADIES' SPARKLING SOLITAIRE**  
A Real Seller—A Real Value  
\$4.00 per doz.—\$42.00 per gr.  
**Ladies' Sterling Wedding Band to Match**  
(as shown) 6 large sparkling stones  
\$5.00 per doz.—\$57.00 per gr.  
5 Stone Gold-Filled Solitaire. Doz. . . \$6.00  
9 Stone Gold-Filled Wedding Band to match. Doz. . . 6.45

### LATEST VALUE!

Here is a perfect reproduction of a high priced diamond ring! Beautiful ladies' "Tiffany" sterling silver or 14k rolled gold whitestone mounting with baguette sides. Baguettes available in either white or blue. Center stone approx. 1 carat.



Order No. 018—\$13.50 per doz.  
SEND FOR FREE CATALOG—Write either to our home office or branch office, 85 East Gay St., Columbus 15, Ohio.  
Sample ring assortments sent for \$5.00 or \$10.00.

## STERLING JEWELERS

Worthington, Ohio

## AGENTS! EARN UP TO \$300 A WEEK

Take orders now for Xmas cards from stores. \$15 profit every sale. Free Rack, free instructions, free kit. No investment. Hurry. Write. Stores want in Sept.

CASTLE CRAFT CARDS (Mfrs.)  
175 E. 5th Ave., New York, N. Y.

## START STILT STAND

Kids pay nickels, dimes to walk on colorful Climbing Stilts—latest rental rage. Dollar an hour possible from \$15 investment. Several dollars an hour from \$75 inv. Open any place, vacant lot, store, at outings, wherever children gather. Gold mine for carnivals, fairs. Details rushed free.

**BARCLAY GREGG**  
1208 W. 32nd St. Minneapolis 8, Minn.

**NOVELTIES**

Parachute trooper . . . it works! A paper parachute with 6 inch metal-weighted cardboard soldier attached. Each in large attractive box.

Dozen . . . . . \$ 1.35  
Gross . . . . . 15.00

Jointed Radio Wiggle Snakes, Green, 16" Long. Gr. . . . \$ 9.60

Chinese Paper Snakes on Bamboo Stick. Doz. . . . . 1.50

Felt Comic Hat Bands. Per 1,000, \$13.50. Per 100 1.50

Large Heavy Bolo Knife With Sheath. Each . . . . . 2.45  
(F. O. B. Indianapolis) 25% deposit with order

**KIPP BROTHERS**  
117 SOUTH MERIDIAN ST.  
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**SLUM**

(GIVE-AWAYS)  
Novelties, Toys, Brooches, Pins, Kids, Necklaces, Jewelry, Cosmetics, many other items too numerous to mention. 3,000 Pieces, Ass't.

**\$25.00**  
SOME ITEMS RETAIL UP TO 25¢ EACH.

**NEW ITEM!**  
LUCKY NOVELTY

**PRIZE BOXES**  
ASSORTED NOVELTIES OF ALL KINDS  
**\$4.50 Gr. Boxes**  
5 Gross Lots—\$4.00 Gr.  
25% Deposit, Balance C. O. D.

**Mdse. Distributing Co.**  
19 E. 16 ST. NEW YORK, N. Y.

# AROUND THE GROUNDS

(Continued from page 78)

Marshfield (Mass.) Fair. Other new features include improved rest rooms and drinking fountains.

Judging by the flow of publicity releases reaching The Billboard Fair Department, California State Fair leads in output among the biggies, with Ohio second and Minnesota third.

Work has started on construction of a new cattle barn at Central Iowa Fair, Marshalltown, George Price, secretary, announced. Costing \$8,000, the building is expected to be completed in time for the September 9 opening.

Four-Town Fair, Ellington, Conn., this year will be its 109th edition. Sponsored by the Union Agricultural Society, annual covers Enfield, Ellington, East Windsor and Somers, Conn.

Here's one that actually happened at the recent Lawrence County Fair, Ironton, O.: George Marquis, magician, was emcee for the Gus Sun Variety Revue. Just before the show was to start he was handed the "program" by Gus Sun Jr., whereupon he stepped to the mike, looked at the card and noted the line-up. It read: (1) corn, (2) bread, (3) steak, (4) olives and (5) tomatoes. A hasty conference with Gus Jr. revealed that this was the grocery list Gus's wife had given him. In retrospect, Marquis points out, "We had the corn, and the audience could probably have made good use of the tomatoes."

The Middleboro (Mass.) Fair this year will inaugurate bus service from Boston, Taunton, Fall River, New Bedford and Plymouth.

Boston papers are giving the revived Eastern States Exposition (ESE), Springfield, Mass., the biggest play in years. The Boston Globe recently carried a half-page Sunday feature on preparations for the ESE revival. The Boston Herald played up the ESE Storowton project with a four-column photo picture. Rudolph Elie Jr., Boston Herald columnist, recently spent two days in Springfield to get material for a feature. And all of the Boston dailies have carried news stories far in advance.

Tom Shehan, former publicity man for the Great Barrington Fair and later a member of the staff of Yank during the war, is serving as a racing steward at Rockingham Park, Boston, for the current meeting. Shehan also is ghost writing for several of the top pro golfers and has recently returned from a trip to Alaska, Tokyo and Hawaii.

The work of repairing the grandstand at the Sidney, Ia., rodeo

grounds was nearing completion after damage estimated at more than \$20,000 was caused by recent windstorms. The rodeo will be open Tuesday (19).

E. W. (Deac) Williams presented the following acts at his Delaware County Fair, Manchester, Ia., August 6-7; Roscoe Armstrong Trio, comedy Ford; Alvers Family, globes; Billie Alvers, traps and swinging ladder; Sigler Duo, roller skaters; Audrey Ann, acro dancer; Pete and Ann Glade Troupe, high-school horses, mules, trick riding and roping; Minnie Rooney and dogs; Jeffries and Norma, aerial novelty and tumbling; the Lowells, balancing and knock-about; Don Sweet and Company, magic, and Williams and Lee Hollywood Revue, featuring a 10-girl line and six-piece band.

Margaret Arlen, women's commentator on Station WCBS, New York, will record interviews Tuesday (19) at the opening of the Morris County Fair, Troy Hills, N. J., which will be broadcast the following day on her program, 8:30-9 a.m.

Atlantic Rural Exposition, Rich-

mond, Va., will offer approximately \$60,000 in premiums this year, according to J. A. Mitchell, general manager.

William K. Gray, secretary-manager of the Tulsa, Okla., State Fair, was a visitor at the Ozark Empire Fair at Springfield, Mo. Gray was very optimistic over his annual which will be held next month. . . . Another visitor at Springfield was Vernon M. Huff, secretary-manager of the new St. Louis County Fair, which will open at Jefferson Barracks, St. Louis, Saturday (23).

The executive committee of New York's State Fair Commission will visit the Canadian National Exhibition, Toronto, to add to its information which will be incorporated in plans for the resumption of the annual next year. State departmental officials have recently submitted reports on their needs. Included was the request that buildings be designed for multiple use as far as possible. Committee already has visited several fairs, including the Louisiana State Fair, Shreveport.

Louise Carlisle, who last appeared professionally several years ago with the Carlises, novelty rope and bull whip, is convalescing from multiple illnesses and plans to return with a single act for next season.

winning both the 30-lap main event and the three-lap trophy dash in record time before 5,600 speed addicts. Mac Hellings and Bill Brereton followed him in the feature. His sizzling 0:43.98 was too fast for Rod Simms in the trophy sprint. Johnny Mantz won the semi main.

## BALLOONS

Pure Latex

#10

\$1.50 per gross

Packed 40 Gr. to Case.

Less Than Case, \$2.00 Gross.

Mail or telephone your order.

UNITED FIREWORKS  
MFG. CO., INC.

Dayton 7, Ohio

## SPEEDWAY ROUND-UP

### Shorty Miller Dies

NORFOLK, Va.—Marvin (Shorty) Miller, midget auto racer of Lansdale, Pa., succumbed Wednesday (13) to injuries received in a crack-up during Tuesday (12) night's races at Princess Anne Speedway.

### Killed at Towanda, Pa.

TOWANDA, Pa.—Howard Ackley, 23, auto racer, was killed Sunday (10) when his new car went out of control while undergoing a tryout on the Bradford County Fairgrounds track.

### Critically Injured

MANCHESTER, N. H.—John Marchand, midget auto racer of Wellesley, Mass., was critically injured Sunday night (10) in a crash at the Manchester Motordrome.

### Wins at Langhorne

LANGHORN, Pa.—Bob Flock, Atlanta, won the 200-mile national stock car race at Langhorne Speedway Sunday (10). Red Byron, Atlanta, finished second and Norman Riggley, also of Atlanta, took third place.

### Ebensburg, Pa., Fatality

EBENSBURG, Pa.—Joe Selzer, 32, midget auto racer of Lakemore, O., was killed Tuesday night (12) in a crash during the feature race at the Ebensburg Fairgrounds track.

### Gibbs Scratch Winner

SANTA MONICA, Calif.—Jimmy Gibbs roared his way to victory in the scratch final motorcycle race at the stadium here Tuesday (12) before a crowd of 5,000. Lammy Lamoreaux was second and Jack Milne third. Time was 0:60.09.

### Orange Show Results

SAN BERNARDINO, Calif.—Johnny Garrett captured the 30-lap midget auto main event at Orange Show Stadium here Thursday (7), finishing in the time of 8:49.73 before 6,500 fans. Jack Thayers was second and Mac Hellings third. Roger Ward won the semi-main and Perry Grimm took the trophy dash.

### 10,000 at Gilmore

LOS ANGELES — Danny Oakes, finishing a quarter lap ahead of the

field, won the Thursday (7) 40-lap midget auto race feature in record time before 10,000 fans at Gilmore Stadium here. Norman Holtkamp was second and Jerry Piper third. Peewee Distarce won the semi-main and Karl Young copped the trophy dash.

### Wins at Carrell Speedway

LOS ANGELES — Jack McGrath annexed the 30-lap feature big-car race Sunday (10) at Carrell Speedway. Andy Linden placed second, with Kenny Palmer third. Orville Brunmier sustained cuts and bruises when his racer struck the crash wall during a heat race. Art George took the semi-main and the trophy dash was captured by Frank McGurk.

### Lilly Smashes Records

PASADENA, Calif.—Gib Lilly kept the official timers at the Rose Bowl working overtime Tuesday (12).

## FAIRS and CARNIVALS DIRECT FROM FACTORY TO YOU

NEW NOVEL TOY AND GIFT FOR CARNIVAL PREMIUM USERS, SALESBOARD OPERATORS AND FAIRS

## PUPPY and KITTEN



Put me on your Boudoir Chair

Everyone will be delighted with this marvelous toy! Loads of fun for children all ages. Beautifully finished! Made of highly processed white rabbit skins. Life-like bright eyes, embroidered nose and tongue, silk-like ribbon around neck. Packed in individual boxes. Direct from manufacturer.

\$24  
DOZEN

Less Than Dozen Lots, \$2.50 Each Postpaid  
25% Deposit, Balance C. O. D.  
A-BEE FUR-PLUSH TOY CO.  
Dept. B, 53 West 29th St., New York 1, N. Y.



### NEW CATALOG SOON

Write for your copy. You must state line of business for proper classification. "25 YEARS IN CARNIVAL SUPPLY BUSINESS." Most complete line of Carnival Concession Merchandise. SPECIAL—Just received 1,000 O. J. Wrist Watches, Radium Dial and Sweep Second Hand—\$4.75 (Minimum Order 6)

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

### SENSATIONAL CARNIVAL ITEMS!

She does everything but hiccup

### "MARY ANNE" 14" Drink 'n' Wet Doll

Complete with dress, hat, bootie & diaper at a remarkably low price.

Only \$20.00 Doz.

Mary Ann is the sensational New Composition Doll that your customers have been waiting for. She is completely dressed and has a real nursing bottle with rubber nipple, Movable Arms, Movable Legs.



AUTO SPEEDWAY \$15.00 Doz.



Thrills and spills to delight every child. Action packed Auto Racing Toy. One car races around speedway and when reaching tunnel, releases second car which races around to release first car, etc.

RUSH YOUR ORDER TODAY 25% with order, balance C. O. D.

BERNARD FINE CO., Inc. 501 6th Ave., Dept. BL, New York 11, N. Y.



**RIGHT IN SEASON!** **Another BIG HIT!**

**BIG HIT!**

**200 M G L HOLES**

**TAKES IN \$50.00**

**AVE. PAYOUT \$22.60**

**PROFIT \$27.40**

**SIX TICKETS IN EACH HOLE**

**ONE FREE TICKET IN EACH HOLE**

FORM No. 204 MGL

**1200 N. HOMAN AVE. HARLICH MFG. CO. CHICAGO 51, ILLINOIS**

**SALESBOARD SIDELIGHTS**

**New York:**

Jack Glass, of Globe Printing Company, returned from his vacation feeling like a 16-year-old. He left almost at once for an extended New England road trip. . . . Otto Goldman, Globe sales manager, reports from the West Coast that biz is jumping. . . . Joseph Rake, Rake Coin Machine Exchange, reports from Philadelphia that more and more coinmen are entering the salesboard biz—just like pre-war days.

The heat persuaded several distributors to close shop early in the week and take a long week-end rest. . . . Ops also have been postponing New York board buying trips because of the heat and the firms have had to send their roadmen out after it. The few board ops who ventured to town during the week seem to have been drawn by the Leather Goods Manufacturers of America exhibition at the Hotel New Yorker.

Max Greenglass, Profit Manufacturing Company head, reports that the firm's new board will be shipped all over the country. . . . American Premium Corporation of Baltimore is reported to be readying a new merchandise deal board. . . . Graphotype Press reports it is getting a better supply of paper now for salesboard manufacturing. . . . Combination alarm-radio deal salesboards are starting to appear in the area.

**Chicago:**

Paul Thelen, of Amusement Industries, is expected back this week from his vacation. Jim Reddy says Paul must have had an ally in the weather man to pick such a hot spell for his time off. . . . Jack Morely, Superior Products head, has quite a schedule mapped out for national sales manager Joe Brodsky. Both boys got their heads together and result is Brodsky's long range, several-month trip, first leg of which he is now on, and which has as first stop Montana. Joe will contact Florian Gies there, district sales manager for that State and Idaho. Next will be Oregon and Washington, where Joe will meet his brother, George, who is district sales manager for those two States. California will be the last stop; there Sam Lubow will confer with the State-hopping Brodsky.

Jack Morely states that there is a spurt of optimism in the industry these days. Everyone is looking for a top fall season and indications are that it will be realized, if present trends are reliable. Jack says Superior will have a new line out immediately following Labor Day. New line will embrace some new ideas that should prove of real operator value, he said.

Harlich Manufacturing Company's sales manager, Samuel J. Feldman, reports the firm's art department has been enlarged. It is now double its former size, alterations being completed August 4. Feldman says that as a result there will be a steady flow of new boards and ideas as production is stepped up after Labor Day.

Empire Press is perking at a steady pace as the fall season draws near, with even greater promise for future business, Joseph Zimmerman indicates as he busily ties up the accumulating business strings on his desk. . . . Al and Fred Schechter, brothers heading Howard Machine Products Company, say the several lines of boards they handle are pulling in a high rate of sales. Operators over the country are confirming manufacturers' statements of rising play as their rising orders prove, the Schechters claim.

Irv Padorr, Excel Manufacturing Company, adds one more to the

growing chorus of voices proclaiming the really booming business trend in the salesboard industry. Irv adds that Excel has just completed setting up of distributors across the country, rounding out their coverage fully. Firm's Giant Hole boards are said to be receiving huge repeats from the ops. There will be about a half dozen new numbers coming out shortly, Irv promises. Sales force here has been enlarged, presently numbering 11 members with more to be added soon.

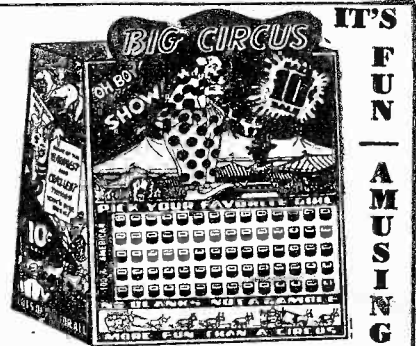
**SALESBOARDS**

**Latest Numbers — Prompt Delivery**

Holes	Play	Description	Price	Profit
400	5¢	Dollar Game	\$.75	\$7.00
1000	5¢	Nickel Charley	1.45	17.00
1000	25¢	Charley (Thin)	1.16	50.00
1000	25¢	Charley (Thick)	1.40	50.00
1000	25¢	J.P. Charley (Thin)	1.50	51.98
1000	25¢	J.P. Charley (Thick)	1.75	51.98
200	6-25¢	Quick Fives (Max. Pr.)	3.25	39.50
200	6-25¢	Star Dust	3.74	22.25
200	6-25¢	Big Hit	3.73	27.40
200	6-25¢	6 In 1 (Max Pr.)	3.25	39.50
200	6-25¢	Striking	3.74	25.50
200	6-25¢	Hat Box	3.74	25.15
520	5¢	Easy Aces	1.19	13.00
1200	25¢	Cheerful Charley	2.50	76.98
2500	10¢	Holes of Dough (Coins)	22.50	80.00
2000	10¢	Jack in Barrel (Coins)	16.82	71.00
2000	5¢	Lulu Belle	2.50	23.00

**ELITE VENDING CO.**

P. O. BOX 511 OLEAN, N. Y.  
Over 15 Years Selling Boards.  
Send for latest circular.



No. D2. Sells out fast in taverns, cigar stores, clubs, pool halls, liquor stores, fairs, bazaars, etc. This stupendous deal consists of 70 assorted and frequently changed surprises in packages. Each contains a good 10¢ value. (shipped by express or freight, collect.) Wgt. 13 lbs.  
**COSTS YOU \$3.50** Lots of 14 **\$3.35 ea.**  
SPORS CO., 8-47 Lamont, Le Center, Minn.

**PUSH CARDS**

**PUSH**

**PUSH**

All sizes of straight or skip numbers, with all winners, or with one winner under Master Seal. Also regular Cards up to 600 Holes.  
**FREE Catalog. Write.**  
**W. H. BRADY CO., MFRS.**  
CHIPPEWA FALLS, WISC.

**WANTED**

Empty Cartons and Display Rack for deal similar to "Country Store" or deals used by The Howard Company of Kansas City or Spors Company of Le Center, Minnesota.  
Write to  
**DIEDRICK SUPPLY CO.**  
CHASKA, MINNESOTA

**GOOD NEWS!!**

**FOR THE OPERATORS AND JOBBERS IN THE STATES OF OREGON AND WASHINGTON**

We Have Been Appointed Exclusive Factory Distributors and Representatives for the

**HARLICH LINE OF SALESBOARDS**

WE OFFER

FACTORY PRICES — IMMEDIATE DELIVERY — FREIGHT PREPAID ON ALL ORDERS OF \$75.00 OR MORE

WE CARRY A COMPLETE STOCK OF THE FOLLOWING

- Money Boards
- Plain Boards, including Micro Square, Baby Midget and Regular Midget Holes in all sizes from 50 to 10,000 holes
- Premium Boards
- Also the newest numbers in 6 Tickets in a Hole Boards.

WRITE FOR CATALOG

**ALLIED DISTRIBUTORS**

417 S. W. 12 Ave. Broadway 0983 Portland, Oregon

**MULTI-GIANTS (6 TICKETS IN EACH HOLE)**

Holes	Play	Name	Price	List
200	25¢	They All Go (Def.)	\$24.25	\$5.55
200	25¢	Prize Game	26.50	7.47
240	25¢	Sparkling	33.00	8.70
200	25¢	Trial Treat (Def.)	27.00	5.55
200	25¢	Hat Box	25.15	7.47
200	25¢	Striking	28.50	7.47

**DROP IN TO SEE OUR COMPLETE LINE ON DISPLAY IN OUR SHOWROOM**

We are direct factory representatives for Consolidated Mfg. Co. "First With the Latest in Quality Boards"

**Rake Coin Machine Exchange**  
609 Spring Garden St., Philadelphia 23, Pa.  
Phone: LOMBARD 3-2678

**Make \$250 to \$500 a week**

**BE YOUR OWN OPERATOR OF PUSH CARDS**

A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.

**Watches Styled for Beauty and Built for Accuracy!**

Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, and sells out in 2 or 3 days. You can place hundreds of these cards each week.

25% Deposit with Order, Bal. C.O.D., F.O.B. Chicago

**PUSH CARD WITH 2 WATCHES**

1 Watch to the seller and 1 Watch to the winning seal.

Push Card Takes in \$21.  
Your Cost . . . . \$10.  
EXTRA PUSH CARDS 10¢ EA.

**Your Profit \$11.00**

Write **J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.**

TV PROVING GROUND

(Continued from page 7) and fast line . . . between politics and AFRA business."

Heller, telling the membership that the delegates would have an opportunity to consider the tentative report submitted by the wages and working conditions committee of the Four A's Television Committee, stated that this was the first time a concrete step had been taken to prepare a collective bargaining agreement covering video.

The exec secretary, speaking of plans for union expansion, stated the union is experimenting with a district council plan now operative in the New England area. Under this plan locals within a radius of 100 miles from Boston have banded together for the purpose of sending reps to board and membership meetings of the Boston local.

Heller charged that peaceful collective bargaining had been made more difficult by activities of the NAB—drawing this conclusion from the fact that the "pattern of resistance by employers" strangely assumes the same shape in various sections throughout the country.

AFRA SEEKS

(Continued from page 7) case, court held that a recording artist had a proprietary right. While WDAS was licensed forthwith, subsequent legal decisions negated the Philadelphia victory. Problem was further complicated by the fact that some recording companies themselves claimed to have a property right in their recordings—and once drew up a licensing form for stations.

AFRA feels that the traditional approach—that of amending the Copyright Act of 1909—has also proven unsuccessful. Even all the copyright experts admit that the 1909 act is outmoded.

Basing the ban on the fair trade pitch is therefore figured as the best possibility. Once the legal right to have records banned on the air is established, the way will be open for AFRA to frame a licensing instrument which would result in the collection of royalties by recording artists whose records are broadcast.

CARNIVAL ROUTES

(Continued from page 62) Standard Amusements: Luttrell, Tenn. Standard: (Fair) Forsyth, Mont., 24-27; (Fair) Buffalo, Wyo., 28-29. Steblar Greater: Franklin, W. Va. Stephens, C. A.: Sophia, W. Va. Strates, James E.: Hamburg, N. Y. Stumbo, Fred R.: Miller, Mo. Sunflower State: Hastings, Neb. Sunset Am. Co.: (Fair) Monticello, Ia., 19-22. Tassell, Barney: Riverdale, Md.; Orange, Va., 25-30. Tatham Bros.: (Fair) Warren, Ill. Thomas Joyland Am.: Crown Point, Ind. Thompson Bros., No. 1: Saxton, Pa. Thompson Bros., No. 2: St. Marys, Pa. Tidwell, T. J.: Dalhart, Tex.; (Fair) Liberal, Kan., 25-30. Tinsley, Johnny T.: Griffin, Ga. Tip Top: Bloomer, Wis., 21-24. Tivoli: Eldon, Ia.; Cresco 25-30. Triangle: Nashville, Tenn.; Columbia 24-26. Turner Bros.: Greenup, Ill., 17-23; Duquoin, Ill., 24-Sept. 1. 20th Century: Wakeeney, Kan., 18-22; Belleville 25-29. Twin City: Avoca, Ia., 17-21; California, Mo., 25-30. Utah Expo.: Afton, Wyo. Veterans United: (Fair) Emmetsburg, Ia., 18-20; Galva, 21-22; (Fair) West Point, Neb., 24-28. Victory Expo.: (Fair) Abilene, Kan.; (Fair) Emporia 25-30. Victory United: Onida, S. D., 21-23; Kimball 28-30. Virginia Greater: Pocomoke City, Md. Wade, W. G., No. 1: (Fair) Sandusky, Mich.; (Fair) Bad Axe 25-30. Wade, W. G., No. 2: (Fair) Wabash, Ind.; (Fair) Rensselaer 26-29. Wallace Bros.: Lexington, Ky. Wallace Bros. of Canada: (Fair) Three Rivers, Que., Can.; (Fair) Sherbrooke 24-29. Wallace, I. K., Attrs.: McConnellsburg, Pa.; Grottoes, Va., 25-30. Ward, John R.: West Frankfort, Ill. Wason Am.: Remington, Va.; Culpeper 25-30. West Coast: (Fair) Gresham, Ore.; Lakeview 25-Sept. 1. Wheeler, Eddie L.: Douglasville, Ga. White's Rides: Caryville, Penn. Wilson Greater: (Fair) Hemingford, Neb. Wilson's Famous: Monaca, Ill., 20-23. Winchester Am. Co.: Hyattsville, Md. Wolf Greater: (Fair) Garden City, Minn., 18-20; (Fair) St. Peter 21-24. Wolfe Am. Co.: Greenville, S. C. Wonder City: (Fair) Greenville, Ill. Wonder Shows of America: Grand Forks, N. D. Woodin, C. A.: (Rodeo) Timber Lake, S. D., 21-23; (Rodeo) Faith 25-27; (Rodeo) McLaughlin 30-Sept. 1. World of Mirth: Ottawa, Ont., Can. World of Pleasure: (Fair) Marshall, Mich.; (Fair) Warsaw, Ind., 26-30. World of Today: Sioux Falls, S. D.; Grand Island, Neb., 25-30. Wrightsman's: Ukiah, Calif. Young, Monte: (Fair) Tremonton, Utah. Zaehni Bros.: Conway, Ark. Zeiger, C. P. United: (Fair) Lusk, Wyo., 20-23; (Fair) Wheatland 25-28; (Fair) Torrington 30-Sept. 2. Ziegler: Chehalis, Wash.

AFRA DEMANDS

(Continued from page 7) are free performances and actually violations of the entire union structure. It was also felt that many platter shows cut in on AFRA employment, and that therefore guests should be paid.

BOARD GETS OKAY

(Continued from page 7) it will not be an easy task, nor one quickly achieved. However, the fact that the tentative code approved by the AFRA convention—and still to be approved by other 4 As unions—contains an interchangeability of card clause, plus the fact that the unions have been co-operating so closely so far, is highly indicative of future developments. The anti-labor Taft-Hartley bill is also giving the one-union-for-all movement additional impetus.

The AFRA convention, in addition to the television committee report, heard supplementary reports on the same proposals from the Chicago and Los Angeles locals. It voted to refer the three reports to the national board for co-ordination and such revision as was warranted.

SALESBOARDS

Table with columns: Holes, Name, Profit, Price. Rows include 400 5c Dollar Board, 1000 25c Charley Board, 1800 5c Lulu Board, X Tk.

NEW! 6 TICKETS PER HOLE BOARDS

Table with columns: Holes, Name, Max. Avr., Price. Rows include 200 25c Kwik Fin, 1000 25c J.P. Charley, Thick, 1000 25c J.P. Charley, X Tk., 1000 5c Win-a-Fin, Jumbo, 1200 25c Tex. Charley, Seal, 1000 5c J.P. Girlie, Jumbo, 2160 10c Rd. Wh. Bl. 8gls. Tickets, 2170 5c Rd. Wh. Bl. 8gls. Tickets, 120 Ticket Books, G. \$19.85; Doz. 1.88

NEW LOW PRICES—WRITE FOR CATALOG. WORLD'S BEST BOARDS, TICKETS, ETC. DELUXE MFG. CO. DeLuxe Building, Blue Earth, Minn.

ORIGINAL JAR-O-DO advertisement featuring a jar of tickets, 'FLASH!' graphic, and text: 'ANOTHER ORIGINAL by JAR-O-DO BIG "6" 2290 RED-WHITE-BLUE TICKETS STAPLED IN BUNDLES OF 6 WITH ACTUAL STEEL STAPLES. THOSE WHO KNOW STICK WITH JAR-O-DO ALWAYS THE FIRST WITH THE BEST WRITE TODAY FOR FREE LITERATURE'.

Husky PROFITS with these new Giant Hole Boards advertisement. Includes images of boards and text: 'SIX 5c TICKETS IN EACH GIANT HOLE', 'ORDER No. 200 "TWELVE BIG FINS" Giant Holes 6 Tickets in each Hole 25c Per Hole - Thick - Number Tickets Avr. PROFIT \$28.16 (Maximum) PROFIT \$39.50', 'ORDER No. 200 "YOU CAN'T MISS" Giant Holes 6 Tickets in each Hole 25c Per Hole - Thick - Poker Tickets Average PROFIT \$27.45', 'GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO 16, ILL.'

ATTENTION! BINGO TICKET AND SALESBOARD BUYERS! PRICES? The Lowest in the Business. 1000 Refills on Sticks . . . 67c Each (Jar-O-Do and La-Ta-Do) 1380 Red, White & Blue . . . 98c Each. Write or phone . . . Tell us what you are using \$ WE WILL SAVE YOU MONEY \$ Variety of Beautiful Artists Model and Multi Giant Salesboards Premium and Gift Merchandise Factory Distributors for JAR-O-DO ★ LA-TA-DO ★ BEE-JAY ★ CONSOLIDATED Complete Price Lists on Request Act now. Prices subject to change. 25% deposit, balance C. O. D. UNIVERSAL DISTRIBUTING CO. "The Show Place of the Mid-West" 210 N. Ewing Ave. (At 2900 Olive St.) PHONES: NEWSTEAD 7001-7002 ST. LOUIS 3, MO.



**NOW!**

**IS THE TIME TO GET READY FOR THE WORLD SERIES**

**WE ARE READY TO SERVE YOU WITH A COMPLETE LINE OF BOOKS AND COMBINATIONS**

- 120VH—120 TKTS. — POSITIONS ON TICKETS EXCEPT PITCHERS.
- 24A—153 TKTS. — 1/2 INNING TICKETS FOR ANY ONE GAME OR WORLD SERIES GAME.
- 25A—153 TKTS. — NATIONAL AND AMERICAN SYSTEM FOR WORLD SERIES GAMES.
- 26A—153 TKTS. — FOR WORLD SERIES LISTING POSITIONS ON COVER NOS. ONLY TICKETS.
- 27A—816 TKTS. — 3 WAY WORLD SERIES, 3 IN 18 COMB. 40 TKTS. TO A BOOK.
- 28A—3060 TKTS. — 4 WAY WORLD SERIES, 4 IN 18 COMB. 40 TKTS. TO A BOOK.

**WERTS NOVELTY CO., INC.**

920 PERSHING DRIVE

MUNCIE, INDIANA

*Always Concentrate*  
ON  
**MUNCIE MADE GAMES**

**TOPS IN TICKET GAMES FAVORITES OF THE NATION**

**Order From These Independent Ticket Manufacturers of Muncie, Indiana**

- GAY GAMES, INC.
- COMMERCIAL PRINTING CO.
- A. B. C. NOVELTY CO.
- WERTS NOVELTY CO., INC.
- MUNCIE NOVELTY CO.
- HOME TALLY CARD CO.
- NOEL MANUFACTURING CO.

**COIN-OPERATED MACHINES, SECOND-HAND**

Only advertisements of used machines accepted for publication in this column.

RATE: 12¢ a word . . . Minimum \$2.00

Remittance in full must accompany all ads for publication in this column.

A-1 BALL BUBBLE GUM—1/4 INCH 140 Count, 40¢ lb., \$10.00 ctn. Sweet HART brand, 170 Count, \$14.95 per 25 lb. ctn. Boston Beans, \$9.10, 35 lb. ctn. Used Columbus Gum Machines, \$6.50; Home Run 1c Machine, \$15.00. English Music Co., Box 71, Sta. E., Toledo, Ohio. au23

A-1 VENDING MACHINE BARGAINS—NEW and reconditioned. We supply Pistachio Nuts, Salted Nuts, Panned Confections and Ball Gum. Send for complete list. Asco Vending Machine Exchange, 65 Branford St., Newark, N. J.

A-1 CONDITION—TWO WURLITZER COUNTER Models 61, ea. \$69.50; both, \$135.00. 1/2 deposit. Box 1189, Aransas Pass, Texas.

ATTENTION, STAMP MACHINE OPERATORS—Send your name and address. At times I have folders bearing advertisements that you can buy cheaply. Multiple folders available now at 49¢ (no ad. on these) in 25M quantities. Have large stock used Shipman and Schermack Machines. Stamp Machine Operators Supply Co., 312 Asbury, Evanston, Ill. au30

BIG MONEY IN VENDING MACHINES—Smallest capital start, brings immediate profits that build permanent profitable business. Becker Venders, 105-W. Dewey, Brillion, Wisconsin. se27

FOR SALE—ONE SET OF PRODUCTION PAT- terns for producing a 1c Peanut Machine. Manufacture your own peanut machines with little equipment and sell surplus. Set of patterns complete, \$875.00. Write for details, don't wire. English Music Co., Box 71, Sta. E., Toledo, Ohio. au23

FOR SALE—2 COLUMBIAS, \$25.00 EACH—Mills Q. T., \$25.00; 3 Wurlitzers Victory 500 and 600, \$75.00 each. Frank Gaerini, Burnham, Pa. au30

FOR SALE—SLOTS, 5, 10 AND 25c MILLS, Jennings; just off location. Write Box 340, Brainerd, Minn. au30

JENNINGS AND MILLS JR. SCALES AT \$45.00 each. 1/2 deposit, balance collect. Sullivan Sales Co., Salem, Indiana. se6

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150.00. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. se27

SIX PENNY MERCHANDISERS, TWENTY-TWO 33-Juniors Northwestern Peanut Venders, \$165.00; 11,000 Jennings In-a-Bag Envelopes, \$10.00; Twin-12 Hideaway with Fire Buckley Boxes, \$125.00. Coleman Novelty, Rockford, Ill. au30

SLOTS—TWENTY MILLS, JENNINGS, PACE, Gooseheads, \$495.00. 1/2 deposit. B & L Amusement Co., 3729 Hamilton, Dallas, Texas.

SPECIAL—ONE RECONDITIONED PEANUT Vendor and 5 lbs. of Peanuts all for \$8.50, or one reconditioned Ball Gum Machine and 1000 Balls of Gum for \$10.00. One-third deposit, balance C.O.D. T. O. Thomas Company, Dept. B., 1572 Jefferson St., Paducah, Ky. au30

THREE MODEL 9-A NATIONAL CIGARETTE Machines, completely reconditioned and with new 1946 slug rejectors at \$87.50; third deposit. Will buy any make Vending Machine; state condition, price. Automatic Sales, 440 Park, Beaumont, Texas.

TIME TESTED SLOT MACHINE CLACKS, ES- calators, Mechanisms, Castings, Cabinet Hardware; Seeburg Hideaway, five Wall-o-Matics, Spokenzan, Twin-12 Hideaway. Coleman Novelty, Rockford, Ill. au23

TO SELL—11 SOLOTONE WALL BOXES: 1 Amplifier, only 6000 plays, excellent shape, \$200.00. Gate City Music Company, 475 Marietta St., Atlanta, Ga.

VENDING MACHINE STANDS IN ANY quantity, \$35.00 each in dozen lots. 15" diameter base; 1" pipe, comes unmounted; when filled, weight 40 lbs. J & S Sales, 924 S. Fairfield Avenue, Chicago, Illinois.

WANT GROETCHEN OR STANDARD METAL Typers. Give condition, best price, whether nickel or dime, with or without front door. H. A. Crews, Box 231, Madison, N. C. au30

WANT TO BUY—DU GRENIER "8" MODEL cigarette machines. L. & H. Vending, 4807 Foster Ave., Brooklyn, N. Y.

WANTED—25c MILLS SMOKER BELLS: CO- lumbia Bells, G. A., Rear Door Payout and Cigarette Belts; Vest Pocket Bells; 25c Buckley Bones or Groetchen Champions. Box C-285, Bill- board, Cincinnati 22, Ohio.

3 POKERINO TABLES; 3 SKEE-BALL AL- leys, 9 foot; 2 Bally Refrigerated Drink Ven- dors; 1 Photomat, 1 Pre-fite Trainer. Funland Amusement Arcade, 1737 River Rd., Niagara Falls, Ont., Canada.

20 EXHIBIT IRON CLAW DIGGERS — 16 Buddy Diggers, hand operated; 10 Merchant- men Diggers, 4 Exhibit Rotary Merchandisers, 10 Wurlitzers and Seeburgs Music Machines, \$85.00 each. National, 4243 Sansom, Philadelphia, Pa.

**PAY FOR 5 — ONE TICKET FREE**

**WHAT A COME ON! FAST? SHE'S ALL ACTION!**

**MY GAL**

Super Thick Board—New Giant Holes. Six 5¢ tickets in each 25¢ hole. 220-Hole Board.

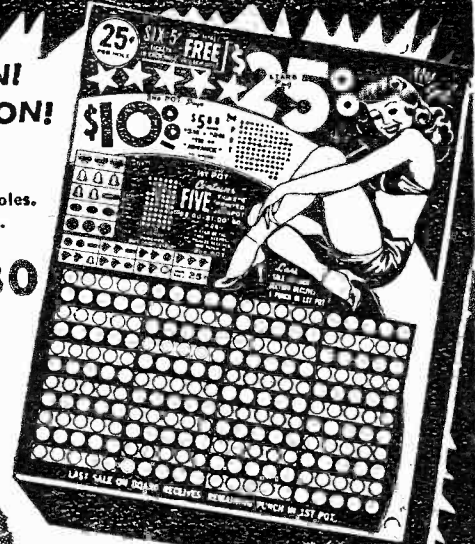
**AVERAGE PROFIT \$25.30**

**IMMEDIATE DELIVERY**

Send for our illustrated catalogue of full line.

**OTHER GLOBE ACTION BOARDS (220 HOLES)**

- KWIK FIN—Kwik Action
- KWIK FAG—Cigarette
- KWIK TRIM—Matchandise
- KWIK DEAL—Candy



**GLOBE PRINTING CO.**

1023-25-27 Race St., Philadelphia 7, Pa.

**SALESBOARDS—All Orders Shipped Same Day Received**

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	\$ 7.00	\$ 1.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FIVE, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	EASY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	3.25
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	8.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	42.75	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	35.20	2.50
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	38.57	3.60
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	152.75	3.00
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED		

**WRITE FOR OUR LATEST PRICE LIST**

Large Block Plain, Tip, Definite, Jackpot Boards and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢, stating your requirements. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA**

**LEADING SALESBOARD MANUFACTURER WANTS**

Experienced salesmen for the following territories: (Kansas, Missouri, Arkansas, Mississippi); (Iowa, Nebraska); (Washington, Oregon); (California, Arizona). Substantial drawing for men with established trade.

**Box 229, The Billboard**

1564 BROADWAY

NEW YORK CITY 19



WALTER WINCHELL accepts a check for \$20,000 representing the initial donation of Coin Machine Industries, Inc. (CMI) to the Damon Runyon Cancer Fund. Winchell received the contribution at informal ceremonies in Chicago from Dave Gottlieb (center), CMI president, and Ray Maloney (right), association's fund drive chairman.

## Cancer Fund Gets \$20,000 Initial Donation From CMI

CHICAGO, Aug. 16.—Preliminary check for \$20,000 for the Damon Runyon Cancer Fund was presented to Walter Winchell here Wednesday (13) by Dave Gottlieb, president of Coin Machine Industries, Inc. (CMI), and Ray Maloney, national chairman of CMI's cancer fund committee.

Winchell, en route from Hollywood to New York, received the check in informal ceremonies at the Pump Room, Ambassador East Hotel. Also present for the presentation were James A. Gilmore, secretary-manager of the association; James T. Mangan, public relations director; and George Glassgold, New York.

Twenty thousand dollars represented the coin machine industries' first donation to the Damon Runyon Cancer Fund. Balance of collections during the forthcoming five-months campaign will be presented to Winchell on the night of January 22, 1948, during the Coin Machine Show at Hotel Sherman here.

During the show all remaining donations from manufacturers, employees, distributors, operators and locations will be totaled up into one complete sum. "We aim to make that sum the largest sum of money Walter Winchell has yet received from any single source for the Damon Runyon Fund," said Dave Gottlieb, CMI president.

Winchell discussed all details of the CMI drive with the CMI officials and said, "Frankly, I haven't yet seen such a magnificent plan, worked out to every last detail, to be submitted by any other donor.

"You fellows at CMI certainly know your business and the whole coin machine fraternity is to be congratulated on its grand spirit and its amazing generosity. To have collected enough donations to total the \$20,000 you are giving me today indicates that the industry will undoubtedly achieve Mr. Gottlieb's objective.

"Up to the present when we have turned Damon Runyon funds over to

recognized cancer agencies, the Damon Runyon officials themselves have participated in the presentation. Today I get this idea from you: it will be far better in the future to have all major donors make the presentation direct to the cancer agencies under the direction of the Damon Runyon officers so as to bring the donors and receiver into even closer contact. We will see that this is done when your five-month campaign is completed. Please thank all the members of your industry for me for making this tremendous and most useful preliminary donation of \$20,000."

Meanwhile, plans were under way in several parts of the nation for added push to the industry's drive. Jack Mitnick and Barney Sugarman, of the Runyon Sales Company, Newark, N. J., and Ed Raverby, Associated Amusements, Inc., Boston, are planning special events to promote the drive, according to a report issued this week by CMI officials.

Special letter prepared for distributors to send to operators suggests three methods to carry out the campaign: (1) Make an outright donation to the fund, (2) donate a dollar or some definite sum for each machine operated, or (3) donate a part of the proceeds of all machines for a week.

### Peerless Vending Sold to B. Stein

PHILADELPHIA, Aug. 16.—Sale of Peerless Vending Company to Bob Stein, financial secretary of the amusement machine association here, was announced this week by Joe Hirsch, former owner. Route consists of pin ball machines.

Hirsch has begun operating amusement machines in New York and is president of the newly-formed Associated Amusement Machine Operators of New York, Inc.

## Big Season at Wisconsin Resort Locations, Say Ops

MILWAUKEE, Aug. 16.—Resort locations will show a near-record coin machine take this year, according to local operators who have venders, jukes and amusement games in such spots.

Previous reports which indicated that the early summer cold spell had nipped the coin machine business for a sizable chunk of cash appeared to be unfounded. Operators who have machines on location at resorts say

that Wisconsin vacation spots were booked up so solid for the weeks during the cold spell, that they operated at near capacity in spite of the weather. Vacationers, fearing that they wouldn't be able to find resort space later in the season, followed thru on their reservations.

"If anything," said one operator, "the cold did out business more good since it kept many inside where most of our machines are located."

Some operators reported a slight drop during the cold weather, but say that the mid-season hot spell has been more than making up for the early drop.

Normal Wisconsin resort season runs for five months with the peak centering between Decoration Day and Labor Day.

## New Rulings Requested on Pins in Minn.

### Want Free Play Okay

ST. PAUL, Aug. 16.—Attorney-General J. A. A. Burnquist, the State's top lawyer, was asked Wednesday (14) by the city of St. Paul to decide whether certain types of pinball machines are gambling devices or not.

The machines in question are free plays, with no return of coins, slugs, chips or merchandise. The city has held up licensing the units following an opinion by Ramsey County Attorney James Lynch of St. Paul and by St. Paul City Attorney Bruce Broady that they are gambling devices.

An injunction action filed by the Ramsey County Amusement Operators' Association, bearing on the case, already is before the State Supreme Court and will come up for hearing some time in the fall.

The opinion is being sought of Burnquist at the request of A. Jerome Hoffmann, attorney representing the association, who said the attorney-general's ruling probably would eliminate expensive litigation and might serve as a guide for the entire State.

Meanwhile, Burnquist ruled that a bell machine which has had all of its mechanical parts removed so that it cannot pay off, is a legal contrivance. The opinion was made at the request of U. J. Steimann, city attorney at Faribault, Minn., who wrote that such a device, with its innards removed, has been set up in a certain club with the following sign: "All money played here is for the benefit of —."

Such a machine is legal when it is "merely used as a receptacle for receiving donations or contributions for the benefit of a particular organization," Burnquist wrote.

## Fed. Game Tax Drops in Minn.

ST. PAUL, Aug. 16.—Federal gaming tax stamps issued in Minnesota took an abrupt dive from 8,580 in 1946 to only 201 this year, Elmer Kelm, Minnesota collector of internal revenue, disclosed here Friday (15).

Drop follows in line with the strict "anti-gaming" campaign instituted by Gov. Luther W. Youngdahl. Slash in the number of machines licensed represents a loss to the federal government of \$837,900, Kelm said.

## Arcade Owner Group Sought By Ted Kruse

### Suggest Chi Association

CHICAGO, Aug. 16.—An effort is being made to organize an association of Chicago arcade owners and amusement machine operators by Ted Kruse, partner with Vince Connors in the Amusement Corporation and the arcade in Randolph Street's Illinois Central station arcade.

Kruse said that he has been making an effort to contact operators and arcade men in the city for the past several weeks. Vacations, however, have kept him from reaching as many of the operators as he would like to contact, Kruse said. He added that if Chicago amusement operators show sufficient interest in the idea of establishing a city association, a meeting will be called during September.

Kruse is a director of the National Arcade and Amusement Machine Owners' Association (NAAMO), which makes its headquarters in Atlantic City. There is a possibility, he said, that a local association, if one is successfully organized, might be affiliated with the NAAMO. Meanwhile, Kruse is sending out letters and making personal calls, asking interested Chicago operators to contact him.

## Biz Rise for Chi Arcades

CHICAGO, Aug. 16.—Arcades in Chicago's Loop area looked forward to better business this week-end, if evenings stayed cool and offered relief from the near-100 degree temperature the city has been suffering from. The hot, humid weather, arcade proprietors report, cut business as the crowds flocked to beaches and near-by resorts.

Thursday evening (14) the city got its first relief from the heat, and the arcades reported play showed a corresponding increase. On the warm nights, most arcades closed at midnight, while crowds on cooler nights like Thursday and Friday made it necessary for them to stay open until 1 or 2 a.m.



# British Coin Machine Ops' Troubles Parallel Those Of United States Coinmen

## Editor Says Amusement Machine Business Below Par

LONDON, Aug. 16. — British coin machine operators, distributors and manufacturers are having problems of their own—some closely paralleling experiences operators in the U. S. are currently having, and others headaches of considerably more size.

For one thing, the British tourist season, which usually hits its peak during July, hasn't lived up to pre-season expectations, and British operators are noting the pinch.

### Play Under Par

Writing in a recent number of *The World's Fair*, London amusement journal, Edward Graves, the paper's coin machine editor, pointed out that amusement machine operators are finding business below par.

Graves wrote: "Speaking in the House of Commons on Monday, Mr. Teeling, the member for Brighton, said that British holiday resorts were experiencing a slump. That such visitors as there were returned home without spending money; that staggered holidays had proved a complete failure.

"Reports coming into the office indicate that the slots of the amusement machines are not working so hard as was hoped—that, in fact, business is well below par. If Dad isn't putting a penny in to find out what the Butler Saw, or Mum to ascertain what The Gypsy Says then the seaside is indeed flat. I was rather afraid of this when visiting South-Sea in June. True, it was before the high season, but the comparative emptiness of the place showed that staggering of holidays was not working out well there.

### Fixed Receipts

"A bad season will hit no one harder than those who rely for their livelihood on amusement provided by automatic machines. For, whereas prices of admission to entertainments have gone up and up and many other things risen in the price demanded of the public, the automatic amusement machine operator in the main still relies on the pre-war's humble penny.

"That despite the fact anyone buying new equipment has to pay not only the higher price necessitated thru cost of materials and increased wages, but purchase tax as well. And maybe higher rentals for premises or concessions."

In another part of his regular weekly column, Graves points out that British coin machine manufacturers are threatened by a regulation which could prohibit people from working in "unproductive" industries or trades. Graves says that the coin machine industry in Britain then must insist on having equal treatment with other industries.

### Would Hit Industry

"There has been an amount of talk recently," he goes on, "about direction of labor with an advocacy of stopping people working in 'unproductive' industries or trades. If that were to come about it would doubtless very quickly affect amusement machine manufacture and operating.

"But if this government decides on such a step it should treat all so-called unproductive industries and trades alike. That would mean there could be no making of new costumes for stagshows at home, no work on sports equipment for the people of Britain, and so on. Would the people stand for it? That is indeed a debatable point. The fact that holiday spending is poor seems to indicate a

loss of spirit. People are not entirely without money as witness the way they flock to those diversions which may be termed exciting, diversions which afford some stimulation of the spirit; shows like the recent Royal Tournament and the Lively American musicals, *Oklahoma* and *Annie, Get Your Gun*.

"No—the government, if it is going to obey the behest of certain trade union leaders must treat all concerned alike. One might at first assume they would, but by way of warning I quote the newspaper industry as an example of what one can lead to anticipate. Maybe I sound a 'Dis-may Jimmy,' but we may derive some cheer from the fact that it hasn't happened yet, and some hope from the possibility that it never may."

## Adair Company Adds Rebuilding, Repair Facilities at Shop

OAK PARK, Ill., Aug. 16.—R. H. Adair Company here has added a rebuilding and repairing service to its distributing facilities, according to owner R. H. Adair. Major share of the rebuilding currently being done at the shop, Adair said, is devoted to ticket scales.

Adair said his firm is likewise going out after all of the foreign orders it can for the rebuilt scales. One of the most recent shipments, he said, went to Jose Belleza, an operator who has between 40 and 50 scales located in the city of Manila and its surrounding communities.

Coin drops on all of the machines had to be converted to accommodate the Philippine 5-centavo piece—equivalent to the U. S. nickel. Belleza wrote Adair that all of the scales in the Philippines operate on the nickel price instead of the Island's equivalent to our penny.

In addition to his rebuilding, Adair is now handling distribution for new International Ticket scales and for a variety of bulk and service machines.

## Coin-Operated Sight Tester Developed by Pa. Optometrist

BEAVER FALLS, Pa., Aug. 16.—New twist in coin-operated devices is an automatic sight-testing machine developed by Dr. Irving Bennett, a local optometrist. Bennett is presently searching for a manufacturer to produce his new machine.

Comparatively small and compact, the sight tester is approximately 26 inches long, 20 inches high and 24 inches wide. Mechanism is to be contained in a metal box with an eyepiece at the top.

### View Test Cards

Upon insertion of a coin, a viewer, peering into the eyepiece, will see test cards containing instructions. By pushing one of two buttons, marked "Yes" and "No," respectively, the viewer indicates the result of each of eight tests which the machine contains.

By pushing the proper button, the customer not only scores the results on an answer tape inside the machine,

## Iowa Juke Ops Plug Hit Tune At Fair Show

CEDAR RAPIDS, Ia., Aug. 16.—Three music machine operators here, co-operating with Station WMT in promoting the Talent Show at the All-Iowa Fair here Tuesday (12), made capital of a personal appearance by the Harmonicats by plugging the Harmonicats' Vitacoustic recording of *Peg o' My Heart*.

The three firms—Iowa Phonograph Company, Cedar Sales Company and Alberts Music Company—started a campaign to boost the disk two weeks before the Talent Show, which drew 7,000 people and was broadcast over WMT.

Bernie Kozberg, publicity director for the station, suggested that the operators put on a campaign of their own to promote the Harmonicats' appearance and increase play of their recording. The station furnished the operators with 3 by 6-inch stickers promoting the Harmonicats, their best-known recording and the Talent Show.

Altho they had not made collections at the end of this week and therefore had no certain way of telling how much the tie-in promotion had helped play, operators said a spot check with their locations convinced them that the stickers, upped grosses on the machine and pushed that particular disk's plays above a previous high rate set three weeks ago.

## Wallin Represents Slug Rejectors at NAAMO Vet School

ST. LOUIS, Aug. 16.—Fred Wallin was announced this week as the guest instructor who will represent National Slug Rejectors, Inc., at the National Association of Amusement Machine Owners' (NAAMO) Veteran Mechanic Training School in New York's Manhattan Trades Center from September 2-4, according to J. I. Cleary, firm's sales manager.

Because of the school's interest in slug rejectors and other parts that go into coin machines, September 5 has been left open by NAAMO for review of Wallin's talks. For the three-day period Wallin will address the group at both morning and afternoon sessions.

# 5 New Firms Organize in Philadelphia

## Auto Bev Moves to Pa.

PHILADELPHIA, Aug. 16.—Five new firms of interest to the industry were organized here during the past week. Three of the new companies are identified with the vending machine industry, one in the recording field and another in the amusement machine industry.

Among the five new firms, two are vending machine operations. Of prime interest to the trade is the incorporation in Pennsylvania of the Automatic Beverage Corporation, a corporation originally formed in Wilmington, Del. With its registered office located in Philadelphia on South Broad Street in care of the C. T. Corporation System, Automatic Beverage was organized "to manufacture, lease, operate and deal in automatic vending machines, and the manufacture and sale of soft drinks and ingredients thereof for vending in such machines."

A second new vending operation is Model Vending, with offices and showrooms at 1705 Fairmount Avenue. Represented legally by Israel Pachel, Model Vending was organized on a partnership basis by William Slawatsky, Sidney Balin and Edward Balin. Also of interest to the vending industry is the incorporation of the Philadelphia Chewing Gum Corporation for the manufacture and marketing of chewing gum.

In the amusement machine field, the latest entry is the Deluxe Amusement Company, being established at 1510 Fairmount Avenue by Jim Delas and Peter Milas. Also of interest is the organization of a new local recording company, making for a dozen independent recording firms established here this year. Newest independent disk will be offered by the Raven Recording Company, established at 413 E. Wyoming Avenue by Paul Rich Zimmerman and William Hornick.

## C. Hoelzel and Associates To Build New Game

KANSAS CITY, Mo., Aug. 16.—Carl Hoelzel, partner in United Amusement Company here, announced that he and associates, whom he declined to identify at present, have developed a new type amusement game which he predicted would "be on the market within three or four months."

Hoelzel said that the game, which is neither a bell nor pinball, is being readied for production by one of the country's largest coin machine manufacturers. Hoelzel, veteran coin machine operator and distributor here, declined to reveal further details of the game, but said it would not be a counter game.

## Incorporate United Coin of Milwaukee

MILWAUKEE, Aug. 16.—United Coin Machine Company, local distributing firm, was incorporated last Thursday (7). Heading the company, which has been located locally for several years, are Harry Jacobs Sr., and his son, Harry Jr.

A. W. Rogahn has been added to the staff at the Milwaukee office as sales representative.

# ACT ON ABANDONED VENDERS

## Production Starts on Auto Newsy

### Paper Features Vender

RENTON, Wash., Aug. 16.—Now in production is the coin-operated automatic newspaper vender of Auto Newsy, Inc., with offices here.

New vender was presented to publishers recently in a feature story in *Editor & Publisher*, trade publication for the Fourth Estate.

Developed by former newspaper circulation managers, Auto Newsy features interchangeable 5-10 cent coin mechanisms. Vender is built to dispense papers of any size from four to 200 pages.

### Ex-Hearst Man President

Heading the firm is Drake L. Cummings, president, who was formerly with Hearst publications and is presently wholesale manager of *The Vancouver (B. C.) Sun*. Other members of the Auto Newsy staff were formerly connected with *The Sun*. These are Stuart E. Kidd, sales director, and Cecil L. Hoff, field director.

Officials of the firm point out that coin-operated venders are ideal both as a supplement to regular established point of sales, particularly after normal sales hours, and for coverage of locations which do not warrant other methods of public sale.

### Replaces "Honor Boxes"

The vender is especially adaptable for replacing so-called Honor Boxes where a customer takes his own paper from an unattended box and is expected to pay the necessary fee. Such boxes have, in the past, suffered losses to the newspaper of from 33 1/3 to 50 per cent from theft and weather damages to newspapers.

Auto Newsy keeps papers completely covered, headlines and name plates being visible thru a window of unbreakable plexiglass developed by the aircraft industry for use as windows and cockpit covers for planes during the war. Coin boxes are easily changeable but protected against theft.

Vender was developed by John Kosloski, who is now director of research and development for the firm.

## City Council Nixes Tax on Soft Drinks

ST. PAUL, Aug. 16.—An attempt to impose a tax on soft drinks in the city of St. Paul ran aground here Tuesday (12), when by a vote of 4-3 the city council tabled the measure as it was coming up for its third reading.

The proposed ordinance was one of a series either already adopted or in the process of being passed by the council in an effort to obtain additional revenue for city needs. The pop levy was expected to yield \$300,000 a year to the city.

Council action came after a projected campaign against the measure, thru the use of newspaper ads and petitions, by the Minnesota Bottlers Association, St. Paul Food Retailers, Coca-Cola, Seven-Up, Zip, Pepsi-Cola and other individual bottlers in (See *City Council Nixes*, page 108)

### Revenue Soars

NEW YORK, Aug. 16.—"For four years I owned a penny scale that I placed at the front of my grocery store," writes Charles Lunger, Newark, N. J., grocery store owner, to the editor of *The Independent Grocer*, local trade paper, "but since I have allowed a coin machine firm to buy it and install a newer scale, a nut machine, stamp machine, and a cigar vender, I have been able to get a revenue almost six times what I was getting in the past."

## Hal R. Meeks Distributor For Gen. Coin

NEW YORK, Aug. 16.—The new eight-column electric cigarette vending machine manufacturing firm that has been named Hal R. Meeks & Company as its national distributors (*The Billboard*, July 19) was announced this week as the General Coin Products Corporation, Syracuse, by Jack Golden, president of the new manufacturing firm. Firm has just moved into a 40,000-square-foot headquarters in Syracuse.

New cigarette vender has been named the Chieftain and will hold 560 packages of cigarettes instead of the previously announced 472 packs. Six of the machines will be displayed in the Hal R. Meeks & Company showrooms here next week. One of the new features that the machine boasts is copper backgrounds (See *Meeks Distributor*, page 108)

## Operating Companies Seek To Convert Unused Vender Locations To Live Stops

### Survey, Return of Supplies Awaken Operator Interest

CHICAGO, Aug. 16.—The number of inoperative, abandoned venders on location is rapidly decreasing, as both operators and location owners work together to rid the industry of this war-born headache. As supplies of all kinds, particularly chewing gum, get back to normal, aggressive operating companies are spotting new machines to take the place of old, abandoned units whose owners have either quit the business or written both the vender and the stop off their route books. In many cities, including Detroit, Chicago, Portland and Los Angeles, operators are making a real effort to encourage the removal of venders, especially penny gum machines, which no one professes to own or service.

### Poses Two Problems

Progressive merchandise operators have found neglected venders a real problem for two reasons: 1, the public gets a false notion of the high type of servicing automatic merchandising firms perform, and 2, venders which has been left to rust unattended on location make location owners leery of legitimate, well-run machines.

Operators in the vending field are quick to point out that the abandoned venders are not machines which belong to firms now actively engaged in the operating business. All of the machines, a survey by *The Billboard* in seven major cities disclosed, are venders no one claims.

In Chicago and Detroit, most numerous offenders were old-style penny gum machines bearing the trademark name "Pulver."

### Pulver Sold Interests

A check with the Pulver Gum Company, Rochester, N. Y., showed that this firm sold out its vending interests to a number of individual operating concerns in 1941. As supplies became scarce, the machines were evidently sold to third parties or just left to the weather. Pulver officials pointed out that it was likewise possible many of the operators who bought the machines went into the armed services, were forced to sell their machines and routes to part-timers who neglected them, or else just left them stand.

This same story—of operators who were forced to retire from the business because of short supplies, or because they entered the armed services—was repeated over and over in many areas by other penny gum and bulk vender operators. Once they returned, and supplies were still short, these one-time operators turned to other businesses.

### Most Spotted Outside

Meantime, location owners left the machines where they were originally placed, altho many took them down and stored them in back rooms because of customer complaints. But most of the abandoned venders uncovered in the survey were placed outdoors, usually fastened to the side of a building near street car transfer points and similar good locations.

Operators in all of the major cities report that they are making a real effort to get location owners to remove abandoned venders, placing them in their storage rooms or disposing of them. This action, they point out, will not only remove the venders as a black mark, but will in turn allow new units to be placed in what were once profitable spots.

## Canteen Files Against NCWA

WASHINGTON, Aug. 16.—Objection to the prospective intervention of the National Candy Wholesalers' Association (NCWA) in the Federal Trade Commission (FTC) case against Automatic Canteen Company of America was filed by Canteen this week.

Next round will be held Thursday (21) when minor corrections of the record are slated to be discussed at a hearing. FTC legalists stated there is only an outside chance that NCWA's intervention plea and Canteen's pending motion to dismiss the entire proceedings will come up next week.

### Editorial

## The Job Isn't Finished

For the past month, *The Billboard* has surveyed the automatic merchandising industry in a half dozen important cities to determine how much of a threat abandoned machines are to the continuing progress of the industry. The results of this four-week survey have been printed in these columns during the last four issues (starting in *The Billboard*, July 26), and point up several clearly defined facts:

1. That the number of abandoned venders—whose owners no one knows—are few, but sufficient to cause concern;
2. That these abandoned venders, many of them unstocked for the past four or five years, give the public a false impression of automatic merchandising and result in unfavorable publicity;
3. That location owners, who have had machines abandoned on their premises, are reluctant to permit installation of new equipment, by progressive operators, as a result of their past unfortunate experience;
4. That operators, and their local associations, are aware of the problem posed by abandoned venders and are anxious to have them removed and replaced.

This four-week survey brought out one important point—and that is that the venders abandoned on location are not the property of operating firms now engaged in the automatic merchandising business. Most of the machines, penny units, were left on location by operators who bought them prior to the war and were forced to quit operating later because of the supplies shortage, because the machines themselves became inoperative or because they entered war work or the armed services.

To make certain that these abandoned vending machines do not affect the growth of automatic merchandising, operators and operator associations should make it their business to canvass their territories in search of machines which have obviously not been used in several years. Encouraging location owners to have the venders placed in storage in a back room, and explaining to him what probably happened to the route, will be the best insurance against unfavorable public attention as a result of the neglected units.

From a practical point of view, removal of abandoned venders will open up a number of once-profitable locations which have not been worked since the early years of the war. As new machines become numerous, supplies return and operators look for means of expanding their routes, these now abandoned stops may turn into steadily profitable locations.



### ROWE 1¢ (Reconditioned) CHEWING GUM MACHINE

Sells  
**Nationally  
Advertised  
LEAF  
CHEWING  
GUM**  
Also All Other  
Stick Gum Brands  
**\$19.50**  
EA.  
1/3 With Order—  
Balance C. O. D.,  
F. O. B. Newark,  
Distributors,  
Write for Quantity  
Prices.  
Floor Stands,  
\$5.95 Each.  
Slug Proof—Coin  
Returns When  
Empty.

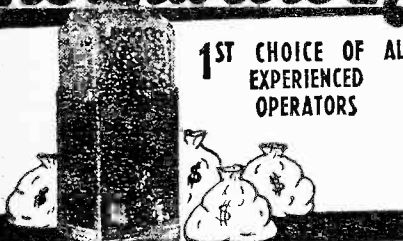
Size: 11"x5"x15".  
Capacity: 500 Sticks of  
Gum.

We Guarantee Delivery on  
Leaf Stick Chewing Gum. **60¢**  
Per Box

**ASLO VENDING MACHINE EXCHANGE**  
55-57-59 Branford Street Newark 5, N. J.

## Northwestern

1ST CHOICE OF ALL  
EXPERIENCED  
OPERATORS



This overwhelming preference didn't just happen—men who know the business and know machines have proved to their own satisfaction that Northwesterns give you the most for your money. Here you get pre-war quality—dependability—bigger earnings—faster servicing—machines that are built for operating—that's what makes the difference. Be sure of your investment—write today for details of the five models now being delivered. You'll want our helpful free publication, too.

THE NORTHWESTERN CORPORATION  
1 EAST ARMSTRONG STREET, MUMFORD, ILLINOIS

### VEND-A-SHINE

The new, proven shoe-shiner that brushes shoes for either 5¢ or 10¢ is now in production. Exclusive distributorships available. For complete information and prices write

**VEND-A-SHINE COMPANY**  
5007 DUVAL ST. AUSTIN, TEXAS

It Clicks With Operators  
**The MINIT-POP**  
Ohio and Indiana distributors  
**P. K. Sales Company**  
CAMBRIDGE, O.

# KANDY KIT

## For Vending Machine Operators and Candy Peddlers



- Stainless Steel Construction, Spot Welded.
- 23½" Long—11" Wide—6" Deep.
- Holds 320 Candy Bars.
- Reinforced Stainless Steel flat bars around Kit, top and bottom.
- Reinforced Handle.
- Rugged for hard use.

**\$27.50 EACH**

**ONLY LIMITED QUANTITY AVAILABLE**

1/3 Deposit (\$9.00), Balance C. O. D.  
Also has space for few simple tools and wiping cloth.

**KANDY KIT CABINET CO.**  
1808 N. Damen Ave. CHICAGO, ILL.  
HUMBOLDT 5700

Designed by experienced vending machine operators after years of experimenting.

# Expect Decision Shortly On Canteen FTC Motions

WASHINGTON, Aug. 16.—The Federal Trade Commission (FTC) is expected to hand down decisions shortly on two motions filed by the Automatic Canteen Company of America at a hearing here August 7 in long-pending proceedings brought against Canteen on charges of securing preferential prices from some 90 candy and gum manufacturers. The complaint further charges Canteen with maintaining restrictive contracts with its distributors.

In one motion, Canteen requested dismissal of the proceedings on the grounds that FTC had failed to prove its case, which was first introduced in 1943. In a second motion, Canteen asked that certain FTC exhibits be stricken from the record.

### Stacks of Data

The commission has amassed stacks of data which purportedly shows Canteen was paying up to 30 per cent less for merchandise than the price charged other venders and jobbers. The long-pending case has been carefully watched by the entire merchandising industry, and FTC spokesmen say that interest in the proceedings are currently at a high.

Last week, the National Candy Wholesalers' Association (NCWA) asked for permission to intervene in the case (*The Billboard*, Aug. 16), and this move is being contested by Canteen.

Several vending firms have testified in the FTC case that Canteen's contracts forbid them to sell other than Canteen merchandise and to handle any other vending machines (than Canteens) for a period of five years. A number of suits have been filed in Illinois by Canteen opera-

tors, against the parent firm, charging that restrictive contracts caused the plaintiffs to lose money.

FTC charges that Canteen "in violation of Section 3 of the Clayton Act leased its automatic vending machines (called Canteens) to its distributors under certain restrictive conditions which may substantially lessen competition or tend to create a monopoly."

The commission also charged that Canteen "as the buyer of candy, gum and nuts, knowingly induced and received discriminatory prices in violation of Section 2 (F) of the Robinson-Patman Act."

The August 7 hearing was the latest in a four-year-old series of hearings which have been held in several other cities, including Chicago, Detroit, Cincinnati, Pittsburgh, Boston, New York and Philadelphia.

## Corn Products Co. Increases Prices

NEW YORK, Aug. 16.—Corn Products Refining Company reports an increase in price on all its products except dextrose, citing as reason for the move the record high corn prices.

Corn sugar and starches were upped 45 cents; dextrans and gums were boosted 45 cents a hundred-weight; unmixed sirups were increased 35 to 40 cents a hundred-weight.

New prices were effective August 11.

## NPC Announces New B'd Member Names

ATLANTA, Ga., Aug. 16.—National Peanut Council has announced the names of those industry representatives on its board of directors who were elected here August 11. They are R. B. Anderson, Andalusia, Ala.; George Pabhorst, Troy, Ala.; Homer G. Ray Jr., Moultrie, Ga.; H. G. Richey, Atlanta; E. Stevens, Dawson, Ga.; Roy E. Parrish, Moultrie, Ga.; Earl L. Speer, Albany, Ga., and Hollis Stanford, Albany, Ga.

Grower representatives to the board will be elected later.

### MEEKS DISTRIBUTOR

(Continued from page 107)

on the mirror instead of the regular silver background. This feature will give added life to the mirror besides giving it a modern appearance, according to Meeks.

Besides serving as national distributors for the cigarette vender, Meeks' firm is national distributor for the Mills Automatic Merchandising Corporation of Long Island City, N. Y., and is now handling the new Mills candy and cookie vending machines. Cookie vender, latest venture of the firm, is made to accept cookies made by the National Biscuit Corporation and the Austin Packing Company.

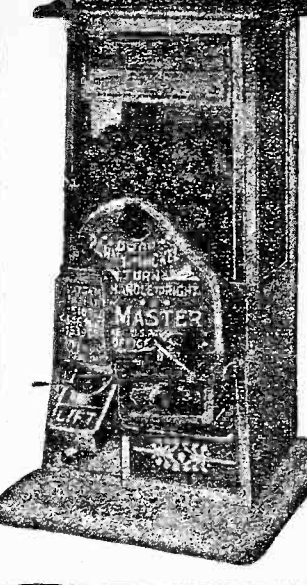
### CITY COUNCIL NIXES

(Continued from page 107)

the city, as well as several labor unions.

Arguments against the measure were based on the fact that such a levy was discriminatory and that it was approaching the placement of a tax on food.

Commissioner John Findlan, who voted to table the measure, on motion by Commissioner Fred Truax, proposed the city might consider a cigarette sales tax as an alternative "because with the new cigarette tax in force, the price has jumped 5 cents a pack, altho the levy is only 3 cents, and dealers are making an extra 2 cents profit."



**MASTER  
ALL MER-  
CHANDISE  
VENDOR**

1¢ worth for a penny, 5¢ worth for a nickel. Sample model, \$17.50.

Write for a new low quantity prices.

1/3 deposit, bal. C.O.D.

**T. O. THOMAS CO.**  
DEPT. B  
1572 Jefferson Street  
Paducah, Ky.

### PROVEN Money Makers!

**WHY PAY MORE???**  
**BUY DIRECT—SAVE 40%**

TOM THUMB Venders are time tested. Thousands in operation. Die cast, precision built—2 sizes, 1½", 3" interchangeable mechanism.

**COST AS LOW AS \$5.50** in 48-lot quantities.

**ORDER FROM STOCK**—immediate delivery (money-back guarantee on sample).

**WRITE FOR PRICES AND BULLETINS.** (We distribute Victor Vending Machines.)

**FIELDING MFG. CO., INC.**  
258 W. Pearl St. Jackson, Mich.  
Department BB-23

Tiny California Almonds (800 Count)	85¢
Per Lb.	20¢
#1 Spanish Peanuts	26½¢
Virginia Blanched Peanuts	23½¢
Virginia Red Skin Peanuts	65¢
Small Filberts	60¢
Small Cashews	65¢
Salted White Pistachios	73¢
Salted Red Pistachios	70¢
Royal Mix Nuts (Fancy)	40¢
DeLuxe Mix (Fancy With Blanched Peanuts)	28¢
Special Vending Mix (Fancy and Peanuts)	40¢
Bubble Gum (140 Count, ¾ Size)	40¢
Per Lb.	1/3 Deposit, F. O. B. St. Louis, Mo.

### Ace High Products Co.

1811 S. 14th St. St. Louis 4, Mo.

### GET STARTED TODAY!

Operating full time or spare time the popular, LATEST factory model Shipman Triplex Stamp Venders. Vends 1¢, 2¢ and New 5¢ Air Mail. Compact! Footproof! Price, \$39.50 Each. **IMMEDIATELY DELIVER!**

1/3 Dep., Bal. C. O. D. Send for free leaflet.

**R. H. Adair Company**  
6924-26 Roosevelt Rd. Oak Park, Ill.

**FOLDERS—Only \$18.75 for 25,000 which return gross profit of \$250.00.**

### FAMOUS EPPY CHARMS

Series #1 Series #2  
**\$3.50 per M \$4.50 per M**

Six other charm and prize items available from us. Write in and ask for free samples.

**SAMUEL EPPY & CO., INC.**  
113-08 101ST AVENUE  
RICHMOND HILL 19, L. I., N. Y.

### WILL SUPPLY

finest equipment, supply information for highly profitable operation. Route Prize Ball Gum machines. Your district exclusive; 20 years' experience. Success your benefit. Write

**BALL CONF. VENDING CO.**  
11512 St. Clair Ave. Cleveland 8, Ohio

*Automatic Distributing Corporation of America*

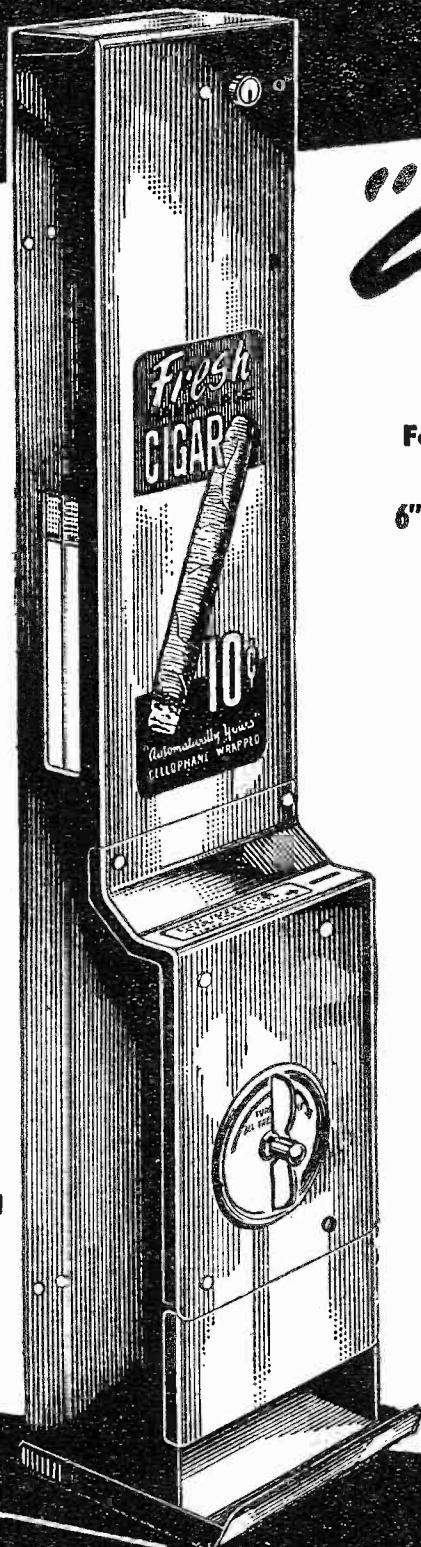
*proudly announces the appointment of*

# STANGE-SHARENOW DISTRIBUTORS

AS THE *Exclusive* EASTERN SEABOARD SALES AGENTS

*for*

## *"Automatically Yours"*



For WALL LOCATIONS

AS ILLUSTRATED

6" Wide—6" Deep—30" High

OPERATOR'S PRICE

# \$34<sup>50</sup>

F. O. B. NEWARK, N. J.

\$2.00 Discount For Cash

Floor Stand  
(1 Sq. Ft. Space)

## \$7.50 Extra

TIME PAYMENT PLAN  
1/3 down, balance in 12  
month's installments  
at no interest!

# PLUS

A Cigar Deal That Insures a Real  
Return for Your Investment!

Leading brands and local favorites, such as Natural Blooms,  
Yankees, Seidenbergs, etc., available at direct factory dis-  
tributor prices. Packed in specially designed cartons.

## THE 10¢ CIGAR MACHINE OPERATORS HAVE BEEN WAITING FOR

Alive With Appeal • All Clean, Shining, Brilliant  
CHROME • Slug Proof • Fool Proof • No  
Jamming • No Ripping • Humidor Equipped  
To Insure Fresh Cigars • Coin Returns When  
Machine Is Empty

**AND COMPACT!** Imagine—only 6 inches by 30 inches  
of wall space needed and it holds over 50 cigars. Can be at-  
tached too any cigarette machine.

Automatically Yours SELLS CIGARS!  
More than a perfect machine—it's a salesman.

Thoroughly tested in hundred of locations and proven to be  
the perfect operators' machine. Entire operating mechanism  
can be taken out in one piece and replaced by a spare.

Approved  
by U. S.  
Internal  
Revenue  
Dept.

To Operators of  
Other Types Of Vending Machines  
Place **AUTOMATICALLY YOURS** In  
All Your Locations And Make More  
Profits From The Same Stops.

IMMEDIATE DELIVERY

ORDER NOW

# STANGE-SHARENOW

DISTRIBUTORS

Military Park Bldg., 60 Park Place, Newark, N. J.

Market 2-2460



Headline Performance

with **UNIVENDOR**

VENDS CANDY AND ASSORTED MERCHANDISE FROM 5c to 20c

UNIVENDOR heads the sales parade in every location—tempting every customer with a wide variety of assorted merchandise. Simple adjustment sets the columns for items most popular at each location.



- ★ WINGING DOOR FREE WHEELING MECHANISM
- ★ STEEL CONSTRUCTION CHROMIUM TRIM
- ★ IMPROVED COIN MECHANISM
- ★ AUTOMATIC "OUT SIGN"
- ★ ATTRACTIVE MERCHANDISE DISPLAY
- ★ ADJUSTABLE BASE

SENIOR 8 COLUMN UNIVENDOR  
Other UNIVENDOR models are available in Junior 6 column, Senior 8 column, and 8 and 16 column Theatre design—and in wall models. Write today—for illustrated literature.

Honor Mfg. Corp., Aurora, Illinois

# Health Officials of Four Cities Support Laundries

NEW YORK, Aug. 16.—Health officials of four cities of varying location and size have joined the United States Public Health Service and Dr. Samuel Fant, Acting Health Commissioner of New York, in discrediting recent remarks by Representative O'Toole (D., N. Y.), critical of the sanitary conditions of coin-operated washing machines.

In Atlanta, tests made by the city health department were reported by Health Engineer Stafford W. Graydon to the *Atlanta Journal* as having found "no case where there was sufficient bacterial count to cause a health hazard."

### Jerseyites Unalarmed

The Plainfield (N. J.) *Courier* reported that City Health Officer Andrew J. Krog had passed off Representative O'Toole's remarks as just so much talk, and added that he believed, as did many other public health officers, that "the use of soap and hot water as a cleansing agent is well recognized."

The Newark (N. J.) *Star-Ledger* reported Dr. Charles V. Craster, the city health officer, as stating, "I don't think the situation is at all alarming. We have had no diseases due to washing machines that we've heard of, and we think they are quite sanitary in operation."

### Flint's Reaction

In Flint, Mich., *The Journal* carried the following:

"Dr. George Hays, city health officer, took issue with a New York State legislator who claims coin-operated laundry machines are disease breeders. Dr. Hays said O'Toole is unnecessarily concerned if such machines in use in Flint are good ex-

amples. 'I've used them and I recommend them,' said Dr. Hays."

Some operators in the New York area, who have machines on location in apartment houses, and in Laundrettes, reported there was a 30 to 50 per cent drop-off in business for a few days following Representative O'Toole's statement, but that business was back to normal within the week.

# Offer Russians Auto Laundries as Answer To Wash-Day Ache

NEW YORK, Aug. 16. — The Telecoin System of coin-operated self-service laundrettes has been offered to the Soviet government as a solution to the Russian capital's widely-publicized wash-day troubles, according to Arthur W. Percival, president of the Telecoin Corporation.

Following dispatches earlier this week quoting the Soviet newspaper *Vechernaya Moskva*, Percival wrote to I. V. Larchenko, acting president of the Soviet purchasing agency, Amtorg, offering to install the Telecoin laundrette system in Moscow and other Russian cities.

The press dispatches reported that the Soviet paper had received numerous complaints from Moscow housewives, charging that laundry service was slow, sometimes taking a full month, that employees were discourteous to the customers, and that the clothes, when finally returned to their owners, were not always clean.

### Text of Letter

The text of Percival's letter follows: "We note with interest the stories reprinted in yesterday's American press, which quote the Moscow Soviet newspaper *Vechernaya Moskva*, voicing complaints of the Moscow housewife against the Soviet capital's laundries.

"Telecoin Corporation gladly offers the Soviet government the results of experience gained over an eight-year period in developing and operating the Telecoin System of automatic public laundry service based on the self-service principle, which is now in operation in 1,200 Laundrette stores and in apartment houses and industrial plants in 45 of the United States.

"Under the Telecoin System, the housewife takes her week's washing to a neighborhood Laundrette. She has only to deposit a coin in a meter attached to the washer, put in her clothing, and in half an hour she can leave the store with her washing clean, rinsed and partially dried. Supplementary machines, now being installed in these same stores, provide proper soap, dry the clothing, and offer the service of an electric ironer.

"Confident that in the Telecoin System the multitudinous details of a great city's laundry problems will find satisfactory solution, we are prepared to install Laundrettes in Russia as promptly as we have in this and other countries."

# Ky. Cig Revenue Up Over 1946 Returns

FRANKFORT, Ky., Aug. 16.—Kentucky State Department of Revenue reported the State's cigarette tax for the year ending June 30 totaled \$4,389,838. For the 12 months ending June 30, 1946, collections amounted to \$3,859,569.

In June this year cigarette revenue totaled \$362,512 compared with \$353,288 in same month in 1946.

# Soft Drink Venders At UN Headquarters

NEW YORK, Aug. 16.—Installation of four of the new two-flavor soft drink Bradley cup venders in the United Nations' headquarters here was announced this week by Thirst Aid, Inc. Venders are placed near the main meeting room.

# Washington Cig Revenue For June Show Increase

OLYMPIA, Wash., Aug. 16.—Cigarette tax revenue for the State of Washington totaled \$408,395 in June, supervisor of the cigarette tax, Mark Aspinwall, announced this week.

Figure compares with State tax stamp sales of \$401,968 in May this year.

# R. C. Jacobs Buys More Stock in Jacobs Company

NEW YORK, Aug. 16.—R. C. Jacobs, president of F. L. Jacobs Company, manufacturers of an automatic washer and soft drink vender, has purchased 7,500 shares of the firm's common stock recently, according to the New York Stock Exchange report this week.

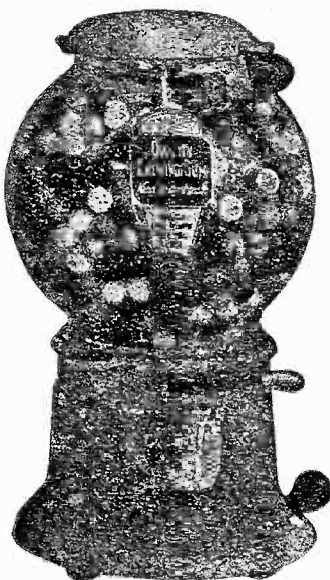
Purchase increases Jacobs' direct holdings to 23,131 shares.

# BUBBLE BALL GUM SPECIALS!

1 NEW COLUMBUS VENDOR and 25 POUNDS BUBBLE BALL GUM (3/8"—140 COUNT) PER POUND

\$20.00

IMMEDIATE DELIVERY



1 NEW COLUMBUS VENDOR and 25 POUNDS BUBBLE BALL GUM (1/2"—170 COUNT) PER POUND

\$20.00

IMMEDIATE DELIVERY

# BEST GRADE BUBBLE BALL GUM

LESS THAN 200 LBS.	45¢	OVER 200 LBS.	40¢
3/8"—140 Count—per lb. ....	45¢	3/8"—140 Count—per lb. ....	40¢
1/2"—170 Count—per lb. ....	45¢	1/2"—170 Count—per lb. ....	40¢

MINIMUM SHIPMENT 1 CARTON (25 lbs.)

TERMS: Cash in full with orders of \$20.00 or less. Other orders, 50% deposit, balance C. O. D. Send Shipping Instructions With Order.

# SHAFFER MUSIC COMPANY

606 SOUTH HIGH STREET

COLUMBUS 15, OHIO

# GIVE THOSE LAGGING PROFITS A "SHOT IN THE ARM" WITH

# FAMOUS EPPY CHARMS!

- #1250—Series 1 ..... \$3.50 Per 1000
- #1255—Series 2 ..... 4.50 Per 1000
- #1260—A-Z Alphabet Charms 5.00 Per 1000
- =1265—Sassy Wise-Crack Picture Buttons ..... 6.00 Per 1000

T. O. THOMAS CO.

572 Jefferson Paducah, Ky. Phone 2131

# Midwest Heat Wave Ups Sales in Cooler Venders

CHICAGO, Aug. 16.—Midsummer heat wave sweeping across the Midwest sent vender sales of ice cream and beverages soaring to new heights, operators indicated this week.

In many areas service men were kept on the go many extra hours in keeping machines adequately supplied to meet the increased demand.

Current indications are that ice cream and beverage sales will reach a new high this summer in spite of an early cold spell which tended to offset the unusually hot August period now being experienced.

### Boost for Cup Machines

Big boost for cup beverage vender operators has been the release of sufficient quantities of "name brand" sirups to fill the demand. Chicago operators report that they now can get enough of any brand of sirup they want.

Previous reports that, in spite of the end of sugar rationing, a prolonged hot spell might cause an extreme shortage of sirups and bottled beverages now appear to be unfounded.

Survey of local operators indicates that the hot weather sent beverage vender sales 200 per cent over their regular summer level. In order to handle the vastly increased demand, many routes had to be cut in half in order to be properly serviced.

### Consume Millions

Figures given by Chicago manufacturers show that Chicagoans use 3,500,000 quarts of soft drinks every day the thermometer hits in the 90's or 100's, as it has been doing quite consistently during the past few weeks. On such days over 1,000,000 pints of ice cream are also devoured by the local citizenry.

Ice cream vender operators report a rise in sales during the hot spell that is most welcome after a period of

shortages in supplies. Presently, ops say, they are getting enough venders to fill their needs as well as an ice cream supply adequate to meet increased demands. When sales went soaring last year, ice cream manufacturers were unable to fill the needs of most operators, but this year the picture is grossly changed, the operators indicated.

Rises in air-conditioned locations have been not nearly as great as those in locations where the heat directly affects the building temperature. However, there has been a noted rise, due to hot weather, in such locations as theaters where the time spent inside the air-conditioned spot is of relatively short duration. Greatest take rise has been in such locations as foundries and factories where heat produced in normal working operations is added to the natural heat.

### Drop in Candy

Heat wave has caused a corresponding drop in most vender sales of candy. Operators report that on particularly hot days, sales fall off as much as 50 per cent. Added to the lowered take are supply casualties, especially in the case of chocolate-type bars. This is a four-point problem, operators point out.

First of all is the problem of heat damage to candy in shipment from the manufacturers. Another possibility of loss occurs in storage of the bars. Biggest loss usually occurs while the bars are en route to locations, particularly on long routes where service vehicles must remain outdoors a long time. Fourth problem comes where bars remain in venders on locations where the heat is excessive.

## 2c Cig Tax in Springfield, Mo.

SPRINGFIELD, Mo., Aug. 16. — Springfield voters, in a special election August 12, voted adoption of a city cigarette tax of 2 cents per package. The vote was unofficially tabulated at 3,517 in favor to 1,669 against.

The tax, which is permitted under Missouri law since no State tax is levied on cigarettes, was opposed by several retail groups, but favored by the city administration. It is estimated that it will produce an annual revenue of \$90,000. City officials had said that it would be necessary to cut salaries in the police and fire departments if the tax was not enacted.

Special election followed nearly 10 months of legal efforts by retail groups to prevent its adoption. Levy was first voted last fall by the city council as an emergency measure. Collections were begun at once but Springfield retail grocers brought suit to require the council to submit the tax to a vote and the Springfield Court of Appeals ruled that Missouri statutes required approval of the tax by popular vote. After this ruling, the city made refunds to retailers who had purchased cigarette tax stamps.

Collections under the new law are expected to begin as soon as the vote is officially tabulated.

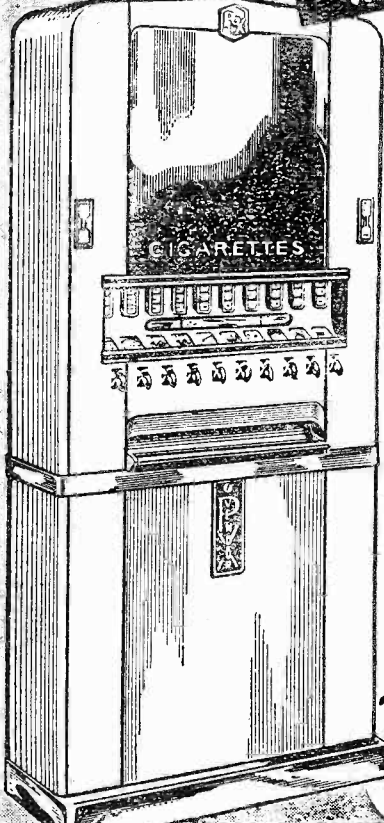
## New Washeteria Automatic Laundries Open in South

SAVANNAH, Ga., Aug. 16.—Opening of new Bendix Automatic Home Laundry-equipped public laundries to be known as Washeterias have been announced here and in Fayetteville, N. C.

Both firms offer self-service washing.



*Main Attraction*



The **PX** habit is growing and the **PX** operator is smiling. Why shouldn't he? **PX** doesn't let the customer down—never holds the operator up. Naturally operators put **PX** in the best spots—it's dependable—it's a consistent money maker. Why not drop us a line and find out if **PX** is available in your territory? Address:

STANDARD VENDORS DIVISION  
Lehigh Foundries, Inc.  
EASTON, PENNA.

*Lehigh*  
**PX** CIGARETTE Vender

**PX**... the name that means **AUTOMATIC VENDING to millions**

**SPECIAL DEAL! VICTOR MODEL V**  
FAMOUS PRE-WAR VENDORS  
10 GLOBE TYPE PLUS 100 POUNDS OF BUBBLE BALL GUM. ALL FOR \$152.50  
Mention Deal A When Ordering

**RAINBOW PEANUTS**  
Virginia Peanuts, 30 Lb. Ctns., 28¢ lb.  
28 Lb. Ctns. .... 25¢ lb.  
Spanish Peanuts, 30-lb. Ctns. 22¢ lb.  
Boston Baked Beans, Limited Quantity, 40 Lb. Ctns. .... 24¢ lb.  
Model V Deluxe Cab. Type ..... \$13.75

**BUBBLE BALL GUM**  
5/8" - 140 COUNT  
40c LB. In 25 Lb. Ctn. Lots.  
1/2 Deposit, Certified Check or Money Order. Balance C. O. D.  
**PIONEER VENDING SERVICE**  
Exclusive Victor Distributor in N. Y.  
461 Sackman St. Brooklyn 12, N. Y.  
Phone: Dickens 2-7992

**WE TAKE TRADES ON MINIT-POP**  
Brighten up that location. Ohio and Indiana distributors.  
**P. K. SALES COMPANY**  
CAMBRIDGE, O.

**NORTHWESTERN BULK VENDERS**  
MEAN MORE FOR YOUR MONEY

There is a Northwestern machine to meet all of your needs. They're built for profitable operating. Dependable lifelong equipment—easy to service—sales-creating appearance. We are Factory Headquarters for Northwestern machines in the East. See our complete display and let us give you full details on all the popular Northwestern models.

Pistachio Queens, Red, 5 Lb. Bags	72¢ Per Lb.
Pistachio Large, Tulip Red, 5 Lb. Bags	50¢ Per Lb.
Jumbo Peanuts, 30 Lb. Ctn.	31¢ Per Lb.
Spanish Peanuts, 30 Lb. Ctn.	24¢ Per Lb.
Cashew, 480 Count, 30 Lb. Ctn.	58¢ Per Lb.
Squash, Red or White, 25 Lb. Ctn.	20¢ Per Lb.
Boston Baked Beans, 32 Lb. Ctn.	28¢ Per Lb.
Rainbow Peanuts, 32 Lb. Ctn.	28¢ Per Lb.
Cinnamon Peanuts, 32 Lb. Ctn.	28¢ Per Lb.
Licorice Lozenges, 38 Lb. Ctn.	30¢ Per Lb.
M & M, Ass'd Colors, 16 1/2 Lb.	42¢ Per Lb.
Ball Gum, 3/4, 140 Count, 25 Lb. Ctn.	40¢ Per Lb.
Ball Gum, 170 Count, 25 Lb. Ctn.	50¢ Per Lb.
Adams Gum, All Flavors, Tab or Candy Coated, Box 10, 54¢	

MODEL 39  
Less than 25... \$13.40  
Less than 100... 12.95  
100 or more... 12.55  
Charms • Stands • Brackets • Globes (Glass and Plastic) • Used Machines • Send for Free List.

1/3 Deposit With All Orders, Balance C. O. D.

**NORTHWESTERN SALES & SERVICE COMPANY**  
4105 16TH AVENUE Telephone: Windsor 8-3600  
BROOKLYN 4, NEW YORK  
ALL QUOTATIONS NET F. O. B. BROOKLYN SUBJECT TO CHANGE WITHOUT NOTICE.



**SPECIAL!**

10 Globe Type Victor All-Purpose Vendors and 14,000 Balls of Bubble Gum all for \$147.50 Delivered

1/3 Dep., Bal. C. O. D. T. O. THOMAS CO. Dept. B 1572 Jefferson St. Paducah, Ky.



**Will Show New Hot Coffee Vender at Chicago School**

CHICAGO, Aug. 16.—Bert Mills Corporation's new 500-cup hot coffee vender will make its initial appearance in finished form at a service school to be held for distributors, operators and servicemen here on September 3-4.

Shipment of the new coin-operated venders will begin the first of September and they will be put on locations as soon as possible. So far the machines has had only laboratory tests, but testing on location will begin soon, H. W. Chadwick, vice-president and secretary of the firm, reports.

**To Use Powdered Coffee**

Recent changes in the machine have made it a "vastly improved product," according to Chadwick. Big-

gest improvement, he says, is the use of a powdered coffee, made especially for the Bert Mills Hot Coffee Vender by one of the largest coffee concerns in the U. S.

The service school will bring distributors, ops and service personnel for the new machine from all over the nation. It will be conducted by factory personnel.

Mills vender features a four-way selection of black coffee, black with sugar, with cream only or with cream and sugar. Original plans call for serving of 500 eight-ounce cups from supplies of coffee in its magazines, taking about three seconds for a single serving.

**City Water Supply**

Water for coffee will flow directly from regular city water supplies. Cream and sugar will be added within the machine from powders.

Coin changer mechanism will be included in the machine so that it will take quarters, dimes or nickels. Single cup price will be 5 cents. Cups used will be a specially double-wrapped insulated paper cup which Lily-Tulip Company has developed for hot beverages.

Production on the machines will be stepped-up just as fast as steel and parts can be obtained.

**Nut Growers Agree To Set Quota Below 1947 Crop Figures**

ATLANTA, Aug. 16. — Peanut growers and representatives of the U. S. Department of Agriculture have agreed to establish a 1948 quota of 2,324,159 acres for peanut production.

New quota will be much lower than 1947 acreage which is around 3,000,000. Peanut men discussed a plan to hold a referendum on a return to the quota system, last employed in 1942. Production then was limited to 1,600,000 acres.

Conference, which was called as a result of Secretary of Agriculture Clinton P. Anderson's announcement of a 1948 marketing quota of 760,000 tons of peanuts, agreed upon tentative allotments for 11 peanut growing states. States represented were Georgia, Florida, Tennessee, Virginia, North Carolina, Alabama, Mississippi, Arkansas, Texas, Oklahoma, and New Mexico.

**Charter NCWA's To Get Sheepskins**

WASHINGTON, Aug. 16. — Approximately 1,300 members of the National Candy Wholesalers' Association (NCWA) will receive their "certificate of charter membership" within the next week or 10 days, according to announcement by C. M. McMillan, executive secretary of NCWA. Certificates are dated May 2, 1946, when charter application membership was closed, and is signed by the then president, H. W. Look, and McMillan.

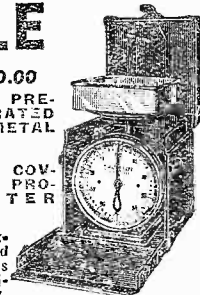
Each firm name is hand lettered in the center of the certificate, which is in five colors, size 9 1/2 by 12 1/2 inches. Other members of the association, who joined after May 2, 1946, will receive a different type of membership certificate in the near future, McMillan adds.

**Nutrine Raises Dividends**

CHICAGO, Aug. 16. — Nutrine Candy Company raised its common quarterly dividend to 60 cents a share, compared with 25 cents paid in June and 15 cents in March, it was announced to stock holders this week.

**GREATEST TIME SAVING PENNY WEIGHING SCALE**

CAPACITY \$10.00  
SPRINGS ARE PRECISION CALIBRATED HEAVY SHEET METAL BASE  
TIN SCOOP  
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE



Skilled hand workmanship is employed in building this scale to assure reliability and accuracy.

There is a sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

**\$18.50**

**ORDER TODAY**

1/3 Dep., Bal. C. O. D., F. O. B. N. Y. DISTRIBUTORS, WRITE FOR PRICES

**J. SCHOENBACH**

Distributor of Advance Vending Machines. 1647 Bedford Ave. Brooklyn 25, N. Y.

**FOR SALE**

WELL ESTABLISHED GOING BUSINESS VENDING MACHINE SALES & SERVICE

New York City locality

Excellent turnover with unlimited expansion possibilities. Fully equipped factory with large supply of parts & machines. Sale includes building premises.

Price \$85,000. Terms Arranged

Write to Box 220, The Billboard

1564 Broadway, New York City 19

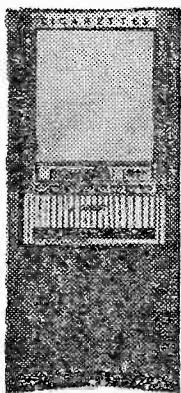
**WATCH THESE CASH-SAVING DEALS**  
Freight Prepaid Anywhere U.S.A.  
10 Model V Globe Venders & 70 Pounds Boston Baked Beans \$129.50 1/3 deposit  
L. M. Becker Vending Service 106-5 DEWEY ST. BRILLION, WIS.

**CIGARETTE MACHINES**

NEW PX, 10 COLS., 425 PACK CAP. \$160.00  
NEW DU GRENIER CHALLENGER, 7 COLS. 135.00

ROWE PRESIDENT, 10 COLS. \$135.00  
ROWE ROYALS, 10 COLS. 105.00  
ROWE ROYALS, 8 COLS. 95.00  
ROWE IMPERIAL, 8 COLS. 75.00  
ROWE, 6 COLS., 150 PK. 32.50  
DU GRENIER CHAMPION, 9 COLS. 95.00  
DU GRENIER MODEL W, 9 COLS. 69.50

DU GRENIER "S", 7 COLS., 210 PACK CAP. \$47.50  
DU GRENIER, 6 COLS., 150 PACK CAP. 32.50  
STEWART-McGUIRE, 8 COLS. 35.00  
UNEEDA, MODEL "E", 12 COLS. 67.50  
UNEEDA, MODEL "E", 8 COLS. 57.50  
NATIONAL 9A 125.00  
NATIONAL 950 110.00  
NATIONAL 930 75.00  
NATIONAL 630, 150 PACK CAP. 32.50



NEW U-NEED-A "MONARCH," 8 COLS., \$159.50

**CANDY MACHINES**

ROWE DE LUXE, 8 COLS., WITH LIGHTS \$115.00  
ROWE STANDARD, 8 COLS., 120 BAR CAP. 95.00  
UNEEDA, 5 COLS., 102 BAR CAP. 75.00  
NATIONAL 9-18, 9 COL. 110.00

10c CIGAR MACHINES, Cap. 175, 7 Col. \$35.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED One-Third Deposit With Orders—Balance C. O. D.

Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

**UNEEDA VENDING SERVICE**

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES" 166 CLYMER STREET BROOKLYN 11, NEW YORK

**WHY PAY MORE? asks ROY TORR BALL BUBBLE GUM (DIAMOND BRIGHT)**

40c Per Pound

500 Pounds 5/8 (70,000 Balls) \$200.00  
500 Pounds 1/2 Inch—170 Count—(85,000 Balls) \$235.00

On orders less 500 pounds, 2¢ per pound additional. Full cash with order—prompt shipment

FREIGHT PAID TO YOUR DOOR MINIMUM SHIPMENT 100 POUNDS.

**ROY TORR Lansdowne, Penna.**

**COLUMBUS CASH-TRAYS VENDERS**

IMMEDIATE DELIVERY 4 MODELS

1. Peanut
2. All Purpose
3. Ball Gum
4. 5¢ All Purpose

COMPLETE PARTS STOCK

Markepp Sales Co.

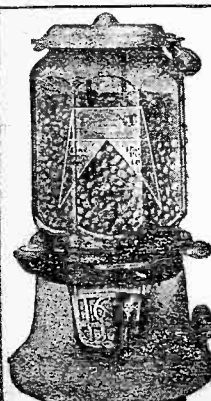
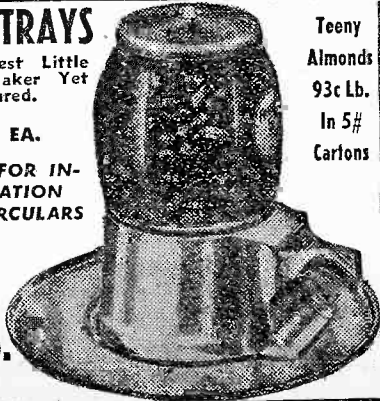
4310 CARNEGIE AVE. CLEVELAND, OHIO

The Biggest Little Money Maker Yet Manufactured.

\$9.85 EA.

WRITE FOR INFORMATION AND CIRCULARS

Teeny Almonds 93c Lb. In 5# Cartons



**SPECIAL**

50 5¢ Reliable Cash Tray Vendors. Each \$4.95  
50 1¢ 3-Column Nut Vendors. Ea. 10.00

**BUBBLE BALL GUM**

5¢ Ball Gum 40¢ lb.  
170 Ball Gum 45¢ lb.  
Virginia Peanuts 28¢ lb.  
Pistachio Nuts 60¢ lb.  
California Teeny Almonds (in 5 lb. cartons) 95¢ lb.  
Boston Beans 28¢ lb.

Also new, used Columbus, Silver King, Advance, Northwestern, Victor and Master Vendors.

1/3 Dep.—Balance C. O. D.

**CAMEO VENDING SERVICE**

432 W. 42nd St. New York 18, N. Y.

**MINIT-POP**

The Automatic Popcorn Vender that really works.

Ohio and Indiana distributors P. K. Sales Company CAMBRIDGE, OHIO

**Northwestern**  
**WORLD'S FINEST BULK VENDORS**  
**DELUXE** 1¢ or 5¢ Combination **\$25.00**

**MODEL 39** .....\$13.40  
**MODEL 33** ..... 11.60  
**33 BALL GUM** .. 10.40  
**MODEL 40** ..... 9.85

**LESS IN QUANTITY**

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**BRAND NEW IMPS**  
 EITHER 1¢ OR 5¢ PLAY  
 Cig. or Fruit Reels  
**\$12.95 ea.**  
 LOTS OF 12 OR MORE  
 5 or More. Ea. .... \$13.75  
 Sample ..... 14.50

**MILLS VEST POCKET BELL**  
**SIZE 8"x8"x8"**  
 A 5¢ pocket size slot with automatic payout system. Awards from 3 to 20 nickels.  
**OPERATOR'S PRICE \$74.50**

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**COLUMBIA BELLS**  
 Twin Jackpot 1947 Models  
**\$145.00 EA.**  
 \$139.50 6 or More  
 Changeable to 1¢, 5¢, 10¢, 25¢ Play

---

**BRAND NEW BAT-A-BALL**  
**\$34.50 ea.**

---

**BRAND NEW STAR CARD VENDOR**  
**\$19.50 ea.**  
 Large Selection of Cards. . . \$4.25 Per M

---

**BRAND NEW POP-UP**  
**\$34.50 ea.**

---

**BRAND NEW CHAMPION BASKETBALL**  
**\$34.50 ea.**

---

**COUNTER GAMES**  
 Kicker & Catcher (New) ..... \$37.50  
 Kicker & Catcher ..... 24.50  
 Bingo, 1¢ ..... 14.50  
 Acme Electric Shockers (New) ..... 18.50  
 Gottlieb Grip Scales (New) ..... 34.50  
 Daval Buddy's 1¢ (New) ..... 29.50  
 Amer. Eagles, 1¢, Token Payout ..... 17.50  
 Marvels, 1¢, Token Payout ..... 29.50  
 Liberty & Mercury, 1¢ ..... 14.50  
 Victor Home Runs, 1¢ ..... 19.50  
 Champion-Sparks, 1¢, Token Payout ..... 19.50  
 Kliz Blackjack, 1¢ ..... 12.50  
 Bouncers (New) ..... 24.50  
 Wheel-a-Ball, 1¢ (New) ..... 37.50  
 Windmill, 1¢ Pin Target ..... 4.95

**WRITE FOR COMPLETE LIST!**  
 1/3 Deposit must accompany all orders.  
**RAKE COIN MACHINE EXCHANGE**  
 609 Spring Garden St., Philadelphia 23, Pa.  
 Lombard 3-2676

# Drink Vender Output Below Expectations

## Bottlers Disappointed

NEW YORK, Aug. 16.—“Because the automatic merchandising industry hasn't progressed as rapidly as we in the sirup and bottling industries had expected, it certainly has proven one of the reasons why many of these firms are now up for sale and several bottling firms that planned sirup manufacturing ventures have backed down at the last minute,” said an official of the American Bottlers of Carbonated Beverages (ABCB), who prefers to remain unnamed, when asked this week whether the placement of many of these firms on the market had anything to do with post-war slow production start of soft drink vendors.

With the sugar situation cleared up, sirup manufacturers have found that the sale of their products to vending machines in bulk or bottled form has been at a much lower level than expected, the ABCB official declared. “Some manufacturers have even planned special manufacturing formulas especially for vending machines, with the idea in mind that by giving the operator less mechanical troubles thru a special sirup, they would bring the automatic merchandising men rushing to their doors,” he said.

Almost every bottler with a medium or large-size plant has plans to enter the bottled soft drink vending machine field as an operator—if he hasn't already—except where such operation would result in a decrease in sales thru non-cooperation of present operator customers, the official stated. One large bottler in New Jersey has been buying regular cooler cabinets for the past month and is converting them to coin-operation because he can't get immediate delivery of coin cooler cabinets.

“I think that without plans for expansion in the vending machine field we could only grow slowly. We will grow rapidly with the co-operation of the automatic merchandising industry,” the official concluded.

# Four Carolina Laundry Firms Get Charters

COLUMBIA, S. C., Aug. 16.—Self-service laundries in this State and in North Carolina were increased by four last week when charters were issued to that number of new firms.

Locally, secretary of state issued charters to Shandon Laundry Center, Inc., to “operate a self-service system of laundering,” with a capital stock of \$15,000, and C. P. Robinson as president, and to Rosewood Laundry Center, Inc., also of this city, with capital stock of \$15,000 and W. L. Taylor, president.

In Raleigh, N. C., the H. & L. Self-Service Laundry, Inc., received a charter to operate. Authorized capital stock, \$100,000; subscribed stock, \$4,000, by Thearon Hooke, Hobson Loard Jr., and Dorothy Loard, of Raleigh.

Your Own Self Service Laundry Company, Durham, N. C., was also issued a charter. Authorized capital stock, \$100,000; subscribed stock, \$300, by M. G. Kountis, Clark C. Cook and J. H. Eason, of Durham.

# The BIG PROFITS Come From NEW DESIGN VIKINOR HOT NUT VENDOR

## 5¢ BULK CANDY VENDOR



Both of these machines were tested for 16 hours with the dispenser turning over 200 times per minute. After 192,000 turns—the equivalent of taking in \$960.00—the working mechanism was still in perfect order, still trouble free.

All Working Parts NICKEL PLATED To Prevent Rust and Corrosion—not cadmium plated.

**NATIONAL SLUG REJECTOR**—Adjustable Drum—Finished in Gleaming White and Colored Enamel—Flashing “Bug” Repellent Bulb—Agitator That Keeps Nuts Constantly Turned Over—Heating Unit Guaranteed 90 Days—Available With Wall Bracket, Floor Stand, Single or Double Stand for Both Machines.

EXCLUSIVE DISTRIBUTOR TERRITORIES AVAILABLE—WRITE! WRITE TODAY FOR FREE LITERATURE AND PRICES

**ALKUNO & CO., INC.**  
 Mechanical Manufacturing Laboratories  
 408 Concord Ave., New York 54, New York

## WATCH FOR



● YEARS AHEAD OF ANYTHING ON THE MARKET  
 A new triple unit, roll-type, precision-built POSTAGE STAMP VENDOR. Soon in mass production. Distributorships being allotted now. Write for full details.



**DAVAL PRODUCTS CORPORATION**  
 1512 North Fremont Ave., Chicago 22, Ill.

# BALL BUBBLE GUM, 39¢ PER LB.



## 1948 IMPS

1¢ or 5¢ Cigarette or Fruit  
**\$12.95**  
 Lots of 12

\$13.95. Lots of 5. Sample, \$14.50. Here's the tiniest Bell in the world. A brand new Three Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

## SHIPMAN TRIPLEX STAMP MACHINE



**STAMP FOLDERS**  
 For Shipman, Scherneck, Victory, 10,000 ... \$ 5.75  
 25,000 ... 13.95

Brand new Vends 1¢, 5¢ and 6¢ Air-mail Postage Stamps.  
 Sluggproof, compact, foolproof. Immediate Delivery.  
 Operator's Price **\$39.50**

Distributors interested in selling our advertised machines write for details.

1/3 Deposit on All Orders. Write for Catalog on Bulk Vendors, Games, etc.  
**PARKWAY MACHINE CORPORATION**  
 623 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

25# case, 5/8 inch, TOT bubble gum, any quantity, \$12.50  
 We ship immediately.  
 One-third deposit, balance C. O. D.  
**T. O. THOMAS CO.**  
 Dept. B, 1572 Jefferson St., Paducah, Ky.

**MR. OPERATOR! DON'T OVERLOOK MINIT-POP**  
 Ohio and Indiana distributors  
**P. K. SALES COMPANY**  
 CAMBRIDGE, O.



WE LEAD AGAIN WITH  
NEW LOW PRICES

**5/8 BALL  
BUBBLE GUM**

40c per lb.

BALL BUBBLE GUM 45c Per Lb.  
170 Count. Per Lb.  
25 Lbs. to Carton  
The Best in the Nation

**LICORICE  
LOZENGES**

30c per lb.

App. 530 Count per lb.  
38 lbs. to carton

**PISTACHIO NUTS  
AFGHAN RED**

43c per lb.

App. 800 Count per lb.  
LARGE RED .....71c per lb.  
App. 575 Count per lb.

**BOSTON  
BAKED BEANS**

35 Lbs. to Carton ..... 25¢ per lb.

WRITE FOR QUANTITY PRICES  
We Buy and Sell New and Used Vending  
Machines

All Orders F. O. B. New York  
1/3 Deposit, Balance C. O. D.

**SUNFLOWER DISTRIBUTING CO., INC.**  
2125 Amsterdam Ave., New York 32, N. Y.

**Prefer Cigarettes**

NEW YORK, Aug. 16.—According to a survey of smoking preferences of World War II veterans conducted by American Legion Magazine recently the ex-servicemen prefer cigarettes by a wide margin.

Polling 1,000 veterans on a national basis, 84.2 per cent replied that they smoked regularly and 3.1 per cent "sometimes." Cigarettes were preferred by 81 per cent of all those who smoked. Pipes were a weak second with 18.8 per cent; cigars third, with 13.1 per cent.

**Add Ten Dollars  
To Bendix Price**

SOUTH BEND, Ind., Aug. 16.—W. F. Linville, general sales manager of Bendix Home Appliances, Inc., has announced a \$10 price increase on Bendix automatic washers. Increase means approximately 4 per cent rise in retail price.

"Manufacturing costs have been steadily increasing," he said. "These increases dictate an advance of \$20 on list price.

"As much as we believe a \$20 price adjustment just and reasonable, we have held our increase to \$10, which is, roughly, 4 per cent."

Harlow K. Lyons, Bendix export manager, has announced that in the first seven months of 1947 the company exported 18,000 automatic washers with retail value of \$5,500,000. Exports for the balance of the year, Lyons said, are expected to exceed 5,000 units a month.

**Two New Vending  
Machines Get U. S.  
Patent Approval**

WASHINGTON, Aug. 16.—United States Patent Office Tuesday (12) announced the issuing of two patents covering new types of vending machines.

Patent No. 2,425,497 lists four claims made in an application of January 8, 1945, by Charles F. Pease, of Los Angeles. Patent No. 2,425,560 acknowledges six claims of an April 8, 1946, application by Harry Wayne Purdy, Long Beach, Calif.

Pease's device was described: "In a dispensing machine, a plurality of groups of vertically disposed manually movable actuators, a movable locking plate having a catch normally preventing members of said groups of actuators from functioning, a latch adapted to be actuated by the movement of said locking plate, a lock pawl normally preventing the actuation of said locking plate and movable thru the operation of the dispensing machine to release said plate, groups of spring retracted control elements corresponding with the groups of said actuators, a plurality of series of tumblers below and corresponding with the groups of control elements, and means connecting the groups of tumblers to permit only one control element and a corresponding dispensing unit functioning at a single operation of all the groups of control elements."

Purdy's vender was described: "An article dispenser comprising a storage compartment arranged to contain a plurality of similar elongated articles disposed with their long axes in horizontal position, and a discharge compartment below said storage compartment, said discharge compartment comprising a trough adapted to permit passage therethru of a single article at a time, a discharge trough extending thru said compartment at right angles to and beneath said trough, and a discharge floor consisting of two oppositely disposed downward sloping surfaces each extending from a wall of the trough and sloping into said trough, whereby an article in said trough supports the next above article located in the trough, and whereby upon removal of said article in the trough the next above article slides into the trough, one end of said article following the left-hand-downward sloping surface and the other end following the right-hand-downward sloping surface."

**John Alden Co. New  
Firm in Cig Field**

NEW YORK, Aug. 16.—John Alden Tobacco Company, organized here to manufacture cigarettes, cigars and smoking tobacco, was announced last week by Walter J. Salmon, who will head the new firm.

All three products will be made under the brand name of John Alden and will be made from newly developed low nicotine content leaf, Salmon said. Latter is the result of 14 years of research by the experimental station at the University of Kentucky, which station is maintained by the U. S. Department of Agriculture.

Directing the Alden Company's business activities will be Max Simpson and Glenn C. Minick, latter heading the sales staff.

**Nat'l Candy & Tobacco Sold**

NEW YORK, Aug. 16.—Harry Eigler has been announced as purchaser of the National Candy & Tobacco Company, 164 Stanton Street, from Leo Finklestein and David Kessler. The firm is in the wholesale candy and tobacco business and operates some cigarette venders.

**BRAND NEW  
VICTOR  
MODEL V**

Globe Type  
1¢ Model  
**\$11.75 EA.**  
Any Quantity  
Cabinet Type  
1¢ Model  
**\$13.75 EA.**  
5¢ Model  
**\$14.75 EA.**

**NEW  
ASCO  
HOT NUT  
VENDOR,  
\$34.50  
5 or More,  
\$29.50**

**NEW VENDING MACHINES**  
Advance #11, 1¢ or 5¢ ..... \$13.75  
Silver Kings, 1¢ or 5¢ ..... 13.95  
Col. Mod 46 1¢ ..... 11.50  
Col. Mod. 46, Ball Gum, 1¢ ..... 12.50  
Col. Mod. 46Z, 1¢, All Purpose ..... 11.95  
Col. Mod. 46ZB, 5¢, All Purpose ..... 12.95  
Master #2, 1¢ and 5¢ Comb. .... 16.50  
Send for Literature and Quantity Prices.  
**1/3 DEPOSIT REQUIRED WITH  
ORDERS**  
**FRANK DIST. CO.** 635 N. 8th St.  
Phila. 23, Pa.

**Northwestern**  
World's Finest Bulk Vendors

DELUXE ..... \$25.00  
MODEL 39 ..... 13.40  
MODEL 33 ..... 11.60  
33 BALL GUM ..... 10.40  
MODEL 40 ..... 9.85

**Sensational! New! Beautiful!**  
**NORTHWESTERN STAMP VENDOR**

High Grade Bubble Gum  
Zenobia Pistachios—Candies  
Write for Prices  
Terms to Reliable Parties


**American Distributors**  
1349 Fifth Ave. 12046 Linwood Ave.  
PITTSBURGH, PA. DETROIT, MICH.

**10 SILVER KINGS**  
and 10,500  
Balls 5/8"  
Bubble Gum,  
\$150.00  
Delivered.

5 Silver Kings  
and 7000  
Balls 5/8"  
Bubble Gum,  
\$80.00.

Immediate  
Shipment.  
Full Cash With  
Order.

**T. O. THOMAS  
CO.**  
Dept. B  
1572 Jefferson  
Paducah, Ky.



• FOR EVERYTHING •  
IN  
**COIN MACHINE  
EQUIPMENT  
and SUPPLIES**

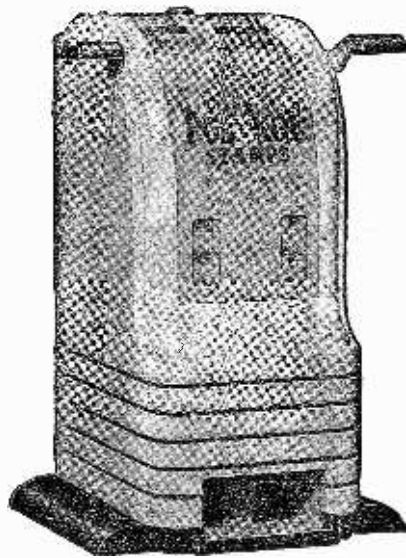
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**VEEDCO**

2113 Market St. Phila. Pa.

now available  
**THE CHALLENGER**  
THE MOST EFFICIENT PROFIT-MAKING  
NUT MACHINE ON THE MARKET TODAY

Three-Unit Hot Nut Machine • 3-Way Profits • Finer Locations

**TROPICAL TRADING CO.**  
831 S. Wabash Chicago 5, Ill.



**Proudly We Present**

**THE NEW POSTWAR  
NATIONAL POSTAGE SERVICE**

Two individual, precision-built mechanisms vend U. S. postage stamps direct from government coiled rolls of 500 stamps. Each mechanism can be regulated to vend one, two, three, four or five stamps. Slug protection—coin return—dual action—easy to load. Patented delivery feature permits correct number of stamps to be dispensed under any and all climatic conditions. Simple, easy and convenient to operate. Strong, steel case, securely locked. Finished in attractive white enamel, with gold plastic panel and red trim. No adjustments of any kind required.

**NOW BEING DELIVERED**

**The Northwestern Corporation**

5 EAST ARMSTRONG STREET

MORRIS, ILLINOIS

# SURVEY MARGINAL LOCATIONS

## Routes Have 10-40% Low Play Jukes

Remain Steady, Say Ops

By Fred Amann

CHICAGO, Aug. 16.—A survey of Chicago music operators on the question of marginal locations, conducted by *The Billboard* this week, disclosed that from 10 per cent to 40 per cent of some operations consist of marginal stops. Majority of routes, however, appear to contain about 20 or 25 per cent of such locations.

Indications are that marginal locations are holding steady. They are neither on the increase nor decrease as far as most operators can determine. Also disclosed was the fact that most of the larger routes fell into the 20-25 per cent group while the medium or small operation included from 25 to 40 per cent "marginals" among their locations. In one instance, an operator reported a high of 50 per cent marginal stops in his route.

### "Safety Valve"

Most operators agreed that marginal locations served as a sort of "safety valve." By permitting use of older machines (older machines in this instance meaning equipment no longer usable in top-play locations, not "aged" jukes in the true sense of the term), the marginal stop serves to work off such equipment with a profit. Such locations also offer the operator the opportunity to reduce his overhead by keeping his no longer new machines active instead of lying idle in his shop or selling them at a loss. Many times amortization of a machine is only realized by placing it in a marginal location, operators say.

Of the four types of juke box locations, the marginal location ranks third, following the high-play spot and the mediocre location. Trailing in fourth place are the no-profit locations which operators group among their fluctuating stops. Marginal locations, tho at the bottom of the profitable operation ladder, are nevertheless an important part of every route.

### Mostly Neighborhood Spots

According to the survey, the majority of marginal stops are found in the neighborhood tavern, off the main thoroughfare, with restaurants and "school stores" (small candy and school supply stores near high schools) ranking second and third as predominating low income locations. While some operators maintained their restaurant locations were above marginal, others claimed restaurants proved to be "in the red" as location material.

Guarantees, or front money, on marginal locations in the Chicago area were found to range from \$6 to \$9 a week, with an average of \$7, depending upon the type of machine used. In a few instances as high as \$18 a week was the guarantee figure where the location owner was willing to assure the higher amount to have a new model installed in his marginal location. In the latter instance, one operator said, the average marginal spot failed to show sufficient increase in play to warrant the lowering of the guarantee. In fact, he contended that play dropped off after the first week or two to where it was before the new juke (See *Routes Have 10-40%*, page 120)

## Disk Firms Okay L. A. Ops' Plan for Central Wax Room

LOS ANGELES, Aug. 16.—Representatives of recording firms have placed their approval on the local music machine association's plan to open a music room where operators can hear late releases without traveling from one record distributor's showroom to another.

Approval was voiced at a meeting here August 7 of the Southern California Automatic Music Operators' Association (SCAMOA) held in the Embassy Auditorium.

Jay Bullock, managing director of the association, said that records of Capitol, Trilon, Decca, Enterprise and a few others had already been placed at the organization's headquarters for operators to hear and order.

*(The Phonograph Operators' Association of Eastern Pennsylvania, Philadelphia, has started a similar idea, setting up a music room where operators may gather to hear late releases at their convenience.)*

At the meeting, Ben Pollack, of Jewel Records, announced that he was joining Paul Reiner, of Black & White, as sales manager. Palmer Vogel, a recent addition to the staff of Exclusive Records, made a brief talk, and Bill Matson, Matson Music Company, Porterville, Calif., told of the plans Pioneer Records have for future recordings. Other record men present included Bill Dickerman, and Dale Fleming, of the Ernest Tubbs Music Company.

Eddie Ferguson and Tommy Thompson talked briefly about the union set-up. Thompson said that the matter of jurisdiction between

the International Brotherhood of Electrical Engineers, Local 1052, and the Teamsters' Union has not yet been definitely settled. He added, however, that a meeting was in progress in Sacramento, and the association's officers were expected momentarily to hear that an agreement in the jurisdictional dispute had been reached.

Bullock advised the members present that he and the association staff had discussed proposed increases in license fees, now under consideration by the Los Angeles County Board of Supervisors. Bullock said that representatives of the association are at work to present the operators' argument against higher license fees.

## Room Radio Co. Producing New Five-Tube Set

CLEVELAND, Aug. 16.—Room Radio, Inc., here, is presenting a new 5-tube coin-operated radio.

Features of the new unit are single model for both table and console use; low power consumption; one-two hour coin operation, and other special features.

New radio can be coupled with a 29½" table to become a console model. It has a wood-tempered Masonite cabinet with a 5" speaker, and is designed for simple servicing. Company is presently lining up distributor-operators.

## Unknown Wildcat Distrib Offers Milwaukee Taverns Location-Owned Juke Boxes

Bargain Price for Any New 1947 Phono, Mailer Says

MILWAUKEE, Aug. 16.—Tavern owners here have been approached by what appeared to be a wildcat distributor working with a residential address and offering \$500-\$1,000 profits per year from location-owned juke boxes.

Form letters were mailed to all taverns in Milwaukee offering them any make of brand new 1947 or rebuilt juke box at "less than operator price"; one-hour repair service from radio-telephone equipped service cars for a cost of \$2 per week, records and parts at wholesale cost, and several other so-called "bargains."

### Claim No Knowledge

Representatives of the Milwaukee Better Business Bureau checking on the firm at the request of Milwaukee phono operators reported that the address was the residence of a street-car motorman who claimed no knowledge of the company and said he was surprised by about 15 of the return-reply cards which had shown up in his mail this week.

Union label printer who produced the form letter and cards for the company said that an unknown man had walked in and ordered the print-

ing job and had paid cash for it when it was delivered to him in person.

Claims made by the unknown distributor were immediately attacked by operators and distributors as "impossible." Operators pointed out that it would not be possible to provide the degree of service offered at the price listed for any lengthy period. Distributors said that there was no way possible at this time to fulfill the pledge of any new 1947 juke box at below operator price.

Some manufacturers cannot even supply the present orders of established distributors at established prices, let alone furnish enough jukes to allow the unauthorized distributor to carry out his claim, they said.

Milwaukee operators indicated that they were not worried about the over-all effect of the offers of the company but said that they feared a few gullible tavern owners might accept the deal as offered without checking into the long-range problems inherent in it. Past experience, they said, has taught them and location owners that location-owned music machines are unsound, unprofitable ventures.

## Promotions Set for New MGA Program

Pick Campaign Slogan

NEWARK, N. J., Aug. 16.—The Music Guild of America (MGA) has started a promotion program to point up juke box locations and to increase the play on the music machines in those locations where television is a competing factor. The program revolves around window posters which will be given free to all operators in whatever quantities are required.

The motto of the campaign—"Music You Want When You Want It"—is prominently displayed on the posters, just below the following: "Play your favorite 'hit tunes' on the juke box here for your musical entertainment." Across the bottom of the poster is lettered: "Served by an Accredited Member, Music Guild of America." A picture of a juke box is fitted into the statement: "Music fun that satisfies." The MGA label is on the opposite side.

The posters are gummed on both sides so that they may be used on the outside windows or on mirrors within the location.

## Mich. Ops To Launch Drive On High Fees

Start Member Campaign

DETROIT, Aug. 16.—A membership drive in the city of Detroit and a battle against excessive licensing charges currently share the interests of the Michigan Automatic Phonograph Owners' Association (MAPOA). The drive was unveiled Thursday (14) with a luncheon at which 25 non-members were invited, at the Pontchartrain Wine Cellars. Objective of the MAPOA is to bring all music operators in the city into their group, in an effort to establish a solidly united front.

The organization now has a large majority of local members, and seeks to establish complete harmony within the industry by making membership 100 per cent.

The legislative situation is considered so serious, that President Morris A. Goldman is being recalled from his vacation in Eastern Canada, to meet the situation. Smaller communities, notably in the Detroit suburban areas, are eying the jukes with the objective of raising funds by a new high license fee.

Situation is threatened at the moment in Wyandotte, where a \$25 annual fee per machine is now before the council. This is opposed as unreasonably high by the operators, and MAPOA is taking measures to fight it. Similar measures are understood to be under consideration in other suburban communities, and would be likely to be adopted if the Wyandotte fee is once imposed, it is believed.



# Changer

**FINEST AND SIMPLEST IN DESIGN . . .**

**PROVED BY EXPERIENCE . . . ALWAYS DEPENDABLE!**

**by PACKARD**

Here's the engineering triumph of the industry—"The MANHATTAN!" Operator experience has proved Packard's mechanism to be dependable, easy to service . . . right in design. *There is no finer changer!*

Mechanically, "The MANHATTAN" is a marvel of simplicity and perfection—the *finest phonograph ever produced!* You'll find every convenience you've wanted to make your work easier. It has every desirable engineering feature, a new elegance and luxury of styling . . . *and a miraculous tone quality!*

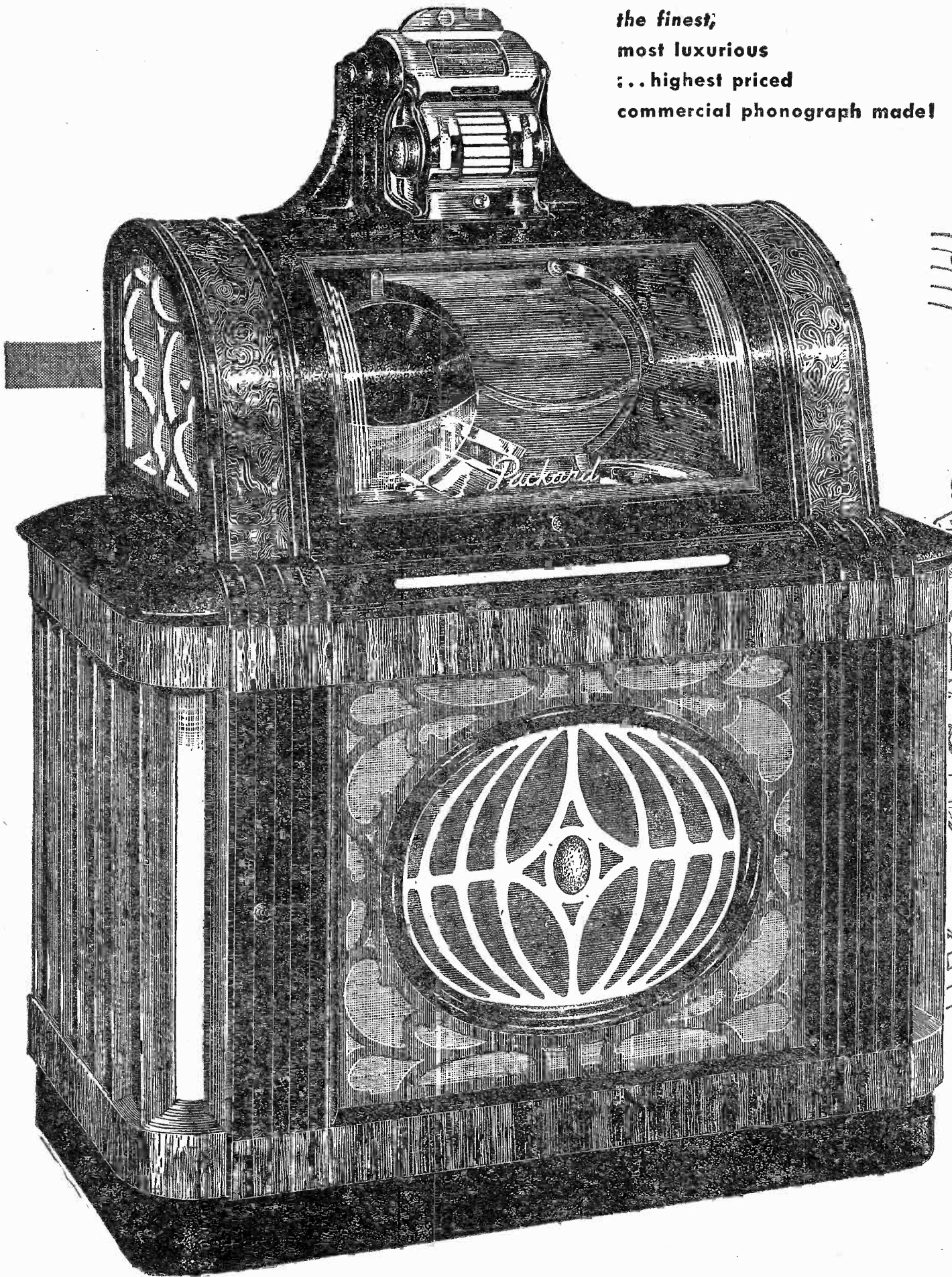
*Patrons want it! Locations are demanding it! You can't afford to be without it . . .* because "The MANHATTAN" is so far ahead of any other phonograph . . . that it enables you to ask for—AND GET—a larger percentage of gross receipts in . . .

*a new Era in Automatic Music*



PACKARD MANUFACTURING CORP. • Indianapolis 7, Indiana

*the finest,  
most luxurious  
... highest priced  
commercial phonograph model*



**THE MANHATTAN** by Packard

*the phonograph every location will demand!*



**NEW ENGLAND OPERATORS**

Do you know?  
We Maintain

**A ONE-STOP RECORD SERVICE**

For your convenience

VICTOR, DECCA, COLUMBIA,  
MAJESTIC, MERCURY, CAPITOL

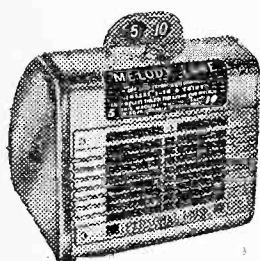
SPECIAL PRICE TO OPERATORS

**REDD DISTRIBUTING COMPANY, Inc.**

Exclusive Wurlitzer Distributors

130 Lincoln St. Allston, Mass.  
Phone STA 3320

**FOR BIGGER PROFITS**



it's  
**PERSONAL MUSIC**

**PERSONAL MUSIC CORPORATION**

U. S. Highway No. 1, Newark, New Jersey  
Telephone: Bigelow 8-2204

**AMERICAN FOLK TUNES**

Cowboy and Hillbilly Tunes and Tunesters

Tom Parker, manager of Eddy Arnold, the Tennessee Plowboy, informs us that Eddy's route includes the Murfreesboro (Tenn.) Fair, August 27-30, with the Oklahoma Wranglers, Rod Brasfield and Miss Lillie Belle; Radio Corral, State College, Pa., 31, and Columbia Park, Nanticoke, Pa., September 2. Eddy is currently in New York cutting a Victor album and will be guest star on the Victor network show over NBC September 7. . . . Cliff Japhet and His Western Aces have cut Tommy Coley's *Blue River Blues* for Fidelity platters.

Folk artists may open a new outlet for their talent if Roy Acuff's attempt at a rodeo, composed not of cowboys, but of country boys from the hill country proves successful. Roy's Smoky Mountain Rodeo, featuring bronk busting and all the other features of a standard rodeo, plus mountain music of the Grand Ole Opry type, just completed a three-day stay at Allentown, Pa., plus a week's stop at the Reading (Pa.) Fair. Gross figures on the venture were not available.

**Sosby Reports**

Faithful correspondent Eddie Sosby, leader of the Radio Rangers, heard over KFAB, Omaha, has just returned from his vacation and reports that Natchez, the Arizona Indian who made a name for himself at fiddling contests staged by Clayton McMichen, is now at WMOH, Hamilton, O., where he is featured on the Miami Valley Barn Dance. Sosby

reports that on his trip East, he talked to many disk jockeys who handle folk music shows, and platter pilots reported that Cowboy Copas, Bill Monroe, Grandpa Jones and Roy Acuff were biggest favorites in their areas. . . . Rome Johnson, of the Trail Blazers, WLW, Cincinnati, will record four of Fred Rose's tunes on his first MGM cutting session, including *Faded Love* and *Winter Roses*, *The Waltz of the Winds*, *Someday You'll Thank Me* and *Two Wrongs Don't Make a Right*. Trail Blazers line up with Ray and Leonard Sosby and Mike Wilson, who are heard twice daily over WLW, one program of which is piped to WINS, New York. . . . The Radio Rangers had two more records released recently, including the *Tricky Tricky Song* and the *Sky Fell Down*, on Fidelity label, with whom they inked a three-year contract recently.

Bill Nettles's ditty, *Too Many Blues*, has now been cut by Red Foley on Decca. Jack and Johnny on Apollo, Mountain Slim on Victor, with the composer's version on Bullet. . . . The Georgia Crackers, heard over WHKC, Columbus, O., have two new sponsored shows for International Harvester Company. Slim, of the Crackers group, has bought a small farm. They just closed a week at the Ohio State Fair.

Dan Snyder, of WMPS, Memphis, has signed with Majestic platters and cut four sides recently. Snyder, formerly known as Eddie Snyder, the Plainsman, over WWVA, Wheeling, W. Va., did *Unlock the Door*, *Rye Whiskey* and *I Don't Fool Around Women No Mo'*. . . . Blaine Smith, with a new combo, will start on a Cleveland station soon. Two former WWVA entertainers, Tex Redmon and Pepper Bahanas, will be with him. . . . Shorty Fincher and His Prairie Pals will leave WWVA in September. . . . Al Rogers, of WJAS, Pittsburgh, plans on releasing a new songbook soon. Betty Pearl is now being heard on Rogers' shows.

The Franklin Brothers and Jimmie Raines have left WHP, Harrisburg, Pa., and Curly Joe, Jolly Joe Parrish, Jackie Osborne and the Pauls are on the station now. . . . Folk artists get a big break over WSVS, Crewe, Va., where the Rough Riders, the Dixie Pals, the Drifter, Dick Shelton and His Gang, Bill Stell, disk jock for folk tune shows, are all heard in morning shows. . . . Homer Briarhopper and His Dixie Dudes and Buster Moore and the Dixie Partners are heard now over WPTF, Raleigh, N. C. . . . Gunney Thomas and His Hillbilly Pals, heard over WDVA, Danville, Va., will vacation for a month, coming back on the air sometime in September.

The Little Theater group of Middlesboro, Ky., staged *Smoky* recently, utilizing the cast of WNOX, Knoxville, to add real mountain flavor to the play. Highlight of the production was a mythical broadcast from "Wildcat Hollow," in which Lowell Blanchard and the entire folk music cast of the station participated.

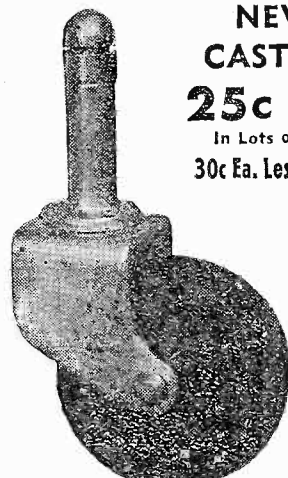
Pete Taylor, the Lonesome Cowboy, has returned to WWBZ, Vineland, N. J., after a long spell away from the mike. . . . The Sons of the Range, on WDAS, Philadelphia, made their debut on Metropolitan Records with *Texas Lil* and *Mississippi Moonlight*, and will wax their own Chickie Song soon. . . . The 16th annual Old Fiddlers' Picnic at Lenape Park, West Chester, Pa., drew musicians from five States. Illness prevented Leonard K. Lee, West Chester jug-and-bones player, from taking charge as scheduled, but Christian C. Sanderson, ork-fronter from Chadd's Ford, Pa., took his place. Sanderson held a reunion with 125

musicians of his Pocopson Valley Boys. Oldest of the fiddlers at the outing was 91-year-old J. E. Thomas, of Morestein, Pa.

The Prairie Ramblers, of WLS, Chicago, will appear at the Labor Day rally to be held in Soldier Field, Chicago, doing their new Mercury platter hit, *Have a Heart, Taft-Hartley*. . . . Foy Willing and His Riders of the Purple Sage will appear on a series of Eastern dates during the next two weeks, with the Jolly Joyce Agency, Philadelphia, skedding the tour.

**NEW CASTERS 25c Ea.**

In Lots of 100  
30c Ea. Less Than 100



Standard Size

2" Hard Rubber Wheel

Steel Shank

Brass Retaining Ring

25% req. with order.

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2320 Milwaukee Ave. CHICAGO, ILL.

**JUKE BOX BARGAINS**

- MILLS THRONE OF MUSIC . . . \$ 99.50
- WURLITZER 1942 VICTORY 24 . . . 99.50
- SEEBURG REGAL, ESRC . . . 175.00
- SEEBURG ENVOY, ESRC . . . 269.50
- SEEBURG HITONE, ESRC . . . 250.00
- SEEBURG K-20 . . . 129.50
- WURLITZER 51 or 61 . . . 99.50
- WURLITZER 24 . . . 129.50
- AMI HI-BOY, 40 Selections . . . 295.00
- ROCK-OLA MODEL 1422 . . . Write
- WURL 300, Adaptor Assembly. . . 32.50
- SEEBURG WIRELESS WALL-O-MATIC, W52Z . . . 27.50
- ROCK-OLA DRIVE MOTORS . . . 22.50

One-third deposit, balance C. O. D.

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**Purveyor Distributing Co.**

4324 N. Western Ave., Chicago 18, Ill.

**WESTERN PENNSYLVANIA & NORTHERN WEST VIRGINIA OPERATORS**

are invited to attend the **FIRST SHOWING** in this territory of



BY PACKARD

SATURDAY AND SUNDAY, AUGUST 23 AND 24

**PACKARD DISTRIBUTING CO.**

1731 FIFTH AVE. PHONE GRANT 7412 PITTSBURGH, PA.

Aireon presents **The Blonde Bombshell**

**A Real Gold Digger**

Magnetic earning power!

Boyzee! Hold everything! Here she comes!

Orders filled in rotation.

NOW BEING SHOWN AT:

**Veatch's Panther V.P. DISTRIBUTING INC.**

Del Veatch Coin Operated Machines

2336 OLIVE ST. PHONE CE.3892 ST. LOUIS 3, MO.

**OPERATORS**

SEE THE NEW PACKARD

**"MANHATTAN"**

before you buy that new Phonograph . . . "The Greatest music machine ever built!"

**ALL TYPE SLOTS AT LOWEST PRICES**

We can also supply you with . . .  
Newest 5-Ball Free Play—Genco Advance Roll—Williams All-Star—Bank Ball—Score-a-Barrel.

HAVE YOU TO TRADE . . . Jennings Challengers? . . . Kenney Bonus Super Belts? . . . Bally Draw Belts?

Write, wire or phone either office!

**TWIN PORT SALES CO.**

230 Lake Ave. So. Duluth, Minn.  
Melrose 2888  
2029 Wash. Ave. So. Minneapolis, Minn.  
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**WALL BOX EQUIPMENT FOR SALE**

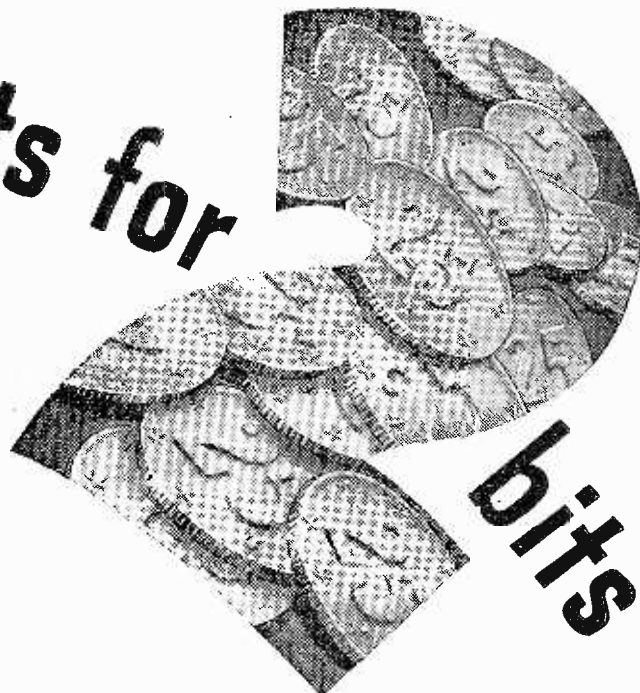
1943 MODEL SEEBURG DE LUXE SELECTO-MATIC (26—5¢ and 14—10¢), Cleaned, Guaranteed Perfect. What am I offered for the above?

ALSO 32 NON-SELECTIVE 5¢ BOXES and 14 10¢ BRAND NEW, in original packing cartons. What offer for above lot?

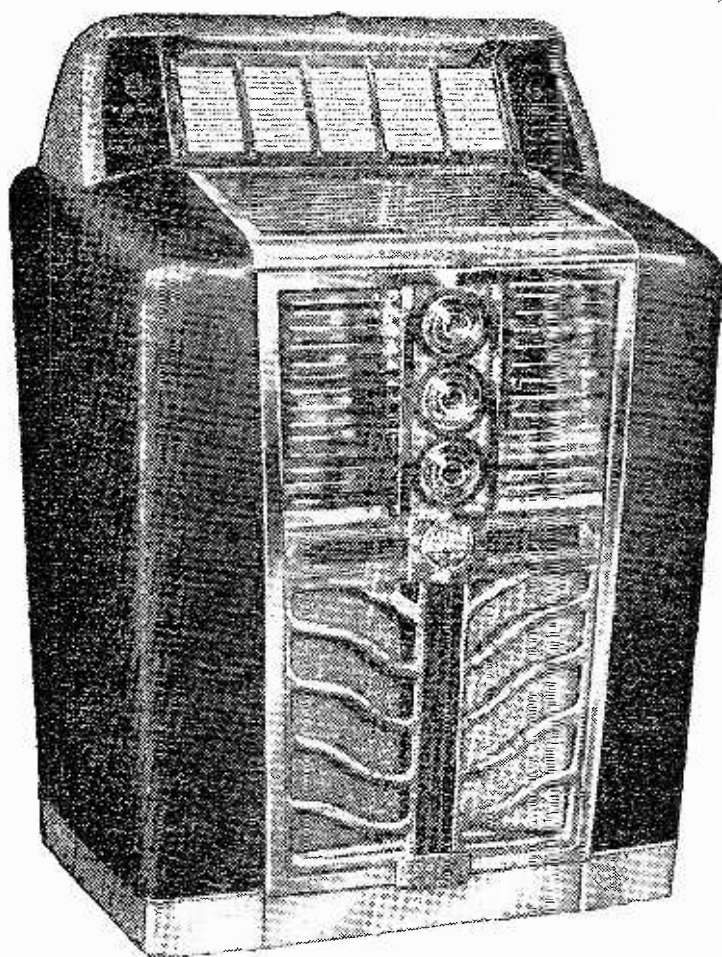
**L. SIMOWITZ MUSIC MACHINE CO.**  
AUGUSTA, GA.



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Greatest "quarter puller" ever offered on a coin-controlled phonograph is the button on the left-hand panel of the Constellation! The player drops his 25¢, pushes the "Hit Tune" button—and he hears the six most popular selections in the record magazine. It saves time... gives him the outstanding numbers... and an extra play free! Everyone likes it—but the extra quarters in the cash box will make you like it best of all.

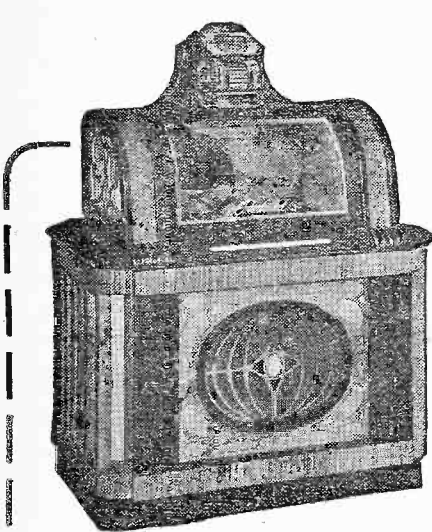
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**HARVILL CORPORATION**  
 LOS ANGELES 45, CALIF.  
 HARVILL NEW ENGLAND CORP., FALL RIVER, MASS.



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**DISTRIBUTORS FOR THE NEW PACKARD**

*Manhattan*

**Illinois PLA-MOR DIST. CO.**

2705-09 S. MICHIGAN AVENUE

CHICAGO 16, ILL.

*Tranquil Tone*

AMERICA'S Finest COIN-RADIO

\$39.95

PRODUCT OF EICHEL ELECTRONIC CORP. EVANSVILLE 8, INDIANA

# Routes Have 10-40% Low Play Jukes Survey Shows

(Continued from page 115)

was installed. Lesson here, he said, was that a marginal location (if it were a marginal location primarily because of its being on a side street or because the owner was not a good business man) will remain a marginal location no matter what type machine is installed.

### Increase Temporary

Ray Cunliffe, Brown Music Company, when queried on the subject, said that while marginal stops in his operations had remained stable up to a few weeks ago, a noticeable increase in such stops recently could be attributed to the very high temperatures here. This, however, made the change a temporary nature, he said. Cunliffe stated that even in the face of route expansion, marginal locations were still being retained because of their value as a means of keeping equipment working and because "there is always the chance that a marginal stop may change hands and acquire a new owner who will increase business, taking the location out of the marginal class."

A & M Music Company's owner, Adolph Raymond, reported that its percentage of marginals was holding steady, showing neither increase nor decrease. Raymond said that the main reason a spot became a marginal location, outside of the purely physical one of being in a poor district, was the negative personality of its owner. Combined with unco-operative personnel, the owner's attitude toward the juke has much to do with the amount of play in a particular spot.

Earl Kramer, of Paul M. Brown Music Company, said that while their marginal locations appeared to be decreasing, the majority of such spots were the firm's older tavern locations acquired before the war where managers are not putting any effort forth to increase their own business.

Newer, post-war locations are proving to be above marginal stops, he said. Some of the marginal locations were due to owner interference with juke volume, setting it too low to be easily heard, Kramer said.

Besides furnishing a means whereby machines are kept active, marginal stops prove to be a means of keep-

ing the operator's name before the public by prominently displayed service cards on the juke, operators point out. Such cards on machines in marginal locations have resulted in other location owners contacting the operator of the machine, requesting an installation for their own establishment, Kramer stated. "It proved to him that we were not not above operating in other than a top-play spot," he said.

### Caters to Marginals

Another operator, Floyd Pedone, of Little Amusement, stated he catered to marginal locations because, in addition to being a good means of steady, if low, profits, reducing overhead and keeping otherwise idle equipment busy, they were easy to please.

Knowing they need a juke in their establishment to please their patrons, they are not so much concerned with the juke as a money-making item for themselves, he said. Pedone said guarantees were no problem in his marginal stops, because of the type of equipment used, front money was almost always made by the machine with no settlement on the location owner's part. Marginal locations, he added, were on the decrease as far as his operations were concerned.

## Take To the Air Says Milwaukee's Flying Phono Op

MILWAUKEE, Aug. 16.—"Biggest time-saver for the coin machine business ever developed" is the way Frank Bartnik, Milwaukee's flying phono operator, sums up his attitude toward the use of aircraft in the coin business.

Bartnik, the proprietor of Banaco Music here, has a half-interest in both a landplane and a seaplane and has a four-passenger landplane on order to be delivered soon. In two and a half years that he has been flying, he has put in over 500 flying hours, many of them on trips in connection with his juke box business.

In the near future, Bartnik plans to put his seaplane to use for servicing jukeboxes at lakeside resort locations. "It's an ideal set-up," he explains. "That way all I have to do is fly up to the lake where my juke is on location, taxi up to the dock, do my servicing, then take off and repeat the job at the next location. It should save me many valuable hours."

### Saves Money

Bartnik is convinced that the plane is the real answer for operators and distributors alike, and he is doing his best to sell other coinmen on the idea. And the expenses: "Actually, I think I'll save money in the long run by such a method," he says.

Bartnik has traveled all over the U. S. and to Canada and Mexico in his present planes. Among other trips, he has flown George Gesshart, of the Packard Distributing Company of Milwaukee, on business hops, and is currently hard at work trying to sell him on the idea of a personal plane for his business.

"Can't be beat," he contends.

## MGA Members Tag Jukes in Drive for Damon Runyon Fund

NEWARK, N. J., Aug. 16.—The Music Guild of America (MGA) is going all out in its efforts on behalf of the Damon Runyon Cancer Fund drive. MGA has prepared printed cards which all op members will place on their machines advising the public that "this machine is working for the Damon Runyon Cancer Fund."

In answer to an indorsement by the MGA to the Coin Machine Industries, Inc. (CMI), the following letter recently was sent to LeRoy Stein, executive secretary of the MGA, by James T. Mangan, director of the CMI public relations bureau:

"Thanks very much for your recent communication telling us of the endorsement of your association of the Damon Runyon Cancer Fund of the coin machine industry.

We know we can rely upon you, LeRoy, to do an outstanding job in this campaign, because your full-hearted spirit of co-operation has been an example to thousands of others in this industry and your personal ability as a doer and as a leader is beyond all question."

Stein is setting up additional coverage for the campaign.

**FOR SALE**

15 Model 120 Wurlitzer Wall Boxes  
 \$12.50 EACH

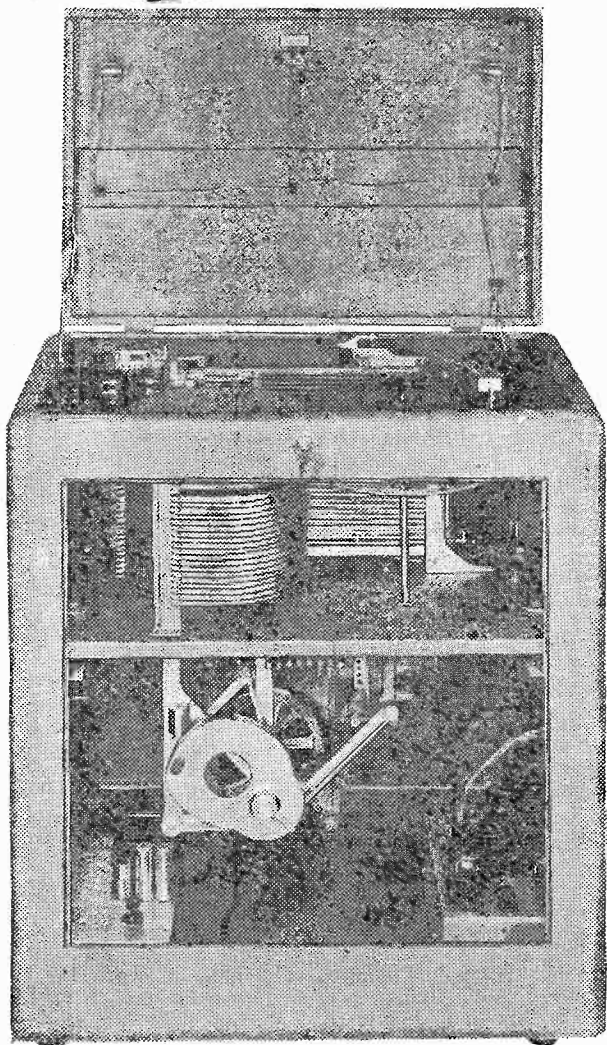
Reconditioned and in perfect condition.

**Mel-O-Dec Music Co.**  
 626 W. Washington St., Phoenix, Arizona.



# NOW . . . .

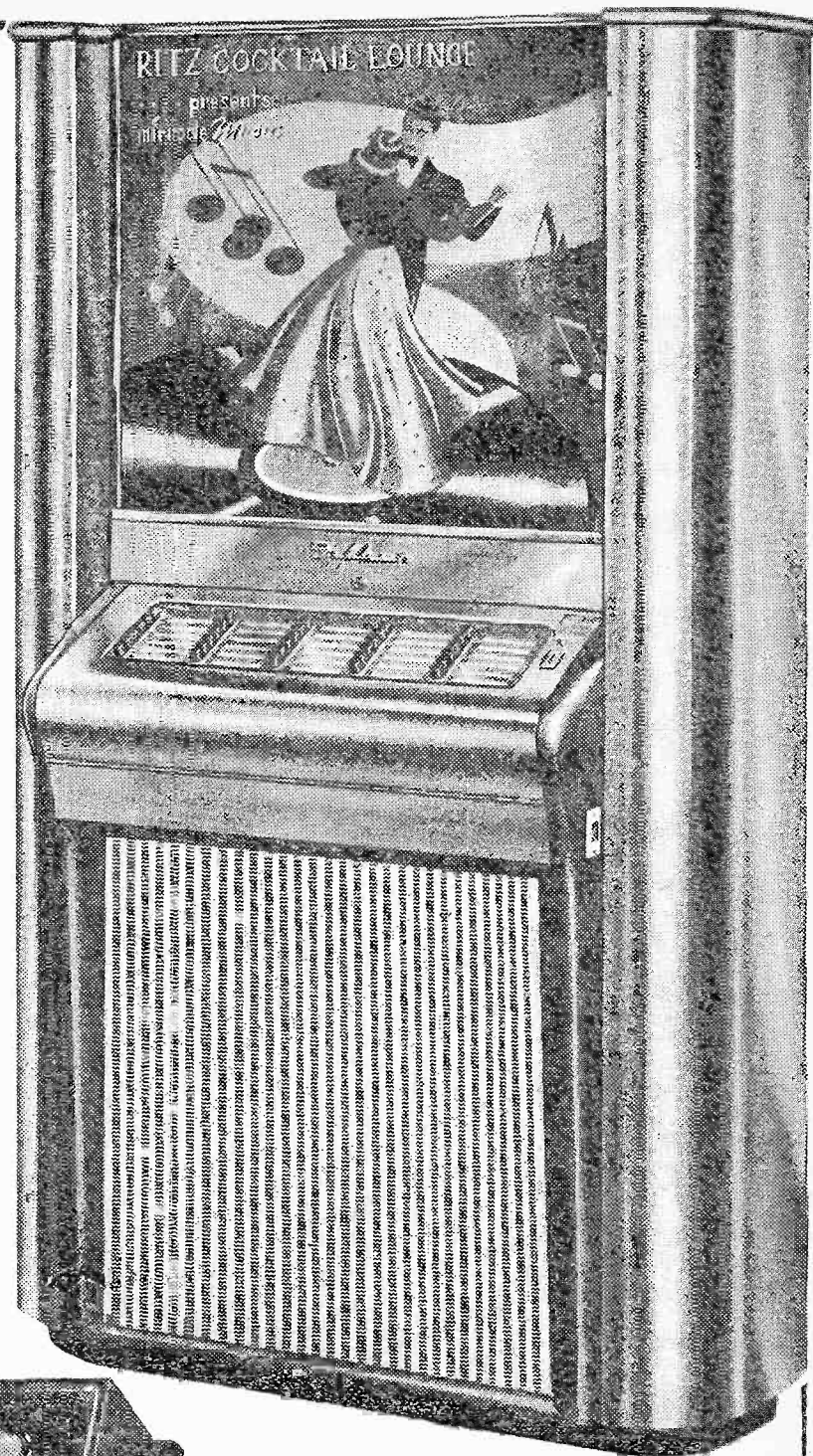
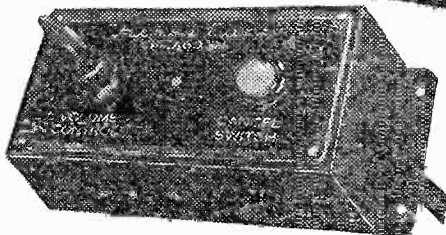
The "Break" music operators  
have always wanted! cuts your  
investment in New Equipment!



## FILBEN STOW-A-WAY

Many, Many Years of Reliable, Trouble-Free Operation.

- \* The only 30 record selection, one side made! Less than 6 seconds record change time!
- \* Operates with 20-24-30 wire wall boxes. Can be used with 2 or 3 wire installation in conjunction with an adapter unit.
- \* 5" pilot speaker enables serviceman to listen to playbacks by use of a toggle switch without leaving the mechanism.
- \* The amplifier has a maximum output of 25 watts.
- \* The amplifier has 6 tube amplification efficiency but only uses 5 tubes.
- \* The amplifier will handle 5 auxiliary remote speakers in addition to the speaker in the Mirrocle Music Cabinet.
- \* All electrical parts are removable by plugged connections into a central junction box.
- \* Less than 1¼ ounce needle pressure high temperature crystal pickup
- \* Rustproof, all metal, durable, baked finish cabinet
- \* SIZE: 36" High—32" wide—21" deep.



- \* Strikingly dignified illuminated beauty that adds to the interior attractiveness of all locations!
- \* Can be used with all electrical selection phonograph mechanisms, New or Old!
- \* It's the most sensible new idea in the history of automatic music.
- \* Sturdily constructed of highly polished chromed steel.
- \* Selection of interchangeable, artistically illustrated Mirrocle panels.
- \* SIZE: 72" high—42" wide—18" deep.

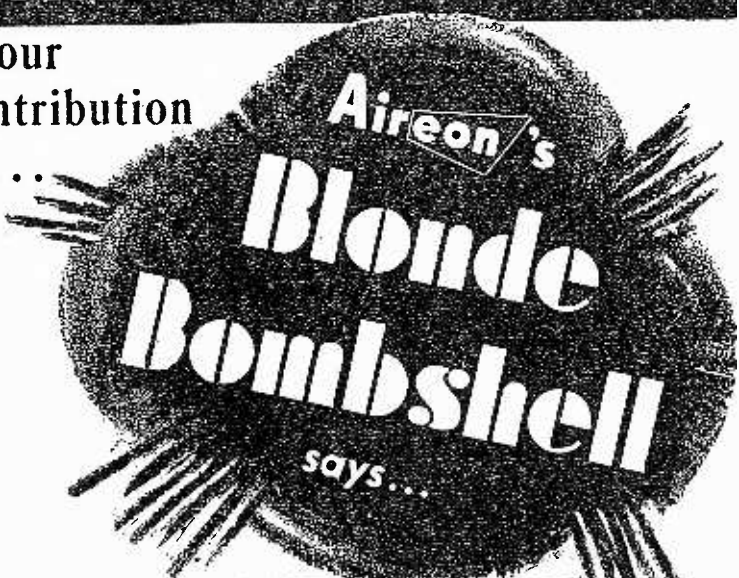
# FILBEN MIRROCLE MUSIC

SEE YOUR LOCAL FILBEN DISTRIBUTOR OR WRITE DIRECT FOR MORE INFORMATION  
NATIONAL FILBEN CORPORATION • 1141 SO. WABASH AVE. • CHICAGO 5, ILL.



**FINE WORKMANSHIP**

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GENERAL MARINE CO., ST. JOSEPH, MO.

**SPEED LINER BOATS**

"Into the parts we supply for the BLONDE BOMBSHELL goes the same skilled workmanship we put into our finest SPEED LINER boats. Congratulations on your beautiful, sales-winning product."

**MAPE'S BETTER BUYS!**

**Save Record Wear CRYSTAL PICKUP CONVERSION KITS**

For all Seeburg Phonographs

- Tone Arm and Crystal
- Elec. Cut-off Switch
- Elec. Cancel Coil
- 24 Volt Transformer
- Cancel Button
- Volume Control
- Wire Leads

Modernize Your Old Equipment in 20 Minutes

COMPLETE PACKAGE \$19.95

**SPECIALS**

- SEEBURG Baromatics, 5-10-25¢, Wireless \$29.50
- SEEBURG Baromatics, 5-10-25¢, 3-Wire . . . 24.50
- SEEBURG Wallomatics, 5¢, Wireless . . . 24.50
- SEEBURG Wallomatics, 5¢, 3-Wire . . . 22.50
- With New Seeburg Metal Covers (for Wallomatics) . . . 2.50
- Ivory Finish—Additional \$2.50 Per Box.
- PACKARD Wallboxes (Used) . . . 24.50
- BUCKLEY Chrome Boxes . . . 15.00

**FEATURE ITEMS**

- PICKUP COILS (for all Seeburgs, including Hitones) . . . \$ 1.50
- FIBRE INSERTS (for Seeburg Wall Boxes). Sets Each, 25¢—Minimum Order 10 Sets . . . 2.50
- B-3 CRYSTAL PICKUPS, Dated, Rock. or Mills . . . 2.75
- Genuine Fiber Main Gears for Seeburg and Wurlitzer (less Hub) . . .
- Singles—\$2.95. Quantities of 10—\$2.60

Electric Cancels and Cut-Off for All Seeburg Phonographs (Complete) . . . \$ 7.95

**REPLACEMENT MOTORS**

For Wurlitzer, Seeburg Phonos. Ea. . . \$19.50  
110V, 60-Cycle, Reconditioned Motors. Will Give Excellent Service—30-Day Guarantee.

**PLASTIC SHEETS**

- 20"x50" (Red), 60 Gauge. Each . . . \$ 9.50
- 20"x50" (Red), 30 Gauge. Each . . . 6.50
- 20"x50" Talking Gold Grill Cloth . . . 7.50
- Quantity Discounts—Write for Prices.

Quantity Discounts to Jobbers and Distributors

All Merchandise TRIPLE-WARRANTED by Pacific Coast's largest distributor of coin operated equipment.

**TERMS:** 1/2 deposit with order, balance C.O.D. F.O.B. Los Angeles or San Francisco.

SAN FRANCISCO, General Office: 284 Turk Street - Phone PRospect 2700

STOCKTON: 21 W. Aurora Street - Phone 7-7903

LOS ANGELES: 1701 W. Pico Boulevard - Phone DR. 2314

**E. T. MAPE Distributing Co.**

SAN FRANCISCO  
STOCKTON  
LOS ANGELES

**Amusement Research Corp. Moves Headquarters South**

YONKERS, N. Y., Aug. 16.—The Amusement Research Corporation (ARC), which has spent two years developing a coin-operated music machine, has completed arrangements for moving its entire production facilities to Atlanta. The move was made because of the continuous difficulties encountered here in obtaining cabinets for the machines. In Atlanta, ARC will have facilities capable of turning out 500 cabinets a month. Earlier plans to have the new movie juke boxes ready for distribution by September 1 have failed, but now Gene Russell, ARC president, reports distribution should start early in October.

At the same time it is revealed that ARC is undergoing a reorganization and recapitalization which should be completed by September 1.

**Strickland Heads Board**

Because of the importance of film recordings which will be used on the ARC Music View machines, ARC has appointed Robert B. Strickland, of Atlanta, as a vice-president and chairman of the board. The new officer has operated the Strickland Film Company in Atlanta for 27 years. Other new appointments include Bill Clark, of Atlanta, a band leader and musician for 15 years, who will serve as musical director for the film recordings, and A. M. Malphurs, active in motion picture animation for 12 years, who will serve as art director.

ARC will retain its local headquarters at 45 South Broadway, and its New York distribution organization, known as Eastern Amusement Corporation. Headquarters in Atlanta, until larger quarters are obtained, will be at 141 Walton Street, N. W.

**Local Publicity**

Gene Russell remains as president. Other officers include C. L. Strickland, treasurer, and Helen M. Russell, secretary.

The Atlanta Journal this week carried a featured story in its business and finance columns, titled *Film Juke Box Firm Another First*

**Pittsburgh Showing For New Manhattan**

PITTSBURGH, Aug. 16.—Furey M. Ross, of the Packard Distributing Company here, has announced the first showing in Western Pennsylvania and Northern West Virginia of Packard's Manhattan phonograph.

Showing will be held in Pittsburgh August 23-24.

**Thief Pulls Juke Box Over Cellar Door To Trap Owner**

WALLINGFORD, Conn., Aug. 16.—When the Beacon Diner on Route 5 near here was held up recently a juke box figured prominently in the "proceedings." After forcing the owner and three customers into a cellar, the thief pulled "a heavy juke box over the trapdoor" to prevent their re-entering the room.

Five minutes after the thief fled the "juke box prisoners" managed to escape from the cellar.

**New Recorder Out**

NEW YORK, Aug. 16.—Magnesonic, a new electronic instrument that records music and voice on magnetic tape, is being manufactured by the Sound Recorder & Reproducer Corporation of Philadelphia.

Here. In the article the Music View machine was described in detail, and the world-wide distribution of the product was stressed.

It was previously reported in *The Billboard* that ARC was working on the Music View and had solved engineering problems involved. An agreement has been signed with the American Federation of Musicians (AFM) covering the use of live talent for the film recordings. Local talent from the Atlanta area, as well as name bands, will be featured on the films.

**Juke Ops Ask Jocks To Run Hit Parties**

**Clevelanders Lay Plans**

CLEVELAND, Aug. 16.—Disk jockeys from Cleveland's four radio stations met here August 7 with representatives of the Cleveland Phonograph Merchants' Association to form a local disk jockey club which would, among its other functions, handle the Hit Tune Preview parties, which the association has been sponsoring.

Representing the phonograph operators at the meeting were Sam Abrams, director of public relations, and James S. Ross, vice-president. The association's interest in the formation of the disk jockey club, over and above the possibility of turning the hit tune parties over to them, is the creation of better working co-operation between jockeys and music operators.

Present for the radio stations was a committee composed of Howie Lund, WJMO; Fran Pettay, WHK; Hal Morgan, WGAR; and Brooke Taylor, WJW. These four disk jockeys will set up by-laws and solicit members for the proposed club. Abrams will work actively with them and help co-ordinate the club's activities with activities of the music association.

If the club is formed, the phonograph merchants want the disk jockeys to take over the hit tune parties, where a record is selected to be boosted in the No. 1 spot on juke boxes owned by association members in the Greater Cleveland area.

The association would continue to finance the parties, but the disk jockeys would plan the programs and pre-select records to be played for the party audiences.

**State Incorporates New N. Carolina Juke Box Firm**

RALEIGH, N. C.; Aug. 16.—A charter of incorporation has been issued here by the Secretary of State to Phone-o-Matic Corporation, Asheville, to deal in automatic music machines.

Authorized capital stock, \$50,000; subscribed stock, \$400 by John J. Geel, Asheville, O. L. Crabtree and W. H. Richardson, both of Raleigh.

**USED RECORDS FOR SALE**

From juke boxes on music routes \$9.50 per 100

**PARAMOUNT MUSIC**

313 E. Market St. Wilkes-Barre, Pa.

# Old-Time Coin Machines Top Features of Michigan Museum

DETROIT, Aug. 16. — Old-time coin-operated music machines occupy the post of popular favor without a rival in the reopened Cloverland Museum on the outskirts of Calumet, Mich., despite the rivalry of many other exhibits of old-time specialties.

Pioneer automobiles, old paintings, devices used in the early days in mining, lumbering, farming and other American activities all occupy prominent places in the museum, but the ancestral "jukes" rate first call with the public.

The museum was reopened July 3 after being closed for five years during the war and the post-war period. It was originally established 20 years ago, thru gradual collection of specialty exhibits of many sorts by Alfred Paulson, who operates a modern grocery, meat market and gasoline service station on National Highway 41, just across the road from the museum. The location is at the heart of the famed Copper Country on the Keewenaw Peninsula, mecca of tour-

ists who seek the historic mining centers of "The Calumet," and the modern lures of the woods and waters of Michigan's remote Upper Peninsula—a crowd that is swelling to record proportions this year.

### Draws Record Crowd

During the weeks the museum has been open this summer, it has drawn a crowd of 7,000 people who have signed the registry, and thousands more who have not bothered to sign. Admission is free, and the enterprise is non-commercial, with an attendant on hand only to preserve order and to sell postcards and a few souvenirs. It is not connected with Paulson's business enterprise, which is entirely separate, and located on the opposite side of the highway.

The music machines first attracted Paulson's attention seriously in 1941, after he had already operated the museum for a number of years, and he began to collect them, getting some from remote farmhouses, some

from big cities. These were all placed in working condition before being put on exhibition, so that the visitors can drop in a nickel. Some of them, like the Italian Nido D' Amore, will take just about any kind of coin from a penny up and play on it.

The sounds of the machines can be heard on the highway all day long, proving that it is the coin-operated mechanisms that clearly have won first place with the visitors.

### Son Is Mechanic

A son, Eldred Paulson, does the mechanical work to keep these machines in working condition, despite their age of nearly half to three-quarters of a century. He has also assisted in the collection and procurement of the machines, altho he is not actively associated with his father in the business. The jukeboxes, as most customers will call them, are his especial province, however. There are some machines not yet placed in condition for public exposition.

Typical is the Nido D' Amore, said to have been made in Rome about 1885. The name plate bears the legend, "G. Marteletti, Casale Monferrato" for the maker. It is a piano-like device, made of fine ebony wood, and is the only truly selective unit in the group now on public exposition. It offers a selection of 20 pieces.

This machine uses what appears, under the glass front under where the keyboard would normally be, to be a huge birch log. The "log" actually is a heavy paper roll, slowly turning, which has small nails studded into it in such positions that they play the various pieces as the log revolves and they make contact—protruding instead of having holes as in the familiar piano roll. Each nail may serve for five or so different pieces, so that there was a skillful job of positioning them to achieve this result. A slight difference of position of the

**TRY IT**  
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**THE NEW**  
**PFANSTIEHL**  
*Special*  
**COIN MACHINE**  
**NEEDLE**

*Special*  
**FOR LIGHT WEIGHT**  
**CRYSTAL PICKUPS**  
Weighing 1 1/2 oz. or less  
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(See advertisement page 33)

- For Longer Record Life
- Better Reproduction
- Fewer Service Calls
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**ATLAS** MUSIC CO.  
2200 N. Western Ave., Chicago 47, Ill.

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Without obligation, please send me FREE one Pfanstiehl SPECIAL Coin Machine Needle for light weight, crystal pick-ups (offer expires Jan. 1, 1948).

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Two-thirds late model equipment. 150 machines on location. Ill health reason for sacrificing this profitable business. Address replies to c/o BOX D-94, The Billboard, Cincinnati 22, O.

**GOOD BUY**  
3 Units of 10 Each  
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**EAST COAST PHONOGRAPH DISTRIBUTORS**  
1200 North Avenue Elizabeth, N. J.

# Coin Machine Acceptance Corporation

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WE WILL PAY CASH FOR AMI Model A SEEBURG Gems, Classics WURLITZER 800

State condition, serial and price

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**MERVIS TRUCKING COMPANY**  
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CLEVELAND 3, OHIO

### SPECIAL!!!

30 Unit A. M. I. Telephone Hostess, fully reconditioned with new felt turntables. 5 New turntable motors, all racks, records, amplifiers, like new cabinets, refinished. Can be financed to reliable operator. Price \$6,500.00.

For reference, call or write Redd Distributing Company, 130 Lincoln St., Allston, Mass., or Superior Music Company, 498 Albany Ave., Hartford, Conn.

### J. D. AUTOMATIC HOSTESS

104 Asylum St. Phone 2-4952 Hartford, Conn.

### USED RECORDS

ONLY 9c EACH • 1000 FOR \$75.00

We have 40,000 records in stock, packed and ready to go. Prices F. O. B. Memphis. Minimum order 100 records. Send check with order.

**SOUTHERN AMUSEMENT CO. 628 MADISON, MEMPHIS, TENN.**

## Hot Weather Hits Play on Chicago Jukes, Ops Report

CHICAGO, Aug. 16.—Juke box play in the Chicago area took what was termed by some operators as a "serious drop" during the past two weeks due to the extremely high temperatures that prevailed.

Hot weather resulted in many people staying home, driving to beaches and out-of-town spots or attending movies in air-conditioned theaters in much larger numbers than in normal summer weather, which of course results in the lack of juke patronage during such "heat waves."

Termed as a temporary decline, the recent drop in juke play is expected to return to usual summer levels with the lowering of temperatures. Such falling off of play, however, is looked upon as a real setback because of the generally lower play during summer months even without above normal rises in temperature to further decrease business.

With the advent of cooler weather and fall, juke play will again be on the upswing when beaches lose their appeal and hot weather "stay-at-homes" venture forth.

## Ops Hear Talk on Video by Gartmann Of General Electric

CINCINNATI, Aug. 16.—Larry Gartmann, of the General Electric Company, presented an informative discussion on television for members of Cincinnati's Automatic Phonograph Owners' Association at their regular monthly meeting Tuesday evening (12) at Hotel Gibson.

Another feature of the meeting was a presentation of the merits of new Aireon equipment by Fred A. Mann, regional sales manager, and Leo Dixon of the Aireon Distributing Company.

Members attending the meeting were Sam Chester, Ray Bigner, Nat Bartfield, Al Lieberman, Sam Gerros, Charles McKinney, Louis Scheonlaub, Morris Kleinman, William Fitzpatrick, Dave Tavel, Jerry Levy, Al Chasson and Bill Harris.

Guests of the association were Don Fosgate, Myron G. Erb, Roy Craft, and Dixon and Mann representing Aireon; Charles Distel, Al Foley and Gartmann, of General Electric, and Farris Combs, of the Automatic Music Company at Dayton, O.

Association committee appointed to discuss a proposed ordinance governing juke scheduled a special meeting for Tuesday (19) at 2 p.m. in the association offices.

## Restaurant Men Meet

SAN FRANCISCO, Aug. 16.—Pacific Coast annual regional convention and exposition of the National Restaurant Association will be held October 7-10 in the Palace Hotel here. All exhibit space is sold, according to C. F. De Lano, exposition manager.

## ADVANCE RECORD RELEASES

(Continued from page 39)

- TIRA-LIRA-EL (Song of the Gondolier)..... Tony Pastor (Tony Pastor-The Clooney Sisters) (MY O'DARLIN')..... Columbia 37839
- TROMBONOLOGY..... Tommy Dorsey (DEEP VALLEY)..... Victor 20-2419
- TRUE..... Andy Russell (Paul Weston Ork) (WHEN THE)..... Capitol B-450
- TWO SILHOUETTES..... Phil Reed (IF I)..... Dance-Tone 112
- WHEN THE WHITE ROSES BLOOM..... Andy Russell (Paul Weston Ork) (TRUE) (In Red River Valley)..... Capitol B-450
- WHERE IS SAM?..... Sammy Kaye (Don Cornell-The Kaydets-Glee Club) (ZU-BI)..... Victor 20-2420
- WHY SHOULD I CRY OVER YOU?..... Johnny Mercer-The Pied Pipers (Paul Weston Ork) (SUGAR BLUES)..... Capitol B-448
- YOU'RE BREAKING IN A NEW HEART (While You're Breaking Mine)..... Ella Fitzgerald (DON'T YOU)..... Decca 24157
- ZU-BI (Everyone's Love Song)..... Sammy Kaye (The Kaydets-Glee Club) (WHERE IS)..... Victor 20-2420

### FOLK

- AIN'T THAT TOO BAD..... Sam Nichols (Melody Rangers) (RED HAIR)..... MGM 10061
- ALL THE WORLD IS LONELY NOW..... Esco Hankins (STREAMLINED CANNONBALL)..... King 654
- AS LONG AS I LIVE..... Pappy "Gube" Beaver (SOMEBODY SAID)..... Capitol Americana A-40035
- BENEATH THAT LONELY MOUND OF CLAY..... Esco Hankins (THINGS THAT)..... King 652
- BLUE EYES CRYING IN THE RAIN..... Roy Acuff and His Smoky Mountain Boys (Roy Acuff) (THE DEVIL'S)..... Columbia 37822
- BRANDED WHEREVER I GO..... Esco Hankins (WAIT FOR)..... King 653
- BRINGIN' IN THE GEORGIA MAIL..... Charlie Monroe and His Kentucky Pardners (DOWN IN)..... Victor 20-2416
- DOWN IN THE WILLOW GARDEN..... Charlie Monroe and His Kentucky Pardners (BRINGIN' IN)..... Victor 20-2416
- DOWNTOWN POKER CLUB..... Tex Williams and His Western Caravan (THAT'S WHAT)..... Capitol Americana A-40031
- FIRE BALL MAIL..... Esco Hankins (THE RISING)..... King 650
- GLORY-BOUND TRAIN..... Esco Hankins (WHAT GOOD)..... King 649
- I'M BUILDING A HOME..... Esco Hankins (THE PRECIOUS)..... King 648
- LONESOME HIGHWAY..... Ted Daffan's Texans (The Three Texans) (LONG JOHN)..... Columbia 37823
- LONG JOHN..... Ted Daffan's Texans (LONESOME HIGHWAY)..... Columbia 37823
- LOUISIANA BLUES..... Luke Wills Rhythm Busters (OKLAHOMA)..... Victor 20-2414
- LOW AND LONELY..... Esco Hankins (WAITING FOR)..... King 655
- MOUNTAIN FROLIC ALBUM..... Brunswick B-1025
- Arkansas Traveler—The Tennessee Ramblers..... Brunswick 80096
- Black Eyed Susie—Al Hopkins Buckle Busters..... Brunswick 80095
- Cindy—Bradley Kincaid..... Brunswick 80093
- Cluck, Old Hen—Al Hopkins Buckle Busters..... Brunswick 80095
- Old Joe Clark—Bradley Kincaid..... Brunswick 80096
- Sail Away, Ladies—Uncle Dave Macon and His Fruit Jar Drinkers..... Brunswick 80094
- (1) Sourwood Mountain; (2) Sally in the Garden; (3) Sally Goodin—The Crockett Family..... Brunswick 80094
- Sugar Hill—Dad Crockett..... Brunswick 80093
- NO ONE WILL EVER KNOW..... Esco Hankins (WRECK ON)..... King 651
- (Gotta Get To) OKLAHOMA..... Luke Wills Rhythm Busters (LOUISIANA BLUES)..... Victor 20-2414
- OKLAHOMA'S CALLING..... Jack Guthrie and His Oklahomans (Jack Guthrie) (PLEASE, OH)..... Capitol Americana A-40032
- \*ON THE SUNNY SIDE OF THE STREET..... Rice Brothers' Gang (SUGAR BLUES)..... Decca 40669
- PLEASE, OH, PLEASE..... Jack Guthrie and His Oklahomans (Jack Guthrie) (OKLAHOMA'S CALLING)..... Capitol Americana A-40032
- RED HAIR AND GREEN EYES..... Sam Nichols (Melody Rangers) (AIN'T THAT)..... MGM 10061
- SHUT UP AND DRINK YOUR BEER..... Luke Wills Rhythm Busters (BOB WILLS)..... Victor 20-2415
- SIGNED, SEALED AND DELIVERED..... Cowboy Copas (OPPORTUNITY IS)..... King 656
- SMOKE! SMOKE! SMOKE! (That Cigarette)..... Johnny Bond and His Red River Valley Boys (Johnny Bond) (WASTER TEARS)..... Columbia 37831
- SOLD DOWN THE RIVER..... The Blue Sky Boys (I'M GLAD)..... Victor 20-2380
- SOMEBODY SAID..... Pappy "Gube" Beaver (AS LONG)..... Capitol Americana A-40035
- SQUARE DANCES ALBUM..... Carson Robison Ork (Lawrence V. Loy)..... MGM 5
- STREAMLINED CANNONBALL..... Esco Hankins (ALL THE)..... King 654
- \*SUGAR BLUES..... Rice Brothers' Gang (ON THE)..... Decca 40669
- SWING WITH THE MUSIC..... Adolph Hofner and His San Antonians (Adolph and Emil Hofner) (ALAMO STEEL)..... Columbia 37817
- TELLIN' LIES..... Bill Boyd and Cowboy Ramblers (Bill Boyd) (NOW OR)..... Victor 20-2380
- TEXAS LIL..... Sons of the Range (Cowboy Russ) (MISSISSIPPI MOONLIGHT)..... Metropolitan 100
- THAT'S WHAT I LIKE ABOUT THE WEST..... Tex Williams and His Western Caravan (DOWNTOWN POKER)..... Capitol Americana A-40031
- THE DEVIL'S TRAIN..... Roy Acuff and His Smoky Mountain Boys (BLUE EYES)..... Columbia 37822
- THE PRECIOUS JEWEL..... Esco Hankins (I'M BUILDING)..... King 648
- THE RISING SUN..... Esco Hankins (FIRE BALL)..... King 650
- THE LAST MILE..... Gene Autry (THE LEAF)..... Columbia 37816
- THE LEAF OF LOVE..... Gene Autry (THE LAST)..... Columbia 37816
- THE SILVER METEOR..... Buchanan Brothers-The Georgia Cata-mounts (THOSE FLYING)..... Victor 20-2385
- THINGS THAT MIGHT HAVE BEEN..... Esco Hankins (BENEATH THAT)..... King 652
- WAIT FOR THE SUN TO SHINE..... Esco Hankins (BRANDED WHEREVER)..... King 653
- WAITING FOR MY CALL TO GLORY..... Esco Hankins (LOW AND)..... King 655
- WASTED TEARS..... Johnny Bond and His Red River Valley Boys (Johnny Bond) (SMOKE! SMOKE!)..... Columbia 37831
- WHAT GOOD WILL IT DO..... Esco Hankins (GLORY BOUND)..... King 649
- WHEN THE GOOD LORD CARES..... Brown's Ferry Four (SALVATION HAS)..... King 662
- (When You See) THOSE FLYING SAUCERS..... Buchanan Brothers-The Georgia Cata-mounts (THE SILVER)..... Victor 20-2385
- BOB WILLS TWO STEP..... Luke Wills Rhythm Busters (SHUT UP)..... Victor 20-2415
- WRECK ON THE HIGHWAY..... Esco Hankins (NO ONE)..... King 650
- WHO DUG THIS HOLE I'M IN?..... Spade Cooley Ork (RED HOT)..... Victor 20-2384
- YOU ARE MY SUNSHINE..... The Pine Ridge Boys (OLD SHEP)..... Victor 20-2403
- YOU LAUGHED WHEN I CRIED..... Bill Carlisle (ANSWER TO)..... King 663

(Continued on opposite page)

(Continued from opposite page)

**CLASSICAL & SEMI-CLASSICAL**

- ARDITI: BOLERO—LEGGIERO IN-VISIBLE (Oh, Light Invisible) Ernestine Schumann-Heink (DONIZETTI: LUCREZIA) Victor 15-1012
- BACH: SUITE NO. 2 IN B MINOR FOR FLUTE AND STRINGS ALBUM Sebastian Caratelli-Pittsburgh Symphony Ork—Fritz Reiner, Dir. Columbia M-MM-695
- J. S. BACH: VIOLIN CONCERTO IN A MINOR ALBUM Roman Totenberg Musiccraft M-78
- BEETHOVEN: CONCERTO NO. 2, IN B FLAT, Op. 19 ALBUM (4-12") William Kapell Victor DM-1132
- BIZET: CARMEN—ACT II: LA FLEUR QUE TU M'AVAIS JETEE Charles Dalmores (GOUNOD: ROMEO) Victor 15-1013
- (The Flower Song)
- CHOPIN: POLONAISE NO. 6 IN A FLAT MAJOR, Op. 53 Egon Petri Columbia 17377-D
- DEBUSSY: SONATA NO. 2 FOR FLUTE, VIOLA AND HARP ALBUM (2-12") Laura Newell-Milton Katims-John Wummer Columbia X-MX-282
- DIE FLEDERMAUS: WALTZES Leopold Stokowski—Hollywood Bowl Symphony Ork Victor 10-1310
- DONIZETTI: LA FAVORITA—ACT III: A TANTO AMOR (Thou Beloved Flower) Mattia Battistini (VON FLOTOW) Victor 15-1010
- DONIZETTI: LUCREZIA BORGIA—ACT III: BRINDISI (It Is Better To Laugh) Ernestine Schumann-Heink (ARDITI: BOLERO) Victor 15-1012
- ESTRELLITA Jascha Heifetz (Emanuel Bay) (MARCH) Victor 10-1314
- GLAZOUNOFF: MUSIC FROM RAYMONDA—BALLET, Op. 57 ALBUM (4-12") Boston "Pops" Ork—Arthur Fiedler, Dir. Victor DM-1133
- GOUNOD: ROMEO ET JULIETTE—ACT II, AH! LEVE-TOI SOLEIL Charles Dalmores (BIZET: CARMEN) Victor 15-1013
- (Arise Fairest Sun)
- HANDEL-CASADESUS: CONCERTO IN B MINOR ALBUM (3-12") William Primrose-RCA Victor Ork—Frieder Weissmann, Dir. Victor DM-1131
- LISZT: ADELAIDE, Op. 108 (2 Parts) Egon Petri Columbia 72163-D
- MAHLER: SONGS OF A WAYFARER ALBUM Carol Brice Columbia X-MX-267
- MARCH (Korngold) Jascha Heifetz (Emanuel DAY) (ESTRELLITA) Victor 10-1314
- MEYERBEER: LES HUGUENOTS—ACT I: NOBIL SIGNORS SALUTA! (Noble Sirs, I Salute You) Louise Homer (SCHUBERT: DIE) Victor 15-1011
- PONCHIELLI: LA GIOCONDA—ACT IV: SUICIDO, IN QUESTI FIERI MOMENTI (Only Suicide Remains) Emmy Destinn (PUCCINI: MADAM) Victor 15-1014
- PROKOFIEFF: ROMEO AND JULIET, Ballet Suite No. 2 ALBUM (2-12") Boston Symphony Ork—Serge Koussevitzky, Dir. Victor DM-1129
- PUCCINI: MADAM BUTTERFLY—ACT II: UN BEL DI VEDREMO (Some Day He'll Return) Emmy Destinn (PONCHIELLI: LA) Victor 15-1014
- RAMEAU AND COUPERIN SELECTIONS ALBUM Sylvia Marlowe Musiccraft M-84
- SACRED ARIAS OF JOHANN SEBASTIAN BACH ALBUM (2-12") Carol Brice—Columbia Broadcasting Concert Ork—Daniel Saidenberg, Dir. Columbia X-MX-283
- SAINT-SAENS: ALLEGRO APPASSIONATO, Op. 70 Jose Iturbi Victor 10-1315
- SCHUBERT: DIE ALLMACHT (The Almighty) The Homer (MEYERBEER: LES) Victor 15-1011
1. JOHANN STRAUSS: TRITSCH-TRATSCH POLKA, Op. 214; 2. RIMSKY-KORSAKOV: FLIGHT OF THE BUMBLE BEE (12") Carnegie Pops Ork—Maurice Abravanel, Dir. (WOLF-FERRARI: JEWELS) Columbia 7566-M
- VON FLOTOW: MARTHA—ACT IV: IL MIO LIONELLO (My Unhappy Lionel) Mattia Battistini (DONIZETTI: LA) Victor 15-1010
- WOLF-FERRARI: JEWELS OF THE MADONA—DANCE OF THE CAMORRISTI (12") Carnegie Pops Ork—Maurice Abravanel, Dir. (1. JOHANN STRAUSS) Columbia 7566-M

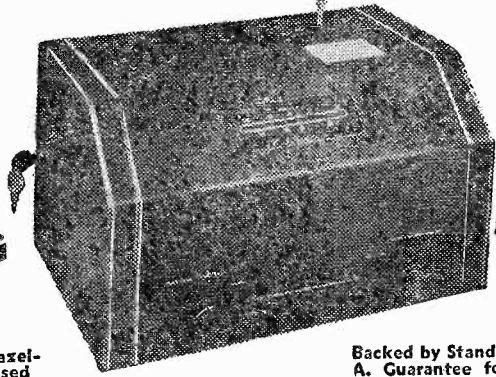
**LATIN-AMERICAN**

- A CORAZON ORA SI (Now Is the Time, My Love) Las Dos Rosas (Vargas Mariachi) (NO, TU) Victor 23-0673
- ASUNCION LA DORMILONA (Sleepy Head) Ma. Romero (EL AMOR) Victor 23-0642
- AUNQUE TENGAS RAZON Eva Garza (Lazaro Quintero Ork) (EL SUENITO) Seeco 617
- AY! MI VIDA Bobby Capo (ME ALEGRO) Seeco 613
- AY, AY, AY, MY SERENADE Machito Ork (Machito) (DE UN) Continental C-9004
- BLANCA Polito Galindez-Pedro Flores Ork (BOTARON LA) Seeco 615
- BOTARON LA PELOTA Polito Galindez-Pedro Flores Ork (BLANCA) Seeco 615
- DICE MI GALLO (The Rooster) Don Alfredo Latin-American Ork (DOROTEIA) Pan-American Pan 074
- DOROTEIA Don Alfredo Latin-American Ork (DICE MI) Pan-American Pan 074
- EL AMOR Y EL INTERES (Love and Interest) Maria Romero (Alejandro Aguilar) (ASUNCION LA) Victor 23-0642
- EL CAIMAN (The Alligator) Trio Calaveras (LOS ARBOLITOS) Victor 23-0643
- EL SUENITO Eva Garza (Lazaro Quintero Ork) (AUNQUE TENGAS) Seeco 617
- LA BAMBA DE VERA CRUZ Ethel Smith-The Bando Carioca (TIC-TOC RHUMBA) Decca 24135
- LA MARICUTANA Armando and His Jack's Band (Chapuseaux) (NO CREO) Seeco 611
- LOS ARBOLITOS (The Little Trees) Trio Calaveras (EL CAIMAN) Victor 23-0643
- ME ALEGRO Bobby Capo (AY! MI) Seeco 613
- NO CREO. EN MUJER SENTA Armando and His Jack's Band (Chapuseaux) (LA MARICUTANA) Seeco 611
- SAGUITA AL BATE (Up at Bat) Los Guaracheros De Oriente (SIN AZUCAR) Victor 20-0658
- SERA POR ESO Eva Garza (L. Quintero Ork) (FRIO EN) Seeco 609
- SIN AZUCAR NO HAY PAIS (No Sugar, No Coffee) Los Guaracheros De Oriente (SAGUITA AL) Victor 20-0658
- SOUVENIR ALBUM Ethel Smith Decca A-565
- (1) Allas En El Rancho Grande; (2) Las Altenitas (The Bando Carioca) Decca 23805
- Dinorah (The Bando Carioca) Decca 23549
- (1) Lero Lero; (2) Bem Te Vi Atravido (The Bando Carioca) Decca 23353
- (1) Paran Pan Pin; (2) Cachita (The Bando Carioca) Decca 23462
- The Breeze and I (The Bando Carioca) Decca 23805
- The Parrot (On the Fortune Teller's Hat) (The Bando Carioca) Decca 23462
- Tico Tico (The Bando Carioca) Decca 23353
- Toca Tu Samba (The Bando Carioca) Decca 23549
- TAL ES LA VIDA Toni Gari Ork (AUNQUE TU) Seeco 603
- TE ESPERARE Pete Rivera Ork (Angel Rosa) (EN VERDAD) Victor 23-0625
- THAT'S WHAT SHE GETS (For Not Listening to Her Mother) Castiro Vamurras Ork (The Brown Dots) (WHY YOU) Manor 1075
- TIC-TOC RHUMBA Ethel Smith-The Bando Carioca (LA BAMBA) Decca 24135
- VEN Rita Maria Rivero (Pepito Torres Ork) (ASI ERES) Seeco 596
- WHY YOU NO KNOCK Benny Davis (Castiro Vamurras Ork) (THAT'S WHAT) Manor 1075

\*Re-Issue.

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**Aireon Blonde Bombshell**



**We're Getting So We Fall For Our Own "Line!"**

Yes, we get up the AIREON ads. It has been our pleasure to work with AIREON and their distributors almost from the beginning. It is a real pleasure to join their other suppliers in congratulating AIREON on the BLONDE BOMBSHELL surprise product that is exciting the industry. Have you seen it yet?



**Chicago:**

Billy DeSelm, United Manufacturing Company, says the summer months mean no reduction in output or deliveries of their game; much discussed "summer lull" in the business has not developed this year, he says. Visitors at United during the last week included Dave Simon, Simon Sales, N. Y. and H. Gorman and Mrs. Gorman, Taran Distributing, Jacksonville, Fla.

Ray Becker, well known in trade circles, but not heard from for several years, is being paged by his friends in Chicago who want him to write *The Billboard* with his present address. . . . Ben Coven, of Coven Distributing Company, is making phone calls to operators on his list urging them to get behind Coin Machine Industry's campaign to aid the Damon Runyon Cancer Fund. Friends of Ben say he is to be credited with saving the life of a youngster at Lake Geneva Monday night (11). The child was having difficulty and called for help and Ben, who wasn't dressed for swimming, jumped in to pull the youngster to land.

Dave Gottlieb & Company welcomed back two vacationers last week; Dave, who came back August 12, and Sol, who returned a day earlier. . . . James H. Martin & Company boss, Jimmy, was in New York on business last week. Left Chicago August 10, flew back Monday (11). Upon Jimmy's return, George Solar took off for a lengthy vacation—four days, which he said will be spent reading a good detective story.

Williams Manufacturing Company is in the process of installing air-conditioning in its offices. Fulton Moore, sales manager, says they have not reached his office yet with the cold air ducts, meanwhile the large Hawaiian beach scenes in color adorning his office walls will have to suffice as a mental cooling agent. Fulton tells this one about a European (See CHICAGO on opp. page)

**Kansas City:**

N. M. Light, who operates the Melody Lane Music Company at Paola, Kan., believes in letting the location owner right in on the ground floor when it comes to picking out pinball games. So when it came to getting games for the new restaurant-tavern which E. B. Mullins and A. E. Dixon are opening at Osawatomie, Kan., he brought Mr. and Mrs. Mullins as well as his own wife, Josephine, along to help make the selection. Light also is a partner of Joe Ballocca in the Commercial Vending Company, candy and cigarette operation at Paola, and he reports that the vending business has been excellent down there this summer.

H. Z. Smith, of Hickman Mills, who operates the Acme Amusement Company, pinball operation in Kansas City, Mo., reports that the value of air-conditioning on a location has certainly shown up in these past three blistering weeks. . . . Elmer E. Butts, who has Automatic Music Company on Linwood Boulevard, and his wife, left over the week-end for a quick vacation (rod and reel variety) at the Lake of the Ozarks. . . . Eddy Clark, KCKN disk jockey, whose record shop shared space with Butts' firm, sold out his stock just after he returned from vacation. On vacation at Key's Point on the Lake of the Ozarks, Clark caught 30 fish, including a 4½-pound channel cat, but on the first day out he got a sunburn that nearly hospitalized him.

Victor H. Roos, who operates Automatic Coin Machine Company, distributing firm, and his wife left Friday (15) for a fishing trip to Sioux Narrows, Ontario, with his dry-ice storage chest in the back of his car. But after a good deal of correspondence, he was still wondering when he left whether he would be able to get the dry ice he needs up in Canada. (See KANSAS CITY on page 130)

**COINMEN YOU KNOW****Milwaukee:**

Harry Jacobs Sr., left last week for a combination business-pleasure trip to California. He will be gone from United Coin Machine Company for about six weeks. While on the West Coast, he plans to pay a business call to Rodney Pantages, Inc., Hollywood, for whom United is Milwaukee distributor. A. W. Ragahn, new United sales representative is busy on the job along with Harry Jr. Recent United visitor was Paul Kleinhaus, West Bend, Wis.

Jerry Brockman, of Brede Coin Machine Company, is back from a two-week vacation in Canada, where he reports the fishing was wonderful. . . . Another Milwaukee coinman who selected Canada as his 1947 vacation spot is Frank Bartnik, of Banaco Music, "the flying phono operator," who is just back from a trip to Canada via his seaplane. His brother Walter, went along to help him land fish which, as he tells it, weigh up to 50 pounds.

Recent visitors to Vic Manhardt Company, Inc., were Charles Frantze, of East Troy, Wis.; Henry Cislser, Milwaukee; Bill Van Caster, Green Bay, and Charles Hopp, Manitowoc. President Vic Manhardt has been spending his week-ends at Silver Lake. Hazel Schmidt, Manhardt bookkeeper, is presently in Northern Wisconsin on a three-week vacation. The rest of the crew, with the exception of salesman Frank Schneider, who is in the Northeastern part of the State at present, are enjoying the air conditioning of their new quarters.

**Knoxville:**

H & D Sales Company has recently moved into its new quarters at 509 Morgan Street. Firm, which has been in business here since 1919, now has floor and showroom space equal to twice that in its former location on Gay Street. Jack Hubbard, co-head of H & D, is currently vacationing in Hot Springs and James P. Jordan, of the staff, is trying his luck at deep sea fishing in Wrightsville Beach, N. C.

E. D. Thurman, manager of Gay Novelty & Record Company, has been ordered back to bed by his doctor after suffering a relapse of a heart condition which hospitalized him several weeks ago. . . . Bess D. Dollard, secretary-treasurer of the Coin Machine Merchants' Association of East Tennessee, reports that it has been quite a problem to obtain a quorum for a meeting of the members. However, when vacations are over and the fall swing begins, she expects to find things much easier in that respect.

**Portland, Ore.:**

Budge Wright, manager for Western Distributors, back from a trip to Seattle and a conference with George Trambetis, Western manager there, took off for a week's vacation in the Coast Range mountains. He plans to take more time at the end of August, when he will take Mel Binks, of the Chicago Keeney office, to the Salmon Derby at Astoria, Ore.

Another preparing to attend the Salmon Derby is J. E. Cusson, Portland manager for the Jack R. Moore Company. Meanwhile, Mrs. J. E. (Helen) Cusson, office manager for the Jack R. Moore Company, is on a three-week vacation.

H. D. Leffingwell, manager for the Canteen Company of Oregon, has been in Denver on an extended vacation. . . . John Schwartz, manager of the Rose City Music Company, reports steady gains in demand for telephone music.

**Indianapolis:**

Betty Lewis, who has charge of the record department, Janes Music Company, has gone to her home in Ohio to spend her vacation. . . . H. R. Nash, Ft. Wayne, Ind., sub-distributor for Rock-Ola phonographs associated with Indiana Automatic Sales Company, was a business visitor during the week. . . . Peter Stone, Rock-Ola distributor in Indiana, visited operators in Western and Southwestern Indiana during the week.

Dan P. Brennan, manager of the Indiana Music Corporation, returned from a trip to Michigan in interest of his company. . . . Mrs. Peter Stone, accountant at the Indiana Automatic Sales Company, is suffering with a severe sunburn, the results of playing golf on the hottest day in years here.

Mrs. Breen, who is in charge of the office at Brandt Distributing Company, Wurlitzer Phonograph distributors, is fully recovered after suffering with a broken wrist. . . . Larry Cooper, factory sales representative for Wurlitzer phonographs was a visitor at the Brandt Distributing Company Wednesday. R. E. Wagner, manager at Brandt Distributing Company, reports a trip to Terre Haute, Ind., visiting operators there and returning with several good orders for phonographs.

Among the coin row visitors were J. H. Anderson, Anderson Music Company, Mattoon, Ill.; Bud Adaire, of the King Music Company, Elwood, Ind.; Leon Bane, Oxford Music Company, Oxford, Ind.; and James Eyster, of the Eyster Music Company, Terre Haute, Ind., who bought new phonographs and parts for some now in use.

**Detroit:**

Irving B. Ackerman, counsel of the Michigan Automatic Phonograph Owners' Association (MAPOA), and Mrs. Ackerman, are back from a visit with their daughters, Judith Ann and Tamara, who are spending the summer at Camp Q-Gull, Mich. . . . Maurice Goldman, MAPOA president, and Mrs. Goldman, are spending their vacation visiting in Montreal and Quebec. . . . Ackerman advises that the MAPOA has adopted the record-of-the-month system, and will place it in operation early in the fall when full membership meetings are resumed, similar to the plan initiated in Cleveland.

Max Marston, of the Marston Distributing Company, is chairman of the committee of all local music machine distributors, which is scheduling plans to raise funds for the Damon Runyon fund—two meetings already held have enabled the local group to set their aim high. . . . Glenn Payne, salesman for Atlas Music Company, who has also operated independently on a small scale for the past year, has (See DETROIT on page 129)

**Cincinnati:**

Charles Streicher, one of the key men with the Diamond Vending Machine Company, has returned from a trip and vacation to St. Louis. Diamond's Bill Strassel spent his vacation around Cincinnati trying to beat the heat.

Charles Kenter, secretary and treasurer of the Cincinnati Automatic Phonograph Owners' Association, is still confined to his bed in Jewish Hospital. He is getting along okay and expects to go home next week.

Harry Hester and his family have returned from a fishing trip to Michigan. . . . Ray Bigner has returned from a business excursion to New York. . . . Reports are that wedding bells will soon be ringing for Howard Zobel.

**New York:**

Ops in this area are contacting Al Bloom regarding the new Speedway combination tele-juke box machine which was announced in *The Billboard* last week. Al expects to have a showing in the near future, and says he will be turning out 20 machines a week as soon as full-scale production gets underway. . . . Plans are moving ahead for the annual dinner-dance of the Automatic Music Operators' Association (AMOA).

Johnny Blancato and Tony Ferrara are additions to the service staff of West Side Distributing Corporation. . . . Lester Paul will continue to serve as head of the vending machine department of West Side Distributing Corporation in addition to filling his duties with the newly formed Stange & Sharenow Distributing Company.

Arthur W. Percival, Telecoin president, has been busy checking the effects of Representative O'Toole's charges concerning automatic laundries. . . . Dominick Ambrose, Suffolk & Nassau Amusement Company, was a visitor on the avenue last week. . . . With the Coney Island Mardi Gras definitely set for this season, ops and arcade owners are looking forward to a boom.

An important announcement is due from Gene Russell, president of Amusement Research Corporation, early next month. The firm is going to reorganize and recapitalize and has some important plans for the future. . . . Fred Wallin will be guest instructor at the NAAMO Veterans' Training School, representing National Slug Rejectors, of St. Louis. He's scheduled to appear September 2-4. (See NEW YORK on page 128)

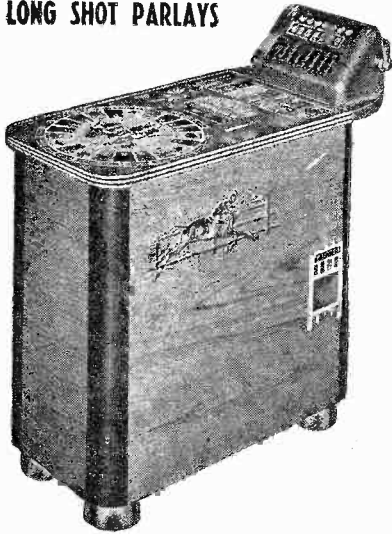
**Los Angeles:**

E. R. Rippee, T. Workman and "Red" Catlin named to the board of directors of the Southern California Automatic Music Operators' Association. . . . According to Ed Wisler, Western salesman for Aireon, the Aireon Sales & Service, exclusive distributors of the Aireon line, will open soon at 1501 South La Brea. Joe Craco will head the organization. Wisler will move his office from the Highland Avenue address in Hollywood to the new sales and service headquarters. . . . W. E. (Billy) Happel flew to Chicago Friday (15) to attend the Visualcast service training school at the Rock-Ola factory. W. H. Happel Jr., announced that the school will also be held in Los Angeles at an early date.

Ben Marks, Vancouver, B. C., operator, in the city and stopping for a look-see at Charles E. Washburn's. . . . Jack Greenfield left for Chicago during the week to confer with the Bert Mills people. If Greenfield can, he will fly a model of the coffee vender back to Los Angeles for a showing at the Industrial Exposition to be held in the Pan-Pacific Auditorium August 16-23. . . . Seymour Marks has been made sales representative in this section for the American Scale Company. He has a tie-up with the Hollywood Boy's Club. . . . Barney Smith, of Long Beach, a buyer this week. . . . Ed Wilkes, of Paul Laymon Company, of Big Bear on his vacation. . . . Operators at Badger Sales Company included R. M. Joseph, Reseda; R. F. Gallagher, Santa Ana; Wayne Thrift, West Los Angeles; Bernard Knott, Alhambra; Kenny Hoar, El Monte; William Brong, El Monte; Peter Romeo, Glendale; Ben Korte, Glendale; Earl Beatty, Temple City; Robert Morisco, Parlier, and John Hopkinson, Ontario.

Charlie Robinson, of C. A. Robinson Company, and Major Mohr back from a motor trip to Reno. En route to the Nevada city they had motor trouble that delayed them a few hours. On the way back to Los Angeles they stopped at Coarse Gold, Calif., an entire "town" in which the (See LOS ANGELES on page 129)

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DISTRIBUTORS FOR LOUISIANA,  
 ALABAMA AND MISSISSIPPI

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 Complete Line Buckley and  
 Bell Parts in Stock

**Chicago:**

(Continued from opposite page)  
 visitor (he couldn't pronounce or spell his name) who walked into Williams recently; the fellow said, thru an interpreter, that practically "every other coin amusement game in Europe has a label on it reading 'made in Chicago.'" The overseas caller had plans for a new game he was trying to promote. Among the North American visitors this week were A. C. Roberts, Wolf Sales Company, Denver; Bernie Wineberg, Philadelphia, and Al Stern, local coinman. Firm's new Flamingo five-ball is off to a good start, Fulton says.

Gordon Sutton, Illinois Simplex Distributing Company, reports that Louella Hanks, head bookkeeper, lost her mother last week; she was buried August 13. Gordon and the entire company extend sympathies to Miss Hanks. The Sutton's left for a week's stay in Minnesota August 14. Gordon expects to get in a bit of fishing. . . . H. F. Burt, Silver-King Corporation, took off on a vacation August 10 and arrived back in Chi Friday (16).

A. Stoloff, manager of Chicago Automatic Beverage Company, says firm's soft drink venders are being kept busy these hot days. Vendor-lator units are used on the routes. . . . Southside Engineering Company prexy, E. Palermo, and Joseph Frisbie, secretary-treasurer, are ignoring the heat waves and courting thought waves for new ideas in equipment.

Murray Rosenthal, of Coinex Corporation, says he's finally getting used to being an uncle. He made it for about the 10th time last week when his wife's sister added a niece to the constantly growing tribe. Coinex's Abe Babetch is up at Lake Delavan on a 10-day vacation and is expected to bring back a load of fish stories upon his return.

Eddie Ginsburg, of Atlas Novelty Company, is back at home after a spell in the hospital. Joe Kline reports that Eddie is now recuperating and is expected back at work before long. Nate Ginsburg flew to Pittsburgh last week to see his ill mother. Meanwhile, brother Morrie remains hard at work on the job at Atlas. Harold Schwartz is back from his Wisconsin vacation reporting the rest was wonderful.

Ed Hughes, of Exhibit Supply Company, is off on a vacation and Frank Mencuri is back from his which was spent at home catching up on home-work. . . . Bill Liscomb and John Neise, of O. D. Jennings, are back from their business tours. Dave Lovitz reports that the Jennings newly completed display room at their plant is now open. Feature of the modern showrooms is a plastic wallpaper which is reputedly washable 100,000 times. Lovitz says that he isn't planning to wash it that many times to find out whether it's so, however.

Vince Murphy, of Globe Distributing Company, reports that Jimmy Johnson is on a six-weeks' vacation thru Mississippi and Florida. Miss Rosen, Globe bookkeeper, is expected back from vacation soon. . . . Joe Schwartz, of National Coin Machine Exchange, is back from two weeks vacation at Eagle River, Wis., and reports that fishing was wonderful. The hot weather is keeping visitors out of Chicago, Joe reports. . . . Bob Tyrrell, of Rock-Ola, reports Fred Webb, of Chicago, a plant visitor.

Bob Manning, of ABC Music Service Corporation, is spending his vacation this week in town, Bob Gnarrow reports. Dan Stebbins, another ABC man, is also on vacation. . . . Mrs. Lillian Lewis, wife of Leo Lewis, of Lewis Coin Machine Service, is still recuperating at home and is expected back at work next week.

Bernard Schutz, of Coin Amusement Games, says that the ops in this part (See CHICAGO on page 129)

Look To The GENERAL For LEADERSHIP

LEADERS IN NEW EQUIPMENT

COUNTER GAMES

- ABT CHALLENGER
- WHIRL-A-BALL
- DAVAL'S BEST HAND
- DAVAL'S MEXICAN BASEBALL
- DAVAL'S OOMPH
- DAVAL'S SKILL THRILL
- DAVAL'S FREE PLAY (5c)
- MARVEL'S POP-UP (1c OR 5c)
- GOTTLIEB'S DELUXE GRIP SCALE
- JENNINGS' STANDARD CHIEF
- 5c-10c-25c-50c-\$1
- JENNINGS' DELUXE CLUB CHIEF
- (LITE UP) 5c-10c-25c-50c-\$1
- JENNINGS' CHALLENGER CONSOLE
- 5/5c-5/10c-5/25c

5-BALLS

- GOTTLIEB'S MARJORIE
- CHICOIN'S PLAYBOY
- EXHIBIT'S RANGER
- GENCO'S HONEY
- UNITED'S MEXICO

1-BALL

- GOTTLIEB'S DAILY RACES

BANK BALL

—9 foot skee roll

ONE WORLD

—roll down game

- GM METAL UNIVERSAL BOX STAND
- CHI METAL DELUXE
- REVOLV-AROUND SAFE CABINET
- (single, double or triple)
- DOWNEY-JOHNSON COIN COUNTER

PHONOGRAPHS

- AIREON FIESTA
- AIREON BLONDE BOMBSHELL
- AIREON 1947 SUPER DELUXE
- PFANSTIEHL COIN MACHINE NEEDLES



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Obtain a NEW Model B2H  
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This Offer Good for 60 Days  
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- 75 JUMBO PARADES, F. P.  
 EA. . . . . \$49.50
  - 10 SILVER MOON  
 TOTALIZERS. EA. . . . . 49.50
  - 100 PACES REELS, C. P. EA. . . . . 39.50
- ALL IN A-1 CONDITION—WILL SHIP  
 IN QUANTITIES OF 10 OR MORE ONLY.  
 1/3 CERTIFIED DEPOSIT.

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FIVE (5) EVANS DOMINOS

Ev Play, J.P., in excellent condition. Late 1946  
 Models. Price, \$1,000.00 for entire lot.  
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WILLIAMS' NEWEST 5 BALL SENSATION

Featuring 11 Ways of Winning Free Games

Magnet Button

High Score

Fast Action

Full of Life

EXCLUSIVE WILLIAMS' DISTRIBUTORS IN ME., N. H., VT., MASS. AND R. I.

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WURLITZER		SEEBURG	
Wurlitzer 616, Plain	\$120.00	Seeburg Colonel	\$275.00
Wurlitzer 500	225.00	SEEBURG HI-TONE, ESRC	275.00
Wurlitzer 61, Counter Model	85.00	Seeburg Wireless Cellar Job	199.50
Wurlitzer 750E	425.00	Seeburg Low-Tone	300.00
Rock-Ola Master	\$189.50	WALL BOXES—LIKE NEW	
SEEBURG		Seeburg 20 Selection Wireless	\$22.50
Seeburg Vogue	\$225.00	Seeburg Wireless Bar-o-Matics, 5/10/25¢	35.00
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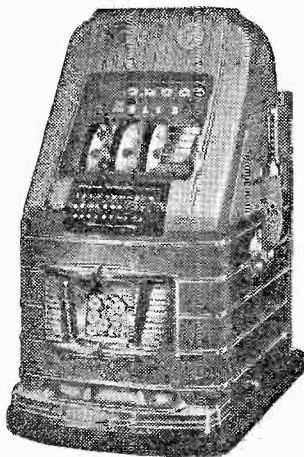
**AUTOMATIC COIN**  
*America's Bell Machine Center*

**NOW DELIVERING—BRAND NEW**  
**MILLS SENSATIONAL**  
**JEWEL BELL**

Available in 5c-10c-25c Play



**BRAND NEW**  
**MILLS**  
**VEST POCKET**  
**BELL**  
**\$65.00**



Exclusive Distributor for Mills Slots and Phonographs



**BRAND NEW MILLS**  
**5c Q. T. . . . . \$115.00**

**SPECIAL SLOT TOOL KIT**

9 Essential Tools for Servicing Your Bell Machine Equipment. Complete Set, only . . . . .

**\$14.95**

New Steel Box Stands for Slots . . . . . **\$22.50**

New Heavy Steel Double Revolv-A-Round Safes **\$174.25**

New Heavy Steel Triple Revolv-A-Round Safes **\$262.00**

**RECONDITIONED CONSOLES**

5c Buckley Track Odds, D.D.	\$375.00
25c Buckley Track Odds, D.D.	385.00
5c Buckley Track Odds, Reg.	225.00
Bally Club Bell	99.50
Evans '41 Bang Tail, J.P.	129.50
Pace Twin Reels, 5c/25c	89.50
Pace Twin Reels, 5c/10c	89.50
Jenn. Silver Moon, Tot., F.P.	79.50

**NOW DELIVERING**

**NEW PIN GAMES**

**GENCO HONEY**  
**GOTTLIEB MARJORIE**  
**WILLIAMS FLAMINGO**

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The **ADVANCED** Coin-Operated Rad' o

- RCA licensed . . . Underwriters approved
- Chassis especially engineered for coin-radio play
- Slug Rejector, with separate Return Coin chute
- Additional volume control inside chassis
- Tamper-proof tumbler locks, keyed to your pleasure
- GUARANTEED trouble-free operation
- GUARANTEED bonded delivery NOW

Write . . . wire . . . phone . . . for details to Dept. B

**PROFITABLE DISTRIBUTORSHIPS AVAILABLE NOW**

Above: New Console Model No. 1700  
 Fire-mar-alcohol resistant cabinet built by Howard Hughes Aircraft Co. Dark Mahogany. 6 tubes, AC-DC.

Right: New Table Model No. 1550  
 Rich Walnut. 5 tubes, straight AC. Surpasses all legal radio standards.

**National Coin Radiotel Company**  
 4487 Beverly Blvd. Los Angeles 4, Calif.

**COINMEN YOU KNOW**

**New York:**

(Continued from page 126)

Joe Hirsch, newly elected president of Amusement Machine Operators of New York, Inc., has sold his amusement game machine route in Philadelphia (Peerless Vending Company) and has started operations here.

The complete Damon Runyon Cancer Fund campaign plans for New York representatives is expected to be ready by the time summer vacations are ended. Everyone is thoroly behind the drive.

Because of an error in the phone listings, people calling Hal R. Meeks & Company have been told the firm has no phone. The situation, plus the heat, has left Hal sweating. The firm's number can now be obtained from information. . . . Phil Mason, partner in Dave Lowy & Company, is taking his vacation now that Dave is back at his desk.

The avenue had a number of visitors last week, including Frank Emerich, Lebanon, Pa.; Mortimer Simon, Passaic, N. J.; Louis Buccine, Bridgeport, Conn.; A. J. Mullet, Providence, R. I.; H. S. Cooley, Hickman, Ky.; A. J. Louis, Orlando, Fla.; Jesse Molton, Warick, R. I.; Bill Eidt, Natchez, Miss., and John Kopko, Monessen, Pa.

C. M. McMillan, executive secretary, and Jesse Jr., assistant secretary of the National Candy Wholesalers' Association, are attending the National Institute for Trade Association Executives which is being held at Northwestern University, Evanston, Ill., this week. . . . Joe Nezi, manager of Noonan Music Company, and his wife are expecting their second child.

Sidney Levine, counsel for the Automatic Music Operators' Association (AMOA), returned from a biz trip to Boston. . . . Ruth Nussbaum, of AMOA, becomes an aunt shortly. . . . The Million-Dollar Playland Arcade in Times Square, which already has a large poker table layout, has added 12 machines. . . . Murray Shumack, of Shumack Vending, writes friends who have been sweltering that he sleeps under blankets in Maine and that the bass are biting.

Meeting of amusement machine and roll-down machine ops in Coney Island, scheduled to be held this week, has been delayed for one week. . . . Bob Jacobs, owner of the Amuse-o-Mat Arcade at Coney Island, reports that his four drink venders have been responsible for increased business.

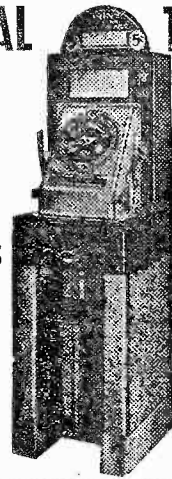
Charles Meyerson, son of Sol Meyerson, of M & M Amusement Company, is now in Paris attending the international Boy Scout encampment there. . . . Leo Knebel, of Musical Minutes, Inc., has some plans which he'll announce soon.

Al Denver, AMOA president, is still vacationing on the Coast, but is due back soon to take over on the association's annual dinner-dance October 18 at the Waldorf-Astoria. . . . Phil Raisen, of Banner Novelty Company, and Georgie Holtzman, of Levy & Holtzman, are spending week-ends in the country with their families.

Al Katz, of Paulson Music, is working out plans for a three-week vacation trip to England. . . . Charlie Sachs, Union Automatic Music Company, is back in town after a vacation.

**STANDARD METAL TYPERS**

NEW AND USED MACHINES



MACHINE PARTS AND SUPPLIES

EXPERT REPAIR SERVICE

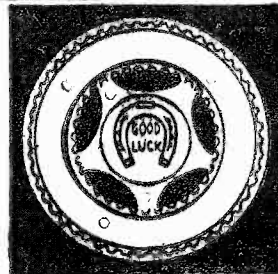
**FINEST QUALITY METAL TYPER DISCS**

Priced from **\$7.50** Per 1,000

LUMIFRAME LIGHT-UP TOP SIGNS

**NEW COLORED DISCS**

NOW AVAILABLE  
 Guaranteed to increase your receipts.  
 WRITE FOR SAMPLES AND PRICES.



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Effective with this issue 20% MORE copies of The Billboard are available on newsstands.

More people read The Billboard today than ever. More copies will be printed as quickly as more paper is available.

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 RELIABLE PHONOGRAPH AND PINBALL MECHANIC

For route in Florida, must be sober, willing, and worthy of trust. Give reference and name of present or former employer. Good salary to right man.

BOX D-92, The Billboard, Cincinnati 22, O.

**WANT TO BUY**

Late, used Five Ball Marble Tables, also Exhibit Skill Draw, Counter Games. State quantity and price first letter.

**H. M. PARKER**  
 7 West Haskell Tulsa, Oklahoma

# IN KENTUCKY IT'S BRANSON FOR

## PIN GAMES OF ALL LEADING MANUFACTURERS

ALSO

JENNINGS CHIEFS and CHALLENGERS  
AIREON ELECTRONIC PHONOGRAPHS  
and ACCESSORIES  
COLUMBUS BULK VENDORS  
DAVAL PRODUCTS  
SCHERMAG STAMP VENDORS  
MAX CLASS PRODUCTS  
MAESTRO POINT PHONO. NEEDLES  
SUPPLIES AND PARTS OF ALL KINDS

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### H. M. BRANSON DISTRIBUTING CO.

514-16-18 So. 2nd Street  
LOUISVILLE 1, KY.  
Phone: Wabash 1501

### Chicago:

(Continued from page 127)

of the country still must be sane because they are staying away from Chicago's heat these days. Schutz reports that they're getting ready for a big fall season, especially on conversion of ray guns.

Among visitors at Monarch Coin Machine Company this week were Bert Cochran, Maywood, Ill.; Dodd Abbott and family of Mishawaka, Ill.; J. H. Brown, Sauk City, Wis.; Tom Doraciak, Forreston, Ill.; Cy Case, Kankakee, Ill., and Coinman Monson, of Indianapolis. Clayton Nemeroff says that business has been really rolling along at a fast clip in spite of the hot weather, which hasn't been bothering them too much at Monarch because of a cool location.

Gill Kitt, of Empire Coin Machine, and wife escaped the heat last week end by visiting their son, Alan, at camp in Manistee, Mich. While shopping for her forthcoming vacation in Los Angeles, Shirley Corush was relieved of her purse and its contents in downtown Chicago. Ralph Sheffield is back on the job supervising the building and insulation of Empire's new office and display room.

Gilbert Kitt, of the Empire Coin Machine Exchange, recently received a letter from the American National Red Cross Service in Veterans Hospitals thanking him for his donation of more than a hundred Pin-Bo's, miniature pin games, small enough to be held in the palm of the hand. The letter, which came from the Veterans Administration Hospital, Fort Logan, Colo., said that "the bed patients are having a wonderful time with them. Especially the T. B. patients who have very little they can do."

As Bell-o-Matic will be in the throes of vacations from August 29 to September 9 Grant Slay is hoping most callers come in before that date. Greeted during the past week were Bob Warner, Cleveland; Sammy Mannerino, Coin Machine Distributing, Pittsburgh, and Harry Hillard, Central Service Sales, Kokomo, Ind. Bill Nixon BOM salesman, left August 8 for a two-week vacation. M. Ziv Grant has now reduced the size of the fish he purportedly caught at Pistakee Bay; original version was 25 pounds, but under quizzing he sliced it down to 10.

### Los Angeles:

(Continued from page 126)

Mohrs are interested. . . Mac Mohr observed another birthday the first part of this month. . . L. B. McCreary, of the Solotone Corporation, is recuperating from a recent illness in Phoenix. . . Bud Parr, of Solotone and General Music, is sporting a tan obtained while getting in some fishing.

Johnny Nelson, operator, and Mrs. Nelson off to Alaska on a 10-day trip. They are making the trip by plane. . . Mark Parent, of M. L. Parent Company, Oakland, national distributors of the Douglass shine machine, in town for a few days. Bill Fyfe, local representative, is planning to display the Douglass machine at the Industrial Exposition. . . Nancy McClaren, of the General Music Company, en route to Balboa on a vacation. . . Charles E. Washburn Company returns to its half-day schedule on Saturday at the end of this month. . . According to Bill Abel, Coast Records is releasing *How Lucky You Are* and *Why Should I Cry Over You?* by Curt Massey; *I'm Gonna Gallop Into Gallup* and *Was the Cowboy Right or Wrong?* by the Plainsmen, and *Where Are You?* and *I Wonder Who's Kissing Her Now*, by Jack McLean and his orchestra. McLean and his crew leave soon for Chicago. . . H. O. Heddergott is Western representative for National Slug Rejectors.

### Detroit:

(Continued from page 126)

bought the Pitos Vending Company, operated by Gertrude Pitos, and will operate under the new name of the SOP Music Company.

The sudden death of Louis Fox, business agent of the music operators' Local No. 985, was a shock to the industry here. His death from a heart attack was tentatively connected to the injury he received several months ago. Jack Kirschner, of Jack's Music Company, has returned from his vacation at Sleepy Hollow. . . Harry Stanton, of Robinson Sales Company, was host to a group of industry and civic leaders at a party at Rossini's Cafe Tuesday evening.

Vernon L. Huntoon Jr., former owner of the Playland Arcade, who has re-established his business at the Acme Amusement Company, is specializing in skee ball operation, rather than in music machines, which he operated extensively before the war. In addition, he is establishing a shop here to handle the refinishing of balls for skee ball operators. . . Carl Angott says the new Manhattans are moving like the proverbial house afire.

Raymond Rei, Panoram operator, is the proud father of a girl, Donna Jean—it's his third girl. Rei, formerly operator at the Atlas Theater, who has been with Visual Engineering for the past year, has just bought out the Panoram route from Don Kennedy, who founded the firm. Rei will operate with Joseph F. Aldrigetti, former manager of the Circle Theater in Dearborn, as Panoram Movies.

Bill Hall, formerly field man for the MAPOA and more recently with Marquette Music Company, is establishing a new business service to handle some of the business details of handling a route for smaller operators.

## DO YOU NEED NEW MACHINES? WE HAVE . . .

- New A. B. T. Machines
- New Bell-O-Matic Machines
- New Bally Machines
- New Evans Machines
- New Genco Machines
- New Williams Machines
- New Mutoscope Machines
- New Pace Machines
- New Esquire Machines
- New Columbus Venders
- New Master Venders
- New Walling Venders
- New Victor Venders
- and New Phonographs, too.

Write for detailed circulars on these new machines.

## DO YOU NEED USED MACHINES? WE HAVE THEM

Thoroughly Checked and Ready for Location. Write for exact list of used machines you need, as we have various lists.

**The VENDING MACHINE CO.**  
FAYETTEVILLE, NORTH CAROLINA  
U.S.A.

## BARGAINS

GAMES JUST OFF OUR LOCATIONS AND READY TO GO ON YOURS. CLEAN, A-1 CONDITION. DON'T JUDGE THE QUALITY BY THE PRICE.

- Cyclone (Used Week) . . . \$195.00
- Maisie . . . 165.00
- Kilroy . . . 150.00
- Trade Wind . . . 55.00
- Flat Top . . . 50.00
- Brazil . . . 45.00
- Arizona . . . 45.00
- Torpedo Patrol . . . 45.00
- Big Top . . . 45.00
- Oklahoma . . . 45.00
- Eagle Squadron . . . 45.00
- Kismet . . . 45.00
- Hollywood . . . 45.00
- Grand Canyon . . . 45.00
- Production . . . 37.50
- Knock Out . . . 37.50
- Sky Blazer . . . 37.50
- Marvel Baseball . . . 37.50
- Paratroop . . . 37.50
- Monicker . . . 30.00
- Shangri La . . . 30.00
- Attention . . . 30.00
- Flicker . . . 30.00
- Defense . . . 25.00
- Goatee . . . 175.00

1/3 Deposit. Balance C. O. D. Will sell complete LOT at shop, ungraded, loaded on your truck at a discount, or will trade for Wurlitzer 700, 750 or Rock-Ola '39 Standards.

**Hall Brothers**  
1817 7TH AVE. JASPER, ALA.

### 125 BRAND NEW 5 BALL FREE PLAY PIN GAMES

Built in last three months by a going Chicago factory. Parts will always be available.

\$10,000.00 takes the lot.

Will ship any quantity subject to prior offers. Every game GUARANTEED. 1,600 of same game were built and sold.

Wire or write — don't phone

**L. S. STANFORD**  
2757 N. Pine Grove Ave., Chicago, Ill.

### FOR SALE

2 Exhibit Rotary Merchandisers (pusher arm type), \$20.00 ea.; 5 Roll-a-Ball seven-foot, Skee Ball Alleys, \$225.00 ea.; 2 Daval Free Play Slots, used one week, \$50.00 ea.; 2 Mills 1-2-3, Free Play, 1 ball, \$50.00 ea.; 1 Midget Skee Ball (six foot), \$100.00; 1 Flicker, 5 Ball, Free Play, \$25.00; 1 Strat-o-Liner, 5 Ball, Free Play, \$25.00; 1 White Sails, 5 Ball, Free Play, \$25.00; 1 Rascal, 5 Ball, Free Play, \$25.00. All prices F. O. B., Lakewood, N. J.

**AUTOMATIC AMUSEMENT CO.**

246 Second St. Lakewood, N. J.

## Used Music Equipment REFINISHED • RECONDITIONED • GUARANTEED

- ROCK-OLA, 1946, Model 1422, Like New . . . \$449.50
- AIREON, 1946, DELUXE, Like New 339.50
- AMI TELEPHONE HOSTESS MUSIC, 20-Unit System, Like New, Drastically Reduced. Write, wire or phone collect.

- SEEBURG 8800 AND 9800, RC-ES. \$299.50
- SEEBURG REGAL . . . 149.50
- SEEBURG COLONEL, RC-ES . . . 249.50
- SEEBURG PLAZA . . . 179.50

- SEEBURG HIDEAWAY, Steel Cabinet, R. C., Including 5 Seeburg Wireless Wall Boxes, One Speaker, Organ Type. . . . 349.50
- ROCK-OLA SUPER 40 . . . \$199.50
- ROCK-OLA MASTER 40 . . . 199.50

ONE-THIRD CERTIFIED DEPOSIT—BALANCE C. O. D.

**MUSIC SYSTEMS INC.**  
NORTHERN OHIO FACTORY DISTRIBUTORS FOR SEEBURG  
6210 EUCLID AVE. CLEVELAND 3, OHIO HE 5114  
1312 JACKSON AVE. TOLEDO 2, OHIO EM 1311

## SENSATIONAL . . .

is the word for Heath's converted **DOUBLE BARRELS**, with the volcanic eruption kicker, skill field eliminated. Entirely new scoring principle makes this a fascinating new and different game that will coin the nickels. Weeks on test locations, prove this game to be a real money maker. If you enjoy counting nickels, order a sample today. Only a few at the amazingly low price of \$179.50.

WIRE YOUR ORDERS TODAY—FIRST COME, FIRST SERVED

**HEATH DISTRIBUTING COMPANY**  
217 THIRD STREET MACON, GEORGIA

Phones: 2681-2682







UNITED'S  
**MEXICO**  
with  
**NEW BONUS  
FEATURE**

- ✓ Added Thrills
- ✓ More Action
- ✓ Greater Profits

TERRIFIC  
LAST BALL  
SCORING  
POSSIBILITIES

Five-Ball  
Novelty  
Replay

See Your  
Distributor



**UNITED MANUFACTURING COMPANY**

5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

**NEW GAMES**

IMMEDIATE DELIVERY  
HONEY  
MARJORIE  
SHOOTING STARS  
HAVANA  
LIGHTNING  
MEXICO  
CARNIVAL  
RANGER  
BALLYHOOD

**MARVELS & MERCURYS**  
WRITE FOR PRICES  
Equipped With Special  
Time Clocks

**MARVEL'S  
'POP-UP'**  
WRITE FOR  
SPECIAL PRICES

**SLOTS**  
1 Mills Brown Ham-  
merloid, 5¢ . . . \$175.00  
1 Mills Brown Ham-  
merloid, 10¢ . . . 180.00  
1 Mills Brown Ham-  
merloid, 25¢ . . . 195.00  
1 Mills Chrome, 5¢ 150.00

SEND FOR OUR  
CLOSEOUT PRICE LIST

**ANY 3 FOR  
\$125.00!**

ARGENTINE  
BOLAWAY  
DEFENSE  
5-10-20  
GUN CLUB  
SEVEN UP  
SHOW BOAT  
SPOT POOL  
STAR ATTRACTION  
TEN SPOT  
VICTORY

1/3 DEPOSIT WITH ORDER, F. O. B. CHICAGO

**Mid-State Co**

2369 MILWAUKEE AVE., CHICAGO 47, ILL.

Phone: Everglade 2545

**FOR IMMEDIATE DELIVERY!  
ANY PRE-WAR GAME**

Too Many To List—  
What Do You Need?  
We Have Them in Stock  
Send 1/3 Certified  
Deposit With Order

**\$24.50**

**OFFERS**

**WANTED!**  
**WURLITZER STEPPERS**  
Must Be in Working Order.  
Give Price—Type—How Many in First Letter.

ALL ITEMS GUARANTEED

Phone  
Chester  
9283

WRITE  
OR WIRE

**UNITED INDUSTRIES**  
525 PARKER ST. CHESTER · PENNA.

**COINMEN  
YOU KNOW**

**Kansas City:**

(Continued from page 126)

... Fred Lamb will be in charge of the firm during Roos' absence.

Family of Dave Cooper, partner in Advance Music Company (Aireon distrib), have left for Denver for the summer, and in the midst of K. C.'s sizzling heat, he gets a letter back that it is raining in the Colorado capital. . . . Bill Dunfee, of Bill's radio outlet says that his wife, Ethel, is the best mechanic in his shop. He says that when he gets an amplifier or other ailing radio or juke part he can't fix, he just turns it over to her. She ran their route during the war.

Irvin Welier, of Consolidated Distributing Company, and his staff, their hands full of adding machine tape, were grouped around the firm's new bookkeeping machine like a bunch of atomic physicists watching a new experiment. His explanation: Just getting the books "streamlined" for the new fiscal year.

Joe and Mrs. Sheldon, who have the Cardinal Service Company at Garnett, were among Kansas coin machine people making the rounds of the local shops. . . . Other Kansans seen around included Harold Miller, who has Owl Distributing Company at Independence; C. H. Ehart, of Leavenworth, and Jack Watson, who operates the machine gun shooting gallery at Lakewood Park near Bonner Springs, Kan. Watson reports that business at the park has been good this summer.

Joe Gleason, manager of Capitol Record Distributing Company, reports that he now has four field representatives out in his six-State territory. They are Ivan B. Conwell at Denver, Robert L. Glenn in Kansas City; S. W. Ball at Omaha, handling Nebraska and about two-thirds of Iowa, and Bill E. Brown at Wichita.

Gerald Wilkens, Pittsburg, Kan., is reported to have sold his route, and he is said to be planning to join the operation of Paul Mecla there. Wilkens, a veteran, launched his route about a year ago. . . . D. L. Clem, of E. & K. Music Company, St. Joseph, was in town buying some new equipment last week, and John Fling, of Central Sales Company, Brookfield, Mo., was up on the same errand. Another visitor was Joe Stewart, Joplin pins and music operator, who was accompanied by Clark Anderson, Joplin bar owner.

M. Pat Norwood, of Tulsa, Okla., was a week-end guest of Mildred Nelson, who heads the new "information" department at United Amusement Company and looks after a lot of other business besides. . . . Carl Hoelzel, headman at United, is always on the go, either conferring with Art Hamilton on sales of coin radios, making plans for his new amusement game or commuting to Chicago.

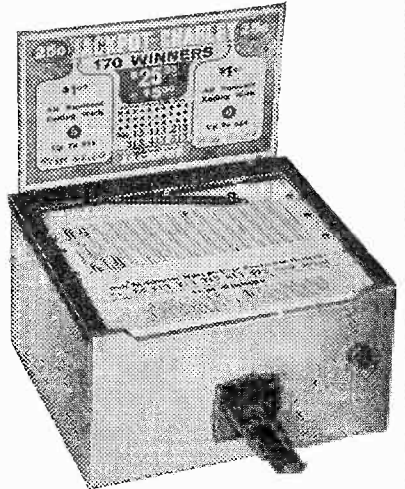
Rudy Greenbaum, Aireon vice-president in charge of juke boxes, just returned from an extensive swing around the country.

**WE'LL BUY  
Any Post-War Games  
or Consoles**

NEW or USED—Any Quantity  
Cash on the "Barrel Head"  
WRITE, WIRE OR PHONE

**American Amusement Co.**  
158 E. Grand Ave. Chicago 11, Ill.  
Phone: Whitehall 4370  
Buy "AMERICAN" and you buy the  
"FINEST"

**OUR THIRD  
GREAT SEASON**



**COIN-OPERATED  
AUTOMATIC  
SALES BOARDS**

Deals of all kinds  
Write for particulars

**R. C. WALTERS MFG. CO.**  
4201 NORFOLK ST. LOUIS 10, MO.

**WANTED**

**SEEBURG** { CONVICTS  
CHICKEN SAM

Must be complete with all parts

Will Pay \$30 Write for  
Each—F. O. B. Shipping  
Your City Instructions

**Coinex**  
CORPORATION  
1346 ROSCOE ST. CHICAGO 13, ILL.  
Gra. 0317

**WANTED FOR CASH!  
ROCK-OLA 1939 STANDARDS—  
1940 MASTERS**

Masters must be in the original factory  
marble-glo or walnut finish—no repaint  
jobs.

All Phonographs must be in operating  
condition. No broken plastics or burned  
out motors. We are not interested in  
junk. State quantity of each model and  
best cash price.

**NATIONAL COIN Machine Exch.**  
1411-13 Diversey CHICAGO 14  
Phones: Buckingham 6466-6990

**COUNTER GAMES**  
All A-1 Reconditioned

MILLS VEST POCKET CHROME . . . \$49.50  
MILLS VEST POCKET BLUE AND  
GOLD . . . . . 39.50  
MILLS VEST POCKET GREEN . . . . 29.50

1/3 Deposit, Balance C. O. D.  
WE BUY, SELL AND EXCHANGE  
Phone: Jefferson 1644  
3147 Locust St.  
St. Louis 3, Mo. **CALL NOVATI CO.**



Like a Flamingo . . .  
You'll Be Taking a  
**L-O-N-G**  
Look and Hopping  
on One Leg  
With Excitement  
When You Operate  
**WILLIAMS**  
Brand New 5 Ball Game

**Flamingo**

IT'S  
REVOLUTIONARY!!!

11 TERRIFIC  
WAYS TO SCORE

ORDER DIRECT  
From Scott-Crosse,  
Your  
Williams Distributor



**SCOTT-CROSSE COMPANY**  
1423 Spring Garden St. Phila. 30, Pa.

**New Orleans:**

Henry B. Fox (the trader) reports he has gone back to operating and has purchased a route in Central Louisiana near Hammond. He gave up operating five years ago. Fox will also continue his trading activities.

J. H. Peres is now advertising for bids to remodel the three-story building on Poydras Street which houses J. H. Peres Distributing Company and other firms. Peres purchased the building several months ago, and plans to remodel all three floors and expand his present facilities.

Marion Matranga, of Dixie Coin Machine Co., reports that the first shipment of Cash-Tray salted almond venders received from Adams-Fairfax Corporation were placed on locations in this area in three days after arrival. Anthony Virgilio, of Dixie, is around the State selling for Dixie and answering requests of various operators outside the city for assistance with mechanical problems. John Valenti, formerly with Dixie, has gone into business for himself. Recent out-of-town callers included John J. Bertucci, of United Novelty Company, Biloxi, Miss., who came to New Orleans following an extended fishing trip to Cuba; Claudie Meaux, Crowley; Thomas Isbelle, Opelousas; Bill Wilson, Balboa, Canal Zone; Ben Goss, Natchez; E. J. Thoma, Slidell; Larry Copeland, Joe Hannie and Vincent Cefalu, all of Baton Rouge; and Viel Devillier, Mamou. Two new employees at Dixie are Mary Rose Troncale, bookkeeper, and Jack Singleton in the repair department.

The New Orleans Pin Ball Operators' Association, which meets every three months instead of every month during the hot season, will hold its next gathering sometime in September. Julius (Papa) Pace, president, is back in the saddle after extended absence from the city. Two new operators in New Orleans are Anthony Saladine and Sterling W. Comeaux.

Hilliard Bach, general manager of New Orleans Novelty Company's penny arcades, is praising the courtesy shown him by International Mutoscope and Mike Muaves while in New York and by the A.B.T. factory in Chicago. Bach was out scouting new arcade equipment. Louis Boasberg reports he recently removed two machines from locations after long terms of service. An old Bally Eureka came out of his Sports Center after 11 years there, and an Exhibit Sky Chief was removed after eight years in the College Inn.

Tony Dalio, who manages the Sports Center, says local and out-of-town operators are among his best customers. They come in to find out what games the public is playing. Tony and Boasberg always tell the truth about the play on any particular game. The Canal Street Penny Arcade has installed a Strikes 'n' Spares and Boasberg says if it is successful he will install a battery of them. Henry Gussett, manager of the company's Rampart Street colored arcade recently found \$10 in quarters in three days' collection on his Williams All-Star Baseball game.

**Old-Time Machines  
At Michigan Museum**

(Continued from page 123)

"log," controlled by the selector, changes the tune played.

There are two different "logs" available for this machine. It plays piano and bell accompaniment, with an excellent tone quality.

Full piano keyboard with the bell section added is visible in the upper portion.

**Early Seeburg Box**

There is a J. P. Seeburg early music box, in a walnut cabinet with glass front, partly colored and partly clear—giving the ancestral pattern of the glass and light combinations of modern jukes. This is basically a piano machine, with a xylophone and drum-like clappers and castanets added—all visible as the machine plays. This model works from a piano-like roll of music, similar to the familiar player-piano.

A similar machine with drums, piano, xylophone and triangle combination, bears the label of the Marquette Music Company, pioneer Detroit operating firm, still in business here, with even their old telephone number intact. This one came from old Riverview Amusement Park in Detroit, and was for a time in the possession of a former caretaker before Paulson acquired it.

Another blue-painted piano-like Mechanical Band has colored glass doors that open onto clear glass, giving a full view of the works. This one, which came from Green Bay, Wis., operates like a piano, with two drums and cymbals, as well as a mandolin and organ effect achieved at certain points. It uses Clark Orchestra Rolls, made at De Kalb, Ill. At present, this unit is not regularly in use, as it requires a vacuum to operate.

There is also an Orchestral Regime, made about 1885 in Belgium, which is in an upright secretary or bookcase-like cabinet of that period, a fine piece of elaborate cabinet work. It uses large 27-inch steel disks, which revolve slowly, and may be changed. This machine has an unusual clear bell-like tone, and is typical of the music-box of the period.

The entire group gives visitors a variety of experience of the coin-controlled musical instruments of the past, and is a musical education in miniature.

**FOR SALE**  
**10 PANORAMS**  
A-1 condition  
Peek and Big Screens  
Write or Wire  
**CAL BROWN**  
728 4th Ave., San Diego 1, Calif.

**CONSOLE CLOSE OUT**

- 2 KEENEY PASTIME, 9 Coin Head, Very Clean @ \$ 95.00
- 1 KEENEY TRIPLE ENTRY @ 75.00
- 1 EVANS GALLOPING DOMINO, J.P. @ 95.00
- 1 25¢ BAKERS PACERS, D.D., J.P., In Excellent Shape @ 195.00
- 1 BALLY ROLL-EM, 5¢, P.O. @ 45.00
- 2 KEENEY SUPER TRACK-TIME @ 165.00
- 2 MILLS FOUR BELLS, 4-5, Low Heads @ 149.50
- 10 MILLS JUMBO PARADES, P.O. (For Entire Lot) @ 350.00

**MUSIC**

- 2 WURLITZER 660-K @ \$175.00
- 1 WURLITZER 24 @ 109.50
- 1 WURLITZER 500-K @ 185.00
- 1 SEEBURG GEM @ 165.00
- 1 SEEBURG MAYFAIR @ 139.50
- 1 ROCK-OLA in Charm Cabinet @ 150.00

TERMS: 1/3 Deposit with order. bal. C. O. D.

**Arundel Amusement Co.**  
418 Third St. EASTPORT, MD.

**WANTED**

Experienced Operator or Mechanic to operate legal equipment in CHICAGO on a percentage basis. If qualified call

**FRED**

CENTRAL 7837 . . CHICAGO

**AUTOMATIC COIN OPERATED POPPER  
FRESH POPCORN**

The minute it is popped. Ohio and Indiana distributors.  
**P. K. SALES COMPANY**  
CAMBRIDGE, O.

**OVERSTOCKED—POST WAR GAMES**

THESE GAMES ARE REALLY CLEAN—WE WILL ALLOW INSPECTION

Big Hit . . . . . \$ 69.50	Kilroy . . . . . \$154.50	Spellbound . . . . . \$ 89.50
Big League . . . . . 69.50	Midget Racer . . . . . 79.50	Step Up . . . . . 119.50
Crossfire . . . . . 179.50	Mystery . . . . . 159.50	Superliner . . . . . 119.50
Dynamite . . . . . 129.50	Rio . . . . . 149.50	Super Score . . . . . 99.50
Fast Ball . . . . . 99.50	Rocket . . . . . 179.50	Suspense . . . . . 99.50
Fiesta . . . . . 129.50	Sea Breeze . . . . . 109.50	Surf Queen . . . . . 79.50
Frisco . . . . . 49.50	Smarty . . . . . 129.50	Vanities . . . . . 139.50
Havana . . . . . 179.50	Smoky . . . . . 129.50	

Money back if not satisfied. Terms: 1/4 Deposit. Immediate shipment.

Immediate delivery on all new games. Large selection of older games. Write us for prices.

**UNITED DISTRIBUTORS**

513 East Central Phone: 4-6111 Wichita 2, Kansas

**TRADIO**  
**Best By Test**  
ASK FOR TRADIO  
The Pioneer Coin-Operated Radio  
**TRADIO, Inc.**  
ASBURY PARK  
NEW JERSEY  
Phone  
Asbury Park 2-7447-3-9





M. S. CISSER, Sales Mgr.

### International Mutoscope Voice-o-Graph

Latest models can now be financed anywhere in the U. S. A.—List \$1,495. 1/4 down payment, balance in 12 to 18 months. Write

- ORIGINAL MILLS BELLS**
- 5 5¢ Blue Fronts . . . \$ 65.00
  - 1 10¢ Blue Fronts . . . 75.00
  - 3 5¢ Melon Bells . . . 65.00
  - 5 5¢ Brown Fronts . . . 65.00
  - 6 5¢ Cherry Bells . . . 70.00
  - 5 10¢ Cherry Bells . . . 75.00
  - 2 25¢ Cherry Bells . . . 110.00
  - 1 10¢ Gold Chrome, H.L., 2/5, P.O. . . 95.00
  - 1 5¢ Gold Chrome, 2/5, P.O. . . 85.00
  - 1 5¢ Black Cherry Reb. . . 125.00
  - 1 25¢ Black Cherry . . . 150.00
- The above are all operating, clean condition, late series.

- BRAND NEW**
- Chicago Metal "Universal" Line Box Stands . . . \$ 25.00
- Single "Revoly-A" Round" Safe . . . 79.50
- Double "Revoly-A" Round" Safe . . . 116.75
- Single "DeLuxe" Line Round" Safe . . . \$119.50
- Double "Revoly-A" Round" Safe . . . 174.25
- Triple "Revoly-A" Round" Safe . . . 262.00
- Write for prices on brand new Mills and Jennings Slots. All models, all denominations.

- NEW CONSOLES**
- Evans Winter Book, 5¢ Model . . . \$826.00
  - Evans New Races, 5¢ Cash Model . . . 991.00
  - Evans New Races, 5¢ Comb. Model . . . 989.50
  - Evans Casino Bell, Sr., 3 5¢ & 2 25¢ Mod. . . 664.50
  - Jennings 5¢ and 25¢ Challengers . . . 595.00

- BRAND NEW**
- Packard Wall Boxes . . . Write
  - Buckley Wall Boxes . . . \$25.00
  - 30-Wire Coded Cable, 25¢ Ft. 1000 Ft. Rolls . . . Write

- MUSIC**
- 3 61 Wurlitzers . . . \$110.00
  - 3 71 Wurlitzers . . . 150.00
  - 4 Twin 12 Wurlitzers . . . 135.00
  - 800 Seeburg, R.C. . . 275.00
  - 800 Seeburg, R.C. . . 275.00
  - 8200 Seeburg, R.C. . . 275.00
  - Lo-Tone Seeburgs, R.C. . . 335.00
  - 1946 Rock-Olax . . . 475.00
  - Commandos . . . 195.00

- BUBBLE BALL GUM**
- 45¢ per pound for 5/8" count gum
  - 50¢ per pound for 170 count gum
- Packed in 25 pound cartons.

TERMS: 1/2 DEPOSIT REQUIRED WITH ALL ORDERS, BALANCE C. O. D., F. O. B. CLEVELAND

**Cleveland Coin Machine Exchange**  
2021-25 PROSPECT AVE. CLEVELAND 15, OHIO  
Phone: PRospect 6316-17

- ACE COIN COUNTER**
- 3 Wurlitzer 14-ft. Skee Balls, High Score . . . \$195.00
  - 10 Wurlitzer 14-ft. Skee Balls . . . 175.00
  - 4 Bowling Leagues, 9 Ft. . . 75.00
  - 5 Jarco's Sportsmen Roll Downs . . . 195.00
  - 4 Pinch Hitters, Roll Downs . . . 195.00

- CIGARETTE VENDERS**
- 5 National 9-30, 9-Column . . . \$ 85.00
  - 5 Stewart McGuire, 7-Column . . . 65.00
  - 2 DuGrenier (Hampton, 11-Column . . . 110.00
  - 2 U-Need-a-Pak, 9-Column . . . 110.00

- RACERS**
- 5 Bakers Races with Bally Double, like new . . . \$175.00

- ARCADE EQUIPMENT**
- 2 Lite-o-Leagues . . . \$175.00
  - 1 Evans in the Barrel . . . 110.00
  - 2 Rapid Fires . . . 110.00
  - 1 Pitchcom & Katchem . . . 85.00
  - 1 Radiogram . . . 125.00
  - 1 Voice Recorder, F.S. . . 895.00
  - 3 Panorams . . . 195.00
  - 5 Ten Strikes . . . \$ 69.50
  - New Chi Coin Basket . . . 499.50
  - 2 Bating Practices . . . 95.00
  - 2 Chi Coin Hockey . . . 110.00
  - 3 Keeney Air Raiders . . . 110.00
  - 3 Chicken Sams . . . 95.00
  - 3 New Bowl-a-Scores . . . 125.00
  - 1 Scientific Baseball . . . 95.00
  - Mutoscope Punching Bag . . . 175.00
  - 2 Buckley Treasure Island . . . 75.00

- COIN-O-MATIC CHANGERS**
- Actually and automatically changes quarters and dimes to nickels—completely automatic and fool proof. Sells at \$117.50.

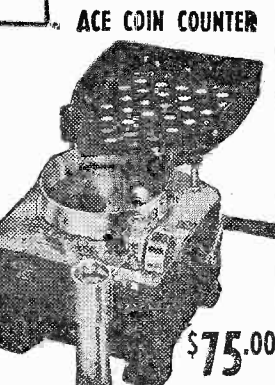
- NEW COUNTER GAMES**
- Genco Pee Wee . . . \$ 45.00
  - Marvel Pop Up . . . 35.00
  - Advance Shockers . . . 18.50
  - Silver King Grip . . . 49.50
  - 1 World Champion Basketball . . . 35.50
  - Kicker & Catcher . . . 35.00
  - A.B.T. Challenger . . . 45.00
  - Imps . . . 13.75

- USED COUNTER GAMES**
- 3 A.B.T. Targets . . . \$ 20.00
  - 3 Home Run Guns . . . 15.00
  - 3 Bomber Gum Venders . . . 10.00
  - 1 A.B.T. Target Skill . . . 20.00
  - 5 Smiles . . . 12.00
  - 1 Wind Mill, New . . . 12.00
  - 1 Personality Indicator . . . 25.00
  - 2 Peep Shows . . . 20.00
  - 2 Hold and Draw . . . 15.00
  - 5 Pike's Peaks . . . 17.50

FOR SUBSTANTIAL SAVING IN NEW SLOTS AND CONSOLES, GET IN TOUCH WITH US.

- 25 GUSHERS**
- Brand New Daval 5¢ Gushers, Ea. . . \$ 35.00

- USED SCALES**
- 7 Ideal Penny Scales \$ 55.00



\$75.00

- 10 POSTAGE STAMP VENDORS**
- Originally \$29.50
  - Close-Out at . . . \$ 17.50

- NOW DELIVERING NEW GAMES**
- Mexico Play Boy
  - Ranger Honey
  - Honey Tony
  - Ballyhoo Heavy Hitter
  - Carousel Lighting
- Write or Phone for Prices

- 15 BOOMERANGS**
- The finest of upright Novelty Games, scoring up to 265,000, with an out ball release.
- SPECIAL \$165.00**  
Originally \$299.50  
Better than Pin Games.
- \$29.95 EACH**



With 1,000 cards These bring in real money when used with Exhibit Baseball Stars, Movie and Radio Stars, Cowboy Stars and dozens of others. Cards cost \$4.50 per 1,000. Special in lots of 25 can be purchased on 1/3 down and balance in 3 months.

## Hot Weather In K. C. No Play Problem

### Ops Claim Earnings Up

KANSAS CITY, Mo., Aug. 16.—A number of Kansas City operators of juke boxes and pinball games report that, in spite of the continuing heat wave, play has shown a noticeable rise in the past two weeks.

One operator said that collections on some locations had shown rises of as much as 30 per cent for the week ended August 9. Another said that his collections have been up nearly that much above the extreme slack period in June and early July, but this week they are running only about 10 per cent above that period.

A third operator reported that play on his machines was up 20 per cent last week and apparently is continuing at that level this week.

City's biggest operators, however, reported that they had not experienced any such upturn in collections. But all agreed that with the coming of the intense hot weather, about three weeks ago, there was a noticeable upturn in the air-conditioned locations. One operator said that in these air-cooled spots, collections are running at "nearly normal," which he explained is at about the level of six months ago, before the sudden, sharp drop.

General forecast is that play will return to "normal" around the first of September, but a number of pessimists still reiterate "the war-time honeymoon is over."

## Cost of Living Hits New High

CHICAGO, Aug. 16.—Bureau of Labor Statistics this week reported an unexpected rise in the consumers' price index for June, when the index went soaring to a new height of 157.1.

New figure is a rise of 57.1 per cent over the pre-war mark for the essentials that families of moderate means buy in big cities, and indicates that prices are presently 18 per cent above 1946 figures.

In connection with the announcement of the index climb, President Truman told a news conference he hopes and believes a Justice Department investigation of high prices of food, clothing and shelter will get results.

**Wholesale Price Hike**

Statistics bureau also announced that wholesale prices had gone up 0.6 per cent in the week ended August 9, hitting a new post-war mark for the fourth consecutive week. Rises in wholesale prices usually cause a later rise in the living cost index.

Preliminary calculations had put the June index at an even 157. Former peak was 156.3 last March. Consumers' price index uses the 1935-'39 average as 100. Wholesale price index takes 1926 as 100. The August 9 figure was 152.2, 19.7 per cent above a year ago. May, 1920, record of 167.2 still stands.

Forecasts of a downward trend in prices, particularly foodstuffs, appear to be unfounded, at least for the near future. Department of Agriculture backtracked on its prediction that food prices would go down the latter part of this year, saying that it now sees little prospect for any appreciable, general change.

- IDEAL FOOTBALLS, Floor Samples \$199.50**
- JACK RABBIT . . . 149.50
  - UNDERSEA RAIDER . . . 189.50
  - DRIVEMOBILE . . . 139.50
  - ACE BOMBER . . . 129.50
  - SKY FIGHTER . . . 129.50
  - SCIENTIFIC BATTING PRACTICE . . . 69.50
  - PERISCOPE . . . 69.50

- METAL TYPER DISCS FOR GROETCHEN TYPERS**
- Finest Aluminum—Standard Thickness . . . \$8.50 Per 1000
  - Satin Finish
  - PRECISION DIES Sample on Request
- MONEY BACK GUARANTEE**  
1/3 With Order, Balance C. O. D.

**MAX GLASS**  
DISTRIBUTING COMPANY  
314 DIVERSITY - CHICAGO 14, ILL.

### SLOT BARGAINS

- Cleaning house! Every machine in first class condition, ready for location.
- MILLS**
- Cherry Bell, 5¢, 3/10 . . . \$ 85.00
  - Cherry Bell, 10¢, BF, 3/10 . . . 90.00
  - Cherry Bell, 25¢, BF, 3/10 . . . 95.00
  - Brown Fronts, 5¢ . . . 85.00
  - Brown Fronts, 10¢ . . . 95.00
  - Brown Fronts, 25¢ . . . 110.00
  - Blue Fronts, 10¢ . . . 85.00
  - Blue Fronts, 50¢, 2/5 . . . 175.00
  - Gold Chrome, 5¢, 2/5 . . . 100.00
  - Gold Chrome, 10¢, 2/5 . . . 110.00
  - Gold Chrome, 25¢, 2/5 . . . 125.00
  - Chrome, 5¢, 2/5 . . . 100.00
  - Chrome, 10¢, 2/5 . . . 110.00
  - Chrome, 25¢, 2/5 . . . 125.00
  - Melon, 10¢ . . . 85.00
  - Melon, 25¢ . . . 100.00
  - Chrome, 50¢, 2/5 (Rebuilt) . . . 200.00
- No machines shipped without 1/3 deposit. (Certified check or money order)

**UNION VENDING COMPANY, INC.**  
6 E. Lafayette Ave. BALTIMORE 2, MD.

### NEED THE ROOM OUT THEY GO

- HAVANA . . . \$165.00
  - SUPERLINER . . . 129.50
  - SUPERSCORE . . . 149.50
  - SEA BREEZE . . . 129.50
  - CANTEEN . . . 59.50
  - LAURA . . . 39.50
  - FLAT TOP . . . 29.50
  - MILLS VEST POCKET BELLS, EA. . . 29.50
  - GENCO, HONEY . . . WRITE
- Frank Swartz Sales Co.**  
50 other games at \$20.00 each; good buys.  
515-A FOURTH AVENUE SO.  
NASHVILLE 10, TENN.  
Phone: 4-8571

### ARCADE OUTFITTERS SINCE 1912

- PANORAMS (MILLS)**  
Factory Reconditioned. Look and Work Like New.  
WRITE FOR PRICE
- SCALES**
- Arist-o-Scale (New) . . . \$115.00
  - Mir-o-Scale (New) . . . 125.00
  - Kirks Astrology . . . 95.00
  - Watling Astrology . . . 110.00
  - Name Plate Machines, Roovers . . . \$125.00
  - Metal Typer, Groetchen . . . 275.00
- FREE! ILLUSTRATED PRICE LIST.**  
New or Rebuilt Amusement Machines—Any Make or Model—Parts, Supplies and Cards—Munves Has Them All.

**MIKE MUNVES**  
510-514 W. 34th St.  
N.Y. 1, N.Y. (Bryant 9-6677)

### RECONDITIONED SEEBURG WIRELESS BOXES

- 75 5¢ Wall-o-Matics (W55Z), 24 Selection, at . . . \$15.00 each
- These wallboxes ready for location. Send 1/3 deposit with order—balance C. O. D. Subject to prior sale.
- ATLANTIC CONNECTICUT CORP.**  
1625 Main Street Hartford 5, Conn.  
Phone: Hartford 2-6141

### CLOSEOUTS

- 10 Watling Big Game, F. P. Ea. . . \$40.00
  - 15 Columbia Cig. Reels, Ea. . . 40.00
  - 15 Libertys, Ea. . . 12.50
  - 1 1¢ Watling Twin J. P. . . \$5.00
- S. R. MONTCALM**  
BASTROP, LOUISIANA

**ALL NEW! IMMEDIATE DELIVERY!**  
Write or Phone for Prices

Genco Honey • Williams Torchey  
Keeney Carousel • Exhibit Ranger  
Williams Flamingo • Chi. Coin Play-boy • Gott. Marjorie • Keeney Click • Ballyhoo • United Mexico  
Chi. Coin Gold Ball • Heavy Hitter  
Bally Eureka • Bally Entry • Bally Special Entry • All Makes Slots  
Jennings Challengers

**MONARCH GIVES YOU MORE FOR YOUR MONEY**

**ONE BALLS, RECONDITIONED**

- Victory Specials . . . \$325.00
- Longacres . . . 175.00
- Victory Derbies . . . 195.00
- Fairmont . . . 139.50
- Turf King . . . 99.50
- Jockey Club . . . 99.50
- Sport King . . . 79.50
- Long Shot . . . 79.50
- Fortune . . . 69.50

**EXTRA SPECIAL!**  
Slot Machine Folding Stands . . . \$1.95

**NEW! WRITE FOR PRICES!**  
Evans Ten Strikes • Evans Casino Bells • Evans Winterbooks • Evans Bangtails • Packard Hideaways  
Packard Pla-Mor Boxes • ABT Challengers • Target Stands • Barrel Roll Bowling Games

**NEW IMPROVED ACE COIN COUNTING MACHINE**  
Factory Guaranteed . . . \$159.50

**WE WANT Post-War Five Ball Games**—must be in excellent condition—will take in trade. What do you need, and what do you have?

**WRITE FOR LATEST LIST** of New and Used Consoles, 1-Balls, 5-Balls, Arcade Equipment, Vending Machines, Counter Games, Phonographs, Slots and other choice equipment.

**FOREIGN TRADE:** We are prepared to serve you now. Write in your own language for information. We make all coin chute adaptations; are experts in special packing and crating. Send for our illustrated literature. **CABLE: MOCOIN.**  
Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft.

**MONARCH COIN MACHINE CO.**  
1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

**SPECIALS!**

Exhibit MYSTERYS, \$137.50; United SEA BREEZES, \$79.50; Williams TORNADOES, \$137.50; Chicago Coin KILROYS, \$125.00; United HAVANAS, brand new in original crates, \$199.50; Chicago Coin SPELLBOUNDS, \$82.50; Chicago Coin SUPER SCORES, \$82.50; Bally MIDGET RACES, \$67.50; Gottlieb BAFFLE CARDS, \$162.50; Gottlieb SUPER LINERS, \$100.00; DOUBLE BARRELS, brand new in original crates, \$77.50.

**NEW ORLEANS NOVELTY COMPANY**  
115 MAGAZINE ST. Phone: CANal 5306 NEW ORLEANS 42, LA.

# Lee Jones Made Sales Director Of P & S Mach.

CHICAGO, Aug. 16.—Lee S. Jones, who has been active in the coin machine industry for the past 43 years, has joined P & S Machine Company here as executive vice-president and director of sales. The firm, which will shortly bring forth a new pin game, is headed by Herbert and Walter Pasold and Ben Seigel.

Jones still retains interest in First American Sales, Inc., 4603 Lincoln Avenue, firm which distributes H. C. Evans' equipment in Illinois, Indiana and Michigan. Active direction of this firm, however, is being left to his long-time associate, Katherine Lehman.

Within the next few weeks, Jones said P & S expects to get into production on a brand new pin-ball game.

In 1904, Jones started operating Regina-Sublima Music Boxes and coin-operated pianos thruout the Central West. In 1917, Jones enlisted in the army, worked his way up to captain's rank before his discharge in 1920.

In 1920, Jones was appointed sales manager of the J. P. Seeburg Piano Company, a position he held until 1926 when he resigned to help organize the Nelson-Wiggen Piano Company. Nelson-Wiggen made a coin-operated piano, and Jones became vice-president and treasurer.

In 1929, Jones went back to Seeburg as sales manager, remained with them until 1932 when he became executive vice-president and organizer of the American Sales Corporation. This firm was originally organized to build an automatic phonograph, but turned instead to distributing coin machines and was reputedly the first coin machine firm to sell games and other coin machines on a time basis.

Associated with Jones in the American Sales Corporation were such well-known names as W. G. (Bill) Gray, Walter Tratsch and Dan Odom. From 1931 to 1940, Jones likewise served as president of the old Coin Machine Manufacturers' Association.

From 1942 to 1944, Jones was affiliated with the Pension Trust Department of the U. S. government, leaving in 1945 to organize the First American Sales Company.

# Colorado State Tax Revenue Up Almost \$10,000,000 in 1947

DENVER, Aug. 16. — Colorado's State tax collections reached an all-time peak of \$57,491,845 during the fiscal year ended June 30, W. F. Perkins, director of the State department of revenue, reported. This was an increase of \$9,800,000 or more than 20 per cent over collections in the 1945-'46 fiscal year, he said.

Collections of the State's 2 per cent sales tax in June totaled \$1,652,138, an increase of 19.5 per cent over the same month of 1946. But for the fiscal year the sales levy was up 35.5 per cent, totaling \$19,768,250 in the 1946-'47 fiscal year compared with \$14,585,426 in 1945-'46. The 1947 figure reflects sales totaling one billion dollars worth of taxable items.

Collections of the State liquor tax, however, dropped 46.7 per cent in June, apparently reflecting the recent slack-off of tavern and cocktail lounge trade. June collections of the liquor levy totaled \$231,913 compared with \$434,996 in June, 1946.

But in the same month, payments of liquor license fees rose 21.1 per cent, apparently indicating an increase in the number of liquor dealers despite the curtailed business. For the fiscal year, collections of liquor license fees totaled \$226,375, an increase of 10.6 per cent over the previous year.

# Circulating Coins Take \$9,000,000 Dip From '46 High

WASHINGTON, Aug. 16. — U. S. coins of all denominations from dollars down to pennies in circulation June 1 totaled \$1,352,000,000, according to a report issued by the board of governors of the Federal Reserve System today.

This was a drop of \$9,000,000 from the all-time peak of \$1,361,000,000 reached in December 1946, but it was still nearly double the amount circulating in December 1941, and more than three times the number of coins in circulation during 1933. It also was a rise of \$15,000,000 from the \$1,337,000,000 circulating at the end of January 1947, the board reported.

At the end of 1941, coins in circulation totaled \$751,000,000, and at the end of 1933 only \$442,000,000 were circulating, despite the fact that the Federal Reserve banks sluiced additional coins into circulation during the heavy buying seasons of November and December.

Halves, quarters and dimes circulating on June 1 totaled \$374,000,000, an increase of \$1,000,000 over the previous month and a rise of \$37,000,000 from the same month of 1946. Nickels and pennies in circulation amounted to \$330,000,000, a drop of \$1,000,000 from the previous month, but an increase of \$15,000,000 from June 1, 1946. Silver dollars in circulation totaled \$148,000,000.

In addition, Federal Reserve banks and their fiscal agents were holding reserves of \$27,000,000 worth of halves, quarters and dimes and \$8,000,000 worth of nickels and pennies.

# Virginia Court Rules for Ops

HAMPTON, Va., Aug. 16.—Operators won a decision in the Elizabeth City County Circuit Court when Judge E. Hugh Smith ruled for the plaintiff on a writ of mandamus brought by Grant H. Luckman, secretary of the J & L Music Company, of Newport News, asking that Revenue Commissioner C. C. Frost be ordered to issue a license for operation and distribution of coin-operated amusement machines in the county.

As a result of the decision there are now 25 licensed machines in the county, and one distributor also licensed, the J & L Music Company. The fee is \$50 per machine, pro rated, and \$500 for the distributor. City of Hampton charges \$4 a machine, and there are seven licensed here. Phoebus, a near-by town, has issued four licenses at \$100 per machine.

# Consider Revision Of 3% Connecticut Sales Tax Statute

HARTFORD, Conn., Aug. 16. — Public opposition to Connecticut's new 3 per cent sales tax, which went into effect July 1, may result in a special session of the Legislature to modify or repeal the sales tax act, observers here pointed out this week.

How much money the sales tax brings into the State's treasury will probably be the deciding factor determining whether or not the measure will stay on the law books. Newspapers here this week said that if the income from the tax amounts to the announced estimate of \$26,000,000 a year the sales tax act will probably be held over for reconsideration and possible revision at the 1949 General Assembly.

If, on the other hand, receipts should go above this figure, there is a strong possibility that the assembly will be convened in special session to offer tax relief.

# Amusement Devices Not To Be Licensed In Stratford, Conn.

STRATFORD, Conn., Aug. 16.—Pinball machines, juke boxes, bowling alleys, pool and billiard tables, pony rides and other amusement devices will not be licensed in Stratford as proposed by the ordinance committee. The decision was reached by a six to three vote following a lengthy discussion by town council members Monday (11).

Councilmen Peter J. Ring, Frank Larkin and Herman Levean voted in favor of the proposed ordinance while Councilmen Joseph Janosko, a member of the finance committee, joined with the balance of the council members present to defeat the plan.

One Stratford councilman challenged the good faith of the council in attempting to adopt the ordinance which called for health and fire inspections of premises in which the machines would be located declaring that he doubted if such inspections would be made.

# Amuse-O-Mat New Name of Jacobs' Seabreeze Arcade

NEW YORK, Aug. 16.—Bob Jacobs, owner of the Seabreeze Arcade in Coney Island and the Shur Vending Company, announces that he has changed the name of his arcade to the Amuse-O-Mat.

# Record Company Will Donate Sum For Cancer Fund

CHICAGO, Aug. 16. — Another boost for the Coin Machine Industries, Inc. (CMI), Damon Runyon Cancer Fund drive was given this week when United Artists Records offered 8½ cents for the fund from every sale of one of their new releases to the juke box operators of the nation.

Making the announcement at the National Disk Jockey's Association convention at Hotel Sherman in Chicago, James T. Mangan, of CMI, requested the jockeys to help the drive by boosting the record.

Release is by the Esquire Trio with *You're the Sunshine of My Heart* on one side backed with *Ella*. Gratis copies of the disk were distributed to the jockeys attending the convention.

# Wis. Ops Hold Aug. Meet at Rice Lake

RICE LAKE, Wis., Aug. 16.—Members of the Wisconsin Automatic Phonograph Operators Association held their August meeting here this week.

Rice Lake location was picked in deference to Roy Stone, local operator, who has obtained several memberships from this area lately.

**EXCLUSIVE FOR KEENEY IN** ILLINOIS, IOWA, NEBRASKA, KANSAS, MISSOURI

**FOR REAL VALUES - LOOK INSIDE THE HOUSE OF VALUES!**

**Keeney's One Ball HOT TIP** Most Sensational One Ball on the Market Today • Highest Odds • Multiple Scoring Jackpot • Amazing Earnings! **Keeney's One Ball BIG PARLAY** 7-Coin multiple-combination free play and payout jackpot. Five available. Special, special price, \$350.00

**"Love That Game!"** Keeney's **CLICK** Five Ball Novelty or Free Play

**NEVER, NEVER BEFORE HAVE YOU SEEN SUCH FAST AND FURIOUS ACTION IN ANY GAME! IT'S LOADED WITH TNT! CLICK IS HOT! PLAYERS, OPERATORS, EVERYONE SAYS: "LOVE THAT GAME!"**

**Write for prices on NEW PHONOGRAPHS**  
New Rockola Model 1426  
New Packard Model 7

**NEW GAMES**  
WILLIAMS TORCHY UNITED MEXICO CHI COIN GOLD BALL GENCO HONEY WILLIAMS FLAMINGO GOTTLIEB MARJORIE BALLY ROCKET WRITE FOR PRICES

**CONSOLES**  
Keeney Bonus Super Bell, Single ..... \$995.00  
Keeney Bonus Super Bell, Twin ..... 575.00  
Keeney Bonus Super Bell, Three Way ..... 895.00  
Bally Draw Bell ..... 265.00  
Mills Three Bells, 5-10-25¢ ..... 250.00  
Mills Four Bells, 5-5-5-5¢ ..... 125.00  
Mills Four Bells, 5-5-5-25¢ ..... 195.00  
Jennings Silver Moon ..... 75.00  
Pace Twin Reels, 10-25¢ ..... 125.00

**ALL EQUIPMENT GUARANTEED!**

**SLOTS**

MILLS	BAKER	JENNINGS
Gold Chrome, 2/5, 5¢ \$115.00	Black Cherry, 3/5, 5¢ \$125.00	Four-Star Victory Chief, 5¢ \$ 75.00
10¢, \$125.00; 25¢ 135.00	10¢, \$135.00; 25¢ 145.00	10¢, \$85.00; 25¢ 95.00
Gold Chrome, 3/5, 5¢ 105.00	Black Beauty, 3/5, 5¢ 115.00	Silver Chief, 5¢ 85.00
10¢ 105.00	10¢, \$125.00; 25¢ 135.00	Victory Chief, Model M, 5¢ 95.00
Black Cherry, 2/5, 5¢ 175.00	JENNINGS (Used 2 Weeks) Standard Chief Chrome, 5¢ \$239.00; 25¢ \$229.00	25¢ 125.00
10¢, \$175.00; 25¢ 195.00	10¢, \$239.00; 25¢ 249.00	Mills 1947 Vest Pockets ..... 45.00
Silver Chrome, 3/5, 5¢ 125.00	Super DeLuxe Club Chief, Lite-Up, 5¢ 285.00	
10¢ 135.00	10¢, \$285.00; 25¢ 295.00	
Copper Chrome, 2/5, 10¢ 105.00	WATLING Rot-a-Top, 10¢ ..... \$ 45.00	
10¢ 105.00		
Bonus Bell, 10¢ ..... 145.00		
Blue Front, 10¢ ..... 95.00		
Brown Front, 10¢ ..... 105.00		

**TERMS:** One-third certified deposit, balance sight draft.

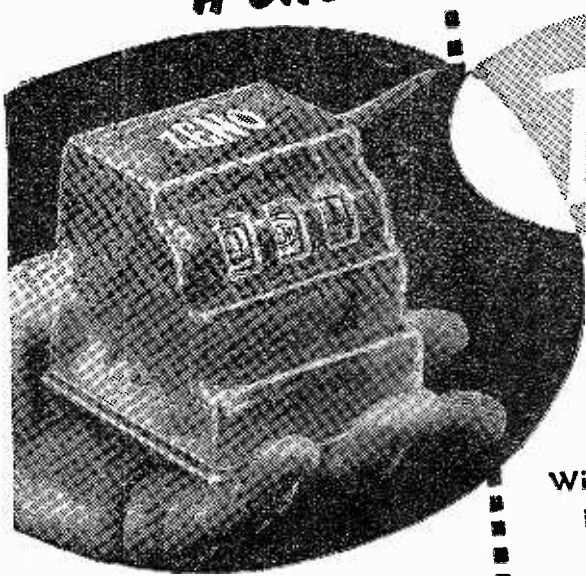
**CABLE ADDRESS: "GAMES"**

**WORLD WIDE DISTRIBUTORS, INC.**

2330 N. WESTERN AVE. CHICAGO 47 EVERGLADE 2300 Phone:



# A SALE A MINUTE



**ZENO**

**Miniature Slot Machine**

**With Precisioned Big Machine Engineering**

It's astounding how ZENO is going over wherever it's shown. Sells on sight with its irresistible sales appeal. Order ZENO and you'll make money hand over fist. It's the sensation of the century.

ALL THE ACTION OF A FULL SIZE MACHINE ONLY **\$5.95**

Tax exempt and fully guaranteed EXCLUSIVE NATIONAL DISTRIBUTOR

**DAVID ROSEN**  
855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2758

Automatic action—no coins to insert—REAL slot machine play—only 3 by 3 1/2 inches—transparent plastic case in variety of colors—player can see inside mechanism in action.

A Million Sales in a Million Placed

Private Homes, Taverns, Hotels, Offices, Stores, Counters of all kinds.

Advertising Promotion Give-Away

DISTRIBUTORS, ACT NOW FOR EXCLUSIVE TERRITORY

Operators—Inquire Today!

## 1946 PHONOGRAPHS

Wurlitzer, Aireon, Rock-Ola, Seeburg..... Write

### Check These Points

1. Refinished
2. Mechanism washed in tank
3. Amplifier, motor, speaker checked
4. Tone head renewed
5. Worn parts replaced
6. Carefully crated
7. Immediate delivery
8. Cloths replaced with Talking Gold

#### SEEBURG

Hi-Tone, R.C.	\$279.50
Hi-Tone, E.S.	249.50
Colonel, Major, Etc.	185.00
Classio	175.00
Vogue	150.00
Factory R.C. Special, 30-Wire	129.50
Casino	129.50
Regal	114.50
8200 Conversion	89.50
Royal	89.50
Queen	89.50
Rex	79.50

#### ROCK-OLA

Rock-Ola Super	\$185.00
Deluxe	159.50
Standard	155.00
Playmaster & Spectravox	129.50

Twin 12, in Steel Cabinet	\$ 99.50
20-Record Cellar Job, 30-Wire	99.50
20-Record Cellar Job, 5-Wire	99.50

Seeburg S-20-17 30-Wire Boxes	\$ 7.50
Seeburg WS-22 Wireless Wall Boxes	24.50
10,000 Title Strips	3.75
Needles	Write
Talking Gold	75¢ Per 100 Sq. In.

#### WURLITZER

850	\$324.50
800	309.50
780E	299.50
24	119.50
616 (Ill.)	79.50
612, in Gem Cabinet	79.50
61	79.50
616, Plain	64.50
412	49.50
50	49.50
P-12	39.50

ALL TUBES AND MINIATURE BULBS—40% DISCOUNT.  
Terms: 1/3 Cash With Order, Balance C. O. D.

## DAVIS DISTRIBUTING CORPORATION

Seeburg Factory Distributors  
12 Years of Operators' Confidence  
738 ERIE BLVD., E. SYRACUSE, NEW YORK  
875 MAIN STREET BUFFALO, NEW YORK

## AT LIBERTY

Mechanic, 27; former navy electronic technician, family man, sober, trustworthy. 10 years' experience all phases and types coin-operated equipment. Able to take charge of or do complete rebuilding and refinishing of phonographs, amplifiers, slots, pin tables, consoles, etc. Prefer live-wire distributor or large operator who has an eye to the future and appreciates the honest efforts of his employees. References gladly given. Wire or write

**W. Douglas Hall, 1203 Lake Rd., Webster, New York**

(Continued from page 34)

### PERRY COMO (Victor 20-2402)

So Far—FT; V.  
A Fellow Needs a Girl—FT; V.

From the forthcoming Oscar Hammerstein II-Richard Rodgers show score, "Allegro," Perry Como introduces two lovely ballad melodies. And the sampling augurs another hit musical in the offing, and decidedly a hit song in the highly tuneful "A Fellow Needs a Girl," which Como chants with complete romantic supplication. Keeps close to the tempo line with Russ Case's music, emphasizing the soft strings, heightening the lyrical charm. Also in the slow ballad frame, and with the singer taking full tempo liberty to give it full expression, is the lovely "So Far" love lyric set to a mood melody with classical overtones.

"A Fellow Needs a Girl" packs plenty of phono promise once the forthcoming stage show showers it with attention.

### DINAH SHORE (Columbia 37587)

Kokomo, Indiana—FT; V.  
You Do—FT; V.

Miss Dinah wraps up the wordage handily for both of these songs from the "Mother Wore Tights" movie. With the Sonny Burke music providing the bounce beats, along with some fine piano-guitar noodlings, la belle Shore sings it with a most engaging lilt for the descriptive "Kokomo, Indiana." And with the supporting music subdued, sings it slowly and with full measure of tenderness for the slow ballad, "You Do." Starts off out of tempo with the piano in back and then settles down to the tempo pattern to make for a favored measure of contrast in the cutting.

Movie will center attraction to both sides for the Dinah Shore fans.

### LIONEL HAMPTON (Decca 24105)

Adam Blew His Top—FT.  
Reminiscing Mood—FT.

Lionel Hampton lets out all of the band stops and packs it powerhouse on the platter in a shuffling eight-beat frame for "Adam Blew His Top." And that's what the trumpets fairly do as they pipe the notes in the peanut whistle register after the maestro's inning at the vibes. For the flip, it's a slow blues for "Reminiscing Mood," showcasing the Hampton vibe hammering in just that blues mood as the band lays down that solid carpet.

"Adam Blew His Top" will blow the top off the music boxes.

### LOUIS PRIMA (Victor 20-2400 and 20-2401)

Civilization—FT; VC.  
Forsaking All Others—FT; VC.  
Say It With a Slap—FT; VC.  
Crawdad Song—FT; VC.

Louis Prima moves over to this record camp with three sides for the fresh start. Fourth side spins out Phil Harris for the "Crawdad Song" which the maestro has on a record of his own and will undoubtedly be changed when the Prima platters hit the record counters. For his three sides, Prima almost hides his horn. And while the two rhythm novelties lend themselves to his lusty rhythm chanting, the trumpet fire is sorely missed in the spinning. Barely gets in a few horn licks for a catchy animal novelty in "Say It With a Slap," from Walt Disney's "Fun and Fancy Free" movie, with the band boys joining in on the song. And it's entirely a sing session, with a comedy voice added on the second stanza for the rhythmic jungle novelty, "Civilization." Cathy Allen projects the ballad lyrics smoothly for the tuneful "Forsaking All Others" ballad, with the maestro cutting in lyrically rather than instrumentally.

The "Slap" song, with a Disney movie tie, should make the phono grade.

### LOUIS ARMSTRONG (Decca 25150)

Shadrack—FT; V.  
Jonah and the Whale—FT; V.

A retissue of Louis Armstrong's classic singing of these two ever-lasting Negro rhythm spirituals. Without trumpet, Satchmo sings 'em with a natural humor and rhythm in his rough but expressive voice against the vocal harmonies of the Lvn Murray mixed chorus with piano, guitar, bass and drums sustaining the rhythmic flow.

For the Armstrong record collectors.

### JOHNNY HODGES (Sunrise 2006)

Far Away Blues—FT.  
Frisky—FT.

Gathering together some of the instrumental stars from Duke Ellington's band, with Billy Strayhorn taking over the piano bench, Johnny Hodges gives exciting example of his soprano sax artistry for a slow and mood blues theme in his own "Far Away Blues." Getting a rich tone out of the lead pipe and playing with deep understanding of the blues motif while the other boys sustain the rhythmic bank, Hodges packs the platter with musical meat. Small band is brought up for the frisky "Frisky" riffing on the mated side, but they fairly waste most of the wax track with their unison riff figures. However, there's enough of Hodges' alto saxing with a bit of Taft Jordan's trumpet and Lawrence Brown's trombone to make the spin interesting.

For the hot jazz fans.

### LOUIS ARMSTRONG (Victor 20-2348)

Jack-Armstrong Blues—FT; VC.  
Rockin' Chair—FT; VC.

Gathering together an aggregation of swing stars to provide the rhythmic force, and sharing the instrumental-vocal spotlight with Jack Teagarden, it's a swing classic in the New Orleans tradition for this spin. It's Teagarden's trombone and Armstrong's trumpet sparring with hot blues licks for their "Jack-Armstrong Blues," each devoted to each other in lyrical exaltations with the Armstrong trumpet searing the ceiling in the upper scales to polish off the lively-spinning side. A more moderate beat is set for "Rockin' Chair," with each of the satellites taking a turn at the delta ditty while the other cuts in with lyrical licks. And for added excitement, both boys bring up their hot horns for the going out. Instrumental and vocal efforts are nothing short of superb and the dishing rates exceedingly high on the jazz classic shelf.

For the hot diskophiles and as much a nickel natural near the college campus.

### FLOYD SHERMAN (Signature 15113)

Till We Meet Again—W; FT.  
Come to Me, Bend to Me—W; V.

With the Chickering Four providing sustained vocal harmonies in the background and the rhythm instruments for musical support, the sweet tenor piping of Floyd Sherman provides highly expressive singing for "Come to Me, Bend to Me," the lovely waltz melody from "Brigadoon." Takes full tempo liberty to give the show classic full feeling in song. For the flip, Sherman tenors it nostalgically, but nearly as effectively, for "Till We Meet Again," contrasting the everlasting harmony song in waltz and a moderate rhythm tempo.

Little coin appeal in the cutting.

### ALBERT HIBBLER (Sunrise 2001-2002-2007)

Fat and Forty—FT; V.  
Solitude—FT; V.  
Summertime—FT; V.  
My Little Brown Book—FT; V.  
Feather Roll Blues—FT.  
My Ev'a Lovin' Baby—FT; V.

Duke Ellington's Albert Hibbler, his rich voice widely-ranged and with a sense of timing and phrasing of the lyric that arrests the attention, adds much stature to his singing as he steps out solo for five of these six sides. And with full feeling plus voice for ballad and blues, the mood melody and the rhythmic, Hibbler reaches out for a top drawer with his dishing here. With Billy Strayhorn's music slow and subdued in the background, gives classic lyrical chant for "Solitude" and as deep indigo in his torching for "My Little Brown Book." In the same lyrical mood, with the figured harmonies of a gal trio and Mercer Ellington's music in back, sings it just as inspiring and expressionful for Gershwin's "Summertime." Marking his vocal versatility, Hibbler goes on a rhythmic blues kick—but great—for a low-down "Fat and Forty" lick, the swerling sax of Strayhorn's music spacing the exciting blues singing. And while Mercer Ellington's music is not as solid as the singing, nor are the maestro's piano rippings any more inviting, Hibbler carries over the rhythm blues frame in the same exciting manner for "My Ev'a Lovin' Baby." Completing the pairings, Strayhorn's men, culled from the Duke Ellington camp, cut it with too many rough edges for a lively blues riff pattern, "Feather Roll Blues," with Ray Nance's growl trumpet and Al Sears' tenor sax providing the instrumental interest.

Race locations bound to strike real pay dirt with all of Hibbler's song spins.

### RICHARD TUCKER (Columbia 72198)

Kol Nidre—V.  
Eli, Eli—V.

A Metropolitan Opera tenor, Richard Tucker marks his Columbia record bow with two traditional Hebrew melodies. His rich pipes, just as rich in dramatic feeling, brings added significance to both spiritual chants. And with the mixed chorus and orchestra directed by Sholom Secunda adding rich vocal and instrumental concert color, Tucker's singing makes it a thrilling experience for these oft-waxed Hebrew melodies. Spinning is on a 12-inch track.

For the home buyers.

### MEL TORME (Musicraft 15107)

One for My Baby—FT; V.  
A Little Kiss Each Morning—FT; V.

Projecting the lyrics with a thoughtfulness in his phrasing that makes for the song selling, more than overcoming any deficiency in the vocal timbre, Mel Torme's intimate piping packs a wordage wallop for both of these oldies. Provides a likeable lilt to Johnny Mercer's rhythm blues specialty, "One for My Baby," with the romantic feeling pronounced as he phrases it for the mated slow ballad, "A Little Kiss Each Morning." Ray Linn's music sustains the vocal mood with a full and colorful musical bank.

For those favoring Mel Torme's singing style, and they are many, "A Little Kiss Each Morning" will make 'em give up coins.

(Continued on page 136)

# First 24 Vets Get Diplomas From NAAMO School Nov. 4

NEW YORK, Aug. 16.—Tuesday, November 4, was named yesterday (15) as the date of the graduation exercises of the first class of the veteran's coin machine mechanics' training school, sponsored jointly by the National Association of Amusement Machine Owners (NAAMO), the New York City Board of Education and the Veterans' Administration (VA). Exercises will be held after a dinner in a New York hotel, yet to be named, that will be attended by leading coin machine figures, as well as leaders in the national and city governments and the VA.

Gen. Omar Bradley, head of the VA, has been invited to hand out the diplomas to the 24 veterans, according to F. McKim Smith, NAAMO president.

Second course class will be at least double the size of the present one, according to A. P. Henry, senior instructor of the Manhattan Trades Center, who is in charge of the school. "With applications from all parts of the United States flowing into the school's offices at the present time—besides those coming into NAAMO's Atlantic City offices—we feel that the double-size class is necessary."

### Leaders To Attend

Leaders from the coin machine manufacturing firms that are expected to attend the affair will be the who's who of the industry, with the largest attendance ever planned for such an affair in view, Smith declares. Besides the graduation class, speakers, guests and members of the trade press, the three wire services will be present at the affair.

M. Abedon and O. Ravey, regular instructors at the Manhattan Trades Center, are teaching at the special school under the direction of Henry. Guest instructors from 17 coin machine manufacturing firms in Chicago, New York and St. Louis have already started their part of the program.

A special talk was given the group last week by William Rabkin, president of International Mutoscope Corporation, on his firm's history, as well as how he started in the coin machine

business himself. Talk came on the last day his firm's guest instructors were in charge.

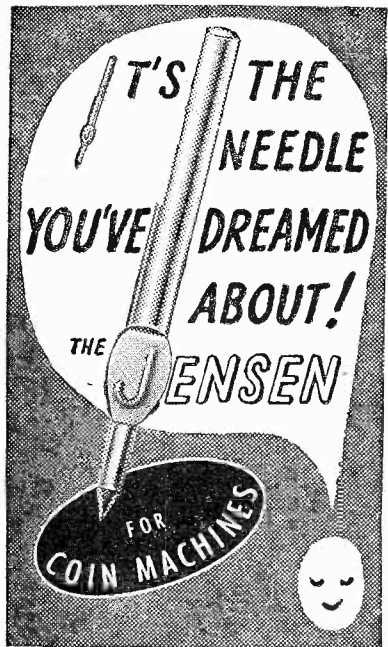
The last two weeks of the present course have been left open for the repair and reconditioning of the used coin machines now being sent to the school by members and friends of the association, according to Smith. Shipments from St. Louis, Washington, New York, Atlantic City, Chicago, Philadelphia, Baltimore and many other cities have already been received by the school.

### School Board Uses Truck

The Board of Education is using its own truck to pick up machines in this area. Other shipments are coming in by trucks, vans and railway express. One machine was even brought in to the school in back of the donor's car.

Welding and brazing of all metals, cabinet making and juke box instruction periods are the latest additions to the course of study in the special school. Plans for the addition of animated movies for visual instruction at the second class that starts in November are now being made by the sponsoring organizations.

Coinmen who still have some coin machines they wish to donate the school—even if there are parts missing—should send them direct to the Manhattan Trades Center, 45 Rivington Street, care of A. P. Henry, senior instructor, Smith urges.



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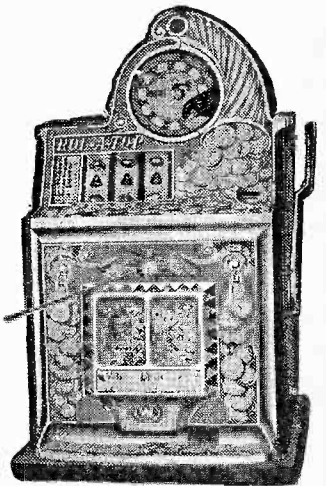
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## Chain, Mail-Order Houses Record Big Spurt in 1947 Biz

WASHINGTON, Aug. 16.—A record high of \$11,479,000,000 in sales was recorded by chain and mail-order houses in the first half of this year, the U. S. Commerce Department announced this week. Figure is a gain of 22 per cent over the same period in 1946.

Sales for June were reported to be \$1,966,000,000, about a 19 per cent increase over June of last year. Increase in number of chain groceries was major reason for the rise, the department said.

Named as showing the largest increase this June over the previous years were building material stores which chalked up a 47 per cent increase in sales volume. Grocery stores came second with a 38 per cent hike, while catalog mail order business upped 26 per cent; department stores reported a 17 per cent boost and furniture stores a 12 per cent increase. From 3 to 9 per cent gains were recorded by men's wear, restaurants, shoe and hardware establishments.



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RECORD REVIEWS

(Continued from page 134)

GENE KRUPA (Columbia 37589)  
*Gene's Boogie*—FT; VC.  
*Disc Jockey Jump*—FT.

The maestro beating the skins with an enthusiasm that marked his music making in an earlier day, and the band boys coming on like blockbusters, it's a rock and solid spin that Gene Krupa gives out on both sides. Set to a fast eight-beat pattern, with dialog patter to emphasize its *Gene's Boogie*, the blues riff is kicked around lyrically and in fine sultry fashion by Carolyn Grey with the band boys joining in on the vocal refrain when not building up the opus to the feverish boogie-woogie pitch in the Lionel Hampton pattern. And it's a solid screamer as well for the flipover with a fast jump beat set for the instrumental *Disc Jockey Jump*, with trombone and alto sax adding their hot licks to the maestro's drumnastics.

For the hop, skip and jump trade with "Gene's Boogie" a nickel-teaser.

PHIL YOUNG (Aetna 400)  
*I'm Wise*—FT; VC.  
*Moonlight on the Mesa*—FT; VC.

A stock aggregation that plays clean but without style or distinction, Phil Young's music making is as mill run as the song selections. It's a moderate tempo set for the *I'm Wise* rhythm ballad, slowing down for the *Moonlight* song of the wide open spaces. Canarying of Meryl Shoop for both sides no more engaging than the band's effort.

Nothing for music box needling here.

EDDY HOWARD (Majestic 1161)  
*Just Plain Love*—FT; VC.  
*Say Something Nice About Me*—FT; VC.

The sweet lyrical phrasings of Eddy Howard in song, and with sentimental song material that's strictly top drawer, the maestro has a double-header in this dinking. Tops in tune and treatment is Sam H. Stept's lilting and likable torch ballad, *Say Something Nice About Me*. With the sax section setting the stage, Maestro Howard turns in top pleading with a chant that adds contagion to the easy-to-catch song. Also in the slow ballad frame, and just as fetching, is *Just Plain Love*, which the maestro sings plaintively, returning with the male trio for a second stanza spaced by the smooth melody playing of the band.

Disk should do double duty in the music boxes with the needle spinning it thin for the *Say Something Nice About Me* side.

DEL FREITAG (Aetna 500)  
*Keeping*—FT; VC.  
*Stardust*—FT; VC.

A small combo of three saxes and three rhythm instruments, there's no musical substance to the maestro's efforts for either of the sides. As a result, it's an unattractive frame for the baritone of Chuck Weist, who gives evidence of voice in singing both songs. Taken at a moderate tempo, Weist makes a more favorable impression with the everlasting *Stardust*, flip being a ballad of the filler variety.

Nothing here for general interest, altho Baltimore, Md., may make note if the singer or maestro enjoys any local following in that territory where the label originates.

EDDY HOWARD (Columbia 37578)  
*Not Mine*—FT; VC.  
*Happy In Love*—FT; VC.

To collect added dividends on the maestro's current popularity, Columbia re-issues an Eddy Howard couplet that dates back to pre-war days. His melody singing style just as lyrical then as now, and with full band body in support as they lay down the off-beat Dorsey rhythm, Howard sings it sweet for *Not Mine*. And with the band beating out a more rhythmic beat at a lively tempo, is joined by the Swing Sirs, male trio, for the gay and tingling *Happy In*

*Love* ditty. However, the music making and the maestro's phrasing is not as polished and smooth as it identifies the band today. Moreover, the songs add to the disk's dating.

Popularity of the maestro may attract some coin attention to the cutting.

MERCER ELLINGTON (Sunrise 2003)  
*I Owe This Dream to You*—FT; VC.  
*You Name It*—FT.

Following in his father's footsteps, Mercer Ellington shows none of the talents of the Duke. Fingering the keyboard as aimlessly as the tenor sax, whose intent is merely in getting in a lot of notes, Mercer's band shows little color or rhythmic force as they spin out an instrumental rebop riff, *You Name It*. Maestro fares better when moving to the background for the mood *Love* lullaby and letting the soft sweet tenor piping of Billy Daniels bring out all of the lyrical charm of the slow ballad.

Addition of Billy Daniels' name to the phono sticker will help much in bringing in coins for the *Dream* side at the race locations.

MUGGSY SPANIER (Victor 40-0139)  
*Relaxin' at the Touro*—FT.  
*Sister Kate*—FT; VC.

A re-issue of two Dixieland jazz classics by Muggsy Spanier, whose fine cornet blends so well with George Brunies' trombone slides. For the slow *Relaxin' at the Touro* blues, cutting brings back the late Rod Cless's clary and a fine sampling of Joe Bushkin's Steinwaying. For the ragtime Dixieland on *Sister Kate*, there's also the delta ditting of Brunies, singing with as much jazz feeling as his trombone slides.

For the hot jazz collectors.

JOHNNY LONG (Decca 23973)  
*It's a Sin To Tell a Lie*—FT; VC.  
*When I Grow Too Old To Dream*—FT; VC.

Label brings back two rhythmic adaptations fashioned by maestro Long from two standards of yesteryear. And in each case, it's the unison singing of the ensemble, particularly when adding a set of lyrics of their own, that provides the spark for the spin. Long adds a barroom flavor to the swing choir chanting of the ensemble for *Sin To Tell a Lie*, with Bob Houston cutting in a straight vocal stanza for the *Old To Dream* ditty.

Taps and taverns will take to this tune treatment for these two everlasting song favorites.

ERSKINE HAWKINS (Victor 20-2383)  
*Somebody Loves Me*—FT; VC.  
*Well, Natch*—FT; VC.

Altho her piping is thin, Laura Washington phrases the wordage meaningful for the *Somebody Loves Me* familiar, monopolizing the spinning as Erskine Hawkins provides a marked rhythmic background with the trombone trio spacing her singing. Maestro brings his band up for a bouncy *Well, Natch* jive ditty. But instead of any instrumental gloss, particularly from his trumpet, it's the soft rhythmic phrasing of the wordage by Ace Harris with the ensemble on the vocal assist. However, the song or its setting sets off no spinning spark.

Little here to lure in the buffalo heads.

CHARLIE SPIVAK (Victor 20-2395)  
*A Little Bit Longer*—FT; VC.  
*What Are You Doing New Year's Eve?*—FT; VC.

Charlie Spivak adds Irene Day's rhythm ditting to the dinking with *A Little Bit Longer*. Spins at a bright beat, and makes it danceable enough. But the singing and playing and even the maestro's alleged hot trumpeting is all in a straightforward and colorless fashion. Fares better for the slow spinning *New Year's Eve* ballad that has the maestro's muted trumpet,

Open New Offices, Showrooms at Vic Manhardt Co.

MILWAUKEE, Aug. 16.—Vic Manhardt Company, Inc., local distributing firm, now has its new, air-conditioned showrooms and offices open to the public.

New Manhardt building is located at 1705 West Clybourn and is one of the most modern coin machine showrooms in the Midwest. Included in the new location is a front office and reception room, large showroom, private offices, parts shop, packing and shipping room with a large loading dock, record room and a large parking lot. Part of the basement of the building is being turned into a complete repair shop.

American Tobacco Appoints Stapp Southern Sales Mgr.

COLUMBIA, S. C., Aug. 16.—American Tobacco Company announced last week that H. D. Stapp is new assistant sales manager for 10 Southern States.

Stapp, who was district manager in North and South Carolina since 1940, will have charge of sales and services for American Tobacco in Virginia, North and South Carolina, Georgia, Florida, Mississippi, Louisiana, Alabama, Tennessee and Kentucky.

Stapp's headquarters will remain here; he will travel over his territory constantly, returning on week-ends.

joined by the other horns setting the stage for Miss Day's dittingy, which also has strong vocal assist in Tommy Mercer's more substantial baritoneing.

Will take unflinching loyalty on part of fans to part with nickels for these sides.

TOMMY TUCKER (Columbia 37563)  
*Count Me Out*—FT; VC.  
*Country Style*—FT; VC.

With Don Brown and Madelyn Russell making for an engaging boy-belle song combination, and the band boys making it a pronounced rhythmic beat as they spin it smoothly, maestro Tucker makes it thoroly enjoyable and danceable for *Count Me Out*. And for the flip, with Kerwin Somerville joining the singers, Tucker gives it a full-fashioned country setting for the lively *Country Style* square dance novelty from the *Welcome Stranger* movie.

Spinning strictly for the dancing.

WAYNE KING (Victor 28-0417)  
*Lullaby for Latins*—Parts I & II—FT.

Taking both sides of a 12-inch track, maestro Wayne King steps out of class to provide a concert setting in dance time for a mood *Lullaby for Latins* which he composed in company with Fabian Andre. Nothing particularly striking in the opus itself, and even less in the scoring and the playing by the King band. Entirely without color or the imagination that marked the Latin music of Andre when he brought his own little band to the spinning sides some years ago.


Not for music machines.

SAMMY KAYE (Victor 20-2330)  
*The Echo Said "No"*—FT; VC.  
*An Apple Blossom Wedding*—FT; VC.

Don Cornell's sweet baritoneing, framed by the vocal harmonies of the Glee Club, and with the band boys blowing it sweetly, Sammy Kaye maintains his platter par with these pieces. It's an attractive bouyant melody for the *Echo* song, with effective lyrical exposition in the Glee Club responding in echo style to Cornell's solo chanting. For the flip, it's soothing and dreamy dinking for the attractive *Apple Blossom Wedding* lullaby.

Sammy Kaye followers will give these coin attention.

no matter how you look at it



THERE ARE **13** WAYS TO SCORE WITH THE NEW KEENEY **CLICK**

5 BALL SPELLBINDING PLAY A RIOT OF FURIOUS ACTION

ORDER DIRECT From Scott-Crasse, Your Keeneey Distributor

**SCOTT-CROSSE CO**  
1423-25 SPRING GARDEN ST., PHILADELPHIA 30, PA.

## Union Tie-In To Be Decided by NY Op Group

NEW YORK, Aug. 16.—A five-man committee was appointed at a meeting of the newly-formed Associated Amusement Machine Operators of New York, Inc. (AAMONY), Tuesday (12) evening in the Gold Room of the Capitol Hotel to decide upon what union tie-up the organization should have and to make arrangements for a union contract for AAMONY. The meeting was changed from Thursday (14) to Tuesday because of lack of hotel meeting space, according to Joe Hirsch, AAMONY president.

On the committee with Hirsch are Al Ferber, Joe Hannin, Murray Lax and Sol Wohlman. First draft of a charter was read to the members, with final passage slated for the next meeting.

## Mine Closures in Three States Drop Juke and Pin Play

JOPLIN, Mo., Aug. 16.—President Truman's veto of the federal subsidy for so-called "marginal mines" producing lead, zinc and other metals has already made a dent in coin machine play thru the Tri-State mining area, according to operators here.

Many of the mines in the Missouri-Kansas-Oklahoma district, which centers here, have been shut down in protest against the elimination of the subsidy which had been in effect since beginning of the war. And operators report that the resulting layoffs of miners has hit juke box and pinball play "worse than the heat."

Some mine companies have announced that they will use the shut-down period to repair machinery, but many are not expected to reopen until the first of next year.

## Summer Pinball Play In Canada Kept High By American Tourist

CHICAGO, Aug. 16. — Williams Manufacturing Company is finding the Canadian pinball market increasingly active during the summer months, according to Fulton Moore, sales manager. Added play in these months is attributed to the large numbers of American tourists who are flocking there this year.

Williams's four distributors in Canada act as a good barometer of Canadian pinball play, Moore said, and indicate that while the traveling American may be responsible for steady play during the vacation season, the Canadian pin player himself is just as much a rabid fan as the average U. S. player.

Moore said that shipments of the new game, Flamingo, are slated for across the border.

## Babson Institute Man Writes Vender Article

NEW YORK, Aug. 16.—Will Retail Robots Revolutionize Marketing? is the title of the feature article on all types of coin-operated vending machines in the August issue of *Advertising and Selling*, national advertising trade publication. The article is by Bertrand R. Canfield, director of sales and advertising of the Babson Institute.

A REAL BUSINESS OPPORTUNITY

Get wise to **MINIT-POP**

Ohio and Indiana distributors  
**P. K. Sales Company**  
CAMBRIDGE, OHIO



**CORADIO**

Without exception the best coin-operated radio made. Many thousands of choice locations still available in this fast growing, all profit business.

**CORADIO COIN OPERATED RADIO**  
108 W. 31st St., N. Y. 1, N. Y. Wisconsin 7-5902

**WE ARE NOW DELIVERING . . .**

GENCO HONEY  
UNITED MEXICO  
CHICAGO COIN PLAY BOY

Send for our list of post-war used Pin Games ready for location (good as new).

Complete line of Consoles (new and used), One Ball and Roll Down Games. New Pin Game cartons two-piece with fillers.

Write, wire or phone for our latest list of Games and Parts.

FRED MUELLER IS STILL ON HAND TO DISCUSS YOUR GAME PROBLEMS

**O. K. MACHINES, INC.**  
509 Kearney Ave., Cliffside Park, N. J.  
Phone: Cliffside 6-2893

**BUILD FOR THE FUTURE WITH MARVEL-BUILT GAMES**

**MARVEL**  
MANUFACTURING CO.  
284 FUNKERTON AVENUE - EVERGLADE 0239 CHICAGO, ILL.

**HOLLAND ENGRAVING CO.**  
KANSAS CITY, MISSOURI



As artists, engravers, and manufacturers of printing plates we help tell the advertising story of AIREON, so maybe we're prejudiced. But, no foolin' the BLONDE BOMBSHELL is the most beautiful AIREON product ever created.

CONGRATULATIONS FROM ANOTHER **Aireon** SUPPLIER



**IMMEDIATE DELIVERY!** Brand New 5-BALL GAMES  
 ★ Williams' FLAMINGO ★ Exhibit's RANGER ★ Genco's HONEY  
 ★ Bally's BALLYHOO ★ Keeney's CLICK ★ Chi Coin's GOAL BALL  
 ★ Gottlieb's MARJORIE ★ United's MEXICO

**GUARANTEED RECONDITIONED EQUIPMENT—IN A-1 CONDITION**

**PINS AND ARCADE**  
 Seeburg Rayolite \$ 39.50  
 Rock-Ola Ten Pins 39.50  
 Hockey Front Play 49.50  
 Champion Hockey 49.50  
 Bowling League 49.50  
 ChiCoin Hockey 79.50  
 Skyfighter (Conv. Gun) 99.50  
 Bank Roll, 9 Ft. 99.50  
 Supreme Skee Roll 99.50  
 Supreme Bolacore 129.50  
 Genco Playball 129.50  
 Jafco Roll-a-Barrel 149.50  
 Life League (Like New) 149.50

1/3 dep., bal. C. O. D. Crating extra on games



**WANT**  
 Wurlitzer 24 Hideaway units complete with adaptors. State price and condition in first letter.

Bowl-a-Way, 11'6" Free Ball \$149.50  
 Hi Score (Roll-down) 249.50  
 Race King, P.O., 1-Ball 49.50  
 Santa Anita, F.P., 1-Ball 49.50  
 School Days 39.50  
 Victory 59.50  
 Three-Up 29.50  
 All American 29.50  
 Owl (Conv.) 59.50

**SLOTS**  
 Pace All Star, 10¢ \$29.50  
 Jennings Four Star, 10¢ 79.50  
 Lucky Lucre, '41 Console 89.50

**PHONOGRAPHS**  
 Wurlitzer 616 \$ 89.50  
 Melotone Line-Up, 16-Record 99.50  
 Rock-Ola Standard 179.50  
 Rock-Ola DeLuxe 199.50  
 Wurlitzer Victory 229.50

Brand New MARVEL'S POP-UPS.....\$29.50

Wisconsin's Leading Distributors

**UNITED COIN MACHINE COMPANY**

6304 W. GREENFIELD. SPRING 8446-8447 MILWAUKEE 14, WISC.

## Jukes, Popcorn Venders Draw Heavy Play in Chicago Suburb

ELMHURST, Ill., Aug. 16.—Majority of the 14 taverns in this town of 16,000 population have coin-operated popcorn machines and new or near-new juke boxes. Because of the general high caliber of these locations, operators of both types of equipment have found play is uniformly above the marginal class and warrants late model equipment.

Television in local taverns is unheard of. There are no tele sets in the taverns, according to tavern men questioned, because they "hear that it is no good for business." According to their views, video serves as a distraction rather than a boon to business and to date no installations have been attempted.

Of the two music operators having machines in Elmhurst, Herman Duenisch, of Glen Ellyn, Ill., has the larger number. Operating music routes for the last 10 years, Duenisch is a confirmed believer in maintaining top appearance on his machines, and this is shown by over-all cleanliness of his equipment. His other operations in surrounding towns and highway spots are also kept in a like manner.

A further indication that both location owner and patron are "coin machine conscious" is the almost universal presence of pre-popped popcorn venders in the town's taverns. Operated by Pop Corn Sez of Chicago, headed by Neil Deimling, venders are T & C machines. Firm claims its

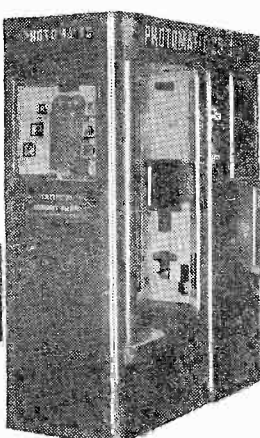
operations, which number 1,800 machines in and near Chicago, include the Elmhurst locations among their more profitable spots.

## Jennings Opens New 'Wigwam' Showroom During Eagle Meet

CHICAGO, Aug. 16.—O. D. Jennings Company here timed the opening of its new display room and lounge to coincide with the national convention of the Fraternal Order of Eagles, which was held in Chicago this week. Official opening of the display room, called "The Wigwam," was Wednesday (13), and a number of delegates to the national convention paid visits to the new room that day.


On hand as hosts for the opening were J. Raymond Bacon, vice-president and general manager; Dave Lovitz, advertising manager; John Neise, sales manager of the Western division, and George Isle, superintendent of maintenance.

The renovated display room and adjoining lounge have new walls of sheet rock paneling, covered with a new kind of plastic wall paper. Ceilings are covered with acoustic board to keep noise in the room down, and the room is lighted with indirect fixtures.



**DID YOU GET THE FACTS ON- PHOTOMATICS?**

If you haven't yet received the facts on the remarkable year in-year out profit-features of Photomatics then send for them—NOW! Discover how these automatic picture-taking machines can build a permanent, dignified, profitable business for you.



©Trade Mark


**INTERNATIONAL MUTOSCOPE CORPORATION**

WM. RABKIN, President 44-01 Eleventh Street Long Island City 1, New York


## ROUTE FOR SALE

We are agents for the sale of one of the most successful routes in this entire territory. This route consists of 33 phonographs, 34 slot machines and 4 consoles, all on location; all parts, typewriters, etc., go with the business. There is absolutely no competition, and there is no possibility of ever being any. The slots have been in continuous operation for 4 years, and good security will be given that they will remain for years. The average weekly income is \$900.00 per week, and this route can be bought for \$40,000.00 cash, which means that this entire route will pay for itself in one year. There is a very legitimate reason for selling, which will be explained to interested parties. This route has to be seen to be appreciated and is the chance of a lifetime for someone who has the funds.

For more important information . . . Write, Wire or Phone



**MODERN DISTRIBUTING COMPANY**  
 1810 Welton St.  
 Denver 2, Colorado  
 Phones Cherry 8385 Tabor 2705



**MEMBER**

**EXCLUSIVE DISTRIBUTORS FOR ROCK-OLA MANUFACTURING CORP.**



SEE YOUR JENNINGS DEALER TODAY FOR THE

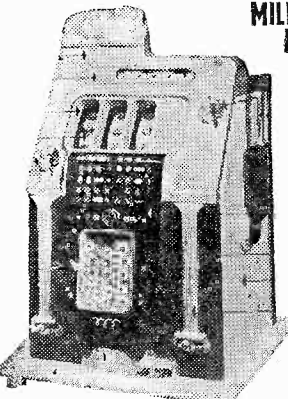
Jennings

## STANDARD CHIEF!

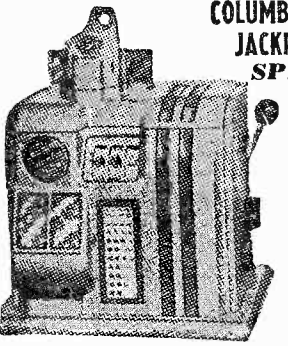
Remember—

FEWER SERVICE CALLS BRINGS MORE IN THE CASH BOX!

O. D. JENNINGS AND CO., CHICAGO 24



**MILLS GOLDEN FALLS BELL**  
 Rebuilt by Abco. Looks like new, works like new. Mechanism completely overhauled. Brand new Golden Falls Cabinet. Automatic Load  
 5¢ .. \$145  
 10¢ .. 155  
 25¢ .. 165  
 Hand Load  
 5¢ .. \$165  
 10¢ .. 175  
 25¢ .. 185



**COLUMBIA DOUBLE JACKPOT BELL SPECIAL**  
 \$85.00 Ea.

Factory reconditioned like new.

Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 3/4" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

1/3 DEPOSIT—BAL. C.O.D.—F.O.B. CHICAGO  
 WRITE FOR FREE 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.

## BANG-A-FITTY BOWLING GAME

STRICTLY 100% LEGAL

Best Money-Maker on the Market Today  
 Northwest Exclusive Distributors  
 10' 8" (Best Size) or 11' 8" at \$450.00  
 1/2 Down Payment, Balance C. O. D.  
 WRITE FOR PRICE ON QUANTITY ORDERS

**MIDWEST COIN MACHINE CORPORATION**  
 773-777 University Ave. St. Paul 4, Minn.

King of Counter Games

## Abco NOVELTY Co.

521 W. RANDOLPH ST. HAYMARKET 9076 CHICAGO 7, ILLINOIS

# Trade Directory

Following tabulation of trade reports received during the week of August 9 and August 16 is made for the convenience of the industry.

## New Machines

Penny Lag (skill game). Gillespie Games Company, 1200 Gaviota Avenue, Long Beach 13, Calif.  
 Auto Newsy (newspaper vender). Auto-Newsy, Inc., 305 Tobin Avenue, Renton, Wash.  
 Click (pinball game). J. H. Keeney & Company, Inc., 2600 West 50th Street, Chicago 32.  
 Marjorie (pinball game). D. Gottlieb & Company, 1140 North Kostner Avenue, Chicago 51.

## Personnel Notices

Alvin J. Gottlieb has been appointed advertising and promotion manager of D. Gottlieb & Company, Chicago.  
 W. C. Bradley passed away recently in Columbus, Ga.  
 Lowell E. Tjaden has been appointed Western sales manager of Chase Candy Company, St. Louis.  
 John T. McClean has been appointed advertising manager of the Vendo Company, Kansas City, Mo.  
 Alex Izzard has been appointed manager of the coin changer department of the Vendo Company, Kansas City, Mo.  
 Mills Industries, Inc., Chicago, has appointed Bert Molohan as district sales manager of Mills' North-Central district.  
 Joseph M. Stella has been promoted to assistant sales manager of the phonograph division of Mills Industries, Inc., Chicago.

## New Firms

Music Menu, Inc., Los Angeles. (Manufacturers of coin-operated radios.)  
 Stange & Sharenow Distributors, Newark. (Distributor of cigar vendors.)

## Purchases

Martin Tobacco Company, Inc., has purchased the Phil Wagner Vending Machines Company, Peekskill, N. Y.

## Distributors Appointed

Pacific Electron Products Corporation, Long Beach, has appointed the following firm as distributor of its electrically coin-operated typewriter: Howard Machine Products Company, Chicago, for the Midwest.  
 Packard Manufacturing Corporation, Indianapolis, has named the following firm as distributor of its combination juke box and bar: Old Hickory Company, Chicago.  
 Daval Products Corporation, Chicago, has appointed the following firms as distributors for its Postmaster stamp vender: Seaboard Corporation, New York, for New York, New Jersey and Connecticut.  
 General Vending Sales Corporation, Baltimore, for Maryland, Delaware

## Esquire Games Firm Terminates Business

CHICAGO, Aug. 16. — Esquire Games Company here, dealer in arcade and general amusement equipment, has terminated its business and vacated headquarters formerly occupied in this city.

and District of Columbia.  
 Scott-Crosse Company, Philadelphia, for Eastern Pennsylvania.  
 Kerner Vendors, Chicago, for Northern Illinois and Michigan.  
 H & L Distributing Company, Atlanta, for Georgia and Alabama.  
 L. A. Specialty Company, Los Angeles, for Southern California.

## Matchless Electric Plugs Special Bulb

CHICAGO, Aug. 16. — Matchless Electric Company here, manufacturer of special lamps for use on various types of coin-operated amusement games and on juke boxes, is currently presenting its "anchored lamps" to operators.  
 Firm's production superintendent, A. Green, said the anchor type bulb is expressly made for use on equipment liable to receive more than a fair share of treatment exposing such items as bulbs to breakage.

## WANTED SPECIAL ENTRIES

New or used. Wire prices immediately. Fine assortment of 5-Balls which we will trade or sell.

## Texas Music Company

5533 Lawndale Houston, Texas  
 Phone: W-66505

# EMPIRE COIN SUPER MARKET'S

28,000 Sq. Ft. Better Display—Super Service!

1012-14 MILWAUKEE AVE

OUR SUPER VALUES!

### NEW PIN GAMES

- DOUBLE BARREL . . . \$145.00
- SHOOTING STARS . . . 149.00
- UNITED MEXICO . . . 295.00
- BALLY BALLY BOO . . . 279.50
- KEENEY CLIOK . . . 295.00
- GOTT. MARJORIE . . . 295.00
- MARVEL LIGHTNING . . . 299.50
- WMS. FLAMINGO . . . 299.50
- EXH. RANGER . . . 279.50
- GENCO HONEY . . . 279.50

### NEW COUNTER GAMES

- POP-UP . . . \$ 37.50
- ABT CHALLENGER . . . 49.50
- FOLDING STAND . . . 11.95
- GOTT. GRIP SCALE . . . 39.50
- GRIP-VUE . . . 49.95
- BASKETBALL, 1¢ . . . 39.50
- WITH STAND . . . 49.50
- KICK. & CATCHER . . . 37.50
- IMP. 1¢ or 5¢ . . . \$ 14.50
- DAVAL OOMPH . . . 49.50
- BEST HAND . . . 49.50
- MEX. BASEBALL . . . 49.50
- SKILL THRILL . . . 49.50
- FREE PLAY . . . 45.50
- HEAVY HITTER . . . 184.50
- WITH STAND . . . 196.50

### NEW CONSOLES

- BALLY TRIPLE B. . . \$895.00
- DE L. DRAW BELL . . . 512.50
- MILLS HI BOY . . . 339.50
- MILLS 3 BELLS . . . 645.00
- JENN. CHALLENGER . . . 595.00
- EVANS BANGTAILS . . . 671.50
- EV. WINTERBOOK . . . 826.00
- EVANS RACES . . . 931.00
- BAKERS PACERS, 25¢, DD . . . 747.50
- GROET. TWIN FALLS . . . 485.00

### NEW SLOTS

JENNINGS LITE-UP CHIEF . . . . .	5¢	10¢	25¢	50¢
JENNINGS STANDARD CHIEF . . . . .	\$324	\$334	\$344	\$454
MILLS BLACK CHERRY . . . . .	269	279	289	399
MILLS GOLDEN FALLS, H.L., 2-5 . . . . .	248	253	258	338
WATLING ROLATOP . . . . .	175	263	268	348
GROETCHEN DE LUXE CLUB COLUMBIA . . . . .	25	200	225	300
GROETCHEN COLUMBIA, JP . . . . .				145.00
MILLS VEST POCKETS . . . . .	\$74.50.	LOTS OF 5 . . . . .		65.00

### ARCADE MACHINES

- WHIZZ & STD. . . . \$ 79.50
- WMS. ALL STARS . . . 385.00
- BOMBSIGHT . . . . 499.50
- ADVANCE ROLL . . . 469.50
- PREMIER BOWL . . . 499.50
- TEN GRAD. 10 1/2 Ft. . . 499.50
- BASKET B. CHAMP . . . 279.50
- POKERINO . . . . . 445.00
- METAL TYPER . . . . 325.00
- AMUSE. TUMBLER . . . 115.00
- ARIST-O-SCALE . . . . 125.00
- MIR-O-SCALE . . . . . 169.50
- WATLING FORTUNE WRITE . . . 169.50
- AMERICAN FORTUNE . . . 169.50
- SCALE . . . . . 395.00
- IDEAL FOOTBALL . . . 395.00

### SLOT SAFES, STANDS, COUNTERS

CHICAGO METAL REVOLVARD SAFES—

- UNIVERSAL, Single, \$79.50; Double . . . \$116.75
- DE LUXE, Single, \$119.50; Double, \$184.25; Triple . . . 262.00
- HEAVY REVOLVARD SAFES—10-GAUGE
- STEEL, Single, \$175.00; Double . . . 225.00
- BOX STANDS . . . \$27.50
- FOLDING STANDS . . . 12.50
- DWINEY-JOHNSON COIN COUNTER . . . 21.50
- ACE COIN COUNTER AND CARRYING CASE . . . 159.50

### VENDORS

- SILVER KING, 1¢ or 5¢ NUT OR BALL GUM . . . \$ 13.95
- SILVER KING HOT NUT VENDOR . . . 29.95
- VICTOR MODEL V, 1¢ GLOBE TYPE . . . 11.75

### RECONDITIONED PIN GAMES

HAVANA . . . \$189.50	GENCO	HI DEFENSE . . . \$54.50
KIPER SCORE . . . 179.50	HI HAT	TEXAS MUST. . . 50.00
SHOW GIRL . . . 179.50	TOPIC	SPOT POOL . . . 50.00
MYSTERY . . . 179.50	VICTORY . . . 50.00	CLOVER . . . 49.50
SMARTY . . . 179.50	FLYING TIGERS . . . 49.50	VELVET . . . 47.50
FIESTA . . . 179.50	PRODUCTION . . . 45.00	SEA HAWK . . . 45.00
SPELLBOUND . . . 169.50	EAGLE SQUAD . . . 45.00	JUNGLE . . . 45.00
BAFFLE CD. . . 169.50	GUN CLUB . . . 45.00	STAR ATTRAC. . . 45.00
DYNAMITE . . . 169.50	BELLE HOP . . . 45.00	ALL AMER. . . 45.00
FAST BALL . . . 157.50	CHAMPS . . . 45.00	BOLAWAY . . . 45.00
SUPERLINER . . . 149.50	SHOW BOAT . . . 45.00	STARS . . . 45.00
STEP UP . . . 139.50	CAPT. KIDD . . . 45.00	VENUS . . . 45.00
MID. RACER . . . 129.50	TOWERS . . . 45.00	MIAMI BEACH . . . 45.00
BIG LEAGUE . . . 124.50	ABC BOWLER . . . 45.00	'41 MAJORS . . . 45.00
CANTEEN . . . 114.50	SEVEN UP . . . 45.00	PARATROOPS . . . 45.00
SURF QUEEN . . . 104.50	BOMBARDIER . . . 45.00	TEN SPOT . . . 45.00
BIG HIT . . . 104.50	STRATOLINER . . . 45.00	PLAY BALL . . . 45.00
SKY CHIEF . . . 79.50	CLICK . . . 39.50	BANDWAGON . . . 39.50
LIBERTY . . . 79.50	DRUM MAJOR . . . 34.50	MARINES . . . 34.50
AIR CIRCUS . . . 69.50	BIG CHIEF . . . 34.50	
BIG PARADE . . . 69.50		
KNOCK OUT . . . 69.50		
KEEP 'EM FLYING . . . 69.50		
TRADE WINDS . . . 69.50		
SOUTH SEAS . . . 69.50		
RIVIERA . . . 69.50		
WAGON . . . 69.50		
WHEELS . . . 69.50		
FLAT TOP . . . 69.50		
SANTA FE . . . 69.50		
OKLAHOMA . . . 69.50		
STREAM LIDER . . . 69.50		
YANK DOODLE . . . 69.50		
5-10-20 . . . 64.50		
MIDWAY (United) . . . 64.50		
KISMET . . . 59.50		
BOSCO . . . 59.50		
YANKS . . . 59.50		
GOES . . . 59.50		

### SLOTS

- 5¢ MILLS BLUE FRONT, ORIG. . . \$ 99.50
- 10¢ MILLS BLUE FRONT . . . 109.50
- 25¢ MILLS BLUE FRONT . . . 119.50
- 5¢ BROWN FRONTS . . . 109.50
- 10¢ BROWN FRONTS . . . 119.50
- 25¢ BROWN FRONTS . . . 129.50
- VEST POCKETS, 1946 Model . . . 59.50
- 5¢ BLACK CHERRY, ORIG., 2-5 . . . 179.50
- 10¢ BLACK CHERRY, NEW, 3-5 . . . 225.00
- 10¢ BLACK CHERRY, NEW REB. . . 149.50
- 5¢ JENN. SILVER CHIEF . . . 99.50
- 5¢ JENN. CLUB CONSOLE CHIEF . . . 109.50
- COLUMBIAS J.P., 1946 Model . . . 99.50
- 5¢ WATL. ROLATOP, \$70.50; 10¢ JENN. LITE-UP CHIEFS, Used 10 Days, 5¢, \$235; 10¢, \$245; 25¢ 255.00

### ONE BALLS

- VICTORY SPECIAL, Auto. Shuf. . . \$345.00
- PIMLICO, F.P. . . 119.50
- CLUB TROPHY, F.P. . . 109.50
- DARK HORSE, F.P. . . 89.50
- PIMLICO . . . 109.50
- 4 D. DERBY, F.P. . . 99.50
- RECORD TIME, F.P. . . 79.50
- LONGACRE, F.P. . . 149.50
- TURF KING, P.O. . . 129.50
- JOCKEY CLUB, P.O. . . 119.50
- 40 MILLS 1-2-3, F.P. . . 89.50
- MILLS OWL, 1 OR 5 BALL, F.P. . . 69.50
- LONGSHOT, P.O. . . 104.50
- KENTUCKY, P.O. . . 109.50
- SPORT KING, P.O. . . 79.50
- FAIRMOUNT, P.O. . . 129.50
- VICTORY DERBY, P.O. . . 184.50

### CONSOLES

- BAKER'S PACERS, D.D., J.P. . . \$395.00
- 5¢ COMB. SUPER BELLS . . . 79.50
- BALLY SUN RAYS, F.P. . . 69.50
- HI HAND, COMB. . . 99.50
- WATLING BIG GAME, 5¢, P.O. . . 69.50
- 5¢ PACE SARATOGA SR., P.O. . . 69.50
- 5¢ PACE REELS, COMB. . . 89.50
- JENN. FAST TIME, P.O. . . 59.50
- BALLY BIG TOP, P.O. or F.P. . . 69.50
- WATLING BIG GAME, F.P. . . 69.50
- MILLS JUMBO, LATE HEAD . . . 69.50
- JENN. SILVER MOON, F.P. . . 69.50
- 5¢ BALLY CLUB BELL . . . 99.50
- 25¢ BALLY CLUB BELL . . . 109.50
- EVANS LUCKY STAR . . . 149.50
- GALLOPING DOMINOS, J.P. . . 149.50
- BANGTAILS, J.P., 2-TONE . . . 159.50
- MILLS RIO . . . 99.50

### ARCADE

- TOTAL ROLL, LIKE NEW . . . \$295.00
- EV. TEN STRIKE, 1947 MODEL . . . WRITE
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- BALLY D. VENDOR . . . 119.50
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- CHICAGO COIN GOALEE, Like New . . . 194.50
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- RAPID FIRE . . . 74.50
- PITCHEM & CATCHEM . . . 50.00
- BALLY SKY BATTLE . . . 99.50
- EXH. HAMMER STRIKER . . . 57.50
- ADVANCE SHOCKER . . . 17.50
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- WMS. ZINGO . . . 89.50
- AMUSEMATIC BOOMERANG . . . 149.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

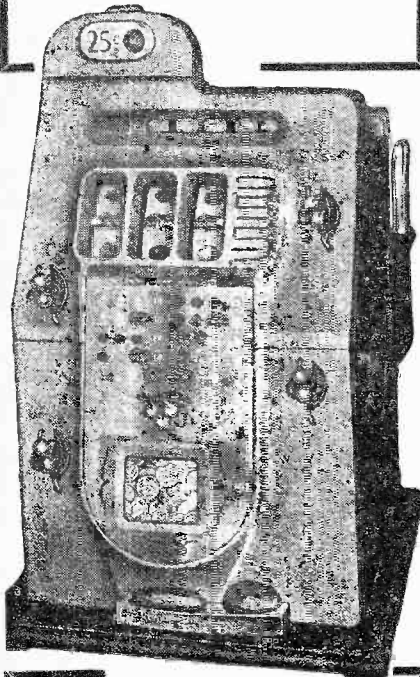
# Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE: HUMBOLT 6288 • CHICAGO 22, ILL.

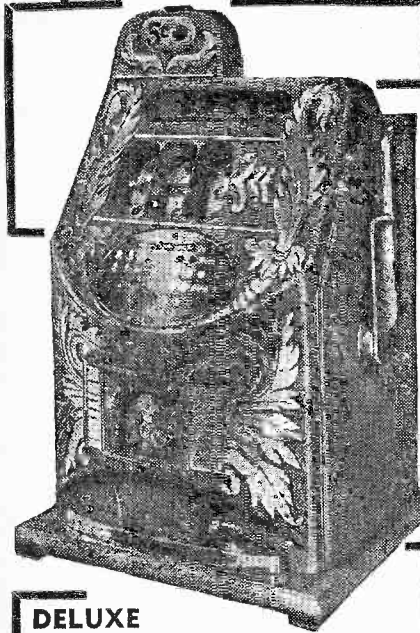
Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770



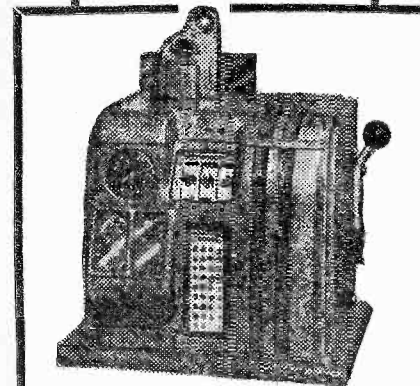
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**MILLS BLACK CHERRY BELL**



**DELUXE EXTRA BELL**



**COLUMBIA TWIN-JAK BELL**  
 BRAND NEW OR REBUILTS  
 ALL MAKES - ALL MODELS  
 SOLD WITH A MONEY-BACK  
 GUARANTEE  
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 NOVELTY COMPANY, INC.  
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**GENCO'S "HONEY"**

**SPEED! ACTION! BEAUTY!  
 IMMEDIATE DELIVERY**

on the greatest Post-War Skill Game to hit the market. Write for prices.

We are distributors for Missouri and parts of Illinois  
**CLEAN OUT SALE ON FOLLOWING FIVE BALL FREE PLAY GAMES RECONDITIONED, RAILS SCRAPED, READY FOR LOCATION**

- |            |                 |             |
|------------|-----------------|-------------|
| Arizona    | Grand Canyon    | Shangri-La  |
| Big Parade | Hi-Hat          | Streamliner |
| Flat Top   | Keep 'Em Flying | Sun Valley  |
| 5-10-20    | Opportunity     | Sky Chief   |

**POST-WAR FIVE BALL FREE PLAY!**

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|---------------------------|--------------------------|
| Big League . . . \$ 99.50 | Step-Up . . . \$129.50   |
| Baffle Card . . . 125.00  | State Fair . . . 135.00  |
| Cyclone . . . 150.00      | Super Score . . . 135.00 |
| Fast Ball . . . 115.00    | Superliner . . . 119.50  |
| Kilroy . . . 159.50       | Suspense . . . 100.00    |
| Midget Races . . . 99.50  | Show Girl . . . 145.00   |
| Miss America . . . 140.00 | Vanities . . . 135.00    |
| Maizie . . . 175.00       | Tornado . . . 150.20     |
| Spellbound . . . 119.50   | Havana . . . 179.50      |
| Surf Queens . . . 75.00   | Rio . . . 179.50         |

Kindly include one-third deposit in cash, cashier's check or money order. State method of shipment preferred.

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**MORRIS NOVELTY CO.**

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**MARKEPP HAS IT—**

<b>GENCO HONEY</b>	<b>CHICAGO COIN PLAY BOY BASKETBALL CHAMP</b>	<b>EXHIBIT RANGER CROSS FIRE</b>
<b>UNITED MEXICO</b>	<b>WILLIAMS TORCHY ALL STAR</b>	<b>ABT NEW CHALLENGER</b>
<b>GOTTLIEB LUCKY STAR MARJORIE</b>	<b>MILLS INDUSTRIES MILLS CONSTELLATION PHONOGRAPH Northern Ohio</b>	<b>BELL-O-MATIC BLACK CHERRY BELL GOLDEN BELL JEWEL BELL</b>
<b>BALLY BALLYHOOD — SPECIAL ENTRY — EUREKA</b>	<b>ALLITE STRIKES 'N' SPARES Ohio only</b>	<b>INTERNAT'L MUTOSCOPE VOICE-O-GRAPH PHOTOMATIC Ohio, W. Va., Ky.</b>

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 WRITE FOR OUR PRICES FIRST  
 ALSO OUR COMPLETE LIST OF USED MACHINES**

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**PRICES SLASHED 20% EACH MONTH**

We have cut the price on these machines 20% each month for the past four months, and will continue to cut 20% off each month until the machines are sold.  
**TERMS: 1/3 deposit, balance C.O.D. or SIGHT DRAFT, F.O.B. Salt Lake City.**  
 Cash in full on orders outside United States.  
 When possible state second choice when ordering.

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1 Bally Rainbow Pencil Vendor . . . \$21.00	1 Exhibit Rotary Merchandiser . . . \$118.00
1 Bally Torpedo . . . 29.00	1 Seeburg Shoot the Chutes . . . 36.00
7 Muto, 5¢ Card Vendors, '44 . . . 17.00	2 Air Raider, Keeney . . . 28.00
1 Muto, X-Ray Poker . . . 14.00	1 Keeney Submarine, '42 . . . 28.00
2 Muto, Skyfighters . . . 59.00	1 Runyon Super Triangle, "New" . . . 195.00
1 Muto, Love Pilot . . . 54.00	2 1¢ Peeks . . . 14.00
2 Astrograph 10¢ Vendors . . . 23.00	4 Quaken Bush Dart Guns . . . 5.00
2 Mills Quarto Scope Peek . . . 23.00	1 Smile-a-Minute Photo Studio . . . 96.00
2 Evans Tommy Guns . . . 37.00	1 Muto, Photomatic . . . 475.00
<b>ONE BALL PIN GAMES</b>	
1 Bally Victory Derby . . . \$189.00	1 Jockey Club, Bally, P.O. . . . \$88.00
1 Bally Santa Anita . . . 36.00	1 Bally Race King . . . 29.00
2 Bally Sports, Special, F.P. . . . 23.00	1 Derby Day . . . 9.00
3 Bally Blue Grass . . . 19.00	1 Western Center Smash . . . 9.00
2 Record Time, F.P. . . . 23.00	2 Mills Spinning Reels . . . 9.00
<b>CONSOLES</b>	
2 Mills 5¢ Four Bell, Late Head . . . \$155.00	11 Mills 5¢ Jumbo Parade, Late Head . . . \$31.00
1 Mills 5¢ Four Bell, Original Head . . . 96.00	2 Pace Saratogas . . . 11.00
<b>SLOTS</b>	
1 5¢ Mills Golden Falls . . . \$225.00	1 10¢ Original Chrome . . . \$125.00
1 10¢ Mills Golden Falls . . . 230.00	1 25¢ Original Chrome . . . 145.00
1 25¢ Mills Golden Falls . . . 235.00	1 10¢ Mills Cherry Bell . . . 71.00
1 5¢ Mills Black Cherry Original . . . 175.00	1 5¢ Mills Cherry Bell . . . 69.00
1 50¢ Pace Deluxe Chrome Bell, '46 . . . 227.00	1 5¢ Mills Blue Front . . . 63.00
1 5¢ Pace Deluxe Chrome Bell, '48 . . . 99.00	1 10¢ Mills Roman Head . . . 38.00
1 25¢ Pace Deluxe Chrome Bell, '46 . . . 112.00	1 50¢ Jennings Gooseneck . . . 39.00
2 1¢ Pace Bantams (S.J.P.) . . . 7.00	1 10¢ Jennings Silver Super Chief . . . 71.00
2 5¢ Original Chrome . . . 95.00	
<b>MISCELLANEOUS</b>	
1 Keep 'Em Flying . . . \$52.00	1 Brandt Electric Coin Counter . . . \$224.00
1 5¢ Bally Reliance . . . 14.00	1 8800 Seeburg Hi Tone, Late . . . 217.00
5¢ Daval Free Play . . . 15.00	1 Rock-Ola 20 Hidden Unit . . . 155.00
1¢ Daval Best Hand, "New" . . . 29.00	1 Meter-Matic Coin Radio, "New" . . . 23.00
1 Mills Candy Vendor, "New" . . . 24.00	1 Columbia Coin Radio, "New" . . . 23.00

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**IMMEDIATE DELIVERY**

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**FIVE BALL GAMES**

- Exhibit's RANGER
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Write, Call or Wire for Prices

**GUARANTEED USED GAMES**

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| Streamliner \$39.50    | Carnival . . . \$120.00 |
| WagonWheels 39.50      | Spellbound . . . 120.00 |
| Big Hit . . . 70.00    | Step Up . . . 120.00    |
| DbL Barrel 70.00       | State Fair . . . 135.00 |
| Big League . . . 75.00 | Fiesta . . . 135.00     |
| Sea Breeze . . . 92.50 | Rocket . . . 165.00     |
| Fast Ball . . . 92.50  | Lightning . . . 175.00  |

3 PHOTOMATICS, Inside Lights—  
 SPECIAL—No Crating, Ea. . . \$250.00

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*We are now delivering*

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Terms: 1/2 Certified  
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**ABT Challenger**

1948 plastic front model, new as tomorrow!

\$65.00

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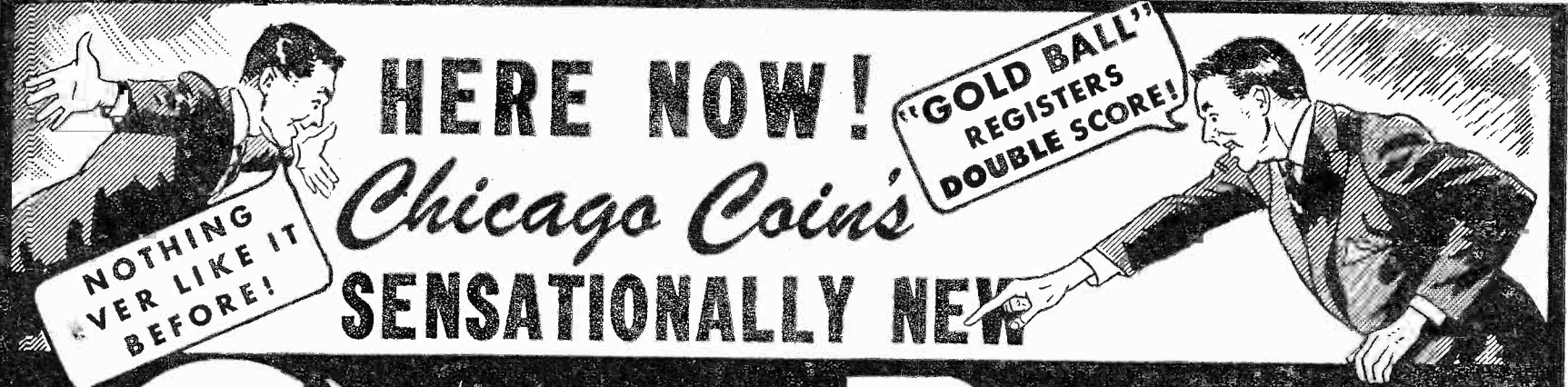
ABT Challenger, reconditioned factory perfect, \$35.00 delivered. Everyone likes to shoot and the "Challenger" is a sure-shot" for you.

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5 VICTORY SPECIALS . . . . . \$245 Each  
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SENSATIONALLY NEW

# GOLD BALL

FOUR "SILVER BALLS" AND ONE "GOLD BALL"  
THE "SILVER BALLS" REGISTER FROM 10,000 TO 50,000  
BY A NEW PATENTED MAGNETIC FEATURE THE  
"GOLD BALL" AUTOMATICALLY REGISTERS DOUBLE SCORE

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Write Today for  
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AIR CIRCUS	39.50	KEEP 'EM FLYING	79.50
ALL AMERICAN	39.50	KISMET	69.50
AMERICAN	39.50	KNOCKOUT	75.00
BEAUTIES	69.50	KNOCKOUT THE JAPS	75.00
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BIG HIT (Regular)	149.50	MONICKER	69.50
BIG PARADE	79.50	PAN AMERICAN	49.50
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CATALINA	39.50	SLUGGER	49.50
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DIXIE	39.50	SPOT POOL	49.50
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EAGLE SQUADRON	69.50	STREAMLINER	89.50
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FLAT TOP	89.50	SURF QUEEN	125.00
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HOLLYWOOD	89.50	TEXAS MUSTANG	49.50
HOME RUN, '42	69.50	TOPIC	49.50
HOROSCOPE	49.50	VENUS	69.50
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New Revolveround  
Safes & Box Stands  
Single, Double, Triple  
WRITE, WIRE, PHONE  
For Special Prices

Genco's  
HONEY

Sweet  
Profits!



FRANKEL  
Has 'Em!

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TOTAL ROLL	\$275.00	LITE LEAGUE	\$250.00	AMUSEMATIC JACK	
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SKY FIGHTER	149.50	VOICE RECORDER	119.50	BALL, 1 1/2 (New)	74.50
AIR RAIDER	119.50	9 FT. SKEE ROLLS	109.50	10 1/2 FT. SUPER	
TOMMY GUN (Late)	109.50	GROETCHEN		SKEE ROLLS	WRITE
WINDJAMMER	89.50	TYPERS	295.00	10 1/2 FT. PREMIER	
PANORAMS	275.00	SCIENTIFIC BASE-		SKEE ROLLS	WRITE
RAPID FIRES	119.50	BALL	99.50	12 1/2 FT. PREMIER	
CHICKEN GAMS	82.50	14 FT. WURL. SKEE		SKEE ROLLS	WRITE
UNDERSEA		ROLL, A-1	269.50	14 FT. WURL. SKEE	
RAIDER	250.00	ROLL, Week Score	295.00	ROLL, Week Score	295.00
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WRITE FOR COMPLETE LIST

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25 1/2 BOBTAILS, F.P.	129.50	JUMBO PARADES, A-1, F.P.	79.50
5 1/2 BOBTAILS, F.P.	79.50	KENTUCKY CLUBS, A-1, C.P.	89.50
5 1/2 BIG GAMES, F.P.	69.50	KEENEY'S 2-WAY 5-25¢ SUPER	
25 1/2 PACES REELS, C.P.	149.50	BONUS BELLS	WRITE
MILLS 4 BELLS, A-1	295.00	KEENEY'S 3-WAY SUPER,	
MILLS 4 BELLS, LATE HEADS	395.00	5-10-25¢	WRITE

<b>SLOTS</b> WRITE WIRE PHONE For Special Low Prices on New and Used Slots.	<b>NEW PIN BALLS</b> WRITE WIRE PHONE Low Prices on New Pin Balls. CALL US FIRST. ONE-HALF CERTIFIED DEPOSIT WITH ORDERS.	<b>MUSIC</b> WRITE WIRE PHONE For Prices on New and Used Phonographs.	<b>NEW CONSOLES</b> DeLuxe Draw Bells Triple Bells Evans Racers Super Bonus Bells Mills 3 Bells
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PRICES ON LONDON EQUIPMENT SHAVED TO THE BONE! IN SUPPORT OF OUR NATIONAL ECONOMY, WE WILL CONTINUE WITH CONSISTENTLY LOWER PRICES—ALWAYS HIGHEST QUALITY AND SERVICE!

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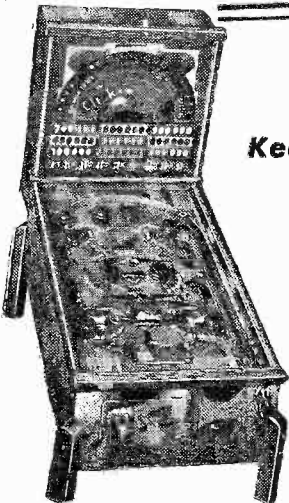
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Wurlitzer 616A, Completely Reconditioned	89.50
Rock-Ola Imperial, Excellent Shape	89.50
Rock-Ola Super, Like New	225.00
Rock-Ola Windsor, Excellent Condition	124.50
Rock-Ola Monarch, Like New	124.50
Rock-Ola Standard, Perfect	174.50
Seeburg Regals or Crowns, Completely Reconditioned	149.50
Seeburg Casino or Plaza, Completely Reconditioned	149.50
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8800 or 9800 E.S., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth	300.00
8800 or 9800 R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth	310.00
8200, R.C., mechanically perfect and Cabinet refinished in Marble-Glo, with new grille cloth	335.00
8800 or 9800, R.C., Completely Reconditioned	235.00
8200, R.C., Completely Reconditioned	250.00

**AIREON—Used, Like New** ..... **\$325.00**  
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ORDER TODAY!

## Keeney's CLICK

- Amazing Ball Roving and Bumper Action!
- TOP HIGH SCORE: 930,000!
- KICK-OUT HOLES SCORE AGAIN AND AGAIN!

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AIRPORT	29.50	HI-DIVE	39.50	SUSPENSE	124.50
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WILLIAMS TORNADO, Like New	\$179.50	Genco Step-Up, Like New		\$139.50	

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Champion Hockey	39.50	Mills Owl	15.00
Keeney Submarine, A-1 Cond.	79.50	25 Watt Bulbs, Case of 120	9.00
Bally Rapid Fire, Refinished and Reconditioned	94.50	Chicken Sams With Conv., Perfect	89.50
Batting Practice, Excellent Shape	79.50	Bank Roll, 7 Ft., A-1 Condition	100.00
Supreme Skee Roll, 9 1/2", Like New	125.00	Bank Roll, 9 1/2 Ft., A-1 Condition	125.00
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Terms: 1/3 Deposit, Balance C. O. D.

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FORMERLY MILWAUKEE COIN MACHINE CO.



**S. L. London Music Co., Inc.**  
3130 WEST LISBON AVENUE MILWAUKEE 8 WISCONSIN

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THIS AD — TO SAVE MONEY ON GUARANTEED USED OR NEW EQUIPMENT

### 50% OFF LIST PRICE! BRAND NEW 1946 PACE DELUXE CHROME BELLS

LIST PRICE	OUR PRICE
5c PLAY \$290	\$145
10c PLAY \$310	\$155
25c PLAY \$330	\$165

50% OFF PRICE LIST!

JOCKEY CLUB  
TURF KING ..... **\$59.50**

SPORT KING  
LONG SHOT ..... **\$49.50**

RECONDITIONED, LIKE NEW

### VICTORY DERBY

IN LOTS OF  
5 OR MORE

## \$144.50

Single Unit Price ..... \$149.50

GOALEES Brand New **\$259.50**  
Used, Reconditioned, Perfect. \$169.50

TWO 1946  
EVANS BANGTAILS  
Used one week, \$379.50 Ea.

6000 CURRENT COSMO RECORDS, BRAND NEW, IN ORIGINAL JACKETS, 10c EA.

SEEBURG RAY GUNS,  
Converted, Refinished  
CHI COIN OVERHAULED  
HOCKEY **\$79.50**

MUTOSCOPE SKY  
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DAVAL FREE PLAY COUNTER GAME, BRAND NEW ..... \$29.50

NEW—  
PHOTOMATIC  
WRITE FOR PRICE

NEW—  
VOICE-O-GRAPH  
WRITE FOR PRICE

KEENEY BONUS SUPER BELLS ..... WRITE  
Single, 5c; Two Way, 5c-25c; Three Way, 5c-10c-25c.

1/3 deposit must accompany all orders, Balance C. O. D.



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Wurlitzer 600, Keyboard	Seeburg 20-Sel. Wall-o-Matic, Remote
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Wurlitzer 42/24 Victory	Seeburg 20 Sel. Wall-o-Matic, R. C., 5-10-25c
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Wurlitzer 750, E & M	Packard Boxes, Like New (Used)
Wurlitzer 950	Wurlitzer #320 Sweet Music Box
Wurlitzer 850	Wurlitzer #125 5-10-25c Boxes
SEEBURG	PARTS
Seeburg Hi-Tone 8200 Victory	Wurlitzer #145, Red Stepper
Seeburg Casino, ESRC, Remote	Buckley Adapter
Seeburg Gem	Wurlitzer #130, Adapter
Seeburg Regal	Wurlitzer #300, Adapter
Seeburg Vogue	Seeburg Adapter for Wurlitzer 24
Seeburg Classic	Buckley Bracket for Bar Boxes
Seeburg Envoy, ESRC	Seeburg Brackets for Bar Boxes
Seeburg Cadet, ESRC	Seeburg Play Box Console for R. C.
Seeburg Hi-Tone 8800, ES	Packard Brackets for Bar Boxes
Seeburg Hi-Tone 8800, ESRC	Packard Boxes, New
ROCK-OLA	Peanut or Gum Machine
Rock-Ola Imperial, Lite-Up, 20 Record	Silver King, Used, Clean, Each
Rock-Ola Windsor or Monarch	
Rock-Ola Standard	
Rock-Ola De Luxe	
Rock-Ola Master	
MILLS	SINGING GOLD
Mills Throne	FOR GRILLE FRONT SHEET 20x50
Mills Empress	\$2.75 EA.
GOLD GRILLE CLOTH	
40" wide, (Same as used by phono. mfrs.) Per Yard, less than 10 yards, \$4.00; 10 yards, \$3.75; 25 yards, \$3.50; 50 yards or more, per yard, \$3.00	

Send 1/3 Deposit, Balance C. O. D.

**HUB DISTRIBUTING CO.**  
632 Tenth Ave., cor. 45th St.  
New York 19, N. Y. Circle 6-9570

# MAYFLOWER'S CLOSEOUT SALE

## MUST MOVE FOR SPACE

MILLS 3 BELLS .....	\$250.00
MILLS 4 BELLS, LOW HEAD .....	\$ 75.00
MILLS 4 BELLS, HIGH HEAD .....	\$100.00
KEENEY 4 WAY SUPER BELL .....	\$125.00
KEENEY 2 WAY SUPER BELL .....	\$100.00
MILLS JUMBO PARADE BLUE HEAD .....	\$ 35.00
1946 EVANS DOMINOES, J. P. ....	\$300.00
BALLY DRAW BELLS .....	\$250.00
JEN. FAST TIME .....	\$ 35.00
JEN. BOB TAIL, P. O. ....	\$ 45.00
JEN. TOTALIZER .....	\$ 50.00
PACE REELS WITH RAILS .....	\$ 35.00

### ONE BALLS

100 VICTORY DERBYS .....	\$125.00
40 JOCKEY CLUB .....	\$ 45.00
30 TURF KING .....	\$ 45.00
20 KENTUCKY—LONG SHOT .....	\$ 40.00
10 WAR ADMIRAL .....	\$ 25.00

ALL MACHINES THOROUGHLY RECONDITIONED,  
READY FOR LOCATION

TERMS— $\frac{1}{3}$  Deposit With Order, Bill S. D. or C. O. D.

Write—Phone—Wire

**MAYFLOWER DISTRIBUTING CO.**

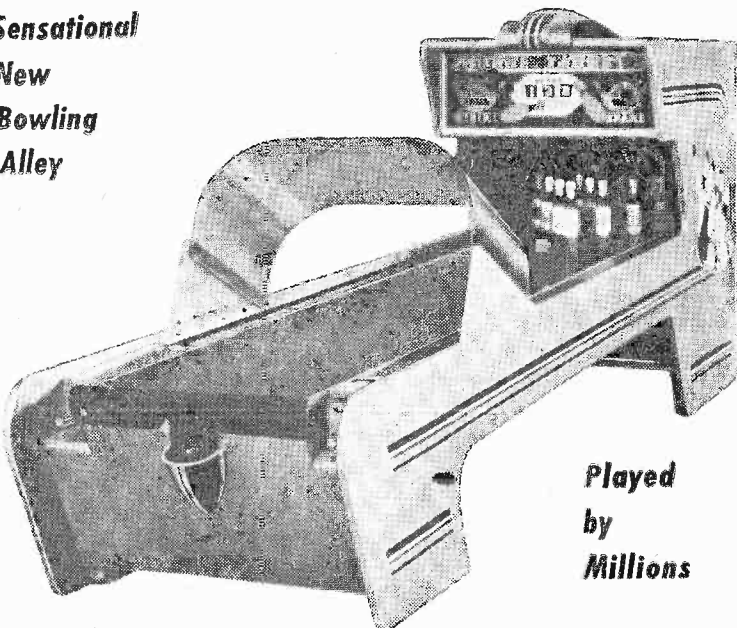
2218 UNIVERSITY AVE.

ST. PAUL 4, MINN.

## Lazar Brings You "Acres of Dimes"

# STRIKES 'N' SPARES

Sensational  
New  
Bowling  
Alley



Played  
by  
Millions

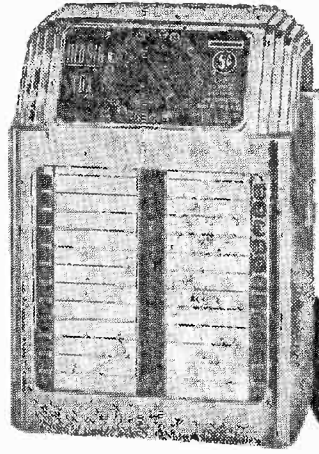
Sensational new game, an exact scaled-down bowling alley. 14 feet long, 33 inches wide, dismantles into 2 sections. Colorful electrical scoreboard shows frame being played and total score which is added automatically as game progresses. Average play of 20c per game. A "strike" for players, a "gold mine" for operators!

**B. D. Lazar Co.**

1335 FIFTH AVE. • PITTSBURGH • GRANT 7818

# Buckley BUILDS THE Best

## THE NEW Music Box



\$25<sup>00</sup>

Buckley gave Music Operators the FIRST practical and profitable music box at the LOWEST PRICE. Today Buckley leads the field by offering a NEW music box of advanced design and perfection at a NEW LOW PRICE.

Quality of material and workmanship have not been sacrificed. This sensational low price is the result of economies realized in large quantity production.

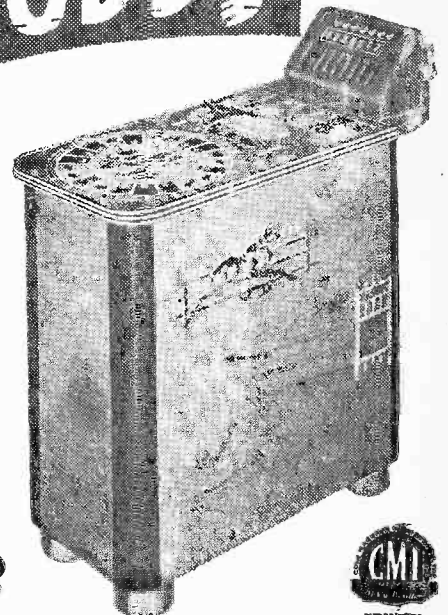
The new Buckley Music Box is genuinely chrome plated, with beautiful red dial plates and attractively illuminated. Equipped with positive nationally known slug rejector and double capacity cash box. Complete program of selections always in full view. Buckley's exclusive features or construction, combined with outstanding beauty and eye appeal makes this the outstanding remote control music box... equally popular for wall or bar installation.

## TRACK ODDS

BUCKLEY TRACK ODDS has long been recognized as the only seven-coin race horse console that would stand up month after

month—year after year—and out-earn all other coin machines.

Buckley operators know this to be a fact. Experience has proved that no other machine can even come in a close second from the standpoint of earnings. Every day new operators are finding out that the new BUCKLEY TRACK ODDS are even more profitable to operate than they hoped for.



\$1250<sup>00</sup>



## NEW CABINET ASSEMBLIES

FOR MILLS ESCALATOR BELLS  
HAMMERLOID OR WRINKLE

YOUR CHOICE OF:

Cherry or Diamond Ornaments, Maroon, Copper, Gold, Green, Aluminum Gray, Chocolate, Surf Blue.

- Complete new precision-built light wood Cabinets expertly finished with perfect fit new aluminum castings.
- Club Handle and Handle Collar chrome plated.
- Heavy brass chrome plated etched Reward Plates, 2/5 or 3/5.
- 5¢-10¢-25¢ chrome Denominator Coin Intake.
- Payout Cups with anti-spoon Cup.
- Drillproof Plates.

\$50<sup>00</sup>



**Buckley Manufacturing Co.**

4223 WEST LAKE STREET • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533



## BARGAIN CLOSEOUTS

Sensationally low prices for machines that are thoroughly remodeled and re-conditioned. Not just cleaned but re-means chassis completely overhauled, cabinet resprayed, amplifier thoroughly checked and every part perfect. Looks and works like new.

<b>SEEBURG</b>	\$210.00
Hi-Tone, E.S.	
<b>WURLITZER</b>	\$165.00
500	100.00
24/42 Victory	100.00
600/42 Victory Key	75.00
616	
<b>ROCK-OLA</b>	\$100.00
Commandos	150.00
De Luxe	150.00
Standard	
<b>MILLS</b>	\$100.00
Throne	
<b>WALL BOXES</b>	\$ 17.50
	25.00
	25.00
<b>GAMES</b>	\$ 39.95
WS2Z	39.95
WS10Z	39.95
WS5Z, Baromatic	25.00

Skill Thrill  
Daval's Best Hand  
Daval's Mexican Baseball  
Gottlieb's Grip Scale

1/3 Dep., Bal. C. O. D.

## Atlantic Seaboard

**TRIPLE TEST TAG**

Good Appearance?

Mechanically Perfect!

Properly packed for shipment anywhere in the world!

**IF THIS MACHINE DOES NOT MEET EVERY CLAIM WE MAKE RETURN IT AND WE WILL PAY FREIGHT BOTH WAYS!**

**THE ATLANTIC AND SEABOARD TRIPLE TEST GUARANTEE THE STRONGEST GUARANTEE EVER MADE**

Our Export Department is completely equipped to convert all reconditioned phonographs according to voltages, currents and coins for any country. Write for our Export Catalogue and Price List.

## ATLANTIC

(MUSIC DIVISION)

ATLANTIC N. Y. CORP.: 540-550 W. 58th St., N.Y.C. CO 5-4585

ATLANTIC N. J. CORP.: 27-29 Austin St., Newark... BI 8-4105

ATLANTIC CONN. CORP.: 1625 Main St., Hartford... HA 2-6141

Exclusive Seeburg Distributors

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(GAMES & VENDING DIVISION)

SEABOARD N. Y. CORP.: 540-550 W. 58th St., N.Y.C. CO 5-4585

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# EXHIBIT'S Big LINE

## AMUSEMENT MACHINES SUPPLIES and CARDS

*Write Us To-Day* for complete illustrated literature showing the entire line of modern money makers now ready to produce for you.

**EXHIBIT SUPPLY CO.** 4222-30 W. LAKE ST. CHICAGO 24, ILL. (ESTABLISHED 1901)

SEE THE **Blonde Bombshell**

**Atomic**  
A NEW THRILL! A NEW IDEA!  
A NEW Aireon SENSATION!  
A REAL GOLD DIGGER  
Magnetic earning power!

**Boyzee!**  
Trim! - Tan!  
Terrific!

AT YOUR **Aireon** DISTRIBUTOR

**HASTINGS DISTRIBUTING COMPANY**  
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### USED EQUIPMENT—RED HOT PRICES

WURLITZER 500 & 600 VICTORY MODELS.....	\$ 85.00
WURLITZER 81 .....	97.50
WURLITZER 71 .....	97.50
ROCK-OLA COMMANDER .....	97.50
SEEBURG 8800 .....	125.00
SEEBURG 8200 .....	125.00

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

**BEASLEY AMUSEMENT CO.**  
5200 CENTENNIAL BLVD, Tel.: 8-4410 NASHVILLE, TENN.



# Strike Phenomenal Earning Power with

## STRIKES 'N' SPARES

THOUSANDS OF LOCATIONS IN YOUR TERRITORY WAITING FOR THE MOST OUTSTANDING AMUSEMENT GAME EVER MANUFACTURED. LINE UP YOUR SPOTS NOW SO YOU WILL BE READY WHEN YOUR DISTRIBUTOR CAN SUPPLY YOU.

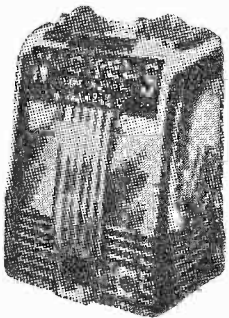


# ALLITE MFG. COMPANY

MAIN OFFICE AND FACTORY — 5732 DUARTE STREET, LOS ANGELES 11, CALIF.



### Coin-a-matic presents the Coin-o-matic Coin Changer



\$99.50

Holds \$50.00 in nickels. Increases play on coin-op'd machines 30%. Also ideal for service placement in stores on rental basis. Investigate this today.

#### NEW GAMES RANGER • LIGHTNING • MEXICO BALLYHOO • PLAYBOY

SLOT PARTS We have all Mills Slot and Jumbo Parts.

#### SLOTS

25¢ Gold Chrome, 1 Cherry Pay .... \$100.00	10¢ Blue Front .... \$ 90.00
5¢ Mills Silver Chrome, Hand Load .... 130.00	25¢ Blue Front .... 105.00
10¢ Orig. Chrome .. 140.00	5¢ Silver Chrome .. 115.00
10¢ Bonus Bell .... 135.00	10¢ Gold Chrome .. 125.00
5¢ Brown Front ... 90.00	5¢ Silver Chrome, hand load ..... 125.00
10¢ Brown Front ... 100.00	Chicago Metal Double and Triple Revolv-A-Round Safe Stands.
25¢ Brown Front ... 110.00	TERMS: 1/3 Deposit, Balance C. O. D.
5¢ Blue Front ..... 80.00	
5¢ Jennings Cigarola 60.00	

### COIN-A-MATIC DISTRIBUTORS

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### ALL THE LATEST BRAND NEW FACTORY RELEASES IMMEDIATE SHIPMENT — NO DELAYS!!

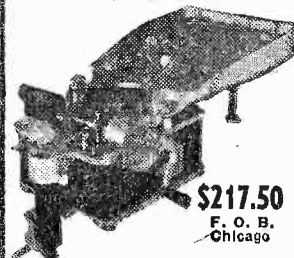
#### 5 BALLS

RANGER  
HONEY  
PLAYBOY  
MARJORIE  
BALLYHOO  
TORCHY  
MEXICO

Our Reconditioned Machines Are Up To A Standard, Not Down To A Price.

Distributors, Send for Full Particulars.

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\$217.50  
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ENTRY  
SPECIAL ENTRY  
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VICTORY DERBIES  
VICTORY SPECIALS  
Wire, Phone or Write for SPECIAL PRICES!

OUR COINSORTER AND COIN COUNTER ARE BOTH UNCONDITIONALLY GUARANTEED FOR 1 YEAR. Free Circulars Upon Request

WELL KNOWN, PRACTICAL GLOBE COIN SORTER, \$290.00

BARGAINS! 5 BALLS BARGAINS!

Largest Selection Offered Anywhere!

WRITE! WIRE! PHONE!

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CHARLES (JIMMY) JOHNSON—VINCE MURPHY



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### WE ARE NOW DELIVERING

GOTTLIEB MARJORIE  
EXHIBIT MAM'SELLE

GOTTLIEB LUCKY STAR  
KEENEY CAROUSEL

GOTTLIEB DAILY RACES (1 BALL FREE PLAY)

WRITE FOR PRICES

OUR COMPLETE PRICE LIST WILL BE MAILED ON REQUEST.



MEMBER

### LOOK! ALL-PURPOSE RUBBER SERVICE KIT . . . ONLY \$7.50 EACH

The "All Purpose Rubber Service Kit" consists of the following:

24 Small Live Rubber Rings	12 T-Shaped Rebound Rubbers	4 2" Live Bumper Rings
24 Medium Live Rubber Rings	12 Beveled Hole Plunger Tips	4 3" Live Bumper Rings
24 Large Live Rubber Rings	12 Small Hole Plunger Tips	2 Attachment Caps or Male Plugs
12 Thumb Guards for Coin Chutes	12 Large Hole Plunger Tips	1 10 Ft. Electric Cord With Attachment Cap
12 Straight Hole Rebound Rubbers		1 6 Ft. of Live Side Rubber Railing

SEND FOR OUR LATEST COIN MACHINE PARTS LIST

## COIN MACHINE SERVICE CO.

PARTS FOR EVERY OPERATOR'S NEED

1547 N. FAIRFIELD AVE. All Phones HUMBOLDT 3476 CHICAGO 2



### OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS 3, MO.  
Phone: Franklin 1620





# COVEN'S COIN CORNER

## Here's a Message Worth Reading!

We advertise for sale ONLY equipment that we have in STOCK ready for shipment! When we quote sales or special prices you can feel assured that our prices are beyond comparison. See for yourself by checking our prices against ANY other prices in ANY publication or listing, ANYTIME—ANYWHERE! If some of our prices appear to be higher, you'll find the condition of our equipment to be far superior to others at so-called lower prices. You are always welcome at COVEN COIN CORNER—where you will feel at home.

**ARREST CANCER—  
IT'S WANTED FOR MURDER  
JOIN THE POSSE—CONTRIBUTE TODAY**

### USED CONSOLES

25¢ Baker Pacers, J.P., D.D.	\$195.00
5¢ Big Game, F.P.	54.50
5¢ Bobtails, F.P.	59.50
5¢ Exhibit Races, P.O.	49.50
5¢ Fast Time, P.O.	69.50
25¢ Fast Time, P.O.	89.50
Mills 4 Bells, L.H., P.O.	149.50
42 5¢ Galloping Dominoes, P.O.	139.50
5¢ Harvest Moon, P.O.	69.50
5¢ Jumbo Parade, C.P.O., L.H.	69.50
25¢ Jumbo Parade, C.P.O., L.H.	89.50
5-25 Keeney Two Way Super Bell, P.O.	99.50
Mills Three Bells	199.50
5¢ Draw Bell, Perfect, Like New	289.50
25¢ Draw Bell, Perfect, Like New	299.50

### USED ARCADE

ABT Challenger	\$ 37.50
Bally Rapid Fire	89.50
Goatee Chiclon, Like New	59.50
Whizz, Like New	39.50
Chloken Sam, Like New, Very Clean	89.50
Rifle Range-Chicken Sam Conv.	89.50
Bomber Ball-Skee Ball	124.50
Champion Hockey	39.00
Sky Fighter	99.50
Periscope	99.50
Batting Practice	79.50
Air Raider-Tokyo Conv.	79.50
Volc-o-Graph, New	Write
Lite League, Excellent Condition	79.50

### USED 1 BALLS

Victory Derby	\$189.50
Blue Grass	59.50
Grand National	29.50
Kentucky	39.50
Record Time	39.50
Santa Anita	59.50
Sport Event	49.50
Sport Special	59.50

### USED SLOTS

Orig. Black Cherry, 10¢ Special, Like New	\$155.00
Rebuilt Orig. Chrome Front, 1 set 5¢, 10¢, 25¢	425.00
Blue Front, Etc	69.50
Folding Stands	3.85

### NEW GAMES

BALLY EUREKA	\$489.50
BALLY TRIPLE BELL	895.00
BALLY DE LUXE DRAW BELL	512.00
BALLY HI BOY	339.00

### NEW FIVE BALLS

BALLYHOO	\$279.50
RANGER	299.50
MEXICO	299.50
CAROUSEL	Write
HONEY	279.50
MARJORIE	294.00

WIRE,  
PHONE,  
WRITE

FOR  
YOUR  
Bally  
EQUIPMENT  
See

EXCLUSIVE BALLY DISTRIBUTOR IN INDIANA, WISCONSIN, NORTHERN ILLINOIS.

**COVEN distributing Co.**

318 E. ELSTON AVE. CHICAGO, ILL.

Phone INDEPENDENCE 2210

### NEW MACHINES SPECIALS!

HAVANA	\$200.00
PLAY BOY	WRITE
LUCKY STAR	WRITE
ROCKET	200.00
5-25 KEENEY SUPER BONUS	850.00

### USED 5 BALLS

Action (Exhibit)	\$ 39.50
Air Force	39.50
Baseball (Marvel)	39.50
Bola-Way	39.50
Captain Kidd	39.50
Double Barrel	50.00
Four Aces	39.50
Genco Whizz	39.50
Keep 'Em Flying	39.50
Landslide	24.50
Major League of '41	34.50
Midget Races	99.50
Midway	39.50
Opportunity	49.50
Rocket	199.50
Sea Hawk, Gottlieb	39.50
Show Boat	34.50
Sky Blazer	39.50
Superliner	144.50
Surf Queens	99.50
Ten Spot	39.50
Trade Winds	44.50
Victory	39.50

### STOP - - LOOK - - READ PARTS SPECIALS!

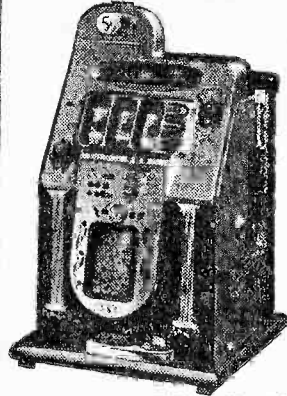
Small White Live Rubber Rings, Per 100	\$ 3.00
Per 1,000	27.00
Medium White Live Rubber Rings, Per 100	4.00
Per 1,000	35.00
Large White Rubber Rings, Per 100	4.50
Per 1,000	40.00
Extra Large White Rubber Rings, Per 100	5.00
Per 1,000	45.00
Arch Roll Rubber, Per ft.	.05
Per 100 ft.	4.50
Playfield Glass, 21x42, Single Sheet	2.60
Case of nine (9)	20.25
Playfield Glass, 21x43, Single Sheet	2.90
Case of eight (8)	20.80
#50 Lamps, Each	.10
Per 100	3.00
7-Watt 155 Volt Candelabra Lamps, Per 100	16.00
Ball Shooter Springs, heavy or light, Per 100	3.00
Plastic Ball Lift Covers for Bally Games, Each	.20
WHILE THEY LAST!	
\$12.50 Service Kit and 50 Assorted Rubber Rings with 20 ft. Rubber Roll	\$ 10.00
Large Yellow Live Rubber Rings, Per 100	2.50
Medium Yellow Live Rubber Rings, Per 100	2.15

1/3 Deposit With Order, Balance C. O. D.

OPERATORS IN OUR TERRITORY! Let us help you expand with our most liberal Finance Plan. Come in and discuss it with us.

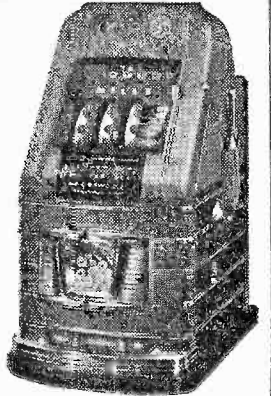


## MILLS LATEST MACHINES



### GOLDEN FALLS

You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.



### JEWEL BELL

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play.

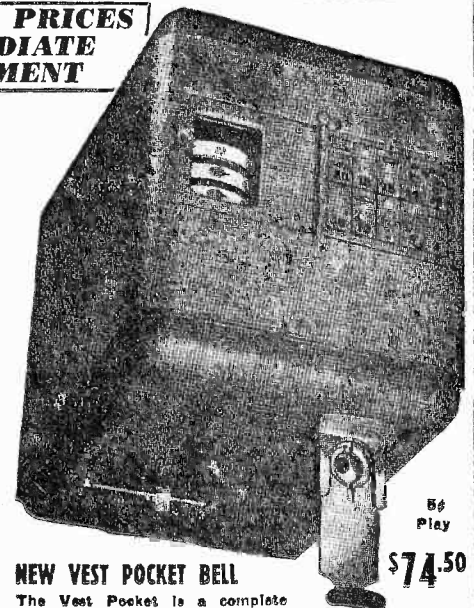
**WRITE FOR PRICES IMMEDIATE SHIPMENT**



### BLACK CHERRY BELL

This wonderful new Bell is now ready for delivery in 5¢, 10¢, 25¢ and 50¢ Play. This machine actually glows and sparkles with brilliant dashes of Silver, Black, Red and Green.

New Back Stands, Single, Double and Triple Safes



### NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3.5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.

**SICKING, INC.**

Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

## DON'T TURN THIS PAGE

UNTIL YOU COMPARE THESE ROCK-BOTTOM ROSENFELD PRICES!

### USED POST-WAR 5 BALLS

Thoroughly Overhauled and Reconditioned—Ready for Location

Big Hit	\$ 89.50	Rocket	\$189.50
Big League	39.50	Sea Breeze	139.50
Cyclone	139.50	Shooting Star	69.50
Double Barrel	39.50	Smarty	139.50
Dynamite	139.50	Show Girl	189.50
Kilroy	189.50	Step Up	149.50
Maisie	199.50	Stage Door Canteen	89.50
Midget Racer	39.50	Superscore	159.50
Rio	179.50	Surf Queen	74.50
		Suspense	109.50

### USED PRE-WAR 5 BALLS

Thoroughly Overhauled and Reconditioned—Ready for Location

Air Circus	\$49.50	Girls Ahoy	\$29.50	Repeater	\$29.50
All Out	29.50	Grand Canyon	54.50	Sentry	39.50
Arizona	54.50	Hi Babe	29.50	Shangri La (Gott.)	44.50
Army-Navy	39.50	Hi Hat	29.50	Short Stop	29.50
Artists & Models	39.50	Hi Stepper	29.50	Sky Blazer	32.50
Attention	29.50	Invaslon	29.50	Sky Chief	39.50
Battle	29.50	Jeep	29.50	South Paw	29.50
Big Chief	25.00	Jungle	29.50	Sparky	29.50
Big Parade	39.50	Keep 'Em Flying	39.50	Speed Ball	29.50
Bombardier	29.50	Knock Out	39.50	Spot-A-Card	32.50
Boom Town	29.50	Laura	54.50	Spot Pool	29.50
Chubbie	25.00	Legionnaire	29.50	Star Attraction	39.50
C. O. D.	25.00	Liberty	29.50	Streamliner	49.50
Destroyer	29.50	Major '41	29.50	Strip Tease	39.50
Dive Bomber	29.50	Marines	29.50	Sun Valley	54.50
Double Feature	29.50	Miami Beach	32.50	Tall Gunner	29.50
Dude Ranch	29.50	Midway	39.50	Thumb Up	29.50
E-10-20	39.50	New Champs	29.50	Three Score	29.50
Flat Top	49.50	Oklahoma	54.50	Twinkle	29.50
Formation	25.00	Paratrooper	29.50	Victory	32.50
Four Aces	39.50	Pin Up Girl	39.50	Yanks	32.50
Four Roses	39.50	Play Ball	29.50	Zig-Zag	25.00
Genco Baseball	25.00	Production	34.50		

### SPECIALS!

BALLY DOUBLE BARREL \$99.50

### NEW PIN GAMES

BALLY ROCKETS \$195.00

### SPECIALS!

CHI COIN KILOY \$195.00

### ATTENTION, OPERATORS IN OUR TERRITORY

USE ROSENFELD'S E-Z PAY PLAN. Use OUR cash to expand YOUR routes. Come in or write today for details! You'll like doing business with Jack Rosenfeld!

TERMS: 1/3 Certified Deposit, Balance Sight Draft of C. O. D. MEMBER: C. M. I. Reference: United Bank & Trust Co., St. Louis.

**J. ROSENFELD CO.**  
3218 OLIVE ST. ST. LOUIS 3, MO. NEWSTEAD 1582

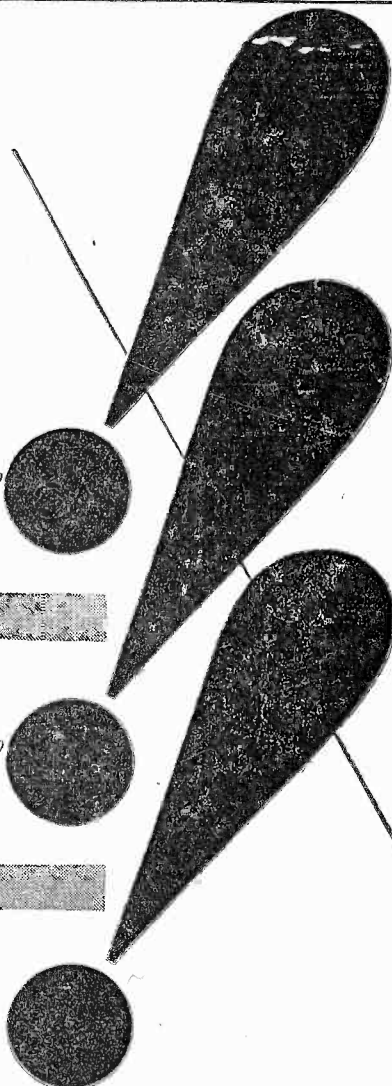
Exclusive Factory Distributors for BALLY • JENNINGS • MIDGET MOVIES • U-NEED-A • VICTOR

# MILLS Q.T.

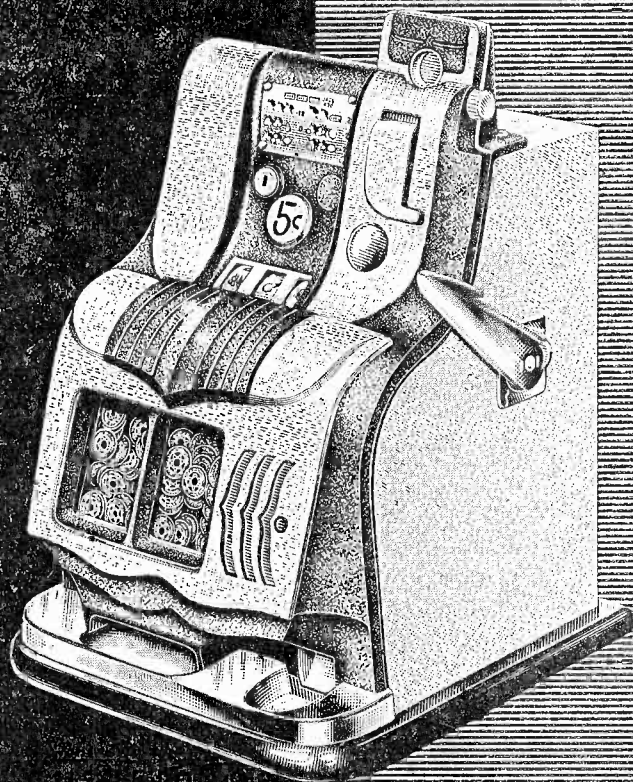
*A Small Bell*

*A Quality Bell*

*A Mills Bell*



For years the Q.T. has been appreciated by the majority of operators, but every now and then we bump into a few who have never even operated one. "Just escaped my attention," they are likely to say. "I'll get around to it later!" Well, we'll guarantee that the new Q.T. isn't going to escape their attention. It is too good. It is too positive. The new Q.T. shines out bright and cheerful in any type of location. The new Q.T. is an entirely new design, with rounded symmetrical front and streamlined execution that makes it the newest Bell of all. Painted Blue and Gold in chip-proof finish it is made to give the operator unlimited service and will stay fresh looking for many, many months. Any counter anywhere will welcome its presence.



## *Bell-O-Matic Corporation*





# New! KEENEY'S 5-BALL NOVELTY or FREE GAMES

## "CLICK"

Thrilling Ball-Banging Bumper Action!  
Snap-Action Kick-Out Holes Speed Super Scores!  
**TOP HIGH SCORE: 930,000**  
PULLS FURIOUS PLAY!

See every novelty or free game table. Try them all. Then pull the plunger on Keeney's new "Click" for the greatest adventure in spellbinding 5-ball play you've ever experienced. Snappy "Kick-Out" holes at top of field start a riot of action the like of which you've never seen before. Be convinced. See Keeney's "CLICK". Play it. Yours for bigger, faster, longer-run novelty and free game earnings. It's Keeney's "CLICK" ready for you right now when you need a real winner!

Order "CLICK" for Immediate Delivery  
from Your Nearest Keeney Distributor



New! SPECIAL  
ANNOUNCEMENT  
ALL NEW 1-WAY, 2-WAY, 3-WAY  
KEENEY

**BONUS Super Bells**  
NOW AVAILABLE WITH  
**HALF DOLLAR COIN CHUTES!**

Any combination obtainable  
in 5¢-10¢-25¢-50¢ Coin Chutes!

Think what it means to take in up to \$2.50 per play thru one 50¢ coin chute. Actually double your top earnings in "hot spot" locations. Your choice of 5¢-10¢-25¢ chutes comes to you as standard equipment—your half dollar chute together with 50¢ mechanism priced at fifty dollars extra. Operate 50¢ coin chutes with Keeney's 1-Way, 2-Way or 3-Way Bonus Super Bell consoles and become financially independent. You're missing a GREAT DEAL if you don't act today!

Order Keeney's Bonus Super Bell  
with 50¢ Coin Chutes from your  
Nearest Keeney Distributor!

J. H. Keeney & CO., INC.  
"THE HOUSE THAT JACK BUILT"  
2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS



JUST OFF LOCATION

## "AS IS" SALE

All Parts Intact—Rock Bottom Prices

\$15.00 EACH AS IS

- |                 |                 |
|-----------------|-----------------|
| A. B. C. BOWLER | MYSTIC          |
| ALL AMERICAN    | SILVER SPRAY    |
| ATTENTION       | SEVEN UP        |
| BOLAWAY         | SPORT PARADE    |
| CLOVER          | SNAPPY          |
| CROSSLINE       | STAR ATTRACTION |
| FLICKER         | STRATOLINER     |
| FOUR ROSES      | SCORE-A-LINE    |
| GUN CLUB        | SLUGGER         |
| GOLD STAR       | TEM SPOT        |
| JUNGLE          | TOPIC           |
| JOLLY           | TARGET SKILL    |
| MAJORS, '41     | VELVET          |
| MONICKER        | SKY RIDER       |

\$29.50 EA. AS IS

- BIG PARADE  
KNOCKOUT  
5-10-20  
BOSCO  
SKY BLAZER  
TEXAS MUSTANG  
WEST WIND  
VENUS

### POSTWAR GAMES

- Thoroughly Reconditioned  
All in A-1 Mechanical  
Condition
- |                    |         |
|--------------------|---------|
| Big Hit            | \$69.50 |
| Big League         | 74.50   |
| Kilroy             | 74.50   |
| Stage Door Canteen | 69.50   |
| Surf Queen         | 69.50   |
| Spellbound         | 74.50   |
| Suspense           | 79.50   |
| Superliners        | 99.50   |

1/3 With Order, Balance C. O. D. Minimum Order, 5 Machines.

## ACTIVE AMUSEMENT MACHINES CO.

666 No. Broad St.  
Philadelphia 30, Pa.  
Fremont 7-4495

1060 Broad St.  
Newark 2, N. J.  
Mitchell 2-7646

1120 Wyoming Ave.  
Scranton, Pa.  
Scranton 4-6176



YOU CAN ALWAYS DEPEND ON ACTIVE--ALL WAYS!

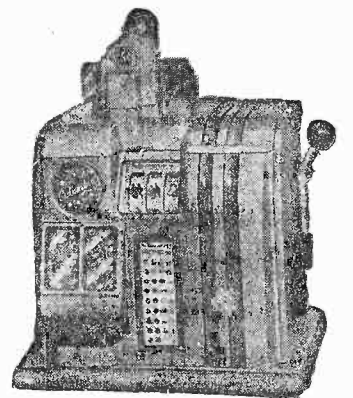
## A SWELL BELL!

Get these factory-fresh Columbia Bells now. Here's the best and the lowest priced Bell on the market. Earns more money faster than other bells that cost three times as much.

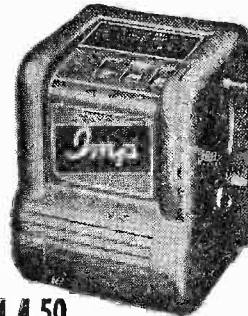
### COLUMBIA Twin Jackpot Bell

Height 18", width 14", depth 12",  
weight 42 lbs.

Write for Circular of  
Columbia Twin Falls



\$145.00 F. O. B. CHICAGO, ILL.



\$14.50 F. O. B. CHICAGO, ILL.



### IMPS

New 1948 Models

Here's the tiniest Bell in the world. Weighs only 6 pounds but worth its weight in gold. 3 reels—fruit or cigarette, 1c or 5c play. Finished in brilliant colors.

## GROETCHEN TOOL & MFG. CORPORATION

126 North Union Avenue

Chicago, Illinois

### TEN DOLLARS JUST FOR YOUR NAME!

Sit down NOW and write us your name, address and number of this ad. You will receive \$10.00 FREE credit, within one year, on purchase of first order of \$50 or more.

ALSO RECEIVE FREE EACH MONTH OUR ILLUSTRATED NEWSLETTER

Foreign Orders A Specialty. Ad No. 22 5% Discount—Full Cash With Order.

WANTED—USED JUKE BOX RECORDS.

### NATIONAL NOVELTY COMPANY

183 MERRICK ROAD  
MERRICK, L. I.  
Phone: Freeport 8-8320



AFTER ALL IS SAID AND DONE  
THERE IS REALLY ONLY ONE

# MARJORIE

A NEW GOTTLIEB SWEETHEART

COMBINATION HIGH SCORE!  
SEQUENCE SCORING!  
ACCELERATED ACTION!

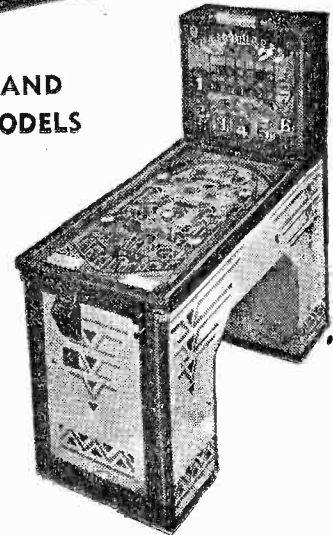
ORDER FROM YOUR  
DISTRIBUTOR TODAY!

TWENTY YEARS  
OF LEADERSHIP

There is no substitute  
for Quality!

Improved, DeLuxe  
**GRIP SCALE**  
Consistently Best Since 1927

PAYOUT AND  
REPLAY MODELS



DAILY  
RACES

1-Ball Multiple

STILL THE STANDOUT for  
ACTION and EARNINGS!

## D. GOTTLIEB & CO.

1140 N. Kostner Ave.

Chicago 51, Illinois

### EVERYBODY MAKES MONEY WITH ATLAS SERVICE!

#### NEW BELLS

- Jennings Standard Chief, 5¢ \$269.00
- Jennings Standard Chief, 10¢ 279.00
- Jennings Standard Chief, 25¢ 289.00
- 50¢ 399.00
- \$1.00 599.00
- Jennings Super DeLuxe (Life-Up) Chief, 5¢ 324.00
- 10¢ 334.00
- 25¢ 344.00
- 50¢ 454.00
- \$1.00 Pace DeLuxe Bell 550.00
- Columbia Gold DeLuxe Bell 209.50
- Columbia Jackpot Bell 145.00
- Weighted Slot Stands 27.50
- Double Revolve A Round Safes 175.00
- Triple Revolve A Round Safes 262.00

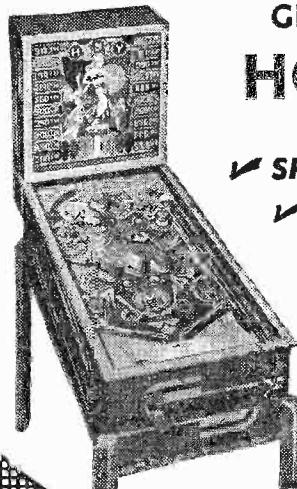
#### NEW EQUIPMENT

- HONEY • HAWAII • HAVANA
- EXH. RANGER • PLAYBOY •
- MEXICO • BALLYHOO • POKER-
- INO • JENNINGS CHALLENGER
- BANGTAILS, Comb. • EVANS
- RACER • BASKETBALL CHAMP

IMMEDIATE DELIVERY

#### The Finest in New and Used Equipment

IMMEDIATE DELIVERY!



### GENCO'S HONEY

- ✓ SPEED
- ✓ ACTION
- ✓ BEAUTY

ORDER  
TODAY!

#### PHONOGRAPHS

- ROCK-OLA COMMANDO ... \$295.00
- WURLITZER 24 ... 189.50
- WURLITZER 950 ... 395.00
- WURLITZER 700 ... 325.00
- WURLITZER 600 ... 209.50
- SEEBURG CADET, R.C. ... 295.00
- SEEBURG ROYAL ... 149.50
- SEEBURG VOGUE ... 245.00
- SEEBURG CLASSIC ... 245.00
- SEEBURG GEM ... 245.00
- SEEBURG HITONE ... 325.00
- SEEBURG REX ... 149.50
- MILLS EMPRESS ... 245.00
- MILLS THRONE ... 195.00
- A.M.I. STREAMLINER ... 99.50

Prices Slashed on Brand New

#### COUNTER GAMES

- Daval Free Play ... \$49.50
- Champion Basketball ... 29.50
- American Eagle (non-coin) ... 39.50
- Gusher ... 39.50
- Skill Thrill ... 44.50

ALL USED MACHINES  
COMPLETELY RECON-  
DITIONED AND  
REFINISHED

# ATLAS NOVELTY COMPANY

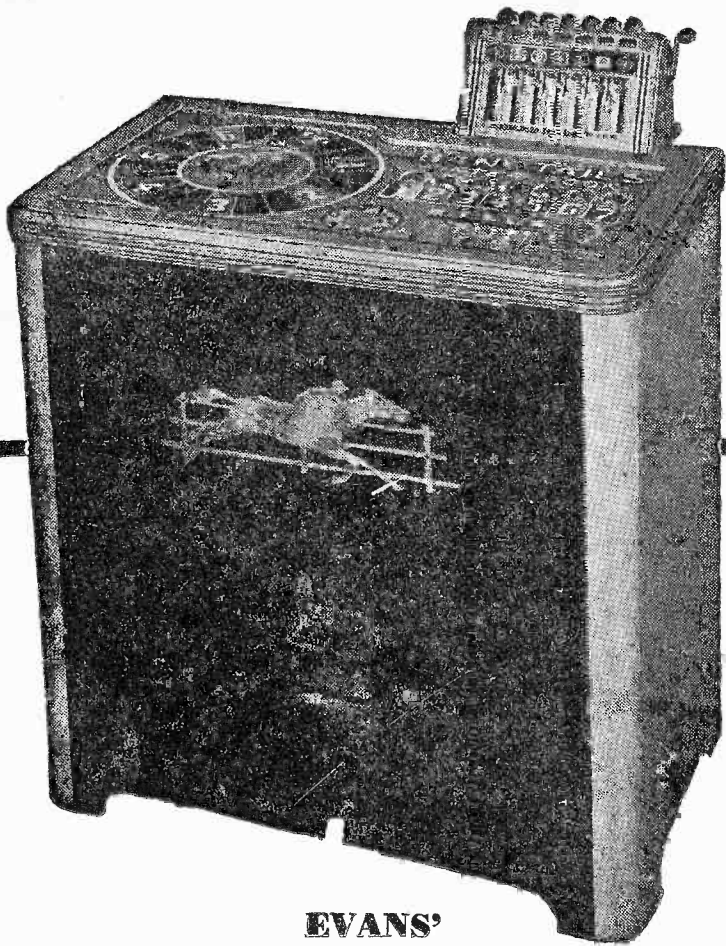
2200 N. WESTERN AVE. PHONE ARmitage 5005 CHICAGO 47  
ATLAS MUSIC CO. 5743 GRAND RIVER AVE. DETROIT 8  
Assoc. ATLAS MUSIC CO. 2219 FIFTH AVE. PITTSBURG 19  
Offices ATLAS MUSIC CO. 221 NINTH ST. DES MOINES 9



TERMS:  
1/3 DEPOSIT  
BALANCE C. O. D.







EVANS'

# BANG TAILS—WINTER BOOK

**\$25.00 HIGH JACKPOT ON 5c PLAY**

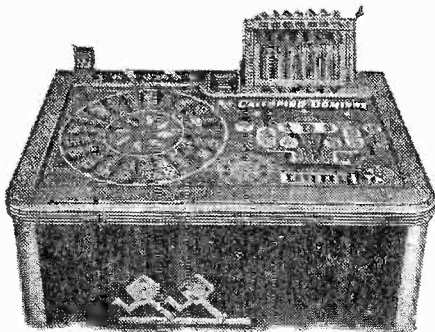
**NO BUILD-UP NECESSARY**

Another sure-fire console by Evans! Why be satisfied with single-coin play when you can have 7-coin play on Evans' BANG TAILS—WINTER BOOK? Made with the same refinements and precision engineering as Galloping Dominos and Bang Tails, plus the new sensational feature of WINTER BOOK ODDS! Odds range from 10 to 1 to 500 for 1, with only a SINGLE coin played. NO BUILD-UP necessary for a chance at these sensational odds! "Ask the man who operates one," or better yet, add BANG TAILS—WINTER BOOKS to your route for greater profits! Available in either 5¢ or 25¢ play.

EVANS LEADS THE FIELD AGAIN WITH

**REPLAY  
CONVERTIBLE  
MODELS**

NOW AVAILABLE  
IN  
NEW



**BANG TAILS AND GALLOPING DOMINOS**  
easily and quickly convertible to Automatic Award!

Frequent Replay awards are ingeniously shown by means of a periscope projector, flashing the number of Replays in full view at all times! Machines are fully metered for both Replays and Jackpot. Accumulated Replays can be either played off, with as many as 7 at one time, or cancelled by the location owner. Meter registers all cancelled Replays.

Bang Tails and Galloping Dominos are also available in straight Automatic Award payout, with or without Jackpot, and Check Separator models. Specify 5¢ or 25¢ play. Resale or trade-in value is quickly recognized in Evans' Convertible models. Enjoy the profits you deserve . . . operate machines to suit your special requirements!

## ONE ROL-HI

New Galloping Dominos model with same high awards as Bang Tails—Winter Book. New in production! Rush your order for early delivery!

ORDER DIRECT OR FROM YOUR DISTRIBUTOR TODAY!

**H. C. EVANS & CO.**  
1520-1530 W. Adams St. Chicago 7, Illinois



—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—

NOW—THE WHOLE RANGE OF COLOR IN  
**"TALKING GOLD"**  
PLASTIC GRILLE CLOTH

AVAILABLE IN GOLD—SILVER—COPPER—GREEN—WINE

New Glamour—New Attraction with "Talking Gold" in colors. Every color sparkles brilliantly in electric light or sunlight. Immediately makes your juke box command attention. Greatly increases playing popularity.

"TALKING GOLD" Grille Cloth Prices			
WURLITZER		SEEBURG	
416	\$2.40	Casino	\$3.30
4	1.20	Plaza	4.05
600	3.90	Gem	3.00
500	3.90	Regal	3.00
700	3.90	Crown	3.90
750	1.80	Caeret	3.00
800	3.90	Classic	3.00
950	2.25	Vogue	3.00
		Envoy	3.00
		8200	5.40
		8800	7.20
		9800	7.95
<b>ROCK-OLA</b>			
Standard	\$2.55		

If your model is not listed above, write for further information.

—TALKING GOLD—TALKING GOLD—TALKING GOLD—

—TALKING GOLD—TALKING GOLD—TALKING GOLD—

YOU SAVE MONEY AND GET A BETTER PRODUCT WITH "TALKING GOLD" IN COLORS BECAUSE "TALKING GOLD" IS A PLASTIC AND WILL NOT HOLD DUST LIKE A FABRIC. IT LASTS FOR AGES AND WILL NEVER HAVE TO BE REPLACED. WIPES CLEAN INSTANTLY. TAKES A MINUTE TO STAPLE IN PLACE.

**SPEEDWAY PRODUCTS, INC.**  
502 W. 45th St.  
N.Y. 19, N.Y.

AL BLOOM  
President

Tel. L'Ongacre 5-0371

**Williams' FLAMINGO**

Art Work and Silk Screening  
by  
**ADVERTISING POSTERS CO.**  
3845 W. Madison Street • Chicago 24, Illinois

GMI MEMBER

**JACKRABBIT SPEED**

It's Accurate!

It's Attractive!

The finest coin changer that money can buy. Check these features: All metal, solid die cast, precision machined construction . . . finished in HIGHLY POLISHED CHROME. On heavily weighted non-slip base. Fully tested for absolute accuracy. A flick of the finger automatically dispenses 5 NICKELS, 5 DIMES, 4 QUARTERS or 2 HALVES in the palm of your hand. Protected by patents. Sold on a money-back guarantee.

**\$27.50**  
(Distributor Discount)

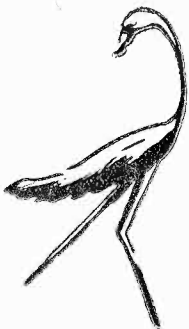
**The Master Changer**

Northwest Sales Co.  
EXCLUSIVE NATIONAL DISTRIBUTOR  
3144 ELLIOTT AVENUE SEATTLE 1, WASH.

GMI MEMBER

# Williams Flamingo

TRULY THE GREATEST GAME OF THE YEAR



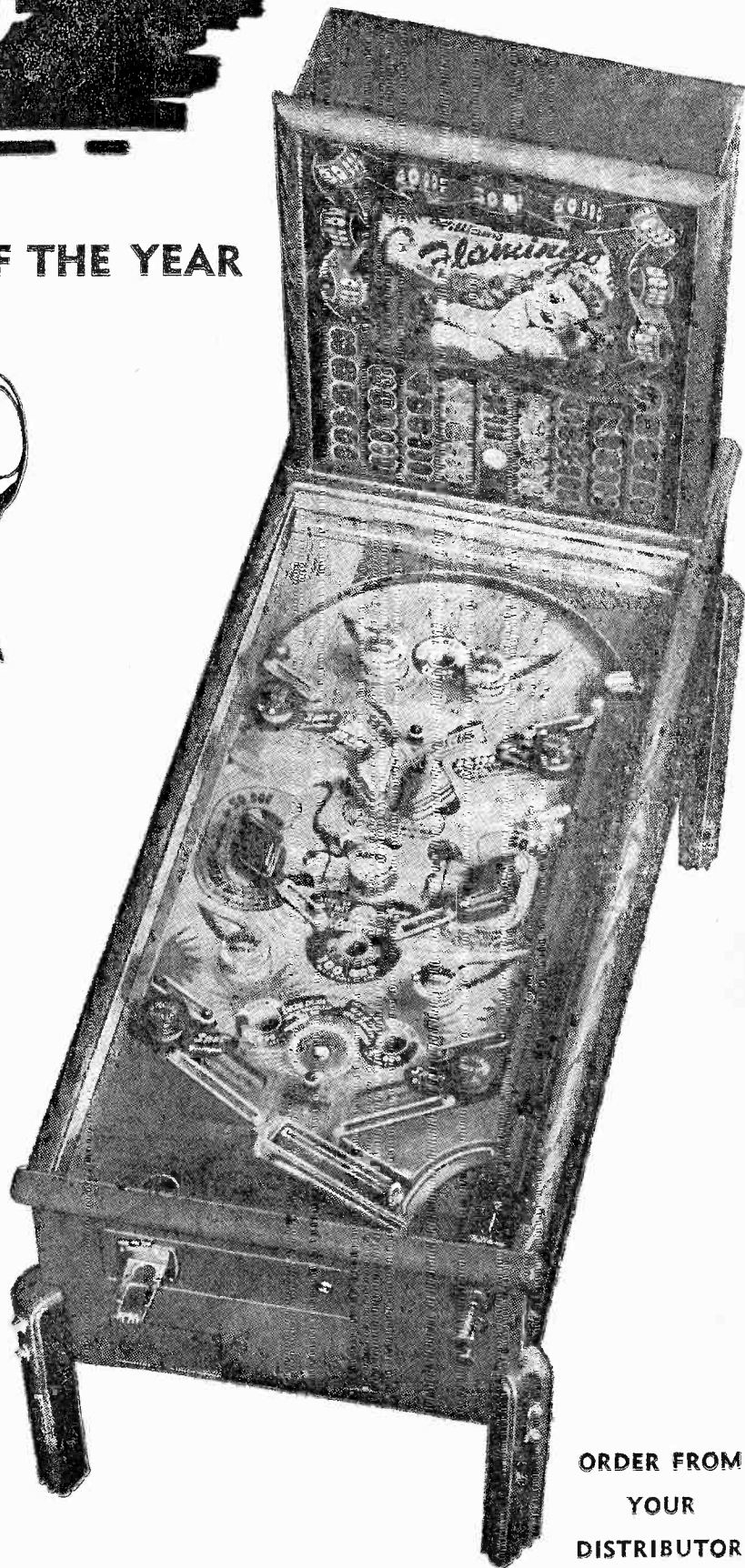
## 11 WAYS TO WIN

- SPOTEM BUMPERS
- 50,000 BUMPERS
- SPECIAL BUMPERS
- KICK OUT HOLES
- NEW TYPE MAGNETIC ACTION

• AND OTHER  
FEATURES GALORE

Test Locations Report:

**"IT'S THE TOP GAME  
OF THE YEAR"**



ORDER FROM  
YOUR  
DISTRIBUTOR

SHIPPING SOON  
THE NEW IMPROVED

★ ALL ★  
STARS

*Williams*  
MANUFACTURING  
COMPANY

161 W. HURON STREET  
CHICAGO 10, ILL.



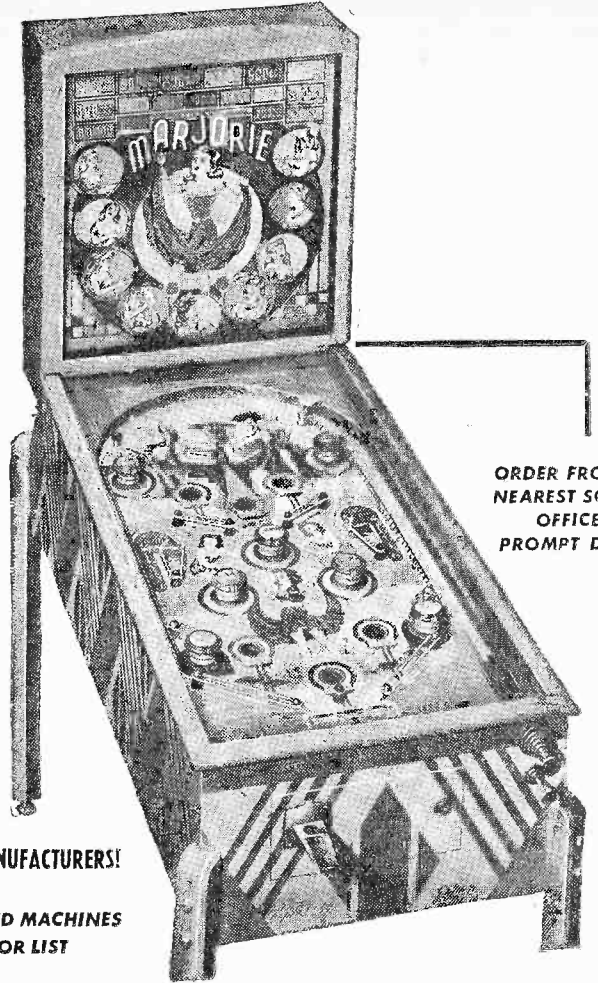
GIVE TO  
THE RUNYON  
CANCER FUND



LET SOUTHERN INTRODUCE YOU TO THIS NEW SWEETHEART FROM GOTTLIEB

# MARJORIE

COMBINATION HIGH SCORE—  
SEQUENCE SCORING—  
ACCELERATED ACTION!



ORDER FROM YOUR NEAREST SOUTHERN OFFICE FOR PROMPT DELIVERY

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS!

"The House that Confidence Built"

## SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN CINCINNATI • DAYTON • FT. WAYNE INDIANAPOLIS • LEXINGTON

ALL TYPES USED MACHINES WRITE FOR LIST

634 S. Third St. LOUISVILLE 2, KY.  
242 Jefferson St. LEXINGTON 2, KY.  
1329 S. Calhoun St. FORT WAYNE 2, IND.  
228 W. 7th St. CINCINNATI 2, OHIO

603 Linden Ave. DAYTON 3, OHIO  
529 Fourth Ave., S. NASHVILLE 10, TENN.  
325 N. Illinois St. INDIANAPOLIS 4, IND.  
410 Market St. CHATTANOOGA 2, TENN.



## BADGER'S Bargains

"Often a few dollars less—Seldom a penny more"

LOS ANGELES Bill Wapner  
MILWAUKEE Carl Hagen

### NEW AND RECONDITIONED CONSOLES

NEW KEENEY BONUS, 1-WAY 3-WAY	WRITE \$275.00	NEW KEENEY BONUS, 2-WAY	WRITE \$225.00
NEW BALLY TRIPLE BELLS	WRITE \$275.00	BALLY DRAW BELLS	WRITE \$225.00
EVANS 1946 BANGTAILS	WRITE \$189.00	MILLS 4-BELLS, LATE, 5-5-5-5	WRITE \$149.50
MILLS THREE BELLS	WRITE \$189.00	MILLS 4-BELLS, ORIG., 5-5-5-5	WRITE \$159.50
KEENEY 4-WAY, 5-5-5-5	WRITE \$49.50	KEENEY TWIN, F.P., P.O.	WRITE \$69.50
BALLY CLUB BELLS, F.P., P.O.	WRITE \$49.50	KEENEY SUPER BELLS, F.P., P.O.	WRITE \$49.50
BALLY HI HANDS, F.P., P.O.	WRITE \$69.50	MILLS JUMBO, LATE, P.O.	WRITE \$49.50
MILLS JUMBO, LATE, F.P., P.O.	WRITE \$49.50	JENNINGS SILVER MOON, F.P.	WRITE \$49.50
MILLS JUMBO, LATE, F.P.	WRITE \$49.50	EVANS LUCKY LUCRE, 5-5	WRITE \$69.50
BALLY HI HAND, 25¢, F.P., P.O.	WRITE \$49.50	EVANS LUCKY LUCRE, 3-5¢, 2-25¢	WRITE \$89.50
BALLY ROLL 'EM, 5¢, P.O.	WRITE \$49.50	EVANS 1946 BANG TAILS, P.O.	WRITE \$495.00
LATE MILLS 4-BELLS, 3-5¢, 1-25¢	WRITE \$245.00		

### GUARANTEED RECONDITIONED PHONOGRAPHS

SEEBURG MODEL 1-48	WRITE \$345.00	ROCK-OLA MODEL 1422	WRITE \$495.00
WURLITZER MODEL 950	WRITE \$345.00	A.M.I. 1946 MODELS	WRITE \$495.00
WURLITZER MODEL 850	WRITE \$345.00	AIREON 1946 MODELS	WRITE \$195.00
WURLITZER MODEL 750E	WRITE \$295.00	ROCK-OLA COMMANDO	WRITE \$195.00
WURLITZER MODEL 800	WRITE \$275.00	ROCK-OLA SUPER ROCK-O-LITE	WRITE \$235.00
WURLITZER MODEL 700	WRITE \$195.00	SEEBURG 8800 ROCK-O-LITE	WRITE \$225.00
WURLITZER MODEL 500	WRITE \$165.00	SEEBURG CLASSIC ROCK-O-LITE	WRITE \$150.00
WURLITZER MODEL 600	WRITE \$165.00	SEEBURG REGAL ROCK-O-LITE	WRITE \$175.00
		SEEBURG GEM ROCK-O-LITE	WRITE \$175.00

### NEW EQUIPMENT FOR IMMEDIATE DELIVERY

STRIKES 'N' SPARES	WRITE \$395.00	ELECTRO BOWL-A-LINE	WRITE \$225.00
ENTERPRISE "BIG CITY"	WRITE \$395.00	NEW WESTERN POKERINO	WRITE \$279.50
SUPER TRI-SCORE	WRITE \$295.00	GENCO ADVANCE ROLLS	WRITE \$279.50
NEW KEENEY "HOT TIP"	WRITE \$295.00	CHICAGO COIN GOLD BALL	WRITE \$279.50
NEW KEENEY CAROUSEL	WRITE \$295.00	BALLY BALLYHOO	WRITE \$279.50
NEW KEENEY "CLICK"	WRITE \$295.00		

### RECONDITIONED SLOTS & NEW SAFE & STANDS

MILLS BLACK CHERRY, ORIG., 5¢	\$169.50	MILLS BLUE FRONT, ORIG., 5¢	\$84.50
MILLS BLACK CHERRY, ORIG., 10¢	\$179.50	MILLS BLUE FRONT, ORIG., 10¢	\$89.50
MILLS BLACK CHERRY, ORIG., 25¢	\$189.50	MILLS BLUE FRONT, ORIG., 25¢	\$99.50
NEW BLACK CHERRY	WRITE \$245.00	SINGLE WEIGHTED STAND	\$24.50
NEW GOLDEN FALLS	WRITE \$269.50	SINGLE REVOLV-A-ROUND SAFE	\$84.50
TRIPLE REVOLV-A-ROUND SAFE	\$269.50	DOUBLE REVOLV-A-ROUND SAFE	\$123.50

### MORE FOR YOUR MONEY WITH THESE BADGER PARTS SPECIALS

30-WIRE CABLE, Per Ft.	\$ .19	COLLECTION BOOKS, 90¢ Doz.; C.	\$ 7.25
7/8" STANDARD GAME LOCK	.60	12" SPEAKER CABINET	4.95
28-VOLT KEENEY BULBS, Per C.	15.00	2-WIRE ZIPCORD, 250' \$4.75; 500'	9.50
SPEED IRON SOLDERING GUN	12.95	REMOTE VOLUME & CANCEL CONTROL, 50' EXT.	12.95
BULB & CIRCUIT TESTER	9.50	1/4" ELECTRIC HAND DRILL	11.80
B-S ROCK-OLA PICKUPS, \$2.95; Doz.	32.50	ROCK-OLA BELTS (SM. OR LG.)	7.50
TITLE STRIPS, \$4.75 M; 5M	22.50	75¢ Ea.; Per Doz.	7.50
ENGINEER CONTACT SWITCH KIT	17.50	ROCK-OLA SELECTOR COILS, 75¢	8.25
TUBULAR COIN WRAPPERS, 65¢ M; Case Lots	60¢ M	ALSO PARTS IN STOCK FOR KEENEY, ROCK-OLA, BALLY, MILLS, GENCO, EXHIBIT, GOTTLIEB, ETC.	

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

### Badger Sales Co., Inc.

2251 WEST PICO BLVD., LOS ANGELES 6, CALIF. ALL PHONE DR. 4326.

### Badger Novelty Co.

2546 NORTH 30TH STREET, MILWAUKEE 10, WIS. ALL PHONE KIL. 3030.



Our weekly SUPERSPECIAL is "HIDDEN" somewhere in this ad at a "GIVEAWAY" price. Find it—order quick. Earliest post-marked order gets it! Lucky buyer's name will appear here 2nd week after each offer. Read our ad EARLY every week.

### FREE PLAYS

ABC Bowler	\$ 24.50	Fast Ball	\$ 99.50	Show Boat	\$ 24.50
Amber	99.50	Fiesta	119.50	Show Girl	149.50
Argentine	24.50	Fox Hunt	24.50	Smarty	99.50
Armada	24.50	G.I. Joe	24.50	Smoky	169.50
Baffle Card	109.50	Havana	189.50	Snappy	24.50
Big Hit, Single	79.50	Jungle	24.50	Stage Door Canteen	74.50
Big League	84.50	Kilroy	159.50	State Fair	139.50
Bolaway	24.50	Lightning	149.50	Step Up	109.50
Capt. Kidd	24.50	Maisie	179.50	Surf Queen	69.50
Champ	24.50	Majors	24.50	Tail Gunner	24.50
Defense	24.50	Mystery	169.50	Venus	24.50
Dudo Ranch	24.50	Sea Breeze	99.50	Victory	24.50

### ONE BALLS

Fortuno, FP/Comb.	\$ 39.50	Pimlico, FP	\$ 59.50	Record Time, FP	\$ 49.50
		Victory Special, FP	\$ 299.50		

### MUSIC

Wurlitzer 616 (110V. D.C.)	\$134.50	Aireon, Super DeLuxe	\$450.00
Rock-Ola Commando	189.50	Seeburg 8800, Hi-Tone, ESRC	219.50
Rock-Ola Premier	189.50	Seeburg 8200, Hi-Tone	159.50
Wurlitzer 24, Fl. Model, w/Adaptor fixed for H/A		and 12 Keeneey Wall Boxes. All for	175.00

### ARCADES

Bally Defender	\$ 69.50	Chi-Coin Goatee	\$199.50	Genco Whizz, w/Stands, NEW	\$ 89.50
Bowl-O-Ball, 6"	149.50	Genco Whizz, w/Stands	49.50	Stand, for A.B.T. Challengers, NEW	9.95
Bowl-O-Ball, 14"	179.50	A.B.T. Challenger	22.50		

### CONSOLES

NEW—Keeneey 3-Way Bonus Super Bell	WRITE \$695.00	Keeneey 4-Way Super Bell, PO, 5/5/5/25¢	\$199.50
NEW—Keeneey 5/25¢ Twin Bonus Sup. Bell	WRITE \$695.00	Keeneey Triple Entry, Glass Cracked	59.50
Keeneey Bonus Super Bell, FP/Comb., 5/25¢	\$695.00	Bally Draw Bell, 5¢	299.50
Keeneey Bonus Super Bell, FP/Comb., 5/10¢	685.00	Bally Club Draw Bells, FP/Comb., 5¢	69.50
Keeneey Bonus Super Bell, FP/Comb., 5/5¢	875.00	Mills 3-Bells, 5/10/25¢	299.50
Keeneey Bonus Super Bell, FP/Comb., 5¢	399.50	Paces Twin Reels, PO, 5/25¢	89.50
Keeneey Super Bell, FP/Comb., 5¢	49.50	Paces Saratoga, FP/Comb., 5¢	44.50
Keeneey Super Bell, FP/Comb., 25¢	109.50	'46 Twin Duo Bell, FP, 5/5¢	124.50
Keeneey 4-Way Super Bell, PO, 5/5/5/5¢	189.50	Jennings Bobtails, Tot., FP	39.50
		Jennings Silver Moon, Tot., FP	39.50
		Jumbo Parade	39.50
		Waiting Big Game, FP	32.50

### SLOTS

Mills 25¢ Gold Chrome	\$119.50	Mills Liberty Bell, 10¢	\$ 49.50
Mills 5¢ Copper Chrome	99.50	Columbia Bell, JP	49.50
Mills 5¢ Original Chrome	99.50	Columbia Bell, GA-Cig. Reel	49.50
Mills 5¢ Blue Front	79.50	Caillie, 10¢	34.50
Mills 5¢ Black Cherry Bell	99.50	Jennings Chief, '46, 10¢	34.50
Mills 5¢ Gold Chrome	99.50	Jennings Bronzo Chief, 5¢	169.50
Mills VP/Bell, Green, 5¢	39.50	Jennings Silver Chief, 5¢	79.50
Mills VP/Bell, Chrome, 5¢	49.50	Pace DeLuxe Chrome, '46, 5¢	179.50
NEW—Timco Single Slot Safe Stand w/Locking Bar and Revolve Carriage	169.50		
NEW—Timco Double Slot Safe Stand w/Locking Bar and Revolve Carriage	189.50		

MAIN OFFICE

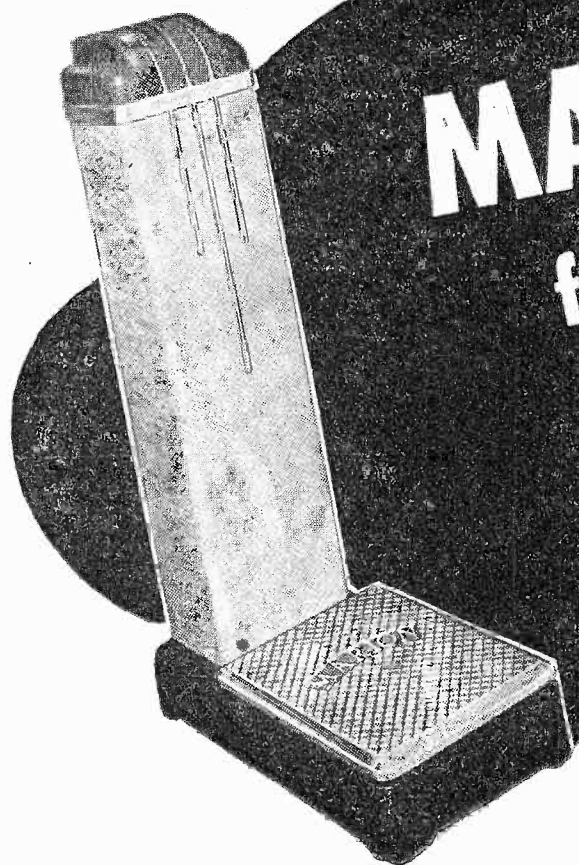
633 "D" STREET, N. W. WASHINGTON 4, D. C. DISTRICT 03100

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.



BRANCH OFFICE

2505 N. CHARLES ST. BALTIMORE 18, MD. BELMONT 8189



# MARION

fortune-telling

# SCALES

only

# \$89.50

## IMMEDIATE DELIVERY

Here's the best operators' news since prices started spiraling. You can now expand your route for more profits without tying up a lot of money in high-priced equipment. The new Marion Fortune-Telling Scale is one of the lowest priced fortune-telling scales ever offered to operators . . . only \$89.50 complete, F.O.B. Columbus, Ohio. Special quantity discounts.

The Marion Scale is sturdily built to bring in steady every day profits year in and year out. It has triple appeal — correct weight — fortune-telling — lucky numbers. It's easy to place on location because it has no high mirrors, distracting gadgets or top signs.

Marion operates automatically. No electricity, batteries or plugs. No papers, cards or reels to keep loaded or changed. Just place Marion on location and forget it — except for collection calls. Coins are easily accessible for quick collections. Service calls are reduced. There's no complicated or intricate parts to jam, clog or break. It's foolproof.

There's a fortune for you in the low cost Marion Fortune-Telling Scale. Phone, wire or write your order to the nearest Shaffer Music Company office TODAY. Immediate delivery if you place your order NOW. All orders are being filled in the order received.

**TERMS: 50% CERTIFIED DEPOSIT—BALANCE C. O. D.**

**WANTED — DISTRIBUTORS  
AND FOREIGN AGENTS.**

Attractive distributor territories are open to aggressive sales organizations. State qualifications in first letter.

**NATIONAL DISTRIBUTORS**

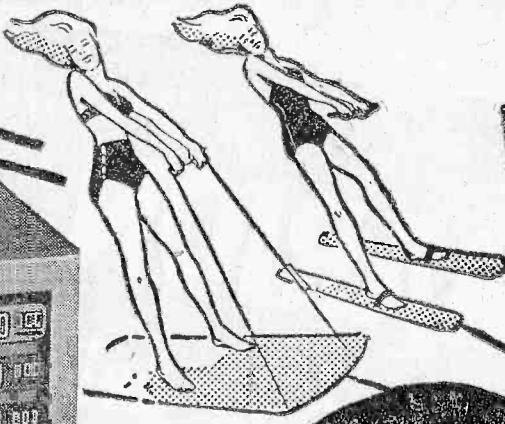
# SHAFFER MUSIC CO.

CHARLESTON, W. VA.  
1619 W. Washington St.  
Phone 6338

COLUMBUS 15, OHIO  
606 South High St.  
Phone MAin 5563

WHEELING, W. VA.  
2129 Main St.  
Phone 784

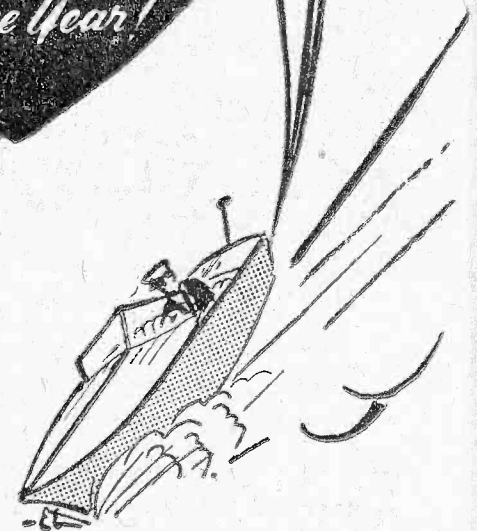




**SPEED!**

**ACTION!**

**BEAUTY!**



**NEW**

**EXCLUSIVE**

**FEATURE!**

**TALLYMETER**

RECORDS ALL PLAYS

AT NO ADDITIONAL COST!

ORDER FROM YOUR NEAREST DISTRIBUTOR

**Genco** MANUFACTURING and SALES CO.  
 2621 NORTH ASHLAND AVE • CHICAGO 14, ILL.





# A Sound INVESTMENT

.. because the operator gets a substantial return year after year .. and because customers get music that sounds the way they like it!

Southwestern operators, who lead the field, are investing in tried and proven equipment .. Seeburg Scientific Sound Distribution systems. What's more .. they're asking our specialists to survey their locations and engineer complete installations .. from the correct number of speakers to the Dual Remote Control Panel .. that fits music volume to large or small crowds! Progressive operators rarely invest in just "juke boxes" these days .. they invest in music systems .. Seeburg music systems.



SCIENTIFIC SOUND DISTRIBUTION

# S. H. LYNCH & CO.

*Exclusive Southwest Distributors*

*S. H. Lynch Offices:*

- \* Dallas, Pacific at Olive
- \* Houston, 910 Calhoun
- \* New Orleans, 832 Baronne
- \* San Antonio, 241 Broadway
- \* Memphis, 1049 Union Avenue
- \* Oklahoma City, 900 N. Western



# Bally proudly presents



**VIRGIL "CHRIS" CHRISTOPHER**  
 as Bally Regional Distributor for  
**MARYLAND • DELAWARE • VIRGINIA • PENNSYLVANIA**

WITH HEADQUARTERS AT

## **CHRIS NOVELTY COMPANY**

1217 N. CHARLES STREET

BALTIMORE 1, MARYLAND

PHONE: VERNON 4223

Chris will go all out to give the operators, jobbers and distributors in his territory the full measure of co-operation and service that assures each and every one their maximum profit from the incomparable Bally line.

The great Bally galaxy—1-ball multiples—

5-ball novelty and free play games—consoles—arcade skill games—the many new developments yet to come—plus Chris' able and wholehearted co-operation throughout the territory—is a combination that can't be beat. Get together

with Chris and—let's go!

George Jenkins, Vice President and General Sales Manager  
**BALLY MANUFACTURING COMPANY**



# BLONDE PRESSURE



Are you suffering from "High Blonde Pressure"?

If so, you're no exception. The whole industry is buzzing with excitement over Aireon's new musical masterpiece... the *BLONDE BOMBSHELL*. Surely you have met her by now. If not, get in touch with your Aireon Distributor at once.

# Aireon

MANUFACTURING  
CORPORATION

General Offices: 1401 Fairfax Trafficway, Kansas City, Kan. In Canada: Mafco Corp., Ltd., 4001 St. Antoine Street, Montreal, Que.



BY POPULAR DEMAND!

# Bally *EUREKA*



OPERATE AS  
**MULTIPLE**  
OR  
SINGLE-COIN GAME

NEW IMPROVED  
**FREE PLAY**  
MECHANISM

FAMOUS FEATURES  
OF BALLY'S GREATEST GAMES  
CHANGING ODDS  
MYSTERY SELECTIONS  
3-SECTION PLAYFIELD

PLUS  
**A-B-C-D**  
AND  
SPELL-NAME

**FAST  
5-BALL  
PLAY**  
Convertible  
to  
1 or 2 BALL PLAY



Earn bigger, faster profits in your 5-ball spots. EUREKA combines all the skill-thrill features of Bally's famous multiples in a game designed for 5-ball territory. Ask your distributor for complete confidential details . . . and get going with EUREKA today!

IT'S BALLY FROM COUNTER GAME TO CONSOLE  
BALLY ENTRY ★ SPECIAL ENTRY ★ HEAVY HITTER  
TRIPLE BELL ★ DE LUXE DRAW BELL ★ BALLYHOO



*Bally* MANUFACTURING COMPANY  
DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS



# HOW MANY SALESMEN WORK FOR *You*?



*America's Finest  
and Most Complete  
Music Systems*

Each Wallomatic you install in the locations you operate is a silent salesman—offering the music you have for sale—encouraging the public to make selections.

To assure the maximum revenue from your locations, it is important that you make it easy for your customers to buy. The time is past when the novelty of an automatic phonograph mechanism will attract the public—they still want music but they want it convenient.

Seeburg Wallomatics are made in either wireless or three-wire types available with five-cent chute or single chute that accepts nickels, dimes and quarters. All titles are illuminated and easily readable—no knobs or dials to turn—no “blind” listening to pre-selected programs.

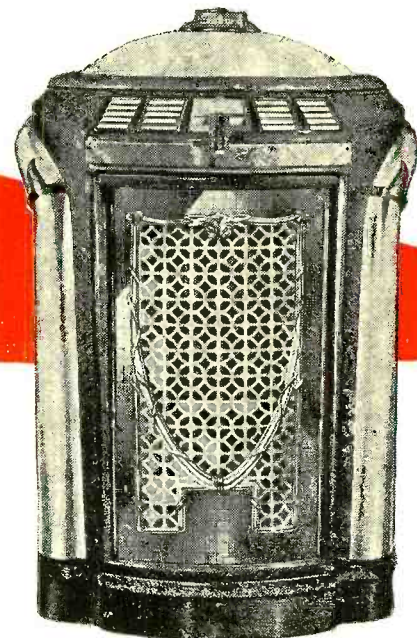
These sturdy, time-tested Wallomatics add important sales appeal to the merchandise you have to sell. See your Seeburg Distributor.

# Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1947

J. P. SEEBURG CORPORATION  
1500 N. Dayton St., Chicago 22, Ill.

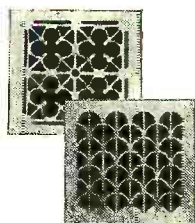
SEE YOUR SEEBURG DISTRIBUTOR  
FOR A DEMONSTRATION



Dual Remote  
Volume Control



Auxiliary Remote  
Control Amplifier



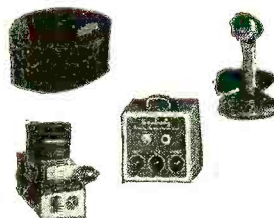
Recessed Wall and  
Ceiling Speakers



Mirror Speaker



Tear Drop Speaker

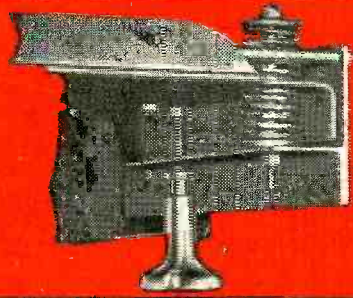


Pre-Amplifier and  
Public Address System

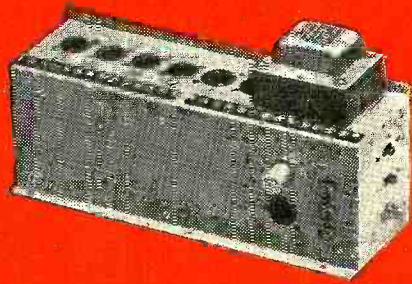
"1-47" Symphonola



**MECHANISM  
CHASSIS  
ANCHORS**



**ELECTRICAL  
DISTRIBUTION  
PANEL**

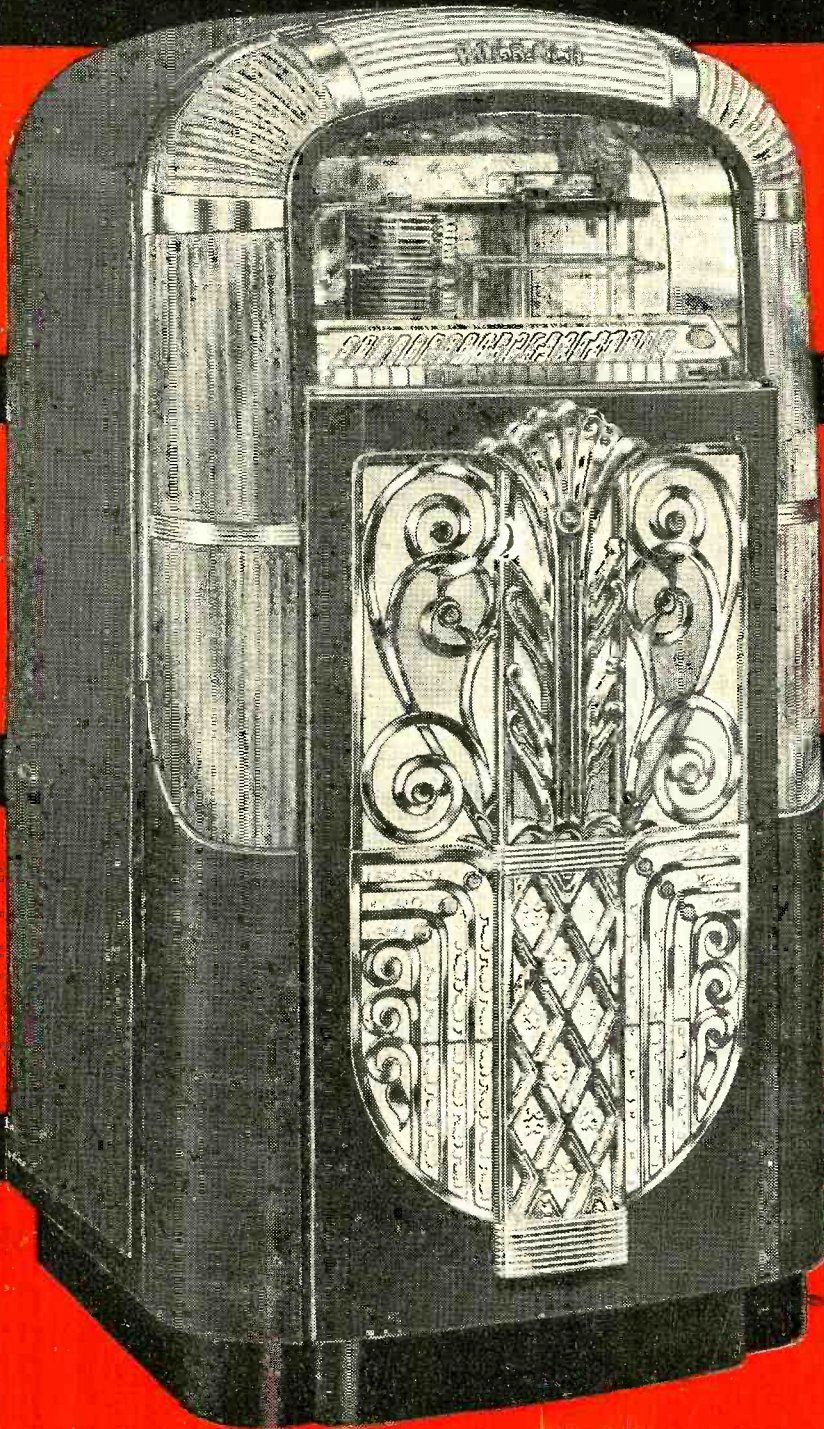


*Some* OF THE REASONS WHY

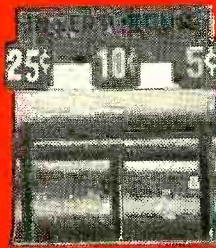
# ROCK-OLA

**THE PHONOGRAPH THAT SELLS MUSIC**

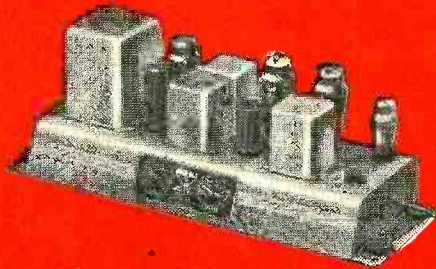
*is the choice of the industry's  
discriminating distributors and  
operators.*



**SEPARATE  
5c, 10c, 25c,  
COIN CHUTES**



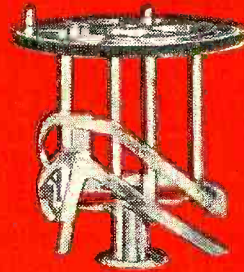
**TRUE-TONE  
AMPLIFIER**



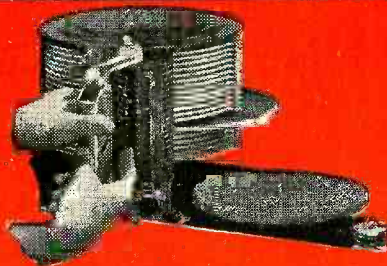
**DUAL MOTORS  
FOR EFFICIENCY**



**ONE POSITIVE  
CAM MOVEMENT**



**RECORD TRAY  
RELEASE**



**ROCK-OLA MFG. CORP.**  
800 N. Kedzie Ave., Chicago 51, Ill.