

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

JULY 3, 1948



Phil Spitalny and his famed Hour of Charm All-Girl Orchestra and Choir, featuring Evelyn and Her Magic Violin (inset), now in their seventh appearance at New York's Paramount Theater, has just issued the first single under the conductor's own Charm label. Tune is the lullabying "Rock-a-Bye Baby," and if past performance on his Charm albums ("Christmas Carols" and "To My Mother") are any indication, "Rock-a-Bye" should find ready acceptance among the tremendous Spitalny following. A third Charm's album issue, "Hymns," also just released, features eight of the world's best known hymns. Phil, one of the busiest personalities in the business, has just concluded the 12th consecutive year of the "Hour of Charm" network airer, most recently sponsored by America's Business Managed Electric Light & Power Companies via CBS. On Sept. 3 Phil, Evelyn, et al., head for the Middle West with a line-up of 21 concerts for the first three weeks of the tour.

"I grossed \$1500 in 8 weeks with
MY Manley POPCORN MACHINE"



This statement was made last September by a new Manley owner who had just operated his machine during July and August of 1947. When you consider the fact that approximately 80% of that gross is straight profit—it's easy to see that he netted around \$150 per week for himself. Amazing as this may seem to you, it is by no means unusual for Manley Popcorn Machine owners to net \$150 to \$200 per week. There's money to be made in the popcorn business—BIG MONEY, and you can make it!

Here's how! Get yourself a good busy location where crowds congregate or pass by and team up a big, sparkling-bright Manley Popcorn

Machine with Manley Merchandise (corn, seasoning, salt and bags or boxes) and sell hot, fresh and delicious popcorn with Manley Methods. Everybody likes popcorn—young and old alike—and they'll pour a merry cascade of nickels and dimes into your cash box. These coins make dollars mighty fast and your bank balance will zoom—gaining you all the luxuries you've always wanted—and building you a substantial future.

If you have a good busy location in mind, get *all* the facts now about how you can build a profitable present and a secure future with popcorn. Send the coupon for our new 64-page book, "How To Make Big Profits From Popcorn." No obligation! Mail the coupon today!

3 M's THAT MEAN MONEY FOR YOU

METHODS Manley has compiled a booklet explaining how to operate a successful popcorn business and included many proven, sales-building practices accumulated during twenty-five years of acknowledged leadership. Ask for free copy. Use the handy coupon and make more money with Manley.

MERCHANDISE It takes the best merchandise to win the largest profits. Manley Popcorn is quality controlled—grown to meet high company standards. Pop it in Manley Popcorn Seasoning and use only Manley's Popcorn Salt. Serve in a Manley Carton or Bag and you'll make more money with Manley.

MACHINES The most important "M"—the Manley Popcorn Machine combines sparkling beauty and eye appeal with mechanical perfection, trouble-free operation and large capacity. Many exclusive features. Designed to make the handling of crowds easy... you'll make more money with Manley.

THERE IS NO SUBSTITUTE FOR POPCORN THAT IS...



Manley, Inc.

BURCH MFG. CO.

"THE BIGGEST NAME IN POPCORN!"

1920 Wyandotte St., Kansas City 8, Missouri



MANLEY, INC.

MANLEY, INC.
1920 WYANDOTTE STREET, Dept. BB 5-48
KANSAS CITY 8, MISSOURI

Without obligation please send me a copy of your booklet "How To Make Big Profits From Popcorn."

YOUR NAME _____
BUSINESS NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

SALES
and
SERVICE
OFFICES

Albion, Mich.	Dallas, Texas	Memphis, Tenn.	Omaha, Nebr.	Seattle, Wash.
Atlanta, Ga.	Denver, Colo.	Mexico City, Mex.	Roanoke, Va.	Syracuse, N. Y.
Boston, Mass.	Detroit, Mich.	Minneapolis, Minn.	St. Louis, Mo.	Toronto, Ontario
Charlotte, N. C.	Indianapolis, Ind.	New Orleans, La.	San Diego, Calif.	Vancouver, B. C.
Chicago, Ill.	Los Angeles, Calif.	New York City, N. Y.	San Francisco, Calif.	Washington, D. C.
Cleveland, Ohio				

The World's Foremost Amusement Weekly

PUBSERV KEY TO WAX PEACE

4A Unions' Merger Asks One Governing Body, Pool Of Coin, Adjustment of Fees

International Board Planned; 3-Regional Area Plotted

By Bill Smith

NEW YORK, June 26. — Definite plans pointing to a merger of all talent unions operating under the charter of the Associated Actors and Artistes of America (Four A's) took shape at the week-long conference of

the various heads of the unions at the Roosevelt Hotel. Two plans were discussed and drawn up for the various officials to take back to their branches.

Both plans call for a central governing body, a merger of all treasuries, an adjustment of the dues rates and initiation fees and central council of union budgets. Under these plans local autonomy will still remain in the various branches but only on local matters. On matters affecting national policy, the central governing body will take over.

Under the first plan, it is envisioned to have an international board of about 55. These will be voted upon by various unions, with voting power based on proportional strength or some other method yet to be agreed upon.

The second plan will break the (See PLAN TO MELT on page 38)

Showbiz Taxes In May Slump

WASHINGTON, June 26. — Except for liquor and cigarette collections, all excise tax receipts from the entertainment industry were off sharply in May, the Internal Revenue Bureau reported this week.

Admission taxes dropped \$4,000,000 from the previous May, while receipts from the disk levy decreased some \$155,000. The tax on radios and phonos was off over \$1,000,000, and May coin machine tax collections were about \$50,000 under those for May, 1947.

Cigarette receipts, on the other hand, increased some \$11,000,000 while liquor collections were about \$5,000,000 higher than in the previous May.

Internal Revenue Bureau Collections:

	May, 1948	May, 1947
Liquor	\$155,412,105	\$150,265,429
Cigarettes	99,742,245	87,738,272
Admissions	32,167,271	36,145,428
Radios-Phonos	4,740,786	6,347,539
Disks	683,540	838,317
Coin Machines	220,808	270,547

Stratovision Down But Not Out

Prizefight TV Goes 300 Mi., But Streaky

Experimenting Needed

By Joe Csida

ZANESVILLE, O., June 26. — Westinghouse Electric and the Glenn Martin Company gave it the old college try but succeeded only in proving this week to some 30 trade (radio-tele and science) newspapermen that stratovision is still in its experimental stages. But really experimental. Here in Zanesville, where Martin, in one of its new 2-0-2 ships, (See Stratovision Goes on page 12)

'Ey, Pedro, Those Piropos, They Louse Up Life's Little Circles!

(Comes to hand this week a report on a condition in Latin America which may, or may not, reflect on the current state of morals among our good neighbors. The report is passed on here. Untouched, it is in the quaint Latin American lingo in which it hit Broadway and 47th.)

CARACAS, Venezuela, June 26. — Unless rowdiness stops, open-air band concerts at Altamira will be discontinued. Police have been unable to stop young men who stand around the plaza uttering "piropos" at girls. "Piropos" is supposed to mean "gallant remarks," but from complaints the police have received, the remarks have been anything but gallant.

The Altamira concerts feature one of the oldest traditions of Latin social life. This is the custom of all the young men walking in a circle in one

Mich. Theaters Fight Tavern TV and 16mm.

DETROIT, June 26. — A three-point drive against television and 16mm. films in taverns, cafes and elsewhere where they are used to help bring in crowds is being launched by the Allied Theaters of Michigan under the direction of Charles W. Snyder, executive secretary. The campaign will seek to have the Detroit City Council license television and 16mm. films if they are used for public exhibition, as in cafes. The Allied position is that theaters are subject to taxation and regulation and so are night spots or taverns if they have either live entertainment or television, and that similar licensing would facilitate control, from standpoints of safety, cen- (See MICH. THEATERS on page 15)

Majestic Shifts To Chapt. X of Chandler Act

CHICAGO, June 26. — Majestic Radio & Television Corporation and its subsidiary corporation, Majestic Records, were this week switched from Chapter 11 to Chapter 10 of the Chandler Act, providing for the appointment of two trustees to take over and the court to conduct its own investigation of the company's operation. Federal Judge Phillip Sullivan selected John E. Dwyer Sr., v.-p. of Otis & Company, financial house, and Donald J. Walsh, former circulation manager for a Chi daily, to take over as the new trustees, with bonds for each set at \$100,000, with instructions that they were to file a report with (See MAJESTIC OUT on page 17)

Diskers Pose Vast Uplift Plan to AFM

Kapp's Imaginative Creation

By Joe Carlton

NEW YORK, June 26. — Born of desire to get the recording ban lifted, the so-called "foundation plan," which has been quietly presented to James C. Petrillo and his American Federation of Musicians (AFM) by the major record manufacturers, has matured into a startling, dramatic document that may evolve as one of the most historical developments in the music business.

Revealed in its entirety, the plan—embodied in the idea of an Incorporated Institute for Music in America, Inc.—charts a broad, imaginative public-service program which is really exciting in its intent and reach. It may serve on the one hand to thrust the record makers into a position of socio-economic esteem in the world community (enjoyed by too few in- (See PUBSERV KEY on page 16)

TV Coverage At Philly Is a Triumph

Makes Radio and Press Dull

By Jerry Franken

PHILADELPHIA, June 26. — Television and Tom Dewey both won at the Republican presidential convention here this week. Both victories were overwhelming, and in addition both had in common the fact that they opened considerable conjecture with respect to the future.

Without minimizing the fact that an overwhelming majority of people got their convention results via radio—the Columbia Broadcasting System (CBS) estimated the network audience at 62,000,000—the one universally heard comment was that once you saw the convention by television, all other media, newspapers (See TV BOFFO on page 5)

Mutual Tips

NEW YORK, June 26. — Altho Mutual (MBS) hasn't revealed its nighttime listenability figures yet, a series of trade paper ads starting next week give an indication of the results. Figures quoted in the ad give Mutual audience potential of 30,370,000 radio homes. Daytime figures for the same web are 29,895,000 homes.

Figures for other webs aren't given in the ad copy.

OK, Says Philly, Bring On Dems!

Dewey-Doers Leave Flood Of \$\$ Behind

Plenty Moo Again in July

PHILADELPHIA, June 26.—Wait till those Democrats convene here in July! Philly showbiz just can't wait to take a second harvest, after the Republicans tore the town apart this week and left—bloody but unbowed—with depleted purses. Wotta haul.

The GOP convention crowds lived up to their advance billing and all over town the cash registers gave out with a welcome metallic ring. The convensh spirit permeated all corners of the city and the citizenry joined with the thousands of out-of-town guests to make it a Roman holiday for all concerned. Table space at the hotel after-dark rooms and niteries was at a premium, with the taps and taverns rolling in the coins and bills all day long.

Competish, Too

This in face of many major competing factors. There was not only the Louis-Walcott championship fight, which stole the convention thunder. The open air orchestra concerts at the 6,000-seat Robin Hood Dell started off with the convention week. On Tuesday night (22) 78,000 persons jammed the Municipal Stadium to witness the outdoor spectacle staged by the Philadelphia Mummers and their string bands, now heavy recording favorites, under the sponsorship of *The Philadelphia Daily News*. And on Thursday (24), Henry Morgan made personal appearances at the Earle Theater in connection with the world premiere of his movie, *So This Is New York*.

While the political goings-on hogged the newspaper space, Morgan, in town with a staff of seven press agents, managed to grab off some lineage with a screwball tub-

Seeds Wins Tug Of War Against B&B for Skelton

HOLLYWOOD, June 26.—There was some little doubt as to which agency will handle the Red Skelton show next fall, but mystery proved more confusing than amusing. Mix-up involved Russel M. Seeds and Benton & Bowles percentagers, both of which claimed to have the funnyman in their stable.

Because of the complicated billing involved in handling the Procter & Gamble account, it appeared to Benton & Bowles that they would have the redhead come fall, by virtue of their tie-in with P & G. Seeds agency, however, said: "Uh-uh, Red's ours—has been, and always will be."

At last reports, all was settled, with Seeds emerging the victor by decision. The one guy who could give a spot ruling was Gil Ralston, P & G's nighttime radio topper, and he was out of town.

Slon Joins Ruthrauff & Ryan

NEW YORK, June 26. — Sidney Slon, veteran radio writer, has joined Ruthrauff & Ryan as script writer. Slon has scripted for such shows as *Mystery Theater*, *Aunt Jenny*, *The Shadow*, *Dick Tracy* and others. He has also been an actor-announcer, and at one time managed his own outlet, WJOR, Bangor, Me.

thumping campaign. After the political delegates recessed on the opening convention day, Morgan, as the "no" candidate for president, had his picture taken addressing the empty hall. However, when he put up a marquee sign at the Ritz-Carlton Hotel reading: "Henry Morgan—unconventional headquarters." Hotel Manager Jack Hardy ordered it taken down as in poor taste—but not before the newsreel cameras got some footage.

The convention itself, which proved a boon as well to the town's musicians drawing down \$45 a day for their tootling, got off on the wrong musical note. The convention hall organist played *Smoke Gets in Your Eyes* as the first tune at the opening session. Then, perhaps mindful of party leaders' assertions that nothing would be settled in "smoke-filled rooms," he quickly switched to *Beg Your Pardon*.

Peggy Lee, Cole, Nellie Due on New TV Shorts

HOLLYWOOD, June 26. — Bill Richards, former Columbia Records' Coast recording topper, and Paramount Producer Harry Gray this week launched production of first of a series of tele film shorts to be produced under the banner of Gray-Richards Productions. Series will feature top talent, and will include musical shorts as well as comedy, Western and mystery features. All films are being shot on 35mm. to be reduced to tele's 16mm.

Headlining the first film was songstress Peggy Lee and ork leader-hubby Dave Barbour. Cast of the flicker, already completed and currently being edited, included screen thespis Stanley Prager, Ben Cage, Nestor Paiva, Bill Tracey, Bob Lowry and Sally Rawlinson. Film was directed by Bill Berke, Paramount megger.

Deal was also set with Personal Manager Carlos Gastel for additional pix to feature the King Cole trio and Nellie Lutcher, with shooting skedded for some time in July. Producers are also negotiating for tele rights to stories featured in several national mags, as well as other properties.

New Amateur Show For Club Charles

BALTIMORE, June 26.—The Club Charles, which recently closed a six-week stanza of amateur competition, has another one going. The original gimmick, directed by the club flack, Irv Klein, proved to be a business hypo and brought out a number of local acts which compared favorably with some of the out-of-towners now around. Biggest laugh was provided by the Brown Flame, who swung a kitchen chair thru the air by his teeth.

The new contest, sponsored jointly by the Charles and MGM Records, will run nine weeks. In the finals, August 13, MGM will have a name from its stable of recording artists on hand to help in the judging. Prizes include, as before, a week at the club, an all-expense trip to New York and numerous smaller rewards.

Ballroom Ops Get on Ball To Bally Biz

New England Dance Contest

BOSTON, June 26.—Inter-ballroom dance contests thru the New England territory were accepted as an operators' institutional promotion along with a number of other proposals at a meeting of the Ballroom Operators' Association (BOA) in the Hotel Statler here this week. BOA shortly will change its name to Ballroom Operators' Association of New England, since it has expanded into a New England group after first standing as a Massachusetts org which aimed at killing the Sunday dancing ban.

A committee was appointed to work out plans for the inter-ballroom terp (See *Inter-Room Terp* on page 18)

3 Unions Can't See Eye To Eye on WPIX

NEW YORK, June 26.—The International Alliance of Theatrical Stage Employees (IATSE) is engaged in a battle with the International Brotherhood of Electrical Workers (IBEW) and the National Association of Broadcast Engineers and Technicians (NABET) for the jurisdiction of the cameramen at WPIX-TV. All three unions are filing briefs with the National Labor Relations Board (NLRB) setting forth their cases.

Once jurisdictional rights are decided, the NLRB will hold an election.

The antenna structure of WJZ-TV, New York, was set atop the Hotel Pierre recently in preparation for the station's programing operations which will start in mid-August.

In This Issue

Broadway Showlog	73
Burlesque	44
Carnival	64-82
Circus	60-63
Classified Ads	85-91
Coin Machines	100-140
Fair List	57
Fairs and Expositions	56-57
Final Curtain, Births and Marriages	46
General Outdoor	47-55
Honor Roll of Hits	20
Legitimate	42-43
Letter List	92-93
Magic	44
Merchandise	85-96
Music	16-37
Music as Written	36
Music Machines	108-112
Music Popularity Charts	20-34
Night Clubs	38-41
Parks and Pools	58-59
Pipes for Pitchmen	94-95
Radio	5-15
Repertoire	45
Reviews: Legit	43
Night Clubs	39
Radio-Television	10
Vaudeville	40
Rinks and Skaters	83-84
Roadshow Films	45
Routes: Carnival	52
Circus	52
Legitimate	43
Miscellaneous	52
Salesboards	97-99
Television	12-15
Vaudeville	38-41
Vending Machines	101-107
Vex Jox	32

The Billboard, Main Office, 2160 Patterson St., Cincinnati 22, O. Subscription Rate: One year, \$10. Entered as second-class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March 3, 1879. Copyright 1948 by The Billboard Publishing Co.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 *On the Honor Roll of Hits*
YOU CAN'T BE TRUE, DEAR
- No. 1 *Sheet Music Seller*
YOU CAN'T BE TRUE, DEAR
- No. 1 *Most Played on Disk Jockey Shows*
WOODY WOODPECKER by Kay Kyser, Columbia 38197
- No. 1 *Disk Via Dealer Sales*
WOODY WOODPECKER by Kay Kyser, Columbia 38197
- No. 1 *Disk in the Nation's Juke Boxes*
YOU CAN'T BE TRUE, DEAR, Ken Griffin-Jerry Wayne, Rondo R-228
- No. 1 *Most Played Juke Box Folk Record*
TEXARKANA BABY by Eddy Arnold and His Tennessee Plowboys, Victor 20-2806
- No. 1 *Best Selling Retail Folk Record*
BOUQUET OF ROSES by Eddy Arnold and His Tennessee Plowboys, Victor 20-2806
- No. 1 *Most Played Juke Box Race Record*
GOOD ROCKIN' TONIGHT by Wynonie Harris, King 4210
- No. 1 *Best Selling Retail Race Record*
TOMORROW NIGHT by Lonnie Johnson, King 4201
- No. 1 *Sheet Music Seller in England*
GALWAY BAY

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, page 20 to 34 in Music Section.

The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson

Publishers
Roger S. Littleford Jr.
William D. Littleford

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

Editors

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

Managers and Divisions:

W. D. Littleford, General Manager Eastern Division
1564 Broadway, New York 18, N. Y.
Phone: PLaza 7-2800

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

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

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

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

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

Subscription rates, payable in advance—One Year, \$10.00; Two Years, \$17.50. These rates apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union. Rates in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address.

The Billboard also publishes:
Turnover and Vend.



TV BOFFO AT CONVENTION

Philly Verdict: "Better Than Being in Hall"

Screens Popular Everywhere

PHILADELPHIA, June 26.—The Republican convention here was television's party all the way, with the single week's goings-on giving the infant industry adult stature. That television stole the show was obvious from the opening day. Until the balloting started Thursday, delegates, visitors and those lucky enough to have admission tickets stayed away in droves. In fact, one knew more about the proceedings by lamping the television screen than by crowding into Convention Hall.

That the principals were most conscious of the tele strength was noted when filmland's Irene Dunne stepped up to make a seconding speech. Conscious of the camera, she removed her glasses, but finding she needed them to carry on, she put them back on and mumbled that the video audience would have to take her, glasses and all.

Even away from the hall and hotels it was video that dominated the street scene. Taverns were not alone in attracting crowds seeking out the see-and-hear medium. Virtually every dealer in the city enjoyed loaded pavements as the passers-by stopped to view the proceedings on the window set. Gimbel Bros. Department Store covered each of its 20 display windows with sets. WCAU-TV set up receiving sets on top of jeeps and planted them all over town. After a slow start the 100 receiving sets set up in Commercial Museum adjoining Convention Hall, filled its 6,000 persons capacity in short order.

KSTP Clicks With GOP Spot Shots

MINNEAPOLIS, June 26.—KSTP-TV made quite a hit here shooting spot shots at the Republican National Convention in Philadelphia and flying pix to Twin Cities for processing and videocasting within 24 hours after being taken.

The spot shot maneuver has paid off with large hosannas because of candidacy of former Gov. Harold E. Stassen for GOP top honors and great interest of Minnesotans in the political future of its one-time leader.

Important Huddle

PHILADELPHIA, June 26.—Mary Margaret McBride was all set to do an interview with Mr. and Mrs. Thomas E. Dewey for WNBC, New York, here this week, when Dewey sent word he couldn't make it. He explained he had an important meeting.

The occasion for the "important meeting" became known later on. It was the session at which Sen. Ed Martin agreed to support Dewey's campaign and withdraw from the race. Dewey made the broadcast, tho—showed up with a minute to go.

KFWB, L. A., Airs GOP Confab With Gavel-to-Gavel Coverage

PHILADELPHIA, June 26.—The radio story of the Republican presidential convention stemmed not from the standard minute-by-minute coverage given by the networks and their high powered staffs, but from a non-affiliated, 5,000-watt station. It was KFWB, Los Angeles, owned by Warner Bros., and managed by Harry Maizlish. The station sent two of its own newscasters to do the coverage, hired a direct line to the Coast and covered every moment of the convention—"from gavel to gavel."

KFWB's top newscaster, Cleve Roberts, was in charge of the operation, and probably did more talking than any two commentators at the convention. He was aided by George Lewin, of the KFWB special events staff, and Dave Carr, a Washington newspaperman associated with Drew Pearson. Local engineers were hired to ride gain.

The cost of Maizlish's decision to blanket the convention was considerable, for hours of commercial time

were canceled. In addition, there were line charges of \$386 per hour. All told, KFWB aired 30 hours and 33 minutes of convention time, a hefty rap for any station, with out-of-pocket expenses swollen by the commercial cancellations. Among those whose commercials were canceled almost every day was Roberts. He has two shows daily, with one almost a certain daily casualty. George Lewin, on the other hand, came off well. He has no regular stint but filled in with a commentary one day. Shortly after, the Mike Lyman Coast chain of restaurants called and said they wanted to sponsor him regularly.

What added local interest for KFWB listeners was that California's governor, Earl Warren, was first a presidential candidate and later, of course, was tapped for the vice-presidential nomination. Maizlish is preparing 78 r.p.m. albums of all convention talk dealing with Warren and will present them to all the California delegates, Warren and Tom Dewey.

Telecasters Steam as Coax Foul-Ups Mar GOP Coverage

PHILADELPHIA, June 26.—Altho the pooled television coverage of the Republican convention by the four video networks worked out as a model of smooth efficiency in most cases, the telecasters had an unexpected problem to cope with when the telephone company reportedly failed to provide adequate service for networking. The situation resulted in any number of mix-ups, with tempers of the telecasters really sizzling. It was not until the confab was several days old, and strong beefs had been registered with top echelon phone company execs, did the situation start to straighten out.

The principal trouble, according to the TV director of one network, was that the phone company did not, apparently, realize the scope of the job involved in televising the sessions, had failed to provide sufficient personnel and hadn't indicated to its traffic department what was in store. Further complications arose, he said, when it was necessary to route orders for lines and pick-ups from Philly to New York back to Philly again.

There were three coaxial cables handling the traffic, exclusive of the National Broadcasting Company's (NBC) own micro-wave facilities. The coaxes were the regular Boston to Richmond cable, a New York to Washington cable via Philly for pool originations, and another New York to Washington cable. But any number of times thruout the early convention sessions, improper connections were made, with one network being fed the programs being originated by a competitor, the wrong audio channel being hooked onto video showings and feeds going to stations not designed for hook-up. There were also reports that some originations—none of the pooled shows—were completely lost.

In one case, a network was airing a regular feature, one in which newspapers of the nation were saluted. The video was sent correctly, but the audio wound up on another station, which happened to be airing a news show. The most talked about instance, however, was one reported to involve WBAL-TV, Baltimore, and Drew Pearson. WBAL-TV is an NBC station; Pearson airs for DuMont. In addition, he's on the list of less popular people in the Baltimore station, since he's filed for WBAL's frequency. Nevertheless, thru a connection foul-up, Pearson's TV show wound up one night on WBAL-TV.

NBC Counts 300G Cost on Covering GOP

CBS Drops Less

PHILADELPHIA, June 26.—The National Broadcasting Company (NBC) took the greatest financial hosing of all four major networks in its joint AM-TV coverage of the Republican presidential convention here this week. NBC sources estimated that between time and talent, around \$300,000 worth of commercial shows were canceled. Since NBC is required to pay talent costs on canceled shows, and since that web's stars are the highest priced in radio, it means the NBC talent bill was steeper than the rest—in addition to its loss on the unpaid commercial time.

All told, NBC canceled 10 hours and 26 minutes of sponsored time, knocking off such shows as *Dr. I. Q.*, *Carnation Hour*, *Fred Waring*, *Sig Romberg*, *Morton Downey*, *Chesterfield Supper Club* (repeats) and *Big Story*. In addition, NBC sent an enormous contingent to Philadelphia, and estimates its out of pocket expenses for housing, meals, transportation, etc., will run to \$300,000. One NBC spokesman stated this week that between the GOP huddle this week and the pending Democratic conven-

(See NBC Spends 300G on page 15)

Job at Philly Puts Press and AM to Shame

4-Web Coverage a Triumph

(Continued from page 3)

and radio primarily, were dull and lacked dimension. Equally important was tele's harrowing faculty of being more revealing, sometimes painfully so, than its competitors.

Highlighting the Drama

For certain, you saw more by TV than you could hear or read—or would or could see by attending the convention in person. The iconoscopes brought one within inches of the rostrum and the floor; you could reach out and touch the sweltering, squirming delegates. The convention had electric moments, especially in Thursday afternoon's balloting, and tele served to dramatize and highlight these moments.

Even with shortcomings, tele convinced any skeptics as to its potency in covering such events. The shortcomings primarily were a lack of mobility and a lack of showmanship on the part of most interviewers and newscasters. There was by far too much static picture composition. It will be interesting to see whether this is lessened in the Democratic convention coverage, starting July 12.

Newspapers "Old Hat" Now

TV at the convention raised two major questions. One, the effect the medium will have on radio and newspapers, especially the latter. A safe bet would appear to be that straightforward news presentation via the press loses enormously when the tele audience has seen the same developments hours before. The classic example of this week was the NBC-Life mag telecast of Dewey's press conference Tuesday afternoon, immediately after the convention's turning point, the assignment by Sen. Ed Martin (R., Pa.) of his votes to the Dewey bandwagon. Thruout the week, the press coverage became anti-climactic, with radio and tele flashing out developments precisely as they happened. Only in analysis and behind-the-scenes reportage did the dailies beat radio and tele.

Another question for the future is whether political conventions will retain their present form and shape under the onnipresent eye of television. The first two and a half days of the confab, a barrage of windy oratory, were boring, and doubly so by television. But boring or not, tele revealed the flatulent sham of many

(See Tele Shames Press, AM, page 15)

True! How True!

PHILADELPHIA, June 26.—George Hamilton Combs Jr. did four commentator shows a day for WHN, New York, here during the GOP convention. On one of them, he commented on the vast amount of radio and television equipment that had been installed in Convention Hall.

"And what for, ladies and gentlemen?" Combs asked. "Merely to disseminate bad syntax."

Nets War on Audience Size Claims for GOP Coverage

PHILADELPHIA, June 26.—Altho in one respect—the pooled television operation—all networks co-operated to the fullest extent in covering this week's Republican convention, the usual network rivalry cropped up in full blast in other directions. The most notable example involved claims to audience size, which the Columbia Broadcasting System (CBS) started off Tuesday via a full-page advertisement in *The Evening Bulletin* here.

The CBS ad nettled all the other AM webs, but the National Broadcasting Company (NBC) in particular. The CBS copy, based on the regular fortnightly coincidental phone calls by C. E. Hooper, Inc., claimed that 40 per cent of all U. S. network listeners had tuned in the convention via CBS, 13 per cent more than the second best network, presumably NBC altho not identified in ad as such.

What steamed NBC, among other things, was Columbia's claim that the convention coverage figured from 9 to 11 P. M., with NBC pointing out that CBS was only on the air from 9 until 10:32. NBC also argued that Monday is normally a top CBS night, with three of its top-rated shows on the air that night, *Lux Radio Theater*, *My Friend, Irma* and *Arthur Godfrey*.

The CBS advertisement was addressed directly to convention delegates, stating, "62,000,000 people heard you last night, and Hooper telegraphic ratings showed more listeners to CBS than any other network." Other webs listed, but not identified in the ad, were the American Broadcasting Company (ABC), with 17 per cent, and the Mutual Broadcasting System with 16 per cent.

NBC countered, on its own, with

Convention Comment

THE MASTER TV control room at the convention, whence the pooled telecasts were handled, was a real hot box, despite purported air-cooling. It hit 115 degrees one day. . . .

Fanciest living quarters were snagged in the Hotel Sheraton by the press of the National Broadcasting Company (NBC), largest web collection of staffers assigned. It was a five-room layout, with a vast sitting room and an antique four-poster, canopied bed, assigned, natch, to Syd (George Washington) Eiges, NBC press veepee. NBC flack staffers included Tom Knode, press department manager; Jo Dine, Allen Kalmus, Jim Miller; Johnny Meagher, KYW, Philly; Sy Desfor, photo chief, and Cy Friedman, photog.

The Columbia Broadcasting System (CBS) was the first web to flash the California shift to Tom Dewey. Larry Leseur broke the yarn, via his (See *Convention Comment*, page 15)

Always Selling

PHILADELPHIA, June 26.—Morton Downey, sponsored on the air by Coca-Cola, sang at one of the hotter of the GOP convention sessions, and the minute he finished, exclaimed, "Boy, I'm hot. I need a coke."

Thru some strange happenstance, there was a bottle of the stuff near by. Downey grabbed it and started swigging. The result was the plug went on the air, not only on all the AM stations and networks carrying the event, but on television as well.

a special survey made by Hooper Thursday afternoon. An evening survey had been planned originally, but the uncertainty concerning the Louis-Walcott fight loused up matters. At any rate, the results of the special study made for NBC gave that web first with 6.3 per cent of the audience, CBS 4.9 per cent, American 3.5 and Mutual 3.0. Unaffiliated stations, many of which were airing baseball, accumulated 5.2 per cent.

NBC pointed out that these figures represented a considerable increase in daytime listening. Average network ratings, for the daytime period the week of June 1-7, as compared to convention week figures were, NBC 3.9 per cent; CBS, 2.9, ABC 3.7, and Mutual 1.7.

The study also showed that of the total network audience tuning in Thursday, the day of the survey, NBC had 36 per cent, Columbia, 28; ABC, 20; and Mutual, 17.

KTLA, W6XAO's All-Out GOP Confab Reports Fall Behind AM

HOLLYWOOD, June 26.—Both local tele outlets, Don Lee's W6XAO and Paramount's KTLA, went all-out in giving home viewers a video glimpse at the Republican National Convention in Philadelphia. With *Life* mag as a sponsor, Don Lee automatically had access to the time-buyer's films of the scannings. The outlet offered viewers five *Time-Life* documentaries of the nominees, and equal number of *Life-National Broadcasting Company* newsreels lensed at the confab plus five kinescope recordings of NBC-*Life* live scannings. Documentaries were flavored with *March of Time* technique, and the newsreels were clear in quality and sound. Off-the-tube film transcriptions were fuzzy and lacked contrast, but the lack of quality in these didn't detract too much from their interest. Don Lee encountered difficulty in keeping kinescope films synchronized. Pairing sight and sound apparently became a problem in properly threading film into the station's projector.

KTLA offered six short documentaries on the various nominees, which were similar to the *Time-Life* reels in giving audience a quick glimpse at

NBC Wins in Webs' Competish For GOP Confab TV Coverage

NEW YORK, June 26.—Coverage of the Republican National Convention by the television networks found the National Broadcasting Company (NBC) doing by far the most ambitious and successful job, with the Columbia Broadcasting System (CBS) and DuMont coming thru with some good routine jobs. However, NBC's widespread efforts, made in conjunction with *Life* magazine, resulted in some pretty frightful results as well as some really inspired telecasting. CBS and DuMont, for their part, were able to cover many spots untouched by the other webs or the pooled broadcasts.

One of the superior efforts of the entire convention was a little tete-a-tete held on Tuesday with NBC's Mary Margaret McBride holding an informal chat with nominee-to-be Tom Dewey and Mrs. Dewey. The McBride ad lib manner was able to make Dewey unbend to an extent one would hardly believe possible. The warbler chatted smilingly about his



He can cook, too!
BILL JONES

He's "Uncle Bill" on the "Funny Paper" show, featured announcer on the Saturday night *Barn Dance*, an actor, a newscaster and works the early morning wake-up shift. He's as good as he is versatile.

KLZ, DENVER

each candidate's record. KTLA's background material was assembled and edited from Paramount's library of yesteryear newsreel footage. Of particular interest to local lookers was the short on Gov. Earl Warren. The film quality in newsreel and documentaries was above par, but the off-the-tube product (made via Paramount system) was somewhat inferior to regular films. On Thursday, KTLA complemented its regular film coverage with the airing of wire photoed stills of convention scenes. These reached home viewers here an hour and four minutes after being snapped in Philly.

Despite the all-out efforts of both tele outlets, video here had to take a back seat to radio's coverage of the event. The reason, of course, was the time element involved. The majority of video pix were aired at a time when radio was reporting the news the instant it was being made. Since pix aired were from one to two days old, many were tempted to snap off their video receiver and turn to radio. Tele will get its crack at the front seat when coast to coast net video becomes an actuality.

Lee Zhito.

singing career. When Mary Margaret compared his rendition of the *Song of the Idiot* with Chaliapin's, Dewey laughingly remarked that while he was glad he didn't remain a singer perhaps he should have remained an idiot.

NBC's Roving Team

Also on the credit side was the smooth work of the roving team of NBC's Ben Grauer and *Life*'s Sidney Olsen. The pair always filled in whenever NBC had a gap in the program, and invariably they came thru with entertaining and informative stuff. Perhaps the highlights of their coverage took place Tuesday and Wednesday, via exclusive NBC coverage of a Dewey and anti-Dewey press conference, respectively. The latter was particularly dramatic, inasmuch as Sen. Robert Taft made an appearance after the meeting with other "stop Dewey" elements, and while expressing confidence in his

(See *NBC WINS* on page 15)

Chi Viewers Get a Slick Pic on GOP

Airborne Films Do Trick

CHICAGO, June 26.—Altho they did not have a chance to see 24th Republican convention proceedings at the same time they took place at Convention Hall in Philadelphia, video viewers here, nevertheless, got good pictorial coverage via television. Thru the use of specially edited film flown here in a few hours, WBKB and WGN-TV were able to give the video audience here a chance to see at least the highlights of the convention shortly after they took place.

Both stations used special film edited here, with sound provided by local commentary and background music and also film taken from video kinescopes, which, of course, had convention sound, speeches and commentary. Latter type, even tho it did not have the pictorial or photographic quality of the non-televised versions, gave best results.

WBKB used special television films taken off the kinescope in New York and then made into a show by Paramount producers in that city. As a rule these films were put on a plane in the East at 12:30 and arrived here in time for a 20-minute show starting at 7:30 p.m. These shows were more up to date than straight film jobs. For example, Friday night's program carried second and third balloting and acceptance speech by Governor Dewey.

WBKB also had a nightly news reel show with commentary by Jim Ameche added here. Shots for this were taken by Telenews at the conventions and then presented here thru co-operation of Telenews, INS and INP, under the sponsorship of Canadian Ace Brewing Company. This program was presented immediately after airing of Paramount off-the-kinescope show and usually ran for about 10 minutes. Station completed its convention coverage by a five-minute show at the end of telecasting day. Final show was merely (See *CHI VIEWERS* on page 15)

FM COVERAGE

NEW YORK, June 26.—Utilizing both wire and radio relay, the Continental FM Network supplied full coverage of the Republican convention to 39 stations in the Middle Atlantic and New England areas this week. Of these, 12 were AM stations. Continental plans to supply similar coverage of the Democratic convention next month.

Just Pals

PHILADELPHIA, June 26.—Bill Burns, Mutual Broadcasting System commentator for KQV, Pittsburgh, and Morgan Beatty, National Broadcasting Company (NBC) commentator, both were assigned, during the GOP convention here this week, to interview Governor Duff, of Pennsylvania, with Beatty's assignment slated for television only. Both arrived at Duff's headquarters at the same time and both refused to wait until the other had finished.

So NBC's network carried Burns' Mutual interview, as well as showing the Mutual mike, and Beatty's questions and answers went out over the rival web.

CONGRESS'S FCC TUG OF WAR

All Turns Are to the Right For FCC From Here on Out

WASHINGTON, June 26. — The Federal Communications Commission (FCC), in the running crossfire of rival congressional investigations (see story this issue), is generally recognized in trade and government circles here as embarking on the most sharply conservative trend in its existence. From here on out, it is assumed that the Blue Book policy and similar structures which highlighted the FCC era under the Roosevelt and Truman administrations will be soft-pedaled into complete silence despite the fact that FCC's Chairman Wayne Coy was once prominent in New Deal Democrat brain-trusting during the early FDR heyday.

The new trend appears based on three major factors: (1) Pressure which the GOP-controlled Congress has exerted; (2) an upheaval in FCC personnel, which in a year has shifted strongly rightward, and (3) the possibility of election of a Republican president in November. If this develops, expectations are that Chairman Coy would retire from the chairmanship of the commission (*The Billboard*, May 15), to be replaced by a Republican.

Significant in the shift is the withdrawal next Wednesday (30) of Commissioner Clifford J. Durr (see story this issue) after seven stormy years of championing a liberal role which was largely credited for the controversial Blue Book and which brought the FCC recurrently under heated attack by the National Association of Broadcasters (NAB). Durr's successor, Frieda B. Henock, of New York, is regarded as representing a complete cleavage from the Durr tradition. Miss Henock is described in party circles as an old-line Democrat. Even GOP Sen. Owen Brewster, of Maine, in successfully urging Senate confirmation of her nomination in the closing session of Congress, praised her as hailing from New York's third largest law firm, "composed almost exclusively of Republicans," and reminded the Senate that her candidacy was

Haymes Slated For R.R. Show

HOLLYWOOD, June 26.—Audition platter for a new air show to be bankrolled by American Association of Railroads will be cut in New York late this month by Benton & Bowles Agency. Ainer will star Dick Haymes and feature a musical comedy format. Plan is to present a different musical comedy or operetta each week, using Haymes in starring role, with guest artists. Cost of show is said to be \$13,000.

Network or time are not set, altho American Broadcasting Company (ABC) has reportedly made a pitch for the ainer. If purchased, the show will originate in Hollywood.

Gunn May Quit WGN; Preston Taking Over

CHICAGO, June 26.—Buck Gunn will shortly resign as program director for WGN, *The Chicago Tribune* station, it was reported here this week. It could not be confirmed at press time.

An additional report is that Walter Preston, now commercial manager of the station, will assume Gunn's duties.

endorsed by John W. Davis of New York. Shorn of the last survivor of its "liberal wing," the commission make-up, with the exception of a single member (Paul A. Walker), consists of newcomers since 1945, and the shift has been reflected down thru the ranks of the legal and engineering branches.

B&B Shifts Steele to L. A.

NEW YORK, June 26. — L. P. (Ted) Steele, vice-president and radio director of the New York office of Benton & Bowles (B&B), this week was appointed general manager of the agency's Hollywood office, effective August 1. Steele will become a general ad executive and will supervise client contract and service. The move foreshadows expected expansion of B&B's Coast radio operations. Currently, the Burns and Allen and *Life of Riley* shows are Hollywood operations, but Prudential's new dramatic show is expected to shift to California in the fall and B&B is pitching hard for additional radio business.

With Walter Craig continuing to head radio and tele, Robert Buckley, formerly with Dancer-Fitzgerald-Sample, is joining B&B to take over Steele's current post. The agency this week also elevated Albert Kaye, B&B's radio chief in Hollywood, to a vice-presidency.

Dinah, Phil. Morris Still Snagged; Combo AM-TV Deal Pends

HOLLYWOOD, June 26.—Negotiations between Dinah Shore and Philip Morris Cigarettes for renewal of the *Call for Music* stanza hit a new snag this week. The warbler wants to take a date in September, altho the radio stanza is skeddled to end its hiatus with the broadcast of August 10.

Still unsettled are the final terms of settlement for Dinah's air contract. A new proposal calls for a 26-week deal, with budget slashes bringing the package down to \$9,000. Miss Shore would be permitted to do one outside weekly show for a non-competitive sponsor. Thrush has been offered a berth on Eddie Cantor's Pabst ainer next fall and wants to accept. Also under discussion is a possible AM-tele tie-up with Philip Morris. Miss Shore and hubby George Montgomery would like to take a video flier via a separate film series, and ciggie outfit may bankroll it as well.

Face-Lift in Works For "Take It" Ainer

HOLLYWOOD, June 26.—Ever-sharp President Martin Straus II and John Hamm, radio and tele assistant to agency topper Milton Blow, will arrive on the Coast this week-end to personally supervise revamping of the *Take It or Leave It* format.

Show will be basically the same as in the past with addition of a new giant jackpot gimmick, following the pattern set by *Truth or Consequences* and similar ainers. Garry Moore remains as emcee.

Only 4 "Bases"; Dodgers on 5th

WASHINGTON, June 26.—In the final phase of the New York FM scramble designated for hearing by Federal Communications Commission (FCC) this week, the Brooklyn Dodgers ball club is in the middle of a five-way tussel for the four remaining channels.

The channels were unassigned by virtue of FCC's old reservation policy, but are now ready to be handed out. Given an inside track by FCC insiders for one of the channels is the Methodist Church, which narrowly lost out in a previous hearing.

Other applicants are Debs Memorial Radio Fund, which was also passed over in the last allocation proceeding; Atlantic Broadcasting Company and Crosley Broadcasting Corporation.

Bob Hope Ainer May Sport New Format in Fall

HOLLYWOOD, June 26.—Hottest rumors of the week centered around Bob Hope and changes pending in his ainer next season. Altho sources close to Hope, including his radio agency Jimmy Saphier, refused to comment, it was believed that Hope will spring an entirely new format when he returns to the air this fall. Comic has already had confabs with Lever Bros. Prexy Charles Luckman concerning the show, but no details were disclosed.

Reports had it that both Jerry Colonna and Vera Vague will be missing from cast next season. To compensate for loss of two standbys, Hope will go in for big name guests and a situation comedy format. A shake-up in writing staff is also reported. During past season, Hope has used as many as 10 writers at a time, a practice which will be dropped in favor of a permanent staff of three or four top comedy scribes. A permanent fem vocalist is another addition contemplated.

John Gilman, Lever Bros. veepee, said format changes were entirely up to Hope. He ruled out any possible shift in either network or time slot.

Mary Little Now Des Moines Flack

DES MOINES, June 26.—Mary Little, veteran radio editor of *The Des Moines Register and Tribune*, has been appointed publicity director of the KRNT radio theater following discontinuance of her newspaper columns because of newsprint shortage.

Altho the column, which was devoted to all the networks and various programs by local stations, was discontinued, the paper is now carrying as advertisement a column called *KRNT Airglances*, which is devoted entirely to the newspaper's station and American Broadcasting Company (ABC) programs.

Mary Little originated the radio column 13 years ago and continued to write it until it was dropped. The newspaper is continuing its program listings of the six local stations and WMT at Cedar Rapids.

Committees Vie for Right To Overhaul

Commish Caught in Middle

WASHINGTON, June 26.—A jurisdictional battle for control of legislation to determine the fact of the Federal Communications Commission (FCC) is under way here between a newly created House Select Committee and a newly created Senate Interstate Commerce Subcommittee. Altho it had been foreseen that the next Congress was fated to deliberate revision of the Communications Act (*The Billboard*, June 12), the timetable for a floor fight over amending the act in the 81st Congress has been stepped up as the result of rival investigations which have been launched by the two special committees, both racing to gather evidence for reports to go to Congress at the next session. There is no question but that the special Senate subcommittee, headed by Sen. Wallace White (R., Me.), will reaffirm the FCC's right to scan radio programing, while the House Select Committee will demand an end to those powers.

White, retired chairman of the Senate Interstate Commerce Committee, created his special three-man subcommittee this week less than 36 hours after the House, in its sleepy adjourning hours, had authorized creation of a select House committee to examine the FCC's methods of issuing grants and renewals and the commission's scanning of programs. Significantly, White, who will not return to the 81st Congress, picked Sens. Charles Tobey (R., N. H.), and Ernest W. McFarland (D., Ariz.) to serve with him on his "interim" sub group. Tobey is in line to succeed White next year as head of the full Senate Interstate Commerce Committee if Tobey abandons his chairmanship of the Senate Banking Committee.

Okayed by Wolverton

The House Select Committee, which came into being at the behest of Rep. Forest A. Harness (R., Ind.), has the outspoken approval of Chairman Charles A. Wolverton (R., N. J.), of the House Interstate and Foreign Commerce Committee, even tho Wolverton's own group has the authority to do what Harness's special group is now undertaking. It is obvious to insiders here that Harness's committee, in handing up a critical report of FCC, will demand wide overhauling of the Communications Act, possibly along lines recommended many times by the National Association of Broadcasters (NAB), to curb FCC's powers. In so doing, the Harness committee is likely to seek to toss the initiative to Wolverton's standing committee to push the legislation. But White, despite his retirement from Congress at the end of this year, is leaving no stone unturned to offset this move and to keep the initiative in the Senate. The FCC, consequently, will be in the middle of this running fight between the House and Senate.

Complicating the fracas will be a report from a third body—a special commission headed by former President Herbert Hoover and delegated by President Truman—which will give Congress an over-all report on executive reorganization, including recommendations for an overhauling (*See Congress's FCC on page 15*)

NAB Code Set To Bark, Not Bite

Goes in Effect Thursday But Has No Teeth

Won't Force Compliance

(Continued from page 3)

pliance, at least during the first year. The NAB expects to keep a watchful eye on whether members observe the code, but this will be solely for theoretical reasons and not for the purpose of applying moral suasion or any other means to keep members in line. The attitude here is: "It's up to the stations themselves." Some of the more realistic of NAB's officials here will not be surprised if the new practices are ignored by scores of small-time stations which presumably will find it economically impractical to face competition under the code's tightened commercial restrictions.

An obvious reason for the NAB's almost apathetic attitude on compliance is that the code itself has no enforcement teeth and was designed by NAB President Justin Miller in a mood of compromise to be nothing more than a guidepost toward future general practices in the industry. A less apparent but all-important reason for the attitude is the fear of opening old wounds. The NAB wants no showdown on code compliance for a long time, since there is little doubt that such a showdown at this time would bring serious threats of membership withdrawals. Furthermore, as officials here point out, NAB has never taken the position that it would set up a police agency for codal compliance, and the first year of the new code's operation is being looked upon largely as an experimental period which, NABers hope, will result in a favorable report to the next annual NAB convention. It is considered likely that NAB at some later date will assign some of its staffers to survey the code's operation so that NAB's board can study the findings preparatory to next year's convention in Chicago.

Relying on Big-Timers

Officials here appear to be relying on networks and big-time stations to show the way for codal compliance, altho NABers naturally would like to see rank-and-file stations take the initiative in conformity. The association's headquarters was encouraged, for instance, to see one newcomer station boasting in a brochure that it will comply strictly with the provisions of NAB's new code. NAB hopes others will follow the example. As matters stand today, however, no codal good-will publicity campaign is contemplated, and officials here will be willing to entertain a period of silence on the new standards and practices in the hope that members themselves will eventually get around to shaping their operations within the framework of the new document. Eventual compliance, one frank-spoken NAB official explained, will be "the surest and most positive answer to the question whether the industry can govern itself and serve the public without interference from the Federal Communications Commission." The spokesman candidly added that "it would be wonderful if NAB could turn up with substantial evidence of codal success by the time the next Congress gets around to re-examining the Communications Act."

Durr, in Valedictory, Urges Improved FCC Program Staff

WASHINGTON, June 26.—Clifford J. Durr, outgoing member of the Federal Communications Commission (FCC), told *The Billboard* this week that FCC "could use a small but competent staff to keep up with what's going on in radio programming." In what amounted to a good-natured valedictory, Durr, who has been a storm center because of his progressive views on public service programming, said the commission has been handicapped by lack of a specially trained staff of program analysts. He attributed the lack not to a shortcoming of the FCC itself, but to the commission's limited budget, and he voiced hope that Congress might "some day soon recognize this need and appropriate ample funds to the FCC so that such a program-analysis staff can be created."

In keeping vigil over program performance for license renewal purposes under provisions of the Communications Act, Durr said, the commission has been cramped for time necessitating priority in other fields of administration in the steadily growing radio and television field. Altho statistical analyses have been used regularly, the commission has never based its program findings solely on the statistical work, he said, and "the commission has been doing its best to combine all sources of fact-finding in order to reach fair judgment, policy and regulations."

The lean, frank-spoken commis-

sioner, whose seven-year term ends next Wednesday (30), said that the FCC would be unable to analyze programs adequately until it was able to hire a staff of specialists "geared for this sort of work by experience and training." He said members of such a staff should include trained researchers and persons with practical experience in radio programming. Under current budget and personnel limitations, Durr said, the commission is compelled to divide its personnel arbitrarily into classes of lawyers, engineers and accountants, with no provision possible for engaging researchers and specialists for the program analytical work.

"There is no question but that the Communications Act of 1934 intended that the FCC should perform this service," said Durr, "and the White Bill reaffirms this." The White Bill, which was reported favorably by the Senate Interstate Commerce Committee earlier this month, is expected to get floor action at next session of Congress (*The Billboard*, June 19).

"In other words," said Durr, "the White Bill, in reaffirming the FCC's authority to see that the public is served properly, does not introduce any new powers to the commission. Unfortunately, the job of program analysis by the commission must continue to be inadequately done until Congress backs up the Communications Act with more extensive funds for the commission. The commission has a major problem in just trying to keep abreast of its routine work of broadcast actions and the like, to say nothing of trying to administer for the greatly expanding new areas of air communications."

Goddard Suit Against NBC Gets Settlement

NEW YORK, June 26.—A breach of contract suit brought by Don Goddard, commentator, against the National Broadcasting Company (NBC) was settled in U. S. District Court here this week. Goddard had sued the web in 1946 following his dismissal allegedly because of uncomplimentary remarks about Rep. William Rankin.

Goddard had sued for \$78,270, but the amount of settlement was not revealed.

West-South Indies In July 7 Confab

ST. LOUIS, June 26.—Leading Midwest and Southern Metropolitan indie outlets have been invited to send reps to a meeting at KSTL here July 7 to set up a co-operative exchange on matters of management, programs, sales and promotion. The confab was called by a committee composed of Frank E. Pellegrin, KSTL president; Patt McDonald, general manager, WHHM, Memphis, and Steve Cisler, vice-president of WKYW, Louisville, and WXLW, Indianapolis. Participating stations are limited to non-web, large-city outlets whose problems are in many instances similar.

The contemplated group, tentatively named the Association of Metropolitan Independents, plans no dues, officers of formal organization.

General Mills May Retrench

NEW YORK, June 26.—General Mills this week was reported considering a retrenchment in its widespread network sponsorship. Altho it recently purchased the first quarter hour of American Broadcasting Company's *Breakfast Club*, it has two contracts with the same web coming up for action next week on which so far it has given no indication of its decision.

The shows are *Green Hornet* and *Famous Jury Trials*. Both renewals must be acted on by Thursday (1). Dancer-Fitzgerald-Sample is the agency for *Hornet*, while Knox Reeves handles *Trials*.

Radio Lunch Feting Durr To Include 3 Ex-FCC Chairmen

NEW YORK, June 26.—Three former chairmen of the Federal Communications Commission (FCC) will be on hand when the radio industry throws a luncheon Thursday (1) at the Astor Hotel here in honor of Clifford Durr. Durr's term on the FCC expires the day before.

Ex-FCC heads due to appear are Charles Denny Jr., James Lawrence Fly and Paul Porter. Others attending will include Frank Stanton, president of the Columbia Broadcasting System (CBS), and Edgar Kabak, president of the Mutual Broadcasting System (MBS).

The radio committee of the American Civil Liberties Union is hosting.

NBC's Summer Activity Accents Package-Bldg.

NEW YORK, June 26.—The National Broadcasting Company's (NBC) summer production activity—involving some dozen major shows—is the jumping off point for a burst of package-building, it was indicated this week by Robert K. Adams, web's production chief. A primary factor, together with packaging building and sales, Adams pointed out, is the desire of the web's program chiefs to retain summer audience at a high level.

Figures on the cost of the summer production sked are not available, but it's known that the web this year spent far more money on summer shows than it has for a long time. In addition to a flock of minor programs, Adams lists about a dozen so-called major efforts which are culled from about 40 programs.

These major packages include Jack Pearl, *National Minstrels*, Jane Pickens, Slapsie Maxie, *Radio City Theatre*, *Who Said That?* *The Time*, *The Place and the Tune*, *RFD America*, *First Piano Quartet*, *Author Meets the Critics* and *Armed Services Review* (roll call). Adams' philosophy in this packaging is to have each program carry a dominant personality or idea—for instance, the novel musical approach on the Jane Pickens show or the use of top Negro talent on the minstrel program (as Sara Vaughn, Ella Fitzgerald, Ink Spots, et al.)

NBC's activity on these sustainers is much more extensive than formerly not only on the quantitative level, but also the qualitative. The shows, according to Adams, all were subjected to a heavy check by the Schwerin method and revised systematically, and the Schwerin check will be continued.

BMB Lists Radio Homes at New High

NEW YORK, June 26.—Radio ownership as of January included 37,623,000 U. S. families, or 94.2 per cent of the 39,500,000 total families in the country, according to the Broadcast Measurement Bureau (BMB). This represents a jump from the 90.4 per cent set ownership in January 1946, which embraced 33,998,000 families.

BMB currently is preparing to publish *Radio Families U. S. A.—1948* in two volumes. First will summarize multiple set, auto radio, FM and television ownership, sets by economic status and extent of listening. Second volume will show total families, per cent radio families and number of radio families for each county and for about 1,300 cities.

Farnsworth Re-Signs For "Met Auditions"

NEW YORK, June 26.—*Metropolitan Auditions of the Air*, which wound up its contract for the Farnsworth Television & Radio Corporation over the American Broadcasting Company (ABC) May 16, this week was given a new burst of life. Farnsworth execs decided to pick up sponsorship of *Auditions* again next fall, starting October 17, and inked a new pact with ABC.

Warwick & Legler is the agency.

Bordens, CBS To Org County Fairs For Teen-Agers

NEW YORK, June 26.—A major public service and promotion tie-up has been effected whereby the Borden Company, sponsor of County Fair, and the Columbia Broadcasting System (CBS) will sponsor 163 teen-age owned-and-operated county fair corporations under the Junior Achievement Youth Business Training Program. Plans for the project, which crystallized last week at a luncheon at the Waldorf attended by execs of CBS, Junior Achievement, Borden's and Kenyon & Eckhardt, agency on the account, include the establishment of county-fair JA companies in all areas covered by the web.

Each of the companies, made up of youngsters between ages of 15-19, will stage a fair during the week of October 23-30. Capitalized thru their own efforts, the companies will compete for merchandise awards, and a grand prize will be the County Fair program, which will originate in the city of the winning company. Youngsters will be able to use the program in various ways, including promotion of a local charity, community project, et al.

Top brass is sparking the project. At the Waldorf clambake, for instance, were S. Bayard Colgate, chairman of Colgate-Palmolive-Peet and chairman of JA's executive committee; Harold W. Comfort, Borden's exec vice-president; William S. Paley, CBS board chairman; Frank Stanton, CBS president; D'Arcy Brophy, Kenyon & Eckhardt president, and others.

Stations working with Borden reps will organize the various companies. The enterprises are to be organized in September.

CBS Gets 'Ford Theater'; Dampens Hopes on 'Studio 1'

NEW YORK, June 26.—The switch of Ford Theater to the Columbia Broadcasting System (CBS), starting October 8 has dampened the hopes of the web's staff with regard to Studio One, the network's top sustainer, and has raised a bevy of intriguing questions. One of these questions is: What price creative programing? It's a question which periodically comes up to baffle the industry's programing brains, but in the case of Ford Theater vs. Studio One the dilemma is more noticeable than ever.

The fact is that Studio One, on the air since April, 1947, has been successfully built into a program property which consistently hits a nine or 10 plus Hooper—and this opposite Bob Hope and Red Skelton on the National Broadcasting Company (NBC)

web. Ford Theater, admittedly in a bad time slot on NBC, hits a four plus Hooper.

As of now, Studio One is being kept on the web, but web execs regard the future status of the show as doubtful. For one thing, there is the problem of guests. Studio One has a top budget of \$1,500 for this purpose, whereas it is reported that Ford Theater will pay up to \$5,000 weekly for its names. Secondly, it is believed that in the event the web tries to retain its sustainer, there will be a conflict on scripts, with the commercial getting the break every time. Thirdly, it is considered possible that Ford will register a squawk in the event Studio One remains on the web's air, for the format of the two shows is virtually identical.

Perturbed Minds

One unanswered question, of course, is: Why didn't Ford buy Studio One? and the echo answers: Pride in its own package. Whatever the upshot, some of the more serious-minded programing brains are perturbed because of the dim outlook for a package which the web launched in April, 1947, and which cost since then an estimated \$300,000 in production costs—not counting time. A package which, it is pointed out, did everything expected of it, namely, build a Hooper and grab a Peabody Award.

In any event, the fate of Studio One is expected to pose no problem for Director Fletcher Markle. Markle has just about completed filming his first picture in New York, titled Jig Saw, with Franchot Tone in the lead. Success of this pic may mean a trek to the Coast, a la Orson Welles, Irving Reis and other CBS alumni.

Shafto Is First Prexy Of S. C. Broadcasters

MYRTLE BEACH, S. C., June 26.—Dick Shafto, manager of WIS, Columbia, is first prexy of the new South Carolina radio men's org, the South Carolina Association of Broadcasters. He is also general manager of Liberty Life Broadcasting interests.

Other officers are John M. Rivers, owner of WCSC, Charleston, and Melvin Purvis, owner of WOLS, Florence. The directors include B. T. Whitmire, WFBC, Greenville; J. W. Hicks, WCOS, Columbia; Robert Brabham, WTMA, Charleston, and Douglas Youngblood, WFIG, Sumter. Eighteen stations are represented.

FDR's Okay

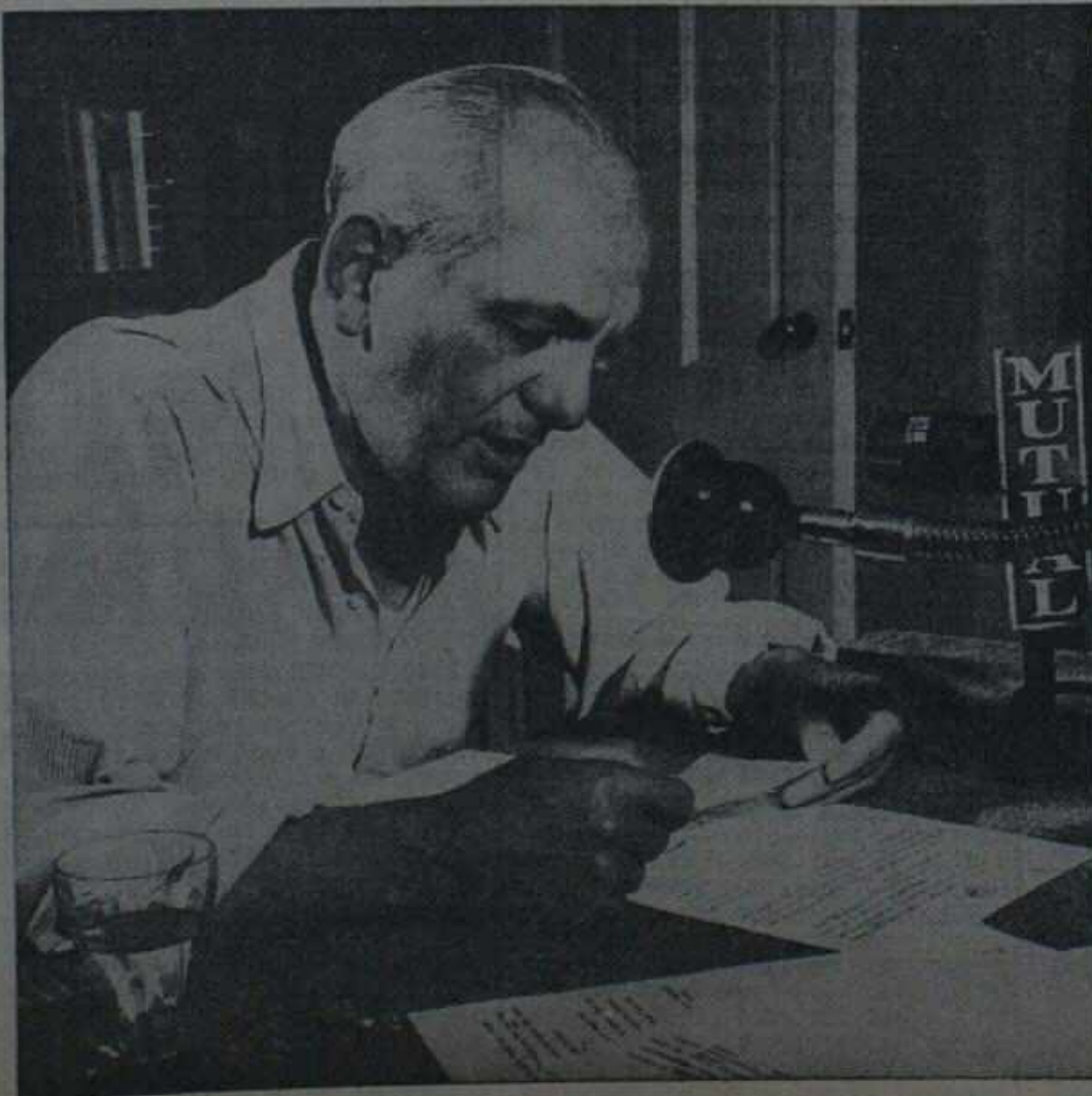
WASHINGTON, June 26.—The Federal Communications Commission (FCC) is expected to end its taboo on issuing "FDR" call letters, now that Mrs. Franklin D. Roosevelt and other members of the late President's family have declared that they have no objections to radio stations using such call letters. Testimony from the Roosevelt family was filed at the FCC with a bid by Unity Broadcasting Company (International Ladies' Garment Workers' Union) for call letters WFDR for Unity's new FM station in New York. Prospect is that a request for KFDR for a West Coast station will also be forthcoming. FCC previously had turned down numerous requests for use of the FDR call letters.

Berg-Allenberg Set To Rep Runyon Work

NEW YORK, June 26.—The Berg-Allenberg talent agency this week was named by the Chase National Bank, executors for the Damon Runyon estate, to handle all deals pertaining to works of the late humorist. The agency has taken over several negotiations previously begun by the bank, with radio and tele program packagers wishing to build shows around Runyon stories or books. Robert Lantz is the Berg-Allenberg rep on the material.

While Lantz would not disclose the cut being asked by the estate on material used, insiders say the bite is about \$1,000 weekly royalty plus about 25 per cent of the package price.

GABE. in a new hit. in person. in the daytime.



GENTLEMEN, we're not selling. We're telling.

Come Fall . . . Gabe the Great will go daytime

(along with his two evening programs) for the first time in his colossal career!

Says Variety: "Heatter . . . one-man topdrawing card . . . with the upcoming 5-times-a-week program . . . it's

estimated he's in line for an audience of additional millions." Gentlemen, we're not selling. We're telling.

"Gabriel Heatter's Mail Bag", live, 12:45 to 1 daily,

won't need fancy selling. Still, if you'd like to chin about it, the number

is LONGacre 4-8000.

—heard by the most people where the most people are

mutual

WOR

Who Dun It?

Reviewed June 20
Sustaining Via CBS

Sundays, 4:30-5 p.m.
Estimated Talent Cost: \$3,000; producer, Robert Heller; director, Edward Downes; music conductor, Jack Miller; emcee, Bob Dixon; inspector, Santos Ortega.

Current Hooperating of the program (Sustaining) None
Average Hooperating of shows of this type (Sustaining) None
Current Hooperating of shows preceding and following (Sustaining) None
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
ABC: "Metropolitan Auditions of the Air" 8.3
NBC: Sustaining None
MBS: "True Detective Mysteries" 7.3

Who Dun It?, billed as a "new adventure in crime detection," does have an inherent double-barreled appeal. It combines the proved draw of crime programs with the equally proved listener acceptance of moola giveaways.

Starting with this basic commercial soundness, the Columbia package producers have built a format which gives the listener quite a run for his time. This is done by offering a triple feature—not one crime, but three. Each of the three is dramatized, after which an armchair detective essays a solution which, if correct, nets a cash prize of \$50. The embryo coppers can earn an additional \$50 by identifying clues leading to the solution, and finally the three Madison Avenue gumshoes take a crack at the jackpot mystery, worth \$500 on this program.

That's the set-up, and it is admittedly a good concoction of program ideas which have previously spelled commercial success.

CBS has packed the program well with Santos Ortega playing the role of Inspector Crane, the representative of law and order who unscrambles the crimes of passion, hate, greed and everything else that makes the broadcasting cash register clink. The dramatizations are brief and well done, thereby providing considerable variety within the half hour.

How criminal can you get? Plenty, and with this three-in-one deal CBS will conceivably air every possible motivation and type of mayhem before it's over. Of course, the old saw continues to get into the script, which has such occasional asides as "even the cleverest murderer can't foresee everything." But Inspector Crane can, and we suspect he will, corral a sizable number of listeners, what with the help of Bob Dixon as genial host to the armchair crew.
Paul Ackerman.

Who's That Girl?

Reviewed Wednesday (16), 7:30-7:50 p.m. Style—Quiz. Emcee, Rita LaRoy. Sustaining over KTLA (Paramount), Hollywood.

Here's a tele quiz with possibilities, once its corn is husked. Gimnick is for home viewers to guess each week's Miss X, a masked gal who is paraded before cameras. She's supposed to be a person well known to the living room lookers—this week's mystery lady was Ann Rutherford—who provides them with hints as to her identity. While the home audience ponders who the gal may be, studio seat-warmers take turns guessing the historical characters portrayed by either emcee Rita LaRoy or one of her girls. That's where the corn begins.

Miss LaRoy tends to overdo her emcee chores. Her bit with screen character actor George Chandler, supposedly a contestant from the studio audience, was so hammed up it did little for the tele stature of either Miss LaRoy or Chandler. Particularly hard to take was a gal rigged up as Cleopatra, whom Chandler was supposed to identify.
Basic idea of identifying a well-known masked damsel packs audience



Radio and Television Program Reviews



Designates Radio Review



Designates Television Review

Hallmark Playhouse

Reviewed June 17

HALL BROS., INC.

C. E. Goodman, Gen. Sales & Advg. Mgr.

Thru Foote, Cone & Belding

Jack Hunt, Acct. Exec.

Via CBS

Thursdays, 10-10:30 p.m.

Estimated Talent Cost: \$5,250; host-narrator, James Hilton; this week's play, "Mrs. Union Station"; adaptation from a Douglas Welsh story by Milton Geiger; music, Lyn Murray; producer-director, William Gay. Cast: Elliott Lewis (Steve Applebee), Mary Jane Kraft (Helene Applebee), Frank Nelson (Harry Johnson), Mary Lansing (Myrtle Johnson), Joseph Kearns (Dave Ellis).

This show, featuring a complete little drama each week, proved to have the lightweight content which sponsors invariably believe suitable for summer listening. For the unpretentious item it was meant to be, *Mrs. Union Station*, adapted from one of the slick magazines, was just the sort of luke-warm, rosy-hued yarn one would expect to be chosen by Hilton, who leans toward the same themes and treatment of his own writing.

This particular program dealt with a marriage between a normal girl and a hobby-nut. The husband's particular madness was for model trains, and his associates were exclusively dedicated to the same foible. To say this was just a hobby for the characters depicted is vast understatement; they thought, slept and even ate model trains. A sample of conversation at the honeymoon breakfast table: "Dear, I like to read with my breakfast. Would you send out for some railroad time tables?"

The moral of this tale was not long in coming. The wife, distraught by this over-indulgence in locomotives, switches and cabooses, threatened her spouse, cajoled him and finally dumped him for her college flame. On the train with this Romeo, she suddenly discovered that he was just as fruity for model ships as hubby was for trains, leading to the inevitable happy ending, with the wife herself becoming a convert to the mania. If the readers of the slick magazines also make up the bulk of the radio listening audience, that possibly affords a reason for airing this sort of material. Unfortunately, the treatment was comparatively straight, and the humor was more suggested than broadly delineated; the result was not one of complete effectiveness. However, this was far from an unpleasant 30 minutes, if one doesn't care how he spends his half hours. Elliott Lewis and Mary Jane Kraft were properly luke-warm and rosy-hued in the lead roles.

Hallmark's commercials twice utilized quotes as take-off points from which to build up to Father's Day cards. One was from William Blake, the other from Douglas Welsh, who wrote the original magazine story from which the drama was adapted. This, no doubt, will be the only time those two writers will be coupled.
Sam Chase.

appeal. This, however, becomes lost in the foolishness that follows. It would sharpen interest in the show if home viewers were to race studio contestants in naming the unknown personality. Why water a strong show idea with pointless identification of portrayed characters?
Lee Zitto.

Kirk Knight News

Reviewed Tuesday (22), 8:45-9 p.m. Style—Newscast and interview. Cast, Kirk Knight. Producer, Walt Koset. Originated on WWJ-TV, Detroit. Camera-man, Vincent Bartell. Second camera-man, Leonard Puskarich. Video controls, Webb Brookner and Stan Wolf.

The program, presented five days a week at differing times, has been on about three months, since Ted Grace left this station. It's a straight newscast using pictures from the day's news, with excellent morgue and news service resources via the station's ownership by *The Detroit News*.

One interview was used on this occasion, a rather colorless parks and recreation commissioner and a nervous but very human and competent boy about 12, talking on the National Soap Box Derby. This was good human interest, the kid's fidgeting and all registering perfectly. But one long camera scene picked up the commissioner and the boy, the former talking and looking almost full profile clear across the screen to the invisible Knight, making a distractingly incomplete scene.

Adequate Audio

The audio is very adequately done, based on Knight's two decades of experience at every job in radio. His sober-faced sincerity, given only in the opener, interviews and weather summary sign-off scenes are what really makes this show. The content was slightly unbalanced in being almost 100 per cent convention news, but the show was short of time, and part may have been cut.

Video was considerably below par. Using a placard only for the standard title is at best unimaginative editing. Too few and too long stills were used, single close-ups, including an unrecognizable John L. Lewis, were held tediously for a seemingly long news bit. The public had seen the same news photos or their equivalent in the papers hours before. A more creative effort in the visual end is necessary to make this good television. Just adding stills to good radio in this case doesn't do it.
Haviland F. Reeves.

Robert Shaw Chorale

Reviewed June 13

STANDARD BRANDS, INC.

D. B. Stetler, Advg. Dir.

Thru J. Walter Thompson Agency

L. W. Baillie, Acct. Exec.

Via NBC

Sundays, 8-8:30 p.m.

Estimated Talent Cost: \$3,000; writer, Phyllis Merrill; production director, Ezra McIntosh. Cast: 32-voice mixed chorus, directed by Robert Shaw, with piano accompaniment; choral profile of an American hero, with music by Gail Kubiz.
Current Hooperating of the program (Started June 6) None
Current Hooperating of shows of this type (Popular Music) 7.5
Current Hooperating of show preceding ("Bandwagon") 15.8
Current Hooperating of show following ("Fred Allen") 18.3
CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS
ABC: Sustaining None
CBS: "Adventures of Sam Spade" 8.3
MBS: Sustaining None

This is not the first time that Standard Brands has ventured from the beaten path for its summer replacement. Some years ago the account aired a summer series of one-hour versions of the most popular operas, a program which gained considerable artistic success but fared poorly at radio's box office

New Adventures of the Thin Man

Reviewed June 22

PABST SALES COMPANY

Nathan Perlstein, Advg. Mgr.

Thru Warwick & Legler, Inc.

C. E. Staudinger, Acct. Exec.

Via NBC

Tuesdays, 9-9:30 p.m.

Estimated Talent Cost: \$5,500; producer-director, Himan Brown; writer, Milton Lewis; script supervisor, Dashiell Hammett; orchestra under direction of Fred Franklin. Cast: Les Tremayne (Nick Charles), Claudia Morgan (Nora Charles), Parker Fennelly (Eb).

Current Hooperating of the program (Starts June 22) None
Average Hooperating of shows of this type (Mystery Drama) 8.0
Current Hooperating of show preceding ("Date With Judy") 8.3
Current Hooperating of show following ("Fibber McGee & Molly") 16.7
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS
ABC: "America's Town Meeting" 2.8
CBS: "We, the People" (9-9:15) 8.3
Gabriel Heatter (9:15-9:30) 5.4
MBS: Sustaining None

Pabst Beer has reached into the closet, pulled out *The Thin Man*, and after dusting him off, given him a new look in the way of a non-crime series of situation comedies. The trouble was the situations just weren't humorous and the first outing of the show fell flatter

than the MacArthur boom. It wasn't the fault of Les Tremayne and Claudia Morgan, who played Mr. and Mrs. Nick Charles in the same well-worn grooves in which those parts have been portrayed in the past. Nor could Parker Fennelly be blamed after exhausting himself trying to draw laughs from the part of the Charles's rustic friend, Eb Williams. Just put it down as a good act, no script.

Bad Audience

A big mistake on the part of the sponsor was to have a studio audience present. Unlike most visiting firemen, who can be relied upon to whoop it up even for a wake, the assembled multitude sat firmly on its hands and let out only a few careless snickers two or three times, which only accentuated the sad situation. But what could you expect when the full 30 minutes were concerned with Nick Charles's 50th birthday, his refusal to admit his real age and Mrs. Charles's determination to make him quit detecting and settle down into something more routine.

A sample of the humor, which seemed as ancient as the characters themselves, had Charles announce himself, and when the other party asked if he were The Nick Charles, he came back with a bright, "Yeah, ever heard of me?" The snapper which plopped on the floor and quivered, was, "No." If the show takes on some brisk, snappy humor, it might make a go of it, since the characters need little introduction. But hot as the weather is, even the temperature can't serve as an excuse for this kind of stuff.
Sam Chase.

—the Hooperatings. A like result in store for this year's replacement for the Edgar Bergen half hour, the Robert Shaw Chorale.

Even tho there can be no gainsaying the top quality of Shaw's choristers, it still remains difficult to see why, from a commercial viewpoint, a program with clearly limited audience appeal was chosen. That's especially true in view of the valuable time franchise involved on a peak listening evening.

Shaw's selections, which he introduces with unusually interesting commentary, range from American folk ballads to Bach. Each is done with the impeccable taste which characterizes his work. Opening up with a pop tune, however, might broaden the appeal.
Jerry Franken.

TALK OF THE TRADE

New York

OUTSTANDING EXAMPLES of what a station can do to promote its sponsors and itself is the WOR presentation, *It's All Yours*, prepared by Joe Creamer, station's advertising and promotion director. Content includes an outline of exploitation activities in newspapers, business papers, direct mail, outdoor advertising, movie tie-ins, et. al. . . . Jacques Fray, WQXR, has added Nolly Prat Vermouth as a sponsor for his Monday show, *Listening With Jacques Fray*, with the French line continuing to take the Wednesday night stanza. Coty perfumes has also signed Fray for the fall, which means he may expand to three shows weekly.

Edward W. Wood Jr., has been appointed sales rep for New York and the Eastern Seaboard of the Housewives' Protective League division of the Columbia Broadcasting System. With Wood repping in the East, sales and sales contacts in the West and Midwest will be handled by Gordon Owen, headquartering in Chicago. . . . Bob Davis, former WNBC publicity chief and now with Carl Byoir Associates, was married last week to Virginia Todahl. . . . Jay Merideth and Lyle Sudrow have landed roles in NBC daytime serial, *Road of Life*.

JOSEPH CARLETON BEAL, publicity and director for City College's radio and business conferences, will open his own publicity office September 1. . . . Grace Whiting has joined continuity department of WINS. . . . BBD&O's Len Carey back on the job after a quick honeymoon in Maine with his bride, the former Shirley Welton. . . . Freda Bartels, formerly of Compton Advertising, has joined Federal Advertising Agency as radio copywriter.

Hollywood:

CHARLES E. HAMILTON, former music supervisor for KFO, named director of public service for the station, succeeding Jimmy Vandiveer, who moved over to KFI-TV. . . . Mutual's *Leave It To the Girls* preems on Don Lee tele July 2. . . . Connie Haines finishes out the season as featured vocalist on Vaughn Monroe's air show. . . . Jack Benny and Mary Livingston sail for London July 1 for a stint at the Palladium there and a vacation on the continent. . . . Warner Toub, former radio agent for Sam Jaffe Agency, returns to Hollywood after a stint with the army, working on atomic bomb tests in the Pacific. . . . John Sheehan, formerly with a State Department broadcasting unit, named radio and tele director for Buchanan Agency.

Sam Kerner, owner of Burbank's KWIK, and John Ryder, former manager of KAGH, Pasadena FM-er, joined forces to purchase KCSB, San Bernardino indie. . . . Leif Erickson, one of the principals on *My Friend, Irma*, takes a stab at legit this fall, having been signed for a new Broadway epic, *Alfred the Average*. . . . Cy Howard, creator of *My Friend, Irma* and CBS's new show, *The Little Immigrant*, treks to Europe next week. . . . Still another Hollywood radiolite to go abroad will be Ed (Archie) Gardner, who leaves at the conclusion of his current personal appearance in New York.

Chicago:

A. C. NIELSEN index for February-March period showed WGN with seven of the top 15-minute local sponsored programs broadcast by four net stations in this area. . . . Dr. Alexander Ellett, Zenith's director of engineering research, has received a medal of merit from President Truman for his contributions to electronic research during World War II. . . . John Blair org has been appointed rep for KFJZ, Fort Worth, and WRR, Dallas.

Tom Clark, ABC central division account executive, has resigned to assume post of Western sales manager for *Popular Science Monthly* July 1. . . . Don McNeill received first annual humanity award of the B'nai B'rith organization. . . . James Shouse, president of Crosley Broadcasting Corporation, operator of WLW, Cincinnati, will address the station management course of the NBC-Northwestern University Summer Radio Institute July 20. . . . William E. Macke has been appointed advertising manager of the Zenith Radio Corporation. . . . Starting June 29, WJJD goes on the air two hours earlier—at 2 a.m.—with a two-hour disk show featuring Dirk Courtenay.

From All Around

EUGENE CARR, president of the Canton, O., Chamber of Commerce, and radio director of Brush-Moore Newspapers, Inc., operators of WHBC, Canton, and WPAY, Portsmouth, has been named to represent the radio industry in the Ohio Chamber of Commerce. John P. Williams, executive president of WING, Dayton, O., was also named. . . . Wesley I. Dumm, president of KXA, Seattle, has appointed Lincoln W. Miller executive vice-president, in line with station's expansion program. Rod McArdlee's status as station manager remains unchanged. . . . Robert Snyder appointed director of special events and promotion director for WBCA, Schenectady, N. Y., and WPTR, Albany.

Richard F. Kopf appointed Chicago division manager of Joseph Hershey McGilvra, Inc. . . . William Wallace has been appointed to represent the Frederic W. Ziv Company in Minnesota. . . . Tony Moe named promotion manager of WCCO, Minneapolis. . . . George Miller and Bill Pope have joined WPTR, Albany, as co-directors of sports.

KEITH B. SHAFER, formerly time buyer for Erwin-Wasey, New York, and George Morris, formerly with Midwest agencies, have joined sales staff of KMBC-KFRM, Kansas City, Mo. . . . John Blair org has been signed to rep WSPA, Spartanburg, S. C. . . . Jack Bundy, well-known Milwaukee orchestra leader who used radio name of Heinie, this week was named general manager of WMAW, new station in that city.

New England

HELEN MORRIS is new on the continuity staff at WONS, Hartford, Conn., replacing Betsy McLean, resigned. . . . Jack Lenhof, formerly at WDRC, Hartford, is new announcer at WLCR, Torrington, Conn., succeeding Bob Shields, who resigned to enter television drama school. . . . James Pansullo and John Mariani have joined announcing staff at WAVZ, New Haven, Conn.

Bob Shields, announcer at WLCR, Torrington, Conn., resigned to enter a video drama school in New York. . . . Jim Roddy, announcer at WOTW,

Washington Round-Up

FRIEDA B. HENNOCK will take office for a seven-year term Thursday (1) in a history-making debut as the first woman member of the Federal Communications Commission (FCC). The new commissioner, considered by politicians as an old-line Democrat, received GOP-controlled Senate confirmation in the sleepy dawn wind-up hours last Sunday (20) despite some mild objections by Sen. Joseph Ball (R., Minn.).

RADIO-MINDED Congress is missing no opportunity to supply itself with broadcasting facilities in any of its new buildings. The newly authorized Senate Office Building, which will be constructed near the existing one, will be equipped with a broadcast studio for congressmen who want to make platters or get directly onto a station hook-up. There is considerable talk, too, that the new studio will be equipped in such a way that television can be easily accommodated if supplemental outlays are provided.

FM ASSOCIATION (FMA) bigwigs are putting their heads together in plans to pull all the stops from booming FM when the association stages its annual convention in Chicago September 27-29. The convention will touch off a series of publicity drives for FM-ers who are convinced that it's a case of now or never in pepping up set manufacturers as well as the general listening public. Two major factors are seen as necessitating this urgency: (1) The rapid growth of television which could outstrip FM a-borning, and (2) the possible contraction of electronic supplies for equipment manufacturing amid expansion of national defense production. Aircraft and navy contracts are expected to absorb more and more electronics equipment, and there is some discussion of possible industry allocations.

Nashua, N. H., has been on a New York vacation. . . . Cliff Knight has added a fish and game program over WDRC, Hartford, Saturday nights.

ALFRED LARSON, formerly with the George B. Hollingbery Company, New York, now with sales staff of WDRC, Hartford, Conn., replacing the late G. Arthur Peterson. . . . Malcolm Morse has resigned as announcer of WHTT, Hartford. . . . Nino Bellassea named director-announcer of Italian language programs over WNLK, New Norwalk, Conn., outlet. . . . Allen Wylie, former vocalist with Billy Butterfield's band, has joined the announcing staff of WSTC, Stamford, Conn.

Toni Hutchins has joined the script department of WKBR, Concord, N. H. . . . Joe Pasaxanis, WTOR, Torrington, Conn., engineer, returned from vacation. . . . Cocktail-dinner party was held in Manchester, N. H., the other night by Station WFEA staff in honor of two brides-to-be and a former sales chief. Lee Bakus, former traffic manager, will marry Walter Murtagh soon. Warren Journey, program director, and receptionist Ruth Crain will also wed.

CONNIE HAINES

Now Featured on

VAUGHN MONROE

SHOW for CAMELS

Starting MONDAY, JULY 5th

CBS

PERSONALS

- CIRO'S, Hollywood
- CHEZ PAREE, Chicago
- TOWN CASINO, Buffalo
- CLUB CHARLES, Baltimore
- PEACOCK CLUB, Jacksonville, Fla.
- PARAMOUNT THEATRE, New York

SIGNATURE RECORDS

Late Release

"YOU MADE ME LOVE YOU"
backed by
"WILL YOU STILL BE MINE?"
(15168)

Just Released

"WHAT HAS HAPPENED TO JOE"
backed by
"AH, BUT IT HAPPENS"
(15187)

"DARKTOWN STRUTTERS BALL"
backed by
"LITTLE BOY BLUES"
(15197)

Personal Manager **GEORGE "Bullets" DURGOM**

8580 Sunset Blvd.
Hollywood 28, Calif.

Booking

GENERAL ARTISTS CORPORATION

New York • Chicago • Hollywood

Stratovision Goes Down But Not Out, in First Tests

(Continued from page 3)
had flown the scribblers to show them the telecast of the Louis-Walcott fight, the Westinghouse-Martin B-29, flying over Pittsburgh, delivered a generally streak-shattered image of the Republican convention in Philadelphia. The signal was picked up from WMAR-TV, Baltimore, which in turn was being fed convention telecasts from Philadelphia. (Airline mile distance: Baltimore to Pittsburgh, 197; Pittsburgh to Zanesville, 113.)

Streaking of the image was generally attributed to signal interference from other TV stations, according to E. T. (Ed) Morris, executive assistant to Veepee Walter Evans (in charge of all Westinghouse radio and TV operations), and C. E. (Chillie) Nobels, Westinghouse engineer, who is credited with being the daddy of the whole stratovision idea.

Welcomed by Townies

Notwithstanding the lack of clarity of the image as projected to this 38,000-population Midwest town Wednesday, the basic effectiveness of the stratovision idea was amply demonstrated by the local reaction to the telecast. A *Billboard* reporter escaped from the Zanesville Country Club, whence Westinghouse-Martin execs had shepherded the press flock, and scatted in to the town proper, where three local radio dealers were showing the telecast to selected guests inside their stores, and to several hundred non-invited townies jammed around the sidewalks facing the storefronts, where TV receivers were rigged up.

Typical was the case of Fred Cross, of the Pioneer Electric Company, who was conducting such a showing. Enthusiasm of viewers both inside and outside the store was unbridled, and local papers gave the showing a terrific set of bouquets. The image being received in the Pioneer installations (with three antennae) was about on a par with those being brought in at the country club, where Westinghouse engineers had rigged five antennae to bring in the best possible signal.

Significance Interpreted

While Morris told *The Billboard* that Westinghouse had sprung the test at this time (the stratoship, a converted and TV-equipped B-29, has made only seven flights altogether, including Friday's flop test) because Westinghouse felt it unfair to withhold from the press progress of the idea any longer, some trade observers connected the Wednesday Zanesville test with the upcoming Federal Communications Commission (FCC) hearing on TV allocations, and specifically with the Westinghouse ap-

plication for a stratovision station emanating from Pittsburgh and swinging out to a radius of some 500 miles. This would necessitate the FCC's rejection of an application from a York, Pa., applicant, but would interfere with no other current FCC applications. FCC execs and engineers were, in fact, invited by Westinghouse and Martin to the Zanesville showing, but turned down the invitation.

Morris said that Westinghouse had not yet discussed in any tangible terms the question of extending existing TV network (NBC, CBS, DuMont, etc.) via stratovision, simply because they were not yet ready for such negotiations. Westinghouse, said Morris, as a matter of fact, is not yet completely set on the ultimate use of stratovision. The idea may be utilized for more rapidly creating or extending currently existing networks, or it may find its greatest usage in setting up stations in areas where it is economically feasible to go into tele only if a 400 to 500-mile radius can constitute the primary area.

Plenty More Spadework

The Zanesville experiment indicated, above all else, that there was considerable experimental work still to be done on the basic idea itself. Cost of equipping a plane with basic TV sending and receiving equipment, as in the Zanesville experiment, is roughly around \$300,000. While the strato experiments and FCC deliberations concerning it proceed, one of the more immediate results of the experiments, according to trade observers, could be its effect on cost of other TV web-extension devices, notably coaxial cable.

Detroit's Test

DETROIT, June 26.—A new problem of video interference that may limit future development of stratovision popped up here Wednesday, when arrangements for the re-telecast of the Republican convention were made by WWJ-TV. Pick-up was from the B-29 in the stratosphere over Pittsburgh.

The station wanted to experiment also with the pick-up of the Louis-Walcott fight at 10 p.m. following an hour of the convention, but was stymied by signal interference because WWJ-TV uses Channel 4, which was also used for the direct telecast of the fight in the East (WNBT, New York). As the engineers figured it out, the waves from the local station would hit back at the station on the B-29 station and ruin at least the re-telecast experiment by interference, altho they would not, of course, interfere with reception in the East.

The convention broadcast did not get involved in the mixup because the original Philadelphia signal, as being sent out on Channel 2, and the re-telecast from the B-29 station went on Channel 6, with that from the local station going over Channel 4 as usual without conflict.

Cleveland's Test

CLEVELAND, June 26.—An experiment in tele relay from station-to-plane-to-receiver, over a distance of at least 300 miles, was successfully carried out by Westinghouse Electric Corporation Wednesday (16).

NBC Puts Stop to "Thefts" Of Fightcast by Theaters; Courts Bar Admission Fees

Also Ban Cover Charges in Hotels, Ballrooms

NEW YORK, June 26.—The National Broadcasting Company (NBC) this week uncorked a legal barrage aimed at enjoining unauthorized large-screen television pick-ups by hotels, theaters and others who would attempt to capitalize on TV events. The action by NBC, resulting in precedent-making injunctions in several cities where unauthorized pick-ups of the Louis-Walcott fight were planned, is in line with the admonition announced and carried visually on the web's TV screen, namely: "The programs broadcast by this station may not be used for any purpose except exhibition at the time of their broadcast on receivers of the type ordinarily used for home reception in places where no admission, cover, or mechanical operating charges are made."

The principle that unauthorized pick-ups represented an invasion of property rights was formulated this week in Philadelphia, New York and Boston. In Philly on Wednesday (23), Common Pleas Court President Justice Harry S. McDevitt enjoined the Broadwood Hotel and the Lawndale Theater from doing a pick-up of NBC's exclusive telecast, sponsored by Gillette Safety Razor and promoted by the 20th Century Sporting Club.

The telecast in Philly was by Philco, operator of WPTZ. The enjoining action was taken against Willard I. Richman and the Lanbar Hotel Company, operating the Broadwood Hotel, and Flora Friedman and Henry Friedman, who operate the Lawndale Theater. The plaintiffs were Joe Louis, Joe Walcott, the Madison Square Garden Corporation, 20th Century Sporting Club, Gillette, Philco and NBC. The court barred the Broadwood Hotel from imposing a cover charge or admission fee, and the Lawndale Theater was prohibited altogether from exhibiting tele pictures of the bout. Both had installed giant screens.

As originally worded, the injunction prohibited the hotel also from showing the fight telecasts at all, but Judge McDevitt later said it was not his intention to keep the hotel from showing the same pictures being

exhibited in taprooms in the city. He meant only to keep the hotel from charging a minimum or using advertisements of the fight to draw crowds for its own profit. The hotel had advertised a \$2.50 minimum for seats showing the fight and, according to plaintiffs, made no mention of food or drink. The theater had advertised that it would present a telecast as part of its regular program.

On Thursday (24), as an aftermath of the double-barreled injunction, Judge McDevitt ruled all taprooms and hotels could show fight telecasts on standard-size screens, provided patrons were not required to pay minimum or cover charges. While continuing the ban on life-size screens, the judge said telecasts on ordinary screens have been shown for "so long you will not be violating the law in presenting the picture as it is reproduced."

New York Action

In New York Friday (25) an injunction was granted by Supreme Court Justice Lloyd Church in Supreme Court, New York County, prohibiting the Audubon Ballroom from presenting the fight on a giant screen. Advertisements carried the copy: "Your own ringside seat—\$1.80 plus tax" and mentioned a victory dance and television. Defendants were California Productions, Audubon Ballroom, Inc., J. Nelson, E. Covacs and Richard Stricklin. Plaintiffs were the same as in the Philadelphia case, with the exception of Philco.

Another ruling was made in Boston Tuesday (22) when a restraining order was issued against the Massachusetts Charitable Mechanic Association, owners of Mechanics Hall, and Jacob Ford, doing business as the Ford Theater Agency, which had scheduled the telecast into Mechanics Hall. The defendants moved to quash the order, but the court denied the motion.

Meanwhile, an indication that further testing of the matter would be made was seen in the announcement by Henry Friedman, one of the defendants in the Lawndale Theater case, that he would appeal Judge McDevitt's ruling to the Pennsylvania Supreme Court.

An army B-29 bomber, converted to a tele relay station, flying at a height of 25,000 feet over Indiana, Pa., picked up a wrestling match telecast from WMAR, Baltimore, and recast it for general reception in an area reaching at least as far West as Cleveland, an over-all distance of over 300 miles. Both audio and video reception in Cleveland were excellent.

A spokesman for Tele Station WEWS, Cleveland, Floyd E. Weidman, told *The Billboard* that reception was strong enough so that it could easily have re-telecast from that outlet.

After the wrestling telecast from Baltimore, the Westinghouse plane, operating under the experimental call letters EX-W-10-XWV, on a frequency of 83.25 megacycles, then flew in an area about 60 miles west of Pittsburgh, picking up a telecast of a horse show, from Cincinnati's WLWT, and recast it, also from a height of 25,000 feet. Reception in Cleveland, about 100 miles distant from the plane, was excellent.

Pittsburgh's Test
PITTSBURGH, June 26.—Gratified with the results of Wednesday's strat-

ovision experiment, KDKA attempted to use the same method here last night to televise the Louis-Walcott fight but a short circuit in the antennae on the video plane spoiled the show.

An invited audience of Westinghouse officials and newspapermen saw a quick flash of the two contestants but all efforts to bring the vision back to the screen failed. Seeing ice on the antennae, the pilot dropped from 20,000 feet to 17,000 feet, but this was to no avail when the short circuit was discovered. The audio signal kept coming in but the video was missing and the announcement that the experiment had failed came in the middle of the third round.

Chicago N. G.

CHICAGO, June 26.—Try by WBKB here to televise the Louis-Walcott fight via a stratovision pick-up from over Pittsburgh failed, essentially, it was said because the air mileage of 475 miles was too much for signal transmission. Bill Eddy, WBKB, flew balloons with receivers near the station's Michigan City (40 miles from Chi) transmitted, but no image could be obtained.

I EAVESDROPPED AT SARDI'S

And hear all about how lots of stars swear by Moss photos, as if I didn't know it! You will, too, once you give us a try. Today, huh?

8x10's, 5c ea.
(In Quantity)

POSTCARDS, 2c ea.

Mounted Blow-ups on heavy board, 20x30, \$2 ea.
30x40, \$3 ea. (+ shipping)

Write for FREE Samples, and Price List B.



MOSS PHOTO
165 W. 46th St.
PLaza 7-3520 N. Y. C. 19

SPECIAL
PRINTED
ROLL OR MACHINE
100,000
FOR \$28.00

TICKETS

RESERVED SEAT — PAD — STRIP
COUPON BOOKS — RESTAURANT
CHECKS — SALES BOOKS AND
ALL ALLIED FORMS

ELLIOTT TICKET CO.

409 LAFAYETTE ST., N. Y. C.
82 W WASHINGTON ST., Chicago
616 CHESTNUT ST., Philadelphia

STOCK
ROLL TICKETS
One Roll ... \$1.35
Five Rolls ... 4.00
Ten Rolls ... 6.00
Fifty Rolls ... 21.75
Rolls, 2,000 Each
Double Coupons
Double Price.
No C.O.D. Orders
Accepted.

NO SPLIT TV WEBS FOR NBC

Para's Giant Screen Puts Fight Fans at Ringside In Hush-Hush Experiment

No Ads Till Zero Hour; Dewey Also Telecast

NEW YORK, June 26.—The Paramount Theater here entered the large-screen television field in earnest this week, with a deal for instantaneous showing of the Louis-Walcott heavyweight fight and another with tele station WPIX for coverage of the Republican and Democratic national convention. The fight deal was made with the 20th Century Sporting Club about a week ago, but was kept very hush-hush. Virtually unanimous conclusion of those witnessing the screening of the bout was that this is indeed it, and that no other way of seeing the event, even in the flesh, could compare.

That the promoters, 20th Century, were aware of the possibilities of a gate loss if the word about the Paramount screening got around, was evident from a clause in the contract forbidding the theater to publicize the event until one hour before the main event. Promptly at 9:15 p.m. the Paramount sent a sound truck around Times Square blaring the news that the fight would be shown at no advance in prices. In addition, a one-sheet was set up in front of the house and two signs were hoisted to the marquee, while doormen began barking out the news. Paramount stated that the house normally would have been two-thirds full; the result of the hasty promotion was capacity with standees.

Dewey's Speech Screened

The night before, Paramount cashed in on its WPIX deal by showing a full-screen version of Tom Dewey's acceptance speech. This, however, was not publicized by sound trucks or other paraphernalia, Paramount biggies expressing doubt that the governor's remarks would lure additional payees into the house. The WPIX deal had the theater utilize its film recording process to film the entire convention as broadcast over the News station. One print was turned over to WPIX for that station's use, while two others were flown to Paramount tele stations WBKB, Chicago, and KTLA, Los Angeles.

The same deal is in effect between WPIX and Paramount for the Democratic Convention. However, there is some feeling that there may be some backfire inasmuch as the pooled coverage was included in the deal, and some broadcasters are expected to question WPIX's right to sell such material, originating mainly from cameras of other stations and networks.

Fight Commercials Deleted

Another angle in the showing of the Louis-Walcott fracas made traders regard seriously the possibility of theater tele's growing into a commercial arm roughly comparable with radio's co-op shows. The Paramount version cut out all Gillette commercials except the opening slide announcement. Following the first, fifth and ninth rounds, where the Gillette commercial ordinarily would have been seen, the theater substituted slide plugs of its own.

The image on the 24 by 20-foot Paramount screen was ideal. Clear,

steady and with excellent contrast, the huge shots enabled the spectators to see clearly. The film was made from a 6 by 9-inch screen on a monitor in the theater, which picked up the image via a coaxial cable direct from Radio City.

CBS Realigns TV Execs; Pix Man Is Chief

NEW YORK, June 26.—The Columbia Broadcasting System (CBS) has buttressed its video programing and sales set-up with a new alignment of top level personnel. Charles Matthew Underhill, former production manager of the commercial department, RKO, Pathe, Inc., takes over as CBS-TV director of programs and David Sutton, account exec in CBS network sales, becomes CBS-TV sales manager.

Meanwhile George L. Moscovics and Worthington C. Miner, key men in the development of CBS television in the sales and programing categories, have had their duties defined differently. Moscovics, commercial manager of WCBS-TV, has been named manager of CBS-TV sales development, and Miner, the web's director of television, is now CBS-TV manager of program development.

It's interesting to note that the realignment, announced by J. L. Van Volkenburg, web vice-president and director of television operations, places a man with considerable film experience in the chief production spot. The National Broadcasting Company (NBC) was motivated by similar philosophy—the importance of film background—when it elevated Sid Strotz and Horman Blackburn to top video posts on the NBC TV web.

Gallup Says TV Homes Zooming

NEW YORK, June 26.—Research studies by Dr. George H. Gallup's Audience Research, Inc. (ARI) indicated this week that there has been a 37 per cent increase in tele set ownership in the past six weeks. Last ARI survey estimated total sets in operation to be 258,000 as of May 1. This figure had grown to 354,000 by June 15. This figure was broken down into 314,000 home receivers in 18 metropolitan areas, and 40,000 sets in bars and other public spots.

ARI said its studies also show that at least 1,100,000 additional families will acquire receivers in the next 12 months, bringing sets in operation to the 1,500,000 mark by next June. The number of families planning to buy has virtually doubled since May 1, ARI said. Should set prices average \$200, an additional 5,400,000 families would become actively interested in purchases, the study showed.

Wayne U. To Give Seminar on Video

DETROIT, June 26.—A six-week seminar on television will be given by the Wayne University department of speech here starting July 1. The course will be directed especially for executives and qualified personnel of advertising agencies, stations, television set distributors and dealers, and public relations staffs of leading potential sponsors. Regular university students will also be eligible to enroll.

Objective is to cover all phases of television for a general induction course in the field, including programing, production, sales, management, engineering, retailing and other angles. Four-hour sessions will be held each Thursday afternoon, with approximately one-hour sessions conducted by specialists in various fields, including production, technical matters, management, labor relations, remote broadcasts, publicity and others. Each phase will be covered by a specialist from a network, station, trade paper, retail or distributing, advertising or similar field. The entire course, restricted to an enrollment of 300, will be held in the auditorium studio at WWJ, only video station on the air here at present. The course is being directed by Dr. Paul Rickard, director of radio for Wayne University, who is also the television chairman of the Speech Association of America.

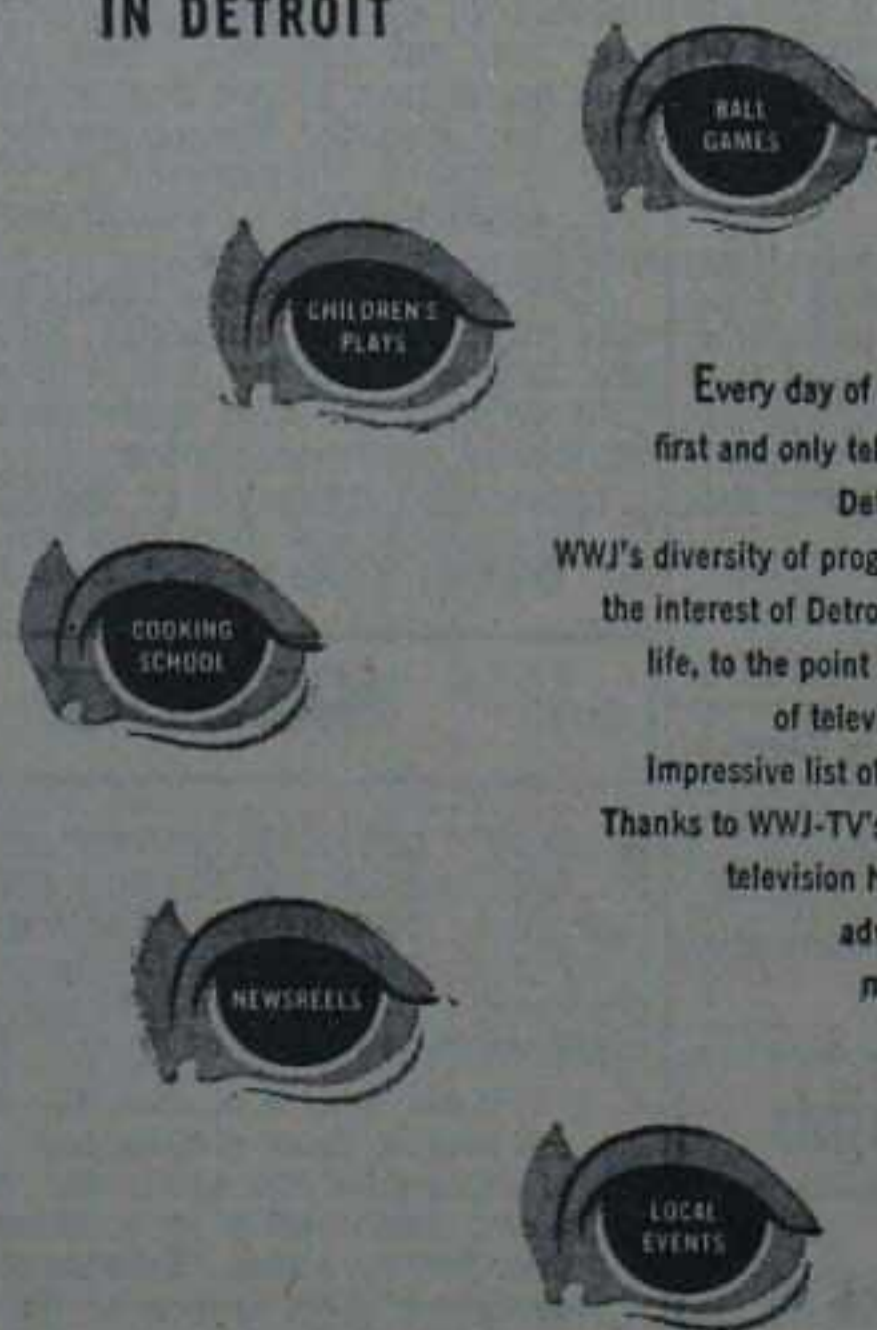
Bankrollers Must Buy All Or No Outlets

Net Expects Loss at First

NEW YORK, June 26.—A strict "no split network" policy regarding television time sales has been set by the National Broadcasting Company (NBC) to all sponsors seeking time franchises on the video web. Top officials of NBC reached the decision to push the policy of selling all the web's affiliates or none despite the possibility that many sponsors, unable to foot the bill for such extended telecasting, may be forced to pass by NBC for another web. Currently, this policy means that a sponsor buying NBC web time must buy all 13 affiliates now on the air. By early next summer this number will have expanded to 38.

"We are determined to develop our facilities as a network, affording all affiliates equal chance to participate," a top NBC sales official said this week. He pointed out that in return for the tremendous investments made by station operators in getting on the air, a guarantee of some sort must be offered that they will not be by-passed, either in receipts (See NO SPLIT TV on page 14)

PEOPLE ARE "SEEING THINGS" IN DETROIT



Every day of every week, WWJ-TV, Detroit's first and only television station, has the eyes of Detroiters focused in its direction. WWJ's diversity of programs and features has aroused the interest of Detroiters of all ages, in all walks of life, to the point where steadily increasing sales of television receivers has attracted an impressive list of national and local advertisers. Thanks to WWJ-TV's pioneering and showmanship, television has already become an effective advertising medium in the Detroit market—4th largest in America!

First in Detroit . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGSBERRY COMPANY



Associate FM Station WWJ-FM . . . Associate AM Station WWJ

NO BLUE BOOK FOR VIDEO

FCC Adopting Tele Policy Of Hands Off

Won't Limit Use of Films

WASHINGTON, June 26.—In a move to give the widest possible encouragement to television, the Federal Communications Commission (FCC) is tacitly agreed on leaving video free from Blue Book restraints for a long time to come, *The Billboard* learned this week. The FCC has decided informally to avoid any initiative toward setting up video policy on live and local programing requirements such as the commission has imposed on AM and FM programing.

A poll of FCC sentiment showed this week that the commissioners unanimously agree that the sky should remain the limit for television programing so long as video broadcasters keep a sense of balance and propriety. Thus the commission, which once had contemplated setting up requirements for a minimum of local and live programing hours for video stations, is no longer concerned with whether a station operates completely on network time or whether the station runs film all its operating time.

Considerate of Costliness

The commission's attitude is based on the following factors. First, FCC'ers are convinced that the costly operation of video necessitates a hands-off policy by the FCC so far as programs are concerned, for a while at least. Second, the FCC is convinced that there is not enough film available for a station to operate fully with this type of programing on all its transmission hours. Third, the commission is aware that the same thing is true in respect to web programing.

Consequently, the Communications Act's stress on local programing is not being strictly applied for television broadcasters, altho it is expected that eventually when the competition for stations becomes even keener than it is now, FCC may begin applying this criterion.

The Nature of Things, five-station NBC East Coast tele program, has been renewed for 13 weeks by Motorola, Inc., Chicago. . . . Sunday night full-hour dramatic series on WBKB, one of Chicago's top video productions, snared a sponsor, Stromberg-Carlson, for its June 20 television version of *June Moon*.

Quality Glossy Prints

If you want quality photo-reproductions and fast service, order from us. We make them by the thousands.

100—8x10's for \$ 6.50

500—8x10's for 27.50

1000—8x10's for 50.00

Negative charge of \$2.00

Post cards in quantity, 2 1/2¢ each.

Write for price list on other sizes.

One-Third Deposit, Balance C. O. D.

Quality Photo Service

Perkins St., Box 42

Bristol, Conn.

Time Charges on NBC TV Affils

NEW YORK, June 26.—The following is a summary of time charges on television stations affiliated with the National Broadcasting Company (NBC) which are now in operation or plan to commence broadcasting during 1948. Sponsors buying time on NBC in the future will have to include all affiliated stations, as they come on the air. Details of this new NBC sales plan will be found elsewhere on this page:

Station	Start Operation	1 Hour	30 Mins.	15 Mins.	10 Mins.	5 Mins.
WNBT, New York ..	Current	\$750.00	\$450.00	\$300.00	\$250.00	\$175.00
WPTZ, Philadelphia	Current	300.00	180.00	120.00	105.00	75.00
WGBS, Schenectady	Current	150.00	90.00	60.00	52.00	37.50
WNBW, Washington	Current	200.00	120.00	80.00	70.00	50.00
WBAL-TV, Baltimore	Current	200.00	120.00	80.00	70.00	50.00
WTVR, Richmond	Current	100.00	60.00	40.00	35.00	25.00
WBZ-TV, Boston	Current	200.00	120.00	80.00	70.00	50.00
WBEN-TV, Buffalo	Current	250.00	150.00	100.00	87.50	62.50
WBEL-TV, Wilmington	Oct. 1	200.00	120.00	80.00	70.00	50.00
WJAR-TV, Providence	Oct. 1	200.00	120.00	80.00	70.00	50.00
WWJ-TV, Detroit	Current	250.00	150.00	100.00	87.50	62.50
KSD-TV, St. Louis	Current	250.00	150.00	100.00	87.50	62.50
WTMJ-TV, Milwaukee	Current	250.00	150.00	100.00	87.50	62.50
WSPD-TV, Toledo	July	150.00	90.00	60.00	52.50	37.50
WNBQ, Chicago	Oct.	500.00	300.00	200.00	175.00	125.00
WNBK, Cleveland	Dec.	250.00	150.00	100.00	87.50	62.50
WLWT, Cincinnati	Current	200.00	120.00	80.00	70.00	50.00
WAVE-TV, Louisville	Sept.	200.00	120.00	80.00	70.00	50.00
WLWD, Dayton	Oct.	200.00	120.00	80.00	70.00	50.00
WLWC, Columbus	Nov.	150.00	90.00	60.00	52.50	37.50
WGAL-TV, Lancaster	Dec.	100.00	60.00	40.00	35.00	25.00
WJAC-TV, Johnstown	Dec.	80.00	48.00	32.00	28.00	20.00
KSTP-TV, St. Paul, Minn.	Current	200.00	120.00	80.00	70.00	50.00
KDYL, Salt Lake City	June	80.00	48.00	32.00	28.00	20.00
KOB-TV, Albuquerque	Aug.	80.00	48.00	32.00	28.00	20.00
WRTV, New Orleans	Aug.	200.00	120.00	80.00	70.00	50.00
WMCT, Memphis	Sept.	150.00	90.00	60.00	52.50	37.50
WBAF-TV, Fort Worth	Sept.	100.00	60.00	40.00	35.00	25.00
WNBH, Hollywood	Oct.	500.00	300.00	200.00	175.00	125.00

Does 5-Limit Law Include Minority Interests?—CBS

WASHINGTON, June 26.—Already puzzling over the various TV ownerships of Paramount Pictures, Federal Communications Commission (FCC) has a new ownership problem on its hands in the wake of a petition filed this week by Columbia Broadcasting System (CBS) asking the commission to decide how many TV permits and bids CBS has.

CBS explained that FCC's rule of only five stations to a customer is unclear in that minority stock holdings are not covered. The web is seeking to buy 49 per cent of KTTV, *The Los Angeles Times-Mirror* station, as well as 45 per cent of WTOP, Inc., applicant for a Washington TV outlet.

CBS requested the commission to rule that its two minority holdings are not affected by the ownership rule or that the two together equal control of only one station.

Since CBS owns all of WCBS-TV in New York and has pending bids for Boston, Chicago and San Fran-

cisco, the FCC ruling that CBS's prospective minority holdings constitute control of two stations would force CBS to drop one of its pending bids.

3 Reading, Pa., Outlets Square Off for 1 Channel

READING, Pa., June 26.—The two local radio stations have squared off in the fight for the single television channel to be handed down here by the Federal Communications Commission. Applications to operate a video station here were filed by the Hawley Broadcasting Company, operating WEEU and WEEU-FM, and by the Eastern Radio Corporation, operating WHUM.

It is expected that it will be several months before all the testimony in the case is transcribed, and the examiner for the FCC, Judge Fred M. Johnson, makes a report and recommendation to the commission.

SHORT SCANNINGS

SLOCUM CHAPIN, account executive at American Broadcasting Company, has been named Eastern sales manager for television by the web. . . . Columbia Broadcasting System has inked Shaye Cogan, chirper, who is co-starred with Johnny Desmond in the *Face the Music* show, to a long-term contract. . . . Veloz and Yolanda dance team will make 13 short films for video under auspices of Dudley Pictures Corporation.

After over a decade in which they have made no use of broadcast advertising, General Time Instruments Corporation has signed to air a series of one-minute film spots over WBKB, Chicago, on Wednesday, starting next week. Films will plug Westclox and Seth Thomas clocks, and were placed thru Batten, Barton, Durstine & Osborn Agency. . . . Sheffield Farms will sponsor Monday airings of *Small Fry Club* over DuMont's WABD, starting June 28. N. W. Ayer is the agency. . . . Standard Oil of New Jersey has contracted for 25 weeks of one-minute spots over DuMont's Washington outlet, WTTG.

FELIX GREENFIELD, being featured in the *Truth Detective* movie shorts now being exhibited, has been packaged for a live video series by the Barnard L. Sackett Agency, Philadelphia. Program will utilize magic stunts, mystery and comedy, and has been titled *Slightly Factitious*. . . . Advice to teen-agers on improving appearance and adjusting their personalities will feature the *Teen-Age Charm School* show, run by Edgar, cosmetic consultant, which bows over WPIX Thursday (1).

150 Outlets Set for FCC's TV Donnybrook

WASHINGTON, June 26.—The biggest mass scramble for channels in the history of television is due to begin Tuesday (29), with more than 150 telecasters set to battle for nearly 100 individual changes in the new allocations system proposed by the Federal Communications Commission (FCC).

Left out in the cold at the hearing will be a half dozen telecasters, including Warner Bros. and Don Broadcasting Company, whose bids to testify were turned down by the FCC for tardiness in filing.

Since the FCC has decided to hear testimony on a State-by-State basis in alphabetical order, one of the earliest controversial proposals to come up will be that of WTOP, Washington, to add Channel 12 to the local allocations. This will be vigorously opposed by three Baltimore TV grantees, all of whom will claim that the proposed operation would interfere with their stations on adjacent channels.

Another squabble to come up early in the hearings will be the attempt of the Yankee network to have one of Hartford's channels assigned to Bridgeport, Conn. Set to oppose Yankee are *The New York Daily News'* station, WPIX; Bamberger's WOR-TV, and three applicants in the Hartford area.

The two mentioned controversies are certain to be repeated on down the line of witnesses, with nearly every proposed change by a telecaster subject to opposition from others. The FCC's over-all allocation revision is expected to be attacked or defended only on the same piece-meal basis.

No Split TV Webs for NBC

(Continued from page 13)

or in programing. The network believes also that such business as it will lose will be more than offset by a cementing of relations with affiliates, particularly those beyond the range of the cable and micro-wave relay. Without the full-network arrangement, NBC fears stations beyond direct connection facilities would feel they're being dealt with unfairly and penalized for a circumstance beyond their control. Such stations will be supplied with sponsored shows by means of adequate kinescope or film substitute for the live shows fed the interconnected affiliates.

Reconciled to Losses

The feeling among NBC execs is that they will certainly take losses as a result of this policy. But as one pointed out, "This is a long-view policy. We have a pretty good idea of time values, and what an advertiser can and should get for his dollar. And we think the good possibilities here counter-balance the negative."

Nevertheless it is understood that officials of several top prospective bankrollers, including Procter & Gamble, have been deterred from carrying negotiations past the preliminary stages after having been informed of the new turn in the NBC sales line.

Elsewhere on this page is an up-to-date summary of NBC network rates.

Congress's FCC Tug of War

(Continued from page 7)

of FCC. The Hoover commission's report probably will come before Congress about the same time the Harness committee and White-Tobey-McFarland subcommittee toss their reports to the floor.

The Hoover commission, the Harness committee and the Senate Commerce Subcommittee have wide investigatory powers, leaving it certain that the adjournment of Congress will not result in any lull on Capitol Hill in respect to FCC. White, irate over the House's creation of Harness's special committee, made it clear that his group will examine the FCC's methods of handling applications, issuing license renewals and analyzing programs, among other questions.

House on "Red" Angle

The House Special Committee is directing its attention primarily to evidence of whether the FCC has discriminated in favor of "Communists or fellow-travelers" in issuing radio grants. The committee, however, has power to study the FCC's personnel and to examine "the commission's power and authority, if any, to promulgate and issue its so-called Blue Book, and the extent to which, if any, the same has been, or is being used as the basis or excuse for regulation by the commission, directly or indirectly, of radio program content at licensed radio stations." The Select Committee is already planning to hear testimony from a few witnesses on the Communist issue.

Chairman Wolverton, of the House Interstate and Foreign Commerce Committee, has consistently bowed to the Senate companion committee on radio legislation, but it is uncertain what position his committee will take in the event of a wide-open jurisdictional breach next session. Wolverton is a stalwart defender of the new Select Committee, which has been criticized by some congressmen as "superfluous" inasmuch as Wolverton's standing committee already has power to do what the special committee is undertaking. Critics of Harness's special committee point out that the House, in creating it, transgressed the 1946 Reorganization Act which discourages setting up select committees when standing committees are empowered to do the work.

'Field and Stream' Swims Toward TV

NEW YORK, June 26.—A new television package, *Field and Stream of the Air*, was set up this week by World Video, Inc., in association with *Field and Stream* magazine. John Steinbeck will supervise programing, and Fred Rosen will produce. Eltinge F. Warner, the mag's publisher, will advise on content. A special events unit leaves for Paris Wednesday to film the international fishing contest to be held there this summer.

The show will contain, besides such special coverage, panel talks, instruction films, contests and interviews.

NBC Wins in Webs' Competish For GOP Confab TV Coverage

(Continued from page 6)

ultimate success, admitted that no single anti-Dewey candidate had been picked. Grauer and Olsen wandered about the room and finally nearly ran the interview, getting Taft to make an exclusive statement. Grauer was on the air thruout the week and did a corking job.

On the other hand, one of the very worst episodes to be televised from the convention or anyplace else was a little session NBC carried in which Clare Booth Luce entertained the wives of some of the candidates. After 10 minutes, la Luce finally deigned to introduce the ladies to the viewers, and did that in such a fashion that things were more confused than before. The dames all spoke at once, so that the poor cameraman must have developed a nervous twitch in his effort to swing the camera to the one carrying the ball. And the most significant statement to come out of the mess was that Clare is addicted to gold jewelry.

CBS's Sidewalk Jobs

CBS did some very good jobs on sidewalk interviews, in its solo efforts, and also came thru with excellent round-table discussions and pertinent comments by pollster Elmo Roper, a *Fortune* man, by the way, whose fellow-Lucites were tied in with NBC. But some of CBS's best contributions came in the way of audio comments behind the pooled shots from the convention floor, as rendered by Don Hollenbeck, Quincy Howe and Eric Sevareid.

DuMont leaned heavily on a video version of the press conference, and fared well in the ultimate result. Ernest Lindley and Raymond Moley, of *Newsweek*, made that magazine tele tie-up pay off with pertinent buttonholing of big wheels at the conclave. Memorable was Lindley's repartee with Gov. Earl Warren, when he pointed out that he, Lindley, was himself wearing a Warren button and working for the interviewee. Also the session with Congressmen Mundt and Nixon was productive insofar as those worthies confessed to admiring the anti-Red planks of the GOP platform, later saying that they had written those planks themselves. A good piece of work by DuMont occurred during the pooled airing by NBC and CBS of the reading of the platform, already published in the newspapers. DuMont had Leo Cherne and Sen. Owen Brewster analyzing candidates' strategies at a highly critical point of the convention.

WPIX, New York indie, went down to Philly not expecting to carry the ball for the webs, but on the final day

of the convention its men worked the pool for all other stations, doing a particularly neat job on the Dewey press conference.

One other conclusion to be drawn from the proceedings is that the webs might do well to have a special make-up advisor available for the ladies appearing in the future. Many of the females, including such noted beauties as Irene Dunne and Mrs. Luce, appeared in anything but a good light on the video screens.

Sam Chase.

Convention Comment

(Continued from page 6)

walkie-talkie equipment. . . Hooper gave convention coverage a telerating of 60.4 Monday (21). . . Peg Eck, of the Washington staff of the American Broadcasting Company (ABC), was slot man for that web at its convention news desk. . . Seemed as tho half the convention lived steadily in Frank Palumbo's Click and C. R. Club. . . NBC's Syd Eiges and Mutual's Abe Schecter hired limousines for transportation. Got 'em from funeral parlors. . . The film colony included Geraldine Fitzgerald, Irene Dunne (who wore her glasses despite TV), George Murphy, Hedda Hopper and Katherine Brush. . . Dick Harkness, NBC commentator, offered about 300-to-1 that Dewey would win on the same number ballot as the round Louis would knock out Walcott. No takers—fortunately.

Perhaps the best comment on TV at the convention was made by Skeets Miller, NBC tele director. Said Miller: "It's television's 1924. This will do for television what '24 votes for Underwood' did for radio." Miller was at WHAS, Louisville, then.

NBC SPENDS 300G

(Continued from page 5)

tion (July 21), NBC will probably go for a \$1,000,000 convention tab.

CBS Spends Plenty

The Columbia Broadcasting System (CBS) lists its costs as including \$100,000 operating costs for AM; TV operating costs, \$15,000; AM cancellations, \$155,000, and TV cancellations, \$6,200.

Chi Viewers Get Slick GOP Coverage Via Airborne Film

(Continued from page 6)

still pix with commentary added by a station staffer.

WGN-TV's off-the-kinescope stuff was prepared and syndicated by WPIX, New York, owned by *The New York Daily News*, sister publication of *The Chicago Tribune*, WGN-TV's parent organization. Using the televised version sent via coaxial cable from Philly to New York, it arrived here in the form of two shows totaling about 35 minutes of programing for WGN-TV. Station usually aired one program at about 1:30 p.m. and another at about 7 or 7:50 p.m. Timing on this enabled convention proceedings of one afternoon to arrive here on film late that night for the following morning for televising about one day after events took place. Some of the WGN-TV shows were

sponsored by Motorola, which used some top film commercials before and after each program.

Film taken off kinescope by film and then televised here had pictures with washed-out appearance and lack of brilliance and contrast. Noticeable, too, was lack of proper editing on this type of production with one speaker being presented after another in quick succession, even tho at the convention hours often elapsed between speeches. These films definitely needed more explanatory continuity.

Special stuff shot silent in the East had better quality, as pointed out before, but because they lacked voices of speech makers and convention color noises they were inferior over-all programing.

Cy Wagner.

Mich. Theaters Fight Tavern TV and 16mm.

(Continued from page 3)

sorship and general policing. A graduated fee according to capacity of the spot is proposed.

If it is expected that the drive will be carried to other cities if the Detroit City Council leads the way.

Liquor Board Bans Pix

Regulation of the competition by the State Liquor Control Commission also will be sought. Allied has already partly won this point, with a commission ukase banning 16mm. films as a fire hazard.

An attack on 16mm. films in hamburger-type drive-ins is said to be spreading fast up-State, altho unknown around Detroit. Snyder has secured a ruling from D. S. Bliss, deputy commissioner of internal revenue, to the effect that such shows "constitute a public performance for profit" and are therefore subject to the 20 per cent federal entertainment tax, applying upon all food, refreshments or service bought by customers while the movies are being presented.

Giles Kavanaugh, local internal revenue collector, is starting a campaign to locate such spots and check into their tax status accordingly.

TELE SHAMES PRESS, AM

(Continued from page 5)

political speakers. Perhaps the outstanding example was Sen. John Bricker (R., O.), a past master at gaseous, trite, Fourth-of-July type oratory. The most devastating camera shots were those contrasting Bricker's corned-up harangue with the boredom shown by delegates and those perched on the rostrum as they listened.

Programwise, the consensus was that the NBC-Life hook-up parlayed itself into the top chore, with several clean TV beats, notably the Dewey and Taft press conferences and interviews with virtually all politicians of any standing. The four-network co-operation in the pooled coverage—all floor events were handled via the pool—also drew comment as a model of co-operation.

But out of the convention several major questions still puzzle. Will Dewey make a good president? And what's television going to do to the press, to AM—and to politics?

The web, too, of course, had a huge crew at the convention, just a shade smaller than the NBC gang—large enough to hold its own convention.

The American Broadcasting Company (ABC) lost a total in time billings of \$25,779, with its fees to talent adding to this rap. All told, ABC aired 31½ hours. The ABC TV network of four stations carried 42½ hours of convention programs.

The Mutual Broadcasting System cancellations, out of a total convention coverage of 34¼ hours, came to about two hours, clipping, among others, Gabriel Heatter, Billy Rose, Al Helfer and Fulton Lewis Jr., off the air.

GLOSSY PROFESSIONAL 8x10 PHOTOS

IN QUANTITY

Fan mail glossy photos and post cards. Top-notch quality. Extremely low prices. Satisfied customers coast to coast. Our 11th year of honorable, courteous, quality service. We make reproductions as good or better than your original. Send today for full price list, samples, etc.

MULSON STUDIO
BRIDGEPORT 8, CONN.

U.S.A.'S LARGEST REPRODUCTION HOUSE

GENUINE HIGH GLOSSY PHOTOS 5 1/2¢ EA.

Made from your negative or photo. Unsurpassed in quality at any price.

NO NEGATIVE CHARGE—NO EXTRAS
24-HOUR SERVICE ON REQUEST

8x10's: 17.49 per 100; 155 per 1000
Fan Mail Photos (5x7): 35 per 1000
Postcards: 23 per 1000 Mounted Enlargements (30x40): 13.85

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

COPYART Photographers
Plaza 7-0233
165 West 46th St.
New York 19, N.Y.

WE DELIVER WHAT WE ADVERTISE

PUBSERV KEY TO WAX PEACE

Kapp Plan, Posed to AFM, May Lift Disk Biz and Union To Top Ranks of Do-Gooders

Provides \$\$ Needed for End of Ban

By Joe Carlton

(Continued from page 3)

dustries) while rendering them a tremendous force over national musical interest. On the other hand, it holds the potential for grooming Petrillo and the AFM as potent public benefactors and supplies the tools for a "cinch" public relations policy which can almost automatically transform the AFM prexy into one of the outstanding do-good labor leaders in the country. These possibilities for Petrillo and the AFM afford record spokesmen the confident belief that Mr. P. will accept the plan (perhaps within modified form) within a week or so, with actual implementation of the plan to commence in September. As one trade observer puts it: "If Petrillo and the AFM balk at this one, they are missing the chance of a lifetime."

Kapp's Creation

The broad-spirited pubserv tenor of the plan is credited to Decca Records' Prexy Jack Kapp who, whatever else his foibles, has gained recognition as a champion of the public donor function in the record industry. Kapp supplied the imaginative essence for the plan—the detail and legal support was worked out rigorously by Decca Attorney Henry Cohen. Much of its "selling" to other record companies was accomplished by Decca's Exec Veepee Milton Rackmil.

History of the plan's proposal and its subsequent blueprinting (details

later on in the story) go something like this:

It was evident at the ban's beginning that Petrillo, "if he couldn't get a welfare fund, would take something with trimmings." Some weeks back Kapp hit on the principle of an all-purpose "institute for music." Meetings ensued with other major record companies. After considerable jockeying for position, the other diskers lent their approval to the plan. Kapp brought the plan to Petrillo. Meanwhile, David Sarnoff, of Radio Corporation of America (RCA), and Bill Paley, of Columbia Broadcasting System (CBS), had expressed support on another important question which might figure in a Petrillo acceptance of the plan. An attempt was made to have a committee confer with Petrillo, but the AFM leader indicated that he would prefer to deal with and thru Kapp. A week before the AFM convention in Atlantic City, Petrillo indicated that he would hold off on reaction to the plan, at least until the convention was finished. Latest word is that the AFM boss will make his decision known this week or next, with all odds at this point going to a partial approval.

Legal Aspects

What of the legal aspects of the plan? The contention supplied by Cohen, of Decca, and indorsed by other legal experts, was simple. The institute was conceived as a corporate foundation with "purely noble" aspects. "The contention of the plan is that the only kind of payment by an employer which is prohibited (by the Taft-Hartley Act) is a payment to a representative of an employee; that the exceptions to the payments listed (in the law) are exceptions only to that prohibition; that the text (of the law) nowhere prohibits payment by an employer to an org which is not a representative of the employee. The statute does not prohibit payments by an employer for the benefits of his employees or the public if those payments are not made to a labor union. Payments by the industry members to the proposed institute are not, of course, payments to an employee representative. The institute is so conceived and its control so circumscribed that the contention that this merely substitutes for the forbidden welfare fund becomes impossible. Reps of employees will be on the board of trustees (see details of institute plan in accompanying box) but only as a minority and can carry no legal control with it."

The legal argument also states that "whether it was the intention of Congress that the Taft-Hartley Act should, nevertheless, forbid such (royalty) payments, altho the law does not state, can be gathered only thru debates in Congress, hearing and the congressional committee reports. There is virtually nothing to indicate that any purpose indicated to outlaw the kind of institute proposed." (See details of the institute plan in separate Music Department story.)

The Institute for Music in America

Below, in outline, The Billboard exclusively reveals the purposes and structure of the record manufacturers' "institute plan," which has been submitted to James C. Petrillo, AFM president, in hopes of providing the means to ending the recording ban, with satisfaction to both sides. Comments in italics are not taken from text of the plan, but represent editorial interpretation and interpolation.

(1) To set up an Institute for Music in America, Inc., of which the purposes will be:

- A. To foster an increased appreciation by the people of this country of the wealth of musical resources which is their heritage and to provide means for the development of indigenous musical art and musical forms.
- B. To promote the cause of musical education of the people of this country and to encourage and develop their musical talent, techniques and styles.
- C. To conduct research into the music industry, to collate its significant statistics and to investigate its trends; to co-operate with the music industry of this country in more responsibly serving the musical instinct and impulses of the people; and to
- D. Co-operate with other groups and agencies and with educational institutions in advancing the aims of this institute.

Dedication

(2) The trustees of the institute will dedicate the resources of the institute to:

- A. Bringing music and musicians to the public and so promote interest in and appreciation of music and the persons who are its means of expression. This activity will embrace among other things, free public performance of music in community centers and charitable and educational institutions.

(One of the key points of satisfaction for Petrillo lies in this clause. In effect, it will achieve for AFM the principle of spreading employment while serving the public much as the AFM currently attains thru its allocation of royalty fund monies accrued before the ban. The use of a possible \$2,000,000 fund per year for this, and the broader-spirited goals outlined in other clauses, highlights the financial dominance that may be enjoyed by the institute and the AFM in musical circles. Payments into the fund are explained further on.)

- B. Promotion of musical education in the public schools and the stimulation of interest in music in the school-age group by financing among other things, intra-school and inter-school concerts and competitions.

(Here, both Petrillo and the record people may enjoy the role of fulfilling a service to other adjuncts of the music industry, music merchants, publishers, instrument makers, etc., which obviously will place both in a new commanding position among musical interests in America.)

- C. Establishment and encouragement of community music activities, fostering the growth of local bands, orchestras, choral societies and opera companies and stimulating community-wide interest in such projects among other things by intra-community and inter-community concerts and competitions.

(Aside from the public aspect, for the AFM, the "live music" objective is clearly enhanced here as is the unusual opportunity to set up an incubator stage to preface and encourage membership and employment in the AFM.)

- D. Education and support of talented music students and musicians and the support or endowment of schools or other institutions devoted to musical education.

- E. Establishment of libraries of music and of phonograph records for circulation among the public and in appropriate institutions.

- F. Co-operation with musicians' organizations and with institutions devoted to musical education, for the development of abilities of persons talented as musicians or composers and, where appropriate, causing sound records to be made of the works or performances of such persons under such arrangements as will promote full economic and musical realization of such talents.

- G. Development of musical forms and techniques whether in the field of folk, popular or classical music.

- H. It shall not be among the purposes of the institute either to represent employees in their relations with employers or employers against employees, or to supply unemployment funds, as such, for musicians.

Suggested Board of Nine Trustees

(3) The plan proposes three classes of members: Class 1—Industry members representing members who make payments to the institute. Class 2—Musician members; members or musicians' orgs admitted to membership by unanimous vote of the trustees (in so many words, the American Federation of Musicians). Class 3—Public members, not affiliated with industry or musicians' orgs who shall be made members upon vote of two-thirds of the trustees.

(The number and problem of who shall be trustees is reckoned as one of the chief resistance-points for Petrillo but the plan's proponents argue that this can be straightened out by easily effected compromise on both sides, with AFM probably leaning to a smaller-sized board.)

Another section of the plan provides that any industry member may be suspended by two-thirds vote of the trustees for failure to make payments to the institute. Any public members may be required to resign upon two-thirds vote of the trustees. Plan also calls for principal offices in New York, an annual meeting of the members to be called by the trustees, the selection of a slate of officers to include chairman, vice-chairman, treasurer, secretary, exc. committee, etc.

Funds

(4) Funds, according to the institute plan, shall consist of payments made by each member. The plan presented to Petrillo leaves the question of amount of payment still open, but the presumption is that the disk makers (who have always expressed their willingness to pay as much as before the ban, provided it could be legally handled) would pay no more than the royalty rate in effect pre-ban. Rates as conjectured by the plan authors, however, would go like this: 1/4 cent for disks selling at up-to-35 cents, 1/2 cent for up-to-50-cent disks, 3/4 cent for up-to-75-cent disks, 1 cent for up-to-90-cent disks, 1 1/2 cents for disks over \$2. These fees on records made since January 1, 1948; on masters recorded since September 30, 1943.

For electrical transcriptions made from masters recorded September 30, a payment equal to 3 per cent of the gross revenues derived from such sale. For spot announcements a. l.'s (jingles) a like payment of 3 per cent.

(One key question raised by such fund-payment proposals deals with the manufacturer who should refuse to join the institute or pay per-disk royalties. From the institute viewpoint this could be handled thru the AFM's own relations with the given recalcitrant. Pre-

(Continued on page 32)

ASCAP Hope For Scott Bill Action Dies

Left in Committee

WASHINGTON, June 26.—The last flickering hope of the American Society of Composers, Authors and Publishers (ASCAP) for the 1948 enactment of the Scott bill went out of the window in the early hours of this morning when Congress adjourned with the measure still slumbering in the House Judiciary Committee.

Committee aides said that even if Congress comes back this summer for a special session, it would be devoted strictly to emergency business with no chance for consideration of copyright legislation.

ASCAP is expected to try again to end the juke box exemption from copyright royalties when the 81st Congress takes over December 31. Bills to that effect have been introduced regularly for the past decade without success. The favorable report given the Scott bill by a judiciary subcommittee is the furthest any such measure has advanced.

MGM Buys Out Super Disc --- 300 Platters

Art Smith, Bonnie Deauville

NEW YORK, June 26.—MGM Records this week completed negotiations for and bought out the released and unreleased masters of the Super Disc waxworks for an undisclosed sum. The deal brought to MGM between 300 and 400 additional masters, most of them concentrated in the race, folk and hillbilly fields. Among the artists who will now appear on the MGM label are Arthur (Guitar Boogie) Smith, Ronnie (Mad About You) Deauville, Viola Watkins and the Singing Crusaders.

These disks will mark MGM's initial venture into the race field aside from whatever biz was accumulated by Billy Eckstine and Jackie Paris in that field for the label. The deal was negotiated between Irvine Feld, Super Disc topper, and Frank Walker, MGM chief.

Pluggers Try Own Pub Biz As Jobs Slack

NEW YORK, June 26.—Veteran song pluggers Mickey Glass, Bob Baumgart and Jerry Lewin this week decided to band together and form their own pubbery, Cavalier Music. The move by the three pluggers (all of whom were dropped from pub-rank within the past few weeks) marks an interesting experiment for other displaced pluggers to observe as music biz employment reverts to pre-war conditions.

According to Glass, the pub will consist of a maximum of five pluggers (three here, one in Chi and one on the Coast—the latter two have yet to be named) who will be equal partners in the pub. Expenses will be footed by the individual, and the melon (if any) will be split evenly. Initial efforts of the pluggers will be *Maracas and Moonbeams*, a ditty penned by Charles Reade and Sy Walters.

The three feel that the important thing is to get the tune on wax, claiming to be able to get plenty of air plugs due to their long experience in the biz. A test disk is being cut Monday (28), and the boys allegedly have appointments to play the disk for three on four major waxeries later in the week.

The firm, which as yet has not aligned itself with either the American Society of Composers, Authors and Publishers or Broadcast Music, Inc., is now looking for office space here.

Archer Rejoins WM, Sells CAC Interests

NEW YORK, June 26.—Jack Archer, who two weeks ago sold out his interests in the Continental Artists Corporation (CAC) agency to partner Milt Deutsch, this week rejoined the William Morris Agency (WM) band department. Archer formerly was a WM ork booker on the West Coast but left about a year ago to go into the CAC set-up.

He returns to WM to work out of the firm's Chicago office on a roving assignment which will encompass selling location and one-nighter dates. Nev Wagner and Pat Lombard are the other WM Chi band agents. Archer officially joins the agency Monday (28).

Dailey Mulling Unknown-Ork Idea For Meadowbrook

NEW YORK, June 26.—Gimmicks and promotions will set the keynote for the reopening of Frank Dailey's Meadowbrook as a nitery in late August or early September. Dailey, whose spot until the past year thrived on name band attractions, will alter this policy in favor of an unknown-band-building program which the op is mulling.

On reopening, Dailey will load at least three of his six operating days with promotion gimmicks. He plans to run Wednesday night amateur contests. On Thursdays, he hopes to link up with a local station and local merchants to work out a giveaway quiz show; Sunday night will be rumba night at the nitery.

Names Occasionally

Dailey's band buying ideas are pegged mainly on plans to build little-known orks in long runs at his nitery rather than sticking the names. He will buy a name with which to reopen (opening date will be determined by the measure of success established by the theatrical stock company which will occupy the Meadowbrook for the summer after Larry Clinton's crew closes next week). He also will use names for holiday weeks like Thanksgiving and Christmas. Most of the other times will be given over to orks which Dailey hopes to uncover in a three-week Midwestern tour in July.

The op also plans to enclose the balcony portion of the nitery and divide the space into private party rooms which may or may not be exposed to the Meadowbrook proper, depending on the desire of the party buying the rooms.

Majestic Out of Chapter XI Into X After Three Creditors Petition Court for Switch

Losses of Record Division Listed; SEC Probe Likely

(Continued from page 3)

the court by September 10. Counsel for the trustees will be Martin McNally, of Nash, Ahern & McNally, also court-appointed.

Appointment of the trustees Thursday (24) culminated a hectic week of proceedings, revolving around the petition of three creditors of Majestic Records (Bart Laboratories, Elizabethtown Corporation and John Horn, presented to the court two months ago by Edwin Slote, Luis Kutner, and Mike Gesas, co-counsel for the trio), which demanded that Majestic be switched from its Chapter 11 rating, which enabled Majestic to remain in possession of its properties and keep the present organization in. Master in Chancery Charles A. McDonald, Wednesday (23), had handed down a decision on the petition, recommending that the court make the switch, after which Sullivan backed up the decision.

In a 56-page brief, McDonald found that Majestic Records had losses of \$59,713.00 in the fiscal year ended May, 1945; \$227,744 losses for 1946, and \$273,166.00 losses in 1947. Eugene Tracy, Majestic chairman of the board, told the master that lack of proper machinery to make records at low cost was responsible for the losses, the decision stated.

McDonald's report also noted that Tracey, while prexy and chairman of the board, obtained options on company stock which he sold at "large

amounts of profit," and recommended that a probe be made to determine whether or not a "constructive fraud" was created against the corporation. Judge Sullivan questioned a rep of the Securities Exchange Commission as to whether an investigation would be made, and he answered: "I imagine so."

Tracey also admitted to McDonald that furniture and fixtures, belonging to Chicago Majestic, wholly-owned distributing subsidiary, were sold to Remco, Inc., firm set up by Raymond E. McGreevy, former general manager of Majestic. Tracey denied any connection with Remco, but admitted that he had been on the premises at least twice since the new firm was started. Tracey stated that Remco had no right to the use of Majestic but that the huge Majestic signs were still on the building. Tracey said that no payment was made for the transfer of the leasehold to Remco, which McDonald noted "appeared of value." Tracey attempted to show that in taking over the lease, Remco had assumed an obligation which the debtor had undertaken with the lease.

McNally, counsel for the new trustees, said that no announcement will be ready for a while concerning Majestic's record division activity. He said that creditors of the record division will not have to refile their claims with the court under the new Chapter 10 rating.

Petrillo Delivers Blow to 802's Blue Execs; Ruling Bolsters Insurgents' Cause

Adm. Officers, Reappealing, Say Request Misinterpreted

NEW YORK, June 26.—President James C. Petrillo, of the American Federation of Musicians (AFM), weighed in this week with a smashing blow in favor of Local 802's anti-administration forces in their unprecedentedly successful revolt against incumbent Blue Ticket officials. Petrillo's contribution to the insurgent cause of the combined Unity group and coalition committee came in the form of a ruling that the disputed June 14 membership meeting (details of which were reported in last week's *Billboard*) was perfectly legal. Administration officers, however, refuse to accept the ukase as a permanent setback, and are reappealing the matter to Petrillo. Local Prexy Richard McCann himself had launched the boomeranging Federation decision last week when he declared the motions carried by the opposition at what he called a "packed" meeting injurious to the best interests of the local, and forwarded a request to the national brass to pass on their legality. Pending word from the AFM, the administration proceeded as tho the motions were non-existent. Monday the word came via a telegram that read:

"Mr. Chas. Iucci, Sec., Local 802: "In reference to your request for ruling as to whether the meeting of June 14, 1948, of Local 802 was legal, you are hereby advised in view of the fact that all members of your local had knowledge that this meeting was to take place, this office cannot rule that it was a packed or illegal meeting.

(Signed) James C. Petrillo."

The administration, however, did not immediately notify the membership of receipt of the telegram, and it was not until the following day, when Max Arons and Henry A. Maccaro, members of the Unity party, called the AFM and learned the contents of the wire, that Petrillo's verdict was given to the membership. When opposition members asked at the executive board meeting Thursday (24) why the information had been withheld, Iucci and McCann responded that the telegram was not pertinent and did not answer what had been asked of the national board. The Blue's position is that their request for a ruling had been misunderstood at AFM headquarters—that they had not asked for a ruling on the legality of the meeting itself, but rather of the motions passed there. After receipt of the telegram, they sent another letter to Petrillo, explaining that their first request had been misinterpreted and asking for another ruling.

Resolutions

At the same meeting, the seven contested resolutions were raised again, with the administration yielding on some, but remaining adamant on the salient ones. They again refused to recognize the reinstatement of Arons, Maccaro and Manuti to the board duties from which they had been removed and the appointment of Tuvin to the recording and transcription fund committee. The board claimed it was within its rights in rejecting this motion by virtue of a local by-law which says that exec board members "shall devote all their time and attention to the affairs and business of the local and shall perform such duties as shall be assigned them by the executive board."

The board also refused to recognize the motion which would establish the exchange floor of the local hall as the site for membership meetings. The board's stand is that the floor is too noisy, and with members conducting business there after 3 o'clock, orderly meetings would be impossible.

Also rejected was the motion that a special six-member record and (See PETRILLO RULING, page 10)

"Ballroom" Ops On Biz Ball

Inter-Room Terp Contests Voted

New England confab maps other promotions and prepares to expand org

(Continued from page 4)

contest which will run with local finals and grand territory finals. Members are Eddie Allen, of Nuttings-on-the-Green; Carl L. Braun Jr., of Commodore Lowell; Charles H. McGlue, of Ocean Gardens in Nantasket, and Arnold E. Kahn, who is the executive secretary for the group.

Test of Drawing Power

BOA members also agreed to conduct a survey in the territory to try to determine the basis for box-office drawing power. This survey aims to find whether name bands outdraw non-names, the effects of location and whether indoor or outdoor locations have any b.-o. effects, the value of contests, etc.

Up for discussion at the meeting was the question of admission prices. The group held a discussion on whether admission prices should or should not include free hat checking and free parking. Also up for discussion was the question of holding teen-age dances. Association members were in favor of teen-ager terpests on Saturday afternoon which thus would give the ops two takes in one day.

Sectional Confabs

BOA section meetings will be held during the summer in order to try to round up all the New England ops for memberships in the association. Braun and Kahn are the committee dealing with sectional meets. They expect to enroll practically every indoor and outdoor op in New England by summer's end.

Mus-Art GAC Merger Raises Personnel Poser

NEW YORK, June 26.—The Mus-Art Agency (M-A) definitely will merge with General Artists Corporation (GAC) on or around July 1, it was learned this week. Discussion still is being held on the deal, with personnel placement the key problem.

It is understood that Jack Whittemore, now New York leg for M-A, will move into the New York office of GAC where he will work out of Art Weems' office. Weems is general manager of GAC and is in charge of the New York office.

It also was learned that Russ Fachine, Chi boss for M-A, will either take over or share Bob Weems' top Chi GAC post, comes the merge. Howard Christensen, who worked out of the M-A Chi office, will shift into the Chi GAC office to book locations. Also out of M-A's Chi office, Bill Polk will move into the Chi GAC one-nighter department which now is being operated by Paul Bannister.

Lyle Thayer, the fifth M-A man (all of whom are one-time Music Corporation of America (MCA) salesmen) will work in the GAC Hollywood office band department.

Offices Not Set

No decision has been reached on the M-A offices in Kansas City, Mo., San Francisco and Dallas. GAC does not maintain quarters in any of these

Arnstein Sues In All Directions On 'Nature Boy'

NEW YORK, June 26.—A really ambitious and familiar claimant is dipping into the *Nature Boy* litigation grab-bag.

Ira B. Arnstein, a music biz lawsuit perennial, filed an infringement suit this week in New York Supreme Court against an imposing list of defendants that reads like who's who in the music biz. The original suit for some of the yogi's gravy, filed about a month ago by J. J. Kammen pubbery, is a poor, pallid affair alongside Arnstein's roster of alleged infringers: Crestview Music, Edwin H. Morris Company, Burke & Van Heusen, Inc., Eden Ahbez and King Cole.

Also: Music Publishers' Protective Association (MPPA), American Society of Composers, Authors and Publishers (ASCAP).

And: Deems Taylor, Sigmund Spaeth, Herman Finkelstein and Louis Frohlich. The last named four are being sued for \$100,000 apiece as a sidelight to the infringement action, with Arnstein claiming that they conspired over a period of years to steal songs from him and deny him membership in ASCAP.

The plaintiff, who does not employ an attorney, contends that *Nature Boy* was taken from a ballet featured in the second act of the operetta, *The Song of David (Opera Oratorio)*, which he claims to have written prior to May 17, 1925, and which he alleges is protected for him by the Common Law Copyright Act.

"Sound Off" Sets Tunemith Tie-In

HOLLYWOOD, June 26. — Ork leader Mark Warnow has commissioned over a score of top composers to write marches in honor of various States, with compositions to be premed on Warnow's ailer, *Sound Off*. Tie-up will include promotion by State officials and local press, with tunes to be published commercially by either Mark Warnow Music Company or other pubbers. N. W. Ayer Agency, which handles *Sound Off*, will cover promotion of the stunt.

According to Warnow, following are among composers who agreed to cleff marches: Meredith Willson, Gordon Jenkins, Jimmy McHugh, Harold Adamson, William Grant Still, Peggy Lee, Arthur Freed, Earl Robinson, Johnny Mercer, Raymond Scott, Nacio Herb Brown, Ferde Grofe, Harold Arlen, Leo Robin, Irving Miller, Morton Gould, Johnny Green, Dave Rose and Harry Warren.

cities, but there has been no discussion with the individual agents handling these offices for M-A. The disposition of other M-A agents, such as Al Gazely in New York, also has not been secured.

Tho the M-A artist have not been officially contacted, it is believed that they will agree to the switch in agencies' jurisdiction. Among the talent expected to revert to GAC in the deal will be Gay Claridge, Wayne Gregg, Jimmy Featherstone, Clyde McCoy, Will Back, Jimmy Palmer, Joe Sanders and Art Kassell. Kassell was skedded to go with Mus-Art after December 1.

MBOA To Mull Music Licenses

September Chi meet may be largest ever — other ballroom groups to attend

CHICAGO, June 26.—The Midwest Ballroom Operators' Association (MBOA), organization composed of some 300 promoters and terperery owners across the country, will meet here September 21-22 at the LaSalle Hotel, it was announced this week by Kenneth Moore, of Aragon-Trianon Enterprises, Chicago.

Moore said that no convention program has yet been assembled, but it is believed that a paramount subject for discussion will be the research survey being conducted by MBOA among its members and ops thruout the country to strike some basis for negotiation with officials of Broadcast Music, Inc. (BMI) and the American Society of Composers and Publishers (ASCAP), music licensing orgs. Survey is similar to one just completed among industrial users of commercial music by the Industrial Recreation Association (*The Billboard*, June 26). Tom Archer, Des Moines ballroom chain op, is chairman of the music licensing committee.

The Chi convention of MBOA is expected to be the most heavily attended in the eight-year history of the group, in that several other ballroom operator groups have signified their intention to attend the meeting. It's felt that these groups may correlate their activities with those of MBOA, for at a spring board of directors' meeting of MBOA held here, it was decided to table a suggestion to make the org national until the convention when members would be asked to vote on the proposal.

Cap's Platters, Songs Set for Canuck Field

HOLLYWOOD, June 26.—Capitol Records will soon invade Canada with its wax product and possibly its songs, *The Billboard* learned this week. It is understood that a deal was set in Chicago between Cap's veepee and general sales manager, Floyd Bittaker, and Al Seigel, exclusive distributor for Wurlitzer juke boxes thruout Canada, whereby Cap's disks will be pressed at Seigel's plant in Canada. Latter is located in New Market, Ont., 25 miles from Toronto. While the Cap-Seigel pressing set-up is believed to be set, the method of distributing Cap's product is still in the air.

Since Seigel's firm has branch offices thruout Canada, a strong possibility exists it will handle distribution as well as pressing. Cap confirmed that Bittaker was huddling with Seigel, but did not divulge details, stating its desire to withhold a statement until Bittaker returns to the diskery's Hollywood headquarters. Once papers are signed tying Cap with Seigel, it will become the first time a music machine distrib correlated juke box biz with disks.

Capitol Songs, subsid of the diskery, may also cross the border. This was indicated by the fact that Joe Whealon, song pluggger for the past 25 years, resigned his contact post with BVC in Chicago to join in the Canadian venture. Whealon reportedly will plug Cap disks and songs in the dominion.

Pluggers Nix Tax-Wage Plan At Gen'l Meet

NEW YORK, June 26.—A proposed plan to tax salaries of song pluggers in order to render assistance to contact cohorts made jobless during recent pubber retrenchment moves, was firmly kayoed this week at a meeting of the general body of the Music Publishers' Contact Employees (MPCE) union held Thursday night (24) at the Hotel Victoria. An unusually large turnout of some 150 members attended the session, most of them appearing with the prime purpose of voting down the measure.

According to the original proposal, pluggers making over \$75 weekly would have been asked to contribute 3 per cent of their earnings and those under the \$75 figure would be assessed 2 per cent. The fund thus garnered would be placed in a pool to be evenly distributed among the out-of-work contact men, regardless of seniority.

Main objection of the plan's opponents (nearly all the veteran pluggers and top-line professional managers) centered about contention that the majority of those without work were comparative newcomers to the trade, hired mainly as wartime measures. This, the senior circle felt, did not constitute an emergency calling for additional money. They alleged that the Professional Music Men's (PMM) Benevolent Agency of the union could easily handle the situation with funds now in the coffers.

Apollo Buys Out Gem Wax Firm

NEW YORK, June 26. — Apollo Records, which two weeks ago took over the distribution of the Gem line, this week bought out Nat Cohen's Gem Record firm and also purchased Cohn's Modern Music headquarters. Apollo will manufacture, distribute and promote the Gem line, which was born several months before the Petrillo ban went into effect.

Apollo's purchase of Cohn's quarters is described by the firm's officials as a move to secure greater space, consolidate the diskery's operations and cut down its overhead. The diskery will give up both its Madison Avenue executive offices and its 10th Avenue distribution location, with both due to move into the Cohn property sometime before August 1.

Paul McGrane, veepee of the Gem diskery, will continue in charge of artists and repertoire for the label under Apollo's aegis.

Porgie Buys Out Nicky Campbell

NEW YORK, June 26.—Al Porgie, of the Campbell-Porgie pubbery, announced yesterday (25) that he is buying out Nicky Campbell's interest in the firm. The house will continue to operate as a Broadcast Music, Inc. (BMI) affiliate, under the name of Porgie Music. The firing of Irving Tanz and Ralph Harris last week reduces operating staff to two—Al and his brother, Joe—operating out of New York only. Campbell and Harris had conducted the West Coast branch.

Campbell said that he has no immediate business plans, but expects to set up as a pubber in the near future.

The split was by mutual agreement, and terms of settlement were not disclosed.

Petrillo Ruling Blow to 802's Blue Execs

(Continued from page 17)

transcription fund committee be permitted to inspect the fund's records and review its activities periodically and that 75 per cent of the fund's money be spent before October 1 and the remainder after December 15. The board feels that this allocation is arbitrary, leaving a 10-week period with no provisions for members who may need help during that time, and that the proposal that their work be checked by a special committee unfairly implies that they cannot be trusted to administer the funds with justice and impartiality.

The administration accepted the resolutions okaying Freed, Collis and Grossman as eligible to run for office in the forthcoming elections, appointment of a catering committee to request the national board to enforce the ban on recommendations by banquet managers and caterers, the local's going on record against the Mundt-Nixon bill and the appointment of a 15-man employment promotion committee. The board did reject allowing such a committee access to union records.

The opposition group, however, maintained that all resolutions were legally passed, and should be enforced in toto. Immediately following Thursday's meeting, Unity and coalition spokesmen wired Petrillo urging that the local administration be ordered to comply with the wishes of the membership in these matters. Al Manuti, spokesman for the Unity party, declared in a statement to *The Billboard*: "What's happening now is a repetition of what happened 16 years ago when we had to fight for real autonomy. Now we have to go thru it all over again."

Freed Comments

David Freed, secretary of the coalition committee, commented on administration tactics: "There's no place in any union for defiance by officialdom, and when the executive board defies the membership it is violating the very laws it is elected to enforce."

Meanwhile, both the Blues and the opposition were waiting for ruling by Petrillo as *The Billboard* went to press. A continuation meeting set for Monday (28) to decide on action for a five-day week will add some more fireworks, because Iucci and McCann have called the meeting for Palm Gardens, whereas the opposition has designated the exchange floor as the site. The meeting will serve as a test of factional strength, and observers are interested to see which locale will have the larger attendance. McCann did admit that should a reply to his second request for a Petrillo ruling uphold the opposition, he will abide by all the disputed resolutions—including utilization of the exchange floor for meetings. Should such a reply arrive before Monday (28), he will call off the Palm Gardens meetings and recognize the exchange floor confab.

BMI, Affils Win Judgment vs. Hotel

NEW YORK, June 26.—Broadcast Music, Inc. (BMI), and some of its affiliate pubberies have won a judgment in Federal District Court against the Seelbach, Inc., Louisville (Kentucky) Hotel, operated by the Eppley Hotels Company, for unauthorized performance of five tunes in the BMI catalog. The suit was the first BMI brought against a hotel, and as a result of the court's decision all hotels in the Eppley chain have taken out BMI licenses.

Elman Reorgs Ork, Inks S. F. Dancery

NEW YORK, June 26.—Ziggy Elman, who briefly but unsuccessfully set out with his own ork in the latter part of last year, this week reorganized a full-sized band and will play his first date with the new crew at the Golden Gate Ballroom, San Francisco, beginning June 30. Elman's new band already has been inked for a five-week stand at the Hollywood Palladium, beginning August 10, to follow the Buddy Rich ork-Helen Forrest bill. The band also is booked into the Edgewater Ballroom in San Francisco for two weeks beginning July 27.

Elman, who rejoined the Tommy Dorsey band when he disbanded his own crew and left TD in February, continues, as before, under the management of the Music Corporation of America (MCA). He has a wax pact with MGM Records.

Cont'l Waxery Preems Plastic Kidisk for 75c

NEW YORK, June 26.—The latest entry in the kidisk plastic field is Continental Records, now readying a 10-inch series to retail at 75 cents plus 4 cents tax, the lowest-priced plastic to date.

According to Don Gabor, Continental head, the disk is a compound of the diskery's own development, and contains from 25 to 30 per cent vinylite. His claim is that the compound is longer-wearing than shellac, doesn't skid on record changers and can be turned out at a production cycle of two a minute. The Webster Record Company, Webster, Mass., will press the new platters.

The series will aim at the preschool three-to-six-year-old tots. Gabor, who scripted the series himself, airmails scripts to the Elite Record Company, of Switzerland, where musical masters are cut. Masters are returned and narration, vocals and dramatics are dubbed on here.

Three Distrib Channels

Three channels of distribution will be utilized—Continental's regular distribberies, direct sales to chain and department stores and rack sales in drug stores, top shops, etc. The series will be on market August 1.

In addition to the kidisks, Continental will press all their classical, semi and public domain material on the new plastic. The price will be 75 cents plus tax for 10-inchers, as with the tot platters and \$1 plus tax (5 cents) for 12-inchers—also a record low for large-diameter plastics. The first classical release on the plastic will be a Bela Bartok piano album recorded by Bartok himself.

Decca Weighs Indie Distribs' Use for Output

NEW YORK, June 26.—Decca Records, for the first time in its almost 15 years of operation, is considering using independent distributor outlets to market some of its output. Indie utilization would begin with the Brunswick label line, the revival of which is now being weighed (only weighed, not decided) by the diskery. Trade circles interpret the projected use of indie distribbers as Decca's attempt to augment gross sales without raising plant and production overhead—which, if successful, would mean a bigger cash realization.

Figuring in the original plans for

Distribs Sold on LP's, But Big Sales Bally Lies Ahead

ATLANTIC CITY, June 26.—The two-day convention of Columbia Records, Inc., this week (21-22), convinced observers here that the initial reaction of over 400 distributors and distrib personnel to Columbia's LP microgroove's records was "mildly sensational." Replete with dramatic skits which spared no humorous digs at competing record companies, the Columbia show ran the gamut of sales presentation that depicted a vast and expensive promotional program to back up its LP project. Sales material distributed at the show termed the LP push "a three-million-dollar promotion," and kits presented to all distrib reps ran the gamut from a complete presentation booklet done up in gold, black and white thru an outline of press material, co-op ads and mats available, and the story of the tremendous ad budget to be expanded nationally thru such media as *Life*, *Post*, *Newsweek*, *New Yorker*, etc. Columbia will open its campaign with 800-line ads in 56 leading distributor cities. In addition, the same week that newspaper and mag ads break, chainbreaks will be spotted on key Columbia Broadcasting System and National Broadcasting Company stations across the country. Mailing pieces, a detailed publicity campaign, a dealer sales manual, a six-foot display panel piece for the store, an easel poster, window display cards, record holders, packaging instructions and special necklaces and pins for store sales personnel either were shown or described for the gathered Columbia clan.

Artists Turn Out

For the entertainment diversion of the attendants, the company boasted socko artist turnout and a well-rehearsed two-night show that had the distrib lads roaring in approval. Gene Krupa and his ork, the Modernaires, Roy Acuff, Jerry Wayne and others took heavy bows on first night, while on the finale banquet Buddy Clark, Toni Harper, Tony Pastor and his ork and a veritable slew of other pop artists and longhair reps of the talent roster put on a four-hour shindig.

A serious sampling of distrib opinion on the LP development seemed all positive and enthusiastic, altho the more sober attendants were quick to realize the "selling" job that still had to be done and to vouchsafe opinion that successful results, it attained, would have to be weighed over a long-term period. The attitude, according to these Columbia reps, was that the 33 1/3, microgroove-disk principle was an ultimate "must" for the biz, but it would require "patience, fortitude and a little luck" to really put it over. Judging from the ardor at various sales demonstrations and talks by the CRI brass, the distribbs appeared convinced, however, that despite these considerations the thing would really "go."

the Brunswick revival were the Eddy Howard and Rose Murphy masters, which Decca has been trying to get. This deal appears to be kaput now that the Chicago court has made its ruling regarding Majestic's status (see other story this section), tying them up at least temporarily.

Meanwhile, discussions are focusing on some unreleased Decca-made sides by Woody Herman, Tony Martin, Count Basie and others which could be marketed on Brunswick. Also, there is talk that new tunes and talent may be recorded for the label as well. The label was formerly put out to carry old jazz reissues, released mainly in albums, several years back.

Should the Brunswick label be revived, disks will retail at 75 cents, but will be distributed on a "cash business" basis only. That is, the diskery will press only as many platters as are ordered at the regular price and discounts. They will be pressed in Decca's regular plants.

Musicraft and Allegro Promise LP Wax in Fall

NEW YORK, June 26.—With Columbia's long-playing (LP) record a fully recognized trade reality, other diskers are blossoming with LP disk developments of their own. This week both Allegro Records, specialists in kidisks, and Musicraft Records revealed that their firms will have LP wax ready for fall marketing.

Allegro, the firm owned by ex-Musicrafter Paul Puner, reports that it will market LP kidisks in the fall at \$1.95 per 10-inch record, with each disk containing 25 to 35 minutes of story. This disk also is based on a microgroove principle. Allegro contends it will market its own adapter unit (necessary for the 33 1/3 LP records) at about \$25.

Musicraft's LP's

Musicraft, whose Prexy Jack Meyerson did not disclose exact details, reported that the diskery is preparing LP's in its kiddie and classical lines. Meyerson said that the Musicraft disk also will be based on the microgroove principle, but he said that the diskery will wait until the first adapters hit the market. This, to assure that the Musicraft disks are standardized for any, or most, of the several versions of LP adapters that may be available. He said that the diskery will make use of its current catalog items and add some new items to its LP line when it is released for market.

Both Meyerson and Puner asserted that the long-playing disk was not a new development. Both claim that Columbia has not been alone in the LP field but conceded that Columbia's tremendous break-out forced them into the LP biz more immediately.

Motor Problem

Puner pointed out that one of the difficulties which more than likely will arise will center on a question involving the perfection of 33 1/3 motors. He pointed out that manufacturers usually find higher revolutionary speeds are easier to control in regard to variations. Along with several engineers, he expressed surprise that Philco has perfected a motor (to sell at a "mere" \$30) which is presumed to maintain constant speed at the slower revolution per minute pace.

It also was learned this week from several trade disk pressing plants that they are already prepared to handle fabrication of LP disks of the microgroove type.

Incidentally, both Musicraft and Allegro will retain their regular disk lines in addition to attempting to participate in possible LP gravy.

Mecca Renamed Gold-Rain

DETROIT, June 26.—The Mecca Recording Company, established here last year by Franz W. Geisz, composer and cellist, has been renamed the Gold-Rain Recording Company. Due to a conflict in title, Geisz gave up the old Mecca label. The first release, now being placed in distribution, is a dance combination, *Midnight Polka and Love Dream of All Dreams* (waltz).

A TOP RECORDING by
A TOP ARTIST . . .



BLUE BARRON

and his Orchestra

"YOU WERE ONLY FOOLING"

backed by
"IT'S EASY WHEN YOU KNOW HOW"
M-G-M 10185

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

The Billboard

MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

The nation's 10 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. Week Ending June 25



HONOR ROLL OF HITS
(Trade Mark Reg.)

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

This Week	Last Week
1. YOU CAN'T BE TRUE, DEAR	1
<i>Based on a composition by Hans Otten and Gerhard Ebeler</i>	
<i>Published by Biltmore (ASCAP)</i>	

Records available: Ken Griffin, Broadcast G-4006; Ken Griffin, Rondo R-128; Ziggy Lane, De Luxe 1171; V. Lynn, London 202; Jerry Wayne-Ken Griffin, Rondo R-228; F. Wilson, Grand G-25004; R. Deauville-Novelle Harmonica Trio, Bullet 1032; Colonial Ork, Standard T-136; N. Emmett, Apollo 1121; W. Glahe Ork, Victor 25-1117; The Sportsmen, Capitol 15077; Dick Haymes-The Song Spinners, Decca 24439; The Martin Sisters, Columbia 38211; R. Brooks, Musicraft 568; D. James, Victor 20-2944; L. Stewart, Bandwagon 501.
(No information on electrical transcription libraries available as The Billboard goes to press.)

2. WOODY WOODPECKER	3
<i>By Tibbles and Idriss</i>	
<i>Published by Leeds (ASCAP)</i>	

Records available: Kay Kyser, Columbia 38197; the Honey Dreamers, Mercury 5154; The Sportsmen-M. Blane, Capitol 15145.
(No information on electrical transcription libraries available as The Billboard goes to press.)

3. NATURE BOY	2
<i>By Eden Ahbez</i>	
<i>Published by Burke-Van Heusen (ASCAP)</i>	

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

4. MY HAPPINESS	4
<i>By Betty Peterson and Barney Bergentine</i>	
<i>Published by Blasco (ASCAP)</i>	

Records available: R. Deauville-Novelle Harmonica Trio, Bullet 1032; the Martin Sisters, Columbia 38127; the Pied Pipers, Capitol 15094; P. Sheridan, Palda 1004V; J. & S. Steele, Damon D-1133; E. Fitzgerald, Decca 24446; A. Dale, Signature 15206; J. Laurens, Mercury 5144; The McKay Trio, Continental C-1241; A. and J. Nelson, Bandwagon 504; Anne Vincent, Dana 20-17.

5. LITTLE WHITE LIES	5
<i>By Walter Donaldson</i>	
<i>Published by Bregman-Vocco-Conn (ASCAP)</i>	

Records available: Dick Haymes-Gordon Jenkins Ork, Decca 24280; Dinah Shore, Columbia 38114; Mel Torme, Musicraft 558; M. Davis, Jewel ON-2003; S. Gibson, Mercury 8085.
Electrical transcription libraries: Les Brown, World; Hugh Waddill, Lang-Worth, Manhattan Nighthawks, NBC Thesaurus; Ike Carpenter, Standard.

6. TOOLIE OOLIE DOOLIE (THE YODEL POLKA)	6
<i>By Vaughn Horton and Arthur Beul</i>	
<i>Published by Chas. K. Harris (ASCAP)</i>	

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

7. NOW IS THE HOUR	7
<i>By Maewa Kaihau, Clement Scott and Dorothy Stewart</i>	
<i>Published by Leeds (ASCAP)</i>	

Records available: Ray Bloch Ork, Signature 15178; Shep Fields Ork, Musicraft 532; Bing Crosby, Decca 24279; Gracie Fields, London 110; Horace Heidt, Columbia 38051; Eddy Howard, Majestic 1191; L. Paul Trio-C. Hayes, Mercury 5103; Kate Smith, MGM 10125; Margaret Whiting, Capitol 15024; Charlie Spivak, Victor 20-2704; Buddy Clark-The Charlotteers, Columbia 38115; Jerry Wald Ork, Commodore C7502; Bob Carroll-Dick McIntire Harmony Hawaiians, Decca 24378.
Electrical transcription libraries: Nat Brandwynne, World; Horace Heidt, Standard; Shep Fields, Lang-Worth.

8. THE DICKEY-BIRD SONG	8
<i>By Howard Dietz and Sammy Fain</i>	
<i>Published by Robbins (ASCAP)</i>	

From the MGM film, "Three Darling Daughters."
Records available: Blue Barron, MGM 10135; Larry Clinton, Decca 24301; The Dell Trio-Jerry Wayne, Columbia 38085; Freddy Martin, Victor 20-2817; G. Olsen, Majestic 1234.
Electric transcription libraries: Milt Herth Trio-Larry Douglas, World; Freddy Martin, Standard; Lawrence Welk, Standard.

9. BABY FACE	9
<i>By Benny Davis and Harry Akst</i>	
<i>Published by Remick (ASCAP)</i>	

Records available: The Alpine Belles, Flint 5006; H. King Ork, Decca 24358; Hum and Strum, Stellar SR-1012; Art Mooney, MGM 10130; Phillie All-Star String Band, Apollo 1112; Butch Stone Ork, Modern 20-570; B. Strong Ork, Tower 1255; Uptown String Band, Krantz K-1024; Sammy Kaye, Victor 20-2870; Pat and Penny, De Luxe 1172; J. Palmer Ork-M. Scott Chorus, Universal 111; Jack Smith-The Clark Sisters, Capitol 15076; The Woodland Serenaders, Bandwagon 402; Buddy Harris-Lone Star Playboys, Blue Bonnet 130; South Philadelphia String Band, Tempo TR 600; Ziggy Lane-Pat and Penny, De Luxe 1172.
Electrical transcription libraries: D'Artega, Lang-Worth; Lenny Herman Ork, World; Sammy Kaye, NBC Thesaurus; Henry King Ork, MacGregor.

10. LOVE SOMEBODY	10
<i>By Kramer and Whitney</i>	
<i>Published by Kramer-Whitney (ASCAP)</i>	

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

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

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

RCA VICTOR STARS

On The
Billboard

HONOR ROLL OF HITS™

1. **YOU CAN'T BE TRUE, DEAR**
WILL GLAHE RCA Victor 25-1117
DICK JAMES RCA Victor 20-2944

3. **NATURE BOY**
DICK JAMES RCA Victor 20-2944

5. **LITTLE WHITE LIES**
TOMMY DORSEY RCA Victor 27521

6. **TOOLIE OOLIE DOOLIE**
HENRI RENE RCA Victor 25-1114

7. **NOW IS THE HOUR**
CHARLIE SPIVAK RCA Victor 20-2704

8. **THE DICKEY-BIRD SONG**
FREDDY MARTIN RCA Victor 20-2617

9. **BABY FACE**
SAMMY KAYE RCA Victor 20-2879

✓ POPULAR

- | | |
|---|-----------------------------------|
| <input type="checkbox"/> My Happiness | DOROTHY MORROW ENSEMBLE |
| <input type="checkbox"/> A Tree In The Meadow | JOE LOSS RCA Victor 20-2965 |
| <input type="checkbox"/> Hey, Pretty Baby | COUNT BASIE RCA Victor 20-2948 |
| <input type="checkbox"/> Baby Don't be Mad at Me | |
| <input type="checkbox"/> There Must Be a Way | PERRY COMO RCA Victor 20-2947 |
| <input type="checkbox"/> Rambling Rose | |
| <input type="checkbox"/> A Lovely Rainy Afternoon | THE THREE SUNS RCA Victor 20-2946 |
| <input type="checkbox"/> Just For Now | |
| <input type="checkbox"/> I'd Give a Million Tomorrows | SKYROCKETS ORCHESTRA |
| <input type="checkbox"/> Sweet Leilani | WAYNE KING RCA Victor 20-2979 |

✓ FOLK

- | | |
|--|---|
| <input type="checkbox"/> Will The Angels Let Me Play | |
| <input type="checkbox"/> I Never Knew What It Meant to be Lonesome | ELTON BRITT RCA Victor 20-2952 |
| <input type="checkbox"/> Down Where the Rio Flows | |
| <input type="checkbox"/> Cowboy Country | SONS OF THE PIONEERS RCA Victor 20-2951 |

✓ RHYTHM & BLUES

- | | |
|---|-------------------------------------|
| <input type="checkbox"/> A Man Could Be a Wonderful Thing | |
| <input type="checkbox"/> Hard Times Blues | THE HALL SISTERS RCA Victor 20-2953 |
| <input type="checkbox"/> No Whiskey Blues | DR. CLAYTON'S BUDDY |
| <input type="checkbox"/> Nappy Head Woman | (SUNNYLAND SLIM) RCA Victor 20-2954 |

✓ INTERNATIONAL NOVELTIES

- | | |
|--|------------------------------------|
| <input type="checkbox"/> Tunnel of Love | |
| <input type="checkbox"/> Portrait of a Toy Soldier | HENRI RENÉ RCA Victor 25-1123 |
| <input type="checkbox"/> Jania Polka | |
| <input type="checkbox"/> Fireman Mazurka | WALTER OSSOWSKI RCA Victor 25-9185 |

✓ ALL-TIME HITS by a NEW STAR

- | | |
|---|------------------------|
| <input type="checkbox"/> "PREVIN PLAYS THE PIANO" | RCA Victor Album P-214 |
| Hallelujah and But Not For Me | RCA Victor 20-3040 |
| My Shining Hour and This Can't Be Love | RCA Victor 20-3041 |
| Just One of Those Things and Mad About the Boy | RCA Victor 20-3042 |
| I Didn't Know What Time it Was and Should I? | RCA Victor 20-3043 |

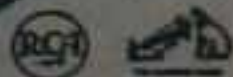
Riding High... Climbing Fast

- | | | |
|--|-----------------------------|--------------------|
| <input type="checkbox"/> A SURE HIT! William Tell Overture | SPIKE JONES | RCA Victor 20-2861 |
| <input type="checkbox"/> It Only Happens When I Dance With You | PERRY COMO | RCA Victor 20-2888 |
| <input type="checkbox"/> A Fellow With An Umbrella | THE THREE SUNS | RCA Victor 20-2863 |
| <input type="checkbox"/> Getting My Divorce | LITTLE EDDY BOYD | RCA Victor 20-2920 |
| <input type="checkbox"/> Find 'Em, Fool 'Em, and Forget 'Em | JOHNNY TYLER | RCA Victor 20-2920 |
| <input type="checkbox"/> Je Vous Aime Beaucoup | HENRI RENÉ | RCA Victor 25-1120 |
| <input type="checkbox"/> The Very Thought of You* | RAY NOBLE | RCA Victor 20-2950 |
| <input type="checkbox"/> Rock My Soul* | GOLDEN GATE JUBILEE QUARTET | RCA Victor 20-2921 |

*All-time Hits Reissued by Request

The stars who make the hits are on

RCA VICTOR Records



They'll Catch the Coins



NOW
ON
M-G-M

JOHNNY
DESMOND

with Instrumental Acc.

I WONDER WHERE
MY BABY IS TONIGHT

P.S. I LOVE YOU

M-G-M 10225



**ART
LUND**

Orchestra conducted by
Johnny Thompson

I LONG TO BELONG TO YOU
THE SAD COWBOY

M-G-M 10223

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The
Billboard

MUSIC POPULARITY CHARTS

PART
II

Sheet Music

Week Ending
June 25

BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION		Song	Publisher
	Last Week	This Week		
1	1	1	YOU CAN'T BE TRUE, DEAR (R)	Biltmore
10	2	2	NATURE BOY (R)	Burke-Van Heusen
9	3	3	MY HAPPINESS (R)	Blasco
5	6	4	WOODY WOODPECKER (R)	Leeds
24	5	5	NOW IS THE HOUR (R)	Leeds
12	4	6	TOOLIE OOLIE DOOLIE (The Yodel Polka) (R)	Chas. K. Harris
10	8	7	LITTLE WHITE LIES (R)	Bregman-Vocco-Cann
15	7	8	THE DICKEY-BIRD SONG (F) (R)	Robbins
13	9	9	BABY FACE (R)	Remick
11	10	10	HAUNTED HEART (M) (R)	Williamson
3	15	11	IT'S MAGIC (F) (R)	Witmark
13	9	12	TELL ME A STORY (R)	Laurel
10	11	13	LAROO, LAROO, LILLI BOLERO (R)	Shapiro-Bernstein
1	—	14	BLUE SHADOWS ON THE TRAIL (F) (R)	Santly-Joy
2	14	15	MAYBE YOU'LL BE THERE (R)	Triangle
9	12	15	SABRE DANCE (R)	Leeds

ENGLAND'S TOP TWENTY

Weeks to date	POSITION		Song	English	American
	Last Week	This Week			
9	1	1	GALAWAY BAY	Box and Cox	Leeds
16	2	2	GOLDEN EARRINGS	Victoria	Paramount
4	4	3	HEARTBREAKER	Leeds	Leeds
11	3	4	TERESA	Leeds	Duchess
7	4	4	TIME MAY CHANGE	Campbell-Connelly	Shapiro-Bernstein
3	6	5	NATURE BOY	Edwin Morris	Burke-Van Heusen
3	19	6	BALLERINA	Peter Maurice	Jefferson
1	5	7	I'M LOOKING OVER A FOUR LEAF CLOVER	Francis Day	Remick
7	11	8	DREAM OF OLWEN	Lawrence Wright	*
20	9	9	SERENADE OF THE BELLS	Edwin Morris	Melrose
10	10	10	OH! MY ACHIN' HEART	Campbell-Connelly	Mood
24	—	11	NEAR YOU	Bradbury Wood	Supreme
18	7	12	CIVILIZATION	Edwin Morris	E. H. Morris
4	13	13	AFTER ALL	Cinephonic	*
11	12	14	REFLECTIONS ON THE WATER	Peter Maurice	Peter Maurice
5	14	15	LAROO, LAROO, LILLI	Irwin Dash	Shapiro-Bernstein
12	15	16	SILVER WEDDING WALTZ	Unit Pubg. Co.	*
26	16	17	A TREE IN THE MEADOW	Campbell-Connelly	Shapiro-Bernstein
4	17	18	MIRANDA	Kassner	*
19	18	19	ONCE UPON A WINTER-TIME	Cinephonic	*

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

CANADA'S TOP TUNES

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

Weeks to date	POSITION		Song
	Last Week	This Week	
7	1	1	YOU CAN'T BE TRUE, DEAR
8	1	2	NATURE BOY
8	3	3	NOW IS THE HOUR
11	2	4	TOOLIE OOLIE DOOLIE (THE YODEL POLKA)
10	5	5	BABY FACE
8	6	6	LITTLE WHITE LIES
13	4	7	THE DICKEY-BIRD SONG
13	7	8	I'M LOOKING OVER A FOUR LEAF CLOVER
3	11	8	MY HAPPINESS
1	—	9	WOODY WOODPECKER
6	8	10	HEARTBREAKER
8	9	10	SABRE DANCE
11	10	11	YOU WERE MEANT FOR ME
13	13	12	MANANA
6	—	13	TELL ME A STORY
13	11	14	BEG YOUR PARDON
2	14	15	JUST BECAUSE

The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending June 25



SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, June 18, 8 a.m., and ending Friday, June 25, 8 a.m.)
Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive.

(F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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
A Fella With an Umbrella (F) (R)	Feist	ASCAP
A Tree in the Meadow (R)	Shapiro-Bernstein	ASCAP
At a Sidewalk Penny Arcade (R)	Robbins	ASCAP
Baby Face (R)	Remick	ASCAP
Better Luck Next Time (F) (R)	Feist	ASCAP
Blue Shadows on the Trail (F) (R)	Santly-Joy	ASCAP
Caramba! It's the Samba (R)	Martin	ASCAP
Crying for Joy (R)	James V. Monaco	ASCAP
Delilah (R)	Encore	BMI
Don't Blame Me (R)	Harry Warren	ASCAP
For Every Man There's a Woman (F) (R)	Melrose	ASCAP
Haunted Heart (M) (R)	Williamson	ASCAP
Heartbreaker (R)	Leeds	ASCAP
I May Be Wrong (R)	Advanced	ASCAP
It Only Happens When I Dance With You (F) (R)	Berlin	ASCAP
It's Magic (F) (R)	Witmark	ASCAP
Laroo, Laroo, Lilli Bolero (R)	Shapiro-Bernstein	ASCAP
Little White Lies (R)	Bergman-Vocco-Conn	ASCAP
Love of My Life (F) (R)	T. B. Harms	ASCAP
Nature Boy (R)	Burke-Van Heusen	ASCAP
Now Is the Hour (R)	Leeds	ASCAP
Put 'Em in a Box, Tie 'Em With a Ribbon (R)	Remick	ASCAP
Rhode Island Is Famous for You (M) (R)	Crawford	ASCAP
Serenade (Music Played on a Heartstring) (R)	Duchess	BMI
Tell Me a Story (R)	Laurel	ASCAP
Tootie Oolie Doolie (The Yodel Polka) (R)	Chas. K. Harris	ASCAP
The Best Things in Life Are Free (F) (R)	Crawford	ASCAP
The Dickey-Bird Song (F) (R)	Robbins	ASCAP
We Just Couldn't Say Goodbye (R)	Words & Music	ASCAP
When the Red, Red Robbin Comes Bob, Bob, Bobbin' Along (R)	Bourne	ASCAP
Woody Woodpecker (R)	Leeds	ASCAP
You Can't Be True, Dear (R)	Billmore	ASCAP

The Remaining 27 Songs of the Week

A Boy From Texas—a Girl From Tennessee (R)	Shapiro-Bernstein	ASCAP
Baby, Don't Be Mad at Me (F) (R)	Paramount	ASCAP
Beyond the Sea (R)	Chappell	ASCAP
Bride and Groom Polka (R)	George Simon	ASCAP
But Beautiful (F) (R)	Burke-Van Heusen	ASCAP
Chillicothe, Ohio (R)	Mellin	BMI
Dolores (R)	Famous	ASCAP
Dream Girl (F) (R)	Famous	ASCAP
Foolin' (R)	Jay Dee	ASCAP
I'd Give a Million Tomorrows (R)	Oxford	ASCAP
I'm Looking Over a Four Leaf Clover (R)	Remick	ASCAP
It's a Most Unusual Day (R)	Robbins	ASCAP
It's You or No One (R)	Remick	ASCAP
Long After Tonight (R)	BMI	BMI
Love Somebody (R)	Kramer-Whitney	ASCAP
Nobody But You (R)	Duchess	BMI
Pecos Bill (F) (R)	Santly-Joy	ASCAP
Rambling Rose (R)	Laurel	ASCAP
Sabre Dance (R)	Leeds	ASCAP

(Continued on page 28)

RECORDS MOST PLAYED BY DISK JOCKEYS

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

Weeks to date	Last Week	This Week	Title	Artist	Lic. By
4	2	1	WOODY WOODPECKER	Kay Kyser	Columbia 38197—ASCAP
12	1	2	NATURE BOY	King Cole	Capitol 15054—ASCAP
8	5	3	MY HAPPINESS	J. & S. Steele	Damon D-11133—ASCAP
9	4	4	LITTLE WHITE LIES	Dick Haymes	Decca 24280—ASCAP
10	3	5	YOU CAN'T BE TRUE, DEAR	Ken Griffin-Jerry Wayne	Ronde R-228—ASCAP
6	7	6	LOVE SOMEBODY	Doris Day-Buddy Clark	Columbia 38174—ASCAP
5	—	7	YOU CAN'T BE TRUE, DEAR	The Sportsmen	Capitol 15077—ASCAP
4	8	8	MY HAPPINESS	Pied Pipers	Capitol 15094—ASCAP
1	—	9	NATURE BOY	Sarah Vaughn	Musicraft 567—ASCAP
2	—	10	WILLIAM TELL OVERTURE	Spike Jones	Victor 20-2861—ASCAP
1	—	11	TOOTIE OOLIE DOOLIE	The Sportsmen	Capitol 15077—ASCAP
3	11	12	YOU CAN'T BE TRUE, DEAR	Dick Haymes-Song Spinners	Decca 24439—ASCAP
2	13	13	CARAMBA! IT'S THE SAMBA	Peggy Lee	Capitol 15090—ASCAP (F. Martin, Victor 20-2887)
2	15	14	CONFESS	Patti Page	Mercury 5129—ASCAP (J. Dorsey, MGM 10184; The Four Tunes, Manor 1131; T. Martin-Lytle Sisters, Victor 20-2812; Mills Brothers, Decca 24409; D. Day-B. Clark, Columbia 38174)
3	12	15	LITTLE WHITE LIES	Dinah Shore	Columbia 38114—ASCAP

SUMMER SALES TIPS on M-G-M Records



JOHNNY DESMOND
with Instrumental Acc.
I WONDER WHERE MY BABY IS TONIGHT
P. S. I LOVE YOU
M-G-M 10225

MACKLIN MARROW
and The M-G-M Orchestra
LIGHT CAVALRY OVERTURE
(Parts I and II)
M-G-M 30121

GEORGE PAXTON
and his Orchestra
JUDALINE
(From the M-G-M film "A Date With Judy")
THE FLOWER SELLER
Both vocals by Dick Merrick
M-G-M 10219

JOHNNIE JOHNSTON
Orchestra conducted by Sonny Burko with The Crew Chiefs
A BOY FROM TEXAS—A GIRL FROM TENNESSEE
I DON'T CARE IF IT RAINS ALL NIGHT
(From the Warner Bros. film "Two Guys From Texas")
M-G-M 10222

HAL MCINTYRE
and his Orchestra
CHICKIE BOOM HANKERIN'
(From the Warner Bros. film "Two Guys From Texas")
Vocal by Frankie Lester
M-G-M 10221

EVALYN TYNER
Piano solos with rhythm background
BEANERO
(From Walt Disney's "Fun And Fancy Free")
CÁLLATE
M-G-M 10101

ART LUND
Orchestra conducted by Johnny Thompson
I LONG TO BELONG TO YOU
THE SAD COWBOY
M-G-M 10223

CARSON ROBISON
with his Pleasant Valley Boys
LIFE GITS TEE-JUS DON'T IT WIND IN THE MOUNTAINS
M-G-M 10224

DENVER DARLING
with his Ozark Playboys
HEART TROUBLE
I JUST FELL OUT OF LOVE WITH YOU
M-G-M 10218

M-G-M COIN CATCHERS
BERT SHEFTER'S Fiddle-Faddle M-G-M 10200
BLUE BARRON'S You Were Only Fooling M-G-M 10185
JERRY IRBY'S Great Long Pistol M-G-M 10188

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT



TURNOVER

The Monthly FOR RECORD AND PHONOGRAPH DEALERS

The Billboard's NEW Publication

... TO HELP DEALERS AND THEIR SALES PERSONNEL SELL MORE RECORDS, ACCESSORIES AND SETS MORE PROFITABLY.

OFF THE PRESS



LOOKS GOOD TO ME

Order from your Record Distributor or use coupon below
One Year \$2
Two Years \$3

Special Introductory Rate

Two subscriptions
One Year Each
ONLY \$3

ORDER TWO SUBS TO SAME ADDRESS - GET "TESTED SELLING" FREE



More than half the Record Dealers who ordered purchased two-copy subscriptions: one for the boss, one for the sales counter. At this special rate it is really the smart thing to do.



TURNOVER is published every month by The Billboard

- SEND TURNOVER \$2 ONE YEAR
- SEND TWO COPIES \$3 ONE YEAR EACH PLUS "TESTED SELLING"

SPECIAL ORDER FORM

TURNOVER
2160 Patterson St.
Cincinnati 22, Ohio

Please enter my subscription to TURNOVER as checked below for which I enclose

NAME.....
ADDRESS.....
CITY.....ZONE.....STATE.....

The Billboard MUSIC POPULARITY CHARTS

Retail Record Sales

Week Ending June 25

PART IV

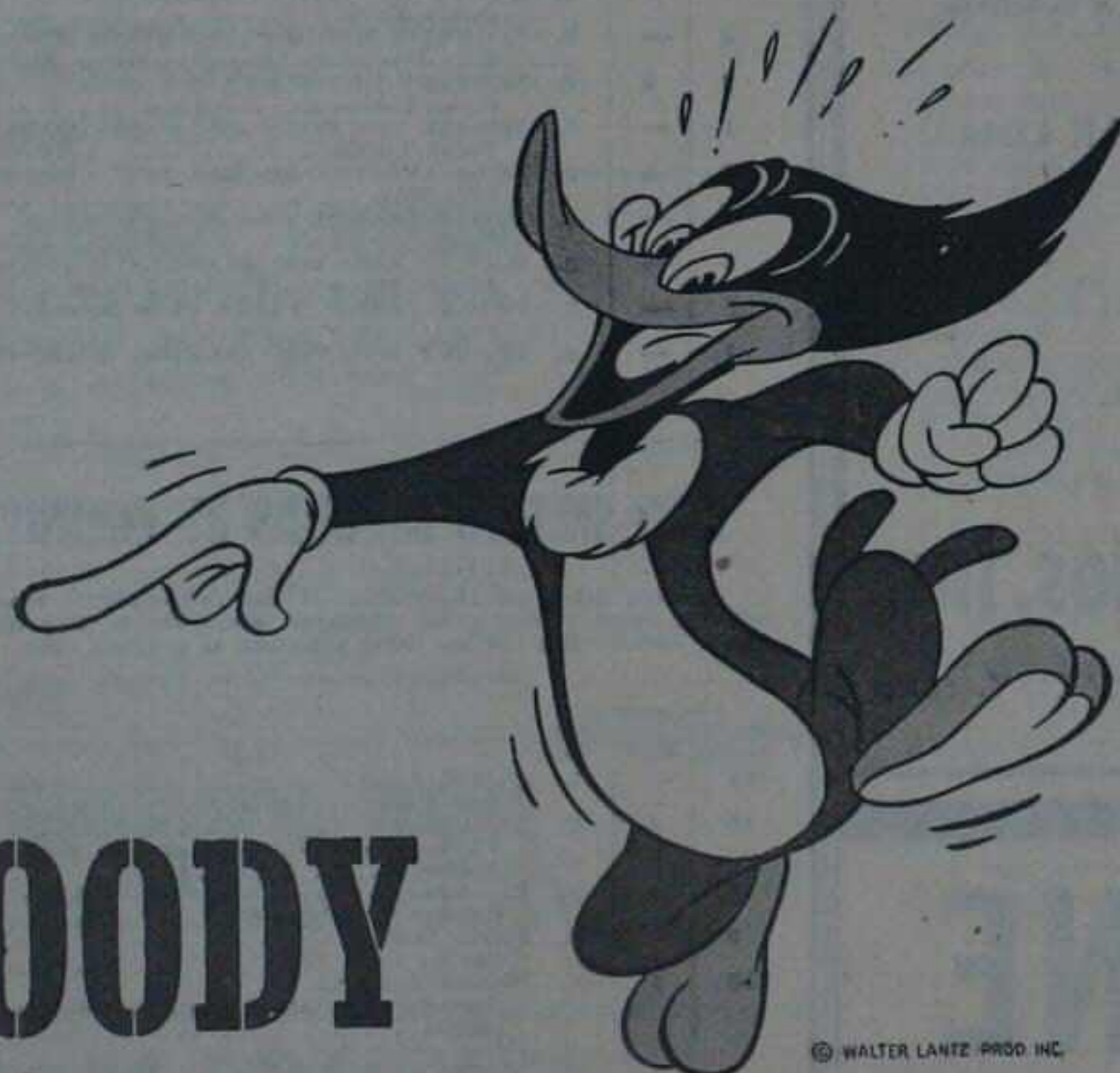
BEST-SELLING POPULAR RETAIL RECORDS

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

Weeks to date	Last Week	This Week	POSITION
5	3	1.	WOODY WOODPECKER...Kay KyserColumbia 38197 <i>When Veronica Plays the Harmonica</i>
13	2	2.	YOU CAN'T BE TRUE, Ken Griffin-Jerry Wayne..... DEARRondo R-226 <i>Doodle Doo Doo</i>
11	1	3.	NATURE BOYKing Cole.....Capitol 15054 <i>Lost April</i>
13	4	4.	LITTLE WHITE LIES.....Dick Haymes.....Decca 24280 <i>The Treasure of Sierra Madre</i>
8	5	5.	MY HAPPINESSJ. & S. Steele.....Damen D-11133 <i>They All Recorded to Beat the Ban</i>
6	6	6.	WILLIAM TELL OVERTURESpike Jones.....Victor 23-2861 <i>The Man on the Flying Trapeze</i>
11	7	7.	TOOLIE OOLIE DOOLIE... Andrews Sisters.....Decca 24380 <i>I Hate to Lose You</i>
5	8	8.	MY HAPPINESS.....Pied Pipers.....Capitol 15094 <i>Highway to Love</i>
5	10	9.	LOVE SOMEBODY.....Doris Day-Buddy Clark..... <i>Confess</i>Columbia 38174
5	9	10.	YOU CAN'T BE TRUE, DEARDick Haymes-Song Spinners..... <i>Nature Boy</i>Decca 24439
5	11	11.	YOU CAN'T BE TRUE, DEARThe Sportsmen.....Capitol 15077 <i>Toolie Oolie Doolie</i>
3	24	12.	MY HAPPINESSElla Fitzgerald.....Decca 24446 <i>Tea Leaves</i>
9	12	13.	THE DICKEY-BIRD SONG (F)Freddy Martin.....Victor 20-2617 <i>If Winter Comes</i>
2	29	13.	TWELFTH STREET RAG...Pee Wee Hunt.....Capitol 15105 <i>Somebody Else, Not Me</i> (M. Herth Trio, Decca 24450; N. Simons, Rego 1018)
12	14	15.	ST. LOUIS BLUES MARCH, Tex Beneke.....Victor 20-2722 <i>Cherokee Canyon</i>
7	15	16.	TELL ME A STORY.....Sammy Kaye.....Victor 20-2761 <i>I Wouldn't Be Surprised</i> (Ames Brothers, Decca 24329; V. Damone, Mercury 5129; King Gulon Ork, Majestic 1238; B. Houston, MGM 10144)
3	20	17.	MAYBE YOU'LL BE THEREGordon Jenkins Ork....Decca 24403 <i>Dark Eyes</i>
2	13	18.	YOU CALL EVERYBODY DARLIN'Al Trace OrkRegent 117 <i>Linger Awhile</i> (R. Hayes, De Luxe 1178; A. Vincent, Mercury 5155; A. Trace, Sterling 3023)
1	—	19.	YOU CAN'T BE TRUE, DEARMarlin Sisters.....Columbia 38211 <i>Toolie Oolie Doolie</i>
4	26	20.	TOOLIE OOLIE DOOLIE...The Sportsmen.....Capitol 15077 <i>You Can't Be True, Dear</i>
5	21	21.	YOU CAN'T BE TRUE, DEARVera Lynn.....London 202 <i>Once Upon a Wintertime</i>
2	27	22.	THE MAHARAJAH OF MAGADORVaughn Monroe....Victor 20-2851 <i>Give a Broken Heart a Break</i>
1	—	22.	YOU CAN'T BE TRUE, DEARD. JamesVictor 20-2944 <i>Nature Boy</i>
14	19	24.	BABY FACEArt Mooney.....MGM 10156 <i>Encore, Cherie</i>
17	18	24.	BECAUSEPerry Como.....Victor 20-2653 <i>If You Had All the World and Its Gold</i> (D. Durbin, Decca 24255; Dean Hudson Ork (Senny Stockton), Mello-Strain 112; R. Stevens-D. King Ork, Columbia 4315-M; Hal Winters, Apollo 1968; L. Warren, Victor 10-1406)
1	—	26.	BLUEBIRD OF HAPPINESSArt Mooney.....MGM 10207 <i>Sunset to Sunrise</i>
4	16	27.	NATURE BOYDick Haymes-Song Spinners..... <i>You Can't Be True, Dear</i>Decca 24439
1	—	28.	LITTLE WHITE LIES...Dinah Shore.....Columbia 38114 <i>Crying for Joy</i>
3	—	29.	BABY FACEJack Smith-Clark Sisters..... <i>Heartbreaker</i>Capitol 15078
1	—	29.	RUN, JOELouis Jordan.....Decca 24448

the original

'Woody' voice from the famous movie cartoon!



'WOODY WOODPECKER'

With THE SPORTSMEN
Featuring MEL BLANC

and his original Woody Woodpecker voice from the Walter Lantz Cartoons

There's only one real 'Woody' and Capitol's got him!

Flipover: 'I'd Love To Live In Loveland With A Girl Like You' with THE SPORTSMEN and orchestra

CAPITOL RECORD 15145



RECORDS

Capitol's HOT HITS

POPULAR

No. 1—NATURE BOY
The Original
LOST APRIL
King Cole Capitol 15054

TOOLIE OOLIE DOOLIE
(The Yodel Polka)
YOU CAN'T BE TRUE, DEAR
The Sportsmen Capitol 15077

MY HAPPINESS
HIGHWAY TO LOVE
The Pied Pipers Capitol 15094

SUSPICION
FLO FROM ST. JOE, MO.
Tex Williams Capitol 40109

I'M MY OWN GRANDMAW
HAUNTED HEART
Jo Stafford Capitol 15023

TEA LEAVES
HIGHWAYS ARE HAPPY WAYS
Jack Smith Capitol 15102

CARAMBA! IT'S THE SAMBA
BABY, DON'T BE MAD AT ME
Peggy Lee Capitol 15090

PUT 'EM IN A BOX, TIE 'EM
WITH A RIBBON (AND THROW
'EM IN THE DEEP BLUE SEA)
IT'S THE SENTIMENTAL THING
TO DO
The King Cole Trio Capitol 15080

SEPIA

FINE BROWN FRAME
THE PIG-LATIN SONG
Nellie Lutcher Capitol 15032

KING SIZE PAPA
WHEN YOU'RE SMILING (THE
WHOLE WORLD SMILES
WITH YOU)
Julia Lee Capitol 40082

COME AND GET IT, HONEY
HE SENDS ME
Nellie Lutcher Capitol 15064

WESTERN

ROCK AND RYE
MY HEART'S AS COLD AS AN
EMPTY JUG
Tex Ritter Capitol 15119

HUMPTY DUMPTY HEART
TODAY
Hank Thompson Capitol 40085

COMING UP FAST

THE FIRST BASEBALL GAME
SWEETIE PIE
Johnny Mercer Capitol 15096

12TH STREET RAG
SOMEBODY ELSE, NOT ME
Pee Wee Hunt Capitol 15105

BLUE SHADOWS ON THE TRAIL
LOVE OF MY LIFE
Andy Russell Capitol 15063

BETTER LUCK NEXT TIME
ROSES OF PICARDY
Jo Stafford Capitol 15084

WOO-GA-MA-CHOO-GA
STREET OF DREAMS
Ernie Felice Capitol 15082

STEPPIN' OUT WITH MY BABY
EVELYN
Gordon MacRae Capitol 15091

WHO? ME?
FOOLISH TEARS
Tex Williams Capitol 15113

DOUBLE YOUR RECORD SALES

With the Original

"MY HAPPINESS"

By JON and SONDRRA STEELE

Damon D-11133 The Original Tops All Lists

Why accept substitutes?

D-11133 nearing million mark.

Damon Recording Studios, Inc.

1221 BALTIMORE

KANSAS CITY, MO.

Billboard
WAS RIGHT

SCHOENE MAEDEL

(A PRETTY GIRL)

DANA
2005

IS SELLING BIGGER AND BIGGER EVERY DAY!!

On May 29th TIPS ON TOPS said:

"SHOULD SELL BIG"

AND NO WONDER

This is the first, the original, and the best, and the only record with full orchestral background.



Sung by Don Rodney with Jimmy Carroll and the Dana Singing

Strings

DANA MUSIC CO., Inc.

286 FIFTH AVENUE

NEW YORK 1, N. Y.

Wisconsin 7-9093

The Billboard MUSIC POPULARITY CHARTS

PART IV

Retail Record Sales

Week Ending
June 25

BEST-SELLING CHILDREN'S RECORDS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
4	1	1.	BOZO AT THE CIRCUS (Two Records) Billy May with Ork.Capitol BBX-34
4	2	2.	LITTLE TOOT (One Record) Don Wilson-The StarlightersCapitol DAS-60
4	3	3.	BUGS BUNNY (Three Records) Mel BlancCapitol CC-64
4	7	4.	TUBBY THE TUBA (One Record) Danny KayeDecca CU-106
3	—	5.	SPARKY'S MAGIC PIANO (Three Records) Billy May-Alan Livingston-Henry BlairCapitol BC-64
3	9	6.	NURSERY RHYMES (Two Records) Frank LutherDecca CS-3
1	—	7.	WINNIE THE POOH AND CHRISTOPHER (One Record) Frank LutherDecca CV-106
3	5	8.	BOZO AND THE ROCKET SHIP (Two Records) Billy MayCapitol BBX-65
1	—	8.	MOTHER GOOSE (One Record) Frank LutherDecca CU-106
3	—	8.	MICKEY AND THE BEANSTALK (Three Records) Johnny Mercer and Original CastCapitol CCX-67
1	—	8.	PETER RABBIT TALES (Two Records) Frank LutherDecca CUS-2
1	—	8.	SPARKY AND THE TALKING TRAIN (Two Records) Henry BlairCapitol BC-66

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

Weeks to date	POSITION		Record
	Last Week	This Week	
141	—	1.	Clair de Lune Jose IturbiVictor 11-8851
18	4	2.	Khachaturian: Gayne Ballet Suite—Sabre Dance Philharmonic Symphony of New York; Efrem Kurtz, conductorColumbia 12488
18	1	3.	Khachaturian: Gayne Ballet Suite—Sabre Dance Chicago Symphony Ork; A. Rodzinski, directorVictor 20-0209
3	—	4.	Fiddle Faddle Boston PopsVictor 10-1397
115	1	4.	Warsaw Concerto Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianistVictor 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		Record
	Last Week	This Week	
7	1	1.	Tchaikovsky: The Sleeping Beauty (Six Records) Leopold Stokowski and His Symphony OrchestraVictor DM-1205
1	—	1.	Grieg Concerto in A Minor (Three Records) A. Rubinstein with Philadelphia Symphony Ork, Eugene Ormandy, conductingVictor DM-908
31	5	3.	Khachaturian: Gayne—Ballet Suite (Three Records) New York Symphony Ork, Efrem Kurtz, conductorColumbia MM-664
2	—	3.	Grieg: Concert in A Minor for Piano and Orchestra (Four Records) Oscar Levant, piano; Efrem Kurtz, conducting; Philharmonic Symphony Ork of New YorkColumbia MMV-741

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 4,370 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	POSITION		Record
	Last Week	This Week	
7	1	1.	Stan Kenton—A Presentation of Progressive Jazz Album (Four Records) Stan KentonCapitol CD-79
8	2	2.	Songs of Our Times (1932) Album (Four Records) Carmen CavallaroDecca A-1932
9	3	3.	Busy Fingers (Four Records) Three SunsVictor P-206
11	—	4.	Down Memory Lane (Four Records) Vaughn MonroeVictor P-202
8	4	5.	Rendezvous With Peggy Lee (Three Records) Peggy LeeCapitol CC-72

LONDON RECORDS

IMPORTED
FULL RANGE RECORDING



SEVENTH RELEASE

EDMUNDO ROS

"THE LAUGHING SAMBA"
"TAKE IT AWAY"

Vocal with Edmundo Ros and his Rumba Orchestra

NO. 230

THE SQUADRONAIRES

"SHOEMAKER'S SERENADE"
"YOU'RE DRIVING ME CRAZY"

Vocal by The Squadronaires

NO. 231

VERA LYNN

"THE SILVER WEDDING WALTZ"
"YOU'RE THE ONE I CARE FOR"

Vocal with Wardour Singers
Vera Lynn with Bob Farnon and his Orchestra

NO. 232

CYRIL STAPLETON

"THE CHOWDER SOCIAL"
"O PEDRO"

Vocal with the Keynotes
Benny Lee with Cyril Stapleton and his Orchestra

NO. 233

HARRY ROY

"THE OLD GAL'S GOT THAT NEW LOOK"
"YOU MADE A PLAYTHING OUT OF MY HEART"

Harry Roy and his Orchestra with The Keynotes

NO. 234

SAM BROWNE

"SNUGGLED ON YOUR SHOULDER"
"IN TIME TO COME"

Sam Browne with Stanley Black and his Orchestra and The Quads

NO. 235

ANNE SHELTON

"ON THE PAINTED DESERT"
"OCTOBER TWILIGHT"

Anna Shelton with Roy Robertson and his Orchestra

NO. 236

MANTOVANI

"CONCERTO IN JAZZ" - Parts 1 & 2

Mantovani and his Concert Orchestra
Art Young piano solo

NO. B 12,003

EMPEROR WALTZ

Parts 1 & 2

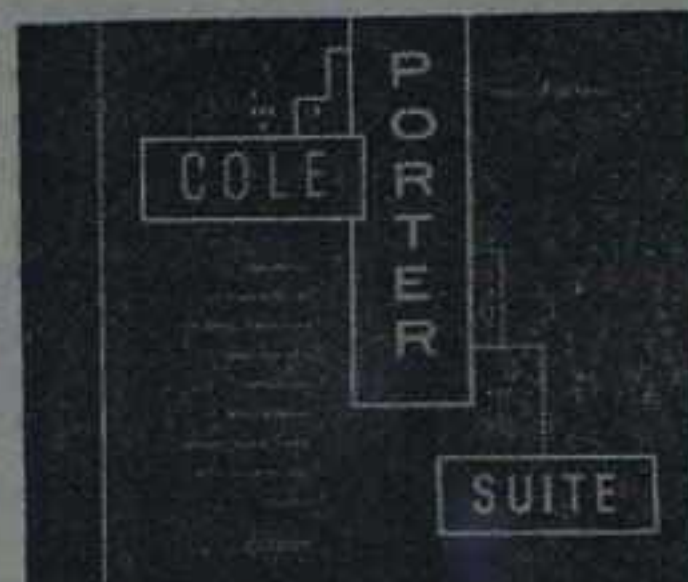
New Symphony Orchestra conducted by Josef Krips
From the Motion Picture "The Emperor Waltz"

NO. T 5019

ALBUM No. LA-18
"BALLET EGYPTIEN"
— SUITE
The B. B. C. Theatre Orchestra
Conducted by Stanford Robinson
Two 12" Records
\$5.00 plus tax



ALBUM No. LA-19
"COLE PORTER SUITE"
Louis Levy and his Orchestra
with a Preface by Cole Porter
R 12,004—
1. "NIGHT AND DAY"
"I GET A KICK OUT OF YOU"
4. "BEGIN THE BEGUINE"
R 12,005—
2. "MY HEART BELONGS TO DADDY"
"IN THE STILL OF THE NIGHT"
"LET'S DO IT"
3. "I'VE GOT YOU UNDER MY SKIN"
"DON'T FENCE ME IN"
"ANYTHING GOES"
Two 12" Records
\$4.00 plus tax



ALBUM No. LA-20
"EMMERICH KALMAN SUITE"
(Selections from Countess Maritza,
Circus Princess, Czardas Princess)
Zurich Tonhalle Orchestra
Conducted by Victor Reinshagen
Two 12" Records
\$5.00 plus tax



ALBUM No. LA-21
"SONGS YOU LOVE"
ADA ALSOP, Soprano
With Robert Farnon and his Orchestra
R 10,014—"AT DAWNING"
"PALE MOON"
R 10,015—"MORNING"
"A BROWN BIRD SINGING"
R 10,016—"HOMING"
"I HEAR YOU CALLING ME"
Three 10" Records
\$3.75 plus tax



ALBUM No. LA-22
"IN A MONASTERY GARDEN"
An Albert W. Ketelby Collection
The New Promenade Orchestra
Conducted by Roy Robertson
R 10,017—"IN A MONASTERY GARDEN"
"IN A PERSIAN MARKET"
R 10,018—"IN A CHINESE TEMPLE GARDEN"
"SANCTUARY OF THE HEART"
R 10,019—"THE SACRED HOUR"
"BELLS ACROSS THE MEADOW"
Three 10" Records
\$3.75 plus tax



12" RECORDS BLACK LABEL (12,000 Series) \$1.50 plus tax
RED LABEL (5,000 Series) \$2.00 plus tax

10" RECORDS BLUE LABEL—\$3.75 plus tax
RED LABEL (10,000 Series) \$1.00 plus tax

THE LONDON GRAMOPHONE CORP., 16 W. 22nd ST., NEW YORK 10, N. Y.

PROOF POSITIVE THE EXPERTS AGREE!!!

The Billboard
ADVANCE RECORD POSSIBILITIES
"YOU CALL EVERYBODY DARLIN'"

Here's an indie item that's gathering steam. And Al Trace, who's been plodding the ork path for a good number of years, may have the lucky platter that'll move him up there. It grows on you.

AL TRACE REGENT 117

And Another Trade Publication Says . . .
"HERE'S ONE THAT HITS THE SPOT. A HIT THAT OPERATORS ARE BOUND TO GO FOR"

"YOU CALL EVERYBODY DARLIN'"
Backed by AL TRACE REGENT 117
"LINGER AWHILE"

"ONE SPOT" — TIP POOL SURVEY
June 17th — Coming up fast

"YOU CALL EVERYBODY DARLIN'"
by AL TRACE — REGENT RECORD 117
reached #15 on Disc Hits this week and is climbing very rapidly to the big hit division. It started off with a bang as reported June 6th.

DEMAND THE ORIGINAL
DON'T ACCEPT SUBSTITUTES
THERE'S A REGENT DISTRIBUTOR NEAR YOU
REGENT RECORDS, Inc.

Some Territory Available for Distributors
58 Market St., Newark, N. J. Phone Mitchell 2-4179, 2-6096



End THAT CONFUSION...USE

Phonolog
The ALL-IN-ONE RECORD CATALOG

ALL CURRENT AVAILABLE RECORDS IN ONE AMAZING LOOSE-LEAF CATALOG. 28 cross-indexed subdivisions—kept up-to-date weekly with replacement sheets.
PHONOLOG has everything you want—ALL IN ONE PLACE!
Stop "fiddling" with dozens of partial listings! . . . Record-shop owners, jockeys, reviewers, juke-operators, distributors WRITE TODAY FOR FULL INFORMATION and 30-DAY FREE TRIAL OFFER WITH MONEY BACK GUARANTEE!

PHONOLOG PUBLISHING COMPANY
A DIVISION OF THE BIDDLE TRADE BUREAU, LIMITED
458 SOUTH SPRING ST. • LOS ANGELES 13, CALIFORNIA

The Billboard MUSIC POPULARITY CHARTS Juke Box Record Plays

PART V

Week Ending June 25

MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	Position Last Week	Position This Week	Record
12	1	1	YOU CAN'T BE TRUE, Ken Griffin-Jerry Wayne Rondo R-228
4	4	2	WOODY WOODPECKER Kay Kyser Columbia 38197
8	2	3	NATURE BOY King Cole Capitol 15054
8	3	4	MY HAPPINESS J. & S. Steele Damon D-11133
8	5	5	LITTLE WHITE LIES Dick Haymes Decca 24280
12	6	6	TOOLIE OOLIE DOOLIE Andrews Sisters Decca 24380
4	8	7	MY HAPPINESS Pied Pipers Capitol 15094
7	13	8	TELL ME A STORY Sammy Kaye Victor 20-2761 (Ames Brothers, Decca 24329; V. Damone, Mercury 5120; King Guion Ork, Majestic 1238; B. Houston, MGM 10144)
5	9	9	YOU CAN'T BE TRUE, Dick Haymes-Song Spinners Decca 24439
9	10	10	JUST BECAUSE Frank Yankovic and His Yanks Columbia 36072 (A. George Ork, Master 101; Penn-Jersey String Band, Metropolitan 20-01; A. George Ork, Signature 15207; J. Gumlin, Chord 664; E. Howard, Majestic 1231; Lone Star Cowboys, Victor 20-2941; Sheriff T. Owens and His Cowboys, Mercury 6088; T. Parker's 4 Jacks, Palda 1002; R. Shepard, Embassy P-1003; D. Stabile Ork, Decca 25076; F. Zajc Polka-teers, Continental C-1228)
20	7	11	NOW IS THE HOUR Bing Crosby Decca 24279
3	17	12	YOU CALL EVERYBODY DARLIN' Al Trace Ork Regent 117 (B. Hayes, De Luxe 1178; A. Vincent, Mercury 5155; A. Trace, Sterling 3023)
2	—	13	MY HAPPINESS Ella Fitzgerald Decca 24448
4	23	14	I HATE TO LOSE YOU Andrews Sisters Decca 24380 (J. Wald Ork, Commodore C-7502; M. Carson, Signature 541)
6	12	15	YOU CAN'T BE TRUE, DEAR The Sportsmen Capitol 15077
14	11	16	BABY FACE Art Mooney MGM 10156
3	—	17	LOVE SOMEBODY Doris Day-Buddy Clark Columbia 38174
1	—	18	TEXARKANA BABY Eddy Arnold and His Tennessee Plowboys Victor 20-2806 (B. Willis and His Texas Playboys, Columbia 38179; E. Hazelwood, Decca 46129)
2	29	19	WILLIAM TELL OVER-TURE Spike Jones Victor 20-2861
1	—	20	YOU WERE ONLY FOOLIN' Blue Barron MGM-10185
5	19	21	CUCKOO WALTZ Ken Griffin Rondo R-128 (F. (Schnickelfritz) Fisher Ork, Decca 45063)
4	22	21	YOU CAN'T BE TRUE, DEAR W. Glahe Victor 25-1117
6	24	23	BABY FACE Sammy Kaye Victor 20-2879
2	—	23	PUT 'EM IN A BOX Eddy Howard Majestic 1252 (King Cole Trio, Capitol 15680; D. Day, Columbia 38188; Frankie Laine, Mercury 5130; H. McIntyre, MGM 10193; Victor 20-2873)
4	16	25	NATURE BOY Dick Haymes-Song Spinners Decca 24439
1	—	25	RUN, JOE Louis Jordan Decca 24448
2	28	27	MAYBE YOU'LL BE THERE Gordon Jenkins Decca 24403
3	14	28	BOUQUET OF ROSES Eddy Arnold and His Tennessee Plowboys Victor 20-2806 (J. Wakely, Capitol Americana 40107)
1	—	28	KING SIZE PAPA Julia Lee and Her Boy Friends Capitol Americana 40082
1	—	28	TOMORROW NIGHT Lannie Johnson King 4201 (L. Johnson, Paradise 110)

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 23)

Saturday Night in Central Park (M) (R)	T. B. Harms—ASCAP
Steppin' Out With My Baby (F) (R)	Berlin—ASCAP
Time and Time Again (R)	London—BMI
The Dream Peddler (R)	Peer—BMI
What Do I Have To Do? (R)	Bregman-Vacco-Conn—ASCAP
Worry, Worry, Worry (R)	Robert—ASCAP
You're Too Dangerous, Cherie (R)	Harms, Inc.—ASCAP
Yours (R)	E. B. Marks—BMI

New Cross Label Will Do Kidisks

NEW YORK, June 26.—Hoping to cash in on the still-mushrooming kidisk field, Cross Publications this month will launch a 12-inch viny kid line to retail for \$1.60 plus 8 cents tax. The label, called Cross Records, will use plenty from the book firm's tot tomes, all penned by Cross' Prexy Genevieve Cross Burger. The disks, cut prior to the ban, feature Dale (Maury) Cross, West Coast orkster and one-time Sammy Kaye sideman, who, in addition to

TEMPO "RIVER" RELEASE

HOLLYWOOD, June 26.—Tempo Records have released its dishing of Talkin' To the River, a Jacques Press-Sol Meyer clefting, yesterday (25). Tune, a dirge-like piece similar in tone to Gloomy Sunday, has reportedly caused considerable interest among publishers, and according to Tempo, which holds its pub rights is currently being sought by Chappel and Southern Music, among others. telling and singing the stories, ac companies himself on the piano. Pressing of the viny, which air for the 1-to-12-year-old trade, is by the New York Record Company.

The Billboard

MUSIC POPULARITY CHARTS

PART VI

Race Records

Week Ending June 25



BEST SELLING RETAIL RACE RECORDS

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

Weeks to date	Last week	This Week	Record	Artist	Label
7	1	1	TOMORROW NIGHT	Lonnie Johnson	King 4201
7	2	2	GOOD ROCKIN' TONIGHT	Wynonie Harris	King 4210
7	3	3	LONG GONE	Sonny Thompson	Miracle M-126
5	9	4	PRETTY MAMA BLUES	Ivory Joe Hunter	Pacific 637
7	5	5	MESSIN' AROUND	Memphis Slim	Miracle 125
7	6	6	ALL MY LOVE BELONGS TO YOU	Bull Moose Jackson	King 4189
2	7	7	RUN, JOE	Louis Jordan	Decca 24448
7	4	8	NATURE BOY	King Cole	Capitol 15054
1	—	9	SEND FOR ME IF YOU NEED ME	The Ravens	National 9045
7	8	10	KING SIZE PAPA	Julia Lee and Her Boy Friends	Capitol Americana 40082
2	13	11	RECESS IN HEAVEN	Dan Grissom	Jewel ON-2004
2	15	12	YOU DON'T LOVE ME	Camille Howard	Specialty SP-307
2	—	13	TEMPTATION	Earl Bostic	Gotham G-160
4	—	13	DON'T FALL IN LOVE WITH ME	Ivory Joe Hunter	King 4220
6	—	15	FINE BROWN FRAME	Nellie Lutcher	Capitol 15032

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	Last week	POSITION This Week	Record	Artist	Label
10	4	1	GOOD ROCKIN' TONIGHT	Wynonie Harris	King 4210
18	1	2	TOMORROW NIGHT	Lonnie Johnson	King 4201
7	2	3	LONG GONE	Sonny Thompson	Miracle M-126
4	9	4	PRETTY MAMA BLUES	Ivory Joe Hunter	Pacific 637
2	7	5	RUN, JOE	Louis Jordan	Decca 24448
25	—	6	I LOVE YOU, YES I DO	Bull Moose Jackson	King 4181
8	3	7	NATURE BOY	King Cole	Capitol 15054
11	11	8	I WANT A BOWLEGGED WOMAN	Bull Moose Jackson	King 4189
1	—	9	SEND FOR ME IF YOU NEED ME	The Ravens	National 9045
4	11	9	DON'T FALL IN LOVE WITH ME	Ivory Joe Hunter	King 4220
4	5	11	MESSIN' AROUND	Memphis Slim	Miracle 125
20	6	11	KING SIZE PAPA	Julia Lee and Her Boy Friends	Capitol Americana 40082
3	15	13	WEST SIDE BABY	Dinah Washington	Mercury 8079
14	8	14	FINE BROWN FRAME	Nellie Lutcher	Capitol 15032

ADVANCE RACE RECORD RELEASES

Any Old Place With Me J. Moore's Three Blazers (Jilted Blues) Exclusive 40X	Jilted Blues J. Moore's Three Blazers (Any Old) Ex- clusive 40X
Baby Buggy Boogie Milo Twins (Keep Your) Capitol 40128	Keep Your Big Mouth Shut Milo Twins (Baby Buggy) Capitol 40128
Baby, Let's Be Friends J. Price (My Baby) Capitol 15138	Lake Charles Boogie N. Lutcher (Cool Water) Capitol 15148
Baby You're Just My Speed G. Smith (Competition Blues) National 9046	My Baby Done Left Me J. Price (Baby, Let's) Capitol 15138
Competition Blues G. Smith (Baby You're) National 9046	Roll 'Em J. Liggins (Sweet and) Exclusive 41X
Cool Water N. Lutcher (Lake Charles) Capitol 15148	Sweet and Lovely J. Liggins (Roll 'Em) Exclusive 41X
Don't Cry Baby M. Scott (Elevator Boogie) Exclusive 35X	The Walls Came Tumblin' Down J. McVea (Walkin' and) Exclusive 42X
Elevator Boogie M. Scott (Don't Cry) Exclusive 35X	Walkin' and Talkin' Boogie J. McVea (The Walls) Exclusive 42X

Trace Doesn't Call Sterling "Darling" In Full Over Tune

HOLLYWOOD, June 26.—Al Trace and his hit-headed *You Call Everybody Darling* again flared in the news last week when he wired warning to Sterling Records to refrain from using his name as a performer on the label of their release of the ditty. Trace said he had waxed the

tune only for Regent, diskery which claims to have sold approximately headlines a few weeks ago when Regent filed a formal complaint with American Federation of Musicians (AFM) Local 802 (New York) against Deluxe Records, charging that Deluxe had waxed *Darling* since the ban.

In Hollywood the batoner showed *The Billboard* a Sterling label of *Darling*, crediting Al Trace and his Revelers. He said he saw the original label a few months ago but it made no mention of him. He denied that he made the recording stating that one member of his present band participated in the Sterling waxing.

JUST THE TICKET!

HARRY James

AND HIS ORCHESTRA PLAYING

"HANKERIN'"

"I DON'T CARE IF IT RAINS ALL NIGHT"

(Both from "Two Guys From Texas")
Vocals by Marion Morgan
Columbia 38231

COLUMBIA'S TUNE TIPSTER

BEST BETS

Kay Kyser and his Orchestra

SURE FIRE
"Woody Wood-Pecker"
Vocal by Gloria Wood
"When Veronica Plays The Harmonica"
Kay Kyser's Campus Cowboys
Columbia 38197

Elliot Lawrence and his Orchestra

COMING UP FAST
"At The Flying 'W'"
Vocal by Rosalind Patton and Ensemble
"Donna Bella"
Vocal by Jack Hunter
Columbia 38215

Dorothy Shay

WATCH THIS ONE
"Makin' Love, Mountain Style"
"Finishing School Was The Finish Of Me"
Orchestra under the direction of Mitchell Ayres
Columbia 38238

HEAR THE GREAT ARTISTS AT THEIR BEST ON

COLUMBIA RECORDS

Trade-marks "Columbia" and Reg. U.S. Pat. Off. Marcas Registradas

Fidelitone only

HAS THESE EXCLUSIVE FEATURES

- PERMOMETAL—PERMIUM—(OSMIUM ALLOY) TIP
- FLOATING POINT CONSTRUCTION
- V-GROOVE LOCKING DESIGN
- MINIMUM RECORD SCRATCH
- MAXIMUM KINDNESS TO RECORDS
- MAXIMUM NEEDLE LIFE

The needle is packaged in a useful record brush and fitted into a beautiful Lucite utility case (cigarette case size)

five dollars

the ultimate

- in tonal reproduction
- in the preservation of records
- in eliminating record scratch and extraneous noises
- in increasing needle life thousands of plays
- in protection against needle damage (additional insurance for longer record and needle life)

The Fidelitone Classic

Cutaway drawing shows exclusive Floating Point Construction.

Fidelitone Supreme \$2.50

Fidelitone DeLuxe

Gives superb performance. Has all six standard Fidelitone features. \$1.00

"The needle with Spring in its heart." The only straight type needle with both vertical and horizontal compliance — increasing needle and record life.

Fidelitone Floating Point

Its precious metals tip assuring long life makes it worth much more than its modest price. 50c

Fidelitone Master \$1.50

Has all Fidelitone features plus vertical compliance. Gives thousands of fine reproductions. Truly a master of performance.

PERMO, INCORPORATED CHICAGO 26

MORE PERMO NEEDLES SOLD THAN ALL OTHER LONG LIFE NEEDLES COMBINED

The Billboard

MUSIC POPULARITY CHARTS

PART VII

Folk Record Section

Week Ending June 25

BEST SELLING RETAIL FOLK RECORDS

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

Weeks to date	POSITION		Record	Artist	Label
	Last Week	This Week			
8	1	1	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
8	3	2	TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
4	11	3	TENNESSEE WALTZ	Cowboy Copas	King 696
8	4	4	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol Americana 40065
8	6	5	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2680
8	8	6	DECK OF CARDS	T. Tex Tyler	4 Star 1228
8	5	7	SWEETER THAN THE FLOWERS	Moan Mullican	King 673
8	7	8	SUSPICION	Tex Williams Western Caravan	Capitol Americana 40109
6	14	9	SEAMAN BLUES	Ernest Tubbs	Decca 4619
4	10	10	DECK OF CARDS	Tex Ritter	Capitol Americana 40114
1	—	11	DAD GAVE MY DOG AWAY	T. Tex Tyler	4 Star 1248
1	—	11	TENNESSEE MOON	Cowboy Copas	King 714
1	—	13	WALTZ OF THE WIND	Roy Acuff	Columbia 38042
2	—	14	TRAMP ON THE STREET	Bill Carlisle	King 697
1	—	14	BANJO POLKA	Tex Williams	Capitol Americana 15101

FOLK TALENT AND TUNES

By Johnny Sippel

Ben Shelhamer Jr., writes that the Ertman Sisters—Helen, mandolin; Elma, guitar, and Anna, guitar, are heard on WBUX, Doylestown, Pa., Saturday mornings. . . . Jimmy Osborne, the WLEX, Lexington, Ky., folk singer, who also doubles as a platter pilot, started a series of Sunday dates at Joyland Park Casino, Lexington, aired over WLEX. This marks the first time that a h.b. has played that spot. . . . Gene Autry, who will probably play the Oriental Theater, Chicago, for a week beginning July 22, is reportedly being offered a \$15,000 guarantee against a privilege of 50 per cent over \$50,000.

Curtis L. and A. C. Bell, ops of the Lone Star Ranch, Reeds Ferry, N. H., which has been operating the past 10 years, report that they have artists such as Jimmy Wakely, Grandpa Jones, Hawkshaw Hawkins, Bob Nolan and the Sons of the Pioneers, Polly Jenkins and Her Pals and others set for their week-end operation. The Bells have their own show over WLAW, Lawrence, Mass., and WOTW, Nashua, N. H. . . . Eddie Ruton, manager of the Hillbilly Park, Route 18, 11 miles east of Newark, O., reports that Sally Flowers, WBNS, Columbus, is acting as permanent emcee on the Sunday and holiday dates, with the Scioto Valley Boys, WRFD, Worthington, O., acting as house band for the dates. Eddie is an old showman, having worked a dog act during the winter the past 25 years.

Dale B. Cole, who had the Log Cabin Boys over WORK, York, Pa., has disbanded that act and has joined with Blaine Smith to form a new Log Cabin Boys act, which lines up with Ray Berry, harmonica and singer; Jack King, steel guitar; Eddie Robinson, electric Spanish guitar, and Blaine and Dale, Jolly Bert Stephens, veteran comedian, is working with the Log Cabin Boys at Pioneer Picnic Park, Pierpont, O., where Cole and Smith operate week-end folk jamborees. They are looking for name acts to complete their summer schedule.

Max Raney, leader of the Hi Boys, with Flossie, over WILAM, Rochester, N. Y., has started operation of the Bar M Ranch, East Bloomfield, N. Y., for the second season. Raney runs free movies Friday nights, with a full show, plus square dancing Saturdays, with shows again Sundays. Raney has Tex Ritter with his horse, White Flash, and Slim Andrews for the Fourth of July stand; Hawkshaw Hawkins, July 18, and Lulu Belle and Scotty, August 29. . . . Doc Williams, WWVA, Wheeling, W. Va., is also starting his second season at Musselman's Grove, located between Altoona and Bedford, Pa., near Clayburg. Doc's schedule of Sunday and holiday dates includes: Grandpa Jones, July 4; Sons of the Pioneers, 11; Jimmy Wakely, 18; Patsy Montana, 25; Doc Hopkins, August 1; Slim Bryant and the Georgia Wildcats, 8; Big Slim, the Lone Cowboy, 29; Eddy Arnold, September 5, and Hawkshaw Hawkins, 12.

Four Star label, which has a well-loaded catalog of leading Western and h.b. talent, is expanding its scope to the East Coast, with Don Pierce heading the move. . . . Lonzo (Lloyd George) and Oscar (Rollin Sullivan), the Victor funsters, with their Winston County Pea Pickers, who are heard regularly over WSM, Nashville, will head for Hollywood late in July to do a picture for Columbia. . . . Mel Foree, contact man for Acuff-Rose Music, reports that while in Denver he caught a big folk music package show, which will tour the country, with the line-up of Curt Massey, Eddie Dean, Carolina Cotton, Max Terhune, Britt Wood, Andy Parker and the Plainsmen, the O'Hara Sisters and Cottonseed Clark, emcee. . . . Clyde Copeland, of Clyde and Slim Copeland, is doing a single with two daily shows over KXLY, Spokane. Big h.b. disk jockeys in the Pacific Northwest include Buck Ritchey, KVI,

(Continued on opposite page)

GOTHAM **GOING STRONG !!**
 EARL BOSTIC'S SENSATIONAL
TEMPTATION
 G-160

Earl's newest is
BOSTIC'S BOOGIE
BLUES
 G-161

GOTHAM
 GOTHAM
 GOTHAM
 GOTHAM
 GOTHAM
 GOTHAM

bullen record co.
 1416 WOOD STREET - PHILADELPHIA 7, PA.
 DISTRIBUTORS IN PRINCIPAL CITIES

Pay-Off Push By Musicraft Past 2d Stage

NEW YORK, June 26.—Musicraft Records Prexy Jack Meyerson announced this week that the diskery has completed the final phases of its second refinancing plan. Meyerson reported that the company has paid off its general deferred creditors, its Internal Revenue Department debt and its \$200,000 Midland Marine Bank loan. Creditors and the government were paid off at 25 cents on the dollar while the bank loan was paid in full. Total of the paid debts and loans is approximately \$550,000.

Meyerson also reported that the two bond issues totaling \$475,000 were successfully engineered. Warren Yorke Associates bought out the first lien of \$275,000 while Atlas Corporation underwrote the remaining \$200,000 in second lien bonds. The bonds, which are maturable in 10 years, represent the diskery's only outstanding debts outside of a small number of current credits at the moment.

The diskery at the moment is preparing a new kidisk line which will be ready for the market in the fall. New disks are being cut now with sounds, voices and a cappella backgrounds. Where needed, musical backgrounds will be furnished Musicraft via Electric Musical Industries in England, with which firm the American diskery has a reciprocal deal. The new series will include about 25 new kidisk sets.

DYNAMITE ON WAX!
 UP AND COMING KING HITS!

KING 4220
DON'T FALL IN LOVE WITH ME
 Backed by
SIESTA WITH SONNY
 IVORY JOE HUNTER

ORDER NOW FROM YOUR NEAREST KING BRANCH
KING 1540 BREWSTER AVE. CINCINNATI 7, OHIO

The Billboard

MUSIC POPULARITY CHARTS

PART VII

Folk Record Section

Week Ending June 25



MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	Last Week	This Week	Record	Artist	Label
8	2	1	1. TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
6	1	2	2. BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
16	2	3	3. ANYTIME	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
23	6	4	4. HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol Americana 40065
15	4	5	5. WHAT A FOOL I WAS	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
10	7	6	6. TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2680
7	5	7	7. SUSPICION	Tex Williams-Western Caravan	Capitol Americana 40109
1	—	8	8. KEEPER OF MY HEART	Bob Wills and His Texas Playboys	MGM 10175
4	8	9	9. SWEETER THAN THE FLOWERS	Moon Mullican	King 673
3	11	10	10. BANJO POLKA	Tex Williams	Capitol Americana 15101
1	—	10	10. GREAT LONG PISTOL	Jerry Irby and His Texas Ranchers	MGM 10188
3	—	10	10. PAN AMERICAN	Hawkshaw Hawkins	King 689
4	11	10	10. SIGNED, SEALED AND DELIVERED	Jimmy Wakely	Capitol Americana 40058
1	—	14	14. HONKY TONKIN'	Hank Williams and His Drifting Cowboys	MGM 10171
3	—	14	14. OKLAHOMA WALTZ	Johnny Bond	Columbia 38160
1	—	14	14. ROCK AND RYE	Al Dexter and His Troupers	Columbia 38168

ADVANCE FOLK RECORD RELEASES

- Ain't Misbehavin' - Deep River Boys (That's What) Victor 20-2998
- Along the Rainbow Range - W. Scheff (The Green) Republic 150
- Bob Wills Schottische - B. Wills and His Texas Playboys (The Devil) Columbia 20458
- Forever Is Ending Today - E. Tubb (That Wild) Decca 46134
- 49 Women - Pee Wee King and His Golden West Cowboys (Quit Honkin') Victor 20-2995
- Happy Birthday Polka - G. Drake-The Herdsmen (Marry Me) Republic 006
- I Feel Like Cryin' (Over You) - J. Lou Carson and Her Tumbleweed Troubadours (Troubled Heart) Victor 20-2996
- I Hear a Sweet Voice Calling - B. Monroe and His Blue Grass Boys (Little Cabin) Columbia 20459
- Just as Big as Texas - B. Williams and the Pecos River Rogues (That Tumble) Victor 20-2997
- Little Cabin Home on the Hill - B. Monroe and His Blue Grass Boys (I Hear) Columbia 20459
- Marry Me - G. Drake-The Herdsmen (Happy Birthday) Republic 005
- Quit Honkin' That Horn - Pee Wee King and the Golden West Cowboys (49 Women) Victor 20-2995
- Boy Rogers Souvenir Album (4-10") - R. Rogers - Victor P-215
- A Gay Ranchero - Victor 20-3076
- Along the Navajo Trail - Victor 20-3075
- Don't Fence Me In - Victor 20-3073
- Home in Oklahoma - Victor 20-3076
- On the Old Spanish Trail - Victor 20-3074
- Roll On, Texas Moon - Victor 20-3073
- San Fernando Valley - Victor 20-3075
- The Yellow Rose of Texas - Victor 20-3074
- Smiling Thru the Tears - W. Scheff (Too Good) Republic 117
- Songs From Grand Ole Opry Album (4-10") - W. Fowler-Oak Ridge Quartet - Capitol AD 88
- Get on Board Little Chillun' - Capitol 48024
- Gonna Move This Wicked Race - Capitol 48022
- Her Mansion Is Higher Than Mine - Capitol 48025
- I Can Tell You the Time - Capitol 48024
- I've Found a Hidin' Place - Capitol 48025
- No Tears in Heaven - Capitol 48023
- Old Time Religion - Capitol 48023
- Turn Your Radio On - Capitol 48022
- That Tumble Down Shack (In the Valley) - B. Williams and the Pecos River Rogues (Just as) Victor 20-2997
- That Wild and Wicked Look in Your Eyes - E. Tubb (Forever Is) Decca 46134
- That's What You Need to Succeed - Deep River Boys (Ain't Misbehavin') Victor 20-2998
- The Devil Ain't Lazy - B. Wills and His Texas Playboys (Bob Wills) Columbia 20458
- The Green Hills of Montana - W. Scheff - Republic 115
- Too Good To Be True - W. Scheff-J. Wood (Smiling Thru) Republic 161
- Troubled Heart - J. Lou Carson and Her Tumbleweed Troubadours (I Feel) Victor 20-2996

FOLK TALENT AND TUNES

(Continued from opposite page)

Seattle; Spike Hogan, KXA, Seattle, and Slim Franks, KVAN, Vancouver.

Bob Wills and His Texas Playboys have decided to settle down in Sacramento, where Wills has purchased the Aragon Ballroom, which he is renaming "Wills Point." Bob and his boys will open at the teryery soon and Wills is now being heard over KFBK, Sacramento, in daily shows. . . . Dude Martin, Foreman Bill and Bud Hobbs have incorporated as Dude Martin's Western Features, to handle radio and e.t. packages, plus some records. . . . Mac and Bob, who have become a fixture at WLS, Chicago, celebrated their 25th anniversary in radio last week. . . . Benny Hess has been inked to a Mercury recording pact and has turned over a series of masters he made previous to the ban to Murray Nash, label folk music chief.

GUESS WHO'S BACK?

IT'S GENE AUSTIN!

AND MY BLUE HEAVEN

ON UNIVERSAL #U-100

WITH LES PAUL

JOCKIES: IF YOU'RE A GENE AUSTIN FAN DROP A CARD TO UNIVERSAL RECORDS FOR HIS NEWEST RELEASES



GET THESE

3 Quality Features

IN YOUR RECORDS

- ★ Long Wear
- ★ Minimum Surface Noise
- ★ High Resistance to Breakage

Have your records made from



Now available

The New, Improved "Standard" NEF-O-LAC Compound. This superior compound produces records that play longer and with a minimum of surface noise. It is easy flowing, free from grit and uniform in weight.

★ ★ ★ ★ ★
The New, "Break-Resistant" NEF-O-LAC Compound. Gives you all the quality features of the "Standard" compound plus a high resistance to breakage at only a moderate increase in cost.

Make these tests yourself!

Write us on your business letterhead for free sample biscuits.

BINNEY & SMITH COMPANY, 41 East 42nd Street, New York 17, N. Y.

EXCLUSIVE SALES AGENTS FOR U. S., CANADA, CENTRAL AND SOUTH AMERICA

VOX JOX

A National Accounting of Disk Jockey Activities

GOTHAM GAB . . . Dan Burley, w.-k. editor of *The Amsterdam News* and boogie woogie 88-er, takes over the *Afternoon Swing Session* over WWRL beginning Monday (28). . . . Joe Franklin to resume his old-time record show on a local station.

TUNE TOUTING . . . Bob (Robin) Seymour, WKMJ, Dearborn, Mich. was one of the first to see scoring quality in Al Trace's *You Call Everybody Darlin'*—he's been spinning the Regent hit daily at the same time for 30 days. . . . George Jawanowski, pilot of *The Polish Early Birds* show, WGES, Chicago, writes: "New Dana label Polish language version of *A Deck of Cards* creating great interest among my listeners as indicated by telephone calls and mail. It's well done and timely." . . . And from Suppy Supman, WHTN, Huntington, W. Va., comes word: "I'm plugging Ray McKinley's new Victor platter, *You've Come a Long Way*. I believe it will click greater than his *Hoodle-Addie*. Ray is a great favorite around this way." . . . Hal Moore has been plugging the Hegeman string band disk of *String Band Polka* every morning on his WCAU *Bugle Call* show. Reason: Hal penned the tune.

STRICTLY FROM DIXIE . . . Marvin Ellin, WCR, Baltimore jock who discovered *You Darlin'*, gagged his way into hot water with his sponsor last week. Just for laughs, he announced that anyone bringing in an old fender to the manufacturers' clothing outlet (Ellin's tab-picker-upper) would receive a new coat. Inevitably, a joker took him at his word, and the togger had to make good. . . . Frank Allan, KECK, Odessa, Tex., does a Sunday seg built around *The Billboard* Honor Roll of Hits.

CONTEST CAPERS . . . Bud Hohensee, Laconia, N. H., deejay, has a new wrinkle: He has listeners guess by postcard what time an alarm clock in the studio will go off. Closest guesser wins a platter. . . . Don Ross, WDRC, Hartford, Conn., is working a new gimmick on his *Shoppers' Special* morning show. He plays a record of a mysterious sound, asking listeners to guess its origin. Same platter's been played for weeks, with no one coming close, to date.

NORTHEAST NOTES . . . WPTR, Albany's new 10,000 kilowattery preeming in mid-July, has inked Robert Snyder as special events and promotion director and Martin Ross to do a deejay stint. Both men will double out of WBCA, Schenectady. . . . Ken Montana, guitar-pickin' jock, is to do a hillbilly platter show daily at 5:30 p.m. on WRAK-FM, Williamsport, Pa. . . . George Karpinski, associated with the Polish platter field for several years, has preemed as a deejay on a Polish show one hour daily over WLIZ, Bridgeport, Conn.

GRIPES AND SWIPES . . . Hollywood jocks are complaining about the growing deluge of requests for plugs since the recording ban. Lads are bemoaning a triple-pronged pressure drive from diskery reps, artists' flacks and managers, and pubbers and tune-pluggers.

MIDWEST MAKEHAY . . . Box Maxwell, better known on the air as Luke the Spook, switching from WKNX, Saginaw, Mich., to WWJ, Detroit. . . . Cleveland Radioelectric doing a two-way exploitation in which jocks are assigned a weekly record to plug. In turn, an ad is run each Friday in *The Cleveland Press* featuring jock's picture and disk he's pushing.

CHICAGO CHATTER . . . Jack L. Cooper, dean of Negro platter pilots, has added a writer to his three-man staff in Robert Lucas, formerly with *Ebony*, the graphic monthly, and scribe for *Democracy*, U. S. A. CBS web aircr. . . . Bob Earle and Pat Herndon, who do the *Madison Matinee* over WLOW, Madison, Wis., ran a gimmick contest recently, with the prize a console radio and an eight-hour work day at the home of the winner, who turned out to be a University of Wisconsin frat. Included in their chores were making 60 beds, scrubbing a St. Bernard dog and doing two shows from the frat house. . . . Linn Burton, the top local free-lancer, will probably move his platter party from the College Inn of the Hotel Sherman, which folds July 5, back to WENR ABC studios. Burton is getting top response for De Luxe's Bruce Hayes's cutting of *Lonesome for You*. . . . Frankie Masters, the orkster, and his chirp-frau, Phyllis Myles, are doing an e.t. series, called the *Masters' Music Room*, over three California stations.

The Institute for Music in America

(Continued from page 16)

sumably the AFM could muster ways to convince a non-institute joiner that it would be more convenient to join and make the payments.)

Performance-on-Disk Right

(5) One big factor for the future. The recording companies reserve the right to use any public performance revenue accruing from the use of records on the air for the institute payments.

(By agreement of the diskeries, this represents an important consideration in the event a successful amendment of the Copyright Act can be achieved in the next few years. Currently radio stations pay no royalty for the use of records on the air, other than the copyright fees to music publishers and writers thru blanket or per-program contracts effected with American Society of Composers Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI). If, and when, a record performance right is secured, the diskers are here making it clear that they and the AFM want to secure their rights as well as any group of performers. It is significant here that Columbia and Victor (controlled respectively by CBS and NBC-RCA) have acquiesced in pressing for this principle.)

The Billboard MUSIC POPULARITY CHARTS

PART VIII

Record Reviews

Week Ending June 25

RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined

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

The Categories

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

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS		
OVER-ALL	DISK JOCKEY	DEALER

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS		
OVER-ALL	DISK JOCKEY	DEALER

POPULAR

GOLDEN GATE QUARTET
(Columbia 30128)

Abdullah
Novelty spiritual gets a polished job from the class vocal quartet.

71 71 70 72

Broodle-oo, Broodle-oo
About a conversation between a pigeon and a sparrow, but the rendition is so smart you won't mind the lyrics.

79 80 79 80

DELTA RHYTHM BOYS
(Decca 25395)

Star Dust
For this group, vocal arrangement isn't up to par.

71 70 70 74

Would It Be Asking Too Much?
Boys on an Ink Spots kick. They do better in their own original, usually sparkling groove.

68 68 67 70

LOUIS JORDAN TYMPANY FIVE
(Decca 25394)

Saxa-Woogie
A b. w. Jordan original, smoothly but not excitingly rendered. Leader gets off some fine alto.

72 72 70 75

Pinetop's Boogie Woogie
Poor clarinet passage toward end mars an otherwise spirited, feeling job on Pinetop Smith's classic.

70 70 68 72

TONY MARTIN
(Victor Young Ork)
(Decca 25379)

I Don't Stand a Ghost of a Chance With You
Re-issue of typical romantic Martin warbling of torch classic.

70 70 70 70

Day In—Day Out
Pretty ballad sung with nice restraint. Also a re-release.

69 67 71 69

AL JOLSON
(Decca 24456)

Israel
A paean to the new nation fashioned from a familiar Yiddish melody. Jolson doesn't sound especially convincing, but timeliness is a favorable selling factor.

78 76 80 NS

Hatikvah
Israel's national anthem. Jolson sings the Hebrew lyrics feelingly. Should do well in Jewish nabes.

80 77 83 NS

MILT HERTH TRIO
(Decca 24456)

Twelfth Street Rag
Organ and piano grind out the old rag in boogie woogie tempo.

64 62 60 70

Herthquake Boogie
A b. w. original that generates some warmth in the 68 passages.

68 65 63 74

POPULAR

BING CROSBY (John Scott Trotter Ork)
(Decca 25366)

My Melancholy Baby
Crosby album disk now available as single. It was good then—it's good now.

81 80 80 80

I Cried For You
More from The Groaner's heyday.

79 78 78 80

MONICA LEWIS-AMES BROTHERS
(Decca 24447)

If I Love To Be a Hundred
Monica does simple, appealing ditty sweetly, a cappella backed. Tune shows signs of coming into favor.

81 79 83 80

Where the Apple Blossoms Fall
Sleeper hit gets quiet, sincere treatment from the smooth Lewis pipes, but disk is late.

76 78 73 70

LOUIS JORDAN TYMPANY FIVE
(Decca 24448)

Run, Joe
Sock calypso follow-up to Louis' "Stone Cold Dead in the Market" should go big.

90 90 89 90

All For the Love of Lil
Novelty jump ditty done with the usual Jordan verve.

77 78 76 70

JUDY GARLAND
(Harry Sosnick Ork)
(Decca 25393)

You Made Me Love You
Re-issue of Judy's torch plea to Mr. Gable.

74 74 73 75

Sleep, My Baby, Sleep
The familiar lullaby, also re-issued.

71 70 70 70

JERRY GRAY
(Mercury 5147)

Anvil Chorus
Brief re-scoring of the clefting Gray did for the old Glenn Miller band performed easily.

68 70 68 67

Oranges and Lemons
Tune Toppers sing Gray's original tune well; good arrangement but song's only fair; both sides of this disk are reissues.

69 70 67 70

HELEN CARROL-THE SATISFIERS
(Russ Case Ork)
(Decca 26-2915)

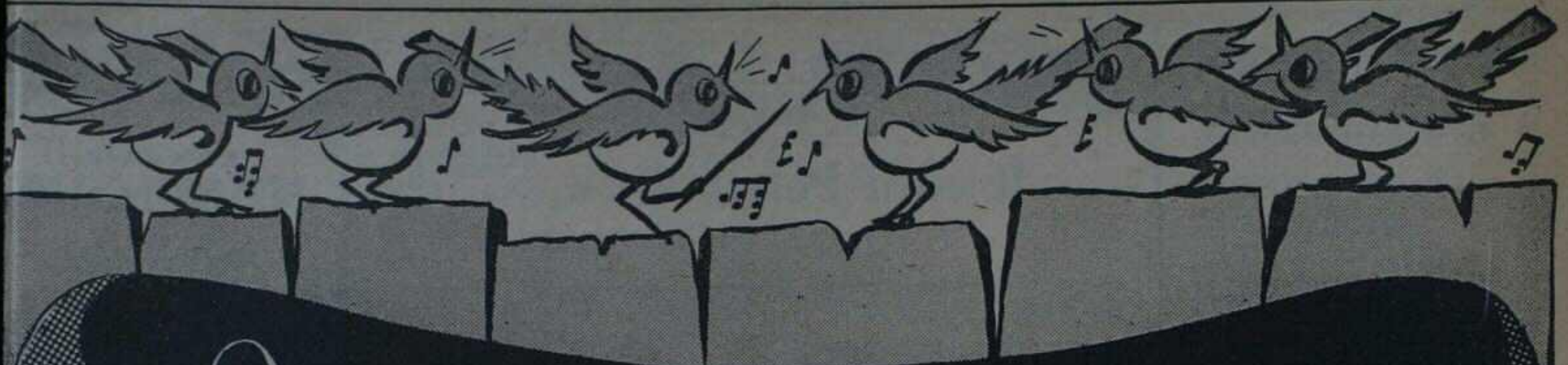
Raggedy Ann
Gal and guys have gay time carousing thru Jerome Kern oldie.

74 78 71 73

Highway to Love
Group's effort here much like flip, competent but undistinguished.

74 78 71 73

(Continued on page 111)



You remember the SMASHING SUCCESSES of "CLOVER" and "BABY FACE"

and NOW ...EVERYBODY'S PICKING ART MOONEY'S LATEST AS ANOTHER SMASH HIT..!

Bluebird of Happiness

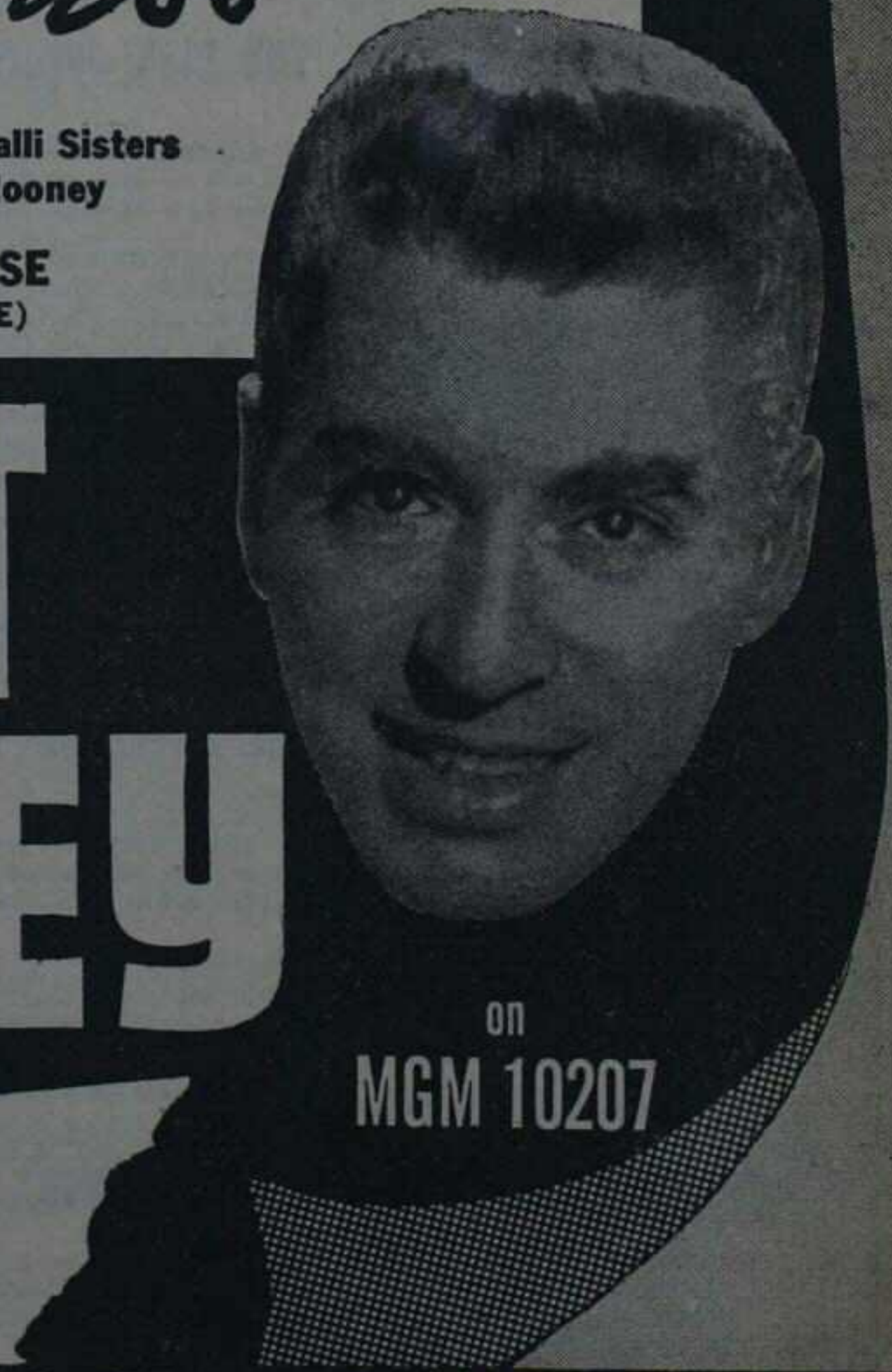
Vocal by Bud Brees and The Galli Sisters
Poem Recitation by Art Mooney
backed by
SUNSET TO SUNRISE
(ART MOONEY'S THEME)

Thanks
DISC
JOCKEYS

ART MOONEY

and his ORCHESTRA

on
MGM 10207



THE DISK JOCKEYS PICK:
1. BLUEBIRD OF HAPPINESS Art Mooney MGM 10207

THE RETAILERS PICK:
2. BLUEBIRD OF HAPPINESS Art Mooney MGM 10207

THE OPERATORS PICK:
2. BLUEBIRD OF HAPPINESS Art Mooney MGM 10207

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

**BUSINESS IS GOOD
WITH US—AND
OUR DISTRIBUTORS
BECAUSE**

SAVOY HAS THE HITS!

661 THIRTY-FIVE THIRTY
COME WITH ME, BABY

664 BOUNCING WITH BENSON
BOOGIE RIDE

665 THE TWISTER
PTS. 1 & 2

By **PAUL WILLIAMS**

662 SWINGIN' FOR PAPPY
BUBBLES

666 WE'RE GONNA ROCK
HARLEM ON PARADE

By **"WILD" BILL MOORE**

5550 ROBBIE-DOBY BOOGIE
HARD BED BLUES

5551 MY FAULT
MARRIED WOMEN BLUES

By **BROWNIE MCGHEE**

DISTRIBUTORS—A few territories
still available.

Savoy
RECORD CO., INC.
58 Market St., Newark 1, N. J.

THE
MERCURY WALTZ

140,000 records sold in
Detroit alone!

Don Pablo & Orchestra

"The Most Danceable Music
in America"

DECCA #18559-A
VARGO #29006-A

SOUTHERN MUSIC PUB.

1619 Broadway New York City

★ **MIRACLE** ★
PARADE OF HITS

'LONG GONE'
PARTS 1 and 2
Sonny Thompson with
the Sharps and Flats
and
Eddie Chamblee, tenor
M-126

MIRACLE RECORD
COMPANY
500 EAST 87th ST. CHICAGO 15, ILL.

The **Billboard** MUSIC POPULARITY CHARTS

PART
IX

Record Possibilities

Week Ending
June 25



THE BILLBOARD PICKS:

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

RAMBLING ROSEPerry Como.....Victor 20-2947
Tony Pastor.....Columbia 38027

Perry's light, bouncy treatment of this simple Western-flavored ballad is an ear-catcher, with Russ Case's orking and harmony by the Satisfiers, gal vocal group, providing a lilting, medium tempo backing. The Pastor version is more on the jiver side, with Tony husking out the vocal in his inimitable rhythmic accents and the band swinging easy behind him.

MEADOWLANDSTex Beneke.....Victor 20-2898

The Beneke ork's imaginative arrangement and smooth rendition of the popular Russian marching song could well be the follow-up success to their "St. Louis Blues March." Side is alternately stirring and nostalgically hushed, and looks like a sure bet for juke and air plays.

THE DISK JOCKEYS PICK:

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

1. 12TH STREET RAGPee Wee Hunt.....Capitol 15105
2. YOU CAME A LONG WAY FROM ST. LOUISRay McKinley.....Victor 20-2913
3. HEARTS WIN, YOU LOSE.....Frank Petty Trio.....
4. JUST FOR NOW.....Frank Sinatra.....Columbia 38225
5. IT'S A MOST UNUSUAL DAY.....Ray Noble.....Columbia 38206
6. BUBBLE LOO, BUBBLE LOOPeggy Lee.....Capitol 15118
7. EVERYBODY LOVES SOMEBODY.....Frank Sinatra.....Columbia 38225
8. I WONDER WHERE THAT MAN OF MINE IS?Ted Weems.....Mercury 5139

THE RETAILERS PICK:

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

1. MEADOWLANDSTex Beneke.....Victor 20-2898
2. RUN JOELouis Jordan.....Decca 24448
3. MAYBE YOU'LL BE THERE.....Gordon Jenkins.....Decca 24403

THE OPERATORS PICK:

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

1. IT ONLY HAPPENS WHEN I DANCE WITH YOUPerry Como.....Victor 20-2888
2. LITTLE GIRLGuy Lombardo.....Decca 24440
3. BYE, BYE BLUESAlvino Rey.....Capitol 15104

DYNAMITE ON WAX!
UP AND COMING KING HITS!

**KING 4222
FEELING MELLOW**

BACKED BY
LAWDY MAMA
Marie Henderson

ORDER NOW FROM YOUR NEAREST KING BRANCH
KING 1540 BREWSTER AVE.
CINCINNATI 7, OHIO

"MY DONNA LEE"

Hits the mark with Bob "Club 15" Crosby vocalizing.

On the back—an old favorite
"TIL WE MEET AGAIN"

Ask for
BULLET RECORD 1045
BULLET RECORDS
423 Broad St. Nashville, Tenn.
Phone: 6-4573

IT'S A MOST UNUSUAL DAY

Lyric by Harold Adamson
Music by Jimmy McHugh

FROM M-G-M's
"A DATE WITH JUDY"

Successfully introduced and
featured by

RAY NOBLE ORCHESTRA

Vocal by Anita Gordon
on

COLUMBIA RECORDS

ROBBINS MUSIC CORPORATION

you're
going
to
hear
a
lot
of
talk
about
"talkin'
to
the
river"

See
(Billboard—Issue of July 24th)

**WATCH FOR RELEASE DATES
OF OUR LATEST RELEASES**

- ★ 9049—BILLY ECKSTINE—
"SOPHISTICATED LADY"
"JITNEY MAN"
- ★ 9048—CHARLIE VENTURA—
"EAST OF SUEZ"
"I'LL NEVER BE THE
SAME"
- ★ 9047—HANK D'AMICO—
"JUKE BOX JUDY"
"HANK'S PRANKS"
- ★ Introducing MISS GRACE SMITH—
Blues Shoutin' Mama
- ★ 9046—"COMPETITION BLUES"
"BABY, YOU'RE JUST MY
SPEED"

★ **NATIONAL** Records

Record Pressing Plant

And complete Milling Equipment. 8 Press
2 Mills fully equipped, 3 Boilers. Can
moved. Bargain.

BOX D-329

c/o Billboard Cincinnati 22, O.

The Billboard

MUSIC POPULARITY CHARTS

PART X

Advance Information

Week Ending June 25



ADVANCE RECORD RELEASES

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

POPULAR

- Little White House (With You Inside) Mills Brothers Souvenir Album (4-10") Decca A-868
- E. Kirk (Tomorrow the) Capitol 40127
- A Woman Is a Worrisome Thing H. Jeffries (Beyond the) Exclusive 44X
- All the Way From San Jose R. McKinley (Bahama Mamma) Victor 20-2993
- Bahama Mamma R. McKinley (All the) Victor 20-2993
- Beyond the Stars H. Jeffries (A Woman) Exclusive 44X
- Blue Danube L. Brown (Sophisticated Swing) Columbia 38250
- Blue Tail Fly Andrews Sisters-B. Ives (I'm Goin') Decca 24463
- Cozy Carmichael Souvenir Album (4-10") H. Carmichael . . . Decca A-870
- Doctor, Lawyer, Indian-Chief . . . Decca 23862
- Don't Forget To Say "No," Baby . . . Decca 23933
- Huggin' and Chalkin' . . . Decca 23875
- I May Be Wrong, But I Think You're Wonderful . . . Decca 23675
- Old Man Harlem . . . Decca 23933
- Old Buttermilk Sky . . . Decca 23789
- Sh-h, the Old Man's Sleepin' . . . Decca 23862
- Talking Is a Woman . . . Decca 23769
- Cu-Koo Bird Waltz A. Vincent-Mercury Quartet (Red Red) Mercury 5164
- Cuckoo Waltz Anne and Don Vincent (Holiday Polka) Dana 2018
- Dolores Bing Crosby-Merry Macs-Bob Crosby Bob Cats (Pale Moon) Decca 25399
- Holiday Polka Day Dreamers (Cuckoo Waltz) Dana 2018
- I Don't Care If It Rains All Night J. Mercer-The Pied Pipers (Limehouse Blues) Capitol 15134
- I Don't Want To Meet Any More People F. Carle (That Five) Columbia 38203
- I Gotta Have It L. Green Ork (Them There) Victor 20-2999
- I Kiss Your Hand, Madame A. Russell (Just for) Capitol 15135
- I Went Down to Virginia B. Moreno Ork (When the) Victor 20-3053
- I'd Love To Live in Loveland (With a Girl Like You) The Sportsmen (Woody Woodpecker) Capitol 15145
- I'd Love To Live in Loveland (With a Girl Like You) J. Wayne (Your Heart) Columbia 38251
- I'm Goin' Down the Road Andrews Sisters-B. Ives (Blue Tail) Decca 24463
- I'm a Little Teapot J. Valentine (The Little) Republic 167
- I'm Content F. Gallagher (Possum Trot) Republic 191
- Jitney Man B. Eckstine (Sophisticated Lady) National 9049
- Just for Now A. Russell (I Kiss) Capitol 15135
- Let Me Call You Sweetheart J. Curtis (Red Sails) Strand 5-1002
- Limehouse Blues J. Mercer-The Pied Pipers (I Don't) Capitol 15134
- Little Fiddle-Danny Kaye Album (Parts I & II) Danny Kaye . . . Decca DU 11
- The Little Fiddle—Parts I and II . . . Decca DU 88906
- Lonesome S. Kaye (Tomorrow Night) Victor 20-3025
- "Love Me a Little Little A. Shaw (Take Your) Victor 20-3094
- Lulu Belle Album (3-10") D. Lamour . . . Coast C-10
- Ace in the Hole . . . Coast 8053
- I Can't Tell Why I Love You . . . Coast 8054
- Lulu Belle . . . Coast 8053
- Sweetie Pie . . . Coast 8054
- Mamma Goes Where Papa Goes (Or Papa Don't Go Out Tonight) K. Starr-D. Cavanaugh (Many Happy) Capitol 15127
- Many Happy Returns of the Day K. Starr-D. Cavanaugh (Mamma Goes) Capitol 15127
- Mine S. Henderson Ork (Somebody Else's) Capitol 15136
- (When the Moonlight Fell) on the Water-fall B. Clark-M. Ayres (Where Flamingos) Columbia 38249
- Mills Brothers Souvenir Album (4-10") Mills Brothers . . . Decca A-868
- After You . . . Decca 24180
- I Guess I'll Get the Paper and Go Home . . . Decca 23638
- I'll Be Around . . . Decca 18318
- Paper Doll . . . Decca 18318
- "Till Then . . . Decca 23930
- Too Many Irons in the Fire . . . Decca 23C38
- You Always Hurt the One You Love . . . Decca 23930
- You Never Miss the Water 'Til the Well Runs Dry . . . Decca 24180
- Mother, the Queen of My Heart D. O'Dell (The Roving) Exclusive 43X
- Needles and Pins C. Spivak (Win or) Victor 20-2991
- "Pale Moon Bing Crosby-Merry Macs-Bob Crosby Bob Cats (Dolores) Decca 25399
- Possum Trot F. Gallagher (I'm Content) Republic 190
- Powell on Piano Album (3-10") M. Powell . . . Capitol CC87
- Cookin' One Up . . . Capitol 10137
- Hallelujah . . . Capitol 10135
- There's a Small Hotel . . . Capitol 10136
- 'Way Down Yonder in New Orleans . . . Capitol 10135
- When a Woman Loves a Man . . . Capitol 10137
- You Go To My Head . . . Capitol 10136
- Red Red Robin A. Vincent-Mercury Quartet (Cu-Koo Bird) Mercury 5164
- Red Sails in the Sunset J. Curtis (Let Me) Strand 5-1002
- Rock-a-Bye-Baby P. Spitalny (You, Mother) Charm 1004-1003
- Shake, Shake L. Morrow (Swing Low) Republic 181
- Somebody Else's Picture S. Henderson Ork (Mine) Capitol 15136
- Songs of Our Times Album (4-10") B. Fomeen Ork . . . Decca A-1939
- And the Angels Sing; I Get Along Without You Very Well; In the Mood . . . Decca 24089
- Little Sir Echo; Whining; South of the Border . . . Decca 24090
- Moon Love; Deep Purple; Jespersa Creepers . . . Decca 24089
- My Prayer; Penny Serenade; Over the Rainbow . . . Decca 24088
- Our Love; If I Didn't Care; Don't Worry 'Bout Me . . . Decca 24091
- Sunrise Serenade; You Must Have Been a Beautiful Baby; Scatter-Brain . . . Decca 24091
- The Umbrella Man; Beer Barrel; Beer Barrel Polka; Oh Johnny, Oh Johnny, Oh . . . Decca 24088
- Three Little Fishies; I Must See Anne Tonight; F. D. R. Jones . . . Decca 24090
- Sophisticated Swing L. Brown Ork (Blue Danube) Columbia 38250
- Sophisticated Lady B. Eckstine (Jitney Man) National 9049
- Swing Low, Sweet Clarinet L. Morrow (Shake, Shake) Republic 180
- That Five O'Clock Feeling F. Carle (I Don't) Columbia 38203
- "Take Your Shoes Off, Baby (and Start Runnin' Through My Mind) A. Shaw (Love Me) Victor 20-2994
- The Little Bell in Blue J. Valentine (I'm a) Republic 164
- The Roving Gambler D. O'Dell (Mother the) Exclusive 43X
- Them There Eyes L. Green Ork (I Gotta) Victor 20-2999
- Tomorrow Night S. Kaye (Lonesome) Victor 20-3025
- Tomorrow the Sun Will Shine Again E. Kirk (A Little) Capitol 40127
- When the Red Red Robbin Comes Bob Bob Bobbin Along B. Wood and the Wood Nymphs (I Went) Victor 20-3053
- Where the Apple Blossoms Fall S. Lanson (You Darlin') Mercury 1765
- Where Flamingos Fly B. Clark-M. Ayres (On the) Columbia 38249
- Win or Lose C. Spivak (Needles or) Victor 20-2991
- Woody Woodpecker The Sportsmen-M. Blanc (I'd Love) Capitol 15145
- You Darlin' S. Lanson (Where the) Mercury 1765
- You, Mother Dear P. Spitalny (Rock-a) Charm 1003-1004
- Your Heart and Mine J. Wayne (I'd Love) Columbia 38251

Columbia's Initial LP Catalog

In view of the tremendous interest stimulated by the new Long-Playing microgroove records to be retailed almost immediately by Columbia Records, Inc., The Billboard reprints below the entire initial CRI catalog on which LP disks are available. Each catalog number shown indicates one LP record; the selections appear in the adjoining column under "Title." As new LP releases are announced by Columbia they will be included in our regular weekly Advance Record Releases feature.

LP Microgroove Catalog No.	Title	Artist	LP Class.
BACH			
ML 4002	Concerto for Two Violins	Adolf Busch, Frances Magnea	12"
	Concerto No. 2 in E Major for Violin and Orchestra	Busch Chamber Players Adolf Busch Busch Chamber Players	
BEETHOVEN			
ML 4003	Sonata No. 14 in C Sharp Minor, Op. 27, No. 2 "Moonlight"	Rudolf Serkin	12"
	Sonata No. 8 in C Minor "Pathetique"		
ML 2002	Sonata No. 23 in F Minor "Appassionata"	Rudolf Serkin	10"
ML 4004	Concerto No. 5 for Piano and Orchestra in E Flat, "Emperor"	Rudolf Serkin	12"
ML 4005	Quartet No. 1 in F Major, Op. 18	N. Y. Philharmonic-Symphony	12"
ML 4006	Quartet No. 15 in A Minor, Op. 132	Budapest String Quartet	12"
ML 4007	Sonata No. 9 for Piano and Violin "Kreutzer", Op. 47	Budapest String Quartet Adolf Busch, Rudolf Serkin	12"
ML 4008	Symphony No. 4 in B Flat Major	Cleveland Orchestra George Szell, Conductor	12"
ML 4009	Symphony No. 5 in C Minor	N. Y. Philharmonic-Symphony Bruno Walter, Conductor	12"
ML 4010	Symphony No. 6 in F Major "Pastorale"	Philadelphia Orchestra Bruno Walter, Conductor	12"
ML 4011	Symphony No. 7 in A Major	Philadelphia Orchestra Eugene Ormandy, Conductor	12"
ML 4012	Concerto for Violin and Orchestra in D Major	Joseph Szegel N. Y. Philharmonic-Symphony Bruno Walter, Conductor	12"
ML 2001	Symphony No. 8 in F Major	N. Y. Philharmonic-Symphony Bruno Walter, Conductor	10"
BIZET			
ML 4013	Excerpts From "Carmen"	Risë Stevens, Raoul Jobin Madine Connor, Robert Weeds	12"
BRAHMS			
ML 4014	Concerto No. 2 in B Flat for Piano and Orchestra, Op. 83	Rudolf Serkin Philadelphia Orchestra Eugene Ormandy, Conductor	12"
ML 4015	Concerto in D for Violin and Orchestra	Joseph Szegel Philadelphia Orchestra Eugene Ormandy, Conductor	12"
ML 4016	Symphony No. 1 in C Minor, Op. 68	N. Y. Philharmonic-Symphony Artur Rodzinski, Conductor	12"
ML 4017	Symphony No. 4 in E Minor, Op. 98	Philadelphia Orchestra Eugene Ormandy, Conductor	12"
BRUCH			
ML 2003	Concerto No. 1 in G Minor for Violin and Orchestra, Op. 26	Nathan Milstein, N. Y. Philharmonic-Symphony John Barbirolli, Conductor	10"
CHOPIN			
ML 2004	Piano Music of Chopin	Maryla Jonas	10"
DEBUSSY			
ML 4018	Quartet in G Minor, Op. 10	Budapest String Quartet	12"
ML 4019	Debussy Preludes, Book No. 2	Robert Casadesu	12"
ML 2005	La Mer ("The Sea")	Cleveland Orchestra Artur Rodzinski, Conductor	10"
ML 4020	Two Nocturnes	Philadelphia Orchestra Artur Rodzinski, Conductor	12"
ML 4021	Pinces of Rome (Respighi)	Eugene Ormandy, Conductor	
	Iberia	Pittsburgh Symphony Orchestra Fritz Reiner, Conductor	
	La Valse (Ravel)		
ML 2006	El Amor Brujo	Carol Brice, Pittsburgh Symphony Fritz Reiner, Conductor	10"
DVORAK			
ML 4022	Concerto in B Minor for Cello and Orchestra, Opus 104	Gregor Platigorsky Philadelphia Orchestra Eugene Ormandy, Conductor	12"
ML 4023	Symphony No. 5 in E Minor, Op. 95 ("From the New World")	Philadelphia Orchestra Eugene Ormandy, Conductor	12"
FOSTER			
ML 2007	Musio of Stephen Foster	Andre Kostelanetz and His Orchestra	10"
FRANCK			
ML 4024	Symphony in D Minor	Philadelphia Orchestra Eugene Ormandy, Conductor	12"
GERSHWIN			
ML 4025	Concerto in F for Piano and Orchestra	Oscar Levant N. Y. Philharmonic-Symphony Andre Kostelanetz, Conductor	12"
ML 4026	Rhapsody in Blue	Oscar Levant Philadelphia Orchestra Eugene Ormandy, Conductor	12"
	An American in Paris	N. Y. Philharmonic-Symphony Artur Rodzinski, Conductor	12"
GILBERT & SULLIVAN			
ML 4027	Patter Songs, Excerpts From: "Pinafore," "Iolanthe," "The Sorcerer," "The Mikado," "Yeomen of the Guard," "Princess Ida," "Patience," "Ruddigore," "Gondoliers," "Pirates of Penzance," "Trial by Jury."	Nelson Eddy and Chorus	12"
GRIEG			
ML 4028	Concerto in A Minor for Piano and Orchestra	Oscar Levant N. Y. Philharmonic-Symphony Efrem Kurtz, Conductor	12"
HAYDN			
ML 4029	Quartet No. 30 in G Minor, Op. 74 No. 3	Budapest String Quartet	12"
	Quartet No. 4 in C Minor, Op. 18 No. 4 (Beethoven)		
KHACHATURIAN			
ML 4030	Gayne-Ballet Suite, No. 1	N. Y. Philharmonic-Symphony Efrem Kurtz, Conductor	12"
ML 4071	Gayne-Ballet Suite No. 2 Masquerade Suite Francesca Da Rimini (Tchakowsky)	N. Y. Philharmonic-Symphony Leopold Stokowski, Conductor	12"
MAHLER			
ML 4031	Symphony No. 4 in G Major	N. Y. Philharmonic-Symphony Bruno Walter, Conductor Dezi Halban, Soprano	12"
MEYERBEER			
ML 4032	A Midsummer Night's Dream	Cleveland Orchestra Artur Rodzinski, Conductor	12"
ML 4001	Concerto in E Minor for Violin and Orchestra	Nathan Milstein N. Y. Philharmonic-Symphony Bruno Walter, Conductor	12"
MOUSSORGSKY-RAVEL			
ML 4033	Pictures at an Exhibition	N. Y. Philharmonic-Symphony Artur Rodzinski, Conductor	12"

(See Columbia's Initial LP on page 120)

Laine Mgrs. Ink Henderson

NEW YORK: June 26.—Gebbe, Lutz and Heller, the personal management trio which handles Frankie Laine, Lawrence Welk and others, this week added Skitch Henderson to their stable. Henderson's crew opens at the Cafe Rouge of the Hotel Pennsylvania Monday (28) for a run of at least three weeks.

DYNAMITE ON WAX!
UP AND COMING KING HITS!

KING 673
LEFT MY HEART
IN TEXAS
BACKED BY
SWEETER THAN THE FLOWERS
MOON MULLICAN

ORDER NOW FROM YOUR NEAREST KING BRANCH.

KING 1540 BREWSTER AVE.
CINCINNATI 7, OHIO

Barnaby
RECORD
DIES

Speed--Precision--Economy!
Barnaby Dies for Tilting Head, Book Type and Fixed Head Units. Sizes 4", 7", 10", 12" and 16". For vinylite, shellac and laminated paper. Complete stock of all Accessories. Write for full information.

BARNABY MANUFACTURING and TOOL COMPANY
70 KNOWLTON STREET BRIDGEPORT 8, CONNECTICUT

MERCURY



RECORDS

APOLLO RECORDS INC.

IF I LIVE TO BE A HUNDRED
backed by
YOUR HEART AND MINE
Sung by Bob Hannon with the Roy Rose Quintette
"HEADING FOR A BIG HIT"
APOLLO #1097
Order it now from your nearest distributor or write APOLLO RECORDS
EXECUTIVE OFFICES:
342 MADISON AVE., NEW YORK CITY

"STANDARD"
The Best in Polkas and Foreign Language Recordings

- T-110—BEER BARREL POLKA •
- ESPE MUSETTE ORCH. •
- 6-25008—JOEY'S GOT A GIRL •
- vocal by BARRY SISTERS •

STANDARD PHONO CORP.
163 W. 23D ST. NEW YORK 11, N. Y.
CH 2-0880

Music—As Written

New York:

Mellin Music pub has put on former Leeds plugger Bert Braun to handle the firm's activities in Chicago and the Midwest. . . . Harmonia diskery has added David Rosen Company as distributor for Eastern Pennsylvania, and Mercury Distributors, Inc., to handle the New England States. . . . Ray Eberle's run at the New York Hotel here will continue to July 28.

Thrush Connie Haines a regular weekly feature on the Vaughn Monroe net show. The aircer will move to a Monday night slot July 5. . . . The Gordon V. Thompson firm is set to handle the Kramer-Whitney tune, Love Somebody, in Canada, with Chappell, Ltd., lined up for England.

The Darbary Room in Boston is being remodeled to open as a supper club in September. . . . Republic Music has arranged a promotional tie-up with a leading milk company for the pubbery's *Milkman Song*. . . . Robbins Brothers contracted last week to book entertainment for the Hotel Governor Clinton. . . . WABD's *Swing Into Sports* video show will use Bob Sour's *How About You?* as its theme, with an appropriate new lyric penned by Sour. . . . Local 802 sponsoring a musical therapy program for psychiatric patients in New York hospitals. One group of musicians will play jazz for children and adults under observation, another will play semi-classics and standards. Hope is to establish which forms are of most value with various types of mental illness.

Pat Theriault, Bristol, Conn., banjoist who placed second in the Horace Heidt NBC talent hunt, has been signed to a seven-year contract by Heidt. . . . Erskine Hawkins into the Apollo Theater July 2-8. . . . Joseph Lieber, Pittsburgh publicity man, setting up a BMI branch office in the city to handle location licenses. . . . Allegro Records appointed Dorlec Distributors, Montreal, exclusive distributors for their line for the maritime provinces, Quebec and Western Canada. . . . Benny Goodman's new band at the Westchester County Center in White Plains being aired Saturdays from 8 to 8:30 over WNEW starting June 26.

Chesterfield, pleased with Sammy Kaye's summer replacement stint, may sponsor his *So You Want To Lead a Band* when show resumes in fall. . . . Modern Records handling distributing of Sarah Vaughan's HRS platter of *We're Through*. . . . Fairfield University, Fairfield, Conn., presenting Vic Damone Friday (2) in first of a series of University-sponsored pop concerts. . . . Continental Records shooting for a follow-up to *Toolie Oolie Doolie* with a platter in which a gal dubs harmony back on to her own vocal lead.

Victor Lombardo's ork becomes one of the infrequent General Artists Corporation (GAC) properties to play the Edgewater Beach Hotel, Chicago, when he goes into the spot for four weeks beginning October 22. . . . Ruth Morris, secretary at the William Morris Agency, married non-professional Perry Ritter Sunday (21). . . . Kate Smith's transcription of *The Nurse's Prayer*, a tune written by Army Nurse Edith Aynes, is being used by the Army Nurse Corps for a recruiting drive. . . . Billy Eckstine goes into the Kingston Lounge, Brooklyn, for two weeks beginning next week and follows that with two weeks at the Apollo nitery in Harlem.

Artie Wayne masters, a Huckster label (20 of them), bought by Capitol. . . . West Coast plugger Wally Brady, ex-contact man for Bourne, handling California disk jockey coverage for Kramer-Whitney pubbery. . . . Warbler Jerry Wayne's air show now being v-disked. . . . Animal Records label slashing price of their 10-inch shellac kidisks from \$1.05 to 89 cents. . . . Newly opened Mancuso Theater in Batavia, N. Y., has booked Louis Prima for four days starting Thursday (1). Lionel Hampton's ork is also set for a four-day run there, beginning July 15. . . . Jackie Paris Trio now being booked by Continental Artists. Group goes into 500 Club, Atlantic City, Friday (2) for indefinite run.

Jerry Simon, former N. Y. publicity head of Majestic Records and now account executive for Arthur H. Miller public relations firm, will be married Sunday (4) to Florence Rosenzweig, of *Women's Wear Daily* fashion staff.

Stuart Foster, who recently left the Tommy Dorsey ork to do a single, will work at the Copa Club in Pittsburgh in July. . . . Monica Lewis's engagement at the Copacabana nitery here has been extended thru July 15. . . . Igoe Brothers, New Jersey disk distribs for Apollo, Caravan, Mayfair and Bullet wax, are going out of the jobber biz. . . . Mickey Katz and His Katzenjammers open at Slapsie Maxie's in Hollywood for two weeks beginning June 30. . . . Marshall Young, who broke up his ork several weeks ago, will go out as a single with his initial date set for the Kovakas Club in Washington for two weeks beginning July 6.

Chicago:

Mercury has inked Beny Hess, cowboy singer, and has taken over a set of masters he cut privately, while Victor has inked the WGAR (Cleveland) Range Riders. . . . Carson Harris, ex-Frankie Masters road manager, has signed Teddy Phillips's ork to a p.m. contract with his Artists' Management, Inc. . . . Frederick Bros. is reported to have come up with a new financial angel in Tony Cavalier, Ohio dance promoter.

The Sho-Boat, Milwaukee bistro, starts a big-band policy July 28 with a two-weeker by Larry Clinton. Alan Dale is doing advance for Clinton. . . . GAC cracked the Edgewater Beach Hotel for the first time in two years, signing pact for Victor Lombardo to do a month, starting October 22. . . . Ken Griffin, the *You Can't Be True*, Dear organist, currently at the Hippodrome, Baltimore, moving to the Kavakas Club, Washington, July 1.

London:

Bobby Howell has taken over the band for Caribbean Rhapsody at the Prince of Wales Theater. . . . Paul Adams will appear at the Grand Hotel Excelsior, Rapallo, Italian Riviera, with a small six-piece outfit from July 22 to August 20. . . . Francisco Cavez and his rumba band leave England to June 30 for a six-month tour of Italy. . . . Jo Anne Gibson has been signed by the Teddy Foster ork.

Following the return to the United States of Lynn Allen, vocalist with the Merry Macs since 1943, Clive Erard, formerly with the Ambrose Rhythm Brothers, was signed to take his place with the Macs, who are now on a successful provincial engagement.

Summer Segs Swell Ork Time on Nets

Accent on Saturday

NEW YORK, June 26.—Summer name dance band activity in radio may reach its greatest heights since the war. Both the National Broadcasting Company (NBC) and the Columbia Broadcasting System (CBS) are turning toward name orks to fill in big chunks of Saturday evening ether.

NBC this week booked two ork half hours to fit into its 8-9 p.m. Saturday period preceding the *Hit Parade*. With these airers, which are skedded for an eight-week period, NBC will air one and one-half consecutive hours of pop and dance music. New shows feature George Olsen's ork who will be picked up from the Edgewater Beach Hotel in Chicago (where he is playing for the entire summer). The other aircer will emanate from the Hotel Astor roof here and will pick up the orks of Carmen Cavallaro, Dick Jurgens and Blue Barron.

At CBS, that web has in preparation a one-hour Saturday eve aircer to be patterned after the network's *Saturday Night Dance Parade* aircer of some years ago. The new show, temporarily tabbed *Let's Dance, America*, is due to fill a one-hour period between 10 and 11 p.m. with the Tex Beneke crew reportedly being the first ork set.

De Luxe, Day To Interchange Wax

NEW YORK, June 26.—De Luxe diskery has set up an interchange-of-masters deal with the West Coast firm of Day Distributing Company, manufacturers of the *Li'l Mill Cornshucks* and *Prof. Hines* disks on the *Miltone*, *Sacred* and *Foto* labels.

The essence of the deal calls for both De Luxe and Day to press and distrib the other's masters, cutting down the time of disk delivery as well as freight charges.

According to De Luxe's Jules Braun, the plan benefits the distributor by enabling him to order disks on either label from the nearest Coast pressing plant, eliminating long-distance phone calls as well. Braun also asserts that other small labels have approached De Luxe to work out similar deals.

Henry Reichhold, Det. Tootlers Set Summer Concerts

DETROIT, June 26.—Henry Reichhold, chemical magnate and long-time sponsor of the Detroit Symphony Orchestra, will underwrite the appearance of the 80-man aggregation for a nine-week season of concerts at the Michigan State Fairgrounds, opening July 13, in co-operation with the Detroit Federation of Musicians.

Detroit's portion of the American Federation of Musicians' national re- (See Henry Reichhold on page 59)

Okun Into Biz for Self

NEW YORK, June 26.—Henry Okun, who handled promotion and exploitation for the Art Mooney disk of *Four-Leaf Clover* and *Baby Face* has severed connections with the Art Mooney enterprises to open a record exploitation office here.

ing To Distrib Sensation Disks

STROIT, June 26.—An unusual deal has been signed by John and Bernard Besman, of American Record Distributors, recently took back a stable of masters from Vitacoustic and red their old Sensation label. Under the new tie-up, King Records takes over national distribution of Sensation records, but Kaplan Besman will continue to operate Michigan and Ohio only and have right to release in those States weeks ahead of King's national Both King and Sensation labels be used thereafter in those es. Included in the deal are both the assessed Vitacoustic masters and r records recorded by Sensation, dding principally Todd Rhodes, Nelson, Doc Wiley, Russell uett, Milt Jackson, Jack Surrel Sir Charles Thompson.

manon Debuting ench - Cut Tunes

STROIT, June 26.—The rising of new disk ventures based on ign masters—a trend spurred by Petrillo ban's clamp on recording his country—has brought forth Emanon Record Company here. company, starting operations to g out a series of French-recorded bers, is headed by Dave Usher Raymond Glassman, the latter fly as an investor. Usher has nsored jazz concerts here in the t. emanon will concentrate strictly the jazz field, according to Usher. now has a small stock of masters orted from France, by French sers or by "artists who happened be in France" and were not afed by the recording ban. Names the artists are not being released this time.

MPPO "RIVER" RELEASE

HOLLYWOOD, June 26.—Publish- ights to *Talkin' to the River* were ned over to Southern Music in a l made with Tempo Records, Coast kery which held rights to the ques Press-Sol Meyer cleffing and reby has the only pre-ban dishing the tune. Southern is skedding er for its No. 1 plug. A dirge- e tune, similar in mood to *Gloomy nday*, *River* had caused consider- e interest among the pubberies o sought to gain its rights. Tempo looking for big things to happen h *River*, especially since label's ita Boyer's plattering of the tune the only one to hit the market. Tempo prexy, Irving Fogel, is call- g for an all-out, intensive jockey mpaign on the tune, to be handled ally by Tempo's Richard Wiel and other towns via diskery's distribs.

No Free Ride

HOLLYWOOD, June 26.—It will cost music pubbers and artists cold cash to get a plug on Al Jarvis' disk jockey show from here on but it's all perfectly legal. The veteran KLAC platter spinner has set a new policy of charging pubbers \$25 to plug a new tune on his ainer. Artists anxious to be inter- viewed on the show will have to first ante \$100.

Dough collected will go to Father Flanagan's Boy's Town expansion fund, in the name of the donors. Jarvis said he collected \$200 during the first 48 hours after the policy was announced. He's hoping the idea will catch on nationally and be picked up by other charity-minded wax whirlers.

Standard Treks to Mexico For Wax-Cutting Session

HOLLYWOOD, June 26.—Standard Transcriptions will once again turn its sights to Mexico for what is believed to be the largest single recording series yet attempted since Petrillo's ban. *The Billboard* learned this week. According to Standard topper Jerry King, plattery recording reps will trek to Mexico City sometime this week-end for waxing sessions which will take a week to complete, during which nearly 100 tunes will be cut. This is the second Mexico recording excursion for Standard, following close on the heels of a test date done several months ago.

Tunes chosen (and still secret) during coming session will include current top hits and selected standards as well as coming plugs. Several weeks ago Standard notified pubbers to submit best tunes and scores from motion pix, and immediately set American arrangers at work on recording versions. Two-way arrangements are being used, which will allow for either instrumentals or vocal dubbings by American warblers when masters are shipped to Hollywood. Already lined up to do vocalizing on new masters are Frankie Laine, Connie Haines, and Kay Starr; others will be set after waxing date is completed.

King's open defiance of Petrillo is linked with recent action filed with the National Labor Relations Board (NLRB) by Standard, Associated and Langworth platteries against American Federation of Musicians (AFM) topper James C. Petrillo and the union. Standard's Mex trek was skedded earlier but held in abeyance awaiting outcome of the NLRB decision. Word now is that the ruling will not be forthcoming for several weeks, hence King decided to go ahead with the Mex date. King has previously stated he will use Mexican and European musicians extensively in future recording dates, despite outcome of the ban.

Another factor influencing Standard's second Mexican venture has been general acceptance of previous Mexican platters by diskery's subscribers. First series met with good customer response when aired at the recent convention of the National Association of Broadcasters (NAB) held in Los Angeles in mid-May and

N. J. Dancery Signs Orks

WILDWOOD, N. J., June 26.—The Starlight Ballroom, Boardwalk dancery operated by the W. C. Hunt Amusement interests at this South Jersey resort, lined up a dozen name bands for week-end stands during the summer season. Blue Barron kicks off the terp sessions tonight (26). Dean Hudson comes in for July 2-3-4; Sammy Kaye, for July 10; Tony Pastor, July 16-17; Carmen Cavallaro, July 23-24; Vaughn Monroe, July 30; Louis Prima, August 6-7; Art Mooney, August 13-14; Johnny Long, August 20-21; Tex Beneke, August 27 and Freddy Martin, September 3-4; Charlie Spivak winds up September 5. The dancery will operate every night of this week, with territorial faves filling in on the other dance nights.

immediately released to library service buyers. Historically, King used Mexican musicians extensively during the first record ban, recording several hundred tunes at that time.

In organizing his recording date King notified execs of both Associated and Langworth Transcriptions of his plans and offered to cut platters for competitors at cost. Only restriction placed was that ork arrangements made by rivals would have to differ from Standard's altho the same tunes would be acceptable. At press time, neither Associated nor Langworth had accepted King's offer. Same proposal has not been offered commercial diskeries as yet.

Decca Catalog Disks Banned On Can. Air; Compo Controls

MONTREAL, June 26.—Attempts to have the Compo Music Corporation, pressers of Decca disks in Canada, lift their ban on the airing of records from the general Decca catalog, have so far been unsuccessful and it looks like the ban will remain in effect unless the government changes the Canadian copyright laws.

An item in Walter Winchell's column reminding tradesters that Bing Crosby's records are banned over the Canadian air revived talk of getting the Compo people to lift the ban and also revealed that WW was slightly off-the-beam in his item. . . "Only certain of the Groaner's records can't be played over the air—those that are produced by Decca. Crosby recorded some hits for Columbia many years ago and those still can be and are heard over the air."

As explained to *The Billboard* by Herbert Berliner, prexy of Compo in Montreal, the reason he won't allow the radio stations to use certain Decca disks is quite simple. He feels that it would hurt the retail sales of the records.

However, Berliner claims that it is a misconception that all Decca disks come under the ban; as a matter of fact, he claims that certain potential hits and certain longhair platters are permitted to be played. Only those disks in the general catalog are nixed.

He claims it is unfair competition on the part of the radio stations to

play records that are in demand by the public and he contended that for proof that his point is right is that disk sales rise appreciably when he places a platter on the banned list after it has been heard as a potential hit on the air. In other words, the customer is teased by hearing it on the air, then he has to go out and buy the platter.

Decca is the only platter firm in Canada at present holding to this rule. Attempts to have litigation quash the ban have so far met little success in Canada since Canadian record firms are protected by the copyright laws. Some U. S. diskeries at one time tried the same ban but they lost out in the courts under rulings applied to the U. S. copyright laws which vary from the Canadian code.

Tootler Stewart's Ork Touring G. I. Clubs in Germany

FRANKFURT, Germany, June 26.—Ex-Ellington trumpeter, Rex Stewart, is touring American Army service clubs in Germany under the sponsorship of the Special Services Branch of the Occupation Army.

Playing a mixture of New Orleans, be-bop and Ellington small combo arrangements, Rex plays strictly for servicemen, and tho the clubs aren't always well packed, he invariably draws enthusiastic applause. The band with which he left New York in October of last year has undergone a few changes. Drummer Ted Curry and tenorman Vernon Story are still with him, but the outfit has been augmented by two Frenchmen, a bass fiddler from Java and an ex-G.I. pianist Rex found in the AFN radio staff in Munich.

The exact fee for the outfit isn't known, but clubs booking Stewart have to pay Special Services \$125 a date, which is five times the amount army orks are paid. German combos playing in army clubs and messes are paid in German marks at the rate of six to 12 an hour. Under present exchange rate, this amounts to \$6 to \$12 an evening, plus a precious meal. Some German musicians have been playing for American leaders for \$2, but this is a black market procedure, officially forbidden.

Native jazz circles are broken up because neither Rex nor any of the other American jump outfits that have made Germany since 1945 have played to German audiences. Informants feel that such performances would get a tremendous welcome and help sell America and democracy.

DYNAMITE ON WAX!
UP AND COMING KING, HITS!

KING 708
DARBY'S RAM
BACKED BY
TAKE IT ON OUT THE DOOR
Grandpa Jones
and Delmore Bros.

ORDER NOW FROM YOUR NEAREST KING BRANCH.

KING 1540 BREWSTER AVE.
CINCINNATI 7, OHIO

ANOTHER
TOWER "FIRST"
"THAT CERTAIN PARTY"
with
BENNY STRONG on TOWER No. 1271
DEALERS: Order Now From Your Distributor
DISTRIBUTORS: Write, Wire, Phone
TOWER RECORDS
540 No. Michigan Ave. Chicago 11, Ill.
Phone: Whitehall 5544

The **TORRID** Smash Hit!

LOWE GROOVIN'!

Joe Morris and his Orchestra
ATLANTIC #855 Featuring Johnnie Griffin, Tenor Sax

ATLANTIC RECORDS • 208 West 56th St., New York



PLAN TO MELT 4-A'S POT

Unions' Heads Meet To Org Central Body

Seek Unity of Treasuries

(Continued from page 3)

country up into three regional areas, West, Middle West and East, with headquarters in Los Angeles, Chicago and New York. Each area will have its own board to supervise the activities of the various branches within these geographical areas. Branches will keep some of their autonomies, but the final say will be determined by the regional boards. They, in turn, will have reps on an over-all national board who will oversee the industry.

Voting Power

Under both plans, voting power apportioned to the various unions will be as follows: Screen Actors Guild (SAG), 10 votes; Screen Extras Guild (SEG), 10 votes; Actors Equity, 10 votes; American Federation of Radio Artists (AFRA), 10 votes; American Guild of Variety Artists (AGVA), 10 votes; American Guild of Musical Artists (AGMA), three votes. The various foreign language unions such as Hebrew Actors Guild, etc., will split three votes among them.

At present AGMA, SAG and AFRA base their dues schedule on the salary received. On the other hand, Equity, AGVA and Chorus Equity have flat annual scales regardless of salaries. Under the new plans, all dues will be based on dough received. This will necessitate a complete revision of initiation fees and is expected to arouse objections. It was pointed out, however, that dues will be limited (\$150 a year to be top). Members in the lower brackets will not be affected. Under the present set-up, a performer moving from jurisdiction to another has to get cards from each union. Under the new plans, a master card would be filed in a central office, and as a member moves from one field to another, such move would be noted on his master card accordingly.

New Members

New members joining any of the Four A's unions who subsequently move into another union's domain will be required to pay the difference in both dues and initiation until an all-over plan is formulated. Old members will have to pay only the difference in initiation charges.

The problem of a joint treasury is expected to be a tough nut to crack. Under the new set-up, \$480,000 is the tentative figure set for the joint treasury. All unions will be expected to turn their funds over to such a central org which will administer it. Four A's unions now pay per capita taxes. Various unions will receive operating funds from the central org based on budgets estimated for current fiscal years.

Television will also be thrown into the pot. The present television authority may be enlarged but that has not been decided yet. The main objective now is to form the one big union.

What faction or individual will head the new org, when, as and if, is still a matter of conjecture. AFRA, at present, seems to be the most vital force in the talks, and the general belief continues that AFRA will come out the strongest union in the projected set-up.

Caracas Clubs' Biz Lively, Booking of Acts Picks Up

CARACAS, Venezuela, June 26.—Stage and cabaret talent buying is on the upgrade here. The Hotel Waldorf is now buying week-end shows, with the first bill featuring Thelma Dix, Argentine dancer, and Balzan and Aida, Spanish entertainers, plus Rafael Minaya's ork.

Others who have loosened purse strings are Hotel Nacional Roof, Copacabana, Broadway, Yumuri, Mario, Capri, La India, Biarritz and Plaza.

The Metro Theater in Maracaibo is also booking acts, its first stage show built around Julio and Yolanda, Spanish dancers.

The Caracas Theater, one of the oldest in the country, has booked the Rosel-Flores Troupe and is staging vaudeville under direction of Amador Bendayan, while two outside acts, Los Kikaros, of Mexico, and Los Zingaros, musical four, are playing radio and vaude houses.

La India, one of the newest talent buyers, is now using five acts, with the present show featuring Lila Montemar, Latin dancer. The Biarritz show is built around Rika Del Campo, Mexican singer, while Jeanette Kirwin, U. S. dancer, is getting principal billing at the Mario.

The Broadway, which is mostly an all-girl show, is now open until 4 a. m., featuring a "hot" midnight show.

Yumuri, which recently lowered prices 30 per cent, is giving the public a run for its money, lining up as many as 15 acts in an evening, plus a line of 20 girls.

Yumuri says biz has doubled since

Who Kilt Mon Carlo? Barkeeps? Bad Biz?

NEW YORK, June 26.—Tho the reason given for the Monte Carlo folderoo was a battle with the bartenders over wage increases, trade insiders are convinced that the spot would have shut in any case because of bad biz. The place closed Tuesday (15). Both bands, Dick Gasparre and Jose Curbelo, had contracts until June 25 and were paid off.

The Madison Avenue club is situated in a corner spot that is very much in demand and rumors have arisen that it will be turned into a shoe store or some other biz.

Paddock, Atl. City, Now Dry; Show Gals Accepted Snifters

ATLANTIC CITY, June 26.—The liquor license of the Paddock International, one of the town's major cabarets, was revoked this week by the State commissioner of alcohol beverages. The action was taken following receipt of official word that Supreme Court Justice Ralph Donges had refused to review the action of the State board, originally taken last April on charges that show girls were permitted to accept drinks from customers and that Mrs. Rebecca Kravis, the owner, permitted her son to be connected with the place, altho he had been convicted on charges of aiding and abetting a lewd show there.

the cut in prices, and local operators are expected to follow suit.

Caracas cabarets, theaters and amusement houses are on the lookout for counterfeit 5-bolivar pieces, which are flooding Venezuela. Police say amusement places are receiving more than their share of the bad coins.

CARACAS, June 26.—The crack-down on night spots which started when several owners were fined for liquor infractions continued with closing of La Pompadour, East Sider, for being too noisy. La Pompadour drew a 15-day closedown. Police are checking reports of over-charging by several places.

Jack Winston Buys Philly Rathskeller

NEW YORK, June 26.—Jackie Winston will become the new owner of the Little Rathskeller, Philly, and will start operating the room July 17 or 18. The Spiegel brothers, Philly concessionaires, are in on the deal with him.

New policy, under Winston, will call for about a \$2,000 budget. Winston will work the room eight weeks a year; the rest of the time he will work in other clubs.

The ironic part of the Winston take-over is the booking arrangement. The spot, in operation by the Kaliner brothers for the past 14 years, has been booked by Willie Weber-Tony Phillips for 12 years. Winston is a Willie Weber act, but Weber's deal for the booking rights has been terminated by Winston, the new cafe op. Winston explains that he hasn't barred Weber. But he'll buy acts from anybody who has them.

New Nabe Nitery in Philly

PHILADELPHIA, June 26.—The newest nabe nitery in Philly is the Fawn Club, in the Torresdale sector. The spot opened with Cy White, Jean O'Neil and Andy Russell, Lloyd Mann and Bunny Edding in the show and Johnny Benson the music maestro. The newest entry is the only nabe spot with a floor show policy, others using the musical bar policy.

Deal Close for Proser To Op H'w'd Slapsy's

N. Y. Copa Sitch Quiet Now

NEW YORK, June 26.—Monte Proser may be the next operator of Slapsy Maxie's, Hollywood, if present negotiations jell. The deal was started some weeks ago between Cy and Charlie Devore and Jerry Brooks, present ops of Slapsy's, and Proser, and is understood to be close to the signing stage. Tentative plans call for Proser's taking over in September.

While the amount of money involved is unknown, it is understood that the dough will be put up by a Coast group, and interest in the club will be vested in Proser, both Devore brothers and the money group. The name of the spot may also be changed, but it hasn't been decided yet.

At the New York Copa things have also returned to a previous status quo, with Proser again in the driver's seat. For the past few months Proser and Julie Podell, a Copa associate, have been at odds. The situation was so tense that there was a time when the buying of acts was handled by Podell and the Copa manager, Jack Entratter. Proser limited himself to rare token visits to the club. In the last few days, however, Proser and Podell have made up their differences, and Proser again will do all the talent buying.

Montreal Club Finds Act Showcase Hypo

MONTREAL, June 26.—With most niteries looking for gimmicks to bring in the visiting firemen, the Tic Toc, which recently reopened with a show policy, has hit on the talent showcase idea, which has already proved successful.

The idea, which has been used in the U. S. but which is novel here, is simple. Four acts are added to the regular show on Sunday nights when business is slowest. Acts used are newcomers (not amateurs) and they're paid regular club date fees.

Last Sunday (20), the first time the idea was tried, saw the ropes up and some excellent talent on tap. There was Conrad Brossard, 14, who showed smart showmanship for a juve in a disk act; acro terper Patsy Woods and swoon singer Wally Aspell, both of whom registered okay, and Charlie Beauchamp, a rubber-faced clown who clicked solidly with his eccentric terping.

Act Busts Down

NEW YORK, June 26.—Betty Jane Smith, current at the Glass Hat, was doing one of her fast tap spins when suddenly her bra strap broke. She grabbed it, just a little late, and ran off the floor. Eddy Stone, ork leader-emsee, bringing on the next act, the Mack Triplets, said: "Okay, girls, you're on. But how can you follow that?"

Casa Seville, Franklin Square, L. I., N. Y.
(Monday, June 21)

Capacity, 750. Prices, \$3-\$4 minimum. Operator, Gene Seville. Booking policy, Henry (A) Gene, exclusive. Publicity, Seth Babits. Estimated budget this show, \$1,300. Estimated net last show, \$1,600.

Because this spot is run by an ex-actor and booked by an ex-dancer, the dance team is the outstanding act on the bill. Since the spot was last run by this reviewer it has changed considerably. It now has full borders of red and whites and powerful lights and the decor itself has been improved so it now compares favorably with the more publicized Stem cafes. In fact, it looks better than most. But if the club is beautiful, the show isn't much to boast about. The dance team of Raye and Naldi is as skillful as ever. Mary Raye looks the same ethereal self and Naldi still has those tough slow-motion lifts with disarming ease. Their applause is tremendous and if they had had more breath they could have done more.

Bert Stone Emsee

The comic-emsee, Bert Stone, looks like a sharp dresser. But outside of his looks he showed little to commend him. His material consists of the more offensive gab of well-known comics, some of it calling for se-picking and spitting in the air. He also tried to get a fem customer to join him in the latter bit. He himself summed up his act: "I have no talent but a hell of a lot of guts!" Maybe the kid's summation isn't just because he has stage presence and looks. If he built on that and got himself some material, he'd do better.

Evelyn Kent, a pretty brunette, is visibly nervous. Perhaps because of this, she went flat time and again. Her voice is fair, but selling is not good.

Nancy Doran, ballerina, who opened, needs better arrangement to cover up her lack of routine. The show is a little too well stacked though she has a pretty face. Her routine consists of novelty terps plus a combo of the modern and ballet.

Jimmy Aldin's ork cut the show in good fashion. The Carlos rumba and filled the relief slot.

Bill Smith.

Biltmore Bowl, Biltmore Hotel, Los Angeles
(Wednesday, June 16)

Capacity, 1,000. Price policy, \$1 cover. Shows at 8:30 p.m. and midnight. Booking policy, non-exclusive. Owner, Biltmore Hotel. Operator, Joe Faber. Publicity, Maury Poladare. Estimated budget last show, \$3,000. Estimated net this show, \$3,500.

Downtown Los Angeles swankeryaters patrons a well-balanced and fast-moving entertainment fare. Bill Hilds the De Marlos, dance duo; singer Marjorie Garretson; animal act

Gil Maison and a cute juggling act billed as Trixie. Latter is in the fast-breaking slot, tossing balls, juggling as many as six disks at a time, whirling rings, all stock routines that have been seen before. However, she sells 'em like a million, with her smooth and polished performance bringing mits a-plenty.

Marjorie Garretson, a gal with a Sophie Tucker flavor in her styling, sings chuckles with her spicy ditties. No material is too much of a carbon copy of Tucker, the customers enjoy and greet each item with loud and long applause. Gil Maison's animal act is a show stealer. Best is his monkey, which does hand stands, plays a toy piano and becomes incensed at the name Frank Buck. Final slot is held by the smooth dance duo, the De Marlos. Pair are particularly outstanding in deftly executed spins which spark their graceful routines. Jan Garber's ork backs the show as well as providing music for the dance-minded patrons.

Lee Zhito.

NIGHT CLUB REVIEWS

Latin Quarter, New York
(Tuesday, June 22)

Capacity, 630. Price policy, \$4-\$5 minimum. Shows at 8:30 and 12:30. Operator, Lou Walters. Exclusive booker, Arthur Fisher; publicity, Zussman and Hayne. Estimated budget this show, \$7,000. Estimated budget last show, \$9,000.

The new show is fast, noisy and with its ribald moments, plus a lot of flash and a stage filled with very pretty girls, should have a powerful commercial appeal.

But if the wrapper is bright, some of its ingredients lack lustre. Ina Ray Hutton, no longer the ball of fire, looks good but doesn't do too well. Her emseeing job leaves her breathless and detracts from her value as a personality. In her own spot she is merely adequate. On two numbers she's posed on an individual stand in an overhead spot that highlights her chasis. But the stuff that goes with the sight appeal isn't there. In one song she got the assistance of Don Saxon, who incidentally did a competent singing job. In fact, the boy has improved so much he's deserving of more than production singing. Tho Saxon contributed nicely, the number wasn't effective.

Shore's Slow Start

Willie Shore opened with a couple of apparently new gags and died with them. It wasn't until he was on for about six minutes that he started to move. From then on, it was giggles to laughs building to some big yocks. His rumba bit, worked with a fem customer, was fine laugh bait. Shore's dancing is still light and graceful. But it isn't his dancing that gets him the loot, it's his comedy. For that he needs stronger openings, otherwise he's in trouble.

The Costello Twins, acro-dancers, were the standout of the show. Their precision stuff, heightened by blonde good looks, got them immediate attention which they kept for their entire act.

The Martell Trio and Mignon, did their standard fallaway and hand passing act to good hands. The three boys juggled the gal effectively, end- (See Latin Quarters on page 41)

Mayfair Room, Blackstone Hotel, Chicago
(Wednesday, June 23)

Capacity, 325. Price policy, \$1 cover and \$2 minimum. Shows at 9:15 and 11:45. Publicity, Evelyn Nelson. Estimated budget this show, \$8,750. Estimated budget last show, \$6,000.

Tho it's an extremely fast return, Kay Thompson and the William Brothers are finding plenty of customers trodding Emile's welcome mat here. This show provided a capacity audience, with about 50 turned away.

From their opening bit, the five-some generates a tremendous amount of showmanship and music, revolving around extra-meaty material that kept orbs riveted to its work. Only new number caught at this show was Caribbean Cruise, an S. J. Perlman-ish song parody about the frau who gets her kicks taking a cruise alone into the tropics. Bit is probably the heaviest dance number that La Thompson and her escorts have tried and they proved their expertness in this field also. When the ban is over, Columbia platters should record this group on their own arrangement of a well-known standard, for their harmony is better than most groups now on wax.

Entire stint went over better than on the first stop, with the hotel having broken its policy by bringing in five brass with Ray Morton's ork to work only the show portion of the evening, with the horns adding the necessary brilliance for proper backing of the Thompson entourage.

Johnny Sippel.

Five o'Clock Club Miami Beach, Fla.
(Wednesday, June 16)

Capacity, 225. Price policy, \$2-\$2.50. Shows at 10:30 and 1. Owner-manager, Sam Barken. Booking policy, non-exclusive. Publicity, Leslie Simmonds. Estimated budget this show, \$1,500.

"Honest Sam" Barken's shining new Five o'Clock Club, which is Benny Gaines's Blackamoor plus \$20,000 worth of face-lifting, promises to click unless the vicious spiral of high-priced acts repeats last year's headache. There are only so many customers here even in peak months, and the big spots have been luring most of them with name performers while the small-budget ops gnashed their teeth.

This opener was the first big gun of the summer season, aimed to knock off a patch of the South American tourist crop. Debut audience, however, consisted mostly of other ops and well wishers. New decor is a knockout, with good visibility of the stage from any point.

The show is paced slow, but it's good fare except for Nino (The Great) Yocovino, who emseed and hogged the works. Nino's first-night repartee was sad, especially a hammy Mammy he threw in with some dialect stints. Conceit, of course, is his trademark. If you can take it, okay. Nino is strictly a local character and well liked here.

Raul and Eva Reyes do a sock job. They have class, and their timing is tops. The way they sped thru intricate dance routines in a very small floor space brought a heavy mitt from (See FIVE O'CLOCK on page 41)

Marine Dining Room, Edgewater Beach Hotel, Chicago
(Wednesday, June 16)

Capacity, 550. Price policy, cover charge weekdays, 75 cents; week-ends, \$1. Publicity, Marjorie Winston. Production and act booking, Dorothy Hild. Band booking, Bill Burnham. Estimated budget last show, \$5,500. Estimated budget this show, \$7,000.

Ops have upped the budget considerably for the opening of the Beachwalk, which hasn't come off yet due to inclement weather. Dorothy Hild has been knocking herself out devising new productions and this show should debut the summer season in grand style.

La Hild picked a pertinent ditty, Saturday Night in Central Park, with (See Marine Room on page 41)

Ciro's Hollywood
(Friday, June 11)

Capacity, 450. Price policy, \$3 cover. Shows at 9:30 and midnight. Booking policy, non-exclusive. Owner-operator, H. D. Hoyer. Publicity, Charlotte Rogers. Estimated budget last show, \$5,500. Estimated budget this show, \$3,500.

For refreshing rib-tickling, comedy Gene McCarthy and Tommy Farrell ring the bell with a healthy smack. Twosome's product is light and sparkling and they show no merry in their take-offs on disk jockey commercials. These run the gamut of the conventional "message from our sponsor," thru the singing variety to the "—and now an everyday, real life drama" type.

To add to the laughs, disks are actually played thru the house p.a. system, with McCarthy and Farrell providing panto antics to the disked voices. Platters lending themselves well to this treatment are the Bing Crosby-Mary Martin duet, Wait 'til the Sun Shines, Nellie; Jo Stafford-Red Ingle's Timtaysun; Bing Crosby-Al Jolson, The Spaniard Who Blighted My Life. For a clincher, comics pick on an aria from Wagner's Die Walkurie as recorded by Kirsten Flagstad.

To be sure, the lads get corny in spots, but it's the kind of corn the customers love and yell for more. Phil Ohman's ork is on the stand for the terp tunes. Lee Zhito.

Tom Breneman's Hollywood
(Tuesday, June 8)

Capacity, 400. Prices, no cover or minimum. Shows at 9:30 and midnight. Owner, S & P Co. Operator, Mr. Paul. Budget this show, \$3,000.

In an effort to match its brisk morning biz with a strong nighttime take (spot is origination point of the Breakfast in Hollywood air show), Breneman's has returned to a live entertainment policy. While bill holds talent, its presentation and deadwood (See Tom Breneman's on page 41)

Evelyn WEST
America's Most Publicized Exotic Star
DIRECTION
ALEXANDER CHARLES
601 SO. VERMONT • LOS ANGELES, CALIF.

we've given our name

the new look!

to make it easier for you to BOOK us

currently
CAIRO LOUNGE
CHICAGO

Apollo Recording Artists

Formerly
MARY KAHUE TRIO

THE MARY KAYE TRIO
Musical-Comedy Sensations

MUSIC CORP. OF AMERICA

Capitol, New York

(Thursday, June 24)

Capacity, 4,627. Prices, 70 cents-\$1.50. Four shows daily; five Saturdays. House booker, Sidney Piermont. Show played by band on bill.

If opening day business means a forerunner of future biz, this bill will do better than okay. Stage presentation is capably handled; acts do outstanding jobs and the band, Skinnay Ennis, first time on the Stem in four years, looks well, cuts the show with skill and stands up as a good musical aggregation in its own right.

Headliner Lena Horne, looking lovely in a yellow gown, opened her spot with a fair *Lover*. But if the opener was only so-so, her next, *The Man I Love*, was Horne at her best. She gave it those thrilling notes and a finish that paid off with a beautiful hand. Next came *Do I?* followed by *Stormy Weather*, an equally strong applause puller. This time around, Miss Horne used a trio—bass, drums, piano—to back her, in addition to the band.

Paul Winchell

Paul Winchell, working in the middle, gave the bill the comedy heft. His hiccup bit and the *McNamara's Band* number just about broke them up. The lad works smoother and better each time caught, and this time he had about everything.

The show opened with the Dunhills (three boys) doing their precision terps. Their relay segue, with each lad taking it for a couple of fast bars, was well done, each boy doing a fine job. Since the last time around, the lads have added a new comedy bit, which they first tried out with Vaughn Monroe. They did well with it on the road, they did equally well with it here. For their flash finisher they wound up with a juicy mitt.

The Skinnay Ennis ork (14) limits itself to standards with listenable arrangements. Ennis, up front in gray, makes a good appearance against the sidemen, all in blue. The leader did one vocal in acceptable fashion, tho he's no singer. But what he lacks in voice power he makes up with in a pleasing personality and an at-ease stage presence.

Pic, Fort Apache.

Bill Smith.

T. TEXAS TYLER

of The Deck of Cards fame

AMERICA'S GREATEST FOLK SINGER

Available for Personal Appearances

*** Direct From Hollywood ***

JULY 1 TO AUGUST 15 INCLUSIVE

Write

Wire

Phone

WAlnut 2-4677

WAlnut 2-9451

JOLLY JOYCE

Earle Theater Bldg.
PHILADELPHIA, PA.

MR. VERNON HOFF

BLUE TURBAN
344 West Anaheim
Long Beach, Calif.

VAUDEVILLE REVIEWS

Follies, Los Angeles

(Wednesday, June 23)

Capacity, 1,200. Price range, 74 cents matinees, 95 cents evenings; \$1.25 box seats. Four shows daily. House booker, Anna Eva Biggs.

More than 20 years a burly house, the Follies switched to vaude with this week's show. As its initial effort, the house comes up with little to impress customers. Owner-operator Anna Eva Biggs has a tough problem in making vaude click. For years, Main Street has been L. A.'s burly row while Broadway, where the Orpheum and Million Dollar theaters are located, has been the scene of vaude. To get vaude-minded patrons, the Follies will need attractions of sufficient draw to pull customers to Main Street. The problem is how to make names pay in a house where seating limitations do not permit big-budget shows.

The need for big names is evidenced in the current stager. Bill is headlined by Lita Gray Chaplin with Joe Cappel as emcee-comic, assisted by Happy Hall, Daemon and Sylvia, Dolores Gay, and Betty and Kay. Acts individually are passable, but show as a whole is in need of someone possessing headliner stature. Miss Chaplin's only bid for interest is the fact that she is an ex-wife of Charlie Chaplin. As a vocalist, she's sad even when singing happy tunes.

Vet showman Joe Cappel still has plenty on the laugh ball, but takes too much time for his antics. This slows down the show to a snail pace. Happy Hall's roller tap routines have a lot of zip, as does eyesome tapper Dolores Gay. Comedy jugglers Daemon and Sylvia have little to offer. Possessing more in looks than talent, dancers Betty and Kay round out the bill as a filler act. Maurie Freeman's combo (4) back the show.

Pix, *Meet Me on Broadway* and *Just Before Dawn*. Lee Zhito.

Palladium, London

(Monday, June 21)

Capacity, 2,600. Price policy, 50 cents to \$2.70. Number of shows daily, two. House booker, Cissie Williams. Shows played by the Skyrockets Orchestra.

Pearl Bailey, America's comedy songstress, stole the opening show on this vaude bill starring Duke Ellington. She was called back for four encores on the first show which ran 20 minutes over. Her *Tired* brought down the house, brought about a reslotting and gave her top spot on the bill for the second night show.

After singing *Fifteen Years, That's Good Enough for Me, Legalize My Name* and others, Miss Bailey received one of the most spontaneous mits accorded a vocalist here in many months.

Duke Without Ork

Duke Ellington appeared lost without his orchestra but soon warmed the audience up with his top piano playing as he hit a high spot with *Sophisticated Lady, Caravan* and *Solitude*. He was backed by the house band, Skyrockets, who are becoming (See *Palladium, London* on page 44)

Oriental, Chicago

(Thursday, June 24)

Capacity, 1,200. Prices, 95 cents straight. Five shows weekdays; six on week-ends. Exclusive booker, Charley Hogan. Shows played by Carl Sande's house band.

With school out, moppets should troop in for this cast and pic, *The Gay Ranchero*, and come out satisfied. Three of the four acts are just right for the vacationing youngsters, while George Givot is strictly adult fare.

The Acromaniacs, perennials locally, warmed up a cold crowd of kids with their torrid-paced tumbling and balancing. The youthful male trio kept punching, finally breaking the pew sitters down to bow off to neat response.

Elly Ardely, formerly with the Ringling circus, doesn't have the advantage of the loft of a canvas tent, with her trapeze only about 15 feet from the floor. Gal does her various kinds of balancing on the trap, including sitting on a chair, to fair response, with her closing head balancing grabbing a salvo. She'll have to work faster in theaters and needs peppier music, especially when she goes from one portion of her act to another.

Givot worked under a terrific handicap, in that the kids didn't catch the tricky Greek dialect he was throwing and his gags were the over-21 variety. However, even if he had been working to adults, he wouldn't have grabbed many chuckles, for his routine is moth-eaten and should be renovated. Closed with a so-so straight rendition of *Old Man River* that is incongruous with the rest of his act.

Stage Director Will Harris got Tex Williams and His Western Caravan off to a terrific start, framing the 11-man Capitol waxing cowboys on an authentic corral scene, complete with the buckboard and campfire. Setting was best seen here this year. Williams and his boys offered a variety of Western music, together with a fine rendition of a current ballad that was highlighted by a trick lighting effect that dimmed the stage and cast soft firelight on Williams as he chirped. Smoky Rogers and Deuce Spriggins, featured with the group, seem to have let down and didn't do the clowning during numbers they did on their last stop here. Each number grabbed a strong hand, with their standard *Smoke* closer warranting a call-back that time prevented. Johnny Sippel.

Chicago, Chicago

(Thursday, June 24)

Capacity, 4,200. Prices, 50 to 98 cents. House booker, Harry Levine. Show played by Henry Brandon's house band.

Contention that high prices are keeping pew-sitters out of theaters got plenty of basis here opening day, when vaude switched from the State-Lake back to the B & K flagship house at prices reduced from 98 cents straight. First day's shows played to packed houses.

Henry Brandon's house ork (same instrumentation he used across the street) opened smartly with piano portraits, featuring capable 88-er Rudy Wagner. Altho the Whitson Brothers play here frequently, their Risley turn always gets plenty of laughs, and this time the boys came up with plenty of laugh-nabbing falls and shaky holds that warmed up the house nicely.

Torchy, blond Betty Bruce, from *Up in Central Park*, showed a nice vocal, seguing into a variety of ballet cleating that won mits, both for classy stepping as well as salesman-ship. A terrific looker in an ankle length gold and white formal, gal showed class that earns her top rating among fem cleaters. She would do well to drop her one intro to a dance, a number she did three years ago in (See *CHICAGO, CHICAGO*, page 44)

Roxy, New York

(Wednesday, June 23)

Capacity, 6,000. Price policy, 30 cents-\$1.50. Number of shows, four daily; five, Saturdays. House booker, Sam Rauch. Show played by Paul Ash's house band.

The inauguration of combo flesh attractions—ice plus names—has all the makings of sure fire box office bait. It moves beautifully, has a superabundance of entertainment and is produced with a skill right out of the top drawer. A jammed house applauded wildly and chattered avidly about the stagemore as it filed out.

The ice platform starts in two and goes all the way back; other acts all work in two. This cuts down the size of the stage, giving it a feeling of intimacy. The show opens with the band and the H. Leopold Spitalnik choral group in pit. The Gae Foster line (boys and girls) came on next in a semi-soft shoe terper with music down, for a gratifying effect. The icer, carrying 12 people headed by Carol Lynne, with Arnold Shoda, was backed by a domed ceiling set and multi-piered sides, all in a cool gear. Shoda's toe-spins were so terrific that Miss Lynne has a tough time following. Sally Tepley and Marion Lullington ice dance to *Fiddle-Fiddle* gave the ice show just the right amount of humor. The over-all impression is pleasant, and the fact that it represents a departure from an established practice here is an additional reason to believe it will be successful.

Latter Half Dynamite

If the first part of the show was fine, the latter half was dynamite. The Andrews Sisters, with Vic Schoe in the pit, did an outstanding job. Their songs consisted of current pop and medleys of some of their oldies. The warbling was excellent, it was Patti Andrews' comedy bits that broke up the house. Her deformed arm bit, delivered with perfect timing, got tremendous yocks. The trio new routine, a hokey Jolson medley in make-up, was a delight. The wrapped it up with the *Sonny Boy* bit with Patti as the precocious kid, and ran off to an uproarious hand. Patti was forced back for a beg-off and an intro of Jerry Lewis.

The team of Dean Martin and Jerry Lewis, with an easy house to work to, made the most of it. Using a scissored version of their cafe act, the two lads registered all the way. Martin's warbling is catchy, listenable material. Lewis's takes and double takes have that spontaneous quality heightened by youthful exuberance that makes it a top comedy act.

All together the Roxy has a show that is geared for big grosses. The pic, *Give My Regards to Broadway*, got mixed notices; so it will have to be the flesh that will bring them in. Opening day biz was terrific. If it keeps up, the tallies should make the money boys happy. Bill Smith.

Strand, New York

(Friday, June 25)

Capacity, 2,700. Price range, 15 cents-\$1.50. Number of shows, four daily; five, Saturdays. House booker, Harry Mayer. Show played by band on bill.

The current show is fair, tho Bo Crosby's genial stage personality helps considerably. Crosby makes his presence felt with a friendly and intimate selling style that made even his ordinary stuff sound good.

His ork, batoned by Jerry Gre former arranger for Glenn Miller and Benny Goodman, is a good, brass outfit but doesn't do much new stuff. It opened with *Having a Lotta Fun* with Crosby on the vocal and the Clark Sisters on harmony to a fair hand. As a solo stint the tribute to Glenn Miller medley was received best.

The Clark Sisters (four girls, three blondes, one brunette) work mostly with Crosby. They are easy on the eyes and well costumed, the kid work well with no single voice standing out. Their *Bye, Bye Blackbird* (See *STRAND, N. Y.* on page 44)

MIRTHFUL MUSIC MAKERS

the PARK AVENUE JESTERS
Nation's No. 1 Comedy-Musical Group

Composers and Recordors of
"PASTA FASULA"
"CHEAP BANANAS"

CLICK ON RECORDS DE LUXE

currently
THE TIC TOC
MONTREAL

Personal Direction ALLAN RUPERT Agency
263 S. 11th St., Philadelphia, Pa.

Western Direction MUTUAL ENTERTAINMENT Agency
203 N. Wabash Ave., Chicago, Ill.

Lou Walters Angles for Carroll's Spot; Club Policy Now Stet

NEW YORK, June 26.—The repercussions of the Earl Carroll death in the air crash of the DC 6 have been felt here, with at least one local cafe hurriedly making a bid for the spot.

Lou Walters, LQ op, who has long had ambitions of getting a Coast spot, has sent feelers to L. A. to see if he can get an in.

Mrs. Jessie Schuyler, a wealthy East resident, made the original investment in Carroll's Coast nitery and is said still to own the building and the site. Tho she's not listed as stockholder in Carroll's corporation and takes no active interest in running the spot, it is understood that she has the final say so.

Hollywood June 26.—Earl Carroll's Hollywood Theater-Restaurant will continue operation under policy set by the late theatrical producer, it was announced last week-end. Spokesman for the Carroll organization said the present show will run at least until Christmas of this year, with no changes contemplated at this time.

Carroll's Theater - Restaurant, which he opened Christmas Eve, 1938, is controlled by the Inner-Circle Corporation, of which Carroll was principal stockholder. Other corporation officers are Joseph Reina, vice-president, and Virginia Lear, secretary-treasurer. Miss Lear, who is house business manager, will continue to operate the club.

In accordance with Carroll's wishes, the spot was open for biz as late as the night of his death. The starring role, held by Beryl Wallace, now girl who Carroll built into his top attraction, was taken over by Virginia Dew, Miss Wallace's understudy. Miss Wallace was killed with Carroll in the plane crash.

Business associates of Carroll said he had no apparent heirs, and that the eventual disposition of the million-dollar theater property will not be known until the will is filed in probate court.

MARINE ROOM

(Continued from page 39)

Summer-garbed chorines leading huge Ingham dogs (line girls) thru a brightly routine, to open the show. Her closer, the gals parading in shimmering metal costumes to bring on the Andrea Dancers, adagio trio (reviewed recently), was an eye-catcher.

Biggest mitt ever given an opening act in this sedate room went to the Herons, European cycle septet. The youngsters work every conceivable kind of a gimmick. Act ran over, but the crowd didn't mind for the work was diversified. For niteries this group should break into two acts, as any group of three or four has enough talent to hold a spot.

Bobby May got his usual big mitt, closing strong with an assortment of juggling done upside down on a pedestal. He should do something different for his encore bit. The match thrown in the air and caught on the cigarette has been done by too many jugglers. His upside down bit would be a more startling wind-up.

George Olsen and his band are back for the summer season and the maestro warrants the long stint. The band works constantly to please diners. Bits like the opening tune, in which the batoneer grabbed cute chirp Betty Norman and started dancing to lure bashful couples to the maples, make him a pleaser in this family room. Room has added the Tone Masters (foursome) to help vivacious organist Betty Bishop fill the intermissions. Johnny Sippel,

LATIN QUARTER

(Continued from page 39)

ing with a one-handed catch (the boys throwing the gal) that was breathtaking.

Morgan Lost at L. Q.

Al Morgan, new in these parts, is a shortish, sharp-faced, black-haired lad. His act consists of oldies which he sings competently enough in a bounce-ish fashion while he goes thru a lot of wild hand tossing on the piano. The piano stuff is obviously the lure in his act, giving it a tumult effect that makes it different. But at the LQ, he is lost. By the time the show is over, he's forgotten. It appears he'd be more at home in an intimate room.

Productions, always a big thing here, open with expensive costumes, geared to Miss Hutton's engagement. Each gal carries a baton. The middle number, with kids in school girl outfits, wasn't too good. The finale, to Ravel's Bolero, started out as an exciting routine but didn't hold up. The Ina Ray Hutton band, made up of a lot of youngsters, doesn't do too well as a show band. The Lou Walters' productions require music on the button. The Hutton ork didn't provide it.

Dance routines are rather good. At various times both the line and the boys, the Promenaders (6), join together in some complicated precision taps that must have taken plenty of rehearsals. Frequently the result was loose but here and there gave indication of promise. *Bill Smith.*

TOM BRENEMAN'S

(Continued from page 39)

content makes the over-all product a watered-down mixture of entertainment. Best is Dorothy Donegan, whose deft keyboard-knuckling spurs cheers. Holding the final slot, she opens with a legit rendition of Rachmaninoff's Prelude in C Sharp Minor, which is then given an eight-to-the-bar twist. When she gives with her

New York:

MH 161G, Non-Holiday Top; Roxy, 6 Days, 45; Para 70

NEW YORK, June 26.—Box-office receipts were still below average but kept on the up-beat with another 26G hike this week. The five-house total was \$368,731 against the previous week's figure of \$342,000. Offsetting bad weeks at the Roxy, Strand and Capitol was an all-time non-holiday record set at the Radio City Music Hall. However, all three houses that were off had shows which were in their last weeks and were normally expected to drop in grosses. In addition, the Roxy only played six days.

Radio City Music Hall (6,200 seats; average \$115,000) skyrocketed to a new record, with 161G collected for the first week of the new bill with Ted and Flo Vallett, Helene and Howard and The Emperor Waltz.

Roxy (6,000 seats; average \$89,000) really took it on the chin for its second and last week. It opened with a bad 60G for the first session and dipped still further to \$45,000 on a six-day basis. Harry Richman, Chandra Kaly, the Craddocks and Green Grass of Wyoming finished the week. The new bill, reviewed this issue, has Carol Lynne, the Andrews Sisters, Dean Martin and Jerry Lewis and Give My Regards to Broadway.

Cap Plunges to 48

Capitol (4,627 seats; average \$66,000) dipped still further to \$48,731 after an opener of \$62,000 and a second week of 53G with Woody

Frogs Go A-Wooin'

BOSTON, June 26.—Frogs hereabouts will have to confine their jumping to the outdoors, according to a ruling of the Boston Licensing Board, which turned thumbs down on a request of the Gay Nineties, night club at 16 Hayward Place, Boston, to hold a frog-jumping contest.

Frog-jumping does not come within the category of entertainment and the licensing board disapproves for the night clubs under its jurisdiction. The club, which had advertised invitations to frog owners to compete, was told to restrict itself to its usual form of entertainment and forget frog-jumping stunt.

characteristic "theme and variations" treatments of St. Louis Blues and Tea for Two, she wows 'em.

Eunice Wilson, a thrush who knows how to sell a song, gets a warm reception for He's Funny That Way, Honeysuckle Rose and Red Wagon, the latter done in a bright and spirited manner. Gal would do better to use a snappy tune for her first selection, rather than a slow ballad. A dance threesome, billed as Tip, Tap and Toe, show plenty of drive and sales savvy in their precision terp routines. Trio would add spark to any revue and clicks from the start. Show's chief weaknesses are the rough and rugged instrumental blends of Ceelle Burke's ork (14) and in the efforts of a youthful, hardworking comic, Slick Slavin. Both the band and comic are beneath pro standards. Slavin's sincere attempts at comedy cannot overcome his weak material. His stuff is so old and tired that customers who laugh are either being polite or are bottle-jolly. However, kid does have a sense of delivery which can be used to better advantage once he gets gags. *Lee Zhito.*

Herman's ork, Jean Carroll and Bride Goes Wild. The new show has Skinnay Ennis and his ork, Lena Horne, Paul Winchell and Fort Apache, caught this issue.

Paramount (3,654 seats; average \$76,000) did a fairish 70G for its first week's biz. The bill is Phil Spitalny, Sibyl Bowan and Dream Girl.

Strand (2,700 seats; average \$40,000) was okay with 44G for its second and final week with Ed Gardner, the Matty Malneck band, Jane Russell and Wallflower. The replacement is Bob Crosby's ork, Paul Regan, Toy and Wing, Youman Brothers and Frances and Romance on the High Seas.

JB 70G Sets Mark in Cleve

NEW YORK, June 26.—The Jack Benny gross at the Palace, Cleveland, was over \$70,000, breaking the house record set some years ago by Betty Hutton. Miss Hutton drew \$56,000. Package, consisting of Benny, Phil Harris, Rochester, Marilyn Maxwell and the Sportsmen, took out about \$35,000 for the seven-day stand, closing Thursday (24).

Benny goes to London next and on his return is due back on the Coast.

FIVE O'CLOCK

(Continued from page 39)

the capacity house.

Headliner is Jack Marshall, Coast comic who last worked at the Miami Clover Club here two years ago. This boy is really funny this trip, with rube and tough guy mimicry a la Red Skelton and facial contortions that drew plenty of yocks. Marshall also plays a lot of trombone, and this item, with his trick hat, were the only props he used.

Pedro Herman and Rafael combos cut the show with Latin licks that were pretty American and pretty ordinary. *Jim Lyons.*



SELAN'S
World's Largest
Creators of
HAIR STYLED PIECES

Write For
FREE CATALOG
Our Hair Goods are all
expertly made of the
finest first quality
HUMAN HAIR.
Write for our FREE
CATALOG and
WHOLESALE PRICE
LIST on latest style
Hair Pieces.

SELAN'S
HAIR GOODS CO.
32 N. State St.
Dept. T
Chicago 2, Illinois

- Waterfalls • Braids
- Chignons • Page-boys • Top Curls
- Switches • Transformations • Wigs
- Toupees

ATTENTION!

ACTS & AGENTS

The Flamingo Hotel at Las Vegas is NOT booked exclusively by any one agent or office.

We will be pleased to negotiate direct with any artist or agent.

Write or Wire

M. Sedway or Maxine Lewis
FLAMINGO HOTEL
Las Vegas, Nevada

COMEDY MATERIAL

for all branches of theatricals

FUN-MASTER

"The ORIGINAL Show-Biz Gag File"

Nos. 1 to 22 @ \$1.00 Ea.

3 DIFFERENT BOOKS OF PARODIES (10 in each book), \$10 per book. FREE COPY of "HUMOR BUSINESS," the Show-Biz Magazine, with each \$3.00 minimum order. Send 10¢ for lists of other comedy material, songs, parodies, minstrel patter, black-outs, etc. NO C. O. D.'s.

PAULA SMITH
200 W. 54th St. NEW YORK 19

STROBLITE

LUMINOUS COLORS GLOW IN DARK

SPECTACULAR!
BEAUTIFUL!
MYSTIFYING!
DRAMATIC!

Countless intriguing effects can be attained with U. V. Blacklight. For stage, night clubs, theatre decorations, advertising displays, etc.

STROBLITE CO.

Dept. B, 35 W. 52d St., New York 19

In Central Philadelphia

CLINTON HOTEL

10th BELOW SPRUCE

200 OUTSIDE ROOMS from \$2 DAILY

SPECIAL WEEKLY RATES
HOUSEKEEPING FACILITIES

Beautiful Air Conditioned
COCKTAIL LOUNGE

WALKING DISTANCE OF ALL THEATRES

SINGERS — EMCEES — COCKTAIL UNITS
— ORIGINAL SOCKO MATERIAL —

Band Novelties — — Comedy Songs
PARODIES

Send for Free Sample Parody and Catalog.

MACK MUSIC COMPANY
808-B Hofman Bldg. Detroit 1, Mich.

SCENERY

Dye Drops, Flat Sets, Cycloramas, Draw Curtains,
Operating Equipment.

SHELL SCENIC STUDIO 581
5th HIGH Columbus, O.

Hub Rep Skeds Autumn Debut

NEW YORK, June 26.—The Boston Repertory Association (BRA), with 35G in the bank, is about to get moving for an early October opening of legit in the Hub. The rep company will play a 26-week theater season, doing its first five shows two weeks each and repeating the scripts favorably received. Negotiations for a theater are on; the 1,007-seat Copley is a good possibility.

The troupe will be managed by Michael Linenthal and Gerald Savory, with the latter also directing several shows.

Capitalization was realized mainly from Boston investors. Stock was sold, the average purchase being five shares at \$25 a share. Only 15G more needs to be raised for BRA's full production budget to be realized.

The managers are going ahead with selections of players, directors, scripts for a fall debut.

'Prostitute' To Tour In Fall With 'Hope'

NEW YORK, June 26.—The *Respectful Prostitute* is going on the road next season. The lead hasn't been chosen, but it's a good bet a name will be used and the other roles filled by actors from New Stages. Instead of using *Happy Journey*, the curtain raiser here, *Hope Is a Thing With Feathers*, by Richard Harriety, the one-acter that was acclaimed earlier in the season by *crix*, will be used on tour.

It cost 19G to open *Prostitute* here, and with 10G as its weekly breaking point, the show has earned back half of its production nut. The play is grossing between \$13,000 and \$15,000 weekly. The road company will cost between \$25,000 and \$50,000. Casting will begin in July, rehearsals in August and the road preem will take place in early September. *Prostitute* is certain to run into censorship trouble in the hinterlands but probably will skip towns that look like headaches.

Danish-U. S. Pact Ends Double Tax

WASHINGTON, June 26.—Pacts eliminating the possibility of double tax bites on incomes of entertainers and other U. S. citizens working in Denmark and The Netherlands were ratified by the Senate last week.

Reservations added to The Netherlands treaty, however, will prevent it from operating unless the government of that country agrees to the changes, which involve the capital gains tax.

The pacts are similar to those previously ratified, affecting France, Canada, Great Britain and Northern Ireland.

Ocean City Legit Dropped

OCEAN CITY, N. J., June 26.—Adverse circumstances have forced abandonment of plans by T. C. Upham to stage legit this summer in the Ocean City High School Auditorium. Instead, Upham will devote full time to his Cape Theater, Cape May, N. J., which he has operated for 10 years.

At near-by Atlantic City, a legit season is assured with Lee Shubert, of the Shubert interests in New York, taking over the ballroom of Convention Hall. Shubert plans four hit musicals for the dog day stretch—*Oklahoma*, *Brigadoon*, *Carousel* and *Annie, Get Your Gun*.

Broadway Opening

HOWDY, MR. ICE

(Opened Thursday, June 24)

CENTER THEATER

Ice revue, staged by Catherine Littlefield. Settings by Bruno Maine. Costumes by Billy Livingston and Katherine Kuhn. Choreography by Catherine Littlefield. Lighting by Eugene Braum. Skating direction by May Judels. Conductor, David Mendoza. Lyrics and music by Al Stillman and Alan Moran. Arrangements by Paul Van Loan. Stage director, Burton McEvilly. Press representative, S. J. Brody. Presented by Sonja Henle and Arthur M. Wirtz.

CAST: Skippy Baxter, Eileen Seigh, Freddie Trenkler, Cissy Trenholm, Jinx Clark, Harrison Thompson, Rudy Richards, Paul Castle, James Sisk, Fred Werner, Buster Grace, Snookums, Buck Pennington, Nola Patbanks, Dick Craig, Fred Martell, William Douglas, John Farris, John Kasper, Kenneth Leslie, John Walsh, Kay Corcoran, Arthur Erickson, Eddie Berry, Marjorie Manne, Berenice Shillen, Frederick Werner, Lela Rolonts, Eileen Thompson, Doris Nelson, Theresa Rothacker, Buck Pennington, John Melander, James Toth, Julian Aptey, Ray Blow, Charles Caminiti, Ernest Mann, James Paul, Gus Patrick, Margaret Batry, Evelyn Biderman, Helen Dutcher, Walli Hackerman, Pat Harrington, Margaret Barry, Dorothy Bergman, Peggy Bauer, Ann Boykin, Bernice Dean, Joan King, Pat Le-maire, Marvette Mose, Doris Nelson, Gerri Richardson, Beth Stevens, Josephine Bellusia, Gloria Haupt, Pricilla Paulson, Rusty Rogets, Catherine Webber, Julian Aptey, Ray Blow, Gerry Decker, Nicholas Dantos, Kurt Fishman, Louis Glessman, Ray Hendrickson, Dan Hurley, George Kramser, Robert Lewis, James Paul, Sandy Quine, Leonard Stofka, Stephen Stofka, William Waldron, Kenneth Parker, Grace Bleckman, Anne Boykin, Ragna Ray, Walter Van Sickle.

Howdy, Mr. Ice is the latest of the Henie-Wirtz frolics which have become institutional at the Center Theater. It is also, if not the best to date, at least in the producers' topmost bracket. It is the sort of zestful, restful entertainment that will pack the Center for another year, or at least until management dreams up something newer and handsomer.

It will be hard to devise anything handsomer than the current combo created by Bruno Maine's backgrounds, Billing Livingston and Katherine Kuhn's costumes, and Eugene Braum's lighting effects. They are slick all the way thru and some of the production numbers are real eye-fillers.

Surefire Formula

Howdy, of course, follows the sure-fire ice extravaganza formula of solo pyrotechnics, group precision blading and all-out production sequences leavened with a bit of mild comedy. On the virtuoso score the edition preems Eileen Seigh, who was a member of the U. S. figure-skating team in the 1948 Olympics. Young Miss Seigh has everything that a skating ballerina should have and then some. Either soloing or duetting with Skippy Baxter, the show's ace blader, the girl is tops and set for a permanent slot in ice show biz. Another newcomer, Jinx Clark, also makes an auspicious Stem debut, partnered by Harrison Thompson in *The Sleeping Beauty*, the program's best production number. Veterans Cissy Trenholm and Rudy Richards are also on hand to contrib their expert wares. There is definitely nothing lacking in the fancy talent department.

Ice show comicalities are, in general, pretty hard to take. Just how funny can you get on skates? However, *Howdy* retails the services of this reporter's favorite ice clown, Freddie Trenkler. The comic's two routines are pretty much of a rehash of his standard bag of tricks; they are sure-fire, as usual. Freddie slays 'em again. Included also is an amusing panto vaude turn by Frederick Werner and a not-so-amusing trained bear act. The latter could be dropped and not missed.

Top Terping

It seems that Catherine Littlefield has outdone herself with the choreography for this edition. Aside from the standard precision routine and

Ottawa Troupe Off On 2d 6-Week Run

OTTAWA, June 26.—The Stage Society, a new stock company formed some time ago in Ottawa, is about to embark on its second season of six weeks, and if the second season is as successful as the first, which closed last week, it will indicate that Canada's capital city is ready to support its own professional theater where larger Canadian cities have failed.

Sparked by Malcolm Morley, the troupe has no angel or subscription set-up and operates strictly on its own, the players being paid modest salaries out of b.-o. take. Expenses are kept to a minimum by the production of plays that require the least in the way of props and scenery. This week, for example, the group launched a revival of *Private Lives*, a usual b.-o. click which doesn't call for too much production expenditure.

The idea is to present a six-week rep, after which the group expects to suspend operations until September, when plans for a tour will be considered.

Producer Hugh Parker draws playing talent from local pros who have been dabbling in radio and other showbiz activities since there has never been any definite professional theater here to buy their wares. However, the thespians are willing to work for small fees until the group is on a sounder financial footing. For coin reasons, the group foregoes the use of a theater and instead is housed in the Lasalle Academy.

Among the players are two from Donald Wolfit's company and one from the Dublin Gate Theater, all three of whom decided to take their chances with the Canadian group rather than go back to Britain.

Norfolk Rebooks Players

NORFOLK, June 26.—The Barter Players will return here next fall for their second season under auspices of the Junior League. Four plays are scheduled for the Center Theater, *The Pursuit of Happiness* September 24, *Papa Is All* November 12, *Hamlet* March 11, and *Petticoat Fever* April 18. Barter presented a five-day schedule here during the 1947-48 season for the Junior League. Profits will go to the little theater fund for a new building.

New "Hellzapoppin" Version

NEW YORK, June 26.—A new edition of *Hellzapoppin*, the Olsen and Johnson version of the mint, looks set for presentation on the Stem in the fall. Material is being written. The Radio Rogues have already been signed for the show. The Winter Garden may be the theater that the show will use.

novelty numbers, she is turning to classical ballet forms and the results are tremendously effective. Aside from the above-mentioned *Sleeping Beauty*, which stems directly from the old *Sleeping Princess* ballet, there is a finely conceived sequence for Baxter and Jinx Clark based on the Mercury Pandora myth. Without seeing, too, it would be hard to believe that the *Bluebird* duet from the *Princess* ballet could be anything but grotesque on skates. But Baxter and Eileen Seigh get something into it that is close to poetry. La Littlefield has performed a small miracle.

In sum, the Henie-Wirtz combo have done it all over again, and from this reporter's pew, better than ever. Bob Francis.

Silo Circuit

Jacob A. Reiser, who pioneered "central staging" some summers back with alfresco productions in the Long Beach (N. Y.) Boxing Arena, tees off on a similar venture July 6 at Sea Girt, N. J. This, however, will be a strictly indoor set-up called the Ringside Theater. Opener stars Lillian Gish in *The Marquise*.

Jill Miller, managing director of Putnam County Playhouse, Mahopac, N. Y., announces a season of nine plays recommended by Broadway drama critics. July 6 opener is *Secret Service*, picked by the *Sun's* pundit, Ward Morehouse. Other reviewers' choices are: *The Whole World Over*, from William Hawkins, *World-Telegram*, July 13; *Life With Father*, requested by local audience critics, July 20; *Volpone*, from Nat Kahn, *Variety*, July 27; *Captain Applejack*, from Robert Francis, *The Billboard*, August 3; *The Glass Menagerie*, from Irwin Shaw, formerly of *New Republic*, August 10; *Night Must Fall*, from Kelcey Allen, *Women's Wear Daily*, August 17; *The New York Idea*, from George Freedley, *Morning Telegraph*, August 24, and a new script to be recommended by Vernon Rice, *New York Post*, August 31.

Hampton (Bridgehampton, L. I.) Playhouse opens its door July 5 with Dorothea Jackson, William Chambers and Francis Hammond in *The Voice of the Turtle*.

Mary Anderson and Jose Ferrer are co-featured for the week of Monday (28) in *Romeo and Juliet* at the John Drew Memorial Theater, Easthampton, L. I.

Anita Grannis, Hugh Rennie and William Whiting open their Mount Vernon (N. Y.) Summer Theater July 6 with *Years Ago*. Producers will test set-up with a 10-week summer season with a view to establishment of year-round stock company.

Unique strawhat slant is being showcased by a troupe of youngsters, styling themselves Group 20 Players, in the Town Hall, Unionville, Conn. The group opens July 27 and will offer a six-week rep of five plays—bill changing nightly. Plays include *Night Must Fall*, *Barretts of Wimpole Street*, *Importance of Being Earnest*, *Winterset* and *The Warrior's Husband*.

Wellesley (Mass.) Summer Theater preems a five-week season July 13 guest-starring Peggy Wood in *Kind Lady*. Supporting cast includes Jon Dawson, Peggy Fenn and Frank Sanderford.

Wisconsin Students Open Drama Season July

MADISON, Wis., June 26.—Wisconsin Players, student organization at the University of Wisconsin will open the summer season Thursday, July 8, in the Wisconsin Union theater with *All My Sons*. It will run three nights.

Other opening dates include July 22, *Years Ago*; July 28, group of 6 act plays; August 12, *Ode to Liberty*; August 17, one-act plays.

The full-length plays will run 3 nights, the one-acters two nights a matinee. In addition, the season will include a reading of *A Street Named Desire* on July 29.

The campus playhouse seats 1,200.

Theater Guild to Invade 8 Sixie Cities

in Texas Will Get Legit

NEW YORK, June 26.—The Theater Guild will open up the South and the Southwest to legit next season and send stage presentations to Richmond, Va.; Wilmington, Del.; Dallas, Houston, Fort Worth, San Antonio, Austin and El Paso. This is the beginning of a legit circuit in this territory. It will undoubtedly be broadened soon to include about 15 cities in the South.

The Texas cities will be booked through the Interstate Circuit and the scripts on the sked are *Brother Sam*, *The Play's the Thing*, *A Streetcar Named Desire*, *The Heiress* and possibly one other.

Week or Half Week
The length of each stand has not yet been determined, but it will be for a week or a half week. The Guild will send a representative to each Texas city within a month to get the description series started.

Theater managers in the South have long wanted to get legit, and a shortage of pix and the falling in b.-o. receipts for films has given them the opportunity to install legit. Texas is considered to be potentially lucrative for legit; in the cities chosen there is a possible audience of 2,750,000. However, El Paso will be only a stop for troupes going to and coming from the Coast. Five of the theaters to be used are the Melba in Dallas, Music Hall in Houston, Texas in San Antonio, Westic in Fort Worth and Plaza in El Paso.

Canada Deal Collapses
Meanwhile the proposed subscription series for cities in Canada has fallen thru. Opinion is that the Guild will make more dough in the South. However, Canada may be opened up in new seasons later.

In addition, with the closing of the National Theater in Washington to legit, Guild subscribers there have been given the opportunity of going to see plays in Baltimore, the closest to the capital.

Rockaway Theater To Perform in Tent

NEW YORK, June 26.—Still another strawhat will function in the East when the Rockaway Summer Theater on Long Island swings into operation July 3 with *Night Must Fall*. The theater will be a tent. Max Miller will be the producer-director of the company. The tent will seat about 400, and prices will be \$1.20, \$1.80 and \$2.40. The resort community has a large population and seems a natural for legit. Following *Night, Dear Ruth* and *Pass Menagerie* will be presented. Oselyn Wilder, Isabel Bonner, Benjaming and Herbert and Ruth Armstrong already have signed for stints. The season will run about 10 weeks.

Williamsburg's New "Glory"

WILLIAMSBURG, Va., June 26.—The *Common Glory*, Paul Green's historical drama about Thomas Jefferson, will start its second season at the Lake Matoaka Amphitheater July 2, with new stars in the principal roles, a new narrator, new settings and a revised story. Walter Brooke, Broadway and radio actor, is the new Jefferson, and John Morley, also with extensive New York stage

Out-of-Town Opening

LEND AN EAR

(Opened June 21)

LAS PALMAS THEATER,
HOLLYWOOD

A revue with words and music by Charles Gaynor. Directed by William Eythe. Settings, costumes and lighting by Raoul Pene De Bois. Dances and musical pianists, George Bauer and Dorothea Freitag. General Stage manager, Gordon Giffen. Press Representative, Jack Proctor. Produced by William Eythe, Franklin Gilbert, Robert Finkel. Presented by Mars Productions.

Cast: Anne Anderson, Dorothy Babbs, Carol Channing, Al Checco, Cynthia Corley, Lee Stacy, William Eythe, Antoinette Guhlike, Hal Hackett, Shelley Mitchell, Gene Nelson, Jimmy Thompson, Paul Owen, Johnny Perri, Jeanne Rollins, Bob Sheerer, Eric Sinclair, Linda Ware.

Producer-director-actor William Eythe has come up with one of the brightest musical revues to hit the Coast in many a day. *Lend An Ear* has plenty of lilt and sparkling music; a smart, original book, and a carload of interesting talent. Much credit is due Charles Gaynor, who wrote the lyrics, tunes and sketches.

Revue has 19 scenes in two acts, with pace sustained thruout. Gaynor is best in satirical sketches, among which is a riotous takeoff on musical comedies of 1925 vintage. In this number, *The Gladiola Girl*, cast has free reign in ribbing flapper age corn. Another top sketch, *Words Without Song*, is a poke at grand opera, replete with busty leading ladies, hammy tenors, et al.

There is so much that pleases, it is difficult to single out performers or tunes. With the help of Gaynor's topical lyrics, the show's singing stars sell each number with professional polish. As a performer, Eythe romps thru many scenes with smoothness and a flair for light comedy.

The cast as a whole is above average. Tops among fems are Linda Ware, Anne Anderson, Jeanne Rollins, Shelley Mitchell and Carol Channing. Miss Channing, a statuesque blond, is a standout in comedy. In the male corner, Eythe receives top support from Hal Hackett, Paul Owen, Al Checco and Johnny Perri. Dances are well staged by Gower Champion and executed by Gene Nelson, Jimmie Thompson and Bob Sheerer. Dorothy Babbs and Antoinette Guhlike handle fem terp chores with charm.

Raoul Pene De Bois did costumes and sets. The latter are a bit skimpy but imaginative and novel. Costumes are colorful and arresting.

Eythe and his backers have poured considerable dough into this venture in the hope that it can be brought to Broadway. Gotham's show-goers should find it easy on eye and ear.
Alan Fischler.

\$1.95 Series for Norfolk

NORFOLK, June 26.—This town will be the scene of a summer drama experiment this season. Jules Leventhal has announced a 10-week schedule of plays for the Center Theater, with name stars and weekly changes, at \$1.95 top. The series will start either July 5 or 12 with *John Loves Mary*. Others scheduled are *For Love or Money*, *Little Foxes*, and *Escape Me Never*. The complete list has not been announced.

E. M. French, manager of the Center, a city-operated enterprise, also has announced a sked of fall and winter attractions which will include road productions of *Carousel*, January 23-25; *Burlesque*, with Bert Lahr, February 7-8, and *Oklahoma*, March 7-9.

and radio experience, is the narrator. The rest of the cast has not yet been announced, but many important roles will be taken by prominent amateurs and semi-pro of the tidewater section.

BROADWAY SHOWLOG		
Performances Thru June 26, 1948		
	Opened	Perfs.
Dramas		
A Streetcar Named Desire (Barrymore)	12-3-'47	237
Born Yesterday (Lyceum)	2-4-'46	1,008
Command Decision (Fulton)	10-1-'47	309
Harvey (48th Street)	11-1-'44	1,542
Heiress, The (Biltmore)	9-29-'47	313
Joy to the World (Music Box)	3-18-'48	116
Me and Molly (Belasco)	2-26-'48	140
Mister Roberts (Alvin)	2-18-'48	149
Play's the Thing, The (Booth)	4-28-'47	69
Respectful Prostitute, The; Happy Journey From Trenton to Camden, The (Cort)	3-16-'48	119
Strange Bedfellows (Morosco)	1-14-'48	189
Musicals		
Allegro (Majestic)	10-10-'47	299
Angel in the Wings (Coronet)	12-11-'47	227
Annie, Get Your Gun (Imperial)	5-16-'47	384
Ballet Ballads (Music Box)	5-18-'48	47
Brigadoon (Ziegfeld)	3-13-'47	540
Finian's Rainbow (46th Street Theater)	1-10-'47	629
High Button Shoes (Century)	10-9-'47	300
Inside U.S.A. (Century)	4-30-'48	67
Look, Ma, I'm Dancing (Broadhurst)	1-29-'48	172
Make Mine Manhattan (Broadhurst)	1-15-'48	19
CLOSED		
For Love or Money (Henry Miller)	11-4-'47	263
OPENED		
Howdy Mr. Ice (Center)	6-22-'48	6

Shubert, Music End Det. Battle

DETROIT, June 26.—Settlement of a 10-month-old dispute between the Detroit Federation of Musicians and the Shubert-Lafayette Theater was reached this week, with musicians going back to work for the first time in that period and, incidentally, giving Detroit a second house for musical shows for the first time in a year.

David T. Nederlander, manager of the Shubert-Lafayette, has a long-standing dispute with local crafts unions over the necessity of employing musicians, and relegated the band to a second-tier box instead of the pit about three years ago for most productions. Last summer an impasse was reached, with Nederlander contending that musicians were unnecessary, and the house has operated since without them.

The by-product was a suit for \$10,000 damages against the union when Maurice Chevalier's week there was called off in November just at opening curtain time, inasmuch as his accompanist could not work the house under existing conditions of union disagreement.

T-H Act in Part
The suit was based, in part, on the Taft-Hartley act, and the theater maintained that it had been the victim of a secondary boycott when Chevalier was unable to appear.

The suit was withdrawn this week as a result of the settlement on use of musicians, as both parties appeared to feel that a fight thru the courts would just tie up the whole issue for years to come before a final decision was reached.

Under terms of the settlement, a minimum of three musicians will play the house, working from the box, in place of the six who were em-

Foreign Opening

TOVARICH THEATRE DE LA MADELEINE, PARIS

A comedy by Jacques Deval. General manager, Felix Ducray. Company Manager, Henry Harment.
Grand Duchess Tatiana Feodorovna... Elvire Popesco
Mikail Alexandrovitch Ouratief... Victor Francen
Jimmy... Lud Germain
Augustine... Christine Coville
Chauffourier-Dubief... Paul Amiot
Count Feodor-Androvitch Brekenski... Charles Castelain
Martelleau... Henry Harment
Fernande Arbeslah... Marcelle Praince
Louise... Madeleine Vanda
Charles Arbeslah... Marcel Simon
Helene Arbeslah... Janine Wansar
Georges Arbeslah... Jean Marconi
A Young Girl... Paulette Kerambrun
Lady Karrigan... Clarisse Deudon
Mme. Chauffourier-Dubief... Yvonne Leduc
Dimitri Gorotchenko... Jacques Varennes

The comedy of the artichokes still gets the laughs and in spite of its age Jacques Deval's *Tovarich* is likely to be settled for quite awhile at the Theatre De La Madeleine.

Elvire Popesco is as pathetically amusing as ever in the role of the Grand Duchess Tatiana that she created 23 years ago and which serves as her first vehicle on the Paris stage since the war. From lady-in-waiting to the Russian Tsarina, to a garret hotel room in Paris, to French maid for a financier's family, Popesco's rich laughter and naive credulity points up the plight of the "displaced persons" of World War I. She is tops in her scene with the Communist commissioner in the last act when she regally denounces him while in the middle of washing the dishes.

Victor Francen, brought from Hollywood by a phone call to play opposite Popesco as her husband, Prince Ouratief (Mikail), guards the Czar's billions while his wife steals artichokes in order to eat. These billions are the play's major plot: Does Mikail hold on to them until royalty is restored to Russian power, or should they be given to the Communist commissar to save Russian territory from falling into foreign hands? Francen gives as neat and polished a performance as one expects from the film star of two continents. Even his Russian accent is credible.

Marcelle Praince and Marcel Simon turn in excellent caricatures of the wealthy employers whose misplaced shoes and migraine headaches are their new servants' first problems. Jacques Varennes as Gorotchenko handles a delicate and difficult role of the Communist commissar with subtlety. By contrast Janine Wansar and Jean Marconi as the two wealthy kids who fall in love and lose small fortunes at poker with the new servant, prance and pose like wooden automatons. However, in spite of high acting points and a good production generally the play is dated.
Jean White.

ROUTES Dramatic and Musical

Annie, Get Your Gun (Auditorium) Denver.
Carousel (Metropolitan) Seattle.
For Love or Money (Selwyn) Chicago.
Harvey (National) Washington.
High Button Shoes (Great Northern) Chicago.
John Loves Mary (Harris) Chicago.
Oklahoma (Municipal Auditorium) Long Beach, Calif.
Oklahoma (Boston O.H.) Boston.
Private Lives, with Tallulah Bankhead (Curran) San Francisco.
Winslow Boy (Biltmore) Los Angeles.

played up to a year ago. However, the basic agreement provides that the musicians will be used according to the needs of the production, with increases for some shows. Musical shows are to take the full complement of musicians the same as for any other house.

Magic

By Bill Sachs

JACK BAKER (Dr. Silkini) and his eight-people horror unit played to two capacity houses for the RKO interests in Cincinnati Friday night, June 18. Originally booked into the RKO Albee Theater for the single performance, the Baker goose-pimpler was forced to bicycle between that house and the RKO Shubert to accommodate the crowds. Much of the success of the two S.R.O. crowds can be attributed to the sound exploitation given the Baker chiller by the local RKO forces. Baker has a string of midnighters thru Ohio and Pennsylvania and then follows with the RKO houses in the New York area. The Baker ghoster, which has been playing for RKO at Keith's, Dayton, O., the last eight seasons, recently was forced to do an extra show on a recent visit there to handle the overflow. . . . In a philosophizing mood, Marquis the Magician shoots us copy, via a postcard, of his new epitaph, to wit: "They may love me; they may hate me, but they'll never forget me!" How true. . . . Paul Duke sails July 2 on the Argentina for a 38-day South American cruise, with stops skedded for Buenos Aires, Montevideo and Rio De Janeiro. He will break in a new 90-minute show on the trip. . . . Glenn Harrison, who recently concluded a Texas tour for International Harvester, stopped off recently in Phoenix, Ariz., just long enough to marry a non-professional. He has taken his new bride with him to Estes Park, Colo., where he is set on a summer's engagement. . . . Narvo, mentalist, postals that after 17 months of tea room engagements, he has a booth set up in Archie Marler's Antique and Clothing Bazaar in Wichita, Kan. . . . Lucille and Eddie Roberts conclude their fourth return engagement in the Cotillion Room of Hotel Pierre, New York, Tuesday (29). . . . Prince Tiny, one of the smallest magickers in the business, is this season presenting his magical wares with the Midget Revue on the Johnny J. Jones Exposition. He is anxious to read a line here on Yogi Ray and Professor Saunders.

MILBOURNE CHRISTOPHER moves into the Hippodrome Theater, Baltimore, July 1 for another return engagement, to be followed by the Biltmore Hotel, Providence. . . . The Chaudets, after winding up a three-month tour with their new turn at the Old Plantation, Kansas City, Mo., are back in Los Angeles for a few weeks on business and pleasure before departing for Shreveport, La., where they begin a fortnight's stand July 5. . . . Bill and Pauline Morton have returned to their shops and the latter's former home in Lennox, S. D., where they are prepping for the launching of their under-canvas magic extravaganza, the Great Morton Wonder Show. They have a crew busy on painting and overhauling equipment, and rehearsals are slated to get under way this week. Their rolling stock has been augmented with a new Dodge truck. . . . Monte the Mystic, while in Philadelphia recently for the U. S. Jaycee Convention, hopped into New York for a visit with friends and did a guest show at Hubert's 43d Street Museum for old-times' sake. Writing from Tulsa, Monte says: "Had some funny experiences in the East. They're really cutting prices around New York, and they now have the nerve to offer \$5 for a club-date entertainer. Getting a minimum of \$35 around here for a short single date, and averaging \$75

Minn. in Campaign To Stop Refilling Of Liquor Bottles

ST. PAUL, June 26.—State Liquor Control Commissioner Dudley C. Ericson has launched a twofold program to regulate nitery operators and barkeepers.

Charges were made that certain spots were refilling liquor bottles. Ericson ordered his men to investigate. The liquor in nearly a dozen spots in the Twin Cities alone was confiscated for chemical analysis. Cases are being turned over to federal alcohol tax unit for disposition under the federal act banning refilling.

The other drive is aimed at keeping pinball locations from paying off winners with cash or merchandise. This violates the State law enacted in 1947. Ten Minneapolis bars face court action as a result of investigation by Ericson's men, who cashed pin game chips for money or merchandise.

STRAND, N. Y.

(Continued from page 40)
and You Can't Be True, Dear showed them at their best.

Crosby's *I Put the Penny in the Gum Slot* and *Chi-Baba-Chi-Baba*, working with the girls, showed imagination. In the former he had dialogs with one of the girls, a gum chewer, and in the latter, group comment on the various types of lullabies with comic results. Both numbers were well received.

The Youman Brothers and Frances, accordion, clarinet and violins, is an act that should develop with work. The trio did impressions of different name bands, then a comic arrangement of the *St. Louis Blues* with a fight over the mike. The unit got plenty of fun out of the laughing clarinet.

Toy and Wing, standard Chinese dance act, made a good impression. But they gain most of it from the fact that they are Chinese and do conventional American ballroomology. Their lifts and spins were well received.

Paul Regan, impressionist, works so fast that he leaves his audience way behind. His large range of mimicry included a slew of names ending in a fine take-off on Will Rogers. However, his Peter Lorre, Edward G. Robinson and Frank Morgan have been done so often that the result fell flat.

Pic, Romance on the High Seas.
Leon Morse.

Det. Suburb's New Lounge

DETROIT, June 26.—Joe I. Stewart, former juke box and pinball operator, is putting up a cocktail lounge, the Wayne Show Bar. It will be on Michigan Avenue in Wayne, West Side suburb of Detroit. The opening has been set for approximately the last of August. A straight music policy will be followed, working from a stage in back of the bar.

for a double, or for a single routine of 30 minutes if I use livestock. I am at present the only full-time magician in these parts." . . . L. Raymond Cox, stricken with a serious heart ailment four weeks ago, is still confined in West Ward, Presbyterian Hospital, Medical Center, 160th and Broadway, New York, and would appreciate hearing from magic friends.

George Wagner, who dropped dead during the recent Society of American Magicians' Convention in Atlantic City, where he served as a stage helper at the various shows, formerly toured as an assistant with Blackstone, Dunninger and the Great Leon. Nat Bernstein, New York, and Charles Hopkins, Philadelphia, took care of funeral arrangements and started a fund for Wagner's widow. Mr. Sugar, Pittsburgh undertaker-magician, helped them with the arrangements.

Burlesque

By UNO

ABELLA ANDRE has replaced Faith Bacon on the John R. Ward Shows. The same shows also have Johnny Del Mar as vocalist and manager. Both joined June 19 in Grand Forks, N. D. . . . Milt Bronson, in from the Coast, is returning late this month to again assist Abbott and Costello in their radio program. . . . Sammy Price and Betty Morgan are vacationing at the latter's home in Odessa, Tex. . . . Mary Mack has opened at the Melody Club, Union City, N. J., thru Dave Cohn. . . . Buckwalter Trio, comprising Joe Sandson, guitar; Dave Duda, bass, and Junior Buckwalter, vibes, are at the Wisconsin Hotel, Milwaukee, after four weeks in Dayton, O. . . . Lanni Russell, dance producer, has just completed staging a revue for Nate Engle's Hollywood Midgets, on tour with the James E. Strates Shows, and prior to that, a musical presentation for Rose's Parisian Midgets, touring with Cavalcade of Amusements. Current activities center about a 90-minute revue, *Curtain Time*, with a cast of 16, for the Hilton Hotel chain and set for 20 weeks.

CY AND ALFREEDA WALKER are on tour in their car-checking units for Sportservice, Inc., company that promoted Cy to field supervisor. . . . Globe, Atlantic City, reopened with burly stock June 18, with Jack Beck-booked principals including Sammy Smith, Happy Hyatt, Betty Howard, Tina Nix, Murray Briscoe, Evelyn Knight, Bob Ridley; Will Wright, juggler, and Sol Cavachio, xylophone. The week of June 27, the feature was Dolly Dawson, with Harry Conley added to the comic contingent. . . . Pamela Drake, pianist and singer, is featured in the Circus Room of the Wisconsin Hotel, Milwaukee, with Bob Stevens ork and a trio made up of Ralph Carroll, vocalist; Dick Winans and Bob Stevens. . . . Roxy (Cleveland), stock cast has Lew Denny, Dolly Logan, Francine, featured; Bobbie Parker, Jimmy Matthews and Sue Gaye. All are Jack Beck bookings. Manager Johnny Kane is away to attend the funeral of his mother. . . . Bobby Burns, comic-emcee, after playing clubs in Pittsburgh for a year thru Joe Hiller, George Claire, Sid Marks and Bill Dunn, is back in New York for a summer engagement in the Catskills.

CHICAGO, CHICAGO

(Continued from page 40)
a musical and a routine that has been around too long.

Georgia Gibbs has lost her strong radio and record connections since seen here last and didn't get response of her last trip. Her delivery, too, seems weaker, with her many low curtsies at the end of each number appearing as if she is overly grateful. Chirp's selection of numbers was good, stressing rhythm ballads and novelties which she does well.

Headliner Billy De Wolfe pulled out his standard double-jointed opener, his second-rate bistro cast impress and Mrs. Murkatroyd to completely sew up the show. Guy is suaver than ever and panicked them, especially the fems, who shrieked thru most of his stuff. *Pic is The Fuller Brush Man.*
Johnny Sippel.

Oregon Bookers Organize

PORTLAND, Ore., June 26.—The Theatrical Booking Agents' Association of Oregon, has been formed here with the avowed purpose of establishing higher standards in the booking agency biz. Officers are Monte Brooks, president; Norman Anderson, vice-president; Johany Walker, secretary, and Ranson Meinke, executive secretary. The directors are Brooks, Anderson, Walker, Hazel Rex and Joe Young.

Kitty Wing Drowns In Boat Collision

CINCINNATI, June 26.—The body of Kitty Wing, of the Dorothy Armon Dancers at the Glenn Rendezvous nitery, Newport, Ky., who drowned Saturday (19) in a collision between two speedboats on the Ohio River near here, was recovered Tuesday (22) about six miles below the scene of the accident. The victim's brother, Joseph Wing, New York, identified his sister's body at the General Hospital morgue.

Miss Wing disappeared following the collision which sent the launch of Louis J. (Sleepout Louie) Levinson, co-owner of Glenn Rendezvous to the bottom. The boat's 10 other passengers were rescued, including the owner, who received an ankle injury; Marcia Flynn and Millie Avey, members of the Armon troupe, and Mrs. Levinson, who were hospitalized for minor injuries; Pembroke Myrack, Levinson's brother-in-law; Levinson's son and Bob Evans, ventriloquist on the Glenn Rendezvous bill.

PALLADIUM, LONDON

(Continued from page 40)
top favorites backing American act appearing here.

While the Duke got over his initial nervousness opening night, he failed to go over with any great enthusiasm. The audience tried to warm up to him playing but the sparkle of the old Duke just didn't seem to pass over the footlights.

Ray Nance, singing *Tulip* for Turnip and dancing to the music of the Skyrockets, hit another high spot in the opening night show.

Kay Davis pleased the customers as she sang *Indian Love Call* and *Yesterday* to complete the four American acts billed as the *Septia Panorama*.

Nicholas Brothers

The Nicholas Brothers, who appeared in London last year, had to cut short their act as time ran out before intermission after they had been called back for several encores. Their terrific routine, which featured one brother leading the Skyrockets' *Lady Be Good* while the other carried the vocal spot, brought thunderous hands.

Earl, Vicki and Sasha, in a rope-twirling act, could have done without the whip cracking which closed their turn. It sounded like a series of pistol shots.

Tommy Burke and Company, featuring two midgets, won a big hand as Burke balanced himself by a cigarette holder on the rim of a glass tilted on top of a bottle.

Len and Bill Lowe, two comedians did best with their vocal numbers.

Freddie Sanborn, the speechless comic, did a fine bit of comedy routine as he pulled the show together after a slow start.

Riber and Dantzer proved a smooth dancing team with a routine which brought them back twice.

Jimmy James, together with Breton Woods and Hutton Conyers, had two spots on the bill. Their opening routine caused a roar in a comedy scene on a park bench. Their second spot brought laughs but was too long and they should have rested on their first comedy scene.

Kenneth H. Waggoner.

600 Run Is Aussie Record

MELBOURNE, Australia, June 26.—The all-New Zealand male vaudeville show appearing at the Comedy Theater here has completed 600 performances, which is an all-time Aussie record. The old mark belonged to Pat Hanna's Diggers, who ran 41 performances at Brisbane's Cremorne in 1924-'25, but whereas the Diggers changed their program weekly, the Kiwis made only three changes during their run. Bookings continue to be capacity, and the original plans to visit all Aussie States have been shelved indefinitely.



COSTUMES

Rented, Sold or Made to Order for all occasions. Custom MADE GIFTS. Send 25¢ for Sequin and Hat Hair Ornament and receive Circulars FREE. THE COSTUMER 238 State St., Dept. 2 Schenectady 5, N. Y.

Communications to 2160 Patterson St., Cincinnati 22, O.

Harcourt Dips to Past To call Tommers

CINCINNATI, June 26.—"So theers have made the Hall of Fame," exclaimed James N. Harcourt, Tom show manager, in coming on news that Tom performers lauded by Harry Birdoff, of *The World's Greatest Hit*, 137th birthday anniversary of Beecher Stowe, observed June the Hall of Fame, New York city.

got a great kick reading about the June 26 issue of *The Billboard* said Harcourt. "As you know, are no Oscars distributed among annually. This about evens the e had considerable experience in shows of the past. I guess always remember the troupes made the turn of the century g. When I ran my eye over names of movie stars Birdoff in his speech I tried to identify with the companies with which had once appeared. Here they best as I can recall:

ary Pickford attempted Little in 1896 at the King George House, Toronto, where Joe m coached her on his knee. I e Pearl White made her debut eenridge, Mo., where she re the Eva who was down with easles. I cannot remember the of the company, but believe readers might know. Dolores llo enacted Little Eva in the May and Cecil Spooner Stock any at the Bijou, Brooklyn. Fay er's debut was as Topsy, about at the op'ry house in El Paso, Harry Carey, I recall, played rolley parks for peanuts with Livingston's show. Guy Kibbe he St. Clare in Al W. Martin's any. Frank McHugh was the with the Ralph W. Chambers diate Players in Pennsylvania. ber Tracy had the George Harris with the Wright Players in Grand ls, Mich.

rdoff evidently failed to mention a Holmes, a former Eva, who a reputation in Kalem railroad res. There was also Belle Ben- sister of Joan and Constance. member her as Little Eva quite Like numerous others in Tom anies, she was caught by the e scouts. Well, the Tommers have come a way. Shucks, we're history!"

aning Conn. Drive-In

HARTFORD, Conn., June 26.—Ap- tion has been made with the police commissioner by Fred rano, of Waterbury, Conn., for tificate of approval for an out- motion picture theater, to be ed on Route 6A, Southington, ., on land owned by N. Ric- jelli.

n Heads Conn. Theater

EWINGTON, Conn., June 26.— Finn has been appointed man- of E. M. Loew's Hartford Drive- theater here, succeeding Vincent ien, who has been transferred by circuit to an out-of-town position.

6MM. PROGRAMS RENTED—\$7.50

ists of musical and action features for sale at 0 each. Empty 1600 ft. Reels, \$1.50 each. Cleaning Fluid, \$2.00 per quart. Ampro Projector, complete, \$225.00; ready to show. Panoram Semiauto Projectors, in cabinet, for 00 each. Free lists.

SIMPSON FILMS
DAYTON 3, OHIO

FOR RENT OR LEASE

lete Tent Outfit, 1500 Seats, Stage, Light and Trucks. One night, three-day stand. Have and working crew. Will work percentage at admission. No money needed. Will run south November. Can use picture and vaudeville for Show. Address: WM. KETROW, c/o Terrell a, Winter Quarters, Peru, Ind.

Mich. Caravaners Plan Summer Tour

BENZONIA, Mich., June 26.—Michigan Caravan Players will begin their second summer, touring in repertory and playing halls in North-western Michigan resort areas. The troupe will produce its rep in the Community Auditorium on Crystal Lake here, opening July 1, and will go on the road July 12-August 15.

Rep includes *The Late Christopher Bean*, *Outward Bound* and *The Drunkard*, augmented with vaudeville and specialty acts. The company trouped *Crazy House* last summer, making one-night stands in smaller towns.

Al LaGuire is producing director, heading a cast of 15, with John Rogers, Joyce Biber, Victor Paul and Arthur Stanlow in leading roles. Jim Edwards, of Lansing, Mich., is technical director and designer.

The group will ask \$1.20 top and 50 cents general admission. Cast members are backing the enterprise co-operatively.

2 More Drive-Ins For Spokane Area

SPOKANE, June 26. — Construction of Spokane's third and fourth outdoor theaters will start soon.

E. W. Baker and Lowell Thompson, operators of the Motor-In Theater, last week announced plans for a \$100,000 drive-in. Dorian C. Toland, Tremonton, Utah, followed with the announcement he will build a \$150,000, 630-car drive-in with in-car speakers and service from the concession rooms to cars via scooters.

Rep Ripples

E. G. NURMIE, writing from Carl- ton, Wash., says he has had films in that sector for three months, playing 50 sponsored dates to good biz. He has doubled up with Henry Noyes, Spokane, and they have a tent pic outfit in Central Oregon. . . . Costa Show, four in cast, reports good biz thru Western Ontario, but only fair results at seven dates in Northern Michigan. Unit is skedded to return to established Canadian territory. . . . George D. Keefe, Portland, Me., wants to know whether Walter Leonard, of Glens Falls, N. Y., is still active. He would like to read rosters of Coburn's Minstrels, 1906-'07, and asks whether any one is still around who was with Floy-Crowell Company.

ALLAN DOWNES is readying a four-people trick to play established Pennsylvania territory for a six-week season, opening June 17 near Susquehanna. E. F. Hannan's *On Vacation* will be presented. . . . Rintell and Cowley have a vaude-pic unit in the Champaign, Ill., area.

G. A. (Toby) Carlin, who has been making a few weeks with hill-billy minstrels, will go into fair and carnival bookings. He recently bought the tent outfit of A. H. Gregory, Meridian, Miss., which he will use this summer. . . . Foster Gray, who has a vaude-pic org in Lee County, Alabama, is moving toward West Texas. He reports slow biz in Georgia and Alabama. . . . D. G. Davis, who has been showing 16mm. pix around Paulsboro, N. J., since first of the year, will move into New York State, continuing to play halls. He will present short-cast bills and Fred and Emily Burkett will be in the cast. . . . Daley Players, three people, opened their summer season at Bridgeton, Me., June 3, and will show one-day stands, mostly in Northern Maine.

McKennon Points New Show Toward West Texas Stands

ABILENE, Tex., June 26.—Altho crop conditions in the territory are not as good as they were last year, Joe McKennon believes chances good for a big season for the new McKennon Stage Show which opens its season here July 9 with an eight-day stand under American Legion auspices.

A combination of the Marian McKennon Players and the Harley Sadler Show, McKennon has set up a route thru August 31 in West Texas, established Sadler territory, and has announced that because of the show's size (2,300 seats), many small towns heretofore played will be eliminated. Longer engagements in the larger towns will be substituted.

If Sadler joins the show at all, it will be late in the season, said McKennon. Sadler is running for State senator from his district, and his political work and oil interests will keep him busy most of the summer, it was said. McKennon said Sadler will be one of the Texas committeemen at the Democratic national convention at Philadelphia in July. Sadler was named to that post at the recent State convention in Brownwood. He and Mrs. Sadler plan to spend a week's vacation in Philadelphia prior to the national gathering.

Rehearsals are expected to start in winter quarters here July 1. It is planned to use eight old-timers such as *Ten Nights in a Barroom* and some Toby bills on the tour, said McKennon. Most of them will be two and three-set bills—more than most rep shows have carried in years. All

Conn. Zoning Board Hears Petition for Bernstein Drive-In

HARTFORD, Conn., June 26.—The zoning board of appeals of near-by Bristol, Conn., has reserved decision to July 12 on the petition of Albert Bernstein, president of the Bristol Livestock Company, to change city zoning laws to allow construction of an outdoor theater there.

The board held a lengthy hearing last week, with area residents opposing Bernstein's petition by declaring they desire to keep the section residential.

Attorney Joseph P. O'Connell, counsel for Bernstein, told the hearing, however, that the petition was the result of a trend for business areas to develop in the outskirts. He added that the noise would be negligible because portable individual receivers are to be used, and he claimed that the area was sufficiently large to handle traffic and parking.

Conn. Trio Plan Drive-In

HARTFORD, Conn., June 26.—Charlie Lane, of West Hartford, former field man for Altec Service Corporation; David J. Willig, Albany, N. Y., drive-in theater operator, and Dr. M. N. Kahashin, Ludlow, Mass., have started construction of a 630-car capacity drive-in theater on Route 5, between Wallingford and North Haven. Completion is due by mid-summer.

plays will have special scenery designed by Marian McKennon and painted by Morris Rose. The latter is now completing the lettering of trucks, which will bear, "Harley Sadler Presents the McKennon Stage Show." When this work is finished the trucks will go to a local garage for overhauling. McKennon, also reported that he is designing 18 types of special paper for the tour.

LOOK

FAMOUS VICTOR MODEL 40-B
16MM. SOUND ON FILM
PROJECTORS



- POWERFUL AMPLIFIER
- HEAVY DUTY 12" SPEAKER
- MICROPHONE-PHONOGRAPH INPUT
- SILENT & SOUND SPEEDS
- FORWARD & REVERSE
- TAKES 1000 WATT LAMP
- SAFETY FILM TRIPS

Thoroughly Reconditioned. Complete—Ready To Run. **\$214**

We specialize in serving Roadshowmen, Film Rentals and Sales, Equipment Sales. Trades Accepted. Send for Lists.

MOGULL'S 68 W. 48TH ST. ("AL")
NEW YORK 19, N. Y.

ROADSHOWMEN!

NEW LOW PRICES—
SUMMER SPECIALS

Westerns . . . \$5.00 per day; \$10.00 per week
Features . . . 7.50 per day; 12.50 per week

NEW PRINTS • SHORTS

Dependable Service
Many Pictorials, Hoppys, Fuzzys.
A host of new attractions.

DISTRIBUTOR'S GROUP
756 W. Peachtree St., N. W., Atlanta, Ga.

\$19.50 PUTS YOU IN SHOW BUSINESS

We supply you complete 16MM. Sound Projector and Films. Everything ready for showing. Be your own boss. EARN BIG MONEY. Write SOUTHERN VISUAL FILMS, 68 Monroe (Dept. BB), Memphis, Tenn.

35MM. BARGAIN SALE

Westerns and Features, complete, \$15.00 each and up. Programs rented, \$7.50. Universal Sound Projector, complete, \$195.00. Late Musical Westerns, \$50.00 each. Shipping Cases, 2000 ft. capacity, for \$4.00 each. Poster Supply. Free lists.

SIMPSON FILMS
155 HIGH DAYTON 3, OHIO

DRIVE-IN THEATRE EQUIPMENT
Complete new 35mm. Sound and Projection Equipment for Drive-Ins—\$2,974.00; construction and operating instructions furnished. 16MM. FILMS RENTED—\$5.00. Advertising furnished. Used 16mm. and 35mm. projector bargains.

ACE CAMERA SUPPLY
150 N. Irby St. Florence, S. C.

HOP ON THE BANDWAGON OF EASY SUMMER PROFIT

Write for our "can't miss" sound film plan—Restricted to Southeastern States.

Specials { USED 1600 ft. REELS, \$1.00 each
USED 16mm. SOUND PROJECTORS, \$89.50—\$210.00
USED SOUND FEATURES AND SHORTS, From \$4.95 per reel

ROADSHOW FILMS BOX 726, RALEIGH, N. C.

THE FINAL CURTAIN

AGAR—Jane, 58, former actress, June 10 in Lakewood, O. Following her debut in *A Kiss for Cinderella* with Maude Adams, she appeared in *Ziegfeld Follies*, *Kitchy Koo* and in several Henry W. Savage productions. Miss Agar also appeared in pix.

ALLEN — Alfred S. (Happy), former vaudevillian, June 20 in Detroit, of a stroke. He was on the road for many years, part of the time in a dance team with his wife, doing a skit titled *The Boys of Long Ago*. He retired about 20 years ago. His widow and one daughter survive. Interment in Kankakee, Ill.

ATHERON—Gertrude, 90, author of over 60 novels, June 14 in Stanford Hospital, San Francisco. Her first novel, *The Doomsday*, was published in 1892; her last, *My San Francisco—A Wayward Biography*, in 1946.

BAFUNNO—Marie A., 45, organist, choirmaster and daughter of the late Anton Bafunno, who formerly conducted a band composed of his children, June 13 in St. Louis.

BATCHELDER—Alice C., 74, founder of the Pasadena (Calif.) Civic Orchestra and the Coleman Chamber Music Association, June 17 in Pasadena. Her husband, Ernest, president of the Pasadena Community Playhouse Association, survives.

BEEHLER—Monty, 52, owner of the animal circus with the O. C. Buck Shows, June 11 in Buffalo of a heart attack. Survived by his widow. Burial in St. Matthew's Cemetery, Buffalo.

BOYLE—George F., 61, pianist, composer and teacher, June 20 at his home in Philadelphia. As a child prodigy he toured Australia, New Zealand and Europe. He came to America in 1910 to head the piano department of the Peabody Conservatory, Baltimore. In subsequent years he gave recitals all over the country and appeared as soloist with many symphony orchestras including the New York Philharmonic. In recent years, he and his wife, Pearl, conducted the Boyle Piano Studios in Philadelphia. Besides his wife he leaves two daughters. Burial in Philadelphia June 22.

BRACKETT — Mrs. Elizabeth Fletcher, wife of Charles Brackett, Hollywood writer-producer, at Bel-Air, Calif., recently. Survived by her husband, two daughters and a sister. Services and burial in Saratoga Springs, N. Y.

BRANT—Father of Bill Brant, disk jockey at KDKA, Pittsburgh, June 14 in Florida.

BROWN—Alice, 90, novelist, playwright and poetess, June 21 in Boston. In 1915 she won the \$10,000 Winthrop Ames prize for her play, *Children of Earth*. Her most recent play was *Pilgrim's Progress*. Aside from her plays, Miss Brown wrote many books and poems.

CARLIN—Martin D., 38, brother of Cynthia Carlin, actress, and Roger Carlin, with Music Corporation of America television, June 14 in San Francisco.

CHANDLER—C. Bert (Kewpie), 52, former tabloid comedian and minstrel, June 16 at his home in Springfield, O. He and his wife once owned the *Be Happy Revue* on the Joe Spiegelberg Time in the South. Chandler had also been with the Lassie White Minstrels, the Gene (Honey Gal) Cobb musical tab and other shows on the Sun Circuit, for a time was associated with Billroy's Comedians. Survived by his widow, two sons and a daughter.

CLARKE — John, 74, actor and former opera singer, June 19 in New York. After singing for several seasons in London's Covent Garden and in opera companies in Vienna and Budapest, he appeared in the *Ziegfeld Follies* on Broadway in 1920, followed by *The Three Musketeers* in 1921. In 1927 he played a feature role in the English production of *Princess Charming* and returned to New York to appear with Grace Moore in *The Du Barry*. Other

Broadway appearances included *Boy Meets Girl*, *Room Service* and *The Boys From Syracuse*.

CLIFFER—Mauri, 37, radio emcee, in Studio City, Calif., June 3 of a heart attack. He was driving to Station KMPC to conduct his recorded program, *Teen and Twenty Time*, when stricken. Survived by his widow and two children. Burial at Beth Olam Cemetery, Hollywood, June 7.

CORNWELL—Mrs. J. W., 26, trapeze performer with the J. A. Gentsch Shows, in Madisonville, Ky., June 19 when she fell from swinging ladder during her routine. Survived by her parents.

CRAVEN—Leonard, 42, composer and an authority on Oriental and Near Eastern music, June 16 in New York. His widow, Wadiya Atiyeh, Arabian singer and diseuse, survives.

DARLING—Alfred, 70, former theater manager, June 18 in New York. He managed theaters for Percy G. Williams and the Colonial Theater in New York.

DIETZ—A. T., 85, founder of the Concession Supply Company, Toledo, and inventor of a cotton candy and ice cream cone-making machine, June 10 in Crestline, O., of a heart attack. No immediate survivors. Burial in St. Joseph's Cemetery, Crestline, June 12.

ELLIS—Mrs. John, known in show circles as Madame Rose Ellis, June 21 in Girard (Kan.) Hospital. Survived by her husband.

FRANCES — George (Sym), 51, vaude performer, theatrical agent and emcee, June 24 at the Belmont Hotel, Milwaukee, of a heart attack. Frances entered show business when 14 and had toured the Orpheum Circuit as a solo cornetist. Later he operated booking agency in various cities and promoted hillbilly radio acts in Wisconsin. A showman for 36 years, he was last an emcee in Philadelphia niteries and hotels. Survived by two sisters, Martha Victor and Sophie McLaughlin, both of Milwaukee, and a brother, E. A. Sym, Miami. Burial in Milwaukee June 26.

FULLER—Edward (Mortimer), 60, concessionaire for the past 30 years, recently in Houston. He was last with *Brewers' United Shows*. Survived by a son, two daughters and two sisters. Burial in Forest Park, Houston.

GWYNN — John W., 54, circus trouper with the former *Mighty Haag* and *Rose Kilian* circuses, June 14 in Memorial Hospital, Riedsville, N. C. In late years he had been playing schools with movies. Survived by a daughter, Mrs. R. W. Apple, Riedsville. Burial in the Baptist Church Cemetery, Leaksville, N. C.

HICKS—Walter B. (Chicken), 68, former Ferris Wheel operator with the *Enterprise Shows*, June 16 at his home in Warren, Ill. Survived by his widow and two sons, Milo and Clyde (Tiny), the latter the fat man with the *Royal American Shows* last season, and a daughter. Burial in Elmwood Cemetery, Warren.

IN LOVING MEMORY

Of My Husband

WALTER B. KEMP

Who passed away on
June 25, 1943

MARJORIE

KASZNAR—Mrs. Cornelia Wolley, 48, wife of Kurt S. Kasznar, Viennese playwright and actor now appearing

in the New York production of *Joy to the World*, June 20 in New York. She aided many young musicians and stage aspirants. Besides her husband, a daughter from a previous marriage, Cornelia Hopkins Wolley, also survives.

KENNEY—Bert (Blue), 67, vaude, minstrel and musical comedy performer, June 18 at his home in New Albany, Ind., of pneumonia. Kenney entered show business in 1899 as a singer with the Barlow Bros. and Coburn minstrels. He was with the musical comedies, *The Red Feather* and *The Girl in the Clouds*, and in 1906 turned to vaude in the comedy act of Brown, Harris and Brown. In 1908 Kenney organized an act with Booth Platt and some years later became an outstanding blackface monologist and headliner on the Keith and Orpheum vaude circuits as Kenney and Nobody. In 1912 he introduced the song, *Hesitation Blues*. Survived by a daughter, Mrs. Ray Allen, Hollywood.

KING—Bert, 45, originator of the *Blind Date* radio show, recently in New York. At one time he was associated with the Fabian theaters and later the Fox theaters in Brooklyn. Recently he was doing a single auctioneer act in theaters and cafes.

KLINE—Mrs. Anna M., 63, known professionally as Mme. Rialta, June 9 in Poughkeepsie, N. Y. She is credited with originating the *Flame Dance* at Tony Pastor's music hall, New York. Her husband, Henry, survives.

LEVEY—Sam, 71, Detroit theater owner, June 19 at his home there. He started as a concessionaire in the former Detroit Opera House and subsequently advanced to manager. He later bought that theater and the Cadillac Theater, which played burlesque. Both closed some 15 years ago. In 1935-'36 he presented *Alla Nazimova* in a New York production of *Ghosts*, which later toured the country. Survived by three sisters. Interment in Woodmere Cemetery, Detroit.

LEYTON—George, 84, character actor and singer, June 5 in London. He appeared in many British productions including *True Heart*. Leyton also played in musicals and in London variety theaters.

MARTIN—Roy J., 54, vaudevillian, June 15 in Detroit of a heart attack. Martin did a hillbilly musical comedy act and was best known on the West Coast. An effort was being made to locate relatives, with the Wayne County coroner at Detroit holding the body for disposition.

McENANEY—Frank, 77, former rep actor, producer and director, June 15 in Springfield, O., at a home for the aged. He was known professionally as Franklyn McNarry and was associated for a time with the *Stair & Havaland Circuit* years ago.

NIXON—James D., 49, nitery manager, June 17 in Kansas City, Mo. For the past 15 years he had managed *Mary's Club*. His widow, a son and two brothers survive.

O'BRIEN—Dr. Vincent, musician, June 22 in Dublin, Ireland. His pupils included John McCormack. For the last 15 years he had been musical director for Radio Eireann.

ONRI—Adele Purvis, 84, former vaude and circus performer, June 16 in New York. Her husband, the late Walter H. Clark, was known professionally as Romolo. Burial in Maple Grove Cemetery, Queens, N. Y.

O'RIORDAN — Conal Holmes O'Connell, 74, novelist, playwright and director of the Abbey Theater of Dublin since 1909, June 18 in London. His plays included *Shakespeare's End*, *Rope Enough* and *Napoleon's Josephine*. O'RIORDAN was also a prolific writer of stories and novels.

PEREZ—Victor A., 67, former movie operator in Mobile, New Orleans and Chicago, in Chicago, June 10. Survivors include his widow, Josephine, Chicago; a daughter, Mrs. E. J. Sanders Sr., and three sons, Victor, Richard J. and Ernest Perez, of New Orleans. Burial, New Orleans June 13.

PLAYFAIR—Lady, 71, retired actress, June 8 in Sandwich, England. Prior to her marriage to Sir Nigel Playfair, actor, she was known on the London stage as May Mart. Three sons survive.

PLOTKIN—Sam, operator at the Piccadilly Theater, Detroit, June 17 in Veterans' Hospital, Van Nuys, Calif. Survived by his widow and daughter. Burial in Machpelah Cemetery, Detroit.

RICKER — Alan (Frank Florence), 38, eccentric dancer and comedian, recently in Los Angeles. A protege of the late Jack Donaghy, Ricker had appeared with Ken Murray, the late Ted Healy, and in Bill Rose's *Crazy Quilt*, and was with the A. B. Marcus Show on its world tour. Survived by a daughter, Elizabeth Florence. Burial in Newton (Mass.) Cemetery.

RICHMOND—Warner, 53, stage and film actor, June 19 in Los Angeles. He left the stage in 1922 to go into pix.

ROGIN—Mrs. Mae, 54, former actress, June 11 in Peekskill, N. Y. She was a graduate of the Dramatic Art School in Chicago, toured Canada on a chautauqua circuit, and later appeared on Broadway. Her husband, a sister and a brother survive.

ROTHIER—Mrs. Jeanne Simons Charpy de Maubourget, 72, coloratura soprano, June 13 in Yonkers, N. Y. She made her debut in 1905 opposite her husband, Leon Rothier, basso, *Les Huguenots* retiring in 1910 when Rothier joined the Metropolitan Opera. Survived by her husband and a brother.

SEFFERINO—Mrs. Clara Bergini, 74, mother of William F. Sefferino, president of the Sefferino Roller-drome Club, Inc., Cincinnati, June 22 in that city. She was the widow of Peter Sefferino, showman. Survivors include another son, Clifford, national champion professional speed roller skater, and a daughter, Violet.

USHER — Mrs. Fannie Power, vaude actress of 25 years ago, June 18 in Milford, Mass. Beginning her career at 11, she later became a Keith Circuit headliner. She and her late husband appeared in dramatic and comedy acts as Claude and Fannie Usher.

WILSON—Mrs. Anna B. Palmer, retired music hall singer, known on the stage by her maiden name, recently in Brooklyn.

WING—Kitty, 22, member of the Dorothy Arman chorus at the Glen Rendezvous, Newport, Ky., drowned in the Ohio River June 19 when her motorboat of which she was an occupant collided with another boat in midstream.

Marriages

BEWICK-BARROWS—Doug Bewick, announcer and disk jockey of *Rhythm Society* over WSPR, and Anita Barrows, who conducted the platter show, *High Time*, over the same station, recently in Springfield, Mass.

BRAHIM - TOPPING — Abdulla Ben Brahim, of the Four Moroccan Arabian tumblers, and Nan Topping, singer, June 16 in Detroit.

BROWN-KANIN—Mendie Brown, radio writer, and Ruth Kanin, fashion specialist for legit, June 17 in New York.

DRAKE-FOGEL—Johnny Drake, one of the Modernaires, vaude and nitery act, and Marion Fogel, June 12 in Pittsburgh.

Communications to 155 No. Clark St., Chicago 1, Ill.

C. Sellout for Night of Thrills

Wirth sells 2 shows, collects a full, altho initial and rain dates are cancelled

WASHINGTON, June 26. — The annual Night of Thrills, rained on two previous occasions, was presented to a capacity (34,000) audience in Griffith Stadium today (22). Talent was again secured thru Frank Wirth, New York agent, by the sponsoring Masonic Eastern Star Home.

The Wirth show, lasting an hour and fifteen minutes and presented on two stages was featured at night followed by a fireworks display staged by Fred C. Murray, of the International Fireworks Company. The program started shortly after noon with a double-header ball game. This was followed by the crowning of a queen, parade featuring about 20 bands and a finish in the infield of a 10-mile marathon.

Wirth had only one day in which to arrange for the appearance of Betty and Benny Fox, aerialists; Jessy's high act; Capt. William Meyer and Starless Night; Laddie Lant; Donnelly and Bob; Great St. Louis Troupe; the Briants, pantomime; Parks and Lucille; Los Ridolas; Robb's Miniature Circus and Bumpy Anthony.

Previously inked for the date, and led in full by Roger Q. Mills, show chairman, despite the enforced cancellation of the program, were, besides the acts mentioned above, Bohn and Bohn; Mario and Francisco; Flynn; Hartzells; Jack and Jennie; Joe and Babe Segrist; Hip Raymond, Great Arturo and Kay and Karol.

About 24,000 were in the stands Friday night (18) when rain caused a postponement. Inclement weather postponed the rain date, Saturday (9).

Me., New Hampshire Good for King Bros.

DOVER-FOXCROFT, Me., June 26. — King Bros. have played to capacity and near-capacity houses the past 10 days on their tour of Maine and New Hampshire, despite rain and threatening weather on a couple of occasions.

At Augusta, Me., a capacity crowd greeted the org at both performances, despite a last-minute switch to a smaller lot because of wet grounds.

A strong house was on hand for both performances here.

Ideal weather and a full house saw the evening show in Berlin, N. H., with a near-capacity crowd on hand for the matinee.

A three-quarter house defied threatening weather and a shower to see the night show at Laconia, N. H., after rain cut attendance at the matinee.

Catherine Blanton Shows Improvement After Mishap

DETROIT, June 26. — Catherine Blanton, aerialist with the Parroff Trio, critically injured in a fall at Edgewater Park three weeks ago, is showing improvement in Redford Receiving Hospital here.

Her father is planning to take her back to her home in Kentucky by ambulance in the near future.

Doctors say she will be in a body cast for about four months.

Sunbrock's Latest Score:

One Hit, He's Out — on Bail, Also \$4,413 as AGVA Moves In

KANSAS CITY, Mo., June 26. — Larry Sunbrock currently is out on \$5,000 bail, pending trial in Federal Court here.

The thrill show-rodeo promoter is charged with socking Leslie C. Evans, internal revenue collector, here June 18.

Sunbrock, according to the charge, struck Evans in the face while the collector was outlining to him the correct manner of selling tickets and of recording their sales thru serial numbers.

The incident was but a part of the trouble in which Sunbrock became embroiled here. The local sheriff's office June 19 confiscated the sum of \$4,413 found in the ticket office of Blues Stadium, where Sunbrock was promoting a three-day rodeo.

This action was taken on an order drawn by Vincent Lee, local representative of the American Guild of Variety Artists (AGVA) at the instruction of Jack Irving, Midwest AGVA chief. Total of \$3,695 was due AGVA members from a promotion Sunbrock staged in Baltimore. Other Sunbrock creditors also sought to attach the money here, but AGVA established its prior claim.

Prior to his appearance here under the name of Jimmy Allen, Sunbrock last had reported himself to be in

Paris. His wife was here with him on the rodeo promotion, and it was she who rented the stadium.

Polack Fresno Date OK After Slow Start

FRESNO, Calif., June 26. — Business for Polack Bros.' Circus (Western) failed to equal the record set here in 1936 but did manage to give the Sciots a profit on par with last year.

Even that didn't appear possible at first. The date opened slowly Sunday (13) but increased steadily as the week progressed. By Friday, attendance reached capacity.

The show was back indoors, at air-conditioned Memorial Auditorium, after trying it in the open last year. Mickey Blue's promotion was satisfactory in face of adverse conditions but the membership ticket sale took a nose dive. It was the door sales that saved the date.

After closing here Saturday (19) night, show had a four-day lay-off before opening Wednesday night (23) at Bakersfield in front of the fairgrounds grandstand. Mickey Blue went to Long Beach for his next date.

Close-Ups:

Charlie Zemater Stumbles Into Job; At It Now For 24 Years

By Jim McHugh

(This is another of a series on little-known facts about prominent people in outdoor show business.)

CHARLIE ZEMATER, an acrobat at the supposedly tender age of nine, literally stumbled into the booking business. The stumble which was to change his entire career took place in 1924; and Charlie, now 59, has been in the booking end ever since. A top-flight horizontal bar performer at the peak of his career as an acrobat in '24, Charlie actually stumbled and fell while in New York. His hand was broken in the fall. Confronted with 70 weeks of solid vaude booking, Charlie returned to his family in Chicago, and, chaffing at the inactivity, he rushed his return. This proved disastrous. In the first workout after his fall, his hand gave out, Charlie fell against a bar with great force, and his pelvis bone was fractured. That spelled the end of his career as a performer.



CHARLIE ZEMATER

While recuperating, Charlie had ample time to mull his future plans, and he joined the late Honest John Bentley, Chicago vaude booker. He continued that association until '29, when he launched his own booking office. He concentrated at first on vaude, shifting later into the outdoor field, and finally giving all of his attention to booking fairs, celebrations, circuses, and other outdoor events. His specialty is, and has been, thrill-type circus acts. In this, he not only books many high acts but also agents for some of them.

An accomplished performer, Charlie has played a part in re-routining some of the top outdoor acts. This has enabled not a few to raise their standards and pay. The late Great Gregoresko, billed as "The Man Who Hung Himself," was one of Charlie's top offerings from 1939 until July, 1947, when Gregoresko died following a sudden illness. When Charlie first took over as agent for Gregoresko, The Man Who Hung Himself was getting the \$125 a week. At his death, Gregoresko's drawing power had lifted him to the \$1,250-a-week class.

(See CHARLIE ZEMATER, page 55)

Grand Forks Hit by Rain; Ward Suffers

Ernie Young Show Clicks

GRAND FORKS, N. D., June 26. — Rain pelted North Dakota State Fair here this week. It slashed attendance, washed out three afternoon track attractions and one night grandstand show, and at the same time dealt a staggering blow to the John R. Ward Shows on the midway.

The weather, according to veteran fair officials, was the worst in history of the event. It was fair only one day, Friday (25). Today in the afternoon it was cloudy and misty, carrying sufficient threat to cut attendance of out-of-towners, and in the evening it was cool. What's more, the heavy rains in the early part of the week had made automobile driving treacherous and this pruned attendance even when the weather took a turn for the better Friday.

Sees Win for Fair

Yet despite all this, the six-day event which officially closed tonight was expected to break even. In fact, Manager Ralph Lynch went so far as to predict it would win some money providing it doesn't rain tomorrow. Then a tacked-on program featuring hot rods and jeep racing will be presented, tho the other fair attractions meanwhile will have folded.

Hardest hit this week were the Ward Shows. It had to contend with the powers that be as well as the weatherman. Late in the week the sheriff's office indicated that to conform to Grand Forks standards the Penny Arcade and several shows, the gal and jig units among them, should be shuttered. They were, tho some were re-framed and then reopened. The Gal Show was turned into a Hillbilly Show and the Penny Arcade stopped dispensing picture cards, but the Minstrel Show did not reopen.

Tonight the Ward Shows suffered (See WARD WALLOPED on page 82)

Cash Miller Replaces Hale at Savin Rock; Manages Three Units

SAVIN ROCK, Conn., June 26. — Cash Miller, veteran midway op, until recently with the Prell Shows, has shifted to this resort where he represents the Associated Independent Midway Operators, Inc. The AIMO, headed by Ray Marsh Brydon, operates the Palace of Wonders, a combination freak and novelty show. Miller also manages an iron lung, a Greco Brothers unit, and a wildlife exhibit, operated by Mrs. Gertie Miller, here. All three attractions reported good business last week-end.

Cash and Mrs. Miller will remain here until late August, when they will play a Central West fair route for the AIMO. In coming here, Miller replaces Walter Hale, who recently severed his relations with Brydon.

On a visit here, Brydon reported the Side Show he operates at River-view Park, Chicago, has continued good business in the face of mixed weather. He reports that unit's gross up substantially over last year. While in the East, Brydon also visited the AIMO's Palisades Park Side Show unit, which is managed by Ray E. Thomas and Jimmy Hurd.



Camel SHOW TENTS

have the rest Beat a Mile!

Camel HAS BOTH THE EXPERIENCE AND FACILITIES FOR MAKING ANYTHING FROM A SMALL CONCESSION TO A CIRCUS "BIG TOP"!

WRITE FOR OUR FREE LIST.

DESCRIBING ALL SIZES, COLORS, STYLES AND TRIMMINGS. OUR DUCK IS WATER PROOF, MILDEW PROOF & WEATHER PROOF.

Quick Delivery!

COMPLETE OFFERING OF CAMP EQUIPMENT



CAMEL Mfg. Co.
329 S. CENTRAL STREET KNOXVILLE 60, TENNESSEE

*Serving Showmen
Of The Southeast
SINCE 1919*

ANCHOR TENTS



CARNIVAL TENTS SHIPPED WITHIN
5 DAYS
AFTER ORDER RECEIVED!
SLIGHTLY MORE TIME
REQUIRED
FOR SHOW TENTS
WIDE SELECTION OF MATERIALS
AND TRIM

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

NEW LOW PRICES

SIDEWALL

NEW WATERPROOF MILDEWPROOF

MICHIGAN SALVAGE
417 W. Jefferson Ave., Detroit 26, Mich.

Following finished sizes, complete with Grommets and Rope. Made of approx. 8 oz. material, Green or Khaki.

6'x100'	\$54.58	8'x100'	\$80.00
7'x100'	\$55.04	10'x100'	\$84.48
		8'x100'	\$71.52

Made in any length at the above rate per running foot.

• Satisfaction Guaranteed. Prompt Delivery.
"If It's Made of Canvas, We Make It."
25% Deposit—Balance C. O. D.

T-E-N-T-S

CARNIVAL, CONCESSIONS, CIRCUS, SKATING RINK.

"Tents With That New Look."

Individually designed by Jimmy Morrissey. Beautiful lustrous colors. Write—Wire—Phone

ALL-STATE TENT & AWNING CO.
300 E. 9TH ST. (Phone: Harrison 6867) KANSAS CITY, MO.

TENTS

ANYTHING IN CANVAS

Tents—Concession, Gypsy, Camping, Flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops. Wire, write or phone. Quick delivery.

TENTCO CANVAS, INC.
130 GREENE STREET Phone: Walker 5-1299 NEW YORK 12, N. Y.

TENTS

All Sizes—NEW AND USED—All Styles.

BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

E. G. CAMPBELL TENT & AWNING CO.
100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

FLYING SCOOTERS

QUEEN OF THE FLYING RIDES

With 1948 Streamlined Cars

EIGHT CAR PORTABLE RIDE • STATIONARY & ELEVATED PARK RIDE • NEW JET KIDDIE RIDE

BISCH-ROCCO AMUSEMENT COMPANY
5441 S. COTTAGE GROVE CHICAGO 15, ILL.

NEW MODERN RAZZLES

Charts lay inclined in boxes. Point and Coupon Charts are interchangeable.

Can supply Plastic Balls and Point or Coupon Charts on Masonite.

Write for Prices and Particulars.

MACK McFARLAND
HOTEL SENATOR, 915 WALNUT, PHILADELPHIA, PA.

Crowd Lures Contracted for Lowell's "4th"

NEW YORK, June 26.—John F. Carney, resident promoter of the Lowell, Mass., July 4 celebration, during a three-day visit, wrapped up several crowd-getting features, began negotiations for at least two more, and contracted with Leonard Traube, of Leonard Traube Associates, to represent him here for public relations and radio and as general consultant.

The event, limited in the past to a 24-hour period embracing the holiday, has been extended to five days, July 1 thru 5. Exposition features, including commercial-industrial exhibits, paid attractions, rides, shows and concessions and high-powered promotion are all programed to bolster attendance thruout the doings which in the past, as a one-day event, has frequently drawn crowds estimated as high as 1,000,000.

Radio Lure

Carney was granted use of the title, *Queen for a Day*, by the Mutual Broadcasting System and will develop a show along its lines for his Lowell date. The plan is to tie in local merchants with a resultant give-away of prizes on a par with the hefty loot offered by the radio show.

Carney also received franchises from Bert Nevins, Inc., to run Mrs. America contest eliminations at both Lowell and at a Mardi Gras which he will promote August 16-21 at Worcester for the Massachusetts convention of the American Legion. The winners representing the two cities will be sent to Asbury Park, N. J., to participate in the finals September 12.

Mutual Commentator Inked

Henry J. Taylor, well-known war correspondent and commentator on the Mutual Broadcasting System, has also been signed up for an appearance at Lowell July 4 and will go on the air with a commentary on the celebration and its significance.

Carney announced that most of the available space has already been sold. Twelve rides owned by William T. McNally and eight owned by Henry Finneral, of the Merit Shows, a local org, have been inked. Glen Porter, side show operator with the World of Mirth Shows, will present a second unit at the celebration.

New A. C. Auditorium

ATLANTIC CITY, June 26.—Management of the Jefferson Hotel has filed plans for the construction of a small convention hall, on which \$100,000 will be expended. The new building will house a cafeteria on the ground floor and an auditorium accommodating 900 persons will occupy the second floor.

SHOW CIRCUS CONCESSION MERRY-GO-ROUND

TENTS

CENTRAL Canvas Company
HARRY SOMMERVILLE—FOREST GILL
121 West 8th Street Kansas City 6, Mo.

Special Tent Sale

Slightly used surplus waterproof and fire resistant Tent Tops, 20x52, \$95. Used Top only, 30x100, round ends, good condition, two middle pieces, no poles, \$195. Concession Tents all sizes, 1/3 Deposit With Order.

MAIN AWNING & TENT CO.
230 Main St. Cincinnati 2, Ohio

TENTS SHOW CANVAS

CARNIVAL, CONCESSION, CIRCUS

Prompt delivery any type tents to order

Tents of Royal Blue, Forest Green and Khaki Dyed or Flameproofed. Red, Blue and Orange for trim.

Write Today

Hoopers Flameproofing Compound

"SID" T. JESSOP GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO.
2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870



GOVERNMENT SURPLUS Like New!

40x40 Round End	\$ 98.00
40x60 Round End	220.00
40x80 Round End	300.00

Tops Only—Less Walls and Poles.

WATER STORAGE TANK

5' high, 12' diam. Capacity 3000 gal. Made of heavy "Glass Cloth" rubber coated. Brand New—Complete. Orig. Cost—Over \$300.

TENT STOVES (burn wood or coal) \$6.50 Ea.

R. LAACKE COMPANY
1025 W. Walnut St. Milwaukee 5, Wis.
Tents for Rent

"AMERICA'S FINEST SHOW CANVAS"

12x16 GABLE END CONCESSION TENT, 5' AWNINGS, CORNERS ON 4 SIDES. GREEN FLAMEPROOFED.

IMMEDIATE DELIVERY!

Tents—Side Show Banners

The Best Flameproofed Fabric Available.

- Forest Green
- Royal Blue
- Orange
- Khaki

BERNIE MENDELSON—CHARLES DRIVER

O. Henry Tent & Awning Co.
4862 N. CLARK ST. CHICAGO 20

NEW TENTS

All sizes. Wide selection of materials. Finest craftsmanship. Write for details.

SOUTH BEND AWNING CO.
1124 Mishawaka Ave., South Bend 15, Ind.

D. M. KERR MFG. CO.

TENTS

1954 W. GRAND AVENUE CHICAGO 22, ILLINOIS

NEW TENTS

All sizes. Wide selection of materials. Finest craftsmanship. Write for details.

PEORIA TENT & AWNING CO.
613 Franklin Street Peoria, Illinois

UNLIMITED CHOICE
TOP QUALITY TRAILERS
(all sizes and prices)



FOR THE MOST LIBERAL
EASY-TO-PAY FINANCING PLAN
(TAILORED TO YOUR NEEDS)

Call on Rogers . . . one of the oldest and best established trailer sales-service organizations, backed by a perfect record for square dealing among trailer owners the nation over. Here you'll find probably the biggest line of top quality trailers (sold on the most liberal, easy-to-pay financing plan) available anywhere! It will pay you to investigate . . .

ROGERS TRAILER RANCH
S. Route 45—Opposite Chanute Field
ANTHONY, ILLINOIS

Solve your Housing Problem

SEE THE NEW Mid-Kraft CUSTOM COACH

MANUFACTURED BY CHURCH MFG. CO., INC.
Builders of FINE TRAILER COACHES AND BOATS
East Warren St. MIDDLEBURY, INDIANA

NOW!
Turn to **INSIDE FRONT COVER**
for an important story on **POPCORN PROFITS**

MANLEY INC., KANSAS CITY, MO.
The Biggest name in Popcorn
POPCORN MACHINES AND SUPPLIES

Begin Lakefront Rehearsals for R. R. Fair Show

CHICAGO, June 26.—On-the-scene rehearsals will begin Thursday, July 1, for the cast of *Wheels A-Rollin'*, the gigantic pageant which will be a feature of the Chicago Railroad Fair, starting here July 20.

The cast of 240 has been going thru its paces daily for the past couple of weeks in the Museum of Science Building on the South Side, also the site of the fair's business and public relations headquarters.

Construction of the stadium, seating 5,000 and before which the pageant will be presented, is near completion. Work on the 450-foot stage and its numerous props also is along far enough to permit interruptions for rehearsals starting next week.

The fair had its first "official" visitor Wednesday (23) in the person of Martin Kennelly, mayor of Chicago. Kennelly made a tour of the mile-long grounds and declared himself impressed by the rate at which construction of the many exhibits and displays is progressing. He displayed particular interest in the Indian village, the feature of the exhibit to be presented by the Santa Fe Railroad. The mayor was the guest of Maj. Lenox R. Lohr, president of the fair, and Col. Ralph Budd, president of the Burlington Railroad, on his tour of inspection.

Most recent addition to the event's long list of exhibits is the Chesapeake & Ohio Railroad Company's "train of 1950." Officials of that company declare this train, built nearer the ground than standard equipment of the present, will be able to attain a speed of 150 miles per hour over a regularly scheduled stretch.

Baker's Thrill Show Finds Weather Tough But Business Okay

STOCKTON, Calif., June 26.—Satan's Hell Drivers thrill show has been fighting off-season weather but continues to pull good crowds in most spots, according to Manager Ken Baker.

Date in Bakersfield brought a hail storm followed by the heaviest dust storm in five years, but show pulled 980 admissions. Tulare stand also was cold and windy but a fair crowd of 2,600 attended. Return to Bakersfield brought better luck with fine afternoon weather, but a gale at night dashed hopes for a sell-out. Total admissions were over 3,000, however, Baker said.

Motorcycle stuntman Johnny (McGee) Smith had a nasty spill while doing his ramp-to-ramp jump but recovered from his injuries in time to rejoin the show for the Portersville stand (6), which brought a house of 3,800.

Starting on tour as a two-hour show, the program has been tightened to one and one-half-hour running time. Baker reports the clowns, Bu and Rigamortis, are clicking solidly and that their trick Ford is the comedy hit of the show.

Multi-Million Dollar Track For Johannesburg, S. A.

JOHANNESBURG, South Africa, June 26.—Plans are under way for the construction of a large auto race track here at a cost of approximately \$4,000,000. Track will be built in a basin so as to provide spectators with clear view.

Project, which will cover a site of 350 acres on the outskirts of the city, will include an exhibition hall, horse-racing track, clubhouse and other features.

Jersey Spots Tab 274G for Publicity

ATLANTIC CITY, June 26.—According to a recent survey, \$274,710 will be spent this year by New Jersey resort centers on publicity.

The Atlantic City Department of Public Relations will expend \$140,000 to boost that resort; the New Jersey State Council \$50,000; Asbury Park, \$30,000; Wildwood, \$27,750; Ocean City, \$21,860; Ocean Grove, \$3,000, and Beach Haven, \$2,100.

St. Paul Winter Carnival Opens '49 Minnesota Cele

ST. PAUL, June 26.—Minnesota's Territorial Centennial in 1949 will kick off with the St. Paul Winter Carnival, February 11-20, J. M. Nolte, centennial director, announced this week.

Carnival theme will be historical, highlighting Minnesota's achievements in industry, business, education, arts and sciences. Rural communities throught the State will be invited to join in the kick-off celebration being planned by the carnival.

HIGH PRESSURE HYDRAULIC PUMP FOR HOME, SHOP AND FARM USE



Genuine Vickers constant displacement high pressure pump. Use it for any type of liquid pumping job. Will pump 400 gal. per hour at 3750 R.P.M. Precision piston type design provides 1000 lbs. per square inch pressure. Self-priming. Standard thread 3/4 inch intake and discharge ports. With 3/8 inch splined shaft—just add pulley and power and you're ready to go.

HAS HUNDREDS OF USES
These pumps are brand new. Original acquisition cost approx. \$100.00. Can also be used as hydraulic motor; for rams, opening doors, hydraulic lifts, etc.—also for any liquid transporting job. War surplus, but brand new. Shp. wt., 7 lbs. Send check or money order. Satisfaction guaranteed. Postpaid, only **\$9.95**

SOUTHWEST AERO SUPPLY, Dept. B87
Drawer 488 South Houston, Texas

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. FREE parts given with each machine.

Electric Candy Floss Machine Co.
202 Twelfth Ave., So. Nashville 4, Tenn.

EVANS' STREAMLINED THUNDERBOLT BUMP RACER

THE FINEST BUMPER EVER OFFERED THE TRADE!

No overhead wires. Ball-bearing wheels. Highly nickelplated. Indestructible. Weight, 18 pounds. Complete with Bumper Post.

Write for Complete Catalog **CARNIVAL SUPPLIES, *EQUIPMENT, GAMES, ETC.**
H. C. EVANS & CO. 1528 W. ADAMS ST., CHICAGO 7, ILL.

POPCORN CARTONS

<p>SOCIAL HOUR No. 2 (10¢) 10M or more \$6.90 Per M (Less than 10M \$7.00M)</p>	<p>Betty Zane No. 2 (10¢) 10M or more \$7.90 Per M (Less than 10M \$8.00M)</p>
--	---

OHIO SUPER YELLOW AND DWARF WHITE HULLLESS POPCORN. In 50 and 100-lb. moisture-proof bags. Also supplies. Write for catalog and prices.

BETTY ZANE CORN PRODUCTS, INC.
638 BELLEFONTAINE AVE., MARION, OHIO

One Color 4 3/8x1 15/16x7 Two Colors 4 3/8x1 95/16x7

The TWT-A-WHIRL Ride

A Man That Owns One Says:
"Sorry we waited so long to buy."

—Manufactured by—
SELLNER MFG. CO. Faribault, Minnesota

SMITH & SMITH RIDES FOR CARNIVALS AND PARKS

Makers of Chairplane, Kiddie Airplane Swing, Kiddie Chairplane, Ocean Wave.
Write, wire, phone for catalogue, price, delivery date.
SMITH & SMITH, Springville, N. Y.

Used Everywhere for Over 30 Years

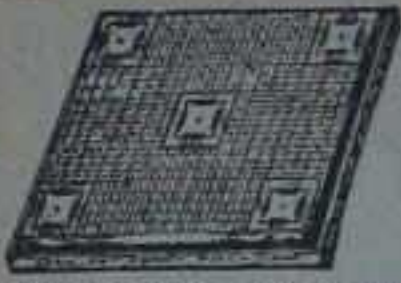
ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B SHAMOKIN, PA.

Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

100,000	\$25.00
10,000	5.50
20,000	10.25
50,000	15.75



PENNY PITCH GAMES

Size 46x46", Price \$42.50.
Size 48x48", With 1 Jack Pot, \$50.00.
Size 48x48", with 5 Jack Pots, \$55.00.

PARK SPECIAL WHEELS
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price\$27.50

BINGO GAMES

75-Player Complete\$6.00
100-Player Complete 8.00

1/3 Deposit on All Orders.

SLACK MFG. CO.

116-122 W. Illinois St. CHICAGO, ILL.

ASTRO FORECASTS

All Readings Complete for 1948

Crystal Balls; Imported
On hand in three sizes: 2 1/2"; 3 inch; 3 9/16"; 4 3/16. Write for prices.
Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
4-p. Goldfish Pamphlet, 8 1/2 x 11, 12 Signs, Any Quantity, Each 1 1/2
"WHAT IS WRITTEN IN THE STARS. Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, \$5.00 per 100; sample 10c
FORECAST AND ANALYSIS, 10-p., Fancy Covers, Ea. 5c
Sample of each of the above 4 items for 25c
No. 1 45 Pages, Assorted Color Covers 50c

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy. 120 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample 20c
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p., Well Bound, 8 1/2 x 11 25c
PACK OF 78 EGYPTIAN F. T. CARDS, Answers All Questions, Lucky Numbers, etc. 50c
Signs Cards, Illustrated, Pack of 36 15c
Graphology Charts, 9x17. Sam. 5c. Per 1000 \$7.50
MENTAL TELEPATHY, Booklet, 21 P. 25c
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

SIMMONS & CO.

19 West Jackson Blvd. CHICAGO 4, ILL.
Send for Wholesale Prices

Kernel Prunty Says:
"Keep your good humor during those rush periods" by using
RUSH HOUR POPCORN
And When in Need of the Following Write Me.

JUMBO PEANUTS PEANUT ROASTERS
(Raw or Roasted) (With Warmer)

STAR POPCORN MACHINES, OILS, CARTONS, CONES, BAGS, ETC.

Price list of full line of supplies sent upon request.

PRUNTY SEED & GRAIN CO.

—Popcorn Processors—
620 North 2nd St. St. Louis 2, Mo.
—In Our 74th Year—

Easy Way to Big Profits!



Buy your float machines from the largest manufacturer of money-making float machines in the world. Make more money with smoother operating Model 120 at only \$275.00 with double spinnerhead. Also Model 111 at \$245.00 with double spinnerhead. Single bands and ribbons. \$5.00 each; double bands, \$15.00 each. Your order shipped on 25% with order, balance on delivery. Our motto: Better Merchandise at Lower Cost!

CONCESSION SUPPLY CO.

3916 Secor Road TOLEDO 6, OHIO

SNOWBALL CANDY APPLE SUPPLIES

"HIGHEST QUALITY AT LOWEST PRICES" WRITE FOR PRICES

KIRBY'S PRODUCTS

15 Fike Avenue UNION, SOUTH CAROLINA

Sheehan Nears End Of Casting Water Spec at Minneapolis

MINNEAPOLIS, June 26.—Cast for the ninth annual Aqua Follies, major attraction of Minneapolis Aquatennial, virtually has been completed by Al Sheehan, show producer and director.

Follies again will be staged in Theodore Wirth Park pool, with 14 performances scheduled from July 21 thru August 1. Tickets went on sale Monday (21).

Patty Robinson again has been signed as lead water star. Male lead is Phil Morton. Other members of swimming cast are Dorothy Poynton, three-time Olympics diving champ; Stubby Kruger, clown; Jimmy Patterson, Earl Clark, Charlie Diehl, Sam Howard, Clayton Maine and Tommy Thompson.

Helen Starr, of the University of Minnesota faculty, again is in charge of directing the 24-girl water ballet.

On-stage emcee will be Preston Lambert, who handled same chores a year ago. Already signed are Sylvia Manon Trio, adagio troupe; Francisco and Dolores, perch act; Burt Hanson, tenor lead, and a mixed quartet. Johnny Williams is directing the 24-girl line, with Fred Smith as stage manager. Lyle Wright is box-office treasurer.

Court Upholds Griswold; Bars Copying of Water Act

MINNEAPOLIS, June 26.—Larry Griswold, water comic, has legal assurance his stint cannot be copied without running afoul of the law.

Federal District Judge Matthew L. Joyce here granted Griswold an injunction against Nick Kahler and Ed Jones restraining them from infringing on the act Griswold built. Kahler was ordered to bar copying of the Griswold act in Kahler's sportsmen shows for the remainder of the season, while Jones was forced to write his own act.

Kid Ride Not Ride In Carnival Sense, Ohio Court Rules

BELLEFONTAINE, O., June 26.—The Third District Court of Appeals has held that the kiddie ride known as a "choo-choo ride," and a miniature auto ride are not "rides" in the strict carnival sense.

The court denied a motion of the Indian Lake Amusement Company to cite the French Wilgus interests for violation of a court injunction of 1943, because the entertainment devices violated an order establishing concession rights on the west side of the lagoon at nearby Russell Point.

The court ruled that the devices came into the class of concessions maintained in that area prior to April 14, 1946, by the Wilgus interests. On that date the Wilgus interests sold "ride" rights to the Indian Lake Company.

All-Star Cast Lined Up For Rodeo in Los Angeles

LOS ANGELES, June 26.—Among the performers who will participate in the fourth annual Sheriff's Championship Rodeo, in the Memorial Coliseum here August 22, are a number of nationally known rodeo stars, according to an announcement by officials of the event.

Recently signed to appear are Bobby Clark, rope spinner; Sam Garnett, roping champion; Doris Dupre, Harvey and Mildred Rox, the Monte Montanas, Edith Happy, Pat North, Rosa Larimer, Tex Hefner and Jess Kell.

Dils Killed in Albany Crash

ALBANY, N. Y., June 26.—Bill Dils, Agawam, Mass., midget racing driver, was killed Wednesday night (16) when his car overturned several times after crashing a guard rail at the Empire Raceway.

New Improved EWART AUTO RIDE

PRECISION BUILT—FACTORY TESTED

Beautifully styled Equipped with

FLUID DRIVE

No clutch, fewer moving parts.

PUSH BUTTON CONTROL

Full speed from a "glide" start in eight seconds.

NEW, LARGE SPECIALLY STREAMLINED CARS

Built exclusively and expressly for Ewart Auto Ride. Equipped with Ball Bearing type wheels—Puncture proof balloon tires.

Write for complete specifications

Phones: 495-55 Eve., 281-21

H. E. EWART CO.

4300 Long Beach Blvd. Long Beach 7, Calif.



"POLAR PETE" SNOW CONE MACHINE

ON DISPLAY AND FOR IMMEDIATE DELIVERY

THEATRE CANDY CO., INC.

215 STUART ST. BOSTON, MASS.

415 BAN BRAAM ST. PITTSBURGH, PENNA.

"YOUR FAVORITE SUPPLIER OF POPCORN AND EQUIPMENT"

STOCK TICKETS
One Roll\$ 1.00
Five Rolls 4.00
Ten Rolls 8.00
Fifty Rolls 20.00
100 Rolls 38.00

ROLLS 2,000 EACH. Double Coupons. Double Prices.
No C. O. D. Orders. Size: Single Tkt. 1x2".

Dead Letter: Any Letter Ma Gives to Dad To Mail
Manufacturers of
TICKETS
of Every Description
THE TOLEDO TICKET COMPANY
114-116 Erie Street Toledo (Ticket City) 2, Ohio

SPECIAL PRINTED Cash With Order. Prices:
2,000\$ 6.80
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
Double coupons. Double prices.

STEAM TRAIN BURNS COAL



Can be used indoors with compressed air.
Hauls a big load of kids or adults on every trip.
Attracts CROWDS in any amusement park or civic recreation center

You need a steam train to make real money. These trains are grossing \$2,500 to \$12,000 a season; you can do it too in any town over 10,000. Many park officials give rent-free concession just because of the crowd pull.

OTTAWAY AMUSEMENT COMPANY
Mfrs. Steam Trains and Kiddie Auto Rides
224 W. Douglas Wichita 2, Kans.



Beautiful New Navy SIGNAL FLAGS!

For carnivals, shows, circuses! Complete set of 26 different "alphabet" Signal Flags, made originally for U. S. Navy battleships, now released as war surplus. All brand new and in perfect condition—never used. None smaller than 4" by 4"—many larger. Brilliant fast colors; fine, long-wearing bunting. All different—no two flags alike! Each equipped with metal clasp for hanging. Complete set of

26 FLAGS FOR \$13.95!
Order by mail today! Send check or money order (add \$1.00 for postage and handling) or order C. O. D. Immediate delivery. Satisfaction guaranteed.

HUGH CLAY PAULK
Dept. W-26
49 Falmouth St., Boston 15, Mass., or
813 No. Kansas Ave., Topeka, Kansas.

REYNOLDS SOUTH AMERICAN POPCORN
REYNOLDS POPCORN CO. 450000, IND.

COMPLETE POPPERS SUPPLIES
• **READY-TO-EAT POPCORN PRODUCTS**
Excel & Gibson Poppers

CLOWNS! We have make-up and materials for walk-arounds!
NIGHT CLUB ACTS! Strobelite and BLACK-LIGHT materials and equipment.
CARNIVAL and CIRCUS ACTS! Materials and Accessories for Costumes.
SCENERY! Decorations and Materials for Back-grounds.
CELLOPHANE HULA SKIRTS! We are the originators of CELLOPHANE SKIRTS. Best on the market—and flame-proof, too!
TROPICAL display materials to beautify your club!
SERPENTINE, CONFETTI, BALLOONS, TICKETS, PASS-OUT CHECKS, ETC., ETC. We can supply all of your needs. Write us for samples and information.

SOUTHERN IMPORTERS & EXPORTERS
(Largest in the South)
200 Fannin Building Houston 2, Texas
(Centrally located—offering you quick service)

Frozen Custard Machines CONCESSION TRAILERS
Act at Once—Investigate Today! Write for latest free catalogue.
Frank Thomas
GENERAL EQUIPMENT SALES, INC.
814-824 South West Street Indianapolis 2, Indiana

Ernie Jordan Trailer Sales
"The Showman's Friend"
America's Finest Trailers & Dollies.
Terms—Trade—Service & Parts.
605 N. E. 23rd, Oklahoma City, Okla.
1605 Ft. Worth Ave., Dallas, Texas

Reco Bros. Host To CHS Folks

SOUTH BEND, Ind., June 26.—Reco Bros.' Circus was host to members of the Circus Historical Society for the night show here Monday (21), with many members occupying a reserved section in the big top.

The CHS held its third annual convention here in Hotel Oliver. Opened Monday, Saturday (19) was given over to registration, arranging of displays and the business meeting. The annual banquet was held Sunday night (20), with Dr. Harris Powers, South Bend, toastmaster. Circus exhibits were shown following the banquet. Souvenir programs of the Mesville Community Circus were passed out at the banquet.

Dr. W. H. Conley presented Bette Leonard, CHS president, with an old picture of the Barnum & Bailey show, taken in Hungary in 1901. At the Cole show Monday night, Mrs. Leonard presented Mrs. Zack Terrell, wife of show's owner, with a bouquet of roses. She was introduced by Col. Harry Thomas.

Next convention will be held at South Bend, Wis., dates to be set later.

Those attending the South Bend convention included Richard Schwartz, Bette Leonard, Walter L. Brown, Mrs. William West, Harry W. Schwartz, Johnny Vogelsang, C. H. White, Herman Linden, Otto Schein, Walter J. Pietschmann, Clarence Shanks, C. P. Fox, Clyde Wixom, Murray Guy, Dr. Harrison Powers, A. Havirland, Abe Reitz, Robert C. King, Tedd G. Meyer, George W. G. Percy, R. E. Conover, Dr. W. H. Conley, Chalmer Condon and John C. Snog.

Officers of CHS, in addition to Bette Leonard, president, are Maurice Allaire, vice-president; Walter Stuchman, treasurer; John Crowley, secretary, and Bill Green, chairman of the election committee.

Dr. Thorek Brings Woman Back to Life

CHICAGO, June 26. — Dr. Max Thorek, chief surgeon at American Hospital here, and member and official physician and surgeon of the Women's League of America, hit the headlines Friday (25) when he brought a woman back to life. The Chicago Herald-American, in a Page story, said:

"A young woman pronounced dead on the operating table at American Hospital today was brought back to life. She is Mrs. Julia Brittan, 23, of 110 South Woodlawn Avenue, who was being anesthetized for an appendectomy when five operating room attendants noted her heart had stopped beating. Chief Surgeon Max Thorek was hurriedly summoned.

"In an instant he had made an incision over the heart, then swiftly made two other incisions—one to pierce the diaphragm, the other to pierce the pericardium—the membranous sac covering the heart.

"He reached the heart with his hand and began massaging it. In less than half a minute the heart came to life—a feeble beat. Dr. Thorek continued the massaging. The heart grew stronger and stronger. An injection of adrenalin into the organ completed the restoration.

"The death-to-life drama lasted about seven minutes. For about three minutes, Mrs. Brittan was dead.

"After sewing up the incisions, Dr. Thorek made another and successfully performed the appendectomy."

Dr. Thorek, when queried by The Billboard, said, "The story is true in every detail."

Eng. Circus in Erin For 2 Weeks; First Biggie in 20 Years

DUBLIN, June 26.—Reco Bros.' Circus & Zoo, one of the largest of the English circuses touring the British Isles under canvas, opens in Trolka Park tomorrow for a two-week run which will be extended should business warrant. The show has a big top seating 3,000 spectators and carries a large menagerie, requiring a fleet of 52 tractors and trailers to make its jumps.

Reco's is the first major circus to play Dublin in 20 years and probably will clean up, as advance sales have been heavy. Show has been waging an all-out publicity campaign in which movies, sound films and sound trucks have been utilized, in addition to the show's usual billing and newspaper space. Advance publicity was handled by Reg Robinson.

Heavy billing is given Koringa, fem fakir, but the line-up of acts also includes some good standard circus acts, such as the Five Hannels, horizontal bars; Four Sensations, trapeze and rings; Zama's Lions; Joe Barry, Liberty horses; Miss Ninon, trapeze; Longton Troupe, stilt walkers; Leslie Laffin, trampoline; Joe Barry's Elephants; Miss Reco and Harry Paulo, riding act; Sascha, clown gag, and Wild West finale.

Admission prices range from 48 cents to \$2, with special matinee prices for kiddies starting at 24 cents.

Ice Vogues Open To 2,500 in Honolulu

HONOLULU, June 26.—Ice Vogues of 1948 is enjoying a three weeks' run here at the Civic Auditorium under auspices of the Shriners. Show is placed on a 40 by 80-foot iced area. Opening attendance was estimated at 2,500. Admissions are pegged at \$3.60, \$2.40 and \$1.20.

Members of the show are Bobby Blake, Marilyn Quinn, Marshall Beard, George von Birgelen, Diana Grafton, Mary Bohland, Don Condon, Marie Krall, Ray Carter, Paul Andre, Ray Abney, Jay Cantwell, Margo Moore, Leonard Furnas, Lillian Byers, Dick Price, Dolores Reid, Nancy Steele, Phyllis Martin, George Sportsman, Joanne McGowan, Emily Hess, Gloria West, Eleanor Peinert, June Payne, Sonia Rashkoff, Shirley Karahan, Winifred Magee, Lynne Immes, Regina Rubacky, Mrs. Bohland, Mickey Ward, Ed. Runyan, Cal Gilbert, Ruth Gilbert, Milo Town, Jim Toten, Don Wussow, Paul Walter, Cecil Bourdon, Dave Weiss, Don McBurney and Larry Patterson.

Members of the band are Huey Emmons, Carl Martin and Sammy Steffens. Norman Freeborne is the electrician, George Lyon handles the refrigeration and Arthur Seelig the advance.

Fernandez Making Rounds With Vaude, Side Show

HONOLULU, June 26.—E. K. Fernandez, after concluding a five-day stint with the 49th State Fair here last month, is making the rounds of the island of Hawaii with a vaude and Side Show. Shows will be on the island touring the various plantations until July and vaude show will be augmented with a number of State Side Show acts for the celebration planned for Hilo July 4.

Members of the vaude show are Agnes Wallace, emcee and Scottish bag pipes; Tenkai and Okinu, magic, and Joyce White, Barbara Statham, Mary Lou House and Alanna Johnson, chorus.

Mimi Garneaux, sword swallower and headless; W. F. Dutton, punch, and Waldo, human rat trap, make up the Side Show.

\$1,500,000 Tax for A. C.

ATLANTIC CITY, June 26.—Allen Weisenthal, luxury tax bureau administrator, reported that the resort will collect more than an anticipated \$1,500,000 at the end of the first year of the levy. A 3 per cent tax on tobacco, liquor, amusements and hotel room rents went into effect here last June 16. Weisenthal said the city collected \$1,433,473 up to April 29. Taxes collected in April totaled \$83,619.

Chambersburg, Pa., Biz Light for Rogers Bros.

CHAMBERSBURG, Pa., June 26.—Rogers Bros., plagued by rain the greater part of the season, found the going tough here. Despite good weather show drew only two small houses.

At McConnellsburg, Pa., it was a half house at the matinee and a three-quarter one at night. Lewistown, Pa., gave with only two small houses.

UNION
Rebuilt Machinery
Established 1912

IMMEDIATE DELIVERY

at TREMENDOUS SAVINGS

Model K-Kiss Wrapping Machines

Hildreth Pulling Machines

REBUILT AND GUARANTEED

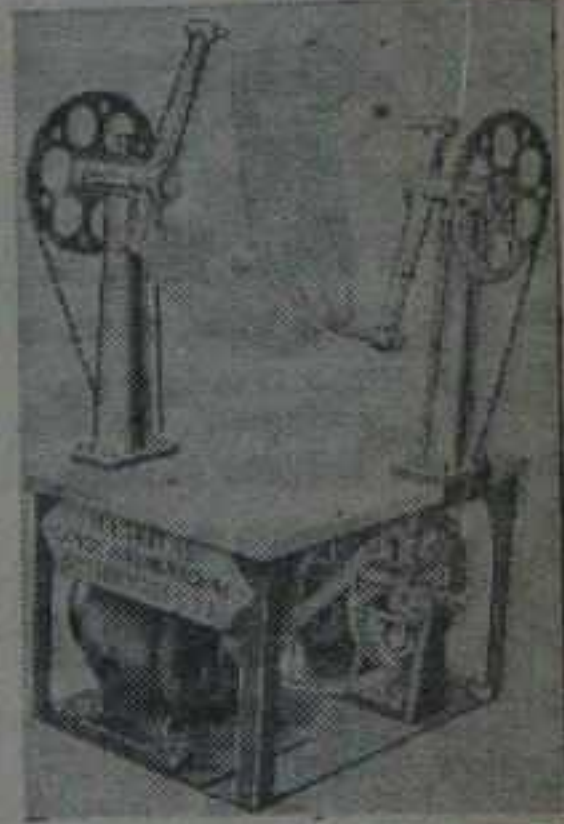
WRITE, WIRE, PHONE FOR DETAILS AND PRICES

We Have the World's Largest Stock of Candy Machinery

Send for your copy of our illustrated catalog

Very attractive prices paid for your surplus equipment

UNION
CONFECTIONERY MACHINERY CO. INC.
318-322 LAFAYETTE STREET
NEW YORK 12, N.Y.



The
Crystal Coach
Jr.



We are building an **ECONOMY BUSINESS TRAILER** at a price anyone can afford. Prices range from \$600 to \$1080.

If you are in need of a vending or concession trailer, send coupon below for complete information.

You are absolutely under no obligation.

The Calumet Coach Co.
11575 S. Wabash
Chicago 28, Ill.

The Calumet Coach Co.
11575 South Wabash Ave.
Chicago 28, Illinois

Gentlemen:

YES, I am interested in information about business trailers.

For my use the most desirable body size would be 4 ft. wide x 8 ft. long; 6 ft. wide x 10 ft. long; 6 ft. wide x 12 ft. long; wide x — long.

I would require the following interior equipment: Popcorn Popper Carmelcorn Kettle and Furnace for bottled gas operation Frozen Custard Machine Cotton Candy Machine Snow Cone Shaving Machine Display Case for shaved ice Bottled Gas Grill with warming compartment and open burner for making coffee or french fries Giant size double compartment Hot Dog and Bun Steamer. (Cold rolled copper and stainless steel construction.)

My Name _____

Permanent Address _____

City _____ State _____ Zone _____

Special! Special!
TWO WEEKS ONLY!!

We are offering the Chicago Super-Speed double head cotton candy spinner with rheostat heat control for \$260, F.O.B. Chicago. Mail orders accepted, 10% with order and balance C.O.D. If full payment accompanies order, deduct \$10.

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.)

Admiration: Prague, Okla.
 Alamo Expo.: Woodward, Okla., 28-July 5; Mangum 6-10.
 American Beauty: Charlton, Ia., 29; Winter-set July 5-8.
 American Eagle: Boonville, Ind.
 American Midway: LeMars, Ia., 28-30; Rock Rapids 1-5.
 American United: KallsPELL, Mont., 29-July 5.
 A.M.P.: East Rainelle, W. Va.
 Anderson's Am. Co.: Bellaire, Mich.
 Anderson Greater: Insull, Ky.
 B. & B.: Rensselaer, N. Y.
 Badger State: Rolla, N. D., 1-3.
 Baker's United: Brazil, Ind.
 Barker & Ernie's: Clyde, N. Y.; Penn Yan 5-10.
 B. & C. Expo.: Utica, N. Y., 28-July 5; Clayton 6-10.
 Beam's Attrs.: Herminia, Pa.
 Becht, Lee: Norwood, O.; Greenhills, Cincinnati 5-10.
 Bee's Old Reliable: Greenup, Ky.; Morehead 5-10.
 B. & H.: Trenton, S. C.
 Big Four Am. Co.: Beloit, Wis., 1-5; Algonquin, Ill., 7-10.
 Blue Grass: Murray, Ky.; Marion 5-10.
 Bohn & Sons United: Fremont, Ia., 2-3; Marengo 4-5.
 Boone Valley: Waverly, Ia., 1-4; Stratford 5-6; Ogden 8-10; Churdan 12-14.
 Borup's United: Hartford, Ky., 28-July 5.
 Bright Lights Expo.: Hoopersville, Pa.; Midland 5-10.
 Brownie's Am.: Neodesha, Kan., 1-3; Chanute 5-7.
 Buck, O. C.: Keene, N. H., 28-July 5.
 Buffalo: Warren, Pa.
 Bullock Am. Co.: Ansted, W. Va.; Clendenin 5-10.
 Burdick's Greater: Crestoval, Tex., 1-6.
 Burkhardt Am. Co.: Lemont, Ill.; Earlville 5-10.
 California: Vallejo, Calif.
 Capell Bros.: Hartsborne, Okla., 28-July 5.
 Capital City: Jellico, Tenn.; Stearns, Ky., 5-10.
 Caravelle Am.: Kittanning, Pa.; New Castle 5-10.
 Carr, Lawrence: Onset, Mass.; Plymouth 4-10.
 Casey, E. J., No. 1: (Fair) Morris, Man., Can., 28-30; (Fair) Carman July 1-3; (Fair) Dauphin 5-7; (Fair) Melville, Sask., 8-10.
 Casey, E. J., No. 2: Indian Head, Sask., Can., 30-July 1; Lemberg 2-3; Dauphin, Man., 5-7; Kamsack 9-10.
 Cattlet Greater: Peery, Kan., 1-3; Lyndon 4-5; Sunflower Ordinance 6-10.
 Cavalcade of Amusements: Toledo, O.
 Central States: Wamego, Kan., 1-3; Salina 5-6.
 Cetlin & Wilson: Clarksburg, W. Va., 28-July 7.
 Chamos, Jimmie: Piqua, O.
 Coastal Plain: Biscoe, N. C.
 Coleman Bros.: Pittsfield, Mass.

Collins, Wm. T.: (Fair) Bottineau, N. D., 28-30; (Fair) Cando July 1-3; (Fair) Jamestown 5-10.
 Columbia: Eastport, Me., 28-July 5; Machias 7-10.
 Continental: Groveton, N. H.; Woodsville 5-10.
 County Fair: O'Neill, Neb., 23-30; Schuyler July 2-5.
 Crafts Expo.: Stockton, Calif., 29-July 10.
 Craig, Harry: Reno, Okla.; Sapulpa, 5-10.
 Crandell, L. C.: Summitville, Ind.; Albany 5-10.
 Crafts 20 Big: Oakland, Calif., 28-July 5.
 Crystal Expo.: Appalachia, Va.
 Cumberland Valley: Manchester, Tenn.; Tullahoma 5-10.
 Cunningham's Expo.: Belpre, O.; Parkersburg, W. Va., 4.
 Curl, W. S.: London, O., 28-July 5.
 De Luxe: Niantic, Conn.; Colchester 4-10.
 Del-Mar: Monessen, Pa.
 Denton, Johnny J., No. 1: Richlands, Va.
 Dickerson: Ocean Drive Beach, S. C.
 Dick's Greater: Dover, N. J.
 Dobson's United: Cannon Falls, Minn., 2-4; Lake City 6-11.
 Douglas Greater: Everett, Wash.
 Dowland: Ashland, Wis.
 Down River Am. Co.: Ecorse, Mich., 29-July 6.
 Drago Am.: Lebanon, Ind., 29; Boswell July 1-5.
 Dudley, D. S.: Spearman, Tex.
 Dumont: Rochester, Pa.
 Dupree, Jimmie: Minturn, Colo., July 3-5.
 Dyer's Greater: Savanna, Ill.
 Eddie's Expo.: Bentleyville, Pa.
 Elliott, L. W., Am. Co.: Fremont, Mich.; Ewart 7-12.
 Emshiff: Burlington, Wis., 2-5; Antioch, Ill., 9-11.

To maintain earlier distribution schedules, it is necessary that Circus and Carnival Routes be received in the Cincinnati office of The Billboard, 2160 Patterson Street, not later than 5 p.m. (EST) on Saturdays.

Endy Bros.: Somerville, Mass.
 Evans United: Daugherty, Ia., 30-July 1; Eldora 3-5.
 Exposition at Home: New Brunswick, N. J.
 Ferris: Wellsboro, Pa.
 Fidler United: Madison, Wis., 28-July 5.
 Fleming, Mad Cody: Alpharetta, Ga.
 Florida Am. Co.: St. Ignace, Mich.; Sault Sainte Marie 2-10.
 Francis, John: Monroe, Wis., 2-5.
 Franklin, Don, No. 1: Cisco, Tex., 28-July 5; Mineral Wells 6-10.
 Franklin, Don, No. 2: Cross Plains, Tex., 6-10.
 Fraser, Sam: Harvard, Neb., 1-3; Elwood 5-7.
 Frear's United: Norfolk, Neb.; Raleigh 5-10.
 Gale: Silver Springs, N. Y.
 Ganote Greater: Nevada, Ia.; Garwin 5-7.
 Garden State: Lansford, Pa.; Port Jervis, N. Y., 5-10.
 Gem City: Centralia, Ill.
 Gentsch, J. A.: Arlington, Ky.
 Gifford's: Granite, Okla., July 2-4.
 Gintner's Am.: West Baden, Ind.; Orleans 5-12.
 Gold Bond: Garrison, N. D., 1-2; Sanish 3-5.
 Golden Gate: Bremen, Ky.; Dixon 5-10.
 Golden Rule: Hyndman, Pa.; Confluence 5-10.
 30-July 5; Fair Haven 7-11.
 Golden West: (Fair) Calistoga, Calif., 1-5; (Fair) Picasanton 6-18.
 Graceland Greater: West Union, O., 28-July 2; Bainbridge 3-8.
 Gra-Loy: Plainfield, Ind., 28-July 5; Andrews 6-10.
 Granite State, No. 1: Narragansett, R. I.
 Great Sutton: Elkader, Ia., July 1-6.

Greater Rainbow: Plattsmouth, Neb., July 2-6.
 Greater United: Floydada, Tex.
 Groves Greater: Bogalusa, La.; Plaquemine 7-18.
 Gulf Coast: Bowling Green, Mo.
 Hale's: Osceola, Ia., 2-3; Chariton 5.
 Hames, Bill: Brady, Tex., 29-July 6.
 Hannum, Morris: Phoenixville, Pa.
 Happy Attrs.: Dennison, O.; Crooksville 5-10.
 Happyland: Ypsilanti, Mich., 28-July 5.
 Harris United: Kingfisher, Okla.; Crescent 5-10.
 Harrison Greater: Cumberland, Md.; Oakland 3-10.
 Hartsack Bros.: Milan, Mo.; Hurdland 5.
 Hawkeye State: Pleasantville, Ia., 28-30; Bussey July 2-5.
 Haywood: Sugar City, Colo., 2-4.
 Heller's Acme: Woodport, Lake Hopatcong, N. J.
 Henson, J. L.: Hardin, Ill.
 Heth, L. J.: Connersville, Ind.
 Hill's Greater: Belle Fourche, S. D., 28-July 5.
 Home State: Aberdeen, S. D.
 Hottle, Buff: (Fair) Ashley, Ill.
 Howard Bros.: Fairport Harbor, O., 1-5.
 Imperial: Monticello, Ill., 30-July 6.
 Imperial Expo.: Davenport, Ia.
 Jayhawk Am. Co.: Hiawatha, Kan., 28-July 1.
 J. & B.: Manassas, Va.
 Johnny's United: Casey, Ill., 1-5.
 Jollytime: Berwick, Pa., 28-July 5.
 Jones, Johnny J., Expo.: (Fillmore & E. Delavan) Buffalo, N. Y., 20-July 10.
 Jones Greater: Grafton, W. Va.
 Joyland Midway Attrs.: Port Sanilac, Mich., 30-July 5; Fair Haven 7-11.
 Klaus, W. C.: Spencer, W. Va.; Fairmont 5-10.
 Keystone Expo.: Dallas, N. C., 28-July 10.
 Kilgore: Linden, Tex., 27-30; Terrell July 2-5.
 Kirkwood, Joseph J.: Newburgh, N. Y.; Dickson City, Pa., 5-10.
 Kuntz Bros.: Nyack, N. Y.
 La Cross: Millford, N. H., 1-5.
 Lamb, L. B.: Henry, Ill., 1-4; Princeton 5-10.
 Lane, Sammy: Houston, Mo., 2-4.
 Lawrence Greater: Oswego, N. Y.
 Leelight, J. R.: Brush, Colo.
 Lewis, Ted: Fairlawn, N. J.; Spring Valley, N. Y., 5-10.
 Lottridge, Harry: Man, W. Va.; Pineville 5-10.
 Magic Empire: Falmouth, Ky., 28-July 5.
 Magic Valley Am.: Creede, Colo., 28-July 5.
 Maine Am.: Jonesport, Me.
 Majestic Greater: Greenville, Pa.
 Manning, Ross: Houlton, Me., 28-July 5.
 Marion Greater: Newberry, S. C., 28-30; Peiser 2-10.
 Marks, John H.: Hallowell, Me.
 McKee, John: Adrian, Mich., 28-July 5; Michigan Center 7-10.
 Meeker: Anaconda, Mont.; Butte 7-12.
 Merit: Quincy, Mass., 28-July 5.
 Merriam & Robinson: Gowrie, Ia., 1-3; Boone 4-5.
 Merryland: Sand Lake, Mich.; Reed City 5-10.
 Merry Midway: Walkerton, Ind., 28-July 5; Colfax 6-10.
 Midway: New Prague, Minn., 4-6.
 Midway of Mirth: Chatsworth, Ill., 29-July 5.
 Midwest: Rupert, Idaho, 30-July 5.
 Midwestern Expo.: Grand Junction, Ia., 28-30; State Center July 1-3; Runcells 4-5.
 Mighty Page: Neon, Ky.
 Mighty Hoosier State: Linton, Ind.; Terre Haute 6-10.
 Model: Independence, Ia., 3-5.
 Model Shows of Canada: Montreal, Que., Can., 28-July 17.
 Modernistic: Tasley, Va.
 Moore's Modern: Vincennes, Ind.
 Mound City, No. 1: Memphis, Mo.
 Murray Am. Co.: Oakwood, Ill.; Fairfield 3-5; Delavan 7-10.
 Nelson, Geo. W.: West Chester, Ia.; 1-3; Newton 5.
 Nessler's: Griggsville, Ill., 28-July 5.
 New England Am. Co.: Brattleboro, Vt., 28-July 10.
 Nolan, Larry: Cheyenne Wells, Colo., 2-4.
 Northeast Am. Co.: Oxford, Mass.; Dalton 5-10.
 Northern Expo.: Mohrville, S. D., 2-5.
 Northwestern Am. Co.: Bowling Green, O., 30-July 5; Republic 7-10.
 Ohio Valley: Iroquois, Ill., 4-5.
 Omar's Greater Am.: Portia, Ark., 2-3; Corn-ing 4-5.
 Olson Greater: Galesburg, N. D., 28-30; Northwood July 1-3.
 Orange Blossom: Greensburg, Ky.; Shepherdsville 5-10.
 Pacific Coast: Sutherlin, Ore., 30-July 5.
 Page Bros.: Martin, Tenn.; Trenton 5-10.
 Page, J. J.: Pocahontas, Va., 28-July 5.
 Palace: Cimarron, Kan.; Garden City 3-5.
 Palmetto Expo.: (Boscobel Lake) Pendleton, S. C., 28-July 10.
 Paul's Am. Co.: Springdale, Ark., 28-July 5.
 Peerless Celebration Am.: Broadtop, Pa.; Roaring Springs 5-10.
 Penn Am. Co.: Freeburg, Pa.
 Penn Premier: Bradford, Pa.; Allegany, N. Y., 5-10.
 Peppers All-State: Oak Ridge, Tenn., 1-10.
 Pike Am.: Harrison, Ark.; Salem, Mo., 5; Weaubleau 7-10.
 Pioneer: Delhi, N. Y., 28-July 5.
 Playtime: Albion, Ill., 28-July 2; (Riverside Park) Murphysboro 4-5.
 Playtime Am.: Gloucester, Mass., 28-July 5.
 Playtime Am. No. 2 Unit: Hyannis, Mass., 1-10.
 Pleasureland: Greenwich, O., 1-5; Deshler 7-10.
 Powlson Greater: Mt. Vernon, O.; Ashville 5-10.
 Purvia: Lively, Va., 1-10.
 Raftery, James M.: Belhaven, N. C., 28-July 6; Morehead City 7-10.
 Raines Am. Co.: Greenwood, Ark., 28-July 5.
 Raney United: Hallock, Minn., 29-July 1.
 Reid, King: White River Junction, Vt.
 Robertson Bros.: Whitesburg, Ky.
 Rogers Bros.: Sebeka, Minn., 28-30; Thief River Falls July 1-5.
 Rogers Greater: Rantoul, Ill.; Hoopston 4-5; Princeton, Ind., 6-10.
 Rosen, H. B.: Grayson, Ky.; Louisa 5-10.
 Royal American: (Fair) Brandon, Man., Can.; (Fair) Calgary, Alta., 5-10.
 Royal Crown: Marion, O.; Mansfield 5-10.
 Royal Expo.: Branchville, Md.
 Rupe's Midway for Fun: Culbertson, Neb., 2-4.
 Schafer: Belton, Tex., 28-July 5.
 Scotty's United: McCallsburg, Ia., 28-30; Melbourne July 1-3; Meicher 4-5.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: Milbank, S. D., 29; Aberdeen 30; Huron, July 1; Mitchell 3; Madison 3.
 Beatty, Clyde: Valley City, N. D., 29; Fair 30; Ferguson Falls, Minn., July 1; Grand Rapids 2; Crookston 3; Grand Rapids 4.
 Buffalo Ranch Wild West: Parkersburg, Va., 2-5.
 Cole Bros.: Petoskey, Mich., 29; Traverse City 30; Manistee July 1; Muskegon 2; Ionia Jackson 4.
 Cole, James M.: Attleboro, Mass., 29; Weymouth, R. I., 30; Milford, Mass., July 1; Leominster 2; Gardner 3.
 Dalley Bros.: Michigan City, Ind., 29; Crooksville 30; Bloomington July 1; Bedford 2; Terre Haute 3; Milford, Ill., 4; Danville 5; Decatur 6; Springfield 7; Jacksonville, Gould, Jay: DeGraff, Minn., 30-July 1; Monroe 2-4; Delane 5-6; Buffalo Lake 7; Alexandria 9-11.
 Hunt Bros.: Concord, N. H., 1.
 Kelly, Al G., & Miller Bros.: Chippewa Falls, Wis., 29; Black River Falls 30; Sparta 31; Viroqua 2; Soldiers Grove 3.
 Kindlan's, E. F.: Circle K Ranch Bode (Motordrome) Manchester, N. H., 1-5; (B. Park) Fall River, Mass., 5-11.
 King Bros.: Waterville, Me., 29; Lewiston 30; Biddeford July 1; Sanford 2; South Paris Mills Bros.: Marietta, O., 29; McConnellsville 30; Cambridge July 1; Bridgeport 2; Steubenville 3; Uhrichville 5; Massillon Wooster 7; Wadsworth 8; Kent 9; Greysville, Pa., 10.
 Polack Bros. (Eastern): (Hall Park) Scotch bluff, Neb., 30-July 3; (Fairgrounds) An-ton, Minn., 6-8; (B&H Park) Eau Claire, Wis., 9-11.
 Polack Bros. (Western): (Fairgrounds) Los Angeles 1-5; (Shrine Temple) Los Angeles 9-18.
 Ringling Bros. and Barnum & Bailey: Parkland, Me., 29; Manchester, N. H., 30; Worcester, Mass., July 1; Springfield, Albany, N. Y., 5; Utica 6; Syracuse 7; Rochester 8; Tonawanda 9; Erie, Pa., 10.
 Rogers Bros.: Connessville, Pa., 29; Mon-sen 30; Monongahela July 1; McDonalds Burgetstown 3.
 Stevens Bros.: Killdeer, N. D., 29; Wat-ford City 30; Alexander July 1; Alamo 2; Wil-rose 3; Portal 5; Columbus 6; Bowbells 8.

Misc. Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Beam's, Ward, Dare Devils: Manchester, H., 30; West Peabody, Mass., July 1; Se-konk (Providence, R. I.) 3-5; Dover, N. H., 10-11.
 Holiday on Ice (Coliseum) Salt Lake City Utah 2-14.
 Plunkett's Stage Show: North Platte, Neb., 1-3; Curtis 4; Maywood 5-7.
 Slout Show: Eaton Rapids, Mich., 28-July-Charlotte 5-10.
 Syco Bros.' Show: Claremont, Va., 28-July-5-10.
 Shan Bros.: Williamson, W. Va.
 Shugart, Dr., & Son: Wright City, Okla., 3.
 Siebrand Bros.: Payette, Idaho.
 Silver Slipper: Eminence, Ky., 28-July 5.
 Silver Star: Idaho Falls, Idaho.
 Silver States, No. 1: Tekamah, Neb., 3-8.
 Silver States, No. 2: Falls City, Neb., 28-30.
 Smith, Casey: Clinton, Okla., 3-4.
 Smith, George Clyde: Seward, Pa.; Centre City 5-10.
 Snapp Greater: Monmouth, Ill.; Muscatine Ia., 5-10.
 Southern Valley: Centralia, Ill., 28-July 5.
 Strader, M. A.: Great Bend, Kan., 2-3.
 Stafford United: La Porte, Ind., 30-July 5.
 Standard Am.: Harrison, Tenn.
 Standard: (Bodeo) Red Lodge, Mont., 1-5.
 Star Am. Co.: Judsonia, Ark., 28-July 6.
 Starlight Am.: Waco, Tex.
 Steblar Greater: Lonaconing, Md.
 Stephens, C. A.: Clintwood, Va.; Hays 5-8; Ellsworth, Wis., 2-5; Tomahawk 7-9.
 Strates, James E.: Schenectady, N. Y.
 Strong's Am.: Omaha, Neb.; Bellevue 3-5.
 Stumbo, Fred R.: Seneca, Mo.; Pineville 5-8.
 Sunflower State: Chappell, Neb., 28-30; Cran-ford 1-5.
 Sunset Am. Co.: Iowa Falls, Ia., 28-July-10.
 Albert Lea, Minn., 3-5; (Fair) Barnosville 6-10.
 Thomas Am.: Rensselaer, Ind., 30-July 5.
 Thomas Joyland: Indianapolis, Ind.
 Thompson Bros.: Osceola Mills, Pa.; Evere 5-10.
 Tidwell, T. J.: Crane, Tex.
 Tinsley, Johnny T.: Hendersonville, N. C.
 Tip-Top: Watertown, Wis., 1-5.
 Tivoli Expo.: Creston, Ia., 28-July 5; A-lantic 6-10.
 Tri-City Rides: Edwards, Ill., 30-July-10.
 Sabula, Ia., 7-10.
 20th Century: Red Oak, Ia., 1-7.
 Twin City: Green City, Mo., 1-3; Leon, Ia., 5-8.
 Turner Bros.: Olney, Ill., 30-July 5.
 United States: Mannington, W. Va., 28-July 5.
 Utah Expo.: Flagstaff, Ariz., 28-July 5.
 Van Billiard, No. 1: Easton, Md.
 Veterans United: Fonda, Ia., 2-4; Hon-ald 5-8; Manson 9-11.
 Victory Expo.: Mt. Vernon, Ill., 28-July 5.
 Victory United: Mott, N. D., 28-July 5.
 Lemmon, S. D., 3-5; Eureka 7-9.
 Virginia Greater: Frederick, Md.; Culpeper Va., 5-10.
 Vivona Bros.: Morristown, N. J.
 Wade, W. G., No. 1: Crown Point, Ind., 2-5.
 Wade, W. G., No. 2: St. Clair, Mich., 30-July 5.
 Wallace Bros. of Canada: (Fair) Moose Jv Saak, Can., 28-July 1; (Fair) Estevan 2-4; (Fair) Weyburn 5-6; (Fair) Portage Prairie, Man., 7-10.
 (See CARNIVAL ROUTES, page 5)

WANTED

For MILLS BROS.' CIRCUS

Colored Musicians—Trombone, Saxophone, Clarinet, Chorus Girls, Place strong Annex Feature, Side Show Acts, Answer: L. E. COLLINS, Mills Bros., Circus, Marietta, 29; McConnellsville, 30; Cambridge, July 1; Bridgeport, 2; Steubenville, 3; all Ohio.



GUM JOY
Box Ass't.
Gums & Chews
100 Packages \$6.50



GOLD CREST
Assorted Wrapped
100 Packages . . \$5



MOONLIGHT
Chocolate Crushed
Cherries
100 Packages . . \$8



SUGAR DANDIES
Assorted Gums &
Chews
100 Packages . . \$5



SMILES
Assorted Chews
200 Packages \$5.50

ALL TYPES OF BOXED CANDY—POPULAR PRICES
—CHOCOLATES, GUMS, CHEWS—WILL STAND
ALL KINDS OF WEATHER—FREE CATALOG ON
REQUEST—20% DEPOSIT ON ORDERS.

DELIGHT SWEETS, Inc. 50 East 11th Street, New York City

UP GOES THE PRINT ORDER

Increased demand for The Billboard requires longer press runs, and in order to maintain present train schedules and the earliest possible delivery, we must close the last form earlier.

Final closing time for late show ads is

SUNDAY NOON (Eastern Standard Time)

If you mail any ads after Wednesday be sure to send them

Special Delivery Direct to

THE BILLBOARD PUBLISHING CO.

2160 PATTERSON ST.

CINCINNATI 22, OHIO

ong Show Set or Fredericton Centennial Week

DERICTON, N. B., June 26.—Detailed plans for the Fredericton centennial were announced this morning by Fred H. Phillips, general manager. The celebration, which has been widely publicized throughout this city and adjacent ones, as well as neighboring Maine, will feature variety, sports and an all-inclusive professional entertainment program at the climactic week beginning Monday.

A strong program of grandstand entertainment, secured thru Joseph Hughes, field representative of the A. Hamid, Inc., New York City, includes the firm's top touring company, *Show Time Revue*, and numerous featured acts. The location of the grandstand show made possible thru the joint effort of the Fredericton Exhibition and the centennial group, Phil- luid. All performances will be held in Trotting Park, the fair- grounds.

Lynch on Midway

Lynch's Greater Exposition has secured the midway contract. The features skedded include a regatta program Monday (26), and a centennial parade and the presentation of the centennial queen on Tuesday. A regatta will be held in the afternoon, while at night a parade of spectacular parade floats will be held. Harness racing will be presented Wednesday and Thursday. Today will also be Shrine Day. The day will feature a pageant of transportation and a horse show. In the evening the lieutenant governor of the premier will tender an official reception and ball in the Parliament Building.

By Ray T. Forbes and other city government officials, have thrown all resources of their offices behind the publicizing of the celebration, Phillips said.

HEADQUARTERS

FOR
WORLD FAMOUS
CONCESSION EQUIPMENT
AND SUPPLIES

LEVINS POPCORN CO.
Nashville, Tenn.

SAVE WITH SURPLUS GENERATOR SETS

2½ to 175 KW

All Types of Hardware

Oldham and Sutherland
Junction City, Ky.

ECHOLS ICE
SHAVING
MACHINE
With Motor
\$80.00

With Stand
\$85.00
\$15.00 Deposit
on O. O. D.
orders.
G. T. ECHOLS
3700 S.
Jefferson
St. Louis 18,
Mo.

Gladewater Rodeo In Hefty Draw

GLADEWATER, Tex., June 26.—Ninety-two riders and ropers competed for \$3,500 in the 11th annual Gladewater Round-Up Rodeo here June 15-18. Paid admissions totaled approximately 15,700, Secretary William T. Randolph announced. Prices were scaled at \$1.20 to \$2.09 for adults, with children admissions at half price. Dates for the 1949 event have been set for June 14-17, President Jack Yates announced.

Results of the recent event here follow:

Saddle Bronk Riding—Larry Finley, Phoenix, Ariz., first; Bill Barton, Waco, Tex., second; Paul Gould, Sweetwater, Tex., third; Red Wilmer, Vinita, Okla., fourth.

Calf Roping—Ray Wharton, Bandera, Tex., first; Whit Keeney, Stephenville, Tex., second; Lanham Riley, Fort Worth, third; Byron Wolford, Tyler, Tex., fourth.

Bull Riding—Grant Marshall, Tulsa, Okla., first; Jake Monroe, Idabel, Okla., second; Bill Williams, Clarksville, Tex., third, and Bill Barton, Waco, Tex., fourth.

Bareback Bronk Riding—Bobby Booth, Fort Worth, first; Manuel Enos, Fort Worth, and Hubert Taylor, Waco, split second-third; Billy Weeks, Roy, N. M., and Paul Gould, Sweetwater, split fourth-fifth, and David Shellenberger, Marietta, Okla., sixth.

Steer Wrestling—James Bynum, Pleasant Mound, Tex., first; Buck Jones, Wichita Falls, Tex., and Hub Whiteman, Clarksville, Tex., split second-third; Todd Whatley, Bethel, Okla., fourth; Charlie Colbert, Hugo, Okla., fifth, and J. B. Bradshaw, Bandera, Tex., sixth.

Hargis Wins Two Firsts In Neosho, Mo., Rodeo

NEOSHO, Mo., June 26. — Ken Hargis copped two firsts in the rodeo here June 18-20. Executive staff included Walt Plugge, producer and stock contractor; Dittman Mitchell, announcer; Ernest Beaty, arena director; Grace Shumaker, arena secretary; Buck Kellough and Claude Fletcher, judges; Flora B. Beaty and Grace Shumaker, timers; Bennie Bender and Bennie Veach, clowns, and Earl Strauss, Vivian White, James Miller and Billie Bender, specialty acts. The results:

Saddle Bronk Riding—Won by Ken Hargis; Paul Hunter, second; Orville Stanton, third; Spike Sutton, fourth.

Bareback Bronk Riding—Won by Spike Bronson; Spike Sutton, second; Tommy Patterson, James Miller and Chuck Dent, tied for third.

Bull Riding—Won by Ken Hargis; James Miller, second; Bill Fogg, third; Billy Boyd, fourth.

Buffalo Riding—Won by James Stepp; Dick Fogg, second; John Crethers and Bennie Bender, tied for third.

Calf Roping—Won by Bud May; George Mongrain, second; Orlin Garret, third; Jim Lawrence, fourth.

Bulldogging—Won by Chuck Dent; Everett Logan, second; Earl Woffard, third; Bill Lawrence, fourth.

Golden Wedding Jubilee Set at Bethlehem, Conn.

BETHLEHEM, Conn., June 26.—A Golden Wedding Jubilee, sponsored by *The Waterbury Republican* and *American*, will be a feature of this year's Bethlehem Fair, President Paul Johnson announced. Couples wed 50 years and who live in Litchfield and New Haven counties will be hosted, with Gov. James C. Shannon heading the jubilee program.

A dinner in honor of the couples will be held. Present plans call for airing the event over WBRY, Waterbury.

Association Name Changed

BOSTON, June 26.—Arnold E. Kahn, executive secretary of the newly formed Massachusetts Ballroom Operators' Association, announces that the organization will henceforth be called the Ballroom Operators' Association (BOA), in order to permit all outdoor and indoor ballroom operators in New England to become members.

Wheel Flies Off Hot Rod In Chicago, Kills Pit Man

CHICAGO, June 26.—Henry Martin, 47, Chicago, pit worker, was fatally injured during the hot rod races at Soldier Field here Wednesday night (23).

The rear right wheel of the hot rod driven by Joe Leibeck flew off and sailed into the pit area, striking Martin. Martin was taken to the hospital where he died several hours later, suffering from a fractured shoulder, a deep chest wound, broken ribs and shock. He is survived by his widow, Lillian.

As a result of a high birth rate, the Memphis zoo will sell a baby hippo, four lion cubs, six red foxes and four sika deer. New additions include a pair of Russian brown bear cubs, a buffalo calf and two baby aoudads.

MIDWAY MARVEL CANDY FLOSS MACHINE

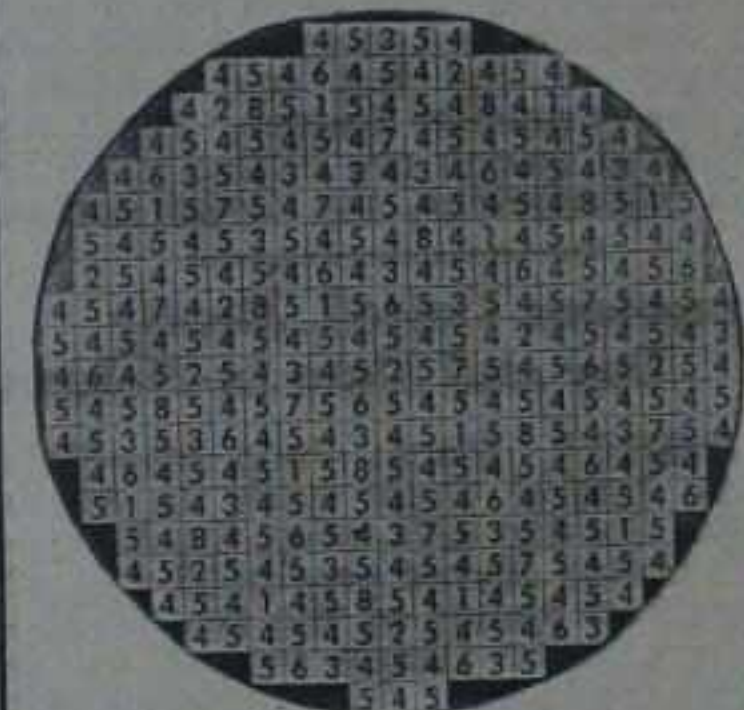
\$275.00
Slightly higher west of Rockies.
● double spinnerhead ● rubber shock mounted ● 25 in. aluminum pan ● pilot light indicator ● shaft rotates on ball bearings ● dust cover ● fused to prevent overload ● accurate machining ● ball bearing motor.
CHUNK-E-NUT PRODUCTS CO.
231 N. Second Street Philadelphia 6, Pa. 2906-14 Smallman St. Pittsburgh 1, Pa. 1261-63 E. Sixth St. Los Angeles 21, Calif.

PERFECT AUXILIARY POPPER, \$12

Only geared 8-quart popper on market. All aluminum, closed gear housing. Ideal for auxiliary use during electrical failure. Also 12 & 35 qt. capacities. 25% with order—balance on delivery.
CONCESSION SUPPLY CO. 3916 Secor Rd. Toledo 8, Ohio

HANKY PANK OPERATORS!

YOUR IN THE MONEY NOW



RATIO MOTORED DART WHEEL

PRICE (Four Extra Discs Included) **\$77.50**

Replacement Discs **\$ 2.50**

Five for **10.00**

Terms: 1/3 With Order,
Balance C. O. D.

CLARINDA AMUSEMENT DEVICE MFG. CO.

CLARINDA, IOWA

Throw away your dart boards. Order today motor-powered dart wheels: Guaranteed to increase your take 10 to 1.

CONSTRUCTION:
23 1/2" wheel of 5-ply wood with aluminum rim; easy replaceable composition printed insert disc (good for 2,000 plays).

MECHANISM:
Fractional motor with oil packed speed reducer operates 1/2" shaft and wheel at correct proven speed. Mechanism and wheel mounted on light angle iron frame which sets on your first shelf.

Allow the customer to reach over counter to within 18" of the wheel. Looks like a cinch, doesn't it?
Packing, each unit comes in permanent carrying case, with 4 extra discs.

INCREASE PROFITS With CRETORS

Cadet Model 51

The Cadet Model is compact, yet holds an amazingly large amount of popped corn. It is speedy and dependable, and offers a tastier product which guarantees increased profits. This low-priced counter model is completely finished in beautiful stainless steel. Same quality workmanship as is found in Cretors larger models.

Size: 18"x24"x28" high.
Capacity: \$8 to \$10 popped corn per hour.

Headquarters for
**PURDUE HYBRID
S. A. CORN**

Immediate Delivery on
Cocoanut Oil,
Peanut Oil,
Salt, Boxes



POPPERS BOY PRODUCTS CO.

60 E. 13TH ST.
CHICAGO 5

Seazo
COCONUT OIL
POPCORN SEASONING



... costs less than substitutes because Seazo keeps indefinitely ... won't go rancid in the container ... and popcorn that stays fresh longer.

- For those states where colored oil is not sold —use SIMKO brand.

By the makers of POPKIT PLUS!

Seazo

COCONUT OIL
POPCORN
SEASONING

Simonin of Philadelphia

Industrial Expo Preems on A. C. Million \$ Pier

ATLANTIC CITY, June 26.—George A. Hamid's Million-Dollar Pier, dropping out as a major amusement center; lights up tonight (26) with an international industrial exposition. While the exhibits are the come-on, many of the pier's amusement features have been retained. Included are motion pictures, an animal circus, open-air dancing and free bathing and bathhouse service for patrons. Added to the amusement roster is a television theater featuring a 100-square foot video screen.

Exhibits on display come from Europe, Asia, Africa and South and North America. Featured is a Palestine exhibit and the Venetian glass blowers, imported from Italy. The exposition also includes an auto show, furniture show, an electronic display set up by the U. S. Navy and a display by the U. S. Signal Corps.

At Hamid's Steel Pier, the resort's major amusement pier, a new Ferris Wheel has been added to the line-up of rides and funhouses. A Wild Life exhibit of the lost and forgotten horses is another feature. Back for a second season are Flicka, Smokey and Thunderland, the movie horses.

American United, Beatty Day and Date in Helena

HELENA, Mont., June 26.—Helena's busiest show week in years ended Sunday (20), when the American United Shows concluded one of their best stands of the season and Clyde Beatty Circus moved on to Great Falls after two performances given to three-quarter-plus houses Saturday (19).

Circus attendance was a little below anticipation but not bad considering the threatening weather.

Charles Mason, general agent of the American United Shows, reported the season so far, from an attendance standpoint, has been up but per capita spending down.

Kyle Co. Has Spotty Season

RICHMOND, Va., June 26.—Officials of Kyle Productions, which promoted motorcycle races here and an air show at Southington, Conn., May 30, said its indoor season has been spotty. New England business held up well, but a drop-off was encountered during January and February in Canada, due possibly to extremely cold weather. The latter part of the indoor season thru Virginia and North Carolina was good. Spartanburg, Greenville and Orangeburg, S. C., were also reported as good.

ALLAN HERSHELL

Park and Carnival Amusement Devices

Makers of THE LOOPER, CATERPILLAR, MOON ROCKET, KIDDIE AUTO RIDE, CARROUSELS and other famous riding devices. Order now for early delivery. Free catalog sent on request.

ALLAN HERSHELL COMPANY, Inc., N. Tonawanda, N. Y.
World's largest manufacturers of amusement rides

OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

Circuses, Carnivals Find Terre Haute Good Place To Show

TERRE HAUTE, Ind., June 26.—This Indiana town has been a veritable mecca for circuses and carnivals this year with two circuses and three carnivals already having made successful stands here to date. Dalley Bros. Circus is due to make its first appearance here July 3, as are the Mighty Hoosier State Shows July 6.

The Cole Bros. and Mills Bros. orgs played to capacity houses during stands here earlier in the season.

Carnivals playing here and in West Terre Haute include the Cavalcade of Amusements, Turner Bros. and Moore's Modern Shows. All reported business to be excellent.

Harlacker Promosh Draws Hefty Crowds In Lawrence, Mass.

LAWRENCE, Mass., June 26.—A strong line-up of talent, plus the crowd-attracting giveaway of big prizes, was accounting for what appeared to be a record attendance at the eighth annual Kiwanis Charity Circus which winds up a week's engagement in Memorial Stadium here tonight.

An estimated 7,000 turned out for the preem performance Monday night (21). Youngsters jammed the stadium Tuesday afternoon (22) for a special matinee and assured a hefty play at today's matinee. General admission is 50 cents for adults, 25 cents for children, with grandstand seats costing an additional quarter.

The entire doings, promoted by J. C. Harlacker, Boston promoter, features talent inked thru Al Martin, Boston booker. Acts include Professor Keller and his trained wild animals; Reg Kehoe and his all-girl marimba band; Potash and Palsom, comedy knockabout; Gauthier's Canines; the Rooneys, aerialists; Montana Red and Coley Bay, with the Campbell Sisters; P. J. Ringens, bicycle diving act; Lang Troupe, teeterboard; Dorman Brothers and Vern Ortons, aerialists. Joe Basile and his band handled all musical chores. Art Spaulding was emcee and Bill Knight, chairman. Two shows were presented nightly.

Dave Irwin's Eskimo Village was presented as an added attraction. Kelly, the candy man, operated his jam store.

Nightly prizes included an automobile, refrigerator, washing machine, combination radio-phonograph and motor boat, plus innumerable prizes distributed thru penny sales.



1948 Spitfire

Ride & Fly

- SELF-CONTROLLED CAR
- THRILLING
- DEPENDABLE

FRANK HRUBETZ & CO
SALEM, OREGON

THE MAKERS OF... *Quality Show Canopies*

Flameproofed Canvas in All Colors

Guaranteed to pass all Underwriter's Laboratories, Inc., tests

Show, Concession and Exhibit Tents, Horse Troughs, Casting Nets, Ring Mats, Canopies and Marquees built to your specifications.

Arthur E. Campfield, Inc.

145 W. 54th STREET NEW YORK 19, N. Y.
Phone Plaza 7-8039

WILLIAM MITCHELL • ARTHUR E. CAMPFIELD • HENRY WITT
Vice Pres. Gen. Mgr. President Secretary Treasurer

BOOMERANG

1948 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1947



WRITE FOR CATALOG, ETC.
U. S. RIDING DEVICES CORP.
HARRY WITT
298 Junius St., Brooklyn, N. Y.

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS!

MANLEY INC., KANSAS CITY, MO.
The Biggest name in Popcorn
POPCORN MACHINES AND SUPPLIES

NOTICE, CONCESSIONAIRES
NEW MODEL BERT'S AUTOMATIC ICE SHAVING MACHINE for Snow Cones now available. Entirely automatic, with push-button control. Machine delivers clean, fine snow in a hurry. This money maker will be demonstrated for you at Cotton Bowl Roller Rink, Fair Park, Dallas. If you can't call, write or wire.
BERT'S SNOW CONE MACHINES
FAIR PARK DALLAS, TEXAS
We also handle Snow Supplies.

1000 BINGO

Cards, heavy white, black back, 5 1/2 x 7 1/4. Duplicate cards. These sets complete with Numbers, Tally Card, 35 cards, \$3.50; cards, \$4; 75 cards, \$4.50; 100 cards, \$5. All cards from 100 to 3000 @ \$5.00. Fibre Calling Numbers, 50c; Wood Calling Numbers, \$1; Printed Tally Card, 15c. Heavy Cards, \$3, same weight as #1 men, Red, Yellow @ \$6 per 100. DOUBLE DS, No. 1 size, 6 1/2 x 14 1/2. 10¢ each.

3000 KENO

In 30 sets of 100 cards each. Played in 3 across the cards—not up and down. Light cards. Per set of 100 cards, tally card, 10 markers, \$3.50.

LIGHT WEIGHT BINGO CARDS

Green, Yellow, Black on White, postal thickness. Can be retained or discarded. Size 5x7, per 100, \$1.25. In lots of 5, \$1 per 100. Calling markers, extra, 50c.

Pong Balls, printed 2 sides \$300.00
 Acornments, Numbered Balls, Ea. .58
 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25
 W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00
 Small Thin "Brownie" Bingo Sheets colors, loose only, no pads. Size 5, M 1.50
 Featherweight Bingo Sheets, large or 5 1/2 x 3; 5 colors; loose no pads. M 1.75
 Display Posters, Size 24x36. Each board Strip Markers, 10 M for .75
 Covered Wire Oable, with Chute, Food Ball Markers, Master Board; piece layout for 15.00
 Transp. Plastic Markers, Bwn., 1/4 M 1.00
 Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 1/2 the size \$2.00 M

Above prices are transportation extra. Catalog sample cards free. No personal checks. Immediate delivery.

M. SIMMONS & CO.
 W. JACKSON BLVD., Chicago 4, Illinois

Charlie Zemater Stumbles Into Job; At It Now For 24 Years

(Continued from page 47)

In his dealings with acts, Charlie brings into play knowledge gained during his many years as a performer. This is reflected in his consideration for a performer's problems. And, Charlie has a first-hand knowledge of them.

As a mere youngster in Grand Rapids, Mich., where he was born May 1, 1889, as Charles Francis Zemater, he had received the paltry sum of \$5 for making a balloon ascension and a parachute jump. It was in Grand Rapids, incidentally, where Charlie's gymnastic skill, revealed early, led him to the life of a performer. At the age of nine, he started performing professionally. The events were what were then termed Happy Hours, short programs put on by various Turnvereins, to raise money for those organizations.

And, when the train pulled out, Charlie recalls, he and other performers—in this instance—lay prone on the car floor as the train pulled away with buckshot whistling thru shattered windows.

Goes Into Vaude

Charlie was with two other circuses—the Cole show in 1906 and the Forepaugh-Sells Circus in 1911. In between circuses, he worked vaudeville. And after quitting circus trouping, he confined himself to vaude bookings. He was routed over the Sullivan-Considine, Pantages, Keith-Orpheum, the Western Vaudeville and Sun circuits.

In the circus field, he worked under the titles of the Alvo Troupe, Ellet Troupe and the Garnell Troupe. While in vaude he and his partners were booked as either Zemater and Smith or Devaro and Zemater.

It was while playing the Pantages time that he met Claire Kreuzer, who did a singing and monolog number on the same bill. They were married 31 years ago, and Mrs. Zemater continues to maintain a lively interest in show business. What's more, the two Zemater boys, Charles Jr., 29, and Jack Robert, 24, both joined the Zemater office after a stint in the armed services.

Knows Troupers' Problem

His leap from that type of performing to circus life followed quickly. In 1903 he was with the John Robinson Circus, with which he piled up much knowledge of troupers' problems. He recalls, for instance, when the weather was cold that the custom on the Robinson show was to put the large snakes and alligators in the aisles of the train and cover them with blankets so that they would be warm while in transit. This forced performers to clamber over the seats to reach the toilets situated at the end of the cars. Charlie laughs at such experiences now, but then, he admits, they caused some worry and no little discomfort.

He also tells of the Hey Rubes which marked the Robinson tour that year. One such stands out in his mind. It was at Vendota, Ill. The railroad station was all but ruined in the gunfire between the natives and

Mrs. Zemater Versatile, Too

Mrs. Zemater, during her vaudeville days, was billed as Annabelle La Verna in a musical novelty act in which she played piano, xylophone, some make-shift instruments. She also sang, as Little Miss Claire in a high school horse act and as a single under her own name. Her career also embraced playing the piano in a movie theater and modeling at the Art Institute, Chicago.

The Zemater family finds a great zest in show business. And, it is an around-the-clock interest for most of them, with little time for much else. Charlie points out that outside of show business, and his family, his other interests are tied in closely with the business. His club affiliations, for instance, are confined to the Showmen's League of America and the Show Folks of America, Chicago.

CHEVROLET TRUCKS

For Showmen Only

Immediate Delivery — Some Models.

Special General Motors Financing for Showmen.

TRUCKS — TRAILERS — BODIES

Standard Chevrolet Co.
 EAST ST. LOUIS, ILL.

CONCESSION GAMES

PORTABLE • FRAMED • FLASHY

Pool Darts \$42.50
 Pool Balls 35.00
 Pool Dart 50.00
 Pool Racks 22.50

Prices on request for specially built games.

BROWN NOVELTY CO.
 95 Central Ave. Cincinnati 2, Ohio

Advertising in the Billboard Since 1905

ROLL OR DOLDED TICKETS

DAY & NIGHT SERVICE

SPECIALY PRINTED •

WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M's AT SAME ORDER, \$2.00

For prices for any wording desired. For each change of wording and color add \$3.75. Change of color only add 75c. No order for less than 10,000 tickets of a kind or color.

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



CONCESSION TRAILERS

This sturdy Trailer has masonite body 10 ft. long, 88 inches wide. Full price, \$490.00 plus tax. Immediate delivery. Write for catalog showing 35 new models.

KING AMUSEMENT CO.
 82 Orchard St. Mt. Clemens, Mich.

New Ride Thrill... C-CRUISE ACCLAIMED

by these New Operators...

Antzen Beach, Hayden Island Amusement Co., Portland, Oregon.
 Arthur Price, Gwynn Oak Park, Baltimore, Md.
 W. W. Moser, Central States Shows, Aransas Pass, Texas.
 Al Wagner, Cavalcade of Amusements, Mobile, Alabama.

ASY TO FILL UP... OPERATE... SET UP AND TRANSPORT!

Appeals to young and old! A veridic bonanza!
 Write for illustrated booklet

C-CRUISE CORP. Seventh and Murlark Avenue, West Salem, Oregon

Snow Cones ★ Popcorn ★ Candy Floss ★ Candy Apples

Our 1948 Catalogue has been mailed to everyone on our mailing list. If you have not received your copy, write for it today. The new 58-page catalogue lists all the equipment and supplies you need for the above Concessions, in addition to many other items. Be sure you line up with Gold Medal this year for the fastest service in the business.

GOLD MEDAL PRODUCTS CO.
 CINCINNATI 2, OHIO
 118 E. THIRD STREET

Speed Round-Up

5,000 at Agawam

AGAWAM, Mass.—Rookie driver Bob Minor, Bristol, Conn., edged out Bill Randall, Wakefield, to cop top honors in the feature 25-lap midget auto race at Riverside Park before some 5,000 fans, June 16.

Brown Wins 100-Miler

LANGHORNE, Pa.—Walt Brown, Massapequa, L. I., won the 100-mile AAA sanctioned big car race at Langhorne Speedway Sunday (20). Mack Hellings, Burbank, Calif., was second; Emil Andres, Chicago, third, and Dane Carter, fourth. Paul Russo Detroit, crashed thru the rail on the fifth lap. He was treated for multiple abrasions and contusions.

Three Straight for Tappet

FREEMONT, L. I.—Ted Tappet, Manhasset, L. I., won his third straight midget feature race Friday night (18) at the Speedway.

Medford, Mass., Track Bows

MEDFORD, Mass.—A new midget auto raceway, the Bowl, located on the Revere Beach Parkway, preemed here Wednesday night (23). Meets are sanctioned by the Bay State Midget Racing Association (BSMRA). Prices are \$1.20 for adults and 60 cents for children, tax included.



ONLY Popsit plus!

LIQUID POPCORN SEASONING

gives your customers the FLAVOR they favor in popcorn



SEASONING SPECIALISTS TO THE NATION

Simonin of Philadelphia

Craner Resigns as Manager Of Yreka, Calif., Event After Pro-Gambling Stand

Claims Grief Followed Newspaper Quote on His Attitude

YREKA, Calif., June 26.—Arthur Craner has resigned as manager of the 1948 Gold Rush Days Festival. The event opened here June 24 for a four-day run without a paid manager. Craner's resignation followed sharp criticism of the manner in which the California Centennials Commission has been conducted and his announcement that gambling games would be permitted at the celebration despite the commission's edict that funds would not be allocated if gambling prevailed. Pressure, however, according to Craner, was heaviest from the local gambling element. He said his decision to quit was made because of "grief doled out to me by local gamblers and authorities as a result of publicity on the incident given by a story in *The Sacramento Bee*." In that story, Craner said the paper correctly quoted him as saying "there always has been gambling in Yreka and is at the present time."

"I told *The Bee*," Craner said, "that the festival committee planned to operate gambling games during the Gold Rush celebration to raise funds to be used in finishing the veterans' memorial building here. I added that gambling is nothing new here as (See CRANER QUILTS on page 96)

Strike Roaring Gulch From Eureka, Calif., Centennial Program

EUREKA, Calif., June 26.—*Roaring Gulch*, billed as a feature of the local centennial observance which opened here June 21, was stricken from the program because it included gambling games. The State Centennials Commission declared these must be eliminated before State aid would be made available.

Move of the celebration officials followed publicity given the feud between the centennials commission and Arthur Craner, manager of the Yreka Gold Rush celebration, on the gam- (See 'Roaring Gulch' Out on page 96)

Radio Transcription Series To Hypo Oregon's Annual

SALEM, Ore., June 26.—Member stations of the Oregon Broadcasters Association have informed Manager Leo Spitzbart that they will carry a series of five, five-minute transcribed public service shows, designed to increase exhibitor interest at the Oregon State Fair in Salem, September 6-12.

The disks, professionally produced by the fair, will emphasize exhibition regulations and entrance procedure in all of the fair's competitive classifications.

Asks OK for \$1½ Million Track at Riverside, Calif.

RIVERSIDE, Calif., June 26.—Abraham Teitelbaum, Chicago criminal lawyer who has a ranch at nearby Indio, has announced he plans to construct a \$1,500,000 horse race track at the Riverside County Fairgrounds here.

Teitelbaum has asked the county board of supervisors to approve the venture. The board has referred the matter to the county counsel for an opinion, it is reported.

Del Mar, Calif., Offers \$8,500 in Rodeo Prizes

DEL MAR, Calif., June 26.—Top hands from many Western States will compete for \$8,000 in prize money in six events at the rodeo July 2-5 at the San Diego County Fair. Rodeo has world's championship rating, inasmuch as points can be earned by competitors toward the 1948 title. Andy Jaurequi, rodeo manager, said that about 150 head of stock will be on hand for the event.

Set Plans for Miss. Annual

JACKSON, Miss., June 26.—Plans are under way for the annual Mississippi Agricultural and Industrial Exposition here, October 11-16, it was announced by J. M. Dean, executive secretary.

40,000 See Parade Opening Spring Fete in Los Angeles

BELLFLOWER, Calif., June 26.—An estimated crowd of 40,000 watched the parade which was the opening feature of the fifth annual Los Angeles Spring Fair which began its five-day run here Saturday (19).

Presented under five large tents at the Clark Street fairgrounds north of Compton Avenue, the event is the largest community fair in Southern California, according to John Dunkin, fair association president.

Junior and senior horse shows, agricultural and horticulture exhibits, midway and cattle exhibits were featured.

Chester Annual Adds Cattle Barn, Sale and Show Ring

CHESTER, S. C., June 26.—A new cattle barn and a new cattle sale and show ring will be ready for use this year by the Chester County Fair, Jake S. Colvin, manager of the American Legion-sponsored annual, announces. The principal exhibit building will be painted.

A new lighting system has been installed in the combo football-baseball park on the grounds. Future plans call for the erection of a modern stadium.

Sam Goldstein's Majestic Greater Shows has the midway contract.

Sacco Signs To Furnish El Paso, Ill., Attractions

CHICAGO, June 26.—Tommy Sacco, Chicago booker of the agency bearing his name, has signed contracts to supply the rides, concessions and all acts at the Corn Festival and Free Fair, El Paso, Ill., September 8-11.

Among other recent bookings announced by Sacco is Don Carver's Mule into the Oklahoma State Fair, Tulsa, Okla., and the Amarillo State Fair, Amarillo, Tex.

96 Fairs for Pennsylvania

HARRISBURG, Pa., June 26.—The number of county and community fairs scheduled to be staged in Pennsylvania this year now stands at 96, one less than the number held last year, the Department of Agriculture announces.

Proctor's '48 Funds Withheld Pending Larkins's Removal

DULUTH, Minn., June 26.—The St. Louis County Board of Commissioners voted, 6-1, Tuesday (22) to withhold funds from the 1948 fair at near-by Proctor, Minn., pending removal of Owen J. Larkins as fair manager and secretary.

Larkins has been the center of a sharp controversy between the county agricultural agent, fair officials and 4-H Club leaders. He was accused by Richard C. Floyd, of Eveleth, of being "responsible for all the antagonism and dissension," which "has brought disunity among the groups."

Bid for Concessions At Sacramento Fete

SACRAMENTO, June 26.—Dan Donovan, president of the 52d Agricultural District Fair at Galt, has opened bids for concessions at the fair and horse show to be held here July 17-24.

"This year," Donovan said, "because of the switch to State affiliations, the Galt fair undoubtedly will attain its greatest size. We hope to attract the largest crowd in history of the event."

In addition to four days of harness and running races, Donovan reported, the fair will have a special floriculture show, and auto thrill show and a rodeo.

Donovan announced the following committee chairmen: Joseph Green, domestic arts and sciences, horticulture, floriculture and agricultural exhibits; Henry Kloss, dairy cattle; Arthur Brown, beef cattle; Frank Inderkum, 4-H Club and junior department; Howard Wackman, sheep; Dick Deterding, horse show. Ancil Hoffman will handle the horse racing program, while Kloss, Deterding and Hoffman will head the finance staffs.

Eugene Kenefick is secretary-manager.

2 New Buildings Set For Bishopville, S. C.

BISHOPVILLE, S. C., June 26.—A new exhibit building and a livestock building are scheduled for completion before the November 1 opening of the Lee County Fair, James W. Cothran, secretary, announces.

The livestock building, already under construction, will be 54 by 70 feet and will have a concrete floor. A new front fence and main entrance are included in the building program. The midway entrance will be widened and new eating stands will be erected.

This year's promotion will include the giving away of an electric stove and refrigerator and the reduction of prices on midway attraction for Kiddies Day. Prell's Broadway Shows have the midway contract.

Eureka, Calif., Schedules Five Days of Horse Races

EUREKA, Calif., June 26.—Five days of horse racing, with a total of 29 races, have been scheduled for the Humboldt County Fair at Ferndale, according to Dr. J. N. D. Hindley, secretary-manager, who said the program will include six races on the afternoon of August 11, six on each of the following two days, seven August 14 and four August 15, concluding day of the fair.

Purses will range from \$350 to \$500, with a total of \$11,550. An electric starting gate and a photo-finish camera will be used for the first time, Dr. Hindley announced.

Regulations Set For Utah State

Salt Lake City health officials lay down special set of recommendations

SALT LAKE CITY, June 26.—Nine "minimum recommendations consistent with satisfactory sanitary conditions" must be met at the Utah State fairgrounds before the annual will be allowed to open in September, Utah State and Salt Lake City health officers ruled this week. The report on conditions was sent to Governor Herbert B. Maw by Dr. Welby W. Bigelow, acting State health commissioner. It was concurred in by Lynn M. Thatcher, State health department sanitarian, and W. V. Hickey, Salt Lake City chief sanitarian.

The "recommendations" include installation of a 10-inch sewer for about 1200 feet; rat-proof horse stables with new floors; installation of (See Regulations Set on page 96)

Vancouver To Institute Auto Races; Start July 1

VANCOUVER, B. C., June 26.—Vancouver will have organized auto racing by July 1. A \$40,000 paved track, complete with 3,500 seats and three acres of parking space, has been constructed on a five-acre site in Burnaby, a few blocks off the main Kingsway Highway.

The project is being financed by A. C. Digney, Burnaby theater op., who has a contract with the B. C. Midget Racing Association, which will provide the cars. Current plans call for entries from Seattle and Tacoma.

Not only midgets are to gallop about the paved surface, for the big car interests operating in Victoria are ready to bring their chariots to Vancouver. Sid Harling is B. C. Midget Association president.

Yuba City, Calif., Bowl Festival Attracts 15,000

YUBA CITY, Calif., June 26.—Roy Welch, secretary-manager of the Yuba-Sutter Peach Bowl Festival, which closed a three-day run here June 20, estimated the show attracted 15,000 spectators.

Nearly 2,000 attended the horse show Saturday (19), and 1,000 attended the folk dance festival. About 1,600 were present at the baseball contest, Welch said.

Highlights also included a band concert and kiddies review.

Eastern States Ups Cattle Purses to 200

SPRINGFIELD, Mass., June 26.—A total of \$20,000 in prize money \$5,000 more than last year, will be offered in the dairy cattle and Aberdeen Angus classes at the Eastern States Exposition, Charles G. Nash, general manager, announced this week.

The annual, which will be held September 18 thru 25, also will hold a sheep show for the first time since 1936, when floods washed away the sheep pens.

Calistoga, Calif., Sets Bill

CALISTOGA, Calif., June 26.—A program of Western riding, rodeo and quarter-horse racing will be a feature of the Napa County Fair and Horse Show. Rodeo will be chief attraction on closing day, July 4. Howard Butler, fair president, announced there will be five quarter-horse races sponsored by the Northern California Quarter Horse Association.

Reps of 52 Ohio Fairs Attend Columbus Class

COLUMBUS, O., June 26.—Fifty Ohio fairs were represented Friday (25) at the Ohio Fair Managers' association annual mid-year conference and school. Approximately 100 were in attendance at the event, which marked the first fair management school ever held in Ohio. Twelve schools conducted in other states, the treatment was confined to a single day, being merged with the See Reps of 25 Ohio on page 99)



NICK FRANCIS
Currently handling the "lauff" department with
JOIE CHITWOOD'S Circus of Death
Contact
NICK FRANCIS, MARSHALL, MO.

FAIR SECRETARIES
JOIE CHITWOOD'S AUTO DAREDEVILS
All brand-new 1949 cars. A few open dates in Middlewest available.
Ward (Flash) Williams
Edgar I. Schooley
AMERICAN THEATRICAL AGENCY, INC.
Suite 1806, 203 N. Wabash Ave., Chicago, Ill.
Andover 6087

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS
MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

WANTED
Top-Notch Midway Show for the
NORTHWESTERN OKLAHOMA FALL FAIR
Which will be combined this year with the 56th Annual Cherokee Strip Celebration, Sept. 13-18. A gigantic double event to dedicate the new million dollar County Fair Grounds. In the heart of the Southwest's Greatest Wheat Belt. Minimum crowd of 80,000 persons for the week. Unlimited scope, adequate facilities. Inquiries invited from all top-notch Midway Operators. Write to
HARRY McKEEVER
BASE BLDG., ENID, OKLA.

CANDY APPLE AND CANDY FLOSS PEOPLE, ATTENTION
Have X on several big Fairs, including Louisville, Ky., State Fair. Will sell or rent space. Contact me at permanent address:
JOAN BENJAMIN
Upton, Ky.

CARNIVAL WANTED
TO PLAY THE WEIRWOOD FAIR THIS YEAR
Fair Dates—August 10-11-12-13, 1948
C. N. McCUNE, Secy.
Box 136
Chesapeake, Va.

Around the Grounds: Calif.'s. Cent. Gal Given Publicity Post by State Fair

Toni Boyle, picked last September as the California State Fair Centennial Girl but later allegedly jilted by the State Fair Board, has been given a job on the State fair publicity staff.

When she won the county-wide contest sponsored by the Los Angeles County Board of Supervisors last year, she was promised a three-year contract at \$100 a week. She contended she was to travel all over the country, inviting prominent people to California's centennial celebrations and a squabble ensued. The whole thing ended in an impasse.

The State Fair Board doubted whether there were enough centennial observances scheduled for this year to justify Miss Doyle's employment as a traveling emissary, so she was given a straight publicity job at the fair. Job pays \$400 a month and expenses.

Construction of a new \$225,000 building was certain to be completed in time for the opening of the 1948 Minnesota State Fair August 28. The one-story structure will house concessions and exhibitions, and is being erected north of the new Agricultural-Horticulture Building. Food exhibits will be placed in the structure, Raymond A. Lee, fair secretary, said.

More network radio shows are planned for the '49 Florida Citrus Exposition, Winter Haven, according to Phillip E. Lucey, general manager. This year Ladies, Be Seated and the Ted Malone Westinghouse shows originated from the expo. The Royal Crown Shows again have been asked to provide the midway attractions. Dates of the fair have been set for February 14-19.

Auglaize Centennial Cards Gala Program

WAPAKONETA, O., June 26.—Auglaize County Centennial, slated for July 4-6 at the fairgrounds here, is rapidly assuming added proportions as preparations mount for various events on the program.

Current indications are that more than 150 floats and 15 bands will participate in the parade, climax of the event. The fair here will be represented by a float carrying a shoe six feet wide and eight feet high depicting "the old lady who lives in a shoe, going to the fair for 85 years."

Approximately 150 costumes will be presented in the Century of Fashions, fashion parade.

The three-day event is receiving widespread publicity over a 50-mile area, and former residents are being urged to return for the program.

James Chanos will supply rides on the midway. Harry Kahn, secretary of Auglaize County Fair, is in charge of attractions, ticket sales and concessions.

The Three-County Fair, Northampton, Mass., has been granted a license to run horse racing at this year's event, September 6 thru 11, by the State Racing Commission.

Pearse To Draft Plan For Bloomsburg, Pa.

RALEIGH, N. C., June 26.—R. J. Pearse, consulting engineer for fairs, announced at his home here that he has been engaged by the Bloomsburg, Pa., fair to draft a preliminary plan for improvements to the Bloomsburg plant. Tentative improvements include provision for additional parking, possible relocation of the midway area and the construction of livestock buildings and a new judging arena.

Upon completion of the preliminary plan, Pearse will survey the fair in actual operation and then will draw up a master plan for improvements.

\$48,600 in Purses Offered At Los Angeles County Fete

POMONA, Calif., June 26.—A total of \$48,600 in purses will be offered harness horse winners at the Los Angeles County Fair here during its 17-day run starting September 17, according to C. B. Afferbaugh, president-manager.

Three harness races on week-days and four on Sundays will be held, Afferbaugh said. Running races also will be held.

Fair Dates
The following corrections and additions to the List of Fair Dates were received during the week ended June 25.
The complete List of Fair Dates was published in the issue dated May 29. The next complete list will be published in issue to be dated July 31. See each issue of The Billboard for corrections and additions.

- ARKANSAS**
Mena—Polk Co. Fair Assn. Sept. 13-18. Richard Barham.
Pocahontas—Randolph Co. Fair. Week-end of Sept. 12. A. C. DeClerk.
Siloam Springs—Tri-County Fair. Sept. 29-Oct. 1. Robt. Henry.
- COLORADO**
Calhan—El Paso Co. Fair. Second week in Sept. A. L. Priper.
Holyoke—Phillips Co. Fair. Sept. 2-4. George J. Rober.
- IDAHO**
Saint Maries—Benewah Co. Fair Assn. Sept. 16-18. R. Loren Kambitsch.
- INDIANA**
Decatur—Decatur Free Street Fair. July 26-31. R. W. Pruden.
(See FAIR DATES on page 95)

... sensational!

slide for life
Selden THE STRATOSPHERE MAN
climaxes his act with this feat that leaves grandstand patrons with heart-in-mouth.
C/O THE BILLBOARD CINCINNATI 22, OHIO

Swing & Sway the "Orton Way"
THE Sensational ORTONS
CRISS-CROSS SWAYING POLE THRILLERS
FEATURING
The only girl to do a one-hand stand 100 feet in the air. Brilliant fireworks finish.
Represented by
AL MARTIN AGENCY
Hotel Bradford, Boston

FAIR SECRETARIES CELEBRATION COMMITTEES
ARRANGE FOR
FIREWORKS NOW
• WRITE FOR SPECIAL DISPLAY PROGRAMS
• JOBBERS, ATTENTION ALL KINDS IMPORTED AND DOMESTIC FIREWORKS
• WRITE FOR DISCOUNTS
RICH BROS. FIREWORKS CO.
Write Dept. B, Box 514, Sioux Falls, S. D.

WANTED
Rides and Midway Shows and Concessions for the Atchison County and Legion Fair, held from September 8 to and including 11. Contact
Lloyd W. Gildersleeve
Rock Port, Mo.

WANTED CARNIVAL FOR FAIR
AUGUST 17-18-19-20
BLACK HILLS EXPOSITION
A. L. HAINES, Sec.
Rapid City, South Dakota

NIAGARA COUNTY FAIRGROUNDS, INC.
(Complete new org)
NOW BOOKING NIAGARA CO. FAIR
AUG. 31-SEPT. 4
LEGIT SHOWS — CONCESSIONS — RIDES
Elmer A. Barrett, Mgr., Box 444, Lockport, N. Y.

FOR SALE
MIFFLIN COUNTY FAIRGROUNDS
REEDSVILLE, PA.
17 acres of ground thru which flows a fine stream of water; located in some of Pennsylvania's prettiest surroundings. New 1/5 mile midget speedway, 5500 seats; very modern, permanent restaurant; modern lighting system; 17-stall horse barn. 1948 fair scheduled and advertising begun. Reason for selling, other interests. Write or call
EARL E. BEAL
LEWISTOWN, PA. PHONE: LEWISTOWN 5822

Sunny Sunday Gives Gotham Spots Big Biz

Rain Nips Saturday Play

NEW YORK, June 26.—Beach resorts and amusement parks in the New York area chalked up their highest attendances of the season last Sunday (20). While the temperature over the week-end was a trifle chilly for surf bathing, swim pools at the parks and resorts drew good patronage. Heavy thunderstorms broke at about 10:30 Saturday night (19) and started a hasty homeward trek from most of the outdoor spots.

Fair weather Saturday afternoon (19) lured fair-sized crowds to Coney Island, Rockaway Beach and other resorts and amusement parks near New York but peak attendances at these spots were registered Sunday (20) with weather conditions pretty close to ideal.

Coney Island's drum beaters, with triple-vision rose-colored spectacles, reported 900,000 visitors at that resort Sunday (20). Rockaway Beach nose-counters evidently were discouraged at only finding 50,000 rain-soaked visitors on the Boardwalk the preceding Sunday (13) and left last Sunday's check-up to the New York City's park department, which modestly estimated that there were 200,000 invaders in the Rockaways, plus an additional 20,000 at adjoining Jacob Riis Park.

Swanky Jones Beach reported a near-summer crowd of 75,000 and parking lots jammed. Few surf bathers were at this spot but swim pool, roller skating and games were heavily patronized.

Long Beach and Atlantic Beach, twin Long Island resorts depending largely on rail and auto transportation, drew 30,000 and 25,000 visitors respectively Sunday (20).

Down along the New Jersey seashore, Asbury Park reported the best turnout of the season, with 100,000 on the Boardwalk.

Hub Spots Get Sunday Break

BOSTON, June 26.—Clear, warm weather on the first Sunday (20) since opening gave local resorts a hefty and much needed play. More than 75,000 jammed Revere Beach, while 50,000 hit Nantasket Beach, with resultant big business for Paragon Park.

At Revere, Hurley's Kiddie Park, new spot for the youngsters featuring five rides, got a big play. Rides are Roto-Whip, Kiddie Train, Merry-Go-Round, Boat Ride and Ferris Wheel. Station WCOP's *Beantown Bandwagon*, four-hour Saturday afternoon program, began weekly broadcasts from the grandstand June 12. The program is piped thruout the beach via a p.a. system. Stan Shaw and Ken Meyer conduct the show, which makes Revere the only water-side spot in the area with a built-in radio program.

Iowa Spot Sells Air Show,

Exchanges Ducats for Kids

SIoux CITY, Ia., June 26.—WNAX's *Missouri Valley Barn Dance* which has been a Saturday night studio show for the past four years, has moved to Riverview Park here for its weekly broadcasts.

There is an admission charge for the two hour-performance. Children are gifted with two free rides with each ticket purchased.

Coney Island, New York

By UNO

More showers on Saturday (June 19), coming late in the p.m. however, continued to keep all ops on the gloomy side nevertheless. But a bright, sunny Sunday following changed the situation and left a lighter feeling everywhere.

Chamber of Commerce contributed a mammoth float, costing three and one half Gs, toward the Golden Centennial Manhattan celebration and parade of June 19, which will be a feature of the Mardi Gras.

Raziano brothers, are in evidence on the Boardwalk and Stillwell with Joe in control of Stauch's Baths and Mike and Sam handling a Poker Roll almost adjoining. All three are execs of the Borna Amusement Company, Inc., of which Joe Bonsignore, operator of the Bob Sled on the Bowery, and Thompson's Roller Coaster on Surf, is a silent partner. Prexy is Joe Raziano. Poker Roll helpers are Talamo and Frank Basile. Bath attendants are Elizabeth Landolfi, John Desmoni, Charles Benrush, Bernie Ettinson, Sol Shingelbaum, Isaac Contente, Jack Derby and Mike Mikalinga, latter on the job as laundryman the last 35 years. Raziano's former possession, an Arcade, located between their two establishments, is operated by Murray Handel and Leo Wyckoff.

Ravenhall Department Heads

Ravenhall's Baths and Park on West 19th, controlled by Irving Dworman, includes among its department heads, son Lester, as general manager; Mrs. Dora Hahn, main office manager; Ben Vitale, athletic division manager, and Tex O'Rourke, manager of outside activities. Family also owns a Whip ride on the Bowery where another son, Alvin, is in charge. A third son, Darrell, is rounding out a college course at Franklin-Marshall, Lancaster, Pa. Season's athletic events scheduled comprise AAU handball tournaments, women's swim championships and basketball contests. Ravenhall's has the distinction of being the only Coney spot where bathers are afforded a roomy stretch to become expert rumba steppers.

Stanley Gersh bought out his associates and is sole owner of the Kensington on the Bowery, where he has replaced the Play For Gold group game with 20 Tally Tables and 8 Skee-ball Alleys, retaining, however, the large soda fountain. New policy started July 1.

Reiben's Concessionaires

Jack Reiben's Bowery block of concessionaires, starting from Jones Walk and running to W. 12th, has Albert H. Lesser, formerly one of Abe Seskin's head men, now financially interested in and operating Leo Stober's penny-pitch; Sam Silverman and Isadore Rubenstein, with Fred Strasser and Oscar Rabinovich, assistants, manipulating a Greyhound Racer; Irving Shapiro, Charlie Hayman and Peter Squash, Star game; Noah Garmiser, Jerry Keats and Frank Cook, with a Cake Eater ball game; Artie Loesch, supervising both Skee-ball Alleys and Skee Roll games, and Stanley Reiben, son of Jack, in control of Pat's Poker tables helped by Sue Goldstein, behind the prize counter; Walter Mitty Greenberg, Dave Friedman, Sol Charnoff and Max Henner. Display of Stanley merchandise includes some of the most valuable and, on the whole, the best on Coney.

Added to new ideas on Coney is a small recess on Stillwell between Surf and the Bowery, a Rent-a-Radio, where visitors can hire a portable by leaving a deposit which can be in the shape of either money or jewelry just so the deposit covers the cost of the machine. Two sets of

brothers, Dave and Leo Kahn and Harold and Dave Bruberg are the concessionaires and new Island business men. Spot also checks parcels.

Iamunno family comprising Vinnie, Kittie, Jean, Victor, Louis and Tony Jr., are pizza bakers and purveyors in a roomy Italian eatery corner, Kensington and Surf where Peppy, who controls a watermelon concession, takes pride in raving about his daughter, Chickie Winslow, a dancer, who was forced to close recently at the Latin Quarter, Manhattan, because of the expectant visit of the stork in October. Husband of Chickie is John Barry, one of Ben Yost's Vikings, singing group.

Hyde, Blatchley Talkers

Phebe Hyde and Bill Blatchley are officiating as talkers at the Globe of Death on the Boardwalk. Thomas Lugo is ticket seller and Russell Carew, ticket taker. . . . James Bratcher, last season with Nat Ferber's Fascination game at Rockaway, is running both the Spinner, formerly labeled This Is It and the Thriller rides for Johnny Ward on the Boardwalk, where Ben Lightstone is ticket seller. . . . Nick and John Garfield, born and raised on Coney, are sign making and erecting pioneers on W. 16th. . . . Cherokee, singer, from Oklahoma, was a visitor last week to his distant cousin, Aida, dancer with Joe Boston's Girl Show. . . . Charles Steinberg, after three months in a hospital as the result of a fall, is back ticket taking at Dave Rosen's freakery. . . . Mousie Powell and his Musical Maniacs are at Karafeil and Himmler's 4-Leaf Clover on the Bowery for an indefinite stay. . . . Peppy Britt, sliced watermelon seller, Kensington and Surf, last season on Stillwell, dates back his melon manipulations over a quarter of a century, which he claims makes him the first to ply the art on the Island.

H'w'd Zoo Buys Elephant; Kids To Give Her Name

HOLLYWOOD, June 26.—Griffith Park Zoo here, long without an elephant, will get one as a result of action by the city recreation and park commission which has approved purchase of a pachyderm from Louis Goebel, local animal importer, for \$4,000.

Animal okayed by the commission is a female, age 5, standing 5½ feet high and weighing 1,500 pounds. She came to the U. S. recently from Siam in a cargo of animals imported by Goebel, who runs an animal farm at Thousand Oaks, Calif.

Department officials are considering giving children who visit the zoo an opportunity to name the newcomer. Last elephant owned by the city died more than a year ago.

Fred Leatherman Planning Funspot Near Madison, Ind.

MADISON, Ind., June 26.—Fred Leatherman, North Madison, announces plans for an eight-acre amusement park to be built on State Road 107, a mile southwest of the north gate to Clifty Falls State Park.

Leatherman said his enterprise would include a half-mile oval track for motorbike, tractor and horse and buggy racing, a Merry-Go-Round and outdoor movie theater.

Canobie Lake Inks Air Show

SALEM, N. H., June 26.—Canobie Lake Park began sponsorship this week of the *Bob Moore Matinee*, a radio show which will be aired by WLAW, Lawrence, Mass., every Wednesday, Thursday and Friday, thruout the season. The program features Bob Moore, combo announcer-disk jockey.

Free Acts Hypo Idle Hour Biz, Calderazzi Says

PHENIX CITY, Ala., June 26.—Idle Hour Park here, which opened its season over the Decoration Day week-end to sluggish business, has watched business improve greatly.

Mike Calderazzi, press agent for the funspot, says the addition recently of free acts is the reason for the hypoed biz.

Opening this week at the park and drawing heavily was Mickey Duval, billed as the Sky Princess. It's a high pole act, featuring a slide for life. Next week the Tom and Tiny Twist trip, aerial act, will occupy the midway.

The University of Georgia opened the Rainbow Room dance, Sunday (13) to a big turnout. The roller rink business, according to Calderazzi, is excellent and midge auto races every Tuesday night in the park stadium are luring the crowd.

Ideal weather, hot and dry, has helped the swim pool attendance.

Park has 12 major rides, 4 kiddie rides, 31 concessions, 1 novelty and 5 refreshment stands. In addition there is the pool, ballroom, roller rink, bowling alley, riding stables, four speed boats, a zoo and a ball park.

Spot has free picnic grounds with a covered barbecue pit and serving tables. Calderazzi says picnic bookings are heavy this year.

Idle Hour, managed by Jessie L. Marlowe, goes in for plenty of newspaper and radio flack, which, according to Calderazzi, is paying dividends.

Heavy Rains Fail To Crimp Booking Schedules in East

NEW YORK, June 26.—In spite of heavy rains, parks in this area are maintaining their free-act booking schedule.

Excursion boat services have been augmented by a new-comer, the Bojangles. It began service yesterday and will make two round trips daily from Harlem to Coney Island. For the first time since pre-war days practically all parks and resorts along the Coast are now being served by excursion lines.

Rockaway Beach goes into full summer operation next week, with its first fireworks display set for Wednesday (30). Free attraction at Rockaway's Playland is the aerial number of the Helen Harvey Girls.

Jones Beach is presenting band concerts on Sunday afternoons. Appearing there tomorrow will be the 85-piece U. S. Army Band.

First water show to get under way will be Elliot Murphy's *Aquashot* which will open Wednesday (30) at the former World's Fair amphitheater and pool at Flushing Meadows Park.

Pleasure Pier Job to Brown

PORT ARTHUR, Tex., June 26.—Victor V. Brown, formerly of Fairland Park, Kansas City, Mo., reports he was named manager of Port Arthur Pleasure Pier effective July 1. T. J. Gillespie, owner of the pier, has resigned his managerial post owing to ill health. He is leaving on an extended visit to Red River, N. M., where he will rest during the summer.

Watkins' Chimps to Parks

NEW YORK, June 26.—Ira Watkins has signed up his chimpanzees for a string of New England parks, opening July 4 at Rocky Point in West Warwick, R. I. Fox Movie tone recently shot a two-reel shot of the Watkins animals in Tampa which will be released in October.

Henry Reichhold, Det. Tootlers Set Summer Concerts

(Continued from page 36)

ing and transcription revenue amounts to about \$47,000 in this 1 check for last year. Some 000 of this is being devoted to symphony concerts, with Reichhold volunteering to supply the rest, while the State provides the housing facilities.

The series will run three concerts a week and run right thru the State itself, duplicating very closely series inaugurated in 1947. Assistant Director Valter Poole will direct.

The second principal portion of the \$100,000 recording fund will be devoted to the federation's own band of men, who will open a series of concerts running five-a-week at the Isle Park, beginning Independence Day and running thru Labor Day.

The City of Detroit is appropriating \$25,000 for the cost of these concerts, with the federation making up the difference in cost. Leonard Smith will direct the band. Admission to both series of concerts is free.

The remaining \$10,000 will be devoted, according to President Jack Trentz, to providing music for veterans' hospitals, the county hospital, a home for the aged and youth parties, where small combos are used mostly in an involved series of bookings handled directly by the union.

Myrtle Beach Patio Biz Okay

MYRTLE BEACH, S. C., June 26.—The \$75,000 Marine Patio, which opened May 22, has been doing good business. Patio, open every night except Sundays, weather permitting, currently featuring Louise Duke and her ork.

Jubilee Events Set For Palisades Park

NEW YORK, June 26.—Numerous special events in connection with the Golden Jubilee celebrations at Palisades Amusement Park are skedded for the next few weeks.

Over the current week-end the attractions at the park will be the novelty aerial act of the Norbertys and the Chris Cross band.

On July 6 co-owners Jack and Irving Rosenthal will offer patrons a big display of fireworks under the supervision of Fred Murray, of the International Fireworks Company. Last pyro displays at this spot were in 1937 but they will be a Tuesday night feature during the remainder of this season and if the patrons show sufficient interest an additional display will be added on Friday nights.

All the park needs to draw the crowds during the coming Fourth-of-July week-end is a bit of sunshine and heat but the usual free attractions and bands will be on tap.

Mike Courier, veteran gardener of the park, is also celebrating a 50th anniversary, having been on the park's staff that length of time.

King and Queenie, the auto-riding lions of Earl Purtle's Motordrome, celebrated the Golden Jubilee by presenting their owner a litter of three cubs.

Strong Holiday Show Set for Olympic Park

IRVINGTON, N. J., June 26.—Olympic Park is all set for the coming July 4 week-end, with a display of fireworks Monday (5) skedded to climax the three-day celebration. Augmented band of Joe Basile will give out with patriotic numbers and a special program will be presented in the park's open-air circus.

Line-up of acts on next week's circus bill, opening Monday (28) and running thru Sunday (4), offers Kurtzo and Kurtz, high pole; Kirk's canines; Riddola & Company, equilibrists, and Adams's trained dog and pony circus.

Seek Nickel Kiddie Day At Knoxville Funspot

KNOXVILLE, June 26.—A nickel day for children at Chilhowee Park is in the making. Ira McCollister made the proposal and is taking it up with the concession operators. Idea is to set aside one day each week for kiddies under 15, with everything in the park, rides included, to go for a nickel. Lone exception, McCollister said, would be sandwiches.

Idea caught on so well that The Knoxville Journal ran an editorial in favor of the project.

Betty Ruth Archer, five-year-old daughter of Jimmy and Beverly Archer, concessionaires at Playland Park, San Antonio, is home after a plane trip to Mexico City. Betty made the trip with her aunt, Mrs. Helen Palmer.

75G Fire Damage At Bucyrus Spot

BUCYRUS, O., June 26.—Striking a pavilion in Seccatum Park near here Saturday (19), lightning caused a fire that did damage estimated at \$75,000. Most of the park and a nearby cottage owned by Carl Jolly, one of the park's owners, were destroyed.

Because of insufficient water, Bucyrus firemen could not halt the fire that destroyed a ballroom, taproom, picnic buildings and offices. Exploding fireworks, stored in a building for July 4 and Labor Day celebrations, also was a factor in hindering firemen.

Solid Promotion Aids Lincoln Park Draw

DARTMOUTH, Mass., June 26.—Lincoln Park, strategically situated on the main highway between Fall River and New Bedford, draws its patronage from a heavily populated section of Massachusetts.

Owner-Manager John Collins has a well-balanced promotion policy, with auto giveaways, television and dancing to the music of name bands as bait for the adults and bargain-rate ride days for the kiddies.

First auto giveaway is set for July 8 when a Ford sedan will go to the holder of the winning ticket. Tickets are gratis to park patrons. Tony Pastor and his ork are set for Tuesday (29) and Gene Krupa and his combo follow. Television also serves as a lure, with the park heavily publicizing its free video showing of feature events such as the Louis-Walcott fight Friday night (25).

Every Wednesday, afternoon and evening, kiddies profit from a 5-cent reduction on all rides in the park, including the Roller Coaster.

Lincoln Park has 18 rides, a dance hall, roller-skating rink, Penny Arcade and bowling alleys, plus a score of concessions and refreshment stands.

Det. Edgewater Dispute Awaits Court Hearing

DETROIT, June 26.—The dispute between management and union at Edgewater Park, essentially a jurisdictional fight, (The Billboard, June 26) remained in status quo, with developments awaiting a court hearing and State or federal mediation.

Serving of individual injunction notices on pickets on Monday and Tuesday had some effect on discouraging picketing activities, but business undoubtedly was affected, tho the park continued operation.

OCEAN CITY, N. J., June 26.—City commissioners have voted a \$30,000 appropriation to cover rebuilding worn out sections of the Ocean City Boardwalk.

WANT AGENTS

For the leading park in Maryland

Best conditions. Work on P. C. Hanky-Pank Stores

Only those with best references and will stay sober need apply.

Write, wire or phone

GWYNN OAK PARK

D. W. PRICE

Baltimore 7, Maryland

Phone: Woodlawn 131

WANTED ANY MAJOR RIDE TO BOOK AT MYRTLE BEACH

Until Labor Day, not conflicting with what we have. Wire at once. This is the best spot in the South. Will book same on road after Labor Day.

SEASHORES, INC.

Myrtle Beach, S. C.

CONTROL ADMISSIONS

AVOID GATE-CRASHERS with STROBLITE IDENTIFIER



Hands of patrons are stamped with a harmless invisible ink, which becomes visible under the Stroblite U.V. Lamp. Widely used in Ballrooms, Rinks, Pools, Amusement Parks, etc. COMPLETE KIT (lamp, pint ink, rubber stamp and pad)—\$45.

STROBLITE CO.

Dept. C, 35 W. 52d St. New York 19

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

"GREAT SMOKY MOUNTAINS"

Dude ranch location. Virgin territory. Not one dude ranch in the Big Smokies. Big chance to clean up, but must have the cash. 110 acres jam up against park line on a road which is a direct shot to all the Eastern cities. The Great Smoky Mountain National Park had over 1,350,000 visitors last season and expects more. Season lasts six months. 600 miles of trout stream in the park. Five TVA lakes within one hour's drive. Bear, deer and wild Russian bear hunting. This land is 2 miles from Gatlinburg and is a buy at \$20,000.00 (worth 50). CLEAR TITLE. I want to sell, as I operate a square dance hall (featured in Colliers and Look), a swimming pool, a lodge and a cafe and can't develop it. If you have the money this is the opportunity of a lifetime.

GRADY GOWAN, Box 66, Gatlinburg, Tennessee

FOR SALE

ROLLOPLANE AND LOCATION IN OLYMPIC PARK IRVINGTON, N. J.

Purchaser must be experienced operator.

FOR SALE

USED KIDDIE RIDE

Repainted and reconditioned, ready for operation. Complete with fence and lights. Priced for quick sale.

BISCH-ROCCO AMUSEMENT CO.

5441 S. Cottage Grove Chicago, Ill. Dirchester 0225

WORLD'S LARGEST

EXCLUSIVE MANUFACTURERS OF AUTHENTIC MINIATURE TRAINS! FOR BIGGER PROFITS . . .

"GET THE BEST"



MINIATURE TRAIN & RAILROAD CO.

Executive Offices: Rensselaer, Indiana

CENTURY FLYER TRAIN

FOR SALE

Engine, 3 cars, track, station; Custer Speedway, 5 cars, new track; 125 Wurlitzer Organ, Swan Kiddie Ride.

A. KARST

Forest Park, Hanover, Pa. Phone: 3-5286

LOOPER FOR SALE

Only been up this season. Reason for sale, building on lot. No propositions, cash only. Make offer.

FOR RENT

The best spot on boardwalk, 14 ft. wide, with specifications for Shooting Gallery or other business. Spot good for 9 months out of the year. Short Range Shooting Gallery on the same spot has grossed \$5,000 for 3 months last year. Fading to put up building after Labor Day. Contact

JIM FOREST

31 N. Atlantic Daytona Beach, Fla.

GIVE TO THE RUNYON CANCER FUND

N. E. GIVES RB TURNAWAY BIZ

Long Lapse Builds Take

4 sellouts at Providence—overflow benefits Side Show—help shortage continues

FITCHBURG, Mass., June 26.—Ringling Bros. and Barnum & Bailey Circus this week continued its triumphal tour of New England, showing to straw and turnaway audiences at nearly all of its stands. The usually prime business garnered in Yankeeland in the past has been nearly doubled in many instances as the result of a four-year absence from the territory following the disastrous Hartford, Conn., circus fire.

Biggest date of the week was the Monday and Tuesday (21-22) showing at Providence, where the Big Show garnered two straw matinees and two turnaways at night. The ticket wagons were shuttered long before the scheduled start of the night shows with the result that hundreds of folks unable to attend the big top went instead to the Side Show. As a result Fred Smythe's unit has been wrapping up probable record takes.

Press Cordial

The press at Providence, as at all other New England stands, has been extremely cordial, with many papers voicing an editorial welcome. The two-day stands result in floods of feature copy since it gives reporters a

(See N. E. GIVES R-B on page 99)

Beatty Gets Surprise Biz At Billings

Other Montana Spots Okay

BILLINGS, Mont., June 26.—This proved a surprise spot for Clyde Beatty. Org drew near capacity at the matinee and a full one at night.

So big were the crowds that the ticket selling set-up was not geared to handle the customers. As a result long lines were in evidence and some folks, tired of waiting in line to buy ducats, left the grounds.

The matinee was late getting started because circus officials, seeing the crowd in line, decided to add more seats.

Other Montana towns also gave the Beatty show good business. At Great Falls it was a full one in the afternoon and near capacity at night. Lewiston gave with a three-quarter matinee and a like house at night. A bad storm, two hours before show time, hurt the night draw, which probably would have been an overflow had the weather remained okay.

A two-day stand in Helena gave with about one good day's business. Cloudy and cold weather hurt opening day and threatening weather the second day didn't help. Org had competition from a carnival playing on an adjacent lot.

At Wallace, Idaho, the show arrived too late to give a matinee, but played to a full one at night.



BEV KELLEY, publicity director for Dailey Bros., got his show plenty of nationwide newspaper publicity when he dispatched Little Eva, show's baby elephant, to the Republican National Convention to help campaign for Sen. Robert A. Taft. Here is one of the pictures which made the wire services. Picture shows Little Eva registering at the hotel.

Daileys Just What Doctor Ordered Here

Click at Two Starved Sites

WABASH, Ind., June 26.—Dailey Bros. discovered two new spots—Wabash, Ind., and Sidney, O.—and the citizens proved they were starved for a railroad show by turning out in goodly numbers.

Dailey Bros. was the first railroad circus to play here in 25 years and, aided by ideal weather, drew two capacity houses.

Like Wabash, Sidney welcomed the Dailey org with open arms. The town had been without a railroad show for some 25 years. The weather cooperated and the crowds were big. Circus officials said the show played to the second largest single-day crowd this season. The top one, they said, was at Wheeling, W. Va.

Two other Ohio towns, Greenville and Bellefontaine, gave big business. Greenville, despite threatening weather in the afternoon, came up with a near-capacity matinee and a full one at night. At Bellefontaine the show drew two full ones.

Eva Fails To Swing GOP's, But Dailey Gets National Flack

PHILADELPHIA, June 26.—Little Eva, Dailey Bros.' Circus elephant, whose flight here from Columbus, O., to boost the political fortune of Sen. Robert A. Taft resulted in nationwide publicity for the show, garnered additional reams of space when she was attached Wednesday (25) to secure a damage claim by a former show employee.

Bev Kelley, publicity director for the circus, who manipulated the tie-in, and Frank Morrissey, press department staffer, engineered considerable mention in every media. The stunt was the second national hit this month for Dailey Bros. The first was the appearance of a Kelley-authored piece in *The Saturday Evening Post* on Butch, the prize possession of the show and its owner, Ben Davenport. Butch is even smaller than the 500-pound Eva.

The writ was secured for Joseph Wallace, who claimed that following his dismissal last August in Bellefonte, Pa., but before he left the lot, a wagon crushed one of his arms so badly that it had to be amputated.

The writ was served on Kelley and Morrissey, who promptly got in touch (See Nat'l Flack for Dailey, page 99)

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Horse Rake, Ky.
June 26, 1948.

Dear Editor:

We have such a large variety of tribes on this circus that taking in a big shot politician or a person of prominence as a tribesman is a simple yet good publicity matter. We openly boast that this is the only show carrying a tribe of Zulu Glomming Geeks, a tribe of Calico Mitt Readers and a tribe of Kick-It-Back Indians. Their choice is our choice, but one can't play all three during one ceremony. Last Thursday at Snakeroot, Ky.,

one of the most prominent land owners in and around the burg agreed to join the tribe of Zulu Glomming Geeks. He, like many other wealthy people, had a hobby. He wasn't a circus fan, collector or model builder, but geeking was his hobby. The natives who had witnessed his amateur snake glomming performances spoke highly of his ability in those lines. As every showman knows, the Glomming Geek tribes are noted for their culture and language. Those facts made the ceremony colorful and (See Won, Horse & Upp on page 99)

Contest Aids Cole's Draw At Defiance

Toledo Is Disappointment

DEFIANCE, O., June 26.—A popularity contest among the local lassies, conceived by Florence Galt, of Cole Bros.' press department, with the winner named circus queen for a day, proved a crowd getter here Thursday (24).

As a result of the campaign show drew two capacity houses.

Ohio business to date has been okay, show officials said, altho in some spots, particularly Toledo, it has been disappointing. Toledo was far off from expectations, org getting only one good day's business in the two-day stand.

South Bend, where the show played two days, proved the big one. Opening day gave a three-quarter matinee and a turnaway at night. Second day the matinee drew capacity and it was a straw at night.

Rain hurt at Battle Creek, Mich., half house catching the matinee and a three-quarter crowd on hand at night. Findlay gave with two strong houses.

K-M Registers Top Biz in Five Minn., Ia., Stands

OSAGE, Ia., June 26.—Even the weather couldn't stop Kelly-Miller from doing big business here. Show, despite rain early in the morning and cloudy weather at show time, drew an overflow at the matinee and came back with a full one at night.

Four other Iowa spots gave with good business. At Northwood, where the show scheduled only one performance, it was a sellout at the matinee and Forest City gave two full ones.

Wells, Minn., put out a full one at the matinee and a strong three-quarter house at night. At Blue Earth, Minn., despite rain, K-M played to overflows at both shows. At Fairmont, over 8,000 witnessed the two shows.

James M. Cole Finds Going a Bit Rocky

ROCHESTER, N. H., June 26.—The going has been a bit on the rocky side for the James M. Cole Circus during its swing thru New Hampshire and Vermont.

Under American Legion auspices and with clear skies here, however, org managed to draw a pair of strong houses after getting comparatively cool receptions at Berlin, N. H., and St. Johnsbury, Vt.

At St. Johnsbury, the tent was less than half-filled for the matinee and about half-filled that night, despite comfortable weather.

It was much the same story at Berlin, with the appearance of King Bros. there a few days previous hurting.

The org did, however, lure a strong night house in Conway following a strong matinee.

UNDER THE MARQUEE

Faith King's circus unit played Summit Beach, Akron, week of June 1-5.

Joe Short cards that he is at the Detroit zoo clowning and doing rope tricks.

One of the simplest inventions yet to be made is a leak-proof route.

Marie Griffey and Buck Moughlin, Canton, O., visited Mills Bros. Mount Vernon, O., June 18.

Mr. and Mrs. Fred Timon, Oswego, N. Y., recently visited Dales Bros., in that section.

Adolph and Mary Delbosq advise that they will not join a Polack Bros. circus unit, as mentioned in last week's issue.

Clube Curtis and Billy O'Dell, owners, are working the streets of St. Louis, advertising the Tom Packs Bohlah Shrine Circus, July 1-5.

Circus problems this season are no different than they were during other years.

Mr. and Mrs. Fred Timon, Oswego, N. Y., visited Rogers Bros. circus June 18 and 19 at Lewistown, Pa., and Orbisonia, Pa.

Roy Barrett, clown, closed his indoor dates May 23 in St. Louis with the Frank Wirth police circus and reports he has a full line-up of outdoor dates set.

Jim Stutz, of the Pan-American World-Wide Animal Exhibit, cards from Marion, Ky., that biz is good and expects to route the show in Dixie for a few weeks.

Modernism of today's circus is wonderful to the young, but the thought of it gives old-timers the shivers.

Lee Smith, former clown policeman with Cole Bros., now located in Rochester, N. Y., visited Dailey Bros.,

at Newark, N. J., June 9 and the Cole show in Buffalo, June 12.

Herbert O. Douglas, Westchester, Pa., caught Rogers Bros. Circus at Walnutport, Pa., and renewed acquaintances with Ken Drake, legal adjuster for the show.

Beginners' training consists of keeping first of May's from thinking that they know the score after only two days of trouping.

Jake Disch (Corrigan, the clown cop) spent June 17 in Kenosha, Wis., the site of his birth, and celebrated his birthday by renewing acquaintances.

Katie Luckey, assistant wardrobe mistress on Cole Bros., suffered a back injury recently when she fell while on the lot. Altho up and around, she is taking things easy for a few days.

Present-day trouper who doesn't mind missing a few paydays does so because he has been persuaded and not because he has had previous experience in it.

Monte and Nina, playing club dates in and around Hartford, Conn., visited Coleman Bros.' Shows at Norwich, Conn., and Hunt Bros.' Circus at Manchester.

Rube Simonds, tramp clown, and Sa-So, who recently were at the Montreal Police Circus, will appear at Hamid's Million-Dollar Pier, Atlantic City, the rest of the season.

Maybe lots don't get cleaned after circus day, but every time the wind blows the loose straw and manure gets rearranged.

Leslie B. Ulrich, CFA, Sheffield, Mass., and granddaughter, Gail, recently were guests of the Hunt show for several days. Miss Ulrich a rider, made her first appearance in showbiz with the Hunt org. They caught the Big One in Plainville, Conn., June 18.

Dwight Pepple, general agent for Polack Bros., was among the circus and carnival men breaking bread at the Atwell Luncheon Club in Chicago a week ago. The Billboard story listing the various outdoor showmen on hand inadvertently omitted Pepple's name.

Small town is one where customers claim they can enjoy acts better in a one-ring circus than they can with a three-ringer.

The Big Show has already petitioned the Fairmount Park Commission of Philadelphia for use of the park for its 1949 showing. The action was said to be prompted by the squabble over adjacent concession space which coincided with the show's inking Philly this season.

Dolly, one of the lionesses in Dick Clemens act, gave birth to four cubs while the act was appearing with the Hamid-Morton Circus in Harrisburg, Pa. Godfathers of the new arrivals were Abe Raymond, manager of Station WHP; Dane Wirt, reporter on The Patriot-News, and Pete Wombach, of WKBO. A cub was named after each of the three as a reward for the trio having entered the lion cage during a matinee. Fourth cub was named Zembo, in honor of the Zembo (Shriners) Temple which sponsored the circus.

Forrest Brown, Delphos O., visited with the crew on the Dailey car when it was there recently. Roster includes William Oliver, manager; George Caron, boss billposter; Tony Forde, Frank Oursal, Gregory Hunt, Arthur Benson, Harold Barrows, Jack

RETICULATED PYTHONS

NEW ARRIVALS IN STOCK FOR IMMEDIATE DELIVERY

12 foot	\$240 each
14 foot	280 "
15 foot	325 "
16 foot	350 "
17 foot	400 "
19 foot	450 "

PERFECT SPECIMENS - CLEAN MOUTHS
Live Arrival Guaranteed

TREFFLICH BIRD & ANIMAL CO., INC.
228 FULTON STREET NEW YORK 7, N. Y.

AVAILABLE LABOR DAY and NOV. 11 JOHNNY HAND'S HELL DRIVERS

"ONE OF THE NATION'S TOP AUTO THRILL SHOWS"
Track operators and fair secretaries in towns of over 100,000 contact for open dates. Suitcase promoters lay off, we are not interested.
CAN PLACE TWO DRIVERS, ONE CLOWN
For July 4 in Lynchburg, Va.
Rest of season address wire or letter
MARION BOYETTE JR.
General Manager
Big Lick Hotel, Roanoke, Va., thru July 11th

CIRCO AMERICANO CAN PLACE

ACTS—Preferably doing 2 numbers. Reliable Chimp Man—give past experience.
Long Contract—Right Party.
JEROME O. WILSON
Ciudad Trujillo, Dominican Republic

WANTED

THROUGHOUT FALL AND WINTER SEASON
FEATURE CIRCUS ACTS, ALSO SUCH DOING SECOND ACT FOR FOREIGN TOURS
Round-trip transportation paid. Riding Troupe—Elephant Act of small Animals, a Dog Act of reputation and considered a guaranteed attraction. Send full particulars, route and permanent address to
CHARLES L. SASSE, Representative
18 Kennedy Road Morris Plains, New Jersey

SIEBRAND BROS.' CIRCUS & CARNIVAL

WANT CIRCUS ACTS
Either Stage or Ground, Also Single Pit Attractions and Concession Agents.
Payette, Idaho, June 28 to July 5.

AYRES & KATHRYN DAVIES WANT

FOR BALANCE OF THEIR OUTDOOR SEASON & FOR 3RD ANNUAL INDOOR SEASON
Acts doing two or more: Web, Traps, Ladder, Goat or Domestic Animal Act, Chimps or any Animal turns other than Dogs, Horses or Ponies.
Show will have two weeks lay-off between close of indoor and outdoor season.
We furnish gas; no Cookhouse. State lowest in first letter.
July 4-5, Oconomowoc, Wis., or General Delivery, Madison, Wis.

WANTED For WANTED STEVENS BROS.' CIRCUS

The following people to contact by wire: Cliff Shell, George Harmon, Jack Warren, White Jones, Charlie Gordon. Can also use Candy Butchers and Working Men for Big Top.
PER ROUTE, All North Dakota, Starting June 30 Watford City; July 1, Alexander; 2, Alamo; 3, Willrose. Answer to:
ED DIONNE
c/o STEVENS BROS.' CIRCUS

Robert Rebel Marchette

would like
Charlie McCarty, Blackie Hollie, Frank Long or any capable person, wire collect, stating number to telephone if day telegram is sent.
KING BROTHERS' CIRCUS
June 30, Lewiston; July 1, Biddeford; July 2, Sanford; July 3, South Paris; all Maine.

WANT CALLIOPE PLAYER

Wire Skinny Goz. Mickey O'Brien and other privilege men, also Outside Concessions, wire Hank Carlile. Bill Car Manager wanted.

BAILEY BROS.' CIRCUS

Huron, July 1; Mitchell, July 2; Madison, 3; Watertown, 5; all South Dakota.

A-1 CIRCUS MECHANIC WANTED

Good salary. Address Walter Roers. For Big Top want Sail Maker, Riggers, Seatmen and Pushers. Good meals, sleeper accommodations furnished. Address:

KING BROS.' CIRCUS

Biddeford, Me., July 1; Sanford, 2; South Paris, 3; Nashua, N. H., 5.

JAMES M. COLE CIRCUS

Can place at once capable Contracting Agent; wire, per route. Also want Trumpet Player for Band. Address:
Attleboro, Mass., June 29; Woonsocket, R. I., 30; Milford, Mass., July 1; Leominster, 2; Gardner, 3.

WANTED

TRUMPET PLAYER, Union. Wire
GEO. R. BELL, Bandleader
Jas. M. Cole Circus, Attleboro, Mass., June 29; Woonsocket, R. I., 30; Milford, Mass., July 1; Leominster, 2; Gardner, 3.

Cole Bros.

Our whole show was televised on Station WBEN, Buffalo, for the third time this season. The following clowns gave a television show on the same station: Grover Nitchman, Billy Griffin, Lee Vertue, Bongonghi, Otto Griebing and the writer. Little Johnnie Pugh and his father, Digger, were also televised.

A little mention for some of our unsung heroes who put it up and take it down in all kinds of weather—Bob Morrill and his ushers, Dutch Wise and his ticket sellers, Winn Partello and his butchers, Frank Casey and John Sabo and their big top gang, Bill Hammerhead Dwyer and the prop department, Ace Donovan and his truck and cat drivers, Eugene Arkie Scott and his elephant department, George Davis and his cookhouse boys, Whity Warren and his train crew, German Red Robinson and the outside props, John McGraw and Bill Waite and their grooms, Charles Lucky, Bill Zastrow, Bill Bush, Bill Waxy Dyke, Noyelles Burkhart, Bobby DeLochte, Lorne Russell, Herbert Leeman, Joe Haworth, George Forman, Walter Rice, Glen Garard, Bill and Ada Spaulding, Mrs. Charles Luckey, Mrs. Harry McFarlan, Mrs. Bob Morrill, Mrs. Frank Orman, Hilda Burkhart, Herbert Farrington, Mo Nerle, Eddie Watson, George Soble, John Soble, Frank Perry, B. W. Benson, Bob Keathley, Dominic Bommarito, Frank McBride, Sam Golden, Joe Erjames, Dewey Fyfe, Stanley Newark, Al Bauman, Kenneth Chine, Sam Taylor, John Robbins, Pete March, Bob Elden, Bob Wallace, Louise Archer Joe Goode and, last but not least, our Florence Nightingale, Fritzie Partello Wagram.

A big day in Buffalo for Shufflin' Sam House of the Side Show entertaining his sister and family. Digger Pugh, who brought the all-English ballet to the Cole show, flew in from England to visit his wife and family here.

Birthdays: Florence Tennyson and Johnnie Pugh.

Visitors: Mr. and Mrs. Don Fesgate, Mrs. Joe Haworth Jr. and recently-born baby, Mr. Atayde from Mexico City, Mr. and Mrs. Tom Gregory, Dot Gregory; Bruce M. Sauter, from the Hubert Castle Tent of the CFA, Utica; Anne Hamilton, Charles Norwood, Mr. and Mrs. Lee Smith, June and Bobby Russell, children of auditor Lorne Russell; Waed C. Shafer and Bob Fenton.

We in clown alley are happy to learn that Charles Robinson, former clown here, is out of the hospital and on the road to recovery.—FREDDIE FREEMAN.

ACTS WANTED

Am Now Contracting

FEATURE ACTS

FOR MY

INDOOR CIRCUS DATES

AND

1949 FAIRS

ERNIE YOUNG

155 N. Clark St.

Chicago, Ill.

TIGHTS
made by KOHANformerly of Brooklyn, now at
17 EAST 16 STREET
NEW YORK 3, N. Y.

PHONE MEN

V.F.W. county deal. We work Wheeling from here.
Book, banners, tickets, 25%.

HARRY WILLIAMS

Bridgeport, Ohio—980

Dressing Room Gossip

Dailey Bros.

The Riding Martinis are improving week by week, much of the improvement due to their diligent practice. Many of the personnel spent Sunday in Sandusky, O., at the amusement park.

Rose Washington built a kennel for her dog, labeling it "Soldier's Home." Chief Yellow Eye's troupe of Cheyennes boast an extensive wardrobe of Indian costumes. It may be that an all-male swinging ladder act is in the making, judging by the number of boys seen on those contraptions between shows.

Emma Valdez is making a collection of American jewelry in her wardrobe. Recent birthdays include those of Bill Luck and Mona Gruber. Red Rumbull's daughter, Marion, visited the show. The writer received visits from Veo Powers, Mr. and Mrs. George Marquis, Jake and Ida Mills and their niece, Arline.

Jim Ward, former Ringling bandman, and Mr. Stein, Tiffin, O., merchant, entertained the show's band between performances. Other visitors have included Addie Graves, who played the piano for Mrs. Davenport's Princess Iola show; Harry Graves, Jack Leeston, Ena Lang, Elizabeth Carter, Martha Waddell, Helen Fisher, Jackie Dale and party, and Aurelia, Andress and Julietta Atayde, the last three from Mexico City.

Harry (Pop) Mason and family visited the Si Kitchies. Hazel Krock, secretary of the International Brotherhood of Magicians, and her husband visited the Dave Curtises. The org day and dated Happy Attractions in Kenton. Manager Homer M. Snedeker and Don Stewart of that show caught our matinee. Eve Davenport is on the mend following a major operation in a Lockport hospital.—HAZEL KING.

Polack Bros. Western

Fresno, sponsored by the Sciots, was the second engagement of the season sponsored by an org other than the Shrine. The auditorium offered ideal working facilities with excellent show weather.

Massimiliano Truzzi, always thinking of the welfare and appearance of his fellow performers, outfitted Harold Ward in the latest sports clothes. (Gin rummy was a major factor in Truzzi's generosity.) Incidentally, Harold Ward's "well-wishers" were greatly disappointed when "The Great Ward" went thru his third degree and initiation in Masonry letter perfect.

Fishing season or not, Mrs. Francisco Heinzman has forbidden Franz to keep live fishworms in the icebox. The Franziscos and Walter and Polly Majyeskis returned from their first fishing adventure with the largest fishing poles and the smallest fish.

The Berosinis, Truzzi, the Wiswells, and Barneses returned to Yosemite Valley for another quick visit. Jack Klein went to Tijuana and Chester Barnett and Pete Ivanov went to Los Angeles prior to the opening in Bakersfield. The Ward-Bells were guests of old-timer Hank Linton, who visited with his family.

Arthur Konyot suffered a foot injury when stepped on by one of his "oats-mobiles" but continued his performance with spurs attached to a protective bedroom slipper.

Keeping busy computing the baseball scores for several existing pools is Ed Raymond, the official "Kinko" of the show, as is Chai Huang, who converts his dressing room into a photographic laboratory for many fine shots of the show and personnel.

This was the last indoor date for awhile; the first of the new outdoor series was Bakersfield.—HAROLD BARNES.

Dales Bros.

Those sighs, sobs and swoons you hear coming from the dressing room is proof the latest sorority, the Swoon Goons, is in active session. Number 1 on the girls' swoon parade is *You Can't Be True, Dear*, played twice daily by Prof. Cuthbert's tympany twenty during the Cora Davis number. This song causes sighs from Flo McIntosh, Jerry Pressley, Vivian Reeh and Tommy Bentley.

Attention members of the Sara Circo Club: Your president, Cora Davis, is within five pounds of her pre-war weight, and with another week of careful diet will be able to wear her old costumes!

Maynard (Spike) Jones, of the big top, is drumming with the big show band and has installed new vim and vigor in the performers with his nifty drums, traps, cowbells, tinkle noise makers and other gadgets. C. H. (Steve) Jordan is doubling on banners and playing a powerful bass horn in the band.

Between-show rehearsals have been rejuvenated with daily workouts by Joe Ryan and his new black menage horse, and the new ground acrobatic and pyramid display featuring most of the girls and Isaac LaBird and Tommy Cameron, who usually manage to end up on the bottom of things.

Mickey Dales has returned from the advance and is catching up on his baseball playing, along with Leo Dales, iron jaw; Jasper Henderson, the Pressley troupe, who just joined, and Andy of the big top, our dusky demon of the dusty diamond.

As we pulled into Blairsville, Pa., for our weekly Sunday off, the streets took on an air of a showmen's convention. Besides Dales Bros., there were the caravans of the Dumont Shows, Beam's Attractions and Caravella Amusements. There was much confusion over whose arrows were whose. Wilno, the cannon act, was certain he was on the correct lot until he saw our big top go up in front of him instead of Dumont's Ferris Wheel.

Note to Harold Barnes: Did Ernie approve of our cartoon?

Visitors: Harry Swank Sr., Detective Lyle, Dick Kline, A. L. Cope, Clarence Pfeffer and Arthur Stitt.—GEORGE HUBLER.

Ayres and Kathryn Davies

After eight weeks of variable business, the org starts its ninth and last week in the suburban area around Chicago. When this week ends, show will have been six weeks within a radius of 35 miles of Chicago. Business has been big in some spots, fair in most of them, and very poor in some. At Keeneyville, Ill., the big top blew down, but damage was slight. Show missed the matinee but went on with side wall for the night. The next day at Wooddale, the top was in the air again.

The personnel has remained the same since the opening with the exception of the addition of Joe McMahon, former assistant manager of the James Cole Circus, who joined the third week out, now has assumed duties as agent. Tama Frank has added two ponies and is breaking a pony drill. Labor shortage has been a problem up until the past week but the show has only lost one matinee so far because it wasn't ready. At Prophetstown, and Yorkville, Ill., driving rains all day were overcome by sending a truck into the show's quarters at Dixon, Ill., to pick up the indoor floor pad and the show went on in large high school gymnasiums. Both days would have been a blank if it hadn't been for the quick conversion from outdoor to indoor.

Visitors have been few, tho Dr. Slack, Chicago, was on the lot several times, as well as local suburban carnival operators. Pat Kelly, Bill Mor-

Clyde Beatty

Jupiter Pluvius has decided to wash the lots for us lately. As a result, the ladies have been busy with wash buckets and the guy lines are full of washings every day. The long Montana jumps are the reason for Maxie (Francois) Tubas' smiling face while serving coffee in the pie car. In Helena we day and dated the American United Shows. The carnival folks visited the matinee in a body and in turn showed us a good time after our night show. Frank Panisko, CFA of Butte, lived up to his name as he had the runs marked and also the route to the lot long before our 24-hour man arrived. He also assisted in locating shavings and feed and then clowned the night show. Not having his fill, he trouped with us for two days.

Wallace, Idaho, was a rainy day and a small lot, just large enough for the big top. Not being able to erect the side show, it was decided to use the side show personnel for the concert, which turned the biggest share of patrons.

Charles Cox is known as Sluggo these days. Milonga Cline and daughter, Kathleen, recently joined and Milonga is now in the ladder and menage numbers. Shorty Sylvester, Charles Hilderra and Walter Anderson recently celebrated birthdays. The LeBlonde Trio spent a few minutes on the lot visiting with friends while on their way to Canada. Eddie Polo is spending some time with Ted DeWayne. Mr. and Mrs. Fred Ringler, Detroit, are guests of Mr. and Mrs. Beatty.—LAURENCE CROSS.

Hunt Bros.

Business has held up considering everything. The boss, Charles T. Hunt, has returned from a trip thru Maine and other territory. Several of the folks have been visiting acquaintances on the Big Show. Many circus fans have visited us, a recent one Ben Campbell, a former agent. Red Simpson and his Brahma bull are scoring in the concert.—NORMAN HANLEY.

ris, Cal Townsend, Jimmy Conners and others from Clyde Bros., have visited.—AGNES DAVIES.

PHONEMEN

BOOK - U.P.C. - BANNERS

Steady work, several conventions to follow: Wisconsin, Michigan, Indiana. Four crews working continuously. Must be experienced and sober or we can't use you. Wire or phone:

CHAIRMAN

V. F. W. POST 446

Muskegon, Mich.

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS



MANLEY INC., KANSAS CITY, MO.
The biggest name in popcorn.
POPCORN MACHINES AND SUPPLIES

Ringling-Barnum

New England continues to bring big crowds and good weather. We had the rain in New London, Conn., but not the mud. It was our rubber boot lot of the season. The girls were jealous of the men who use the men's side of the big top as the only dry and grassy spot on the lot.

The girls and midgets played an air game, with the girls winning, 4 to 1. Game was played in Plainville, Conn. A soccer game Sunday was a big event. Our team played Italian Progressives and lost, 5 to 1.

Everyone welcomed Bob Reynolds back from the hospital. George Esra, who has been on the sick list, is okay again. Hughie, of the wardrobe department, still is in a hospital.

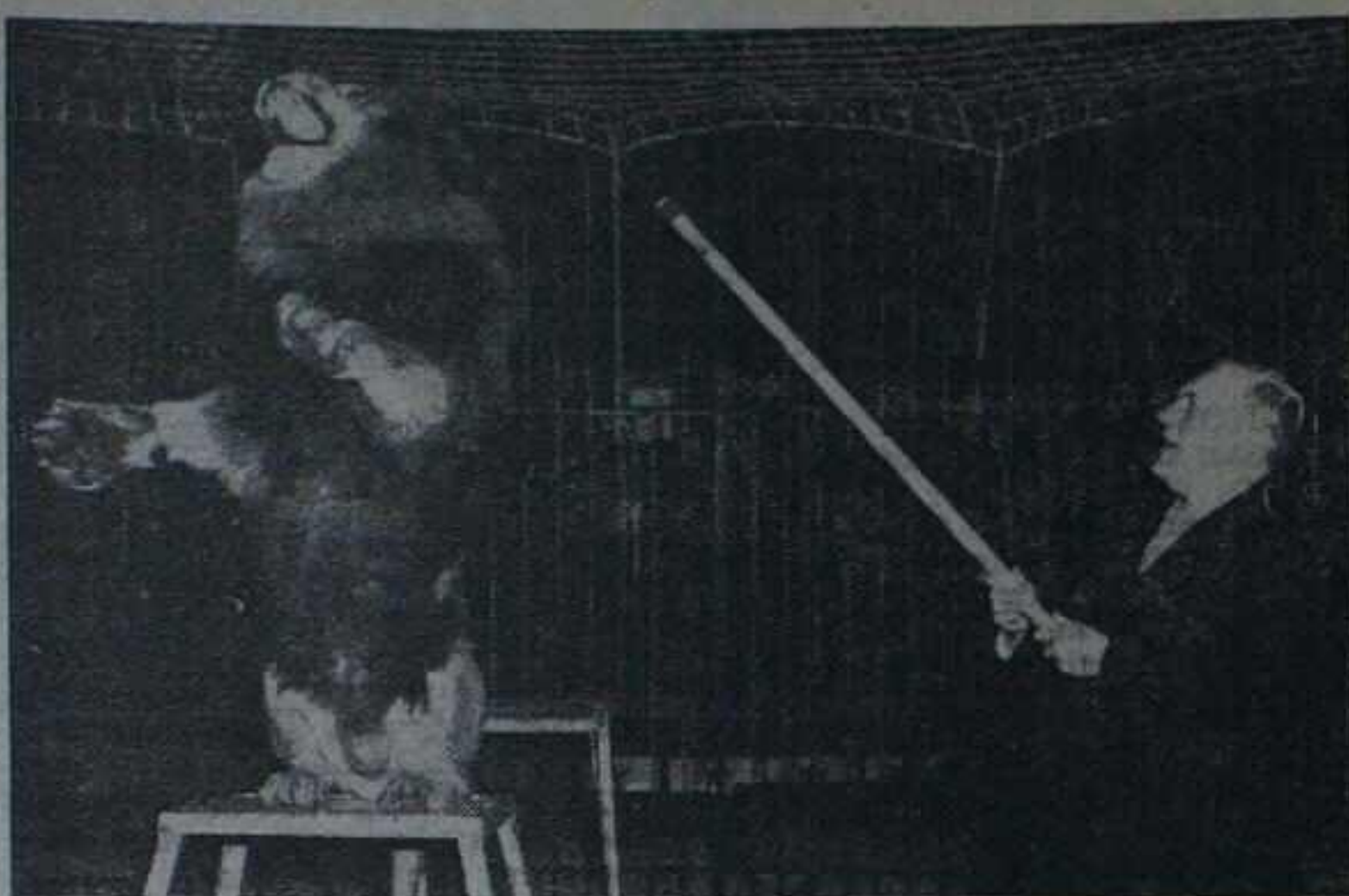
Ebene Uebel and Harry Burnett celebrated their birthdays.

One of the men's dressing rooms was set up a sign with the list of members and the chosen name of the month. Each dressing room has folded suit. This makes it easy to know where each performer dresses. Look on the sign outside the door. It's still anyone's guess as to who has the best titled room.

Visitors: W. L. (Bill) Montague, Mrs. C. (Me Too) Lindquist, Hyman, Edmund Janke, Blackie Nye, Edna Landolph, Mr. and Mrs. Webb, daughter, Frank Kaner and family, Mrs. Paul Albert, Margie Geiger's mother, Al Tucker's family, Doc McLaughlin, the Nelson brothers' sisters, Bill Day, Jim Hoye, Mrs. Catherine Pallenberg, Jim Mooney and Irene (De Koe) Sharp and Irene Uebel's mother.

Backyard scenes: Everyone got a high when Korena, snake charmer in the Side Show, had to go home in her costume. Seems that someone took her street clothes from their changing place. . . . Charlotte Bell was a fly ball coming her way during the last softball game and all she could do was to exclaim, "it went out by me." . . . Frankie Viola gets plenty of ribbing from the comedy butchers for some of his backward activities. . . . Rumor has it that Prince Paul loves his spot in the show car. . . . Curtis Genders coming around the lot, inviting his friends to his belated birthday party, given by Dorothy Durbin. . . . The race for the cookhouse flag is on and last year's champion is among the leaders. Last year's winner was a member of the weaker sex. . . . George Blood, cookhouse steward, is a silk flag this year and reports a competition in this year's classic.

The girls pictured with Jimmy Stewart in Screen Guide magazine are buying plenty of extra copies—MARY JANE MILLER.



FROM CIRCUS PROMOTER TO LION TRAINER in one easy lesson is the best title for this picture which shows Vernon L. McReavy, promotional director for Hamid-Morton, waving his magic wand at Tyrone, one of the lions with Dick Clemens's wild animal act on the H-M show during its engagement at Harrisburg, Pa. This was the final of the H-M spring dates.

Polack Bros.' Eastern

Closing night in Trinidad, Colo., afforded us with plenty of excitement. First we had a hailstorm, scattering both elephants and audience. Later, as a result of all this commotion, Emil Pallenberg's bears broke from their stage moorings, both high-tailing it different ways. June Wilbert, who was just leaving the stage, tossed Ray's hoops in wild abandon and lit out, shrieking, for the dressing room. Other performers piled high on anything that looked "bear-proof" and the band was just plain petrified. It took Emil some time to round up his exuberant playmates, but he did, and no one was injured.

The trip over the Rocky Mountains to Grand Junction was eventful. For some the trip provided a series of unusual and picturesque scenery, but for people like Madame Marie and Hans Erikson, it was just plain no good. Madame Marie had the worse luck of the two when the motor in her truck burnt out and left her stranded on one of the more lofty peaks, and Hans sat for three hours in the middle of nowhere while Stig drove on to find a mechanic for a broken trailer wheel. Hans took movies of the crippled trailer and the writer made movies of Hans sitting on a rock by some huge cactus displaying woebegone motions. Stig returned minus a mechanic, for it was Sunday, and they came into Grand Junction on a rim and a prayer.

Leo McKenzie, Wichita, Kan., delivered Kinko's midget automobile to Grand Junction in time for opening night and Kinko went right on with it despite lack of rehearsal. It certainly garnered laughs when Kinko unwound his long frame from a 31-inch enclosed coupe. Every day the act gets funnier and promises to be one of the biggest laugh hits of the show. Kinko entertained Mr. and Mrs. McKenzie during their two-day sojourn on the Polack unit.

It seems this org is breaking records for parties, with one each week. June Wilbert celebrated her birthday party at the GAT Club meeting, and little Trudy Wilson was given a children's party by her parents in honor of her birthday. All the show children participated in the consumption of ice cream and cake.

The third and largest party event of the week was the fifth get-together of the GAT Club. As before we had a big spread, prepared this time by Dorothy Lumbly, Conchita, and Dorothy Pina. The Follies De Luxe was presented and staged by Ray and June Wilbert. Ray was acting emcee and June, a member of a fine and talented cast. Opening the show, Dorothy Pina clicked solidly with a ren-

dition of *Manana*, consisting of humorous verses about the people on the show. Ray entertained with his devil-sticks, but this was really Rudy Docky and Hanna Pallenberg's time to shine. Two clever skits by them had us howling. Dime Wilson and June Wilbert were terrific in a comedy bit, and Conchita, Hans and Karl Erickson, with the assistance of the eternal Chester Stanley raced thru the whole affair like crazy. Closing the show, Dorothy Pina and Rudy Docky performed a sensuous apache dance that had everyone leaning forward in their seats.

FRAGMENTS: Zenka Malikova looking refreshed after her recent illness. . . . The Lopezes proud of their new trailer delivered here. . . . Else Sidney finally without her braces and walking free. It won't be long before she'll be working again. . . . The kids on the show taking advantage of the "free" days at the swim pool, which was right on the lot. . . . Irene Laferty and Billy Barton, a regular two-some at all the local night spots. . . . Elmer Santana and Rudy Docky exhibiting their prowess as carpenters. They built a neat little trailer for Rudy's dogs. . . . Rosie and Bobby Harrison still playing those records they made in Amarillo at a party with Edythe and Whitey Boyd. . . . Mario Ivanov and the Great Barton, owners of two matched eight-months-old Pekinese puppies. . . . Del-Ray's Chee-chee is giving birth hourly. Thus far the birth total is four.

The other night the writer experienced the most embarrassing moment of his life. When he climbed to his aerial rigging and felt something give, later discovering it to be the zipper on his pants, he was visibly upset. It was a frantic aerialist who endeavored to inform Nate Lewis that his zipper was broken and that, should he move, his pants would fall off.—BILLY BARTON.

Montreal Police

This show was under direction of Joe Hughes. Acts were booked by George A. Hamid, and Len Humphries was business manager.

Laugh of the week came when the French announcer introduced the Flying Romas as the Flying Bloomers. Joe Basile flew from New York to rehearse the band.

The writer employed many laughs with Georgett's brother, Capt. John Tiebor. Benny Fox has the public wondering what his next entrance will be like.

Michael Kocuih and Robert June Malcolm were married in Montreal. Mike is the catcher for the Flying Romas and the bride is a member of the California Queens.

Visitors included Les Kimris and Con Colleano, both acts appearing at Belmont Park.—DON FRANCISCO.

Bailey Bros.

Due to a typographical error last week I wrote this column for the Dailey show, at least in *The Billboard*. Please note that I am back again, Bailey!

We are back on regular schedule after our little wildcat jaunt thru Montana. Williston, June 19, gave us two good houses. The local radio station featured a broadcast from the cookhouse during the noon meal, giving listeners some circus atmosphere.

Jean Evans is working the bull act besides doing traps. Max and Gertrude Craig joined in Glasgow, Mont., to do their globe rolling and hand balancing. Charles Dodge, trombone, replaced Roy Landstrum in Skinny Goe's band.

Birthday cakes were in order in the cookhouse when Albert White celebrated his birthday June 14 and Jane Sadowski marked hers June 21.

I note in a recent issue of *The Billboard* that Mary Jane Miller, scribe for the Big Show scooped me on the launderette service angle. However, I will say that most of us on this show take advantage of this same service.

For sale, cheap—an assorted lot of used washboards.—RUSTY BADER.

TIGHTS
and Leotards, silk, \$4.50 each, made to order, 3-day service. Ostrich Plumes, curled or straight, all colors, \$1.10. Ostrich Fringe, \$1.50 yard. Rhinestone Punches, \$4.50. Rhinestones and Sets, \$1.85 gross. Free folder. Orders shipped day received.
E. ROWE
P. O. Box 233, Radio City Station
New York 19, N. Y.

ELASTIC NET OPERA HOSE
Black, Suntan and White, \$4.95. Elastic Net Tights, \$7.50. Rhinestones and Settings, Metal Spangles, all sizes and colors. Chaiette Fringes. Other items. Folder? Yes.
C. GUYETTE
346 W. 45th St., New York 19, N. Y.
Phone: Circle 6-4137

RHINESTONE SETTING PUNCHES
\$4.50. 20-size rhinestones, \$1.95 gross. 30-size, \$3.50. Settings included. Colored rhinestones in stock.
C. GUYETTE
346 W. 45th St.
New York 19, N. Y.
Phone: CI-rclo 6-4137

COMIC FLAP SHOES
Made to order. Theatrical footwear of all kinds. Fast service.
C. GUYETTE
346 West 45th St. New York 19, N. Y.

AT LIBERTY
for fall and indoor dates. Producing and Advertising Clown of executive ability. The Clown that puts money in your box office.
H. R. "RUBE" RAY
EN ROUTE DAILEY BROS.' CIRCUS

AT LIBERTY
"IVAN THE GREAT"
Second to Zucchini, shooting over Ferris Wheels. Write or wire
JOHN IVAN
Branford Hills, Conn. Phone 112-12

WANTED CIRCUS
For Labor Day. Large, well populated area to draw from.
TERRA ALTA JR. CHAMBER OF COMMERCE
Terra Alta, West Virginia

WANTED

Man to handle promotion for circus in Stadium, Harrisonburg, Va., week of August 15. Must be able to sell this show and keep sober. Doc Staller, wire. Address all to **BOB CLARK** P. O. Box 583 Harrisonburg, Va.

RODEO HELP WANTED

Bronc and Bull Riders, Specialty Acts, Circus Acts suitable for rodeo. Booked every week.
Contact **HUGH MUSTER or STAN ENSLEY**
CIRCLE M RODEO
Canton, Ohio, July 3-4

ENDY WINS AT BUNKER HILL

Wk.-Long Cele Pulls 100,000

Charlestown stand welcome relief after seven weeks of wet weather

BOSTON, June 26.—Dave Endy piloted his org, Endy Bros.' Shows, into its first big red one of the season across the river in Charlestown for the week ending Saturday (19). It was the famed 186-year-old Bunker Hill Day celebration Thursday (17) that contributed the bulk of the take, but the weeklong holiday atmosphere made every day a red one since an estimated 100,000 turned out to view the parades, fireworks and other events. For a number of years an independent or small organized midway has been using with each scoring sure-fire terrific biz. However, the first-time introduction of Endy's biggie rail org, with a prime location in Sullivan Square, population center, undoubtedly upped the gross by several grand.

The take, on a par with a plum fair date, was most welcome, after seven weeks of wet showings commencing with its preem engagement in Miami where the show winters. Endy, while not revealing the number of dollars handled, indicated that individual units, and the shows as a whole, garnered enough in this one spot to put the personnel in a jolly mood.

While few of the regular concessions worked, the loss of this source of revenue was largely made up for thru the sale of considerable space. Yankee concessionaires, long familiar with the date, attended in numbers.

George Vogstad's Illusion Show topped the midway with Del Crouch's Motordrome a close second. The rides did a heavy business. Ted Williams, cookhouse operator, had nine grab joints while Hymie Cooper and Jim Zabrowski operated three popcorn units.

Visitors included Cash and Gertie Miller, Side Show operators; Eddie O'Brien, show owner; Mr. and Mrs. Walter K. Sibley; John Carney, promoter, Lowell; William T. McNally, ride operator; Dick Coleman, owner, Coleman Bros.' Shows; Alabama Stoe; Gerald Snellens, World of Mirth Shows; Mr. and Mrs. Eli La Gasse, show owners; Mr. and Mrs. Waggy Prince and daughter, Sandra, Revere Beach and Lincoln Park operators; William O'Brien, Revere Beach op; Neal Cramer; Henry Finer, Merit Shows; Harry Parker, Marks Shows; Aaron Burr, Playtime Amusements; John Downey and George Seamon, Merit Shows; Kelly, the candy man; Buddy Wagner, thrill show op, and Clem Schmitz, insurance consultant.

Joey Moss Post Nets \$1,100 From Three-Week Carnival

DETROIT, June 26.—The Joey Moss Michigan Showmen's American Legion Post No. 442 received \$1,100 for its share from a three-week carnival here at which riding devices were furnished by Roscoe T. Wade, of Joyland Midway Attractions. The final report of the carnival committee, submitted by Chairman Arthur J. Frayne, also indicated the revenue will be shared by the organization's Child Welfare fund and Veterans' Rehabilitation program.

Steal Steel

LINDEN, N. J., June 26.—Officials of the World of Mirth Shows, checking their railroad train here Friday (18), preparatory to making their first rail move in four weeks, discovered the theft of 23 deck plates, each weighing 400 pounds and valued at \$15. The armor-like plates, each four feet square and a half-inch thick, are used to bridge the gap between cars for loading and unloading wagons.

Shows in West Set Up Own Org

SAN FRANCISCO, June 26.—Attorney Nathan Cohn has filed incorporation papers for the formation of the Western Showowners Association, Inc., composed of outdoor show operators in the West. The organization had its inception during the February meeting of the Western Fairs Association.

Mike Krekos, owner of the West Coast Shows; Harry Polish Fisher, owner of the Golden West Shows, and Cohn were the incorporators. Offices will be maintained at Cohn's office, 465 California Street, here.

Other shows included in the organization are Crafts' 20 Big Shows, Pacific United Shows, the Redwood Empire Shows, the Pacific Coast Shows, the American United Shows and the Fuller Amusement Company.

A major campaign, Cohn said, will be launched to enroll all carnivals, circuses and allied interests of the West into the organization. Election of officers will be held soon, according to Cohn, who acts as secretary and general counsel for the association.

JJJ Gets Good Biz in Erie; Stand Rated Best Thus Far

ERIE, Pa., June 26.—Best business of the season was racked up by the Johnny J. Jones Exposition here this week. Weather during show hours was okay. Almost every night, however, the org's close beat the rain to the punch.

Patronage here was particularly gratifying to the org's co-owners, Morris Lipsky and Harold (Buddy) Paddock, inasmuch as there was plenty of opposition. Two name bands were in town, midget auto races were running, and Jimmie Lynch's Death Dodgers were in for a still date Friday night (25). Moreover, the broadcasts of the Republican National Convention also served as a counter-attraction.

Midget Show Joins

Harvey Williams's midget show, comprised of nine midgets, including the Three Del Rios, joined on here, bowing Thursday night (24). The mechanism of the Bruno Zacchini cannon went haywire Monday night (21), and the gal "projectile" sustained burns which forced the act to lay off for the remainder of the stand. Indications are the act will return to action next week at Buffalo. The Buffalo stand, incidentally,

Strates Tabs A Red One In Albany

Sothern Again Tops Units

ALBANY, N. Y., June 26.—Always considered a plum summer date, the engagement on the Beatty circus grounds, located between Albany, Watervliet and Troy, lived up to its reputation and gave the James E. Strates Shows both good attendance and grosses.

All shows and rides grossed heavily with concessionaires reporting big business. Perfect weather and heavy billing by Nelson Thomas and his crew were big factors in the success of the date. General Agent William C. Fleming spent two weeks here in advance of the show, directing the billing and advance publicity. He was assisted by Edward Rahn, special agent.

Georgia Sothern and her *Night on Broadway* revue opened to jammed houses and closed after midnight Saturday (19) while still packing them in. Her unit far outgrossed all others. Special paper, ranging from half to 24-sheet stands, is used to take advantage of the drawing power of her name, which was amply demonstrated here as customers lined up without the aid of a bally and waited, with tickets in hand, for each performance to begin.

Clubs Meet

Thursday (17) the Strates Shows' Booster Club held an election meeting in the Midget Show top. A luncheon was served. The Debs' Club held its weekly get-together and dinner in the Hotel Kenmore.

Prepping for fairs continues. Superintendent Mike Olson finished another dual-wheel pneumatic tire (See STRATES HITS on page 95)

Cavalcade Inks Berger; Joliet Hurt by Rain

JOLIET, Ill., June 26.—Louie Berger, who resigned recently as assistant to J. C. McCaffery, general agent of the Hennies Bros.' Shows, has joined the Cavalcade of Amusements as personal representative of Al Wagner, it was announced during the Cavalcade's stand here this week.

The Wagner org ran into a slow move en route here from Norwood Park, Ill., and Monday (21), the scheduled opening night, not all of the equipment was in operation. The 40-mile move from Norwood Park to this city required 14 hours.

In the face of intermittent rain Tuesday, the show pulled a fair turnout, and the following night weather improved and a satisfactory take was registered. The shows close here Sunday (27) when they move to Toledo, showing there June 30 thru July 10.

Bradley To Have Kid Rides at Sacramento

HOLLYWOOD, June 26.—Dave Bradley, local kiddie ride manufacturer operator of Beverly Amusement Park here, has signed with L. G. Chapman, manager of the Foley & Burk Shows, to supply the Kiddieland on the California State Fair midway, Sacramento, this year, Bradley told *The Billboard*.

Foley & Burk recently were awarded the contract to supply the midway at this year's event. Price of rides will be 14 cents. In 1947 ride tickets sold for 25 cents each.

The Foley & Burk will have several of their own kid rides at the fair, Bradley will supply the bulk with a total of 14, including a baby Merry-Go-Round, miniature Roller Coaster, kid Ferris Wheel, one or two boat rides, auto ride, two miniature trains, Whip, pony track, pony-and-cart ride, Chairplane and Airplane ride. Several other rides also are on the Kiddieland agenda, Bradley said.

The State fair opens September 2 for an 11-day run.

Don Franklin Shows Split Up for Week

CISCO, Tex., June 26.—Don Franklin Shows will be divided into two units for the week following stand here, which opens Monday (28) and runs thru July 4.

This is definite assurance, according to Owner Don Franklin, that the org will operate as two units next year in order to handle some of the smaller fairs and celebrations. He has indicated the combined strength of the two units will be geared to compete with railroad shows operating in this territory.

At the conclusion of the stand here Unit No. 1 will move to Mineral Wells, Tex., for a five-day run starting July 6. Unit No. 2 will go to Cross Plains, Tex., where it will participate in the 80th annual Texas Homecoming Celebration July 8-10.

When the Bill Lynch Shows played Yarmouth, N. S., Owner Bill Lynch made a generous donation to the Yarmouth Amateur Athletic Association. This despite only a fair 10-day stand.

CARNIVAL WANTED

by

LARK COUNTY FAIR ASSOCIATION

AUGUST 10-11-12-13-14

MARSHALL, ILL.

Complete reorganization of Fair Board. A crowd of 2500, draws crowd from large surrounding territory. Fair treatment guaranteed. Write or call.

Fred Huffington

Secretary, Fair Association

**WANT WANT WANT
Starlight Amusements**

Wants for balance of season, Guess Your Age, or Guess, Huckleberry Buck, Coke, Pop Corn and Peas, Long Range Shooting Gallery, Balloon Dart and any other Legitimate Concession not conflicting.

FOR SALE: Chocolate Dip Ice Cream Trailer. 11 x 7 ft. Trailer, awning sides, Nelson deep freeze cabinet, 5 ft. x 30 in. Guaranteed excellent working condition. Trailer fully equipped, easy to step in and go to work. In storage near San Antonio, Texas, June 28 to July 5; then per route.

WANTED

For enlarging Colored Revue, Band Men, Chorus Girls. Please state age, height and color. Canvas Men, write immediately.

S. H. DUDLEY

WORLD OF MIRTH SHOWS

North Adams, Mass., this week; then as per route.

S.: No drunkards apply.

WANT

EXPERIENCED ZOO HELP WITH CARS.

Harry Lamon and Jess Bradley, answer.

T. L. DEDRICK

Care MAPLE TREE TAVERN

WALTON, KY.

IMPERIAL SHOWS

WANT

Wheel Foreman, also Foremen on other rides, and Second Men. Top salaries, good treatment. Must be sober. Address:

BILL GULLETTE, Mgr.

Monticello, Ind., July 1-5

WANTED

PIN STORE HEAD

No Drunks.

HOWARD PIERCY

PEPPERS SHOWS

OAK RIDGE, TENN.

WANTED

GROTESQUE RUBBER OR PAPIER MACHE FIGURES

Suitable for Homecoming Parade. Must be able to advertise with them.

ALVA CHAMBER OF COMMERCE

Alva, Oklahoma

COASTAL PLAIN SHOWS WANT

For balance of season: Small Cook House or Sit-Down Cab, Book Ferris Wheel, Roll-o-Plane, Stock Stores and all kinds. Agents for P.C. Ride Help; Merry-Go-Round, Chairplane. Everybody address:

V. (BILL) COX, Mgr.; MURRY JACKSON,

Business Mgr., Biscoe, N. C., this week.

PLASTER

Large, Medium, Hawaiian Girls, Piests, Pin-Up, Follow Ground Base, All Stand. Will Ship Any Amount Order.

DECK IRONS.

2849 Ashland, St. Louis 7, Mo.

Phone: Nowstead 2088

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., June 26.—Our visits during the past week included the B. & C. Exposition at Newark, N. Y., June 16, where the shows were playing at Colburn Park under auspices of the Firemen's Association.

Holman's Rides at Spencerport, N. Y., were visited June 18. Eleven personnel membership cards were issued. On June 21 the B. & C. Exposition was revisited at Pittsford, N. Y.

Fifty membership cards recently were issued to the Lee United Shows. Standings in the personnel membership race are as follows: O. C. Buck Exposition, 100; B. & C. Exposition, 73; Lee United Shows, 52; Gaiety Shows, 35, and Holman's Rides, 11.

The War Assets Administration advises of the availability of many items, including building hardware, millwork, refrigerators and fencing wire.

The weekly indicators of business activities show continued improvement in conditions. Altho the motion picture industry and the night club field report a decline in business, the over-all picture is improving.

Silver States Loses Two Dates to Rains

FALLS CITY, Neb., June 26.—The heavy rains that fell in Kansas and Nebraska the past two weeks cost the Silver States Shows two engagements. Org moved to Hiawatha, Kan., after it was found that the Seneca, Kan., lot was under six inches of water.

The date at Beatrice, Neb., June 28-30, was canceled due to the fairgrounds being flooded. Org made a three-day stand here.

St. Paul Closes Lot

ST. PAUL, June 26.—This city's favorite carnival site, the lot at College and Wabasha, no longer will hear the strains of the Side Show band or calls of the spieler. The lot, managed by the city land commissioner following its forfeiture several years ago for delinquent taxes, has been rented to a printing establishment for use as a parking lot at the rate of \$60 a month.

WANT

Stock Store and P.C. Agents for 4th and 5th of July at Tuscarora Beach, Ahoskie, N. C., and balance of season. All wires and mail to:

CENTRAL AMUSEMENT CO.

AHOSKIE, N. C.

P.S.: William Whitey Sterling, contact.

SLIM DONALDSON

NEEDS SCALE AGENTS

Wire: Bottineau, June 28-30; Cando, July 1-3; Jamestown, July 5-10; all North Dakota.

FOR SALE

Cookhouse-Grab combination, built on Des Moines Trailer chassis, complete with dishes and cooking utensils, equipped with Butane, flashy set. Can be seen at Etchamak, Neb., July 3-4-5.

MRS. RAY STECK

SCALE AGENT

For one of BEST Amusement Parks. Answer immediately to get in on time for the BIG 4th of July week-end. This ad due to disappointment.

531 JY BUILDING

University Ave. and Andrews St., Rochester 1, N. Y.

UP GOES THE PRINT ORDER

Increased demand for The Billboard requires longer press runs, and in order to maintain present train schedules and the earliest possible delivery, we must close the last form earlier.

Final closing time for late show ads is SUNDAY NOON (Eastern Standard Time)

If you mail any ads after Wednesday be sure to send them

Special Delivery Direct to

THE BILLBOARD PUBLISHING CO.

2160 PATTERSON ST.

CINCINNATI 22, OHIO

SHANK BROS. SHOWS

WORLD'S CLEANEST MIDWAY

WANT TROUPE FOR SWELL GIRL SHOW OUTFIT

If you have any habits except the knife and fork, do not answer, please. Legitimate Concessions except straight sales. Roy Johnson wants Men Agents. All address: Williamson, W. Va., this week.

NEW ISLAND PARK

ROUTE 122, BETWEEN SUNBURY AND NORTHUMBERLAND

Want attractive Popcorn Concession, French Fries, Candy Floss, String Game, Novelty Lead Shooting Gallery, Balloon Darts. Will book or buy Miniature Train. Contact:

NEW ISLAND PARK

Sunbury, Pa. Phone 2063

FOR SALE

Complete Frozen Custard Outfit Deluxe Special throughout. Machine made by Frank Thomas General Equipment Co. 5 H.P. Motor, Indianapolis. Deluxe body built on late 1946 Diamond T truck, less than 11,000 miles. Hot running water, 40 gal. tank; sliding plate glass windows, 40 inches high, on three sides; neon signs and 40 feet of running neon around top of metal awnings; fluorescent lighting. Body is of stainless steel and white enamel aluminum, 16 feet by 7 feet 10 inches over all, 21 feet long. Fancy sales platform that loads in truck when moving. Two stainless steel mix cans, 11 gallons each. This outfit is class and made to last indefinitely. Can arrange to the right party for financing. If interested, do not hesitate.

Phone: Talbot 1437 or wire Golding's Concessions, 2915 E. Riverside Dr., Indianapolis, Indiana.

MIDWESTERN EXPOSITION WANTS

RIDES: Kiddie Planes, Autos, Octopus, Roll-o-Plane. Foreman for Mix-Up. SHOWS: Have complete equipment for Athletic and Posing, also Snake Shows. Place Freaks, Wild Life, Midget, Monkey. Need Geek.

CONCESSIONS: Diggers, Palmistry, Snow Floss, Photos, Grab or Cookhouse, Galleries, Darts, Arcade, Novelties, Custard, Nail Store. Agents for Buckets, Ball Games, Glass Pitch, Percentage and Slum Stores. Have 20 by 30 and 20 by 40 Tops. What have you? 21 Celebrations, 16 Fairs, all "Red" Ones. Long season thru South. Roosevelt Harrison, also B. F. Smith, wire Smitty. Write or wire:

TED WOODWARD, Owner

Grand Junction, Iowa, June 28 to 30; State Center, July 1 to 3; Runnels, July 4 and 5.

FOR SALE

1 Jones Chairplane, \$800.00 cash.
1 '46 Ford Tractor (\$15,000 miles), '46 28-ft. Trailer, stake body, specially built to haul Spitfire Ride.
1 '41 Ford Tractor, with new motor, 28-ft. Trailer, stake body.
1 '42 Ford Tractor, 26-ft. Trailer, stake body.
1 '42 Dodge Tractor, new motor, 28-ft. Trailer, stake body.

ALL ABOVE EQUIPMENT IN A-1 CONDITION AND NOW IN OPERATION.

All replies to.

TROY E. WILLIAMS, WILLIAMS RIDING DEVICES, WAYNESVILLE, N. C.

WANT FOR BIG 4TH, ADRIAN, MICHIGAN

Concessions that work for Stock. No Mill Camps. Ride Help that drive trucks. CELEBRATIONS FOLLOW THROUGH JULY AND AUGUST IN MICHIGAN.

JOHN McKEE

ADRIAN, MICH.

BAZAARS for Charities

★ SHOWS ★

July 15-31—Kiwanis
 Aug. 1-12—Defense of Palestine

Best carnival in area in 8 years. Fluctuating resort population in heart of most popular hotel section in city. Promotion thru all hotels in Liberty, Fallsburg, Lock Sheldrake, Hurleyville, Parksville, Klatskanie. Lot in heart of Monticello. Afternoon and night operation. Full radio and newspaper coverage.

Want Rides: Carousel, Ferris Wheel, Chair-o-Plane, Kiddie Rides, etc.

Want Motorcycle or other worth-while attractions.

Want Concessions: All legitimate Merchandise Concessions with wheels, no P.C. Grind Outfits: Fish Pond, Ball Game, Short Game Gallery, Penny Pitch, Darts, Pitch-Till-You-Win, Basketball, etc. Also Candy Floss, Popcorn, Hot Dogs, etc.

Write, Wire, Phone

SEYMOUR COLLER

Moon Hotel Coney Island, N. Y. E Splanade 2-3800

**BOTH ON SAME LOT,
 MONTICELLO, N. Y.
 — NO MOVING —**

**POSITIVELY
 NO GRIFT
 Everything must
 be legitimate.**

JIMMIE CHANOS SHOWS

WANT

Annual celebrations commencing July 7, 8, 9, 10, Ansonia, Ohio, on the 11th; Muncie, Ind., 12 to 17; Cygnets, Ohio, firemen's celebration on street; Wadsworth, Ohio, ox roast; New Bremen, Ohio, American Legion and Modern Woodmen celebration on street, and lot more to follow.

Want legitimate Concessions of all kind, Cook House that caters to show people, Custard, French Fries or any Stock Stores. WANT Shows with own outfit. WANT Penny Arcade for Wapakoneta, Ind., Fair. Shows for Wapakoneta Fair, very reasonable percentage. WANT Ride Foreman, Wheel Foreman, Chairplane Foreman. WANT Man to take care of three Kiddie Rides, Kiddie Auto Train and Little Swings; must be mechanically inclined. This show has nine Rides. No racket. No gate. All replies to

JIMMIE CHANOS, Piqua, Ohio

Thomas Amusement Enterprises

Want for 15 Weeks Fairs and Street Celebrations

Exc. except Bingo. Can use any Concession working for stock. No flats, no gyms. Can use good Ride Help that drive Semis. We pay top salaries, and you get it. Rensselaer, N. Y., biggest 3-day celebration in Indiana—free acts, fireworks in the heart of town, July 1-6; Indianapolis to follow, Morris and Penn lot, church celebration; Warren, Ind., Street Fair, July 12-17, Kiwanis Club; Otterbein, Ind., Street Fair, July 19-24, Legion; Cicero, Ind., Street Fair, July 26-31, business men. Have first week in August open. Booked until first week in October. Can use Bingo Counter Man and Checker.

J. SMITH, Gen. Mgr. CLIFF THOMAS, Owner

GEORGE CLYDE SMITH SHOWS

Want Ball Games, Pitch-Till-U-Win, Fish Pond, Duck Pond, Cigarette Shooting Gallery, Hoop-La, Watch-La, Spot the Spot, Bumper, Penny Arcade. Want Ferris Wheel Foreman, Truck and Semi Drivers, General Ride Help. Want Girl Show, Monkey Show, Mechanical Show. All replies to

GEORGE CLYDE SMITH SHOWS
 Seward, Pa., this week; Central City, Pa., next week.

WANTS—GIRL SHOW MANAGER—WANTS

WANT AT LEAST FIVE GIRLS WITH WARDROBE. HAVE WAGON TYPE FRONT, DRESSING ROOMS AND STAGE COMBINED WITH NEW TOP. ALL FAIRS FROM NOW ON. NO TIME TO WRITE, WIRE:

WM. T. COLLINS SHOWS

Cando, N. D., July 1-3; Jamestown, N. D., July 4th Celebration.

Murray Amusement Company

WANTS WANTS

Want Candy Floss, Bumper, Bowling Alley, Watch-La, Hoop-La, Penny Pitch, Slum Blower, Game Rack, String Game, Arcade, Jewelry or any other Stock Concession. No flats or gypsies. WANT WHEEL FOREMAN. Top salary or percentage. Want Woodstock, Ill., now; Fairfield, July 3 to 5; Delavan Homecoming, July 7 to 10; all Illinois.

WANTED RIDES, SHOWS, CONCESSIONS

Want organized Carnival with 5 or more Rides and clean Shows for the cream of Indiana's Celebrations, Street and 4-H Fairs during July, August and September. ALL BONA FIDE EVENTS. Address:

E. G. BLESSINGER

c/o Center Township Assessors Office, Court House, Muncie, Indiana.
 Office Phone 612; Residence Phone 6113
 Can place three or four major Rides for real bona fide Fourth of July Celebration, July 3-5, in Central Indiana. Pay your wire and phone calls, I'll pay mine.

C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

Can Place for Marion, Ky., Annual Independence Day Celebration, Monday, July 5, and Crittenden County Fair

These two events, same location at one privilege, balance of week. Followed by West Kentucky Fair, Paducah, Ky., week of July 12-17, and a continuous route of bona fide fairs and celebrations until Armistice Day.

Can place Shows with own equipment and transportation. Especially interested in attractions catering to ladies and children. Like to book good Monkey Show, Wilander and Mackey, communicate. Uncle Ezra Mechanical Show, you know about Paducah. Let us hear from you. Also place Fun House or any other Grind or Bally Show. Have a few openings for legitimate Concessions. Jewelry, Novelties, Age and Scale and American Palmistry open on exclusive basis. Can also place a few more Hanky Panks. Mrs. David Tennyson, please let us hear from you. All wire:

C. C. GROSCURTH, Gen. Mgr. Blue Grass Shows

All this week, Murray, Ky.; all next week, Marion, Ky.; then Paducah, Ky.

PEERLESS CELEBRATION Amusements

WANT FOR ROARING SPRINGS, PA., JULY 5 TO 10 FIREMEN'S FOURTH OF JULY CELEBRATION

PLENTY OF BANDS, FIREWORKS, PARADES.

SHOWS with own transportation; will furnish tops and banners for Girl Show and 5-in-1; very liberal percentage. CAN PLACE Tilt, Octopus, Rolloplane for balance of season. WANT good First and Second Men on Rides, drivers preferred. You get good pay and good treatment here. CONCESSIONS OPEN—Photos, Lead Gallery, Custard, Guess Age or Weight, Ball Games, some Percentage. Want good Truck Mechanic. Write or wire to

WM. J. MESPelt - - - DAVID A. WISE

This week, Broad Top, Pa.; then another big one, Roaring Springs, Pa. We have six more big Firemen's Celebrations to follow.

WATCH GARDEN STATE IN '48

WANT FOR MAMMOTH JULY 4TH CELEBRATION, PORT JERVIS, N. Y.

Gigantic Parade, Bands, Acts, Radio, Newspaper, Billing, etc. Parade breaks up near show lot. Advance program out seven weeks ahead.

Want Stock Concessions of all kinds, Cat Racks, Ball Games, Custard, Age, Scales, Novelties. WHAT HAVE YOU? Can place a few Grind Shows, Arcade and Fun House. Wire or come on, will place you. Subletting space for the RHODE ISLAND STATE FAIR, Kingston, R. I. 10 big days, including both Sundays—day-night. All address:

R. H. MINER JR.
 LANSDOWN, PA., THIS WEEK.

SCOTTY McNEAL

TOMMY THOMPSON, Sword Swallower

All others who have worked for me, wire at once. Very important.

CASH MILLER FREAK SHOW

546 Beech Street West Haven, Conn.

BEE'S OLD RELIABLE SHOWS, INC.

Want Concessions—Custard, Long and Short Range Shooting Gallery, Photos, Novelties, all Merchandise Concessions. Want Agents for office-owned Concessions. Join this week-end for balance of season. Johnny Green wants Agents for Count Stores and Skillos to join at once. RIDES—Merry-Go-Round Foreman and Second Man for Wheel. SHOWS—Will book any Shows with own transportation and equipment not conflicting. 20% to office. For Sale—1 7-Tub Tilt-a-Whirl, \$4,000; with transportation, \$6,000. Now booking for Kentucky's largest county fair—Mercer County Fair and Horse Show, Harrodsburg, Ky., July 25th to 31st. Route: Greenup, Ky., Big July 4th Celebration, this week, and then the July 4th Celebration at Morehead, Ky., next week.

Want—LEE BECHT SHOWS—Want

CONCESSIONS—Small Bingo, Fish Pond, String Game, Hi-Striker, Photos, Penny Pitch and Jewelry.

RIDE HELP—Can use Help on all Rides; must drive Semis. If you drink or chase save your time and mine.

G. "Queenie" Caraglio, get in touch at once.

Norwood, Ohio, June 28th thru July 5th; Greenhills, Ohio, July 7th thru 11th.

RAJAH RABO and K. C. McGARY
 ARE NOW PRESENTING

DUMONT'S DELUXE SIDE SHOW

Can use Bally Girls; Acts of all kinds, particularly Tattoo Artist. Everybody wire before joining. This week, Rochester, Pa.; next week, Ambridge, Pa.

P.S.: Snowball, wire collect or join immediately.

UP GOES THE PRINT ORDER

Increased demand for The Billboard requires longer press runs, and in order to maintain present train schedules and the earliest possible delivery, we must close the last form earlier.

Final closing time for late show ads is SUNDAY NOON

(Eastern
Standard Time)

If you mail any ads after Wednesday be sure to send them

Special Delivery Direct to

THE BILLBOARD PUBLISHING CO.

2160 PATTERSON ST.

CINCINNATI 22, OHIO

GULF COAST SHOWS

WANT

WANT

HAVE BRAND-NEW ATHLETIC SHOW. WANT MANAGER THAT HAS TALENT. WANT TILT-A-WHIRL, OCTOPUS, ROLL-O-PLANE. SPITFIRE. FUN HOUSE. We have the cream spots of Missouri and Arkansas. Address:

F. M. SUTTON SR., Mgr.

Bowling Green, Mo., June 28 to July 5

PIONEER SHOWS

high class midway attractions

DELHI, N. Y., July 4-5

\$2500 FREE ACTS. \$1000 FIREWORKS DISPLAY.

WANT Legitimate Concessions—French Fries, Waffles, Floss, Eating Concessions and other legitimate Concessions. WANT SHOWS—Kiddie Shows. Want Rolloplane. Answer: **MICKEY PURCELL** DELHI, N. Y.

O. C. BUCK SHOWS

CAN PLACE

OPERATOR WHO CAN HANDLE MONKEY SHOW, DOG AND PONY CIRCUS
Have working pony, dogs, monkeys and small chimp.

Want Attractions to place in semi-trailer which opens 4 sides. Suitable for single attraction. Have Banner Front for same. Semi formerly used as Iron Lung and 2-Headed Baby Exhibit. Contact:

O. C. BUCK, c/o Show, Keene, N. H.

ROGERS GREATER SHOWS

WANT

Ride Help of all kinds, Girls for Girl Show, other Shows.
Want Concessions for Rantoul and Hoopston. Special inducement for Rolloplane. All address

ROGERS GREATER SHOWS

Rantoul, Illinois, June 28 to July 3; Hoopston, Illinois, July 4 and 5, Both Celebrations.

GRACELAND GREATER SHOWS

Want for Bainbridge, Ohio, and proven Fairs and Street Celebrations

Candy Floss, Balloon Darts, Devil's Bowling Alley, Clothes Pin Pitch, Duck Pond, Hanky Panks of all kinds. Those with me at Bainbridge last year know how good it is.

RIDE HELP—If you can stand good treatment, highest wages and bonus for those that qualify. First and Second Men for Chairplane, Ferris Wheel, Merry-Go-Round and Loop. Can use Second Men for all 8 Rides. Griff Milliron, contact at once. Address:

HARRY ALKON, Concession Mgr.

West Union, Ohio, this week

MERRYLAND SHOWS

Biggest Celebration in Michigan

SAND LAKE, MICH.

Fireworks—Parades—Horse-Pulling Contest—Races.

Want Jewelry, Novelty and Concessions that work for stock. No gypsies or grift. Can use another small Show. Reed City to follow, then Ludington, Manistee, East Jordan, all bona fide celebrations; seven more big ones to follow. Route given to interested parties.

KEN MOYER, General Manager

Shows played Truro, N. S. Eatery had a big welcome sign out for the concessionaire.

Hick town is a place where the citizens have no sympathy for a show that goes broke because it was "taking all the money out of town."

Sanford A. Baker, ride builder and son of the veteran Ora A. (Pop) Baker, is headquartering at his home in Detroit this season, commuting daily to the Down River Amusement stands in Southeastern Michigan, where he operates his own dark ride.

En route to play Sidney, Mont., from North Dakota, Mike Smith, owner of Northern Exposition Shows, lost his house trailer by fire caused by friction from a flat tire. Much of his clothing was burned. Smith has received a new Silver Moon house trailer.

Doc M. B. Rutherford and his wife are on the boardwalk at Daytona Beach, Fla., operating a Buddha mystery message stand. He also is sales agent for The Billboard there. Doc has been publicity director for the late Ben Williams, Art Lewis and the Florida Amusement Company.

Charles S. Reed closed the season as general agent of the Gulf Coast Shows last week, after having booked that show virtually until November 1. He will visit several shows during the next few weeks, following which he will re-enter the Hines General Hospital, Hines, Ill., to undergo another throat operation.

Mrs. Marie Simpson visited relatives and friends in St. Louis, coming from Birmingham, where she operates several photo studios. She left St. Louis for Erie, Pa., to visit friends on the Johnny J. Jones Exposition, following which she will play several of the Midwestern State fairs with her mug joints.

Regardless of the size of a show, predated hurts any midway and especially so if predated by a bigger one. The guy who says otherwise is merely conning himself while licking his wounds.

J. C. (Slim) Kelly informs that while on his way from Chicago to Denver he visited the Twin City Shows at Tama, Ia., where he met several people he had known when with the Mighty Sheesley Midway. Kelly reports that Tony Pomporeni and Mack McCaray have the joints on the shows.

Danny O'Connell cards from Massena, N. Y., that he has returned to the road after nine years as bar manager for the Roosevelt Hotel, Watertown, N. Y. He's on his old job as caller on Harry Agne's bingo on the King Reid Shows, with his wife as

stock clerk. Danny reports that and his wife opened the bass sea by catching 18.

Ed C. Evenson, who owned and operated a string of concessions on the old Gilbert Flagg Shows so 40 years ago, is now residing in New Andover, Mass., where he is representing manufacturers of special doll wheel operator (Snookey Oums, kewpies, etc.) back in 1907 while operating concessions with J. Frank Hatch Shows.

A baby shower was given Mrs. Zuckerman on Penn Premier Show by Jean Kaslin, Betty Shore, Elsie Shropshire and Mickey Sako. Guests were Mrs. Mae Serfass, Al Crawford, Nettie Barfield, B. Holloway, Helen Delaney, Ann Gee, Louise Gallo, Helen Nazar, Virginia Plasma, Pearl Bailey, T. Hollingsworth, Nellie Bozano, S. Sish Jr., Mary K. Roane, Mrs. P. Tello, Dorothy Boyce, Esther K. and Lorraine Saboth.

CONCESSIONS & SHOWS WANTED FOR

CORN FESTIVAL-FREE STREET FAIR AND 4H CLUB, EL PASO, ILLINOIS
Sept. 8-9-10-11

"Right on the Street"
Bigger and better than ever

ALSO WANT
MOTORDROME, TEN-IN-ONE AND OTHER FIRST-CLASS SHOWS FOR
ITALIAN FESTIVAL IN CHICAGO

July 26 to August 8

Write or Wire Immediately

TOMMY SACCO

Music & Entertainment

203 No. Wabash Ave. CHICAGO

Can always use good
OUTDOOR ACTS
of all descriptions

FOR SALE

COMPLETE CARNIVAL EQUIPMENT

Including MERRY-GO-ROUND, CHAIR PLANE, LOOP-O-PLANE, Switchboxes, transportation. Price \$9,000. Can be seen in operation now. Wire or call

KEN MURRAY

Oakwood, Illinois, now; Fairfield, Illinois, July 3 to 5; Bloomington, Illinois, July 7 to 9. This equipment was recently purchased second unit.

1947 FLY-O-PLANE

FOR SALE

Save \$5,000.00

J. A. BLASH

c/o Imperial Exposition Shows
Davenport, Iowa, this week

WANTED

Man to take over completely framed No. 2 Slide cool proposition, can make a lot of money. want Pin Cushion and Novelty Acts for Slide Place Ticket Sellers, good Magician with Write or wire: Schenectady, N. Y., week Jun Binghamton, N. Y., following.

CLAUDE BENTLEY

WANTED

WANTED

WANTED

RIDE HELP FOR ALL RIDES

Must drive semi and be sober. Can use Agents for Stores.

BIG FOUR AMUSEMENT RIDING DEVICES

Beloit, Wis., July 1 to 5; Algonquin, Ill., July 7-10; then per route.

WANTED—CONCESSION AGENTS—WANTED

For Balloon Darts, Cork Gallery and Bumper. Can also place Bingo Caller. Must be grinders and sober. Can place sober Ride Help for Merry-Go-Round, Wheel and Rides Here until Sept. 15. Permanent locations. No ups or downs.

ART D. HANSEN

Folly Beach Amusement Park, Folly Beach, Charleston, S. C.

PAGE BROS.' SHOWS

Want Foremen for Flying Scooter and 8-Tub Octopus; must drive semi. Slum Concessions of all kinds.

Martin, Tenn., this week; Trenton, next week; both annual 4th of July Celebrations; Carroll County Homecoming, Huntingdon, Tenn., and 10 Fairs starting middle of Aug

GIVE TO THE DAMON RUNYON CANCER FUND

Old School, W. Va.
June 26, 1948.

Editor:
personnel is made up of smart
ers that only know the alphabet
C's, speak in G's and wind up
st their alphabetic educations
ting themselves into the double
e use a world of horse sense in
ng walks, dukes and points on
s well as withholding a horse
hen we check in to our em-
s—with the horses out-sensing
h the book, which forces us to
feed our clothes horses hay.

don't claim to be sharp, but we
e that we're hep. The word
was taken from 'heptagon,'
according to Webster is a figure
seven sides and seven angles.
se "hep" is only one syllable of
ree in the word, it cuts down
percentage to one-third or two
ne-third of the seven angles.
oss of the four and two-third
of the word accounts for the
uffling in winter. Smart opera-
n successfully make a winter
e two and one-third angles if
ason ends late in December and
early in March, providing the
or stays out of Florida, which
ways been considered bad, be-
everybody wears sleeveless
shirts that eliminate cuffs. Ac-
g to the 1949 fashion notes for
ayites, pull-over sweaters will
he place of sport coats to elim-
button holes, a move that will
button-holders on the mission
ist. Cuffs and buttonholes are
listed under the last two syl-
or the losing four and two-
angles of the word "heptagon"
efore mentioned.

te it from a guy who has lived
th sides of the tracks on con-
n counters, there are more smart
tors in front of them than behind
When at closing time an agent
s a stick a bone, the stick has
ly copped the gravy and it's in
ot on the stick's vest. The small
tor who wears 5 and 10-cent
ties has more money to lay on
s than does the smart operator
wears a \$7 hand-painted cravat.
difference gives the small guy
the best of it or in our figures
\$2 tickets and his 90-cent taxi
to the track. The three deuce
ts allows him three extra trips
e window where he can rub
s with the sucker who doesn't
the dough he's losing. The tem-
y association with people with
y builds up prestige. When you
ne known as an on-the-same-
e speculator with Wall Street ty-
s, either win, lose or draw, you're
art operator even tho the tycoons
still recite in January: "Winter
s blow thee; I have thee." Smart
ators resent the old saw, "A
g back and a weak mind," be-
e if we had other people's money
our brains we'd dodge sleeping
athletic show mats on shows that
r close. You have to know the
s as well as have a little luck in
business. Of course, anybody,
ther smart, semi-smart or over-
rt can get tough breaks like privi-
e were too high, the dates all
ks and the local chambermaids
e too smart for them, but if you're
smart operator one season will
come another—if you stick and
it's bound to come red. That
n't a six-year depression we went
—it was just a helluva long win-
Mister, don't forget to cash in
r red chip!

JOE GOODWIN
THE MAGIC EMPIRE SHOWS
out for Big Celebration, Falmouth, Kentucky,
2-3-4-5; Madison, Ind., July 7th through
th. Sponsored by Park and Playground Fund.
he Cole and Carl Beasant, get in touch with me;
s wife. Want Agents, all kinds Concessions,
s with talent to take over Athletic Shows,
e Shows with own outfit and transportation,
e Help. Long season; 18 Fairs. Address:
JOE GOODWIN, Falmouth, Ky.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Hedger, Pa.
June 26, 1948.

Dear Editor:

Ballyhoo Bros.' Circulating Expo-
sition has passed the high standard
mark. When a showman wires, "My
show is in keeping with your high
standards," the office wires back,
"With us it's status." The words
"high standards" is an olive branch
extended to committees, and was first
used by Noah when his floating Wild
Life Show weathered 40 days of rain
without a dime coming over his
mooch table.

According to Webster, standard
means "an established measure" or
"an upright timber." Timber in our
language is sticks, whether upright
or leaning from the 45 degree angle
of their shoe heels. When it comes
to established measure, we are hilari-
ously haywire over it—temporarily
and permanently. Occasionally we
demand status quo. It sounds good,
but we don't carry it on our letter-
heads. It is something that is there,
but you can't put your finger on it.
The words have been argued pro and
con by press agents who like to go
Harvardian when in the presence of
the Side Show's pinhead. There is
more evidence, by the way, to sup-
port their contentions than there is to
back up their blanket statements, but
the evidence does not sustain the
slap-happy charge. In our business
blanket statements are invoices for
bingo stock.

No two press agents agree on their
testimony of the words "status quo,"
and "standards," except on one thing,
"Will it put my salary in the office?"
However, they do agree that it looks
good in print, even tho you can't

make a winter on it. Smart conces-
sionaires inquire from a bookmaker
as to the status quo of a horse before
laying his case buck. When looking
for a dark horse to win a bet, forget
about his status quo and look for one
on a Merry-Go-Round. Thru those
dark horses' high standards, you can
start and stop him with a clutch at
will, altho clutching has nothing to
do with high standards.

The words "standards" and
"stands" should not be confused
whether they refer to one-night,
band, grand, hamburger or last
stands. Nevertheless, you can often
drop your standards and avoid last
stands. Midway powerhouses may
not light them up—but they'll move
them. A yesteryear showman philo-
sophied, "If you stick with the sticks
—the sticks will stick you." Meaning
both a rustic route and the timber.
When they ceased to ride his flying
jinny his ad read, "Boys come home.
All is forgiven." Light towers don't
make a show, nor can one contract
sugar diabetes from dealing a cotton
candy machine. Press agents will
forever argue high standards and
status quo, and those who argue them
are not automatically predestined to
wind up in a padded possumbelly of
a privilege car. Now that the matter
has been completely defined and ex-
plained, no one can go wrong.

Reach Over, O.,
June 26, 1948.

Dear Editor:

Staff members on this show have
a chance to make plenty of dough, and
as long as they pay their privileges
their jobs are secure. Rather than
let the select concessions go to those
who are not with it and for it, Man-
ager Pete Ballyhoo makes his staffers

happy by selling them the exclusives
instead of paying them salaries. Al-
tho the privileges must be paid, the
boss opens up his heart by letting
them off from paying for the garnish-
ings.

Our three press agents operate
three cotton candy machines at a
nominal fee of \$150 each, but they
hold the exclusives. One has it on
white sugar, one with red and the
other on green. Unlike other eating
stands, candy itself can't be gar-
nished. So you garnish the booth
with a fee for shavings, the use of
the sprinkling wagon, lights that come
under the heading of "plus," tip to the
rest room man, who gets no salary;
payoff to the boy who picks up trash
on the lot, the company's croaker and
the lot superintendent's weekly weed
of undetermined figures.

Add up the sprinkling wagon driv-
er's booty, the light collector's spoils
the suffering avoided from getting
your arm wrung by the rest room
man, the bone tossed to the trash col-
lector, the aspirin and iodine expense
hyped by the croaker, the lot super-
intendent's location adjustment and
the shaving bandit's stick up, it
amounts to a big saving in pain and
money. May I add that we have only
60 box wagons on the show, which are
not enough to accommodate 100 con-
cessionaires who want to hide on
collection day by doing a flat, close-
to-the-belly spread-eagle on the roofs
of them when our unarmed and un-
(See BALLYHOO BROS. on page 81)

WANTED

Coupon, Point and Shille Agents. Man to take care
of Concessions. Wire or call
Eagle Hotel, Groveton, N. H., this week; next week,
4th July, Woodsville, N. H.

HARRY KLEBAN
c/o Continental Shows

WANTED

Bids on Children Rides and Concessions, except Food
and Drink, Field Day, August 7-8, Wright Park,
Rome, N. Y. Contact

ADOLPH BACHMAN

Box 1145, Haseltown Branch, Rome, N. Y., by July 10.

Bill Fleming Dies in Buffalo

BUFFALO, June 26. — William
Carleton (Bill) Fleming, for many
years one of the best known general
agents in the carnival business and
for the last five seasons with the
James E. Strates Shows, died this
afternoon at his home here after a



BILL FLEMING

brief illness. Details of his passing
were lacking at press time.

A native of Buffalo, Fleming had
been associated with outdoor show-
biz for more than 40 years. Before
joining the Strates org, he had been
associated with a host of carnival
companies, including the T. A. Wolfe
Superior Shows and the Johnny J.
Jones Exposition.

According to Max Cohen, of the
American Carnivals Association, fu-
neral and burial services will be held
here next Wednesday (30). Further
details in next issue.

CAPITAL CITY SHOWS

Last Call for Stearns, Kentucky

Week July 5 to 10

WANT COOKHOUSE THAT CATERS TO SHOW PEOPLE STOCK CONCESSIONS OF ALL KINDS

Good opening for Age, Frozen Custard or Chocolate Dip. Will place
Cookhouse that caters to show people. SHOWS—Wild Life, Mechanical
City, Monkey, Fun House; also want Acts for office owned Side Show.
RIDES—Want Spitfire and Rolloplane. Will buy for cash, \$5 Wheel
for Twin Wheels. All replies to

J. L. KEEF

Jellico, Tenn., this week

P.S.: Want all around Show Painter.

MONSTER 4TH OF JULY CELEBRATION

GREENVILLE, RHODE ISLAND

SPONSORED BY CITY

RODEO, BONFIRE, FIREWORKS, PARADES—OLD-FASHIONED CELEBRATION

Can place one more Ride, one Side Show. Concessions open. No flaties. Should be good for
Bingo Game especially, String Games, Balloon Games, Ball Game, Pan Store and Hanky
Panks, American Palmistry. Three Fairs and four Celebrations to follow. All replies to

METRO SHOWS

253 LOCKWOOD ST., PROVIDENCE, R. I.

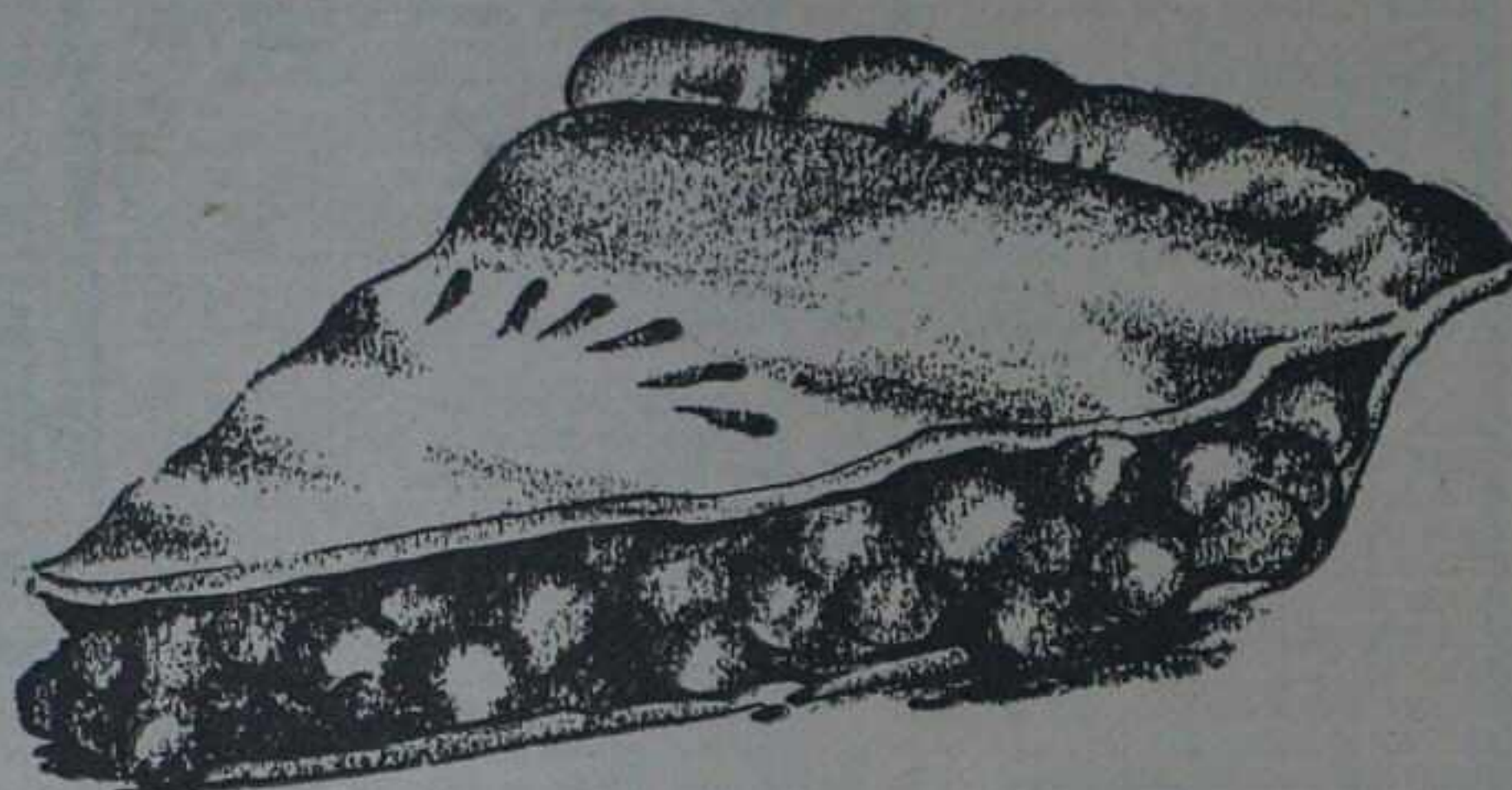
PHONE: DEXTER 1744

JOHN R. WARD SHOWS

WANT

Trainmaster, Polers and Tractor Drivers. Want GM Diesel man and
Electrician, also Merry-Go-Round Foreman and general Ride Help,
Talker and Grinder for Snake Show and Monkey Show; Organist with
own organ for Girl Revue.

Address Hibbing, Minn., This Week



a *healthy* slice

Just like a man who likes good pie and cuts himself a "healthy" slice, we know that you, as an advertiser catering to the needs of the outdoor show world, want to cut yourself a "healthy" slice of the 1948 summer market.

Buyers of equipment, talent and merchandise for fairs, carnivals, circuses, expositions, parks, pools, resorts, concessions, tent shows and all the other categories that go to make up the great outdoor market are on the lookout for these things NOW. They know that The Billboard's BIG ANNUAL SUMMER SPECIAL, dated July 31 and distributed nationally July 26, will carry special features, routes, lists, dates AND ADVERTISING in which they will be interested. Thus, the SUMMER SPECIAL will serve as their "buyers' guide" for the season's purchasing. What better place to advertise your product, merchandise or talent?

Reserve YOUR SPACE Now!

Mail your copy early . . . last form goes to press

WEDNESDAY, JULY 21

NEW LOW PRICE
NOW EFFECTIVE
ONE BAG OR A CARLOAD



RB HYBRID POPCORN
Regular stock of famous RB Hybrid popcorn—the quality popcorn for all-round satisfaction... more pop—less waste. Also carry full line of supplies at competitive prices.

CONSOLIDATED POPCORN COMPANY
PRODUCERS AND DISTRIBUTORS
2401-05 South Ervay Street Dallas 1, Texas

GETLIN and WILSON SHOWS
WORLD ON PARADE

WANT Legitimate Merchandise Concessions of all kinds. Can place French Fries.

WANT Talker for Minstrel Show—Must be able to turn them.

WANT Train Hands, Polers, etc., for train. Address Blackie Martine.

WANT Cat and Tractor Drivers for train and lot. Address McDonald.

WANT Foreman for Caterpillar Ride. Can place Grind Shows, Snake Show, Fat Show, etc. Have opening for Dark Ride to join immediately for long circuit of Class A fairs.

FOR SALE—Fly-o-Plane in first-class condition already booked for the season with this show.

Write or wire, Speedy Merrill

All address until July 7, Clarksburg, W. Va.

BRIGHT LIGHTS EXPOSITION SHOWS
World's Brightest Midway

WANT
For our big celebrations, conventions and fairs till the last week in October, Somerset County Farmers' Convention, Hooversville, Pa., day and night, this week **MIDLAND, PA., 26TH ANNUAL FOURTH OF JULY CELEBRATION, DAY AND NIGHT, WEEK OF JULY 5, IN HEART OF TOWN ON MAIN STREET.**

Place one Flat Ride. Have 20 by 80 and 20 by 40 Top, Walls, complete. What have you to put in them? Good opening for Motor Drome and Penny Arcade. Legitimate Concessions not conflicting. Photos still open. Miss Debbie Cameron wants two Girl Specialty Dancers and Talker. Wire at once. Place reliable Ride Help, also Second Man on Merry-Go-Round. Write or Wire **JOHN GECOMA or L. R. HECK**
HOOVERSVILLE, PA., THIS WEEK

WANT GIRLS

For Girl Revue—Good Stripper, Hula and Rumba. Must be young and fairly good looking. Can also use two inexperienced Girls willing to learn. Top wages. Transportation furnished.

E. H. MILLER
c/o Happyland Shows Ypsilanti, Mich., this week

WANTED FOR FARRELL, PENNSYLVANIA, 4TH OF JULY CELEBRATION

Legitimate Concessions of all kinds except Popcorn, Bingo and Percentage Games. Dates at Farrell, July 5-10 inclusive. Will have one more week to follow. Address inquiries to:
GOODING AMUSEMENT CO.
1300 NORTON AVE., COLUMBUS 12, OHIO

FIVE RIDES J. AND B. SHOW FREE GATE

Want for Shenandoah, Va., one of the biggest 4th of July Celebrations in the Shenandoah Valley, July 5 to 10; Upper Marlboro, Md., July 12 to 17. CAN PLACE SENSATIONAL FREE ACT FOR BALANCE OF SEASON. WANT—Cork Gallery, Age and Weight, Balloon Darts. Have opening for one or two more clean Shows. We stay out until the middle of November. All replies to:
J AND B SHOWS
MANNASSAS, VA.
P.S.: Ferris Wheel Blackie wants Second Man on Wheel. No drunks or stragals.

FROM THE LOTS

Blue Grass

MAYFIELD, Ky., June 26.—Org has been out since the middle of March. The first three spots were in Georgia. Rain, cold and high winds held down business. From Georgia the show moved for one week to Tennessee, where it encountered much the same kind of weather and business.

Show actually had its official opening at Owensboro, Ky., home town of Owner-Manager Specks Groscurth, where it played 10 days, and enjoyed good weather and excellent business. Gross ran 10 per cent of the other two years the show played here. The business was doubly gratifying inasmuch as Cole Bros. Circus played several days ahead of the stand here.

Following Owensboro, the org played three other spots in Tennessee and then jumped into Indiana, where it played Tell City, Central City and Washington in that order. All but Washington, where rain killed the first and last night, were okay.

Princeton, Ind., yielded satisfactory business, altho the weather there caused the loss of the first and last nights. From Princeton, the show moved here, where the week's stand proved profitable, altho the first two nights were hurt by rain.

Thus far this season, there have been two birthday parties on the show, one for Specks Groscurth, the other for Ely Cooper. In Princeton, Ind., the ladies on the show gave a shower for Mrs. Nina Groscurth, wife of Speck's brother, Russell, who is the show's head electrician.

Show is booked solidly thru November, and winds up its season in Georgia.—**HARVEY (DOC) AR-LINGTON.**

Imperial Exposition

DUBUQUE, Ia., June 26.—La Salle, Ill., played prior to Dubuque, accounted for a good week despite mixed weather.

Mr. and Mrs. Carl Hanson were visited by Mr. and Mrs. Mel Dodson, former owner of Dodson's World's Fair Shows, with which Carl had been associated for 28 years before joining the Imperial Exposition.

Other La Salle visitors included E. W. Wells, org's agent; J. C. McCaffery and Herbert W. Bye, co-owners with Martin Arthur; Ellery Reynolds, agent of the World of Today Shows, and Ray Oakes, Chi amusement game manufacturer.

A new Girl Show, the Scandals of 1948, managed by Mr. Beardon, joined. Eddie Lloyd, former manager of the Girl Show, is managing the Pago Pago unit, American-Hawaiian gal show.—**MICKEY PAYNE.**

Page Bros.

MT PLEASANT, Tenn., June 26.—The week here was under American Legion auspices and netted good business. Ace Turner has closed as assistant manager. Ralph Deich joined with his Wildlife Show and two concessions. Eddie Woods's Side Show continues to pace all shows.

Sergeant Emberton is visiting his parents, Mr. and Mrs. Herman Emberton. Mrs. Florence Page, mother of Owner-Manager W. E. Page, is off the sick list after a three months' seige.

Pearlene

WYNOKA, Okla., June 26.—Org had the best spot of the season here. Among those with the shows are Mr. and Mrs. Bud Sickinger, bingo; Mr. Day, one concession; E. A. Dann, one (he recently bought a trailer); Mr. and Mrs. Ray Davenport, five.—**E. F. UNDERWOOD.**

William T. Collins

MINOT, N. D., June 26.—Rain and cold greeted the org when it opened here. Three previous spots, Breckenridge, Fargo and Devils Lake, were off from expectations but business on the whole, since the show launched its season May 17 at Alexandria, Minn., has been fair. Org's searchlight has been luring the folks but the spending has been light.

During the Breckenridge, Minn., stand, Owner Billy Collins played host to 94 children from the Indian school at Wapeton, N. D., across the river from Breckenridge. Besides free rides, the kids were treated to candy floss and hamburgers by Floyd Shanks, root beer by Ben Blikas, popcorn by Ted Tappas and ice cream by Henry Hingst.

While in Devils Lake, N. D. Mrs. Ben Blikas was tendered a birthday dinner at Mitchell's Cafe. Attending were Emily Wilson, Lou Johnson, Florence Cameron, Mrs. H. Henderson, Helen Hingst, Angie Knutson, Claudia Wilder, Doris Donaldson, Mrs. A. Drescher and daughter, Dorothy; Faye Howard, Midge Warwick, Irene Engevik and the writer.

At Devils Lake, Mr. and Mrs. Collins celebrated their 10th wedding anniversary and were presented with gifts by the show personnel.

Florence Cameron joined Emily Wilson to assist her in the mitt camp. Midge Warwick is The Billboard sales agent and mail carrier.—**MICKEY COLLINS.**

WANT For HAWAIIAN REVUE

Hawaiian Girl Dancers, also Chorus Girls, Hawaiian Electric Steel Guitar Player, also Accordion Player. For long string fairs starting Anderson, Ind., July 3rd. Wire, don't write.

JACK GALLUPPEO or GEAN MADREAU
Thomas Joyland Shows Anderson, Ind.

LOT FOR CARNIVAL TO RENT

3 acres near highway, in Elmira, New York. Population 60,000. Write

F. F. JANOWSKI
211 Tuttle Ave. Elmira, New York

BILL BERNAUER WANTS AGENTS

With driver's license. Palestine, Ohio, Gooding No. 8, June 28-July 3; then Franklin, Ind., Fair.

AGNES TROUT WANTS

Two Clothes Pin Agents, Connie Phillips and Max Trask, get in touch with me. Big 4th Celebration.

JAS. M. RAFTERY SHOWS
Belhaven, N. C., this week.

FOR SALE

Mills 5-Gallon Electric Frosted Malt Custard Freezer, practically new, on 2-wheel trailer; also Dodge Truck. Can be seen in operation Okey, Ill. Fairgrounds from June 28th through July 4th Celebration. Have exclusive, buyer take over. Sicknes; sell cheap.

W. CROUCH
General Delivery

FOR SALE OR TRADE

10-Seat Parker Ferris Wheel, in good condition, \$1,500.00, or will trade for other Ride. Want Ferris Wheel Personnel, \$40.00 per week and 5%. Will look Photo Gallery, Bumper and Fish Pond.

Burkhardt Amusement

Lemont, Ill., this week; Earlville, Ill., next week.

SECOND-HAND SHOW PROPERTY FOR SALE

\$15.00 Mechanical School Scene, 8 pupils, teacher, \$6.00 Government Desk Trunk with lock and key, \$1.50 Pair, Ladies' & Children's Hands, Bargain, \$25.00 Wax Head King Edward, Fine condition, \$19.00 Wax Head Albanian Fighting Soldier, Barg'n.—**WEIL'S CURIOSITY SHOP**
20 So. 2nd St. Philadelphia 5, Pa.

Lamb

SALESBURG, Ill., June 26.—Org had the best opening night of its season here Monday (14) and biz held the remainder of week, with good weather prevailing. Show was under auspices of the fair. A special kiddie matinee was held Wednesday (16), with ice cream and rides for the children. The Kelly brothers joined with the Athletic Show and What-Is-It. Joe Boykin, Chicago, joined with his dart joint. Scotty Johnson fought on his short range shooting try. H. Eichorst joined with two sessions. Bob Crull left with his Monkey to work celebrations in Indiana. Frank Aschy left with his concessions to work independent spots. Irish Formack has added two acts to Side Show, which is doing good business. George Hyman joined with the joints. Linda Lopez is building a new show front. Jimmy Payne delivery on a new trailer and several other members of the org are expecting arrival of trailers. The fair's mother, Mrs. Mattie Drayton, Clinton, Ia., visited here.—**W. C. MURRAY.**

H. Marks

WILMINGTON, Me., June 26.—Org had Berlin, Conn., last week on grounds facing two main highways. Business was good opening (12) despite wet lot and arrival rain. Previous stand at Schenectady, N. Y., netted fair business.

Mr. and Mrs. Tex Leatherman celebrated their thirteenth wedding anniversary with a dinner party. Guests included Mr. and Mrs. John T. Rea, secretary H. P. Halder, Ralph (Jug) Perry, Frank Toby Soper, George Dobyns, John Curran and Bob Bertson, who also celebrated his birthday. Moving pictures were shown.

Tompson Bros. No. 2

GREENSBURG, Pa., June 26.—Org here last week, auspices of the company. The week was good except Saturday night, which was mostly lost by rain. Ray Willnecker setting the joints up and down in all time. New top and side wall the Merry-Go-Round have been moved.

At Greensburg, Pa., the week before, auspices Hose Company No. 3, was fair, Saturday being lost by rain.

Jimmy Dupree

CENTER, Colo., June 26.—Out since March 1, when it opened in Mesilla, N. M., org has been enjoying good business. Colorado stands have been especially good. Thus far this season only two days have been lost to bad weather.

Trout fishing is the principal topic of conversation. This town is surrounded by snow-capped mountains and the cool breezes make sweaters a necessity. Personnel is readying equipment for the July 4 week stand at Minturn, Colo.

Personnel includes Jimmy Dupree, owner-manager; Mrs. Vera Dupree, secretary-treasurer; E. A. (Whitey) Tignor, general agent; Jess Harmon, superintendent of rides and electrician; Roy Marche, lot superintendent; Bigger Johns, night watchman, and Johnnie Torres, Monkey Land and Mechanical Village; Ed Burgman, mug joint and glass pitch, and Harry Gold, hit and miss ball game.

Also Sailer Burke, bottles; Bob Freeland, four concessions; Mac Green, cookhouse and popcorn; Mrs. James Dupree, candy floss and candy apples; Whitey Tignor, two percentage tables, and Helene Tignor, cork gallery; Mrs. Dutch Wells, corn game, bumpers and slum spindle; the Reynolds brothers, two concessions; Al Cordova, two kiddie rides, penny pitch and hoop-la.

Show has five more weeks in Colorado and then will play 10 fiestas in Northern New Mexico. — **HELENE TIGNOR.**

Collins United

KEARNEY, Neb., June 26.—Org is going on the road after a two-week stand here on its home grounds. First week, played in conjunction with the Larry Nolan Shows, was big, with the local Diamond Jubilee drawing overflow crowds.

Shows are owned by Ralph L. Collins. Mr. and Mrs. Robert P. Collins have arrived from Long Beach, Calif., to assist the management.

Ride line-up includes Ferris Wheel, Archie Ogg; Merry-Go-Round, Loop-o-Plane and Kiddie Autos, show owned; Kiddie Airplane, Bill Barker, and Glider, Frank and Floyd Wright.

Concessions are being set up under the direction of Mr. and Mrs. Robert Butterly. Others on the midway include Bob and Betty's cookhouse; Mr. and Mrs. Butterly's animal zoo, to be operated by Mr. and Mrs. Jack Sears, and a Mechanical Show.—**B. AUSTIN.**

W. R. GEREN, Presents

MIGHTY HOOSIER-STATE Shows

Featuring

HUGO ZACCHINI CANNON ACT

Shot Over Twin Ferris Wheels Nightly

WANT STOCK CONCESSIONS. Price, \$31.50 Per Spot. SHOWS NOT CONFLICTING. COMMITTEE MONEY ONLY.

This show has six County Fairs and five bona fide Celebrations. Now booking for Greater Germantown, Ky., Fair, Aug. 11-14; Camden, Ohio, Home Coming, Aug. 17-21; Miami County Fair, Converse, Indiana, Aug. 24-28; Marion, Indiana, on the streets, Aug. 30-Sept. 4; Bremen, Indiana, Free Fair, Sept. 6-11, then six straight Street Celebrations to follow. All replies to:

W. R. GEREN, Owner, Linton, Ind., This Week. C. I. O. Celebration, Terre Haute, Ind., Week July 6.

RIDEE-O FOREMAN WANTED

**DIXON, ILLINOIS, JUNE 28 TO JULY 5
WORLD OF TODAY SHOWS**

Endy Bros. Shows

35 RAILROAD CARS 35

Will place Scales, Novelties, Age, Merchandise Booths. Want Grind Shows, Mechanical City, Fat Show. Can place Foreman for Looper, Second Men on Wheels. General Ride and Show Help, come on. Top Salaries. Will place Dark Ride, Octopus, Skooter, and Glass House. Big Proposition for Troupe of Midgets.

Our fairs open at Harrington, Delaware, in three weeks and have 12 of America's finest Fairs, closing in Miami.

ALL ADDRESS

**ENDY BROS.' SHOWS
SOMERVILLE, MASS., THIS WEEK**

VIRGINIA GREATER SHOWS
The Show With The Proud Reputation
WANT AT ONCE

Mug Outfit, Scales and Age, Frozen Custard, Ball Games, Buckley, Basket Ball, Coca-Cola Bottles. Want Mechanical City and any Grind Show not conflicting with what we have. Want Colored Minstrel Musicians and Girls for Plant Show. These contact Curley Thornton: Butch Harris, Margaret Rhodes, Francis Payne, Stella and Less Anderson. Girl Show Manager wanted with two Girls and Wardrobe, at once. P.S.: Holliday has his Frozen Custard for sale; reason, illness.

FREDERICK, MD., this week; CULPEPER, VA., next week, 4th July Celebration.

Wires and mail to:

WM. C. (BILL) MURRAY

WANTED

CONCESSIONS—Stock stores only. Ball Games, Fish Pond, Photos, Bumper, Dart Balloon, etc. Good thing for Sit Down Grab.

RIDE HELP—Salary and bonus. First and Second Men for Ridee-O, First Man for No. 5 Eli Wheel. Also Second Man for Swing and Little Beauty Merry-Go-Round.

SHOWS—Any show of merit that wants a good money spot. Monkey, 10 in 1, Snake, etc.

Lushers, agitators, save time. All replies to
W. EDDIE HORNE, Hickory, N. C.

OHIO VALLEY SHOWS

WANT FOR

Iroquois, Illinois, Celebration, July 4-5; Red Key, Indiana, Lion's Club Jubilee and Street Fair, July 7-10; 1 Major Ride—1 Kiddie Ride—Stock Concessions and Shows.
Address ROXIE HARRIS, Iroquois, Illinois

WANT

Merry-Go-Round Foreman. Bill Boswell, wire. Truck Driver, Ticket Sellers. John Rice wants Bingo Caller, Counter Man; preference to Truck Driver.

HOPKINSVILLE, KY., JUNE 28-JULY 3.

E. E. FARROW, Wallace Bros.' Shows

WANTED—C. A. STEPHENS SHOWS—WANTED

CONCESSIONS: Custard, Novelties, Jewelry, Lead Gallery, American Palmistry, Agents for Stock Stores and Grind Stores. **RIDES:** Spitfire, Jenny or any Flat Ride; man for Kiddie Auto Ride. **SHOWS:** Small Wild Life or Animal Show.

Clintwood, Va., June 28 to July 3; Haysi, Va., July 4, opening Sunday, 12 noon, for the week.

lie L. Wheeler

SCATUR, Tenn., June 26.—Org ed here from Madisonville, Ky., time for opening last Sunday t. Latter stand was a winner. re have been changes in per- el. Eddie L. Wheeler is owner; Rollins, business manager, re- ing Fred Albany; Pat Omaham, etary, replacing Ace Turner; Bill man, electrician; Blackie Collins, superintendent; Harry Banta, e concessions. A bicycle is given y every Saturday night. illie Cowgill and family made ral trips to Copperhill, Tenn., ing relatives. The writer and ily motored to Chattanooga on ession. Mrs. Eugene Scott, who been on sick list, is improving. ing recently were Joseph Oma- , snow balls; Shortie Waters, 3 ections; Mrs. Lawnie Balsom, 1; and Mrs. Olon Silver, 1. Mrs. ie Ward has added soft drinks to popcorn joint and Jackie Rol- a ball game. Capt. Harrell's ting lions have been packing them Mr. and Mrs. Green have taken verry on a new house trailer.— BY BANTA.

ghty Page

RESTONSBURG, Ky., June 26.— ws were here last week. A major and a kiddie ride were added. nk Poluga is painting the Merry- Round. Ray Price and Meekins e each added one concession. A m came up Tuesday night and in hour's time the front end was ered by two feet of water. Every- got with it the next morning put the lot in shape. Latter part week turned out okay.—BOB FFINGTON.

GULF COAST SHOWS

WILL SELL EXCLUSIVE ON DIGGERS, ICE CREAM OR CUSTARD CAN PLACE ALL RACKS AND STOCK CONCESSIONS ADDRESS: BOWLING GREEN, MO. June 28 to July 5

BUFF HOTTLE SHOWS

WANT Ten-in-One, Snake Show, Fun House or any Grind Show not conflicting, starting at Metropolis, Illinois, July 4th, and balance of season of eighteen outstanding Fairs, ending with four free Louisiana Fairs, including Donaldsonville and Franklinton. Bill Boswell, can use you.

BUFF HOTTLE, Mgr. Ashley, Illinois, this week

CAN PLACE County Store Agents

Belle Fourche, S. D., July 1 to 4, and 15 Montana and Wyoming Fairs to follow. (Foots Rice, wire.) SCOTT LAMB c/o Hill's Greater Shows Belle Fourche, S. D.

DROME RIDER

Male or Female, to Straight Ride Amusement Park. No teardowns. Good wages. Write or wire JOHN PELUSO Riverview Park Chicago

WANTED DROME HELP

SECRET SELLER AND GOOD TALKER. Salary or percentage. Join Mouthmouth, Ill. this week. SAM CALDWELL c/o Snapp Greater Shows

Alamo Exposition

WELLINGTON, Tex., June 26.—A good crowd was on hand here opening night, Monday (21), until a shower drove them home about 10:30 p.m.

Heavy rains killed biz Friday and Saturday (18-19) in Perryton, Tex., and it was necessary to use caterpillars to get off the lot Sunday.

Jimmy Carter is back with the shows. Betty Jo Ulcar is with her parents, Joe and Babe Ulcar, for the summer. Betty Jo is a senior at the University of Texas and majoring in radio.

Topsy Brumlow succeeded in chasing away thieves who were trying to pilfer his 1948 Buick convertible in Perryton. They had cut the top, opened the doors, hooked up the ignition wires and were ready to take off when Topsy spotted them.

Romona Maxwell, niece of Jack Ruback, is visiting the show for a couple of weeks. Saul Sheftall and his wife, Kitty, joined. Saul runs a rat game and Kitty a beat-the-dealer. July 4 will find us in Woodward, Okla.—SAMMY SAPSON.

Midway of Mirth

NEWMAN, Ill., June 26.—Org opened here Tuesday (22), following a good stand at Cottage Hills, Ill.

Sunday (20) in Cottage Hills was a big one despite hot and dry weather.

Mr. and Mrs. Young joined with four concessions. Mrs. W. B. Reese is recovering in a Highland, Ill., hospital following an operation. W. H. Ellis expects to return soon after an absence due to illness.

Mr. and Mrs. J. Scott staged a party in honor of their son's fourth birthday. Most of the show folks were on hand and he received many gifts. Cal Razor, of Tuscola, was a recent visitor.—ROSIE DAVIS.

Standard

MILES CITY, Mont., June 26.—Org pulled in here from Hardin, Mont., where it had a successful engagement during the rodeo. Business at Hardin was up 20 per cent over any previous years.

Opening night here was excellent. Susie topped the shows, with the Fly-o-Plane leading the rides. The front end reported good business.

New searchlights, delivered here, produced a good break in The Miles City Daily Star.

The manager's trailer was demolished when hit by a bus on the run from Gillette to Hardin. A freak hail storm on the last move shattered the glass on Mike Mark's trailer.—WHITEY JOHNSON.

Wallace & Murray

FAYETTEVILLE, W. Va., June 26.—Shows opened here Monday (14) to rain following the best week's business of the season at Narrows, Va. Tilt-a-Whirl topped the rides here, with the Ferris Wheel a close second. Jeanie DuVail formed two well-flashed girl shows on semis and Jimmie and Helen Watts report their biggest week with the Side Show.

Frankie Carleo, new lot man and office assistant, is doing okay with his p.c. Mr. and Mrs. Joe Kans are doing good business with their concession and rides.

Mr. and Mrs. Reid McDonald have purchased a new trailer. Shows have three more weeks in West Virginia, then head into Tennessee for the fairs.—HELEN WATTS.

Midway

ST. PAUL, June 26. — Perfect weather and excellent co-operation from sponsoring organizations have given the shows good biz to date. Rides, shows and concessions show an increase in take over last year.

Trudy has joined with her popcorn and root beer and is doing excellent business. Also added is a new Jungle Land Show.



30th Annual SPRING MILL FAIR JULY 7-17 One of Eastern Pennsylvania's Outstanding Dates SHOWS—Side Show, Wild Life, Fun House, Penny Arcade, Mechanical City. CONCESSIONS—Can place all legitimate Merchandise Concessions. HELP—A-1 Foreman for brand new Little Beauty Merry-Go-Round. Top wages for the right man. Can also place other Ride Help. Don't write; come on. Want capable Rolloplane Foreman. We also have Flourtown, Flemington, Kutztown Fairs and a long route of Southern Fairs ending middle of November. All replies to MORRIS HANNUM Ten to Six Hotel, Phoenixville, Pa.



WANT Ride Help—Foremen for Octopus, Mixup, Eli No. 5 Wheel, Allan Herschell Merry-Go-Round, Kid Airplane Ride, top salary. Second Men on all Rides, must drive semi. Can place wives on Tickets, Concessions or Girl Shows. Marion (Blackie) Roller, come on. Want Grind Store Agents: Brownie Davidson, come on. Need outside for Line-Up Store. Shows—Man to take charge of Monkey Show, have complete frame-up for same. Ed Kemp, answer. P. C. Reynolds wants Counter Men for Cook-house, good salary. Mrs. Reynolds wants Help for Photo Posing Room. Dixie and Evelyn Dudley want Agents for Glass Joint, Coke Bottle, Huckley Buck, Penny Pitch. Slim Anderson wants Agents for Balloon Dart, Bumper, Slum, Spindle, Pitch-Till-You-Win and Fishpond. Johnnie Marks wants Ball Game Agents. Will book Stock Stores that don't conflict. Will book Ball Games. Want the above for the following Celebrations and Fairs: American Legion Celebration, Wheeler, Texas, July 12 to 17; Boomtown Days Celebration, Burkburnett, Texas, July 19 to 24; West Texas Old Settlers' Reunion, Crosbyton, Texas, Aug. 9 to 14; Motley-Dickens Reunion, Roaring Springs, Texas, Aug. 23 to 28; Jefferson County Fair, Waurika, Okla., Sept. 13 to 18; Gray County Fair, Pampa, Texas, Sept. 20 to 25; State Fair, Childress, Texas, Sept. 27 to Oct. 2; Central West Texas Fair, Haskell, Texas, Oct. 4 to 9, and others; then cotton towns. Spearman, Texas, June 28 to July 3. Contact D. S. DUDLEY, Manager.

FOR SALE ADDISON STREAMLINED TRAIN Here's a beauty. Guaranteed A-1 condition throughout. Used only 90 days in park. Consists of engine, 3 coaches and tail car, plus \$200.00 worth of extra track. If you are looking for a train, this is it. Do not confuse with home-made junk. If you're in the business, you know that Addison is THE train. Am selling because I have to, not because I want to. Cost me \$3,280.00 including extra coach, track and accessories. Will sacrifice for \$2,500.00. Can be seen in operation. Wire or write. General Delivery R. WATSON Indianapolis, Ind.

Notice—WANTED—Notice By Hell on Wheels Thrill Show and Western Exhibition FOR SIOUX CITY, IOWA, JULY 2-3-4-5 And twelve weeks prominent Midwestern dates—no half weeks boys! Promoters, Publicity Men. Jack Andrews, Al Humke, wire or call. Trick Riders, Ropers. Jimmy Alder and Bobby Bennett, come on. Clowns, Thrill Show Men. Contact LARRY CRENSHAW or POP STAPLES, care Alexander Hotel, Sioux City, Iowa.

Pelzer, S. C., Forty-Seventh Annual Homecoming and Fourth of July Celebration and Race Meet OPENING SUNDAY NIGHT, JULY 4TH THROUGH 10TH Booking Concessions of all kinds. All replies: NEWBERRY, S. C., UNTIL JULY 5; THEN PELZER, S. C. MARION GREATER SHOWS

SUNSET AMUSEMENT CO. WANTS Tilt Foreman to join July 1 at Iowa Falls, Iowa. Want Help on Dodgem, Caterpillar, Spitfire, C-Cruise and Octopus. Concessions—Ball Games and Hanky Panks for Albert Lea, Minn., July 3-4-5. Iowa Falls, Iowa, till July 1.

LYHOO BROS.

(Continued from page 69)
ed garnishing collectors or road
s appear.

r trainmaster deals a grease
the lot superintendent burns
ch fries, the special agent pulls
and Give-Me-Gelt Murphy the
's secretary, has the exclusive
mustard.

neral Agent Lem Trucklow goes
or root beer barrels in a big way.
osition is high, his root beer
foamy and his privilege, minus
garnishings, is only \$200 per
t. The higher the position the
er is the privilege, even tho
re paying instead of receiving.
ever, when a visiting root beer
el general agent drops in for a
he is automatically listed as
stant general agent, which kills
exclusive, providing he has a date
the shows.

us the paying of staffers has
simplified. They don't roll
change—the change rolls them.
body can be a staff member—but
yone doesn't know how to pin-
e a frame. It kills the stigma
eing a yesman and puts you in
the location yelpers.

e play our first fair of the season
week. We staffers expect a big
t of awning mush-fakers who
write, knife and lawn-mower
peners who can lay out a lot,
t writers who can load trains, and
rella menders who do special
t work, to say nothing of the un-
ted number of root beer barrel
rators, cotton candy spinners,
ch fry culinarians, custard dip-
and taffy wrestlers who will
the staff in advisory capacities
murder the exclusives.

RNIVAL ROUTES

(Continued from page 52)
ace Bros.: Hopkinsville, Ky.
ace, L. K.: Bollivar, N. Y.
ace & Murray: Roncoverte, W. Va.
E. John R.: Hibbing, Minn.
E. Attrs.: Baxter, Tenn.
ver, L. O.: West Union, Ia., 2-5.
Coast: Klamath Falls, Ore., 29-July 4;
nd 6-18.
e, Art: Rossiter, Pa.: Summerville 5-
e Star Attrs.: Richwood, O.
e's Rides: Clairfield, Tenn.
on Famous: Havana, Ill., 29; Streator
on Greater: Steamboat Springs, Colo.,
5.
Greater: Nora Springs, Ia., 28-30;
ayford, Minn., July 1-5; Bird Island 6-8;
outevideo 9-11.
e Am.: Franklin, W. Va.; Thomas 5-10.
nd of Pleasure: Mansfield, O.
nd of Mirth: North Adams, Mass.
nd of Today: Dixon, Ill., 28-July 5.
ler: Toppenish, Wash., 29-July 5.

Homer Sharar closed recently with
ley Bros. at Watertown, N. Y., and,
route to join King Bros., suffered
heart attack outside of Albany,
Y. He was removed to St. John
spital, that city. Sharar formerly
s with Christy Bros., Walter L.
in and Gentry Bros. When he re-
vers he plans to handle his aunt's
restaurant in Albany.

NATIONAL SHOWMEN'S ASSOCIATION



GREETS YOU

You are eligible to Membership in
his fastest growing showmen's or-
ganization if you are a showman or
affiliated with the amusement busi-
ness. Clubrooms in the center of
the amusement world.
Meetings 2nd and 4th
Wednesday each month
Palace Theatre Building,
1564 Broadway,
New York 19, N. Y.
Mostly everyone of the Eastern
amusement family is a member.
Are you?
Write For Information.
Initiation \$10.00
Dues \$10.00 Yearly

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Vote Right, Ind.,
June 26, 1948.

Dear Editor:

Today, street parades are the things
if they can be tied in with political
campaigns. There is nothing better,
if you go along with the party in
power. Yesterday the show played
at Sapling, Ky., license, lot and water
for free, under auspices of the burg's
mayor, aldermen and dog catcher.
They were up for re-election as well
as campaigning for their choice as
president. Thru a special request of
the party members, our elephant,
Crumbwell, was not to participate in
either the parade or the performance.
The show train was stopped at a
switch five miles out of town where
both the bull and his keeper were
chained to a tree in a dense woods.

Hundreds of natives lined the
streets to witness the street spectacle
that was longer than usual because
of the politicians' 25 sound trucks and
50 donkeys mounted with colored
share croppers. The show's street
novelty men and uptown wagon
mopped up. Only one incident upset
our good fellowship parade. One of
our novelty men tried to palm off a
gross of Willkie buttons that he has
had on hand since the 1940 election.
Crumbell and his keeper were re-
leased after dark and overlanded to
the stock car.

This morning the show train
crossed the Ohio River for a stand
here. Again we played with lot, wa-
ter and license for free, but under a
different party. We had to leave our
burrows and a team of baggage mules
in the stock car, but Crumbwell
headed the parade with local politi-
cians riding his howdah. We had
about the same number of sound
truck (ours was eliminated because
a city ordinance prohibited them).

Seeing our dog wagon readying for
parade, the burg's dog catcher in-
sisted on the dogs being switched to
his dog pound truck, which was well
battered with campaign promises.
That unit was the life of the parade.
Picture 30 pooches barking, snapping
and snarling at local dogs along the
route. The dog catcher rode on top,
surrounded by six annex dancers in
Egyptian wardrobe, and took bow
after bow from his applauding con-
stituents to the music of flageolet
and drums. When our parade mar-
shal looked over the route, he realized
that he was in 40-milers' heaven.
Some 150 snow cone stands lined the
streets, so he had to switch to back
streets. Again our street butchers,
without incident, grossed heavily. Be-
cause the uptown wagon couldn't be
switched in time, it's business was
light, being patronized only by the
40-milers who had nothing else to do.

The show played to two turnaway
houses because the lot was small and
only one pole could be put up. Our
actors dressed in the open air with
only sidewall for protection. The
cookhouse tent was put up over a
railroad track and had to be torn
down at 3:30 p.m. to let a mixed train
pass, which eliminated supper and

put the personnel on a full-dinner-
bucket ticket. Now that politics has
gotten into his blood, Manager Upp
announced that he would run for
president on a straight circus ticket.
Expects to be nominated at the next
CFA convention.

Hoopskirt, Ky.
June 3, 1948

Dear Editor:

While the Won, Horse & Upp Cir-
cus was playing at Coal Dust, Ky.,
last Wednesday, another car was
added to the train, which puts the
show in a six-car class. There the
boss found a stateroom car and a
stock car parked on a mining com-
pany's private siding. Tho the paint
was badly faded, we could still de-
cipher the title, "Seth Berkshire's
Mighty Hog Hippodrome," on the
car's sides. From a native we learned
that in 1909 the trained hogs had
stampeded and had taken to the hills
with a herd of razorbacks. Accord-
ing to the native, Seth had followed
to bring them back, but he never re-
turned, leaving four workingmen
and a litter of suckling pigs stranded.
The stateroom car had been used
to house Mexican section workers
during the years. The stockcar was
too far gone to be used. However,
the snipe gangs and their families
had kept up the coach with minor
repairs.

The mining company gave Manager
Upp a clear bill of sale on the car,
but stipulated that we take it with
us immediately. On its first run to
Rusty Rail, Ky., Thursday, the train
was stopped every mile to let the
traincrew pour water on its hot
boxes and pour oil into them. Being
only a 12-mile jump the train arrived
early enough to give the new car a
coat of red paint. The inside was
decorated by our porters who worked
like circus bees to get the car ready.
Last night the select of the show
moved into the staterooms. We who
have been living in upper and lower
shelves all our lives were elated over
having private staterooms. The walls
that separated the rooms were built
short, leaving two feet of space be-
tween the tops of them and the car's
ceiling. The chickenwire that was
used to keep the roomers from climb-
ing over the top had rusted away,
making privacy impossible.

At 3 a.m. I was awakened by loud
pounding on my right wall by our
boss canvasman, asking me to hand
him his long underwear, which he
had washed and hung to dry on top of
the wall, half on his side, half on
mine. They had fallen on my side.
The pounding awakened the music-
ally inclined occupant to my left,
who started tuning up his bass drum
that he beats for the dancing girls
in the kid show's annex. Farther
down the car our feature family act,
The Six Burping Kiesters, were hav-
ing a bad night over their cups. A
family spat started in room No. 8
that wound up with, "I guess you're
happy now? You upset the coffee
pot," and the happy stateroom hus-
band yelling back, "That's right.
Smarten up the privilege car that
we're jungling up in here."

At daylight the show's ice bandit
started pounding on the doors to ask,
"How much do you want?" At 7 a.m.
the head porter aroused us again
with, "Laundry! One-day service."
At 7:30 he returned to loudly an-
nounce, "Everybody out. We're going
to disinfect the coach." That put us
on the cinders to wait two hours
until the flag went up on the cook-
house. Curses to Seth Berkshire.
Well, I guess when a man goes high
enough in this business to get a
stateroom, he must warrant some at-
tention.

*This kind of
magic is easy!*



Nothing in your hands! Nothing
up your sleeves! But look...

...out of your present income grows
a wonderful future. There's a
home in the country, college for
your children, travel and fun for
the whole family, even a com-
fortable retirement income for
yourself.

Here's how the magic works. All
you do is sign up for the Payroll
Plan. Then regularly, automatical-
ly, part of everything you earn is
used to purchase Savings Bonds.

And magically, week after week,
these automatic savings pile up the
money you'll need to pay for the
future you want!

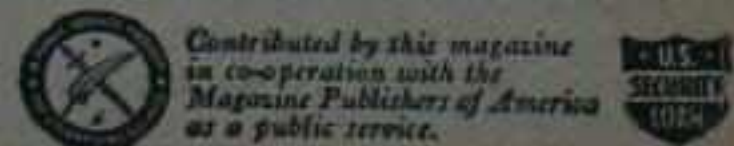
Don't forget that every dollar you
put into Savings Bonds is a "money-
making dollar"—that \$75 Bond you
buy today will be worth \$100 in just
10 years. And these Bonds play a
big part in helping keep our country
financially sound and strong, too.

They're always available at any
bank or post office. But the surest
way—the easiest way—to build
financial security for your future
is to buy them automatically on the
Payroll Plan.

If you're not on a payroll, and
have a checking account, you can
still enjoy the magic of automatic
saving with the Bond-A-Month
Plan. Ask about it at your bank.

AUTOMATIC SAVING IS SURE SAVING!

— U.S. SAVINGS BONDS



Contributed by this magazine
in co-operation with the
Magazine Publishers of America
as a public service.

Communications to 2160 Patterson St., Cincinnati 22, O.

Cook Announces Huge Deals for Spokane Spots

SPokane, June 26.—Construction of a large roller rink here is planned, Silas W. Cook, veteran operator. The skating floor will be 130x200 ft., Cook announced this week. The building, of masonry construction, will be in two sections. One, 144x216 ft., will house the skate floor and seats for 4,350 spectators. The other, 6x49 feet, will house the lobby, skate room, powder room, check room and refreshment bar. A portion of the stands will be behind plate glass to eliminate skate noise, and music announcements will be piped in. Construction will start soon on the site of the old Princess rink, which opened about 30 years ago. Cost is estimated at \$160,000.

Cook, who pioneered in popularizing ice and roller skating in Spokane, announced purchase of the big Dishman, Wash., Rollerdrome from the Bascetta and plans to convert the Dishman rink into a dance hall. The Dishman rink has a floor measuring 100x208 feet, and Cook's Rink measures 100x187½ feet.

Consideration for the Dishman rink, including equipment and a bus, \$78,000, Cook said. An extensive moving and modernizing program planned for the Dishman rink.

Aytes a Miracle!

CHARLESTON, S. C., June 26.—Mildred Elise Miracle and Lawrence Bryant Aytes, who met at Casino Rollerdrome here, were married in the rink June 18 at the invitation of operator Frank P. Blair, who said that since the Rollerdrome had opened, about a dozen couples had met there to become engaged, and he thought it fitting to invite a couple to be married at the rink.

Three-Man Tie As Canadians Race 48 Miles

TORONTO, June 26. — Barney Ryan, Bob Drury and Reaford O'Dell, of Strathcona Rollerdrome here, finished in a dead heat in a recent championship distance race between Toronto and Hamilton, Ont. The trio covered the 48 miles in six hours and 30 minutes and were the only ones in a field of 12 to complete the course.

Ryan reported that the race is to be an annual event open to all amateurs of the United States. Officials hope that it will grow sufficiently in popularity so that it may be called the North American Distance Race.

The annual Canadian roller skating championship was held June 13-15 at Hamilton, Ont., with three Americans, William Nasser and Claire Masuga, Cleveland, completing preliminary figure and dance tests, and Dolores Molla, Detroit, passing the preliminary and first figure test.

Results: Figures, senior ladies, Betty Jane Pike and Joyce Payne; senior men, James Henderson, Ronald Brown and Bernard Ryan; intermediate ladies, Doris Jenkins, Peggy Helm and Joan Drury; intermediate men, Kenneth Rozel, and novice men, Joseph Gurra, Joseph Holland and Fred Geister.

Intermediate pairs, George Palmer and Peggy Helm; novice pairs, John Stephanson and Bernice Howard, and Irene and Bernard Ryan; senior dancing, James Henderson and Joyce Payne; intermediate dancing, George Palmer and Peggy Helm, and Irene and Bernard Ryan.

Speed skating, senior men, Robert Drury and Robert Herman (tied), Bernard Ryan and Edward Geroux; senior ladies, Winnie Robson and Irene Ryan; junior boys, Fred Geister and juvenile boys (A), William Wright.

Death Takes Mother Of Sefferino Bros.

CINCINNATI, June 26.—Mrs. Clara Beggini Sefferino, 74, mother of William F. Sefferino, president of the Sefferino Rollerdrome Club, Inc., here, and C. V. (Cap) Sefferino, assistant manager of the Rollerdrome, died June 22 at her home here after a long illness.

A native of Cincinnati, she was the widow of Peter Sefferino, amusement operator on Cincinnati's Vine Street from 1895 to 1909. She is also survived by a daughter, Violet; a grandchild and a great grandchild.

Requiem high mass was held June 25 in Sacred Heart Church here and burial took place in St. Joseph Cemetery.

Rouge Drome Planning Show
DETROIT, June 26.—Altho George Brett has closed his Rouge Park Rollerdrome here to public skating sessions for the summer, he has continued practice sessions for a special post-closing show to be given at the rink June 28 and 29.

Reading, Pittsburgh Clubs Hot in ARSA's Pennsy Meet

READING, Pa., June 26.—It was virtually a two-club competition at the Pennsylvania roller skating championships of the United States Amateur Roller Skating Association, held June 19 at Bill Holland's Skateland on the fairgrounds here, reports George (Doc) Yoder Jr., of the Reading Roller Racing Club.

In winning seven of eight speed events the Reading club earned the right to send 15 skaters to the USARSA national championships to be held in National Arena, Washington, June 28-July 3, while Flamingo Dance and Figure Skating Club, Pittsburgh, swept the field in the artistic skating division, winning top honors in all three classes.

About 100 skaters, representing the Reading and Pittsburgh clubs; Carey's Roller Racing Club, Philadelphia, and unattached competitors from Lancaster, Hazelton, Allentown and Norristown took part in the 35 contests which were officiated by George Appdale, USARSA president. There were 28 speed events and seven figure and free style contests. An added attraction that night were exhibitions by the newly crowned champions. All first, second and third-place winners received gold, silver and bronze medals.

The local press went for the contests in a big way, devoting a total of 80 inches of space to the contests. Two-column cuts and a long story appeared in advance of the championship and another cut and complete results were printed after the meet was concluded.

Results: Artistic skating, novice men, Thomas Schremmer, Vincent

Monteleone and Joseph Pecyna, Pittsburgh. Novice couples, Jeanne Yagetic and Harold Webb, Pittsburgh; Eleanor Dreibelbis and Willard Holland, Reading, and Lillian Petrusch and Edward Aul, Pittsburgh. Junior dancing, Peggy and Art Grady, and Mary C. Peacock and Patsy Aluise, Pittsburgh.

Speed, midget boys, Dale Dibler, Reading. Midget girls, Mary C. Stelute, Pittsburgh. Juvenile girls, Sarah Conrad, Reading. Juvenile boys, Jack Dibler and Ronnie Livingood, Reading. Junior boys, Karl Meyer and Harold Sellada, Reading, and Chino Gianammi, Philadelphia. Intermediate men, Jean Line, Roddie Albright and Charles Schuchart, Reading. Senior ladies, Janet Smith, Betty Fisher and Jean Furman, Reading. Senior men, Warren Gehret and Luther Wentzel, Reading, and Vincent Monteleone, Pittsburgh.

Skating Rink Selling \$2,000 Below Value

115'x50' Rink; maple flooring, 100'x50', sanded ome. 350 pairs Chicago skates, 70 pairs shoe skates, two cases wheels, 1 case toe stops, enough parts to last year or more, repair tools; 12" sanding machine, 120' cable attached; skate grinder, P.A. system, 2 speakers with turntable, 150 records, neon signs, changeable flash instructing board, 4 color type lights on separate switches, 4 center pole drapes, drink box, plenty spectator and skate benches, 5 skate boxes, learners' aluminum frame, 4 horses and 4 turtles for races, 10'x20' counter with display stand. Guard railing circles entire rink. Green tent with orange and blue trim. This is a bargain for any interested party. Located at the city Municipal Park in Griffin, Georgia. Can be moved or remain in present location the remainder of season. Reason for selling, other business demands all my time. Bargain at \$7,000.
W. R. JONES, P. O. Box 531, Griffin, Ga.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3912-3913 Ravenswood Ave. Chicago, Ill.
The Best Skate Today

SKATE CASES AT A NEW LOW

- ★ STEEL CASES (Metal Over Wood)—Assorted color combinations. Finest made. \$29.84 Doz. Sample \$2.47.
- ★ ALL ALUMINUM CASE—"The Featherweight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$6.50. NOW \$38.00 Doz. Sample, \$3.00.

L & L PRODUCTS
7018 Glenwood St. Chicago 26, Ill.
Distributors of Heiser Products, Midwest and Skating Rhythm Records, Champ Skate Brakes, Rawson Books, Skaters' Jewelry, Stickers, Laces, etc.
Write for price list.

SKATING RECORDS
with
STANDARD DANCE TEMPOS
Write for Complete List
SKATING RHYTHMS RECORDING CO.
P. O. Box 1839 Santa Ana, Calif.

WE BUY AND SELL
New and Used Rink Roller Skates
Advise Make, Size, Condition and Quantity.
Also Best Price.
JOHNNY JONES, JR.
51 Chatham St. PITTSBURGH, PA.

JESSE E. BELL
WANTS A RINK!!!
Lease—Rent—or Buy.
What Have You?
19362 Coventry, Detroit 3, Mich.

Summer Classes at Clawson

CLAWSON, Mich., June 26.—John Salagian is closing his Ambassador Roller Rink here for the summer June 30. Class work, however, will be continued thru the warm-weather months, he said.

Maple Floor for Texas Spot

DUMAS, Tex., June 26.—Dumas Roller Rink reopened Monday (21) following installation of a new floor. The operators, Mr. and Mrs. O. C. Green, noted a slight upswing in admissions after the maple surface was installed.

THE USERS of "CHICAGO" SKATES

Are Successful

There is a reason. Service and PROMPT DELIVERIES.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. Chicago, Ill.

Manufacturers of Rink and Sidewalk Roller Skates—Industrial Fuses and Screw Machine Products



HYDE RENTAL ROLLER SHOES TOO

Sturdy shoes built especially for tough rental wear. Larger eyelets for easier lacing and unlacing, extra strong counters, solid one piece leather insole, heavy duty outer sole. See the special light brown leather reinforcing backstay with the die stamped size for easy sorting and storing and the space here, too, for your rink name or insignia. Men's black. Women's white.

HYDE ATHLETIC SHOE CO.
CAMBRIDGE, MASS.





Latest
**NOVELTY
SELLER
and
SALES
APPEAL
ITEM!**

- This is undoubtedly the newest novelty item to come out for the summer season. A JUKE BOX BANK AND MUSIC BOX that actually plays an enchanting tune when a coin is dropped in the slot. The piece is a miniature of the juke boxes that everyone sees in their favorite fun spots—in beautiful colored plastic. An "eye-appealer" that actually sells itself!
- Price \$49.80 per dozen. Orders less than one dozen are \$4.50 each.
25% deposit required with all orders—balance C. O. D.
Postage prepaid if payment in full is sent with order.

DON'T MISS THE HOTTEST NOVELTY ITEM OF THE SEASON!

BAUM NOVELTY CO.

Box 427 • Murfreesboro, Tenn.

**MIDGET PORTABLE BATTERY
RADIO**



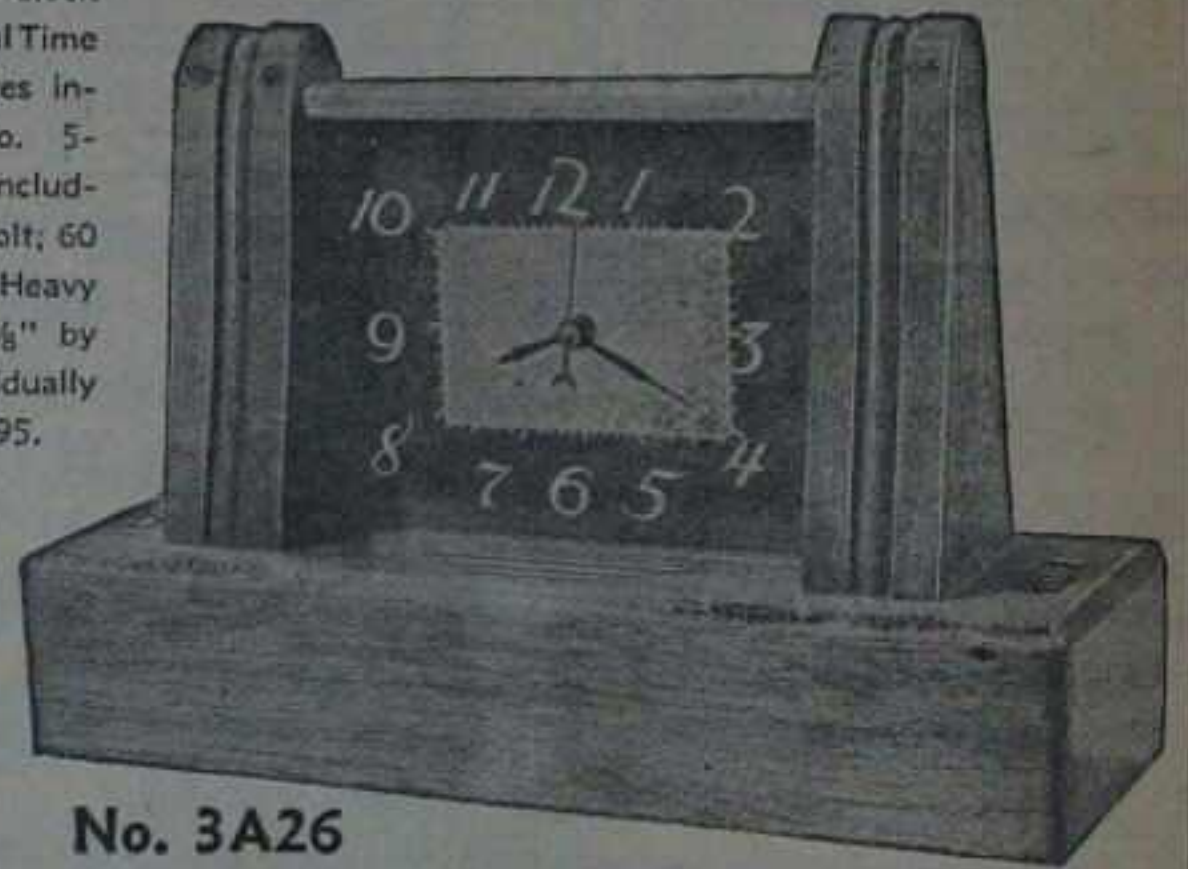
No. 3A35

With attractive simulated leather covering, alligator grained. Convenient leather handle. Measures 5"x7 1/2"x4 3/4". Can be easily carried in any traveling bag. Latest advanced type superheterodyne circuit. Requires one 67 1/2 Volt "B" battery and two 1 1/2 Volt Flashlight batteries. Shipping weight: 4 1/2 lbs.
Retail for \$14.95.

Lots of 12, each.....\$10.84
Lots of 6, each..... 11.06
Each..... 11.75

Hand-rubbed wood cabinet of solid walnut. Self-starting noiseless clock movement by General Time Corp. Clock operates independent of radio. 5-tube AC Superhet including rectifier. 110 Volt; 60 cycle. 5" Alnico Heavy Duty Speaker. 12 3/8" by 4 1/2" by 8 1/2". Individually packed. Retail \$39.95.

← **CLOCK RADIO**



Lots of 12, each
\$24.00
Lots of 6, each
\$24.50
Each
\$25.00

No. 3A26

N. SHURE COMPANY

200 W. Adams Street
Chicago 6, Illinois

**DEALERS ATTENTION!! REAL MONEY-MAKERS!
SELLS ON SIGHT—NO SALES RESISTANCE!**

Here is a Parade of Nationally
Famous Brand Names
Men's and Ladies'
WRIST WATCHES



TO SELL PROFITABLY AT
POPULAR PRICES!
● ELGIN 7-JEWEL Round Case, Priced at only—
● WALTHAM
● BULOVA \$9.50
● GRUEN
● BENRUS

Square or rectangular cases, \$10.95
15-Jewel, \$14.95 17-Jewel, \$16.95
21-Jewel, \$19.95
All watches are reconditioned and guaranteed like new. Complete with leather strap. 10-Kt. R.G.P. case.
Expansion Bands, \$1.95 add.

Rhinestone Dial, \$2.00 add.
Wholesale Only—None Sold Retail—3 Watches Minimum
25% With Order—Balance C. O. D.
Write for Supplement to 1948 Catalog.
Dept. B-3

JOSEPH BROS. 59 E. Madison St., Chicago 3, Ill.

**DELUXE PLASTER
ONE CARTON OR A CARLOAD**



No. 66



No. 53

No. 57

No. 58



No. 67

These are all made up as banks. Size 8 in. to 14 in. high. Write for free catalog—listing hundreds of items. Please state business to avoid delay in receiving new catalog.

WISCONSIN DELUXE COMPANY

1902 NO. THIRD STREET
MILWAUKEE 12, WISCONSIN

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.



**SEND TODAY FOR A FREE COPY OF OUR
1948 CATALOG**

Illustrating a Complete Line of

Novelty and Premium Merchandise, including Balloons, Whips, Flying Birds, Monkeys, Canes, Slum, Plaster, Beacon Blankets, Aluminumware, Clocks, Lamps, Dolls, Stuffed Toys, Glassware, and hundreds of other popular items for Concessionaires, Novelty Workers, Pitchmen, etc.

**WRITE OR WIRE FOR YOUR COPY OF THIS
LATEST MONEY-SAVING GUIDE**

GELLMAN BROS. Inc. 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

"FAST SELLING POCKET NOVELTIES"

Brussels Boy Bottle Opener Key Chain. The Latest Pocket Novelty. Doz. \$1.50. Gro. \$16.50.
Novelty Rubber Shimmie Dancers. Doz. 70c. Hundred \$5.00.
"Novelty Rubber Man in Barrel." Doz. \$2.50. Hundred \$18.75.
Kilroy Plastic Statuettes. Doz. \$1.20. Hundred \$9.00. No SAMPLES.
Half Cash With All C. O. D. Orders. Certified Check or Money Order.
WRITE FOR OUR LATE CIRCULAR NO. 248
New Low Prices on All Carnival Merchandise

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

FAST SELLING POCKET NOVELTIES!

KILROY WAS HERE!!..... PER DOZ. \$1.20
PER 100 9.00
and
THAT FUNNY MAN IN THE BARREL!!..... PER DOZ. \$2.50
PER 100 18.75

25% Deposit Required on C. O. D. Orders.
Terms: Net, F. O. B. Kansas City.

THE STEINBERG-WILLS CO.

Phone: 105 W. 9TH ST.
Victor 2120 KANSAS CITY 6, MO.

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . .

No charge accounts.

Forms Close Thursday for the Following Week's Issue

ALFREDO WANTS: HALF AND HALF FOR
 annex with good wardrobe. Louis-Louise Loudon, answer. No drunks or agitators wanted. All reply to Al Alfredo, John Denton Shows, Norton, Va.

CAN PLACE IMMEDIATELY — ASSISTANT
 Boss Conductor for dramatic tent show. Workmen who drive trucks. Novelty Vaudeville Act. Slout Players Tent Show, Eaton Rapids, Mich.

DANCE MUSICIANS FOR TERRITORY BANDS—
 No characters or drunks. Salary from fifty to sixty dollars per week. Collins Booking Service, Grand Island, Neb. jy17

GIRL AERIALIST—TO JOIN IMMEDIATELY.
 Must do trap, rings, iron jaw, etc. This is a high ladder act, twenty weeks' guarantee. Act now. Working and booked until December 1. Top salary. Write or wire Jaydee, Gen. Del., Norwood, O.

MALE HELP WANTED—TO CALL ON GA-
 rages, filling stations with \$24.50 quality wheel balancer. Competing models, \$300 to \$2,000. Virgin market. Five minute demonstration means sale. \$10 cash commission. Twenty sales per day possible. Exclusive territory. Write A. L. Brown, B. & B. Mfg. Co., Box 8-816, Sioux City, Iowa. jy24

MOST COMPLETE DETAILED U.S.-FOREIGN
 Employment Report. Features thousands of current opportunities for men, women; skilled, unskilled. Revised weekly, \$1. City Publications, 2781 Concourse, N. Y. C. 58. jy10

MUSICIANS ON ALL INSTRUMENTS — FOR
 cocktail units, territorial bands, location bands. Contact immediately. McConkey Music Corp., LaSalle Bldg., Kansas City, Mo. jy10

MUSICIANS — FOR FINE DANCE ORCHE-
 stras, work steady, guaranteed salaries. Write complete details. VSA, 848 Insurance Bldg., Omaha, Neb. au28

MUSICIANS, ENTERTAINERS — FOR OUT-
 standing hillbilly shows. Comedians, Bass, Guitars, Violin, etc. Must be union. Write, wire Box C-58, c/o Billboard, Cincinnati 22, O. Also can use good Advance Man.

NEED ALTO MAN, DOUBLING TENOR —
 Others write for openings. Ralph Victor Orch., Box 84, Glenview, Minn.

PIANIST—FOR FIVE PIECE COMMERCIAL
 band. Must read, fake, Latin music. Sober. Steady job, good salary. Contact Filo Gonzalez, 218 West St. Peter, New Iberia, La. jy24

PIANO MAN—GOOD READER FOR SMALL
 tenor band. All hotel location work. Contact Orchestra Leader, Commodore Perry Hotel, Toledo, Ohio.

TENOR SAX MAN THAT SINGS BALLADS,
 for commercial tenor band now on location. Appearance, dependability essential. Contact Sammy Graham, Rotisserie Restaurant, Jackson, Miss.

TENOR SAX—THOSE DOUBLING VOCALS
 preferred. Others write. Guaranteed weekly salary. Box 593, Sioux Falls, S. D. Phone 7388W. jy10

TWO-BEAT COMMERCIAL DRUMMER—MUST
 read, play good Latin. Hotel band experience. Salary, \$75. Also tenor men and lead trumpet. Billboard, Box CH-115, Chicago, Ill.

WANTED—PIANO MAN, TERRITORY BAND.
 Sleeper bus, salary. State all including lowest. Other musicians, write. Buddy Bair, Box 156, Colome, S. D. jy24

WANTED—FEMALE GIANTS, 8 GIRLS AS
 tall as possible. Also 4 Beef Trust Girls (exceptionally heavy). No talent necessary for coming production. Top pay. Send photo and description. Box A-68, Billboard, 6000 Sunset Blvd., Hollywood 28, Calif.

NOW!
 turn to
INSIDE FRONT COVER
 for an important story on
POPCORN PROFITS
MANLEY INC., KANSAS CITY, MO.
 "The Biggest name in Popcorn"
 POPCORN MACHINES AND SUPPLIES

HOTTEST
SPECIALTY OF THE YEAR!
NOVELTY MEN!
SPECIALTY MEN!
STREET MEN!
 Sell These
Folding Umbrellas
 19" Long! 14" Spread!
\$2.00 Doz.
 Minimum Order 8 Doz.
 Sells Like **HOT CAKES!**
 American made of HEAVY print paper with crepe fringe trim. Opens and closes like a real umbrella . . . **REALLY WORKS!** Ass't colors. 25% deposit required on all orders, balance C. O. D.
ORDER NOW—QUANTITIES LIMITED!
KRAVITZ & ROTHBARD
 720 E. Baltimore St. Baltimore, Md.

"ONLY THE BEST MAKES SOLD"

 No. 982 \$22.50 Doz.
 No. 965 \$24.00 Doz.
 No. B-8142 \$18.00 Doz.
 No. 1021 \$19.50 Doz.
Leaders From the Leading Ring Factories.
1/20—12K Gold Filled Ruby and White Combinations.
 Send for Illustrated Ring Circular and Price List of the Finest Men's and Ladies' Costume Ring Line.
Harry Mahren Ring Co.
 116 W. 34th St., Room 257, Herald Square Hotel Bldg., New York 1, N. Y.

SNAP UP These SNAPPY NOVELTIES
HORSE RACE CARDS
 \$5.40 Doz.; \$15 for 3 Doz.
PIC TEASE \$5.40 Doz.; \$15.00 for 3 Doz.
HOLLYWOOD POCKET X-RAY
 \$5.40 Doz.; \$15 for 3 Doz.
 3 Doz. Ass't Packages (1 Doz. Ea.) \$15.00
ATOMIC PROPELLER HATS
 Assorted Colors
 LEATHERETTE \$22.00 Gross
 FELT \$24.50 Gross
 25% Dep., Bal. COD; orders filled same day
STAR SPECIALTY CO.
 BUTLER, PENNA.

FIREWORKS
 Chinese Firecrackers
 1 Bundle or 1280 1 1/2" Crackers \$4.50
 1 Bundle or 1600 1 1/2" Crackers 5.35
BALLOONS
 Latex Rubber
 NO. K10—PER GROSS \$1.50
 NO. K20—PER GROSS 3.00
 Cash With Order
United Fireworks Mfg. Company, Inc.
 DAYTON 7, OHIO

FOLDING CHAIRS
 IN SEASONED HARDWOOD BRACED WITH STEEL
189 EACH
 NON-TIPPING
 FLAT-FOLDING
 FULL ADULT SIZE
 PROMPT DELIVERY
 WRITE FOR CATALOG OF CHAIRS IN WOOD OR STEEL
J. P. REDINGTON & CO.
 DEPT. 28 SCRANTON 2, PENNA.

BACK AGAIN
NEW LOW-PRICED RINGS for BIG PROMOTIONS!!!
OVER 1001 DIFFERENT RING NUMBERS IN STOCK

 1R108 White 1R107 Yellow \$24.00 Gross 2.10 Doz.	 1R104 White 1R105 Yellow \$24.00 Gross 2.10 Doz.	 1R100 White 1R101 Yellow \$36.00 Gross 3.25 Doz.	 1R102 White 1R103 Yellow \$36.00 Gross 3.25 Doz.
--	---	--	--

JUST OFF THE PRESS!
NEW ENGRAVING JEWELRY CATALOG
 FEATURING THE MOST COMPLETE LINE OF FAST-MOVING JEWELRY

 No. 2X1 \$22.50 Per Gross	 No. 1X7 \$12.00 Per Gross
---	---

NO. 4X14—GOLD FINISH. . . \$2.65 DOZ. | NO. 4X15—WHITE FINISH. . . \$2.65 DOZ.
 WRITE FOR CATALOG 103—STATE YOUR BUSINESS
BIELER-LEVINE, 5 N. Wabash Ave., Chicago 2, Ill.

WESTERN SCARF SLIDES
 6 Popular Styles
 Heavily silver-plated. Individually carded in cellophane. \$24.00 gr. Send \$1.00 for sample assortment.
Buy DIRECT and Save Money
DIRECT MFG. CO.
 P. O. BOX 632 PAWTUCKET, R. I.

SLUM
 Bingo & Premium Merchandise
 WRITE FOR OUR 1948 PRICE LIST
M. A. SINGER CO.
 2125 COMMERCE STREET DALLAS 1, TEXAS

NOW!
 turn to
INSIDE FRONT COVER
 for an important story on
POPCORN PROFITS
MANLEY INC., KANSAS CITY, MO.
 "The Biggest name in Popcorn"
 POPCORN MACHINES AND SUPPLIES

ATTENTION: DEALERS
 Stock this Sharp-Edge knife set. The lowest priced cleaver set on the market. Housewives clamor for it. ALSO AVAILABLE at same price, the Minnie-Edge 5-piece cutlery set with the serrated edge—the edge that's always sharp. All stainless steel. Sample set: \$2.25 prepaid; per doz., \$24.00. F. O. B. Chicago.
 Write for further information on other outstanding products.
EARL PRODUCTS CO., Dept. B
 221 N. Cicero Ave., Chicago 44, Ill.

FIREWORKS
ATTENTION, DEALERS AND JOBBERS
 For Lowest Prices write Today for complete Price List.
MID-WEST FIREWORKS
 114 W. SECOND ST. SEDALIA, MO.

WE MANUFACTURE ANYTHING
 That can be made from Plaster of Paris. Inquiries invited.
THE ARTCRAFTERS
 Manufacturers of Plaster Novelties
 1255 Niagara St. Buffalo 13, N. Y.

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum \$1

Remittance in full must accompany all ads for publication in this column . . .

No charge accounts.

Forms Close Thursday for the Following Week's Issue

BANDS AND ORCHESTRAS

COLORED BAND FOR NIGHT CLUBS, COCKTAIL lounges, taverns, etc. 3 or 4 men entertaining and singing. Jump Jackson, 4719 S. Dearborn, Chicago, Ill. j23

DANCE AND CONCERT IN CIVIL OR SWISS costume wants job. Central or South America Canada preferred. Arthur Jeschke, Branauweg, Lutzawstr, 6 Germany. j24

CIRCUS AND CARNIVAL

CHARLOTTE—HALF-AND-HALF SIDE SHOW annex. Intelligent, refined lecture, straight or pose. Reliable managers. Write, stating all details. Charles Hunter, Jr., 1910 Luzerne Ave., Greer Springs, Md. j23

SET DESIRES JOIN CARNIVAL AS RIDE help or miscellaneous. Interested in using own team, sound projection equipment as bad weather traction in small towns. Single, sober, own car, tidy with congenial outfit. Reply R. Larson, Box C-64, Billboard, Cincinnati, Ohio. j24

NET SELLER, GRINDER OR INSIDE LECTURER. Male, single. Prefer circus. Letters only. State all in first. Box 283, Ashland, Ohio. j23

MAGICIANS

L-MAR—MAGICIAN, MENTALIST, ILLUSIONS, Spooks, Lady Assistant. Two-hour show, auditoriums, theaters, entertainments. Booked, 4-L-Mar the Magician, Cambridge, O. j23

MISCELLANEOUS

MANUFACTURERS' REPRESENTATIVE—WILL give reputable firms top-flight sales representation Toledo-Detroit area. Billboard, Box C-54, Cincinnati 22, O. j23

ERMON HOFF—FEMALE IMPERSONATOR. Single, sober, reliable. AGVA member. Mr. Ermon Hoff, Blue Turban, 844 West Anaheim, Long Beach, Calif. j23

MUSICIANS

ALTO—19, READ, FAKE, UNION. PLAY natural and relaxed. Will play alto or tenor in combo, double clarinet in band. Douglass Rye, Oddeck, N. D. j23

T LIBERTY—TUBA MAN FOR SUMMER months. Experienced, sober, reliable, available immediately. Wire or write: Thomas Murphy, Old Huntington, Va. j23

T LIBERTY—PIANIST, SOLO, ON SMALL combo, for hotel or club. Age 40, play any recent, classical or jazz. Jules Holliday, Gen. Del., Memphis, Tenn. j23

AVAILABLE IMMEDIATELY — RHYTHM guitarist. Union. Read, fake, big band experience. Conscientious, sober, dependable, have car. David Hathaway, Box 245, Grantsville, Va. j23

AVAILABLE IMMEDIATELY — GUITARIST. Electric Spanish, and Vocalist. Modern romantic aritmo voice. Fine rhythm. Excellent appearance. 10 years best hotels, clubs. Musician, Box C-61, Billboard, Cincinnati 22, Ohio. j23

AVAILABLE — TROMBONE MAN, DRUMMER, Alto man, doubles clarinet, baritone. Union. Sober, experienced. Desire job together. Contact Dick Davis, Glenwood, Iowa. j23

DRUMMER—MEMBER LOCAL 10, AGE twenty three, available July 8. New equipment, good appearance and dependable. Read well, play rows, Latin, society and jazz. Photograph on request. Minimum, \$75. Location only. Dick Ceram, 704 South Maple St., Oak Park, Ill. Telephone: Village 2255. j23

DRUMMER—AVAILABLE IMMEDIATELY. 14 years' thru experience. Latin show, commercial, modern rhythm style: solid, steady beat. Beautiful equipment. No hooser. Ellis Lee, Durlant's Music Shop, Louisville, Ky. j23

DRUMMER—AVAILABLE IMMEDIATELY. AGE 26, union, read, cut shows, locate or travel, good est. references, eight years experience on road, good character. Carlos Fuerst, 2407 N. 12 St., Seebogyan, Wis. j23

EXPERIENCED GIRL SAXOPHONIST, TENOR-Alto. Wants year around contract with small and with experience. Age 24, size 15. No habits. Will send photo. Non-union. Box 215, care Billboard, St. Louis, Mo. j23

DAMPED ORGANIST—EXPERIENCED ALL locations, male, reliable, sober. First-class spots only. Midwest or East. Address: Box C-59, Billboard, St. Louis, Mo. j23

LEAD ALTO, CLARINET, BARITONE, TENOR, Flute. Local 802. Native experience. Have automobile. Consider all offers. Wire Western Union. Eddie Bean, Opelousas, La. j23

LEAD TENOR, OR 2ND, DOUBLE CLARINET, Flute, Alto. Arrange in any style. Native band experience. Box C-52, c/o Billboard, Cincinnati, O. j23

ORGANIST, FEMALE—AVAILABLE FOR VACATION work or permanent rink job. Eastern location desired. Box C-56, c/o Billboard, Cincinnati, O. j24

PIANIST—EXPERIENCED, VERSATILE. read, fake anything, sober. Bob Williams, 108 W. Burlington St., Iowa City, Iowa. j23

RINK ORGANIST—EXPERIENCED, DEPENDABLE. Coached by nation's top rink organist. Now available. Billboard, Box C-62, Cincinnati, Ohio. j23

STRONG, EXPERIENCED TRUMPETER—Modero, sober, reads, fakes, arranges. Band, orchestra professionally 17 years. Photo. Immediately available. Francis White, Barron, Wis. j23

STRONG LEAD CORNET, DOUBLE BARITONE horns, also flugelhorn. Any good dramatic show, circus, concert band. Long experience, sober. H. C. Mellor, 107 1/2 N. Main, Sioux Falls, S. D. j23

TENOR SAXOPHONE CLARINET—AVAILABLE July 5th. Combo or band. Plenty experience, best appearance, union. Lee Ulbrich, 1324 Hubbard, Jacksonville, Fla. j23

TROMBONIST—AVAILABLE IMMEDIATELY for summer months. June to October. Age 20. University music major. Fine tone, read well, road experience. Contact Tommy Rye, 781 North Harvard Ave., Provo, Utah. Telephone 2688-J. j23

THOROUGHLY EXPERIENCED NAME-BAND Drummer in every style band. Will go anywhere. Single, don't drink. Can read any book on sight. Cut shows and good soloist. Every offer considered. Box C-53, c/o Billboard, Cincinnati 22, O. j23

TRUMPET—READ, FAKE; TENOR, DOUBLING clarinet; flute, read or fake. Go anywhere. Prefer to work together. Tob Coble, 222 East 14, Pawhuska, Okla., temporary address. Phone 1805. j23

TRUMPET—SPLIT LEAD AND JAZZ. CUT shows, large or small combos. Prefer large band, but consider others. Age 21. David Joel, 4727 Attleboro, Jacksonville, Fla. j23

TRUMPET MAN—SEMI-NAME EXPERIENCE. Nothing less than \$75 a week. Will travel. Strictly lead man, no jazz. Billboard, Box C-55, Cincinnati, Ohio. j23

TRUMPET MAN—DO VOCALS. PLAY LEAD or any chair. Pop, hotel style, commercial, anything. 26 years of age. Drink a little. Will travel or locate. Member Local 5, Detroit, Mich. Write Jim Sheehan, care Olive Hotel, Billings, Montana. j23

UNION DRUMMER—AGE 21, VETERAN, EXPERIENCED 2 or 4 beat. Best equipment and experience. Prefer Southwest, available immediately. Contact Don Alexander, Box 3004 Poly, Ft. Worth, Tex. j23

VERSATILE TRIO WITH BEAUTIFUL YOUNG Girl Vocalist. Clarinet doubling sax, guitar and drums. Plenty vocals, duets. Join at once, location preferred. Bill Johnson, Hotel Jordan, Valentine, Neb. j23

PARKS AND FAIRS

BALLOON ASCENSIONS—PARACHUTE Jumping. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. j23

FAIR MANAGERS: CONTACT BOB TOMLINSON, professional versatile entertainer. Juggles clubs, balls. Twirls seven ropes simultaneously. Ventriloquism, Punch-Judy. Plays electrified accordion. Illustrated circular available. 162 North State, Chicago, Ill. Telephone: Dearborn 6243. j23

FOR YOUR FREE ACT—CONTRACT DASHINGTON'S Dog & Cat Circus, guaranteed one of the best. 1415 Euclid St., Philadelphia, Pa. j23

OUTSTANDING PLATFORM TRAPEZE ACT—Available for celebrations, fairs, etc. Flashy act. For literature, particulars, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana. j23

SENSATIONAL HIGH FIRE DIVE INTO FLAMING tank of shallow water. An old established standard attraction. Never fails to please. Capt. Earl MacDonald, 456 Lamplifer Place, Warren, Ohio. j23

WESTERN NOVELTY ACT—HORSE CATCHING, rope spinning, whips. Two high school horses. Open July 6 to 30. Pinky and Mable Barnes, Bon-Del Hotel, St. Louis, Mo. j23

WORLD'S GREATEST COMEDY ACT—ROSCOE Armstrong Ford act. Few weeks open. Fairs, roadshows, circuses. Write for details, price. Montezuma, Ind. j23

VOCALISTS

MALE—POPULAR, PREFERABLY CONNECTION with a band in the metropolitan area or vicinity. Sy Rothberg, 199 Hewes St., Brooklyn 11, N. Y. EV-arcron 7-5188. j23

VAUDEVILLE ARTISTS

COLORED VAUDEVILLE SHOW—ATTENTION: Promoters, theater managers, booking agents. Bronzerville on Parade. All-colored cast. 6 big name acts and 6-piece band. 1-1 1/2-hour show. Small guarantee plus P. C. deals. One nite or week stand. Wire or call: A. Jackson, 4719 S. Dearborn St., Chicago, Ill. ATL 6965. j23

FEMALE IMPERSONATOR WANTS APPEARANCES for clubs, private functions in Chicago area. Exotic parader, strip, sing, dance, comedy. Billboard, Box C-67, Cincinnati, Ohio. j23

TOP THE MIDWAY WITH MYCO SUPER VALUES

Medium Hawaiian Leis, Flashy Colors	\$ 3.00 Gr.	All Plush Jumbo Bears, 30 Inch	\$36.00 Dz.
Large Hawaiian Leis	6.50 Gr.	Stuffed Cuddly Doll	
Comic Hat Bands	12.50 M.	Sensational Intermediates	4.50 Dz.
Worth Baseballs	2.25 Dz.	Joeko Monkey, Asst. Colors	9.00 Dz.
Swaggar Canes w/Tassels	9.00 Gr.	Pedro Clown, Asst. Colors	15.00 Dz.
Ball Top Swaggar Canes	10.50 Gr.	Trombones	1.80 Dz.
Red, White, Blue Bell Batons	15.00 Gr.	Dart Balloons #5	.90 Dz.
Cowboy Lash Whips	12.00 Gr.	#8 Balloons	3.00 Gr.
Mexican Challo Hat	24.00 Gr.	#9 Round Mottled Balloons	6.50 Gr.
Spanish Hats	30.00 Gr.	#9 Cat Mottled Balloons	5.50 Gr.
Cowboy Hats	30.00 Gr.	#14 Cat Mottled Balloons	9.50 Gr.
Fur Tails, Medium	15.00 H.	Balloon Reed Sticks	.75 Gr.
Fur Tails, Jumbo	35.00 H.	Flying Birds, Real Whistlers	9.00 Gr.
Assorted Color Pocket Combs	1.50 Gr.	Jo Jo Monkey	21.00 Gr.
6 1/2 Inch Composition Dolls	15.00 Gr.	Jingle Bell Monkey, With Fur Tails	27.00 Gr.
Feather Plume Doll Dresses	9.00 Gr.	Large Fur Monkey	6.00 Dz.

25% Deposit With All Orders, Balance C. O. D.

MILTON D. MYER COMPANY

332 Third Avenue THE UNDERSELLING SUPPLY HOUSE Pittsburgh 22, Penna.

Gabardine Crew Hats, Asst. Colors and Sizes. \$87.00 Gr. Min. Order, One Gr. Flocked with any Beach or Park Resorts.

Helicopter Hats. \$7.25 Doz. \$24.00 Gr.

TWILL CREW HATS FOR SEWING MACHINE OPERATORS. \$60.00 gr.

SEND FOR FREE ILLUSTRATED CATALOG
Must have 25% deposit with all orders.

KIM & CIOFFI

912 Arch St. Market 7, 2283 Philadelphia 7, Pa.

Plaster CATALOG NOW READY

Write for your illustrated copy
STANLEY TOY & NOVELTY COMPANY
110 W. Broad Street, Richmond, Virginia

Slum Glassware

* HELIUM GAS *

U. S. Navy surplus. Sample Tank, \$4.00. Check or M. O. with order. F. O. B. Elizabeth, N. J. NO DEPOSIT OR RETURN OF TANKS REQUIRED.

GEORGE SCHAFFER

19 Pingry Place Elizabeth 3, N. J.

NOVELTIES FOR JOKERS AND OTHERS

Make real profits on 300 of America's fastest sellers. Send only \$2.00 for big \$5.00 trial assortment or 6¢ for details. Money back guarantee.

BLUE MOON SPECIALTY CO.

Dept. 5, Ravenswood, W. Va.

FLUORESCENT FIXTURES

Offer Tremendous Profits for Dealers, Distributors, Concessionaires.

FLUORESCENTS FOR EVERY PURPOSE

Direct From Manufacturer at Lowest Possible Prices. AS LOW AS \$2.10 EACH

Write for Catalogue and Price Lists

ABRAMS LIGHTING MANUFACTURERS FLUORESCENT FIXTURES
113 No. 7th St., Philadelphia 3, Pa.
Phone: Walnut 2-1947-1948

NOW!

turn to **INSIDE FRONT COVER** for an important story on **POPCORN PROFITS**

MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

Imitation **DIAMONDS**
Always Get the Cash



WRITE FOR CIRCULAR Regularly for Latest Styles & Prices
DES MOINES RING CO.
1155 Twenty Sixth St., Des Moines 11, Iowa

BUY DIRECT FROM MANUFACTURER
Two Tone Twill Crew Hats \$5.75 Doz. \$66.00 Gross.

Spinwell Beanie
Two tone, brightly colored. 30% Wool Felt, \$24.00 Gross. 70% Wool Felt, \$30.00 Gross. Cash with order or 25% down, balance C. O. D.

STA-WELL HAT CO.
50 West 3rd St. New York 12, N. Y. GRamercy 7-4206

CARNIVAL FAVORITES
Fast Selling Souvenir
PAPER SNAKES
\$9 PER GROSS

Attention Jobbers: Special Discounts for jobbers and wholesalers!
NANKING COMPANY
423 Second Ave. N.Y. 10, N.Y.

Ra Gar, Harry
Relleras, Clarence
Reisman, Leo H.
Rery, F.
Ribe, Walter
Rotto, Charles
Bourgeois, Camille
Buck, Lester
Cameron, Catherine
Carman, Jack
Carroll, L.
Case, Dolly
Chaffee, Elwin
Champine, Jean
Clark, Bobby
Colyer, Leany
Coserota, Winifred
Coyle, J.
Damer, Arthur
Dato, D. M.
Davis, A. L.
DeLano, Louis
Diets, Evelyn
Dorer, Mrs. Clara
Downs, William H.
Dukes, Danuis T.
Faust, Frank
Fiska, Doris
Gibbist, Charlotte
Golding, Fred
Gordon, Chuck & Dolly
Hamman, E. M.
Hanneford, George
Hansher, Sam
Horton, Mary
Haupt, Richard
Herman, Max
Herman, Al
Hoch, Robert
Hilton, Fenner
Holts, David
Hoppe, Fern
Howard, Bert
Jack, Willard
Jacobs, Joy
Janosek, William
Kaplan, Jack
Kichapoo, Chief
Kirkman, Jack
Kleint, William
Kohout, J.

Keschland, C. F.
Lamon, Harry
Lee, Pat
Leutzinger, Paul
Lester, George
Leter, Geo. D.
Lewis, Dick
Lewis, Eva
Lewis, Joe
Lowe, Ed
Lynn, R. B.
Martin, Helen
Maye, Helese
McNeilly, Jackie
Mellini, Alfred
Miller, Jim
Miller, Thomas
Nicolls, Geo.
Nilson, L.
Pierce, Jack
Pinsley, Martha
Pink, William
Pyne, Dan
Reushaw, Irene
Ressen, Beilla
Roberts, George
Ross, Diane
Salvora, Don
Sibley, Buddy
Siegal, Dorothy
Simons, Raymon A.
Sorensen, Ted E.
Stinnett, Ray
Stinson, Terra
Malone
Stevenson, Twist
Trace, Ben
Todd, Buster
Ulrich, Jack
Venerable, P. A.
Vezner, Vivian
Villeponteaux, Harry
Walsh, Earl B.
Wardley, Ralph & Grace
Wenzel, Fred
White, Tiny
Wilcove, Marie
Wolfe, James Ned
Wood, A. C.
Worley, William

Norelle, J.
Oliver, Clarence
Palits, S.
Parrott, Miss Pat.
Pierce, Jack
Radtke, Mrs.
Valeska
Riechard, Ernest L.
Ross, Rita
Schubert, Erwin
Simmons, D. M.
Sintzen, Oly
Garnett
Stickland, Rosley T.
Stollner, Mrs. Flo
Stone, John B.
Strouber, Leroy
Thompson, James
Thundersky, Richard B.
Trace, Ben
Voytko, Pauline
Wallace, Johnny
Wardem, Clifford



TOYS
FLASH ITEMS
NOVELTIES
CLOCKS
GLASSWARE

YOU WILL FIND
AMERICA'S GREATEST
SELECTION OF ITEMS
FOR EVERY TYPE OF
MIDWAY CONCESSION
IN THE NEW
HEX ILLUSTRATED
CATALOG

Lowest Prices!



Same Day Service...
100 PAGES
SEND FOR YOUR
FREE COPY TODAY
State Your Business

Merchandise for Every
Type of Midway Concession

Hex Established 1923
MANUFACTURING CO.
468 SENECA ST. BUFFALO 4, N. Y.

MAIL ON HAND AT
NEW YORK OFFICE
1564 Broadway
New York 19, N. Y.

MAIL ON HAND AT
ST. LOUIS OFFICE
390 Arcade Bldg.,
St. Louis 1, Mo.

Parcel Post
Schemel, Mrs. Lloyd 65c

Adams, Billy
Allen, Andrew I.
Allen, Andy
Allison, Lowell
Amack, Mrs. Velma
Anthony, Marvel
Barbour, Charles Edward
Beach, Harry
Bell, Paul A.
Berry, A. J.
Blanc, Henry
Brandt, Peggy
Davies
Brown, H. A.
Brummitt, Lucky
Buffum, Charles D.
Byers, Carl W.
Callari, Mrs. Virginia

McDonald, Bronson C.
McGinis, Pat
McGonigal, Fern
Malca, James G.
Mays, Clarence O.
Mock, Harold
Milanese, Joe
Mills, Duane Adair
Mooney, Thomas J.
Moore, Miss Anne
Moore, Muri
Moore, Raymond C.
Morris, Jewell
Nelson, Lyall
Parker Dairy Co.
Pierce, Jack
Pierce, Mrs. Jessie
Pierce, Wendell R.
Pollack, Robert
Prevat, David J.
Randall, Joseph
Reaves, Will H.
Reed, J. T. & Margaret Jean

Fielder, John T.
Gallagan, James
Gorion, Charles L.
Grubbs, Horace
Hall, Edward L.
Harrell, Ralph
Harrison, Ray
Harry, Mrs. W. H.
Harvey, Henry
Hays, Mr. & Mrs. R. M. (Pat)
Holster, Robert
Holt, Mr. & Mrs. Frank K.
Huff, Mabel
Jackson, Mr. & Mrs. Richard M.
Jackson, Robert O.
Johnson, Ray
Johnson, Mrs. Winston

Reynolds, Vern
Rice, John
Richardson, Tonnie
& Russell V.
Ringlin, Mr. & Mrs. Geo. K.
Robertson, Mrs. Queenabeth
Roeder, George
Rolette, James I.
Ross, Hector L.
Sandusky, Dubr
Sawyer, Kate & Alonzo
Schmidt, Mrs. Stanley
Schweinhold, Frank
Scifres, Mary
Catherine
Schroeder, Henry
Servis, Mr. & Mrs. Edward
Shipley, C. W.
Sims, Thelma
Smack, Miss Velma
Smith, Bill & Delia
Smith, C. G.
Smith, Jimmy & Evelyn
Smith, Mrs. Norman
Staley, Herschel Marvin
Stevens, Robert
Stokes, Eli
Sweeney, Herbert M.

Parcel Post
Banky, R. R. 18c

Alvarado, Tonio
Alvarado, Delores
Attalla, Louis & Co.
Ayers, Walter
Ballard, Viola
Bartley, Roscoe
Beden, Zella
Bennett, Alan
(Stretch)
Blackhall, Tom, Dot
Blackmar, Albert
Brown, Roy T.
Burgher, Tony
Byford, Leslie
Cannon, Monty
Coley, Clark Jr.

Calloway, Gordon
Carter, W. M.
Chaffee, Mary
Clark, Raymond J.
Cooper, Ray
Collins, Alice
Crawley, Mrs. Eleanor
Cook, Tommy
Davis, Noah E.
Derrickson, George W.
Dessereau, Roland E.
Doebber, Harold (Duke)
Dopsin, Charles
Doty, Robert
Engle, Chas. Y.
Eoss, Phillip
Eubanks, John M.
Feerer, Jerome

Reynolds, Vern
Rice, John
Richardson, Tonnie
& Russell V.
Ringlin, Mr. & Mrs. Geo. K.
Robertson, Mrs. Queenabeth
Roeder, George
Rolette, James I.
Ross, Hector L.
Sandusky, Dubr
Sawyer, Kate & Alonzo
Schmidt, Mrs. Stanley
Schweinhold, Frank
Scifres, Mary
Catherine
Schroeder, Henry
Servis, Mr. & Mrs. Edward
Shipley, C. W.
Sims, Thelma
Smack, Miss Velma
Smith, Bill & Delia
Smith, C. G.
Smith, Jimmy & Evelyn
Smith, Mrs. Norman
Staley, Herschel Marvin
Stevens, Robert
Stokes, Eli
Sweeney, Herbert M.
Talcot, H. T.
Thurn, Sam
Turner, B. T.
Turner, Jack
Trull, Austin, C.
Tree, Thomas
White, James M.
Williams, Mrs. O. C.

COCKTAIL BRACELETS AGAIN
YOU ASKED FOR THEM!!



Flexible Mesh, \$8.00 doz.; \$7.50 in gr. lots.
Expansion Band, \$7.50 doz.; \$7.00 in gr. lots.
Add 50¢ per doz. if individual boxes wanted.
STUNNING STYLES! LOTS OF FLASH! High Gold Plate—real Czech Rhinestones—Also FOBS—LOCKETS—LAVALIERS—CHATELAINES—AND ASSORTED BRACELETS.
SEND TODAY for free illustrations. Sample \$1.50. Send 1/3 dep. with order, balance C.O.D. Allow for postage on prepaid orders.
STAR IMPORT NOVELTY CO.
535 8th Ave. New York, N. Y.

Genuine Saddle Leather
POCKETBOOK
Hand tooled and hand laced, 14 inches wide with a zipper all the way around. **\$11.50** Each
Retail for \$35. SPECIAL.....

ATLAS NOVELTY and JEWELRY SHOP
1128 16th Street, Denver 2, Colorado

BRAND NEW FLASH ITEMS
FOR PARKS AND CARNIVALS

No. 961 **CHROME PLATED FIGURE LAMP** \$2.75 Ea. \$32.00 Doz.
Graceful 10-in. figure on highly polished chrome base decorates this distinctive, luxurious looking lamp. 12 inches high overall. Packed individually, 1 doz. to master carton.

No. 960 **LIGHTHOUSE SHIP LAMP** \$2.25 Ea. \$26.00 Doz.
Milk-white glass ship and lighthouse, white metal base finished in silver and blue. Lighthouse 9 in., base 6x5 in., overall 10 1/2 in., ship 5x4 in. Individually packed, 6 to master carton.

BE FIRST IN YOUR TERRITORY WITH THESE SPECTACULAR ITEMS!
50% Deposit on All C. O. D. Shipments.

M. K. BRODY, 1116 S. Halsted St., Chicago 7, Ill.
Send for FREE Catalog. In Business in Chicago for Over 34 Years.

Concessionaires - Gift Stores - Pitch Men - Ident Bracelet Workers
DON'T MISS THIS

LADIES' LINK NAME BRACELETS. Make up any names in a minute. No tools or skill needed. Beautiful gold colored letters and links, black enamel background. Matches new look style. Sells on sight, nothing like it on market. Large profits. Convince yourself, send \$1.00 now for sample, or write for free literature and prices.

ETCHED METAL PLASTICS CO., 37 Nells Road, Milford, Conn.

NEW AND SENSATIONAL
3 individual hand-made Sea Shell Pins with matching Earrings. Size of pins range in size from 1 1/2" to 7/8" approx. All have safety catch plus. All sets Gift Boxed. A novelty pin set that's new and different. A sensational \$2.00 retail value. Send \$1.00 for sample set; \$9.00 per dozen sets; on gross orders 1 dozen sets FREE. Send 25% on C. O. D.

W. L. WELCH * Merchandise Concessionaire
6938 SOUTH BENTON KANSAS CITY 5, MO.

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 beaded stock. • Beaded band wire • Plain findings, such as crosses • anchors • bownot pins • springrings • jumpings • swivels • chains • plain and twisted hoops • earwires • earcrows, etc. • Hoop earrings • earrings for pierced and unpierced ears. • Hand-made 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 83, North Station, Providence 8, R. I.
Buy Direct From Manufacturer and Save

FIREWORKS!
Aut-o-Mo Burglarm (auto joker). IT smokes, shrieks, whistles—and bang! Laugh until you weep! 1 gross, \$9.50; 5 gross, \$9.00; 10 gross, \$8.50. Globe Torpedoes, 5 gross lots only, \$1.00 per gross.
25% Down, Balance C. O. D.
Elkton Fireworks Co.
Elkton, Maryland

ADVERTISING BALLOONS
WRITE TODAY for our new low prices and samples on advertising balloons with your name of business • Fairs • Carnivals • Special Events.
NATIONAL SALES CO.
2805 East 79th St. Chicago 49, Illinois

BACK AGAIN!
 THE ORIGINAL
OAK-HYTEX
SQUAWKY
DOLLS

© WALT DISNEY PRODUCTIONS
 MICKEY MOUSE
 'BUGS BUNNY'
 © WARNER BROS. CARTOONS, INC.

HOTTEST item in toy field. Not balloons, but soft rubber toys. Inflate just enough to fill — not expand. Squawk loudly when squeezed. 11" long.

Sold by
Leading Jobbers

The OAK RUBBER CO.
 RAVENNA, OHIO.

Pipes for Pitchmen

By Bill Baker

ANNE MILES . . . London, has several stores and exhibitions booked for demonstrations and is contemplating metric and fizza cap lines.

Are you set for that big July 4 weekend?

PITCHMEN . . . figuring on working the Freedom Train date in Milwaukee (July 1-2) will run into trouble. That's the gist of a recent item which appeared recently in one of the Beer City's dailies. According to the story, Police Chief John W. Polcyn would ask City Clerk Stanley J. Witkowski to refuse licenses to all incoming pitchmen and that his men would check to see that the public was not annoyed by such workers while the train is at the Northwestern station. Local licensed workers will be permitted to sell, "but not in an objectionable manner," Polcyn said.

"**HAVE FINISHED** . . . my third year at the Hotel Stephens, but still have my trapes and keister in my room just in case," pens T. D. (Senator) Rockwell from Los Angeles.

They can't all be red ones, you know. Be satisfied at some spots with all you can get.

ROBERT HAMPTON . . . letters from Los Angeles that the city is pretty quiet these days. "Saw some of the old-timers, tho, while driving out and visited Red Hallie in Denver. Red is about one of the best astrology workers on the road and he almost sold me a scope." Red adds that he saw Jimmy Ryan working the home show in L. A.

CHARLIE LYONS . . . is pitching his cleaner and polish at the F. W. Grand store in Milwaukee.

BELLE SATTLER . . . is at the Kresge store in Muskegon, Mich., working Charlie Lyons's polish.

RENA COHAN . . . according to reports, is vacationing in Milwaukee with her son and daughter.

Opportunity only knocks, it doesn't break down your door and come in. You have to co-operate, too.

TWO ITEMS . . . in the Pipes column this week offer us a chance to put in our 2 cents worth. One is about the receptiveness of the officials of one city's celebration to pitchmen and the appearance of the Freedom Train in another city and that city's all-out effort to ban such workers. It is not so much the question that the dignity and solemnity of the latter pre-

sentation be preserved. The very affinity of that same dignity and solemnity is synonymous with the occasion and should rightfully be so. But what does come to mind is this: One city expects—and even wants—such workers and we wonder if that city's officials are not just as serious-minded and harbor the same thoughts of a dignified presentation—parade of their city's progress and a celebration commensurate with its efforts as would be befitting the other occasion. A sneaking idea also crops up that there just possibly might be a bit of local merchant beef connected with any such antagonism against anyone who might take a couple of bucks out of the city. It's been known to happen. We might stretch the point a bit and say that, Pitchdom, too, is an American institution, and let you take it from there.

Most successful pitchmen got that way because their make-up included persistence and courage, two invaluable assets in overcoming turndowns, which are part of every pitchman's life.

LOUIS GREENBAUM . . . was solo singer at a recent confirmation in Milwaukee, in which Rhoda June Frindell, daughter of Dave and Dorothy Frindell, was a participant. Dave is now in the sign painting business in the Cream City and said to be doing okay by himself.

BEA LOUIS'S . . . son, Dave, is at home in Milwaukee with his folks for the summer. His Mom continues to pitch foot at the F. W. Grand store.

The sage operator is the one who is ever aware that he doesn't know everything. As a result he isn't too alarmed when a person doesn't take his advice. He figures maybe the other guy is just as smart as he is.

JULY 10 . . . has been designated as Greater Benton Harbor (Mich.) Day, according to word from Jack C. Rombough, secretary of the event. Rombough infoes that a parade, which will draw an estimated 100,000 people will be held. It's his opinion that it would be a red one for balloon, cane and other applicable item workers that would tie up with the event. "We believe they (pitchmen) would do good and would not regret the trip even tho it would be only for the one day," he concludes.

"**HERE I AM** . . . safe and sound and with plenty of religion in my heart," writes Harry Maiers from Pikeville, Ky. "Now I know there must be a heaven above. Last Wednesday (20), while driving thru the mountains at Norton, Va.,

SENSATIONAL! NEW! TWO HURRICANE KEROSENE LAMPS

Attractive - Useful - Decorative



Can be utilized as emergency lamp in case of electricity stoppage. decorative lamp adding to the atmosphere of a well planned home. other uses too.

SMARTLY DESIGNED
 IN 4 COLORS

Amber - Blue
 Ruby - Green

Complete with burner, wick, glass chimney and unbreakable plastic base.

(all for \$2.99)

A Beautiful Utility Lamp

ONLY \$2.99

(Introductory Offer—
 30 Days Only)

2 LAMPS IN SAME OR ASS'T COLORS
 FOR ONLY \$2.99 POSTPAID

SORRY, NO C. O. D.'s. ORDER NOW!
 DEALERS SOLICITED

PAUL A. PRICE, 220 BWAY, N. Y. 7, N. Y.

12 GAUGE SHOTGUN

New, Heavy-Duty,
 Manual Operated,
 1948 Single-Shot
36" LONG

ONLY \$9.95

Maximum accuracy.
 Minimum recoil. Government Tested! NEVER BEFORE a shotgun at this price!

COMPACT 6 1/2 Lbs.
GREENGLASS SALES

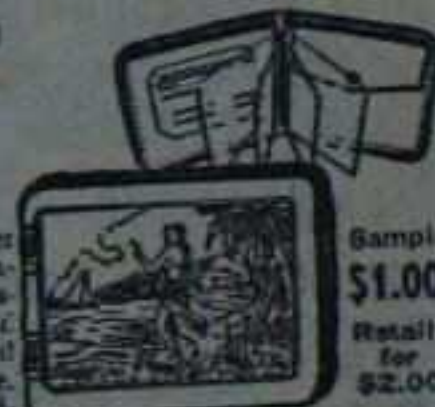
National Distributors
 50-11 40th St.
 L. I. C. 4, N. Y.

Fool-proof, safety trigger device. Conventional "Tommy Gun" type grip. Rust-proof. (Barrel & Stock.) Requires no oiling or cleaning.

JOBBERS WRITE

Territories open

HAND PAINTED
**GENUINE
 LEATHER**



All around zipper WALLET. Embossed & Translucent Picture and Card Windows and Change Purse. Twelve Multi-Colored Designs. Send 25¢ Deposit. Balance C. O. D.

Sample
 \$1.00
 Retailer
 \$2.00

\$9.50
 Per Dozen, Postpaid

SCOPE SALES CO.

5 Beakman Street, New York 7, N. Y. Dept. 324

CHEWING GUM WHOLESALE ONLY



Fine quality. Popular flavors. 5-stick packs — also 4 multi-color "BUBBLINGUMS."

AMERICAN CHEWING PRODUCTS CORP.

4th and Mt. Pleasant Ave., NEWARK 4, N. J.

MEDICINE MEN!

WRITE TODAY for new wholesale catalog on tonics, oil, solve 5000 tablets, herbs, etc. LOW PRICES—RAPID SERVICE! (Products Liability Insurance Covered.) We are Manufacturers/Pharmacists established 1934.
 GENERAL PRODUCTS LABORATORIES, INC.
 127 E. SPRING ST., Dept. X
 COLUMBUS 4, OHIO

ENGRAVERS! LOOK!

Low priced Identification Bracelets. Men's Cam Rings. 15 styles Sunnet Rings. cheap priced White Stone Rings, also Sterling and Gold-Filled Whitestone Rings. Watch Bracelets. All our articles are priced very low. Send \$2.00 for samples. If you're looking for low-priced Engraving Merchandise, have it. **MILWAUKEE NOV. CO.**, 224 Metropolitan Bldg., Milwaukee 3, Wis.

FINE SUMMER CANDY, 38¢ LB.
 CHOCOLATE FRUIT & NUT FUDGE SQUARE
 Large, attractive 1-lb. boxes.

24 to case. Sample, \$1. 1/2 cash on C. O. D.
BARBARA FRITCHIE CHOCOLATES
 FREDERICK, MD.

CUCKOO COTTAGE CLOCK



Rich and Expensive Looking

10" High, 10" Wide

WESTINGHOUSE LICENSED
 SELF-STARTING MOVEMENT

All wood, house-like body with green picket fence base. Red roof and chimney to match. Red and yellow birds always in motion.

PLASTIC BIRDS SWING AS PENDULUM

\$5.35 In Doz. Lots
 Ea.

SAMPLE \$6.00

CUTTLE & COMPANY, INC.

928 Broadway, New York 10, N. Y.

25% Deposit, Balance C. O. D.
 Telephone: OREGON 3-6330

NEW LARGE COMEO SETS

Necklace, Cameo Earring Set . . . \$7.50 Dz.
 Heart-Key Chatelaine, Earring Set . . . 7.50 Dz.
 Dagford Chatelaine, Earring Set . . . 7.50 Dz.
 Necklace Chain Cameo . . . 6.00 Dz.
 Bracelets, Cameo With Stones . . . 6.00 Dz.
 Bracelets, Imported Stones . . . 8.00 Dz.
 1 1/2 Inch Cross on Chain . . . 3.00 Dz.
 Three New Styles All 14 Kt. Gold
 Plated Stainless Steel Watch Band,
 1/2 Inch—1 Dz., \$2.00; 1 Gross,
 \$21.00; 5 Gross, \$19.50.
 Key Chain, Baseball and Sport Ornaments . . . 2.50 Gr.
 Leather Watch Fob, Baseball, Sport Ornaments . . . 4.50 Gr.
 Horseshoe, Donkey, Elephant Pins, bulk, \$2.00 Gr.; carded . . . 2.50
 25% Deposit. No Catalog.

KNICKERBOCKER

1574 57th St. Brooklyn 19, N. Y.

INSTANT NICKEL

NO CURRENT OR BATTERIES USED
 JUST PATENTED—Now everybody can NICKEL PLATE. No equipment or electricity needed. Just rub. A BLESSING to Doctors, Hobbyists, Auto, Machinery and Home Owners and practically everybody. NO POISONOUS CYANIDES OR QUICK-SILVER. It will heavily plate, INSTANTLY, Steel, Iron, Copper, Brass, etc. It's NEW, DIFFERENT, PRACTICAL, ECONOMICAL. Just rub with a cloth to any thickness—fascinating hobby—plate for neighbors and friends. MONEY-BACK GUARANTEE C. O. D.'s few cents extra.
 INSTANT PLATING PRODUCTS, Dept. B-1
 3430 So. Michigan Chicago 16, Ill.



BIG PROFITS

Own your own business stamping key checks, name plates, social security tags. Sample with name and address, 25¢.

HART MFG. CO.
 311 Degraw St.
 Brooklyn, New York



BINGO

Heavy Weight Cards, Specials, Cages, Blowers, Transparent Markets.
 Write for bulletin.

AMUSEMENT INDUSTRIES, Box 7, Dayton 1, Ohio

went right over the top of one, turned over six times and finally landed 60 feet below up against a tree with not a scratch. My car was banged up to the tune of a \$400 repair job. I have had all kinds of sickness and accidents but this last happening beats them all. It's a miracle I am alive." Harry adds that he is working in Pikeville at the present.

Pitchdom, like other professions, is filled with cross-currents and adverse winds. The successful pitchman knows, however, the course he must steer to reach a definite port on schedule. Good navigation is a part of his make-up.

J. D. WEITZ . . .
Now working in New York, is due in Milwaukee July 13 for his marriage to Rayah Halberstam, who is now visiting there with her sister and brother-in-law, Mr. and Mrs. Jacob Twerski.

SMACKSIE SHAPIRO . . .
is working Milwaukee with various novelties.

DAVE HERMAN . . .
currently doing publicity work for Gimbel's store, Milwaukee, is passing out cigars these days. His wife, Jean, presented him with a son June 21 in Columbia Hospital, Milwaukee.

BOB BLINK . . .
erstwhile pitchman, is now a Milwaukee dentist who entertains his kid patients with magic tricks and the gag he picked up in his earlier days.

3.89

- Written Guarantee
- Shock and Water Resistant
- Radium Hands and Dial
- Red Sweep Second Hand!
- Stainless Stretch Band Fits All Wrists
- Sparkling New—Not Rebuilt!

25% With Order—Balance C. O. D.
F. O. B. St. Louis

Amazing Sales Booster!

HOT SALES BOARD ITEM!

Never Before Have You Seen a Precision Timepiece Like This With All These Features at this **LOW PRICE!**

MARVEL WATCH CO.
Wholesale Only
501 PINE ST. ST. LOUIS 2, MO.

Manufacturer of
HIGHEST QUALITY CHEWING GUM

BALL GUM
BUBBLE GUM
BUBBLE BASE

SOLICITES INQUIRIES FROM
QUANTITY BUYERS ONLY

BARKER BRANDS, Inc.
SEA BRIGHT, N. J.

COLLECT AND GROW RICH!

Here's YOUR opportunity to learn about a life-time, spare or full-time office business in which earnings run as high as \$5,000-\$15,000 yearly! In this dignified profession, BIG profits are made by having thousands of others work for you. A copy of "Collect and Grow Rich"—the book that tells the full story—in yours for the asking. No cost or obligation.

Get This FREE BOOK!

T. A. SURFACE, Pres., Dept. 308-G, Roanoke 4, Va.

Fair Dates

(Continued from page 57)

MAINE

Andover—Oxford North Agri. Soc. Sept. 22-23. George P. Stowell Jr.
Cherryfield—West Washington Agri. Soc. Sept. 21-23. C. H. Small, Addison, Me.
Springfield—North Penobscot Agri. Soc. Sept. 4-6. L. A. Averill, Prentiss, Me.
Topsham—Sagadahoc Agri. Soc. Oct. 18-23 (tentative). Emery W. Booker.

MISSISSIPPI

Senatobia—Tate Co. Fair. Sept. 20-25. S. R. Morrison.

MISSOURI

Rockport—Atchison Co. & Legion Fair. Sept. 8-11. Lloyd W. Gildersleeve.

NEW JERSEY

Paulsboro—Gloucester Co. Fair Assn. Aug. 4-7. Raymond R. Riley, R.D. 2, Bridgeton.

NEW MEXICO

Belen—Valencia Co. Fair Assn. Sept. 11-12. George P. Seery.

OKLAHOMA

Okmulgee—Okmulgee Co. Free Fair. Sept. 26-Oct. 2. A. H. Polley.

TENNESSEE

Jackson—Madison Co. Colored Fair. Sept. 20-25. J. E. McNeely.

TEXAS

Angleton—Brazoria Co. Fair Assn. Oct. 12-16. L. E. Bumgarner, Freeport, Tex.
Liberty—Trinity Valley Expo. Oct. 19-23. Garth Christopher.
Teague—Freestone Co. Fair Assn. Sept. 10-11. Clydell McSpadden.

VIRGINIA

Grundy—Grundy Fair. Aug. 29-Sept. 4. S. D. Woods.

WASHINGTON

Republic—Perry Co. Grange Fair Assn. Sept. 10-12. G. M. Wilcox, Malo, Wash.

WEST VIRGINIA

Daybrook—Clay District Fair. Sept. 16-18. Mrs. Scott Bunner, R. 2, Fairview.
Wadestown—Battelle Dist. Fair Assn. Sept. 1-4. Klusey Shriner.

CANADA

ALBERTA

Lament—Lament Agri. Soc. Aug. 3-4. M. Sioboda.

QUEBEC

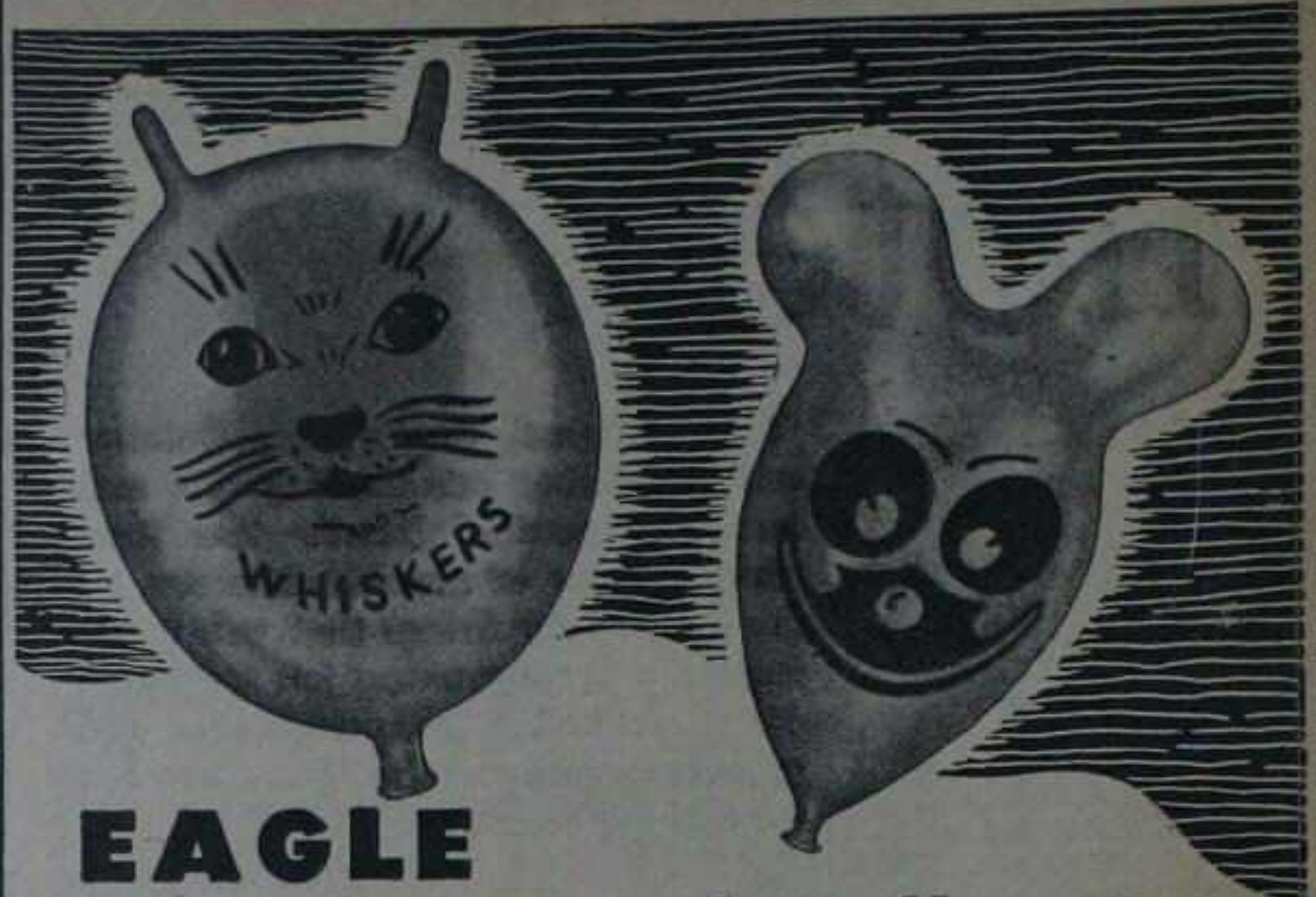
Amqui—Matapedia Agri. Soc. Aug. 12-15. J. E. Belisle.
Aylmer—Gatineau Co. Agri. Soc. Sept. 9-11. R. K. Edey.
Brome—Brome Co. Agri. Soc. Sept. 6-8. George A. McClay, Knowlton, Que.
Cookshire—Compton Co. Agri. Soc. Aug. 23-25. W. S. J. Hodgman.
Drummondville—Drummond Agri. Soc. Aug. 6-8. J. H. Charpentier, L'Avenir, Que.
Gentilly—Nicolet Co. Agri. Soc. Aug. 13-14. Roger Houde.
Huntingdon—Huntingdon Agri. Soc. Sept. 9-10. John Small.
Isle-Verte—Riviere-du-Loup Agri. Soc. Aug. 16-18. J. M. Marquis.
Laprairie—Laprairie Agri. Soc. Sept. 21-23. Raoul Lussier, St. Philippe, Que.
Maniwaki—Gatineau Co. Agri. Soc. Sept. 13-15. Palms Joanis.
Marbleton—Wolfe Agri. Soc. Sept. 8-9. Raymond Thibodeau.
Montmagny—Montmagny Agri. Soc. Aug. 12-15. Paul Carignan.
Papineauville—Papineau Agri. Soc. Sept. 21-22. J. N. Frappier, Plaisance, Que.
Pont Rouge—Portneuf Agri. Soc. Aug. 27-29. Romeo Piche.
Rimouski—Rimouski Agri. Soc. Aug. 18-21. Alfred Dube, Beausejour, Que.
Roberval—Roberval Fair. July 7-10. Paul A. Paquin.
Saint Alexandre—Iberville Agri. Soc. Sept. 10-11. Jean Brault.
Saint Bruno—Chambly Agri. Soc. Aug. 16-18. Albert Bernard.
Saint Casimir—Portneuf Agri. Soc. Aug. 23-26. J. A. Foley, St. Thiberte, Que.
Saint Jean—St. Jean Agri. Soc. Sept. 4-6. Hector Deland.
Saint Leonard—Nicolet Agri. Soc. Aug. 9-11. Lorenzo St. Arnaud, St. Wenceslas, Que.
Saint Labelle—Bagot Agri. Soc. Aug. 27-28. Hilaire L'Heureux, Bagot, Que.
Saint Pascal—Kamouraska Agri. Soc. Aug. 27-30. Alp. Raymond.
Saint Romuald—Levis Agri. Soc. Aug. 26-27. T. Carrier, Pintendre, Que.
Saint Scholastique—Deux-Montagnes Agri. Soc. Sept. 2-4. J. L. Beaudet.
Saint Stanislas—Champlain Agri. Soc. Aug. 31-Sept. 1. Nelson Cossette, La Perade, Que.
Saint Victoire—Richelieu Agri. Soc. Aug. 27-28. J. U. Girouard, St. Ours, Que.
Victoriaville—Arthabaska Agri. Soc. Aug. 23-25. J. Vincent Lanouette.

STRATES HITS IT RED

(Continued from page 64)

wagon and promised Treasurer Nick Boziris a new office wagon before fairs.

Monte Navarro has joined as a talker on the Sothern unit. Mr. and Mrs. H. K. Leworthy's son, Wilber, joined his mother for the summer and bids to become a fair ride foreman on his mother's units. Henry Rogers and Bob Swart joined with their waffle concession. John (Tractor) Kelley joined the staff of Bill Leon, front gate superintendent.



EAGLE Novelty Head Balloons

Eagle's Cathead and Monkey Doodle Head Balloons inflate easier—last longer. Their more brilliant colors and appealing faces are just the thing to command instantaneous attention wherever shown—and set your sales soaring.

Packed assorted in seven beautiful colors, these Eagle novelty balloons are unexcelled in customer satisfaction.

See your jobber today, or write to us for complete details about the Eagle line.

EAGLE RUBBER COMPANY, Inc.
ASHLAND, OHIO

Fair and Carnival Specials

BALL GAME GOODS

Aluminum Milk Bottles, not loaded, Ea. . \$1.10
Wood Milk Bottles, loaded, 1/2 lb. Ea. 95
Wood Milk Bottles, loaded, 1 lb. Ea. 80
Wood Milk Bottles, loaded, 2 lbs. Ea. 1.10
"Worth" Baseballs, Dz. 2.25
Plaster Doll, Asst., 13 1/2 to 15 1/2 in. Dz. 3.00
Swaggers, Full Size, Gr. 9.00
Plastic Crook Handle Canes, 100 for . . . 15.00
Bats, Tinsel Head, Gr. 13.50
Tinsel Bats, with Bells, Gr. 15.75
Composition Monkey on Stick, Gr. . . . 28.00
Fur Jumping Monkey without Stick, Dz. . 2.00
Celluloid "Kewpie" Doll w/feather Dress, 7 in. tall, Dz. 2.75
Celluloid "Kewpie" Doll, w/feather Dress, 9 in. tall, Dz. 3.75
8" Cat Tails, w/Comic Card, 100 for . . 5.50
20" Jumbo Fox Tails, Dz. 4.50
Beacon Mingo or Magnet Bkts, Ea. . . . 3.25
Beacon Toba or Midway Bkts, Ea. . . . 2.60
Case Lots of 30—10¢ Less per Blanket

SLUM

Enamel Tin Cigarette Cases, Gr. . . . \$4.00
Stone Set Rings, Gr. 90
Gold Plated Band Rings, Gr. 1.85
Plastic Toy Knives, Forks and Spoons, Gr. 1.00
Decorated Metal Ashtrays, Gr. 2.50
Nesco Plastic Animal Standups, Gr. 95
Metallic Pinwheels (misprints), Gr. . . . 4.25
"Kiddy" Sun Spocs, Dz. 1.15
Plastic Bean Blower, Gr. 3.00
Bean Blower Ammunition (250 pgs.) . . 5.40
Min. Metallic Paper Hat, Gr. 2.00
Comic Postcards, Very Snappy, 1000 for. 3.50

NOVELTY GOODS

Dice Lamp, Electric, Dz. \$18.75
Yellow Flying Birds (whistler), Gr. . . . 9.60
Metallic Flying Birds (whistler), Gr. . . 12.00
Jap (Inside Whistle) Bird, 3 dz. in box. . 3.75
Radio Snakes, Gr. 8.60
Chinese Paper Snakes, Gr. 8.50
Metallic Foil Pinwheel, Gr. 9.00
White Sailor "Gob" Hat, Gr. 24.00
Miniature Cowboy Hat, Gr. 14.25
Miniature Spanish Hat, Gr. 21.00
Robin Hood Hat, Gr. 11.50
Comic Yodler Hat, Gr. 18.50
Mexican "Cholo" Hat, Gr. 24.00
Full Size Spanish Hat, Gr. 30.00
Full Size Cowboy Hat, Gr. 33.75
Coolie Straw Hat, Dz. 2.75
Miniature Mexican Straw Hats, Gr. . . . 8.75
Miniature Straw Hats, Box of 3 Dz. . . . 3.75
Beanie Propeller Hats (2 Blades), Dz. . . 2.35
Cardboard "Pop Gun", Gr. 4.25
2-Way Mirror, 100 for 4.50
1 1/2 In "Comeback" Balls, Gr. 4.50

GLASSWARE

Miniature Beer Mugs, Gr. \$3.50
9-Oz. Glass Tumblers, Gr. 3.95
Glass Teacups, Green Tint, Gr. 5.00
Glass Saucers, to Match Cups, Gr. . . . 5.00
Glass Candle Holders, Gr. 4.80
Glass Ashtrays, Gr. 3.50
Glass Custard Cups, "Fire-King", Gr. . . 4.50
Glass Desert Dishes, Gr. 4.50

FREE!! WHEN REQUESTED, CHANGE APRON INCLUDED WITH EACH ORDER SHIPPED

LEVIN BROTHERS Established 1886
TERRE HAUTE, INDIANA



GIVE-AWAY PREMIUM

2 Plastic Fruit Knives Mounted on Colorful Card
GROSS LOTS \$7.00
SAMPLE DOZEN, \$1.00
IMMEDIATE DELIVERY
25% Deposit, Balance C. O. D.

ATLAS CONSOLIDATED CORP.
298 JUNIUS STREET
BROOKLYN 12, NEW YORK

GIVE TO THE DAMON RUNYON CANCER FUND

note*

*July, August, September, October and November are the big fair and carnival months! That's the time when buyers of merchandise are on the lookout for things that will move and do a profit-making job for them. All merchandise manufacturers and jobbers have items they want to push for this big season.

action*

*If you want immediate ACTION on your merchandise THE BILLBOARD'S BIG ANNUAL SUMMER SPECIAL is the place for your advertising. Buyers will use THE SUMMER SPECIAL for a "bluebook" and buyers' guide for summer merchandise—it's an issue they will keep and refer to constantly.

results*

*A well planned ad—well illustrated and described—will bring RESULTS because THE BILLBOARD SUMMER SPECIAL contains lists, big augmented articles and many features that mean increased reader interest! Increased interest—increased demand—all add up to MORE RESULTS FOR ADVERTISERS.

act now!

mail copy early
last forms close

WEDNESDAY, JULY 21

The Billboard Publishing Co.

2160 Patterson St.

Cincinnati 22, Ohio

Regulations Set For Utah State

(Continued from page 56)

approved horse stalls; draining and filling a portion of the grounds; building of a milk house; plumbing changes, and required submission to city ordinances of the food concessionaire.

Sheldon R. Brewster, secretary-manager of the fair board, declared that full compliance would require special legislative appropriations unavailable before the fair dates, but many of the recommendations could be met. A protest against the inference that food concessions had not previously met sanitary requirements was made by A. C. Teece, manager of the Western Service Company, owner of all food and drink concessions. Teece declared the concession organization always requested full inspection on its installations before every annual opening.

The present controversy between the State fair board and State health board is an annual affair. Because of

the differences, Governor Herbert B. Maw requested examination by State and city health authorities at an early date to allow for any necessary changes before the fair dates. The present ruling is the answer to that request.

In one year's debate, the health board advised the public to stay away, and Manager Brewster was forced to install a free gate for more than a day. In another instance the fairgrounds was declared out of bounds by the U. S. Army installations—for sanitary, not moral reasons.

Craner Quits as Yreka Manager

(Continued from page 56)

games always had been operated here and are at the present time.

"This so incensed local gamblers and authorities that they doled me a lot of trouble; so I resigned, the members of the committee prevailed upon me not to quit."

Craner also said the California Centennials Commission does not like him, and if he got out of the picture in Yreka it is possible the local committee may get State aid for the celebration.

The celebration is sponsored by the local American Legion post.

Sheriff Ben J. Richardson refused to comment on Craner's charge that gambling exists here. "I may have something to say later," he said. "I won't promise. I have to have time to think it over."

Police Chief Clyde W. Hebard said: "The Bee piece wasn't so good. It didn't help anyone. As far as gambling goes, I don't know anything about gambling here."

"ROARING GULCH" OUT

(Continued from page 56)

bling question. Craner resigned before the Yreka event was staged because of dissension involving the gambling question.

The State commission issued an ultimatum to the local committee that "if you go thru with it (the Roaring Gulch gambling attraction) we withdraw our support and participation."

Clifford Peterson, chairman of the Roaring Gulch feature, said there was nothing for the committee to do but eliminate the attraction if it did not want to lose the \$5,000 State support money.

PRIDE OF THE FEATURE* LINE

(the line with all the extras)

FOR SALES AND PROFITS




No. 505 'JUMBO-ANN'

Extra big, extra cuddly—fully 30" tall with a pleasant mask face, crowned by 3 blond curls showing from under her colorful bonnet. Soft fleece and plush in smart contrasting colors.

\$33.75 a dozen; \$360.00 a gross (\$30.00 a dozen) Sample \$3.50

Send check with order or 25% deposit, balance C. O. D., F. O. B. New York.

Other "sales-action" dolls from \$6.75 a doz.

Write today for the complete Majestic Catalog 'B' showing all of the sales-getters in the "Feature" line.

MAJESTIC DOLL & TOY CORP.

Manufacturers of Dolls, Toys & Novelties

737 BROADWAY • NEW YORK 3 • BR 3-2750

CHAIRS

From \$1.85 EL. Many Styles. Inquire Now!

Maximum order—two dozen

ADIRONDACK CHAIR CO.

Dept. 3, 1140 Bway., New York 1, N. Y.

3 RINGS OF MOST OUTSTANDING POPULARITY AND BEST SELLERS

All 12 K. G. Filled



W 10187
\$21.00 Doz.
Ruby or Crystal Center



W 10307
\$18.00 Doz.
Crystal or Ruby Center. Baguettes any color.



W 10127
Ruby or Crystal Center. Side Stones Crystal.
\$12.00 Doz.

Extra heavy mountings or Ruby Stones of best sparkling quality. Many other styles available. GENTS' EXPANSION BRACELET, 1/20 12 K. G. F., \$1.50 ea.; \$1.50 ea. Terms: C. O. D., Money Order or Check. Deposit on all C. O. D. orders unless reliably established.

VICTOR COMPANY

76 DORRANCE ST.
PROVIDENCE 3, R. I.

Communications to 155 No. Clark St., Chicago 1, Ill.

SALESBOARD SIDELIGHTS

Joseph Berkowitz, Universal Manufacturing Company's (Kansas City) president and general manager, has hied off on another trip, this time thru Iowa, Illinois, Michigan and Missouri. He'll have a chance to live up to his T. T. monicker (Tireless Tornado) bestowed upon him by his associates, as he'll be driving by car this jaunt. . . . Dave Rice, Empire Press (Chicago) vice-president, is another board boy to hit the highway again this week. Dave took off Wednesday (23) on what may turn out to be a four-week to two-month journey. He will cover the entire Eastern area, starting off with Pennsylvania, New Jersey and surrounding States. For a portion of the trip Dave will be accompanied by his wife, Elizabeth, and so will make that part a pleasure-business trek.

The McNamara Company adds five new insert pellet boards to its growing line this week according to production

head Walter McNamara. New inserts are Bloemen Fine, Big Dough Charley, Canary Diamond, Your Choice and Fifty Dipper. Play price ranges from a nickel to 25 cents. Five additional numbers will be announced next week. Walter says, Brothers Bill and Philip, in firm's sales division, are currently rolling the roads marking up orders for the aluminum stands and pellet board inserts.

Harlich Manufacturing Company, Chicago, saw its sales director, Manny Gutterman, off on a two-week train trip thru the Western territory Tuesday (22). Sam Feldman, firm's sales manager, says Manny is fast earning himself the title of "Two-Week Gutterman" due to his constant scheduling of 14-day trips. One of the new Harlich coin boards, Surprise Money Wheel, a quarter-play piece, is said already to be wheeling in the coins over the counters.

Pioneer Manufacturing Company, Chicago, is perking along with steady board production, staffers affirm. Vice-president Harold Boex left Sunday (20) on a one-week tri-State jaunt covering Illinois, Indiana and Ohio. . . . Charles Leedy, Gardner & Company (Chicago) sales manager, is on the last leg of his multiple-week trip cross-country. Last week he was heard from in Montana; this week he reported from Colorado, and word is that he will be back in Chi by July 4.

Hitter New Board, Ticket Distributor

ELMIRA, N. Y., June 26.—H. R. Hitter, heading H. R. Hitter Company here, was appointed New York and New England distributor for the Bee-Jay Products, Inc. and Universal Manufacturing Company, Inc., sales-board and ticket lines this week. He plans to cover New York this week or next as a representative of the two firms.

Hitter was general manager for Ans Sales, Inc. for the past two years, leaving to form his own company. Prior to his association with Ans, he was with Bork Manufacturing Company, also as general manager.

PUSH
PUSH

D JUSH CARDS

Straight numbers 10 to 200-Holes Girl Names. Also 1-29 to 1-99 in 12 to 66-Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.

FREE Order Guide. Write
W. H. BRADY CO., MFRS.
CHIPPERVA FALLS, WISC.

Galentine **NOVELTY COMPANY**

FAST SELLING SALESBOARDS MERCHANDISE DEALS JAR-O-DO TICKETS

ALWAYS A SQUARE DEAL WITH GALENTINE

WRITE FOR PRICES

520 EAST SAMPLE ST.
SOUTH BEND 18, INDIANA

SALESBOARDS

LARGEST SELECTION IN THE NATION

LOWEST PRICES

FREE: 64-Page Illustrated Catalog.

PROFIT MFG. CO.
50-11 40TH STREET
LONG ISLAND CITY 4, N. Y.



MRS. IRVING SAX, wife of Consolidated Manufacturing Company's general sales manager, is the new national president of Kappa Sigma Tau, nationally known for its extensive charitable programs. Mrs. Sax was elected president at the group's recent convention in Gary, Ind. She was formerly head of the Gary chapter.

EMPIRE

FOR THE *Finest* in SALES BOARDS

WRITE FOR CATALOGUE

EMPIRE PRESS

637 SOUTH DEARBORN ST.
CHICAGO 5, ILLINOIS

BEE JAY

VOTER'S CHOICE!

TIMELY CO-ORDINATED WITH POLITICAL SPECULATING

THIS BOARD WAS ORIGINATED BY BEE JAY

IT IS NOT A COPY

DO NOT ACCEPT SUBSTITUTES

We have kept you in business by making deliveries of original Bee Jay Boards, not copies!

Do not be misled by cheap prices and non-delivery.

Board Takes in 1000 Holes at 10¢ \$100.00

SEALS CONTAIN

3 at	\$10.00
10 at	5.00
57 at	1.00

70 Average \$ 1.95

PAYS OUT

20 Seals at	\$1.98	\$39.20
4 Sections at	1.98	7.84

Average Payout 47.04

Average Profit \$ 62.86

WRITE TODAY FOR FREE DESCRIPTIVE LITERATURE AND PRICES

BEE JAY PRODUCTS, INC.
"The House of Quality"

6320-32 S. HARVARD CHICAGO 21, ILLINOIS

BEE JAY

Gardner's DIE-CUT SEAL BOARDS

360 POSITIVE SAWBUCKS DEFINITE PROFIT

ALL 36 SEALS GO EXTRA THICK—6 NOS. ON A TICKET

TAKES IN: \$90.00
PAYS OUT: \$53.00
DEFINITE PROFIT: \$37.00

360 GOLD SEAL SPECIAL 10¢ PLAY 6 NOS. ON A TICKET

TAKES IN: \$36.00
PAYS OUT: \$17.84
AVERAGE PROFIT: \$18.16
MAXIMUM PROFIT: \$26.00

WRITE FOR CIRCULARS ON NEW DIE-CUT SEAL BOARDS

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

SALESBOARDS—IMMEDIATE SHIPMENT

Holes	Play	Description	Profit	Price	
300	25¢	Finn and Sawbuck, Thick, 5 Nos. to Ticket	Avg. \$33.15	\$2.50	Universal Tickets
1000	25¢	Jack Pot Charley, X Thick	Avg. 52.38	.90	
2000	10¢	Jack in Barrel, With Coins	Def. 71.00	4.75	Write for Prices
1000	10¢	Plain or Sections		.55	
120	25¢	E Z Pickin Jr.	Avg. 12.08	1.00	
900 to 1100	5¢	Assorted Girl Boards, \$25.00 Top		2.55	
1250		Blingos on Slices		.80	
100	25¢	Pocket Play		.70	

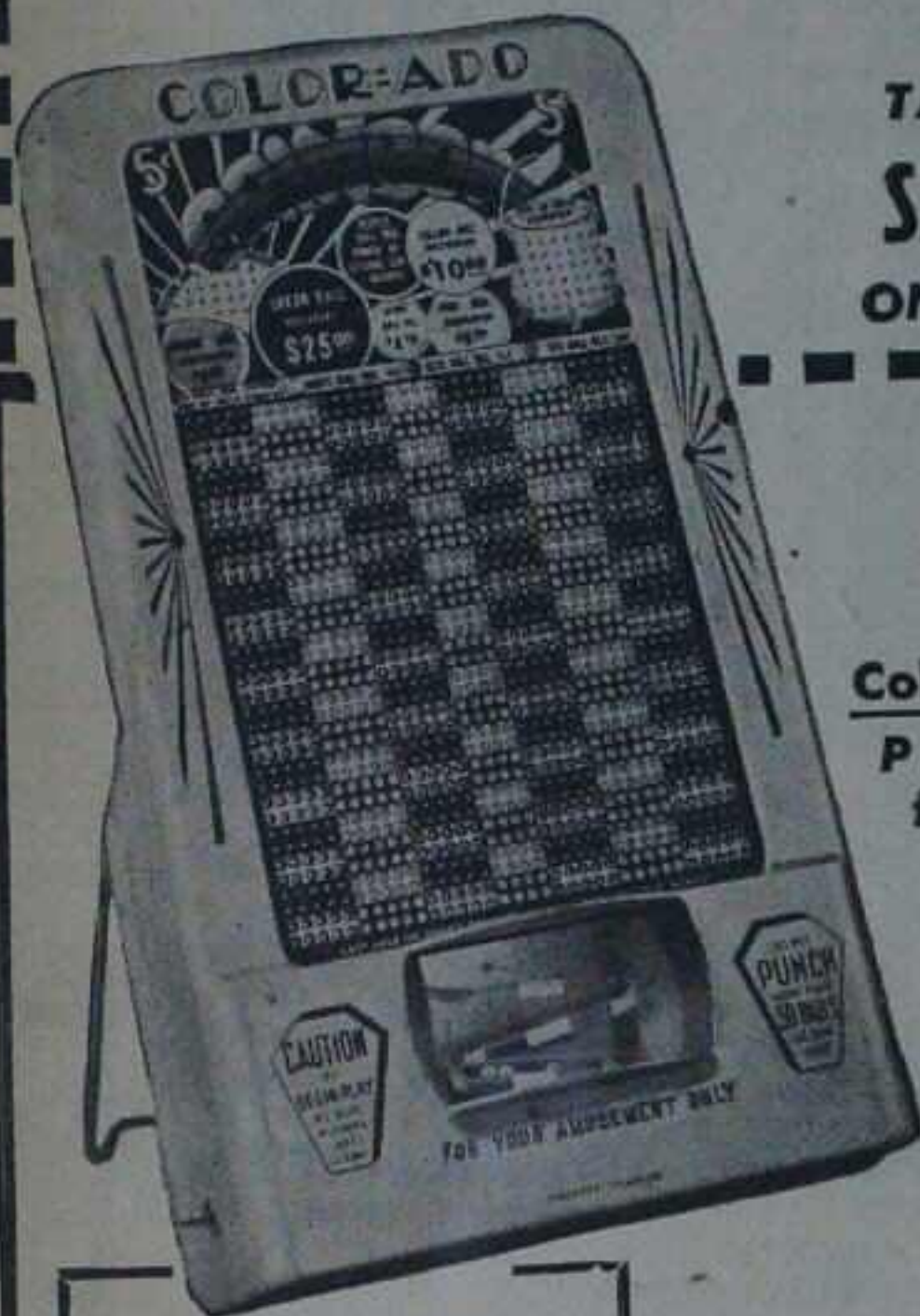
Write for Our Latest Price List on Full Line of Tickets.

T & C SALES CO., 207 No. Sandy St., Jacksonville, Ill.

**100% COUNT
100% PRACTICAL**

COLOR-ADO

**THE MOST
TALKED ABOUT
SALESBOARD
ON THE MARKET**



ATTENTION

**Color-Ado Operators
Please tell your
friends about Color-
Ado. They want
to know your
experience.
Thanks**

**RESTRICTED
TERRITORY TO
BONA FIDE
OPERATORS**

THE McNAMARA CO.

5729-31 W. LAKE STREET

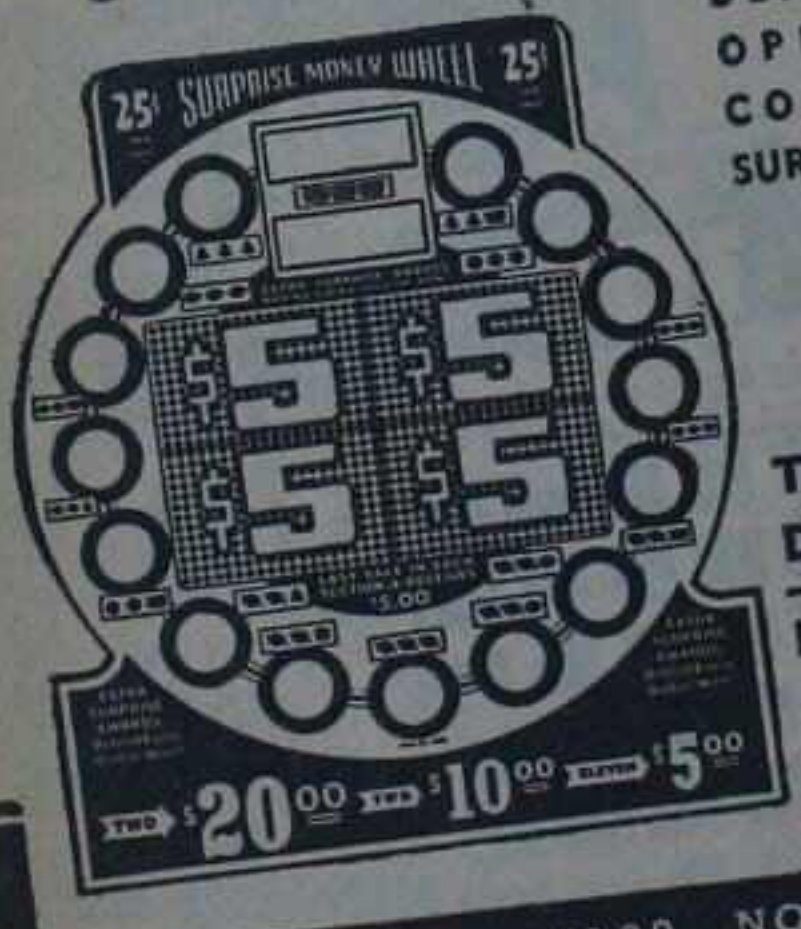
CHICAGO 44, ILLINOIS

This novelty has worn off! Now, COLOR-ADO IS HERE TO STAY! You must adopt it sooner or later . . . WHY NOT NOW?

a Winner . . .

SURPRISE MONEY WHEEL

BEAUTIFUL DIE CUT WITH OPEN BACK FOR BOTH COINS OR SLUGS WITH SURPRISE AWARDS UNDERNEATH



1000 R.M. Holes
25c PLAY—SP. THICK
FORM NO. 11950

Takes In \$250.00
Def. Payout \$170.00
DEF. PROFIT . . . \$ 80.00

**HARLICH
MFG. CO.**

1200 NORTH HOMAN AVENUE
CHICAGO 51, ILLINOIS

SALESBOARDS—All Orders Shipped Same Day Received

Holes	Play	Description	Avg. Def.	Profit	Price
400	5¢	Lucky Bucks, Thick	\$ 7.00	\$.85	
1000	25¢	J.P. Charley, Thick	Avg. 51.95	1.25	
1200	25¢	Texas Charley, Thick	Avg. 102.98	1.60	
980	5¢	Fully Panked, Thick, Girl Board	Avg. 26.25	2.75	
980	5¢	It's the Knots, Thick, Girl Board	Avg. 26.60	2.75	
1000	5¢	Barely Speaking, Thick, Girl Board	Avg. 28.80	2.75	
1000	5¢	Glovely Lady, Thick, Girl Board	Avg. 30.04	2.65	
1200	5¢	Pick a Cherry, Thick, Seal Board	Avg. 33.15	2.85	
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 28.75	2.50	
220	25¢	Kwick Fin, Giant Holes, 6 for 25¢			

**JAR TICKETS
RED, WHITE
AND BLUE
LUCKY SEVEN
BINGO TICKETS**
on Sticks—Size
1000-1200-
1260

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock Plain, Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter
Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . . No charge accounts.

Forms Close Thursday for the Following Week's Issue

EARLIER CLOSING DATE July 31 issue will be **THE BIG ANNUAL SUMMER SPECIAL**

Special Features
Greater Reader Interest

Valuable Lists
Increased Circulation

BUT NO INCREASE IN ADVERTISING RATES

The size of the issue and the larger print order requires an earlier closing date. Classified Section goes to press

WEDNESDAY, JULY 21

A-1 BARGAINS—CIGARETTE AND CANDY
Vending Machines. All makes, models, lowest prices. What have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago. au14

ADVANCE GUM MACHINE, USED, AND 3,500
Balls Gum, \$15.50. Used Columbus or other types, \$15 with 3,500 Balls Gum. Late Gottlieb 3-Way Gridders, \$14. Need adjusting, all parts intact. Advance 1c Stick Gum Machines, \$14.50, original cartons. Beech Nut Gum, 60c 100 Sticks. Graef, 1242 Broadway, Toledo 9, Ohio. jy10

A LITTLE AD WITH BIG POSSIBILITIES—
Must sacrifice pin balls and other coin equipment. Will pay you to investigate. Send for list. Shields Bros. Vending Service, Box 629, Cumberland, Ky.

A SPECIAL SALE OF SLIGHTLY USED STAMP
Machines, 1c Weighing Scales, 5c Candy Vendors, 1c Nut Machines and other vending equipment. Write for free leaflet #32. Adair Co., 6926 Roosevelt, Oak Park, Ill.

CIGARETTE VENDORS—LIKE NEW. ROWE,
Crusader Eights and Tens and National 9M at list prices. Immediate delivery. Rowe President Sixes, Eights and Tens, used but perfect condition. Very reasonable. Keiner Vendors, 3728 W. Division St., Chicago 51, Ill. jy3

CORADIO COIN RADIOS ON TABLES, \$26.75
each. Top condition. Wells Automatic, 52 Vanderbilt Ave., New York 17. jy3

DIGGERS—ERIE DIGGERS, EXHIBIT IRON
Claws, Mutoscope Roll Chutes, Exhibit Merchants, Buckley's, Exhibit Rotary Merchandisers (pushers). National 4243 Sansom, Philadelphia 4, Pa.

FLAT WINDOW TYPE OR TUBULAR COIN
Wrappers, \$1.25 per 1,000. Penny, Nickel, Dime Combination Coin Counter, \$1.35. Blackstone Double Barrel Penny, Nickel or Dime Counters, \$2. All postpaid. Catalog and "Dollars From Pennys" free. T. O. Thomas, Paducah, Ky. jy3

FOR SALE—5 AIREONS IN PERFECT SHAPE,
\$175 each. 10 WS-22 Seeburg Wireless Boxes, good covers, 70L7 tubes, \$12.50 each. Melody Music Co., 3817 N.E. Second Ave., Miami, Fla. jy3

FOR SALE—OLD ESTABLISHED MUSIC AND
Pin Ball Route, located on the Gulf Coast. Hand Realty Co., P.O. Box 368, Anahuac, Tex. jy10

FOR SALE—2 SUPER BELLS, 2 HIGHLANDS,
\$25 each. 2 Jennings Hob Tails, \$15 each. 1 Fast Time, \$15. Frank Guerrini, Beach St., Burnham, Pa.

FOR SALE—98 DOUBLE NUGGETS, SOME
with plastic globes, \$2,750. For gum or bulk merchandise. Frank D. Seay, 3106 N. Loop, Spokane 9, Wash.

GOALEE, CHICAGO COIN, SLIGHTLY USED,
\$95. Keeney Texas Leaguer, \$25. Acme Amusement Co., 3210 Boardwalk, Wildwood, N. J.

LIKE NEW STANDARD-MAKE BALL GUM MA-
chine and 3500 highest grade Tot Brand 5/8" Ball Gum, \$20. State make machines preferred. T. O. Thomas, Paducah, Ky. jy3

LIKE NEW STANDARD-MAKE PEANUT MA-
chine with 5 lbs. highest grade Tot Brand, Salted Spanish Peanuts, only \$14.25. State make machine preferred. T. O. Thomas Co., Paducah, Ky. jy3

MILLS BLUE OR BROWN FRONTS, \$55—OR-
iginal 10c 2 Pay Chrome, \$75. Mills used Blue Front Castings, \$1. Used Wooden Cases with Cams and Hardware, \$2. All in good condition. H. Horn, 137 E. Market, Akron, Ohio. jy3

O.K. FIGHTER—A-1 CONDITION. FOR QUICK
sale, \$250. B. Perry, Box 416, Highlands, N. J.

PANORAMS—LATEST MODELS WITH AUTO-
matic Film Cleaners, \$200. Films, \$25 a reel. Panoram Bar Boxes, \$8. Like new Ace Automatic Shoeshine Machines, \$250. Jack Parr, 13 Everett St., E. Orange, N. J. jy3

PERFECTLY RECONDITIONED AND REFIN-
ished Peanut Ball Gum, AHT Challengers, Gottlieb Gripes, priced to sell. Catalog free. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. jy3

PRACTICALLY NEW OR RECONDITIONED
Advance or Shipman Stamp Machines, priced to sell. T. O. Thomas Co., 1572 Jefferson St., Paducah, Ky. jy3

RAY GUN OPERATORS—CONVERT WITH OUR
new type extra moving target conversions. Complete ray gun repair service. Write Coin Amusement Games, Inc., 1623 E. 47th St., Chicago, Ill. jy10

REBUILT POPCORN MACHINES FOR SALE—
Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 8, Ill. au25

BUY NOW—CIGARETTE MACHINES, EQUIP-
ment thoroughly reconditioned and refinished. Low prices; we buy equipment. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa. EVergreen 6-4244.

VARIETY SHOPS (25) 1c ALL PURPOSE
Vendors, 5 compartment size, latest 1948 models, like new, \$15 each. Leo King, 3124 South Center Rd., Flint, Mich. jy3

WANTED—COIN-OPERATED PLAYER PIANO.
Mills Virtuoso, old Hurdy-gurdy and Hexa phones, also Music Rolls for the electric pianos. Lewis J. Kerstein, 32 South St., Freehold, N. J. jy10

WANTED—ALL KINDS OF PENNY AMUSE-
ment Machines. Must be in good working condition. State price and condition. For sale: Victory Specials, \$175; Longacres, \$85; '41 Durlys, \$69; Chess, good condition. John Black, 112 N. Centre St., San Antonio, Tex.

5 TRADIO COIN RADIOS, DISPLAY MODELS
@ \$25. 1 American Scale, like new, \$110. 1 Hamilton Scale, like new, \$65. 1 Unedaapak, 1 column cigarette machine, perfect, \$75. Sam Gilbert, 6061 Santa Monica Blvd., Los Angeles 38 Calif. Phone: HOLLYWOOD 4654.

20 STAR CANDY VENDING SLOT MACHINES
in good shape. Reese, 121 Vermont Ave., Daytona Beach, Fla.

25 72 BAR U-SELECT-IT CANDY VENDORS
\$27.50 each. Lew's Furniture Store, 318 1/2 35th St., Chicago, Ill. Cal. 5996.

104 SLIGHTLY USED POP CORN SEZ VENT-
ing Machines, latest model, guaranteed first-class condition, \$15.50 F. O. B. Oklahoma City, Okla. B & F Merchandisers, 5100 Belle Isle, Oklahoma City, Okla.

SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT

Holes	Name	Profit
400	5¢ Dollar Bd., X.Tk	Def. \$ 7.00
1000	25¢ Charley	Def. 50.00
1440	5¢ Cigarette Barrel	Def. 22.00
1440	5¢ Barrel	Def. 18.00
1440	10¢ Barrel, X. Tk.	Def. 36.00
1800	5¢ Lulu Bd., X. Tk.	Def. 18.00
1000	25¢ J.P. Charley, Th.	Avg. \$52.08
1000	25¢ Action, X. Tk.	Avg. 58.80
1200	25¢ Tex. Charley, Seal	Avg. 102.28
600	25¢ Jumbo Q.T., X.Tk.	Avg. 65.30
1000	5¢ J.P. Assl. Bds.	Avg. 27.00
1050	5¢ J.P. Assl. Bds.	Avg. 31.00

NEW! 6 Tickets Per Hole Boards

200	25¢ Kwik Fin	Max. Avg. \$39.50
200	\$1.00 Charley	Def. 50.00
2170	5¢ Red-Wh.-Bl. Tkts.	Def. \$36.50
120	Tip Ticket Bks., gross	\$18.75; net, \$15.
120	Baseball Tip Bks. Natl., Amer. Dcs.	12

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
DeLuxe Building Blue Earth, Minn.

IMMEDIATE DELIVERY!



**BINGO TICKETS
RWB TICKETS
PAD DEALS**

And all other Universal Products.
FAST DELIVERY—AT FACTORY PRICES
Write or Call

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILA 23, PA
(Ombord 3-2676)

Reps of 52 Ohio Annuals Attend Columbus Class

(Continued from page 57)
association's annual mid-year conference. Delegates voiced their enthusiasm over the program. They pointed out that, despite the limited time devoted to it, they obtained much information and stimulation of ideas. Discussions which followed most speakers drew heavy participation from the assemblage.

E. W. Lampson, Ashtabula, association president, greeted members. Clair Hill, Wellington, O.; Ralph Haines, Dayton, and Dusty Rhodes, this city, spoke on public relations.

Discuss Public Relations

Hill suggested methods by which service groups could assist in the build-up for the fair; Haines dwelt on school participation, and Rhodes, rep of a public relations firm here, discussed surveys of patrons' likes and dislikes.

Rhodes revealed that the Ohio Fair this year will make an intensive survey to determine the patrons' reactions to various fair features and that the findings will be used to draft future fair programs. He suggested that county fairs make similar surveys.

Frank Farnsworth, Ohio director of agriculture, discussed relocation and development plans for the Ohio State Fair. He also told the fair execs that each fair will be required to have a veterinarian at its events to safeguard livestock.

Henry Richards, Mount Vernon, spoke on *How to Finance the Fair*. N. E. Stuckey, Van Wert, discussing attractions, recommended greater diversity in the kinds of attractions presented, and Russel Alt, Lancaster, treated methods of making livestock and horticultural features more attractive to patrons.

Outline Bookkeeping

Howard Goddard, Urbana; Oliver Kuck, Wapakoneta, and Allen Elliott, Hicksville, discussed bookkeeping, while Harry Kahn, secretary-manager of the Auglaize County Fair, Wapakoneta, and Frank Ellis, Washington C. H., spoke on publicity. Kahn detailed the publicity campaign conducted by his fair, and Ellis urged all fairs to hire a publicity man.

Robert Jones, manager of Ohio State's Junior Fair, suggested a conservation program for junior fairs, new livestock classifications for junior events and the further development of rural recreation programs.

NAT'L FLACK FOR DAILEY

(Continued from page 60)
with Chauncy Price, Morgantown, W. Va., circus attorney, who arranged for posting of a \$10,000 bond. The bond freed the pachyderm for further campaigning. Had the bond not been secured, Wallace's attorney, Martin J. Vigderman, would have been responsible for the animal, which is classed as perishable property.

The elephant has been quartered in the University of Pennsylvania's School of Veterinary Medicine since its arrival Friday (25).

Thousands saw the bull parading the downtown section in the vicinity of Convention Hall, and even a hotel lobby. She was led by her mahout, Pyaru, and wore appropriate trappings inscribed with the name of her favorite, if unsuccessful, candidate, and show affiliation.

The notable success of the venture in publicizing the circus included the appearance of a lengthy "interview" with Eva in the staid *New York Times*, and prominent mention in Drew Pearson's syndicated column, *Washington Merry-Go-Round*.

Under the Marquee

(Continued from page 61)
Smith, Roland Davis Fred Crowthers, Mose Hulburger, Elmer Veter, Walter Lawrence, Si Sowash, Paul, Tom and Joe Gunnels, Frank Belknap; James Haddon, boss lithographer; Richard Kramer, Ralph Dilley Sr., Melvin Turner Jr., and Junior Conrath.

Now that the circus has come into homes by television, some arrangements should be made whereby seat butchers can invade the privacy of homes with peanuts.

Bert Hollingsworth, formerly with Jarnes Bros.' Circus as general agent, is serving in that capacity with Robinson Bros.' Two-Ring Circus, reports George Gentry, general manager. Org, which wintered in Denver, will cover Nebraska, Kansas and Oklahoma. Eddie Franks and Ed Rowe are handling the billposting. Robinson moves on five trucks and trailers.

The *Saturday Evening Post* this week again carried a circus cover. Depicted were a group of Ringling joeys with Emmett Kelly in the center, all posed with band instruments, and riding on top of a wagon in a circus parade scene. The original sketch was made during the show's Madison Square Garden engagement this spring.

We have a high regard for writers of books on outdoor showbiz (?) who wisely advise readers, "In the early days circus people weren't called 'cirkies.' They were called 'kinkers.'"

Harry and Marge Chipman write that they caught the Clyde Beatty and Bailey Bros. shows when they played the Yakima, Wash., territory. They report visits with Bill Moore, Clyde and Harriett Beatty, Arthur Hockwald, Frances and Elsie Kitzman, Ray Smith, Dave Murphy, George and Pauline Penny, Frank Walters, Jimmy McGree, the Antaleks, the De Waynes, Dorothy Herbert and Gee Gee Engesser. The Chipmans also report the Yakima Circus Fans have chosen Capt. Louis Roth as the name of the local tent and members include Harold B. Kyte, Sonny Sontheimer, Carl Carlson, Jim Beckett, John Carrell, Joe Earls, J. Hugh King, the Chipmans and Mr. and Mrs. Louis Roth. Dr. and Mrs. Hurley, Everett, Wash., recently visited Chipman's Circus Inn in Yakima.

WON, HORSE & UPP

(Continued from page 60)
educational. The event was well publicized over a party-line telephone and it drew a straw house that night. However, the local express office closed before enough money was taken in the red wagon to lift a \$15 shipment of snakes, which somewhat killed the program laid out. After being made a tribesman, the local geek lost his amateur standing, so we joined him out.

At Tree Frog, Ky., Friday, our press department contacted its mayor, who selected the Calico Mitt Reading tribe. He was a lucky man who wanted to become a brother of the lucky people. Big top was jammed and many were turned away that night, with hundreds of natives disappointed because they couldn't see their mayor taken in (meaning in the tribe and otherwise). It was a beautiful silver ceremony with silver passing palms and palms passing silver. Suddenly Manager Upp stopped the ceremony because he hadn't received his bit for opening the town for 200 of the Gypsy chief's nephews. The matter was quietly settled and the ceremony continued. As we pulled out of town on the next morning we saw phrenology and palm banners

N. E. Gives R-B Turnaway Play

(Continued from page 60)
chance to work, and papers to publish stories and photos, while the Big Show is still in town.

All shows were on time in Providence since the circus arrived and set up on Sunday (20). The jump in from New London, Conn., where the show played to overflow in the afternoon and near-capacity at night, was short. The matinee was nearly two hours late. This was due in part to a muddy lot.

Frank Cherokee, a ring boy, was kicked in the chest by a Liberty horse at the preem performance in Providence. He entered St. Joseph's Hospital for observation.

Patrons Line Up

Rain failed to hold many folks from

hanging on the city hall's door.

Here today the mayor was easily talked into joining the Kick-It-Back tribe of Indians. There was a carnival day-and-dating us across the road and Manager Upp lugged the mayor to the opposition's lot where he could win a blanket, as Indian dress is everything with our tribe. Luck was against the mayor, who not only overbid his hand, but failed to cop a blanket as well. Being short of ready cash to pay our chief, it looked doubtful as to whether the packed top of natives would see the ceremony. Rather than disappoint the audience, Manager Upp agreed to let the chief collect his bit for the lug from the concessionaire across the way. May I add that the tribal ceremony was beautiful, the boss had a straw house, the chief got his bit, the mayor became a tribesman and his constituents were happy because we gave him back to the Indians.

the two performances given in Fall River, Mass., Wednesday (23). Matinee patrons began to line up by noon, more than two hours before the performance was to begin.

Rain dogged the show thru tear down and the short 14-mile move to New Bedford, Mass., where the big top canvas was up by 9:30 a.m. The first section arrived shortly after midnight.

Business was excellent, despite a muddy lot. Here, as elsewhere, a big and favorable press was earned. The *Standard-Times* contributed a full-page illustrated feature. Roland Butler, circus publicity chief, and native of this area, was given a warm welcome.

The show jumped into Lowell yesterday (25) for two performances with two more scheduled for here today. Today's performances, barring unforeseen events, are assured sell-outs on the basis of past performances.

Prime Territory

The route the Big Show is now making is the same fought for annually by every big rail org in the country in the heyday of the circus with the best biz naturally going to the first in.

Friday (18) at Plainville, Conn., a town of 10,000 several miles distant from New Britain and Hartford, the circus played to two turnaway crowds. Indications were that it would easily have been worth a two-day stand. The entire community was disrupted, but not unhappily so, by the influx of sightseers, necessitating an all-night tour of the regular police force plus many special officers.

The show set up on a near-perfect grounds, Tinty's Flying Ranch.

The shortage of working help continues acute. The circus management reportedly is offering extra help \$3 to \$4, three meals, and free tickets to both the big top and the Side Show in return for helping to get it up and down.

HIT HIT HIT OF THE YEAR HIT-BLACKJACK!

HIT
HIT
HIT
HIT
HIT
HIT
HIT
HIT
HIT
HIT
HIT

Hit BLACK JACK

**MINIMUM
DEFINITE
PROFIT**

\$70.

under 17 pays \$1.00

JACKPOT CONTAINS COMPLETE DECK OF CARDS
PLAYERS DRAWS 2 CARDS FROM JACKPOT
POT PUNCHES OUT COMPLETELY

CONSOLIDATED MANUFACTURING COMPANY INC.

TWO THOUSAND ONE SOUTH CALHOUN AVENUE - CHICAGO, ILLINOIS - U.S.A.

TELE IS STILL A HEADACHE

Bromo No Aid For Operators Hit by Video

\$ Competition Still Hot

CHICAGO, June 26.—Aside from general economic conditions, one of the most important factors affecting the music operator's gross these days is the television competition which is expanding rapidly as new areas open up for the visual medium. Unlike other disturbing factors which develop regionally, or can be cured regionally, television has the same effect in California as it does in New York, the only difference being the varying degrees with which it hits the music machine take.

There has been much conjecture in the past few months as to whether or not television is a "novelty appeal" competition, one that will wear off within a comparatively short span of time as far as the public location is concerned. Here in Chicago, where television has been operable for well over a year, the competitive factor has decreased considerably, according to operators, altho it still exists, and with the advent of a new station a few months ago a definite upswing in interest was noted as competition forced both local outlets to offer better programs. The fact that night baseball telecasts appeared for the first time in Chicago this year has also been registered as increasing the interest in the public location set.

New York Headache

In New York, however, television has proven a distinct headache to the music machine operators, and with several new stations on the air and programing improving almost daily, the operators find the tele competition growing stronger instead of slacking off.

In the following spot survey made in cities where television has been operable for a year or more, as well as such centers as Boston and Buffalo where tele is comparatively new,
(See TELE IS on page 108)

F. Hammond Dies Suddenly in Philly

PHILADELPHIA, June 26.—Funeral services were held here yesterday (25) for Frank Hammond, who died suddenly Tuesday (22) at the age of 48.

Hammond was associated with the music machine industry from its inception. He helped organize music machine operators' associations in Southern New Jersey and up-State Pennsylvania and served as the first business manager of the Philadelphia Music Machine Operators' Association from its forming in 1938 until he resigned at the end of 1941 to enter the operating business. He was succeeded by Jack Cade.

Early in 1942 he entered the armed forces. Returning to civilian life, he joined the distributing firm of Scott-Crosse. At the time of death, he was conducting his own operating firm in partnership with Fred Sturm.

John Bull Gets \$\$ for 10-Year Old American Amusement Game

LONDON, June 26.—Operators of pinball games in the United States who prided themselves on their ability to keep equipment in working order thruout the war years while production of new equipment was cut off, would be amazed to see units they would deem definitely antiquated (10 and more years old) not only in operation, but actually being resold for more money than manufacturers listed them for when they were new.

With the import situation practically at a standstill, and with no new games, new by U. S. standards, to be seen, the market here on such games as Chicago Coin's Topper (introduced May 20, 1939); Daval's Side Kick (January 21, 1939), and Stop and Go, made by Keeney (October 3, 1936) continues brisk.

Price Comparisons

Abbey Auto Amusements, Ltd., Islington, London, recently advertised a number of games for sale to local operators. It is interesting to note the prices being asked for these units, and to find that the games are definitely being sold.

Leading off the advertisement were 3 Toppers, listed at 25 pounds (\$100.75) each. This game was made by Chicago Coin and initially announced May 20, 1939. At that time the list price as advertised by the manufacturer was \$79.50. Nine years and one month later, this game was being sold for \$21.25 more than it initially cost.

Lot-o-Smoke, a game announced by D. Gottlieb & Company April 29, 1939, was initially priced at \$89.50. Like Topper, this unit is being offered for sale by *they* now for \$100.75.

Boston Seeks To Reshuffle Pin, Juke Law

BOSTON, June 26.—City council here will be asked Monday (28) to amend its ordinance on pinball machines so that teen-agers will still be able to insert coins in juke boxes. Request came about thru a discovery by John J. Beades, councilman, that the same ordinance that prevents all under 21 years of age from playing amusement machines also applies to all other types of coin-operated equipment.

Beades, who plans to offer an amendment Monday which will remove the present under-21 restrictions, termed the present restriction "a hidden 1948 edition' of blue laws of Puritan days."

Meanwhile, Charles H. McGlue, supervisor of pin licenses in Boston, continues to work on an amendment to the present pinball ordinance which would list places where pins may be operated outside the jurisdiction of the Boston licensing board, a group which has banned them in all places under its jurisdiction.

On January 7, 1939, Genco announced a new game called Stop and Go, which listed for \$74.50. This month the same game was offered operators for \$80.

Miami was introduced by the Chicago Coin firm on January 21, 1939, with a tag of \$79.50. Even tho the unit is nine and one-half years o'd, Abbey was selling this game this month for \$90.70.

Chicago Coin's St. Moritz, another game introduced to the trade in the U. S. in January, 1939, was priced at \$79.50 when new. English operators were paying \$80.60 for the game here this summer. The same story was repeated with Daval's Side Kick, shown for the first time January 21, 1939, in the States, and listed at \$79.50. Now the game costs operators over here \$80.60.

Older Games

Distributors and jobbers here find that even older games can be sold at a profit to local operators. While the prices which these games now command are lower than the original list figures, they are, nevertheless, substantial when their vintage is taken into consideration.

On November 26, 1938, Daval announced Spinner to sell at \$89.50. Almost a full 10 years old, this game is still resold here for \$50.40.

Swing, introduced April 2, 1938, in the United States at a list price of \$74.50, was offered to Abbey customers this month for \$50.40.

In June, 1937, Genco brought out a new game called Home Stretch, which was sold for \$74.50. Altho 1 years old, this same game was listed by Abbey for \$40.30 this month.

Gordon Mills Quits Post With Mills Industries

CHICAGO, June 26.—Gordon Mills, vice-president and director of sales for Mills Industries, resigned this week due to ill health, A. E. Treganza, firm general manager, disclosed.

Gordon Mills became actively associated with the firm in 1941 after a successful career as head of Mills Sales Company, Oakland, Calif., which he had built into one of the Far West's leading distributors.

When he first came east to join Mills Industries, he held the post of chairman of post-war planning. He was also president of the Soundies Distributing Corporation of America.

When reached by telephone in Michigan, Mills stated: "On doctor's orders, I will have to rest up for the next few months. I feel sure that after that time I will return to take a very active part in the coin machine business. In the meantime I am still president of Mills Sales and chairman of Soundies."

No successor has been appointed to fill his job at Mills, Treganza stated.

Trade Seeks Justice in Pecora Ruling

Case To Be Appealed

NEW YORK, June 26.—You can lose your shirt betting on the nags Empire or any other of the New York tracks; you can risk your life saving in the stock market, and you are acting perfectly within the limits of the New York law. If you want "wink" at it just a little bit, you don't have to go far to get a "police ticket, or place a few bob on a fit or a ball game. But if you want to put a nickel in a pin game just the hell of it—a pin game so made by the manufacturer that you can back nothing in return, not even free game, you are violating Section 982 of the State's penal code. This, in essence, is the result of the decision handed down here yesterday, Supreme Court Justice Ferdinand Pecora. Fact that the decision came only a few hours before the Lou Walcott fight on which millions of wagers here made the decision to on even a more ironic twist.

Industry members, however, took heart when Bert Lane, president of Seaboard New York Corporation, chief complainant in the industry for an injunction to restrain police from picking up novelty games, stated immediately upon conclusion of trial late Friday afternoon that would appeal the decision of court.

Pecora's Stand

Justice Pecora's ruling upheld police department's contention that novelty games, specially manufactured or modified for New York, were actually in violation of State law. He agreed with police department engineers that the possibility of converting such games to give one ball game, or one free ball, constituted "readily adaptable," within the meaning of Section 982 of the State penal code. As such they are "gambling devices," he ruled.

This was despite the admission by police authorities that no game seized during the raids begun March 17 had actually been converted. The mere fact that they could be converted made them illegal, stated Justice Pecora.

In his decision he overruled *(See Trade Seeks on page 116)*

Keeney Closing From July 2-10

CHICAGO, June 26.—J. H. Keeney & Company, manufacturers of electric cigarette venders and amusement devices, will close down for a vacation period at the close of business July 2 and will reopen July 19, it was announced this week.

During the shutdown all emergency orders will be filled and parts will be available. Repair orders requiring immediate attention also will be taken care of, according to Keeney officials.

NCA HEARS VENDERS EXTOLLED

Framework for Nationwide Sanitation Cup Vender Code Discussed at National Clinic

Industry Members Pleased With Results

By H. F. Reves

ANN ARBOR, Mich., June 26.—First national sanitation clinic, attended by 400 at school of public health, University of Michigan, June 2-25, provided framework for discussion by industry and public health officers of problems concerning cup beverage vending machines.

Sessions were sponsored by National Sanitation Foundation (NSF) which serves as common forum to exchange views of industry and public health, with one objective an educational program to inform health people of machine developments so that manufacturers will not find local authorities objecting to equipment after they have made large expenditures developing new venders. Further step will be an educational program directed toward public to explain why certain things may be required on venders for public's protection. Ultimate objective will be development of a testing laboratory in sanitation, similar to the insurance underwriters' laboratory. It was emphasized that NSF itself does not set standards, but does bring together those who do.

Close Harmony

Attendance at individual clinic sessions proved basic close harmony to exist between health and industry groups in this field. Much time was spent on careful phrasing of recommendations adopted, to avoid any chance of misinterpretation.

Discussions with health officials indicated their appreciation of vender manufacturers as anxious to do utmost to bring their product and operation up to entirely acceptable standards. Legally established standards

FTC Postpones Candy Hearings Indefinitely

WASHINGTON, June 26.—Indefinite postponement of preliminary hearings was granted by Federal Trade Commission (FTC) this week to 10 candy and gum manufacturers, recently cited for alleged violations of the Robinson-Patman Act. In addition, FTC granted the respondents an extension of time in which to file answers to the complaints.

Originally scheduled to start Monday (21), the hearings were called off at the request of a majority of the manufacturers who claimed that more time is necessary to study the involved charges.

Under the time extension the respondents are given until July 10 to file answers to FTC complaints. Only respondent to file so far is the Sperry Candy Company, which entered a brief denying any violations of the act. (The Billboard, June 26.)

Each of the 10 manufacturers is charged individually by FTC with making unjustified discriminations in prices, services and facilities as well as "unlawful payment or allowance of brokerage fees."

are generally not now existent but are in process of being discussed in various cities, following recent action in Los Angeles. The health men represented by this group will have important role in formulation of codes (See Cup Vending on page 106)

Western Distributor Named for Lighter Fluid Vending Mach.

LOS ANGELES, June 26.—Automatic Enterprises, headed by R. W. Bell and R. E. Smith, of this city, has been appointed exclusive distributors west of the Mississippi River, and in the Pacific Islands and Alaska for the Van-Lite pocket lighter filling station, according to C. W. Smith, of the Wesson Distributing Corporation, exclusive sales agents for the vender. Main offices of the Wesson Distributing Corporation are in Newark, N. J.

The Van-Lite is a chromium-plated counter vender, 19 inches high with a diameter of seven and one-half inches. It is equipped with a coin box which holds 1,800 pennies, a Chicago lock, rubber suction caps and has a shipping weight of 10 pounds. Capacity of the machine is 12 fluid ounces and it dispenses one-sixteenth of an ounce for a penny.

C-Eight Cigarette Mch. Output Hitting 1,100 Units Monthly

NEW BEDFORD, Mass., June 26.—As C-Eight Laboratories, Inc., manufacturer of the Electro cigarette vender, began its third year of production Wednesday (23), Mario Caruso, president, disclosed that his firm's current output totaled 1,100 units a month. But, "with the public increasingly becoming aware of the advantages of electric merchandising," the production schedule of C-Eight soon may be speeded. Caruso said his plant's facilities provide for a production potential of 200 venders a day.

However, in common with other vending machine manufacturers, C-Eight's production potential cannot be fully realized until the current steel shortage is eased. In the meantime a portion of the plant's facilities is being utilized for experimentation which may result in the introduction of new C-Eight products, according to Caruso.

Wherefore the "C-8"

Caruso, credited with being the pioneer of electrical cigarette machine merchandising, formed his company after a distinguished career with the Lionel Train Company. During his many years of association with that firm he rose to the position of secretary-treasurer and principal stockholder. In forming his vending machine company, it is said that

'Cooler' Shoeshines

ATLANTA, June 26.—An automatic shoe shining machine was recently installed in police headquarters here by Police Chief Herbert Jenkins. Chief Jenkins claims the unit will help keep the force on its toes by keeping a shine on those shoes. It's not to be used to shine up badges, he warned.

Marion Scale Placed On Market; Regional Distributors Planned

COLUMBUS, O., June 26.—World Sales, Inc., here, named as sole factory distributors of the new Marion Scale, manufactured by Marion Machine Tool Company, Marion, O., recently placed first production line models on the market. As national distributor, firm is now appointing regional distributors, officials report.

The Marion Scale, introduced during the CMI show in Chicago last January, marked Marion Machine's first venture into the coin-operated scale field, and was presented as a lightweight (64 pounds) model priced at \$79.50 in quantity orders. Available in seven colors (red, blue, green, yellow, black, white and ivory), scale features single adjustment, rustproof inside and outside construction and only six moving parts.

Scale stands 41 inches high, has a 12 by 12½-inch base. It has an aluminum head, 16-gauge sheet steel pillar and cast-iron base with aluminum platform plate. The coin box holds \$65 in pennies.

Caruso, a man with strong family ties, chose the name C-Eight, in honor of the eight members of his immediate family. The Carusos have six children.

The electro cigarette vender is the subject of a three-page feature in the June issue of the magazine, *Product Engineering*. Appearing during the firm's second anniversary, the feature heads the magazine's product designs' section. Last October the vender won a certificate of award from *Electrical Manufacturing* magazine for excellence of design.

NATD Switches '49 Convention to NYC

NEW YORK, June 26.—The National Association of Tobacco Distributors (NATD) will switch its 1949 national convention to New York, Joseph Kolodny, NATD managing director, announced this week. All national meets of the association since 1939, have been held in Chicago and the change follows a poll of the NATD membership in which 82 per cent indicated they preferred an Eastern city for next year's convention.

The meet, scheduled for the week of April 24, will be held in the Pennsylvania Hotel.

Offers Trade Best Chance To Up Sales

Jones Speaks for Industry

NEW YORK, June 26.—Automatic merchandising offers the candy industry its greatest potential in the search for more outlets, stated J. Sidney Jones, of Southern Venders, Dallas, as he addressed members of the National Confectioners' Association (NCA) meeting in their 65th annual convention at the Waldorf-Astoria this week.

Appearing as a featured speaker during a "Trends in Merchandising" panel discussion, Jones predicted that "there may be a day when half of the volume of all candy sold will be merchandised thru venders." He suggested that candy manufacturers consider the special problems of the vending machine merchant when laying plans for future candy production, service and promotion.

As the convention got under way Monday (21) estimates by NCA officials predicted that candy production for the year 1948 may top the \$1,000,000,000 mark, at wholesale prices, for the first time in the history of the industry. This record output, in terms of value, may be reached despite a seasonal slump experienced by some manufacturers for the first time since the war. But other producers reported that current sales were running well ahead of sales during the same period last year, due, partially at least, to more intensive promotion.

70 Million Over Last Year

The billion-dollar figure if realized, represents an increase of \$70,000,000 over sales last year. If manufacturers' sales for this year total up to the industry prediction they would amount to any aggregate retail value of almost \$2,000,000,000.

Running concurrently with the NCA convention, the 22d annual Confectionery Industries Exposition, held at the Grand Central Palace here, drew more than 5,000 confectionery producers, jobbers and dealers. Well over 100 exhibitors displayed manufacturing equipment, machinery and supplies used for the production of candy.

Faced with rising costs of production, due largely to the increase in the price of cocoa beans, NCA, representing 1,252 manufacturers, unanimously passed a resolution opposing specific aid to European nations, under the provisions of the European Recovery Program, for the purchase of cocoa beans. Further, the resolution condemned the practices of the British and Brazilian governments whereby more than half of the world supply is controlled by two or three market boards. These boards operate "to the serious disadvantage of multiple buyers represented by cocoa-using interests in the United States," the resolution stated.

Necessary Steps

Thru the resolution, the association urged that all necessary steps be taken to re-establish a "free market in cocoa."

Other resolutions passed by NCA, during its final session on Thursday (24), restated the organization's opposition to the Sugar Act of 1948, whereby the Secretary of Agriculture (See Venders Extolled on page 104)

JULY



OUT THIS WEEK

Can Vending Machine Operators Buy Insurance?



To get the answer, VEND asked 140 insurance firms if they would write insurance to cover an average vending route. "No," replied the majority. Impractical conditions and impossible rates were quoted by others.

To a growing industry, this inability to buy insurance at a fair price is a serious handicap. How operators can cope with this all-important problem will be fully examined in a series of articles. Don't miss a single installment, start with "CAN YOU BUY INSURANCE" in July VEND. First of the series.

CUP VENDING "KNOW HOW"

If you want the true facts on cup vending . . . and how successful a good operation, properly run, can be . . . then don't miss this article. One of the oldest and most successful operations in the country has "opened its books" to VEND's staff so that the entire industry can benefit from its experiences. You'll find charts showing how every nickel grossed is split up between commissions, supplies, administration . . . you'll learn how costs are held down and plenty of other tips that spell the difference between an "average" and a "good" operation.

HOW DO VENDERS FIT IN INDUSTRIAL PLANT EXPANSION PLANS

When completed, Hotpoint, Inc., will have built the world's largest range plant. In line with this expansion is the consideration they have shown for the importance of conveniently placed venders to service their 6,000 employees. Here's an article that should be shown to everyone of your industrial locations, especially if they are planning new plants or remodeling. Read "Planned Plant Expansion" in July VEND.

VENDERS HELP WRITE THE HEADLINES

A close-up of a modern newspaper and how venders help the people who write the news. An interesting story written by a newspaper executive who believes that vending machines should be installed in every newspaper office. Put this VEND Reprint-of-the-month in your sales presentation or send copies to that publishing house you want to sell.

PROFITABLE TIPS FOR PENNY OPERATORS

The owners of New Orleans' largest penny operating company outline some practical hints for other operators. They tell you how they've solved the "pest" problem, how they keep track of administration and other expenses and how they land new locations. Read this idea-packed story in the July issue of VEND.

PLUS . . . your favorite departments, Letterbox, Trends, Supply News and a round-up of highlight news events.

SPECIAL \$1.00 OFFER

(New Subscriptions ONLY)

SIX MONTHS ONLY \$1.00

- Bill me later.
- To have my subscription extended 2 extra months I am enclosing payment in full.

NAME

COMPANY POSITION

ADDRESS

CITY ZONE NO. STATE

MAIL TO **VEND** 2160 PATTERSON ST., CINCINNATI 22, OHIO

Holli-Ware Co. Readies 3 New Bulk Machines

CHICAGO, June 26.—Holli-Ware Manufacturing Company has scheduled three new bulk venders for July delivery, supplementing its multiple-selection Sugarbowl machine. F. Ellison, national sales director, announced this week.

New venders are the Kandy King, Nut Bowl Jr. and Sweetette. Kandy King (Model M-200), to be ready for delivery July 1, is described as a "full size" vender, having side windows in addition to face glass look-in sections. It is a penny machine similar in construction to the Sugarbowl machine, but has only two merchandise compartments. It is available in a baked hammerloid metallic blue finish. An initial production run of 100 of these units is in process.

Nut Bowl Jr., a nickel vender, is designed to handle almonds and cashews, and holds one and one-half pounds of nuts in an octagon globe. It, standing 11 inches high, is finished in polished chrome. It also is to be available for delivery July 1. Sweetette, a nickel vender, is scheduled for delivery about July 15, Ellison said. It is a single-column milk candy machine, penny operation. Total height is 14 inches. Unit is a square merchandise compartment, glass paneled, and is finished in baked yellow enamel.

First 2,000-Cup Mchs. Placed on Location By United Beverage

CHICAGO, June 26.—Max Rosenbaum, United Beverage head and also president of affiliated firm, Square Manufacturing Company here, reported initial theater lobby installations of latter's new 2,000-cup, two-flavor soft drink vender this week. New machines are spotted in theaters in Chicago and several Eastern cities.

Since announcement of the firm's new large capacity machine (The Billboard, May 8) Square Manufacturing has completed most of the first production run of 100 machines. Proposed 1,000-cup vender, in the blueprint stage in May, is being readied for first test installations next week, Rosenbaum stated. Machines are designed to reduce servicing and maintenance costs, their large capacity keeping sirup refills to a minimum.

Both machines are similar in appearance, using the Square 800-cup vender cabinet. Installation of two 5-gallon sirup tanks in the 2,000-cup (two 5-gallon tanks in the 1,000-cup) machine and use of 10-column revolving Dixie Cup dispensers permit use of the same cabinet for high-capacity units.

Chase Candy Co. Names New Officers

ST. LOUIS, June 26.—W. A. Yanis, president of Chase Candy Company, announced the election of two Western division members as firm officers this week. New officers are Lowell E. Tjaden, named a vice-president, and Verl L. Taylor, controller of O'Brien's of California, a Chase subsidiary, who was elected assistant secretary.

Tjaden, before joining Chase in 1947, in 1947, was manager of the business planning section of Booz, Allen & Hamilton, a Chicago firm, and had also been associated with Montgomery Ward & Company. Taylor was connected with United States Steel Company and Reserve Oil & Gas Company before coming with O'Brien's.

"Choo-Choo" Gum

TOKYO, June 26.—Chewing gum is being advocated by the Japanese government railways as an important item in their program to prevent accidents. Idea started when a recent survey revealed that 70 per cent of all railway accidents were caused by sleepy engineers. To keep them awake, railway officials proposed that gum be passed out to engineers on three night runs with written instructions to "chew this piece of gum one to two hours, even after the flavor is gone."

Small Business Tax Relief Bill Readied

WASHINGTON, June 26.—Availability of long-term financing for capital expansion of small business was the subject of several recent hearings of a House small business subcommittee here. Result of the hearings was the introduction of a tax relief bill (H. R. 5818) by the chairman, Representative Ploeser. Bill allows corporations an exemption of \$25,000 for income tax purposes and provides that the combined normal tax and surtax rate of 38 per cent shall be applicable to corporations having taxable incomes of less than \$50,000.

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.
"The Biggest name in Popcorn"
POPCORN MACHINES AND SUPPLIES

YEAR IN AND YEAR OUT YOU CAN MAKE BIG MONEY WITH A CONLYN SODAMATIC FRANCHISE



COVERED BY U. S. LETTERS PATENT ISSUED AND PENDING

SODAMATIC FEATURE-PERFECT PERFORMANCE MEANS CUSTOMER SATISFACTION

LENGTH: 30"
HEIGHT: 42"
DEPTH: 24"

MANUALLY OPERATED
A MODEST INVESTMENT MAKES YOU THE OWNER OF A BIG-PAYING BUSINESS

CONLYN makes the newest and finest soda dispenser... the only ultra-modern, dry self-contained unit on the market. All stainless steel from start to finish. Made with 3, 4, or 5 taps. Serves 7 highly carbonated, perfectly

mixed drinks (6 oz.) per minute at a uniform temperature of 38 to 40 degrees. Conlyn, long known for quality carbonation, puts 15 years of manufacturing experience into each Sodamatic dispenser unit.

NOW Conlyn offers exclusive dealer franchises to responsible operators. You buy Conlyn Sodamatic dispensers from us and lease it to theatres, bars, diners, factories, etc. You sell the sirup. You collect the rentals. 100 Sodamatics can gross \$5,000 a month for you.

We will finance responsible and qualified operators up to 75% of the purchase price.

NOW is the time to act. Write, wire or phone for full details.

These trouble-free features assure perfect performance and eliminate service troubles.

CARBONATOR: All STAINLESS STEEL, even the nuts and bolts... no moving parts... assures life-time trouble-free operation.

COOLING UNIT: Cooling coils encased in cast aluminum block. Thermostat controls cooling automatically. All parts are dry and sanitary. Both sirup and water cooled simultaneously, resulting in uniformly cold drinks.

WATER PUMP: All bronze, two-piston, high-pressure with safety by-pass valve.

DISPENSING VALVES: Synchronous, adjustable, forged (no porosity) all STAINLESS STEEL valves simultaneously mix carbonated water with sirup in any volume.

SYRUP CONTAINERS: 2 gal. capacity, all STAINLESS STEEL, quickly removable covers. Pass all Board of Health regulations.

REFRIGERATION: Powered with 1/2 H.P. hermetically sealed condensing unit, thermostatically and automatically controlled.

CABINET: All STAINLESS STEEL welded exterior. Pure cork board insulation.

THE CONLYN SODAMATIC IS AS EASY TO INSTALL AS A WATER COOLER AND IT LASTS A LIFE-TIME

CONLYN MANUFACTURING CORPORATION

Eastern Division: 244 HERKIMER STREET, BROOKLYN 16, N. Y. Telephone SLocum 6-3040
Western Division: 422 EAST 7th STREET, ST. PAUL, MINNESOTA Telephone Cedar 5772

**VENDING MACHINES
COUNTER GAMES
SALESBOARDS
SUPPLIES and
ACCESSORIES**

FOR THE MOST COMPLETE LINE
INCLUDING
SCALES AND SLOT MACHINES
Send for Your

FREE
Copy of
**RAKE'S
NEW
1948
CATALOG
TODAY!**



A guide to efficient and economical
operation of coin operated machines and
salesboards.

World's
Smallest
Slot
Machine
Just Arrived
Brand New
IMPS
\$12.95
Lots of 12
\$13.75
Lots of 5
\$14.50
Sample
1¢ or 5¢ Cig.
or Fruit
Reels



BRAND NEW
COLUMBIA
BELLS



Twin
Jackpot
1948
Models
List Price,
\$119.00
Ea.
While They
Last.
Changeable
to 1¢, 5¢,
10¢, 25¢
Play

Brand New
BAT-A-BALL Jr.

PLAY AMERICAN vs. NATIONAL
Most Exciting Counter Game
Legal Everywhere

Originally sold for \$49.50
CLOSING OUT AT
\$10.00 Ea. in Lots of 10
Sample, \$11.95

MILLS
VEST POCKET
BELL

Pays Out
Automatically
\$65.00 Ea.
USED\$49.50



LOWEST PRICES
CANDY—PEANUTS
BUBBLE BALL GUM
Send for Price List

1/3 Deposit Must Accompany All Orders.

Rake

COIN MACHINE
EXCHANGE

609 SPRING GARDEN ST.
PHILA. 23, PA.
LOMBARD 3-2676

Distributors of Coin-Operated
Machines and Salesboards

Venders Extolled as Best Medium To Up Candy Sales

(Continued from page 101)
may set the amount of sugar to be imported from Cuba, urged that all manufacturers co-operate with the NCA sanitary advisory committee and governmental agencies in observing sanitary standards, and pledged the association to fight State and local government proposals for sales taxes on candy, but from which food is exempted.

At Wednesday morning's merchandising session, in which Jones's appearance marked the first time an automatic merchandiser had been invited to address an NCA meet, he urged that candy manufacturers pack bar candy in larger count cartons. The 24-count carton serves only to complicate the operators' task, he declared. "A simply designed carton

of a 60, 100 or 200 count would do a good job for the operator," he said, "eliminate a good part of his trash removal problem and prove more economical for the producer."

Keep Prices Down

Manufacturers should exert all effort to keep down prices of bar candies, Jones stated. "We can't pay high prices, sell at a nickel and still take home a profit," he declared.

"Venders are the best method to furnish candy to the workers of America," he said, adding that in serving the industrial consumer venders do not compete with other outlets, but supplement their service. The total candy consumption in any community is increased when venders are introduced, with other retailers sharing in the increase, he said.

To bolster this contention, he told of the army camp in which he operated during the war where, in a short time, his venders did 10 times the business of the post exchanges before the introduction of machines. But the sales of the post exchanges also increased, he pointed out significantly.

"Do not underestimate the sales potential of venders," Jones said. In citing the experience of the soft drink industry, he stated that "in many metropolitan centers more bottles of soft drinks are sold thru venders than thru all other methods combined."

Concluding Remarks

In concluding his remarks to the NCA conventioners, Jones invited them to visit the next National Automatic Merchandisers' Association convention in order to become more intimately acquainted with the vending machine industry.

Altho penny candy returned to the domestic market in 1947, it often cost the ultimate consumer 2 cents, stated George F. Dudick, of the Department of Commerce, in an address at the NCA meet. The total production of penny candy goods in 1947 totaled 66,374,326 pounds, valued at \$15,384,873 wholesale, he disclosed. Of the total poundage of candy products produced last year 3.3 per cent comprised the penny variety, said Dudick, quoting official government figures.

Bar goods production in 1947 amounted to 1,018,960,488 pounds said Dudick, with a value of \$361,677,586. This amounted to 50.6 per cent of the total candy production during that year.

Pa. Towns Pass Measure

PHILADELPHIA, June 26.—Two additional municipalities in Eastern Pennsylvania passed amusement tax ordinances which included taxes on pinball machines and music boxes. In Elizabethtown, an ordinance effective July 1 places a license tax of \$10 on music machines, pinball machines, pool tables and bowling alleys, in addition to a 5 per cent tax on all amusement admissions. Also effective early in July is an ordinance passed by the Royersford Borough Council levying an amusement tax on theater admissions, pinball machines and music boxes.

MARIETTA, Pa., June 26.—A borough ordinance levying a \$20 a year tax on pinball machines and juke boxes was adopted by borough council here recently, to be effective within 30 days.

Lancaster, Pa., Pin Levy Set for August

LANCASTER, Pa., June 26.—An ordinance taxing pinball machines at the rate of \$20 a year and juke boxes at \$15 a year, has been adopted by city council, effective July 1.

At the request of operators, however, the city will not start enforcement of the tax levy until August 1. The measure provides for a fine of up to \$50 and costs or 30 days in jail for nonpayment.

In another concession to organized music operators the proposed tax of \$20 on juke boxes was cut to \$15 after the organization protested.

Passage of the new tax law opened a discussion between club operators and distributors of coin machines when the distributors asked the locations to pay half of the levy. Organized clubs refused and the operators of the machines are now threatening to withdraw from many locations.

Martin Appointed DuGrenier Distrib

CHICAGO, June 26. — James H. Martin & Company has been appointed Midwest distributor by Arthur D. DuGrenier, Inc., Haverhill, Mass., for latter's new Candy Man vender. Territory covers the States of Illinois, Indiana, Wisconsin, Minnesota, Iowa and Kentucky.

Martin is setting up facilities to handle immediate shipments of the vender to the six States.

Philip Morris Dividend

NEW YORK, June 26.—Philip Morris & Company, Ltd., Inc., directors voted a quarterly dividend of 37½ cents a share on common stock this week, payable July 15 to stockholders of record June 30. Directors also declared two quarterly disbursements of \$1 per share on the 4 per cent preferred and 90 cents a share on the 3.60 per cent preferred stocks. Latter will be paid August 1 to stockholders of record July 15.

IMMEDIATE DELIVERY!

SILVER KINGS
All VICTOR Models
MASTERS, COLUMBUS
and **ADVANCE**
SEND FOR COMPLETE
CATALOG AND PRICES
Wholesale to Jobbers

FRANK DISTRIBUTING CO.
605 SPRING GARDEN ST., PHILA. 23, PA.
(Market 7-5191)



Victor's
Sensational
New Custom-
Built
UNIVERSAL
Successful Operators Buy
Good Merchandise.
When You Buy Merchandise
Vending,
Buy The Best!
Write for Complete
Details and Prices.
Manufactured by

VICTOR
VENDING CORP.
5701-13
W. Grand Ave.
Chicago 38, Ill.

ALL VICTOR MACHINES

recommended and sold on

TORR TIME PAYMENT PLAN

Pay for same in 16 weekly payments

WRITE FOR DETAILS

RAIN-BLO BUBBLE BALL GUM

Packed 25 Lb. to Carton

140 Count 5/8th 28¢ Lb.
170 Count 1/2" 28¢ Lb.
210 Count 3/8th 28¢ Lb.
Freight paid on 100 lbs. or over

Pistachios, Large Red, 60 Lb. Ctn. 78¢ Lb.
Pistachios, Small Red, 60 Lb. Ctn. 80¢ Lb.
Virginia Peanuts, 30 Lb. Ctn. 27¢ Lb.
Spanish Peanuts, 30 Lb. Ctn. 21¢ Lb.
Licorice Gems, 775 Ct., 37 Lb. Ctn. 26¢ Lb.
Jawbreakers, 575 Ct., 34 Lb. Ctn. 22¢ Lb.
Chocolate Confetti, 450 Ct., 34 Lb. Ctn. 36¢ Lb.
Pee Wee Rainbow Peanuts, 33 Lb. Ctn. 25¢ Lb.
Pee Wee Boston Baked Beans, 33 Lb. Ctn. 24 1/2¢ Lb.

FULL CASH WITH ORDER

ROY TORR LANSDOWNE, PENNA.

NOW!
turn to
INSIDE FRONT COVER
for an important story on
POPCORN PROFITS

MANLEY INC., KANSAS CITY, MO.
The Biggest Name in Popcorn
POPCORN MACHINES AND SUPPLIES



VICTOR'S MODEL V

The Operator's Choice
is Model V, as it
correctly vends ALL
BULK MDS. . .
Cherms, Peanuts,
Candy and Ball Gum.
No additional parts
necessary.
Write us NOW for
detailed information
and prices.

A Product of
VICTOR
VENDING CORP.
5701-13 Grand Ave.
Chicago 38

FOR SALE

LITTLE GIANT HOT POPCORN DISPENSERS
8-Gal. Capacity, Size 15" x 12" x 29"
PRICE, \$57.50, F. O. B. Chippewa Falls, Wis.
1/2 deposit, balance C. O. D.
Shipped any place in U. S. A.
L. L. SALES CO.
37 W. Walnut St., Chippewa Falls, Wis.



NOW! LEON "Hi-Ho" SILVER'S OWN SELECT VENDSIZE NUTS

Prepared, packed under his direction at the "Almond Bowl of America," Almonds, Mixed Nuts, Spanish Peanuts, Blanched Virginia Peanuts, Cashews, Cashew-Almond Mix. Lowest prices. WRITE: ROLAND BEE, Sales Mgr., LEON "HI-HO" SILVER, INC., 760 HAYES ST., SAN FRANCISCO 2, CALIF.



It's HOT! The most efficient profit-making hot nut machine.

The "CHALLENGER"

3 MACHINES IN ONE!

- Attractive appearance
- Better locations
- Highly polished finish
- Flasher, "Hot Mix Nuts"
- Always in operation
- Bigger profits. You can operate as follows: 5-5-5, 10-10-10, 5-10-5, 10-5-10
- Reversible slots make this possible
- Heating units in all 3 compartments
- Easy operation!
- 3-way vending means 3-way profits!

Be Smart the "Challenger" Way

Write for illustrations.

TROPICAL TRADING CO.

716 W. Madison St. Chicago 6, Ill.

Cigaret Sales Boom In New Jersey as Tax Deadline Nears

TRENTON, N. J., June 26. — Tobacco retailers throught the State are enjoying bumper sales as consumers rush to stock up on cigarette supplies before New Jersey's 3-cents-a-pack tax takes effect July 1. The retailers, especially those who furnish millions of cigarettes to customers in neighboring tax States, are making hay while they may, for they realistically expect sales to drop as much as 50 per cent in the weeks immediately following the imposition of their own State tax.

More than \$14,000,000 annually is expected to accrue to the State treasury thru the new tax, with most of this revenue earmarked for salary increases to teachers and for other aid to education. And with the levy set to become operative within a week, the necessary machinery for its collection is already in the functioning stage.

Amos Tilton, formerly of the motor fuels tax division and the Office of Price Administration, is tax administrator with 30 administrators and field examiners set to work under his direction. On hand in Tilton's offices are \$2,000,000 in tax stamps and \$300,000 worth of licenses. License fees are to pay for the administration of the new tax under a schedule written into law by the same legislative action which put thru the tax.

\$1 Per Vender

Under the licensing schedule, fees for the State's 10,000 cigarette venders are pegged at \$1 (*The Billboard*, May 22), with \$5 for its 30,000 retailers, \$25 for its 250 wholesalers, and \$250 for the handful of manufacturers located here.

Tax collectors of neighboring States are jubilant over the pending cigarette levy, anticipating a marked rise in revenue for their own States. Henry Long, Massachusetts tax commissioner, for instance, has estimated that the added revenue from former Jersey cigarette buyers will approximate \$2,000,000. Tax officials of New York and Pennsylvania also admit their takes will increase sizably.

Atlantic City Problem

Meanwhile, operators in Atlantic City who are preparing for the new levy face a special problem. With that city already imposing a 2-cent-a-pack luxury tax, storekeepers will charge 22 or 23 cents a pack, once the State levy takes effect. To compete, operators will have to resort to penny-pinching, an expensive and time-consuming proposition. A preliminary survey among operators there has indicated that both the 23 and 25-cent selling price will be used for vender sales.

While the State stamp will be new to the tobacco trade outside of Atlantic City, arrangements have been made for a single stamp in Atlantic City which will cover both the 3-cent State tax and the 2-cent city luxury tax. Some tobacco wholesalers already have stamping machines and will merely change the type of stamp. The State act permits either the use of decalomania stamps or the use of approved stamp meter machines. The State will allow 5 per cent of the tax receipts for affixing the stamps. Under the city ordinance, the luxury tax administration may pay up to 7 1/2 per cent to the wholesaler for the same purpose.

Print Paper Cup Directory

NEW YORK, June 26.—Paper Cup and Container Institute here has compiled an alphabetical directory of all foods and drinks that can be served in paper cups, with recommendations as to size, shape and style of container designed for each. Copies are available free on request.

GET INTO THE POPCORN BUSINESS

With only a small investment!

Popcorn will sell FASTER through a hot dispenser than any other type on the market today. Your local community or town is an ideal, profitable spot for this type of business.

The "Little Giant" is a proven money-maker that is small in size but a "giant" in action! 8-gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes. It is more profitable to operate dispensers without a coin chute.

Write for free literature and profit table compiled by a popcorn man for popcorn operators.

\$57.50 each

F. O. B. Chicago

Manufactured by

ABC POPCORN CO.

3441 West North Ave.

Chicago 47 • DICKENS 3375

COMPLETE LINE OF

- Raw Corn
- Boxes
- Seasoning
- Bags
- Pre-Popped Corn (No. 10 Cans)



"Little Giant"

HOT POPCORN DISPENSER

Pre-Popped POPCORN
Packed in moisture-proof bushel bags \$1.12
In handy moisture-proof 2 1/2 pk. bags 70¢
Shipped anywhere in the U.S.A., F.O.B. Chicago
(Special discount to Popcorn Machine Distributors)
Also cheese corn, smoked corn for immediate shipment.

WRITE FOR OUR CATALOG

VENDORS' SPECIALS

- Mds. Stands, Solid Steel—Weight 35 Lbs. \$4.50
- Double Plates for Two Machines 1.15
- BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons. Per Lb.35

1/3 Deposit, Balance C. O. D. Fast Delivery.

VEEDCO SALES CO.

2112 Market St. Philadelphia 3, Pa.

VICTOR'S NEW MODEL V-K

It's Outstanding! Vends Everything! Investigate the many new features incorporated in this great, new bulk vender.

Write us NOW for detailed information and prices.
A Product of VICTOR VENDING CORP.
5701-13 Grand Ave. Chicago 39



CHARMS

- ... that are different
- Gorgeous Large Charms. Per M \$3.25
- Gold Charm Bracelet (in Capsule). Per Hundred 7.50
- Blade Knife. Per Cross 1.10
- Skulls, Guns, Rings, etc.

All items will fit any Vending Machine. Send for Samples and Prices. 1/2 Deposit Required With Order.

RING BROTHERS

We Specialize in Small Novelties
6050 Market St. Philadelphia 39, Pa.



VICTOR'S CUSTOM-BUILT UNIVERSAL

24 or more \$13.50
1 to 23 12.95

EMPIRE COIN MACHINE EXCHANGE

1012 Milwaukee Ave. Chicago 22, Ill.

WRITE FOR PRICES

Roasted and Salted Nuts of all types. Confectionery Items.

SPECIALISTS TO THE VENDING TRADE

San Filippo and Company
Nut and Confectionery Importers and Wholesalers.
37-39 77th St., Jackson Heights, L. I., N. Y.
Telephone: Havemeyer 8-8548



\$26.25 Lots of 100—\$27.00 Single All-Purpose Machine

IMMEDIATE DELIVERY ON ALL MODELS FROM BOSTON STOCK

We do our own roasting of nut meats in pure peanut oil

OUR CANDY HAS THE HIGHEST COUNT PER LB.

Spanish Peanuts, 30 lb. carton	22¢ lb.
Blanched Virginia Peanuts, 30 lb. carton	27¢ lb.
Small Filberts, 500 to lb., 30 lb. carton	47¢ lb.
Whole Cashews, 450 to lb., 30 lb. carton	55¢ lb.
Hard Shell Baked Beans, 1,000 to lb., 35 lb. carton	26¢ lb.
Hard Shell Rainbows, 1,000 to lb., 35 lb. carton	26¢ lb.
Hard Shell Licorice Pastels, 550 to lb., 35 lb. carton	27¢ lb.
Adams Gum Tab & Candy Coated, 100 to box	51¢ box
1 Plastic Charms, small, 1,000	\$3.50
2 Plastic Charms, large, 1,000	4.50
1 Plated Charms, small, 1,000	\$6.00
2 Plated Charms, large, 1,000	7.50

Best Grade Ball Gum, All Sizes of Pistachio Nuts at Lowest Market Price at Time of Shipping. Globes, Stands, Brackets, Carded Nuts. Prices Subject to Change.
1/3 DEPOSIT, BALANCE C. O. D.

NORTHWESTERN SALES & SERVICE

1198 TREMONT ST.

BOSTON, MASS.

Quitting Business!

YOUR LAST OPPORTUNITY TO BUY "POP" CORN SEZ TC 10

Slightly used automatic Pop Corn Vending Machines at this ridiculously low price while they last. Latest Models. Reconditioned. In perfect order.

\$126.50 EACH

A few Brand New Machines in original crates still available at \$159.00.

WRITE, WIRE OR PHONE **B&K VENDING COMPANY**

1657 N. Point St. Phone DO. 2-2689 San Francisco 3, Calif.



YOUR OWN BUSINESS . . . OPERATE "Hi-Ho JUNIOR" 5c TRAY VENDOR

Vends almonds, candy, nuts, pistachios. Distributors wanted. Write.

LEON "Hi-Ho" SILVER, INC.

760 HAYES ST. • SAN FRANCISCO, CALIF.



1c ACE VENDOR

All Purpose, All Product Vendor

Atlas Mfg. & Sales Corp.

17720 TRISKETT RD. • CLEVELAND 31 OHIO
ESTABLISHED 1923



Atlas

WRITE FOR PRICES AND DETAILS
Jobber Inquiries Invited

CIGARETTE MACHINES

- Rowe Royal, 10 Cols., 400 Pack Cap. \$ 95.00
- Rowe Royal, 8 Cols., 320 Pack Cap. 85.00
- Rowe Imperial, 8 Cols., 270 Pack Cap. 70.00
- Rowe Imperial, 6 Cols., 180 Pack Cap. 60.00
- Uneeda Model 500, 9 Cols., 350 Pack Cap. 115.00
- Uneeda Model 500, 7 Cols., 250 Pack Cap. 100.00
- Uneeda Model E, 9 Cols., 270 Pack Cap. 59.50
- National 9-30, 270 Pack Cap. 75.00
- DuGrenier, 6 Cols., 150 Pack Cap. 32.50
- DuGrenier, 4 Cols., 100 Pack Cap. 25.00
- 8 Columns 35.00
- NEW Uneeda, 5 Cols., 510 Pack Cap. 159.50
- NEW Uneeda, 8 Cols., 350 Pack Cap. 149.50
- NEW DuGrenier Challenger, 7 Cols. 100.00



SPECIAL, \$47.50
DuGrenier Model S, 7 Cols., 210 Pack Capacity.

CANDY MACHINES

- National, 9 Cols. \$100.00
- National, 6 Cols. 85.00
- Rowe, 8 Cols. 90.00
- Uneeda Candy, 5 Cols. 75.00
- DuGrenier Candyman 65.00
- U-Select-It 35.00
- Advance Candy Machine 27.50



SPECIAL, \$75.00
DuGrenier Champion, 9 Cols., 420 Pack Capacity.

10c CIGAR MACHINES

- Single Column, Capacity 50, \$22.50—1 Machine; 10 or More, \$15.00 Ea.
- 1/2 Stick or Tab Gum Machines, 500 Cap., \$17.85

Top Equipment — Unconditionally Guaranteed.

One-Third Deposit With Order—Balance C. O. D.

Parts and Mirrors available, including the 25¢ vending changeover parts for all makes and models.

- DuGrenier Champion, 7 Cols., 325 Pack Capacity, \$70.00.

Attention! DISTRIBUTORS & OPERATORS

SOME CHOICE TERRITORIES STILL OPEN FOR NYLON HOSIERY VENDING MACHINES

- Trouble-Free
- Beautifully Finished
- Slug-Proof
- Hoosier Supply Guaranteed
- Capacity 225 Pairs

A PROVEN MONEY-MAKER! MOST PROFITABLE VENDOR EVER OFFERED FOR SALE! The lowest priced, finest operating nylon hosiery vendor on the market! **\$105.00**

F. O. B. Brooklyn. Immediate Delivery. "Sole Factory Distributor" for Bob Hopkins, Inc. Write—Wire—Phone for Details.

Uneeda Vending Service

"The Nation's Leading Distributor of Vending Machines" 166 Clymer Street Brooklyn 11, New York Evergreen 7-4568

Cup Vending Code Framework Set Up

(Continued from page 101)

or ordinances. Conscientious attention given to minor but troublesome points proved seriousness with which both groups sought to find solutions to problems.

Actual recommendations, not available at press time, were awaiting final co-ordination by plenary session and NSF executive authority. Procedure was for each clinic, such as the one on vending machines, to make particular recommendations which required integration into general clinic proposals after other 11 groups reported.

Important Results

Important result of meets was that industry learned what health departments are interested in concerning machines, while health people learned what manufacturers are thinking of and problems they face in design or changes. It was generally agreed that there is enough of a health aspect for departments to be interested in machines. Some discussion expressed the idea that industry should see that machines are placed in hands of people who will maintain proper operating standards under health department supervision, rather than leaving whole responsibility on latter.

Sentiment of industry representatives attending appeared unanimous on success of the meeting and its importance to vending. E. C. Scully, of Lily Tulip Corporation, chairman of cup division of the National Automatic Merchandising Association (NAMA), commented, "It has been a great opportunity to study our mutual problems."

David Collings, of Coca-Cola, for supply people, was "very well pleased. It will put machinery in motion to establish standards and uniformity thruout the U. S. for the first time." Equipment exhibit was shown in one hall, with one single flavor cup vender shown. Trade name was removed, and no attempt at selling allowed in connection with clinic.

PADUCAH, Ky.—Purchase of 200 manually-operated parking meters at \$58.50 each was approved by a 3 to 1 vote of the board of city commissioners here recently. The new meters will be installed by July 1, and will bring the total number of meters in operation here to 400.

Cocoa Coin

NEW YORK, June 26.—Cocoa beans continue to be on the tip of steeple-high price levels, but from this commodity's early history, maybe it's only poetic justice. Seems that centuries ago the beans were used as legal tender among the Aztecs, and up until 1880 were still common as currency in isolated villages in the Middle American area.

However, cocoa bean money had a basic difference from other types of moneys; it spoiled after a few months, and therefore had to be spent soon after acquisition, thus preventing hoarding. It offered its holder only one other recourse, that of "guzzling the beans in the form of chocolate."

April Retail Sales Show Small Decrease

WASHINGTON, June 26.—April business of such coin machine locations as taverns, restaurants and filling stations was up slightly over March receipts, altho drugstore sales slumped, the Commerce Department reported this week.

Estimated sales of the country's eating and drinking places amounted to \$1,046,000,000 as compared with some \$3,000,000 less in March. April sales of filling stations were estimated at \$523,000,000 as compared with sales of \$495,000,000 during the previous month.

Drugstores, however, dropped from \$300,000,000 in March to \$290,000,000 in April. Business of all retail stores dropped off slightly from \$10,633,000,000 in March to \$10,612,000,000 in April, commerce estimated.

SPECIAL!

BRAND NEW DUGRENIER CANDY BAR VENDORS With Floor Stands, 72 Bar Capacity **\$89.50**

IMMEDIATE DELIVERY. Send 1/2 Deposit, Balance C. O. D. Wanted! Cigarette Machines. **CAMEO VENDING SERVICE** 432 West 42d St., New York 19, N. Y. LOngacre 3-1334



IN STOCK!

5 Lb. Globe
Less than 25 \$11.55
Less than 100 11.25
100 or more 10.95

Write for prices on Models 40, 29, 33 and Deluxe Vendors.

EMPIRE COIN MACHINE EXCHANGE
1012 MILWAUKEE AVE. CHICAGO 22

VICTOR'S NEW MODEL V-K

It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great, new bulk vendor. Write us NOW for detailed information and prices.

A Product of **VICTOR VENDING CORP.** 5701-13 Grand Ave. Chicago 39



PIONEER OFFERS ALL PURPOSE VICTOR UNIVERSAL



5 Universals, plus 60 lbs. Spanish Peanuts, plus 1,000 Plastic Charms, all for

\$84.50

5 Universals, plus 50 lbs. of Reg. Ball Bubble Gum, plus 1,000 Plastic Charms

\$84.00

PLASTIC CHARMS \$0.25 Per M

- Virginia Peanuts, 30-lb. ctns. 28¢ lb.
- Spanish Peanuts, 30-lb. ctns. 22¢ lb.
- Licorice Licenses, 37 lb. ctns. 28¢ lb.
- Pea Wee Rainbow Peanuts, 33 lb. ctns. 28¢ lb.
- Rainbow Peanuts, 33 lb. ctns. 25¢ lb.
- Pea Wee Boston Baked Beans, 33 lb. ctns. 28¢ lb.
- Boston Baked Beans, 33 lb. ctns. 25¢ lb.
- LARGE PISTACHIOS, 25 lb. Ctn. \$18.50
- SMALL PISTACHIOS, 25 lb. Ctn. 14.50

5/8-140 Ct. Colored Bubble Ball Gum

- (Makes Colored Bubbles)
- 25 Lb. Ctns. 28¢ Lb.
- 100 Lb. 27¢ Lb.
- REG. 3/8 BUBBLE BALL GUM**
- 25 Lb. Ctns. 28¢ Lb.
- 100 Lb. Ctns. 25¢ Lb.

(Freight Prepaid on 100 Lbs. or More) **FULL CASH WITH ORDER**

1/3 Deposit, F. O. B. Brooklyn, N. Y.; Balance C. O. D. Orders Under \$10.00, Money in Full.

PIONEER VENDING SERVICE

Exclusive Victor Distributor in N. Y. 491 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7992



Victor's Sensational New Custom-Built UNIVERSAL

Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy The Best! Write for Complete Details and Prices.

Manufactured by VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Ill.

5c GUM AND 5c HARD CANDY AND MINT VENDORS

for Charms, Lifesavers, Gum and similar sized products.

ALKUNO & CO.

408 Concord Ave., New York 54, N.Y. MEIrose 5-7757
Mechanical Manufacturing Laboratories

WANTED

Cigarette Machines

State number of machines, condition, make, model and price in first letter.

Also, will buy routes of 50 or more in any state.

BOX NO. 194, THE BILLBOARD 155 N. Clark St., Chicago 1, Ill.

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFIT IN BULK VENDORS. Write NOW FOR LOWEST PRICES AND SAMPLES OF METAL AND PLASTIC CHARMS, STONE AND LAMBO RING, WEDDING RINGS, ANNIES, JACKS, BALLOONS, SKULLS, ETC. **BECKER VENDING SERVICE** - CHICAGO, ILL.



1948 IMPS

- 1¢ or 5¢ Cigarettes or Fruit

\$12.95

Lots of 12

\$13.75, Lots of 6, sample, \$14.50. Here's the Uniest Bell in the world. A brand new Three Real Counter Game that is worth its weight in gold. Finished in brilliant colors.

1/3 Deposit on All Orders.

SHIPMAN TRIPLEX STAMP MACHINE



STAMP FOLDERS For Shipman, Schermack, Victory, 10,000 ... \$ 5.75
25,000 ... 13.95

Brand new! Vends 1¢, 3¢ and 5¢ Airmail Postage Stamps.

Sluggproof, compact, foolproof.

Immediate Delivery.

Operator's Price **\$39.50**

Distributors interested in selling our advertised machines, write for details.

Write for Catalog on Bulk Vendors, Games, etc.

PARKWAY MACHINE CORPORATION

623 W. NORTH AVE., DEPT. B • MADISON 1447 • BALTIMORE, 17, MD.

5c BANTAM TRAY VENDOR IMMEDIATE DELIVERY

Atlas Mfg. & Sales Corp. 12220 TRISKETT RD. • CLEVELAND 11, OHIO ESTABLISHED 1928



VENDS ALMONDS, NUTS, CANDY, PISTACHIOS Write for Circular. Jobber Inquiries Invited.



GIVE TO THE DAMON RUNYON CANCER FUND

BUILT for OPERATORS



Northwestern

WORLD'S BEST BULK VENDERS

Designed and built to meet the demands of experienced operators, Northwestern bulk vendors are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment—insist upon Northwestern. Write for the name of your nearest distributor.

THE NORTHWESTERN CORPORATION
11 EAST ARMSTRONG ST.—MORRIS, ILLINOIS

Authorized Northwestern Distributor
Full Line on Hand, Immediate Delivery!

MAKE COIN MACHINE EXCHANGE
109 SPRING GARDEN ST., PHILA. 23, PA.
LOmbard 3-2676

FOR MACHINES TO SUIT YOUR NEEDS

COUNTER GAMES OF ALL TYPES AND MERCHANDISE OF HIGHEST GRADE AT LOWEST PRICES.

WRITE TO:
J. SCHOENBACH
Factory Distributor of Advance Machines
1647 Bedford Ave. Brooklyn 25, N. Y.

METAL PLATED CHARMS

In bright gold and silver finish

Metal Plated Charms, Series #1	Per M
Metal Plated Charms, Series #2	7.50
Plastic Charms, Famous Series #1	3.50
Plastic Charms, Big Series #2	4.50

SAMUEL EPPY & CO., INC.
WORLD'S LARGEST CHARM MANUFACTURER
113-08 101st Ave. RICHMOND HILL 19, L. I., N. Y.



VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MOSE... Charms, Peanuts, Candy and Ball Gum. No additional parts necessary. Write us NOW for detailed information and prices.

A Product of **VICTOR VENDING CORP.**
5701-13 Grand Ave. Chicago 39

NOW! turn to **INSIDE FRONT COVER** for an important story on **POPCORN PROFITS**

MANLEY INC., KANSAS CITY, MO.
The Biggest name in Popcorn
POPCORN MACHINES AND SUPPLIES

Supplies In Brief

Frozen Foods Expand

WASHINGTON, June 26.—According to a survey by the Department of Agriculture, frozen food processors have recently added the following commodities to their frozen products: apples, apricots, blueberries, grapes, peaches, plums, various purees, pumpkin, Brussels sprouts, and cauliflower. None of these products, reported Agriculture, were frozen in any appreciable quantity prior to 1947.

At the beginning of June, frozen fruits in warehouses amounted to some 252,000,000 pounds, with the newer products accounting for about 45 per cent of the total. Agriculture figures show some 159,000,000 pounds of frozen vegetables in warehouses, with the more recent additions making up approximately 8 per cent of the total.

Most popular frozen items are strawberries and peas. Apples, juices, and peaches follow in that order. Less popular, but showing large gains in packaging are such products as lima beans, raspberries, cherries, and corn. Frozen spinach is the only product to show a decrease in packaging from 1943-'47 average.

Sugar Demand Up

WASHINGTON, June 26.—Distribution of sugar increased sharply for the week ended June 12, Agriculture Department reported this week. Total distribution for that period amounted to 179,776 short tons as compared with only 147,086 tons for the previous week.

Total sugar distribution for January 1 thru June 12 came to 2,730,991 tons, a figure almost identical with that for the same period of 1947, which was 2,744,460 tons.

Steel Allocations

WASHINGTON, June 26.—After a slow start the steel allocations program of the Department of Commerce is picking up momentum. This week the steel advisory committee approved allocations of 58,000 tons of steel for pre-fabricated houses, and 21,000 tons for furnaces.

Commerce steel experts predict that total steel to be allocated to priority industries during the next year may top the 5,000,000-ton mark. Average total steel production for the past five years has been about 88,000,000 tons.

More Milled Peanuts

WASHINGTON, June 26.—The 171,000,000 pounds of peanuts milled during May is the largest quantity on record for that month, Agriculture Department announced this week. Low operations during the early part of the year, however, held the total gain over last season to some 4 per cent.

Cumulative total of milled peanuts for the season to date, September, 1947-May, 1948, amounts to 1,572,000,000 pounds, Agriculture reported. Of shelled peanuts consumed in May, only 14 per cent went into candy, while 61 per cent went into peanut butter, with another 24 per cent being used for salted peanuts. A fraction over 7 per cent of the peanut butter was used in candy making.

Cocoa Price Drop

WASHINGTON, June 26.—Average April cocoa price of 35.4 cents per pound was the lowest in the last nine months, Commerce Department reported this week. The drop from the average March price was an even 4 cents, which in turn was 4 cents less than in February.

Total imports for the first four months this year have amounted to

Kennedy Enterprises Hypos Production On 4-Color Shiner

SAN BERNARDINO, Calif., June 26.—Arnold C. Kennedy Enterprises here, manufacturers of the recently announced four-color shoe shine machine, Shine Easy, are currently hypoing production schedules and setting up a distributor coverage.

New machine, retailing for \$289, tackles the automatic shoe-shining problem from a new angle firm head, Arnold Kennedy states. Polish in four colors (black, tan, brown and ox-blood) is contained on individual applicators in special plicofilm capsules mounted on separate cards, which the customer obtains by inserting a nickel in the Polish Vender, attached to the front of each shoe shiner. Insertion of another nickel starts the polishing and buffing brushes, mounted at the bottom of the machine. There are two polishing brushes; black and one for the three shades of brown.

Operators may purchase the polish applicators separately, as needed, for \$30 per box.

Riddell Co. Expands As Candy Distributor

LOS ANGELES, June 26.—Riddell Company here recently became sole distributor for Chase Candy Company in this area, taking over coverage formerly shared by Davidson Distributing Company and itself.

Davidson Distributing officials state that all arrangements made prior to the distributor change will be handled by Riddell Company.

New Candy Plant

VIDALIA, Ga., June 26.—A new plant for the manufacture of stick candy, peanut brittle and pecan bars will be established here in the near future by the Toombs Candy Company, according to announcement by Ben Patrick, official of the local Chamber of Commerce. The new firm, which will be housed in a brick building on First Street, is headed by B. M. Bradshaw, of Shreveport, La., and J. E. Puckett, of Ruston, La., both of whom have had considerable experience in the candy field.

about 131,000 long tons, some 20 per cent above imports for the same period in 1947. Commerce officials believe a continuation of heavy imports will force the average wholesale price down even further.

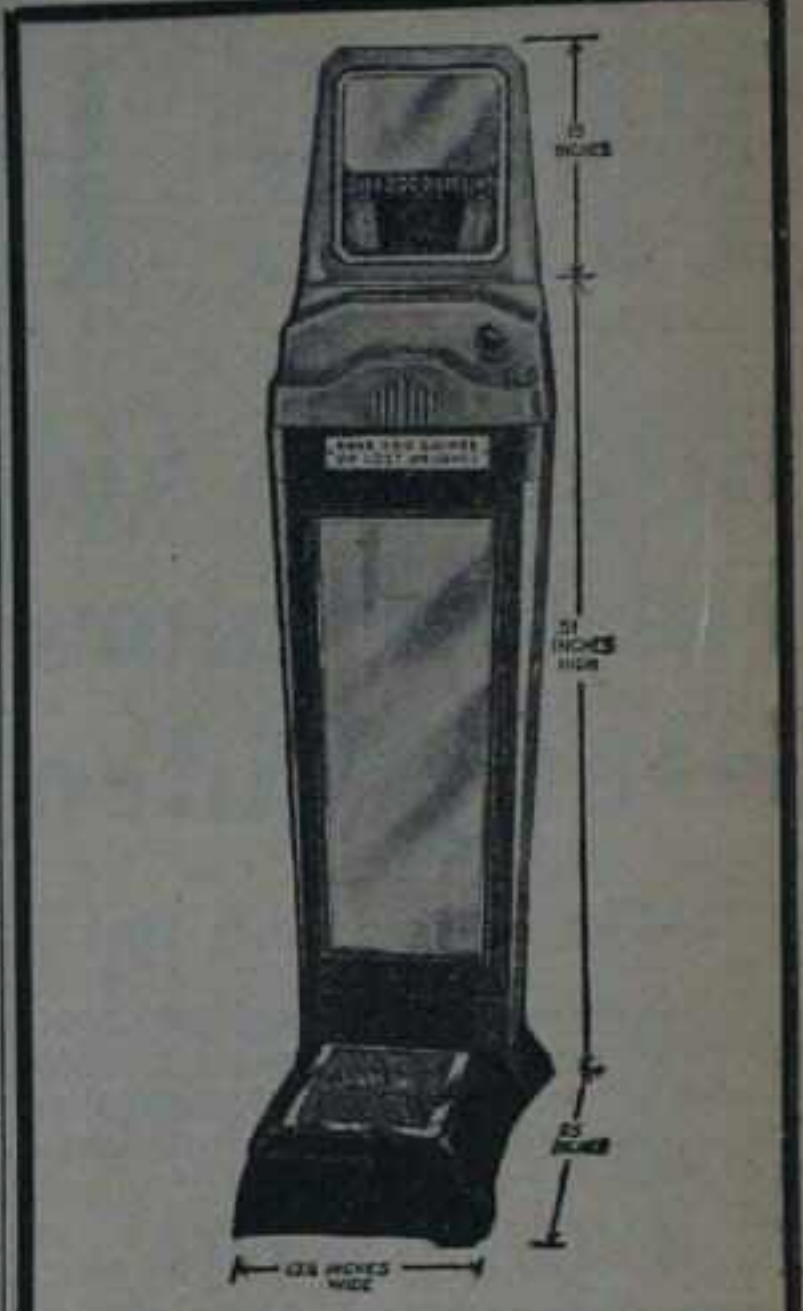
Bottle Output Down

WASHINGTON, June 26.—April production of beer and soft drink bottles was off about 40 per cent from the 15-month peak set in March, Commerce Department announced this week.

Some 608,000 gross of beer bottles were manufactured in April, while March production amounted to 1,055,000 gross. Soft drink bottle production slumped from 1,338,000 gross in March to 746,000 gross in April.

Peanut Crop Prospects

WASHINGTON, June 26.—Poor weather in the Virginia-North Carolina peanut producing region is handicapping the planting of the 1948 peanut crop, according to the Department of Agriculture. On the other hand good weather in the Southeastern section has permitted growers to finish it. Marketing prospects for peanuts are continuing poor, Agriculture said. A dull market and a limited demand for goobers met sellers last week in Baltimore, Boston, Cleveland, Chicago and Cincinnati.



\$25 BRINGS THIS SCALE TO YOU BALANCE MONTHLY 200 FORTUNE TELLING NO SPRINGS SCALE

Height, 51 in. Width, 13 in. without sign
Depth, 25 in. Sign, 15 in.
Net Weight 185 Lbs.
Shipping Weight 245 Lbs.

Invented and Made Only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 2770.
Cable Address: WATLINGITE, Chicago.

Silver-King's New 2 for 1c BALL GUM VENDOR



(PATENTS PENDING)
No missing—no adjustments.
Handles 140, 170, 210 count gum, no breakage, and positive delivery.
If you want the best trouble-free ball gum vendor, try the new, improved '48 "Silver-King."
Nut and Ball Gum Vendors, 1¢-5¢. U. S. and Foreign Coins.

AT ALL THE BEST DEALERS OR WRITE SILVER-KING CORP. 622 DIVERSEY PARKWAY, CHICAGO, ILL.

FOR SALE—SCALE
KRON Guess-Your-Weight Scale, brand new, never used. Large reading dial, 36" dia. 500 lb. cap. Scale mounted on small pneumatic rubber-tired ball-brg. wheels for easy handling. Must be sold.
THOMAS E. LANE CO.
2524 West Jefferson Ave., Detroit 16, Mich.

TELE IS STILL A HEADACHE

Bromo No Aid For Operators Hit by Video

\$ Competition Still Hot

(Continued from page 100)
are to be found the current tele conditions, as well as some solutions that have been worked out by individual operators to combat video.

L. A. Grosses Off

LOS ANGELES — Television in taverns here is causing most music machine operators a lot of headaches as takes are reported 25 to 50 per cent off in locations where video is present. With six tele channels scheduled to be operating by early 1949 the operator is hoping the video will become common enough so that patrons in bars will avoid it rather than seek it out.

At present there are two television stations operating daily. KTLA, Television Productions, Inc., a service of Paramount Pictures, boasts an extensive sports coverage and televised the Rose Bowl game last New Year's Day. This station has a weekly schedule of boxing and wrestling and also covers afternoon and night baseball games when they are played in this area. Harness races are also videoed as well as films made of running races. KTLA makes it a point to present swimming meets, tennis matches and motorcycle races. KTSL, the Don Lee station, includes boxing and wrestling in its weekly shows. Both stations look for special events that lend themselves to television.

Operators are not so concerned with the competition offered by sport events as they are of other telecasts. (See VIDEO STILL on opposite page)

Scott Bill Dead But Not Yet Buried

Slim Chance for '48 Revival

WASHINGTON, June 26. — The Scott bill which would end the juke exemption under the Copyright Act died with the adjournment of Congress, but has not yet been buried, a top House Judiciary Committee spokesman said this week.

He explained that it is still theoretically possible for the House group to clear the bill if Congress is summoned back for a special session prior to the slated reconvening December 31. Otherwise, he said there could be no action on the measure by this Congress.

Even in the event of a special session it would be extremely doubtful that the committee would bother with it, since there would be no time for the Senate to act.

Advocates of the bill are ready to bring renewed pressure for enactment of anti-juke legislation when the new Congress takes over. However, a new measure would have to be introduced and start all over thru the laborious congressional procedure.

Tele Competition Does Exist

In the adjoining column is presented Part 1 of a series of studies of cities where television exists, and the effect the visual medium has had on the music machine business.

As can be seen from these surveys, television has, and continues to offer stiff competition to the juke box in practically every city—maybe to a greater degree in one locality as compared with another—but it's competition for that all-important nickel or dime nevertheless.

Some operators have found the key to the question of how this competition can be licked, or at least put to work to the advantage of the juke box. Others can see no way of making up the lost juke box time and income. Don Leary, Twin Cities music and game operator, found one solution; he's selling television sets. Hirsch De LaVie, Washington operator, believes a healthy promotion program can offset the tele bugaboo.

While these studies are of prime interest to operators in those cities where television is already on the air, other operators in localities where television is yet to make its debut will perhaps be able to arm themselves with some workable ideas in advance.

REA Program Will Provide New Locations in 12 Areas

WASHINGTON, June 26. — Prospective locations for operators are opening up rapidly in rural areas under a stepped-up program by the Rural Electrification Administration (REA), which during the past five weeks has provided money to bring

electricity to 50,000 dwellings in a dozen different States.

At the present rate, REA will have authorized the furnishing of electricity to some 500,000 rural dwellings by the end of the year. While many of these dwellings are isolated, others are grouped in small towns supporting cafes and taverns. With electrical outlets possible in such places for the first time, connections will be available for juke boxes, pinball machines and other coin-operated devices needing electricity to function.

With poles, transformers, and other material becoming easier to obtain, REA expects that its program during the next two years will extend electrical service to 1,330,300 rural dwellings, affecting a total population of 5,000,000 persons.

Altho frequently handicapped by small appropriations REA has already brought power to some 4,000,000 homes thru its loans in the 13 years of its existence. REA is now getting from Congress \$250,000,000 a year to carry out its work as compared with the \$25,000,000 it received in 1935.

Typical of the REA loans made in the last few weeks was one for \$550,000 to a co-operative group in Kalispell, Mont. This loan is to pay for the construction of 109 miles of lines which will serve 1,923 rural consumers. Another loan of \$960,000 was made to a co-operative in Poplar Bluff, Mo., to construct 421 miles of electrical lines serving 1,491 new consumers.

Aireon Hearing Resumes July 9

KANSAS CITY, Kan., June 26. — Harry Miller Jr., and Harold Pearson, co-trustees of the Aireon Manufacturing Company, Wednesday (23) presented the first half of the firm's reorganization plan (*The Billboard*, June 12) before the United States District Court of Kansas.

Following the presentation the court continued the hearing until July 9, at which time the remainder of the plan will be heard.

According to Pearson, acceptance of the reorganization plan will in no way interfere with the firm's operations. Aireon, under a new corporate set-up, will continue to manufacture phonographs, radio speakers and oil service display cabinets.

South Dakota Ops Hold Two-Day Meeting

Discuss Legal Problems

ABERDEEN, S. D., June 26. — The South Dakota Phonograph Operators' Association (SDPOA) met here Sunday and Monday (20-21) to discuss current legal problems confronting their operations, and with Mike Imig, association president presiding, voted to clarify thru legislation the present on-sale location law, which outlaws juke boxes from places where liquor is sold.

While South Dakota operators have been watching and waiting as the court test of the law in Mitchell, S. D., has been postponed time after time, more than 50 members of the association who attended the two-day sessions here voted to attempt to have legislation passed by the State to allow music equipment in taverns. With the exception of Aberdeen, most localities now allow operators to place their machines in this type of location, despite the State law, pending a legal clarification of the law.

Operators attending the meet saw the latest model music machines of the Filben, Mills, Rock-Ola, Seeburg and Wurlitzer companies, as displayed by distributors from Minneapolis, Kansas City, Mo., and Omaha, the three cities where the South Dakota operators do most of their buying. Manny Curran, of Hy-G Music Sales, Minneapolis (Seeburg distributor); Larry Cooper, from Wurlitzer's factory in North Tonawanda, N. Y., and Al Lieberman, new Wurlitzer distributor in Minneapolis, were on hand for the meeting.

Imig reported that as a result of a court decision in Sioux Falls earlier this month (*The Billboard*, June 5) this month (*The Billboard*, June 5) (See SOUTH DAKOTA on page 110)

Boston Judge Nixes Fee for Fight Telecast

May Affect Other Spots

BOSTON, June 26. — In a far-reaching decision which might affect the televising of sporting events in localities where an admission, minimum or cover charge is employed, Judge Frank J. Donahue, Wednesday (22) issued a temporary restraining order in the Suffolk Superior Court enjoining the Massachusetts Charitable Mechanic Association, the Avenue Boxing Association, and Benjamin Abrams, Abraham Abrams and Jacob Ford, doing business as the Ford Theatrical Agency, from exhibiting televised pictures of the Louis-Walcott championship fight. The restraining order covered the showing of the pictures in the Mechanics' Building, in any theater or place of assembly in which an audience is admitted on payment of admission or charge, and from using telecasts of the fight for the commercial or financial benefit of the defendants.

The order, returnable June 30, was issued on a bill in equity filed by the 20th Century Sporting Club, Inc., the National Broadcasting Company (NBC), Inc., and the Gillette Safety Razor Company, who sponsored the telecast of the fight held in New York. The plaintiffs claimed exclusive property rights in the broadcast of the fight, and alleged that the defendants without license or authority from the plaintiffs, sought to acquire and use for their own profit and gain the rights of the plaintiffs to exhibit the pictures.

The plaintiffs called the court's attention to an advertisement offering free television of the fight in the M (See BOSTON JUDGE on page 11)

CIPOA Starts Drive for New Members Soon

PEORIA, Ill., June 26. — Plans to expand the scope and the membership of the Central Illinois Phonograph Operators' Association (CIPOA) are completed and the association is expected to seek new members as the first step in its program. Organized 10 years ago, the association includes operators here and those operating within a 30-mile radius. The 17 operator-members, by working together thru the association, recently put thru a revised commission schedule, with operators now receiving 60 per cent of the gross, the balance of 40 per cent going to the locations.

Officers of the association include Lee Arnold, president; Les Montec vice-president, and Chester Johns secretary. It was only by having 100 per cent co-operation from operators, state the officers, that a revised commission schedule was made possible.

The CIPOA has made it a policy to have all members maintain their equipment in top conditions and to replace worn equipment as soon as possible. Major purpose of the association, according to the officers, is to promote juke box play throughout the area serviced by the organization.

Video Still a Big Headache; Bromo No Aid to Operators

(Continued from opposite page)
 The sports events do attract the patrons, but it is the location owner who turns on the television set at 11 in the morning for *Queen for a Day* and leaves it on all day that the music machine man dislikes. However, the hono man knows that it is in these spots that his losses are heaviest. Here the television set is used only for sports events the juke box takes as not dropped as much. Music men say this is "bad management" on the part of the location owner and that once he learns to regulate entertainment the situation in the juke trade will improve.

Ray Suhr, a local operator, said that in some places where his machines are competing with television the take was off slightly less than 10 per cent. He, too, believes that will be up to the location owner to regulate the television hours if the spot expects the juke box to make money. Suhr believes that television in help music, in that video can pull more patrons into a bar, giving the music machine more opportunity to garner nickels. This operator said that in isolated instances he had seen both television and music operating simultaneously.

Suhr said that a location owner had told him that he had bought a television set and that he planned to leave it on all the time. He explained that it had cost him a lot of money and he planned to get as much as he could out of it as possible.

Selling Sets

Sammy Ricklin, of California Music, reported that in spots where he had music alongside television the take was off 25 to 35 per cent. The explanation he has received is that locations feel they want entertainment and don't care too much about the kind. Ricklin heads the California Music & Appliance Company and sells television sets. While he would rather have music in a spot, he said he would sell a television set.

"If I don't sell them, someone else will do it," Ricklin declared.

Music machine operators in this section are not the only ones battling the television competition, *The Billboard* learned. In Santa Ana, about 40 miles south of here and approximately 60 miles from Mount Wilson from which the television signals are beamed, taverns are tuning to television.

Dick Gallagher, Santa Ana operator, said that when television first began to make inroads into the taverns, he talked to the location people explaining that music with them was secondary where with him it was primary. By putting the cards on the table and explaining that music with him was a business he had been able to keep some of the competition down. Out of 22 wired music spots, Gallagher declared, only five have video. However, it is easy to tell when the tele is on, for the girls in the central office have little to do during that time.

Gallagher stated that television is making its way into taverns mainly because the owners feel it is necessary to hold their patrons.

This operator pointed out that in the years that music has been merchandised a number of devices and things have attempted to invade the field. Some have been strong enough to stymie juke box progress for a brief period at least. With television it is different, Gallagher declared, for it will combine pictures and sound—and, most important of all factors, current events.

Free Tele

Operators generally believe that the thing against television is that up to now in this territory it has been free. They argue that anything that is free is not on a firm basis. In addition

to this point the patron has to accept whatever is being offered and has no choice.

Television set prices here are being reduced and the operators believe that the day is not too distant when the sets will be almost as common as radios. A set can be purchased here for \$189 and one local manufacturer is offering portable sets at a much lower price.

From the other side of the fence, *The Billboard* asked Maury Kaplan, owner-operator of the Friendly Spot, a neighborhood tavern, about television. Kaplan said that his set had cut the wired music outlet in his spot "about 60 per cent."

The Friendly Spot uses a television set with an 8 by 10 screen and a magnifying device on the front. Kaplan believes that the set pulls him more bar business than he loses in music box commissions.

Twin Cities Take

MINNEAPOLIS.—Television has had very little, if any, effect on juke box operation in the Twin Cities.

KSTP-TV has been airing video here since mid-April, much of it on a part-time basis, but if it has had any effect on juke play the effect has been "very very nominal," according to local ops.

Don Leary, who doubles as an operator and radio-television retailer, said reports of his juke box-pinball play in taverns where video is installed indicate that at the very most play is off 5 per cent because of video. "But I'm not worried about TV," Leary said. "I think it should attract customers to taverns, customers who will stay after the broadcasting ends and who will play the music and pin machines."

Leary said set sales to taverns has just about reached the saturation point and that his retail firm is now concentrating on home set sales rather than trying to get more tavern business.

May Change

Another reason why TV has had little impact on juke-pin play here, Leary explains is that the only station broadcasting video is unable to do enough varied programing and as yet doesn't have full power. The situation may change later in the year, however, when at least two other stations will be set to go and wrestling and boxing will be telecast, along with baseball. Football games played at the University of Minnesota are scheduled to be televised this fall, and any further effect on juke box grosses should be noted at that time, as the Twin Cities are rabid football followers.

Hurts in Washington

WASHINGTON.—Operators here are finding the television competition harmful at present, but hope it will lessen as the novelty wears off. Number of sets now in operation is estimated at about 12,500 with approximately 85 per cent of them in private homes. TV receivers are selling at a rate of about 1,500 a month.

J. H. Phillips, Phillips Novelty Company, declared: "Television is definitely hurting me." He expressed the belief, however, that TV in public places will follow the pattern set by radio and fade out as it becomes more common. He remarked that even when no sports are being televised, many taverns keep the TV set in operation to the detriment of the juke box.

PR Program

Hirsh De LaViez, Hirsh Coin Machine Company, stated that TV is cutting into his gross, but that "the public relations program of the Washington Music Guild is taking up the

slack." He also thought that the "television fad will pass."

Hotels are taking more interest in television here than ever before. Television research reports that it has placed 30 sets in six different hotels to be rented to guests. Rentals run at \$2 a day per set. One local hotel, the Raleigh, had three sets for guests but later had them withdrawn. The Mayflower Hotel, which is now testing five sets, plans to install receivers in about half of its rooms if the tests prove successful.

About eight hotels have one or more sets installed in their cocktail lounges, and about half of the city's taverns have put in sets. The Macomb Grill, which installed a large-screen set a month ago, reports that bar business has soared 40 per cent. Waban's, which has had a set for over a year, reports that television-inspired business is falling off, except for major sports events. Baseball, it was stated, is no longer drawing well, perhaps because of the low position of the Washington ball club.

No coin-operated sets have yet put in an appearance here.

Detroit Not Worried

DETROIT.—Television situation in the Detroit area is being met without much concern by music operators, as recently reported in these columns. Some operators feel that it has stimulated business, particularly in the suburban areas and adjoining counties, but this is disputed by many.

With plans under way to establish a license fee for television in public places, based upon seating capacity, it is believed likely that most bars will shortly take their sets out if this ordinance is passed, and put them in their homes. Ninety per cent of Detroit bar sets are of the home model types, and could easily be used by the owner himself.

At last reports, there were not over four coin-operated television sets in

the area, tho the quiet way they have been operated does not eliminate the possibility of a number of undisclosed hideaway locations. The near-saturation of bars here with sets has made the going hard for the coin-operated models.

Hotel television is non-existent, as far as room sets are concerned. Neither coin operated nor rental units are reported from any major hotels here.

Effect on the juke box industry was summarized by Roy Clason, executive secretary of the Michigan Automatic Phonograph Owners' Association:

"There are not enough sets in the homes yet to affect the play on juke boxes. At a special event, nobody played the juke while the games were on anyway. They always had the radio going and anybody who played the juke box was unpopular. Bartenders were never co-operative in turning off the radio during the ball games.

"Television in the bars is merely replacing the radio as a part-time competitor of the juke box, it is not making any serious inroads into machine play.

"We have had reports where a location that has had a television set installed showed a pick-up in both bar business and juke box play afterward, but this was an effect of the novelty, and it dropped off again after a few weeks. Television is no longer a major drawing card in the Detroit area."

Location Survey

The association made a spot survey of bar owners in Detroit, and reported that bar owners themselves would like to see television banned from bars, because it hurts their own business. Customers are so absorbed in watching the sets that they do not buy as much as before, and today (See VIDEO STILL on page 110)

"B" the Best

AMI's NEW Model "B"

40 Selections

Smaller: 64 x 33 x 24

AMI Incorporated

127 NORTH DEARBORN, CHICAGO 2, ILL.

New Outlet

WASHINGTON, June 26.— Operators looking for a new outlet for their used games might profit from close contact with lovers of the great outdoors.

Young Dick Wilson, a local lad with a strong yen to commune with nature, recently returned from spending seven days in the near-by woodlands during which his total food consumption amounted to three eggs.

His bed for the seven nights consisted of an old pinball game cabinet!

TOP PRICES PAID
for
USED RECORDS

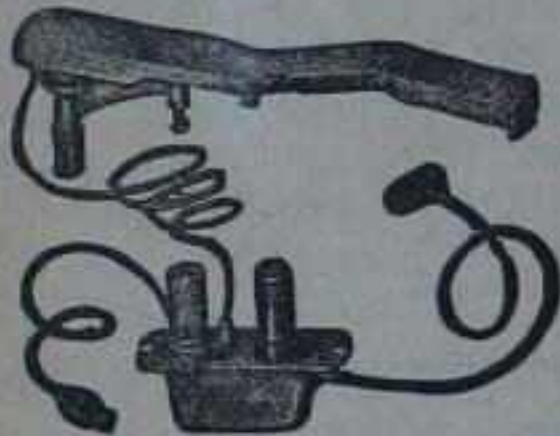
Sell to Chicago's Largest Distributor of Used Records.
WE PAY THE FREIGHT
WRITE, CALL OR SHIP TO
"TONY" GALGANO



DICKENS 7060
4142 W. Armitage Chicago 39, Ill.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records



Nothing to change
Just plug it in

JACOBS MANUFACTURING CO., INC.
Stevens Point, Wisconsin

Operate **NATIONALLY**
ADVERTISED

WURLITZER
PHONOGRAPHS

★
Get more locations—
make more money!

SPECIAL!

MODEL 1426 ROCK-OLA PHONOGRAPHS

Which are the 1947 Models @ \$495.00 Each.
1/3 Deposit, Balance C. O. D.
Perfect condition, beautiful appearance and equipped with new accumulator assembly just like the 1948 Models.

Modern Distributing Co.

1810 Welton Denver 2, Colo.

- Wurlitzer 100 Wall Boxes \$ 5.00
- Wurlitzer 120 Wall Boxes 10.00
- Wurlitzer 304 Steppers 10.00
- Wurlitzer 145 Steppers 17.50
- Wurlitzer 180 Adaptors 15.00
- Wurlitzer 300 Adaptors 15.00

All equipment in good working order.
Terms: 1/3 Deposit, Balance C. O. D.
Also want good, experienced Pin Ball Mechanic.
MUSIC SERVICE CO.
2860 Southwest Blvd. Kansas City 8, Mo.

King of Torch Songs

"FADED DREAMS"

A Ballad That Really Penetrates.
Copies on Request.

BUD FISHER

P. O. Box 8365 Chicago, Ill.

Video Still a Big Headache; Bromo No Aid to Operators

(Continued from page 109)
television does not draw more customers than radio, according to Clason.

Distrib Speaks

The situation as far as video sets are concerned, was summarized by Edwin Harrje, television manager for Philco Distributors, one of the leading manufacturers' distributors, who is in an excellent position to know the over-all picture:

"Our percentage runs considerably higher in the home than it does in the bar today—about 15 percent. On the basis of the last few months' figures, sales are just about holding this same ratio. There will naturally be in the near future a saturation point reached on bar sales, and when it is reached, the bar sales will drop off sharply. This will probably happen within the next few months.

"Our own policy has been to sell to the home trade, and not to the bar, and individual dealers today are following the same policy, favoring home demonstrations, and using their display layouts in the store to stimulate a home atmosphere. Few, if any, dealers, are making a strong effort to go after bar business, altho none will turn it away, of course."

Philadelphia Story

PHILADELPHIA.—With the political conventions in town, the Louis-Walcott fight, Athletics and Phillies baseball games both afternoons and evenings, television as far as Philadelphia is concerned has stolen the play from radio and newspapers. In recent weeks, dealers have been complaining that they can't get sets fast enough to meet the demand and the taprooms and restaurants are adding a second or third television set or installing the giant screen—a six-foot screen put out by Tele-Vue, a local company.

It must be remembered that Philadelphia has had the advantage of television longer than the public in other cities. In November, 1946, RCA Victor introduced its sets for the first time in Philadelphia alone. And about six months later, Philco introduced its sets in Philadelphia alone. Since the two big manufacturers were concentrating on Philadelphia sales to start, other manufacturers started bringing their sets in town. In the early days, with production very low, television sets were at a premium, and taproom and restaurant owners virtually paid a premium to buy a set. And where the low-priced set wasn't available, they were willing to shell out \$1,000 or more for the larger jobs—all because they were quick to realize that the television set attracted patronage.

Machines Suffer

In attracting patronage, it was soon seen that the automatic amusement machines at the locations were suffering. With prize fights and baseball games keeping the machine going all night, the machine play suffered. At the beginning, both music machine and pinball play, according to estimates by the heads of the respective operators' associations, dropped 50 per cent. Some weeks, when the television programs included a large number of sporting events, the machine play dropped as much as 80 per cent. With a second station getting into operation and now a third station offering television programs, the music and pinball machine has been relegated to a back seat in more than 60 per cent of all the locations.

It is estimated that fully 80 per cent of all music machine locations among the taprooms now have television sets, and with the political conventions in Philadelphia this summer, plus the Louis-Walcott fight, it is a safe bet that virtually every taproom

will have a video set before the season is over. As for the other type of music machine location, the restaurants, drug and candy stores, specialty stores, factories, it is estimated that at least 30 per cent have installed television sets.

While the competition is admittedly ruinous, there's no reason to throw up the sponge, declared one of the leading music machine operators with several hundred machines on location in the territory.

"The answer to television's competition," he said, "is to return to music merchandising. In the early days, we had to let the public know that it could get the music it wants for a nickel. Today, while the eye is fixed on the television set, it is more important than ever to sell our music to the public."

Location Problems

He decried the fact that many location owners have moved the music machine to a corner of the room and placed the television set in the prominent spot. That is a common practice in the city.

"If you can't get the location owner to keep the music machine in a prominent spot, it is up to the operator to let the patrons know that there is a music machine in the room. Even if it isn't easy for the patron to see the music machine, we must see to it that the patron at least hears the machine. Otherwise, they will soon forget to play the machine."

He explained that at his locations he has placed an attractive electric sign on the machine, using a glass shield which mentions a record label or a recording artist. The shields are available from the record distributors, and use a small red or blue light bulb so that the sign is noticed in the room.

Another operator, who said that one-third of his locations are no longer making money for him because of television, suggested that the music operators' association buy spot announcement on television to advertise the playing of music machines.

"If we had a program coming on right after a ball game or a prize fight reminding the folks that they could now turn to music for added entertainment," he said, "it would be a very helpful reminder for them to turn to the music machine right in the room where they are watching the television set. As soon as a special television program is over, the taprooms shut off the set so that the people can start spending some money in the place. It is then that they would return to the music machine if they could be reminded in a forceful way."

Location Aid

Another of the larger operators said that he has found it helpful to make up for a 50 per cent drop in collections, to discuss his problems with the location owners.

"I remind them that while the television set may bring in more people, it doesn't mean that the people are going to spend any money while looking at a ball game," he said. "I do impress him with the fact that the music machine is a money-maker for him, many times helping to pay his rent or part of his overhead, and it is as much to his advantage as to mine to see to it that the machine is in use as much as possible. In that way I discourage him from moving the machine to a less conspicuous spot in the place. And more important, I impress him on the fact that when the television set isn't on, the music machine should be on, even if he has to put in his own nickels."

He added that at many locations, the minute the set is turned off, the location owner puts a coin in the music machine. At such spots, he continued, there has been a decided in-

Air Service

PEORIA, June 26.—Les Montooth, head of the juke box operating firm, Montooth, Inc., is probably the only operator in this part of the country who services a part of his route via the airways. Montooth, who flies a Piper Cub, uses the plane to make special service calls on those locations outside the city, and says the calls are usually made when there's a hitch over a week-end. In addition to the flying service, Les has five regular servicemen to handle his route. In addition to being a charter member of the Central Illinois Phonograph Operators' Association, Montooth is a member of the Illinois Reserve Militia, and spends part of his time on active duty as a flying officer with that group.

crease in collections."

Altho it is estimated that 1,000 or more home sets are sold here every week, customer interest in public locations is bigger than ever. It will take several years before the majority of homes will have television sets, and because of the interest in the medium, public places are attracting patrons they never got before only because of the television set. Several locations checked in center of the city explained that there has been a huge influx of women patronage because of the television set and each night there is a special event on television, dozens of new faces come into the room. While they don't spend much money and are not considered regular patronage, the sets are bringing new people into the public places. And such increased traffic is bound to lead to increased patronage.

At the locations, proprietors also stated that they get many patrons who have television sets at home—the customers always sure to mention the fact. But they prefer the public location because they are with friends or because the wife at home doesn't like to see a sporting event. Others state they enjoy a drink or a bite to eat while watching a ball game and thus prefer to get out to a public spot rather than staying at home all the time with their own set.

In next week's issue of The Billboard Part 2 of the survey of television centers will be presented, including studies of the television effect on juke boxes in such cities as Buffalo, Boston and Cleveland.

SOUTH DAKOTA OPS

(Continued from page 108)
when Judge Walter Conway ruled that pinball games offering free play are not gambling devices, games are now going on location thruout State. Operators feel the ruling opens the way for them to add the games to their routes, and will help their overall grosses considerably.
Meetings were held at the Sherman Hotel, with Herman Fisher, local operator, playing host to the visitors. Norman Gefke, secretary of the SDPOA, was also on hand for the sessions.

It was decided to hold the next association meeting in three months. At the time the operators will travel to Sioux Falls for their get-together.

BOSTON JUDGE

(Continued from page 108)
chanics' Building after a stage show called Springtime Follies, to which an admission charge of \$1 and \$1.50 plus tax, for adults, and 75 cents for children, was asked. The admission charge, according to the advertisement, was only for the stage show and the fight pictures (television were to be seen for free. Plaintiff charged the show was a subterfuge to hide the real reason for charging admission.

Record Reviews

(Continued from page 32)

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

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

POPULAR

Table with columns for Artist, Title, Label, and Rating (Over-All, Disk Jockey, Dealer, Operator). Includes records by Tex Beneke, Count Basie, and others.

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

POPULAR

Table with columns for Artist, Title, Label, and Rating (Over-All, Disk Jockey, Dealer, Operator). Includes records by Page Cavanaugh, Hal McIntyre, and others.

Ballroom Promosh Ups Take for Fort Wayne Juke Box Op

FORT WAYNE, Ind., June 26. — An operator-promotion that has paid off in upped grosses here, and has been used successfully in Cincinnati recently, has revealed that tie-ins between juke box operators and local ballrooms are one way of creating added customer interest in music machines.

CPMA Tabs MGM "Foolin'" July Hit

CLEVELAND, June 26. — Cleveland Phonograph Merchants' Association (CPMA) has selected You Were Only Fooling, Blue Barron recording on the MGM label, as its Hit Tune of the Month for July, according to Jack Cohen, association president.

were placed on 400 local juke boxes, with special title strips, prepared by the distributor, also going on the units. The strips read: 'Ray McKinley—Coney Island—Week of June 11' in addition to the tune title.

LIBERAL TRADE-IN ALLOWANCES on NEW ROCK-OLAS Send us your list We'll make an offer on your used equipment IDEAL NOVELTY CO.

THIS WEEK'S BEST BUYS IN REBUILT PHONOGRAPHS LOWER PRICES HIGHER QUALITY We can't help it! This is the first time anywhere that phonographs in such good condition have been sacrificed at such low prices. Seeburg 147-M \$625.00, Seeburg Hideaway \$124.50, etc.

(Continued on page 112)

Canadian Wurlitzer Distrib May Press Disks for Capitol

CHICAGO, June 26. — Al Siegel, who holds the distributor franchise for Wurlitzer jukeboxes in Canada, will expand his operations by pressing records and perhaps distributing them if negotiations currently being carried on by him with Floyd Bittaker, sales manager of Capitol Records, go thru. Siegel, who denied the story when contacted by *The Billboard*, started talks with Capitol it was learned during the National Association of Music Merchants (NAMM) convention here last week.

Siegel, who operates a parts plant at New Market, Ont., near his Toronto office, has already obtained certain pressing equipment, reportedly about 10 machines, while others will be added when the need arrives. Siegel, when contacted, admitted his plant would be ready to function at short notice.

Capitol officials said they could not clarify whether or not Siegel will distribute the platters, nor whether Siegel will take over promotion of the platters as well as Capitol Songs, music publishing subsidiary of Capitol platters, and Capitol electrical transcriptions. Joe Whealon, veteran song-plugger, who this week resigned from his Chicago contact man post with Bregman, Vocco & Conn, said that he would go to Canada to join Siegel and that he would probably do song as well as record promotion.

Siegel has offices in Vancouver, B. C., as well as at Montreal.

Op Finds Beauty Shops Good Spots

CHICAGO, June 26.—Floyd Pedone, head of Little Amusement, has found that the usual type of juke box location can be profitably supplemented by off-the-beaten-track installations such as in his beauty shop spots. High traffic beauty shops are proving to be good "bonus stops" that serve to hypo total weekly take with a minimum of extra expense, Pedone states.

As location owners, beauticians have turned out to be agreeable in juke box preference and front money arrangements. With the installation of older model machines and a guarantee of \$1 per day and a 50-50 commission thereafter, such locations are good for an average of \$10 per week, Pedone said.

Present beauty shop locations have been serviced for the last several months, and Pedone's current plans include expansion of this type of installation.

Federal Coin Mch. Tax Receipts Down

WASHINGTON, June 26.—Coin machine tax receipts continued to run behind last year in May, the Bureau of Internal Revenue reported this week. For the past May (1948), receipts amounted to \$220,808, or \$49,739 less than the May, 1947, total of \$270,547.

The cumulative decrease for the first 11 months of the 1948 fiscal year is over \$1,000,000, according to the bureau's tabulations. Receipts for the period from July 1, 1947, to May 31, 1948, were \$17,360,079, as compared with \$18,472,116 for the same period in the 1947 fiscal year.

MGA in New Quarters

NEWARK, N. J., June 26. — Sam Waldor, president of the Music Guild of America (MGA), organization of music operators in Northern New Jersey, announced this week that the association had acquired new offices here at 100 Astor Street. MGA, heretofore, has maintained offices at 1140 Broad Street.

Aireon Names Turner Sales W. Va. Distrib

KANSAS CITY, Kan., June 26.—Bernard D. Craig, recently appointed general sales manager of the Aireon Manufacturing Company here, this week appointed the Turner Sales Company, Huntington, W. Va., as distributor in that State.

Firm is headed by Harry Turner, who has been associated with the coin machine field for the past 19 years. Maynard Turner, son of the president, is the manager of Turner Sales.



BIG MONEY

FOR OPERATORS OF
Rod's Columbia
COIN OPERATED RADIOS

Choice of 2 Sizes and Styles.
Specially Engineered for

- HOTELS
- HOSPITALS
- MOTELS
- RESTAURANTS
- BARS
- BOOTHS, Etc.

Specially engineered for the finest in tone quality and performance. Acclaimed America's Best Buy by operators for bigger profits at a smaller investment.

WRITE TODAY FOR LITERATURE ON HOW TO BUILD UP YOUR OWN BUSINESS WITH VERY LITTLE TIME, EFFORT AND INVESTMENT.

COLUMBIAN PRODUCTS CO.

321 W. DIVISION ST.

CHICAGO 10, ILLINOIS

PHONOGRAPH ROUTES FOR SALE

PRINCIPAL CITIES IN ROCKY MOUNTAIN REGION
From Fifty to Three Hundred Fifty Locations.

High income producers at right price. Can finance up to two-thirds of value. All of these routes will stand rigid inspection and books will be shown to qualified persons.

Box D-352

Cincinnati 22, O.

c/o The Billboard

Record Reviews

(Continued from page 111)

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS (100 Point Maximum)			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
POPULAR				
THE THREE SUNS (Victor 20-2946) <i>Just For Now</i> The Sun Maids chirp a pleasant pop ably backed by the Suns. <i>A Lovely Rainy Afternoon</i> Relaxed, easy-riding instrumental job by the trio.	74	75	73	75
SPIKE JONES (Victor 20-2949) <i>I Kiss Your Hand, Madame</i> Gal choir runs through first chorus straight, then Spike and the boys give it their usual mad treatment. <i>I'm Getting Sentimental Over You</i> Flip kids the tune all the way.	77	77	75	79
PERRY COMO (Victor 20-2947) <i>There Must Be a Way</i> Oldie gets smooth treatment from Como with smart Russ Case ork backing. <i>Rambling Rose</i> Perry warbles the liting pop in pleasant light bounce fashion.	83	83	82	84
JACK EDWARDS ORK (MGM 10214) <i>That Five o'Clock Feeling</i> (Jack Edwards) Not much life to Jack's Warbl'n Monroe-ish warbling of new pop. <i>You Started Something</i> (Jack Edwards - The Streamliners) Gal chirpers help give flip some style and vitality.	76	79	79	73
DANNY THOMAS (Carmen Dragon Ork) (MGM 30111) <i>It's Liable To Be True</i> Straight vocal job by radio comic is nothing special. <i>Singing in the Rain</i> Warbling of oldie so-so; ork backing well-cleffed and played.	80	80	85	76
HOAGY CARMICHAEL - THE CHICKADEES (Billy May Ork) (Decca 34452) <i>Bubble-Loo, Bubble-Loo</i> A melodic new Carmichael tune sung by Hoagy in top form. Gal group helps set the dreamy mood with some mesmerizin' harmonizin'. <i>The Sad Cowboy</i> A plaintive Western saga, warbled by Hoagy boy with lots of style. Both lyric and music are fresh and appealing. Hoagy is one of the authors here, too.	84	84	85	83
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	66	68	66	65
BOB EBERLY-RUSS MORGAN (Decca 34449) <i>Rambling Rose</i> Western-flavored tune is coming and Bob's version here is light, bouncy and attractive. <i>So Tired</i> Title describes rendition.	64	66	65	63
JACK EDWARDS ORK (MGM 10214) <i>That Five o'Clock Feeling</i> (Jack Edwards) Not much life to Jack's Warbl'n Monroe-ish warbling of new pop. <i>You Started Something</i> (Jack Edwards - The Streamliners) Gal chirpers help give flip some style and vitality.	69	70	70	68
HOOGLY CARMICHAEL - THE CHICKADEES (Billy May Ork) (Decca 34452) <i>Bubble-Loo, Bubble-Loo</i> A melodic new Carmichael tune sung by Hoagy in top form. Gal group helps set the dreamy mood with some mesmerizin' harmonizin'. <i>The Sad Cowboy</i> A plaintive Western saga, warbled by Hoagy boy with lots of style. Both lyric and music are fresh and appealing. Hoagy is one of the authors here, too.	70	72	70	68
BOB EBERLY-RUSS MORGAN (Decca 34449) <i>Rambling Rose</i> Western-flavored tune is coming and Bob's version here is light, bouncy and attractive. <i>So Tired</i> Title describes rendition.	70	72	70	68
DANNY THOMAS (Carmen Dragon Ork) (MGM 30111) <i>It's Liable To Be True</i> Straight vocal job by radio comic is nothing special. <i>Singing in the Rain</i> Warbling of oldie so-so; ork backing well-cleffed and played.	70	72	70	68
HOOGLY CARMICHAEL - THE CHICKADEES (Billy May Ork) (Decca 34452) <i>Bubble-Loo, Bubble-Loo</i> A melodic new Carmichael tune sung by Hoagy in top form. Gal group helps set the dreamy mood with some mesmerizin' harmonizin'. <i>The Sad Cowboy</i> A plaintive Western saga, warbled by Hoagy boy with lots of style. Both lyric and music are fresh and appealing. Hoagy is one of the authors here, too.	70	72	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	70	72	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	66	68	66	65
HOAGY CARMICHAEL - THE CHICKADEES (Billy May Ork) (Decca 34452) <i>Bubble-Loo, Bubble-Loo</i> A melodic new Carmichael tune sung by Hoagy in top form. Gal group helps set the dreamy mood with some mesmerizin' harmonizin'. <i>The Sad Cowboy</i> A plaintive Western saga, warbled by Hoagy boy with lots of style. Both lyric and music are fresh and appealing. Hoagy is one of the authors here, too.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68
GEORGE PAXTON ORK (Dick Merrick) (MGM 10219) <i>Judaline</i> Ork does "A Date with Judy" film tune simply and well with a warm vocal chorus by Dick Merrick's smooth baritone. <i>The Flower Seller</i> Rumba-tempo ballad neatly played and piped.	69	70	70	68
ARTHUR GODFREY - THE MARINERS (Archibley Ork) (Columbia 38246) <i>The Trail of the Lonesome Pine</i> Western classic gets the usual Godfrey gravel-throated warbling. <i>Turkish Delight</i> Arthur gives this spicy novelty tune the full chuckling, light-hearted treatment. Material well-suited to his buffoonish delivery.	69	70	70	68

COIN MEN YOU KNOW

Chicago:

C. F. Pease, designer of a universal-type venter, was in Chicago contacting manufacturing firms which are interested in his latest development. In from his Altadena, Calif., home, Pease is widely known as an inventor of an automatic blueprinting machine. . . . Shirley Korush, Empire Coin Machine Exchange staffer, is still recovering from her recent serious operation. Howie Freer, who handles exports for the same firm, reports that trade with South African coinmen continues at a brisk pace.

Alvin Gottlieb, D. Gottlieb & Company, believes that the new progressive bumper feature of the firm's latest game, Ali Baba, which makes certain hits worth more after being hit a required number of times, will prove to have a stimulating effect on operators' coin boxes. At least a couple of the Gottlieb brothers will spend a few days at their Wisconsin lodge. Local music operators are glad to report that telecasts of the White Sox night games has not made the inroads on their receipts that they had originally feared. However, they still feel that it would be a different story if the same ball club were up in the thick of the American League pennant fight.

Respect for his dad saved the life of Buddy Bazelon. Son of Roy Bazelon, Monarch Coin, Buddy had a reservation on the ill-fated United Air Lines ship that crashed in Pennsylvania last week but canceled it in order to spend the Father's Day weekend with his father. . . . Sudden warm spell here has kept the Penny Arcade machines clicking at a rapid pace at Riverview Park. . . . Williams Manufacturing is still going full blast on its Yanks and will stay with it as long as glowing reports continue to come in from the nation's operators, according to Harry Williams, firm head. . . . Local manufacturers have been a little disappointed with the results so far in the New York pin situation but claim that the struggle is not over by any means.

Cole-Drinx Company head, George Grant, is holding up resumption of production on the Cole-Drinx cup venter until he can corral a supply of strap tanks. Other materials are available, but the tanks are the big hitch in output plans. . . . Adolph Raymond, A & M Music top-kick, has spotted the just-released disk of his tune, *Juke Box Jamboree*, on a number of his machines and reports the first week play rate on the number shows promise. Backed by Illinois Phonograph Owners, Inc. (IPO), the juke-styled tune is also being used by a number of operators here who have called up Raymond to compliment him on his public relations move. The special red title strip going with each *Jamboree* record shows up favorably on the selection panels, they say.

Central Stamping & Manufacturing Company's Vend-Tote candy carrying tray for operators is continuing to hit high acceptance in the venter field, firm's head, Arthur Eichholz, states. . . . A. Garrick Alex, Vendall Company major domo, is working out
(See Chicago on page 114)

Columbus, O.:

George D. Barok, designer of the Marion Scale being made by the Marion Machine Tool Company, plans to present a unique collection of material on coin machines soon. Barok says he has compiled an indexed record of all types of coin machines and accessories that have been advertised for the past 50 years and will make this material available in book form for all those interested.

Detroit:

Ray French, pin game and music operator at Alpena, Mich., reported the death of his father last week. . . . Tony Giffel of Tony's Amusement Park in Bay City was here last week visiting local distributors on a buying trip. . . . J. R. Pieters, of the King-Pin Distributing Company, was in town from Kalamazoo to meet with local operators. . . . Sam Rose, formerly with the King-Pin Company, has joined the Edelco Manufacturing Company, manufacturers of Flash Bowler and other games.

Hazel Richlin, Detroit manager for King-Pin, has turned her hand to just about every job in the enterprise of late from selling to repairing machines in an emergency. . . . L. R. Monger, manager of the Canteen Company here, reports business rushing in the vending fields they service, altho the company has no expansion program under way at this time. . . . James Ashley, veteran distributor and operator, is going into the field of building assembled television sets for home or private use, setting up a separate firm, Ashley Television Industries, for that purpose.

Mrs. Lena Hornbeck has sold out the Hornbeck Music Company, which she has operated for four years, to her partner, Louis Ambrosine, in order to devote full time to raising her two small children. She would like to return to the field later when time permits. She says she really likes the business.

Louise Ambrosine is reorganizing his business as the L. A. Music Company, with headquarters in the suburb of Dearborn. He has just left on his first vacation in several years—
(See Detroit on page 115)

Indianapolis:

William (Bill) Brase, regional manager of Packard Manufacturing Company, will be late in making his duly appointed rounds. Due to an accident during a storm Monday night, his Ercoupe was demolished at the local airport. He is traveling by car at present. . . . William (Bill) Bolles, advertising manager, Packard Manufacturing Corporation, will attend the opening of the United Distributing Company, Cincinnati, operated by Charles and William Trau, distributors for Manhattan phonographs. . . . Roy Bane, operator at Oxford, Ind., visited coin row last Thursday to buy parts and equipment. . . . Indiana Automatic Sales Company, distributors of Rock-Ola phonographs, are making preparations to distribute the new Rock-Ola Shuffleboard.

Abe Fleig, president of the Music Merchants Association, Inc., is celebrating his 38th wedding anniversary with friends in Chicago. . . . Hal Bailey, collector for the Janes Music Company, is spending his vacation in the lake regions of Wisconsin, fishing. . . . Donald Morton, former house salesman for Decca Records, has opened a record shop at 847 Grove Street. . . . Peter Stone, of the Indiana Automatic Sales Company, visited operators in Terre Haute, Ind., and Louisville. . . . R. A. Martin, operator in Ft. Wayne, Ind., and surrounding territory, was killed recently in an auto accident. . . . James and Irving Eyster, of the Eyster Music Company, Terre Haute, visited distributors during the week and bought new equipment. They reported a remarkable improvement in business the past two weeks. . . . Bech Grove, Ind., is collecting a tax of \$25 a year for the operation of pin ball games, with a 50-cent charge
(See Indianapolis on page 115)

New York:

Charlie Lichtman, of Hub Distributors, has given over the active handling of his business to his son, Herb. Charlie looks in once in a while to see how things are going, but Herb is now nominal head of the firm. The young proprietor reports that Hub shipments of games to out-of-town buyers are keeping him plenty busy. Most are going to Cleveland, a ready market for non-free-play novelty games.

Sam Sacks, head of Acme Sales and Uneeda Shine Machine companies, is back in his office after recuperating from a minor facial operation. He was pleased to find that orders for his new shoeshine machine had piled up. Deliveries of the new coin-operated shiner are set to begin in about three weeks.

Joe Green, music op of Laurelton, L. I., who visited the Runyon Sales showrooms last week, relays good reports on juke box take in his area. . . . Joe Hanna, of Hanna Distributors in Utica, combined business with pleasure on his trip to town last week.

Lou Forman, Videograph president, anticipates excellent reception by Texas music men of his new commercial location tele set. H. F. (Denny) Dennison, former Videograph proxy and now sales representative, will debut the unit, adjusted for operation thru Solotone wall boxes, in Dallas next week. Meanwhile, Forman reports that his Mount Vernon and Suffolk County distributors find the Videograph combination set moving well.

Max Schwartz, of Manhattan Sales Company, is doing well after an operation Wednesday (23) to correct a thyroid condition. . . . Another music op who is convalescent is Phil Simon, of the Bronx. . . . George Glassgold, attorney for Coin Machine Industries (CMI), is back in town after a trip to Chicago to confer with CMI chiefs on the local games situation.

Tom Hungerford, National Automatic Meter Operators Association public relations man, was in town last week to talk in the National Confectioners' Association confab at the Waldorf-Astoria. . . . Charles Kaiser, president of the Coin-Metered Washing Machine Operators' Association (CMWMOA), announces that the next meeting of the organization will be held July 14 at the Riverside Plaza Hotel.

"The outlook for local game ops is bleak." Thus Sidney Levine, prominent coin machine attorney, summed up the situation after Supreme Court Justice Ferdinand Pecora ruled Friday (25) that non-free play novelty games were illegal, according to State
(See New York on page 115)

Columbia, S. C.:

Ops here report automatic music machine business off one-third and pinballs off almost 40 per cent. Lag in music trade is attributed to poor summer locations. Those with locations adapted to summer trade report biz good. Bright spot is that summer biz better this season generally than last in Center State area. . . . Poor pinball biz attributed to high living costs. One op says "The public doesn't have it to spend anymore."

Most ops here using nickel slots in music machines, tho a few in club spots are still using dime, three-for-a-quarter chutes. "Mostly it's nickel music here," ops report. . . . Playland Amusements, to have pinballs and an Arcade as well as a fountain, opened on Main Street. Brings Arcade total on Main to three.

Turning Back the Clock

10 Years Ago This Week

June 25, 1938—Music operators are stocking up on the No. 1 hit, *Says My Heart*, with platters of *Music Maestro, Please*, second in demand. . . . Making plans to hop on board the Wurlitzer Transcontinental Limited, a cross-tour which scheduled 21 meets in trade centers, were Wurlitzer Vice-President Homer E. Capehart, J. E. Broyles, Harry King, Sales Manager Ernest Petering, and Robert Bolles, advertising manager.

Chicago Coin Machine Manufacturing Company officials, Sam Wolberg and Sam Gensburg, introduced their new pin game, *Cadet*, this week. Boys plug the new five-ball game as the lowest price game of its type in production, \$79.50. A still lower priced game, *Chico Nags*, is being advertised for the racing season by Chicago Coin; it's pegged at \$74.50.

J. H. Keeney & Company announced its new console game, *Triple Entry*, a nine coin, three dial game. . . . Rolletto Jr., *Galloping Dominos* and *Bang Tails* are the big three on H. C. Evans & Company production line this week. Evans is placing a notation in its ads stressing truth in advertising; states "To prevent wrong impressions we make only conservative statements of facts."

Joe Calcutt, heading the Vending Machine Company, Fayetteville, N. C., launched his 20th annual sale of summer specials this week. . . . O. D. Jennings & Company tagged a special low price of \$119.50 on its *Liberty Bell* console. Officials said it was for a limited time only. . . . Hamilton Scale Company, Toledo, advertising its recently introduced eighth anniversary model, guarantees each scale

15 Years Ago This Week

June 24, 1933—Joseph Fishman, executive director of the Amalgamated Greater New York Vending Machine Operators' Association, visited Chicago game manufacturers this week to work out co-operative plans which his association is furthering in the East. Plan, meeting with agreement by manufacturers, is to mark all machines with a serial number at the factory and keep a record of the sales.

D. Gottlieb & Company announced their new pin game, *Brokers Tip*, featuring horseshoe ball traps and a super-sensitive anti-tilting device. Price is \$25, "complete with legs." Game has metal pins pegged about scoring holes and no backboard. . . . Bally Manufacturing Company introduced a jumbo pin game, the *Crusader*, five feet two inches long.

Watling Manufacturing Company is stressing its new twin jack pot bells, with the No. 1 model (1-cent play) listed at \$50; No. 70 (nickel), No. 80 (dime) and No. 90 (quarter) going for \$59 each, with special discounts in lots of five or more.

against repairs for the first 1,000,000 operations.

Exhibit Supply Company has swung into high production on its new Baseball game, which features runners on playing field as well as backboard, giving player 15 balls per game. Listed as "the world's lowest price," at \$99.50. . . . First business meeting of the Coin Machine Manufacturers' Association (CMMA) since appointment of James A. Gilmore as secretary-manager, was held at the Sherman Hotel, Chicago, June 21.

Look To The **GENERAL**. For LEADERSHIP

GENERAL—For Newest Releases!
Immediate Delivery!

**GOTTLIEB'S
ALI BABA**

- Bally's RANCHO
- Williams' YANKS
- Genco's MARDI GRAS
- United's MAJOR LEAGUE BASE-BALL

RECONDITIONED PHONOGRAPHS

AIREON Super DeLuxe, fully re-conditioned, late mechanism, guardian accumulator	\$249.50
ROCK-OLA 1422	350.00
ROCK-OLA MASTER	139.50
ROCK-OLA SUPER	119.50
Seeburg CASINO	139.50
Seeburg CROWN	99.50
Seeburg MAJOR	139.50
Seeburg CADET	139.50
Seeburg ENVOY, RC	249.50
Wurlitzer 71 Counter, w/stand	139.50
Wurlitzer Victory 24	79.50
Wurlitzer 24	79.50
Wurlitzer 780	239.50
Mills Empress	69.50
Mills Throne	69.50

**Finest, Cleanest
RECONDITIONED 5 BALLS!**

AMBER	\$ 45.00
BAFFLE CARD	45.00
BASEBALL	79.50
BIG HIT	39.50
DOUBLE BARREL	49.50
FAST BALL	49.50
FIESTA	89.50
FLAMINGO	59.50
HONEY	149.50
HUMPTY DUMPTY	169.50
LADY ROBIN HOOD	89.50
LUCKY STAR	59.50
MAISIE	89.50
MARJORIE	39.50
MIDGET RACER	45.00
MISS AMERICA	89.50
RANGER	59.50
ROCKET	129.50
SEA ISLE	45.00
SHOW GIRL	79.50
SILVER STREAK	139.50
SINGAPORE	49.50
SMARTY	39.50
SPELLBOUND	39.50
STAGE DOOR CANTEEN	49.50
STATE FAIR	45.00
SUPERLINER	39.50
SUPER SCORE	59.50
TORNADO	69.50
VANITIES	69.50

Terms: 1/3 cash with order, balance C. O. D.
Write for our monthly bulletins.



GENERAL Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

CASH TRIPPE Price Plus Guaranteed Satisfaction

**LOWEST IN THE U. S. A.
LOOK AT THESE PRICES—THEN BUY IMMEDIATELY
JUKE BOX BARGAINS**

	Each		Each
3 A.M.I. STREAMLINERS (As Is)	\$175.00	1 SEEBURG CROWN	\$ 75.00
1 A.M.I. TOP FLITE (As Is)	25.00	1 SEEBURG PLAZA	90.00
5 MILLS ZEPHYRS (As Is)	25.00	2 SEEBURG 8800 (Cut down and repainted)	139.50
1 PLAYMASTER and SPECTRAVOX	100.00	4 WURLITZER 61 COUNTER MODEL (As Is)	35.00
2 ROCK-OLA 12 RECORD	30.00	2 WURLITZER 71 COUNTER MODEL	75.00
2 ROCK-OLA COUNTER MODEL (Repainted)	95.00	1 WURLITZER 312	35.00
2 ROCK-OLA IMPERIAL "20"	49.50	2 WURLITZER 412 (Light Up Cabinets)	35.00
3 ROCK-OLA MASTER	89.50	6 WURLITZER 500	75.00
1 ROCK-OLA 16 RECORD	49.50	3 WURLITZER VICTORY 16	50.00
1 ROCK-OLA IMPERIAL IN ARISTOCRAT CABINET	75.00	2 WURLITZER VICTORY 24	69.50
1 MILLS EMPRESS	60.00	4 WURLITZER VICTORY 600K	69.50
1 ROCK-OLA PLAYMASTER 1947 (Like New)	325.00	5 WURLITZER 618	50.00
3 ROCK-OLA STANDARD	99.50	1 WURLITZER 850	150.00
7 ROCK-OLA SUPER	85.00	1 WURLITZER PACKARD STEEL CABINET HIDE-A-WAY, TWIN 12	69.50
10 ROCK-OLA 1847	495.00	1 FILBEN HIDE-A-WAY (As Is)	59.50
1 SEEBURG CLASSIC	85.00	2 WURLITZER TWIN 12 HIDE-A-WAY (As Is)	35.00
1 SEEBURG CASINO	85.00	ALL 12 RECORD MACHINES	35.00
1 SEEBURG MAYFAIR	100.00		
1 SEEBURG 12 (As Is)	35.00		
1 SEEBURG COLONEL (Remote)	125.00		

Terms: One-Third Deposit, Balance C. O. D.
Will Finance Deals in Missouri, Illinois and Arkansas.

WE ARE EMPTYING OUR BUILDING OF ALL USED COIN MACHINE EQUIPMENT. WATCH FOR OUR BARGAIN ADS IN THE BILLBOARD EVERY WEEK.



IDEAL NOVELTY CO.

Phone: Franklin 3344
2823 Locust St.
St. Louis 3 Mo

FOR SALE

1 Set of 10 Automatic Hostess Machines, complete with 1 switch board, extra parts, record cabinets, 10 turntables. This set was bought new and installed in April, 1947. Will sell reasonable. Also will sell the complete route of the Prairie Novelty Co., which includes Wurlitzer, AMI, Seeburg Music Machines and Pin Ball Machines. All on location within a radius of 15 miles. 85 pieces of equipment on the route.

PRAIRIE NOVELTY CO.

PAUL RODENKIRCH L. B. MATTIE
Prairie du Chien, Wis.

COINMEN YOU KNOW

Chicago:

(Continued from page 113)
an expanded distributor coverage program for his firm. Company's five and eight-column candy venders (some of which were recently shipped to Saudi Arabia) are being installed in an increasingly wide area throught the country, he says.

Morris Nozette, head of Bradley Associates, will leave July 2 for the East. While there he will run down to Asbury Park, N. J., to confer with George and Victor Trad, Tradio officials, on recent developments in the coin radio field. . . . Wallace Fink, of World Wide Distributors, is back from a trip thru the Midwest States. . . . Parking lots in the Loop are becoming one of the top vender locations, operators report. They say that it is now quite common to see as many as six different types of merchandise machines on locations in the parking lot offices. . . . George Hermanski, Pennsylvania music operator, was a coinrow caller last week. . . . Art Weiland, sales manager of Rock-Ola, left last week for the West Coast on company business. Art expects to be out of the city for several weeks.

Ralph Sheffield and Gil Kitt, heads of Empire Coin Machine Exchange, report an unusual demand for one balls and bell consoles in the resort areas. Gene Camp, Empire roadman, is back from a business jaunt thru Iowa and Nebraska and reports good results, altho he says "the orders did not exactly grow on trees." Howie Freer and his wife, Dorothy, celebrated their 10th wedding anniversary Wednesday (23).

Callers at the Buckley Manufacturing Company this week included Paul Joiner, Greenville, Miss., operator, mechanic and promoter; M. C. Watson, Cedar Rapids, Ia., and a host of carnival and summer resort people. In fact, on the basis of the unusual number of outdoor equipment operators calling at the Buckley trading post, firm officials believe that this will be a banner year for tourist trade.

The Pop 'n' Hot Popcorn vender is now being shipped to distributors, Jack Nelson, head of Jack Nelson Company, disclosed this week. Machine is made by Hume-Hagenson Corporation, with the Nelson firm acting as national distributor. New vender holds 18 gallons of pre-popped corn.

ABT is working at a merry pace to keep up on orders for coin machine firms which plan shutdowns during the first weeks in July. . . . C. H. Holt, official of a Denver firm making the Dog in the Kennel sandwich vender, has redesigned his model following some suggestions made by West Coast sanitary engineers.

Sam Wolberg and Sam Gensburg, heads of Chicago Coin, claim that their latest production, Spinball, is proving to be a strong repeat order game. Wolberg's daughter, Charlotte, will be married to Samuel Louis in the Drake Hotel July 7. Following the ritual, the newlyweds will dash off to a South American honeymoon.

Nate Feinstein and Joe Kline teamed up to cover the Illinois trade last week for Atlas Novelty Company. Firm's Harold Schwartz reports a healthy upswing in business recently. The Atlas Hit Parade of Coin Machines, July edition, will hit the mails next week, Harold says. Listing the five top games, the report will again be in the large business size blotter form.

Report from O. D. Jennings Company is that out-of-town visitors were few in number but that firm's production line is going full blast in an effort to keep up with orders already on the books. Charlie Schlicht, director

of sales research for Jennings, is back after an extended road tour. J. Raymond Bacon, vice-president and general sales manager, is currently enjoying a well-earned vacation. . . . D. A. Wallach, sales manager of Marvel Manufacturing, is on a business road trip.

National Coin Machine Exchange's popular secretary, Betty Semack, on a week's vacation beginning Monday (28). She is spending it in Ohio visiting her folks. Meanwhile, top-kick Schwartz is keeping busy tackling the pin game business. . . . Jimmy Martin, James H. Martin & Company, reports he added the Bandwagon Label recently, and two new salesmen: Gill Gillespie for Iowa, and Kenneth Fox, Chicago. Jimmy took delivery on a new Lincoln Continental convertible last week, George Soliar revealed.

J. L. O'Neill, general manager for Christian C. Buehler & Company Vendo coin changer division, was on the sick list last week. Expected back in the office soon. . . . Theodore Griesener, head of Bowman Dairy Company's refrigerated cabinet division, is enthusiastic over a new milk vender, which will soon hit the market, that will dispense bottles and cartons up to a quart size. . . . Borden Milk Company's Harold Fagerson, assistant general sales manager in charge of firm's milk vender activities, is also a rabid booster of automatic merchandising. He is trying to find a carton milk vender to service the industrial shops.

Joe Goldberg, Ex-Cell Products Manufacturing Company head, says production on the firm's cup vender is progressing steadily. Some good tidings to report in a short time, he states. . . . Globe Distributing's Jimmy Johnson plans to announce his appointment as Midwestern distributor for one of the largest manufacturers of combination coin counting, sorting and bagging equipment next week. Final details are yet to be worked out, but it's about set, he says.

Bob Gnarro, ABC Music Service, is taking a week's vacation next week. Intends driving the family up Wisconsin way where they'll "just loaf" for a few days. ABC's service manager, Verne Hamann, is doing the busy beaver routine and will be looking forward to his own time off upon Bob's return. . . . Richard Adair, Adair & Company, Oak Park, after weighing current business volume carefully,

**FOR SALE
PIN TABLES**

1 MANHATTAN	\$142.50
1 TROPICANA	129.50
1 SINGAPORE	109.50
1 NEVADA	99.50
1 HUMPTY DUMPTY	124.50
1 SEA BREEZE	34.50
1 HAVANA MOTOR	42.50

MUSIC

2 WURLITZER (750)	@ \$225.00
2 WURLITZER (950)	@ 175.00
3 WURLITZER (1015)	@ 575.00
2 ROCK-OLA DELUXE	@ 72.50
2 ROCK-OLA SUPER	@ 95.50
1 SHOOT THE BARTENDER	@ 65.00
2 BALLY BOWLERS	@ 265.00

(Used only 30 days)

CALL

GENERAL SALES CO.

3416 South Calhoun St. Fort Wayne, Ind.
Phone: Eastbrook 3006

COLUMBIA TWIN FALLS

TWO WAY PLAY



NEW GROETCHEN CONSOLE

Here's the latest and greatest low priced mechanical and electrical console ever developed. Two players can play at one time, nickels, dimes, quarters, and halves. Light-up console in beautifully styled walnut cabinet. Colorful action features. Built for years of service.

WRITE FOR PRICES

GROETCHEN TOOL & MFG. CO.
126 N. Union Ave. Chicago 8, Ill.

NEW METAL TYPER MACHINES

REPAIR SERVICE PARTS AND SUPPLIES

We Rebuild Old Groetchen Typer Machines to Look and Operate like new.



FINEST ALUMINUM DISCS

Plain or Colored
Write for Samples and Prices

FOR TOPS IN QUALITY BUY DIRECT FROM THE MANUFACTURER

STANDARD SCALE CO.

4333 DUNCAN AVE., ST. LOUIS 10, MO.

FOR SALE OR EXCHANGE

Will trade any of following for late 5-Ball Games or Scales

Advance Rolls	\$125.00
Big Citys	90.00
Tri-Scores	50.00
Goalers	85.00
Undersea Raider	95.00
Konfest Bomber	50.00
Red Ball (Pool Table)	60.00
Western DeLuxe Baseballs	50.00
Scientific Batting Practice	35.00
Jennings Roll-In-Barrels	35.00
Ten Strikes	40.00
9 Ft. Supreme Skee-Rolls	40.00
9 Ft. & 12 Ft. Rock-o-Balls	40.00

Add \$10.00 per game to price if crated.

WISCONSIN NOVELTY CO.
3734 N. Green Bay Ave., Milwaukee, Wis.

says scale sales are satisfactory with promise of more to come. If present trends on all sides to "throw weight around" are any indication.

Hank Ross, United Manufacturing Company, returned from an Eastern trip last week and found Dave and Al Simon in Chicago making United their local headquarters. Also visiting the firm's plant was Herman Paster, Twin Cities owner of the Mayflower Distributing Company, who spent a few days here, then hurried back to St. Paul. Ray Riehl, Billy DeSelm and Lyn Durant were working in their shirtsleeves last week with the temperature soaring into the high 80's. Firm is shipping Rondevoo, the second in its twin hits series.

Fred Mann, Aireon's regional sales manager, played host to the firm's new sales manager, Barney Craig, last week, escorting Craig to Milwaukee, where they visited the Hastings Distributing Company, and to Rockford, Ill., where they met the gang at Dudley Sales. Mann returned to the city to meet Craig after having been in Grand Rapids and Detroit, where the Aireon distributors held service schools last week for operators and their servicemen. Mann reports the schools are getting a fine reception, with factory engineers breaking down the equipment, then showing the operators how to service every part of the machine. Schools will be held in Cincinnati, Youngstown, Sharon, Pa., and Pittsburgh during July. Mann reported.

Bel Hall, Holli-Ware Manufacturing Company general manager, promises early presentation of firm's three new bulk machines. New venders, dispensing candy and nuts, will serve to supplement the company's Sugarbowl machine. Display models of one of the new units, the Nut Bowl Jr., are currently at firm's distributor outlets and said to be causing some nice totaling of orders. Holli-Ware national sales director, L. F. Ellison, states firm is still expanding its distributor line-up to effect more complete national coverage.

E. J. Novak, president of Crown Farm Implement Corporation, states he will announce price and delivery dates on firm's new Big 4 selective bottle vender at the forthcoming debut at the Bismarck Hotel. Showing, to take place July 12 thru 16 in hotel's Room D, third floor, was originally scheduled for the Sherman, during the NCWA meet last week, but had to be called off when a fire occurred in company's production laboratories, where the Big 4 pilot model was housed.

Newcomer to the coin machine field, R. M. Albert, has formed the Ram Corporation here in Chicago and will operate a route of coin radios in hotels and other locations. Albert, who is president of the new firm, has set up headquarters on West Madison Avenue, and reports that while Ram will operate coin radios initially, plans call for expansion to other types of equipment in the future.

New York:

(Continued from page 113)

law, and that police were justified in their mass seizure of equipment. Those who were as realistic in their analysis as Sid had to agree.

Present in the courtroom at the end of the trial, and on hand when Justice Pecora handed down his opinion, were Max Levine, of Scientific Machine; Lou Rosenberg and Nash Gordon, Associated Amusement Machine Operators of New York; Harry Schneider, Seaboard, New York; Al Simon, Joe Hirsch and Sid Levine. All felt that Max Freund's summing up of the industry's case was excellently delivered, even tho the judge's decision was unfavorable.

Detroit:

(Continued from page 113)

extended trip to California with his family... D. H. Eaton, formerly head of the Eaton Manufacturing Company, has closed his business here for the production of stepper units for arcade and other games; his former associate, Henry Thumin, retains his own office in the Michigan Bank Building.

Louis O'Connor, of Consolidated Productions, is preparing new production plans for the coin-operated radio which the company manufactures... Morry Kaplan is plugging Al Trace's You Call Everyone Darling, which was almost a Detroit discovery before it started climbing up... R. H. Wann, general manager of the Hotel Radio Corporation, reports the company will resume a full production schedule in the fall according to present plans.

Bryan Kamhout, of the Sanitex Company, is starting a new promotional campaign for the company, which specializes in sanitary products vendors... Hugh McKinley, Capitol Records manager, rounded up local disk jockeys Tuesday to meet Sam Donahue over at WJBK in between dates at Sylvania, O... Francis J. Higgins and Robert H. Fischer, both newcomers to the vending machine field, have formed a partnership as the Royal York Vending Machine Company, to establish a new route of penny venders. They are operating a diversified route including candy, gum and peanut machines. Adolph and Harry Komer, sons of Charles Komer, Community Theaters' chief, have formed the Komer Corporation, which is doing residential building.

The new Jay Automatic Equipment Company, established by Jay and Arnold Wells and Samuel Schulman, is going into the coin-operated radio field, utilizing the Wells radio... L. N. Beaver, sales manager of the General Locks, Inc., was away on a sales trip last week. Company is bringing out a new lock design adapted for the coin machine field, according to Steve Wadowski... Maurice Goldman narrowly escaped an operation for gall bladder trouble when he received a wire from the Diagnostic Hospital that his X-rays had been switched, and did not show the condition he was scheduled to be operated on for. Now he's going back to find out what is wrong with him.

Jean Sterling, office girl at the MAPOA headquarters, is doubling as vocalist with the Bob Anderson combo at Kader's Cafe in Delray... Ben Okum, local music operator, has become the father of a baby girl... Roy Clason, MAPOA executive secretary, advises that the association is getting set to establish a hit tune of the month contest and promotion... The Andrew A. Ruen Company, thru its new affiliate, Falcon Distributing Company, will bring out a new automatic shoeshining machine, according to David A. Ruen... William Lydon, of the Lydon Industries, which is manufacturing coin-operated pool tables, is awaiting the delayed delivery of materials in order to resume production.

John F. Jacobs, a vice-president of the F. L. Jacobs Company, manufacturers of laundry and beverage machines, has taken over the manufacturing department, following the resignation of E. H. Leeder. The new department chief is a son of C. S. Jacobs, a director of the company.

Indianapolis:

(Continued from page 113)

each time the game is changed. The new ordinance was passed by the town council last week. Thomas Charles Capehart, son of Homer Capehart, chairman of the board of directors, Packard Manufacturing Company, was to be married Saturday, June 26, in Columbus, Ind.

Buy TRADIO And Be Sure!



WHEN you buy Tradio you can be sure you are buying the finest coin-operated radio ever made. That's no idle statement. It's conclusively supported by the fact that today there are more Tradios installed throughout the country than any other coin radio. And the new Tradio is even better.

CHECK THESE FEATURES:

- Easy-to-read slide rule dial
- Easily accessible outside coin box
- Extra strength and rigidity
- Compact chassis and new face
- Exclusive trouble-free timer

Order now for Immediate Delivery

WRITE Dept. A-6

TRADIO, Inc. ASBURY PARK NEW JERSEY

NEW, MODERN SHOP

Located at 3425 Metairie Road, Jefferson Parish, Metairie, La., ten minutes' drive from New Orleans. Drive to the St. Regis Restaurant on the Airline Highway and go half block up Metairie Road.

All type slots rebuilt. We specialize in rebuilding Buckley Track Odds. Exclusive distributor of Buckley Track Odds and Criss Cross slots. Complete stock of coin machine parts.

We offer factory prices and factory service. New Orleans office at 1006 Poydras St. Phone: RA 3811.

Three trucks on the road to pick up and deliver your equipment.

Console Distributing Co.

MAIN OFFICE:
1006 POYDRAS STREET
NEW ORLEANS, LA.
SHOP:
3425 METAIRIE ROAD
JEFFERSON PARISH
METAIRIE, LA.
PHONE: RA 3811

DISTRIBUTORS

Exclusive Franchise Available for

SHUFFLEBOARDS

Sold to Taverns, Clubs, Recreation Centers, etc.

Write:

PENN SHUFFLEBOARD CO.
Philadelphia 7, Pa.

FOR SALE

Singapore Roll-down With Base, \$55 Each.
DAVE LOWY & CO.
504 10th Ave. New York 18, N. Y.
Chickering 4-5100

Immediate Delivery!
FROM STOCK!
RUNZEL
Pushback Wire
18 or 20 Strand
68
Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

RUNZEL
Cord and Wire Co.
1723 W. MONTROSE AVE.
CHICAGO 41, ILL.

FOR SALE

- 5 HAVANAS, With Motors, Ea.. \$49.50
- 1 NUDGY 29.50
- 2 CYCLONES, Ea..... 44.50
- 1 FIESTA 29.50
- 2 PLAYBOYS, Ea..... 39.50

- 25 SEEBURG ORGAN SPEAKERS, Ea. 10.00
- 25 SEEBURG BOXES, S-20-1Z, Ea.. 3.00

ALL EQUIPMENT GUARANTEED TO BE IN PERFECT WORKING ORDER.

A-1 AMUSEMENT CO.

219 Pennsylvania Ave. Rochester 9, N. Y.

NEW GAMES IN STOCK

IMMEDIATE DELIVERY!

- SAMBA \$175.00
- SHANGHAI WRITE
- MONTERREY WRITE
- SINGAPORE 150.00
- With Flippers Attach. 159.50
- BALLYHOO 89.50
- With Flippers Attach. 99.50
- BALLY HEAVY HITTER WRITE
- Stands Extra 12.50

Write for full list of used late games.

Terms: One-third deposit, balance C. O. D.

K. C. NOVELTY CO.

419 Market St. Philadelphia 6, Pa.
Market 7-6391 or 7-4641

4 PANORAMS FOR SALE

\$150.00 EACH—Perfect A-1 Condition.
Personal Viewing Front.
1/3 Deposit With Order.

MARDI GRAS, INC.

545 Washington Street Boston, Mass.

Await Result Of Mint Bell Hearing in La.

Grant Temporary Injunction

NEW ORLEANS, June 26.—Pending the outcome of a hearing on a permanent injunction scheduled for next week, future seizure and destruction of mint vender type bell equipment was enjoined in an order signed by Judge Frank J. Stinch in Civil District Court here. The temporary injunction resulted from a suit by J. H. Peres against the mayor and superintendent of police.

Judge Stinch ruled that Mayor Morrison and Superintendent of Police Watters and their respective agents were restrained from further seizures or destruction of Peres-owned machines. Without revealing the number of bells involved in recent seizures, the plaintiff asked for a judgement against the city amounting to \$19,537.

In the hearing to take place next week, the defendants must show cause why a permanent injunction regarding interference with Peres's bells should not be issued.

Amarillo Paper Features Story on Varied Coin Machs.

AMARILLO, Tex., June 26.—The Sunday (20) issue of *The Amarillo Times* brought home to the community the important part coin machines of all types play in city work and play.

Staff photographer Bill Burns was assigned to do a graphic series of shots of citizens of all ages and stations, and with eye-catching angles and facial expressions, using every type of vending machine and game machine in the city.

Burns' work was made into a full-page feature layout which was used as a cover for the issue's second, or feature section.

The layout, in the form of a survey, conveyed the idea that "there's a coin machine for more purposes than you probably realize; there's probably more to come—and what's more, the people love it!"

Trade Seeks Justice In Pecora Ruling

(Continued from page 100)

industry contention that no coinman would resort to the type of conversions detailed by the police, since they would still be far from the usual free-play game, and would meet no public acceptance.

With one aspect of the two-pronged attack of the city authorities against games now in full victory, attention is centered on the hearing before Mayor O'Dwyer concerning the bill banning games from the city by municipal law, passed by the city council last week. The public hearing is scheduled for Wednesday (30), but it appears certain that any facts brought out at that hearing will not prevent the mayor from signing the bill into law.

Since it has been indicated that the constitutionality of the bill will be challenged in court, some quarters here believe that an attempt will be made to combine that action with an appeal of Justice Pecora's decision. But the exact nature of any further action the industry may take thru the courts to re-instate its legality here, remains unknown at this early date.

Record Reviews

(Continued from page 112)

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

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS OVER-ALL DISK JOCKEY DEALER OPERATOR	ARTIST TUNES LABEL AND NO. COMMENT	RATINGS OVER-ALL DISK JOCKEY DEALER OPERATOR
POPULAR			
TEX BENEKE (Garry Stevens) (Victor 20-2931) <i>Whip-Poor-Will</i> "Sally" show tune acceptably warbled by Garry Stevens with ork backing in Glenn Miller tradition—clary lead in saxes, etc.	75 76 76 74		
<i>Look For the Silver Lining</i> Unimaginative scoring and listless vocal here.	73 74 74 72		
THE STARLIGHTERS (Paul Weston Ork) (Capitol 15114) <i>Maria From Bahia</i> Excellent vocal arrangement of the samba novelty; good backing.	81 83 78 81		
<i>Night and Day</i> Unusual group vocal effort with the Cole Porter gem.	84 86 83 82		
THE KING COLE TRIO (King Cole) (Capitol 15110) <i>Don't Blame Me</i> Nat's relaxed vocal makes this etching of the revived oldie extra pleasing.	85 87 85 83		
<i>I've Got a Way With Women</i> Lightweight novelty given a good if not sterling Cole effort.	81 81 79 83		
COUNT BASIE (Decca 25314) <i>Blue and Sentimental</i> A jazz classic this; features the famous late Herschel Evan's big-toned tenor solo plus Lester Young on clarinet.	73 75 75 70		
<i>Oh, Lady Be Good</i> Another Basie prize dishing with the Pres delivering one of his best waxed tenor solos; great beat this 1939 band used to get; collectors will want this pairing.	70 75 70 65		
JOHNNY DESMOND (MGM 10225) <i>I Wonder Where My Baby Is Tonight</i> Sentimental oldie smoothly warbled by Johnny with trio backing.	76 78 77 75		
<i>P. S.: I Love You</i> Love ballad of thirties revived by Johnny in good voice.	79 80 79 78		
RACE			
ROSETTA HOWARD (Big Three Trio) (Columbia 30187) <i>Why Be So Blue?</i> Ordinary pop doesn't provide good material for the blues—crying gal. Tempo is uneven and Rosetta uncertain.	53 52 53 55		
<i>I Keep on Worrying</i> Warbler on firm ground with a blues number here and delivers with gusto and lust.	73 71 70 76		
THE HARLEMAIRES (Atlantic 856) <i>If You Mean What You Say</i> (Dottie Smith) Draggy pop performance. Dottie does okay, but doesn't jell in passages with vocal group backing.	58 59 57 57		
<i>Rose of the Rio Grande</i> Jump clefting of oldie smoothly and rhythmically done, with two vocal bebop breaks giving up-to-the-minute flavor.	73 73 70 75		
SONNY TERRY (Brownie McGhee) (Savoy 5549) <i>Run Away Woman</i> Train blues featuring Sonny (who's in "Pittman's Rainbow") on his folksy harmonicas with accompanying whoops.	63 65 57 66		
<i>Shake Down</i> Same type of thing but not up to par of the first side.	59 59 59 59		
LESLIE SCOTT-COLEMAN HAWKINS ORK (Victor 20-2919) <i>How Did She Look?</i> Pleasing Scott vocal, Hawk tenoring on a note-off heard good oldie.	66 67 66 65		
<i>Never in a Million Years</i> Same team does a similar job on another pleasant evergreen.	66 67 66 65		
THE BANDANNA GIRLS (Decca 48079) <i>Money Is Honey</i> Gal vocal group harmonizes oldie acceptably.	66 67 64 68		
<i>Part Time Papa</i> Chirping somewhat mechanical on a repetitious blues jingle.	56 55 55 58		
TOMMY MCLENNAN (Victor 20-2931) <i>New Highway No. 51</i> Deep South blues chanting with guitar. Rough and elemental, but has authentic feeling.	64 66 65 72		
<i>Travelin' Highway Man</i> Low-down blues in same vein as flip but even guttier.	71 70 68 75		
DR. CLAYTON'S BUDDY (Victor 20-2954) <i>Nappy Head Woman</i> Blues about with gut-bucket piano and guitar. Chanting is robust, but falsetto shouts punctuating choruses are overdone.	64 63 62 67		
<i>No Whiskey Blues</i> Similar to flip, but with not as much drive.	71 70 69 75		
YANK RACHELL (Victor 20-2955) <i>Tappin' That Thing</i> Up-tempo double-entendre blues with harmonica accompaniment. Swings nicely.	74 73 71 77		
<i>38 Pistol Blues</i> Slow blues, well-chanted and backed.	76 75 74 80		
JOE WILLIAMS (Columbia 30129) <i>Don't You Leave Me Here</i> A classic blues gets a fervent rendition from Joe, with a rocking instrumental backing highlighted by some astonishing harmonica blowing.	73 72 71 75		
<i>King Biscuit Stamp</i> Old style shout swings, but doesn't reach torrid pitch of flip.	64 64 62 67		
FANNIE WESLEY (Tru-Blue 196) <i>Your Fool Again</i> So-so piping of race-styled pop. Tenor sax in background relaxed and full-toned.	70 69 67 73		
<i>Eye Bye Daddy, Bye Bye</i> Flip has Fannie in better voice on more bluesy and moody pop. Tenor obbligato and solo fine.			

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

ARTIST
 TUNES
 LABEL AND NO.
 COMMENT

RATINGS
 OVER-ALL
 DISK JOCKEY
 DEALER
 OPERATOR

RACE

COUSIN JOE (Dickie Wells' Blue Seven) (Signature 1013)
Come Down, Baby Good chanting of up-tempo blues. 75 74 72 78
Don't Pay Me No Mind Jump tempo blues in similar pattern to flip. Lustily shouted and well supported instrumentally. 74 73 72 77
THE FOUR BLUES (Apollo 398)
It Takes a Long, Tall, Brown Skin Gal (To Make a Preacher Lay His Bible Down) Hand-clapping stomp shout. Rhythmic job of chirping and orking, with fair get-off clarinet solo spotted. 74 73 70 78
Honey Chile (Carroll Jones) Slow ballad in Ink Spots style. Drags. 54 51 53 58

BEULAH FRAZIER (Apollo 1123)
Hear My Song, Violetta Race jump arrangement of schmaltzy pop doesn't come off — too loose-jointed and unorganized. 53 52 50 58
Change Everything But My Man Not much to flip, an original pop offering. 57 55 55 62

HELEN HUMES (Mercury 8092)
Somebody Loves Me Smooth chirping of oldie by ex-Babe thrush. 72 71 70 75
Don't Fall in Love With Me Simple ballad sung with feeling and gloss race phrasing. Good ork backing. Might cop coins in race boxes. 76 75 75 80

LITTLE EDDIE BOYD (Victor 20-2920)
Getting My Divorce Old-style blues shout, adequately but not spectacularly piped. Orking okay. 67 66 65 70
Playmate Shuffle B. w. beat jump blues with vocal and take-your-turn instrumental solos. 65 64 62 68

PAT FLOWERS (Victor 20-2930)
Love Me or Leave Me Fats Waller's protege tries hard to make like his late master but there was only one Fats. 60 60 60 60
Shee Shine Shuffle Same fair boogie piano but the vocal is so weak. 63 65 60 65

EDDIE VINSON ORK (Mercury 8090)
High Class Baby Vinson's one of the better shouters; it's his effort which brings this side up. 69 68 68 70
When I Get Drunk Ordinary blues and again a fine performance. 65 64 63 69

LATIN-AMERICAN
JOSE CURBELO ORK (Jose Duval) (Victor 26-9036)
Tu Sontisa Smooth beguine orking, featured by showy Curbe-lo keyboard work and romantic Duval warbling. 71 73 70 70
La Runidera (Tito Rodriguez) Wild son montuno cutting led by the Curbe-lo piano, blaring trumpet and shout Rodriguez piping. 75 75 75 75

ARTIST
 TUNES
 LABEL AND NO.
 COMMENT

RATINGS
 OVER-ALL
 DISK JOCKEY
 DEALER
 OPERATOR

LATIN-AMERICAN

MIGUELITO VALDES-NORO MORALES (Seeco 4102)
Tambo Strong Valdes vocal over efficient Morales orking of Cuban rumba. 70 70 70 70
Havana Special (Esa Mulata) Both Valdes and Morales have chance here to display individual talents better on another Cuban rumba, with Noro especially shining with his tasty 88-ing. 73 73 75 72

GUILHERMO PORTABLES-NORO MORALES (Seeco 652)
Carinito (A Little Affection) Noro's sextet supplies steady, fast beat behind Portables piping. Noro's piping steals show. 67 65 68 68
Decimas De Amor (Guillermo Portables) Flip here features Portables minus Morales aid, warbling a guajira with guitar backing. 55 54 57 55

CHANO POZO ORK-TITO RODRIGUEZ (Coda 5053)
Cometelo To' Stop start rumba effort with ork giving out with easy, relaxed beat behind Rodrigue's chanting. 69 69 71 67
Paso En Tampa (Who You Say) So-so guaracha treated well by Pozo crew and Rodrigue, who mixes in a little English in "Who Happen". 65 65 65 65

CONJUNTO TROPICAVANA (Miguel D'Gonzalez) (Stinson 802)
Obsession (Obsession) Romantic D'Gonzalez warbling hampered by sluggish ork backing. 43 45 42 43
Hay Que Vivir El Momento (We Live for the Moment) Slow bolero styling of pretty L-A tune with D'Gonzalez's pipes again shining. Ork stronger here, but still not much. 50 90 49 51

PEDRO VARGAS (Vieri Fidanzini Ork) (Victor 23-0818)
Poema Tropical Romantic Vargas warbling of pretty bolero backed by Argentine ork. 69 70 71 67
Yo No Se Que Me Pasa Flip here finds Vargas again exercising full bary pipes on another bolero. 70 70 71 70

BOBBY CAPO (Decca 50038)
Que Desengano Strong Capo vocal overshadowed by dull ork effort of so-so ditty. 32 29 33 33
Tenne Compuscion Ork's beat livelier here, tho still only fair. Capo's bary tones rate better assistance. 41 41 41 41

TITO GUIZAR ORK (Victor 23-0345)
Palabras de Mujer Primitive bongo beat intro sets pace for Guizar vocal and ork work, in studded rumba rhythm. 74 74 74 74
Cuatro Milpas Flip here shows Guizar in his usual Mexican troubadour role, exhibiting full, romantic pipes. 68 69 67 67

(Continued on page 118)

AUTOMATIC COIN
America's Bell Machine Center

Authorized Factory Distributor for
BRAND NEW MILLS SLOTS

GUARANTEED SLOTS -Reconditioned-Refinished-Repainted

MILLS SILVER OR GOLD CHROME
 HL, JP, 2/5 or 3/5, 5¢-10¢ or 25¢ **\$129.50**
MILLS SILVER OR GOLD CHROME
 2/5 or 3/5, 5¢-10¢ or 25¢ **\$119.50**
MILLS GOLDEN FALLS, HL, JP
 (Post-War) 2/5 or 3/5, 5¢-10¢ or 25¢ **\$164.50**
MILLS BLACK CHERRY (Post-War)
 2/5 or 3/5, 5¢-10¢ or 25¢ **\$154.50**
MILLS 5¢ Q. T. Blue Model
\$69.50

JENNINGS 5¢ BRONZE CHIEF
 (Post-War) **\$129.50**
JENNINGS SILVER CHIEF
 5¢-10¢ or 25¢ **\$79.50**
JENNINGS DELUXE LITE-UP
 (Post-War) 5¢ or 10¢ **\$149.50**
JENNINGS BLACKHAWK CHIEF
 (Post-War) 5¢ or 10¢ **\$129.50**
JENNINGS 4-STAR CHIEF
 5¢ or 10¢ **\$69.50**

NEW METAL BOX STANDS FOR SLOTS . . . \$22.50

MISCELLANEOUS GUARANTEED RECONDITIONED EQUIPMENT
 11 Col. Du Grenier Cig. Machine . . . \$119.50
 8 Col. Du Grenier Cig. Machine . . . 109.50
 Unoceda-Pak Cig. Vendors, like new . . . 129.50
 Buckley Track Odds (No Daily Double) . . . 195.00
 A. B. T. Challengers . . . 24.50
 Wurlitzer 500 Phonograph . . . 189.50
 Seeburg Casino . . . 159.50
 Seeburg Mayfair . . . 169.50
 Wurlitzer Model 700 . . . 225.00

BRAND NEW MILLS Q.T. . . \$115.00
BRAND NEW MILLS VEST POCKET . . \$65.00
DOWNEY-JOHNSON COIN COUNTER . \$198.50

TERMS: 1/3 Deposit, Balance C. O. D.
 WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

AUTOMATIC COIN MACHINES & SUPPLY CO.
 ALL PHONES: CAPITOL 8244
4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

USED 5-BALLS WITH FLIPPERS ATTACHED

- Lady Robin Hood . . . \$140.00
- Humpty Dumpty . . . 135.00
- Manhattan . . . 130.00
- Nevada . . . 90.00
- Flying Trapeze . . . 79.00
- Mexico . . . 79.00
- Hawaii . . . 72.00
- Bowling League . . . 69.00
- Torchy . . . 69.00
- Gold Ball . . . 69.00
- Co-Ed . . . 69.00
- Ranger . . . 69.00
- Flamingo . . . 69.00
- Tornado . . . 69.00
- Rocket . . . 69.00
- Lucky Star . . . 69.00
- Ballyhoo . . . 69.00
- Ginger . . . 69.00
- Broncho . . . 69.00
- Crossfire . . . 49.00
- Havana . . . 49.00
- Maisie . . . 49.00
- Marjorie . . . 49.00
- Smarty . . . 49.00
- Playboy . . . 49.00
- Honey . . . 49.00

- Show Girl . . . \$ 39.00
- Rio . . . 39.00
- Mystery . . . 39.00
- Cyclone . . . 39.00
- Kitty . . . 39.00
- Fast Ball . . . 30.00
- Superliner . . . 29.00
- Stage Door Canteen . . . 25.00
- Big Hit . . . 25.00
- Wild America . . . 25.00
- Spellbound . . . 25.00
- Superscore . . . 25.00
- Baffle Card . . . 25.00

NATIONAL COIN MACHINE EXCHANGE
 1411-13 DIVERSEY BLVD. Phone: Buckingham 6466 CHICAGO 14

PRECISION BUILT
Lightning Fast

"AS ESSENTIAL AS YOUR CASH REGISTER"
 A flick of the finger dispenses 5 nickels, 5 dimes, 4 quarters or 2 halves in the palm of your hand. No unnecessary trips to the cash register. Tubes hold quarters and halves offered for change



Lustrous Chrome Finish
 Heavy Weighted Base

Northwest Sales Co.
 3144 Ellan Ave. Seattle 1, Washington

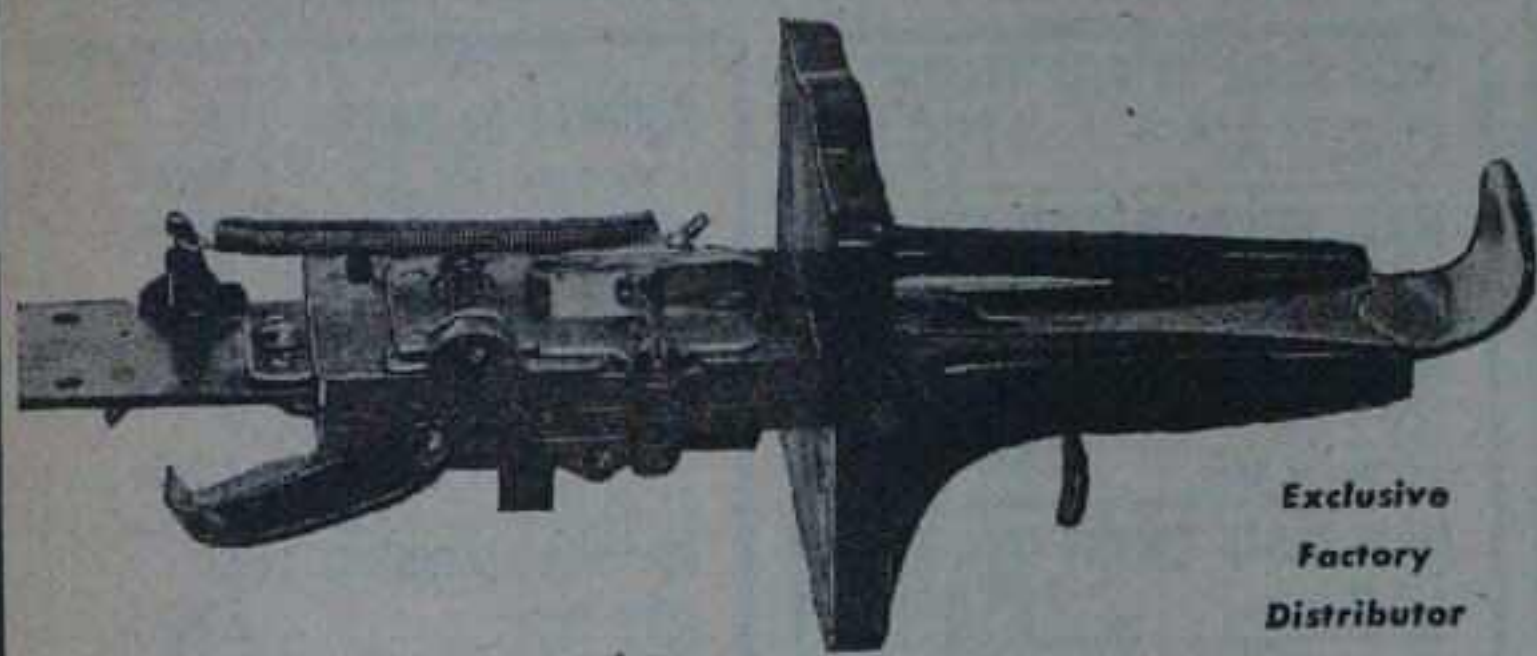
\$27.50

FEATHER TOUCH

"Sensation of the Nation"

THE COIN CHUTE THAT IS SWEEPING THE COUNTRY

Finest in Coin Chutes for Pins, Roll-Downs, Etc.



Exclusive Factory Distributor

Now being used by the leading manufacturers.

Beautiful appearance, trouble-free operation, 99% slug proof, easy push action—all add up to more coins in the cash box. Thousands of satisfied operators attest its quality.

Free Play Model (Specify Coin)\$3.95 Each
Non-Free Play Model (Specify Coin) 3.65 Each

Remember Heath for all your parts needs. We specialize in coin chutes for phonographs and all other type parts and supplies for any make coin machines.

HEATH'S PARTS CATALOG, the most beautiful and complete ever compiled for the coin machine trade, is now ready. Write for it today.

THE HOUSE INTEGRITY BUILT—AMERICA'S FOREMOST PARTS SUPPLIERS



HEATH DISTRIBUTING COMPANY

217 THIRD STREET MACON, GEORGIA

PHONES: 2681-2

MILLS JEWEL BELL

Reconditioned like new in our factory!

5¢ Play \$189.00 10¢ Play \$199.00 25¢ Play \$209.00

OTHER RECONDITIONED MILLS SPECIALS

Description	5¢ Play	10¢ Play	25¢ Play
Gold or Silver Chrome	\$ 79.58	\$ 84.50	\$ 99.50
Blue Fronts	89.50	99.50	109.00
Brown Fronts	89.50	99.50	109.00
Golden Falls	135.00	145.00	155.00
Black Cherry	135.00	145.00	155.00



COLUMBIA DOUBLE JACKPOT BELL SPECIAL

Factory reconditioned like new. **\$75.00 EA.**

Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 1/2" high, 14 1/2" wide, 12" deep, 50 lbs. wt. For NEW COLUMBIAS WRITE FOR PRICES



1/3 DEPOSIT, BAL. C.O.D., F.O.B. CHICAGO. WRITE FOR FREE NEW CATALOG! WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US! Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

Government Tax Free NON-COIN COUNTER GAMES AMERICAN EAGLE AND MARVEL



Free Play Token Payout. Cigarette Token Payout. No coin chute, no cash box! Attendant permits play by unlocking handle with special key. Total plays easily seen on visible register. Factory Reconditioned

\$27.50 EA.

TARGET SKILL RECONDITIONED IN OUR FACTORY

\$22.50 EA.



Abco NOVELTY Co.

823 W. RANDOLPH ST. PHONE TAYLOR 1203 CHICAGO 7, ILLINOIS

Record Reviews

(Continued from page 117)

RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS		
OVER-ALL	DISK JOCKEY	DEALER

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS		
OVER-ALL	DISK JOCKEY	DEALER

LATIN-AMERICAN

PHIL GREEN CUBAN CABALLEROS (Pan American Pan 82)

Tico Tico
Disk, cut in Europe, exhibits the standard samba ditty at a slower pace than usual.

64

67

64

60

Always in My Heart (Dorothy Morrow)
Oidie dressed in slow rhumba rhythm with the Morrow gal supplying weak vocal effort.

55

60

53

53

PEDRO VARGAS (Fernando Lopez) (Victor 23-0846)

Vuelvo Otra Vez
Slow bolero framed well by the dramatic Vargas pipes over incidental piano work.

67

67

69

64

Quizas, Quizas
Infectious interpretation of the L-A fave, the full ork behind warbler would have resulted in stronger platter.

71

72

72

70

PEPITO TORRES SIBONEY ORK (Seeco 646)

Por Causa De Las Mujeres
Guaracha in wild, yet tasty arrangement featured by Torres and chorus piping, flashy 88-ing and heavy bongo beats.

68

70

67

67

Como Mi Vida Gris
Moderate paced danceable styling in rumba-bolero time, with romantic L-A chanting.

65

65

65

65

EDDIE GOMEZ (Victor 23-0839)

Me Dijiste
Uninspired Gomez chanting. Bolero-rumba ork ing dull, save for pretty trumpet solo.

50

50

51

49

Cuchi, Cuchi, Cuchi
Lively novelty guaracha with Gomez and Concepcion ork selling stronger.

68

68

68

68

MANHATTAN RUMBA ORK (Jose Garcia, Dir.) (Spiro S-6005)

Chopstick Rumba
Heavy maracas beat features up-tempo organ, piano rendition of "Chopsticks" in rumba dressing.

69

73

70

64

Over Clover Hill
Label compromises here, billing disk as a rumba and fox trot, and ork obliges with slow beat suitable to both.

71

76

71

66

EVALYN TYNER (MGM 10101)

Beanero
Slow rumba spots Miss Tyner's clean keyboarding and a good rhythm section.

62

66

58

62

Callate
Twin Latin tempoed side has some additional sing both in performance and material.

67

69

66

66

PUPI CAMPO ORK (Seeco 4108)

Mary Ann
Sprited, solid rumba pacing of novelty by ork who also do some so-so group vocalizing in English.

69

69

70

69

La Runidera
Campo crew turns in fine danceable moderate paced rumba effort here.

72

71

73

73

LATIN-AMERICAN

ANSELMO SACASAS ORK (Victor 23-0855)

Dale Pepe
Slow, deliberate rumba pacing competently exhibited here.

69

70

68

69

A-E-I-O-U
Novelty guaracha, in wild up-tempo beat. Good effect of tricky drum beats under celeste.

71

70

73

71

CHAPUSEAUX-DAMIRON (Seeco 660)

La Muerte De Martin
Full piping, fair orking, so-so tune adds up to dull dinking.

46

45

47

45

Se Beto El Bongo
Exciting fast-moving rumba platter featuring showy bongo beating and strong Chapuseaux chanting, and Damiron's flashy piano on "Tonight We Love" theme.

74

76

72

74

BOBBY CAPO-EVA FLORES (Roberto Ondina-Suaritos Ork) (Seeco 651)

Hasta Manana Vida Mia
Capo and chirp Flores chant in a pretty fair duet, mainly in Americanized fox-trot beat.

61

62

60

62

BOBBY CAPO (Roberto Ondina-Suaritos Ork)

El Belle Belle
Bright bolero rhythm here. Strong Capo chanting over full orking.

68

68

68

68

EVA GARZA (Roberto Ondina Ork) (Seeco 658)

Sombros
Dramatic Garza chirping of blue-mood bolero.

67

67

67

67

Inutil Es fingir
Gal exhibits full tonata here, caressing pretty bolero tune ably aided by Ondina ork work.

71

70

72

71

JOSE MORAND ORK (Victor 26-0034)

Con Maracas
Morand executes Cugat clefied guaracha in similar Cugie vein, mixing in cute stuff with full orking.

72

74

70

71

Sunday in Old Santa Fe (Campanas) (Jose Duvail)
Flute and violins lead way to romantic Duvail piping in English of ballad in bolero tempo.

75

78

73

73

NORO MORALES (MGM 10263)

Llegaste
L-A stuff with plenty of beat; good holler-type Spanish vocal and sharp orking.

79

82

78

78

Marana (Nita Del Campo)
Latin ballad fares adequately in Morales' hands; wife Nita chirps the lyric just so-so.

67

65

67

69

RENE HERNANDEZ ORK (The Britton Sisters) (Coda 3071)

Nina (The Great Yacouina)
Pleasant rumba novelty draws solid Latin beat, okay vocal, fair orking.

75

75

75

75

Pedro Piper (Peter Piper)
Not up to the flip but it's in the same groove.

67

65

66

69

RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR

Table with columns: ARTIST, TUNES, LABEL AND NO., COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, DEALER, OPERATOR)

LATIN-AMERICAN section containing entries for MANHATTAN RUMBA ORK, NORO MORALES SEXTET, and DON RIVERO ORK.

FOLK section containing entries for BAILES BROTHERS, GENE AUTRY & HIS MELODY RANCH GANG, ROY ACUFF & HIS SMOKEY MOUNTAIN BOYS, and DENVER DARLING.

Table with columns: ARTIST, TUNES, LABEL AND NO., COMMENT, RATINGS (OVER-ALL, DISK JOCKEY, DEALER, OPERATOR)

FOLK section containing entries for CLAUDE SHARPE-THE OLD HICKORY SINGERS, JESSE ASHLOCK, CURLEY WILLIAMS-THE GEORGIA PEACH PICKERS, and JOHNNY BOND.

HOT JAZZ section containing entries for "LIGHTNIN'" HOPKINS, PETE DAILY'S CHICAGOANS, and ART BLAKEY AND HIS MESSENGERS.

Philly Ops Glad To See GOP Leave; Make Ready for Elks

PHILADELPHIA, June 26.—The Republican convention here this week boosted tavern and restaurant business, the thousands of out-of-town guests provided very little play

for coin machine operators. A spot check among more than a dozen operators of music and pinball machines and as many operators of vending equipment resulted in an almost unanimous opinion that business will be better once the GOP boys get out of town. As a result, the coming of the Democrats for the July 12 week holds little promise for the trade. Operators are more hopeful, however, about the July 4 week when the national convention of the Elks will bring approximately 40,000 visitors to town.

Hold Decision On S. Carolina Pinball Case

GREENVILLE, S. C., June 26.—The special three-man Federal Court reserved decision Thursday (24) regarding South Carolina's pinball case, thus apparently keeping in force the temporary order granted in May restraining law enforcement officers of the State from destroying all amusement machines with free play but without gambling features in which T. B. Holliday or his agents have interests.

Judge Wyche who filed the original restraining order May 5 and also an extension May 18 pointed out at the latter date that the extension order would remain in effect until such time as the issues in the case are resolved or until the court issues a further order.

In filing the second May order, Judge Wyche called Judge John J. Parker, senior circuit judge for the Fourth Federal Circuit Court and Judge Sterling Hutchinson, of the Eastern District Court of Virginia, to accompany him in hearing the case on Holliday's request for an interlocutory injunction. This trio of jurists made up the special board which reserved decision here this week.

Holliday, who heads the T. B. Holliday Company, Charlotte, N. C., contended in his original complaint that he was seeking both an interlocutory injunction and a temporary restraining order to enjoin and restrain the enforcement of a South Carolina statute on the grounds the statute concerned was unconstitutional.

Too Much Distraction

Every night was a holiday night in the center of the city here with a continuous round of stunts staged noisily on behalf of presidential aspirants. This hoop-la was too much distraction to make it inviting for the playing of music or pinball games. With the hotel lobbies jammed to the walls, game rooms and miniature arcades located there got little or no attention from the crowds.

Biggest competition came from television and the din in the various crowded taverns. With television industry providing minute by minute coverage of the convention, plus televising the baseball games, jukes and pins on locations were virtually forgotten.

Vending machine operators did not suffer any drop-off in business, but, with the exception of the drink machine operators, could trace no upswing in business to the convention here. The hot, sticky weather kept the soft drink machines busy. Only other bright spot were the mid-town amusement arcades, which caught a few of the out-of-towners during the week.

SALESMEN WANTED

We have a few openings for top flight, hard hitting live wires with extensive Coin Machine experience. Must have car. Send resume and photo with first letter.

BOX D-358 c/o The Billboard Cincinnati 22, O.

NEW! AMAZING! WHIRLWIND PLAY BOOSTER

MORE PLAY GREATER PROFITS ON ALL GAMES—NEW OR USED

\$11.95

Complete BE FIRST ON LOCATION ORDER TODAY COIN MACHINE SERVICE CO. 1547 N. Fairfield Ave., Chicago 22, Ill. Write for Parts Catalogue.

WANT TO BUY.

Genco Total Rolls Genco Bing-a-Rolls Bally My Rolls Esso Arrows Electromaton Rol-a-Scores Bank Ball Skoe Balls

Advise quantity of each available and price wanted

GEORGE PONSER CO. OF N. Y., INC. 250 W. 57th St. New York 19, N. Y. Phone: Circle 6-6651

Public More Coin Chute Conscious as Park Meters Grow

CHICAGO, June 26.—Use of coin-operated telephones, stamp machines and parking meters on an increasingly wide basis thruout the country is accomplishing an important public relations program for the coin machine industry by acquainting more and more people with the use of coin-operated equipment.

Detroit Tests Meters

DETROIT—The city council, as a result of informal action this week, plans to install 1,400 parking meters at numerous locations thruout the city, with the original installations to be made on a trial basis. The initial order will be split between the Karpak Corporation, Cincinnati; Magee-Hale Park-o-Meter Company, Oklahoma City; Duncan Meter Company, Chicago, and the Dual Parking Meter Company, Canton, O.

Columbia Receipts Up

COLUMBIA, S. C.—Parking meter receipts here for May jumped about \$500 over collections for April, City Councilman Sam B. Doughton reported this week. Gross income for May was \$10,041.17 as compared with \$9,591.69 in April.

Columbia's Initial LP Catalog

(Continued from page 35)

LP Microgroove Catalog No.	Title	Artist	LP Size
MOZART			
ML 4034	Quintet in G Major, No. 2 (K. 515)	Milton Katims, Violist Budapest String Quartet	12"
ML 4035	Symphony No. 41 in G Major (K. 551) "Jupiter"	N. Y. Philharmonic-Symphony Bruno Walter, Conductor	12"
ML 2008	Symphony No. 40 in G Minor (K. 550)	Pittsburgh Symphony Orchestra Fritz Reiner, Conductor	10"
ML 4036	Mozart Operatic Arias	Elio Pinza Metropolitan Opera Orchestra Bruno Walter, Conductor	12"
PROKOFIEV			
ML 4037	Symphony No. 5, Op. 100	N. Y. Philharmonic-Symphony Artur Rodzinski, Conductor	12"
ML 4038	Peter and the Wolf	Basil Rathbone All-American Orchestra Leopold Stokowski, Conductor	12"
Treasure Island (Stevenson) Chorus Conducted by Richard Davis			
"RAVEL			
ML 2009	Bolero	Andre Kostelanetz and His Orchestra	10"
ML 4039	William Tell Overture (Rossini) Daphnis and Chloe Suite No. 2 Rapsodie Espagnole	Cleveland Orchestra Artur Rodzinski, Conductor	10"
SCHUBERT			
ML 2010	Symphony No. 8 in B Minor "Unfinished"	Philadelphia Orchestra Bruno Walter, Conductor	10"
SCHUMANN			
ML 4040	Symphony No. 3 in E Flat Major, "Rhenish"	N. Y. Philharmonic-Symphony Bruno Walter, Conductor	12"
ML 4041	Concerto for Piano and Orchestra in A Minor	Rudolf Serkin, Philadelphia Orchestra Eugene Ormandy, Conductor	12"
SHOSTAKOVICH			
ML 4042	Symphony No. 5, Op. 47	Cleveland Orchestra Artur Rodzinski, Conductor	12"
SIBELIUS			
ML 4043	Symphony No. 5 in E Flat Major	Cleveland Orchestra Artur Rodzinski, Conductor	12"
STRAUSS, I.			
ML 2011	Strauss Waltzes	Andre Kostelanetz and His Orchestra	10"
STRAUSS, R.			
ML 4044	Suite From "Der Rosenkavalier" Death and Transfiguration	Philadelphia Orchestra Eugene Ormandy, Conductor	12"
ML 4045	III Eulenspiegel's Lustige Streiche Waltzes From "Der Rosenkavalier" Salome's Dance From "Salome"	Cleveland Orchestra Artur Rodzinski, Conductor	12"
STRAVINSKY			
ML 4046	Firebird Suite	N. Y. Philharmonic-Symphony Igor Stravinsky, Conductor	12"
ML 4047	Suite From "Petrouchka" Scenes De Ballet	N. Y. Philharmonic-Symphony Igor Stravinsky, Conductor	12"
TCHAIKOWSKY			
ML 4048	Nutcracker Suite Mozartiana (Suite No. 4 in G Major)	N. Y. Philharmonic-Symphony Artur Rodzinski, Conductor	12"
ML 4049	Romeo and Juliet Overture-Fantasia Overture 1812	Cleveland Orchestra Artur Rodzinski, Conductor	12"
ML 4050	Symphony No. 4 in F Minor	Philadelphia Orchestra Eugene Ormandy, Conductor	12"
ML 4051	Symphony No. 6 in B Minor "Pathetic"	N. Y. Philharmonic-Symphony Artur Rodzinski, Conductor	12"
ML 4052	Symphony No. 5 in E Minor	Cleveland Orchestra Artur Rodzinski, Conductor	12"
ML 4053	Concerto in D Major for Violin and Orchestra	Nathan Milstein Chicago Symphony Orchestra Frederick Stock, Conductor	12"
WAGNER			
ML 4054	A Wagner Concert	Pittsburgh Symphony Orchestra Fritz Reiner, Conductor	12"
ML 4055	Bridal Chamber Scene From "Lohengrin" Love Duet From "Tristan and Isolde"	Helen Traubel, Kurt Baum Helen Traubel, Torsten Ralf	12"
WIENIAWSKI			
ML 2012	Concerto No. 2 in D Minor for Violin and Orchestra	Isaac Stern N. Y. Philharmonic-Symphony Efrem Kurtz, Conductor	10"
ML 4056	Celebrated Opera Arias	Blidu Sayao	12"
ML 4057	Two Famous Coloratura Arias Three Operatic Arias	Lily Pons	12"

Side 1

Side 2

SHOWBOAT—JAN CLAYTON, CAROL BRUCE, COLETTE LYONS, ETC.		
ML 4058	1. Overture 2. Cotton Blossoms 3. Only Make Believe 4. Ol' Man River 5. Can't Help Lovin' That Man	1. Life Upon the Wicked Stage 2. You Are Love 3. Why Do I Love You 4. Bill 5. Nobody Else But Me
GRAND CANYON SUITE—ANDRE KOSTELANETZ AND HIS ORCHESTRA		
ML 4059	1. Sunrise 2. Painted Desert 3. On the Trail	1. Sunset 2. Cloudburst
STUDENT PRINCE—RISE STEVENS AND NELSON EDDY		
THE CHOCOLATE SOLDIER—RISE STEVENS AND NELSON EDDY		
ML 4060	1. Golden Days 2. Drinking Song 3. Deep in My Heart, Dear 4. Serenade 5. Just We Two 6. Come Boys	1. MY Hero 2. While My Lady Sleeps 3. The Chocolate Soldier 4. Forgive 5. Ti-Ra-La-La 6. Sympathy
LILY PONS WALTZ SONGS		
ML 4061	1. Kiss Me Again 2. Tell Me That You Love Me Tonight 3. I'll See You Again 4. I'll Follow My Secret Heart	1. Fledermaus Fantasy 2. Juliet's Waltz Song 3. Mirella o Legers Mirendella
FINIAN'S RAINBOW—ELLA LOGAN AND DONALD RICHARD AND ORIGINAL CAST		
ML 4062	1. Overture 2. This Time of the Year 3. How Are Things in Glocca Morra? 4. If This Isn't Love 5. Look to the Rainbow 6. Old Devil Moon	1. Something Sort of Grandish 2. Necessity 3. When the Idle Rich Become the Idle Poor 4. The Begot 5. When I'm Not Near the Girl I Love 6. The Great Come and Get It Day
MUSIC OF JEROME KERN—ANDRE KOSTELANETZ AND HIS ORCHESTRA		
ML 4063	1. Smoke Gets in Your Eyes Yesterdays 2. I've Told Every Little Star The Song Is You 3. Night Was Made for Love She Didn't Say Yes 4. Look for the Silver Lining; They Didn't Believe Me; Long Ago	1. I Dream Too Much; Jockey on Carousel 2. Why Was I Born; The Way You Look Tonight 3. Only Make Believe; Bill 4. Why Do I Love You; You Are Love; Ol' Man River

LP Microgroove Catalog No.	Title	Artist	LP Size
MORTON GOULD SHOWCASE—MORTON GOULD			
ML 4064	1. The Birth of the Blues 2. Limehouse Blues 3. Begin the Beguine 4. Blues in the Night	1. Masquerade 2. Georgia on My Mind 3. The Peanut Vendor 4. Two Guitars	12"
SONGS OF VICTOR HERBERT—RISE STEVENS			
ML 2013	1. Ah, Sweet Mystery of Life 2. A Kiss in the Dark 3. Thine Alone	1. When You're Away 2. Kiss Me Again 3. Sweethearts	10"
MUSIC OF COLE PORTER—ANDRE KOSTELANETZ AND HIS ORCHESTRA			
ML 2014	1. In the Still of the Night 2. Blow, Gabriel, Blow 3. All Through the Night	1. I've Got You Under My Skin 2. I Concentrate on You 3. I Love You	10"
SOUTH OF THE BORDER—MORTON GOULD AND HIS ORCHESTRA			
ML 2015	1. Brazil 2. Mexican Medley 3. La Cumparsita 4. Jarabe Tapatio	1. Adios Muchachos 2. El Helicario 3. El Rancho Grande 4. Tropical	10"
THE MINSTREL BOY—CHRISTOPHER LYNCH			
ML 2016	1. The Minstrel Boy 2. Garden Where the Pretties Grow 3. The Ross of Tralee 4. The Palatine's Daughter	1. A Little Bit of Heaven 2. A Baltimore Ballad 3. When Irish Eyes Are Smiling 4. Young May Moon; You'd Better Ask Me	10"
KOSTELANETZ FAVORITES—ANDRE KOSTELANETZ AND HIS ORCHESTRA			
ML 4065	1. Jalousie 2. Romance in E Flat Major 3. In a Monastery Garden 4. The Rosary	1. Ritual Dance of Fire 2. Souvenir 3. The Swan 4. Yours Is My Heart Alone	12"
SIX DANCES—PHILADELPHIA ORCHESTRA POPS			
ML 2017	1. The Red Poppy (Rus. Sailors) 2. Malazarta (Baluque) 3. Dance of the Comedians (The Bartered Bride)	1. Slavonic Dance No. 10 in E Minor 2. Brahms Hungarian Dance No. 5 3. Strauss: Wine, Women and Song	10"
KOSTELANETZ CONCERT—ANDRE KOSTELANETZ AND HIS ORCHESTRA			
ML 4066	1. Clair de Lune 2. Waltzes—Count of Luxembourg 3. Pavanne 4. Merry Widow Waltz 5. Poeme	1. Vienna, City of My Dreams 2. To a Water Lily 3. To a Wild Rose 4. Serenade 5. Warsaw Concerto	12"
AMERICAN SONGS—HELEN TRAUBEL			
ML 4067	1. Home, Sweet Home 2. Long, Long Ago 3. All the Things You Are 4. O, What a Beautiful Morning	1. Old Folks at Home 2. Carry Me Back to Ol' Virginia 3. I Love You Truly 4. A Perfect Day	12"
PARIS—LILY PONS			
ML 2020	1. April in Paris 2. J'Attendrai 3. La Marseillaise 4. Parlez Moi d'Amour	1. Chanson de Marie Antoinette 2. Pizzicat Ballerina 3. Ah! Fors e Lui	10"
PONS-KOSTELANETZ CONCERT—LILY PONS AND ANDRE KOSTELANETZ			
ML 4068	1. Prelude in C Sharp Minor 2. Liebestraum 3. Song of India 4. Russian Nightingale	1. Minuet in G 2. Valse Triste 3. Dancing Doll 4. Home, Sweet Home	12"
OSCAR LEVANT PLAYS POPULAR MODERNS			
ML 2018	1. Fire Dance 2. Malaguena; Pouleva Pastorella 3. Goliwog Cake Walk; The Maid With the Flaxen Hair	1. Clair de Lune 2. Movements Perpetuelle 1, 2, 3 3. Mullers Dance; Tango in D Major	10"
PORGY AND BESS—PITTSBURGH ORCHESTRA, FRITZ REINER, CONDUCTOR			
ML 2019			
THE VOICE OF FRANK SINATRA			
OL 8001	1. You Go To My Head 2. Someone to Watch Over Me 3. These Foolish Things 4. Why Shouldn't I?	1. I Don't Know Why 2. Try a Little Tenderness 3. A Ghost of a Chance 4. Paradise	10"
CARLE COMES CALLING—FRANKIE CARLE			
OL 8002	1. Stardust 2. I'll Get By 3. Runnin' Wild 4. Deep Purple	1. Penthouse Serenade 2. I Want a Girl 3. Chapin's Polonaise—Boogie 4. If You Were the Only Girl	10"
DOROTHY SHAY SINGS			
CL 8003	1. Fudnin' and Fightin' 2. Say That We're Sweethearts Again 3. Mountain Girl 4. Efficiency	1. Flat River, Missouri 2. I've Been to Hollywood 3. Uncle Fud 4. I'm in Love With a Married Man	10"
DINAH SHORE SINGS			
CL 8004	1. Cottage for Sale 2. Once in a While 3. Oh, Susanna! 4. It's Delovely	1. I'm Yours 2. It All Depends on You 3. They Didn't Believe Me 4. The Gypsy	10"
RENDEZVOUS—MORTON GOULD AND HIS ORCHESTRA			
ML 4070	1. Night and Day 2. What Is This Thing Called Love? 3. Tea for Two 4. Shadow Waltz	1. Beyond the Blue Horizon 2. Stardust 3. Through Your Eyes to Your Heart 4. Time on My Hands	12"
RHUMBA WITH CUGAT—XAVIER CUGAT AND HIS ORCHESTRA			
OL 8005	1. Cachita 2. Duerma 3. Yo Ta Namora 4. Anna Borroco Tinde	1. Aercata Mas 2. Inceridumbre 3. Negra Leona 4. La Cumparsita	10"
CONTINENTAL TANGOS—MAREK WEBER AND HIS ORCHESTRA			
OL 8006	1. La Cumparsita 2. Tango Du Reve 3. Jalousie 4. A Media Luz	1. Caminito 2. Chitarra Romana 3. La Paloma 4. Tango of Roses	10"
FOR YOU ALONE—BUDDY CLARK			
OL 8007	1. For You 2. I'll Never Be the Same 3. When Day Is Done 4. Something To Remember You By	1. I'll See You in My Dreams 2. I'll Get By 3. East of the Sun 4. More Than You Know	10"
SENTIMENTAL JOURNEY—LES BROWN AND HIS ORCHESTRA			
OL 8008	1. Sentimental Journey 2. Twilight Time 3. Bilet Has His Day 4. A Good Man Is Hard To Find	1. Mexican Hat Dance 2. Leap Frog 3. Out of Nowhere 4. Daybreak Serenade	10"
ALL TIME FAVORITES—HARRY JAMES AND HIS ORCHESTRA			
OL 8009	1. Ciriibiribin 2. Sleepy Lagoon 3. One o'Clock Jump 4. Two o'Clock Jump	1. You Made Me Love You 2. Music Makers 3. Flight of the Bumble Bee 4. Concerto for Trumpet	10"
EDDY DUCHIN REMINISCES			
OL 8010	1. April Showers; You're My Everything 2. Keep Smiling At Trouble; "Till We Meet Again 3. Alice Blue Gown; I'll See You in My Dreams 4. If I Could Be With You; It Had to Be You	1. I Kiss Your Hand, Madam! When Day Is Done 2. You Do Something to Met Can't We Talk It Over? 3. Sometime's I'm Happy; Pretty Baby 4. The Blue Room; Am I Blue	10"
HAPPY ANNIVERSARY—RAY NOBLE (A MUSICAL STORY)			
OL 8011	1. Featuring Goodnight Sweetheart 2. Featuring Perfidia 3. Featuring Poems 4. Featuring Easy To Love	1. Featuring I Hadn't Anyone Till You 2. Featuring Way Down Yonder in New Orleans 3. Featuring Yesterdays 4. Featuring Goodnight, Sweetheart	10"

FOR SALE

Reconditioned Pin Games,
Guaranteed Perfect.

KILROYS\$ 29.50
ROCKETS 39.50
BAFFLE CARDS 29.50
MAIZIES 59.50
BALLYHOOS 59.50
SUPER SCORES 29.50
LUCKY STARS 69.50
BOWLING LEAGUES 98.50
MANHATTANS 129.50
HAVANAS (Motor) 69.50
MARJORIES 69.50
TRADE WINDS 129.50
HAWAII 98.50
CINDERELLAS 165.00
FLYING TRAPEZE 89.50
TROPICANAS 110.00

CHILICOTHE AMUSE. CO.

107 No. Second St.
Chillicothe, Illinois

NEW COIN OPERATED DELUXE "VIEWING SHOW"

10c or 5c

Gorgeous girls so realistic they almost move! Full color 35-mm. film in lifelike third dimensional color photography! Customer sees six poses for his coin. Only one person at a time can watch through viewer. Three different shows, so customer spends three coins. Each show takes half minute, so that earning capacity of machine on 10c play is \$12.00 an hour; 5c play \$6.00 an hour. And practically 100% profit. Purchase complete new film from us occasionally at only \$3.50. Fits any stand or counter. 100% automatic. Plug in any wall outlet. Ruggedly made to be service-free. 30 in. high, 11 in. wide, 8 1/2 in. deep. Send \$10.00 deposit, balance Express C. O. D. Immediate delivery. Specify 5c or 10c play \$69.50



Webb DISTRIBUTING COMPANY
6 SOUTH KEDZIE AVENUE - CHICAGO 12, ILLINOIS

WANT TO BUY

Total Rolls
Special Entry
Bally Entry
Jockey Club
Jockey Special
Victory Special
Victory Derby
Bally Eureka
Drawbell
Mills Slots
Groetchen Columbias
All Late Flipper Pins
EMPIRE COIN MACHINE EXCHANGE
1012-14 Milwaukee Ave., Chicago 22, Ill.
Phone: EVerglade 2600

WHILE THEY LAST

18 Holly Grip Scales @\$12.50; 10 for \$100
48 Columbias, Cig. Reels @ 52.50; 10 for 450
54 Liberty 1c Token Payout 22.50; 10 for 200
24 ABT Challengers 27.50; 10 for 250

MONTCALM MUSIC CO.
220 N. Marable St. Bastrop, Louisiana

Now Delivering the New All New COIN OPERATED POOL TABLE OF 1948



3 1/2 x 7 Feet

Distributors Wanted—

Mfd. by **G. F. PERRY** Johnston, S. C.

You'll have fewer out-of-order calls with a Jennings!

O. D. Jennings & Co. 4309 W. Lake St.
Chicago 24, Ill.

BARGAIN CLOSE OUT ROLLDOWN GAMES

WOOD BALL ROLLDOWNS		STEEL BALL ROLLDOWNS	
Bing-A-Rolls\$225.00	Sea Isle\$59.50
Auto Rolls Write	Manhattans 89.50
Advance Rolls 89.50	Bubbles 59.50
Chicago Coin Rolldowns 49.50	Singapores 64.50
Bally Hy Rolls 149.50		
Big City 50.00		

— Crating Extra —
Reconditioned by Expert Factory Mechanics—Ready for Location
1/3 Deposit With Order, Balance C. O. D., F. O. B. New York

SEABOARD NEW YORK CORPORATION

540-550 West 58th Street, New York 19, N. Y. Phone: COlumbus 5-4584

GOLDEN OPPORTUNITY!

LIMITED NUMBER OF
PROFITABLE DISTRIBUTORSHIPS
AVAILABLE FOR OUR
OFFICIAL REGULATION 22 FT.

SHUFFLE BOARD

WRITE OR WIRE AT ONCE!
Box 186, The Billboard
155 N. Clark St., Chicago 1, Ill.

WANTED

TOTAL ROLLS

State Condition and
Lowest Price

PURVEYOR DIST. CO.

4324 N. Western Chicago, Ill.



NOW \$150.00 5c-10c-25c ROL-A-TOP BELLS

The Above Prices Are Net F. O. B.
Chicago

WATLING MFG. CO.

4650 W. Fulton St.
CHICAGO 44, ILL.

Est. 1889—Tel.: COlumbus 2770
Cable Address "WATLINGITE," Chicago

"MARFUL"

Marks & Fuller Photomaton,
Model 552, Serial No. 6123.

PRICE \$400.00

One-Third Deposit.

PLAYLAND ARCADE

Niagara Falls, N. Y.

SEND TODAY!

FOR OUR
LIST OF

OUTSTANDING
EQUIPMENT BUYS!

RUNYON SALES CO.

123 W. Runyon St., Newark 8, N. J.
Tel.: BiGelow 3-8777
593 Tenth Ave., New York 18, N. Y.
Tel.: LOngacre 4-1880

SPECIAL SALE ON TUBES

Type #	Ea.	Type #	Ea.
1A7	62c	#30	56c
5Y3	40c	35L6	56c
606	56c	35Z5	51c
6J5	52c	#45	51c
6L6	78c	50L6	54c
6SQ7	57c	70L6	78c
#12 Series	70c	#75	47c
#25 Series	57c	#78	47c
6XB	66c	#117 Series	78c

Minimum order 25—all tubes are
guaranteed for 1 year against all
defects.

1/3 Deposit—Balance C. O. D.

F. O. B. Elizabeth, N. J.

ATLAS VENDING CO.

410 N. Broad St. Elizabeth 3, N. J.
EI 2-0089

YOUR HIGHEST BID WILL BUY THESE GAMES
Clean and in working order,
ready for location.

3 Surf Queens	1 Big Hit
2 Spellbounds	3 Stage Door Canteens
1 Dynamite	2 Cover Girls (Post War)
2 Kilroys	2 Maisies
1 Superliner	2 Flying Trapezes
1 Suspense	1 Chicago Coin Gealoe

New Five Ball Free Play Games, Write for Prices.
UNITED DISTRIBUTING CO.
Cincinnati's Newest Distributor
1408-1414 Central Pkwy., Cincinnati 10, Ohio.
Tel: MAIn 4108

CENTRAL OHIO'S QUALITY BUYS

KEENEY'S NEW ELECTRIC CIGARETTE VENDOR

NOW ON DISPLAY IN OUR NEW SHOW ROOMS

ORDERS NOW TAKEN FOR PREFERRED DELIVERY IN OHIO, KENTUCKY, WEST VIRGINIA

CONSOLES USED	ARCADE EQUIPMENT	MUSIC
Draw Bells, Regular \$229.50	Batting Practice \$ 79.50	Rock-Ola Standard \$109.50
Draw Bells, Red Buttons 259.50	Sky Fighter 119.50	Rock-Ola DeLuxe, '39 149.50
5¢ Bonus Super Bells 295.00	Air Raider 79.50	Rock-Ola Master, '40. 159.50
5¢-25¢ Twin Bonus Supers 595.00	Tommy Gun, Late 79.50	Rock-Ola Super 179.50
5¢-5¢ Twin Bonus Supers 575.00	Panorams 259.50	Seeburg Hideaway, RC 249.50
5¢-10¢-25¢ Keeney Triples 795.00	Undersea Raiders 149.50	Singing Towers 89.50
5¢-5¢-25¢ Bally Triple 545.00	Lite Leagues 69.50	Airson, Like New 295.00
5¢ Bally Club Bell 89.50	Voice Recorder 79.50	AMI Highboy, 40 Selections 295.00
5¢ Paces Reels, Comb. 49.50	9-Ft. Skee Roll 69.50	Wurlitzer 800-R 99.50
5¢ Paces Reels, C.P. 49.50	Scientific Baseball 300.00	Wurlitzer 500, Victory Cabinet 145.00
5¢ Bally Big Tops, C.P. 79.50	Jack Rabbit, New 300.00	8 Wurl. = 125 Wall Boxes, Ea. 15.00
5¢ Evans Gal. Dominos, '47 415.00	Buckley Diggers 99.50	8 Seeburg Bar Boxes, RC 35.00
	2 Exhibit Rotary Diggers 195.00	616 Wurlitzers 89.50
	Champ Basketball, New 49.50	
	Pokerino, Scientific 189.50	
	Goalee, New 225.00	
	Wurl. Skee Rolls, 14-Ft. 165.00	
	10 1/2-Ft. Premier Skee Rolls WRITE	

CONSOLES NEW	NEW SLOTS	USED AND FACTORY REBUILT SLOTS
5¢-25¢ Bonus Super Bells \$800.00	Mills Black Cherry 5¢ \$248.50	5¢ Blue Fronts \$ 79.50
5¢-25¢ Gold Nuggets 800.00	Mills Jewel Bells 10¢ 248.00	10¢ Blue Fronts 89.50
5¢ Bally Wild Lemons 542.50	Mills Golden Falls 25¢ 253.50	25¢ Blue Fronts 99.50
5¢ Bally Double Ups 542.50	Mills Vest Pockets 50¢ 248.50	5¢ Brown Fronts 99.50
	Mills Vest Pockets 10¢ 74.50	10¢ Brown Fronts 109.50
	Jennings Std. Chief 269.50	50¢ Chiefs 249.50
	Jennings Club Chief 324.00	50¢ Blue Fronts 249.50
	Groatchan Columbia 145.00	\$1.00 Chief 475.00
	Watling Rotapop 175.00	
	Pace DeLuxe Chrome 245.00	
	\$1.00 Pace DeLuxe 550.00	

1/3 DEPOSIT WITH ORDERS

CENTRAL OHIO COIN MACHINE EXCHANGE

525 South High
Columbus 15, Ohio

New Telephone Number: Adams 7254

GE Increases Lamp Dept. Service, Adds Five Sales Districts

CLEVELAND, June 26.—In a move designed to give the firm more comprehensive coverage, General Electric's lamp department has announced the addition of five new sales districts to its nationwide sales set-up. GE's lamp department handles the various types of lamps used in amusement games and music machines.

Effective July 1, the additional sales districts will bring the total districts to 23. New appointments are T. D. Scarff, manager, and D. J. Bowen, assistant manager, Chicago district; D. O. Dice, manager of the new midland district, Chicago; F. C. Horton, manager, Iowa-Illinois district, Davenport, Ia.; W. B. Gustafson, manager, Wisconsin District, Milwaukee, and J. M. Lime, manager, Indiana District, Indianapolis.

It was also disclosed that A. H. Meyer, for over 30 years manager of the former midland district, will continue in an advisory capacity.

ARCADE AND LOCATION EQUIPMENT
SINCE 1912 WE HAVE SOLD THE BEST

SPECIAL THIS WEEK!

Ten Strikes	\$ 52.50
Sportsman Roll	45.00
Baseball, Western	75.00
Baseball, West. De Luxe	100.00
Baseball, Major League	125.00
Baseball, Texas League	45.00
Baseball, Sci. Upright	85.00
Basketball, Sci. Upright	85.00
Basketball, Bally	95.00
Basketball, Chi. Coin	Write
Keep Punching, Upright	59.50
Poker or Joker, Upright	59.50
Hy Ball, Exhibit Upright	95.00
Hoops, Genco	30.00
Hockey, Chi. Coin	50.00

MUNVES FACTORY REBUILT MACHINES LOOK AND WORK LIKE NEW.

FREE! 8 Page, 52 Illustrations, Catalog

New or Factory Rebuilt Amusement Machines—Any Make or Model—Parts, Supplies & Cards—Munves Has Them All.

MIKE MUNVES

510-514 W. 34th St.
N.Y. 1, N.Y. (Bryant 9-6677)

WE DON'T NEED 'EM—YOU CAN HAVE 'EM

FREE PLAY	CONSOLES
ARIZONA \$29.50 EA.	15 PACE REELS \$39.50 EA.
BRAZIL	5 PACE SARATOGA
AMBER	35 BIG GAME
BIG HIT \$29.50 EA.	5 JUMBO PARADE 3 FOR
BAFFLE CARD	10 BALLY BIG TOP \$100.00
DYNAMITE	10 BORTAIL
FLAT TOP	10 SILVER MOON
MIDWAY 4 FOR	5 BALLY HI HAND
OKLAHOMA	
IDAHO	3 KEENEY TWIN BONUS \$525.00 EA.
SANTA FE	5 BALLY DELUXE DRAW BELLS (Used 1 Day) 325.00 EA.
SPELLBOUND \$100.00	5 KEENEY SINGLE BONUS (Like New) 325.00 EA.
SHOW GIRL	1 KEENEY 4-WAY 125.00
SUPER SCORE	
SUPER LINER	SLOTS
TRADE WINDS	JENNINGS 10¢ STAND. CHIEF \$149.50
KILROY	JENNINGS CHIEFS 49.50
RIO	MILLS BLUE FRONTS 74.50
STEP UP \$39.50 EA.	PAGE 25¢ CHROME 84.50
STATE FAIR 3 FOR	JENNINGS—Set—5¢-10¢-25¢ Club Console Slots 250.00
VANITIES \$110.00	MILLS 25¢ Club Console 149.50
MAISIE	PAGE 5¢ & 10¢ Club Console 124.50
MISS AMERICA	
SMOKY	MISCELLANEOUS
CROSSFIRE	WILLIAMS BOX SCORE \$225.00
BIG LEAGUE	WILLIAMS ALL STARS 225.00
HAVANA \$49.50 EA.	EDELCO TIN PAN ALLEY (NEW ROLLODOWN) 225.00
ROCKET 3 FOR	A.B.T. CHALLENGERS 19.50
BALLYHOO \$125.00	GOTTLEB GRIPS 12.50
FESTA	MERCURY ATHLETIC SCALE (New) 149.50
TORNADO	KIRK ASTROLOGY SCALE (5000 Tickets) 79.50
WHIZZ	UNEDA PAK CIG. MACH. (15 Column) 59.50
LUCKY STAR \$ 59.50	NATIONAL CIG. MACH. (REBUILT) 124.50
PLAY BOY 89.50	10 NEW CANDYETTE VENDERS, EA. 10.00
MEXICO 89.50	

1/3 DEPOSIT WITH ORDER—BALANCE C. O. D.

OHIO SPECIALTY COMPANY, INC.
539 S. SECOND PHONE: WA 2465 LOUISVILLE 2, KY.

MONARCH COIN MACHINE CO.
1545 N. FAIRFIELD AVE., (PHONE ARMSTRONG 1634) CHICAGO 22, ILL.

Large Stock—Like New—Reconditioned and Guaranteed

MILLS BLACK CHERRYS—Orig. 5¢-10¢-25¢ 2/5 or 3/5 PO \$150.00 EA.	MILLS GOLDEN FALLS, H. L.—Orig. 5¢-10¢-25¢ 2/5 or 3/5 PO \$155.00 EA.	MILLS BROWN FRONTS—Orig. 5¢-10¢-25¢ 2/5 or 3/5 PO \$109.50 EA.
---	---	--

SPECIAL: 50c JEWEL BELLS—WRITE

WANT TO BUY: Genco Total Rolls • Chicoin Basketball Champs • Drivemobile • Bally Entries • Special Entries • Jockey Clubs • Jockey Specials • Victory Derby • Victory Specials and DeLuxe Draw Bells.

THOROUGHLY RECONDITIONED ARCADE EQUIPMENT—READY TO OPERATE

Batt. Practice \$ 75.00	Red Ball \$109.50	Ex. Speed Bike \$189.50
Ace Bomber 99.50	Chicoin Hockey 89.50	Sky Fighter 99.50
Chicoin Goalee 139.50	Seeburg Ray Gun 124.50	Keeney Submarine 84.50
Ex. Vitalizers, late 109.50	Tan Strike, late 129.50	Parascope-Liberator 89.50
Genco Whiz & Stand 57.50	Ex. Mystic Eye 139.50	Groatch, Typers, 10¢ 289.50

SPECIAL CLOSEOUT! Brand New TUMBLERS and BOOMERANGS in orig. cases \$129.50

IMMEDIATE DELIVERIES—ALL NEW 5-BALL GAMES! CALL OR WRITE FOR PRICES

WRITE FOR COMPLETE LIST: 1-Balls, 5-Balls, Consoles, Slots, Scales, Etc.

FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information. GABLE: MOOIN.

Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft.

IT'S WORLD WIDE FOR GREATER VALUES

Reconditioned Consoles KEENEY

Blue Front, 5¢ \$ 95	Gold Nugget, 5-25 \$650
10¢ \$100, 25¢ 110	Single Bonus Super Bell 325
Brown Front, 5¢ 105	Twin Bonus Super Bell, 5-25 550
10¢ \$110, 25¢ 120	Twin Bonus Super Bell, 25-25 575
Black Cherry, orig., 5¢ 145	
10¢ \$155, 25¢ 165	
Extra Bell, 5¢ 125	
Melon Bell, 5¢ 95	

JENNINGS

Standard Chief (like new), 5¢ \$165
10¢ \$175, 25¢ 185
Cigarola, 5¢ 75

MILLS

Golf Ball Vendor, 25¢ Play. Thoroughly reconditioned and guaranteed \$295

Jumbo Parade, P.O. Latest Models \$ 85

Terms: 1/3 Deposit, Balance Sight Draft.

NEW FIVE BALLS
Williams Yanks Exhibit Jamboree United Big League Chicago Coin Spinball Genco Mardi Gras Bally Rancho Marvel Hit Parade

NEW JENNINGS Slots

Standard Chief
5¢ Play \$289
10¢ Play 279
25¢ Play 389
50¢ Play 399
\$1 Play 599

Super DeLuxe Light-Up Chief

5¢ Play \$324
10¢ Play 334
25¢ Play 344
50¢ Play 454

With Tic-Tac-Toe Reels — Same Prices

WORLD WIDE DISTRIBUTORS

2330 N. WESTERN AVE. CHICAGO 47

Phone: EVERGLADE 2300

FOR SALE

12 '46 and '47 Seeburg Music Machines	1 10-Column Rowe Cigarette Vendor
22 '45-'46-'47 Wireless Boxes	1 7-Column Uneda Pack, Model 500
3 Tear Drop Seeburg Speakers	1 8-Column Uneda Pack, Model M, New Look
15 5 Balls, \$10.00 up; Assorted Makes	

BEST OFFER TAKES LOT

WM. A. MARKS
112 WOODMONT BLVD. NASHVILLE, TENN.

METAL TYPER DISCS

FOR GROETCHEN TYPER

\$7.00 PER 1,000

Manufactured from Precision Dies from Finest Quality Aluminum. Standard Thickness. Satin Finish.

TOP QUALITY ONLY—ONE LOW PRICE

SAMPLE ON REQUEST

MONEY BACK GUARANTEE

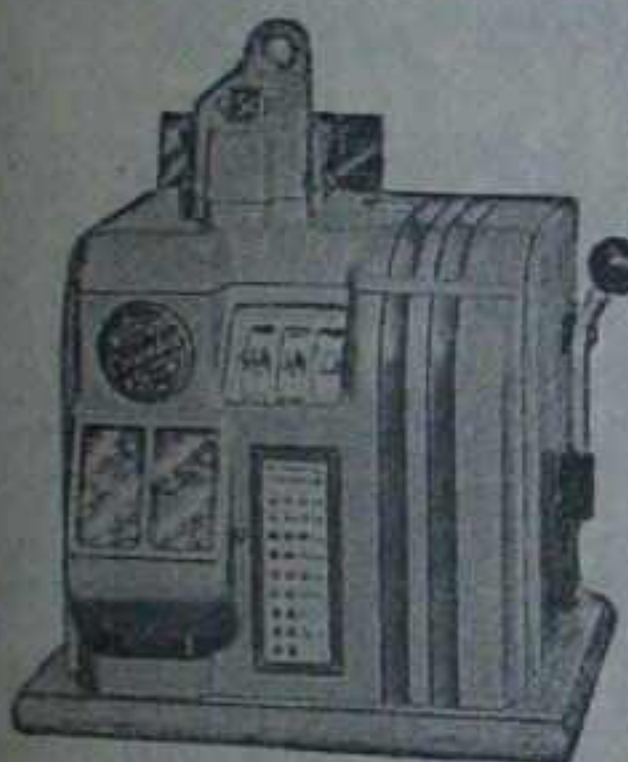
1/2 With Order, Balance C. O. D.

MAX GLASS

DISTRIBUTING COMPANY

914 DIVERSEY • CHICAGO 14, ILL.

COLUMBIA TWIN JACKPOT BELL



Fruit or Cigarette Machine. Gold Award or Jackpot Model. Size: Height, 18 3/4"; Width, 12 1/2"; Depth, 12"; Weight, 43 lbs.

WRITE FOR PRICES

FOREIGN TRADE

This machine takes any foreign coin as big as U. S. 25c piece or as small as U. S. 10c piece.

GROETCHEN TOOL & MFG. CORP.

126 N. Union Ave. Chicago 6, Ill.

Special!

- Chicago Coin Hockey \$49.50
- Keeney Submarine 49.50
- Champion Hockey 35.00
- Scientific Batting Pr. 49.50
- DeLuxe Hockey 39.50

\$5.00 Extra Crating

SHOOT THE BEAR RAY GUN \$124.50

Completely Reconditioned & Repainted. Money-Back Guarantee.

Terms: 1/3 Deposit With Order.

SEEBURG RAY GUN

Amplifiers, Motors, Rifles Repaired.

COMPLETE STOCK OF SEEBURG RAY GUN PARTS

WRITE FOR LIST



FOR SALE

Singapore Roll-down With Base, \$65 Each.

DAVE LOWY & CO.

884 10th Ave. Chicago 10, Ill.

Gottlieb Intros New Five Ball Game: Ali Baba

CHICAGO, June 26.—D. Gottlieb & Company is in full production on Ali Baba, a newly developed five-ball game featuring bumpers that give additional points after being hit a required number of times, Alvin Gottlieb has announced.

In addition to having such player approved features as bonus score, roll-over switches, kick-out pockets and powered flipper bumpers, Gottlieb's new game introduces a skill feature based on doubling and tripling the value of key bumpers and roll-overs after the player has made five hits on the game's numbered bumpers, switches or its roll-over button, which is located toward the bottom of the playfield. In all the player can run up a maximum score of 1,990,000 points and may garner a possible 380,000 points from the bonus scoreboard alone. One of the top features of Ali Baba's bonus score is that if the player has not succeeded in collecting his bonus score by dropping a ball in one of the bonus collection kick-out holes, the bonus score remains on the scoreboard for the succeeding game. One of the added features of this holdover bonus score is that the player can begin a new game with a high bonus score which might have been built up during the play of a relatively low total score game.

As the game is played, object is to make hits on Bumpers 1, 3, 4 and 6, roll-overs numbered 2 and 5 and also a roll-over button. Each time any numbered point makers are hit for the first five times, they register 10,000 points. If they are hit more than five times and up to 10 times, they record 20,000 points on each hit. If they are hit more than 10 times, they record 30,000 points on successive hits. Each time a numbered feature is hit, it also records 10,000 points on the bonus score. In all, bonus score holds up to 190,000 points; when collected by going into the double bonus score kick-out pocket gives player a maximum of 380,000 points.

Other scoring highlights of the new Gottlieb product include hitting all numbered point makers which lights up a kick-out pocket and gives the player the opportunity to make up to five replays if he can skillfully guide a ball into the lit pocket.

Roll-over button of Ali Baba makes a drum roll sound when hit and is designed to attract other possible patrons while a game is in progress. Another attraction of the game is its animated backboard which consists of lady rope climbers moving up a rope as points are made in the game.

Two of the game's operator designed features are its bottom tilt and a convenient grip at the very end of the playfield, which makes the new Gottlieb product easy to handle without damaging any of the game's scoring features.

Chinese Newspaper Carries Ad on Pins

MANILA, June 26.—Pointing up the growth of the coin machine trade in the Philippine republic is an ad appearing in a local Chinese-language newspaper, *The Fookien Times*, advertising the merits of an amusement game.

Ad was placed by Morcoin Company, Ltd., headed by William Suter, who was instrumental in having the Philippine coin machine regulations clarified in November, 1947. Product advertised is Chicago Company's Trinidad. In addition to a picture of the game, ad carries several lines of copy written in Chinese characters.

5c WIRELESS WALL-O-MATICS (WS-2Z) \$19.50

5c-10c-25c Wireless Bar-O-Matics (WB-1Z) \$32.50

Each unit completely reconditioned and refinished. All worn parts replaced.

GUARANTEED PERFECT

CONSOLE BARGAINS

- 5c Pace Reels Jr. \$ 49.50
- Dang Tails 425.00
- 25c Mills Club Console 145.00
- 5c Super Bell 89.50
- Victory Derby, Chrome Rails 149.50
- Sport King 59.50
- Turf King, P.O. 79.50

EXTRA BELL CABINET \$49.50

(New slot cabinet, complete)

BELL SPECIALS

- 5c Jenn. Chief \$ 85.00
- 5c Jenn. Silver Chief 85.00
- 5c Jenn. Bronze Chief 125.00
- 5c Jenn. Red Skin 75.50
- 10c 4-Star Chief 74.50
- 10c Super DeLuxe Chief (Lite-Up) 175.00
- 10c Waiting Rotatop 60.00
- 10c Pace Comet 60.00
- 25c Mills Brown Front 95.50
- 25c Mills War Eagle 85.00
- 25c Pace Bantam 49.50
- 1c Pace Bantam 39.50
- 25c Waiting Rotatop 75.00
- 50c Mills Goose-neck 75.00

Terms: 1/3 Deposit, Balance C. O. D.

METAL TYPER

(Postwar Model) 10c Play

\$265.00



SEEBURG

NEW EQUIPMENT

- ALI-BABA
- SPINBALL
- JAMBOREE
- MARDI GRAS
- GROETCHEN COLUMBIA—\$129.50
- STAR DUST
- RANCHO
- GOLD CUP, F.P.
- TROPHY, P.O.
- GUBBER—\$19.95

NEW CONSOLES

- 5 25c Challenger \$595.00
- Double Up 542.50
- 5c Monte Carlo 600.00
- 5 25c Monte Carlo Challenger 745.00
- Evans Bang Tails 671.50
- 25 Evans Races, J.P., P.O. Fl. Sample .. 450.00

NEW JENNINGS BELLS

- Standard Chief, 5c \$269.50
- Standard Chief, 10c 278.00
- Standard Chief, 25c 289.00
- Standard Chief, 50c 399.00
- Standard Chief, 51 599.00
- Super DeLuxe Lite Up Chief, 5c 324.00
- Super DeLuxe Lite Up Chief, 10c 334.00
- Super DeLuxe Lite Up Chief, 25c 344.00
- Super DeLuxe Lite Up Chief, 50c 454.00
- Standard Club Console 369.00
- Super DeLuxe Club Console 424.00

*With Tic-Tac-Toe Reels, Same Prices.

SUMMER SCHEDULE

BEGINS JULY 3

We will be closed all day Saturday during the months of July and August.

Regular week day hours: 9:00 a.m.-6:00 p.m.

PHONOGRAPHS

- Wurl, 24 \$169.50
- Wurl, 500 189.50
- Wurl, 800 189.50
- Wurl, 800 169.50
- Seeburg Lo-Tone 250.00
- Seeburg K20 Model 275.00
- Seeburg Colonel 89.50
- Concert Grand 219.50
- 8200 Conv., RC 175.00
- 8200 Conv. 179.50
- Concert Master 149.50
- Rock-Ola DeLuxe 195.00
- Rock-Ola Windsor 89.50

HOME OF PERSONAL SERVICE

Atlas NOVELTY COMPANY

2200 N. WESTERN AVE. - PHONE ARMitage 5005 - CHICAGO 47

Division of ATLAS MUSIC CO.

- Assoc. ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8
- Offices ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
- ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

REBUILT PHONOGRAPHS! UNCONDITIONALLY GUARANTEED

THE FOLLOWING LOW PRICES ARE FOR MACHINES COMPLETE AND IN WORKING ORDER BUT NOT REBUILT

WURLITZER	SEEBURG	ROCK-OLA
950, 850, 800. \$219.00	HITONES, E.S. \$139.50	SUPER \$99.50
780 224.50	COMMANDER 149.50	MASTER 99.50
500 119.50	MAJOR 149.50	DELUXE 99.50
600 99.50	COLONEL 149.50	STANDARD 99.50
24 99.50	CADET 149.50	TWIN TWELVE.... 69.50
24 VICTORY 79.50	CLASSIC 119.00	TYPE ONE 49.00
616 49.50	CROWN 105.00	COUNTER MODEL.. 39.00
71 79.00	REGAL 89.50	
61 64.50		

IF YOU WANT THESE PHONOGRAPHS PROFESSIONALLY REBUILT AND UNCONDITIONALLY GUARANTEED, ADD \$35 PER MACHINE

- CHECK THESE POINTS
- ✓ PROFESSIONALLY REFINISHED
 - ✓ MECHANISM OVERHAULED
 - ✓ WORN PARTS REPLACED
 - ✓ AMPLIFIER RECONDITIONED
 - ✓ TONE HEAD RENEWED
 - ✓ TALKING GOLD GRILL

ALL WORK DONE BY SKILLED FACTORY TRAINED TECHNICIANS

- POST-WAR PHONOGRAPHS
- AIREON NEW ACCUMULATOR AND MECHANISM \$239.00
- ROCK-OLA 1422 \$329.00
- WURLITZER 1015 \$499.00

SEEBURG LOTONE, Professionally Rebuilt. \$289.50

WALL BOXES Seeburg: S-20-1Z, \$3.95; WS-2Z Wireless, \$19.50; DS-20-1Z 3 Wire, \$15.00. Wurlitzer 120, \$5.00; Rock-Ola Dial-a-Tune, \$3.50.

TERMS: 1/3 DEPOSIT, BALANCE O. O. D.

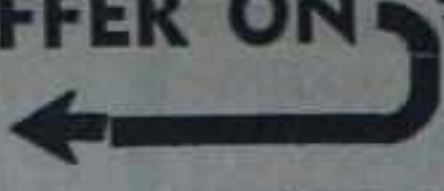
DAVIS DISTRIBUTING CORPORATION

738 ERIE BLVD. EAST SYRACUSE, NEW YORK

PHONE SYRACUSE 5-5194 BRANCHES BUFFALO ROCHESTER

MAKE US AN OFFER ON

20 BALLY CUP DRINK VENDORS, just off location.
6 POST-WAR MODELS, SCIENTIFIC POKERINOS, LIKE NEW, \$225.00 Ea.



A.B.T. MODEL F
\$49.50
In lots of 5 or more, \$47.50

BUBBLE BALL GUM
30¢ per pound—all sizes—any quantity.

USED CONSOLES
5 Keeney Twin Super Bonus Bells \$495.00
Brand New Keeney Twin Super Bonus Bells Write
2 F.S. Keeney Gold Nugget, 5¢-25¢ .. 895.00
1 F.S. Evans Races, 895.00
3 Bally Draw Bells, 250.00
2 Bally DeLuxe Draw Bells, 285.00
3 Bally Triple Bells, 575.00
10 Jennings Cigarettes, 150.00
3 Keeney 5¢ Super Bells, Comb., 95.00
2 Keeney 25¢ Super Bells, Comb., 125.00
5 Bally Club Bells, 4 Nickel Comb., 75.00
6 Pacers Reels or Saratogas, 95.00
1 Bally Royal Flush, P.O., 85.00
15 Silver Moons, F.P., 85.00
5 Bakers Pacers with D.D., P.O., 175.00
2 Big Top, F.P., 75.00
2 Mills 4 Bells, 195.00

NEW COUNTER GAMES
Penny Target \$ 39.50
A.B.T. Challenger 42.50
Kicker & Catcher 35.00
Champion Basketball 22.50
Acme Electric Shocker 19.50
Camera Chief 19.95
Smiley 15.00

USED COUNTER GAMES
Pop Up \$ 14.00
Post Card Vendors 15.00
Smiley 10.00
Bat-A-Ball Jr. 19.50
Blue Bonnet 15.00
A.B.T. Target Skill 20.00
Whit 20.00
5 Pike's Peaks 18.00

CHICAGO METAL SLOT SAFES
DE LUXE LINE
Single Revolv-A-Round Stand \$ 48.00
Double Revolv-A-Round Stand 87.00
Single Revolv-A-Round Safe 119.50
Double Revolv-A-Round Safe 174.50
Triple Revolv-A-Round Safe 262.00
UNIVERSAL LINE
Single Revolv-A-Round Safe \$ 79.50
Double Revolv-A-Round Safe 116.75
Single Weighted Stands 25.00

SLOTS & BELLS
5 Mills Blue or Brown Fronts, 5¢ \$ 75.00
5 Mills Blue or Brown Fronts, 10¢ 85.00
5 Mills Blue or Brown Fronts, 25¢ 95.00
2 Mills Gold Chrome, 25¢ 125.00
4 Mills 25¢ Club Consoles 165.00
1 Watling 10¢ Treasury 75.00
3 Watling 25¢ Rotolops 95.00
1 Jennings 1¢ 4-Star Chief 75.00
4 Jennings 5¢ 4-Star Chief 75.00
1 Jennings 50¢ 4-Star Chief 225.00
2 Jennings 5¢ Club Consoles 185.00
Prompt Delivery on New Jennings and Mills Slots at Factory Prices.

85 GUSHERS
Brand New 5¢ J. P. Models, \$22.50 each
VEST POCKETS
Brand New, Special \$59.50 Used, \$39.50
10 POP SEZ POPCORN VENDORS
Like New, \$149.50 each



USED VENDORS
4 15-Col. U-500 U-Need-A-Pak Cigarette Vendors \$ 95.00
2 7-Col. S. & M. Cigarette Vendors 65.00
2 10-Col. Rowe Presidents 95.00
50 Silver King Ball Gum Vendors 3.50
25 Ace Nut and Gum Vendors 8.50
5 Shipman Stamp Machines, 2 Col., 15.00
50 5¢ Silver King Nut Vendors 8.50
10 N.W. DeLuxe 1¢-5¢ Vendors 22.00

NEW VENDORS
Atlas Bantam 5¢ Almond Vendor \$12.50
Marion Scale 97.50
Silver King Hot Nut Vendor 29.95
Advance 25¢ Model 21F Vendor 22.50
Silver King 1¢ or 5¢ Nut or Gum 13.95
Victor Model K 12.95
Victor Model V-K, 24 or more 13.75
Victor C. B. Universal 13.95
Master 1¢-5¢ Comb. 15.95

WANTED TO BUY
DELUXE DRAW BELLS
SUPER BONUS BELLS
TRIPLE BELLS
SPECIAL ENTRIES, F.P.
GOLD CUPS, F.P.
JOCKEY SPECIALS, F.P.
PUSHER TYPE ROTARYS

NEW ARCADE EQUIPMENT
Voo Doo and 10M Cards \$245.00
Aladdin's Lamp and 10M Cards 245.00
Wishing Well and 10M Cards 245.00
Air Mail and 10M Cards 245.00
Blue Bird and 10M Cards 245.00
Tunnel of Love 245.00
Television Message 245.00
Romance Barometer 245.00
Wheel of Romance 245.00
Pop-o-Meter 245.00
Screen Test and 10M Cards 245.00
Kisho-Meter 245.00
Knotty Peaks, 2 Machines, 1 Base 175.00
Microscopes Silver Gloves 425.00
Scientific Pitch 'em & Bat 'Em 499.50
Evans' Bat-A-Score 345.00

STEEL BALL ROLL DOWNS
Hawaii Write
Singapore Write
Tropicana Write
Bermuda Write
Mimi Write
Gold Mine Write

WOOD BALL ROLL DOWNS
Tally Rolls \$ 85.00
One World 85.00
Tri-Score 85.00
Big City 85.00
Total Rolls 85.00
Advance Rolls 115.00
Pro Scores 195.00
Genec Play Ball 85.00

RECONDITIONED PIN GAMES READY FOR LOCATIONS
PIN GAMES ARE AND ALWAYS HAVE BEEN OUR BUSINESS!
Step Up \$ 20.00
Stormy 142.50
Suspense 19.50
Super Score 19.50
Sunny 119.50
Star Lite 97.50
South Seas 14.50
Surf Queen 17.50
Sea Breeze 32.50
Superliner 24.50
Spellbound 20.00
Sky Raider 15.00
Smarty 29.50
Tally-ho 87.50
Tennessee 147.50
Tropicana 125.00
Trinidad 147.50
Trade Winds 165.00
Tornado 45.00
Virginia 150.00
Victory 12.50
Kilroy \$ 39.50
Kismet 17.50
Lucky Star 54.50
Manhattan 117.50
Mexico 79.50
Miss America 40.00
Mystery 42.50
Nevada 90.00
Play Boy 42.50
Ranger 62.50
Rocket 42.50
Show Girl 32.50
Sea Isle 108.00
Stage Door Canteen 17.50

TERMS: 1/2 DEPOSIT, BALANCE C. O. D.
CLEVELAND COIN MACHINE EXCHANGE, INC.
2021-2025 PROSPECT AVE. • CLEVELAND 15, OHIO
Prospect 6310 • 6317

Trade Directory

Summary of trade activity for the past two weeks is condensed here in easy-to-file form as a trade service feature of The Billboard.

New Equipment
Beverage Dispenser, the G & P Engineering Company, Inc., Dallas.
Candy Vender, Silver King Corporation, 622 Diversey Parkway, Chicago 14.
Coin Changer, Bell Products Company, 2000 North Oakley, Chicago.
Gum Vender, Vendors, Inc., St. Louis.
Play Booster, Wico Corporation, 2913 North Pulaski, Chicago.

Personal Notices
Michael N. Brady has been appointed general sales manager of the Vendo Company.
Frank Q. Doyle has been named director of sales for Berco Manufacturing Company, Chicago.
Richard Knudsen has been appointed to O. D. Jennings & Company sales staff.
Harry J. Lermann has been appointed general manager of the Coin Metered Washing Machine Operators' Association.
Ben Okum has been elected vice-president of the Michigan Automatic Phonograph Owners' Association.
George Ponsler has resigned his position as a member of the board of directors of Coin Machine Industries, Inc.
Theodore (Champ) Seidel has been named general manager of Blendow & Meyers, Inc.
George A. Sykes has been made production manager of the General Vending Machine Corporation, Chicago.
Edgar A. Wilcox has been named president of the Manufacturers' Agents National Association.

Distributor Appointments
J. J. Golumbo & Company, Rock-Ola distributor in Boston, has had its territory expanded and will cover Maine, Vermont and New Hampshire as well as Connecticut, Rhode Island and Massachusetts.
Siros Manufacturing Company has appointed nine new distributors for its shoeshine machine: Birmingham

Hit Parade, New Five-Ball Game By Marvel Mfg.
CHICAGO, June 26.—Marvel Manufacturing Company here is now in full production on a new five-ball game called Hit Parade, featuring quintuple bonus and a high score of over 3,000,000 points, Ted Rubenstein, Marvel president, announced this week.
Game's scoring highlights include roll-over buttons that change from 10,000-point value to 50,000 after bumpers marked "PAR" and "ADE" have been spotted. Game has four powered flipper action bumpers, feather switches and kick-out pockets.
After the player has built his bonus score up to the maximum of 100,000 points he may collect it by going into the bonus collection holes at the bottom of the playfield. If the player has first made the entire 1 thru 11 series of numbered bumpers and then gets a ball in the bonus collection kick-out pockets, he collects quintuple bonus. Thus, if the player has built up 100,000 points before collecting bonus, he can garner 500,000 points on one ball.
Hit Parade is available in either the single coin chute or in the Marvel-developed plus-four coin chute which permits patrons to play up to four coins during one game.

Novelty Company, Birmingham; C. G. Hansen, Port Orchard, Washington; C. Hafford, Riverton, Kan.; W. J. Kearney, Shreveport, La.; Midwest Distributors, Coldwater, Mich.; Berry Amusements, San Jose, Calif.; Howard T. Ailor, New York; Unique Company, La Crosse, Wis.; Novelty Coin Machine, San Luis, Potosi, Mexico.
Southern Amusement Company, Memphis, has been appointed distributor for AML.
Steele Distributing Company, Houston, has taken over the distribution of Wurlitzer commercial phonographs.
Vidicoin Corporation, New York, has been appointed distributor for Videograph.

LATEST NEW MODELS MILLS AND JENNINGS SLOTS IMMEDIATE DELIVERY

BUY YOUR MACHINES FROM THE WORLD'S LARGEST SUPPLIERS OF CLUB EQUIPMENT
STEEL SAFES AND STANDS
OUR GUARANTEE IS YOUR ASSURANCE OF SATISFACTION
WRITE, TELEGRAPH OR PHONE MONROE 7911
BAKER
NOVELTY COMPANY
1700 WASHINGTON BLVD.
CHICAGO 12, ILLINOIS

PINS — MUSIC ROLLDOWNS 30 PIN GAMES \$350 FOR LOT

1—Four Roses
4—Bubbles
2—Shangri La
3—Double Barrels
2—Brazil
1—Wagon Wheels
2—Defense
1—Zig-Zag
1—Arizona
1—Oklahoma
1—Fox Hunt
1—Idaho
2—Flat Top
1—Cobs
1—Production
1—Grand Canyon
1—Streamliner
1—Gl Joe
1—Sparky
1—Knockout
1—Majors '41

ROLLDOWNS
Advance Rolls \$ 79.50
Chicago Coin Roll Downs 49.50
STEEL BALL ROLLDOWNS
Catalina \$139.50
Gold Mine 59.50
Tropicana 89.50
Singapore 59.50
Hawaii 59.50
MUSIC
No reasonable offer refused for the following:
Telephone Musicale—Complete Studio
3 Automatic Twin-12, Complete with Timers
17 Location Amplifiers
All in Perfect Working Order—Used Three Months.
Send 1/2 Deposit With Order, Balance C. O. D.
MUSICALE OF N. Y., INC.
1154 First Avenue New York, N. Y.
REgent 4-3337

Operators' Information on Request

Amber \$ 27.50
Bermuda 125.00
Baffle Card 29.50
Big Hit 17.50
Big Time 110.00
Banjo 150.00
Broncho 50.00
Catalina 154.50
Click 59.50
Cover Girl 115.00
Cardusel 42.50
Co-Ed \$ 89.50
Cyclone 45.00
Fast Ball 22.50
Flying 84.50
Havana 42.00
Honey 54.50
Hi Ride 87.50
Hawaii 80.00
Humpty 132.50
Dumpty 132.50

ROY MCGINNIS CO.
NOW DELIVERING: RANCHO, JAMBOREE, YANKS, STAR DUST, MARDI GRAS, SPINBALL.
2011 MARYLAND AVE., BALTIMORE 18, MARYLAND • PHONE UNIVERSITY 1800

finest RECONDITIONED EQUIPMENT IN THE NATION

Do not confuse our Reconditioned Pin Games with so-called "Close-Outs" or "As Is" Games. Every Machine we sell is in BEAUTIFUL SHAPE, READY FOR LOCATION

Table listing various pin games and their prices, including Stage Door Canteen, Surf Queen, Vanity, Smarty, Superliner, Amber, Spellbound, Fiesta, Dynamite, Kilroy, Havana, Tornado, Ballyhoo, Cyclone, Maisie, Flamingo, Torchie, Honey, Playboy, Lucky Star, Mam'selle, Ranger, Co-ed, Bowling League, Sea Isle, Mexico, Bonanza, Nevada, Singapore, Tropicana, Sunny (Flippers), Manhattan, Tennessee (Flippers), and Virginia (Flippers).

Reconditioned—Beautiful Shape ALL STARS With 5c-10c-25c Coin Chute \$295.00

Scott-Crosse Co. 1423 Spring Garden Street Philadelphia, Pennsylvania Rittenhouse 6-7712

AUTOMATIC HOSTESS

UNIT OF 20 LIKE NEW

Original Price \$14,800.00

WILL ACCEPT BEST OFFER

DAVID ROSEN, INC.

Exclusive AMI Distributor

355 N. Broad St., Philadelphia 23, Pa. Stevenson 2-2903 303 Evergreen Ave., Baltimore 23, Md. Edmonson 5322

PENNSYLVANIA PIN BALL ROUTE FOR SALE

A bargain because our parks leave us short handed and something must be sacrificed.

\$15,000.00 for Locations, Games, Truck, Parts

Warehouse available. Write or phone for appointment. We will work two weeks with you to introduce you to the swell people on locations.

HARRISBURG AMUSEMENT CO.

1133 So. 19th St. Harrisburg 4-7793 Harrisburg, Pa.

FOR SALE COMPLETE PENNY ARCADE FOR SALE CAN BE BOUGHT AT A SMALL FRACTION OF ORIGINAL COST. All equipment up to date and in excellent condition. MEYER FOX 1009 WASHINGTON AVE. ST. LOUIS, MO.

REMEMBER THIS

acme PLASTICS ARE UNCONDITIONALLY GUARANTEED AGAINST BREAKAGE FOR 3 YEARS

SOLID COLORS THRU AND THRU—NOT SPRAYED OR PAINTED. ALMOST 1/4" THICKNESS—PERFECT FIT.

Write for Price List

ACME SALES COMPANY 505 West 42nd St., N. Y. Longacre 3-4138

EMPIRE'S SUPERMART WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

NEW PIN GAMES, NEW ONE BALLS, NEW ROLL DOWNS, NEW SKILL GAMES. Lists various game models and prices.

NEW COUNTER GAMES, NEW SLOTS, SLOT SAFES, STANDS, ETC. Lists various game models and prices.

NEW CONSOLES, NEW VENDORS. Lists various console and vendor models and prices.

Bradley Twin Drink Cup Dispenser \$1,620.00

Deval's Ace, New \$12.50 Deval's Marvel (Non-Coin), New \$2.50 Deval's Marvel (Non-Coin), Used 1 Wk. \$2.75 Deval's Marvel, 1c, Like New \$17.50

All American Shoe Shine Machine \$345.00

RECONDITIONED 5 BALLS. Lists various 5-ball machine models and prices.

SLOTS. Lists various slot machine models and prices.

ARCADE. Lists various arcade game models and prices.

ONE BALLS. Lists various one-ball machine models and prices.

CONSOLES. Lists various console models and prices.

Empire Coin Machine Exchange 1012-14 MILWAUKEE AVE. Phone EVERGLADE 2600 CHICAGO 22, ILL. Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT, Ph: Tyler 7-2770

Genco's Mardi Gras

A BRAND NEW IDEA—A 1 to 4 ROLL-OVER BUTTON COMBINATION



**FLIPPER ACTION,
KICK-OUT HOLE,
SINGLE-DOUBLE-
TRIPLE-BONUS,
SUPER HIGH SCORE,
7 EXTRA ROLL-OVER
BUTTONS
AND 3 100,000 BUMPERS**



Even Greater Playing Appeal Than Triple Action & Trade Winds Combined!

It Has Terrific Action with FIVE WAYS to Score!

Operators Acclaim It, The Public Demands It. It's Genco's MARDI GRAS!

OPERATORS REPORT MARDI GRAS doing BIG as a 3-BALL GAME ORDER FROM YOUR NEAREST DISTRIBUTOR

GENCO BUILDS GREATER GAMES
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

MILLS LATEST MACHINES



← GOLDEN FALLS
You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on the unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.
WRITE FOR PRICES

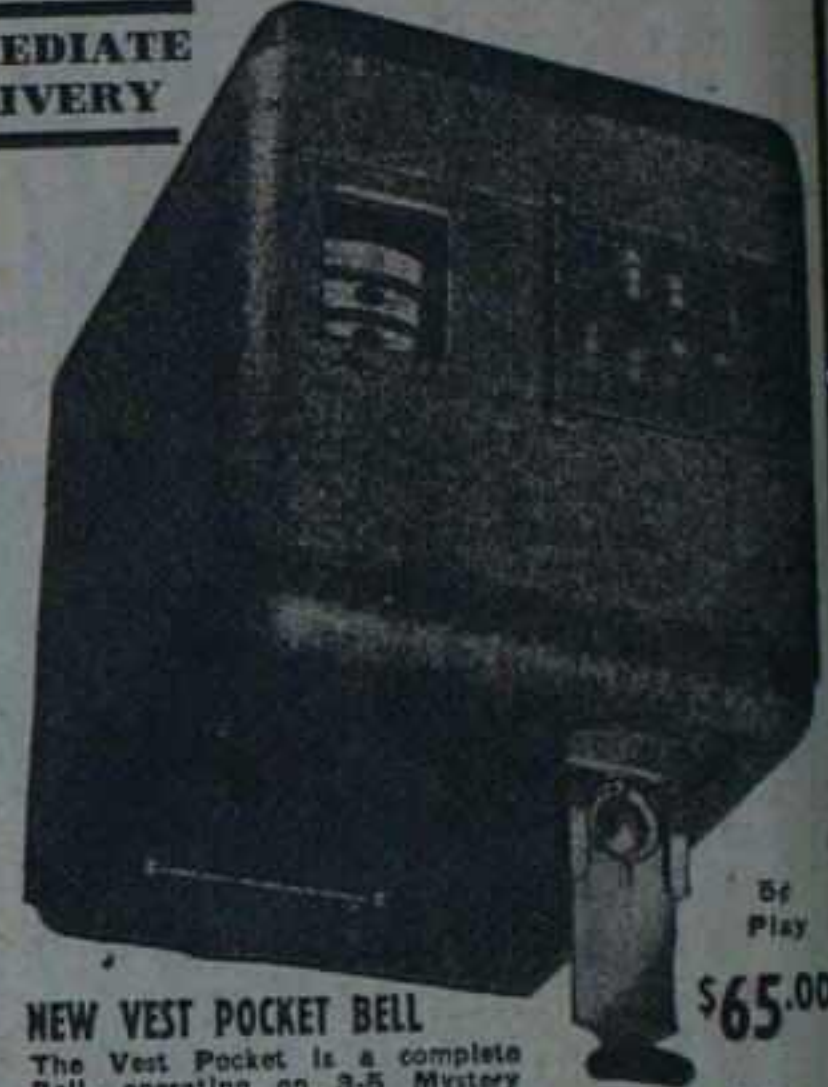


JEWEL BELL →
If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play.
WRITE FOR PRICES



MILLS QT
A "Pony-Size" Bell. Weighs only 35 lbs. The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.
\$115.00 1/3 Deposit

New Box Stands, Single, Double and Triple Safes



NEW VEST POCKET BELL
The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payroll cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. BLUE & SILVER or GOLD & SILVER.
\$65.00 1/3 Deposit

SICKING, INC. 1895 CINCINNATI 14, OHIO
Associated with Sicking Dist. Co., 2833 W. Pico Blvd., Los Angeles, Cal.

BEN RODINS SAYS

If I Can't Guarantee It . . . I Won't Ship It!

USED GAMES

CLEANED • CHECKED • SCRAPED

BIG HIT	\$ 24.50	NEVADA	\$ 89.50
DYNAMITE	24.50	PLAYBOY	44.50
FAST BALL	24.50	SMARTY	29.50
HAWAII	84.50	STAGE DOOR CANTEEN	24.50
HAVANA	39.50	SUPER SCORE	29.50
HUMPTY DUMPTY	129.50	SPELLBOUND	24.50
KILROY	39.50	SURF QUEEN	24.50
LUCKY STAR	54.50	SUSPENSE	24.50
MAM'SELLE	69.50	TORNADO	44.50
MANHATTAN	124.50	TROPICANA	109.50

MARLIN
AMUSEMENT CORPORATION
412 9th St., N. W. WASHINGTON, D. C. DI 1625

McCALL NOVELTY CO.

ALL A-1 RECONDITIONED—READY FOR LOCATIONS

5 BALL FREE PLAY PIN GAMES		Sea Breeze	\$40.00
Arizona	\$20.00	Spellbound	40.00
Big League	41.00	South Seas	30.00
Big Parade	25.00	Surf Queen	35.00
Brazil	20.00	United Trade	20.00
Canteen	25.00	Winds	20.00
Cover Girl	30.00	Wagon Wheels	20.00
Defense	20.00		
Double Barrel	45.00		
1 BALL FREE PLAY GAMES		Mills 1-2-3	\$29.50
'41 Derby	\$72.50	Sport Event	51.50
Blue Grass	45.00		
AUTOMATIC PHONOGRAPHS			
Wurlitzer 960	\$209.50	Wurlitzer T80 Colonial	\$214.50
Wurlitzer 600	114.50	Wurlitzer 24 Victory Medal	78.00

Terms: One-Third Deposit With Orders. Balance C. O. D.
3147 LOCUST ST. ST. LOUIS, MO.

FREE

AS THE AIR!

They say that in this world only the air is free, but they are wrong. By simply sending a penny post card to us, we will send to you Absolutely Free, the favorite and most interesting publication in the coin machine field--SPINNING REELS.

BELL-O-MATIC CORPORATION

Exclusive National Distributor
Mills Bell Products
4100 West Fullerton Avenue
Chicago 39, Illinois

IT'S SOUTHERN FOR FREE PLAY GAMES

BAFFLE CARD	\$29.50
BRONCHO	79.50
CROSSFIRE	69.50
CAROUSEL	49.50
CO-ED	69.50
FAST BALL	49.50
FIESTA	59.50
GOLD BALL	89.50
HI RIDE	89.50

KILROY	\$39.50
MISS AMERICA	59.50
MAISIE	79.50
RIO	59.50
SPELLBOUND	19.50
STREAMLINER	29.50
STEP UP	49.50
STARLITE	89.50
SMOKY	69.50

SPECIAL! SEVERAL PRE-WAR
PHOTOMATICS \$325.00
IN A-1 SHAPE EACH

TERMS: 1/3 Deposit,
Balance Sight Draft.

Write for New List.
All Types of Equipment.



"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN
CINCINNATI · DAYTON · FT. WAYNE
INDIANAPOLIS · LEXINGTON

624 S. Third St., Louisville 2, Ky.
242 Jefferson St., Lexington 2, Ky.
1329 S. Calhoun St., Ft. Wayne 2, Ind.

228 W. 7th St., Cincinnati 2, Ohio
603 Linden Ave., Dayton 3, Ohio
325 N. Illinois St., Indianapolis 4, Ind.

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see
Bill Hoppel
MILWAUKEE see
Carl Hoppel

GUARANTEED RECONDITIONED CONSOLES

1947 GALLOPING DOMINOES, P.O.	\$395.00	1947 BANGTAILS, P.O.	\$395.00
KEENEY BONUS 3-WAY, 5-10-25	895.00	KEENEY BONUS 1-WAY, 5¢	275.00
BALLY TRIPLE BELLS, 5-10-25	550.00	KEENEY BONUS 2-WAY, 5-25	550.00
BALLY TRIPLE BELLS, 5-5-25	545.00	KEENEY BONUS 2-WAY, 5-5	545.00
MILLS 1947 THREE BELLS	395.00	KEENEY GOLD NUGGET	WRITE
MILLS 1941 THREE BELLS	189.50	KEENEY WILD BELL	WRITE
JENNINGS CHALLENGER, 5-25¢	375.00	BALLY DE LUXE DRAW BELLS	275.00
KEENEY TWINS, 5-25, F.P., P.O.	99.50	BALLY DRAW BELLS (R. B.)	245.00
KEENEY SINGLE SUPER, F.P., P.O.	59.50	BALLY DRAW BELLS (M. B.)	225.00
MILLS JUMBO, LATE F.P.	39.50	MILLS JUMBO, LATE F.P., P.O.	49.50
NEW BALLY GOLD CUPS, F.P.	WRITE	MILLS JUMBO, LATE P.O.	39.50
		NEW KEENEY FAVORITE, F.P., P.O.	WRITE

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 1015	\$495.00	SEEBURG MODEL 1-47 M	\$545.00
WURLITZER MODEL 1080	550.00	SEEBURG MODEL 1-46 M	475.00
A.M.I. 1946 MODEL M	595.00	ROCK-OLA MODEL 1426 (1947)	450.00
PACKARD 1946 MODEL 7	395.00	ROCK-OLA MODEL 1422 (1946)	375.00

BRAND NEW IN ORIGINAL CRATES

BALLY HI ROLL	WRITE	GENCO BING-A-ROLL	WRITE
WILLIAMS BOX SCORE	WRITE	BALLY BIG INNING	WRITE
BALLY BOWLER	WRITE	BALLY HEAVY HITTER	WRITE
A. B. T. CHALLENGER	WRITE	STRIKES & SPARES	WRITE
ALSO LARGE STOCK OF USED HY-ROLLS AND BING-A-ROLLS	WRITE		

RECONDITIONED SLOTS AND STANDS

MILLS BLACK CHERRY, ORIG., 5¢	\$149.50	NEW MILLS JEWEL BELL	WRITE
MILLS BLACK CHERRY, ORIG., 10¢	159.50	NEW MILLS BLACK CHERRY	WRITE
MILLS BLACK CHERRY, ORIG., 25¢	189.50	NEW MILLS GOLDEN FALLS	WRITE
MILLS BLACK CHERRY, ORIG., 50¢	295.00	SINGLE WEIGHTED STAND	22.50
NEW MILLS VEST POCKET BELLS	59.50	DOUBLE REVOLV-A-ROUND SAFE	149.50

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 Operators Report: 'POLAR PETE' PAYS PROFITS

ACTUAL REPORTS SHOW

that on location everywhere the new "Polar Pete" Snow Cone Machine is proving a big-time moneymaker. Here are the facts—from just a few of our many operators.

Wichita Falls, Texas—At the baseball park, \$65 in 2½ hours—one Sunday game.

Kennywood Park, Pa.—\$185 gross sales of "Polar Pete" Snow Cones in one-half day.

Columbus, Ohio—Snow Cone sales worth \$35 in just 2½ hours of operation at the Zoo.

Dallas, Texas—A small neighborhood movie theatre reports a net profit of \$115 per week in Snow Cone sales.

You can earn 900% profit with the "Polar Pete" Snow Cone Machine. 50 pounds of ice and a gallon of syrup make about 175 five-ounce snow cones. Total material cost is about \$1.65 . . . your total sales, \$17.50. Brother's that's real profit . . . when a dime will get you a dollar it's time to get going! Place your order NOW! Immediate Delivery!



\$395.00

F. O. B. Dallas, Texas
TERMS: 50% cash with order, balance C. O. D. Quantity Discount.

DISTRIBUTORS—WRITE, WIRE, OR PHONE NOW FOR INFORMATION ON OUR PROFITABLE DISTRIBUTOR PLAN

MULTIPLE PRODUCTS CORP.

3612 Cedar Springs

Dallas 4, Texas

FOR SALE
Small Music Route and Some Slots in Cool Colorado

W. H. FRAZIER
Cripple Creek, Colo.

SENSATIONALLY NEW!

CASINO BELL Sr.

ACCEPTS 5c AND 25c COINS ON SAME PLAY. PAYS OUT NICKELS OR QUARTERS, ACCORDING TO COIN PLAYED

For lasting appeal . . . dependable earnings rely on these peerless EVANS features:

- EVANS' NONPAREIL 5-COIN HEAD! 5 PLAYERS!
Greatest Improvement in the History of the Industry!
- 5 INDIVIDUAL PAYOUT CUPS!
- 5 JACKPOTS WITH RESERVES!
- SINGLE COIN "MACHINE GUN" ACTION PAYOUT!
- EVANS' FAMOUS TROUBLE-FREE MECHANISM!
- LONG-LIFE, ATTRACTIVE EVANS-BUILT CABINET!
- BRILLIANT, COLORFUL TOP DESIGN!
- STANDARD BELL FRUIT REELS!
- MODELS NOW AVAILABLE:
STANDARD 3/5c and 25c;
STRAIGHT 5c or 25c
CLUB MODEL WITH ONE-CHERRY PAYOUT

SEE YOUR DISTRIBUTOR TODAY

H. C. EVANS & CO.

1528 W. ADAMS STREET, CHICAGO 7, ILLINOIS



EARN MORE per individual unit
than a Complete Route of other equipment



with KEENEY'S
BONUS
Super Bell

Install one 2-Way Keeney Bonus Super Bell. Compare collections you make with a complete route of other equipment. Be assured — your Keeney 2-Way Bonus Super Bell will out-earn a group of competitive machines by a wide margin. A test will prove it!

in Heavy Production
Now by
Popular Demand!
See Your Nearest Keeney
Distributor

There's a Keeney Console for Every Location

- ★ 2-WAY BONUS SUPER BELL, famous 5 multiple, up to 5 coins each chute.
- ★ GOLD NUGGET, sensational Twin Multiple, 4-coin play console.
- ★ WILD BELL, new "wild" symbol, single coin, 2 chute console.

Any combination of 5c-10c-25c chutes available for each machine
Order from your Keeney Distributor NOW!

J. H. *Keeney* & CO., INC.

"THE HOUSE THAT JACK BUILT"

2600 WEST FORTIETH STREET, CHICAGO 22, ILLINOIS

It's Here

BEACON Jr.

- Increase Collections
- Build Good Will
- Get New Locations
- Hold Good Locations

Four good reasons why you should install a Beacon Coin Changer—Changes dimes into two nickels—Quarters into five nickels—Slugproof, Cheatproof, and Foolproof. Can easily be mounted to a game, wall, counter or to a stand. Holds \$20.00 in nickels, weighs 20 lbs., and is sturdily built.

IMMEDIATE DELIVERY **\$49.50** F. O. B. CHICAGO

BELL PRODUCTS CO.
2000 N. Oakley, Chicago, Ill.



CLOSE-OUT SALE

BRAND NEW

"MISTIC DERBY" games

Original crates, only 20 left at \$50 apiece while they last.
Call or wire:

SHORELINE DISTRIBUTORS

2303 No. 11 St., Phone: 5619 or 2-4349, Sheboygan, Wis.



HIT PARADE

Featuring

- QUINTUPLE BONUS
- FOUR SUPER-ACTION FLIPPERS
- TWO 50,000 ROLLOVER BUTTONS
- 4 KNOCKOUT POCKETS
- HIGH SCORE OF 3 MILLION

and again

That Much Talked About "PLUS 4" COIN CHUTE

OPTIONAL FOR ONLY **\$10** extra

The Game that can be Played for—

5c-10c-15c or 20c. A GAME WITH THE ONE COIN CHUTE

AVAILABLE AS A SINGLE COIN OR WITH THE "PLUS 4" COIN FEATURE

See "Hit Parade" at Your Nearest Distributor

MARVEL MFG. CO.

2847 Fullerton Avenue
Chicago 47, Illinois
DICKens 2424

NOTE

Each additional coin inserted automatically reduces required winning score for FREE PLAYS and gives player greater opportunity for more free plays.



TERRITORY STILL AVAILABLE

MANUFACTURER'S LOSS— YOUR GAIN!

Special Factory Closeout to Make Room for New Production.

BRAND NEW IN ORIGINAL CRATES!



(Originally \$499.50)



\$269⁵⁰

LIMITED QUANTITY, SO ORDER NOW!

Empire Coin
MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE EVERglade 2600 • CHICAGO 22, ILL.

The Best Protection FOR THE MONEY

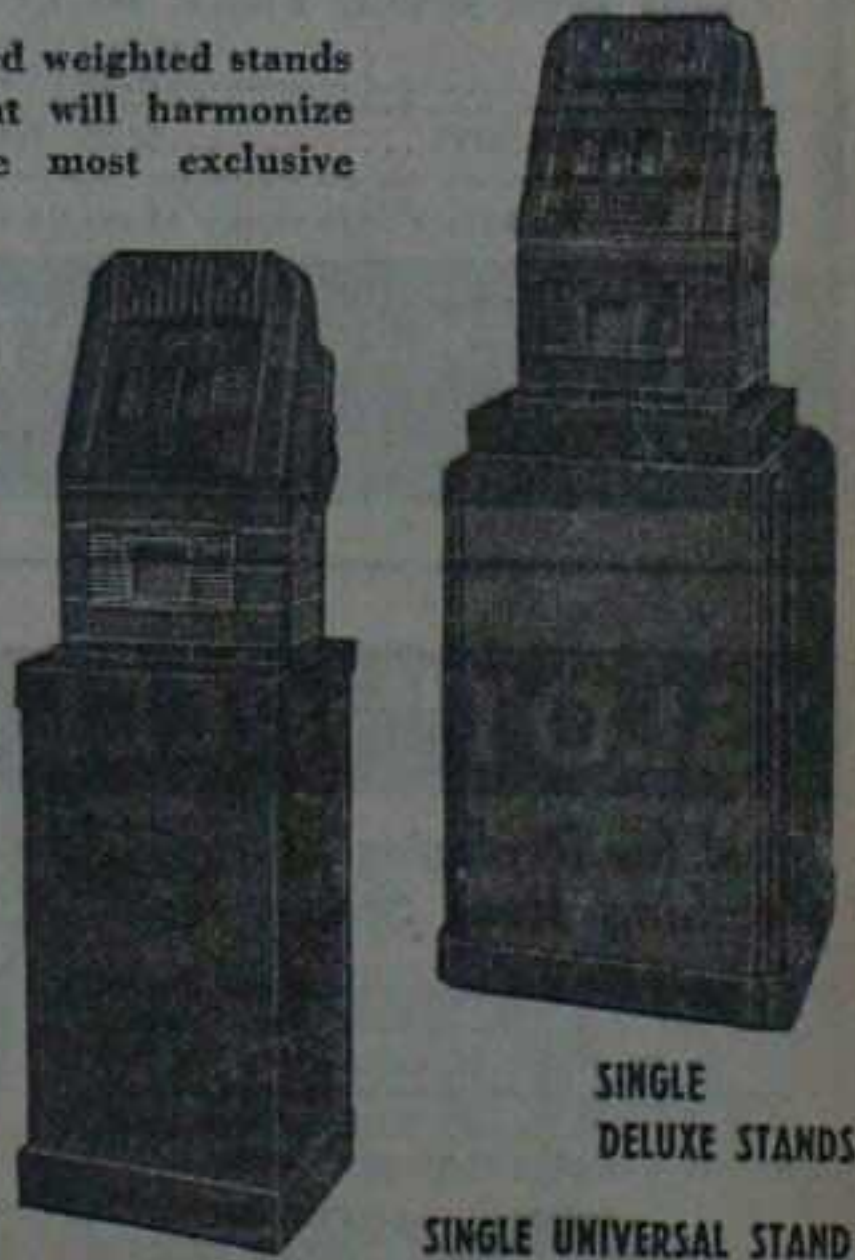
DeLuxe & Universal Stands

Here are two beautifully streamlined weighted stands—with plenty of eye appeal—that will harmonize with the finest interiors in the most exclusive locations.

The patented, self-adjusting gripper lock and clamping device holds all machines with a vise-like grip that prevents movement in any direction. Ample space in base of each stand for weight material.

The DeLuxe Stand is equipped with automatic Revolv-a-Round so machine can be turned for servicing without removing stand away from wall.

Immediate Delivery from stock on both units. Order yours today. Write for name of nearest distributor. Also single, double and triple DeLuxe Safes and double Universal Safes.



SINGLE DELUXE STANDS

SINGLE UNIVERSAL STAND

CHICAGO METAL MFG. CO.

3724 SOUTH ROCKWELL ST. • CHICAGO 32, ILLINOIS • TEL.: LAFAYETTE 5754



You're on the inside track with Exhibit's

JAMBOREE

It's the greatest in demand by operators for a FAST ACTION GAME from top to bottom.

Ask any Smart Operator who has "JAMBOREE" hustling for him.

SEE YOUR DISTRIBUTOR NOW!

EXHIBIT SUPPLY CO.

(ESTABLISHED 1901)

4222-30 W. LAKE STREET · CHICAGO 24, ILL.

No Waiting — New Games for Prompt Delivery
 Gottlieb KING COLE Exhibit JAMBOREE Williams YANKS
 Genco MARDI GRAS Chicago SPINBALL United STARDUST
 Bally RANCHO Mills SLOTS



USED ONE BALL FREE PLAY — PERFECT CONDITION

Gold Cup	(Write) Victory Special	\$190.00
Jockey Special	Daily Races	225.00
Exhibit FLIPPER KITS	Exhibit ANTI LIFT TILTS	\$2.75
		\$3.95

We have a wide variety of good used games. Send for our list.



OLIVE NOVELTY CO.

3025 LUCAS AVE., ST. LOUIS 8, MO.
 Phone: TRINITY 15291



"SLOT" REEL CRIMPERS

Ideal for Replacing or Patching Reel Strips

Operators and club managers can now discard slow and make-shift methods. The Crimpers operate by scissor-like action along the reel flange, thus the jaw barb pierces flange, securely embossing strip to reel. Made of high grade steel to give years of practical service.



LITERATURE ON "SLOT" REPAIR TOOLS AVAILABLE



Central Service SALES COMPANY
 219 WEST JACKSON
 KOKOMO, INDIANA

BUSINESS IS GOOD!

Yes, it is so good, we must expand. To expand we must employ still more salesmen to serve the coin trade of America. So, Mr. Salesman, if you have had experience selling parts and supplies to the coin machine operators of America, and want to affiliate yourself with this country's foremost Parts House, write me today for our exclusive territorial plan. We have a very attractive deal for qualified men. State qualifications and territory preferred by airmail. Address all mail to

ED HEATH

Heath Distributing Company

217 THIRD STREET

MACON, GEORGIA

WANT TO BUY

BALLY - EUREKA

NEW OR USED

C & L AMUSEMENT CO.

324 West Alabama St. Phone Lehi 9908 Houston 6, Tex

Chicago Coin's

NEW! FAST! CRAZY!

SPINBALL

IS OUTSELLING ALL 5-BALLS BECAUSE IT'S NOT JUST ANOTHER GAME—

IT'S A **NEW** GAME

FEATURING THE
New

"Spinning Bumper"

WITH CONTINUOUS ROTATING ACTION

THE FASTEST
ACTION
EVER SEEN

SPINBALL'S NEW PLAYER APPEAL IS PRODUCING LARGER LOCATION EARNINGS

CHICAGO COIN MACHINE COMPANY

1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

ORDER FROM YOUR
DISTRIBUTOR TODAY!



NOTICE:

Factory vacation from
July 3rd to July 19th.
Parts orders as
usual.

IMMEDIATE DELIVERIES

on the following
NEW 5 BALL FREE PLAY GAMES
Write for Prices
E-Z Payment Plans for Operators in Missouri
and Illinois only.
BALLY RANCHO
GENCO MARDI GRAS
WILLIAMS YANKS
GOTTLIEB KING COLE
CHI-COIN SPIN BALL
UNITED STAR DUST

Morris Novelty Co., Inc.

SKEE BALL PARTS TEN STRIKES

We have nets, balls and all parts for
Skee Ball Alleys and Ten Strike.

Send For Catalogue.

RELIABLE PARTS CO.
2512 W. Irving Pk. Rd., Chicago 18, Ill.

CHICAGO COIN'S SPIN-BALL

Call or write for prices

LEHIGH SPECIALTY CO.

1407 W. Montgomery Ave.
Philadelphia 21, Pa.
Phone: Poplar 5-3299

UNION ★ IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW

TRY TRIMOUNT for Service

- New England's Largest Parts Department
- Careful and Immediate Attention to all orders
- Mail Orders Filled Promptly and Completely
- Well Trained, Experienced Staff
- Complete line of Parts in Stock for all Pin Games

Look at these SPECIAL VALUES

Gottlieb Coils	SM 20-1	YOUR CHOICE
United Coils	123	
Williams Coils	W-25	75c Each
Flipper Coils	20-6 (24 volt)	



FOR PARTS & SERVICE IT'S TRIMOUNT FIRST & ALWAYS

TRIMOUNT

COIN MACHINE CO.

40 WALTHAM ST., BOSTON 18, MASS. PHONE: LIB. 9480

IN NEW ENGLAND IT'S TRIMOUNT

ENGLAND IT'S TRIMOUNT

Palisades Specialties Has the
Sensation of the Year

BALLY'S RANCHO

BALLY GOLD CUP, JOCKEY SPECIALS,
VICTORY SPECIALS, VICTORY DERBIES
AND DRAW BELLS.

Select from King Cole, Jack 'n Jill, Mon-
terrey, Samba, Shanghai, Yank, Mardi Gras,
Trinidad, Trade Winds, Robin Hood, Cin-
derella, Bermuda, Caribbean, Catalina,
Evans Winter Books and Bangtails. New and
used Post-War Mills and Jennings Slot
Machines.

Summer operators can get depend-
able merchandise here!

CALL OR WRITE FOR PRICES

PALISADES SPECIALTIES COMPANY

498 Anderson Avenue Cliffside Park, N. J.
Cliffside 6-2892

Only One Mile South of George Washington
Bridge on 9W, Jersey Side.

IMMEDIATE DELIVERY

ON ALL NEW FLIPPER GAMES

LEAP YEAR	VIRGINIA	YANKS
SAMBA	JACK 'N' JILL	MARDI GRAS
WISCONSIN	CLEOPATRA	BANJO

Write for special prices on used games

MID-STATE COMPANY

2369 MILWAUKEE AVENUE
CHICAGO 47, ILLINOIS
Phone: DICKens 3444

FOR SALE

- 4 Wurlitzer 1015 (used), Ea. . . \$475.00
- 2 Williams All Star (used), Ea. . . 195.00
- 2 Chicago Coin Goatee (used), Ea. . . 99.00
- 20 A.B.T. Targets (used), Ea. . . 15.00

All of the above equipment
guaranteed A-1 condition.

BRUCE AMUSE. CO.
WILLIAMSBURG, KY.



PUT YOUR MONEY ON A PROVEN WINNER!

Williams

YANKS

Operator's Demands Force Us to Continue Production Indefinitely!

ORDER FROM YOUR DISTRIBUTOR NOW!

Williams

MANUFACTURING COMPANY

161 W. HURON STREET

CHICAGO 10, ILL.



JOE ASH

ACTIVE COMPLETELY RECONDITIONED GAMES READY FOR LOCATION 'NUFF SAID

BIG HIT	\$ 22.50
CYCLONE	49.50
DYNAMITE	22.50
HAVANA	34.50
LUCKY STAR	54.50
NEVADA	89.50
PLAYBOY	44.50
STAGE DOOR CANTEEN	22.50
SPELLBOUND	22.50
SURF QUEEN	22.50
SUSPENSE	22.50
TROPICANA	104.50

1/3 With Order - Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St. Philadelphia 30, Pa. Fremont 7-4495

98 Clinton Ave. Newark 5, N. J. Mitchell 2-8527

1120 Wyoming Ave. Scranton, Pa. Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS"

WANT VALUE? WANT QUALITY? WANT PROFITS? BUY IT FROM LONDON!

SEEBURG	Regals Crowns	99.50 EA.	WURL.	500K	99.50 EA.
	9800 ESRC	210.00 EA.		600K	99.50 EA.
	Classics Vogues	189.50 EA.	ROCKOL	Super Master	109.50 EA.
	Colonels ESRC	269.50 EA.		Standard DeLuxe	99.50 EA.

CHECKED	LATE GAMES	CLEANED
Stage Door Canteen	Sea Breeze	Spellbound
Surf Queen	29.50	Big Hit
Midget Racer	Each	Each
Stop Up	39.50	Superscore
Shooting Stars	Each	Double Barrel
Big League	Each	Fast Ball

SUMMER ARCADE	SPECIALS	RESORT SKEE BALLS
GOALEES - \$99.50	ALL STARS \$249.50	SKEE BALLS
ALL STAR HOCKEY	BLACK CHERRY CABINETS	TARGET ROLL
SCIEN. BATT. PRAC. } \$49.50 Each	Complete \$24.50	SKILL ROLL
TALLY ROLL	NEW ACE COIN COUNTERS	ROLL-A-SCORE
DOUBLE UP } \$49.50 Each	Complete with Carrying Case \$99.50	ROLL-A-BALL
PINCH HITTER		ROCK-O-BALL
		ROCKET BALL
		ADVANCE ROLLS
		BING-A-ROLLS } WRITE

TERMS: 1/3 Deposit, Balance C. O. D.

Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan. PHONE: KILBOURN 7323

J. L. Lendon Music Co., Inc.
3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

CORRECTION

THRU ERROR—THE LAST ISSUE OF THE BILLBOARD CARRIED THE INCORRECT ILLUSTRATION OF WICO'S "WHIRLWIND" PLAY BOOSTER.

THE ONE SHOWN BELOW IS THE RIGHT ONE!



Action Action Action Action

WICO'S "WHIRLWIND" PLAY BOOSTER

PROVES "GOLD MINE" FOR OPERATORS

Check These Big
PROFIT FEATURES

- ★ LIGHTS, ACTION, IT SPINS ★ STEPS UP PLAY
- ★ TESTED, APPROVED BY OPERATORS WHO KNOW
- ★ HOLDS LOCATIONS, ADDS NEW ONES
- ★ TROUBLE FREE
- ★ SIMPLE TO INSTALL ★ FITS ALL MFR'S. GAMES
- ★ MAKES OLD GAMES PROFITABLE
- ★ MAKES NEW GAMES BETTER

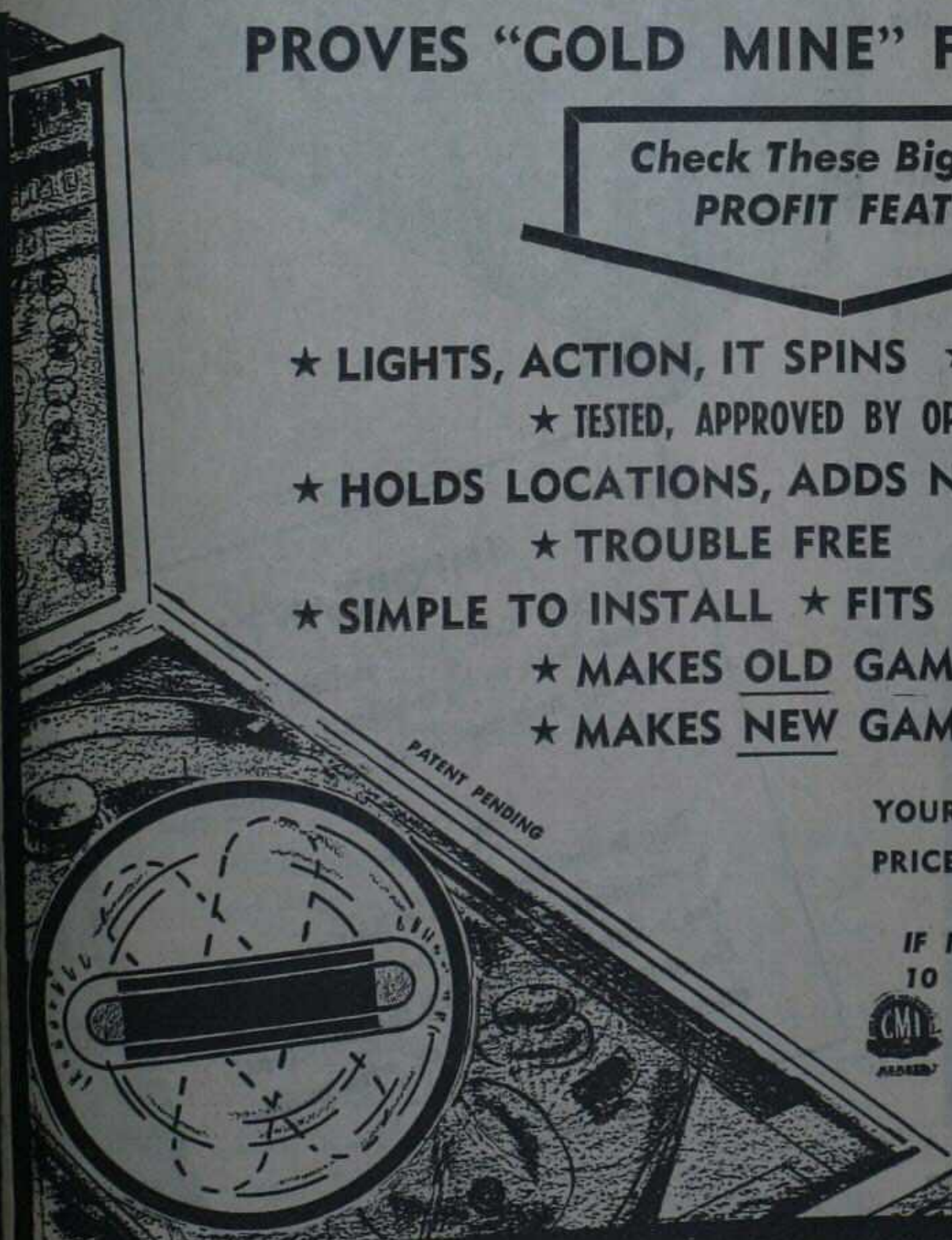
YOUR PRICE **\$11⁹⁵** COMPLETE
READY TO INSTALL

IF NOT SATISFIED RETURN WITHIN
10 DAYS AND GET YOUR REFUND
IMMEDIATE DELIVERY



Order a sample today, you'll order a dozen or more tomorrow; can be installed most any place on the playing field by simply removing a bumper. Complete instructions with each unit.

DISTRIBUTORS — WRITE



WICO CORP. 2913 No. PULASKI RD. CHICAGO 41,
Phone: MULBERRY 3000 ILLINOIS

Operate Buckley TRACK ODDS

...NO INVESTMENT!

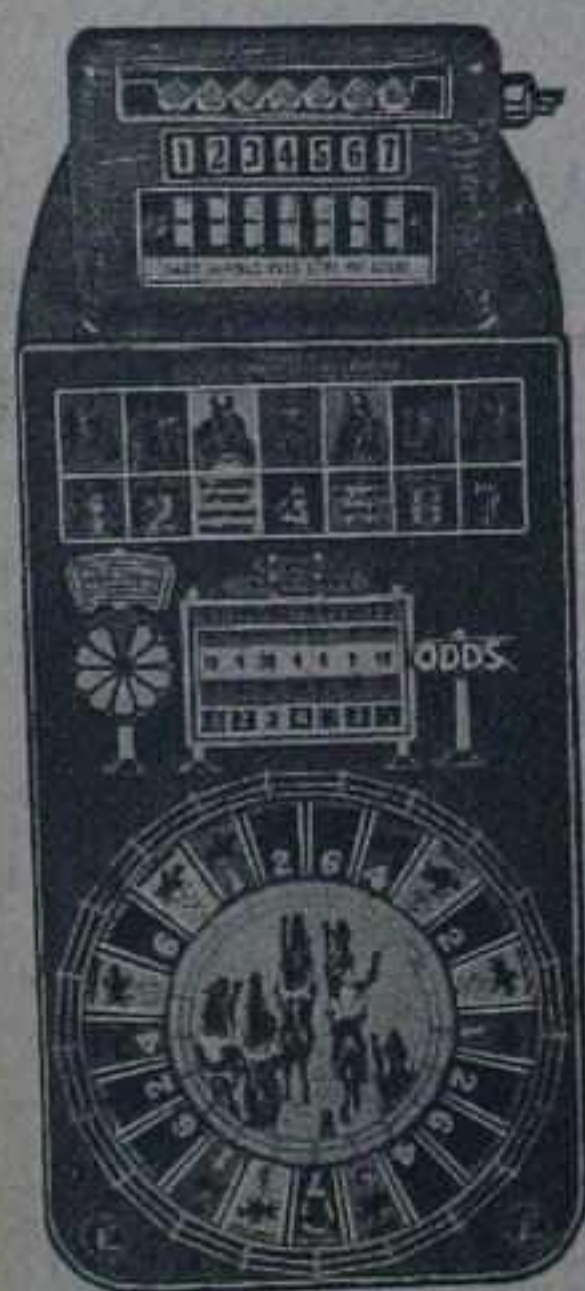
Can you use Buckley Track Odds or Parlay Long Shots in your territory!

We're ready to furnish one or one hundred new late model Track Odds or Parlay Long Shots to any responsible operator on a **PROFIT SHARING BASIS**.

NO INVESTMENT REQUIRED—

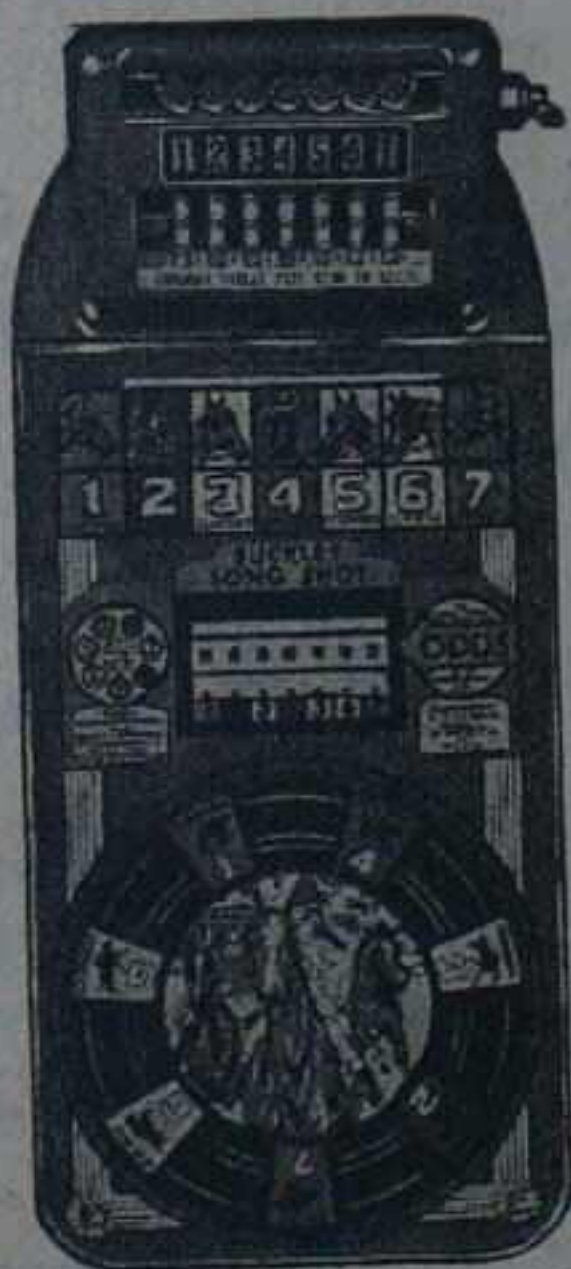
You furnish the locations—We'll furnish the machines.

THERE'S NO BETTER MONEY MAKER THAN BUCKLEY TRACK ODDS and PARLAY LONG SHOT — we know from experience! Here's your chance to operate the best money maker without one cent investment for equipment.



TRACK ODDS

Illustration above shows the TRACK ODDS top glass. From one to seven coins may be played at one time. Winner is indicated by the spinner and odds changer shows odds. Players like the TRACK ODDS because it is easy to understand and gives them ACTION and THRILLS.



PARLAY LONG SHOT

Illustration above shows Buckley PARLAY top glass. Notice the big odds — 10-15-20-25-30 to 1 plus jackpot as high as 500 to 1. Naturally the PARLAY is a real favorite with long shot players. It's an ideal companion console for the TRACK ODDS.

IMPORTANT!

If you have the territory communicate with us immediately, giving your phone number so we can contact you at once.

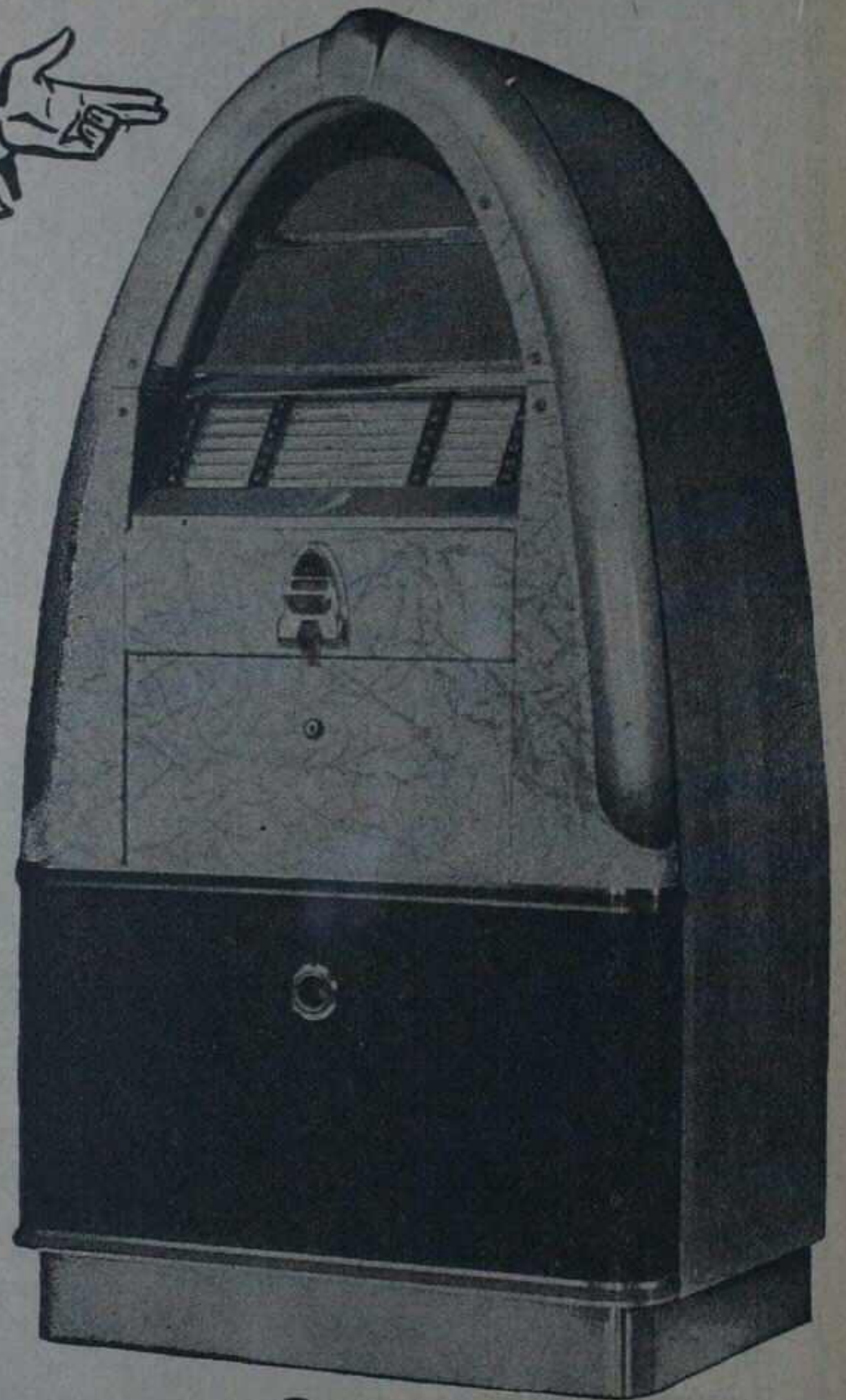
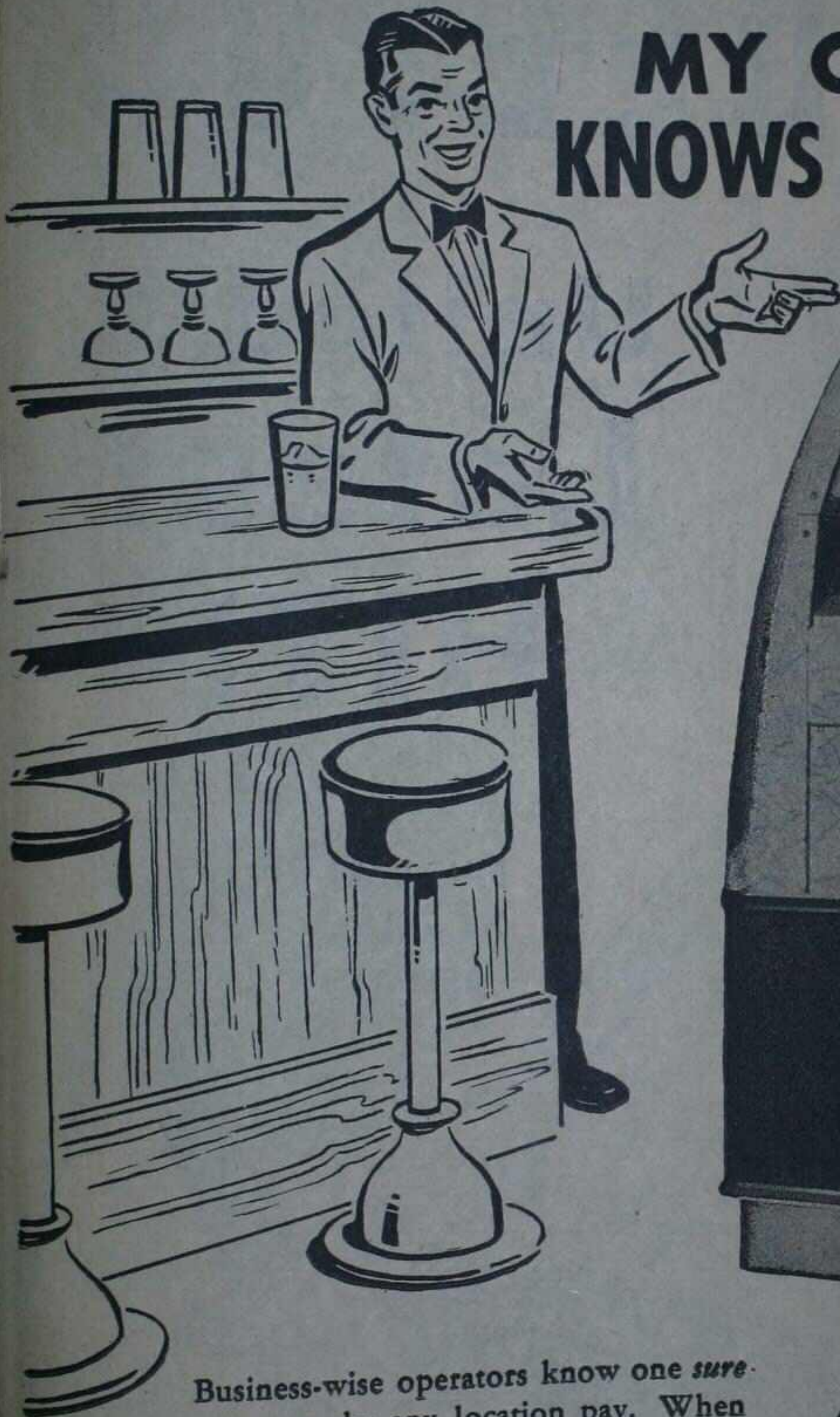


This is the chance of a lifetime — No investment necessary — you furnish the locations, we furnish the machines. No obligation — Write or wire immediately.

Address:

**Box 187, c/o The Billboard
155 N. Clark St., Chicago 1, Ill.**

MY OPERATOR KNOWS HIS BUSINESS



Business-wise operators know one *sure* way to make any location pay. When you install a CORONET, you get the finest automatic phonograph made. The performance is perfect...the price is 495 ...and the proof is in the *profits*. So find out about CORONET today! Contact your Aireon representative...or the factory direct...for complete information.

Aireon
Coronet
FOR
495

The World's Finest Phonograph Equipment ...at the World's Lowest Prices

RONDEEVOO

United's Latest HIT!



**FIVE-BALL
NOVELTY
REPLAY**

KICKER
CONTROL
BUTTON
→
EACH SIDE

↑
REPLAY BUTTON
See Your
Distributor



UNITED MANUFACTURING COMPANY

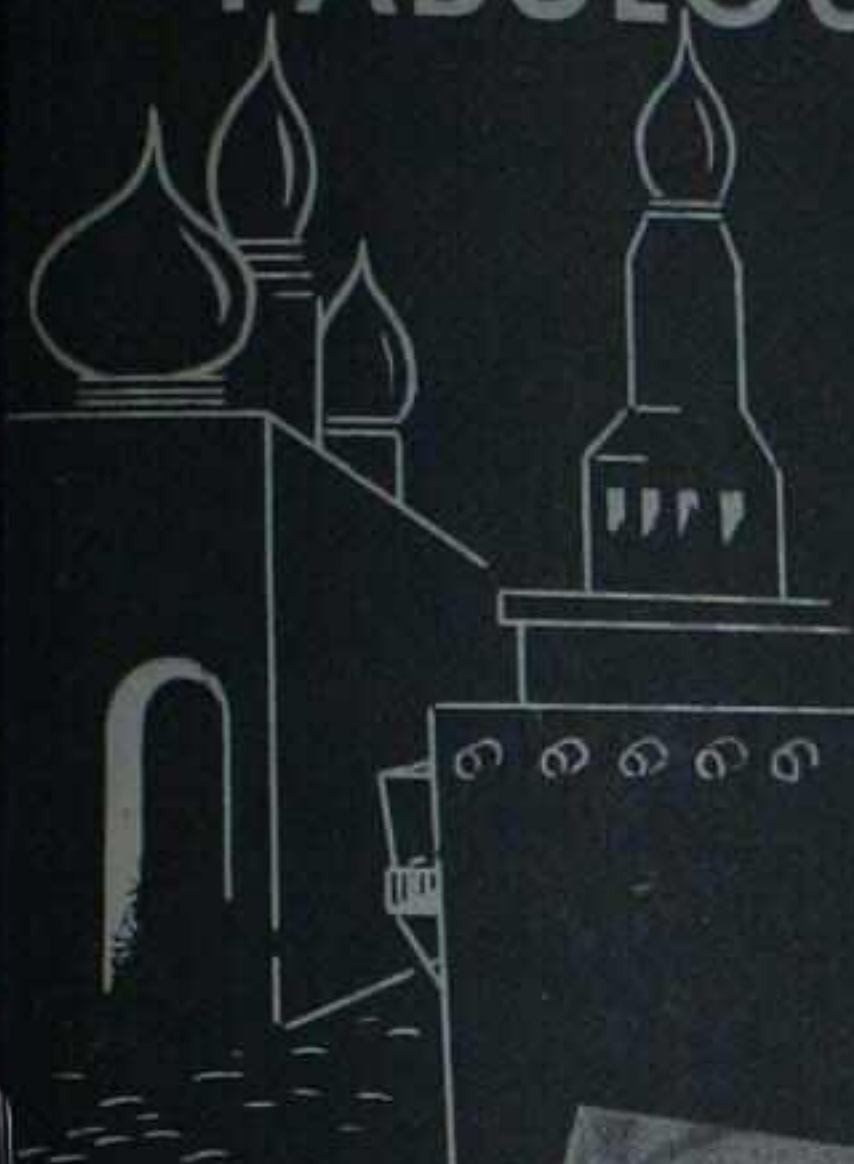
5737 NORTH BROADWAY



CHICAGO 40, ILLINOIS

FABULOUS, AMAZING ...

ALI-BABA



SUPER-SENSITIVE CONTROL BUTTONS ON BOTH SIDES

"There is no substitute for Quality!"

All the Features That Make Gottlieb Games Profitable

Plus PROGRESSIVE BUILD-UP BUMPERS!

Most sensational idea since our widely imitated Original Flipper Bumpers!

Plus HOLD-OVER BONUS

Terrific play incentive!

GAUGED PRODUCTION AND CONTROLLED DISTRIBUTION PROTECT YOUR INVESTMENT!

CONTACT YOUR DISTRIBUTOR AT ONCE!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS



DE LUXE BOWLER by Bally



**NOISELESS
OPERATION
WINS NEW
LOCATIONS**

**DESIGNED
TO PERMIT
BANK-SHOTS**
SIDE RAILS FITTED
WITH COMPOSITION
INSERTS

**BIG
EASY-TO-SEE
SCORE
PROJECTOR**

**HIGH-SCORE
REGISTER
STIMULATES
COMPETITIVE
PLAY**

**FLUORESCENT
LIGHTING**

**RICH
STREAMLINED
BEAUTY
WELCOME
IN ALL SPOTS**

**GUARANTEED
MECHANICALLY
RIGHT**

A Bally GAME
FOR EVERY SPOT

- GOLD CUP
- TROPHY
- RANCHO
- TRIPLE BELL
- WILD LEMON
- DOUBLE-UP
- HI-BOY
- HY-ROLL
- BIG INNING

Smoothest skill game ever built and a high-power money-maker. Streamlined beauty, quiet operation and adjustable length win welcome in every location. Powerful repeat play appeal insures top earnings month after month.

**ORDER FROM YOUR
BALLY DISTRIBUTOR TODAY**

ADJUSTABLE LENGTH
From 9 feet up to 15 feet

NEW SKILL POCKET FEATURE

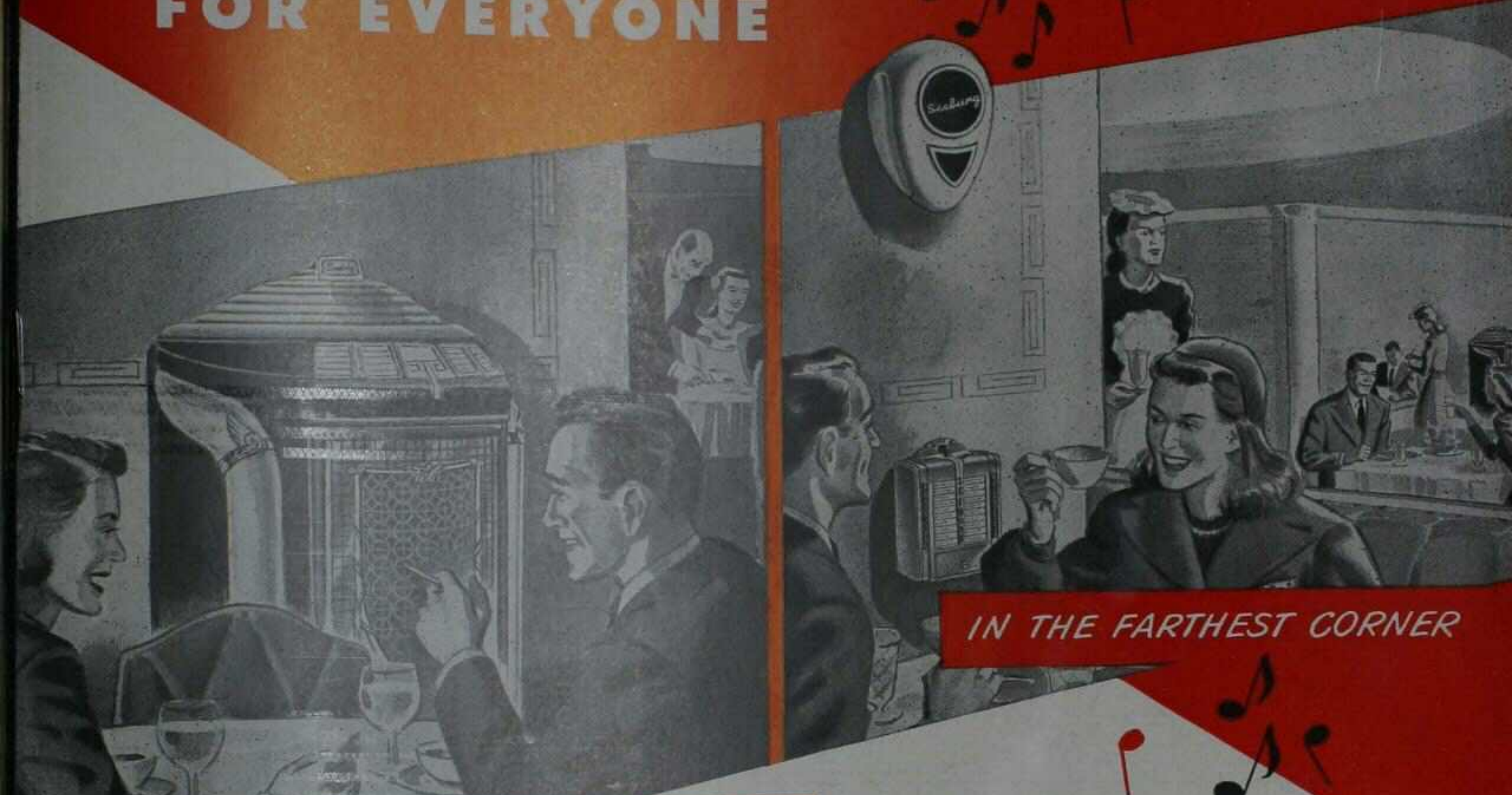
SKILL POCKET score value changes after every ball—40-50-60-70-80—flashing in random rotation, brilliantly displayed on light-up back-glass. Location tests prove the SKILL POCKET feature to be the strongest repeat play stimulator ever built into skee-bowler equipment. SKILL POCKET will put fat profits in your pocket. Order DE LUXE BOWLER today.



Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Listening Pleasure

FOR EVERYONE



IN THE FARTHEST CORNER

NEXT TO THE SYMPHONOLA . . . with a

Seeburg Music System

• When a music system is properly installed, there is no blare near the phonograph—no fadeaway in far corners. Instead, the music is distributed at conversational level throughout the location.

With a Seeburg Symphonola as the heart of the music system, you can provide the kind of music that makes friends with location owners and the public . . . the kind that produces maximum revenue for you.

Let your Seeburg Distributor demonstrate the many advantages of Scientific Sound Distribution and Remote Control—two Seeburg developments that are essential to modern music merchandising.

**SEE YOUR SEEBURG
DISTRIBUTOR FOR
A DEMONSTRATION**



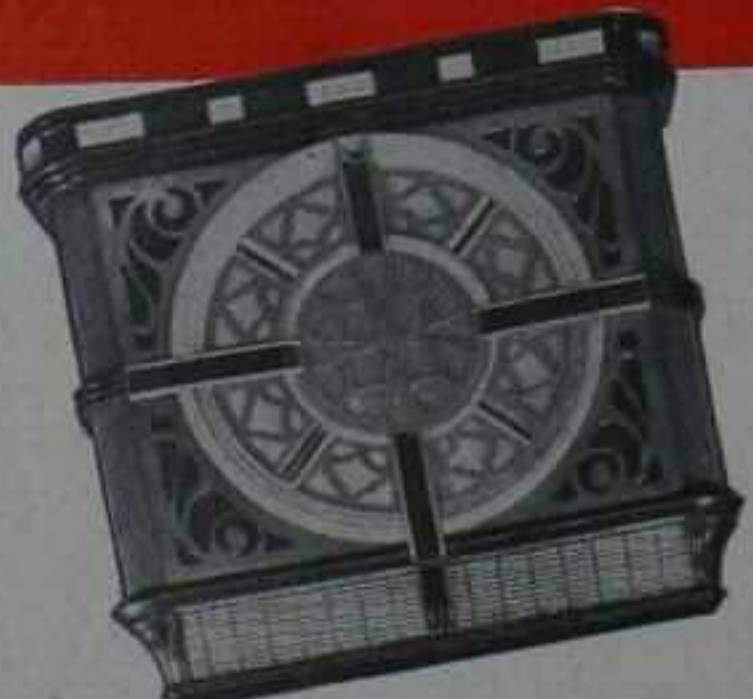
148" Symphonola.

Seeburg
1902 • DEPENDABLE MUSIC SYSTEMS • 1948
J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22



By what yardstick do you measure a commercial phonograph?

Cash in the coinbox!



- ▶ When the hoopla and shouting are over, there's only one measure of the *true worth* of a commercial phonograph to the music Operator... And that's a simple *black ink* entry in the Operator's ledger book at the end of the year!
- ▶ That is the reason why there just isn't anything that pleases Packard more than *repeat* orders from Ops who bought a few Manhattans to *try them out* . . . and soon ordered *more* because of the Manhattan's demonstrated ability as a *money maker*.
And Manhattan perfection today is no more than you'd expect from the *same men* who pioneered the *first* commercial automatic electric phonograph more than twenty years ago.
- ▶ Manhattan simplicity and sincerity . . . Manhattan beauty of tone and styling . . . in short, Manhattan *leadership* is *winning* and *holding* choice locations—and creating good will, extra play and profit wherever installed.
If you'd like to join the family of Operators who are *prospering* with the Manhattan—bought on Packard's *money saving* "direct to Ops" sales plan—mail the coupon for complete details.

Special! A special speaker at a special price! Ask about it—and you'll buy it!

▶ Famous "Orchid" speaker. As lovely in tone and appearance as its name implies. BIG—40 1/2" wide, 36 3/8" high and 13 3/8" deep with 12" PM type speaker. Beautifully illuminated. Cabinet basically walnut finish. Grille of natural finish wood with background of red and yellow plastic. Decorated with mirrored glass. Complete with wire and brackets for mounting. Weight 84 lbs. Crated for shipping 114 lbs. Price, net cash, \$64.35 f.o.b. Indianapolis.

PROFIT Is Where You CREATE It . . . Mail This Coupon Today—NOW!

I am a bona fide Operator of _____ phonographs in _____

Name (please print) _____

Address _____

City _____ State _____

Mail to: **PACKARD MANUFACTURING CORP. • Indianapolis 7, U.S.A.**